

RISING SUN AVE.

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

*RISING SUN AVENUE:
“PHILADELPHIA’S NORTHEAST
GATEWAY”*

9TH

DISTRICT
COMMERCIAL
CORRIDOR
PLAN

NOVEMBER 2019

Office of COUNCILWOMAN CHERELLE PARKER

WRT

RIISING SUN AVENUE **LIVE, LEARN, WORK, SHOP** **& PLAY IN THE 9TH!**

“PHILADELPHIA’S NORTHEAST GATEWAY”



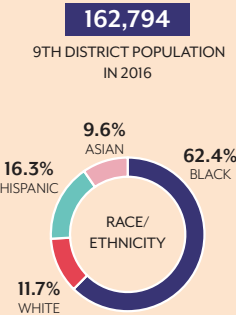
// **ABOUT**

Rising Sun Avenue is a long commercial corridor that spans multiple neighborhoods in the eastern section of the 9th Council District. It runs through Tacony Creek Park, a 300-acre watershed park that was once hunting grounds for the native Lenape people. The road itself was originally a major transport route and toll road in the late 1600s through the 1900s with small farming villages located at intersections. The corridor is

anchored by a concentration of civic assets: Lawncrest Recreation Center, the Lawncrest Branch Public Library, 911 Dispatch Training Center, the Fire Department’s Engine 64 and the Streets Department’s 5th District Survey Office.

9TH DISTRICT AT A GLANCE:

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

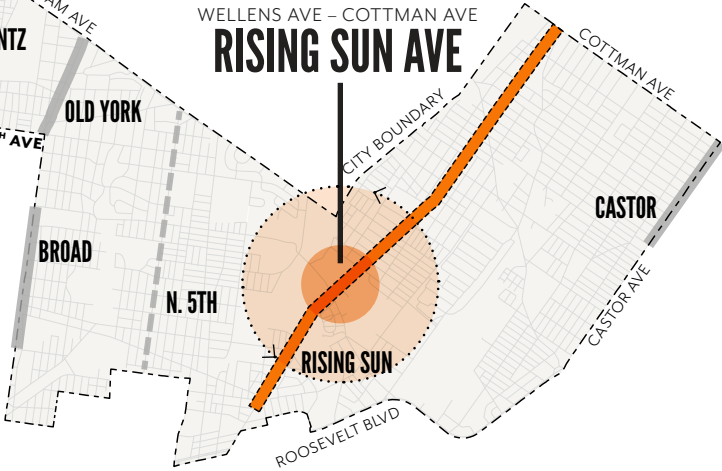


The 9th District contains highly diverse neighborhoods with different ethnic and racial profiles.

Source: RES 2017 Estimates; RES



64.1%
OWNER-OCCUPIED



// **CURRENT CONDITIONS**

Rising Sun Avenue is the major commercial corridor for its surrounding neighborhoods. The neighborhoods include many long-time residents as well as a more

recent influx of close-knit immigrant communities from Asia and Latin America. The mostly residential area includes a variety of housing types with single-family homes, twins, and attached row houses. These neighborhoods have very low vacancy.

Rising Sun Avenue has a compact, walkable quality to it, with short blocks and a reasonable street width that makes it easy for pedestrians to cross back and forth to reach different shopping destinations.



RISING SUN AVENUE STRETCHES FOR NEARLY THREE MILES THROUGH THE 9TH DISTRICT, WITH A WIDE VARIETY OF RETAIL OPTIONS—FROM LARGE SHOPPING CENTERS TO SMALL STOREFRONT SHOPS.



Shoppers and business owners on Rising Sun Avenue take pride in the area's diversity and the increasing variety of stores available. It is also highly accessible by transit, making it easier for potential shoppers to come from throughout the region.

Some parts of the corridor are well-covered with street trees, but there are some gaps in coverage. There is also a need for more trash receptacles, particularly south of Lawncrest Recreation Center.

Philadelphia's traveling Night Market festival was held at Rising Sun and Cottman Avenues in 2017 and, due to its huge popularity, returned to the corridor in 2018. Residents and business owners are eager to build on this momentum and create an identity for the corridor that attracts patrons to visit and shop but currently lack the organizational capacity needed.

EXPLORING THE CORRIDOR



The Lawncrest Recreation Center and Lawncrest Library are part of a concentration of civic spaces along Rising Sun Avenue. They are due to be extensively renovated as part of the city's Rebuild Initiative.



// STRONG ANCHORS

Rising Sun Avenue has a collection of institutional anchors including the Lawncrest Recreation Center, the Lawncrest Branch Public Library, 911 Dispatch Training Center, the Fire Department's Engine 64 and the Streets Department's 5th District Survey Office.

Lawncrest Recreation Center and Lawncrest Library are both slated for major renovations as part of the City's Rebuild Initiative. This forthcoming investment is an opportunity to help transform the block into a welcoming gateway and vibrant public space along the bustling corridor.

The corridor is in need of cohesive signage, greening, and streetscape improvements.

COMMUNITY ASSETS:

- » Lawncrest Branch Library
- » Lawncrest Recreation Center
- » Tookany Tacony-Frankford Watershed Park (TTF)
- » Ziehler Playground



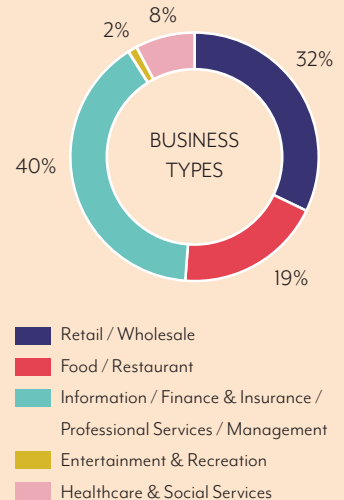
**RISING SUN AVENUE IS WALKABLE WITH
SHORT BLOCKS AND A PEDESTRIAN-
FRIENDLY SCALE.**



// SAMPLE OF EXISTING BUSINESSES AND SERVICES

Rising Sun Avenue is a long corridor with multiple commercial segments. The variety of businesses are vast and include too many to list here, but below is a sample of the types of stores and businesses you'll find:

- » Beauty Time
- » Classic Optical
- » Chase's Hop Shop
- » DeMarco's Hair Artistry
- » Dr. Louis Brown Dermatology
- » Home Gallery Furniture
- » Jerusalem Furniture
- » Larry's Steaks and Hoagies
- » Las Colinas Restaurant
- » MicroTecc LLC
- » Nam Vang Restaurant
- » Pho & More II
- » Planet Fitness
- » Quaker Diner
- » Reliable Realty LLC
- » Rising Sun Budget Services
- » Rising Sun Family Practice
- » Rising Sun Lawn & Garden
- » Rising Sun Pharmacy
- » Salerno's Ristorante & Pizza
- » Sassy Nails
- » Sheena's Braids & Boutique
- » The Globe Restaurant & Grill
- » Time for Tots Inc.



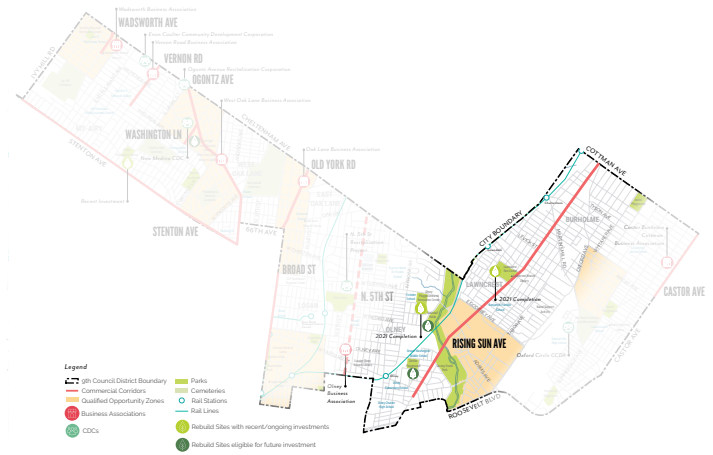
// **TRANSPORTATION**

The stretch of Rising Sun Avenue within the 9th Council District is well served by public transit, with the vast majority of the corridor falling within a half-mile radius of a high-capacity regional rail stop.



// **OPPORTUNITY ZONES**

The Qualified Opportunity Zone (QOZ) program is a federal capital gains tax incentive offered to taxpayers in exchange for the deferral and investment of capital gains into designated, distressed census tracts. The 9th District includes six QOZ where economic development and job creation can be targeted.



BUSINESS TYPES THAT CAN COMPETE IN PHILADELPHIA CLOSE TO THE CITY LINE

What type of businesses will complement the existing business mix on Rising Sun Ave as the neighborhood works to attract and incubate new businesses?



CHALLENGE

The entire retail sector is undergoing dramatic changes as e-commerce captures demand formerly served by bricks and mortar stores.

POTENTIAL

The sectors that continue to thrive nationwide include:

- » **food** - restaurants and specialty food
- » **fitness**
- » **entertainment and wellness/beauty** - doctors, dentists, salons, etc.



WHY DO SOME BUSINESS TYPES THRIVE WHILE OTHERS STRUGGLE?

The categories of businesses that thrive on Philadelphia's urban commercial corridors are typically ones that emphasize experiences and are less impacted by the sales tax differential between Philadelphia and adjacent Montgomery County and that require consumers to visit the establishment making these businesses resistant to the impact of e-commerce.



Unique, specialty and destination businesses (for example a store providing supplies for a specific hobby) also can succeed in close proximity to chains, particularly in parts of the 9th District with higher household incomes.

VISION FOR THE FUTURE

// OPPORTUNITIES

Major opportunities for Rising Sun Avenue include the formation of a CDC to better organize business owners and residents, advocate for public realm improvements, and market the area's rejuvenated identity.

Another ongoing effort that can be expanded upon is the Mural Arts-led effort in partnership with elected officials and local community organizations to add placemaking

elements in the form of a mural, banners, and branded Big Belly trashcans that emulate a new Rising Sun Avenue brand.

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. The dense, walkable nature of the corridor and its proximity to transit are likely to attract younger generations seeking convenient, fun, urban neighborhoods.

EXISTING



ILLUSTRATIVE RENDERING OF CORRIDOR WITH PROPOSED IMPROVEMENTS



RECOMMENDATIONS

1 Attract New Dine-in Restaurants

Residents have expressed a strong desire for dining options along the corridor. There may be a number of key properties that are already outfitted for restaurant businesses that could be marketed to potential restaurateurs.

2 Create a CDC

Form an organization to help manage corridor improvements, support existing businesses, build cohesion, and acquire property.

3 Rising Sun Mural

With community input, develop an evocative mural to enliven the corridor and communicate a cohesive identity that references the history and culture.

4 Business Incubator

Create a business incubation space that could be used for co-working and the development of new organizations/services/businesses as well as other services like computer skills training and adult education.

5 Add More Community Events

Develop a set of recurring community events to activate the corridor and draw people to eat, shop, and use services and amenities.

6 Boost Foot Patrols

Enhance community policing in stretches of the corridor that struggle with loitering and other public safety issues.

7 Stormwater Management & Greening

Implementing stormwater management along the corridor and at existing and future parking lots will help absorb rainwater while adding greenery to the streetscape.

// GREENING BEYOND STREET TREES



Living walls and rich, dense planting help to create a visual screen that makes sidewalks and parking lots more comfortable, welcoming spaces.



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.



RECOMMENDATIONS

// REBUILD

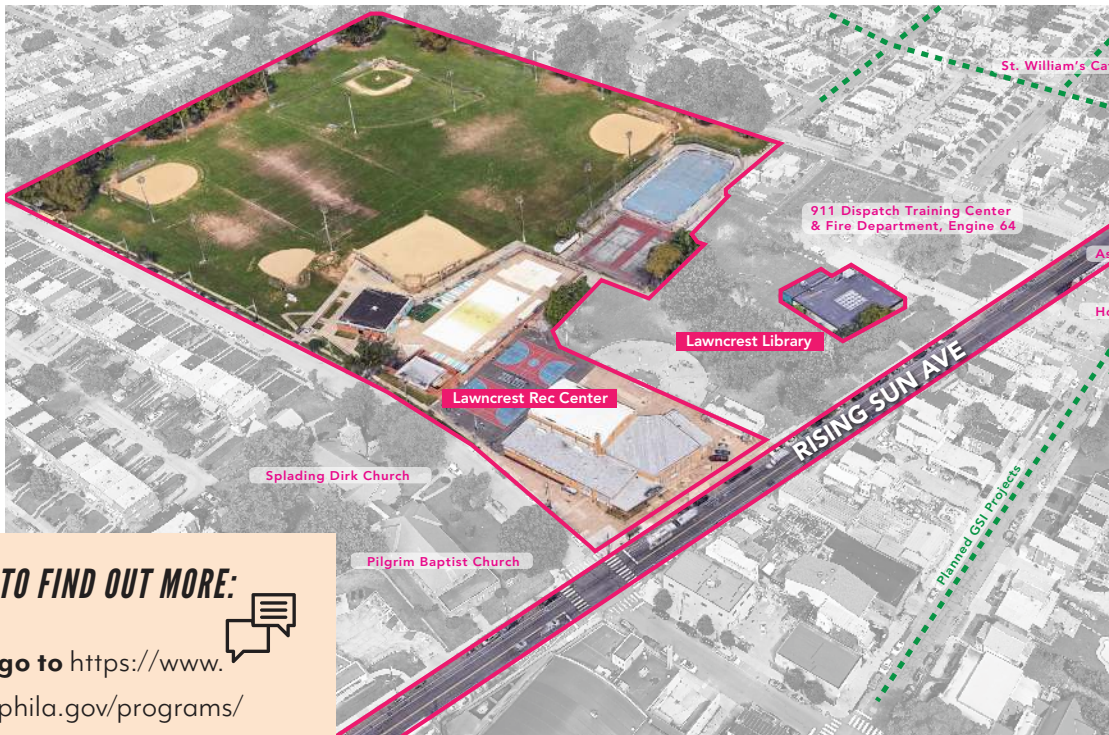
In 2019, both the Lawncrest Recreation Center and Lawncrest Library were awarded funding through the Rebuilding Community Infrastructure (Rebuild), a City of Philadelphia program to invest hundreds of millions of dollars to improve neighborhood parks, recreation centers, and libraries. Although both the recreation center and library are well used for family, children, youth, and adult programming, the sites are in need

of urgent repairs and reinvestment. Community Ventures, a 501(C)(3) developer has been selected as the project manager to manage the design, public engagement, and redevelopment process for the two sites.

The Lawncrest Recreation Center was awarded \$5 million for both exterior and interior improvements including infrastructure improvements, rehabilitation of the existing swimming pool, site, and field improvements. The Lawncrest

Library was awarded \$4.5 million dollars for a complete overhaul that includes addressing mechanical issues, communication, and enhancing the space to better serve the adjacent communities.

When completed, this area will be transformed into a thriving community hub along the Rising Sun commercial corridor—and that energy can help to spur additional investment throughout the neighborhood. Both projects are expected to be completed by 2021.



KEY ADJACENCIES AT LAWNCREST PARK CIVIC ANCHOR

TO FIND OUT MORE:

go to <https://www.phila.gov/programs/rebuild/>



Attract new dine-in restaurants by leveraging transit, parking, and walkability aspects



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



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



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



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



Boost foot patrols in areas struggling with crime/loitering



Stormwater Management & Greening



RECOMMENDATIONS

EXISTING



ILLUSTRATIVE RENDERING OF POTENTIAL RISING SUN MURAL AND STREETScape IMPROVEMENTS



// GREENING BEYOND STREET TREES

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.



POTENTIAL PARTNERS & RESOURCES

// GETTING IT DONE

The following potential partners and resources can help residents and interested stakeholders achieve the vision of Rising Sun Avenue.

Strategy	Potential Partners	Existing Resources
1. Attract new dine-in restaurants by leveraging transit, parking, and walkability aspects	Local developers and property owners, Philadelphia Commerce Department, Pennsylvania Department of Community and Economic Development	Under the new federal tax bill, this census tract is designated as an Opportunity Zone, an effort to incentivize redevelopment and long-term investment in distressed census tracts using private investments. Individuals who invest in Qualified Opportunity Zones are eligible to benefit from capital gains tax incentives.
2. Create a CDC	Philadelphia Commerce Department, Pennsylvania Department of Community and Economic Development	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: https://www.phila.gov/departments/departments-of-commerce/supporting-business/one-on-one-business-support .
3. Create a Rising Sun mural	Mural Arts	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.

POTENTIAL PARTNERS & RESOURCES

// GETTING IT DONE

The following potential partners and resources can help residents and interested stakeholders achieve the vision of Rising Sun Avenue.

Strategy	Potential Partners	Existing Resources
4. Develop a 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	<p>The Neighborhood Economic Development Grant helps fund planning, pre-development, and development costs. Grants range from \$100,000 to \$500,000 and the Department of Commerce invests in opportunities that revitalize neighborhoods and provide employment opportunities. Grants are awarded through a yearly Request for Proposals process. For more information, call (215) 683-2167.</p> <p>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.</p> <p>Other potential incubator and accelerator programs that could serve as resources to entrepreneurs in the 9th District are listed under Potential Partners.</p>

Strategy	Potential Partners	Existing Resources
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5. Add more community events

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

Police Department	Philadelphia Police Department or local Townwatch group and public advocacy efforts by local community organizations.
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7. Stormwater Management & Greening

Philadelphia Water Department	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 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 .
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GET INVOLVED

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