

NORTH 5TH ST.

LIVE, LEARN, WORK,
SHOP & PLAY
IN THE 9TH!

*NORTH 5TH STREET: WHERE
GLOBAL IS LOCAL*

A large, stylized graphic of the text "9TH" in a bold, sans-serif font. The "9" is significantly larger than the "TH". The letters are white with a thick teal outline, set against a teal background. The "9" and "TH" are contained within a white rectangular frame that has a teal border.

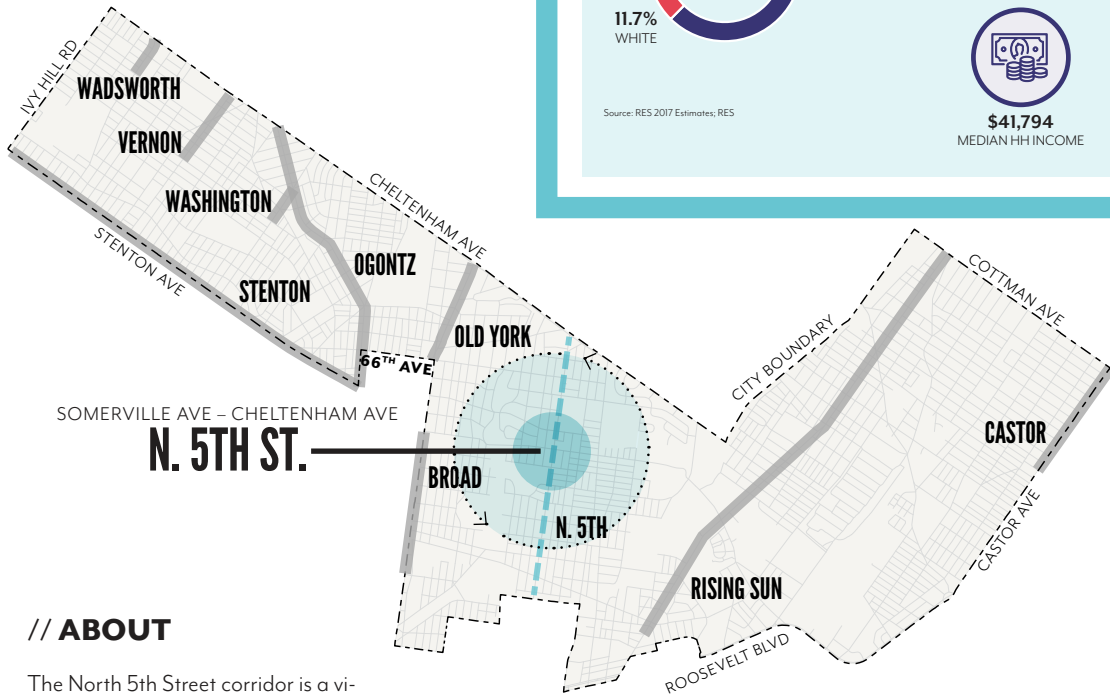
DISTRICT
COMMERCIAL
CORRIDOR
PLAN

NOVEMBER 2019

Office of COUNCILWOMAN CHERELLE PARKER

WRT

NORTH 5TH STREET WHERE GLOBAL IS LOCAL



// ABOUT

The North 5th Street corridor is a vibrant and bustling street that draws patrons and restaurant-goers from around the region.

In the mid-20th century, the neighborhood was primarily German. But successive waves of immigration have seen a variety of groups come and settle in the area, and today it

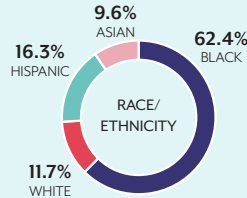
is one of the most diverse places in Philadelphia, anchored by a strong Korean immigrant community as well as other immigrant communities from Vietnam, Cambodia, the Caribbean, South and Central America, and Sub-Saharan Africa.

9TH DISTRICT AT A GLANCE:

The 9th District includes a variety of diverse, family-friendly neighborhoods that are well-connected to city and regional transportation networks.

162,794

9TH DISTRICT POPULATION
IN 2016



Source: RES 2017 Estimates; RES



64.1%
OWNER-OCCUPIED



// CURRENT CONDITIONS

The North 5th Street corridor runs through the Olney and East Oak Lane neighborhoods, whose residents are a mix of longstanding African American communities and

an influx of more recent immigrant populations.

North 5th Street is a vibrant and increasingly successful commercial corridor full of diverse businesses. Its ethnic cuisine—in particular from countries like Korea and the Caribbean—is a major draw for visitors from around the region.

North 5th Street has an urban, walkable quality to it, with a reasonable street width that makes it easy for pedestrians to cross from one side to another when accessing



N. 5TH STREET SERVES THE MOST DIVERSE COMMUNITY IN THE COMMONWEALTH OF PENNSYLVANIA.

various shopping destinations. There are also dedicated bike lanes in both directions along much of the corridor.

The corridor and surrounding neighborhood is served by two organizations—the North 5th Street Revitalization Project (N5SRP), and Greater Philadelphia Asian Social Services—working to improve the corridor and surrounding community. A comprehensive plan was completed in early 2019, which aims to build on the momentum of this vibrant corridor and encourage continued investment. The City funds N5SRP through its Targeted Corridor Management Program.



EXPLORING THE CORRIDOR



The North 5th Street Revitalization Project has a regular cleaning crew that works to "Make 5th Street Shine."



// MOMENTUM

One of the corridor's major strengths is the established neighborhood organizations that have been working to improve it over the past few years. The North 5th Street Revitalization Project has been working to implement a plan created in 2012 aimed at revitalizing the corridor through physical and programmatic interventions. Successes so far include a website that brands the corridor and showcases the many restaurants and businesses to visit, a regular street cleaning crew, additional trash cans, and enhanced lighting.

A major asset for the N5th Street corridor and adjoining neighborhoods is the Fern Rock Transportation

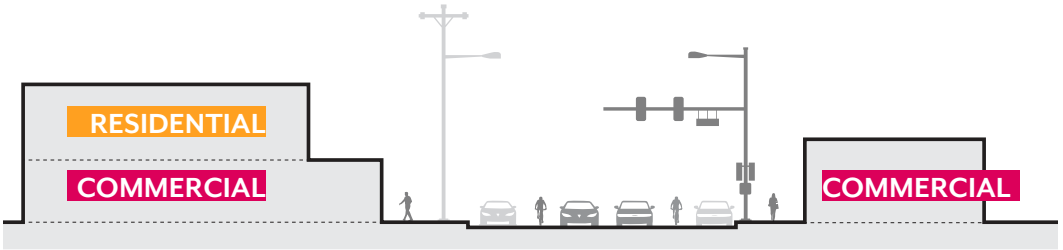
COMMUNITY ASSETS:

- » Greater Olney Library
- » Fisher Park
- » Olney Recreation Center
- » Tookany Tacony-Frankford Watershed Park (TTF)
- » Sturgis Playground

Center which is the Northern Terminus of the Broad Street Line, provides access to the Regional Rail Service and connection to several SEPTA Bus routes. Safe and direct pedestrian access from the east to the Transportation Center would make it even more convenient for the high number of users who live on the eastern side of the facility.



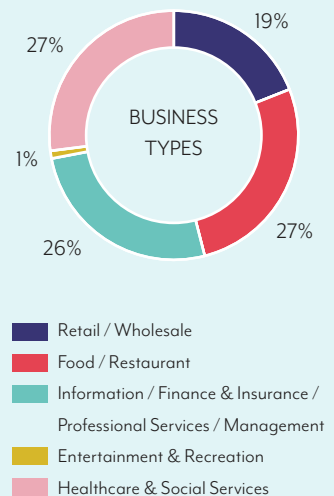
NORTH 5TH STREET HAS SHORT,
WALKABLE BLOCKS AND DEDICATED
BIKE LANES.



// SAMPLE OF EXISTING BUSINESSES AND SERVICES

The diverse types of businesses along North 5th Street are vast and include too many to list here, but below is a sample of the types of stores and businesses you'll find:

- » Adam's Furniture Gallery
- » Ape Tek Computers
- » Rosaury Dominican Beauty Salon
- » Bella Nails
- » Castle Restaurant
- » Charming Beauty Supply
- » Colombian Bakery
- » Dyanna's Nails & Spa
- » Easy Dental
- » Fashion House
- » Fern Rock Hardware
- » Hot Wok
- » L & G Shoes
- » Lien Phong Food Market
- » Matrix Hair Studio
- » Meat Market Plus
- » Mr. Pizza
- » On Site Personnel, LLC
- » Penda African Hair Braiding
- » P & B Breakfast
- » Remi Beauty
- » Rose Jewelers
- » Shana's Caribbean Cafe
- » Tang Pharmacy
- » Tienda La Mexicana
- » Tommy's Place
- » Woodland Medical Clinic
- » Yoon's Auto Repair



VISION FOR THE FUTURE

// OPPORTUNITIES

Moving forward, the N5SRP hopes to build on their success by making more physical improvements to the North 5th Street corridor. One major investment will be to implement the “Where Global is Local” brand with physical elements like banners, signage, Big Belly trash cans, and more.

Another major opportunity for North 5th Street and its surrounding communities is to promote

greater cohesion and cooperation between stakeholders, institutions, assets, and business owners. In particular, investing in programs and improvements at Fisher Park and Greater Olney Library (potentially through the Rebuild program) will create a vibrant neighborhood anchor along the corridor.

EXISTING



ILLUSTRATIVE RENDERING OF CORRIDOR WITH PROPOSED IMPROVEMENTS



RECOMMENDATIONS

PROGRESS AND CONTINUED EFFORTS OF NORTH 5TH REVITALIZATION PROJECT



1 Make 5th Street Shine

Create a cleaner, safer, more visually appealing environment along the corridor by continuing progress made with more trash cans, an expanded cleaning crew, and small placemaking initiatives. New strategies include brighter street lights, Big Belly branded trash cans, and bump-outs at N. 5th and Olney.

2 Make 5th Street Safer

Continue to monitor hotspots, address nuisance activities, add more security cameras, and bring police and business owners together.

3 Expand Technical Assistance

Provide technical support to new immigrant businesses as well as existing long-term businesses on promotion, expansion, and navigating city resources.

4 Foster Community

Enhance community engagement with Olney residents and stakeholders to bolster a sense of ownership over the corridor's continued success.

5 Streetscape and Branding Strategy

Continue to implement the corridor's brand through physical improvements like pedestrian signage, additional street trees, bus shelters, and other pedestrian amenities.

6 Reposition Vacant Properties

Identify key vacant properties that could be turned over to interested owners who can revitalize them into new retail, housing, or cultural opportunities.

7 Programming at Fisher Park

Expand and improve existing assets and consider new programming opportunities to create a great civic anchor for the corridor.

8 Connect to Fern Rock Transportation Center

Implement a safe East/West pedestrian crossing that would connect the N5th corridor to the Fern Rock Transportation Center off of Nedro Avenue.

POTENTIAL PARTNERS & RESOURCES

// GETTING IT DONE

The following potential partners and resources can help residents and interested stakeholders achieve the vision for North 5th Street.

Strategy	Potential Partners	Existing Resources
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1. Make 5th Street Shine

Philadelphia Department of Commerce; Office of 9th District Councilwoman Cherelle Parker

9th District Councilwoman Cherelle Parker, with co-sponsors Council President Darrell Clarke and Councilmembers Johnson, Domb, and Green, introduced an ordinance that would transfer \$10 million in Philadelphia City General Funds for a new program to expand cleaning and blight removal on commercial corridors in every corner of Philadelphia. Called “PHL-TCB” or PHL Taking Care of Business, the program would increase corridor cleaning and blight removal support by five-fold across the entire city. If passed, the ordinance that creates the PHL-TCB program would provide 30 part-time jobs in every Council District – that’s 300 city-wide – at a living wage of \$15/hour. CDCs, Business Improvement Districts (BIDs) or other organizations would respond to Request for Proposals to manage the programs on corridors that currently don’t get cleaning or management support.

2. Make 5th Street Safer

Philadelphia Streets Department; Philadelphia Police Department; State Police; L&I

To request additional street lighting on your block, requests need be made via a petition signed by 75% of residents of the block. The requests should then be sent to the elected Councilperson in the area.

The Philadelphia Police Department holds regular Police Service Area (PSA) and Captain Town Hall meetings where the Lieutenants and District Captains have the responsibility to address community concerns. This can be a basis to address corridor safety issues as they arise.

The SafeCam Program provides a 50% reimbursement (of up to \$3,000) for the total cost of eligible safety camera installations for a single commercial property. The ultimate goal of this program is to improve the safety, vitality and economic performance of neighborhood business districts throughout Philadelphia.

Strategy**Potential Partners****Existing Resources****3. Expand Technical Assistance**

Philadelphia Commerce Department, The Welcoming Center

The City provides funding to select nonprofit organizations that help businesses, provided through the Business Technical Assistance Program (BTAP). BTAP helps organizations equip business with business skill training, lending, English language assistance, and legal aid. A list of Current BTAP providers can be found here: <https://www.phila.gov/departments/department-of-commerce/supporting-business/one-on-one-business-support>.

4. Foster Community

Philadelphia Department of Commerce, Keystone Opportunity Grants, local community organizations, business association

Developed by the Department of Commerce and non-profit The Food Trust, the Night Market is an economic development and community engagement initiative that uses mobile vending to bring visibility to local restaurants and food trucks. The market travels between different neighborhoods and restaurants are given the opportunity to expand their reach into the mobile vending market-place. The Food Trust offers support through workshops on best practices for first-time vendors. The Food Trust also partners with Kiva Zip, a program providing 0% interest loans up to \$10,000 for underserved small businesses and entrepreneurs. Neighborhoods can bring the Night Market to their area by finding a community partner (CDC/business association) and obtaining city approval. For more information, email night-market@thefoodtrust.org.

The Targeted Corridor Management Program is a grant program intended to help revitalize commercial corridors through economic development activities and help create safe, attractive, and welcoming places that benefit low to moderate-income residents. The Department of Commerce supports the redevelopment of commercial corridors by providing funding to select corridors and/or community-based development organizations to hire corridor management staff. There are four categories under TCMP, including strengthening businesses on corridors through marketing, technical assistance, and financing. Funding of \$75,000 (with potential for additional funding) is awarded through a Request for Proposals process. For more information, call (215) 683-2167.

POTENTIAL PARTNERS & RESOURCES

// GETTING IT DONE

The following potential partners and resources can help residents and interested stakeholders achieve the vision for North 5th Street.

Strategy	Potential Partners	Existing Resources
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5. Streetscape Improvements & Branding Strategy

Philadelphia Streets Department; Philadelphia Water Department; Community Design Collaborative; Philadelphia Parks and Recreation; Office of Transportation, Infrastructure and Sustainability; Pennsylvania Department of Community and Economic Development

The Transportation and Community Development Initiative is a grant program that supports local development and redevelopment efforts. The program provides funds to undertake planning, analysis, or design initiatives for projects or programs that enhance development or redevelopment and enhance or improves the efficiency of the transportation system. TCDI applications are made by the local government or county, and funding ranges from \$25,000 to \$150,000.

Additionally, property owners, including both residential and commercial properties, can request free street trees from the Philadelphia Parks & Recreation Street Tree Management Division by calling (215) 685-4363 or (215) 685-4362. Finally, the Philadelphia Water Department's Green Stormwater Management grant program, described under Strategy Eight, can also help fund streetscape improvements.

The City's Office of Transportation, Infrastructure, and Sustainability is responsible for managing street furniture and in 2014, a bill was passed stipulating that over \$12 million will be invested to replace existing shelters and install an additional 300 shelters. The program also includes new public amenities like benches, art information kiosks, and newspaper condos. To vote for your favorite transit shelter location, go to www.PhillyTransitShelters.com.

PA DCED Keystone Communities Program may also be a relevant source of funding for beautification amenities.

Strategy**Potential Partners****Existing Resources****6. Reposition Vacant Properties**

Philadelphia Department of Commerce; Pennsylvania Department of Community and Economic Development; Local developers and property owners

The Neighborhood Economic Development Grant helps fund planning, pre-development, and development costs. Grants range from \$100,000 to \$500,000 and the Department of Commerce invests in opportunities that revitalize neighborhoods and provide employment opportunities. Grants are awarded through a yearly Request for Proposals process. For more information, call (215) 683-2167.

PA DCED Keystone Communities Program may also be a relevant source of funding.

7. Programming at Fisher Park

Trust for Public Land; Philadelphia Parks & Recreation

The Trust for Public Land partners with the city's Parks and Recreation through its Parks for People program. TPL provides funding and technical assistance to improve parks and schoolyards in Philadelphia, transforming asphalt schoolyards and underutilized recreation centers.

8. Connect to Fern Rock Transportation Center

Pennsylvania Department of Community and Economic Development; SEPTA

The PA DCED's Greenways, Trails and Recreation Program provides grants for planning, acquisition, development, rehabilitation and repair of greenways, recreational trails, open space, parks and beautification projects. Grants can be up to \$250,000 and require a 15% match of the total project cost.



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