

# Avenue of the Arts 2.0

PHILADELPHIA, PENNSYLVANIA

YEAR	est. 2026 (Pilot Block)
SIZE	10 Blocks
USE	Streetscape improvements including new dedicated pedestrian zones, art installations, and public realm activation



Avenue of the Arts 2.0 is a transformational project intended to soften the urban realm of one of the most important thoroughfares in the City of Philadelphia. As an initial effort, OJB is leading a one-block pilot project that will demonstrate the benefits of integrating landscape, art, and activated pedestrian areas within the streetscape. The pilot block—located between Pine and Spruce Streets—will ultimately inform the transformation of nine additional blocks along the Avenue.



- + The design is inspired by music, using an undulating pattern of planters to express rhythm and movement.
- + To prioritize the pedestrian experience, spaces for respite, social gatherings, and art installations are carved out within the streetscape.
- + A planted buffer separates vehicular traffic from pedestrians to ensure safety.
- + Features also include signage and wayfinding, bus shelters, street furniture, sculptures, and interactive elements.
- + Phase 1A focuses on enhancing and introducing landscape to the central street median.
- + Phase 1B focuses on sidewalk improvements to improve the user experience down the Avenue.