

WASHINGTON LANE

NOVEMBER 2019

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

*WASHINGTON LANE:
“A DYNAMIC, FAMILY-
FRIENDLY DESTINATION”*

9TH

DISTRICT
COMMERCIAL
CORRIDOR
PLAN

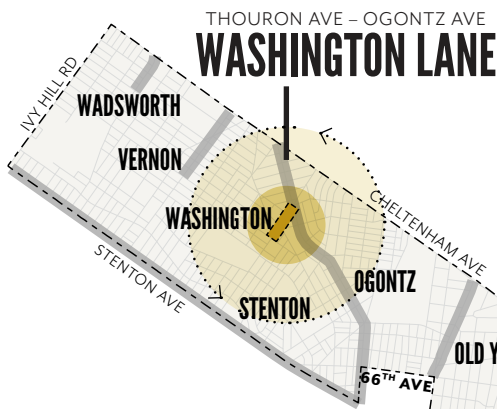
Office of COUNCILWOMAN CHERELLE PARKER

WRT

WASHINGTON LANE

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

“A DYNAMIC, FAMILY-FRIENDLY DESTINATION”



// ABOUT

The Washington Lane corridor is a two-block stretch of the street between Thouron Avenue and Ogontz Avenue in the West Oak Lane neighborhood. It is anchored by the Pennypacker School on the southern end and both the Masjidullah Center for Human Excellence and the West Oak Lane Library on the northern end. The West Oak Lane Branch Library was established in 1957.

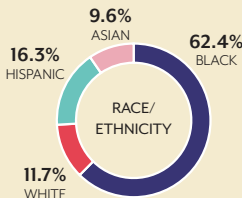
The Pennypacker School was built in 1929 and was added to the National Register of Historic Places in 1988. School children often walk along Washington Lane, stopping in at shops and food establishments on their way between the school and the library.

9TH DISTRICT AT A GLANCE:

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

162,794

9TH DISTRICT POPULATION
IN 2016



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

Source: RES 2017 Estimates; RES



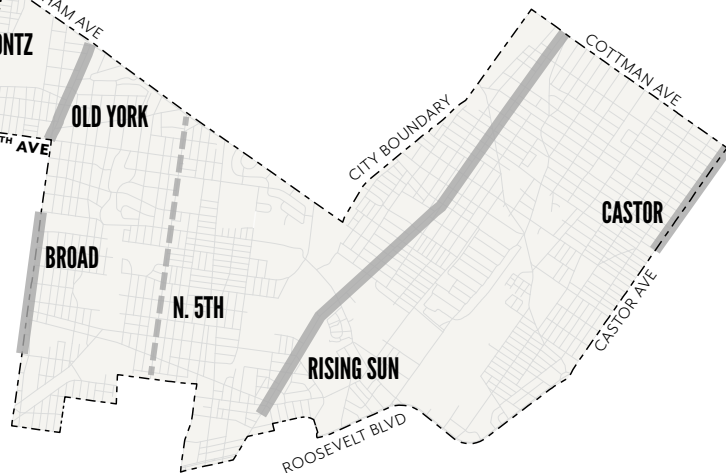
64.1%
OWNER-OCCUPIED



\$131,535
MEDIAN HOME VALUE



\$41,794
MEDIAN HH INCOME



// CURRENT CONDITIONS

Washington Lane serves as the seam between two stable communities of East Mt. Airy and West Oak Lane. The neighborhoods include long-term residents who are civically engaged, contributing to

neighborhood life and reinforcing the stability of the area. 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. Nearby recreational and open space assets include Finley Recreation Center and Simons Recreation Center & Ice Skating Rink.

Washington Lane has a compact, walkable quality to it, but that potential benefit is somewhat hindered by the large amount of fast-moving car traffic as drivers make their way to other destinations.



WASHINGTON LANE EMPLOYS AND SERVES LOCAL RESIDENTS, AS WELL AS PEOPLE FROM THE BROADER REGION.



Pedestrian safety is a concern, particularly at the five-way intersection of Washington Lane, Limekiln Pike, and 74th Ave, and in general with high speeds of cars using Washington Lane as a route to other destinations.

The corridor has a few small street trees on the eastern side of the street and wide sidewalks that could accommodate a lot of foot traffic and other amenities. There is also a need for more trash receptacles and some facade and signage upgrades.

The Masjidullah, which has been active in the community for decades, moved into their current building in 2013. They also own the surface parking lot across Limekiln Pike and hope to develop a mixed-use building with senior housing, retail, and community uses.

EXPLORING THE CORRIDOR



Masjidullah, Inc. occupies the northwest corner of Washington Lane and Limekiln Pike, and also owns the surface parking lot across the street (shown at left).

// STRONG ANCHORS

The Masjidullah also has an affiliated organization called New Medina CDC, which took the lead on the recent improvements to the Vernon Road commercial corridor. This sets a precedent and represents an opportunity for Medina CDC to be a vehicle for recommended improvements to the Washington Lane corridor.

The West Oak Lane Branch Library is one of the city's Rebuild Sites to be renovated in the near future.

COMMUNITY ASSETS:

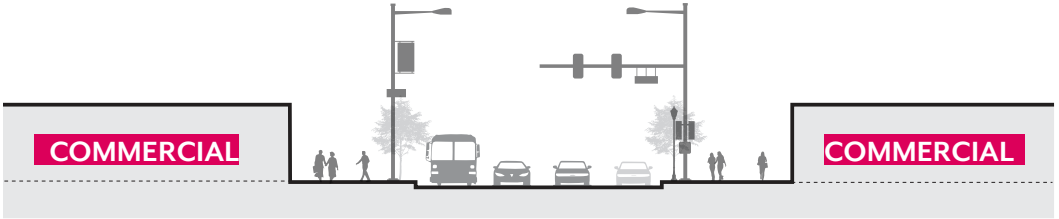
- » West Oak Lane Branch Library
- » Finley Recreation Center
- » Simons Recreation Center
- » Cheltenham Hills Cemetery



Washington Lane is a compact corridor providing a number of food options and services.



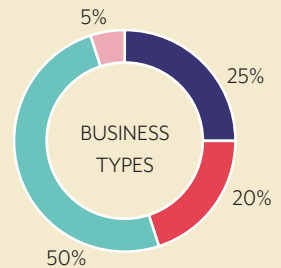
WASHINGTON LANE IS COMPACT AND PEDESTRIAN-FRIENDLY WITH WIDE SIDEWALKS.



// EXISTING BUSINESSES AND SERVICES

Washington Lane contains a wide variety of shops and services, from food options to hair care. Most are small urban storefronts, with the exception of a small shopping center with a parking lot in front.

- » Cathryn's Cake Salon
- » Choing Veng Hout Restaurant
- » Choo's Produce
- » City of Hairstyles
- » Dely Delight
- » Dollar Plus Outlet
- » Frank Le Vere Real Estate
- » Hesaia's Wigs
- » Jinette's Dominican Hair Salon
- » Kady Hair Braiding Shop
- » My Little Learning Zone Clubhouse
- » Sharon's Rose Petals
- » Sunrise Breakfast
- » Today Mini Market
- » West Oak Lane Branch Library



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

VISION FOR THE FUTURE

// OPPORTUNITIES

Major opportunities for Washington Lane stem from the presence of Medina CDC and their desire to develop a new mixed-use anchor at the center of the corridor. That new development could bring new amenities and community uses to the neighborhood. Additionally, the building across the street, which formerly held Pike's Place Market, represents a further opportunity to enhance or redevelop the corridor, possibly with a family-friendly sit-down restaurant. Finally, its

pedestrian-friendly scale with wide sidewalks makes Washington Lane a potentially inviting destination for residents and visitors.

The Washington Lane corridor has the potential to become a compact but vibrant destination, bookended by strong anchors and exciting new developments. 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.

EXISTING



ILLUSTRATIVE RENDERING OF CORRIDOR WITH PROPOSED IMPROVEMENTS



RECOMMENDATIONS

1 Future Mixed-Use

Support Medina CDC's plans for a new mixed-use corner building with senior housing, retail, and community uses.

2 Future of 1940 Washington Lane (former Pike's Corner)

Provide a broker opinion based on market data for the potential redevelopment of this prominent site.

3 Facade Improvements

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

4 Streetscape Improvements

Add physical interventions like street trees, planters, and benches to make the corridor more inviting.

5 Road Diet/Bump-Outs

Excess space currently dedicated to vehicles in the five-way intersection could be given back to pedestrians in order to enhance safety and create a vibrant gateway.

6 Living Walls

A green wall would shield pedestrians from unsightly views while still remaining permeable to ensure feelings of safety.

7 Art Crossings

Consider crosswalk murals at intersections to communicate that Washington Lane is a destination.

8 Stormwater Management

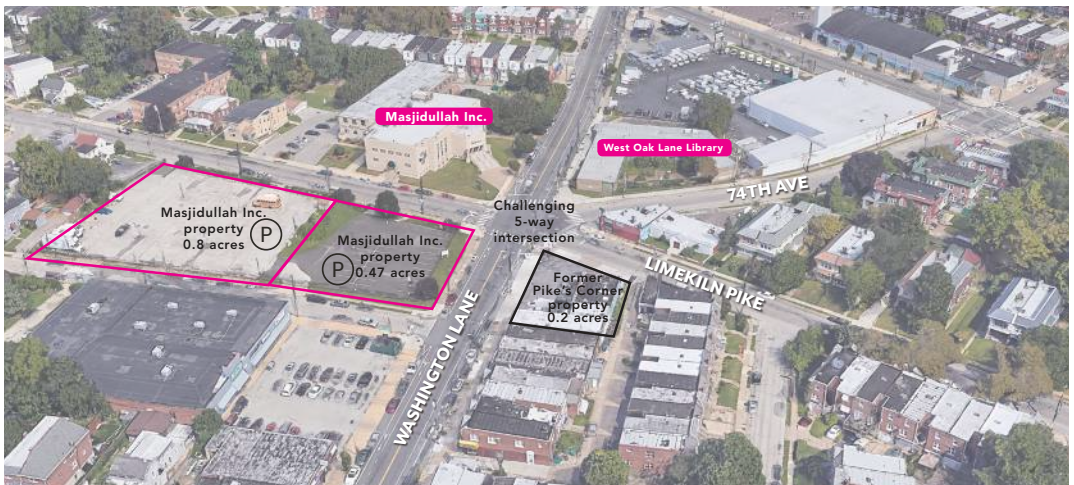
Implementing stormwater management along the corridor will help absorb rainwater while adding greenery to the streetscape.

9 Traffic Calming

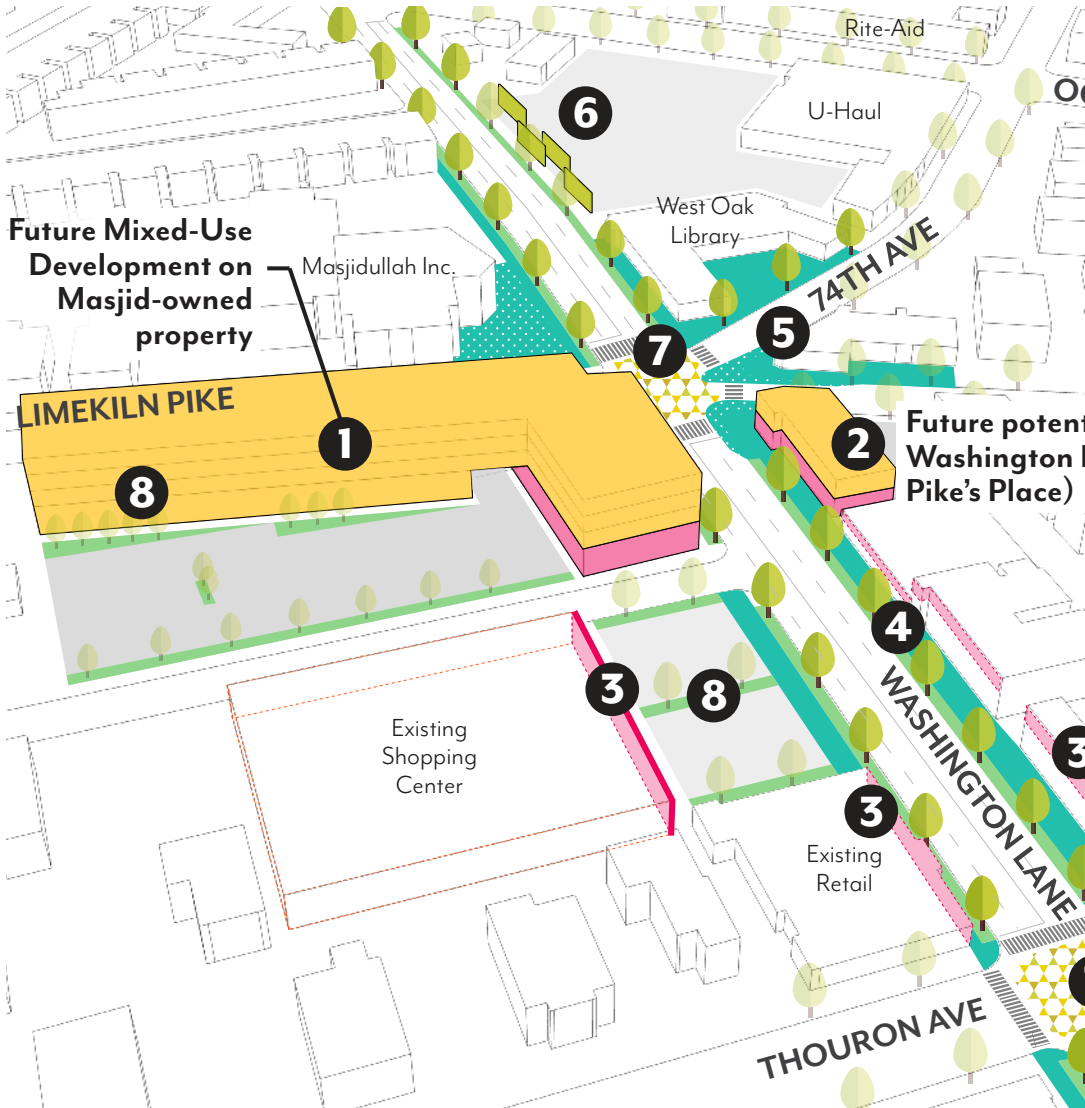
Implement physical interventions along the corridor to slow cars while allowing safe traffic flow.

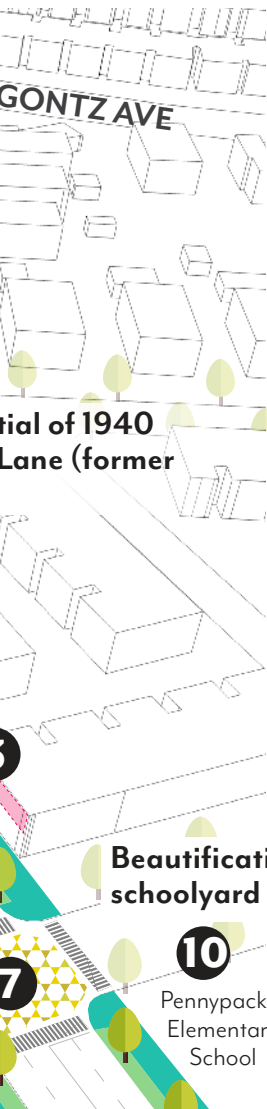
10 Schoolyard Beautification

Enhance the Pennypacker schoolyard property to help create a gateway atmosphere at the southern end of the Washington Lane corridor.



RECOMMENDATIONS





Facade Improvements



Road Diet/Bump-Outs



Art Crossings can help create an overarching brand



Traffic calming measures



Streetscape Improvements



Living Walls



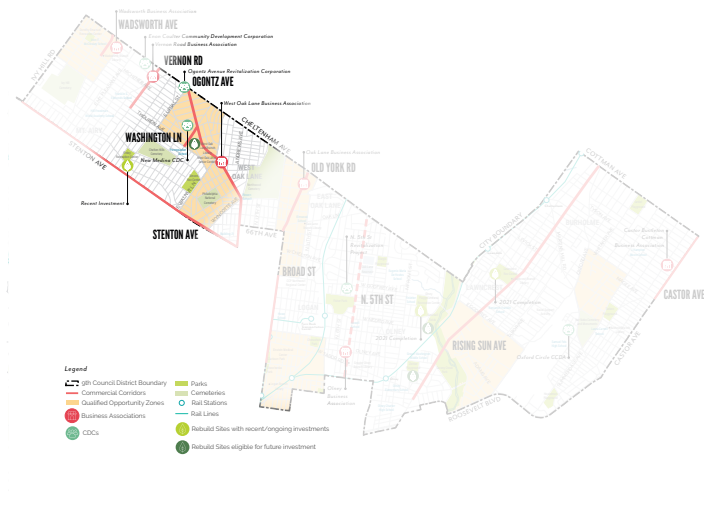
Stormwater Management & Greening on existing and future parking



Schoolyard Beautification

// 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.



// 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.



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

What type of businesses will complement the existing business mix on Washington Lane as the neighborhood begins to consider what ground-level uses should activate the proposed new mixed-use infill developments?



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.



POTENTIAL PARTNERS & RESOURCES

// GETTING IT DONE

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

| Strategy | Potential Partners | Existing Resources |
|----------|--------------------|--------------------|
|----------|--------------------|--------------------|

1. Future Mixed-Use Development on Masjid-owned Property

New Medina CDC

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. Future Potential of 1940 Washington Lane (former Pike's Corner)

Local developers and property owners

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.

3. Facade Improvements

Philadelphia Commerce Department

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 or call (215) 683-2025.

| Strategy | Potential Partners | Existing Resources |
|----------|--------------------|--------------------|
|----------|--------------------|--------------------|

4. Streetscape Improvements

| | |
|---|---|
| Streets Department, 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 . |
|---|---|

5. Road Diets/Bump-Outs

| | |
|--------------------|--|
| Streets Department | 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. Visit https://www.philadelphiastreet.com/traffic-and-lighting/traffic-calming-policy-information for more information. |
|--------------------|--|

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6. Living Walls

Pennsylvania Horticultural Society

A “living wall” or “green wall” is self-contained vertical garden system that can be a free-standing structure or attached to an internal or external wall. Living walls provide an attractive design feature and can be used to screen unsightly uses. They can also be used as a temporary design feature before a site is redeveloped.

7. Art Crossings

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.

8. Stormwater Management

Philadelphia Water Department

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| Strategy | Potential Partners | Existing Resources |
|----------|--------------------|--------------------|
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9. Traffic Calming

| | |
|--|---|
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10. Schoolyard Beautification

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|---|---|
| Philadelphia Water Department, Trust for Public Land, philanthropic organizations | <div>Parks for People Program</div> <p>The Trust for Public Land partners with the city’s Parks and Recreation through its Parks for People program. TPL provides funding and technical assistance to improve parks and schoolyards in Philadelphia, transforming asphalt schoolyards and underutilized recreation centers.</p> <div>Community Design Collaborative Grants</div> <p>Design Grants offer pro bono (free) preliminary design services to nonprofit organizations by matching those organizations with donated design services by highly skilled volunteers (architects, landscape architects, engineers, etc.). For more information, visit: https://cdesignc.org/nonprofits.</p> |
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GET INVOLVED

CONTACT US @



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