

# BROAD & OLNEY

NOVEMBER 2019

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

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*BROAD & OLNEY: A VIBRANT  
AND BUSTLING TRANSIT  
CORRIDOR*

# 9TH

DISTRICT  
COMMERCIAL  
CORRIDOR  
PLAN

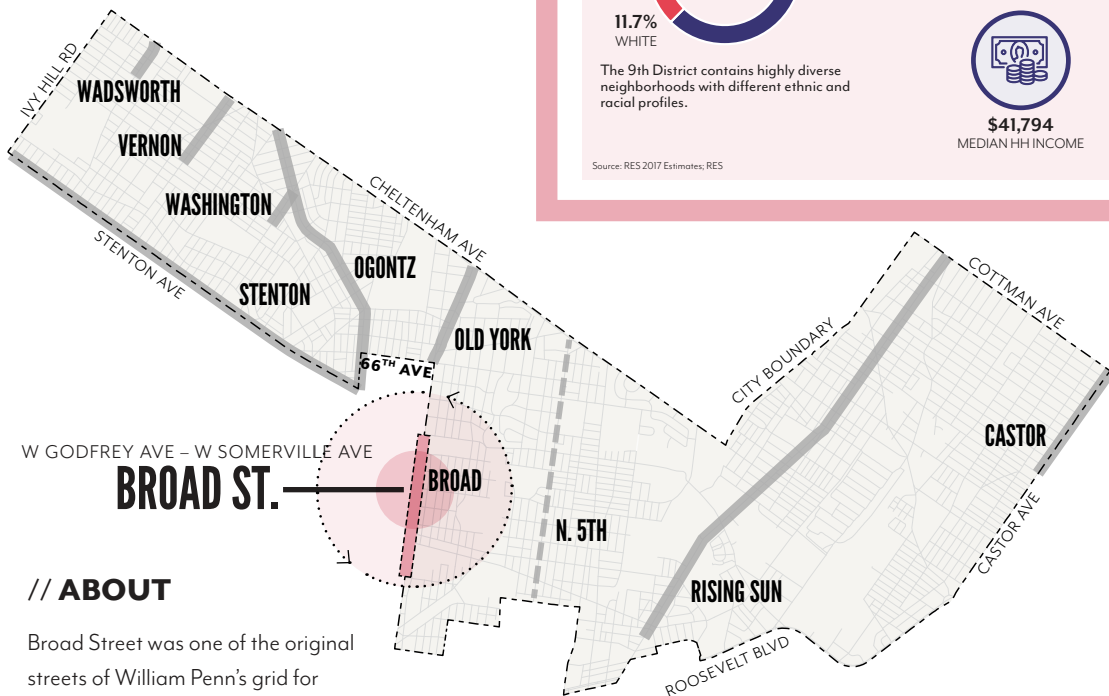
Office of COUNCILWOMAN CHERELLE PARKER

WRT

# BROAD & OLNEY

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

“A VIBRANT AND BUSTLING TRANSIT CORRIDOR”



### // ABOUT

Broad Street was one of the original streets of William Penn’s grid for the City of Philadelphia. It was extended over time both north and south, eventually bisecting the entire city. The northernmost part of the street was created between 1903 and 1923. Its northernmost stretch runs through the 9th District, making it one of the longest urban boulevards in the U.S. As a major

north-south spine for Philadelphia, Broad Street is extremely well-served by local and regional transit options. The corridor is well used and serves as the starting point of the 10-mile Broad Street Run, which draws participants from all over the City and the world.

### // CURRENT CONDITIONS

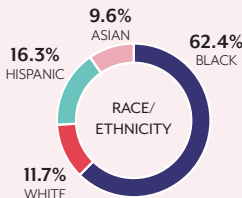
The Broad Street corridor runs through the Logan, Fern Rock and Oak Lane neighborhoods. This area is home to many long-term residents who are civically engaged,

### 9TH DISTRICT AT A GLANCE:

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

**162,794**

9TH DISTRICT POPULATION  
IN 2016



The 9th District contains highly diverse neighborhoods with different ethnic and racial profiles.

Source: RES 2017 Estimates; RES



**64.1%**  
OWNER-OCCUPIED



**\$131,535**  
MEDIAN HOME VALUE



**\$41,794**  
MEDIAN HH INCOME

contributing to neighborhood life, and reinforcing the stability of the area. There is a wide variety of housing types in these neighborhoods including single-family homes with driveways and garages, attached homes, and multi-story apartment buildings. These neighborhoods have very low vacancy and are well served by rich transportation infrastructure, including the Broad Street Line, Olney Transportation Center, and Fern Rock Transportation Center.

Broad Street is a wide, bustling corridor with a high volume of



## **BROAD STREET IS ONE OF PHILADELPHIA'S MAJOR COMMERCIAL CORRIDORS, STRETCHING THE ENTIRE LENGTH OF THE CITY.**

daily traffic. This stretch of Broad Street is anchored by the Olney Transportation Center, located at the intersection of Broad St. and W. Olney Ave. With entrances on both sides of Broad, there is a lot of pedestrian traffic at this particular intersection. This block has had the greatest number of crashes in the city over the past five years.

This stretch of the corridor is somewhat lacking in trees and greenery, but due to so much underground transit infrastructure, street trees are not always possible.

The area has a wide array of businesses and services catering to diverse populations from near and far, but there is currently a lack of coordination between business owners and a sense that the corridor lacks cohesiveness and identity.





## EXPLORING THE CORRIDOR



*The Einstein Medical Center campus sits along the eastern side of Broad Street from W. Somerville Ave. to W. Olney Ave. It is a Level 1 Regional Resource Trauma Center and an esteemed teaching hospital.*

### // STRONG ANCHORS

The stretch of Broad Street within the 9th Council District is surrounded by a number of anchor institutions that bring hundreds of employees to the area each day. These include Einstein Medical Center, a 548-bed teaching hospital; Community College of Philadelphia's Northwest Campus; and Philadelphia High School for Girls. LaSalle University is also directly to the west of the corridor.

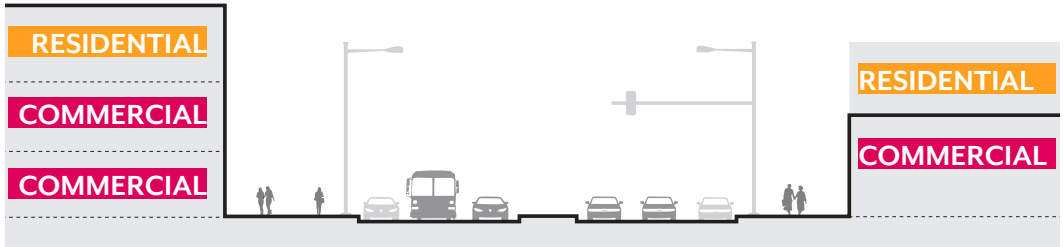
#### COMMUNITY ASSETS:

- » Chersshore Playground (Rebuild project)
- » Logan Branch Library (21st Century Library)
- » Fern Rock Transportation Center
- » Einstein Medical Center
- » CCP Northwest Regional Center

*The area needs improvements to the public right-of-way that would make it a more appealing place to visit and shop. The businesses on the corridor could use facade improvements and updates to signage to reduce the visual clutter and support a welcoming, safe, and vibrant commercial corridor.*



**BROAD STREET IS A WIDE, BUSY  
CORRIDOR WITH AN INTERMITTENT  
MEDIAN AND MULTIPLE BUS ROUTES  
ALONG IT.**



## // SAMPLE OF EXISTING BUSINESSES AND SERVICES

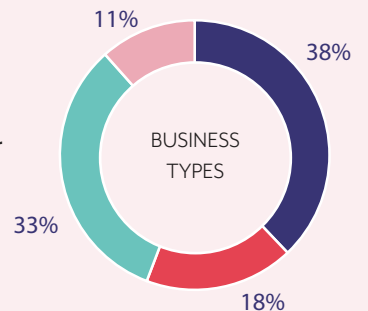
The variety of businesses along Broad Street are vast and include too many to list here, but below is a sample of the types of stores and businesses you'll find:

- » Access Dental
- » Broad & Grange Pharmacy
- » Broad St. Animal Hospital
- » China Kitchen
- » City Gear
- » City View Pizza
- » Deals and More Furniture
- » Hearts that Care Personal Care
- » Imperial Palace Restaurant
- » In Good Hands Daycare
- » J's Beauty Supply
- » K's Boutique
- » My Place Tavern
- » North Philadelphia Medical

- » Onik Imports & Variety
- » Perfect Ten Nail Salon
- » Philadelphia Vision Center
- » Pollock's Herbs & Vitamin Center
- » Primary Choice Pharmacy
- » Ron's Caribbean Cafe
- » Smith's Deli
- » Xin Wang Chinese Food

**Institutions along this portion of  
Broad Street include:**

- » Philadelphia High School for Girls
- » Einstein Medical Center



- Retail / Wholesale
- Food / Restaurant
- Information / Finance & Insurance / Professional Services / Management
- Entertainment & Recreation
- Healthcare & Social Services

// **TRANSPORTATION**

The stretch of Broad Street within the 9th Council District is well served by public transit, with nearly all of the corridor falling within a half-mile radius of a public transit stop. Services include regional rail, the Broad Street Line and all lines at Fern Rock Transportation Center. Broad Street also has the highest average daily traffic count of all the commercial corridors in the 9th District at 25,574 cars every 15 minutes according to the Delaware Valley Planning Commission.



// **EMPLOYMENT DENSITY**

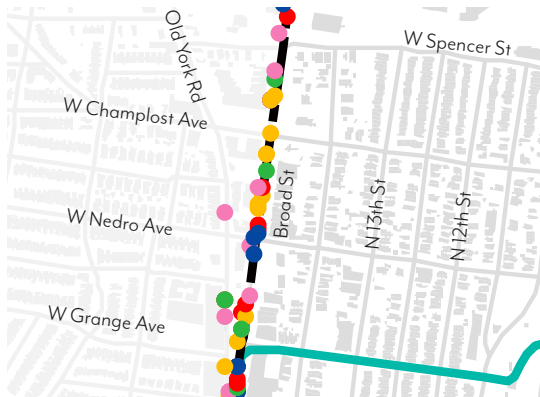
Broad Street benefits from larger anchor employers and institutions than many other corridors in the 9th District. This higher employment density ensures the corridor has more continuous, higher frequency use and is able to offer more job opportunities for the surrounding neighborhoods.





## // DIVERSITY OF EXISTING BUSINESSES AND SERVICES

An analysis of the level of business diversity on the corridors using the Shannon Index shows that Broad Street currently has a healthy mix of businesses and services. Broad Street exhibits the best overall diversity in retail mix within the 9th District.



### Legend

- Retail / Wholesale
- Food / Restaurant
- Professional Services
- Entertainment & Recreation
- Healthcare & Social Services
- Other Services

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

— Broad Street Line

Data Source: Real Estate Strategies

## // CASE STUDY : THE PORCH AT 30TH STREET STATION

The Porch at Philadelphia's 30th Street Station provides a great case study for transforming a drab concrete strip with no trees, shade or character into a vibrant and welcoming gateway for residents and travelers. With the number of institutions and high numbers of public transit users at the Olney Transportation Center, developing a well-designed, active public space amenity at Broad and Olney can leverage the area's rich transit amenities.

The Porch at 30th Street Station was unveiled in 2011 and features moveable furniture, lush landscaping and spaces for food trucks as well as performances. The project is led by University City District (UCD) which works to “promotes a world class, vibrant University City through major investments in public space development, public maintenance and public safety, by connecting entrepreneurs and residents to economic opportunity, and through the creation and management of destination events.”

For more information:

<https://www.universitycity.org/the-porch-development>



BEFORE - source: UCD, The Porch at 5 Years.



PORCH 1.0 - source: UCD, The Porch at 5 Years.



PORCH 2.0 - source: UCD, The Porch at 5 Years.

# VISION FOR THE FUTURE

## // OPPORTUNITIES

Broad Street is in a unique position because there are multiple local elected officials representing this corridor. Improvements can be maximized along the entire corridor with an effective partnership between local and state elected officials, as well as business and nonprofit stakeholders.

With more and more attention being paid to multi-modal safety citywide, there is an opportunity to transform the Olney Transportation Center and its immediate

surroundings into a transit plaza and destination with new public spaces, safe crossings, and placemaking enhancements. In fact, the Broad and Olney area recently received a Transportation & Community Development Initiative (TCDI) grant for safety improvements that promote walking and biking.

Greater coordination and cohesion between business owners and nearby residents can be achieved through the process of striving for a safer commercial corridor. This

greater level of organization can help stakeholders advocate for needed improvements and leverage institutional investments while supporting the quality of life for residents and nurturing small local businesses.

EXISTING



ILLUSTRATIVE RENDERING OF INTERSECTION WITH PROPOSED IMPROVEMENTS





# RECOMMENDATIONS

## 1 Corridor Marketing & Business Attraction Strategy

Develop a marketing and business attraction strategy that focuses on niche, unique retail and exceptional services to compete with adjacent shopping centers while catering to the high numbers of people who traverse the area.

## 2 Explore Creation of a BID

Evaluate potential of creating a Business Improvement District (BID) for Broad and Olney to secure funding and staff for regular cleaning services. This BID can leverage the high number of institutions in the area.

## 3 Branding Strategy

Define a cohesive image for the corridor (banners, signage, lighting) that incorporates its history and communicates Broad and Olney as a local and regional destination.

*These planters along the Market Street Bridge provide greening along a portion of the street where it would be difficult to plant trees. The planters also create a physical and visual barrier between pedestrians and fast moving traffic. A similar approach can be used for Broad Street.*

## 4 Small Business Incubator

A small business incubator helps locals to conceive of, test, and improve upon a business idea and then supports the start-up capital fundraising, launch, and growth of that business on the corridor.

## 5 Additional Lighting & Security Cameras

Including more streetlights and brighter lighting along with security cameras will enhance the feelings of safety along the corridor.

## 6 Traffic Calming & Pedestrian Safety Improvements

Implement physical interventions along the corridor to slow cars while allowing safe traffic flow.

## 7 Public Space Amenities

Incorporate public space amenities into the areas surrounding Olney Transportation Center to make it a more inviting destination and transit hub.

## 8 Green and Beautify

Add context-sensitive greening elements to the corridor. Due to underground transit infrastructure, trees may not be possible, but large planters and seasonal hanging plants are alternatives.

## 9 Facade Improvements

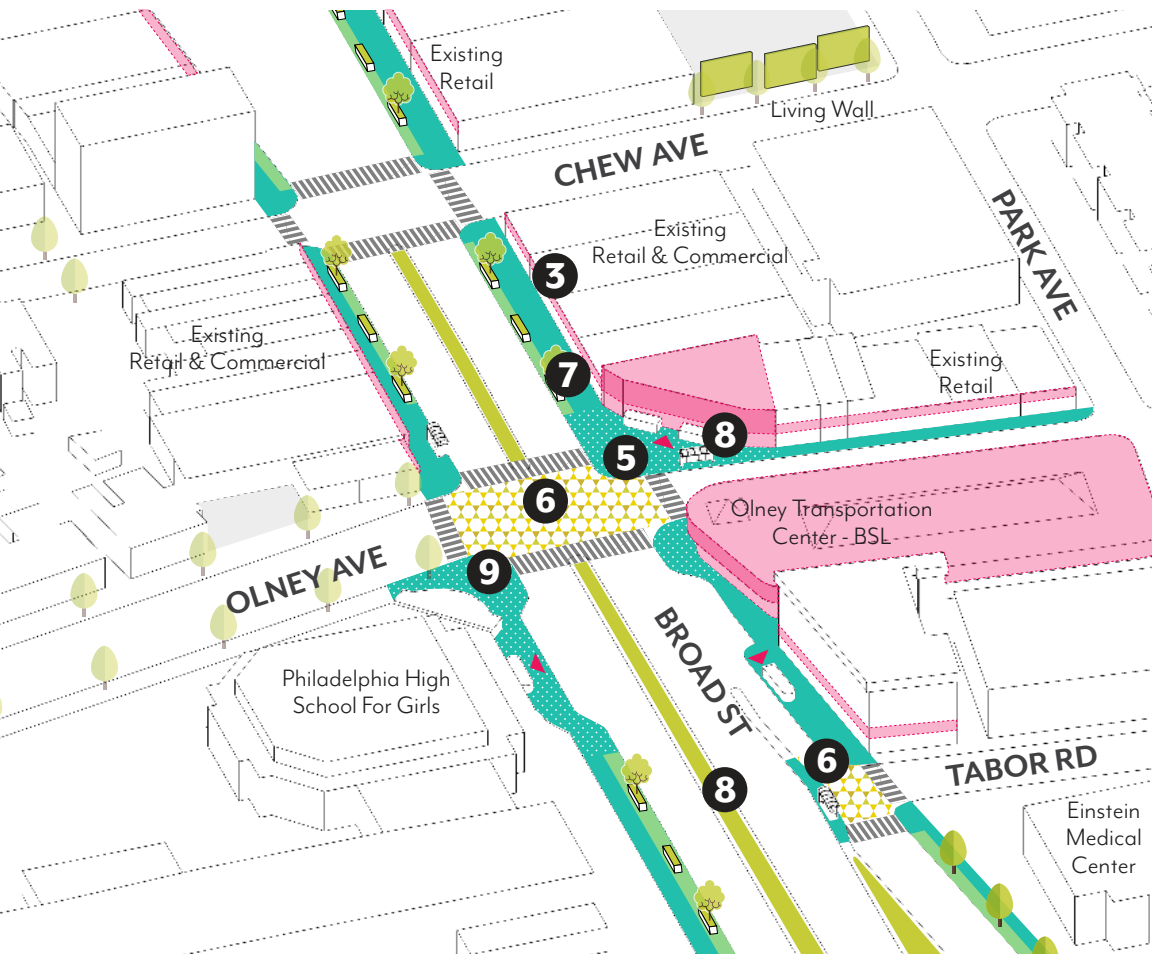
Utilize available resources to improve storefront signage and create a cohesive feel along the corridor.



## RECOMMENDATIONS

The illustration below shows how to capitalize on the district's strong transit network by enhancing the Olney Transportation Center, the area's primary transit hub and incentivizing mixed-use, transit-oriented development. Notice the enhanced streetscape and pedestrian safety features such as:

- » curb extensions and traffic calming that make it safer to cross the street;
- » planted sidewalk buffers that create more space between pedestrians and vehicles;
- » street furnishings that enhance the overall experience such as trash receptacles, benches, lighting, and branded banners
- » façade treatments that reduce cluttered signage and provide a uniform and cohesive character.





**Corridor Marketing & Business Attraction Strategy**



**Small Business Incubator**



**Add Public Space Amenities like Public Art, Benches, Moveable Furniture**



**Explore Creation of a BID**



**Additional Lighting**



**Green and Beautify**



**Branding Strategy to Define a Cohesive Image for the Corridor**



**Traffic Calming Measures**



**Facade Improvements**

# POTENTIAL PARTNERS & RESOURCES

## // GETTING IT DONE

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

Strategy	Potential Partners	Existing Resources
<b>1. Corridor Marketing Strategy</b>	Philadelphia Commerce Department, local non-profit partners	Shopnorth5th.com (a local example to emulate) is a promotional website highlighting the diverse retail, restaurants, and services along the North 5th corridor and part of the North 5th Street Revitalization Project, a neighborhood advocacy group supported by the Dept. of Commerce.
<b>2. Explore Creation of a BID</b>	Philadelphia Commerce Department, local businesses	The City provides funding to select nonprofit organizations that help businesses, which is provided through the Business Technical Assistance Program (BTAP). BTAP helps organizations equip business owners with business skill training, lending, English language assistance, and legal aid. A list of Current BTAP providers can be found here: <a href="https://www.phila.gov/departments/departments-of-commerce/supporting-business/one-on-one-business-support">https://www.phila.gov/departments/departments-of-commerce/supporting-business/one-on-one-business-support</a> .
<b>3. Branding Strategy</b>	Philadelphia Commerce Department, local community development organizations	The Targeted Corridor Management Program is a grant program intended to help revitalize commercial corridors through economic development activities and help create safe, attractive, and welcoming places that benefit low- to moderate-income residents. The Department of Commerce supports the redevelopment of commercial corridors by providing funding to select corridors and/or community-based development organizations to hire corridor management staff. There are four categories under TCMP, including strengthening businesses on corridors through marketing, technical assistance, and financing. Funding of \$75,000 (with potential for additional funding) is awarded through a Request for Proposals process. For more information, call (215) 683-2167.

Strategy	Potential Partners	Existing Resources
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#### 4. Small Business Incubator

Philadelphia Commerce Department, Pennsylvania Department of Community and Economic Development; The Enterprise Center; IF Lab; 1776; Temple Small Business Development Incubator; Her Corner; Philly iHUB; The Institute of Hip Hop Entrepreneurship

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

Elevate!, a program run by The Enterprise Center, is potential small business incubator model for the 9th District. It works with early-stage businesses that have been running for at least six months to grow their companies into profitable and sustainable businesses. This 12-month program provides Elevate! entrepreneurs with access to credit repair help, peer support, financing, and workshops on sales, marketing, finance, and leadership, among other things. The program also provides work space at The Enterprise Center's West Philly co-working space Venture Acceleration Center.

See the list of Potential Partners for other incubator and accelerator programs that could serve as resources to 9th District entrepreneurs.

#### 5. Additional Lighting and Security Cameras

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

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

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

#### 6. Traffic Calming

Philadelphia Streets Department; PennDOT

The Traffic Calming & Safety Plan is an initiative aimed at reducing serious injuries and fatalities through the three Es: engineering, education, and enforcement. Efforts include implementing road right-sizing, traffic controls, and pavement undulations on problematic streets. Residents can submit requests for traffic calming measures to see if their block qualifies, and if a study reveals that it does, a petition requesting traffic calming measures must be signed by 75% or more of the properties whose address falls on the block. For more information, visit: <https://www.philadelphiastreet.com/traffic-and-lighting/traffic-calming-policy-information>.

PennDOT also has grants for multimodal projects.



# POTENTIAL PARTNERS & RESOURCES

## // GETTING IT DONE

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Strategy	Potential Partners	Existing Resources
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### 7. Public Space Amenities

Philadelphia Streets Department; Mural Arts; Office of Transportation, Infrastructure and Sustainability; Pennsylvania Department of Community and Economic Development

The Community Murals Initiative is a program put forth by Mural Arts Philadelphia that collaborates with community members to imagine and lead projects that build social capital, develop communal ownership, represent diversity, and empower people. Mural projects often highlight and respond to the area's history and current needs. Any community member or group can apply, and applications are open twice a year. For more assistance, call (215) 685-0750.

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

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

## 8. Green and Beautify

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

The Philadelphia Water Department's Green Stormwater Management grant program is an opportunity to reduce stormwater bills, add new landscaping, fix drainage problems, and improve the appearance of properties. The grant covers up to 100% of the cost to design and construct a stormwater retrofit project, small or large, on non-residential properties. After a project is complete, the property owner qualifies for lower stormwater charges. To find out if your property is eligible, visit [phila.gov/swgrants](https://www.phila.gov/swgrants) and select "Parcel Viewer" from the Grant Applications Resources menu. For more application information, visit: <https://www.phila.gov/water/wu/stormwater/Pages/Grants.aspx>

To get a free street tree planted in the right-of-way in front of your home, business, or other property, you can request a free tree from Philadelphia Parks & Recreation by calling (215) 685-4363 or <https://www.phila.gov/services/trees-parks-the-environment/tree-related-services/get-a-street-tree>.

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

## 9. Facade Improvements

Philadelphia Commerce Department, Community Design Collaborative

The Storefront Improvement Program is a program of the Department of Commerce that provides eligible business and property owners grant money for facade improvements. Eligible improvements include masonry/brick pointing, painting, doors, windows, lighting, signage, and other details. The program can reimburse up to 50% of the cost of eligible improvements to a maximum of \$10,000 for a single commercial property, or up to \$15,000 for a multiple-address or corner business property. To find out if you can apply: Email [SIP@phila.gov](mailto:SIP@phila.gov) or call (215) 683-2025.

Community Design Collaborative Grants offer pro bono (free) preliminary design services to nonprofit organizations by matching organizations with donated design services by highly skilled volunteers (architects, landscape architects, and engineers). For more information, visit: <https://cdesignc.org/nonprofits>.



GET INVOLVED

**CONTACT US @**



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