

9TH DISTRICT COMMERCIAL CORRIDOR + NEIGHBORHOOD PLAN

PUBLIC PRESENTATION & WORKSHOP
PRELIMINARY STRATEGIES

9TH

DISTRICT COMMERCIAL CORRIDOR PLAN

Tuesday, December 4, 2018 @ 6:45 pm
Masjidullah Inc.
7401 Limekiln Pike Philadelphia, PA 19150



WRT

TONIGHT'S AGENDA



PART I: OVERVIEW PRESENTATION

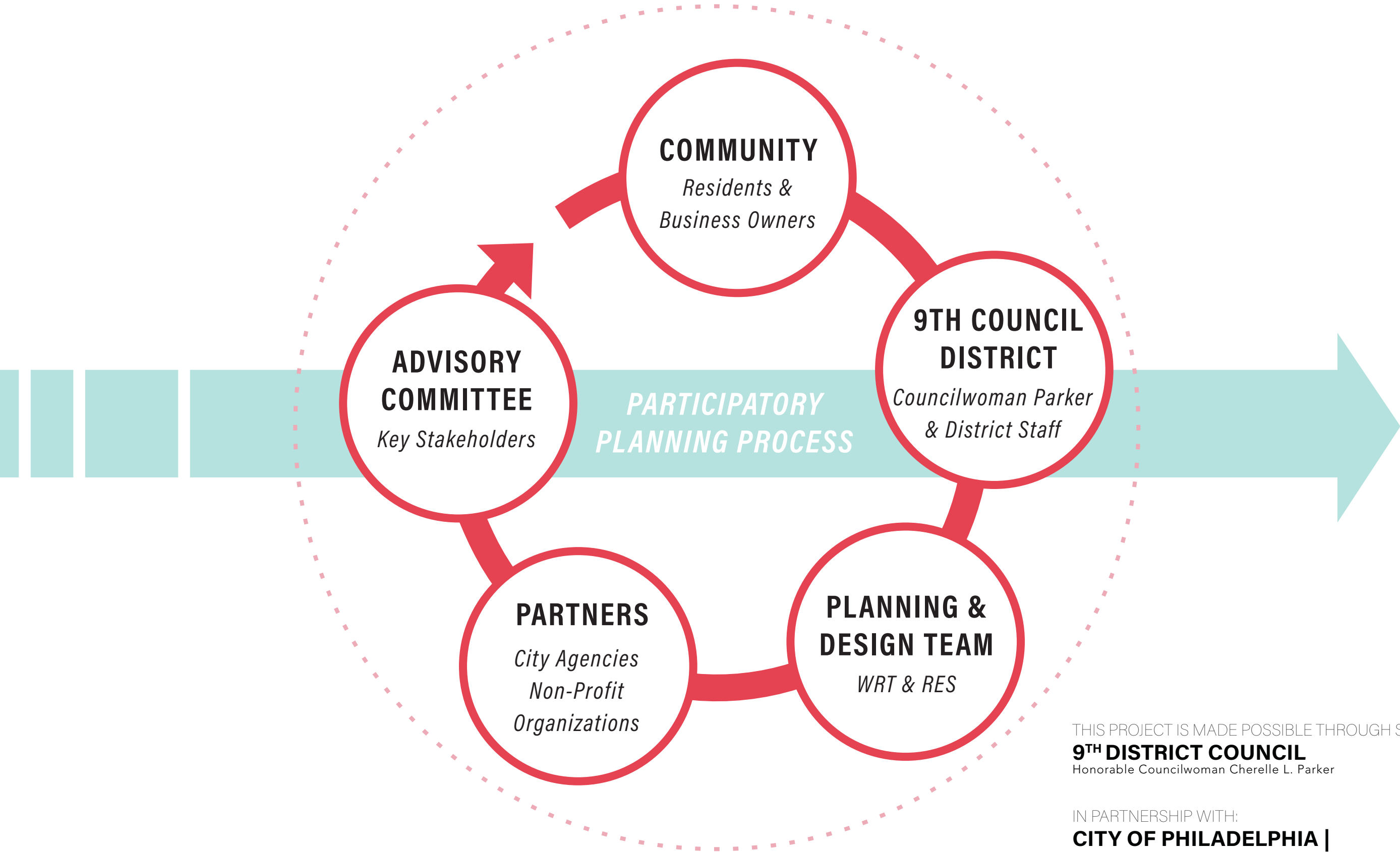
- I. Welcome, Introductions and Goals of Planning Effort
- II. Key Findings and Opportunities
- III. Preliminary Strategies
 - A. District-wide
 - B. Corridor Specific
 - C. Neighborhood Strategies
- IV. Next Steps



PART II: BREAKOUT DISCUSSIONS

Visit the stations to identify your priorities and provide additional ideas and input.

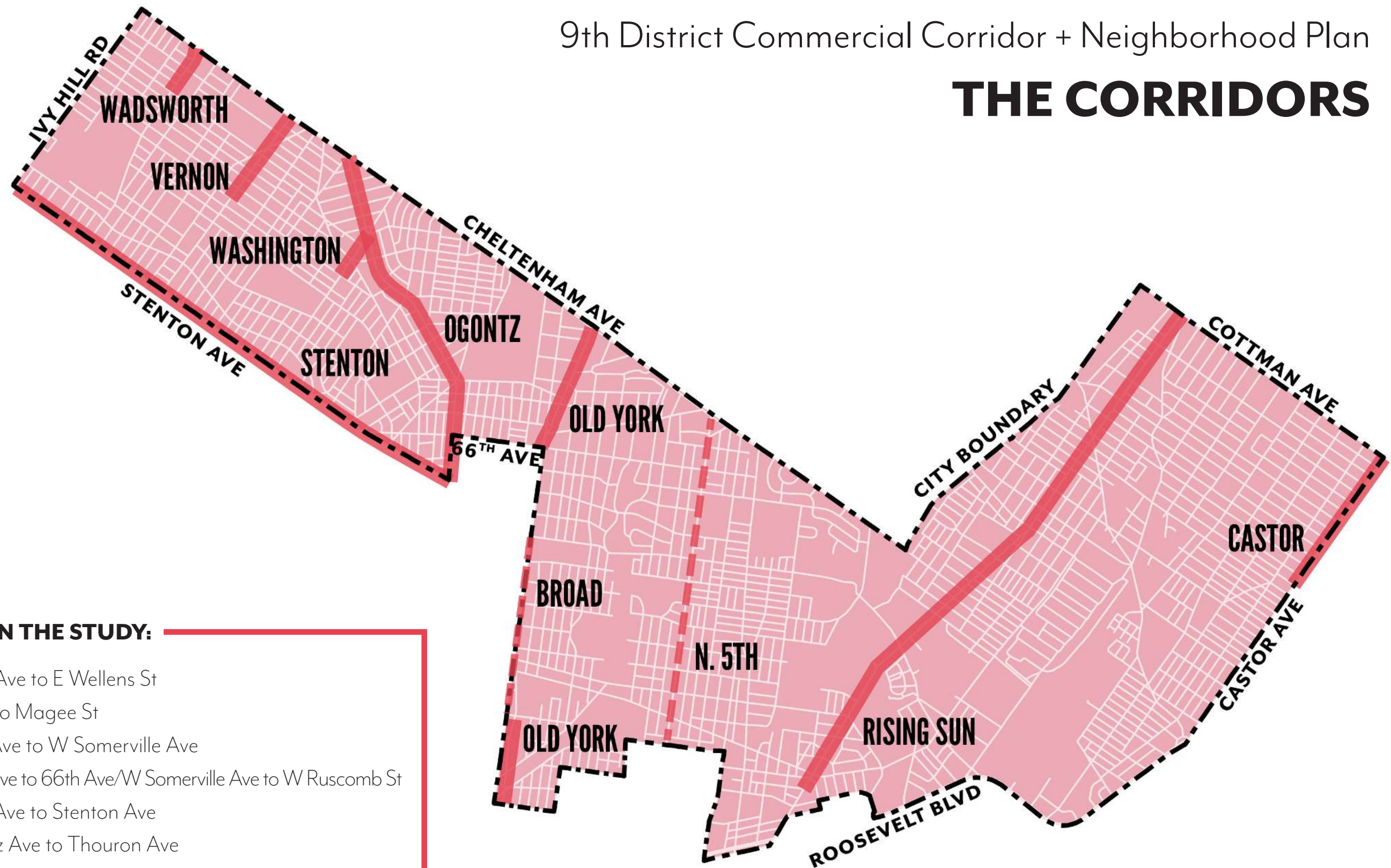
WELCOME & INTRODUCTIONS



THIS PROJECT IS MADE POSSIBLE THROUGH SUPPORT FROM:
9TH DISTRICT COUNCIL
Honorable Councilwoman Cherelle L. Parker

IN PARTNERSHIP WITH:
**CITY OF PHILADELPHIA |
DEPARTMENT OF COMMERCE**

THE CORRIDORS



CORRIDORS INCLUDED IN THE STUDY:

- » **Rising Sun Ave:** Cottman Ave to E Wellens St
- » **Castor Ave:** Cottman Ave to Magee St
- » **Broad Street:** W Godfrey Ave to W Somerville Ave
- » **Old York Rd:** Cheltenham Ave to 66th Ave/W Somerville Ave to W Ruscomb St
- » **Ogontz Ave:** Cheltenham Ave to Stenton Ave
- » **Washington Lane:** Ogontz Ave to Thouron Ave
- » **Vernon Rd:** Cheltenham Ave to Thouron Ave
- » **Wadsworth Ave:** Cheltenham Ave to Michener Ave
- » **Stenton Ave:** Ivy Hill Rd to Ogontz Ave
- » **N 5th Ave*:** Cheltenham Ave to W Somerville Ave

*The North 5th Street Revitalization Project (N5SRP) is currently conducting a Comprehensive Market Analysis Study of North 5th Street. This study will not duplicate efforts but will reference recommendations from the N5SRP Study.

PLANNING PROCESS TO DATE

ENGAGEMENT & INPUT SO FAR

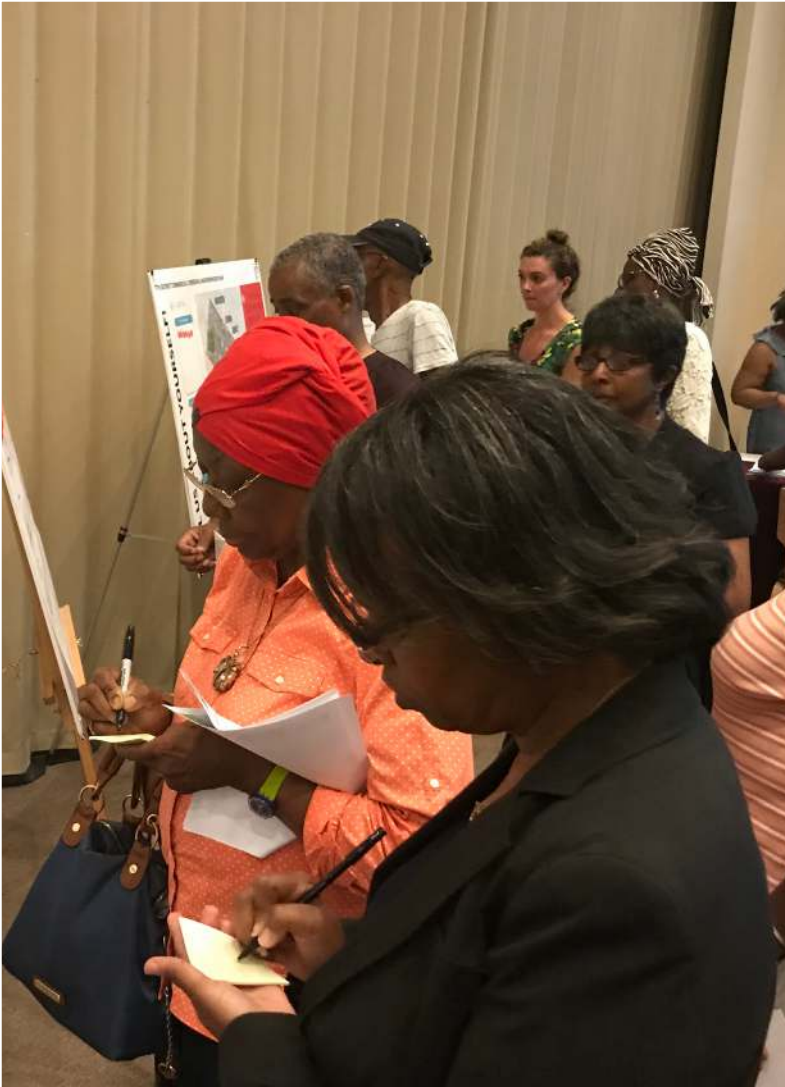
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COMMUNITY ENGAGEMENT & DATA GATHERING



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COMMUNITY ENGAGEMENT & DATA GATHERING



STRENGTHS AND WEAKNESSES

IF YOU ARE A RESIDENT, HOW WOULD YOU RATE EACH OF THE FOLLOWING ASPECTS OF YOUR COMMUNITY?

	VERY POOR	POOR	FAIR	GOOD	VERY GOOD
Cleanliness	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Safety	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Variety of Goods & Services Available	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Access to Public Transportation	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Access to Employment	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Quality of Homes	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●
Affordability of Homes	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●

What I like best about this neighborhood is...

A major problem for this neighborhood is...

What I would like to see in this neighborhood is...

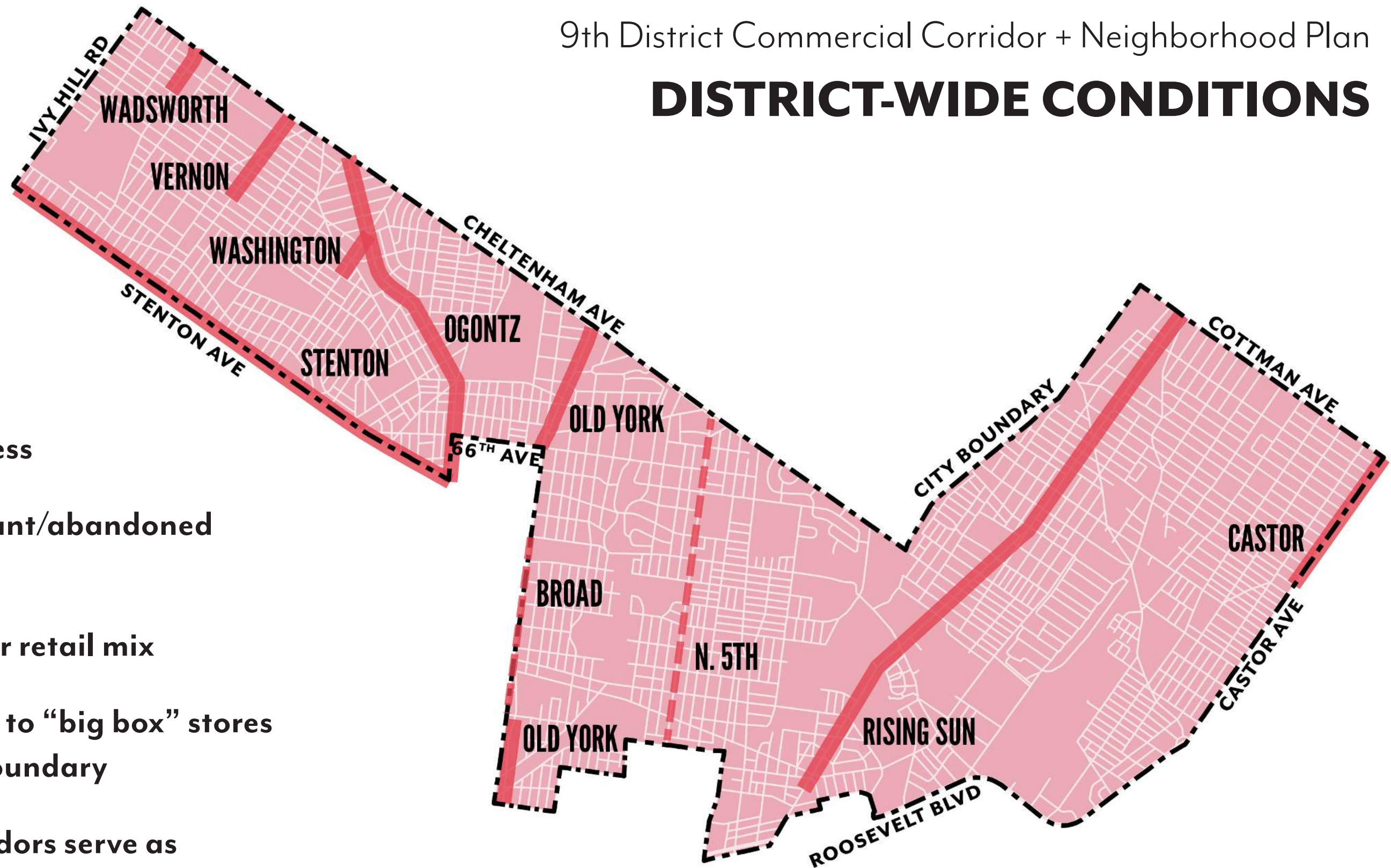


OVERVIEW OF FINDINGS

ANALYSIS + INITIAL RECOMMENDATIONS

DISTRICT-WIDE CONDITIONS

- » Litter & Cleanliness
- » Low levels of vacant/abandoned buildings or lots
- » Need for a greater retail mix
- » Losing customers to “big box” stores across the City boundary
- » Many of the corridors serve as thoroughfares out to Montgomery County instead of destinations in themselves



PRELIMINARY OVERARCHING STRATEGIES

VISION: SUPPORT EXISTING BUSINESSES, ATTRACT NEW ONES AND PROMOTE GREATER COHESION

- » Utilize the Department of Commerce's Programs:
 - » Targeted Corridor Management Program
 - » Storefront Improvement Program
- » Deploy technical assistance to small businesses and immigrant businesses
- » Build organizational capacity through new and strengthened business associations
- » Utilize code enforcement mechanisms
- » Apply a comprehensive business attraction strategy



PRELIMINARY OVERARCHING STRATEGIES

VISION: CREATE ATTRACTIVE COMMERCIAL CORRIDORS THAT BUILD PRIDE THROUGH A CLEANING STRATEGY

- » Install Big Belly trash compactors at regular intervals throughout the corridor
- » Implement regularly scheduled volunteer cleanup days in the area of the neighborhood/corridor where litter is an issue
- » Explore the creation of a Special Services District or Business Improvement District to help fund and manage corridor improvements
- » Develop a recognition program to publicly acknowledge property owners/businesses who are being good stewards



PRELIMINARY OVERARCHING STRATEGIES

VISION: CREATE VIBRANT COMMERCIAL CORRIDORS THAT BUILD PRIDE THROUGH A GREENING STRATEGY

- » Implement cohesive streetscape improvements to reinforce pedestrian comfort and add vibrancy.
- » Plant (the right) trees at a consistent spacing along the whole corridor
- » Add planter boxes that can be updated seasonally
- » Pair neighborhood spring and fall cleanups with plantings (flowers in the spring; trees and buds in the fall)



PRELIMINARY OVERARCHING STRATEGIES

VISION: BUILD SAFE CORRIDORS THAT ATTRACT RESIDENTS, VISITORS AND PATRONS

- » Support regular coordination between residents and the 35th, 14th, and 2nd Police Districts
- » Implement the SafeCam program along business corridor
- » Maintain existing street lights and implement additional street lighting
- » Encourage Crime Prevention Through Environmental Design (CPTED) education and implementation of best practices
- » Work with the City of Philadelphia Licenses and Inspections Department (L&I) and local organizations to reduce blight in targeted areas
- » Support pedestrian and bicycle safety improvements
- » Develop a cohesive approach to addressing nuisance businesses



PRELIMINARY OVERARCHING STRATEGIES

VISION: IMPLEMENT PLACEMAKING AND BEAUTIFICATION STRATEGIES THAT DRAW PATRONS AND VISITORS TO 9TH DISTRICT CORRIDORS

- » Implement placemaking and beautification strategies that draw patrons and visitors to 9th District commercial corridors:
 - » Develop and implement a cohesive branding strategy that includes signage and facade improvements
 - » Utilize creative placemaking strategies that celebrate each corridor's unique attributes, history, and culture



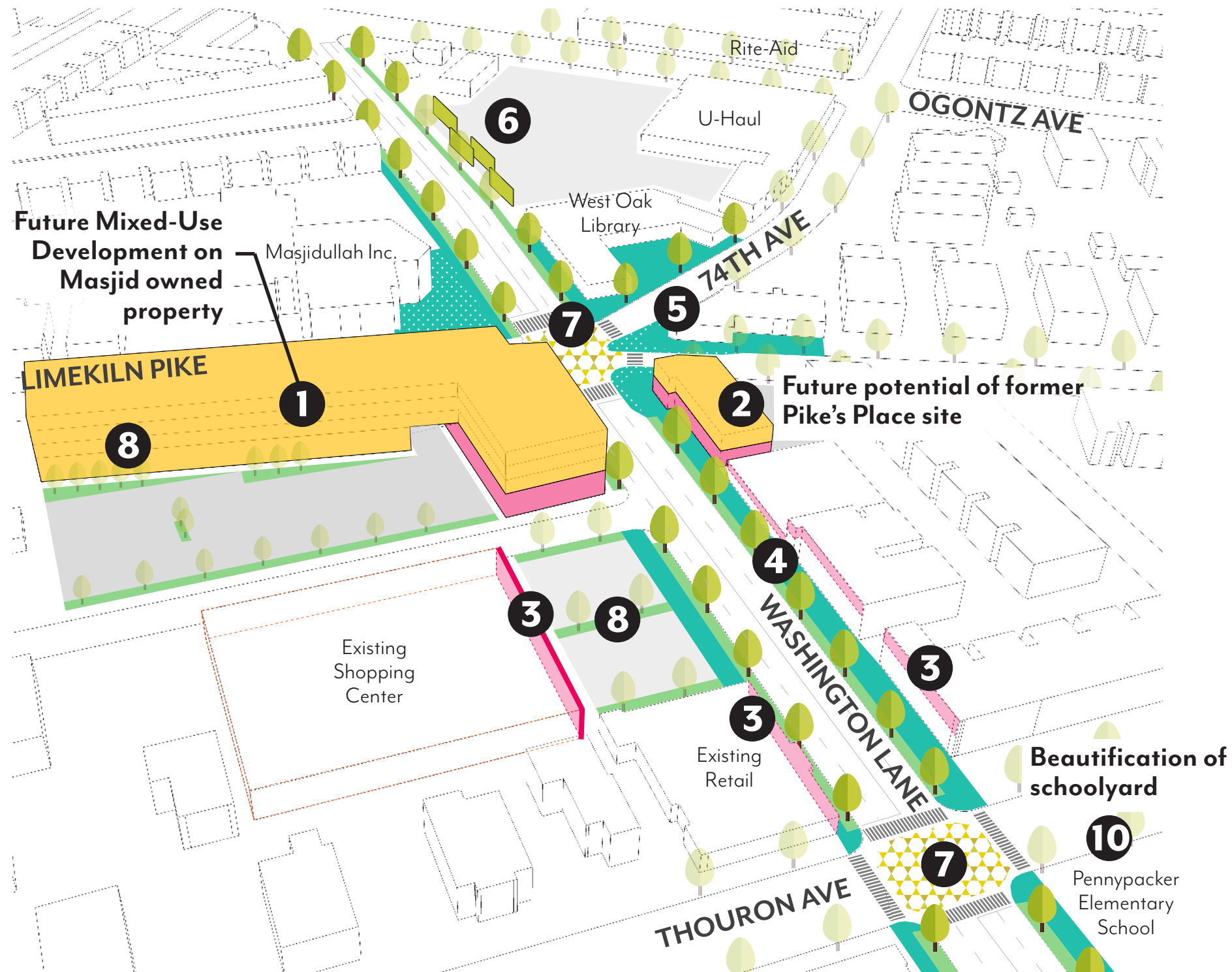
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WASHINGTON LANE: PRELIMINARY CORRIDOR STRATEGIES

“Mixed Use Corridor”



Facade Improvements



Streetscape Improvements



Road Diet / Bump-Out



Living Wall can be a unifying element



“Art Crossings” can help create an overarching brand



Stormwater Management & Greening on Existing and Future Parking



Traffic calming measures

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WASHINGTON LANE: **EXISTING CONDITIONS**

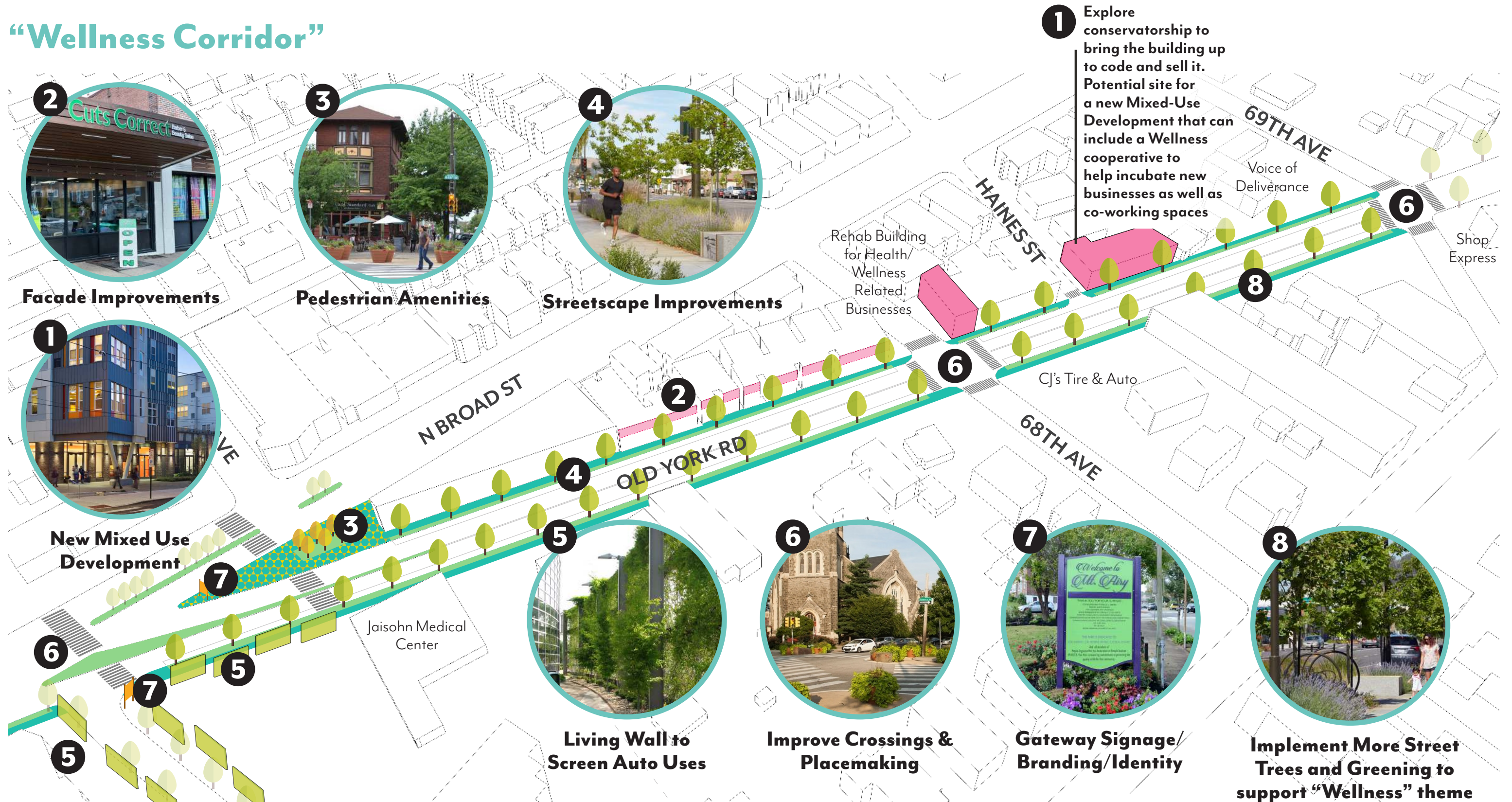


WASHINGTON LANE: **PROPOSED IMPROVEMENTS**



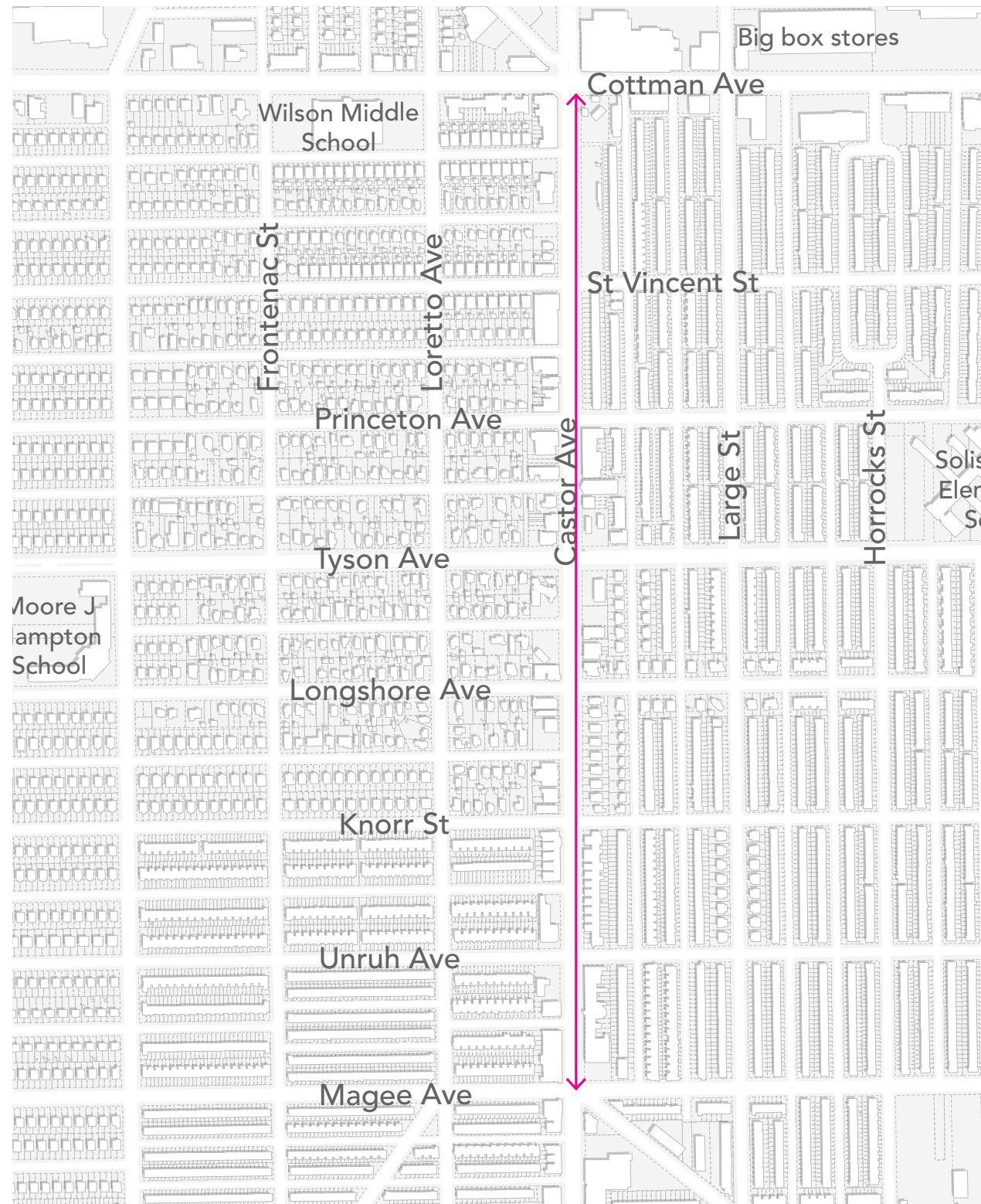
OLD YORK ROAD: **PRELIMINARY CORRIDOR STRATEGIES**

“Wellness Corridor”



CASTOR AVE: **PRELIMINARY CORRIDOR STRATEGIES**

“Community, History & Heritage”



Green and Beautify



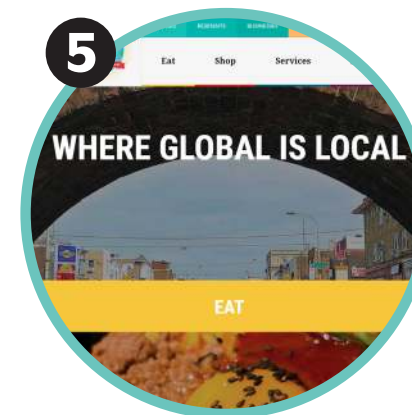
Phase out cluttered signage



Branding strategy to define a cohesive image for the corridor



Corridor marketing strategy with an international focus and provide technical support to new immigrant businesses as well as existing long-term businesses



Direct people shopping along Cottman to “Come and Eat on Castor”



Business directory (online and brochures):

Examples: <https://shopnorth5th.com/> & <http://thisisgermantown.com/>

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CASTOR AVE: **EXISTING CONDITIONS**



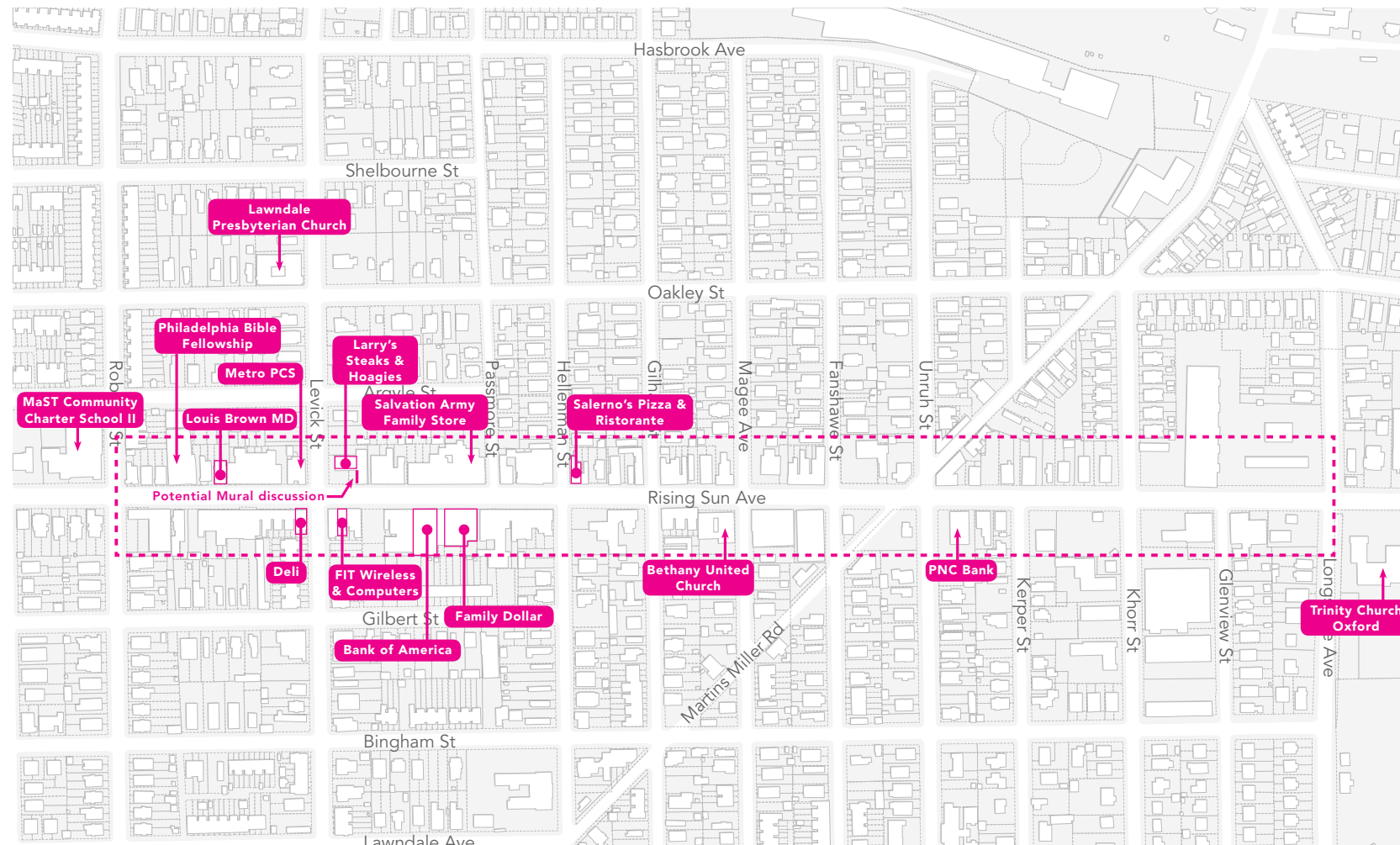
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CASTOR AVE: **PROPOSED IMPROVEMENTS**



RISING SUN AVE: **PRELIMINARY CORRIDOR STRATEGIES**

“Philadelphia’s N.E. Gateway”



1
Attract new eateries by leveraging transit, parking and walkability aspects



2
Provide Tax-based incentives for new restaurants to come to the corridor



3
Create CDC to help manage corridor improvements, support existing businesses & build cohesion



4
Implement a “Rising Sun” themed mural to brand the corridor



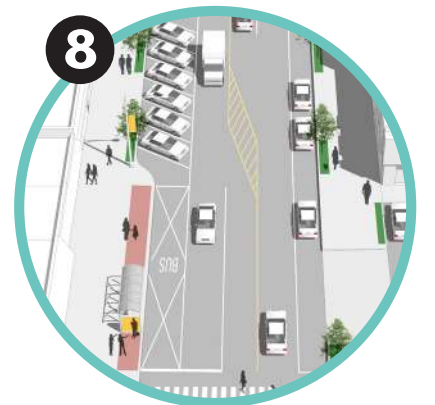
5
Develop a business incubation space that could be used for co-working and the development of new businesses



6
More community events to activate the corridor and draw people to eat, shop and use services and amenities



7
Boost foot patrols in areas struggling with crime/loitering



8
Explore adding angled parking to create more parking spaces

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RISING SUN AVE: **EXISTING CONDITIONS**



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RISING SUN AVE: **PROPOSED IMPROVEMENTS**



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RISING SUN AVE: **EXISTING CONDITIONS**



RISING SUN AVE: **PROPOSED IMPROVEMENTS**



WADSWORTH AVE: PRELIMINARY CORRIDOR STRATEGIES

“Live, Learn, Work, Shop & Play!”



Consistent signage and street tree planting



Promote the existing Business Association; find ways for businesses to benefit from membership



Enhance the Wadsworth Library Branch and transform it into a welcoming gateway anchor to the corridor



Provide technical assistance to the Business Association to address corridor challenges and leverage assets like shared parking



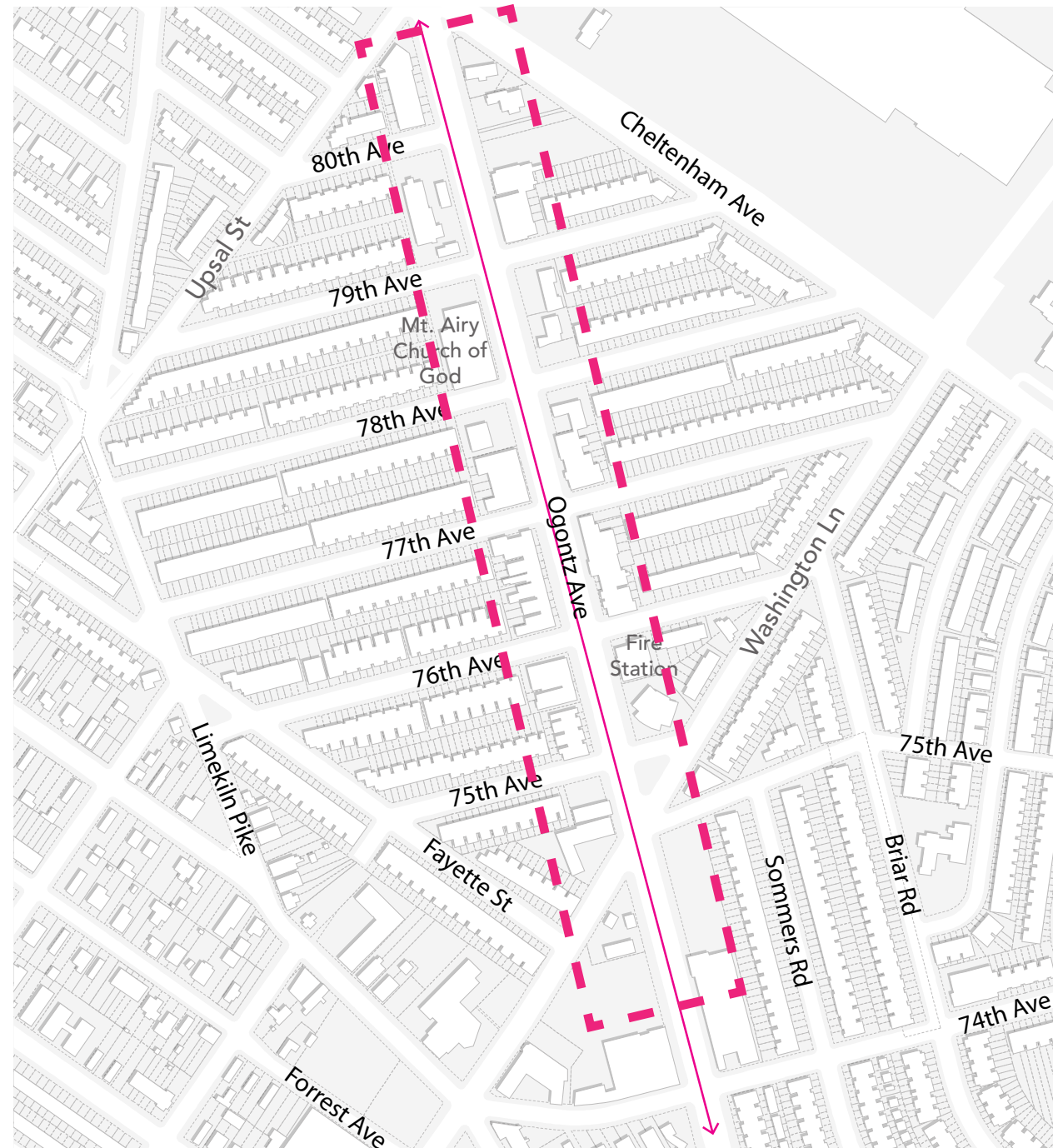
Develop a marketing strategy that focuses on niche, unique retail and exceptional service to compete with adjacent shopping centers



Add beautifying amenities like public art, benches, and additional lighting

OGONTZ AVE: **PRELIMINARY CORRIDOR STRATEGIES**

“Live, Learn, Work, Shop & Play!”



1
Hire a dedicated corridor manager



2
Revitalize the Business Association



3
Address the loitering issues and specific problem businesses



4
Develop a marketing strategy that focuses on niche, unique retail



5
Implement consistent signage and street tree planting

VERNON ROAD: **PRELIMINARY CORRIDOR STRATEGIES**

“Live, Learn, Work, Shop & Play!”



Vernon Road's wide sidewalks provide an opportunity for outdoor café seating, planting and art.



Additional greening: tree plantings, hanging flower baskets, garden



Recruit a sit-down restaurant with seasonal outdoor seating



Implement ongoing events and activities to promote the corridor - Vernon Road Art & Music Series; Block Parties



Add amenities like public art and benches or other seating options

NEIGHBORHOODS

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PRELIMINARY NEIGHBORHOOD STRATEGIES

VISION: *SUPPORT EXISTING AND NEW HOMEOWNERS TO CONTINUE TO CALL THE 9TH DISTRICT HOME*

Create a New Umbrella Outreach Initiative focused on 9th District

Homeowners “A Home in the 9th” or “At Home in the 9th” - With guidance and resources on: How to become a homeowner; How to maintain your 9th District property; Supports that help you stay in your home (Age in Place); and strategies for unlocking the equity you’ve accrued.

Enable homeowners to have access to capital to make repairs to older houses utilizing Philadelphia’s new Home Preservation Loan Program (HPLP)

Stabilize the declining 9th District Homeownership rates:

- » Publicizing housing counseling options
- » City’s Settlement Assistance program for qualifying households (80% AMI)
- » Pennsylvania Home Mortgage Finance Agency’s first-time homebuyer mortgage programs
- » Conduct outreach to local brokers so that they are aware of these programs

Link senior households with supportive services that allow these long-term residents to age in place if that is their preference

Provide education and outreach to seniors on options to unlock the equity built up over decades



LOCALLY BASED SERVICES LIKE CARESIFY HOME SERVICES CAN HELP LINK SENIORS TO SERVICES ALLOWING THEM TO AGE IN THEIR HOMES



LOCAL REAL ESTATE OFFICE ON RISING SUN AVE

HOME PRESERVATION LOAN PROGRAM



What Is It?

- » New program to help Philadelphia homeowners access low-interest loans in order to invest in their properties
- » 10-year, 3% fixed-interest loans from \$2,500 - \$24,999

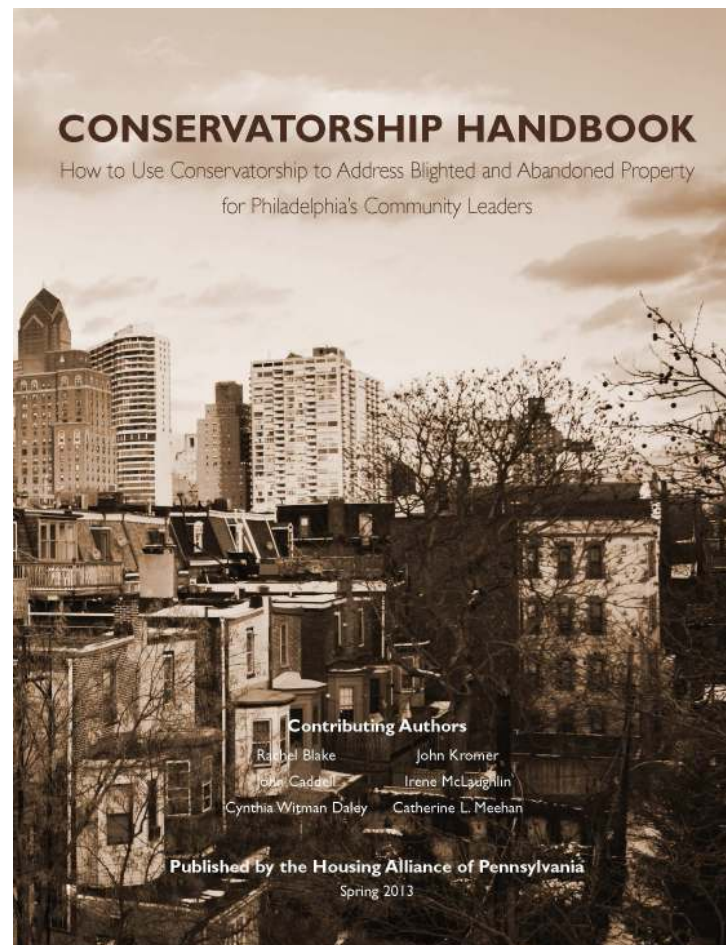
Eligible Households

- » Credit score above 580
- » Have homeowner's insurance
- » No L&I violations
- » Up to date on utility and tax payments

Eligible Repairs

- » Roof, siding, foundation, and masonry
- » Sidewalk and driveway repair
- » Window and door repair
- » Mobility improvements
- » HVAC, plumbing, sewer, water, electrical upgrades
- » Lead-based paint abatement
- » Mold and radon
- » Other health and safety-related repairs

Conservatorship



What Is It?

- » Conservatorship is an anti-blight strategy that was created by Pennsylvania Act 135 of 2008 that offers a legal route for someone other than the owner of a blighted property to bring the building up to code and sell it with clear title. In response to a formal request, a judge may designate a conservator—either a private or nonprofit entity—to bring a blighted property into compliance with property maintenance and building codes. The judge bases the determination of whether to appoint a conservator based on evidence presented in a hearing showing

that the property is blighted and unsafe and that the owner either cannot, or will not, bring the property up to code.

A property is not eligible for conservatorship if it:

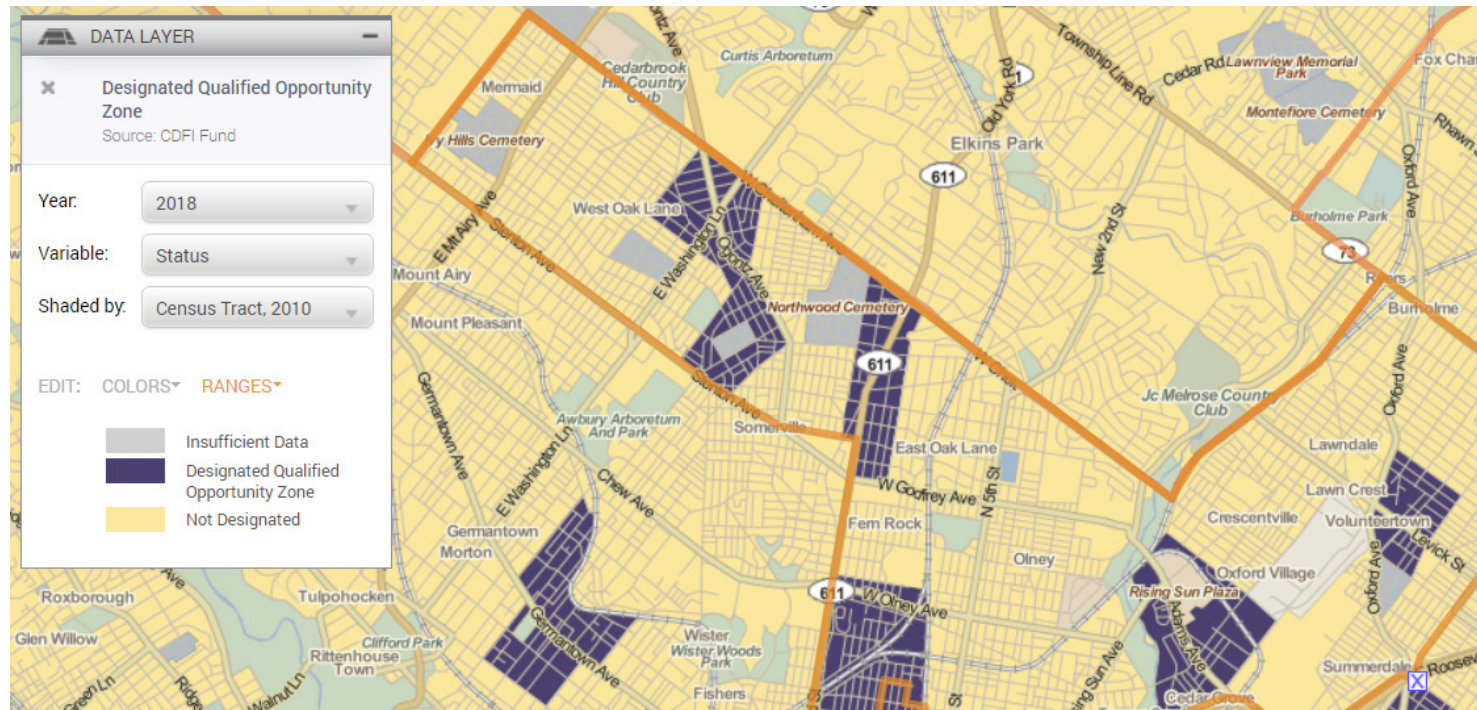
- » Has been listed for sale within the past 60 days
- » Is owned and/or regulated under the Public Housing Act
- » Has been legally occupied within the past 12 months
- » Has been owned by the current owner for less than 6 months
- » Is in foreclosure
- » Is owned by someone who is absent from the property on active military duty in time of war

For more information:

- » The Housing Alliance has prepared a detailed Handbook outlining the steps necessary to pursue conservatorship of a blighted property in Philadelphia.
- » https://housingalliancepa.org/wp-content/uploads/2013/02/ConservatorshipManual_Phila-final.pdf

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Qualified Opportunity Zones (QOZ)



What Is It?

- » Qualified Opportunity Zones are a new program authorized under the Tax Reform and Jobs Act of 2017
- » The program identifies census tracts meeting certain criteria (the Low-Income Communities criteria of the New Market Tax Credit Program as well as adjacent tracts with median incomes that do not exceed 125% of the contiguous low-income tract) and then **authorizes the governor of each state to designate 25% of the qualifying tracts in a state as “Qualified Opportunity Zones” (QOZ).**

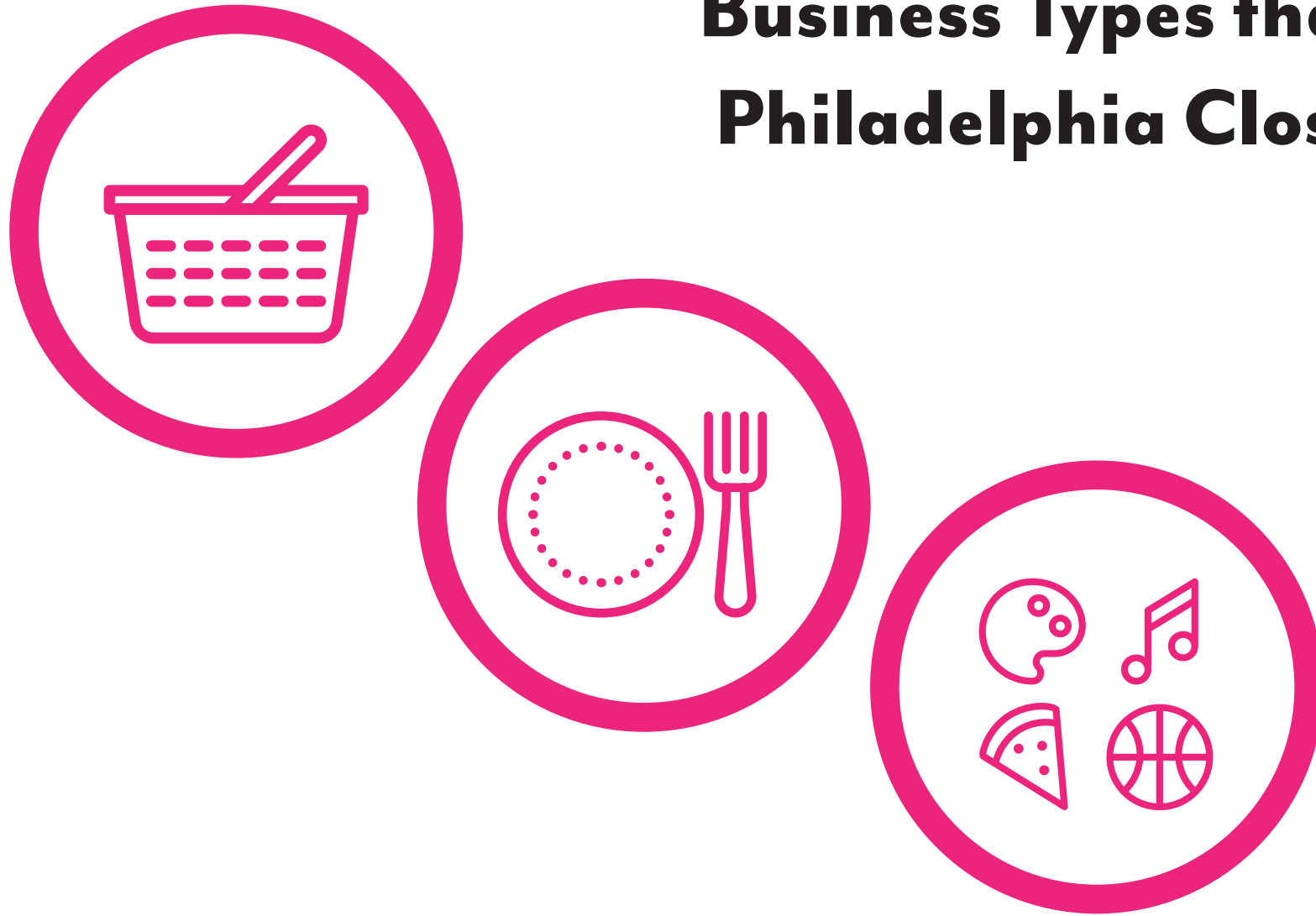
How does it work?

- » The laws allows QOZ funds to be established to make investments within designated QOZs.
- » The types of investments permitted are broad, but exclude certain “sin businesses”
- » ***The QOZ program is new, and regulations are being fine-tuned, however the outline of the legislation suggests that QOZ funds could be an important source of capital in revitalizing urban neighborhoods.***

Eligible areas in the 9th?

- » Within the 9th District, the **Washington Lane, Ogontz Avenue, and Old York Road** commercial corridors are located within designated QOZs. The area around the intersection of **Rising Sun Avenue and Adams Avenue** is also in a designated QOZs as is the site of the former Samuel S. Fels School on Deveraux Avenue.

Business Types that can Compete in Philadelphia Close to the City Line



Challenge

- » The entire retail sector is undergoing dramatic changes as e-commerce captures demand formerly served by bricks and mortar stores. The sectors that continue to thrive nationwide include food (restaurants and specialty food), fitness, entertainment and wellness/beauty (doctors, dentists, salons, etc.)

Opportunity

- » These are categories that are less impacted by the sales tax differential between Philadelphia and adjacent Montgomery County and that require consumers to visit the establishment making these businesses resistant to the impact of e-commerce.
- » Unique, specialty and destination businesses (for example a store providing supplies for a specific hobby) also can succeed in close proximity to chains, particularly in parts of the 9th District with higher household incomes.
- » In the eastern part of the 9th District, the influx of multiple immigrant groups creates demand for goods and services specific to those ethnicities, which are unlikely to be available in national chain stores.

WRAPPING UP

DISCUSSION & NEXT STEPS