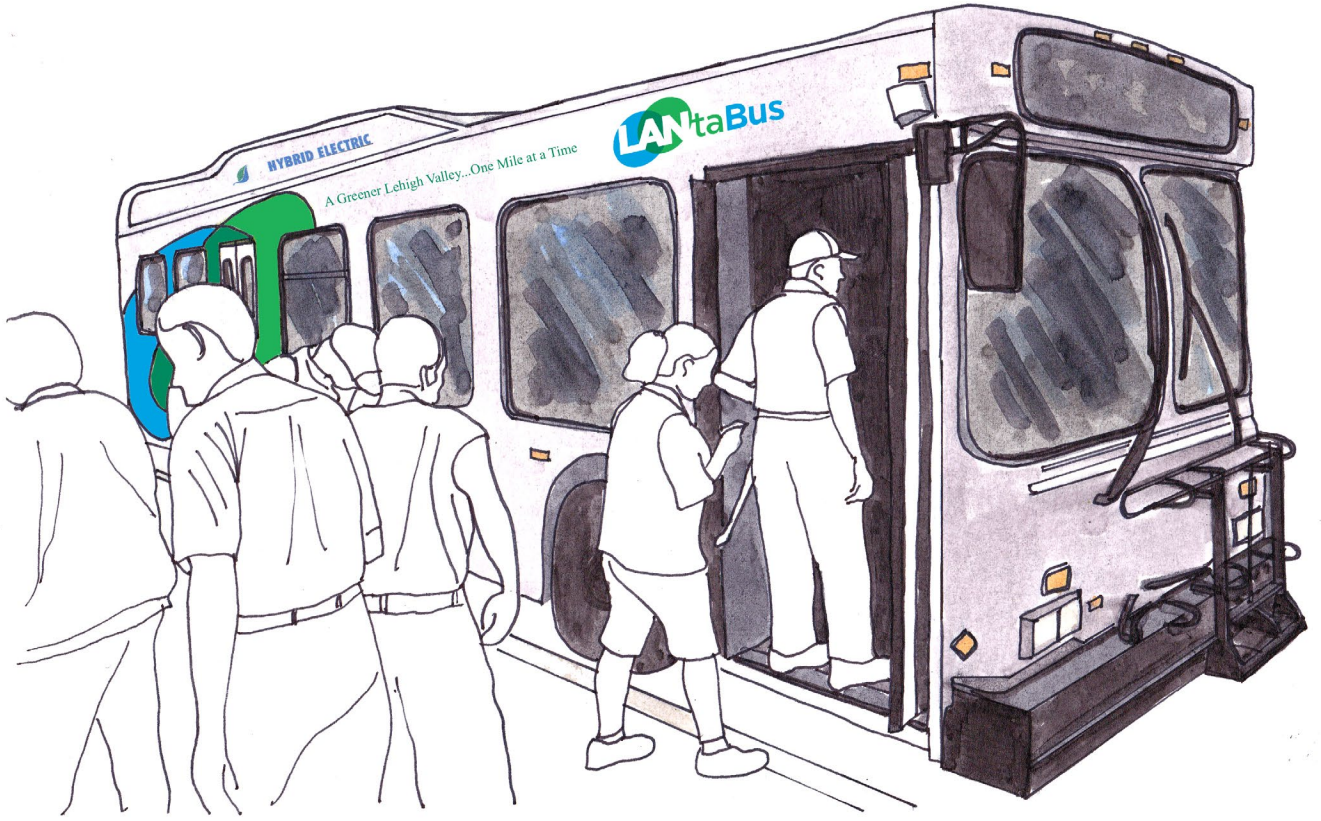
Student Recommendations
for the
Fahy Bridge EBS Bus Station

LANta

EBS



Enhanced Bus Service (EBS)

Fahy Bridge South Station Area Design

AJ Jordan, Director of Planning and Scheduling, LANTA

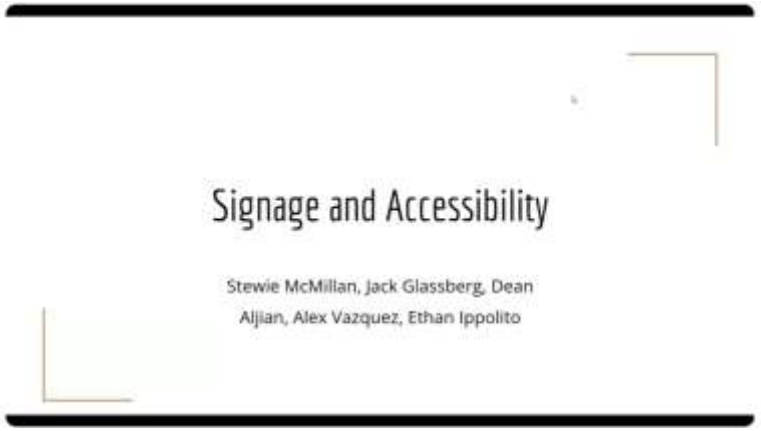
Molly Wood, Land Use Planner, LANTA

Corey Gray, Senior Planner, City of Bethlehem

September 9, 2024

Corey Gray – Senior Planner

September 9th, 2024



https://www.youtube.com/watch?v=RPxreHVSYx4

https://www.youtube.com/watch?v=46OQinZY83s

https://www.youtube.com/watch?v=plebA6pA4mM

https://www.youtube.com/watch?v=egpKjdtZIKs

https://www.youtube.com/watch?v=4xpfoqAD4Ew

https://www.youtube.com/watch?v=WIayb2w5vqw

Signage & Accessibility
Community Connections

Red: Current Cross, Yellow: Proposed Cross, Blue: Alternate Cross

Activating the Area

BANANA FACTORY™ ARTS CENTER

Food trucks at Unangst Tree Farm in Bethlehem

Bethlehem Farmers Market featured on campus

SOUTHSide ARTS DISTRICT

Triangle Park

LEHIGH UNIVERSITY
Department of Earth & Environmental Science

BANANA FACTORY ARTS CENTER

SOUTHSide ARTS DISTRICT

LVG

ARTSQUEST imagine that

BROUGHAL MIDDLE SCHOOL
BETHLEHEM AREA SCHOOL DISTRICT

CA DEVELOPMENT BETHLEHEM

afros in nature

Art at the Bus Stop

Stations at Night

Safety. Security. Comfort.

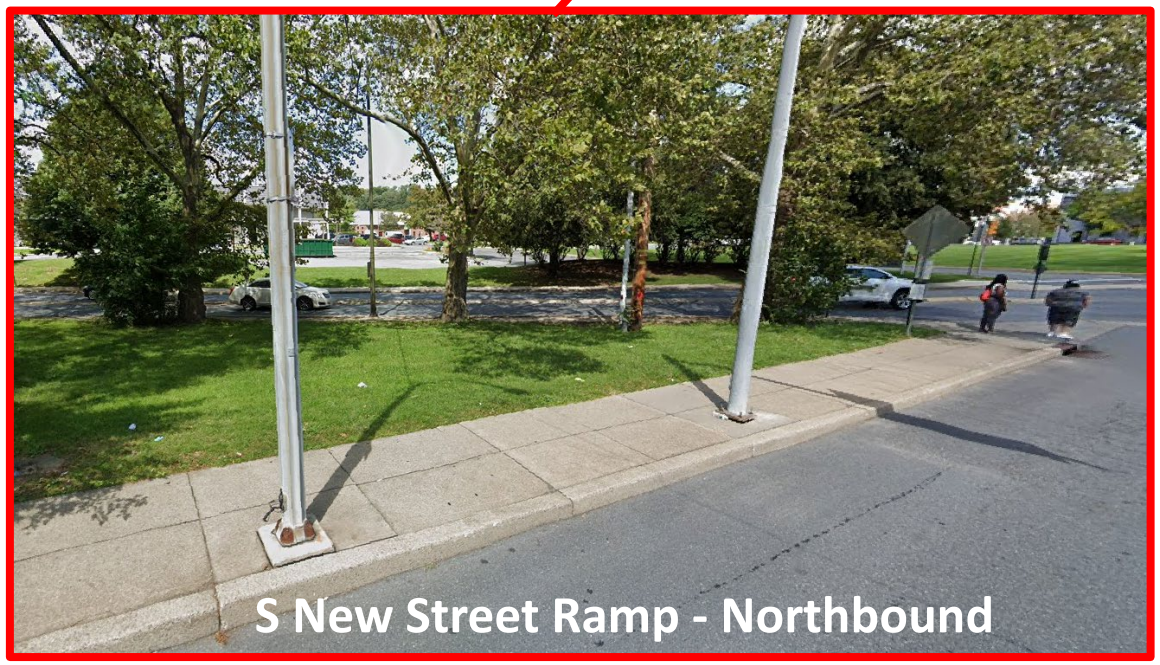
Lighting, Information, Access needs to focus beyond the shelter.

Wayfinding and Access

Fahy Bridge South

How do you get there?
What do you see?
How do you know
where to board?

Fahy Bridge South Station



Key Factors to Consider When Evaluating Site

- Land Use/Wayfinding:
  - What major land uses/activity centers are within walking distance of the bus stop
  - How will the bus stop serve populations that rely on public transportation, including youth, aging adults, persons with disabilities, and individuals without access to a car?

- Safety and Security:
  - Is adequate space available for ADA compliant boarding and alighting areas?
  - Is the bus stop in a visible location with adequate lighting?
  - Is adequate sight distance available for pedestrians waiting at the stop, for the transit operator as well as other drivers?
  - Are there any walls, landscaping, or other structures that obstruct sight lines and impact passenger safety or security?

- Pedestrian Connections and Accessibility
  - How far will passengers have to travel to access the bus stop or their destinations?
  - What pedestrian infrastructure, i.e. sidewalks, curb ramps, crosswalks, pedestrian signals, is provided to connect the bus stop to destinations?
  - What is the width and condition of pedestrian infrastructure near the bus stop?
  - What amenities are necessary and appropriate to serve the needs of transit riders and the community, and is there adequate space available to provide amenities?

(Building Better Bus Stops Resource Guide)

ADA Compliance – Access and Connectivity

Americans with Disabilities Act of 1990

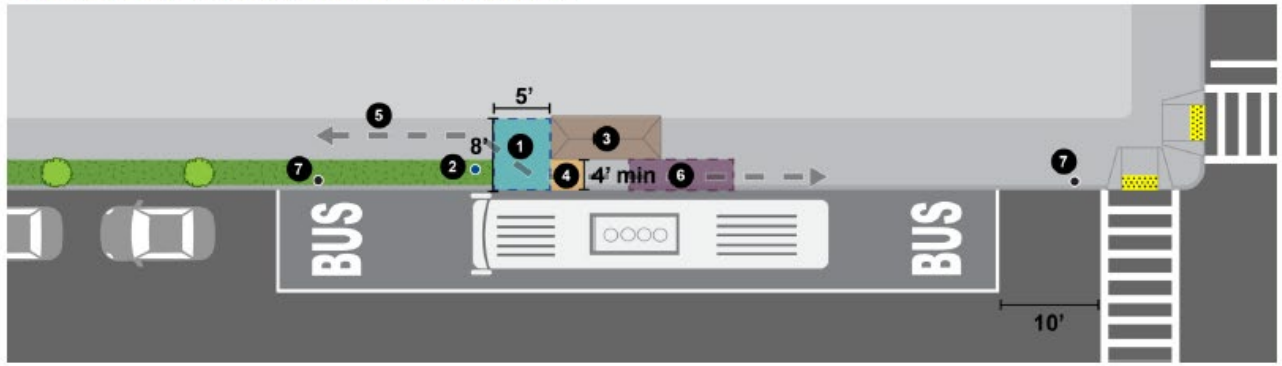
- ADA regulations grant persons with disabilities the same rights and responsibilities available to all individuals.
- ADA standards require all bus stops to have clear, sufficient space for boarding/alighting:
  - At minimum, an ADA accessible bus stop will include:
    - ADA loading pad (firm stable 5’x8’ surface)
    - Pedestrian accessible route to the adjacent sidewalk and nearest crosswalk.
  - Beyond minimum requirements, additional amenities like shelters and benches can significantly improve the passenger waiting experience, help increase the visibility of bus stops, and can help promote the use of public transportation.
  - Raised curb is necessary to help deploy the bus ramp
  - Running slope – parallel to roadway
  - Cross slope – maximum 2% perpendicular to roadway and cross slope

Recent Local Examples of ADA Improvements

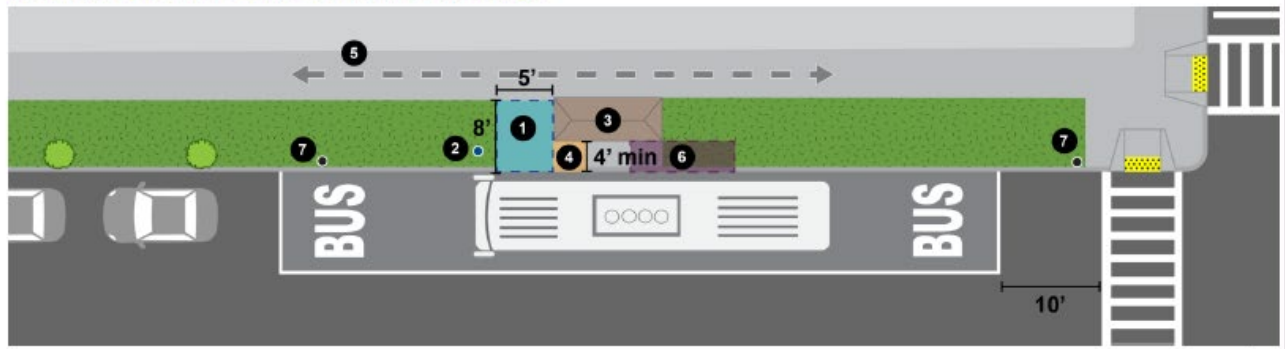
Union Blvd and Giant, WB
EBS Bus Stop
City of Bethlehem

Basic Bus Stop Elements

Sidewalk separated from the curb with a narrow verge



Sidewalk separated from the curb with a wide verge



Plan View

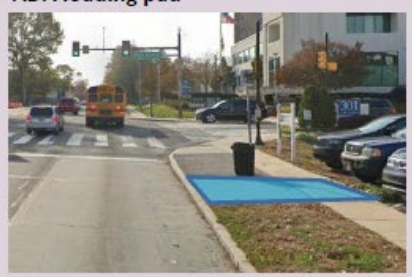
Not to Scale

7 No parking signs or designation (if applicable)

6 Clear zone for rear door and waiting area

5 Accessible route (through the stop and to destinations)

1 ADA loading pad



2 Bus stop sign

3 Shelter, bench or other street furniture (optional)

4 Accessible route (to the shelter)

Image credits: Google Earth, LANTA, DVRPC

Basic Bus Stop Elements (continued)

1 ADA loading pad

- Firm and stable surface, typically concrete
- Minimum clear length of 8' measured perpendicular to the roadway.
- Minimum clear width of 5' measured parallel to the roadway. Wider pad is desirable.
- Maximum cross slope is 1:48

2 Bus stop location sign

- Minimum 2' between the sign support structure and the curb/edge of the roadway
- Minimum 2' from ADA loading pad
- Vertical clearance from the ground to the bottom of the sign between 7' and 8'
- Not obstructing pedestrian accessible route
- Mounted on a post (or a shelter) that does not include any traffic control devices

3 Shelter, bench, bicycle parking, lighting trash receptacle and other amenities (optional)

<u>Shelters</u>

- Minimum clearance of 4' from the curb and not obstructing the clear area for the ADA loading pad or the pedestrian accessible route
- Minimum clearance of 4' around the shelter, which may be reduced to 2' for the distance between the back of the shelter and a building face or wall
- Installation in PennDOT's right-of-way requires a Transit Shelter Right-of-Way Placement Agreement. Installation on other public right-of-way or private property may require an easement and/or maintenance agreement.

4 Accessible route (between the ADA loading pad and the shelter)

- Desirable minimum width of 4' with a required minimum clear width of 3'
- Maximum running slope is 1:20
- Maximum cross slope is 1:48

5 Accessible route (through the stop and to destinations)

- Firm, stable, and slip resistant surface
- Desirable minimum width of 5' with a required minimum clear width of 4'
- Maximum cross slope is 1:48
- Note: There may be limitations to providing ADA compliant accessible routes to bus stops. Providing sidewalks, crosswalks and other pedestrian infrastructure for accessible routes may involve coordination between municipalities, PennDOT, transit agencies, and/or property owners.

6 Clear zone for rear door access and waiting area

- Level area free of obstructions to wait for the bus and access the bus via the rear door
- The size of the waiting area should be based on ridership at the bus stop
- For rear door access, the desirable minimum length is 4' measured perpendicular to the roadway and the desirable minimum width is 10' measured parallel to the roadway
- Desirable paved surface, but can be grass

7 No parking signs or designation (if applicable)

- No parking may be designated with signs, painted curbs, and/or pavement markings
- Municipalities are responsible for no parking designations, as well as pavement markings for the bus stop

Local Context

Consistent Design Elements in Diverse Context.

What Elements of a Station will be consistent Across the Region?

Diverse Stations are needed in Diverse Environments.

Stations need to be visible from a distance while walking.

Stations need a Common feature systemwide for the public to identify.

Local Context

Consistent Design Elements in Diverse Context. Pylon Sign.

Local Context

Fahy Bridge North

Local Context

Fahy Bridge North

Local Context
Southside Station

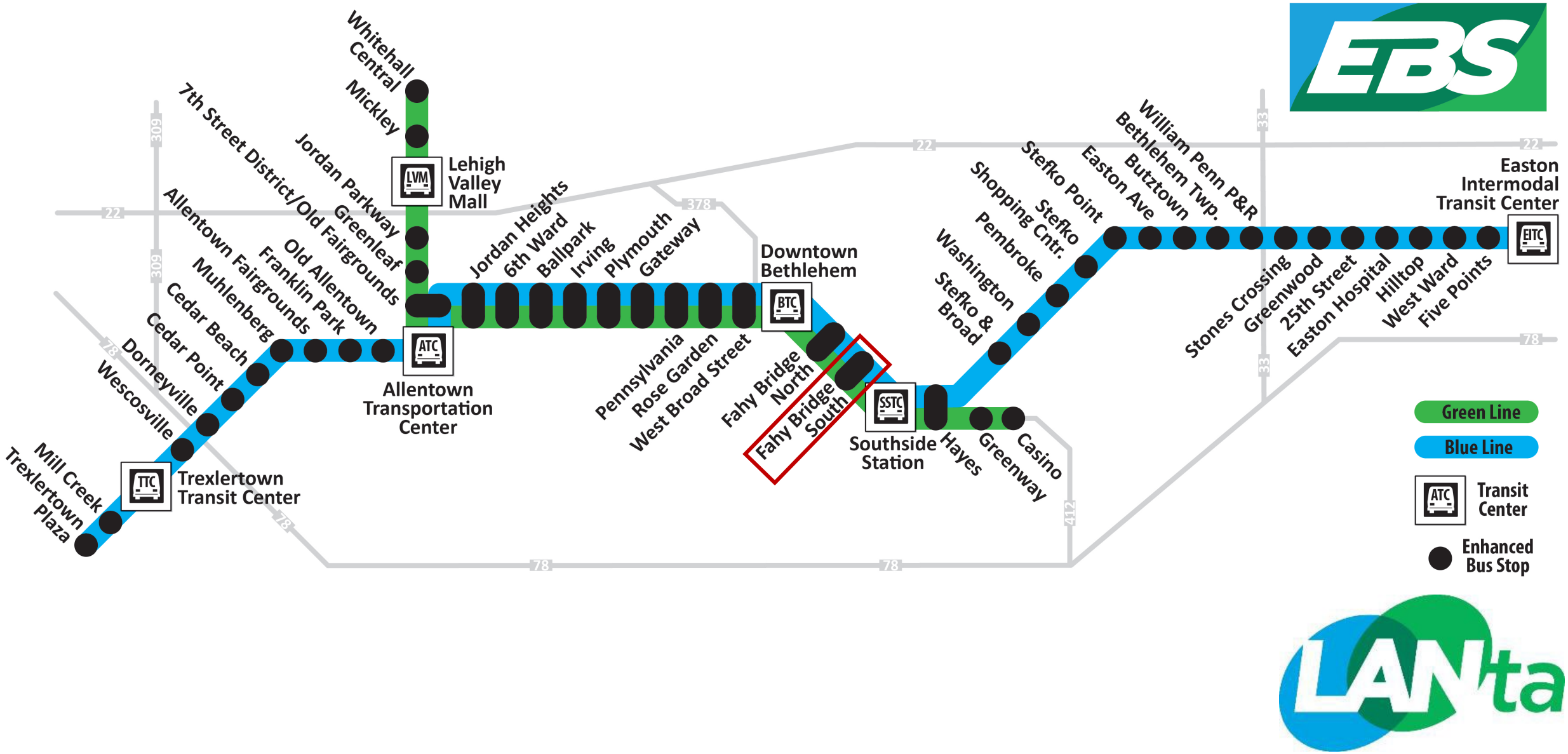
Local Context
Southside Station

Local Context

Fahy Bridge South

Local Context
Fahy Bridge South

EBS Rapid Transit

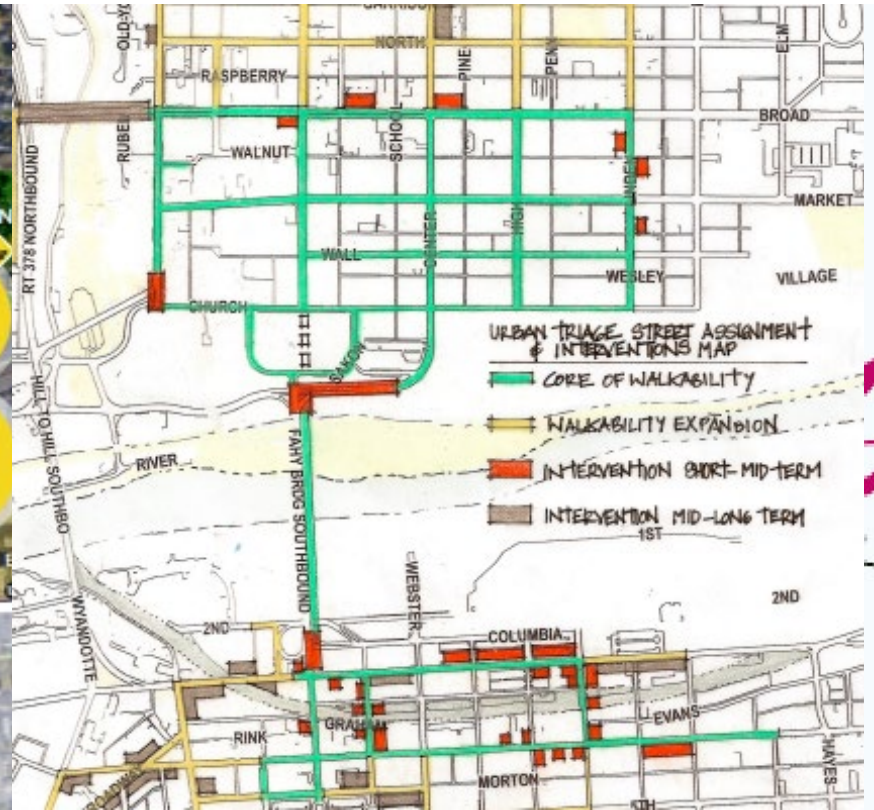


SITE AND SITUATION

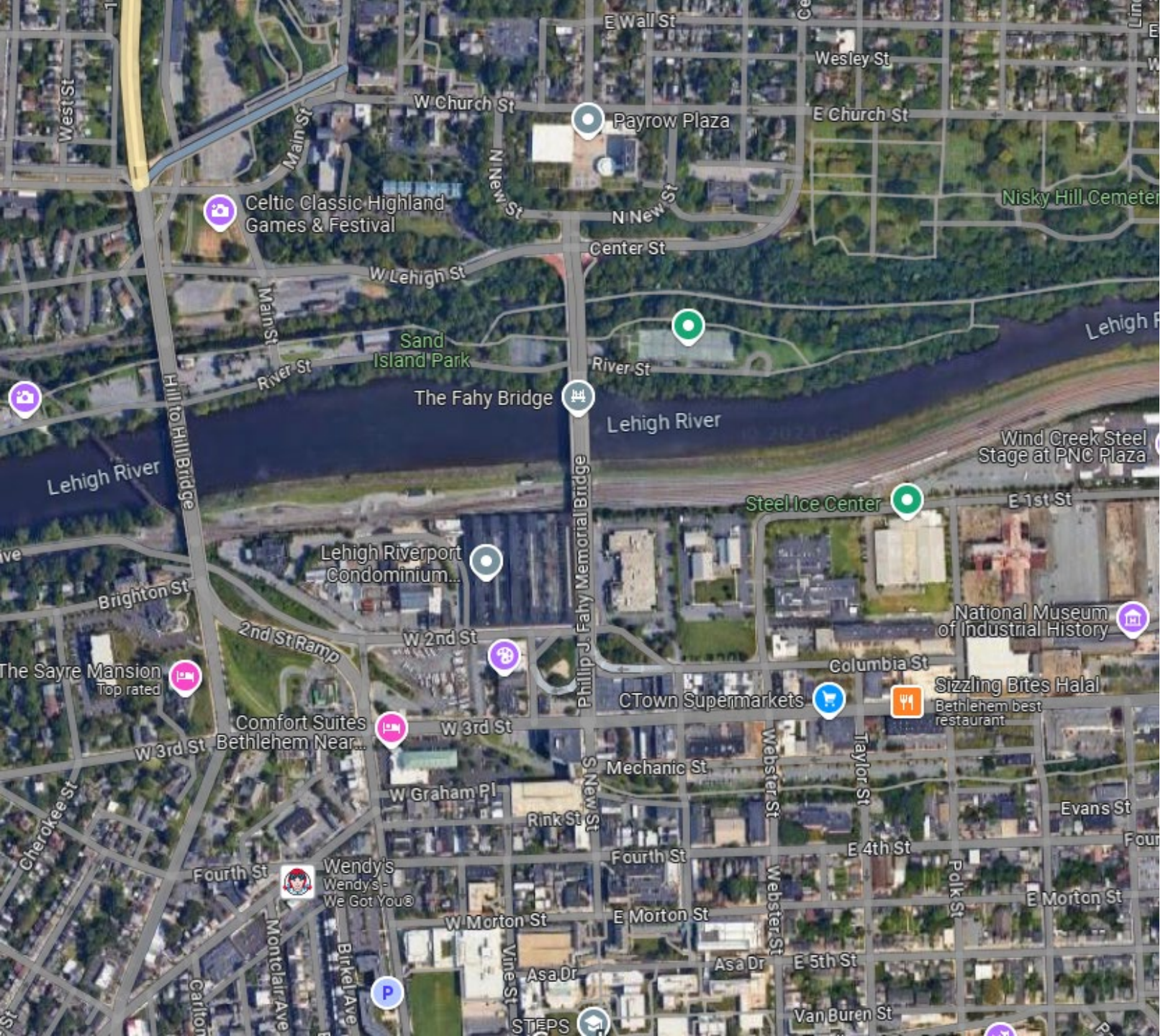
- As a planner – we should be thinking about the bigger picture.
  - Current and Future Plans

Bridge Bethlehem Dot Exercise

The City Livable



Climate Action Plan



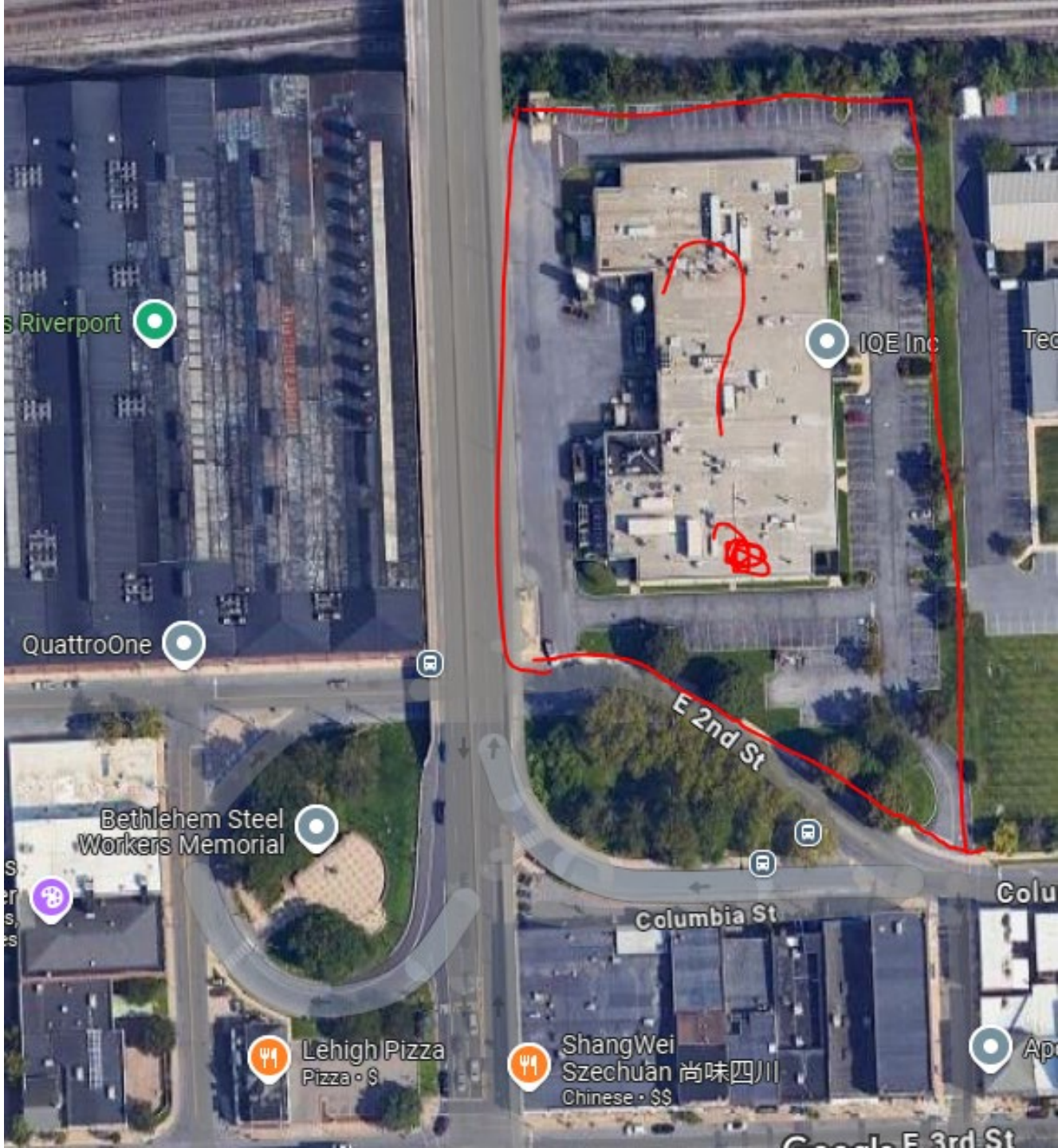
HOW IS THE AREA USED CURRENTLY?

- Walking
- Biking
- Transit

WHAT ARE THE OPPORTUNITIES?

- Private investment at IQE inc. (Parcel abutting to the North)
  - Future could be mixed use

- Safety Improvements
  - Lighting
  - Mobility
  - ADA/Visibility




© 2024 Google


14FT 2IN
TO
78
TO
378
E 2nd St


W 2nd St

WHAT COULD THE AREA BECOME IN THE FUTURE?

Walkable? Multimodal? Mixed Use?

HOW CAN WE MOVE THE NEEDLE?

- Work with Landowner and/or adjacent landowners to discuss improvements.
- Work with City or State DOT to determine zoning parameters and gain site plan approval.
  - This would include any R-O-W Permits needed.
  - Zoning office will review for compliance with applicable codes.
    - If relief is needed, landowner would apply.
    - GIS will be used to check for parcel boundary, easements and any other site constraints.
  - Engineering ultimately signs off on location of any proposed improvements to the R-O-W.

COMMUNITY STAKEHOLDERS CAN HELP!

- Southside Arts District and Community Action Development Bethlehem are partners with similar goals.
- Any improvements should be in line with everyone's goals to activate the area and make it safer for all users.

LANTA Fahy Bridge Stop Policy Proposal

EVST 312-Karen Pooley

Winter 2024

Nolan Forsyth & Huda Hagos

Introduction

The LANTA bus lines have the potential to offer the Lehigh University community amazing public transportation access. Access to reliable and sustainable public transportation is essential for fostering connectivity, reducing traffic congestion, and promoting environmental sustainability. However, despite the presence of the Lehigh and Northampton Transportation Authority (LANTA) bus line, many Lehigh University students, faculty, and staff remain unaware of or reluctant to utilize this critical resource. This service is free to Lehigh members with their Lehigh ID card. This makes it easy for students to travel together without the concern of adding costs to an outing. It minimizes the fear of trying a service that they may be unfamiliar with and provides an opportunity for students to explore the Lehigh Valley at a low cost.

As students in the Urban and Environmental Planning Workshop, we have developed a comprehensive proposal aimed at increasing student, faculty, and staff use of the LANTA bus service. Through this proposal, we invite the university, local stakeholders, and LANTA leadership to collaborate with us in creating a robust public transit ecosystem that empowers students to explore and connect with the vibrant Lehigh Valley region.

Activating the Student Body

Lehigh University fosters countless student groups, that total in 99% percent of the student body being affiliated with at least one student group. Our main targets for LANTA ridership are the Office of First Year Experience (OFYE), Student Access and Success, and the Student Senate. Additionally, reaching out to club leaders as a whole to provide them with information about the bus system that could be used as transportation for their events. Pursuing meetings with EcoReps, the Office of Sustainability, the Conservation Club, and EDPI

(environmental fraternity) is a way to bring this into campus life from the perspective of reducing carbon emissions and sustainability. We have had correspondents with Conservation Club and EDPI leaders and have found time to present at their general body meetings about how and why students can start incorporating LANTA into their on or off campus life.

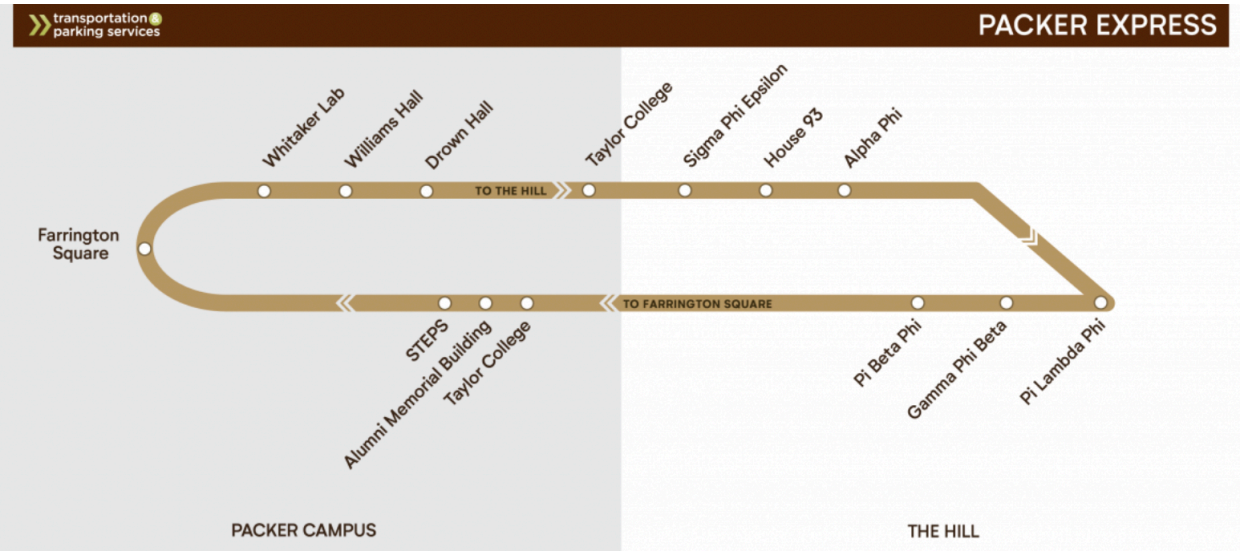
The final group of student organizations worth trying to appeal to is International student affiliation groups. International students often do not have an opportunity to bring a car to campus and have to travel to the airports in order to go home in between semesters so LANTA could be providing them with cheaper and more efficient transportation to both errands and the airports. International students are also more likely to be willing to explore the area, many of them are used to using public transportation in their own home countries so LANTA services as a means of transportation isn't necessarily foreign.

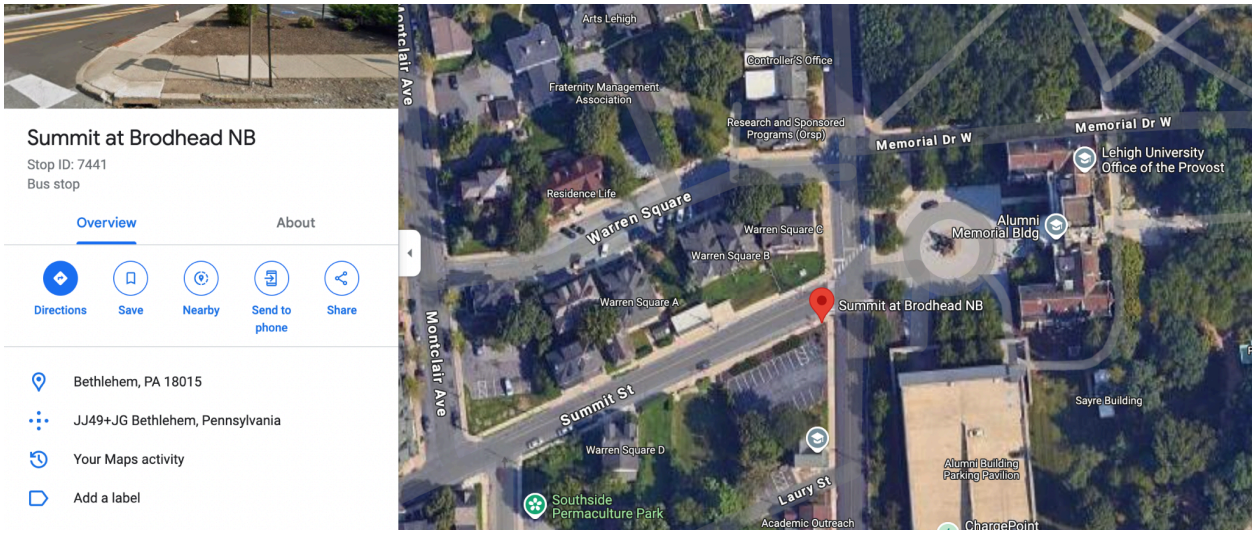
We have left our slide deck with information about LANTA that could be presented by the office of transportation, or various student groups in order to influence underclassmen to try to use the LANTA bus route. In student groups weekly meetings we could ask for twenty minutes of their time to present this information. This format would be slightly different when speaking to the admissions tour guides or OFYE student staff because we would train them with how to equip students (and prospective students and families) with the necessary LANTA information. The presentations to clubs and offices would be more about how LANTA services can aid their functions, highlighting free ridership with a Lehigh ID.

Lehigh University Employee Use

Activating the Lehigh Community as a whole means we have to consider the faculty and staff at the university as well. Faculty and staff get free access to LANTA services with their

Lehigh ID's. During one of our information sessions with Lehigh Facility Services, we learned that many faculty and staff are unaware of this service (just like many students). They suggested highlighting access to LANTA as an employee benefit during new-hire interviews and employee orientation. This way, faculty, and staff are aware of this resource from their first day on campus and are more likely to utilize the services and develop a routine than if they learn about it later in their employment. The stops we will highlight for students slightly differ from what we would want to highlight for faculty. One important stop is the one across the street from the Alumni Memorial building, where the 323 line stops going northbound. The Alumni Memorial building has many faculty offices, and this spot is the stop closest to a Lehigh bus stop, as the Packer Express stops outside on the nearer side of the road, moving down the mountain.





Breaking Down Knowledge Barriers

One way to make LANTA as a resource more well-known to the Lehigh University Community is to add its live tracking data to Lehigh's internal bus up, goLehigh. Lehigh students utilize the app to use Lehigh's bus service to get around ASA Packer Campus, Mountaintop and Goodman campus, they can track the Packer Express and Campus Connector and see approximate pickup/dropoff times and many students use this app daily. After speaking with LANTA at our poster session we learned that the data for their bus system is already open-source and so it can be easily added to our goLehigh app, especially given the fact that its data is already accessible on other mapping and gps software. The only problem with adding the LANTA tracking information and data to our app is that Lehigh's bus tracking data is private. If Lehigh were to make their app open source, LANTA could partner with Lehigh's Department of Transportation to add the LANTA services as a tab on the goLehigh app. This could increase student awareness and willingness to utilize LANTA services because they don't have to navigate a new app. For many of them it would be as simple as opening the app that they use multiple times a day to see when the bus is coming, except instead of going to one of Lehigh's

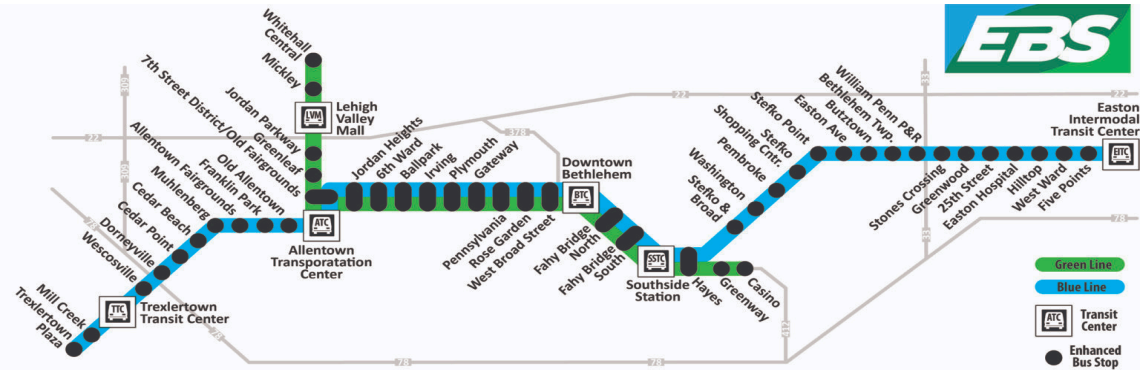
various campus students and staff alike can utilize the bus to go to another off-campus location. By working with the Department of Transportation, LANTA can find ways to advertise its services to Lehigh's bus riders, through QR codes, clear LANTA bus stop signs, advertisements of popular off-campus destinations, and the bus routes that would get them there.

This partnership could also prove to be mutually beneficial to both Lehigh and LANTA. Lehigh currently pays for its community members to have free access to LANTA using their ID. If students, faculty and staff are unaware of this resource that is money that Lehigh is losing. LANTA would like to increase ridership from the Lehigh community. By working together to advertise LANTA routes and services they will both benefit. Lehigh could potentially even use LANTA services to offset costs for the services that they provide. Lehigh provides shuttles twice a month to Walmart and the Lehigh Valley Mall, they can advertise LANTA as a resource for students to use in between the weeks when the shuttle isn't being offered, if enough students utilize it they could potentially decrease the use of shuttles and rely on LANTA. Lehigh can also utilize LANTA services during semester breaks. Currently, Lehigh's undergraduate student senate organizes rides buses for students to get home during Thanksgiving break. This year those buses cost about $50 per person and went to a variety of major airports and transportation hubs. However Lehigh students often find themselves needing transportation for not just Thanksgiving break but also for winter break, weekends, and off days. Encouraging students to use LANTA's EBS system to get to a majority of local transportation hubs can save students money on ubers, allow them to travel more freely, and save Lehigh money as well. If students become comfortable using LANTA during their travels home they may be more likely to utilize LANTA when traveling around the Lehigh Valley. LANTA provides access to Easton, Allentown, Whitehall and many other popular destinations throughout the Valley.

Highlighted Routes and Stops

During our class this semester we focused on revitalizing the Fahy Bridge bus stop, affectionately coined “the Lehigh stop” by LANTA. However, this stop isn’t the only “Lehigh stop” The Fahy Bridge stop is where the Lehigh Community can best access LANTA’s EBS services and the stops along those routes. But for people who may simply want to utilize LANTA’s regular routes, it has multiple bus stops along E 4th St that may be considered more accessible for Lehigh students especially. As an alternative to the EBS Routes, LANTA also has local routes: 103, 105, or 605, 323 t that run along E 4th St. If LANTA were to create a QR code with a few highlighted routes, to popular destinations for students. Include potential stops around campus where they could get on and off the bus and the stops in which they could get off depending on their destinations (Lehigh Valley Mall, Allentown Transportation Center, etc.) This information could be compiled into pamphlets that could then be placed on Lehigh buses, in the Office of First Year Experience, the Admissions Office, the Office of International Student Affairs, throughout residence halls and during orientation and prospective student tours. This would severely decrease uncertainty surrounding utilizing LANTA because the routes would be clearly laid out and easy to follow. The more that students utilize these routes the more likely they will be to venture beyond and utilize LANTA to travel elsewhere in the valley because they will have hopefully become familiar with and comfortable using LANTA services.

103: 4th & Southside Station
WB South Bethlehem - Allentown - Northampton
105: 4th & New WB
Hellertown - LV Airport via BTC
605: Southside Station 4th at Fillmore
Commerce Center Blvd - Bethlehem Transportation Center
323: 4th & Brodhead
Penn State LV - Bethlehem Southside (Promenade Shops &
Saucon Valley Square (B Social + Gym)



Blue Line - Easton – Bethlehem – Allentown – Trexlertown

Green Line - South Bethlehem – Allentown – Whitehall

Long-Lasting Effective Partnerships

As we were working on our project this semester, we received feedback from various offices, from The Department of Transportation to Facility Services to Student Senate, during a preliminary attempt at increasing student ridership. Suppose LANTA were to work with the Department of Transportation at Lehigh to curate a pamphlet or QR code with LANTA routes and information. In that case, I am confident that most departments would share these resources with the student community. Constant communication between LANTA, Lehigh's Department of Transportation, and Lehigh's Office of Sustainability will also play a significant role in the potential success of this project. We also are sharing all of the research and information we collected with Lehigh's Urban Planning Club to have them continue this project over the next semester, ensuring that the project doesn't die because we believe in its potential for success.

Final Report

EVST312- Karen Pooley

Connectivity to Bethlehem: Lanta Bus Stop

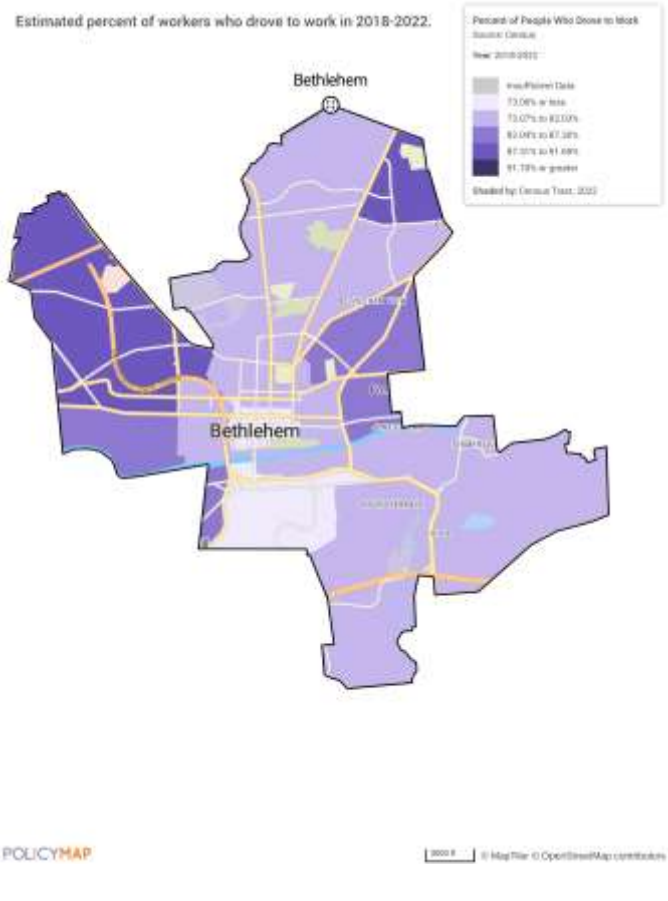
Kyleigh Brown, Heidi Kline, Alexyia Taylor

Introduction

The purpose of this report is to offer recommendations for strengthening connections to the Fahy Bridge South Bus Station, both through community events and infrastructure improvements. The Fahy Bridge South Station is located on a city-owned plot of land bounded by 2nd street and the Columbia Street on-ramp to Fahy Bridge. It is part of LANTA's new enhanced bus service (EBS), the Lehigh Valley's bus rapid transit system, which is in the early stages of its implementation plan. The EBS lines run as far as Trexlertown to the west, Whitehall to the northwest, and Easton to the east (*EBS – Enhanced Bus Service,* n.d.). Fahy Bridge South can serve as a gateway between Bethlehem's south side to the rest of the Lehigh Valley, but strategic efforts must be made to better integrate the station into the Southside's community and pedestrian infrastructure.

Though Fahy Bridge South is only minutes away on foot from high activity areas like the South Bethlehem Greenway, Lehigh University, 3rd Street, and ArtsQuest, it is not visible or easily accessible for pedestrians and cyclists. Our recommendations consider city planner Jeff Speck's conditions for walkability: a reason to walk, a safe walk, a comfortable walk, and an interesting walk (Speck, 2009). By giving the bus stop a new name, introducing pop-up events at and around the bus station, and improving access between the station and the Greenway, the City of Bethlehem and LANTA can partner to take advantage of Southside assets while minimizing the friction that prevents people from riding the bus. Southside residents take public transit more and drive less than residents of other parts of Bethlehem (see below) and many Lehigh students do not have cars on campus. Because of this, there is a large, untapped market of potential bus riders and an urgent need to improve bus station access for those who already rely on public

transit. Our recommendations will make riding the bus easier and more appealing for Lehigh students, Southside residents and workers, and tourists.



<u>Recommendation 1: Bus Station name change - The Steel Stop</u>

Giving a bus stop a name that reflects the area it serves can have several benefits for the community, passengers, and even the broader transportation system. Here are some key advantages of naming the bus stop **"The Steel Stop":**

Enhanced Local Identity: The name change connects and reflects Bethlehem's heritage and history of being a steel town. This is a fundamental portion of Bethlehem's history and using a name like that of The Steel Stop can connect the bus stop to the area surrounding and even to its

residents. This can be an official name change or a subsection name for the shaded park-like area that the bus stop falls within.

Easier Navigation: Clearer wayfinding and memorable locations for passengers. A name that resonates with the city's residents can be easier to remember and more recognizable for its users.

Stronger Community Connection: Increases residents' sense of belonging. Along with a name change at the Lanta Bus stop, a fact or two about the area and its history with steel can push for increased community connection, as well as push for increased usage.

Case Study: In Seattle, the Link Rail Station named two of their stops "Capitol Hill" and "University of Washington", both of which are well-known places and familiar neighborhoods in the area. They found a few benefits such as clearer navigation, stronger local identity, and improved navigation; all of which led to increased usage of these bus stops (Shaner, 2011; *Stations | Link Light Rail Stations | Sound Transit*, n.d.).

Recommendation 2: Pop-up events at and around bus stop

By utilizing community events or pop ups, which are very popular and established in Bethlehem, we aim to gain community engagement and to bring awareness to the location of the bus stop and its rejuvenation that is to come in the future. Engagement is important as it can bring not only students but other people present in Bethlehem an opportunity to enjoy and look forward to, as well as create and establish a healthier relationship with Lehigh and the surrounding businesses.

By creating an opportunity for the local community and students to all be included in a community-centered pop up or event can help establish more connections within the neighborhood as well as bring awareness and popularity to the bus stop and surrounding

businesses. This can spark economic flow within the community and make Lehigh students feel more comfortable and understanding of the area. People will become more familiar with the area which in hand will bring popularity and more riders to the bus stop since they will have a reason to travel there. Students and community members will become more familiar with the bus stop, making it more accessible and enticing for riders.

We recommend that the pop-up tents and tables could be put within the shade area of the pre-existing bus stop, or to contact the technology company that has a large rectangular green space which would be perfect for even more pop ups and local and small businesses to be able to participate. When the months get colder, we recommend that holiday community events are held instead. These attractions will bring people in but also can benefit the local economy. This could be making a Christmas theme attraction, doing things for the fourth of July, fall related activities and so much more.

We also recommend local food trucks. These food trucks bring in many people and support the local economy. Supporting the local economy will be even more enhanced with the inclusion of the students from the local colleges. There have already been successful cases of this within Bethlehem and at Lehigh. Lehigh during the beginning of the fall semester and the later in the spring semester. This happened at Lehigh's main campus center but for our project we are recommending a few different areas in which the food trucks could go. There are some public roads and behind the businesses that are located near the bus stop. This would require permission from the businesses and a safe semi permanent setup to allow safe travel to the alley. The privately owned rectangle could also be a possibility but would require permission from the private company that owns it since the trucks have the potential to disrupt the grass on their property.

A successful example of this within Bethlehem is the food trucks at Unangst Tree Farm in Bethlehem. This farm normally operates part of the year so to increase business they invite food trucks once a week to draw in more engagement to the farm, to make more revenue, and to support other local businesses. Bringing a multipurpose idea to an area is a great way to increase community engagement and creates opportunities for the local businesses in Bethlehem.

These ideas were inspired from a historical and powerful activist Jane Jacobs. Jane Jacobs fought for the people, the earth, and for the preservation of historical and sentimental buildings and structures in her hometown of New York City. This was a remarkable feat as she fought hard against cruel and dismissive legislation that seemed to be in aggressive favor for big highways and structures that could make transportation "easier". By understanding the communities' needs and increasing public transportation, there would be no need for such destructive highways. For this reason, increasing the popularity and awareness of the bus stop and public transportation is the forefront and purpose of our project.

Recommendation 3: Improve connections to and from the Greenway

South Bethlehem's lively Greenway is just two blocks from the bus stop site. Its public art, greenery, and frequent events draw in pedestrians and bikers, facilitating easy movement throughout the Southside. By making the walk between the bus station and the Greenway, as well as between the bus station and 3rd Street, safe and comfortable, we can leverage existing pedestrian infrastructure to better connect bus riders to the site and create "seam" between public spaces (Jacobs, 2015). The following recommendations are designed to increase bus ridership and to improve connections to greenspace in a community where it is lacking. Additionally, participation in our recommended pop-up events will be bolstered by straightforward walking

routes to the site. Potential walking routes between the Greenway and the bus station are shown in green.

Wayfinding signs will be a crucial component of linking the Greenway and 3rd Street to the bus station, especially since it is not visible from main pedestrian corridors. These signs can be modeled after existing Bethlehem wayfinding signs or can use LANTA branding. They should be strategically placed at intersections along the Greenway and 3rd Street to direct people to the bus stop.

In the near term, signs would be most practical at the intersections of the Greenway and New Street and 3rd Street and New Street (marked in green below). This walking route already has the crosswalks and infrastructure needed to keep pedestrians safe. A sign should also be installed at Lehigh's Farrington square; this will help solidify LANTA's

An example of a wayfinding signs in Raleigh, NC showing that walking distances to popular destinations are manageable. (Source: slate.com)

connection to Lehigh and "nudge" students toward taking the bus (*What Is a Nudge? – NudgeU*, n.d.).

After improving pedestrian infrastructure, wayfinding signs should be added near the places where Adams and Webster streets intersect with the Greenway and 3rd Street (marked in blue below). These signs will assure people who intend to take the bus that they are going in the right direction and can also "advertise" the bus station to people who are passing through the Greenway or 3rd Street for different reasons. Wayfinding signs can send the message to potential bus users that the bus station is close and convenient, which may make them more likely to use the bus in the future (Garcia & Lydon, 2015).

Potential locations for wayfinding signs. Green: can be installed immediately. Blue: should be installed after other improvements.

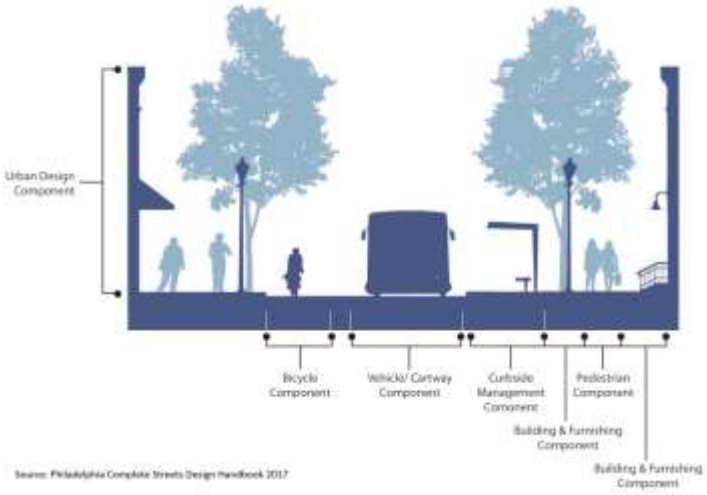
Safety features are also needed to protect pedestrians traveling to and from the bus station. At the intersection where Adams Street meets Columbia Street, there are no crosswalks,

making it difficult and dangerous to get to the bus station by that route. We recommend installing 4 new crosswalks at this intersection (shown in white below) and a painted bump-out mural with flexible posts (shown in purple below). The painted bump-out mural can be similar to the existing one at the intersection of 3rd and Adams Street to create a cohesive feel and can be listed as a part of the Southside Arts District Urban Arts Trail (SouthSide Arts District, 2024). It should be narrow enough to still allow business owners and garbage trucks to access the alley that runs along Columbia Street.

Recommended crosswalks and bump-out for Adams and Columbia intersection.

The intersection of Columbia Street and Webster Street is also challenging to cross on foot or by bike. We recommend the following safety features: install three new crosswalks, implement a four way stop, and extend the one-way portion of Webster one more block (indicated with the yellow arrow below). Adding stop signs will slow down traffic, making it easier to get across the street. Extending the one-way portion of the street one more block will allow bicyclists and pedestrians to have more space. For both Adams and Webster Street, we recommend using a “Complete Streets” model to make pedestrians and cyclists more comfortable. In the near term, this may mean installing “share the road” signs for bicyclists and repairing any deteriorated sidewalks. In the long term, this could include the widening of sidewalks and installation of a protected bike lane.

Recommended safety features for Webster Street.



Complete streets model.

Though traveling to and from the bus station via New Street is an adequate route, offering safe new connections between the Greenway, 3rd Street, and the bus station will allow greater flexibility for pedestrians. Wayfinding signs and safety features are an important first step toward activating an underutilized greenspace and bus service and will pair well with our other recommendations for pop-up activities. A complete interactive map of all recommended safety features and wayfinding sign locations can be found here.

Conclusion

In conclusion, strengthening connections to the Fahy Bridge South Bus Station through community events and infrastructure improvements is essential for enhancing both the functionality of the station and its integration into the Southside of Bethlehem. By addressing walkability concerns, such as creating a more visible and accessible station, introducing engaging events, and improving pedestrian and cyclist access, the City of Bethlehem and LANTA can foster greater use of public transit. These efforts will not only benefit Southside residents, Lehigh University students, and workers, but also create a more connected, vibrant, and sustainable community. With strategic initiatives, the Fahy Bridge South Bus Station can become a vital gateway linking the Southside to the rest of the Lehigh Valley, offering a more convenient and appealing option for public transportation.

References

Complete Streets Design Handbook | Department of Streets. (2024, June 25). City of Philadelphia. https://www.phila.gov/documents/complete-streets-design-handbook/

EBS – Enhanced Bus Service. (n.d.). LANTA. https://lantabus.com/ebs/

Garcia, A., & Lydon, M. (2015, March 18). Can these signs get Americans to walk more? *Slate Magazine*. https://slate.com/human-interest/2015/03/tactical-urbanism-by-mike-lydon-and-anthony-garcia-offers-diy-community-based-solutions-for-whats-ailing-our-cities.html

Jacobs, J. (2015). The death and life of great American cities. In *John Wiley & Sons, Ltd eBooks*. https://doi.org/10.1002/9781119084679.ch4

Shaner, Z. (2011, May 24). *Capitol Hill Mobility*. Seattle Transit Blog. https://seattletransitblog.com/2011/04/29/capitol-hill-mobility/

SouthSide Arts District. (2024, July 25). *Urban Arts Trail Self Guided Tour - SouthSide Arts District*. SouthSide Arts District - the Art & Soul of Bethlehem. https://southsideartsdistrict.com/urban-arts-trail/

Speck, J. (2009). *The City livable: Modest proposals for a more walkable downtown*. https://www.bethlehem-pa.gov/CityOfBethlehem/media/DCED-Media-Library/PlanningZoning/CommunityPlans/Modest_Proposals_for_a_More_Walkable_Downtown_2009_Abbreviated.pdf

Stations | Link light rail stations | Sound Transit. (n.d.). https://www.soundtransit.org/ride-with-us/stations/link-light-rail-stations

What is a Nudge? – NudgeU. (n.d.). https://archive.blogs.harvard.edu/nudge/what-is-a-nudge/

Signage and Accessibility

POLS 312

Professor Pooley

Jack Glassberg, Stewie McMillan, Dean Aljian, Alex Vazquez, Ethan Ippolito

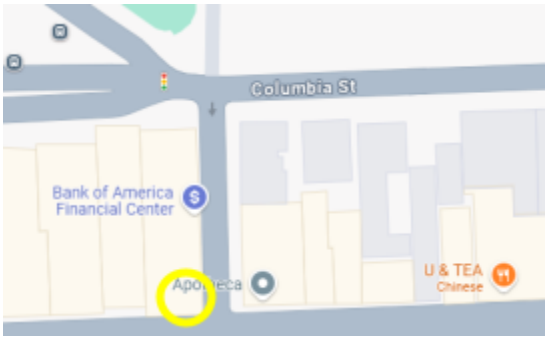
Evaluation of the Current Site:

The site that we evaluated was the LANTA bus stop located at the intersection of E 2nd St and Columbia St. The current stop is made up of a path of grass to the right of the Fahy Bridge. This bus stop can take Bethlehem residents and visitors to both Easton and Allentown depending on the stop. For pedestrians, the only way to get to the stop abiding by traffic laws is to cross at the crosswalk located on the on-ramp of the bridge. To get to the stop from E 2nd St pedestrians have to cross down the road since it is currently illegal to cross from the other side of the street at the stop.

When our class visited this stop, there were two small signs indicating that this patch was a bus stop. For any individuals not familiar with LANTA's services and the existence of the stop, this could be a deterrent to their bus usage. Throughout our research and suggestions, we plan to address some of our major concerns with the stop in hopes of increasing awareness and usage of the stop.

Signage on the Corner of 3rd and Adams St:

Being tasked with Signage and Accessibility at the LANTA bus stop made us think of ways to get the foot traffic from SouthSide to the stop. While looking at the stop throughout the semester, we quickly sensed that many people were not making their way there, and it needs to be clarified that there is a bus stop there. This made us want to add more signs to push people to the stop. Our first idea was looking at signage on 3rd St and Adams St. We want to implement a sign that would directionally pinpoint where the bus stops. We thought this was a good spot because 3rd St has a significant business presence, leading to numerous pedestrians. Placing a sign at that corner would increase the foot traffic coming from Southside and push them to the stop.



While looking at our project, we wanted to focus on getting foot traffic from Southside to the stop. Another form of signage that could benefit the strobe is placing more signs inside SouthSide. We came up with the idea of painting LANAT signs onto crosswalks and sidewalks that would point toward the stop. This would push people towards the stop and let more people know that the stop is there. During our conversations with LANTA, the City of Allentown, and the City of Bethlehem, we learned that marinating these signs and getting them approved can be challenging. We thought that the students of the Urban Planning Club and people of the SouthSide Arts District could take this task on.

Another form of signage that could be beneficial is to add a community bulletin board to SouthSide. This bulletin board could be placed somewhere in the middle of SouthSide, allowing businesses to highlight what they offer. This could catch people's attention and push them towards new shops and restaurants they may not know existed. While promoting the local businesses, we thought we could also display the stop on this board and events nearby that the bus can take you. Once again, raising awareness for the stop and getting more people to use it.

Signage at the Stop:

One of our main concerns was regarding the current signage at the bus stop. Currently, there are a few small signs letting civilians know that the stop is present. Our suggestion is to implement electronic signage that displays the distance of each bus and identifies which of the two stops is heading to which location.

Implementation of this sign would solve many issues with the current stop. For example, it can't be assumed that all of the passengers on the bus have access to a phone to track the bus'

distance. A large sign would serve a double purpose in both providing planning information for travelers and informing the general public that the patch of green space is a bus stop.

Another concern that we plan to address regarding signage is the fact that many people in North Hampton County are not native English speakers. Based on census data, 25.1 % of Bethlehem residents speak a language other than English at home. Because of this, providing some relevant information on these signs in other languages may be beneficial to overall bus usage and confidence in LANTA's services overall.

Directing Foot Traffic Through Adams St:

One of our main goals is to redirect the pedestrian traffic away from New Street and the on-ramp and make a focus on Adams Street. As we will get into later, we feel that the on-ramp crosswalk is too dangerous and can pose issues for riders' safety and understanding of where they are being led. We feel that by implementing large signs that direct riders from 3rd Street to Adams Street, they will have a much easier time getting to the stop, and having the signage at the stop, they will be able to see where the stop is on their approach. Right now, pedestrians are told to follow the crossing at New Street, which implies that they are coming from the left side of New. However, we see a great opportunity to encourage people to come from the right side, where many businesses and residences are, and take the Adams Street cut into the backside of Columbia and 2nd Street.

At the corner, adding large signs, painting sidewalks with directional signs, and changing the way LANTA directs their riders can add to ridership and a more accessible route. We have also discussed how the SouthSide Arts District could implement these painted sidewalks, and how their addition to a community board will allow us to direct foot traffic to the new way. Right

now there is very little direction set in stone, and by focusing on the desolate areas on Adams and beyond, we feel that the bus stop will benefit greatly.

Columbia Street Crosswalk:

Through our journey to the site, we determined key issues with the designated crosswalk and sidewalk to get to the stop. By leading pedestrians from New Street to the Fahy Bridge on-ramp, the crosswalk encounters a partially blind turn that could lead to a car speeding up without realizing the pedestrian crossing zone. Additionally, the path is sloped, downhill, and unprotected by sporadic drivers, leading to potential issues for riders. Passengers with disabilities or in wheelchairs could have issues getting to the stop from this side, decreasing accessibility and ridership. Through our signage on 3rd Street and Adams Street, we want to direct foot traffic away from this zone and use Adams as the access point for the bus stop. By adding a crosswalk and stop signs to both Adams, Columbia, and E 2nd Streets, we feel that the path to the stop becomes safer and easier to navigate for pedestrians and riders.

Red: Current Cross, Yellow: Proposed Cross, Blue: Alternate Cross

Other groups have also proposed to focus on improving the backside of the 3rd Street businesses by adding sidewalks and amenities to the desolate area. By improving this zone, the access points for the bus stop immensely improve, especially by implementing a crosswalk directly across Columbia Street from the back side of the businesses. This allows for just a single road to be crossed and we feel this is a safer and smarter crossing area than currently directed. Adding this new and improved business attraction, signage can be placed all along 3rd Street, in the businesses, and the rest of southside Bethlehem letting residents know about the area, as well as the bus stop that is directly across from the area. This can bring in further riders, as well as attract new customers to the businesses; something that is important for the businesses to get on board with the idea.

Proof of Concept:

Suggestions similar to those above have been taken into account and seen complete development in many other cities and towns. In 2015, the San Francisco Municipal Transportation Agency (SFMTA) embarked on a project wherein they installed more accessible signage at high-volume public transportation stops. The project utilized lanterns atop signs for better illumination in low-light conditions. These signs also increased visibility for those with visual impairments or illiteracy issues as they displayed different colors indicating different routes and arrival times. This project was ultimately seen as a success as transit fare revenue increased by 9.5% from 200M in 2015 to 219M in 2020.

As well as signage, improvements in accessibility have also been seen to have positive results in the majority of projects. A major example of this is the New York City Safe Routes to Transit Program. The NYC Department of Transportation (DOT) installed new sidewalks and crosswalks across New York's five boroughs to make walking conditions safer in high-speed/volume traffic areas, facilitating easier and safer access to public transit. The impact of this project was seen as a massive success, with a decrease of 37% in car crashes from 45,751 crashes in 2018 to 33,362 crashes in 2020; and a decrease of 45% in pedestrian deaths from 189 deaths in 2014 to 104 deaths in 2023. This change not only made walking conditions much safer but also helped raise perceived safety in walking in high-traffic areas - especially those with mobility impairments.

Before

After

Feasibility of Our Suggestions:

One key element in revitalizing a bus station is enhancing its accessibility and usability for passengers. This can be achieved through strategic signage placement. By strategically installing two well-designed signs on busier streets, the station can effectively guide foot traffic towards its entrance, improving its visibility and attracting more passengers. The estimated cost of these signs, including both the standard metal material and installation, ranges from $600-$1600. While this represents a moderate investment, the potential impact on foot traffic and overall station usage could be substantial. Furthermore, the maintenance requirements for these signs are minimal, primarily involving occasional cleaning and repairs, ensuring long-term cost-effectiveness.

In addition to the practical benefits, well-placed signage can also contribute to the overall aesthetic appeal of the bus station and the surrounding area. By using modern, visually appealing designs, the signs can enhance the station's image and create a more welcoming atmosphere for passengers. Moreover, the signage can be customized to incorporate local themes or artwork, further integrating the station into the community and promoting a sense of place.

The feasibility of implementing this signage solution is high. The cost is relatively low, and the materials and installation are readily available. Furthermore, the maintenance requirements are minimal, making it a sustainable and cost-effective long-term solution. By carefully considering the placement and design of the signs, the bus station can effectively guide foot traffic, improve its visibility, and enhance the overall passenger experience.

Another key element of revitalizing a bus station is constructing a ramp by the freeway directly to the bus stop, which presents a significant opportunity to improve access for individuals with disabilities and those with mobility issues. While feasible, this project requires careful planning and resource allocation. The ramp's cost will depend on several factors,

including the specific design, the materials used, and the necessary permit approvals. However, the potential impact of this addition is substantial. A ramp would significantly accessibility, making the bus station more inclusive and welcoming to a wider range of passengers. Regular maintenance would be required to ensure the ramp's safety and optimal condition, which can be factored into the overall budget and maintenance plan.

From a practical standpoint, the ramp should be designed to meet all relevant accessibility standards and regulations. This includes ensuring that the ramp has a gentle slope, adequate width, and appropriate handrails. It is also important to consider the potential impact of weather conditions on the ramp, such as snow and ice, and to implement measures to ensure its safety and accessibility during all seasons.

In conclusion, the addition of a ramp to the bus station presents a significant opportunity to enhance accessibility and improve the overall passenger experience. While the project requires careful planning and resource allocation, its potential impact is substantial. By addressing the feasibility and practical considerations, and by working closely with relevant stakeholders, the bus station can be revitalized to better serve the needs of all passengers.

Final Report

POLS 312 - Karen Pooley

Fahy Bridge Bus Stop Redesign Group

Julia DiConza, Lauren Warfield, Quinn Meyer, Sammy Judge, Lauren Benhuri, Curren Johnsen,

EJ Vasile, Max Weissman, Johnny Kidd, and Thomas Abood

Introduction:

The Fahy Bridge Bus Stop is going under a redesign to promote the comfortability, and safety, and to further connect the community of the South Side of Bethlehem. This key stop is a part of the transit route throughout South Bethlehem, Allentown, and Whitehall via the blue and green lines. The stop itself lacks essential amenities that residents are entitled to, so this redesigned model presented will achieve this goal. Currently, the stop provides zero comfort for riders and no safety measures to add to community well-being, so this alone presented an opportunity for improvement. This proposal outlines a strategic redesign, highlighting both short-term improvements, of a bench and overhead covering, and long-term improvements, of an LED sign for route information. Overall, these recommendations are aimed at enhancing passenger experience, fostering a more united community, promoting engagement, and increasing the general use of Lanta public transit.

Current Conditions:

The Fahy Bridge Bus Stop, located along Columbia Street, serves as a key transit hub to connect South Bethlehem to Allentown and Whitehall, with access to the Blue Line and Green Line in LANTA's Enhanced Bus Service. Positioned on a corner lot with ample green space, it facilitates both eastbound and westbound routes in Lehigh Valley's Bus Rapid Transit System. Additionally, it serves as the primary bus stop for Lehigh University, providing transit access for students, faculty, and staff traveling throughout the area. However, the stop does not meet the needs of its users. It lacks essential amenities such as seating, shelter, and proper signage, leaving riders exposed to the elements and providing little to no comfort. The uninviting design and setup of the current stop discourages public transit use and does not add to the surrounding

community. This presents us with an opportunity to reimagine and enhance the space by improving comfort, accessibility, and beautification, and creating a more welcoming environment, which could foster community engagement and encourage more users to LANTA's public transit system.

Phase One - Short Term Improvements:

The redesign of the Fahy Bridge Bus stop focuses first on short-term improvements. These initial changes aim to provide more comfort for passengers and increase safety and accessibility. As described in the current conditions, there currently needs to be sidewalks at the bus stop, making it very difficult and unsafe for riders to access the stop.

One of the primary improvements is creating a weather-resistant shelter at the Fahy Bridge Bus stop. This shelter will provide a comfortable and safe place for riders to wait and protect them from rain, snow, and excessive heat. Instead of standing by the guard rail to wait for the bus, riders will have a designated and welcoming space to wait for the LANTA bus. Along with the shelter, it will have a bench inside to ensure the riders have a comfortable resting place while waiting. These will help make the bus stop more accommodating to users and increase riders' comfort. The shelter will be made out of durable materials to make sure that they will be able to withstand any weather conditions. They will have features like side panels that will help block the wind from the waiting riders. Additionally, having a sleek and modern design will increase the visual appeal of the bus stop, which will, in turn, make it more inviting for the community. The cost of a basic bus shelter ranges from $10,000-$20,0000, depending on the size and any additional features that will be included. A shelter with weather protection and a bench would be the most practical for a short-term improvement.

The following short-term improvement would be improving the signage. Currently, the bus stop needs clear and visible information about routes, schedules, and operating hours. Adding this upgraded signage will help passengers with the details they need to navigate LANTA's bus schedule more easily.

Another short-term improvement could be the installation of real-time information displays to increase the rider's experience. One option that we researched was the Papercast system, a solar-powered digital display that provides bus arrival times. This would give riders accurate information about when the next bus will arrive, reducing the uncertainty that can make waiting frustrating. When passengers know how long they'll stay, their experience becomes much smoother and less stressful. This system is also very sustainable as it runs on solar power, which helps keep the operational costs low and is very environmentally friendly. In terms of cost, the Papercast system is reasonably priced. The basic model provides real-time display features and starts at around $3,000. If you want more advanced models with other features, such as a touch-screen would cost around $8,000. The system is straightforward to install and uses very little energy, making it a smart and affordable choice for improving the bus stop. It also has a sleek, modern design that would make the bus stop look more modern and welcoming.

Phase Two - Long Term Improvements:

The entire scope of our proposal leads up to the long-term improvements we have designed for the Fahy Bridge Bus Stop. After the short-term improvements, we will have a gauge of how the community is responding to the improvements and be able to implement more permanent ideas that adhere to their opinions as well. We want to prioritize the opinions and ideas of the Southside community. The long-term improvement objectives we have proposed are digital upgrades, improved amenities, and enhanced community engagement.

One of the most significant improvements we focused on was clearly displaying the bus schedule somewhere on the physical stop. After we visited the site, one of the first things we noticed was that there was no way to tell when the bus would be arriving. This poses a massive inconvenience for people taking the bus, as they may be waiting at that stop for long periods. As stated previously, our short-term improvement involved having a display of the bus route and schedule display. Still, in the long term, we believe a digital LED sign with real-time schedules, maps, and wait times would be highly beneficial to the stop. Additional features would include touchscreen features, so bus riders could choose exactly what information they are looking for. Another digital upgrade is the addition of light fixtures overhead on the stop. One of the most critical pieces of information we learned throughout the case studies we discussed in class is the importance of residents feeling safe while using this transportation. Bright lighting, especially as it begins to get dark earlier, would be a way to attract more people to feel comfortable using this bus stop at night.

The other long-term improvement we focused on was providing enhanced passenger amenities at the stop. The weather in Pennsylvania is constantly changing, so providing shelter

from these conditions is an extremely important factor when considering the comfort of the passengers waiting. An overhead shelter with siding would be able to block the sun throughout the summer, as well as protect passengers from pouring rain or heavy snow. The shelter we had been looking into also provides comfortable seating and trash cans. An important factor we want to focus on is making the design of this shelter inviting and appealing. To do this, the design could include features of mural or glass art. After seeing examples in class of how history can make a community more connected we came up with the idea to make these murals represent something surrounding Bethlehem. These ideas include depicting various community features such as the Bethlehem Steel Stack history or a portrayal of the Lehigh River. Not only would this improve the appearance of the stop and make current bus riders feel more connected to their community, it could also catch the attention of people walking or driving by and influence them to use the stop.

The last long-term improvement we focused on was looking into community engagement by partnering with local businesses to introduce pop-up shops in the area surrounding the bus stop. One of the examples that influenced this idea is the pop-up farmer's market that takes

place in Farrington Square. Events like that have worked to influence students to use that entire area more and become aware of the amenities around it. We believe creating something similar to that ner the bus stop could have the same effects. In addition, this would improve the experience for current bus riders as they would now have something to do while they are waiting, and would make people more aware of this area.

Cost Analysis:

Short-term actions, such as the bench and overhead covering, will start this process off and lay down the groundwork for future development. This will provide an opportunity for this exact stop to collect data and receive feedback from the community to better the stop for long-term actions in phase two of development. Early success stories that are contracted from phase one will attract the local community to support the larger vision and possibly provide additional funding.

Here is a general layout of the cost per item:

Item	**Cost**
Standard light fixture	$1,000-$2,000
Physical shelter ● Bench ● Weather protection ● Trash can ● PaperCast solar-powered structure	$10,000-$20,000
Advanced LED sign ● Real-time updates ● GPS data	$8,000-$12,000
Total	**$19,000-$34,000**

Case Study Example:

The redesign proposal for the Fahy Bridge Bus Stop is in line with broader trends in urban renewal, particularly initiatives by anchor institutions such as universities that invest in their neighboring communities to encourage enhancements. The redesign seeks to enhance comfort and safety via both immediate and sustainable solutions, reflecting strategies employed by the University of Pennsylvania in its West Philadelphia Initiatives (WPI). The example of University City shows that the University of Pennsylvania's sustained investments have resulted in enhanced public safety, improved infrastructure, and greater community involvement. For example, the University of Pennsylvania's funding in public lighting and safety led to a significant decrease in crime, an essential aspect of the WPI, which could act as a blueprint for enhancing safety at the Fahy Bridge Bus Stop through targeted lighting improvements. Alongside safety, the design proposal highlights community integration via digital enhancements and collaborations with nearby businesses, akin to the University of Pennsylvania's approach in involving local stakeholders to foster beneficial change. For instance, the University of Pennsylvania's revitalization initiatives involved boosting housing demand and enhancing commercial spaces, as well as encouraging local economic growth. Likewise, the redesign aims to foster a friendly, engaging atmosphere by implementing real-time digital displays and facilitating pop-up shops at the Fahy Bridge Bus Stop, enhancing the transit experience and benefiting local businesses. These strategies emphasize the success of anchor institution-led approaches in converting urban areas into vibrant, connected neighborhoods, which can promote lasting advancements in Bethlehem’s South Side.

Google Form Survey

Attached above is the hyperlinked link to our Google Form Survey. We created and distributed this survey to our fellow Lehigh University peers, and received 40 responses. First, we asked these students whether they even knew the bus stop existed as that was the basis for the rest of the survey. The results of the first question showed a large disparity, displaying that 84.2% of the students at Lehigh did not know the Fahy Bus Stop existed. This question was followed up by a question for the respondents who did know about the bus stop, asking about how frequently these individuals use the stop. Among these individuals, a large percentage (73.5%) still admitted to never using the stop regardless of their knowledge of it. Third, the survey asked the group of individuals that do not know about the Fahy Bus Stop, where 47.2% said it lacked proper amenities, and another 47.2% said they did not even know about it. The last two questions are surrounding the basis of our project, and our goals to improve the comfortability, and safety, and to further connect the community. Question 4 uses a current image from the bus stop and asks the respondents to choose what they think is the current biggest issue with the bus stop. In a relatively balanced response range, 51.4% said lack of shelter, 24.3% said limited or unclear signage, 16.2% said lack of seating, and 8.1% said poor lighting and safety. Lastly, we showed our group's proposition with a photo of potential changes we would make to enhance the experience, where 97.3% of the respondents agreed that it would increase the usage of the stop. This data that represents the Lehigh student body has shown us that the improvements we have proposed could strongly increase student ridership and making people more aware of the actual existence of the stop is an extremely important first step. We believe the ideas we have created would bring attention to the area in several different ways by catching the eyes of people passing by with vibrant colorful murals as well as having people come for a pop-up market.

Conclusion:

In conclusion, redesigning the Fahy Bridge Bus Stop will greatly improve the transit experience, strengthen the community, and encourage more public transit use. By implementing both the proposed short-term improvements and long-term measures, this project will fully reshape the bus stop for the better of the South Side. The stop will be more welcoming, efficient, and engaging to the community. By making these improvements we believe it will not only make it a more comfortable and enjoyable experience for current bus riders, but also promote student ridership and knowledge of the LANTA bus company.

Works Cited

Barco Products. *Bus Smoking Shelters.* Barco Products, https://www.barcoproducts.com/parking-lot-safety/pedestrian-safety/bus-smoking-shelters.

Bus Shelter Feedback Survey. Google Forms, https://forms.gle/7r2BYd94dwxZUNgs8.

Ehlenz, Meagan M. "Neighborhood Revitalization and the Anchor Institution." *Lehigh University Coursesite*, https://coursesite.lehigh.edu/pluginfile.php/8164875/mod_resource/content/1/Ehlenz%2C%20Neighborhood%20Revitalization%20and%20the%20Anchor%20Institution.pdf.

Lehigh and Northampton Transportation Authority. *EBS: Enhanced Bus Service.* LANTABus, https://lantabus.com/ebs/.

OCC Outdoors. *Bus Stop Benches.* OCC Outdoors, https://www.occoutdoors.com/park-bench/bus-stop-benches/.

Papercast. *E-Paper Display Applications for Bus Stops.* Papercast, https://www.papercast.com/e-paper-display-applications/bus-stops/.

Reimagining Bus Shelters as Local Art. InTransition Magazine, https://intransitionmag.org/Article/Reimagining-Bus-Shelters-As-Local-Art.aspx.

Will Lyman, Jack Scoma, Richard Checco

Dec 18, 2024

Professor Pooley

POLS 312

Final Recommendations

Introduction: Our group's primary responsibility for the bus stop this semester was on the arts and lighting elements of rebuilding the underused bus stop. Our suggestions for turning the area into a safer, more friendly, and community-centered space, where in turn we want to see more people using this particular stop, are described in this paper. These ideas seek to solve everyday problems and strengthen communal identification by means of their functionality.

Current Challenges: There several key factors as to why the bus stop is being underutilized:

- Lack of lighting creates an unsafe and unwelcoming atmosphere, particularly at night.
    - As we touched on, especially during daylight savings time it would be crucial to have lighting in this space because people are still using the bus during those first few hours of darkness.
- No artistic or aesthetic elements make the space feel disconnected from the neighborhood.
- The surrounding green area next to the underpass remains underutilized and ridden with trash, further contributing to a sense of neglect.

<u>Recommendations</u>

1. **Lighting Enhancements:**
    - **Proposed Solution:**
    - **Phase 1**
        - Install string lights along nearby trees to provide affordable, aesthetically pleasing lighting.
        - These lights would have to be seasonal. Due to the more harsh winters in the area the lights would have to come down in the winter to preserve them.
    - **Phase 2**
        - Depending on the success of the string lights, the next step in this process would be to implement inground built-in lights that sit at the base of the trees.
        - This would be a more permanent fixture.
    - **Impact:** Improved lighting will make the space safer and encourage nighttime usage, creating a more accessible transit and user friendly experience.
2. **Incorporation of Art:**
    - **Proposed Solution:**
        - Collaborate with local artists through partnerships with organizations like ArtsQuest to create murals reflecting Bethlehem's unique character.
        - Focus mural placement on the underpass wall and back facades of nearby businesses (e.g., Toastique and Grog House) with owner approval.

        - Consider sculptures or art installations in the green area to further activate the space.
    - **Impact:** Murals and art will make the bus stop visually appealing, promote community pride, and invite community interaction.

Broader Implications These recommendations align with broader community development principles, something this class has been focused on throughout the semester.

- **Safety and Belonging:** Improved lighting and art contribute to a safer, more inclusive environment.
- **Community Identity:** Murals and local art create a sense of place, reflecting neighborhood values and its history.

Cost Breakdown:

- Lighting: $1,000 - $1,500
    - Maintenance fees would also have to be factored in.
- Murals/Art Installations: $1,500 - $2,000 (potential cost reduction through artist partnerships)

Conclusion: Reviving this bus stop and transforming it into a lively, safe, and significant community area depends first on the arts and lighting proposals. These developments will help the community, change public transportation's impression, and inspire its use. We encourage our community partners to follow these suggestions and work with nearby organizations and artists for execution. By use of these initiatives, the bus stop can turn into a tremendous example of community pride, safety, and creativity.