



▲ Illustrative rendering of Ogontz Avenue demonstrating proposed strategies including façade treatments, streetscaping, signage and greening.
WRT

9TH

**DISTRICT
COMMERCIAL
CORRIDOR
PLAN**

9TH DISTRICT COMMERCIAL CORRIDOR + NEIGHBORHOOD PLAN

*A GUIDE TO INVESTING IN THE 9TH DISTRICT
NEIGHBORHOODS AND COMMERCIAL CORRIDORS
November 2019*



◀ **Vernon Road Ribbon-Cutting and Block Party** celebrating the revitalization of the Vernon Road commercial corridor funded through a public-private partnership between the City, state agencies and Wells Fargo. The project features facade improvements, new LED lights, signs and banners, planters, tree lights, security cameras and Big Belly Trash bins.

William Z. Foster

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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**



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ACKNOWLEDGEMENTS

THANK YOU FOR YOUR PARTICIPATION!

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EXECUTIVE SUMMARY

INTRODUCTION

The 9th District Commercial Corridor & Neighborhood Plan is a reinvestment and revitalization strategy for neighborhood commercial corridors in the District. The planning process examined the existing conditions, strengths, and challenges of the District's neighborhoods and commercial corridors and worked with stakeholders to identify priority actions and recommendations to guide improvements. The 9th District Commercial Corridor and Neighborhood Plan expands upon the 2005 Shops, Streets, Centers: A Guide for Transforming Commercial Corridors in the 9th Councilmanic District. **The goal of this plan is to leverage the District's high homeownership rates and variety of walkable, transit-served commercial corridors to build and maintain diverse, sustainable and affordable neighborhoods.**



▲ Residents and stakeholders join Councilwoman Cherelle L. Parker in celebrating the completion of improvements along Vernon Road.
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▲ A variety of community workshops provided opportunities for residents and stakeholders to share their priorities, concerns and vision for their neighborhoods.

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BACKGROUND

The 9th District is situated at the northern border of Philadelphia and constitutes approximately 6.5% of the land area of the City. The 9th borders four other City Council districts as well as Montgomery County across the city line. At 162,794 residents, the 9th District represents over 10% of the City's population and includes 64.1% owner-occupied homes compared to the City's rate of 52.3% owner-occupied homes (Esri 2017 Estimates). The 9th District contains a wide range of housing types from multi-family apartments and rowhomes, to more suburban-style detached single family houses with front and rear yards. **A majority of the 9th District would be classified as “middle neighborhoods”—relatively stable neighborhoods without extreme poverty or wealth that are reasonably affordable and relatively safe. Because these “middle neighborhoods” are not often facing significant challenges, rapid development pressures, or decline, they are generally not the priority or focus for scarce government resources.** The 9th District is home to a wide variety of communities, from older established African-American neighborhoods to strong Hispanic and Asian communities that include both well-established and newer immigrant populations from places such as Korea, Vietnam, Brazil, and Portugal, among many others. This varied mixture of racial and ethnic backgrounds is expressed in the wide variety of locally-owned businesses, organizations, and eateries found along the District's commercial corridors.

PLANNING PROCESS

The 18-month planning process focused on the current conditions of the major corridors spanning the district as well as conditions in the adjoining neighborhoods. The foundation for the study involved analyzing data from a wide variety of sources including the U.S. Census, ESRI online databases, and City of Philadelphia GIS, as well as on-the-ground surveying and stakeholder input. The team also reviewed the data and recommendations from previous plans including the Philadelphia City Planning Commission's Philadelphia 2035 district plans for the Central Northeast and Upper North. Based on this foundation, the team analyzed data related to transit access, open space, pedestrian safety, cleanliness, crime, retail diversity and housing conditions. An extensive existing conditions report with supporting maps was developed as an initial deliverable and forms the basis of the plan recommendations.

CORRIDORS INCLUDED IN THE STUDY:

- » Broad Street
- » Castor Avenue
- » North 5th Street
- » Ogontz Avenue
- » Old York Road
- » Rising Sun Avenue
- » Stenton Avenue
- » Vernon Road
- » Wadsworth Avenue
- » Washington Lane

FINDINGS

Working with area stakeholders, business and property-owners, the planning and design team developed innovative, data-driven strategies to address a range of issues including:

- » The housing stock and public assets in the 9th District are aging and in desperate need of preservation. Thankfully, the City has embarked on a comprehensive plan called the Rebuild Initiative to address the conditions of the recreation centers, parks, playgrounds, and libraries which will help preserve and elevate the quality of 9th District's public assets. However, with 87% of owner-occupied homes being built before 1960 and 64% of 9th District applicants being denied for home improvement loans, a comprehensive approach is needed to simultaneously preserve the existing aging housing stock and support homeowners without access to capital for home improvements.
- » The vitality of the District's commercial corridors is threatened by competition from suburban shopping centers in adjacent Montgomery County as well as changes in shopping patterns due to online shopping and the need to diversify retail services.
- » The urban environment needs to be improved and litter needs to be addressed.
- » The safety and sense of security in the District needs to be improved.
- » Organizational infrastructure is needed to acquire resources and lead improvements.

CHALLENGES

Many of the corridors face issues with pedestrian safety due to high traffic volumes and speeds, as well as wide streets with minimal pedestrian safety infrastructure.

GOOGLE EARTH



The 9th District contains a wide diversity of housing types and many long-term homeowners. However with an aging housing stock, many homes are in need of improvements.

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Trash, cluttered signage, and a lack of pedestrian amenities and streetscaping makes many of the corridors uninviting places to visit.

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OPPORTUNITIES

◀ There are a number of long-term businesses in the 9th District, one such as Paul Beale's Florist on Ogontz Avenue now in its third generation of family ownership.

Paul Beale's Flowers

◀ Castor Avenue is in the midst of a number of immigrant communities that have settled in Northeast Philadelphia, and includes a diverse array of businesses from eateries to services catering to the needs of their fellow immigrant neighbors.

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◀ Proposed physical improvements to the quality of the pedestrian experience will encourage shoppers from surrounding areas to stay and enjoy the area's growing level of activity.

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VISION

A robust community and stakeholder engagement process included walking tours of the commercial corridors, advisory committee work sessions, a one-day Think Tank convening with a panel of experts representing fields from design to real estate to the arts community, multiple public meetings for residents to provide input, and workshops with City agencies to align the plan with citywide efforts.

Residents at the first public workshop identified a number of concerns including:

- » Not enough streetlights and trash pickup!
- » Lack of businesses and cultural/educational activities and events
- » Need to address loitering
- » More code enforcement
- » Need to cleanup the streets and make home improvements
- » A wider variety of businesses

Residents and stakeholders shared a vision for the commercial corridors as vital neighborhood assets—community hubs that will continue to retain existing small businesses and attract new ones because they are:

- » Beautiful and vibrant destinations (serving local and regional residents and visitors)
- » Clean, safe, and welcoming
- » Celebrating unique neighborhood history, diversity, and culture

There was also a strong interest from residents and stakeholders in supporting existing homeowners, renters, and newcomers residents in attaining and maintaining a home in the 9th District.

RECOMMENDATIONS

Plan recommendations focused on identifying needed resources to support and enhance both the commercial corridors and the residential neighborhoods surrounding them. Commercial corridor strategies focused on organizational capacity building, beautification and branding that will not only support clean, safe commercial corridors but also will attract new shoppers and new businesses that can thrive in today's changed retail environment. Neighborhood strategies had a dual focus on helping homeowners maintain and stay in their homes through an "At Home in the 9th" campaign, while promoting the neighborhoods in the 9th Council District as vibrant, affordable places for well-established residents and newcomers alike to "Live, Learn, Work, Shop, and Play."

GOAL 1

CREATE VIBRANT COMMERCIAL CORRIDORS THAT BUILD PRIDE THROUGH A CLEANING & GREENING STRATEGY



STRATEGIES:

- 1.1 Install BigBelly™ solar-powered trash compactors at regular intervals throughout the corridor.
- 1.2 Create a new commercial corridor cleaning program that is modeled after the Commerce Department's current program, but also includes professional development for cleaning staff. Additionally, the program should be funded to meet the present and actual cleaning need on corridors.
- 1.3 Develop a recognition program to publicly acknowledge property owners/businesses who are being good stewards and keeping up the physical area around their businesses.
- 1.4 Explore the creation of a Business Improvement District (BID) or a similarly structured organization to help fund and manage corridor improvements.

GOAL 2

BUILD SAFE CORRIDORS THAT ATTRACT RESIDENTS, VISITORS, AND PATRONS



STRATEGIES:

- 2.1 Support regular coordination between business owners, residents and Police Districts (35th, 14th, & 2nd).
- 2.2 Utilize community-oriented approaches to local policing and boost foot patrols in areas struggling with crime/loitering.

- 2.3 Implement security cameras throughout the District and connect to the City's SafeCam program.
- 2.4 Maintain existing and implement new street lighting where needed.
- 2.5 Encourage Crime Prevention Through Environmental Design (CPTED) education and implementation.
- 2.6 Work with the City of Philadelphia Licenses & Inspections Department (L&I) and local organizations to reduce blight in targeted areas.
- 2.7 Study and implement traffic calming and pedestrian safety improvements at key locations throughout the District.
- 2.8 Develop and implement a cohesive approach to addressing nuisance businesses.
- 2.9 Re-establish the regional Nuisance Task Forces to address pressing issues in the target area.

GOAL 3

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



STRATEGIES:

- 3.1 Implement a cohesive Streetscape Improvement and Greening Plan.
- 3.2 Utilize creative placemaking strategies that celebrate each corridor's unique attributes, history, and culture.
- 3.3 Develop and implement a cohesive branding strategy that includes signage and façade improvements.
- 3.4 Develop and implement a phased Marketing and Business Attraction Strategy.

GOAL 4**SUPPORT EXISTING BUSINESSES,
ATTRACT NEW ONES, AND
PROMOTE GREATER COHESION****STRATEGIES:**

- 4.1 Provide business support utilizing the Department of Commerce's programs and specialized programs offered at local educational institutions and non-profit organizations.
- 4.2 Build organizational capacity through new and strengthened business associations and community development corporations.
- 4.3 Provide organizational capacity to support corridor improvements through the development of a BID.
- 4.4 Create tax incentives to attract new small businesses to the corridors.

GOAL 5**SUPPORT EXISTING HOMEOWNERS,
RENTERS, AND NEWCOMING
RESIDENTS IN ATTAINING AND
MAINTAINING A HOME IN
THE 9TH DISTRICT****STRATEGIES:**

- 5.1 Implement a new outreach initiative: "At Home in the 9th" to support all 9th district residents.
- 5.2 Enhance homeowner access to capital for both home improvement and basic upkeep.
- 5.3 Stabilize and increase homeownership rates.
- 5.4 Implement programs to support better landlords.
- 5.5 Implement a "Rental Inspection Program" that requires property owners to complete an inspection in order to receive a rental license.

- 5.6 Increase penalties for vacant and nuisance properties owned by unresponsive or absentee property owners (both individual and corporate).

GOAL 6**SUPPORT SENIORS
LIVING IN THE 9TH DISTRICT****STRATEGIES:**

- 6.1 Support seniors to remain in their homes by creating and preserving senior-friendly housing.
- 6.2 Unlock the equity longtime owner occupants have built up in their homes so they can leverage that equity to access resources for home repairs, without risking future property loss.
- 6.3 Develop additional senior housing.
- 6.4 Strategic rezoning to encourage appropriate development, direct commercial activity and higher intensity to major corridors and nodes, while preserving neighborhood character.

GOAL 7**STRENGTHEN HOUSING
ACTIVITIES THROUGH
COMMUNITY ACTION AND
POLICY****STRATEGIES:**

- 7.1 Strengthen and expand local community-based organizations and CDCs.
- 7.2 Expand City neighborhood preservation activities.
- 7.3 Support efficient reuse of blighted properties through effective policy and enforcement.

NEXT STEPS

Moving forward, the Office of Councilwoman Cherelle L. Parker will use the proposed strategies to support legislation and leverage funding for neighborhood investment in collaboration with residents, stakeholders and City Agencies.

KEY EARLY ACTIONS WILL INCLUDE:

- » **Present and widely distribute the plan to residents and plan partners.**
- » **Create an Implementation Committee focused around each neighborhood commercial corridor. Many of these stakeholders can be members of the 9th District Plan Advisory Committee who are already demonstrating their leadership and commitment to improving neighborhood conditions.**
- » **Use the corridor brochures to widely market the plan and bring resources and investment to the 9th.**
- » **Implement early action projects to build pride and leverage engaged stakeholders. These can include: Block clean-ups, Street tree planting and holiday decorations, and Smaller demonstration projects like parklets and murals.**
- » **Document and measure success and adjust goals and priorities as implementation progress is made.**

CHAPTER 1

INTRODUCTION



The 9th District boasts a high homeownership rate and contains a wide range of housing types from multi-family apartments and rowhomes, to more suburban-style detached single family houses with front and rear yards.

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INTRODUCTION Plan Goals & Organization

PLANNING GOALS

The priority of this planning process was to work closely and collaboratively with stakeholders and residents to provide innovative, data-driven yet achievable strategies that address challenges and opportunities in the 9th Council District. Every strategy was designed to be implemented through community action in coordination with City Agencies, with supporting legislation and funding. We also encourage the exploration of public-private partnerships where applicable.

The planning process was approximately 18 months long and was guided by the following objectives:

1. Build on the goals and progress of the 2005 Shops, Streets, Centers Study.
2. Provide recommendations to stabilize and reinvest in existing commercial corridors. These recommendations should:
 - » Address competition from adjacent commercial centers in Montgomery County;

- » Address market trends due to changes in shopping patterns and online shopping;
- » Diversify retail services;
- » Enhance branding, identity, and marketing of corridors; and
- » Facilitate establishment of business associations, CDCs, and technical assistance programs to better support small business owners.

3. Include housing preservation strategies to address challenges for residents (aging housing stock; aging homeowners; access to capital for home improvements).
4. Identify opportunities to leverage public assets such as libraries, recreation centers, and parks in conjunction with the City of Philadelphia's Rebuild Initiative.

"This plan can serve as a vital blueprint for the stabilization and revitalization of this District."

HOW THE PLAN IS ORGANIZED

This plan's recommendations are organized into three elements. The first is a toolkit of overarching strategies that aim to improve all of the district's commercial corridors, tackling basic issues such as cleanliness and safety. Second is a set of strategies to support the housing market and improve quality of life for all residents who call the 9th District home. Third, a set of specific strategies has been developed for each commercial corridor included in this plan, aimed at building a vision around each corridor's unique challenges and strengths.

1 OVERARCHING TOOLKIT



2 HOUSING STRATEGIES



3 BROCHURES OF CORRIDOR SPECIFIC STRATEGIES





Stakeholders attend a “Walkshop” walking-workshop along Old York Road to meet with business owners and discuss priorities for corridor improvements.

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PLANNING CONTEXT

The 9th Council District encompasses more than three miles of neighborhood commercial corridors where small business owners face steep competition from big box retailers in the neighboring county and adjacent communities. While many long-time business owners struggle to attract new consumers, the most frequent complaints from entrepreneurs and residents center on **diversification, marketing, and attractiveness.**

Councilwoman Parker's vision was to create a plan that will (1) analyze the current conditions of the major corridors spanning the district; (2) develop a marketing strategy to attract new businesses and diversify the goods and services offered on neighborhood commercial corridors; and (3) examine the impact of investing in the redevelopment of public assets and advancing housing preservation initiatives. This plan was therefore aimed at **developing a strategy to build sustainable neighborhoods with thriving commercial corridors and vibrant communities.**

The 9th District Commercial Corridor & Neighborhood Plan is a reinvestment and revitalization strategy focused on the neighborhood commercial corridors in the District. The plan makes recommendations

for streetscape, façade, and signage improvements, introduces marketing strategies for neighborhood commercial corridors, and provides recommendations to preserve public assets and residential communities surrounding the targeted business districts. The planning process built upon the 2005 Shops, Streets, Centers: A Guide for Transforming Commercial Corridors in the 9th Council District and re-examined the existing conditions, strengths, and challenges of several neighborhood commercial corridors including those listed on the following page.

In addition to the commercial corridor analysis and recommendations, **the plan also examines neighborhood housing conditions, with an explicit focus on the condition of existing housing stock and the need for housing preservation and reinvestment.** The homeownership rates in the 9th District exceed the citywide average, but many long-term homeowners who have spent much of their resources investing in their property struggle to afford the continual maintenance needed for older properties. The plan also highlights opportunities to leverage and enhance neighborhood assets including recreation centers, parks, playgrounds, and libraries that will be revitalized through the City's Rebuild initiative.



▲ The 9th district boasts a diverse range of homes and caring neighbors. WRT



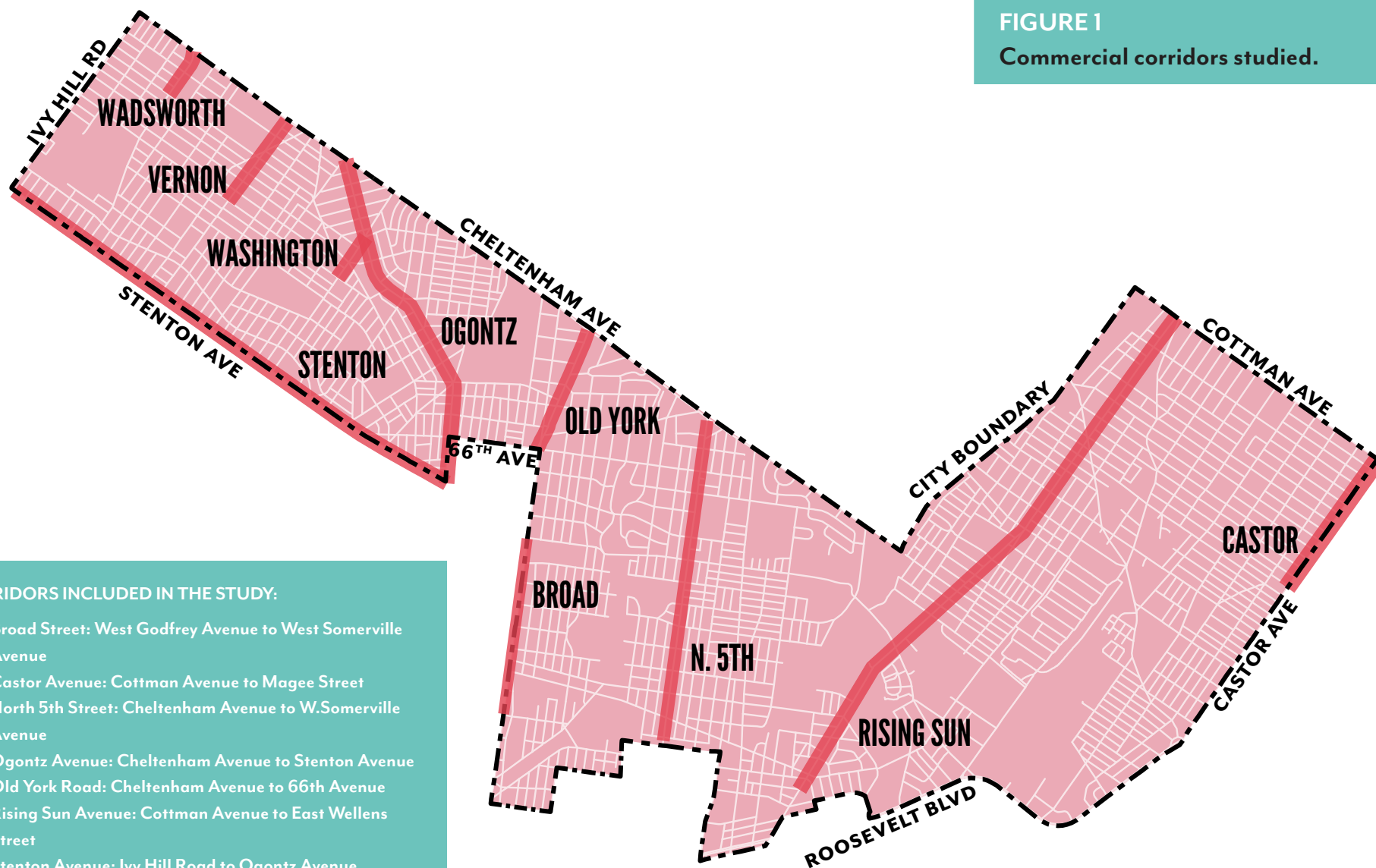
▲ The 57-year old Lawncrest Recreation Center on Rising Sun will receive upgrades as part of the City's Rebuilding Community Infrastructure (Rebuild) Program. WRT



▲ Although the Washington Lane corridor is highly trafficked by both vehicles and pedestrians, it needs significant improvements to make it a welcoming place to enjoy shops and services. WRT

FIGURE 1

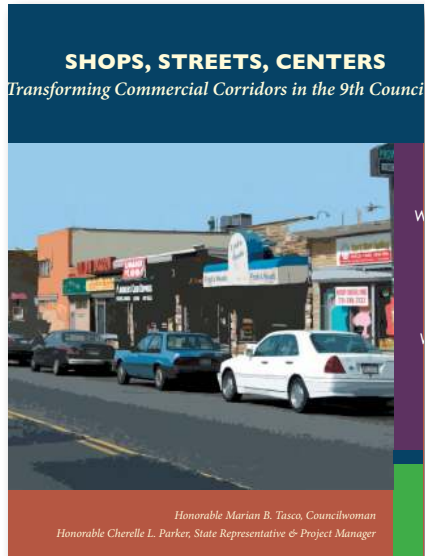
Commercial corridors studied.



CORRIDORS INCLUDED IN THE STUDY:

- » Broad Street: West Godfrey Avenue to West Somerville Avenue
- » Castor Avenue: Cottman Avenue to Magee Street
- » North 5th Street: Cheltenham Avenue to W.Somerville Avenue
- » Ogontz Avenue: Cheltenham Avenue to Stenton Avenue
- » Old York Road: Cheltenham Avenue to 66th Avenue
- » Rising Sun Avenue: Cottman Avenue to East Wellens Street
- » Stenton Avenue: Ivy Hill Road to Ogontz Avenue
- » Vernon Road: Cheltenham Avenue to Thouron Avenue
- » Wadsworth Avenue: Cheltenham Avenue to Michener Avenue
- » Washington Lane: Ogontz Avenue to Thouron Avenue

PREVIOUS PLANING EFFORTS



9TH DISTRICT PLAN: SHOPS, STREETS, CENTERS (2005)

This 2005 plan, led by the firm Brown and Keener, extensively studied Stenton Avenue, Wadsworth Avenue, Vernon Road, Ogontz Avenue, and Washington Lane, and briefly analyzed the Old York Road and N. 5th Street corridors. Analysis methods included a business inventory, street-level observations, and an investigation of local market conditions. Each corridor received a “report card” rating the quality of different elements including cleanliness, safety, lighting, façades, and store signs. A set of strategies was laid out for each corridor, focusing on improvements to both shops and streetscapes.

» Old York Road: While this corridor includes

well-maintained and architecturally interesting buildings, some smaller stores seemed to be struggling and there was a noted litter problem. Suggestions included upgrading fencing around parking lots and organizing a small business association.

- » Ogontz Avenue: Suggestions for significant investment included furniture, lighting, and trees.
- » Washington Lane: Suggestions for significant investment included sidewalks and signs/façades.
- » Vernon Road: While this corridor is surrounded by a well-kept residential neighborhood, it still struggles with high business turnover and unwelcoming storefronts. Suggestions for significant investment were signs/façades.
- » Wadsworth Avenue: This corridor has a notable asset in the Wadsworth Public Library Branch, as well as some well-kept façades. Issues included a lack of street trees, poor lighting, and littering. Suggestions for significant investment were lighting, furniture, and trees.
- » Stenton Avenue: Issues included littering, messy looking storefronts, excessively large or bright signage, and that some car-centric uses along the street are unwelcoming to pedestrians. Suggestions for significant investment included landscaping and signs/façades.
- » N. 5th Street: The study noted a strong mix of businesses along the corridor, as well as

appealing architecture—although some signs were worn out or uninviting and the sidewalks were worn out in places. Recommendations included façade improvements and a coordinated effort to manage and market the corridor through a new organization.



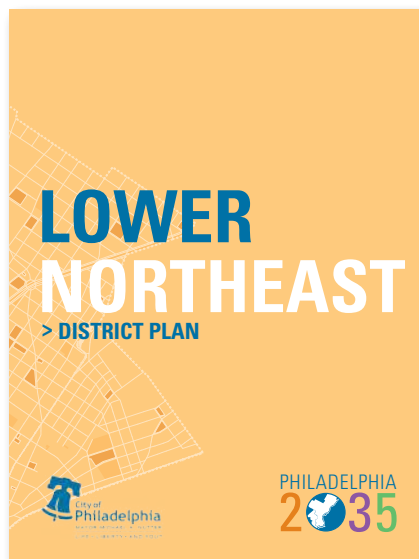
CHELTENHAM AVENUE REVITALIZATION PLAN (2005)

This plan analyzed the Cheltenham Avenue area as it relates to zoning, parking, development controls, transportation, aesthetics, and the residential and retail market. The corridor, because it divides Philadelphia from Montgomery County, acts as a divider rather than a shared space. This is clear from the differing development patterns and regulations on either side of the road. The intersections with Ogontz

and Wadsworth Avenues were identified as having pedestrian crossing issues. The Ogontz intersection was also identified as having excess road capacity and speeding issues. The plan identifies the Rite Aid parking lot at Ogontz Avenue and Washington Lane as an opportunity site for infill growth and highlights Cheltenham's intersections with Wadsworth and Vernon Roads as opportunities for redevelopment.

Key areas identified for targeted investments included:

- » Cheltenham/Ogontz Intersection: reimagining the SEPTA bus depot at Ogontz and Cheltenham, resolving pedestrian-vehicle conflicts, improving sidewalks, and enhancing the corridors with new infill retail.
- » Cheltenham/Wadsworth Intersection: new retail and housing could help undo the “car-oriented creep” of auto-centric building forms on the southeast corner of the intersection.
- » Ogontz/Washington Intersection: upgrade existing retail and add new restaurants, senior assisted living homes, and a new medical office.



LOWER NORTHEAST DISTRICT PLAN (2012)

The 9th Council District is covered by two City of Philadelphia District Plans, which are an extension of the City's comprehensive Philadelphia 2035 Plan. Neighborhoods within the 9th District that are included in the Lower Northeast District Plan include Lawncrest and Lawndale. This part of the district includes the Department of Defense Naval Support campus and Cardone Industries, two major employers, as well as a recreation center and library at Lawncrest Park. The plan notes issues of vacancy and substandard conditions along Rising Sun Avenue.

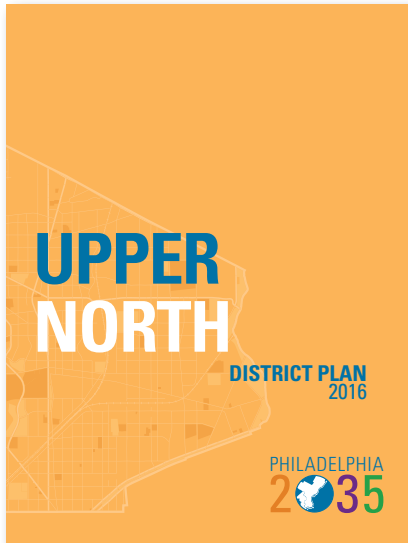
The concentration of public facilities at Lawncrest Park is identified as a future opportunity to better serve the community through improved site design, connectivity,

and access. Relevant recommendations include improving the landscaping, lighting, and signage along Rising Sun Avenue in order to better unify the different facilities and locating a new health center in the immediate area. The plan also recommends the creation of a business management organization for Rising Sun Avenue and Castor Avenue.

Castor Avenue is a Focus Area in this plan, but only one block overlaps with this study area—from Magee Avenue to Unruh Avenue. Recommendations include new mixed-use development, street trees, and zoning change to CMX-2.5 to allow for greater density.

The 2035 District Plans make a number of recommendations for the 9th that were validated through community conversations as part of this planning effort including - streetscaping improvements (lighting, signage, and street trees); need of organizational support for existing businesses; and increasing pedestrian safety.

PREVIOUS PLANING EFFORTS



UPPER NORTH DISTRICT PLAN (2015)

Neighborhoods within the 9th District that are included in the Upper North District Plan include East Mt. Airy, West Oak Lane, East Oak Lane, Fern Rock, Olney, Melrose Park Gardens, and parts of Logan. A priority recommendation is to re-establish and expand the Cheltenham/Ogontz Business Improvement District (BID) to support businesses on Ogontz Avenue, Cheltenham Avenue, Wadsworth Avenue, Washington Lane, and Vernon Road.

Broad Street is a Focus Area in this plan, with three distinct sub-areas that fall partially within the 9th District boundary. The Broad and Old York Road Sub-Area is anchored by two historic buildings—the Oak Lane State Bank and Carmelite Monastery. Challenges

include suburban-style retail that detracts from walkability, underutilized land, and vacant storefronts due to weak demand. Goals include highlighting historic resources, simplifying intersections, and encouraging context-sensitive redevelopment.

The Broad and Olney Sub-Area includes the Olney Transportation Center, a major transportation hub for the neighborhood. It also includes a number of institutions: Einstein Medical Center, Philadelphia High School for Girls, and Widener School. Noted challenges were an unsafe intersection at Broad and Olney and an unpleasant public realm. Goals were to simplify intersections and create a public realm that supports new housing and retail.

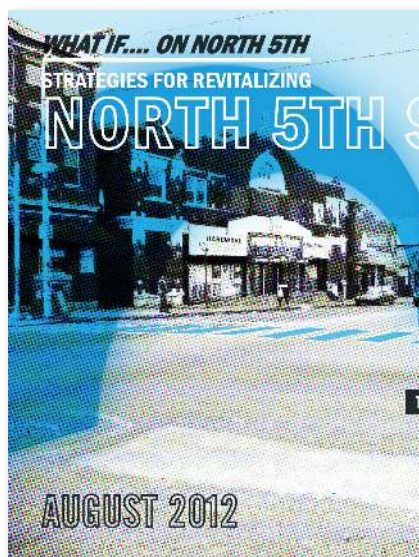
The Broad and Lindley Sub-Area surrounds the Logan Broad Street Line subway stop. Challenges include numerous closely-spaced intersections, lack of a business association, and poorly maintained public spaces. Goals were to discourage vehicular through-traffic on Old York Road, increase pedestrian safety and comfort, and create high-quality public spaces.



OLNEY NEIGHBORHOOD VISION AND PROPOSALS (2012)

This project carried out by Penn Design students in 2012 identified issues and opportunities around the following topics: community development, access, quality of the natural and built environment, housing, and economics. The study boundary includes the southern portion of Rising Sun Avenue between Tacony Creek and Roosevelt Boulevard. Recommendations include adding green street elements to Rising Sun (planters, street trees, and stormwater infrastructure), adding a pocket park at the underutilized parking lot at the intersection of Tabor Avenue, creating a neighborhood branding strategy, adding lighting to buildings along commercial corridors, encouraging homeownership tax abatements, and spurring housing

development via land acquisition and re-zoning to allow higher densities.



STRATEGIC PLANS FOR THE NORTH 5TH STREET REVITALIZATION PROJECT (2012 & 2016)

These plans each set out strategies for a five year period. The North 5th Street Revitalization Project (N5SRP) has worked over the past decade to enhance the corridor by developing special events, beautifying the corridor, recruiting new businesses, and marketing the corridor. The plan seeks to expand the ongoing efforts of the N5SRP, develop organizational leadership, enhance volunteer efforts, and better utilize market data and emerging marketing techniques to market the corridor as a citywide destination.

9TH COUNCIL DISTRICT CONSTITUENT SURVEYS (2016/2017)

The Office of City Councilwoman Cherelle Parker conducted three community surveys concerning commercial development in and around the district in 2016 and 2017. The surveys focused on the redevelopment of the Cheltenham Mall and the former Pathmark grocery store site on Cottman Avenue.

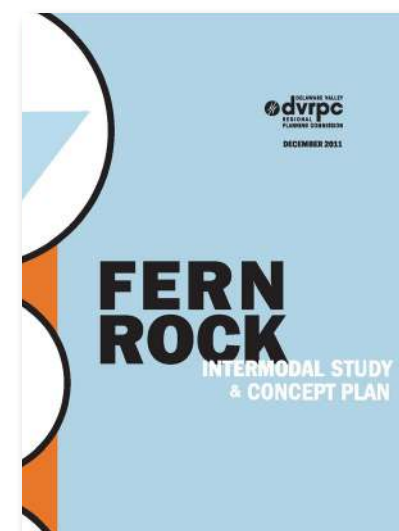
While the Cheltenham Mall is immediately across the city line in Montgomery County, many respondents travel to malls further away because of the low quality and selection of stores at the Cheltenham Mall. The survey revealed a strong desire for better retail options and family-friendly entertainment such as a movie theater or bowling alley. Respondents also expressed a desire for more healthy food options and family-friendly sit down restaurants.

According to the resident survey about the former Pathmark site, almost three quarters of respondents would like to see it replaced with another grocery store such as a Produce Junction or a similar small-footprint store. Residents also pointed out commercial uses to avoid, which included low-end retail chains, strip mall configurations, and takeout establishments.

OTHER RELEVANT PLANS

Other relevant plans and studies include the Marketing & Communications Plan for Northwest Commercial Corridors, of which the 9th District

neighborhood of West Oak Lane is a part, completed in 2016. The Delaware Valley Regional Planning Commission (DVRPC) also conducted an intermodal transportation study and concept plan for the Fern Rock Transportation Center in 2011. In 2012, the Korean Community Development Services Center and the North 5th Street Revitalization Project developed a strategic plan for revitalizing the North 5th Street commercial corridor. Finally, a 2000 East Cheltenham Avenue Enhancement Plan studied Cheltenham Avenue between Bell Mawr Avenue and the SEPTA commuter rail line just past Granite Road. The vision plan highlights economic development, architectural revitalization, transportation, and streetscape enhancements for the corridor. The plan also includes market data and emerging marketing techniques to market the corridor as a citywide destination.



9TH DISTRICT DEMOGRAPHICS

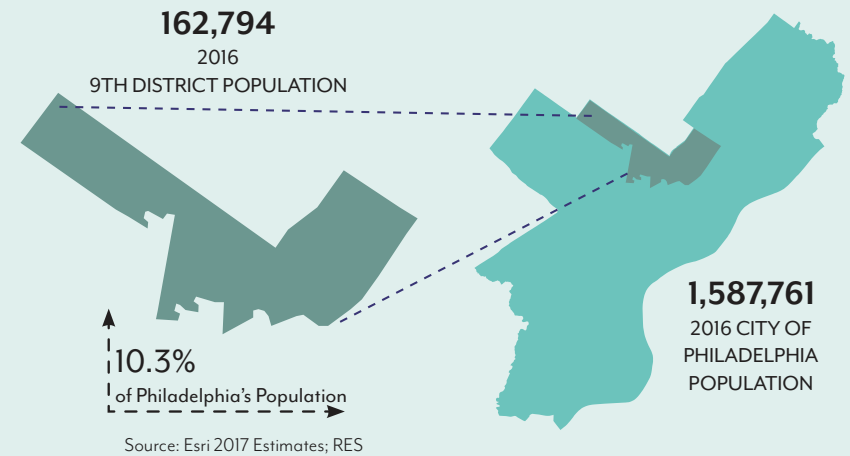
The 9th District is situated at the northern border of Philadelphia and encompasses an area of approximately 9.3 square miles, or 6.5% of the land area of Philadelphia. It borders four other City Council districts as well as Montgomery County across the city line.

The 9th district is extremely diverse, with a large, established Black population accounting for over 60% of residents. There are also strong Hispanic and Asian populations, including both established communities and newer immigrant communities from places such as Korea, Vietnam, Brazil, and Portugal, among many others.

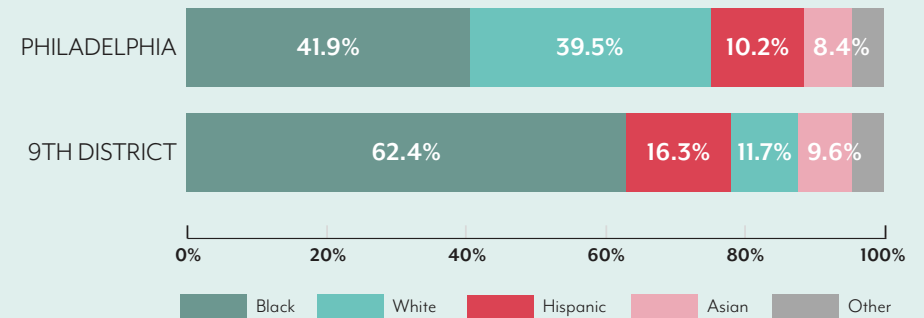
While unemployment rates are slightly higher here than citywide, median household income hovers slightly above the citywide median. In addition, 64% of 9th District residences are owner-occupied, which is substantially higher than the city as a whole. This speaks to the relative stability of 9th District neighborhoods and how much of an asset they are to Philadelphia.

Through community conversations residents cited “cultural & religious diversity along with high homeownership and friendly neighbors” as community assets.

//POPULATION

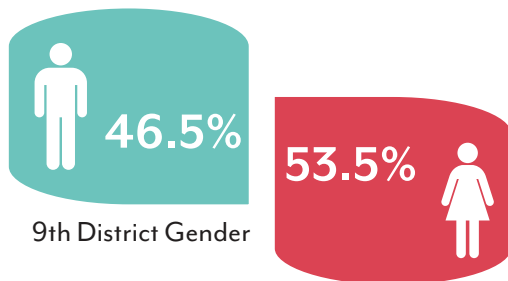


RACIAL CHARACTERISTICS



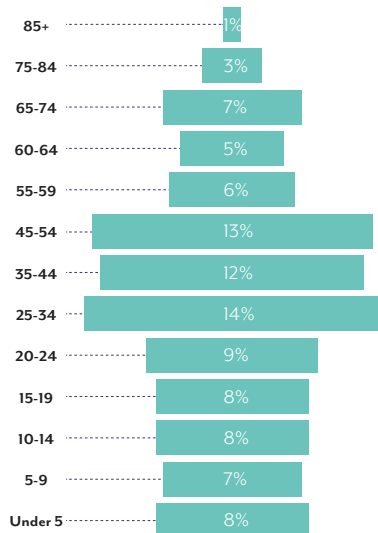
Source: Esri 2017 Estimates; RES

//AGE & GENDER



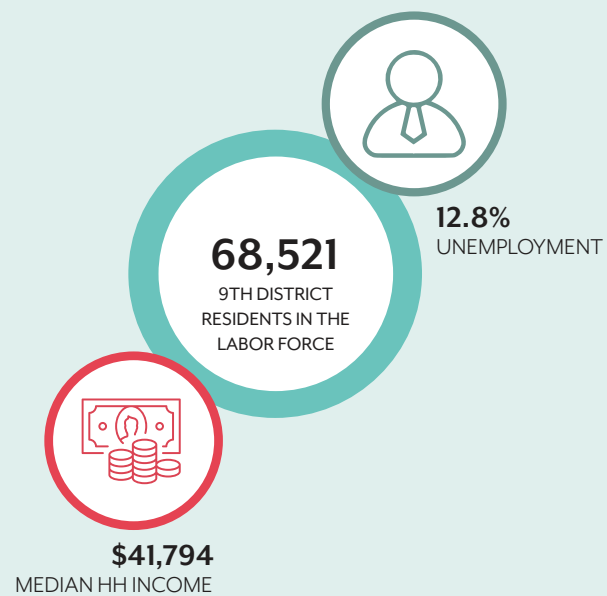
Source: ACS Demographic & Housing Estimates (2012-2016)

AGE BREAKDOWN



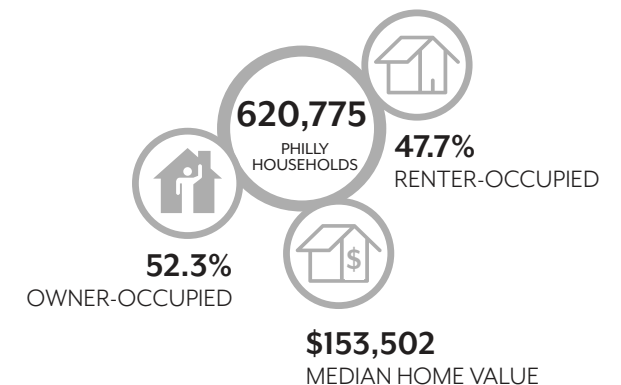
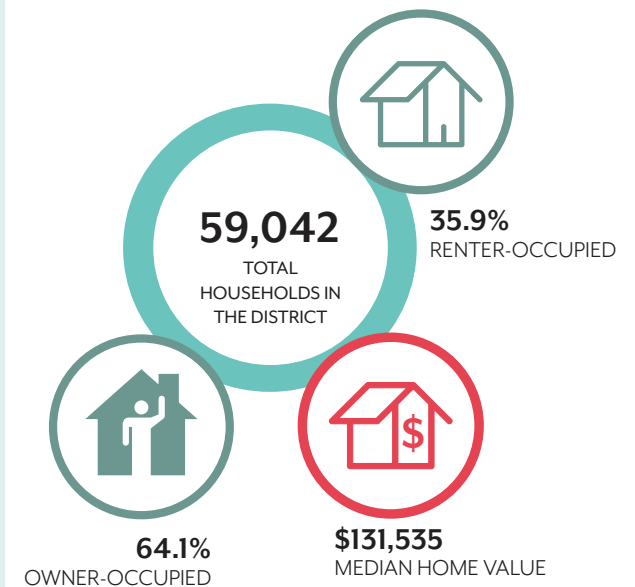
Source: ACS Demographic & Housing Estimates (2012-2016)

//ECONOMY



Source: Esri 2017 Estimates; RES

//HOUSING



Source: Esri 2017 Estimates; RES

9TH DISTRICT KEY ASSETS

PEDESTRIAN SCALE COMMERCIAL CORRIDORS

Many of the district's commercial streets are compact, walkable, and full of unique retail and dining experiences. Future streetscaping, creative placemaking, programming and business development efforts will benefit from the strong foundation these "good bones" provide.

PARKS, RECREATION CENTERS, LIBRARIES AND THE REBUILD INITIATIVE

The 9th District boasts seven branch libraries as well as several large neighborhood parks, playgrounds and recreation centers. Many of these sites are qualified to be revitalized through the City of Philadelphia's Rebuild Initiative. The revitalization of the district's public assets represents a great opportunity to leverage further improvements that can transform their immediate surroundings into dynamic neighborhood hubs.

STABLE NEIGHBORHOODS WITH HIGH HOMEOWNERSHIP

With many areas of longtime residents and higher homeownership rates than the city as a whole, the 9th District's neighborhoods have unusual stability. If appropriate resources are made available to these committed residents and homeowners, their love for and rich understanding of the nuances of their neighborhoods will support holistic and grounded transformation of the district's commercial corridors.

THRIVING IMMIGRANT COMMUNITIES

In addition to its longtime residents, the 9th District is also home to a dynamic and diverse set of well-

established and constantly evolving immigrant communities. These thriving immigrant communities are not only driving population growth in the district, they are also contributing to a vibrant multi-cultural shopping and dining experience that is becoming more and more of a regional draw.

STRONG AND GROWING COMMUNITY ORGANIZATIONS

Community organizations are a key ingredient to successful neighborhood revitalization as they are the conduits for facilitating physical improvements and connecting residents and businesses to programs and resources. Thus, the existing and emerging organizations will be critical to the implementation of this plan. There are several longstanding organizations active in the district, such as the Oak Lane Community Action Association, as well as newer and still evolving groups. 9th District organizations include:

- » Lawncrest Community Association
- » Logan Civic Association
- » Mt. Airy Community Council
- » New Medina CDC
- » North 5th Street Revitalization Project (N5SRP)
- » Oak Lane Business Association
- » Olney Business Association
- » Oxford Circle Christian Community Development Association
- » Vernon Road Business Association
- » Wadsworth Business Association
- » West Oak Lane Business Association



▲ Stable housing stock in the 9th District. WRT



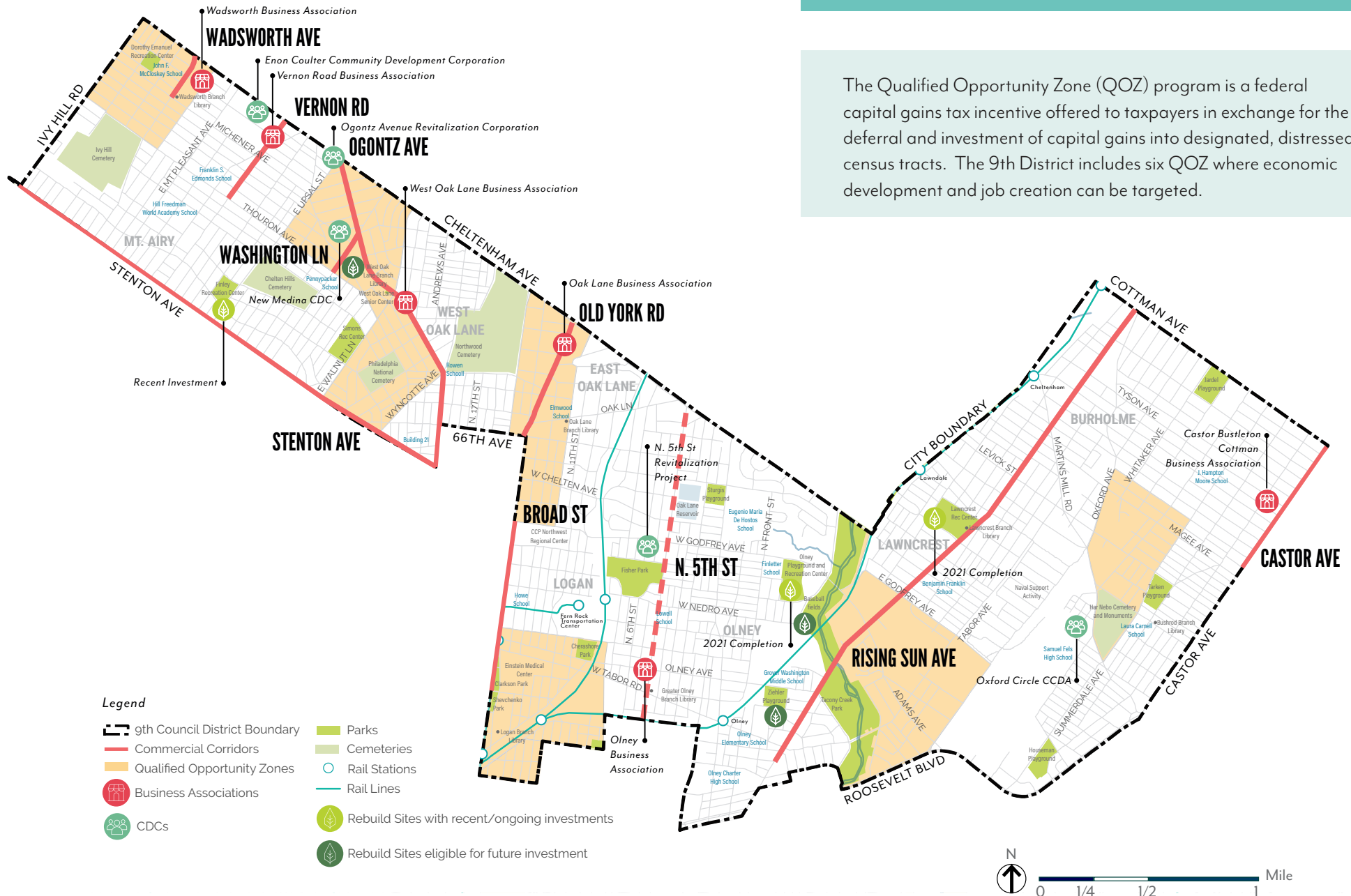
▲ Vernon Road storefront improvements ribbon cutting. William Z. Foster



▲ One of many unique dining destinations.

FIGURE 2

The 9th City Council District's assets and commercial corridors.



CORRIDOR CHARACTERISTICS

RISING SUN AVE

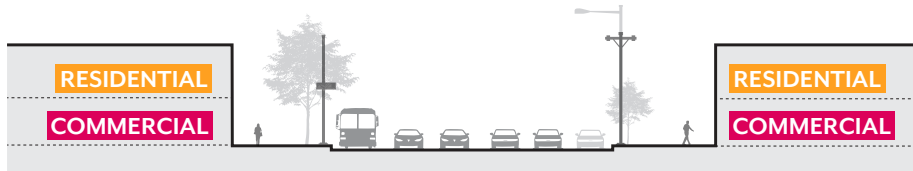


▲ RISING SUN AVE & E FISHER AVE. WRT

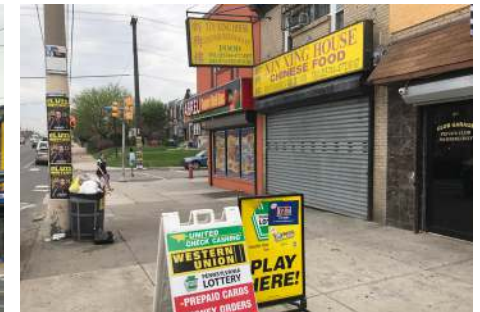


▲ RISING SUN AVE & COMLY ST. WRT

CASTOR AVE

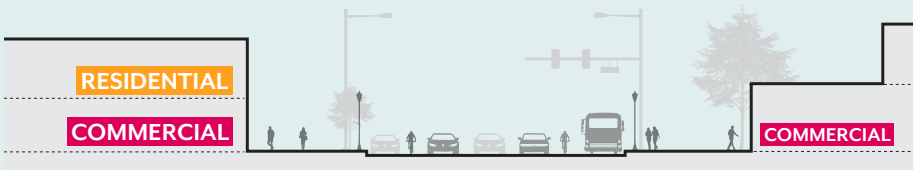


▲ CASTOR AVE & UNRUH AVE. WRT



▲ CASTOR AVE & BENNER ST. WRT

OGONTZ AVE



▲ OGONTZ AVE & 76th AVE. WRT



▲ OGONTZ AVE & 66th AVE. WRT

9TH DISTRICT KEY CHALLENGES

COMPETITION FROM “BIG BOX” STORES AND MALLS

As shopping trends have changed, the district’s traditional retail corridors have faced mounting competition from big box stores and malls across the city line in Montgomery County. Many of the streets studied in this plan currently function primarily as infrastructure to bring drivers to these suburban retail options rather than being destinations in themselves.

NEED FOR MORE DIVERSE RETAIL MIX

Residents have often expressed that there feels like there is an over-saturation of some business types, creating a lack of diversity in shopping opportunities. Greater diversity will bring different types of people to the corridors at different times of day.

LACK OF RESOURCES FOR HOME IMPROVEMENTS

A majority of the 9th District would be classified as “middle neighborhoods.” Middle neighborhoods are defined as relatively stable neighborhoods without extreme poverty or wealth that are reasonably affordable and relatively safe. Because these neighborhoods are not often facing significant challenges, rapid development pressures or decline, they are often not the priority or focus for scarce public investment dollars. With older housing stock, an aging population, and the need for mobility upgrades and on-going repairs and maintenance of the existing housing units there is a need for investment dollars to support 9th district residents.



▲ There is a need for improvements to the quality of the streetscape as well as safety improvements for pedestrians and bicyclists. Google Earth



▲ There is a need for repairs of the District’s aging housing stock. WRT



▲ Cluttered signage detracts from the character of the commercial corridors and does not reinforce a brand or cohesive identity for the area. WRT

LITTER & CLEANLINESS

Many corridors struggle with a lack of trash cans and overflow at the ones that do exist. “Short dumping” (people throwing out large bags of household trash in public baskets) is a common issue throughout the 9th District, as is littering and trash accumulation in tree pits. Residents and business owners feel strongly that more attention to cleanliness will attract more shoppers and diners.



▲ Litter and lack of trash bins is an issue along many of the commercial corridors. WRT



▲ Residents expressed a desire for more retail diversity and nicer quality shopping and dining environments. WRT

BUILDING ON THE DISTRICT'S STRENGTHS

The 9th District has an abundance of market strengths and physical and community assets that can be further built upon to enhance commercial activity and improve quality of life for residents.

The physical character of many of the commercial corridors are classic historic urban-scale streets, which are the envy of many communities today. Urban dwellers are more and more seeking out experiences like the 9th district corridors can offer, with walkable blocks, high quality streetscapes, and unique small businesses to patronize. These qualities, in addition to good access to public transportation, make the district's commercial corridors poised to become regional destinations and more convenient and pleasant places for residents to shop.

The district's neighborhoods also have strong qualities that can be leveraged: longtime homeowners, high quality housing stock, dynamic immigrant communities driving population growth, and a commitment and desire to improve living conditions for all residents.

In addition, the presence of several longstanding and newly formed community organizations, including the North 5th Street Revitalization Project

and Enon Coulter CDC among others, is a sign of community capacity that can be further strengthened. These organizations will be key partners in the implementation of this plan and the achievement of stronger neighborhoods throughout the 9th District. It will also be critical to foster and encourage the development of additional neighborhood organizations where none currently exist in order to ensure those areas also have capacity to implement positive change.

Building on these strengths and addressing some of the core issues that are of most concern to residents will go a long way to improving the 9th District's many strong and diverse neighborhoods.

"We already have some of the nicest residential neighborhoods in the City and a great variety of walkable commercial corridors this plan will serve as a vital blueprint for the stabilization and revitalization of this District."

-Councilwoman Cherelle L. Parker



CHAPTER 2

PUBLIC ENGAGEMENT

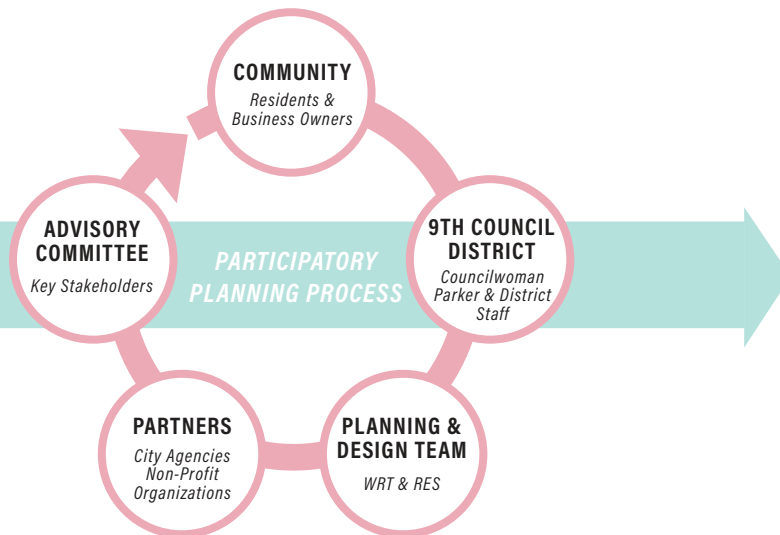


9th District Councilwoman Charelle L. Parker, and Director of Commerce Harold T. Epps, along with Commerce Department staff meet with local business owners to get their thoughts on corridor opportunities and challenges.

WRT

PUBLIC ENGAGEMENT Overview

In order to gain insight and stakeholder input into the plan, WRT designed and implemented a public engagement strategy which included numerous opportunities for stakeholders to be informed and engaged throughout the planning process. The participatory planning process included walking tours of the commercial corridors, work sessions with an advisory committee of key stakeholders, a one-day Think Tank convening with a panel of experts representing fields from design to real estate to the arts community, multiple public meetings for residents and business owners to provide input, and workshops with City agencies and non-profit partners to align the plan with citywide efforts.



ENAGEMENT TIMELINE



ENGAGEMENT STRATEGIES

PUBLIC MEETINGS

A series of public meetings were held with neighborhood residents and stakeholders. Due to the scale of the 9th District, each series of public meetings and presentations were held twice, one in the eastern section of the District and one in the west.

The first two-part public meeting series was advertised in print with flyers and posters, as well as through robo-calls and online via the 9th Council District Facebook page. The agendas for the meetings included a brief overview presentation followed by breakout stations with the opportunity for stakeholders to ask questions and provide input. Meeting 1A occurred on Wednesday, June 13, 2018 and was held at Lawncrest Recreation Center. The meeting focused on the Upper and Lower sections of Rising Sun and Castor Avenue. Meeting 1B occurred on Tuesday, June 19, at the Masjidullah on Limekiln Pike, which focused on commercial corridors in the western part of the district.

The second public meetings were held on December 4 and 13, 2018, again split between the eastern and western parts of the district. At these meetings, draft strategies were proposed for each corridor as well as for housing and overarching district-wide improvement.

Residents gave feedback on the strategies and prioritized overarching strategy topics with a “money game” by investing play dollars based on what they felt is most needed in the district.

ADVISORY COMMITTEE

The plan was guided by an Advisory Committee comprised of business owners, stakeholder organizations, and anchor institutions throughout the 9th District. Many members attended the public meetings. An additional Advisory Committee Meeting Workshop was held in November 2018 to discuss draft strategies and shape the direction of the plan.

SITE TOURS

Two site tours were held with Advisory Committee members and neighborhood stakeholders. Site Tour 1 was held on Thursday, May 2, 2018 and included Wadsworth, Vernon Road, Washington Lane, Ogontz Avenue, and Old York Road. Site Tour 2 took place on Friday, May 3, 2018 and included Upper and Lower Rising Sun Avenue and Castor Avenue. On these tours the planning team took note of existing conditions, listened to ideas and concerns of the participants, and stopped in to talk with several business owners.

The planning team also participated in other tours of specific corridors, including an informal tour of Rising Sun Avenue and the PHL Passport Food Tour in the Oxford Circle neighborhood.

THINK TANK CONVENING

Additionally, a one-day Think Tank was held in October 2018 with a variety of leaders in design, community development, real estate, and the arts to think critically about impactful strategies and brainstorm interventions on key vacant sites.

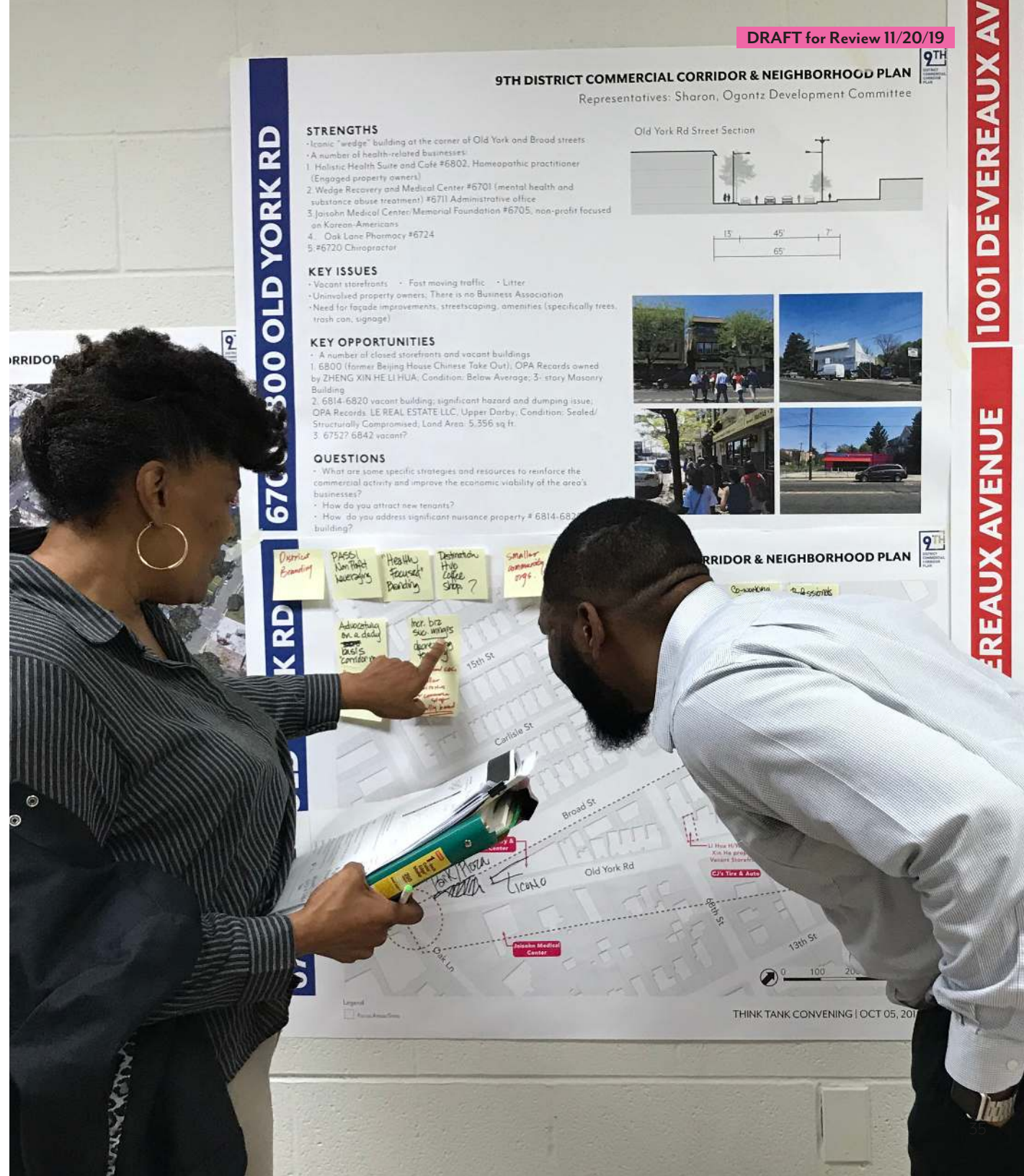
For more information and community feedback, see the Appendix.

“I’D LIKE TO SEE SHARED OFFICE SPACES THROUGHOUT THE DISTRICT”

-Meeting Participant

Little Giant Creative worked alongside WRT, the 9th District Stakeholders, and RES, to bring together varied participants and experts for a one-day Think Tank convening to offer useful and creative strategies for 9th District Commercial Corridors and two sites. The group focused on developing strategies for Washington Lane, Rising Sun Avenue, and Old York Road, the Former Fels Middle School site, and Trinity Oxford Church Building. Participants represented a range of fields including arts, youth development, real estate, property management, local CDCs, business owners, and the Department of Commerce.

WRT



DRAFT for Review 11/20/19

9TH DISTRICT COMMERCIAL CORRIDOR & NEIGHBORHOOD PLAN

Representatives: Sharon, Ogontz Development Committee

STRENGTHS

- Iconic "wedge" building at the corner of Old York and Broad streets
- A number of health-related businesses:
 1. Holistic Health Suite and Cafe #6802, Homeopathic practitioner (Engaged property owners)
 2. Wedge Recovery and Medical Center #6701 (mental health and substance abuse treatment) #6711 Administrative office
 3. Jaisohn Medical Center/Memorial Foundation #6705, non-profit focused on Korean-Americans
 4. Oak Lane Pharmacy #6724
 5. #6720 Chiropractor

KEY ISSUES

- Vacant storefronts
- Fast moving traffic
- Litter
- Uninvolved property owners; There is no Business Association
- Need for façade improvements, streetscaping, amenities (specifically trees, trash can, signage)

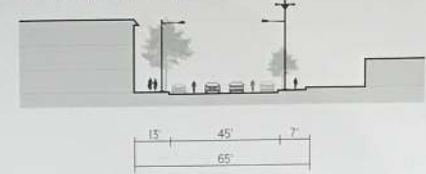
KEY OPPORTUNITIES

- A number of closed storefronts and vacant buildings
 1. 6800 (former Beijing House Chinese Take Out), OPA Records owned by ZHENG XIN HE LI HUA, Condition: Below Average; 3- story Masonry Building
 2. 6814-6820 vacant building; significant hazard and dumping issue, OPA Records: LE REAL ESTATE LLC, Upper Darby, Condition: Sealed/Structurally Compromised, Land Area: 5,356 sq. ft.
 3. 67527 6842 vacant?

QUESTIONS

- What are some specific strategies and resources to reinforce the commercial activity and improve the economic viability of the area's businesses?
- How do you attract new tenants?
- How do you address significant nuisance property # 6814-6820 building?

Old York Rd Street Section



9TH DISTRICT COMMERCIAL CORRIDOR & NEIGHBORHOOD PLAN

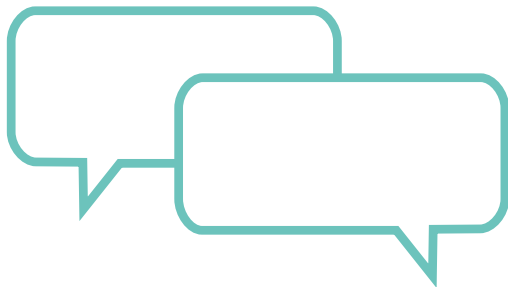


THINK TANK CONVENING | OCT 05, 2019

WHAT WE HEARD FROM THE COMMUNITY

TYPES OF SHOPS NEEDED...

- Activities for teens
- Arts & crafts businesses
- Bakery/coffee shop
- Co-working space
- Cultural center
- Florist
- Grocery store
- Places for socializing
- Pocket parks
- Public art
- Recreation options
- Sit-down restaurants & Cafe
- Tech businesses



WHAT I LIKE ABOUT THIS AREA...

Access to public transportation

Many homeowners and friendly neighbors

Quiet neighborhood close to quality amenities

The area's potential for growth

Everything is easily accessible

Cultural and religious diversity

People take pride in their homes and properties

Well maintained housing stock/properties/green spaces & trees

MY IDEAS FOR IMPROVEMENT...

Hold "First Friday" type events and festivals on the corridors

More assistance for small businesses

Larger and better variety of businesses that can bring revenue into area

"How about a shuttle or the use of existing transit to support people using the commercial corridors more. Especially residents without a vehicle. This would also reduce vehicular traffic."

"A local grocery on the northern stretch of Rising Sun would be great"

Install more bus shelters and add public art to corridors

"We need more sit-down restaurants along the Lawndale stretch of Rising Sun Avenue"

Have a street fair every year with businesses getting involved

More places for public art, beautiful gardens and greening

"It is clear to me that my community can only prosper if a holistic approach is taken to issues we face that have resonance along the other business corridors and residential areas in the Ninth District."

Corridors need street trees, awning, more consistent signage & lighting improvements.

Group Clean Up/Planting Committees in coordination with other planning efforts (CDCs, Phila 2035, etc.)

"One easily instituted measure would be software upgrades to the new SEPTA transportation "smart cards" which would allow for free rides within designated zones within the District."

More outdoor/summer events; outdoor activities for children

Street could be more bike friendly.

Mixed-use development along main streets

Playground improvements: light, ADA, programs for seniors/disabilities

Create community where young people who live here want to stay here in the future

Better signs and more street lights and trash cans

More trees/flowers along Castor Avenue

CHAPTER 3

EXISTING CONDITIONS



Workshop participants cited Rising Sun's nice residential neighborhoods, ethnic diversity, good transit access, and an authentic feel as key strengths of the area. Stakeholders wanted to see a number of improvements to bring a sense of identity to the area and to beautify the corridor with street trees, awnings, more consistent signage, and lighting improvements.

WRT

9TH DISTRICT CONDITIONS

Organization Between Neighboring Jurisdictions

The 9th District borders four other City Council districts, as well as Montgomery County across the city line. It is bordered by the 8th District to the west, the 7th District to the south, the 6th District to the east, and the 10th District to the northeast. Montgomery County sits to the north of the 9th District. Several of the commercial corridors sit on the 9th District's borders—Broad, Stenton, and Castor. For other corridors, the commercial character extends beyond the 9th District into other districts. Therefore some of the strategies for these corridors will require cooperation and coordination between multiple political and councilmanic jurisdictions.

Five separate jurisdictions border the 9th and some of the corridors like Broad Street are in multiple Districts so effective planning and implementation requires that the efforts be coordinated amongst different jurisdictions.



▲ Stenton Avenue. WRT



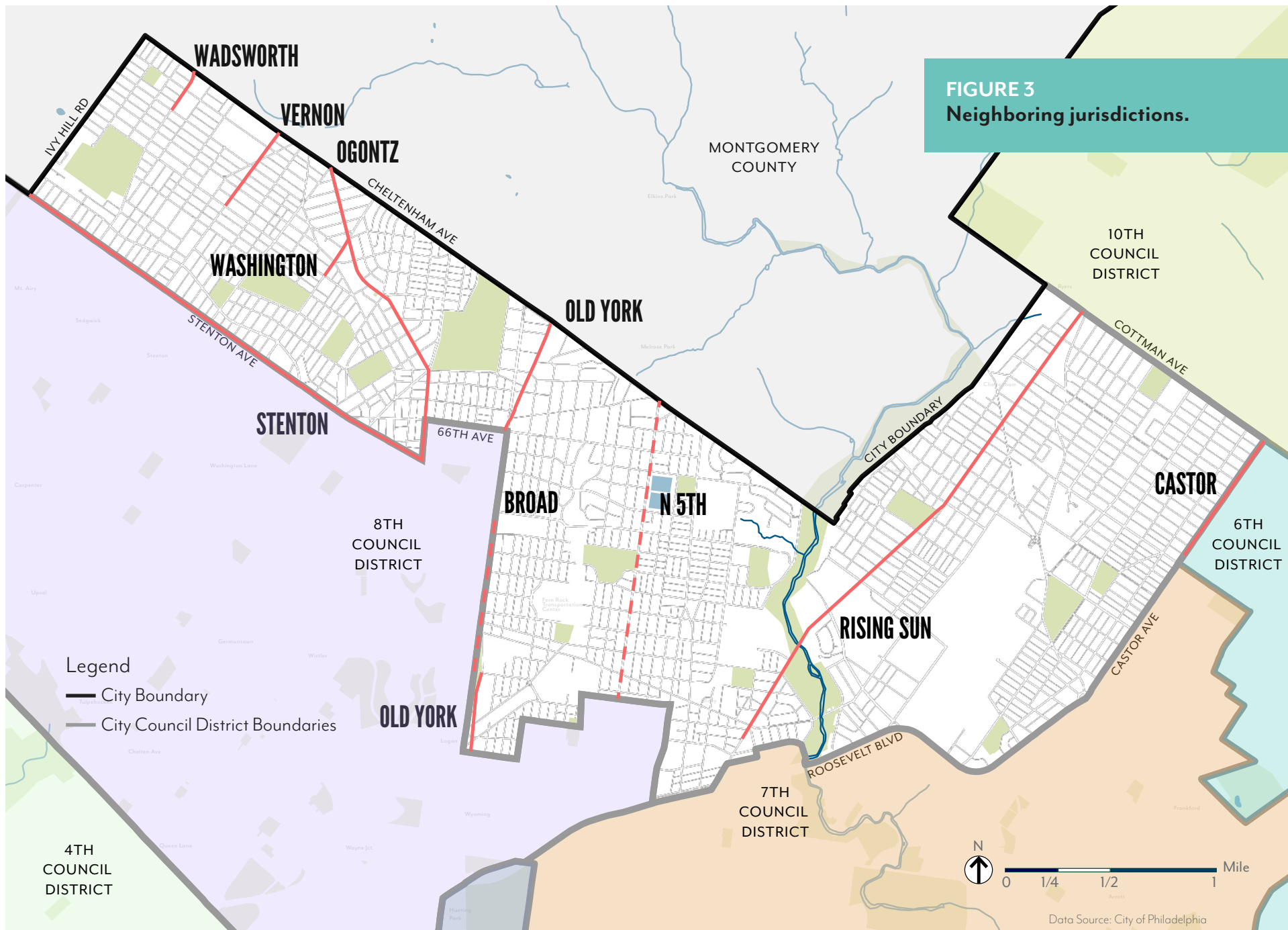
▲ Castor Avenue. WRT



▲ Stenton Avenue. WRT



▲ Broad Street. WRT



LAND USE

The 9th District is primarily made up of residential neighborhoods, with 59% of the land use consisting of low, medium, and high-density housing. Spread throughout the district are a large number of traditional commercial corridors, which are part of the focus of this plan. Many of those corridors include civic institutions, schools, and churches, making them multi-faceted neighborhood hubs. There are a limited number of larger commercial sites and “big box” stores, mainly along lower Rising Sun Avenue.

Also spread throughout the district are parks and cemeteries, including part of Tacony Creek Park, which is a regional open space destination that extends both north and south of the district.

The eastern part of the 9th District contains a substantial amount of industrial land. Particularly prominent is the Naval Activity Center east of Rising Sun Avenue.



▲ St Raymond Catholic School, Institutional & Residential Area. GOOGLE EARTH



▲ Einstein Medical Center, Civic & Residential Area. GOOGLE EARTH

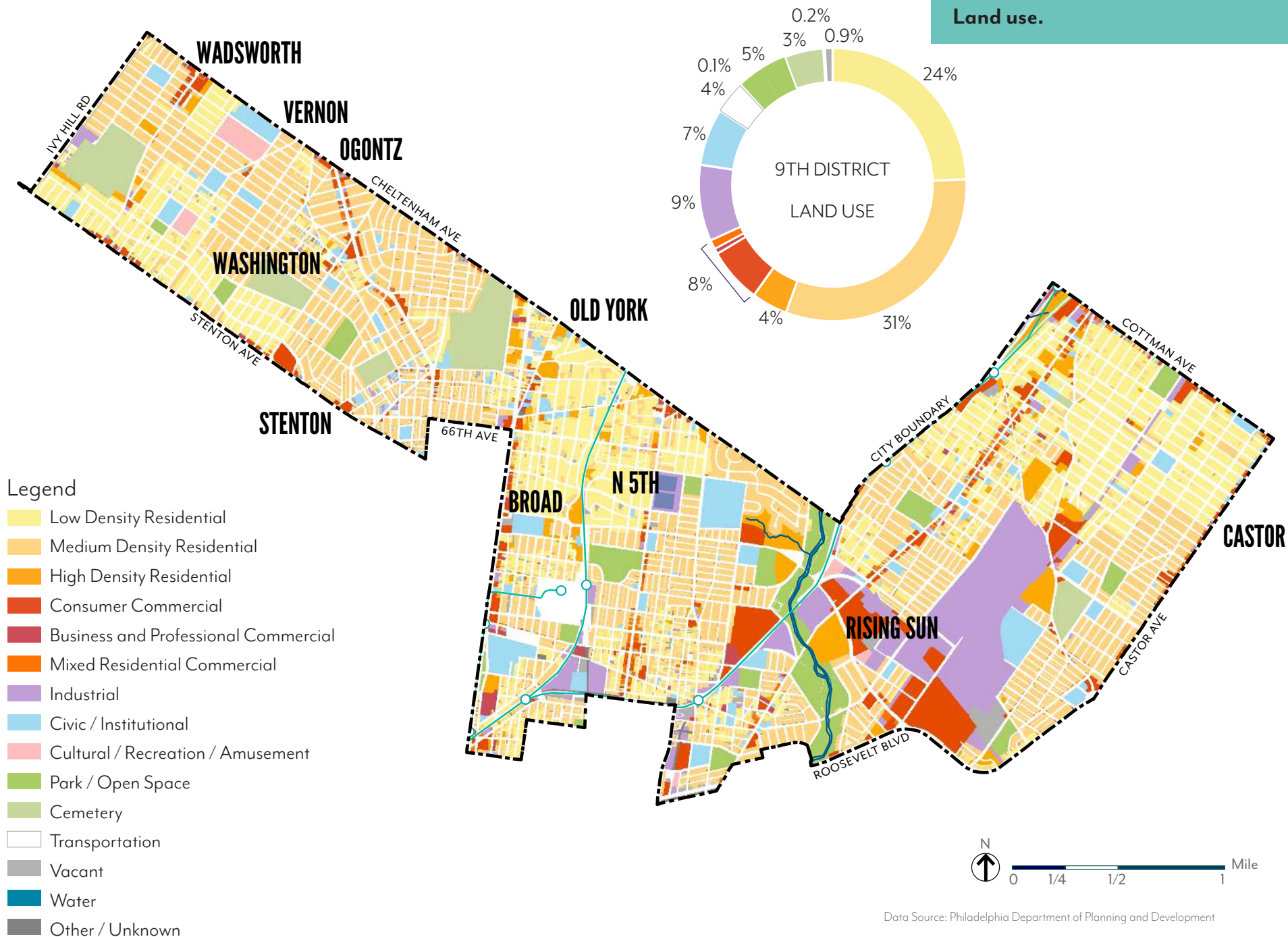


▲ Rising Sun AVE, Park, Commercial & Residential Area. GOOGLE EARTH



▲ Tabor AVE, Industrial Area. GOOGLE EARTH

FIGURE 4
Land use.



RACE/ETHNICITY OF HOUSEHOLDS

The 9th District contains diverse neighborhoods with different ethnic and racial profiles. The western half of the district is primarily African American, with a clear delineation west of North 5th Street. The eastern half of the district is more varied, with significant ethnic populations occupying certain neighborhoods. These include a large Asian population, with communities from a number of different Asian nations, just east of North 5th Street, and a variety of Latino and immigrant households around Castor and upper Rising Sun Avenues.

This varied mixture of racial and ethnic backgrounds translates into a wide variety of businesses, organizations, and restaurants that cater to different groups along the District's commercial corridors.



▲ Castor Avenue. WRT



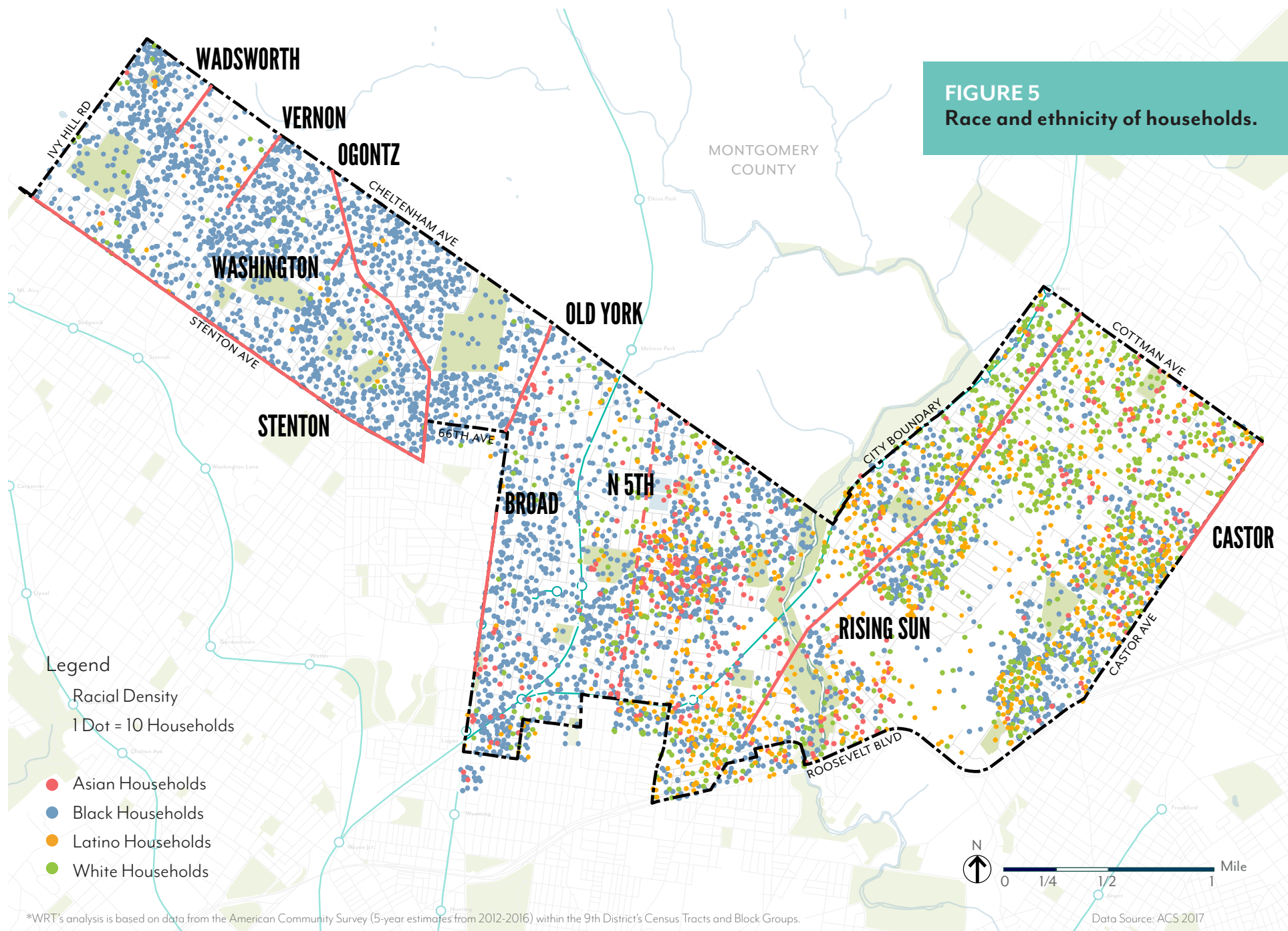
▲ Rising Sun Avenue. WRT



▲ Washington Lane. WRT



▲ Castor Avenue. WRT



VACANCY

The 9th District has a very low vacancy rate when compared to the City of Philadelphia as a whole, which is a strength that can be built on further. It also has less vacant land than many neighborhoods to the south, which is apparent from the map on the following page. The vacancy that does occur tends to be in concentrated pockets, including near the Washington Lane Corridor, between Ogontz and Stenton Avenues, and east of Broad Street. In general, the central and western parts of the district have more vacancy than the eastern side.

While the 9th District has a low percentage of vacant land (.9% compared to the City's 5% average), there are a number of vacant properties that can be redeveloped to meet community needs and spur investment.



▲ Vacant building in the 9th District. *WRT*



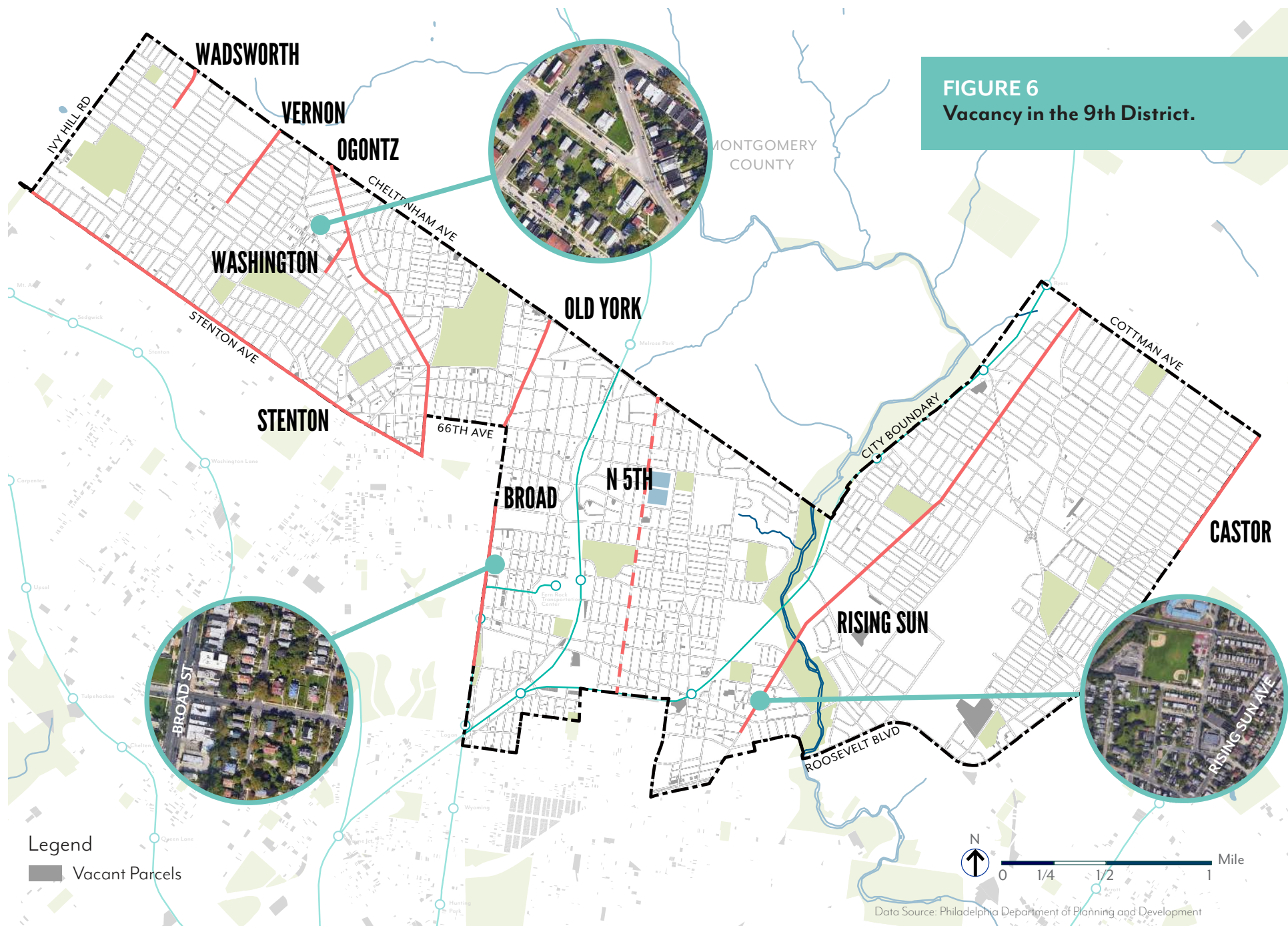
▲ 6814 Old York Road. *GOOGLE STREET VIEW*



▲ The former Fels School. GOOGLE EARTH/WRT



▲ 6751 North 13th Street. *GOOGLE STREET VIEW*



OPEN SPACE ASSETS

Much of the district is situated within a half mile of a park. Because of the unique nature of cemeteries, they were not included as a “park” in the mapping analysis, although the western part of the district hosts multiple prominent cemeteries that are important open space assets for the 9th District. Areas without easy access to parks include the far western part of the district, neighborhoods surrounding upper Old York Road, and the far northern part of Rising Sun Avenue.

A major open space asset along Rising Sun Avenue is the Lawncrest Recreation Center, which has both indoor and outdoor recreational amenities. It is one of the first recreation centers slated to be revitalized through the City of Philadelphia’s Rebuild initiative.

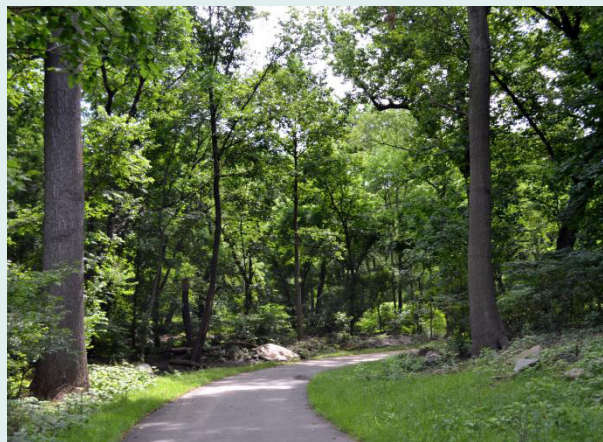
Tacony Creek Park, a regional open space destination, also runs north to south through the center of the district. The park offers water access and an extensive linear trail system for walkers, runners, and bicyclists.



▲ Lawncrest Recreation Center. WRT



▲ Tacony Creek Park. WRT



▲ Tacony Creek Park. Plan Philly



▲ Fisher Park. Albert Hong



TRANSIT ACCESS

The central part of the 9th District, as well as most of the Rising Sun Avenue corridor, is well-served by rail transit. Two large multimodal transportation centers—Fern Rock and Olney—serve the central portion of the district with bus, regional rail, and Broad Street Line service.

There are no transit lines or stops west of Broad Street, which means neighborhoods like West Oak Lane and Stenton are more car-dependent than other areas of the district. The far eastern part of the district near Castor Avenue is also lacking in transit service.

There is an extensive local bus network throughout the district, making transportation access a major strength. Bus shelters are of varying quality, and at times they are lacking altogether.



▲ Rising Sun Avenue. WRT



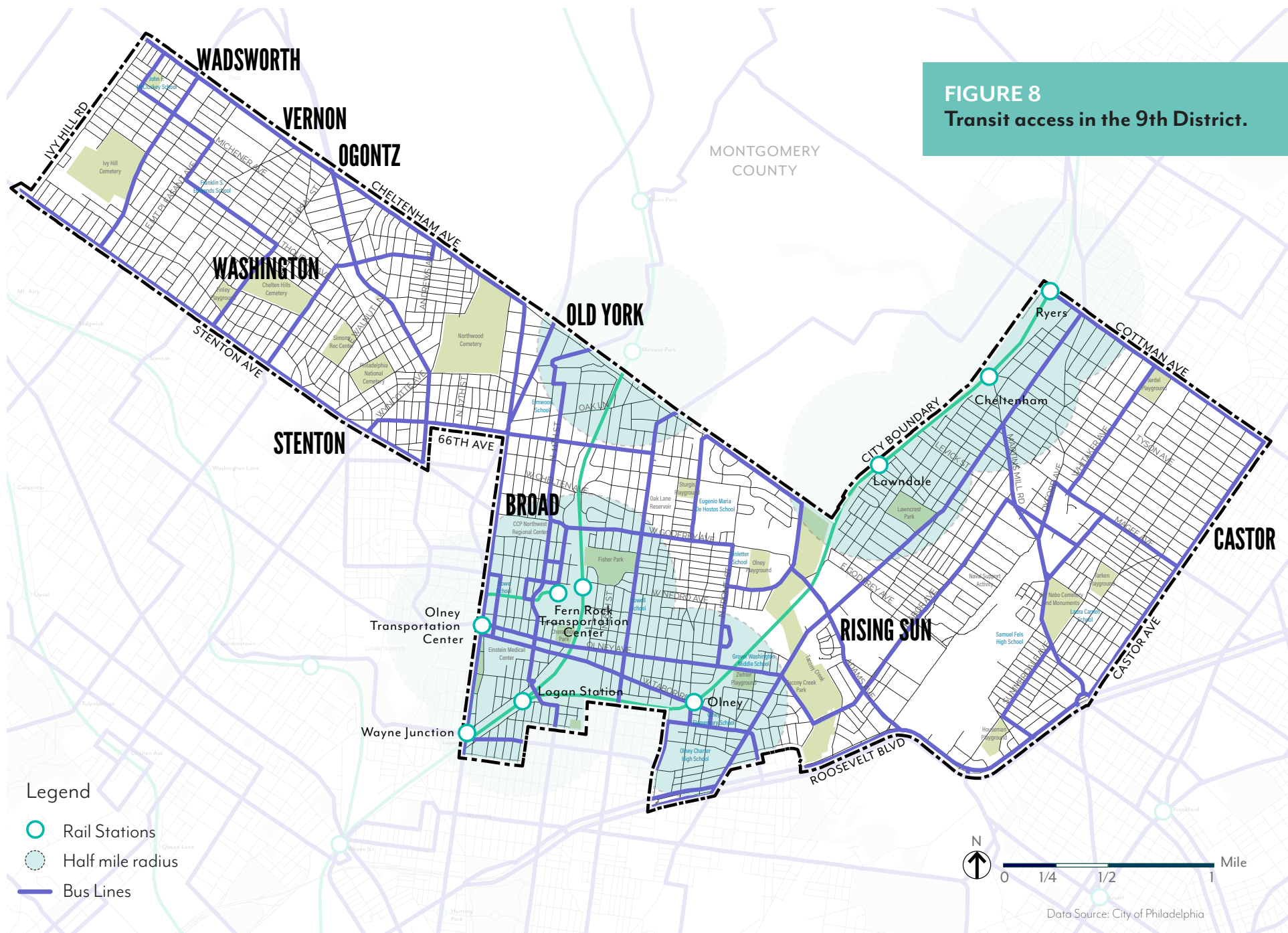
▲ Rising Sun Avenue. WRT



▲ Cheltenham Train Station. flickr/Adam Moss



▲ Olney Transportation Center. WRT



COMMERCIAL CORRIDOR CONDITIONS

Streetscape Quality

The 9th District's many commercial corridors, though diverse in their length, scale, and building type, share some common qualities and overarching issues that this plan aims to address. One of these is the quality of the physical streetscapes, including tree cover and plantings, cleanliness, and the quality of public space.

STREET TREES

The Ogontz, Wadsworth, Washington, and Vernon corridors are well-covered by street trees at a consistent interval. Castor Avenue and Old York Road's street tree coverage is more sparse, while sections of Rising Sun and Stenton Avenues are completely lacking in street trees.

The condition of trees and tree pits varies throughout the district. Many of the street trees are small in size. Some tree pits lay empty, while others host dead or damaged trees. Business owners expressed a desire for street trees but only if they do not grow too large and block storefront signage. Additionally, tree pits along some corridors have become collection points for litter.



▲ Old York Road. WRT

***“WE NEED MORE FREQUENT
LEAF COLLECTION AND TREE
MAINTENANCE”***

-Meeting Participant

TREE PLANTING ALONG COMMERCIAL CORRIDORS

PLANTING THE RIGHT TREES

While mature trees provide shade, clean the air and bring value and attractiveness, large roots can often lift sidewalks, cause tripping hazards, impeding seniors and others with limited mobility. Selecting the right tree species for the unique urban environment along neighborhood streets and commercial corridors is important for a number of reasons including:

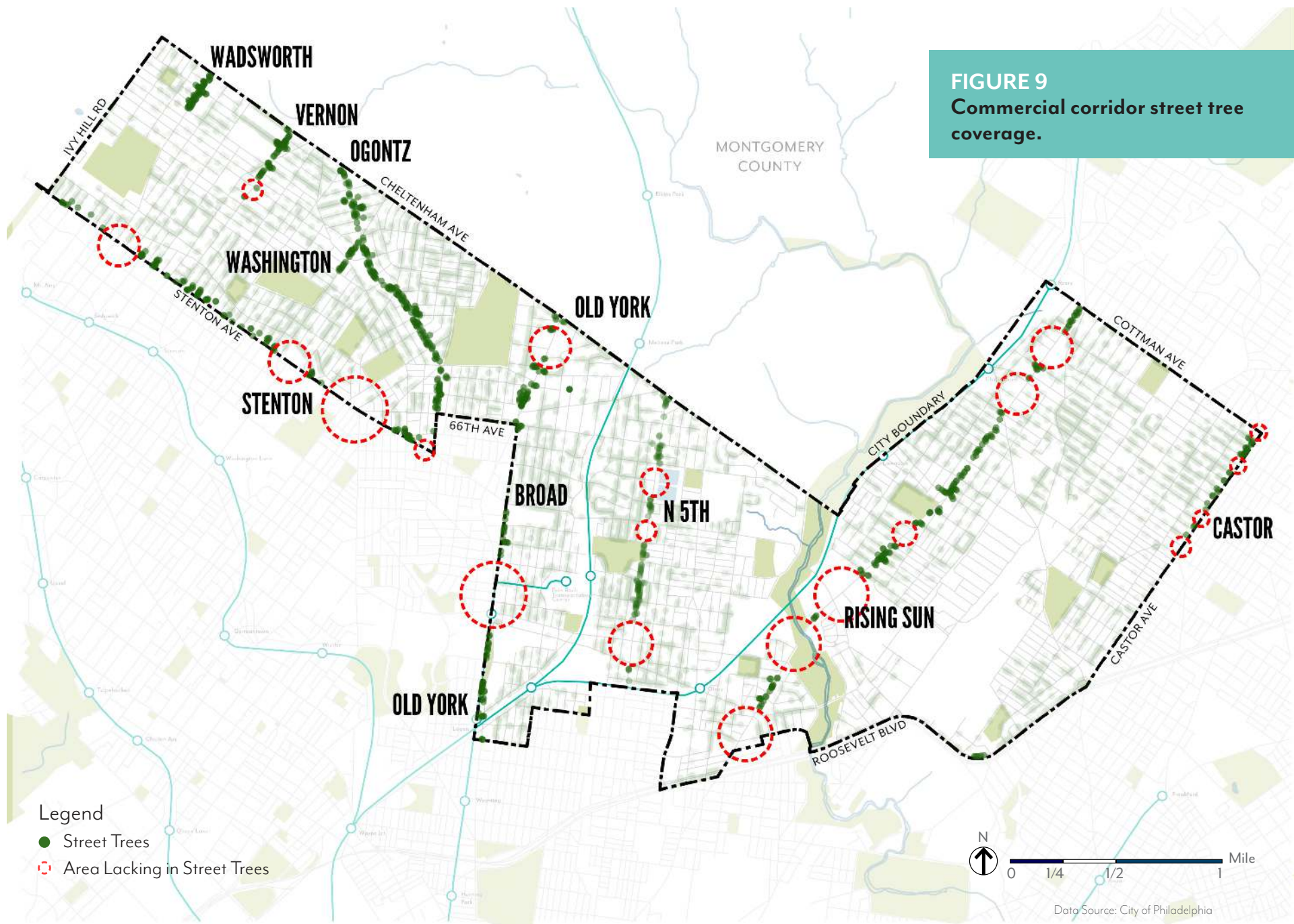
- » *minimizing root problems,*
- » *ensuring visibility, and*
- » *providing shade for pedestrians, and ensuring the trees planted can thrive.*

Tree Philly offers a number of resources for planting and maintaining street trees.

<http://treephilly.org/street-trees/>



▲ Mature street trees along Vernon Road. WRT



COMMERCIAL CORRIDOR CONDITIONS

Streetscape Quality

LITTER & CLEANLINESS

Many residents have expressed that more consistent cleaning of the commercial corridors would cause them to patronize their local businesses more. While litter is a common complaint along the 9th District's commercial corridors, data collected by the City of Philadelphia (see map on page 85) show that the corridors being studied have varying degrees of cleanliness between them, as well as some "hot spots" for litter than can be addressed. Particular zones of high litter include parts of Broad Street and Rising Sun Avenue near the Lawncrest Library and Recreation Center.

Though not the case on all corridors, the presence of public trash cans can sometimes be the cause of "short dumping" or people throwing out large bags of household trash in public baskets, which is not allowed.



▲ Overflowing trash bin on Castor Avenue. WRT



▲ "Short Dumping" on Old York Road. WRT

LITTER ENFORCEMENT CORRIDORS

A NEW LITTER ORDINANCE

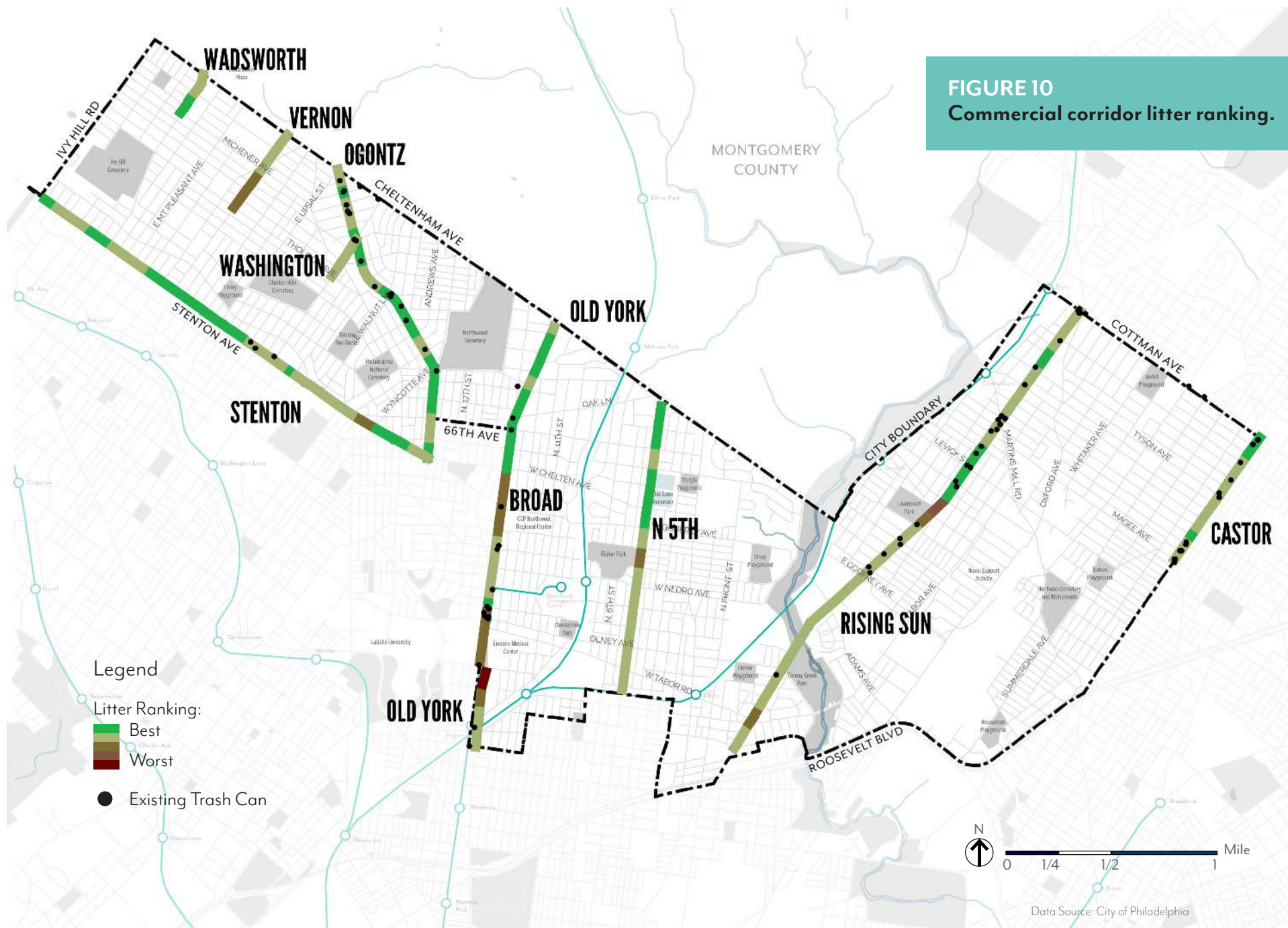
A new City ordinance designates approximately 50 corridors as Litter Enforcement Corridors where fines will be significantly increased for instances of short dumping and efforts will be aided by additional surveillance cameras.

LITTER ENFORCEMENT CORRIDORS IN THE 9TH INCLUDE:

- » **Ogontz Avenue from Stenton Avenue to Cheltenham Avenue**
- » **Old York Road from Ruscomb Avenue to Tabor Avenue**
- » **Broad Street from Ruscomb Avenue to 66th Avenue**
- » **N. 5th Street from Somerville Avenue to Spencer Street**



▲ Ogontz Avenue. WRT



BUSINESS TYPES & DIVERSITY

BUSINESS TYPES

The 9th District corridors overall have a diverse mix of business types, although some corridors have a concentration of certain types that can present a challenge to their viability. One-quarter of businesses on the corridors are in the “personal services” category, which is positive, since they provide services like hair and nail care that cannot be bought at a big-box store or online. However, there is often an over-concentration of these business types on certain corridors, leading to a lack of business diversity.

BUSINESS DIVERSITY

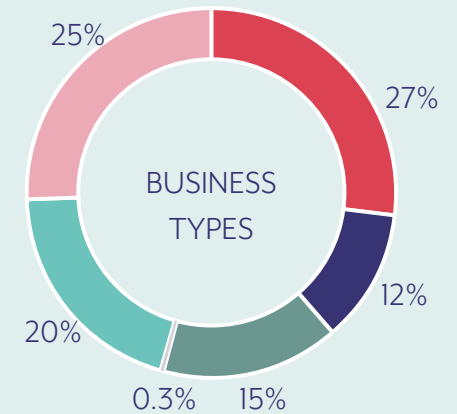
A corridor with a diverse range of businesses is healthier because shoppers can accomplish more errands in a convenient manner and people are compelled to come to the corridor at different times of day for different experiences. An analysis of the level of business diversity on the corridors using the Shannon Index shows that some corridors currently have a healthy mix of businesses and services, while others have room for improvement.

Broad Street exhibits the best overall diversity in retail mix. But the southern portion of Ogontz Avenue, for

example, exhibits low diversity. Many of these shops are categorized as “other” business types: salons, laundromats, cleaning services, and other similar stores. This trend is seen on other corridors as well, which echoes the concern of many residents that some commercial areas near them have too many of one or few things—particularly salons and daycares—and not enough of the things they really need.

The analysis reinforces what we heard from the stakeholders during the planning process that there is a need for family and youth friendly destinations like cultural centers, bowling alleys, and movie theatres.

For more information on commercial corridor conditions see the Appendix.



Supermarket, Dollar Store, Furniture, Gas Station, Auto Parts



Restaurants, Deli, Diners



Wireless, Technology



Banks, Legal / Financial / Real Estate Services, Labor, Home Services



Clinics, Dental, Home Care, other Medical Care



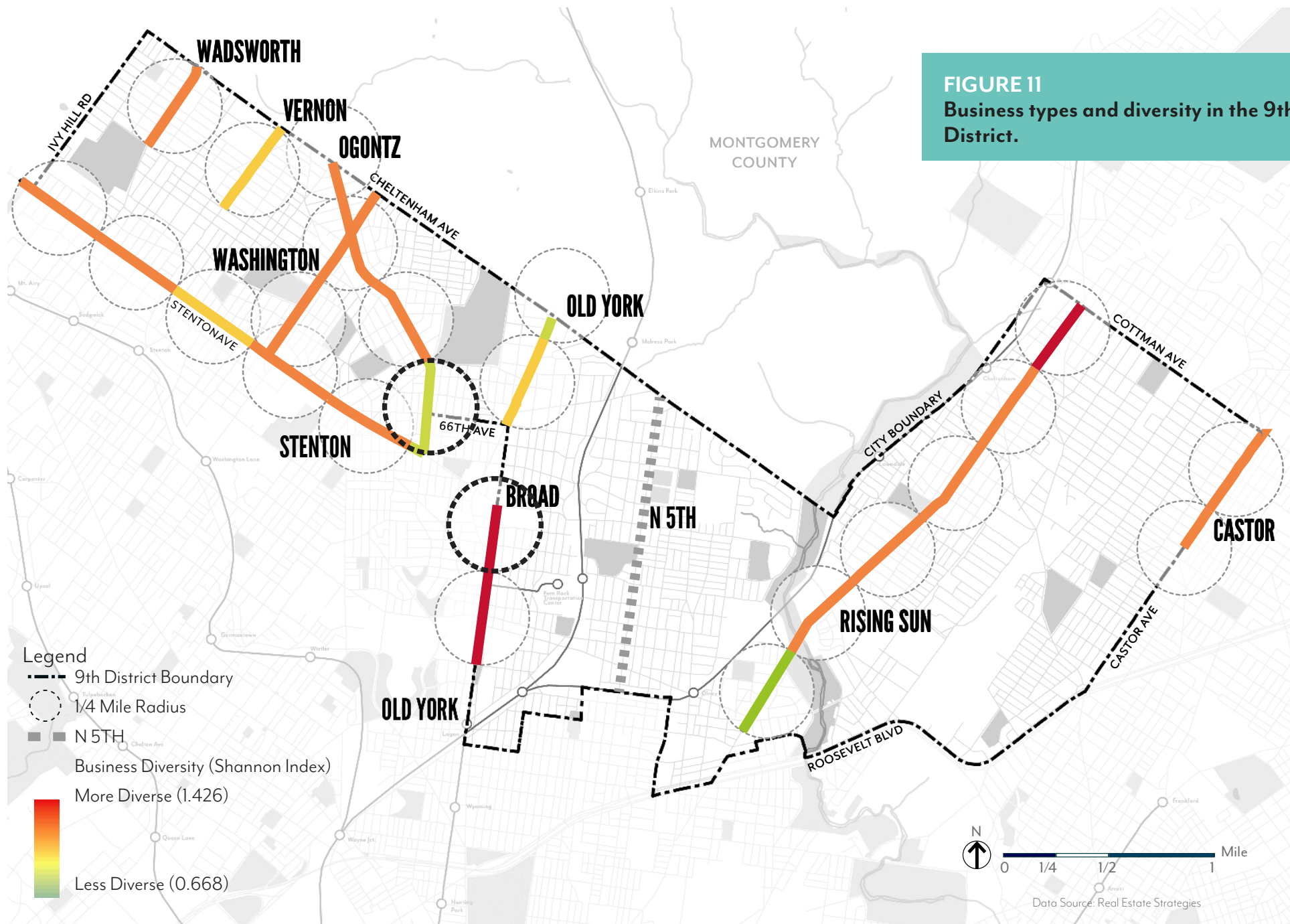
Day Care, Learning Center, Youth Center, Rehab



Movie Theaters, Gym, Family Recreational Activities



Nail / Beauty / Hair Salons, Laundromat, Cleaners, Churches. Other Public & Private Entities



HOUSING CONDITIONS

HOUSING TRENDS

The 9th District has historically had a relatively high rate of homeownership compared to the City of Philadelphia as a whole. However, the rate of homeownership in both the District and the City overall has been declining despite growth in the total number of households in the 9th District and in Philadelphia as a whole.

The 9th District is home to a large group of long-time homeowner households. More than 57% of the households who have been in their homes for 40 or more years are headed by someone aged 65 or older. Both the physical and financial challenges of home maintenance may become more difficult as these households continue to age in place. If homes are allowed to deteriorate, values will drop, making these units attractive targets for investors at the time of sale.

More than two thirds of homeowners in the District are African-American, 18.0% are White, and 7.2% are Asian. Approximately 10% of homeowners report Hispanic ethnicity. The eastern end of the District has seen growth in the number of immigrant households of diverse ethnicities. This suggests that outreach to

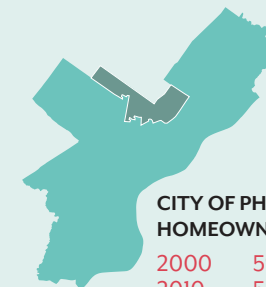
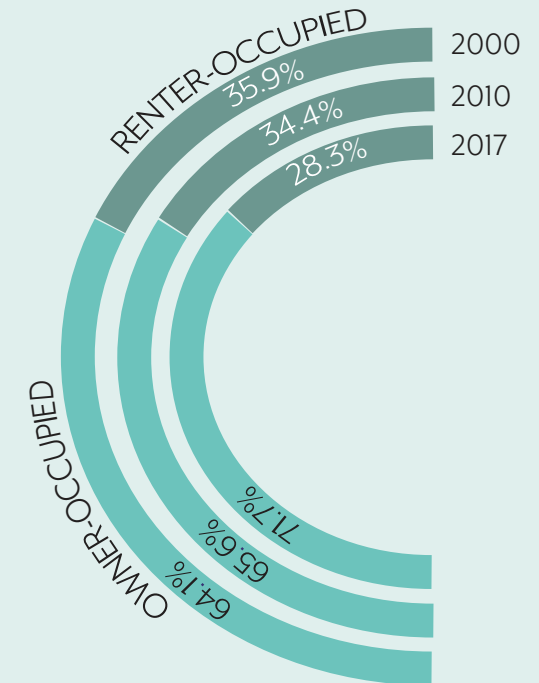
prospective home buyers (e.g., information on first-time home buyer mortgage programs) may need to be offered in multiple languages.

The District's housing stock generally meets the needs of family households. Married families are the most prevalent homeowner household type. Nearly 10,800 single-person households live in the District. Non-family households (roommates, unmarried couples, etc.) are a relatively small proportion of all homeowners.

Senior households (age 65+) make up 27.2% of all households. Approximately 4,000 senior homeowners live alone. These households may need assistance with home maintenance and repairs as well as accessibility improvements in order to age in place.

Approximately half of owners in the 9th District have household incomes over \$50,000. This distribution is similar to the City of Philadelphia overall, where the homeowner median income is \$52,289. Approximately 15% of 9th District homeowners have household incomes over \$100,000. One in four homeowner households have incomes less than \$25,000, suggesting that these households may be unable to afford home repairs and maintenance.

//HOMEOWNERSHIP RATES OVER TIME

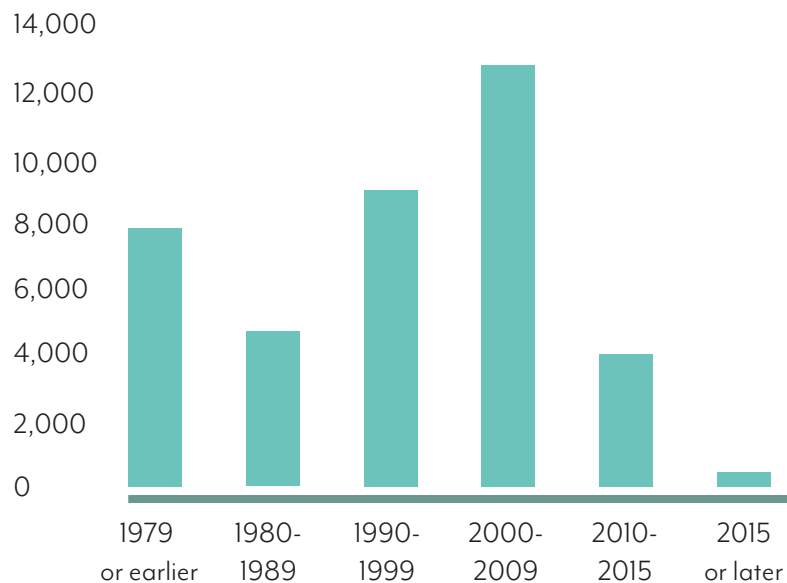
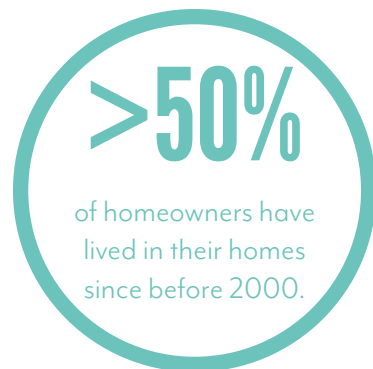


**CITY OF PHILADELPHIA
HOMEOWNERSHIP RATE**

2000	59.3%
2010	54.1%
2017	52.3%

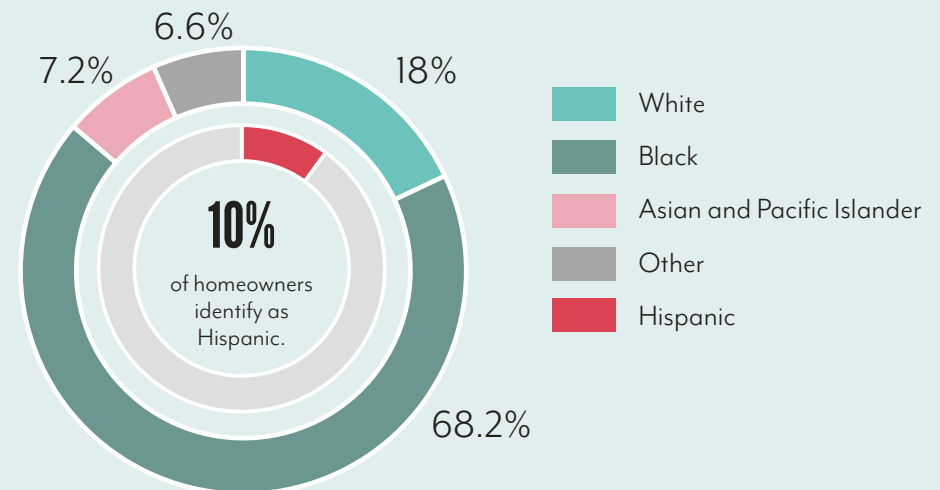
Source: Esri 2017

//HOUSING TENURE



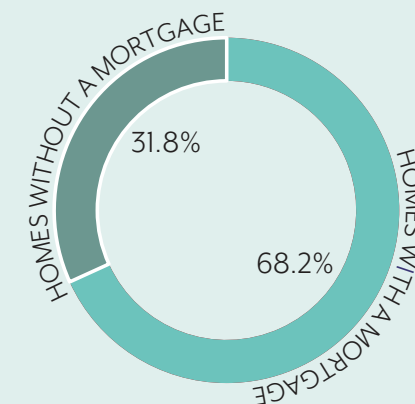
Source: American Community Survey (ACS) 2012-2016

//HOMEOWNERSHIP BY RACE/ETHNICITY



Source: American Community Survey (ACS) 2012-2016

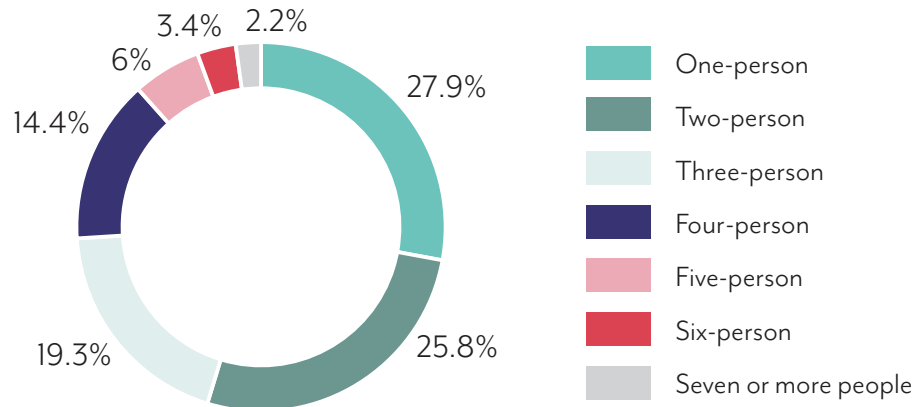
//MORTGAGE STATUS



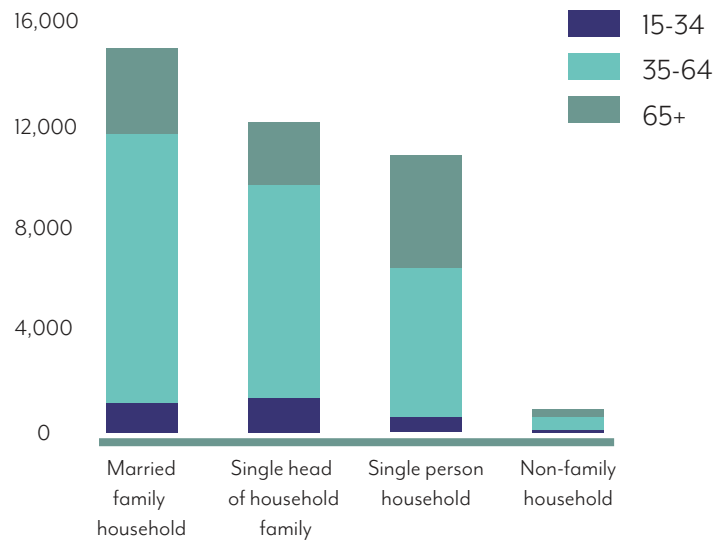
Source: Home Mortgage Disclosure Act Data (2013-2017)

HOUSING TRENDS

//HOUSEHOLDS BY SIZE



//HOUSEHOLDS BY TYPE

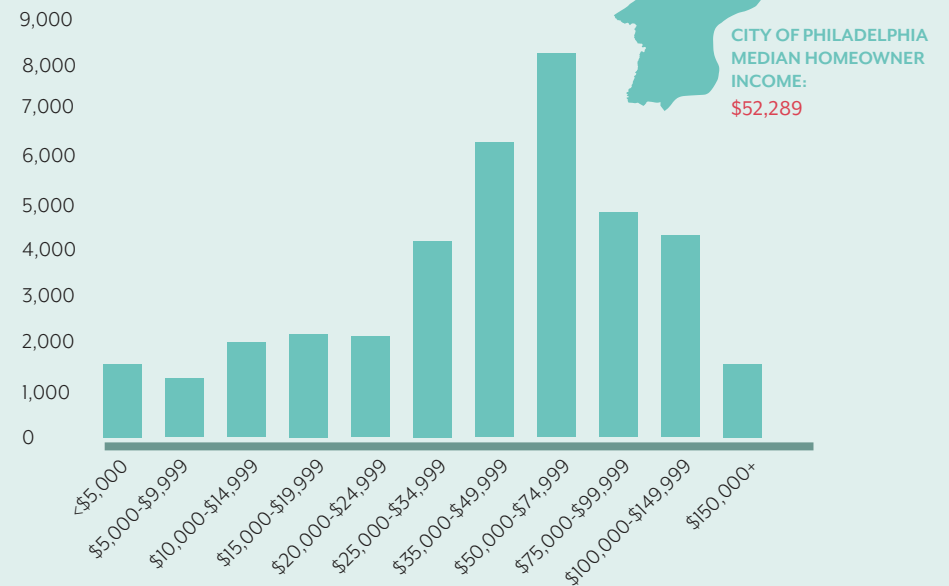


Source: American Community Survey (ACS) 2012-2016

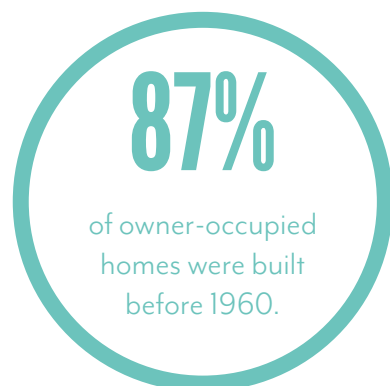
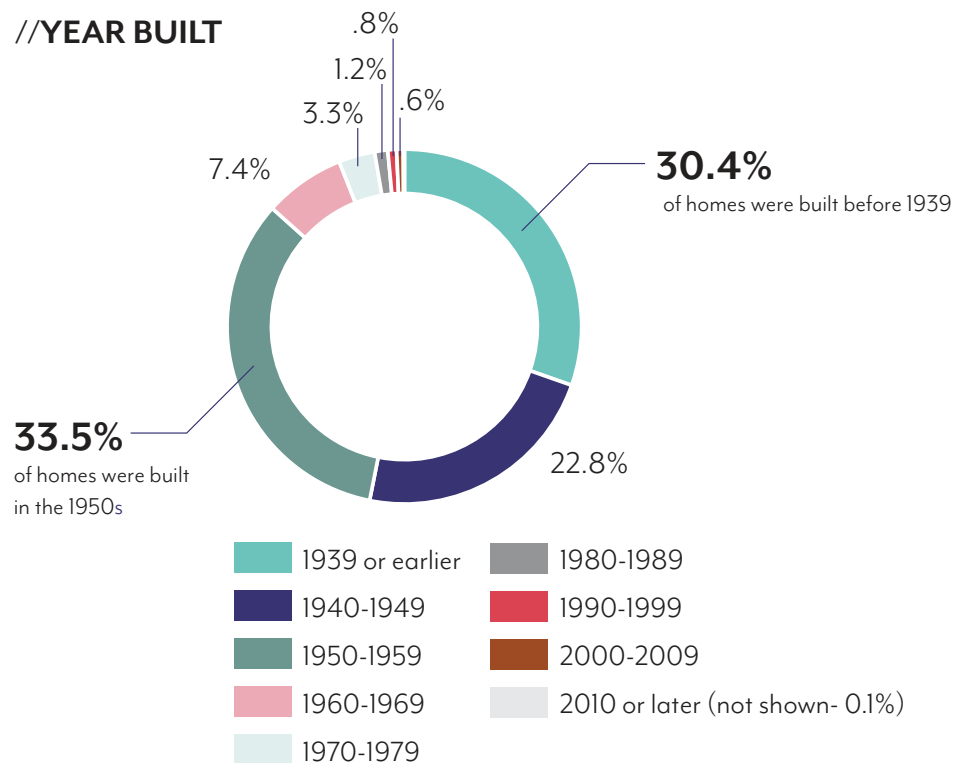
//HOMEOWNERS BY INCOME

1 in 4
homeowner households have incomes less than \$25k.

50%
of homeowners in the District have incomes over \$50k.

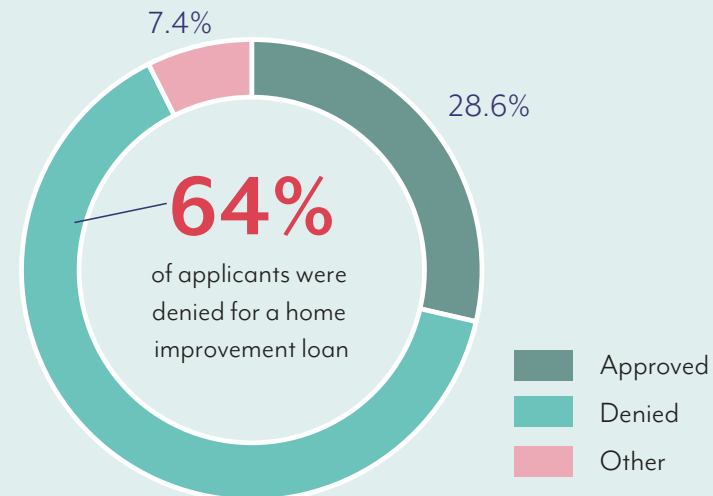


//YEAR BUILT



Source: American Community Survey (ACS) 2012-2016

//HOME IMPROVEMENT LOAN TRENDS



//TOP REASONS FOR DENIAL:

- 1 CREDIT HISTORY**
- 2 DEBT TO INCOME RATIO**

Source: Home Mortgage Disclosure Act Data (2013-2017)

CHAPTER 4

PLAN STRATEGIES & RECOMMENDATIONS



Rendering illustrating streetscape improvements to create a new welcoming Gateway to the Old York Road commercial corridor. ►

WRT

PLAN STRATEGIES

Introduction to Plan Strategies & Recommendations

Although the 9th District corridors vary, the physical analysis and stakeholder input highlighted a number of common concerns and issues that can be addressed district-wide. These include:

- » Addressing litter by providing physical and programmatic support to keep the corridors clean and litter free.
- » The need to brand and market the corridors.
- » Improving the variety of goods and services along the corridors by attracting a greater retail mix that would leverage them as both local and regional destinations instead of thoroughfares.
- » Improving physical safety through additional lighting, safer crosswalks, and addressing loitering and nuisance issues.
- » The need for organizational support to address the lack of viable community development corporations or business improvement districts to lead and manage corridor improvements.
- » The need for more programming including family-friendly events and activities to draw residents and visitors to the corridors.

This chapter lays out goals shared among the 9th District corridors followed by a toolkit of strategies that can be applied to all of the district's commercial corridors. This toolkit is intended to be used by civic leaders, organizational partners, and local business to guide improvements and attract investment to the corridors.

VISION STATEMENT

Residents and stakeholders shared a vision for the commercial corridors as vital neighborhood assets—community hubs that can continue to attract new businesses and retain existing small businesses. Stakeholders envisioned their commercial corridors as:

- » *Beautiful and vibrant destinations (serving local and regional residents and visitors);*
- » *Clean, safe, and welcoming;*
- » *Celebrating unique neighborhood history, diversity, and culture.*



▲ Illustrative rendering of Castor Ave showing streetscape improvements, improved signage and angled parking. WRT



▲ Illustrative of housing support strategies for 9th districts residents. WRT

COMMERCIAL CORRIDOR GOALS AND PRIORITIES

These goals aim to tackle basic challenges that all studied commercial corridors face to varying degrees in order to create a strong foundation for further investment and enhancement.

- » Create vibrant commercial corridors that build pride through a cleaning & greening strategy.
- » Build safe corridors that attract residents, visitors and patrons.
- » Implement placemaking and beautification strategies that draw patrons and visitors to 9th District corridors.
- » Support existing businesses, attract new ones and promote greater social cohesion.

HOUSING GOALS AND PRIORITIES

These goals aim to strengthen the neighborhoods of the 9th District so they may continue to be affordable and pleasant places to call home.

- » Leverage the District's high homeownership rate, and engaged and invested residents to make the 9th District home to the most desirable residential neighborhoods.
- » Support existing homeowners, renters, and newcomers residents in attaining and maintaining a home in the 9th District.
- » Support seniors living in the 9th District.
- » Strengthen housing activities through community action and policy.

PLAN STRATEGIES

Introduction to Plan Strategies & Recommendations

CORRIDOR-SPECIFIC STRATEGIES AND BROCHURES

Following the District-wide strategies, corridor-specific strategies and recommendations were developed with renderings that illustrate the community's shared vision for the future of their neighborhood commercial corridors. To make the plan strategies more tailored to individual corridor conditions and provide a useful tool for residents, property owners, businesses and advocates, corridor-specific brochures were developed for:

- » Broad Street
- » Castor Avenue
- » North 5th Street
- » Ogontz Avenue
- » Old York Road
- » Rising Sun Avenue
- » Stenton Avenue
- » Wadsworth Avenue and Vernon Road
- » Washington Lane



These brochures can be found in the Appendix.

CITIZENS PLANNING INSTITUTE

WHAT IS CITIZENS PLANNING INSTITUTE?

Citizens Planning Institute (CPI) is a course on city planning, zoning, and development from the Philadelphia City Planning Commission. Participants learn about city planning and the tools that they can use to create change in their neighborhoods.

WHO IS IT FOR?

Any Philadelphian who loves where they live! If you want to make a difference in your community, this course is for you.

WHEN AND WHERE IS IT?

Classes are offered in the spring and fall.

QUESTIONS?

Visit the Citizens Planning Institute website

Email cpi@phila.gov

Call 215-683-4640



- ▲ This rendering of the Washington Lane corridor shows new mixed-use development, streetscape improvements, and new signage that would support the corridor as a vital community hub and leverage the existing community amenities including the Pennypacker School, West Oak Lane Library, and Masjidullah. WRT

TOOLKIT OF DISTRICT-WIDE COMMERCIAL CORRIDOR STRATEGIES

GOAL 1: CREATE VIBRANT COMMERCIAL CORRIDORS THAT BUILD PRIDE THROUGH A CLEANING & GREENING STRATEGY

STRATEGIES

- 1.1 Install BigBelly™ solar-powered trash compactors at regular intervals throughout the corridor.
- 1.2 Create a new commercial corridor cleaning program that is modeled after the Commerce Department's current program, but also includes professional development for cleaning staff. Additionally, the program should be funded to meet the present and actual cleaning need on corridors.

Along the longer commercial corridors these can be focused around the areas of the neighborhood/ corridor with the most persistent littering issue—often at bus stops, near schools, and other sites with high-pedestrian traffic. Funding can be provided by adding to the Department of Commerce's Corridor Cleaning Program or by creating a new cleaning program that is accessible by both BIDs and CDCs.

- » Include a district-wide public marketing campaign that encourages residents to join the movement

to keep the city clean. The campaign should include public advertisements, public service announcements, emails, and robo calls from the Councilwoman. This campaign could also engage students, leading block captains, and local celebrities.

- 1.3 Develop a recognition program to publicly acknowledge property owners/businesses who are being good stewards and keeping up the physical area around their businesses.
- 1.4 Explore the creation of a Business Improvement District (BID) or a similarly structured organization to help fund and manage corridor improvements.

A Business Improvement District (BID) is a legal mechanism for property owners and businesses in a defined geographic area to jointly plan and put in place a sustainable funding source that can pay for a set of services to improve their area. Creating a BID allows property owners and businesses to organize and pay for supplemental services that keep the business district

competitive above and beyond regular city services. Supplemental services that a BID may lead include:

- » *Cleaning: Cleaning sidewalks and street gutters and organizing community cleanups.*
- » *Beautification: Seasonal planting, maintenance, and holiday decorating (hanging flower baskets, planters, pocket parks) and street tree planting.*
- » *Safety: Coordinating a public safety committee to work with local police and individual business owners in order to improve public safety and the corridor's public safety image.*
- » *Marketing: Services including working with local real estate professionals, property owners, and other stakeholders to attract new and retain existing businesses.*
- » *Programming: Coordinating events and activities to bring residents, shoppers, and visitors to the corridor.*

BUSINESS IMPROVEMENT DISTRICTS (BIDs)

WHAT IS A BID?

A Business Improvement District (BID) is a formal, legally approved way for the stakeholders within a business district to cooperatively improve the area. Each property owner pays a annual fee to support the district. In Philadelphia, BIDs require the formal authorization by the City through City Council. In addition to the property assessment, BIDs can support their operations through grants, parking revenue, and other income-producing activities. Owners of properties that are exempt from real estate taxes, such as churches and nonprofit organizations, are not subject to the BID assessment but may contribute to the BID through a voluntary agreement.

HOW IS A BID MANAGED?

Each BID is independently governed by a Board of Directors comprising owners, business people, representatives of institutions within the district, and other individuals

WHAT DO BIDS DO?

BIDs deliver a range of services including sidewalk litter and graffiti removal, capital improvements (streetlights, custom trash receptacles, directional signs, street furniture), and landscaping (planting trees and flowers).

DOES YOUR AREA HAVE THE TRAITS NEEDED FOR A SUCCESSFUL BID?

Areas that have been successful in creating BIDs typically have the following characteristics:

- » Concentration of commercial or multi-family properties
- » Low vacancy rates
- » Adequate real estate values
- » Common interests among owners in the district
- » Strong local support

WHAT ARE LOCAL EXAMPLES?

Chestnut Hill, Mount Airy, and Roxborough each have established BIDs.

For more information on creating BIDs in Philadelphia:

<https://business.phila.gov/media/Starting-A-BID-in-Philadelphia-FINAL.pdf>



- ▲ The Mount Airy BID provides cleaning services for the corridor 6 days a week, installs flower baskets and holiday decor, and has installed Big Belly Solar trash and recycling bins, as well as energy efficient lighting fixtures along the corridor.

TOOLKIT OF DISTRICT-WIDE COMMERCIAL CORRIDOR STRATEGIES

GOAL 2: BUILD SAFE CORRIDORS THAT ATTRACT RESIDENTS, VISITORS, AND PATRONS

STRATEGIES

- 2.1 Support regular coordination between business owners, residents and Police Districts (35th, 14th, & 2nd).

The Philadelphia Police Department holds regular Police Service Area and Captain Town Hall meetings where District Captains and Lieutenants have the responsibility to address community concerns. These meetings can provide a forum to address corridor safety issues as they arise.

- 2.2 Utilize community-oriented approaches to local policing and boost foot patrols in areas struggling with crime and/or loitering.

Engage youth through employment and training and work with community relations officers.

- 2.3 Implement security cameras throughout the District and connect to the City's SafeCam program.

The Business Security Camera Program reimburses commercial property owners and business owners for the installation of surveillance cameras to make their location safer for shoppers and the community. The program provides a 50% reimbursement (of up to \$3,000) for the total cost of eligible safety camera

installations for a single commercial property.

- 2.4 Maintain existing and implement new street lighting where needed.

The City is currently replacing existing street lights with brighter and more energy efficient LED lights.

- 2.5 Encourage Crime Prevention Through Environmental Design (CPTED) education and implementation.

Originating in the 1970s, the basic premise behind CPTED is that the built environment can help to reduce crime by reducing the opportunities for crime to occur. CPTED works by identifying factors such as poor lighting, overgrown shrubs, and vacant or abandoned buildings that make some locations attractive for crime and nuisance behavior. In Philadelphia, LISC has provided CPTED training and technical assistance to support crime prevention efforts.

- 2.6 Work with the City of Philadelphia Licenses and Inspections Department (L&I) and local organizations to reduce blight in targeted areas.

» *Increase resources for L&I and Law Department to enforce blight ordinances like "Doors & Windows."*

» *Increase resources for L&I to enforce signage regulations.*

» *Partners: City Council of Philadelphia, Department of Licenses & Inspections, and Commerce Department.*

» *Create and/or expand small business enforcement unit at L&I (enforce signage, zoning, fire code).*

- 2.7 Study and implement traffic calming and pedestrian safety improvements at key locations throughout the District.

- 2.8 Develop and implement a cohesive approach to addressing nuisance businesses and absentee or unresponsive property owners.

The Nuisance Business Law was created in 2016 and provides tools to address chronic nuisance behaviors in business areas in order to improve quality of life.

- 2.9 Re-establish the regional Nuisance Task Forces to address pressing issues in the target area.

Issues include blighted properties, nuisance businesses, recurring constituent concerns, and etc. Task Forces should be managed by a private consultant and should include representatives from elected officials' offices, city departments (Commerce, L&I, Health Department, etc), local CDCs and community organizations.

A LOCAL BID SPANNING TWO MUNICIPALITIES

CITY AVENUE SPECIAL SERVICES DISTRICT

A local example of a Bid that spans two municipalities is the City Avenue Special Services District (City Ave District): the City of Philadelphia and Merion Township in Montgomery County. Conceived in the early 1990's the original key goals of the District were to:

- » Enhance safety
- » Improve the area's image
- » Attract and shape development
- » Lead physical improvements
- » Support public safety
- » Transportation
- » Zoning and Policy
- » Marketing

MEASURING IMPACT AND SUCCESS

CASSD success can be seen from the evolution of the corridor from an auto-oriented thoroughfare into a destination and desirable location for a wide range of services and amenities. At three miles long, the CASSD encompasses parts of Lower Merion Township in Montgomery County and the City of Philadelphia along the City Avenue corridor (Route 1). The District includes over 130 shops and restaurants, and has the second densest office market in the Philadelphia region (only behind Center City Philadelphia). The District includes two institutions Saint Joseph's University, Philadelphia College of Osteopathic Medicine, several distinct neighborhoods, historical landmarks, parks, trails and recreational areas.



▲ The sign on the skyway in City Ave. montco.today

TOOLKIT OF DISTRICT-WIDE COMMERCIAL CORRIDOR STRATEGIES

GOAL 3: IMPLEMENT PLACEMAKING AND BEAUTIFICATION STRATEGIES THAT DRAW PATRONS AND VISITORS TO 9TH DISTRICT CORRIDORS

STRATEGIES

- 3.1 In collaboration with stakeholders and property owners, design and implement a cohesive Streetscape Improvement and Greening Plan to reinforce pedestrian comfort and add vibrancy.

The Streetscape Improvement and Greening Plan should include:

- » Detailed landscape design including material selection (planters, benches, lighting, paving, signage) and maintenance recommendations.
- » Identify appropriate planting palette based on the physical conditions of the corridor. There are some areas of the corridors where tree planting may not be feasible or appropriate because of transit lines, utilities, and other infrastructure. Even at those locations, it is possible to add planter boxes that can be updated seasonally.
- » Create seasonal interest by pairing neighborhood spring and fall cleanups with plantings (flowers in the spring, trees and buds in the fall).

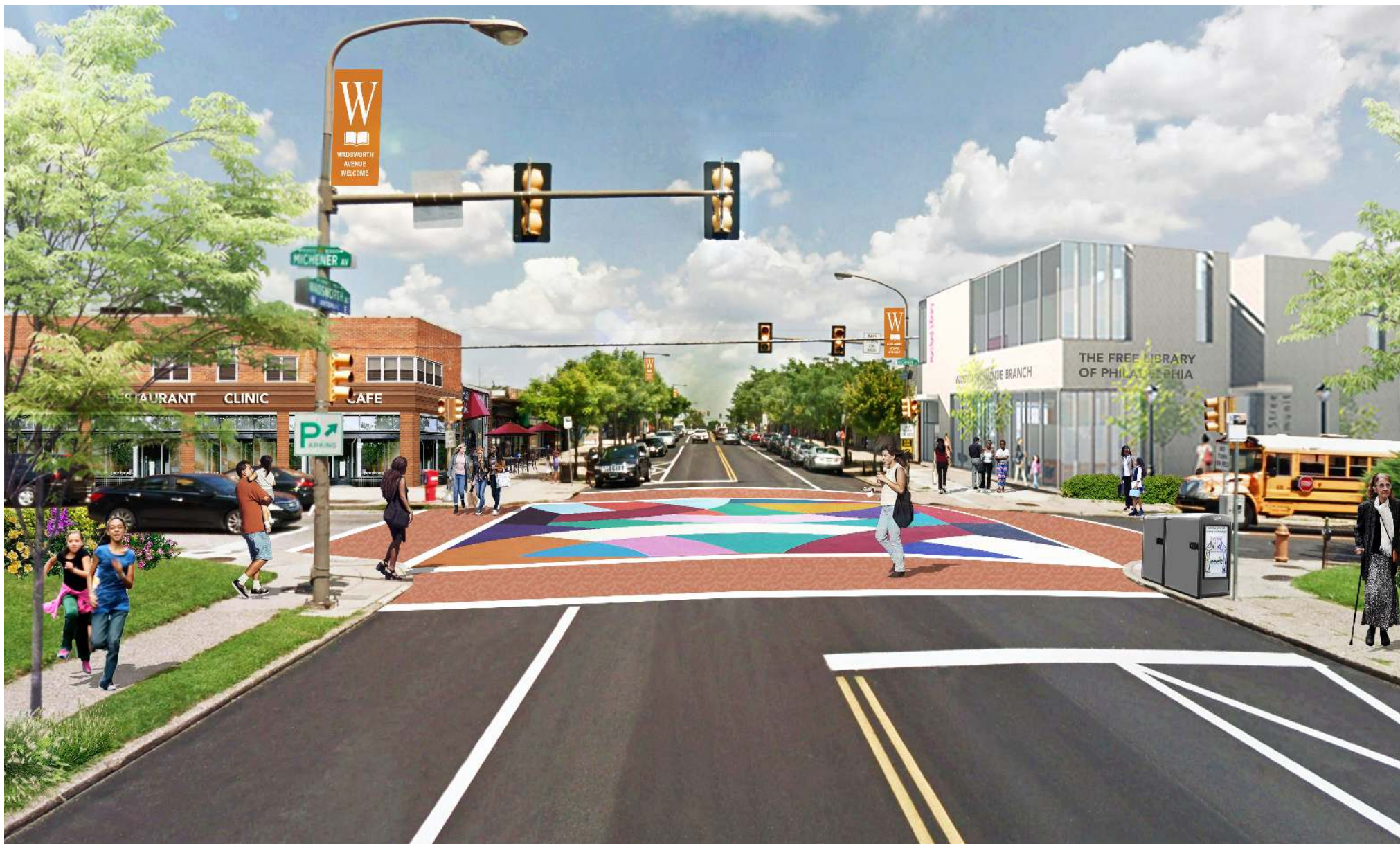
- » Encourage sustainable strategies and integrate stormwater management features such as rain gardens/bio retention areas and pervious paving where possible.
- » Utilize the streetscaping to reinforce the corridors brand and history.

- 3.2 Utilize creative placemaking strategies that celebrate each corridor's unique attributes, history, and culture.

These can be low-cost, quick early-action projects that can be built upon and used to test ideas on the corridor.

- 3.3 Develop and implement a cohesive branding strategy that includes signage and façade improvements.
- 3.4 Develop and implement a phased Marketing and Business Attraction Strategy to include:
- » Improved retail diversity that focuses on niche, unique retail and exceptional service to compete with adjacent shopping centers.

- » Phase out cluttered signage.
- » Branding strategy to define a cohesive image for the corridor.
- » Business directory (online and brochures).
- » More community events to activate the corridor and draw people to eat, shop, and use services and amenities.
- » Attract new eateries by leveraging transit, parking, and walkability aspects.
- » Provide incentives for new restaurants to come to the corridor.
- » Develop a business incubation space that could be used for coworking and new businesses development.
- » Attract students from local Universities by encouraging businesses to accept the school's currency (i.e. LaSalle dining money).



- ▲ This rendering of the Wadsworth corridor shows a vision for the future of the corridor; the idea of a street mural that would support branding and identity while improving pedestrian safety; a concept for an updated library, banners, big belly trash compactors, improved signage to give the corridor a refreshed and cohesive look. WRT

TOOLKIT OF DISTRICT-WIDE COMMERCIAL CORRIDOR STRATEGIES

GOAL 4: SUPPORT EXISTING BUSINESSES, ATTRACT NEW ONES, AND PROMOTE GREATER COHESION

STRATEGIES

4.1 Provide business support utilizing the Department of Commerce's programs and specialized programs offered at local educational institutions and non-profit organizations:

- » *Targeted Corridor Management Program & Storefront Improvement Program*
- » *Deploy technical assistance to small and immigrant businesses*
- » *Utilize Community College of Philadelphia's Power Up Your Business program, Temple University's Small Business Development Center, Mt. Airy CDC's Immigration Hub and services offered through nonprofits (i.e. PhillyVIP, the Welcoming Center for New Pennsylvanians, the Enterprise Center, SCORE, Entrepreneur Works and local Chambers of Commerce, etc.).*

4.2 Build organizational capacity through new and strengthened business associations and community development corporations.

4.3 Provide Organizational Capacity to support corridor improvements through the development of a BID.

In the absence of active business associations and CDCs, BIDs can provide the needed organizational support for some of the district's corridors. BIDs require significant investment:

- » *The City of Philadelphia includes 12 Special Service Districts. In the Northwest these include the Chestnut Hill District formed in 2004 and the Mt. Airy BID formed in 2007. Creating a BID*

is a complex process that requires more detailed analysis to determine which of the 9th District's many commercial corridors would meet the key requirements to starting a successful BID.

- » *As recommended by the Philadelphia 2035 Plan, there is an opportunity in the 9th District to re-establish and expand the Cheltenham/Ogontz BID to support business corridors on Ogontz Avenue, Cheltenham Avenue, Wadsworth Avenue, Washington Lane, and Vernon Road.*

4.4 Create tax incentives to attract new small businesses to the corridors.

One example: provide a tax incentive for sit-down restaurants along targeted corridors in the district.

***"HELP RESIDENTS ESTABLISH NEW
BUSINESSES LOCALLY"***

-Meeting Participant

DEPARTMENT OF COMMERCE PROGRAMS

TARGETED CORRIDOR MANAGEMENT PROGRAM

The Department of Commerce provides funding for qualified community organizations to hire a full-time corridor manager. Corridor managers are responsible for helping neighborhood businesses take advantage of programs and resources, attract new businesses to vacant storefronts, and implementing beautification, cleaning, and safety strategies.

CORRIDOR CLEANING PROGRAM (CCP)

The Department of Commerce provides grants between \$20,000 – \$50,000 to support cleaning, safety, and public space maintenance along neighborhood commercial corridors. CDCs and other commercial corridor organizations can use these funds to hire dedicated cleaning staff.

STOREFRONT IMPROVEMENT PROGRAM (SIP)

The SIP encourages businesses and property owners within targeted neighborhood commercial corridors to improve the exterior of their commercial properties. The program reimburses owners of commercial buildings and businesses which provide goods and services to the community up to 50% of the total cost of eligible improvements, for a maximum reimbursement of \$10,000 for a single commercial property.

BUSINESS SECURITY CAMERA PROGRAM

The Business Security Camera Program encourages Philadelphia businesses and commercial property owners to install surveillance cameras. The program reimburses up to 50% of the total cost of eligible improvements. The maximum award for a single commercial property is \$3,000. There is no maximum for business associations or community-based organizations installing multiple cameras in a business district. Once the cameras are installed, they must be registered online with the Philadelphia Police Department SafeCam crime prevention and investigating tool.



▲ Vernon Road received funding for improvements through Commerce's Storefront Improvement Program, the Business Security Camera Program, and the state's Department of Community & Economic Development. William Z. Foster

TOOLKIT OF DISTRICT-WIDE HOUSING STRATEGIES

GOAL 5: SUPPORT EXISTING HOMEOWNERS, RENTERS, AND NEWCOMING RESIDENTS IN ATTAINING AND MAINTAINING A HOME IN THE 9TH DISTRICT

9th District residents are proud to call the District home and they view their neighborhoods as safe, diverse, caring communities filled with friendly neighbors. Their vision is to sustain and strengthen their neighborhoods while retaining character, maintaining a supportive and welcoming community and promoting neighborhood pride.

STRATEGIES

5.1 Implement a new outreach initiative: “At Home in the 9th” to support all 9th district residents.

Implement a new initiative to connect 9th District residents with the 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. Assist blocks in identifying block captains or block committees who will lead engagement among residents.

5.2 Enhance homeowner access to capital for both home improvement and basic upkeep.

- » Enable homeowners to have access to capital to make repairs to older houses utilizing Philadelphia’s new “Restore, Repair, Renew” Home Preservation Loan Program (see call-out to the right).
- » Develop a plan to address driveways and retaining walls that includes investment from all effected stakeholders.

5.3 Stabilize and increase homeownership rates

- » Provide access to credit to expand homeownership opportunities in the 9th.
- » Support and encourage homeownership in the 9th by publicizing housing counseling options, utilizing the Pennsylvania Housing Finance Agency first-time homebuyer mortgage programs, and conducting outreach to local brokers so that they are aware of these programs.
- » Increase resources to assist residents in resolving tangled title issues including assistance (i.e. fee waivers) probating estates.

- » Explore homebuying assistance programs in an effort to maintain family homeownership in the District: Program similar to: <https://www.wellsfargo.com/mortgage/lift>. The Wells Fargo NeighborhoodLIFT program looks to the future by delivering down payment assistance and financial education to homebuyers in collaboration with NeighborWorks® America and local nonprofit organizations.
- » Leverage the area’s key institutions including Einstein Medical Center and La Salle University to develop homeownership service for employees modeled after the Penn Home Ownership Services (PHOS). The Office of Penn Home Ownership Services offers eligible University of Pennsylvania employees the opportunity to apply for financing for home purchases as well as resources for home improvements in the West Philadelphia area.

5.4 Implement programs to support better landlords for commercial and residential rental properties.

Lead a series of workshops to help local landlords be good neighborhood stewards. In the West Philadelphia Promise Zone, the Division of Housing and Community Development and PEC have partnered to hold similar workshops that can serve as a model for the 9th District.

5.5 Implement a “Rental Inspection Program” that requires property owners to complete an inspection in order to receive a rental license.

5.6 Increase penalties for vacant and nuisance properties owned by unresponsive or absentee property owners (both individual and corporate).

“RESTORE, REPAIR, RENEW” HOME PRESERVATION LOAN PROGRAM

WHAT IS IT?

The “Restore, Repair, Renew” initiative is a new program made possible by Councilwoman Cherelle Parker’s leadership and advocacy. It is run by the City of Philadelphia and Philadelphia Redevelopment Authority to help Philadelphia homeowners access low-interest loans in order to invest in their properties. These are 10-year, 3% fixed-interest loans from \$2,500 to \$24,999.

ELIGIBLE HOUSEHOLDS

- » *Primary residence needs repairs*
- » *Credit score above 580*
- » *Must have homeowner’s insurance*
- » *No L&I violations*
- » *Up to date on utility and tax payments (includes enrollment in payment plans)*

ELIGIBLE REPAIRS

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



▲ The City of Philadelphia’s home preservation loan program will help 9th District homeowners access capital for home improvements. WRT

TOOLKIT OF DISTRICT-WIDE HOUSING STRATEGIES

GOAL 6: SUPPORT SENIORS LIVING IN THE 9TH DISTRICT

STRATEGIES

- 6.1 Support seniors to remain in their homes by creating and preserving senior-friendly housing.

With an expanding older population, the 9th District provides many of the necessary requirements to support older residents to age in place in their existing homes and communities. Many 9th District neighborhoods have access to quality public transportation, walkable streets with neighborhood commercial centers, available community services, and civic amenities that can support the health and well-being of its seniors.

Connect seniors with programs that promote aging-in-place, that may include:

- » PHDC's Adaptive Modifications Program (AMP) is designed to help individuals with permanent physical disabilities live more independently in their homes. It provides free adaptations to a house or an apartment, allowing easier access to and mobility within the home. Modifications may include accessible kitchens and bathrooms, barrier-free showers, and exterior wheelchair lifts and ramps.

- » *Workshops and targeted outreach to inform seniors about mortgage scams and frauds that specifically target senior households and how to report those problems.*

- » *Get the Homestead Exemption which reduces the taxable portion of the property's assessment.*

- » *The Owner-Occupied Payment Agreement (OOPA) program allows homeowners to make affordable monthly payments on property taxes that are past due. To be eligible, you must live in the home that you own. If your name is not on the deed to the home you live in, but you have a legal interest in the property, you may also be eligible.*

- » *The Longtime Owner Occupants Program (LOOP) is a Real Estate Tax relief program for eligible homeowners whose property assessments (after the Homestead Exemption) increased by 50%, or more, from last year. Participants must also fall within income limits and meet length of home ownership requirements.*

- 6.2 Unlock the equity longtime owner occupants have built up in their homes so they can leverage

that equity to access resources for home repairs, without risking future property loss.

- 6.3 Develop additional senior housing on vacant or underutilized sites to increase supply of senior living options in the district.

Provide high quality housing options for the 9th District's sizable 65 and older population. Work with Division of Housing and Community Development (DHCD), PHA, local developers, and other agencies to identify sites for a range of senior housing.

- 6.4 Strategic rezoning to encourage appropriate development, direct commercial activity and higher intensity to major corridors and nodes, while preserving neighborhood character.

***“MAKE SURE COMMUNITY
ORGANIZATIONS ARE WELL KNOWN
TO RESIDENTS”***

-Meeting Participant

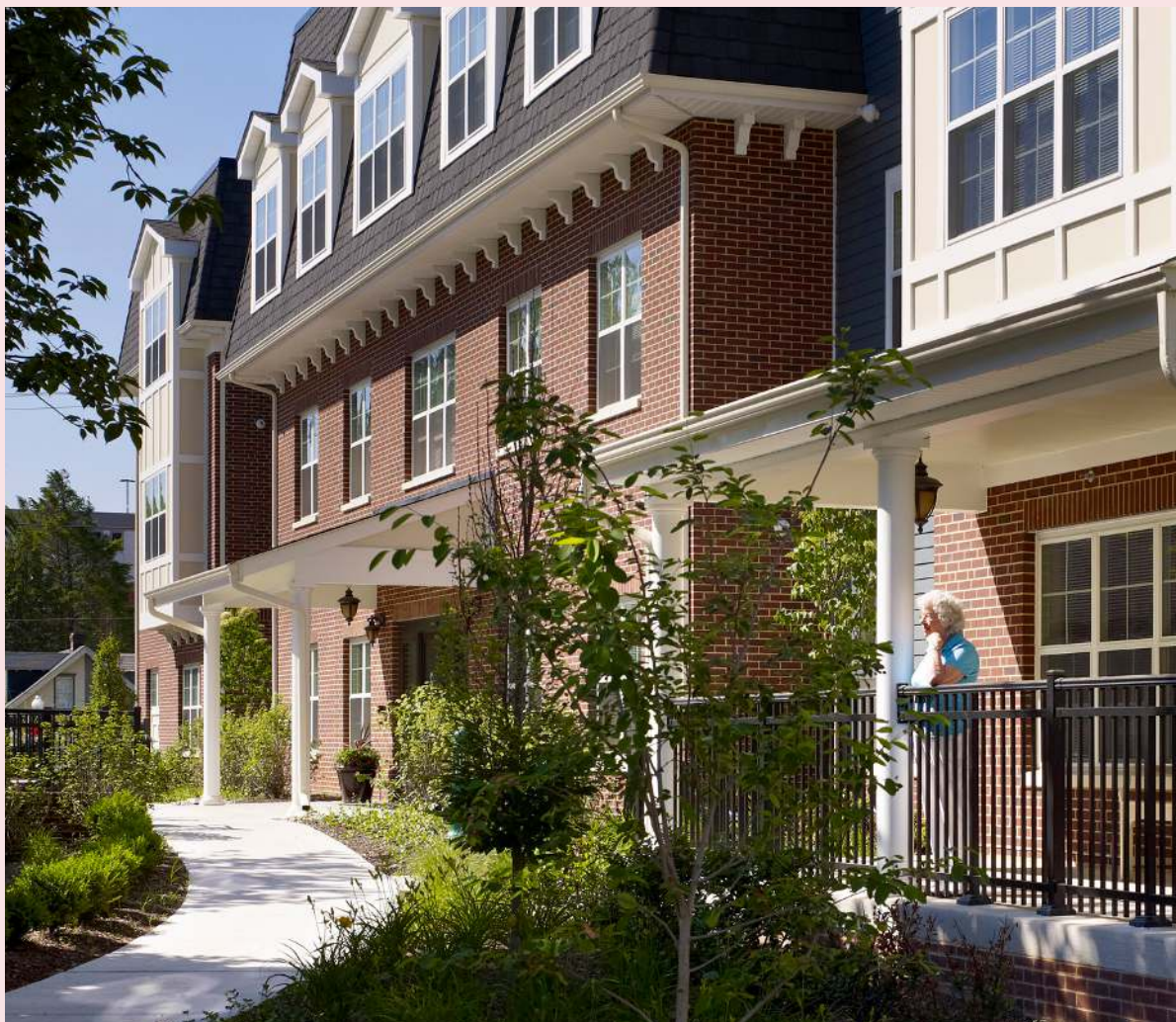
OPPORTUNITY TO DEVELOP ADDITIONAL SENIOR HOUSING

SENIOR HOUSING DEVELOPMENTS

There are a limited number of affordable Senior Housing developments in the 9th including: Yorkhouse Apartment Homes, Philadelphia Protestant Homes, and the Burholme Senior Residences. Those developments total approximately 207 units of affordable senior housing.

GOLDEN AGE LIVING ACCOMMODATIONS

In spring 2019, developers broke ground on Golden Age Living Accommodations (GALA) an affordable senior community consisting of 50 apartment for households 62 years of age and older. Based on what we already know about the age of the population, the number of low-income senior households, and the need for mobility upgrades and repairs of housing units, there is additional need for additional affordable senior housing units in the 9th District. The project is partially funded through The Low-Income Housing Tax Credit (LIHTC).



▲ The Mary Taylor House is a mixed-income senior independent living community in the heart of the Borough of West Chester, PA that was developed through the use of Low Income Housing Tax Credit (LIHTC) funding. This type of senior multifamily development could be built in the 9th District as infill housing with a scale and style that complements existing neighborhood character. This senior infill housing would not only help achieve the density needed to support thriving commercial corridors embedded in walkable multi-generational neighborhoods, it would also introduce the new housing needed to support seniors aging in place. WRT

TOOLKIT OF DISTRICT-WIDE HOUSING STRATEGIES

GOAL 7: STRENGTHEN HOUSING ACTIVITIES THROUGH COMMUNITY ACTION AND POLICY

STRATEGIES

- 7.1 Strengthen and expand local community-based organizations and CDCs.

Build capacity among residents to advocate for their community's needs, deal with absentee landlords and unmaintained homes, and help the City implement new programs and investments. Getting residents in each part of the District trained through CPI would be a great start.

- 7.2 Expand City neighborhood preservation activities:

» *As recommended in the Upper North District Plan (adopted by the PCPC on November 15, 2016), single-family housing stock should be preserved through zoning and marketing of home improvement resources that support existing homeowners while new and in-fill development (housing, retail, and commercial) should be focused in areas closest to transit.*

» *More efficient removal/pruning of street trees, especially those that are causing damaging to homeowners' properties (including sidewalks).*

- 7.3 Support efficient reuse of blighted properties through effective policy and enforcement:

» *Work with state legislators to improve/expand eminent domain and conservatorship statutes.*

» *Improve City acquisition and disposition policies to create a more efficient and transparent process for the acquisition and disposition of vacant and blighted properties to permit redevelopment (including the ability to acquire structures).*

» *Explore means of enforcement against absentee property owners.*

» *Effective and efficient investigation and prosecution of deed and lease fraud cases (Police, DA).*

» *Effective and efficient investigation and prosecution (if appropriate) of squatter cases.*

NEIGHBORHOOD ADVISORY COMMITTEE

WHAT IS IT?

NAC designated organizations support distressed and high-poverty neighborhoods by helping residents learn about City programs that could benefit them. NACs provide information and connect residents to resources that:

- » *Promote neighborhood sustainability.*
- » *Prevent homelessness.*
- » *Preserve housing.*
- » *Reduce energy costs.*
- » *Develop resident job skills.*
- » *Mentor youth.*
- » *Engage residents.*

NAC AT WORK IN THE 9TH

Nicetown CDC and Greater Philadelphia Asian Social Services provide NAC services to limited areas of the 9th District. However, because the 9th is 95% middle neighborhoods that do not qualify for NAC support, many areas of the District do not have access to NAC organizations and the services they provide, leaving many residents unaware of the City programs that might be available to them.

JUMPSTART GERMANTOWN

WHAT IS IT?

Jumpstart Germantown is a community development program spearheaded by Philly Office Retail that seeks to revitalize the Germantown neighborhoods and surrounding communities, including those in the 9th District. It was started with the goals of reducing blight and increasing local investment in the community. The program achieves success through training, mentoring, networking, and providing financial resources to local small-scale developers. Jumpstart uses a collaborative approach to real estate development, emphasizing the sharing of resources and information. Both experienced and aspiring developers are welcome.



▲ Jumpstart Germantown participants attend a workshop.



CURRENT INITIATIVES

- » *Training Program: This program consists of four sessions that introduce new developers to the basics of real estate—financing, design, construction, leasing, and selling. Upon graduation, participants are paired with an experienced mentor.*
- » *Developer's Network: Through networking events and social media, developers, leaders, and neighborhood stakeholders connect, communicate, and learn from each other.*
- » *Loan Program: Jumpstart offers financing for acquisition and renovation of local residential properties. It mimics a bank loan process, including having developers submit a pro forma, comps, and a construction budget. This helps prepare new developers for dealing with traditional bank loans in the future.*

TO LEARN MORE, GO TO
JUMPSTARTGERMANTOWN.COM

CHAPTER 5

IMPLEMENTATION GUIDE

The illustration shows the idea of leveraging the North 5th's diverse ethnic communities to create a cultural destination in what was formerly the Olney Theatre and has been vacant for a while. Similar marketplaces and cultural centers have been created to celebrate community culture and history and drive visitors and shoppers to experience different parts of the City. An example that could be relevant for North 5th Street is the Little Haiti Cultural Center in Miami, Florida. The Caribbean Marketplace Also known as the "Mache Ayisyen", sells authentic Haitian art and crafts, has dining options, and hosts a number of community programs including: After school programs, community classes, summer camps, small business training, a Resident Dance Program, art, music, poetry festivals and exhibits, and provides rental spaces for community events. North 5th's version could celebrate all the unique cultures that makes "Where Global is Local" N 5th's brand.



DISTRICT-WIDE COMMERCIAL CORRIDOR STRATEGIES

GOAL 1: CREATE VIBRANT COMMERCIAL CORRIDORS THAT BUILD PRIDE THROUGH A CLEANING & GREENING STRATEGY.			
	STRATEGY	PARTNERS	FUNDING/RESOURCES
1.1	Install BigBelly™ solar-powered trash compactors at regular intervals throughout the corridor.	PDOC; PSD; PIDC; PA DCED; local community based organizations (e.g. neighborhood organizations or business associations); Office of 9th District Councilwoman Cherelle Parker	Streets Department's Operations/Sanitation Division; Proposed City of Philadelphia "Taking Care of Business" (TCB) Ordinance; Corridor Cleaning Program; PA DCED Local Share Account (LSA); PA DCED Keystone Communities Program
1.2	Create a new commercial corridor cleaning program that is modeled after the Commerce Department's current program, but also includes professional development for cleaning staff. Additionally, the program should be funded to meet the present and actual cleaning need on corridors.	PDOC; PSD; PIDC; CLIP; local community based organizations; block captains; residents; business and property owners; community development corporations; business associations and BIDs; Office of 9th District Councilwoman Cherelle Parker	CLIP's Community Partnership Program; Proposed City of Philadelphia "Taking Care of Business" (TCB) Ordinance; Corridor Cleaning Program
1.3	Develop a recognition program to publicly acknowledge property owners/businesses who are being good stewards and keeping up the physical area around their businesses.	PDOC; local community based organizations (e.g. neighborhood organizations or business associations); community development corporations; BIDs;	PACDC; LISC
1.4	Explore the creation of a Business Improvement District (BID) or a similarly structured organization to help fund and manage corridor improvements.	PDOC; PIDC; business associations; property owners; business owners; Office of 9th District Councilwoman Cherelle Parker	Department of Commerce; Community Development Corporation Tax Credit program; Targeted Corridor Management Program; Business Technical Assistance Program; Corridor Cleaning Program; Proposed City of Philadelphia "Taking Care of Business" (TCB) Ordinance; PA DCED Keystone Communities Program

GOAL 2: BUILD SAFE CORRIDORS THAT ATTRACT RESIDENTS, VISITORS, AND PATRONS.			
	STRATEGY	PARTNERS	FUNDING/RESOURCES
2.1	Support regular coordination between business owners, residents and Police Districts (35th, 14th, & 2nd).	PPD; L&I; local community based organizations (e.g. neighborhood organizations or business associations); community development corporations; BIDs; block captains; residents; business and property owners; Office of 9th District Councilwoman Cherelle Parker	Philadelphia Activities Fund
2.2	Utilize community-oriented approaches to local policing and boost foot patrols in areas struggling with crime/loitering. engage youth through employment & training work with community relations officers	PPD; L&I; local community based organizations (e.g. neighborhood organizations or business associations); block captains; residents; business and property owners; Office of 9th District Councilwoman Cherelle Parker	PA DCED Keystone Communities Program
2.3	Implement security cameras throughout the District and connect to the City's SafeCam program.	PDOC; PPD; PA DCED; OIT; local community based organizations (e.g. neighborhood organizations or business associations); business and property owners; Office of 9th District Councilwoman Cherelle Parker	PDOC Business Security Camera Program; PPD SafeCam Program; PA DCED Keystone Communities Program
2.4	Maintain existing and implement new street lighting where needed.	PSD; PA DCED; Office of 9th District Councilwoman Cherelle Parker	To request additional street lighting on your block, requests need be made via a petition signed by 75% of residents of the block and sent to the elected Councilperson in the area; PA DCED Keystone Communities Program
2.5	Encourage Crime Prevention Through Environmental Design (CPTED) education and implementation.	LISC; PPD; CPI; PSD; oTIS; DVRPC; PPR; residents; local neighborhood organizations; businesses and property owners; Office of 9th District Councilwoman Cherelle Parker	Community Design Collaborative Grants; 2014 oTIS Street Furniture Bill for \$12million; Transportation and Community Development Initiative; Transportation Improvement Program; Traffic Calming & Safety Plan
2.6	Work with the City of Philadelphia Licenses & Inspections Department (L&I) and local organizations to reduce blight in targeted areas.	L&I; PODA; PDOC; PRA; PPD; PA DCED; LISC; local community based organizations (e.g. neighborhood organizations or business associations); business and property owners; block captains; residents; Office of 9th District Councilwoman Cherelle Parker	The "Restore, Repair, Renew" Home Preservation Loan Program; PHDC Basic Systems Repair Program; PHDC Weatherization Assistance Program; Qualified Opportunity Zones; Neighborhood Economic Development Grant; Storefront Improvement Program; blight ordinances such as "Doors and Windows"; signage regulations; create and/or expand small business enforcement unit at L&I (enforce signage, zoning, fire code); LISC Loans; PA DCED Keystone Communities Program; PRA Small Landlord Loan Program (SLLP)

DISTRICT-WIDE COMMERCIAL CORRIDOR STRATEGIES

2.7	Study and implement traffic calming and pedestrian safety improvements at key locations throughout the District.	DVRPC; PSD; oTIS; PennDOT; PA DCED; PCPC	Transportation and Community Development Initiative; Transportation Improvement Program; Traffic Calming & Safety Plan; PennDOT Multimodal Transportation Fund; PA DCED Multimodal Transportation Fund; PA DCED Keystone Communities Program
2.8	Develop and implement a cohesive approach to addressing nuisance businesses and absentee or unresponsive property owners.	PPD; L&I; PODA; community development corporations; BIDs	Property owner workshops; the Nuisance Business Law was created in 2016 and provides tools to address chronic nuisance behaviors in business areas in order to improve quality of life
2.9	Re-establish the regional Nuisance Task Forces to address pressing issues in the target area.	City Council Member; L&I; PDOC; PPD; District Attorney's Office; Health Department; state elected officials; community development corporations; BIDs; local community-based organizations	City Council of Philadelphia

GOAL 3: IMPLEMENT PLACEMAKING AND BEAUTIFICATION STRATEGIES THAT DRAW PATRONS AND VISITORS TO 9TH DISTRICT.

	STRATEGY	PARTNERS	FUNDING/RESOURCES
3.1	In collaboration with stakeholders and property owners, design and implement a cohesive Streetscape Improvement and Greening Plan to reinforce pedestrian comfort and add vibrancy.	Community Design Collaborative; PWD; PSD; PPR; oTIS; DVRPC; PHS; PA DCED; PCPC; community development corporations; BIDs	Community Design Collaborative Grants; 2014 oTIS Street Furniture Bill for \$12million; PPR's Free Street Tree Program and TreePhilly urban forestry program; Green Stormwater Management Grant Program; Transportation and Community Development Initiative; Transportation Improvement Program; Traffic Calming & Safety Plan; H2O PA; PA DCED Keystone Communities Program
3.2	Utilize creative placemaking strategies that celebrate each corridor's unique attributes, history, and culture.	MuralArts; oTIS; PDOC; The Food Trust; POIA; The William Penn Foundation	Community Murals Initiative; 2014 oTIS Street Furniture Bill for \$12million; Night Market Initiative; Immigrant Business Week; Storefront Improvement Program
3.3	Develop and implement a cohesive branding strategy that includes signage and façade improvements.	PDOC; PA DCED; L&I; local community based organizations (e.g. neighborhood organizations or business associations); business and property owners; residents; Office of 9th District Councilwoman Cherelle Parker	Storefront Improvement Program; Community Development Corporation Tax Credit Program; Neighborhood Economic Development Grant; Targeted Corridor Management Program; PA DCED Keystone Communities Program

3.4	Develop and implement a phased Marketing and Business Attraction Strategy.	PDOC; LISC; PA DCED; local community based organizations (e.g. neighborhood organizations or business associations); business and property owners; residents; Office of 9th District Councilwoman Cherelle Parker	Storefront Improvement Program; Community Development Corporation Tax Credit Program; Neighborhood Economic Development Grant; Targeted Corridor Management Program; LISC Small Business First Mortgage Loans; PA DCED Keystone Communities Program
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GOAL 4: SUPPORT EXISTING BUSINESSES, ATTRACT NEW ONES AND PROMOTE GREATER COHESION.

	STRATEGY	PARTNERS	FUNDING/RESOURCES
4.1	Provide business support utilizing the Department of Commerce's programs and specialized programs offered at local educational institutions and non-profit organizations.	PDOC; Community College of Philadelphia; Temple University; The Enterprise Center; Mt. Airy Community Development Corporation; local community based organizations (e.g. neighborhood organizations or business associations); business and property owners; Office of 9th District Councilwoman Cherelle Parker	Business Technical Assistance Program; Storefront Improvement Program; Community Development Corporation Tax Credit Program; Neighborhood Economic Development Grant; Targeted Corridor Management Program; Power-Up Your Business Program, Goldman Sachs 10,000 Small Businesses Program, Small Business Development Center, Immigration Hub
4.2	Build organizational capacity through new and strengthened business associations and community development corporations.	PDOC; PA DCED; local community based organizations (e.g. neighborhood organizations or business associations); business and property owners; Office of 9th District Councilwoman Cherelle Parker	Business Technical Assistance Program; Community Development Corporation Tax Credit Program; Neighborhood Economic Development Grant; Targeted Corridor Management Program; PA DCED Keystone Communities Program
4.3	Provide organizational capacity to support corridor improvements through the development of a BID.	PDOC; PA DCED; local community based organizations (e.g. neighborhood organizations or business associations); business and property owners; Office of 9th District Councilwoman Cherelle Parker	Business Technical Assistance Program; Community Development Corporation Tax Credit Program; Neighborhood Economic Development Grant; Targeted Corridor Management Program; PA DCED Keystone Communities Program
4.4	Create tax incentives to attract new small businesses to the corridors.	PDOR, PIDC	

DISTRICT-WIDE HOUSING STRATEGIES

GOAL 5: SUPPORT EXISTING HOMEOWNERS, RENTERS, AND NEWCOMING RESIDENTS IN ATTAINING AND MAINTAINING A HOME IN THE 9TH DISTRICT			
	STRATEGY	PARTNERS	FUNDING/RESOURCES
5.1	Implement a new outreach initiative: “At Home in the 9th” to support all 9th district residents.	PA DCED; PMBC; local community based organizations (e.g. neighborhood organizations or business associations); block captains; residents; business and property owners; Office of 9th District Councilwoman Cherelle Parker	Community Development Corporation Tax Credit program; PA DCED Keystone Communities Program
5.2	Enhance homeowner access to capital for both home improvement and basic upkeep.	City of Phila; PRA; PHFA; PHDC; community development corporations; BIDs	The “Restore, Repair, Renew” Home Preservation Loan Program; Access Home Modification Program; Homeowners Energy Efficiency Loan Program (HEELP); HomeStyle® Renovation Program; Purchase Improvement Loan; PENNVEST Homeowner Septic Program; PHDC Basic Systems Repair Program; PHDC Weatherization Assistance Program
5.3	Stabilize and increase homeownership rates.	City of Phila; PHDC; PHFA; PHCD; Einstein Medical Center; La Salle University; Wells Fargo; housing counseling agencies	Housing Counseling; City Homebuyer Assistance Grant; PHFA first-time homebuyer mortgage loans; Keystone Home Loan Program; Keystone Government Loan Program; Keystone Advantage Assistance Loan Program; Programs for people with disabilities; Homestead downpayment and closing cost assistance; HFA programs; HFA/VA loans; Foreclosure assistance/HEMAP/Act 91; Foreclosure mitigation & Act 6; Residential mortgage mediation program; Adaptive Modifications Program (AMP); Homestead Exemption; Owner-Occupied Payment Agreement (OOPA); Longtime Owner Occupants Program (LOOP); Wells Fargo Neighborhood-LIFT program; PHDC Philly First Home Program
5.4	Implement programs to support better landlords for commercial and residential rental properties.	DHCD; PEC; Einstein Medical Center; La Salle University; PRA; PIDC; PA DCED	PRA's Small Landlord Loan Program for Rental Housing Repair; PRA/PIDC Impact Development Fund; PA DCED Keystone Communities Program
5.5	Implement a “Rental Inspection Program” that requires property owners to complete an inspection in order to receive a rental license.	L&I; DOR	Use Sacramento, California's existing program as a model to build from: https://www.cityofsacramento.org/Community-Development/Code-Compliance/Programs/Rental-Housing

5.6	Increase penalties for vacant and nuisance properties owned by unresponsive or absentee property owners (both individual and corporate).	PDOR, L&I, PODA	
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GOAL 6: SUPPORT SENIORS LIVING IN THE 9TH DISTRICT.

	STRATEGY	PARTNERS	FUNDING/RESOURCES
6.1	Support seniors to remain in their homes by creating and preserving senior-friendly housing.	PHDC; PDPD; CPI; PDOR; local non-profit and private organizations specializing in home repairs/improvements	Adaptive Modifications Program (AMP); Homestead Exemption; Owner-Occupied Payment Agreement (OOPA); Longtime Owner Occupants Program (LOOP); Low-income Senior Citizen Real Estate Tax Freeze
6.2	Unlock the equity longtime owner occupants have built up in their homes so they can leverage that equity to access resources for home repairs, without risking future property loss.	PRA; PHDC; PHFA; housing counseling agencies	“Restore, Repair, Renew” Home Preservation Loan Program; Homestead Exemption; Owner-Occupied Payment Agreement (OOPA); Longtime Owner Occupants Program (LOOP); Homeowner Counseling and Credit Repair
6.3	Develop additional senior housing on vacant or underutilized sites to increase supply of senior living options in the district.	DHCD; PHFA; PRA; PDPD; local developers; property owners	Qualified Opportunity Zones; PRA’s Workforce Housing Credit Enhancement; PRA’s Affordable Housing Finance; Federal Tax Credit Programs (Low Income Housing Tax Credit, New Market Tax Credit, Historic Tax Credit)
6.4	Strategic rezoning to encourage appropriate development, direct commercial activity and higher intensity to major corridors and nodes, while preserving neighborhood character.	PDPD, PCPC, registered community organizations (RCOs), community development corporations	Legislation/policy development

GOAL 7: STRENGTHEN HOUSING ACTIVITIES THROUGH COMMUNITY ACTION AND POLICY.

	STRATEGY	PARTNERS	FUNDING/RESOURCES
7.1	Strengthen and expand local community-based organizations and CDCs.	PDOC; PCPC; Community Design Collaborative; community development corporations; BIDs	Community Development Corporation Tax Credit Program; Community Design Collaborative Grants; Citizens Planning Institute
7.2	Expand City neighborhood preservation activities.	PSD; DHCD; CPI; PA DCED; PCPC	Federal Tax Credit Programs (New Market Tax Credit, Historic Tax Credit); PA DCED Keystone Communities Program; See Strategy 5.2 for homeowner preservation activities; TBD
7.3	Support efficient reuse of blighted properties through effective policy and enforcement.	PPD; L&I; PODA; PDPD; CPI; CLIP; State of PA Legislators; PLB; PRA; SEP-TA; LISC	Blight ordinances such as “Doors and Windows”; bike corral legislation; signage regulations; create and/or expand small business enforcement unit at L&I (enforce signage, zoning, fire code); PRA/PIDC Impact Development Fund; LISC loans and equity investments

ABBREVIATIONS

Abbreviation	Full Name
BID	Business Improvement District
CDC	Community Development Corporation
CPI	Citizens Planning Institute
CLIP	Community Life Improvement Program
DHCD	Philadelphia Division of Housing and Community Development
DVRPC	Delaware Valley Regional Planning Commission
L&I	Philadelphia Department of Licenses and Inspections
LISC	Local Initiatives Support Corporation
OIT	Office of Information Technology
OTIS	Office of Transportation, Infrastructure, and Sustainability
PA DCED	Pennsylvania Department of Community and Economic Development
PA DEP	Pennsylvania Department of Environmental Protection
PCPC	Philadelphia City Planning Commission
PDOC	Philadelphia Department of Commerce
PDOR	Philadelphia Department of Revenue
PDPD	Philadelphia Department of Planning and Development
PEC	People's Emergency Center
PennDOT	Pennsylvania Department of Transportation
PHA	Philadelphia Housing Authority
PHDC	Philadelphia Housing Development Corporation

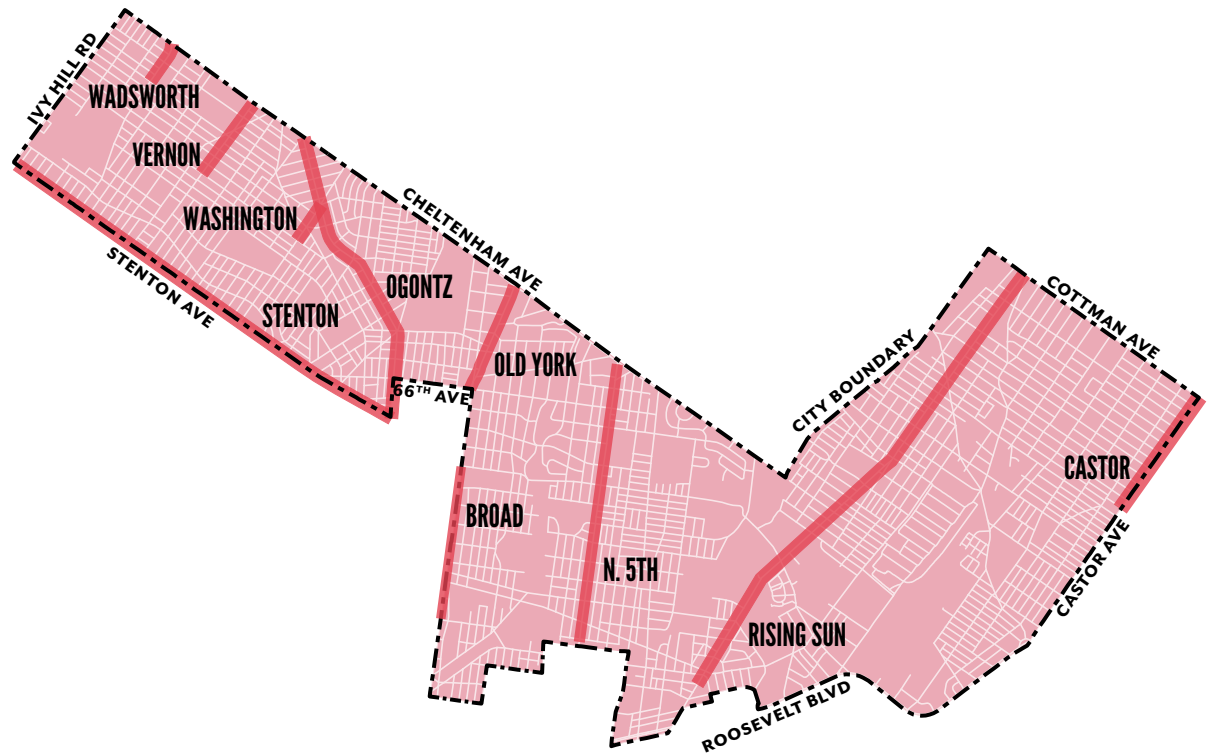
PHFA	Pennsylvania Housing Finance Agency
PHS	Pennsylvania Horticultural Society
PIDC	Philadelphia Industrial Development Corporation
PLB	Philadelphia Land Bank
PMBC	Philadelphia More Beautiful Committee
PODA	Philadelphia Office of the District Attorney
POIA	Philadelphia Office of Immigrant Affairs
PPD	Philadelphia Police Department
PPR	Philadelphia Parks & Recreation
PRA	Philadelphia Redevelopment Authority
PSD	Philadelphia Streets Department
PWD	Philadelphia Water Department
Rebuild	Rebuilding Community Infrastructure Initiative
SEPTA	Southeastern Pennsylvania Transportation Authority
TPL	Trust for Public Land

CORRIDOR IMPROVEMENT COST ESTIMATES

The recently completed Vernon Road revitalization cost approximately \$310,000 for a block that was 220 linear feet in length with 14 storefronts. This revitalization included architectural design, lighting, signage, facade treatments, power washing, installation of branded BigBelly™ solar-powered trash compactors, and a new landscaped entryway as well as the permits and construction costs associated with each of these elements. Using the approximate level of improvements completed on Vernon Road as an example, the graphic on the facing page shows what the approximate costs would be for the other 9th District Corridors. The low estimate for each corridor represents 20% less than the Vernon Road cost whereas the high estimate represents 20% more than the Vernon Road cost. This range is intended to allow for the variation in project elements and project management structure.

For each corridor the cost estimate was generated based on the linear feet of active commercial street frontage for which the recommended physical improvements would be appropriate and effective. For longer corridors like Rising Sun we were particularly selective to ensure the focus was on the most critical portions with the most transformative, catalytic potential.

NOTE: These physical improvement cost estimates do not include the programmatic elements proposed for the district such as business recruitment and marketing, special events, technical or assistance for existing businesses.



BROAD ST.

W GODFREY AVE – W SOMERVILLE AVE
4,620 LINEAR FEET OF FRONTAGE

CASTOR AVE.

MAGEE – COTTMAN AVENUE
5,380 LINEAR FEET OF FRONTAGE

N. 5TH ST.

SOMERVILLE AVE – CHELTENHAM AVE
5,530 LINEAR FEET OF FRONTAGE

OGONTZ AVE

STENTON AVE – CHELTENHAM AVE
4,390 LINEAR FEET OF FRONTAGE

OLD YORK ROAD

66TH AVE – CHELTENHAM AVE
1,350 LINEAR FEET OF FRONTAGE

RISING SUN AVE

WELLEN AVE – COTTMAN AVE
14,370 LINEAR FEET OF FRONTAGE*

STENTON AVE.

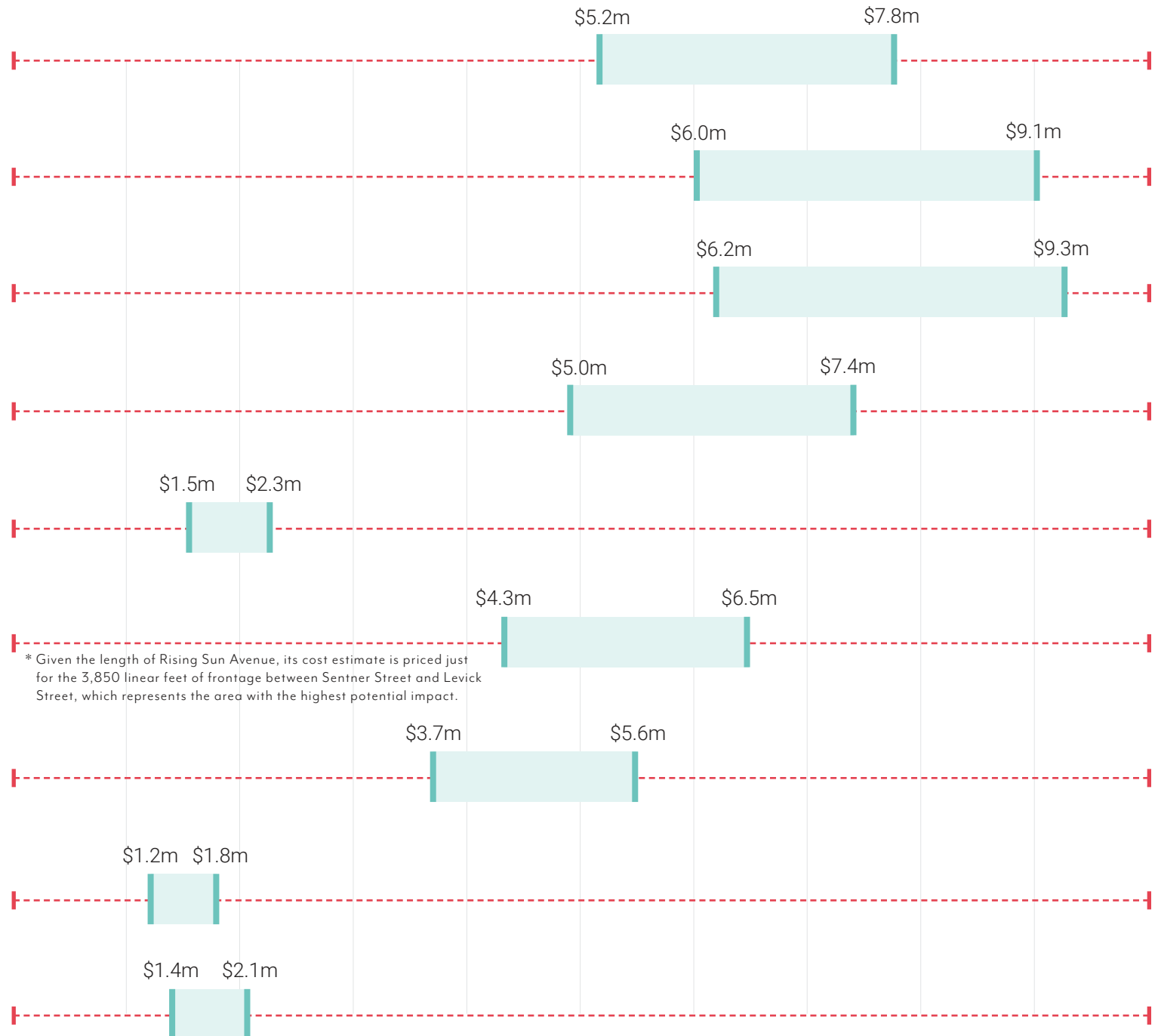
IVY HILL RD. – OGONTZ AVE.
3,280 LINEAR FEET OF FRONTAGE

WADSWORTH AVENUE

MICHENER AVE – CHELTENHAM AVE
1,090 LINEAR FEET OF FRONTAGE

WASHINGTON LANE

THOURON AVE – OGONTZ AVE
1,240 LINEAR FEET OF FRONTAGE





// KYASHA TYSON

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