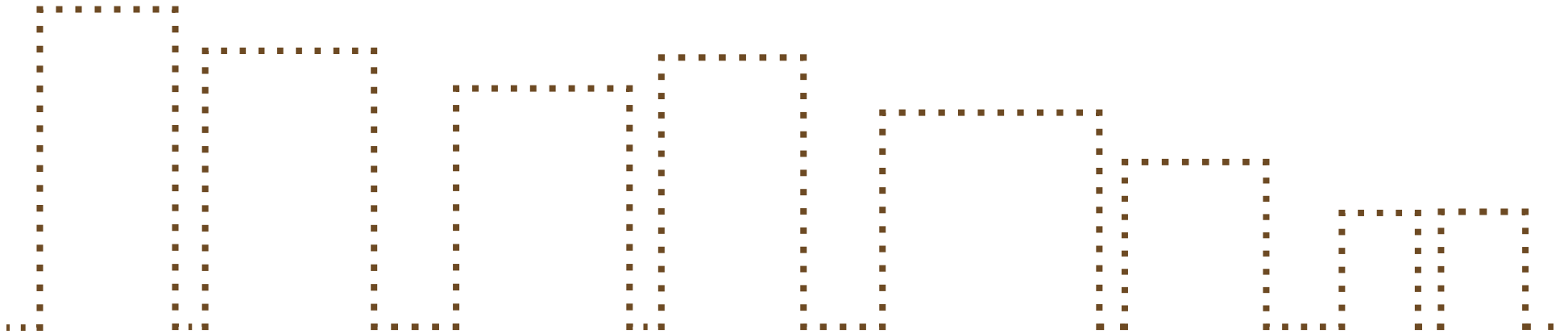


SoPhi



A DOWNTOWN PLAN FOR WASHINGTON AVENUE, SOUTH PHILADELPHIA



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To Geoff DiMasi and the Passyunk Square Civic Association (PSCA), our client, it has been a pleasure working with you on this project and a rewarding educational experience. Your passion for your neighborhood was infectious. We appreciated the advice, research materials, and encouragement provided by PSCA members and planners, Nicole Hosttetter, Karin Morris, and Brian Wenrich. Communication with members of the online Passyunk Neighborhood Forums created a helpful participatory planning tool for soliciting greater community input. We have also enjoyed participating in charming neighborhood activities such as the Benna's Café calendar benefit, house tour, and community meetings.

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To the residents, business owners, and other stakeholders of our Washington Avenue study area, we have appreciated your

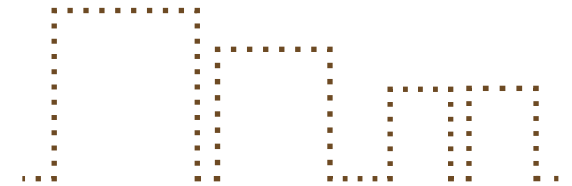
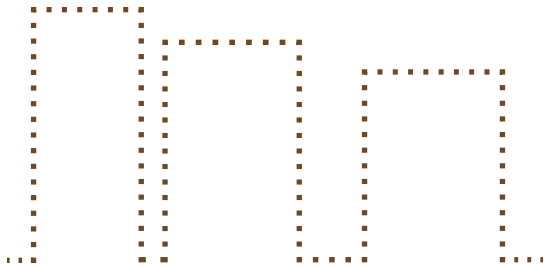
willingness to share your thoughts about this special place.

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To our peers studying the eastern portion of Washington Avenue adjacent to our study area, Seung-Ah Byun, Adam Davidson, Andrew Goodman, Jen Hong, and Sarah Showalter, thank you again for your collaboration and support.

1

Introduction



INTRODUCTION

The Passyunk Square Civic Association (PSCA), the client, is a nonprofit corporation whose mission is to “enhance the quality of life in the neighborhood, preserve the neighborhood’s unique historic character, and to promote a cohesive community of residents, businesses and institutions.” Among other initiatives, PSCA has conducted monthly informational and zoning meetings, planted trees, and created a website. The association’s boundaries span from Broad Street to 6th Street and Washington Avenue to Tasker Street.

In conversations with Geoff DiMasi, Vice President of the PSCA, and other stakeholders, the Team learned of perceived strengths and weaknesses in the area. With Mr. DiMasi’s assistance, our Team defined boundaries for our study area that contained Washington Avenue as its central spine. The study area stretches west to east from Broad Street to Sixth Street. The northern boundary is a combination of Carpenter Street and Christian Street, while the southern boundary is an arrangement of Ellsworth Street, Wharton Street, and Federal Street (see study area aerial). For the purpose of the project, the focus of the study area was determined to be the Washington Avenue corridor. The Team was tasked primarily with developing a plan to analyze and guide Washington Avenue’s future development between Broad Street and 6th Street. However, the Team examined other intersecting streets including 11th Street, 9th Street, and Passyunk Avenue, as well as the transitions between Washington Avenue’s commercial corridor and surrounding residential neighborhoods because we believe these areas influence the character and composition of Washington Avenue.

Planning Process

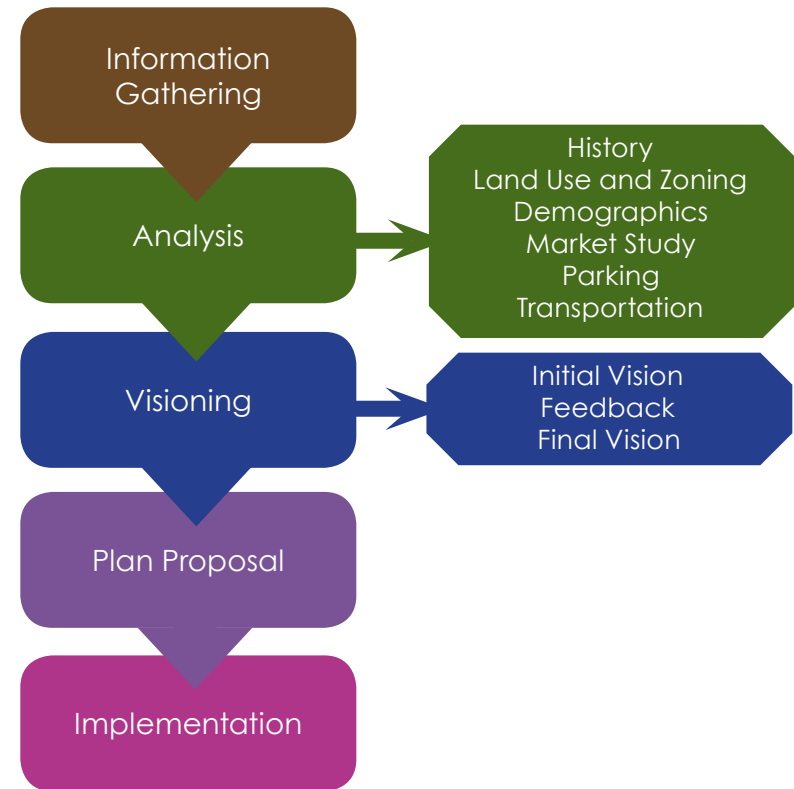


Figure 1-1

CONTEXT

Washington Avenue is a major east-west thoroughfare that is lined with an eclectic mix of uses, ranging from warehouses to ethnic retail. Development, however, is occurring on the Avenue with little consistency. New construction includes high density luxury condominiums and low density retail. Broad swaths of empty land and other underutilized parcels signal opportunities for future development. The Avenue's width, traffic, and lack of pedestrian friendly amenities are also perceived by neighborhood residents as a barrier to the cohesion of the neighborhoods to the north and south.

As a result, the Team began the process of analyzing and designing a new vision for Washington Avenue. The Team started by collecting information about the study area, including the area's history, demographics, retail market, parking and transportation, and land use and zoning. After analyzing the research, the Team prepared and presented to the client two alternative visions for Washington Avenue: Downtown South Philly and SoPhi Village. Based on client feedback, the Team prepared a final vision that ultimately blended features of both alternatives.

This plan, "Sophi: A Downtown Plan for Washington Avenue, South Philadelphia," recommends dense building massing on the west side of Washington Avenue with a gradual transition to a lower neighborhood scale in the approach to 6th Street. Additionally, the plan suggests the greening of Washington Avenue, including streetscape redesign and a raised median. Other areas addressed by the plan include streetscape design, key site designs, general design guidelines, and zoning proposals. The Team also recommends implementation strategies, including a three-pronged phasing of development, the creation of a community development organization, and funding. The plan aims to provide a launching

point for area residents and businesses to reflect on the current conditions of the neighborhood and collaborate in guiding the area's future.



Figure 1-2 The study area is situated in the southern portion of Philadelphia between the Schuylkill and Delaware Rivers.

Study Area Aerial



Figure 1-3 The study area here shows....

NEIGHBORHOOD CONTEXT

The study area is surrounded by five distinct neighborhoods: (1) Passyunk Square, (2) Hawthorne, (3) Bella Vista, (4) Queen Village, (5) and Pennsport. Passyunk Square lies south of Washington Avenue from Broad Street to 6th Street. Hawthorne is situated north of Washington Avenue between Broad Street and 11th Street. Bella Vista is also north of Washington Avenue, stretching from 11th Street to 6th Street. Queen Village is located north of Washington Avenue between 5th Street and Front Street. Pennsport is south of Washington Avenue extending from Front Street to 6th Street.

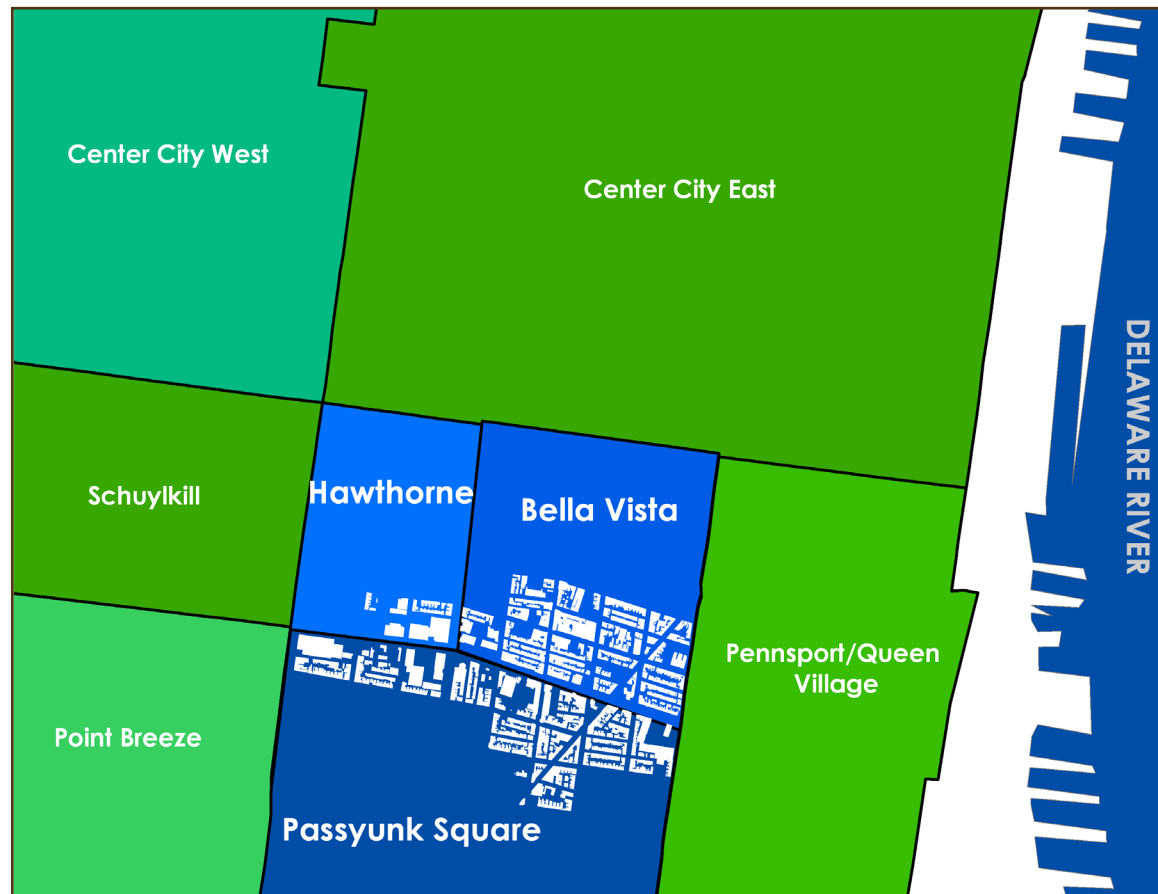


Figure 1-4 The study area.....

REGIONAL TRANSPORTATION

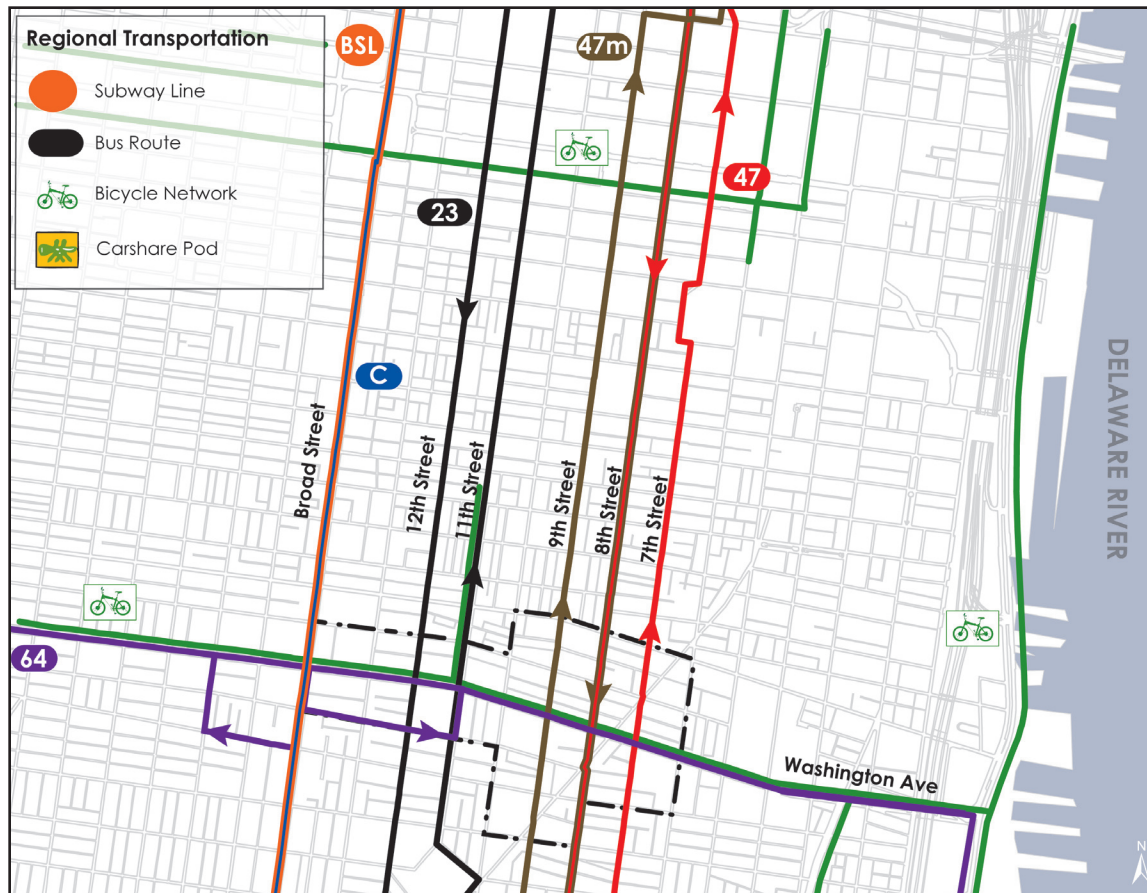


Figure 1-5 The study area is connected to the rest of Philadelphia by bus transit routes and one subway line (Broad Street Line). The study area is also part of the existing bicycle network.

The study area is connected by transit routes that run into Center City. Route 47 connects South Philadelphia to the Frankford transit hub, route 23 runs into Chestnut Hill via Center City and route C runs up Broad Street. Route 47m runs on a limited schedule and was designed to serve the Italian Market area. The Broad Street Subway line also runs north and south under Broad Street and connects to the Market Street Line running east and west. Additionally, route 64 connects the study area to West Philadelphia and the large retailers at Pier 70. Despite a number of routes serving the study area, buses remain a transit mode of last resort. A lack of shelters and access to updated schedules hampers ridership. Also, a general perception of buses as dirty and noisy keeps many away. There is potential to turn the route 23 bus back into a trolley route which would have marked impact on ridership and link the middle of the study area to Center City with a more attractive transit option.

The bicycle network also runs through the study area. However, the network along Washington Avenue is broken up and poorly marked and generally dangerous for riders.

HISTORY

When the Lenni Lenape inhabited the area known as South Philadelphia, they named it Wicaco, meaning “pleasant place.” Swedish settlers began to move to the area in the mid-1600s, followed by the Irish, German, Dutch, and English. During the mid-1700s, the land south of South Street was incorporated as the districts of Moyamensing and Southwark. Outside of the Philadelphia city limits, this was the countryside where the working classes and immigrants dwelled.

Although typically, many people associate images of the area surrounding Washington Avenue with Italians, the area has a rich history of ethnic and racial diversity stretching back to its earliest days. Population pressure forced groups to expand beyond the original waterfront boundaries west past Sixth Street towards Broad. One of the most important aspects of this settlement was its complete lack of division along ethnic and racial lines. Irish, Italians, Eastern European Jews, and African-Americans all inhabited the same neighborhoods, and often even resided beside one another on the same streets. This ethnic diversity was the defining characteristic of the neighborhood.

With the dawn of the Industrial Revolution,

a railroad running down Washington Avenue became a main thoroughfare for freight. Despite the train’s presence, most employment opportunities for residents were located at the Delaware and Schuylkill waterfronts. Annexed by the city of Philadelphia in 1854, South Philadelphia remained a collection of dense residential neighborhoods segregated by race and religion. In the mid-1800s, an influx of African-American, Italian, and Eastern European Jewish migrants arrived; many of them entered America through the port where Washington Avenue met the Delaware River. Throughout the Civil War, Washington Avenue served as an important corridor for Union troops because of the major train station at Broad Street and Washington Avenue and the nearby army hospital.

In the first half of the 20th century, industrial activities supported by the railroad enforced a physical and social barrier between the neighborhoods north and south of Washington Avenue. The later half of the century witnessed a decline in industry and investment along the Avenue. In 1985, the freight lines ceased running and the city of Philadelphia paved over the tracks, making the avenue more adequate to handle high levels of automobile traffic.

Over time, many second- and third-generation South Philadelphians have left the area for the suburbs while the Asian and Mexican immigrant communities have flourished.

DEMOGRAPHICS

The study area roughly consists of ten census tracts. Between 1990 and 2000, the study area population increased by 2% to 5,691 people (while the city of Philadelphia's population dropped by 4%). The 2000 U.S. Census reveals that the racial breakdown of the study area is 63% white, 18% Asian, 16% Black/African American, and 3% other (meaning some other race, more than one race, Native American, and Pacific Islander). The biggest shifts over the 1990s was the declining White population (-16%) and the soaring Asian population (+132%). In 2000, Hispanics accounted for about 6% of the study area population. Site observations suggest a growing Asian, Mexican, and young professional population. Additionally, 53% of the study area population is between the ages of 20 and 49.

During the 1990s, the average median income in the study area rose by about 40%. Twenty-nine percent of the population had a college bachelor's degree or advanced education, substantially higher than in Philadelphia generally.

Between 1999 and 2003, the median home sales price grew by 270%, outpacing the rise in Center City east (57%) and Philadelphia as a whole (11%). The 2003 average median sale price in the study

area was \$173,096 (adjusted to 2005 dollars). In addition, with the recent opening of the Lofts at Bella Vista at 1101 Washington Avenue, a higher-end mid-rise housing stock has been launched in the study area.

	Philadelphia		Study Area	
White	684,603	45%	3,581	63%
Black/African American	653,364	43%	879	16%
Asian	65,171	4%	994	18%
Other	109,999	7%	188	3%
Total	1,517,550	100%	5,642	100%

Table 1-1 (Source: 2000 US Census)

Residential Median Sale Price

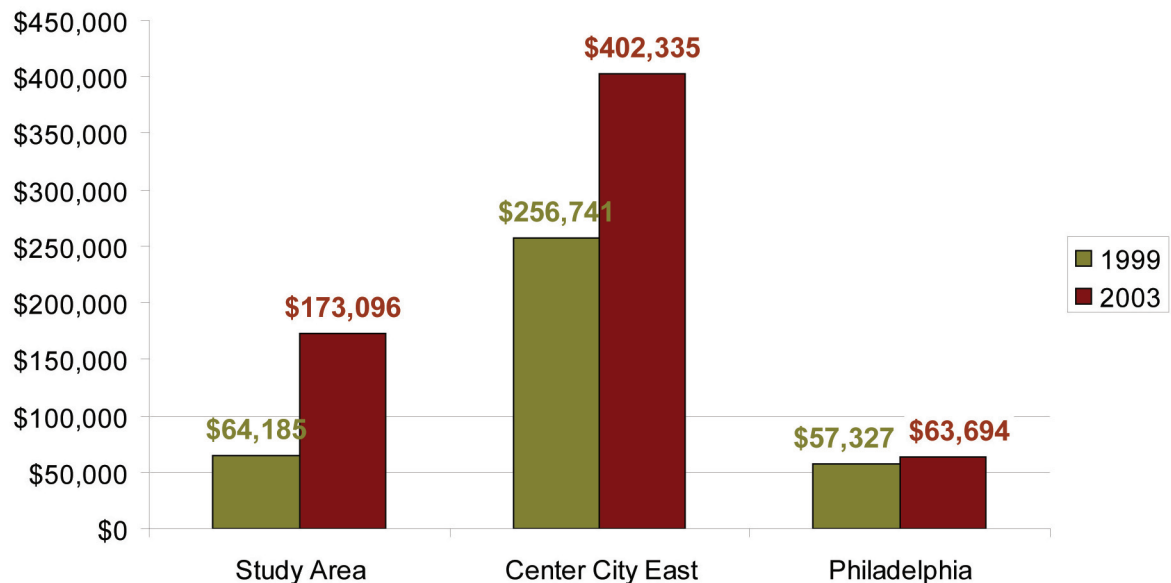
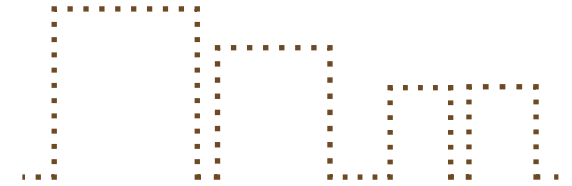
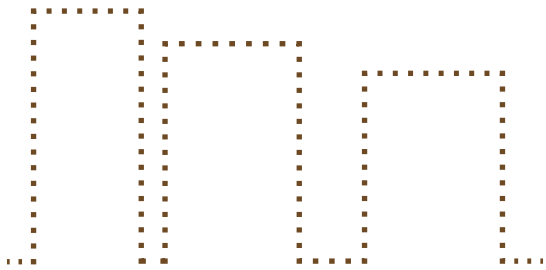


Figure 1-6 (Source: 2000 US Census, Center City Report)



2 Analysis



ZONING

From Broad Street to 11th Street, the parcels along the north side of Washington Avenue are zoned G-2 for heavy industrial use. On the south side of the Avenue for the same span, zoning permits C-3 multi-story office commercial use. Between 11th and 6th Streets on the Avenue, parcels zoned C-7 for commercial with parking, among other commercial designations, appear on both sides of the street in addition to R-10 and R-10A residential parcels. Ninth Street's parcels are nearly all zoned C-2 commercial while Passyunk Avenue's parcels vary between residential and commercial zoning. Within the residential neighborhoods, a pattern of C-1 and C-2 zoning for corner store commercial use is common.

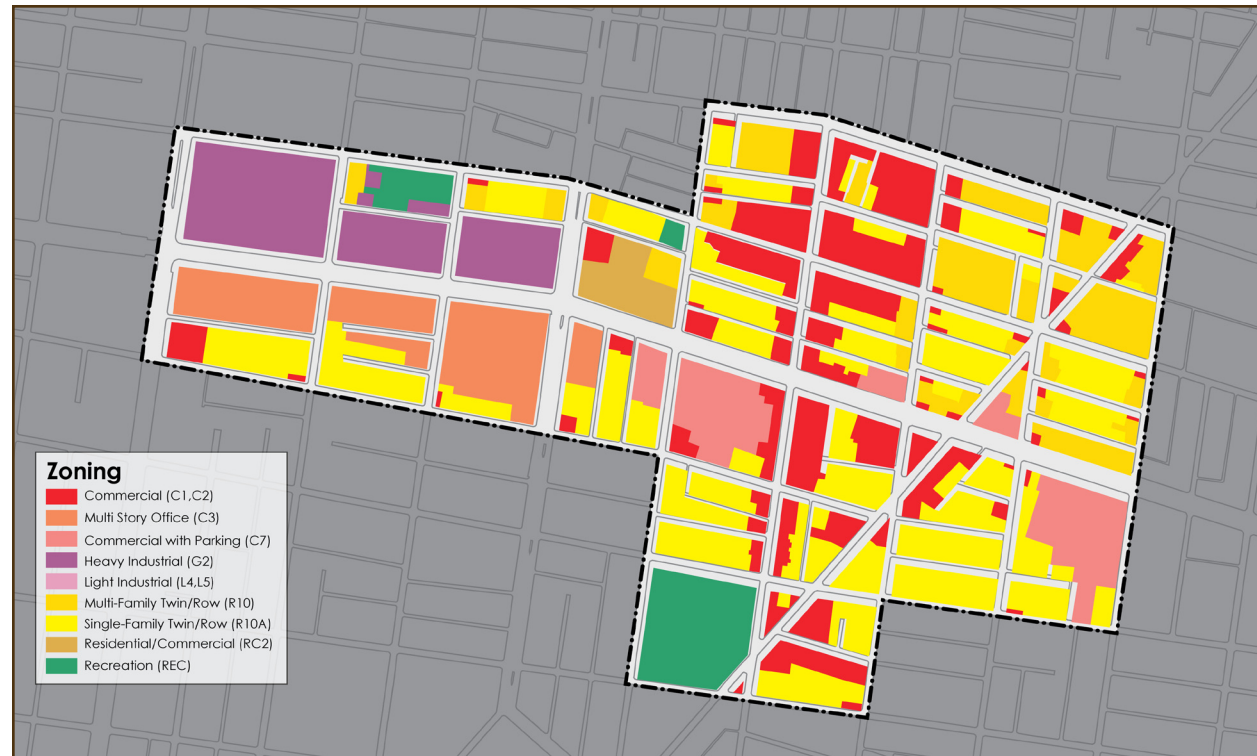


Figure 2-1 Zoning Map

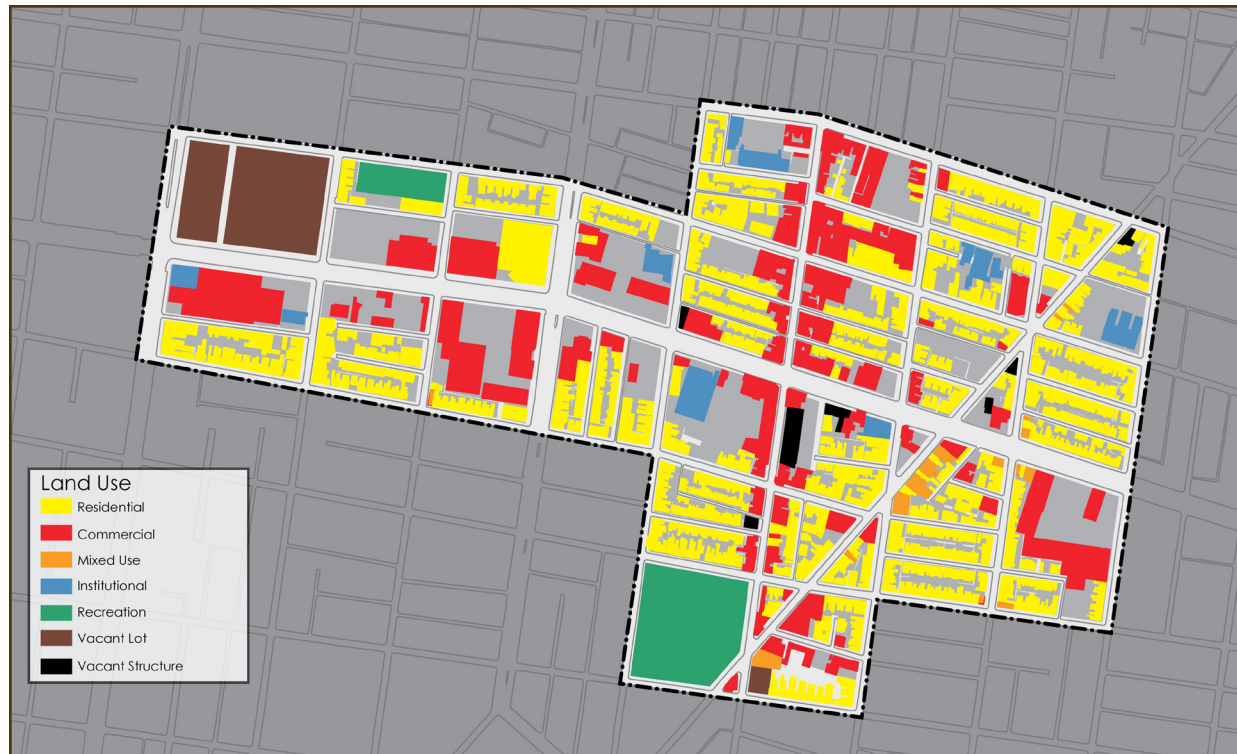
LAND USE

Figure 2-2 Land Use Map

The study area has a mix of commercial and residential uses in addition to surface parking lots, empty land, and vacant buildings. Automobile-oriented uses are found on both sides of Washington Avenue from Broad Street to 9th Street. These uses include auto body shops, trucking and storage, and one-story retail. On Washington Avenue east of 9th Street, row homes converted into commercial space are common in addition to some one-story retail. Three-story row homes with ground floor retail frontage are characteristic of 9th Street between Christian and Wharton Street. Passyunk Avenue has a mix of residential units and row homes with ground floor commercial space.

ZONING AND LAND USE COMPARED

A review of the zoning and land use in the study area reveals that the current zoning for many parcels does not reflect the current land use. For example, the site of the Lofts at Bella Vista is zoned for heavy industrial uses, but the former warehouse is being reused as a residential building. The two warehouses currently occupied by U-Haul are not being used as the designated heavy industrial either. On the north side of the Avenue between 11th and 10th Streets, where the one-story retail venues of CVS, Hollywood Video, and Sherwin-Williams are located, is zoned RC-2, which denotes residential with commercial. This signifies that the granting of zoning variances has shaped the present landscape.

As the city of Philadelphia has witnessed a steep decline in heavy industries, zoning for heavy industrial uses is not appropriate in close proximity to the surrounding residential communities. This is particularly relevant in an area so close to downtown Philadelphia. Updating zoning regulations, adopting urban design guidelines, and creating a zoning overlay district are tools that can help control inappropriate land uses and soften transitions between commercial and residential uses.



Figure 2-3 Figure Ground Diagram

FIGURE GROUND

The figure ground starkly presents the building massing in the study area and reveals certain characteristics of the neighborhood's development. Building density is less intense on the west side of Washington Avenue in contrast to the heavier density on the eastern side. In fact, there are swaths of empty space on the west side of the study area, which portends future development opportunities. Additionally, the low scale shopping center prototype along the south side of Washington Avenue reflects awkward building layouts. The shopping centers also disruptively encroach on the surrounding neighborhoods.

Opportunities & Constraints Diagram



Figure 2-4 This shows study area features and parcels that may be opportunities or constraints.

OPPORTUNITIES AND CONSTRAINTS

Surveying the land parcels and streets of the study area, the Team identified opportunities and constraints for future redevelopment. The Team's findings, listed in the analysis below, provide a conceptual base for the visioning process.

OPPORTUNITIES

- ✦ The study area is well-served by SEPTA bus routes. Additionally, the Ellsworth-Federal station of the Broad Street subway has entrances at Broad and Ellsworth Streets and Broad and Federal Streets.
- ✦ At the intersection of 9th Street and Passyunk Avenue, rival cheesesteak establishments, Pat's and Geno's, are Philadelphia landmarks. With these eateries open 24 hours a day, this stretch is a magnet for locals and visitors.
- ✦ The southern end of the Avenue of the Arts is at Broad Street and Washington Avenue. The study area's proximity to the cultural amenities provides the area with opportunities for complementary development.
- ✦ The historic Italian Market draws locals and tourists to its distinctive specialty goods and unique atmosphere. Most market activity occurs along 9th Street between Christian Street and Washington Avenue.
- ✦ New high-end residential development, such as the Lofts at Bella Vista at the northwest corner of 11th Street and Washington Avenue, signal the area's attractiveness for new investment and increased opportunity for additional commercial and retail space.

- ✦ A diverse offering of retail, commercial activities, and restaurants attract locals and tourists to the area.
- ✦ Historic buildings in the study area, including the vacant Ice & Coal building and the American Cigar Factory (which is currently occupied by U-Haul), present opportunities for adaptive reuse and possible historic rehabilitation using federal tax credits.

CONSTRAINTS

- ✦ Washington Avenue's width, at nearly 100 feet, contains four lanes of traffic, two parallel parking lanes, and a center painted median/turning lanes. The Avenue's design facilitates automobile use in the area and speeding traffic, and discourages walking and bicycle use. Many residents perceive Washington Avenue as a barrier to the cohesion of the neighborhoods to the north and south.
- ✦ Vacant parcels along Washington Avenue are unattractive and provide de facto repositories for neighborhood garbage, interrupt a pedestrian friendly environment, and delay new investment.
- ✦ Single story retail with surface parking, a model seen in the strip shopping centers along Washington Avenue, inefficiently uses land and encourages automobile use for access to the study area. This building type is unattractive, discourages a pedestrian friendly environment, and underutilizes the area's capacity for greater density. Additionally, little consideration has been paid to sensitive physical transitions to surrounding residential neighborhoods.
- ✦ Dilapidated housing and vacant buildings along Washington

Avenue are liabilities to the study area. In addition to being visually unappealing, the buildings stunt investment in surrounding properties.

- Illegal parking in the study area. Cars are often illegally parked along the painted median on the west side of Washington Avenue. There is also frequent double parking. As a result, the flow of traffic is interrupted and the environment becomes less pedestrian friendly.
- The Italian Market on 9th Street south of Washington Avenue provides a less hospitable and distinctive retail environment compared to its northern counterpart.
- Rising home sale prices and new luxury residential developments spark concern regarding gentrification and the ability of long-time residents and businesses to remain a part of the area's future.
- Lack of garbage cans and other necessary street furniture provide an unreceptive environment for pedestrians.

SUSCEPTIBILITY TO CHANGE

A susceptibility to change analysis reveals the relative potential for development of a parcel in the study area. The Team examined the parcels along Washington Avenue and reviewed each according to four criteria: (1) land use, (2) building condition, (3) size, and (4) location. These criteria help determine whether or not a parcel is more or less likely to change in the near future. Parcels were qualitatively analyzed based on the characteristics below:

- ✦ Land use: a parcel was deemed more susceptible to change if the use was of a type inconsistent with the area, and less susceptible if it was consistent.
- ✦ Building condition: dilapidated buildings were considered more susceptible to change, whereas new construction or well-maintained buildings were considered less susceptible to change.
- ✦ Size: a larger parcel was considered more susceptible to change because of its attractiveness for development,



Figure 2-5 This figure shows relative susceptibility to change

whereas smaller parcels were considered less susceptible to change.

- ✦ Location: parcels located at important intersections or nodes of activity were considered more susceptible to change, whereas parcels located at less valuable locations were deemed less susceptible.

The Team assigned points to each parcel based on the susceptibility analysis. Resulting scores were applied to a map depicting low, medium and high susceptibility to change.

MARKET STUDY

The Team's market study consisted of: (1) analyzing Center City Philadelphia trends affecting the study area, (2) conducting surveys of merchants and consumers in the study area, and (3) assessing the retail market demand of the study area's primary, secondary, and tertiary trade areas.

CENTER CITY TRENDS

Examining market conditions near the study site can help forecast future market forces affecting the area. The surge in development and real estate prices occurring in Center City Philadelphia is likely to have far-reaching impacts. The Center City market is characterized by a booming residential market, a strong retail market, and a rebounding office market. These market forces are pushing south toward Washington Avenue and beyond.

Of particular relevance to the study area is the surging Center City residential market. According to a Center City District 2005 Residential Market Study, the volume of residential development has increased for five consecutive years, adding 1,966 units between 2004 and 2005 (which represents approximately 3% of the Center City residential market). Center City's population has risen to 88,000, measured from river to river and Poplar Street to

Washington Avenue. This growth has been fueled in large part by empty-nesters and young professionals moving downtown. Nearly six thousand new units are planned or proposed to come on line in the next three years. The average home sale price has risen to \$287,084, compared to \$183,754 in the study area (adjusted to 2005 dollars). The market has also become more diverse, with 32% of the new inventory intended as condominium. The hot residential market will likely continue to collaterally spur higher sale prices in the study area housing market.

The Center City office market is showing signs of rebounding. There was strong positive absorption of 705,725 square feet office space, while 429,650 square feet of office was converted to residential use. As a result, the vacancy rate dropped 2.3 percentage points to 13.7%. A significant supply of office space is in the pipeline, with the Comcast Center adding another

	Square Feet	% of Total
Residential	1,115,687	57%
Office	30,435	2%
Retail	428,311	22%
Restaurants	108,418	6%
Warehousing relating to commerce	95,347	5%

Table 2-1 Square footage of various uses in the study area

two million square feet in 2007 (which represents about 5% of the market).

The Center City retail market has continued to expand. Downtown retail added 212 businesses in 2005 to the more than 2,000 existing retail establishments. Ninety percent of the retail premises were occupied, amounting to a total of 3.5 million square feet. This represents the highest level of occupancy since Center City began tracking this measure in 1993. Eating and drinking establishments comprise the largest retail segment.

MERCHANT AND CONSUMER SURVEYS

The Team surveyed a sample of merchants and customers in the study area. Sixty-nine merchants were asked a series of questions about their businesses' tenure in the neighborhood, customer base, and future goals. Of note, 50% of the responding businesses indicated that their business has existed in its present location for less than five years. Fifty-one percent of the businesses identified their primary customers as living beyond a 15 minute walk from their business (either elsewhere in Philadelphia, the Philadelphia metro region, or outside the metro region). Seventy percent of the responding businesses indicated that they were family owned.

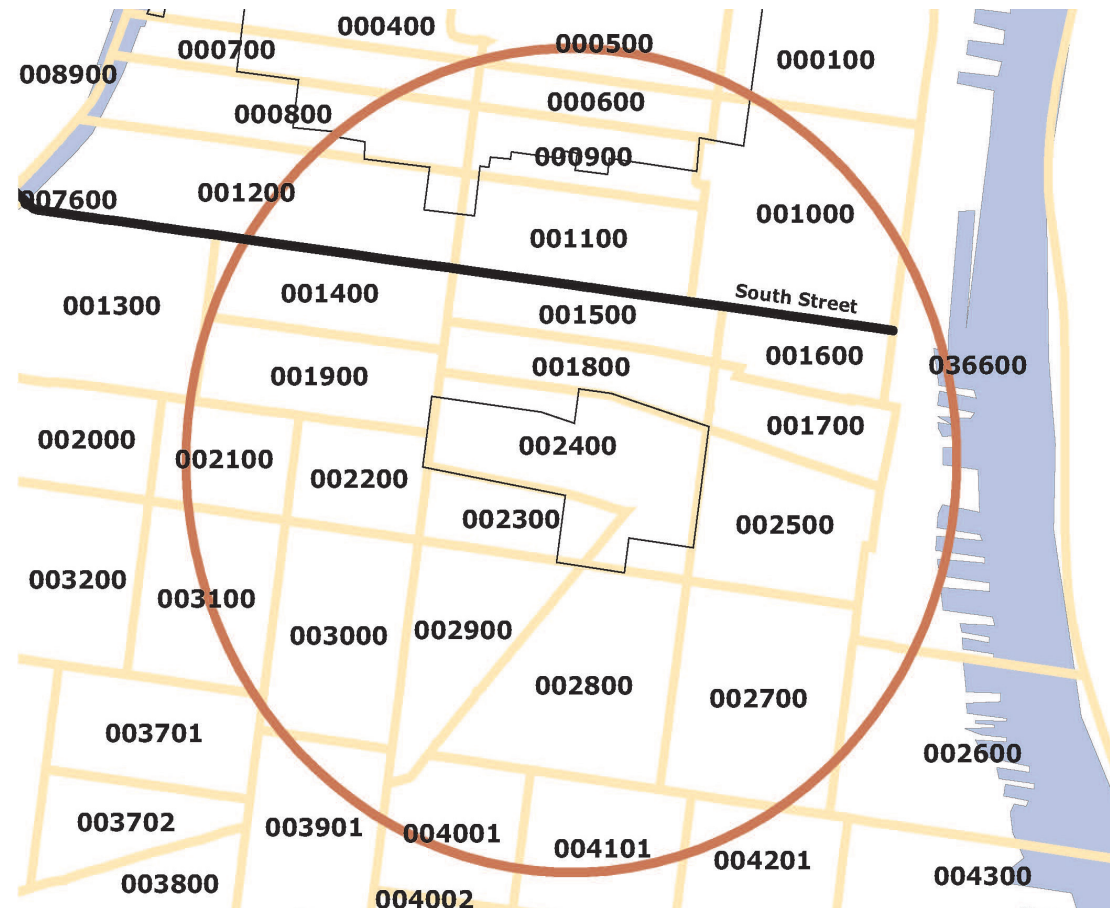


Figure 2-6 Primary trade area.

Forty-two customers were surveyed in our study area. Most surveys were conducted on a Saturday afternoon in March on Washington Avenue, Passyunk Avenue, and 9th Street. Forty-three percent of the customers indicated that they arrived in the area by car. When asked for their home zip code, sixty-one percent provided a Philadelphia zip code, sixteen percent were Pennsylvania residents from outside Philadelphia, and eighteen percent resided in New Jersey. A third of the customers identified themselves as tourists.

Commenting on the retail experience, nearly sixty percent of the customers indicated that they valued the area's uniqueness, charm, and ethnic/specialty goods. Parking and trash were identified as the area's least favorable conditions. Customers frequently indicated that, if they did not shop in the study area, that they shopped at alternate grocery stores (such as the Acme at 1400 Passyunk Avenue) or in Chinatown. When asked what additional business could improve the retail market in the study area, customers suggested higher quality retail and nightclub/music venues.

RETAIL MARKET ASSESSMENT

The study area contains an assortment of businesses appealing to both a local and regional clientele. Along Washington

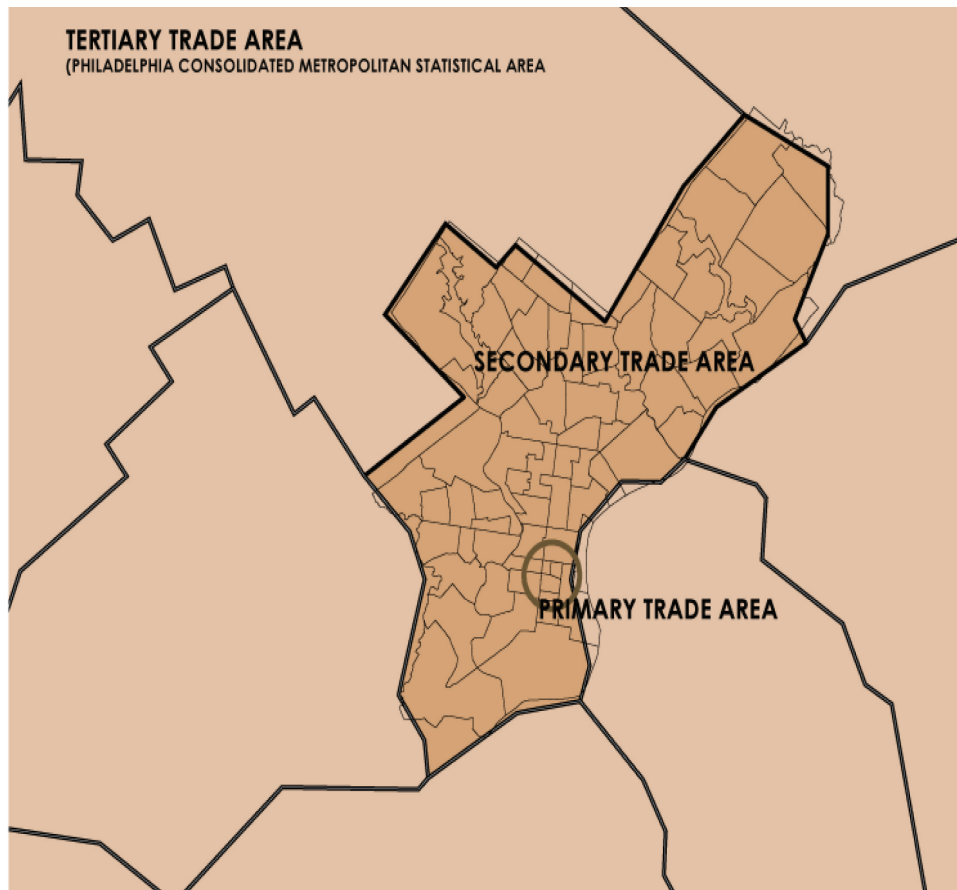


Figure 2-6 The primary, secondary and tertiary trade areas

Avenue, one finds warehouse and automotive uses located near Asian shopping centers and the Italian Market. The mix of uses is testament to the changing economics and populations that characterize the area's history.

The market study examined the retail market in designated primary, secondary, and tertiary markets. The primary market area was defined as a one mile radius emanating from the study area. This 3.18 square mile area incorporates 23 census tracts with an estimated population of 99,325 people. In 1999, the average per capita income for individuals in the primary market is \$29,054 (adjusted to 2005 dollars). For 16 retail categories, the primary market in 2003 accounted for retail sales of \$461,813,604 (adjusted to 2005 dollars). Spending on groceries constituted the highest proportion of spending (35%). Fifteen percent of the expenditures in the primary area went to restaurants and 12% to apparel and related services.

A capture rate calculation provides a measure of how much of a market's spending occurs within an area, and how much of the spending flows out to competing consumer destinations. A one hundred percent capture rate, for instance, means that an area fulfills all of a market's demand.

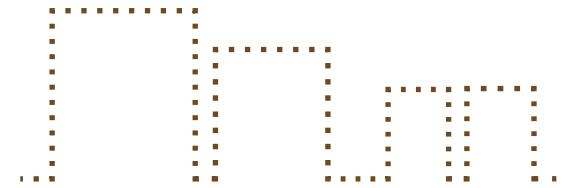
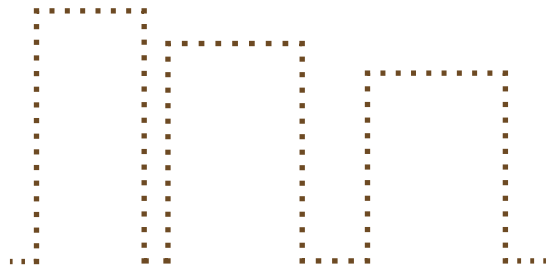
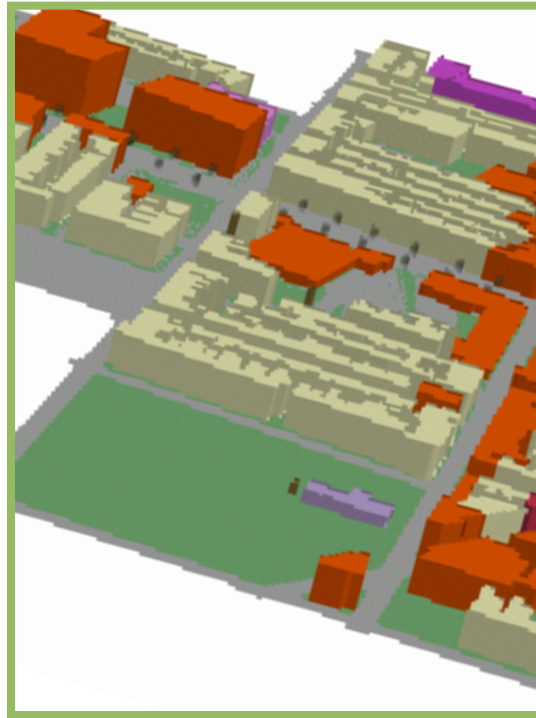
Our analysis estimates that there is a net outflow from the primary market of \$700,490,323. An examination of certain categories reveals how much of the primary market spending the study area is capturing. The study area captures only 13% of the primary market's grocery demands. For purposes of the analysis, groceries are defined as supermarkets, convenience stores, and specialty food stores. As a result, \$150,698,537 spent on groceries is directed outside the study area. The study area could, theoretically, add six times the area's current grocery square footage to fully capture the grocery market. In contrast, the restaurant market in the

study area, comprising 111,791 square feet, captures 40% of the primary market spending.

Due to the regional appeal of the study area's retail, our team defined secondary and tertiary markets. The secondary area contains the whole of Philadelphia County, where in 1999 residents had a per capita income of \$19,354 (adjusted to 2005 dollars). The tertiary market includes the Philadelphia primary metropolitan statistical area where, in 1999, residents had a per capita income of \$27,988 (adjusted to 2005 dollars). Based on the surveys and on-site observations, the study area attracted regional customers to the specialty food businesses, including the Asian restaurants and the Italian Market, as well as to specialty ethnic retail. Of the retail purchases in the secondary market, 1.5% spent was spent on specialty goods. The study area captured 2.4% of the secondary market's specialty good expenditures. In the tertiary market, .7% of retail spending went toward specialty goods. The study area captured .7% of the tertiary market demand.



3 Alternative Visions



The following two alternative visions were part of the Team's planning process. After meeting with the client and doing some field work and discussion, the Team put together two visions that represented possibilities for the study area based on the client's needs. Downtown South Philly presents a vision of the study area as a more dense, active regional node. The second vision, SoPhi Village, shows an alternative that maintains the neighborhood density and scale and utilizes primarily neighborhood and local services instead of bringing in larger office and retail uses.

DOWNTOWN SOUTH PHILLY

WHERE THE CREATIVE CLASS LIVES, WORKS, AND PLAYS

At the nexus of Center City and South Philadelphia, creative energy thrives in a new downtown environment. Clustered around Broad to 11th Streets on Washington Avenue is high-rise office space supporting arts industries, such as web design, graphic design, architecture, and planning, and non-profit organizations. Converted warehouses and state-of-the-art new construction give the office district a funky yet sophisticated character. A myriad of storefronts and galleries on the ground floor serve the shopping needs of workers on lunch or at the end of the business day. Widened sidewalks increase dimensions of the public sphere, encouraging outdoor seating for cafes and signature restaurants. At twilight, restaurants and bars entice residents of the new high-rises and surrounding row homes alike to wine, dine, and mingle.

This vision capitalizes upon the assets of the Avenue of the Arts and the influx of young professionals choosing to locate in Bella Vista, Passyunk Square, and Queen Village, while at the same

time recognizing the importance of South Philadelphia's unique culture by maintaining the historic row home fabric typical of the area. Hence, a transitional zone between 11th and 10th Streets serves to gradually bring the scale down to meet the three-story row homes. Urban design guidelines for renovations and new construction will enable a consistent street facade that will keep the area surrounding the 9th Street Italian Market the way long-time residents remember it. Rooted in tradition, this resilient tourist destination will continue to serve a regional market as well as a neighborhood population of higher density and breathe new life into the struggling part of the market south of Washington Avenue.

Redesigned for higher density, the Asian shopping plazas will be located side-by-side with emerging Mexican establishments, together forming an ethnic restaurant and retail destination to serve a local and regional market. Aggressive niche marketing will attract a greater variety of ethnic entrepreneurs and solidify Washington Avenue's identity as an international corridor.

Passyunk Avenue presents a unique opportunity for night life and entertainment. The triangular blocks created by Passyunk Avenue's intersections with north-south and east-west streets provide short walking distances suitable for a night life district. To support this, ground floor retail space on Passyunk Avenue will be encouraged and restricted from residential conversions.

Decades ago, South Philadelphians called Center City "Uptown." Now, Downtown South Philly will create a smaller scale downtown to complement Center City while catering to creativity and diversity. Start-up firms, non-profits, and small business owners who cannot afford the high rents of Center City's office, retail, and restaurant space will converge here, resulting in a dynamic mix of activity that will bring more residents, workers, and visitors to explore Washington Avenue and its surroundings.

Downtown South Philly Vision Buildout

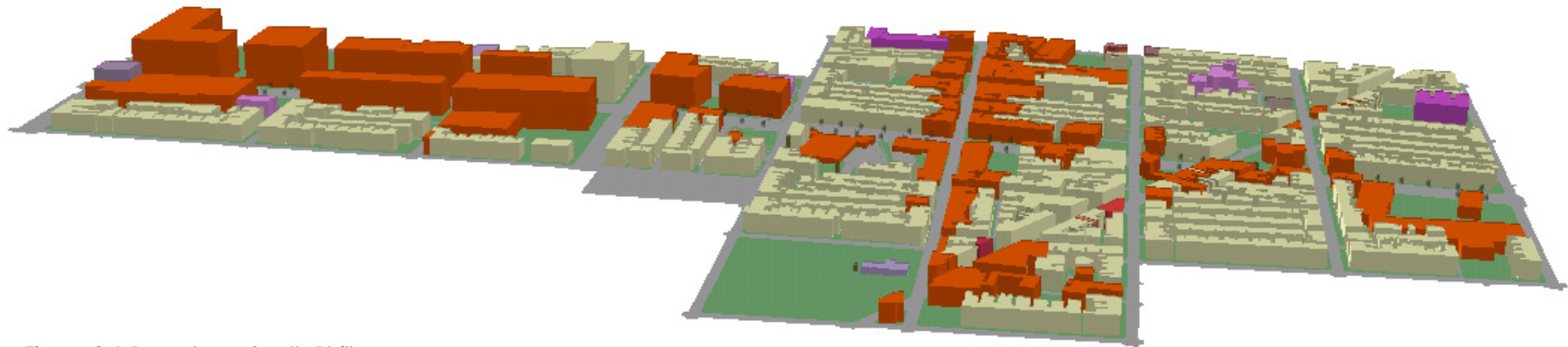


Figure 3-1 Downtown South Philly

SOPHI VILLAGE

A SEAMLESS TRANSITION BETWEEN SOUTH PHILADELPHIA AND CENTER CITY

Imagine Washington Avenue as a green boulevard connecting its bordering neighborhoods, Hawthorne and Bella Vista to the north and Passyunk Square to the south. The SoPhi Village concept transforms the post-industrial corridor into a main street featuring a mix of commercial and residential uses. This vision's signature element is a raised median placed in the center of Washington Avenue. The median will separate east and west automobile traffic and facilitate easier and more pleasant foot traffic across the avenue. Trees and shrubbery planted along the median will beautify the avenue, enhancing both its environmental quality and public perception. Additionally, increased community green space along the avenue will create attractive places for children to play and residents to gather and enjoy the outdoors.

The village aesthetic seeks to even the scale of Washington Avenue to approximately three stories, enabling a smoother transition between the traditional row home fabric existing north and south of the street. This entails building appropriate structures on the vacant lot at the northeast corner of Broad and Washington, and replacing with more suitable new construction the U-Haul warehouse between 12th and 13th Streets as well as the one-story retail venues along the avenue. Only between 11th and 13th Streets will warehouses remain. Proposed adaptive reuse of the American Cigar Factory building, currently occupied by U-Haul, will complement the Lofts at Bella Vista development. These historic buildings will remain, preserving a slice of the Avenue's industrial heritage while providing the luxury living accommodations the current housing market demands. SoPhi Village envisions mixed-use commercial and residential structures as well as live-work units along Washington Avenue.

New construction should emulate the existing architecture while providing higher quality retail space. Recommended façade improvements will enhance the physical appearance of the historic brick row homes that typify the eastern portion of the study area.

This vision advocates maintaining the character of 9th Street as a food market corridor of row homes, while educating business owners about façade treatment programs and commercial design guidelines to encourage more sophisticated storefronts, such as Claudio's, Anthony's, and DiBruno Bros. On Passyunk Avenue, neighborhood commercial uses will be balanced by residential development to serve the housing market needs. The trend of converting mixed-use commercial spaces to residential uses may continue, though zoning should protect corner stores.

SoPhi Village will foster a hipper and healthier identity for the Washington Avenue corridor and its distinctive neighborhoods. The green median and consistent scale and design of the Avenue will become more pedestrian friendly. Furthermore, the public parks and gardens will provide community amenities that will dramatically increase the quality of life of residents, old and new.

SoPhi Village Vision Buildout

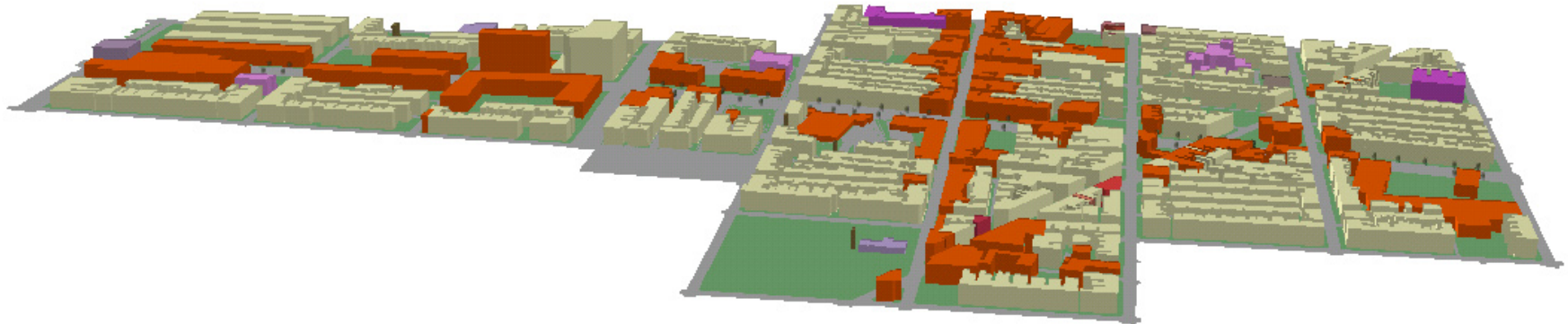
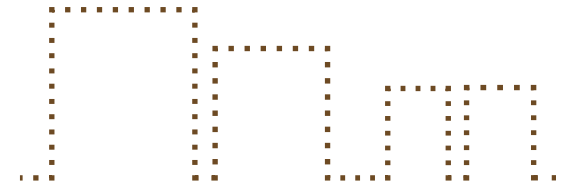
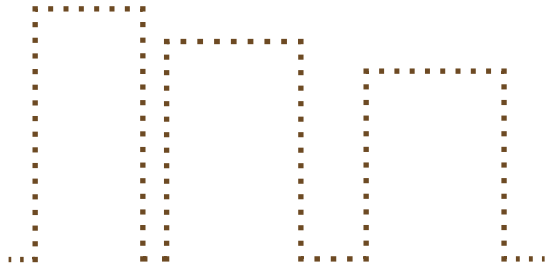


Figure 3-1 SoPhi Village



4 Proposed Plan



PROPOSED VISION

This vision blends the finer points of the proposed alternative images and incorporates client suggestions. The client expressed the following improvements for the study area: an enhanced pedestrian and bicycle environment, traffic calming, greenery, entertainment/night-life along Passyunk Avenue, creative arts organization offices, and artist space. Additionally, the client welcomed greater building density on the west side of Washington Avenue.

The Team's vision of SoPhi is of a dynamic downtown district that mixes creative arts industries, retail and restaurants, and distinctive residential dwellings. It leverages the activity at existing locations and anticipates future development trends. On the west side of Washington Avenue, SoPhi will welcome greater building density intended for office, apartments/condominiums, and retail. This density taps into the area's proximity to the growing Center City office and residential market, as well as the Avenue's capacity to handle growth.

Moving east, the heavier density will gradually transition to the existing neighborhood building typology. This scaling down will buffer the height on the west side of Washington Avenue with the neighborhood massing on the east side. Moving east on Washington Avenue, the Italian Market and ethnic amenities, which capture a local and regional market, will be preserved and enhanced. Throughout the Avenue, there will also be an emphasis on greenery and softening the transition between the commercial corridor and the surrounding neighborhoods. A green median will be incorporated, and plantings and other aesthetically appealing amenities will be introduced. Below is a general characterization of the features of SoPhi:

- 8 to 12 stories from Broad to 11th
- 4 to 6 stories from 11th to 10th
- 2 to 4 stories 10th to 6th

BROAD TO 11TH STREET

This stretch of Washington Avenue will contain new mixed-use buildings reaching as high as twelve stories. It is envisioned that office space could support the nearby Avenue of the Arts, as well as form a hub for creative company space. The area's history and warehouse architecture will appeal to those creative business and individuals that seek old converted buildings with industrial character. Therefore, this area can also become a place to do business of regional impact. Ground floor space will have retail supporting the office workers. This stretch will also have a residential component to give the area a round the clock vitality. Finally, new buildings should include flexible space for conversion to alternate uses based on prevailing market conditions.

11TH TO 10TH STREET

This block will act as an important zone of transition from a dense scale to neighborhood scale, with buildings of four to six stories.

10TH TO 6TH

The scale of this stretch will mirror existing building typology of two to four stories. The strength of this zone is the ethnic businesses that attract both locals and visitors to the area. The pedestrian experience will also be improved to support the retail and street vitality.

PASSYUNK AVENUE

The street's current scale of three story buildings should be preserved. There will be a continued emphasis on businesses catering to the local community and an introduction of destinations for nightlife.

STREETSCAPING AND FACADES

New design guidelines applying to streetscape and building facades along Washington Avenue will promote a more pleasant pedestrian experience and aesthetically appealing environment. Specifically, the guidelines call for a green median, enhanced bicycle lanes, and street furniture.

Final Plan



Figure 4-1

STREETSCAPING

MEDIAN

A raised and landscaped median will run down the middle of Washington Avenue, and it will contain trees and flowers to enhance the Avenue's physical appearance. The median design will not interfere with existing north-south turning lanes. Additionally, the median will provide a secondary function of preventing illegal parking in the middle of the Avenue.

CROSSWALKS

Distinct paving will define pedestrian crosswalks at each Washington Avenue intersection. The enhanced crosswalks will provide improved pedestrian movement and traffic calming.

BICYCLE LANES

Bicycle lanes will run along both sides of Washington Avenue at the grade of the sidewalk and be separated from car traffic by a buffer. Plantings will line the buffer and present an attractive feature that also protects bicyclists from the flow of cars.

SIDEWALKS

Extended sidewalk bulb-outs at four-way intersections will provide a wider space for pedestrians to congregate while waiting to cross the street. Bus shelters, benches, greenery, traditional street lamps, and trash cans will all contribute to a more attractive and user-friendly pedestrian environment. Bicycle racks installed along the Avenue will support the new bicycle lanes.

PUBLIC SIGNAGE

Signage will orient pedestrians, foster a cohesive identity for the Avenue, and provide visually attractive street features.

Streetscape Improvements Diagram

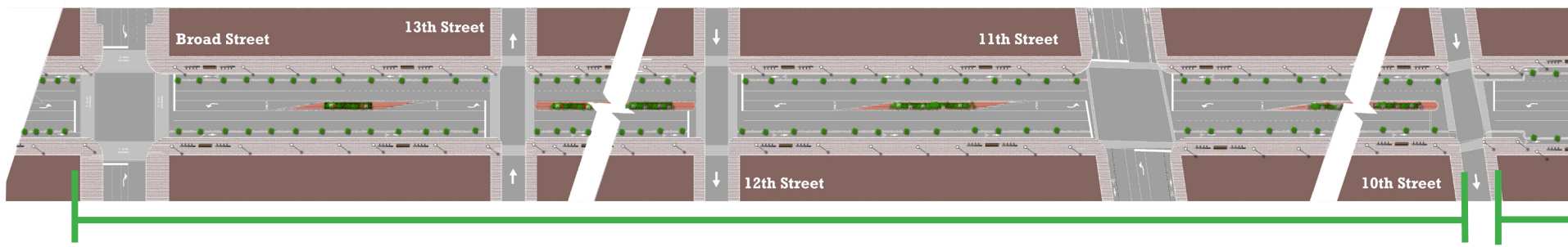


Figure 4-2

Median



Figure 4-3

Crosswalks



Figure 4-5

Public Signage



Figure 4-7

Bicycle Lanes

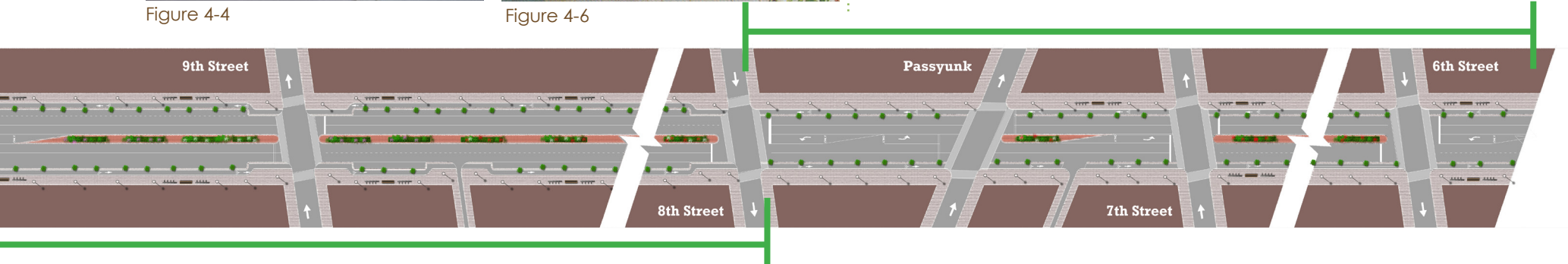


Figure 4-4

Sidewalks



Figure 4-6



SoPhi ■ Proposed Plan

Streetscaping
 BROAD STREET TO 10TH
 STREET,
 8TH TO 6TH STREET

Proposed

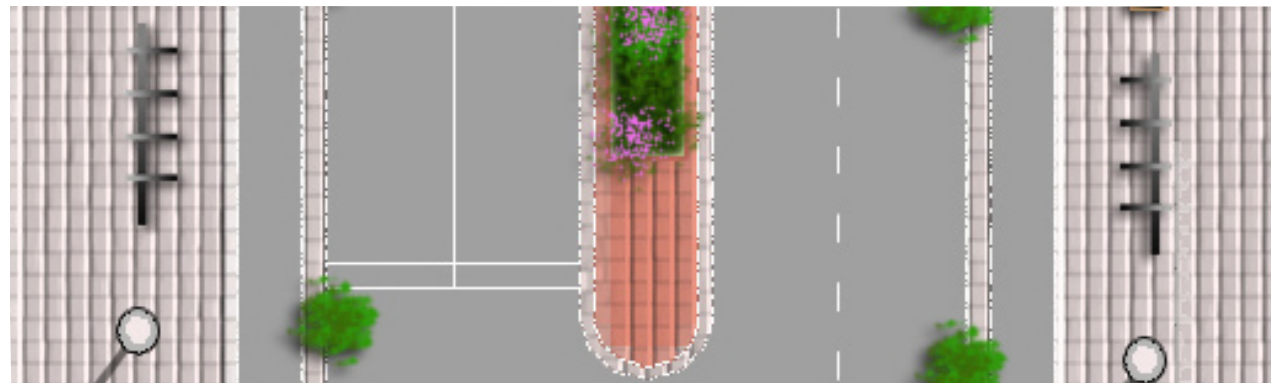


Figure 4-8



Figure 4-9

Existing

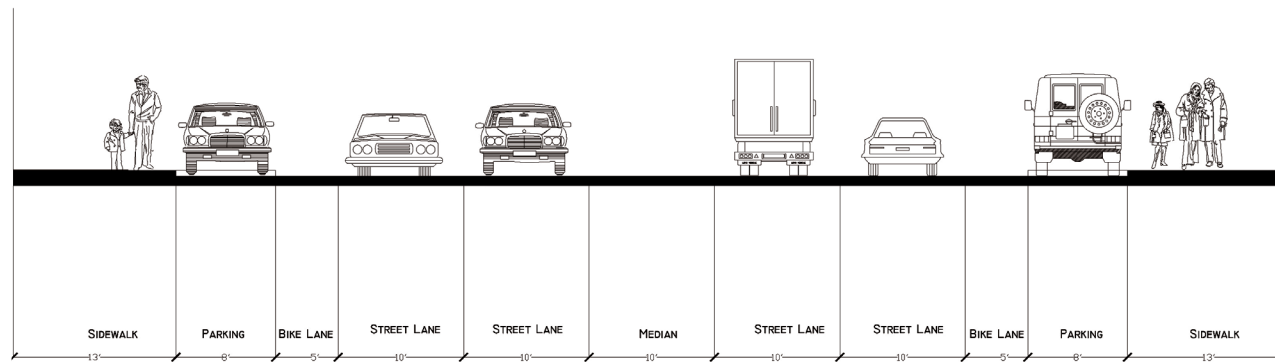
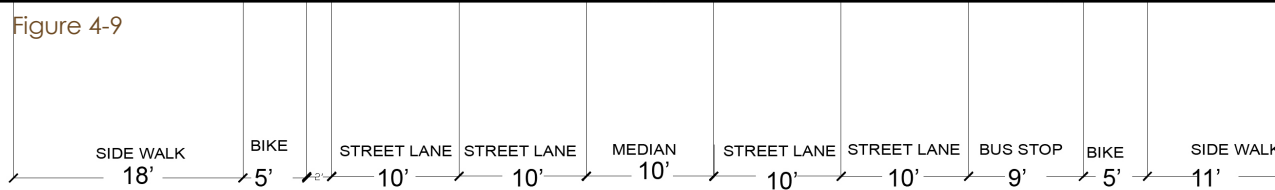


Figure 4-10

Streetscaping 10TH STREET TO 8TH STREET

Proposed

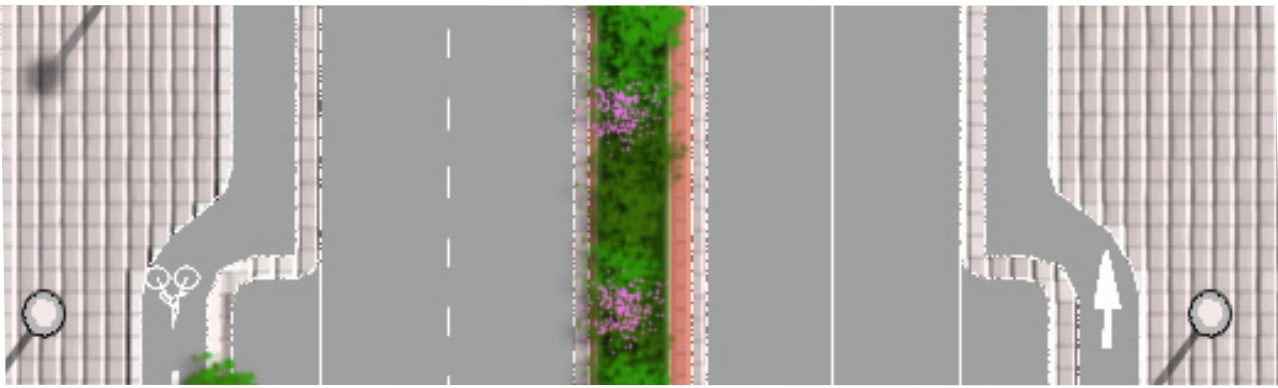


Figure 4-11



Figure 4-12

Existing

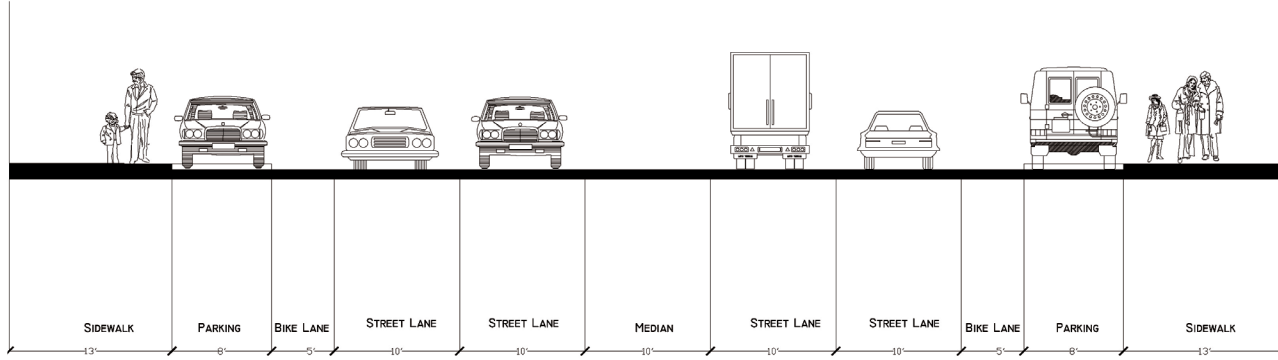
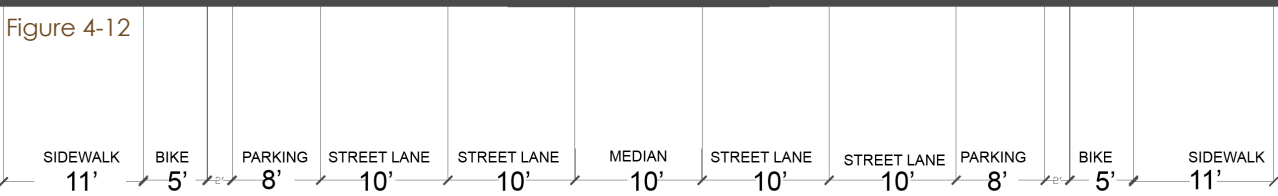


Figure 4-13

SoPhi ■ Proposed Plan



Figure 4-14



Figure 4-15

SCALE AND SCOPE

This proposed plan envisions a Washington Avenue anchored by a dense mixed-use district on the west side that transitions into a smaller scale district characterized by neighborhood level retail on the east side. To accomplish this, the Team recommends measured height limits for each district in order to provide a smooth transition down the Avenue. This section describes the envisioned scale and use of buildings for each of the districts.

BROAD STREET TO 11TH STREET

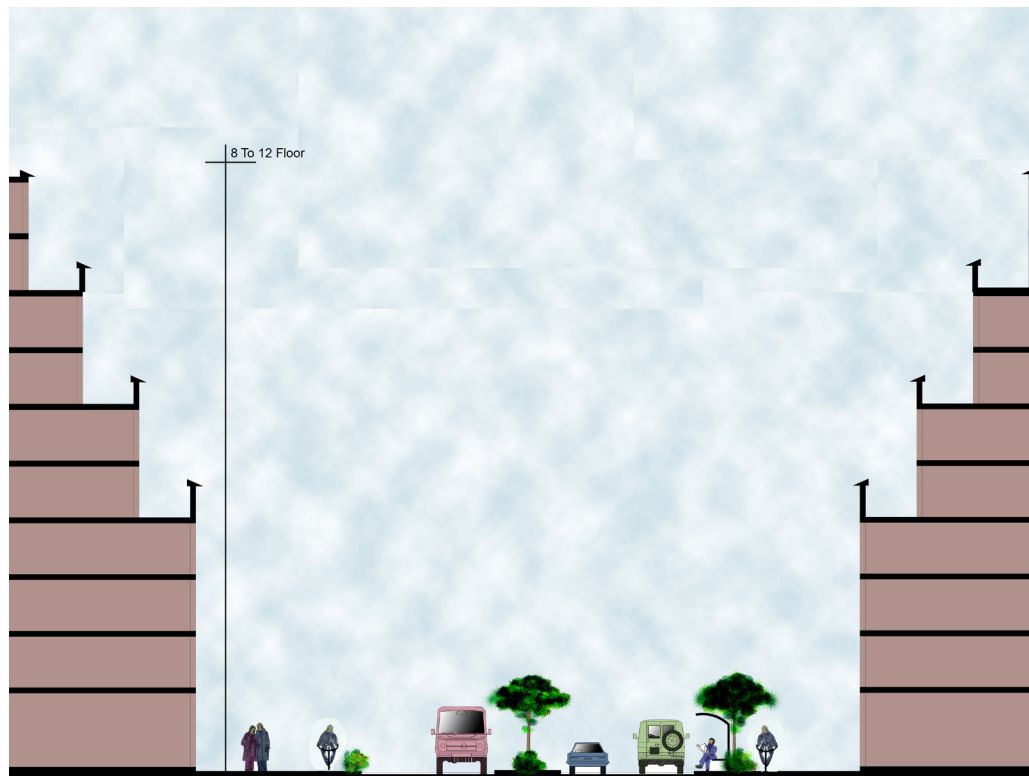


Figure 4-16

Desired Uses

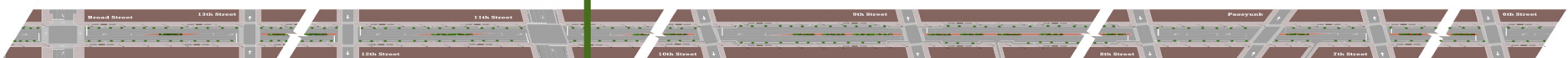
GROUND FLOOR ENCOURAGED

- Restaurant with outdoor seating
- Institution
- Gallery
- Studio
- Printing
- Publishing
- Trades/arts
- Business or professional office or agency

UPPER FLOOR ENCOURAGED

- Business or professional office or agency
- Live-work units

BROAD TO 11TH



Scale and Scope

11TH STREET TO 10TH STREET



Figure 4-16

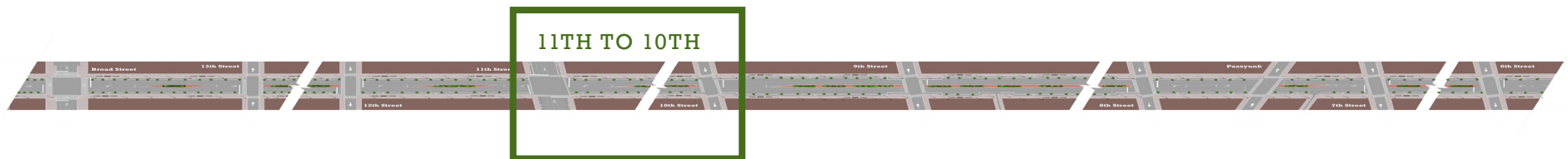
Desired Uses

GROUND FLOOR ENCOURAGED

- Restaurant with outdoor seating
- Institution
- Gallery
- Studio
- Printing
- Publishing
- Trades/arts
- Business or professional office or agency

UPPER FLOOR ENCOURAGED

- Business or professional office or agency
- Live-work units
- Residential



Scale and Scope

10TH STREET TO 6TH STREET



Figure 4-17

Desired Uses

GROUND FLOOR ENCOURAGED

- Sales of art supplies
- Garden supplies
- Photographic equipment
- Dry goods
- Fruits and vegetables
- Personal services
- Restaurant with outdoor seating

UPPER FLOOR ENCOURAGED

- Residential, additional restaurant seating
- Accessory uses for ground floor retail



PARKING MANAGEMENT

Devising a street management plan is an important component for creating smoother traffic flow, improving the pedestrian environment, and increasing retail accessibility. The following measures are recommended:

Encourage parking lot access from side streets in order to preserve more fluid traffic flow on the commercial corridor.

Removing on-street parking from Broad Street to 11th Street, and 8th Street to 6th Street. Removal of the parking will promote a pedestrian focused streetscape with wider sidewalks and protected bicycle lanes. The SoPhi plan also calls for a parking structure to be constructed on the northeast corner of Washington Avenue and 11th Street to accommodate remaining parking demands.

Parking will be maintained from 10th Street to 8th Street in order to provide for the Italian Market parking needs.

Stricter enforcement against illegal parking should be implemented. Although the Team has learned about South Philadelphia's "parking culture," illegal parking can disrupt traffic flow and create undesirable conditions for pedestrians.

Based on the client's desire to see a better parking situation, those in the study area and possibly beyond should agree to shared parking agreements. Shared parking can occur among sites that have different peak usage times. For instance, churches could provide parking during the week days to retail and spaces used for office workers during the day could suffice for residents in the evening. This is not a simple task, but this is a potential project for an area-wide Community Development Corporation (CDC) to handle. The CDC is discussed in more detail in the implementation chapter.

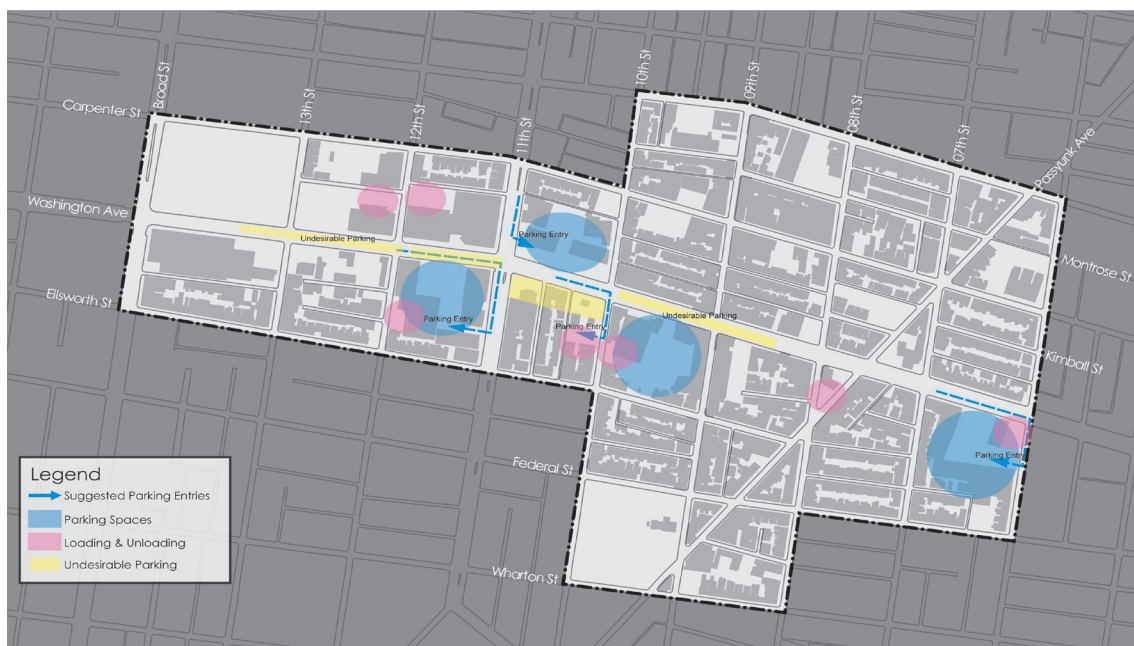


Figure 4-17

KEY SITES

The team identified four key sites along Washington Avenue that could provide a crucial catalyst to the area's future development. The sites, which are spread throughout the Avenue, are each intended for different uses. However, they all share the common trait that they could serve as magnets to draw locals and visitors along the Avenue. It is expected that proposed designs can generate excitement among developers and spur the private market into action. The next few pages detail the key sites identified in the map below.



Figure 4-18

Key Site

BROAD AND WASHINGTON

CURRENT USE: Vacant land

LOCATION: Northeast corner of Broad Street and Washington Avenue

RECOMMENDED USE: High density mixed-use

This site is located at the entrance to the study area at the busy intersection of Washington Avenue and Broad Street. This expansive swath of vacant land provides an uninviting gateway to the Avenue. It is currently used annually for the Cirque du Soleil and regularly for a minimal amount of parking. Its poorly maintained status

leaves it riddled with garbage. As a result, the Team recommends:

- High-density mixed-use commercial buildings of up to 12 stories. The dense massing will boost population and activity in the area and provide a more suitable entrance to Washington Avenue's new downtown stretch.
- The buildings should provide attractive frontage to both Broad Street and Washington Avenue in order to spur vitality on both streets.
- An increase of people and activity in this area necessitates the construction of parking garages.



Figure 4-19 Existing Conditions

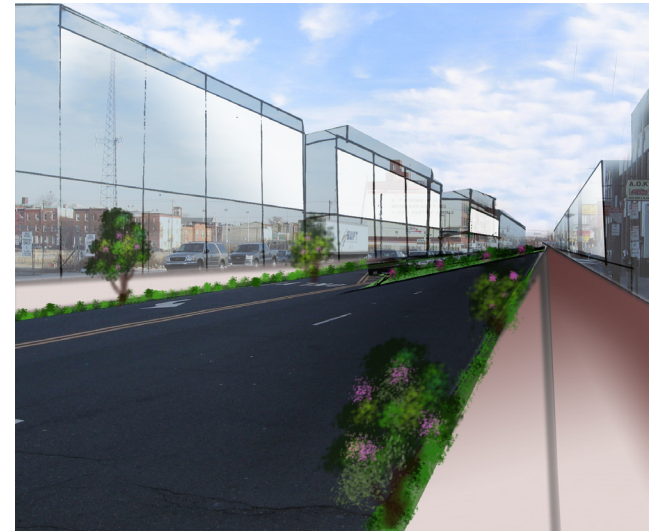


Figure 4-20 Potential Development along the Avenue



Figure 4-21 Existing Conditions



Figure 4-22 Potential development of the Ice and Coal building

Key Site

SOUTH NINTH STREET

CURRENT USE: Vacant Ice & Coal Building

LOCATION: 9th Street south of Washington Avenue

RECOMMENDED USE: Cultural center

The vacant Ice & Coal Building has tremendous potential to transform the character of the 9th Street block immediately south of Washington Avenue. While it is located in the historic Italian Market, the stretch south of the Avenue is less vibrant than its northern counterpart. As a result, the Team recommends:

- ✦ Redevelopment as a cultural center, catering to multi-cultural activities in the neighborhood. As artist space has become less available in Philadelphia, this building, located in an area with rich heritage and close proximity to the Avenue of the Arts, could also be a magnet for artists and art enthusiasts.
- ✦ Schedule day and night uses to create a more vibrant feel for the area throughout the day.

Key Site

PASSYUNK, JUST NORTH OF WASHINGTON

CURRENT USE: Steel Doors Inc. and vacant Penske Truck Leasing Company

LOCATION: Northeast corner of Passyunk Avenue and Washington Avenue

RECOMMENDED USE: Passyunk music venue

The vacant Penske Truck Leasing Company site and the occupied Steel Doors Inc. are located at an important intersection at Washington Avenue and Passyunk Avenue. This location represents the easternmost key site that the Team identified. The space currently lacks aesthetic appeal and draws limited foot traffic. The Team recommends:

- ✦ Redevelopment of the site as a music and entertainment venue. The use will provide much needed night-life options to this area of Washington Avenue.
- ✦ The venue will be a destination to lure people down the Avenue and increase the liveliness of this area.



Figure 4-24 Existing Conditions



Figure 4-25 Potential development of site into entertainment venue.

Key Site

NORTH OF WASHINGTON, BETWEEN 10TH AND 11TH

CURRENT USE: CVS, Hollywood Video, Sherwin-Williams Paints, and surface parking

LOCATION: 11th Street and Washington Avenue

RECOMMENDED USE: Commercial mixed-use and parking structure

The current retail is housed in fairly new construction and provides an important service to the residents of the area. However, the low density character of this important block of Washington Avenue does not produce the highest use for the site. Additionally, it fails to create an

attractive front to the Avenue due to its surface parking and bland facades. As a result, the Team recommends:

- Redevelopment of the stretch to a higher density mixed-use commercial building of four to six stories. First floor retail can continue the existing retail uses. The office development would provide a new node for foot traffic and commerce.
- A multi-story parking structure will replace eliminated parallel parking along Washington Avenue and serve the increased activity along the Avenue. The structure would be hidden behind the commercial building in order to ensure that it does not detract from the attractiveness of the location.

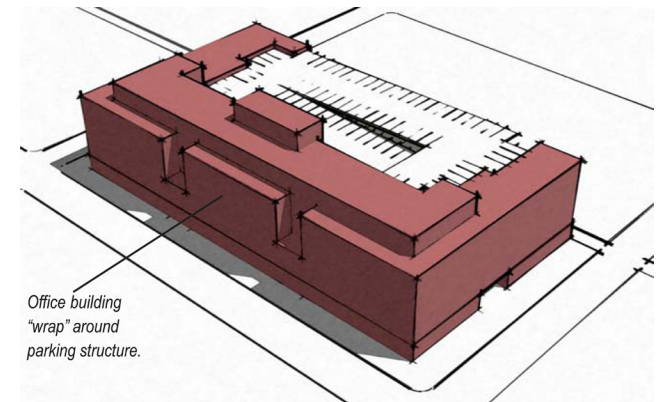


Figure 4-26 Building wraps around a parking structure (Source: Rendered by Adam Krom, Wallace, Roberts and Todd, Plan for Peoria, Illinois)

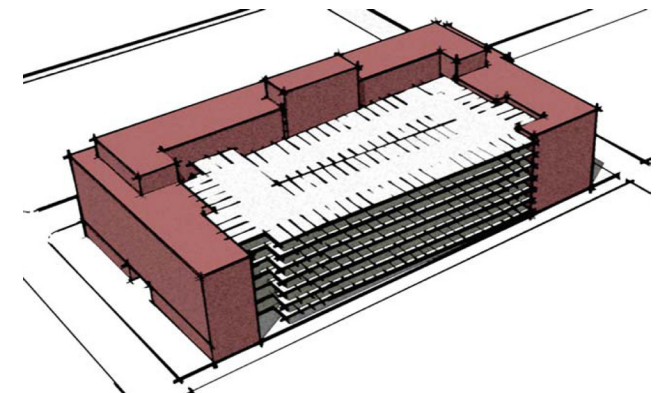
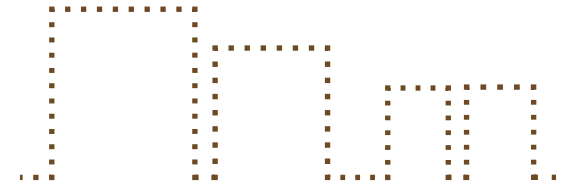
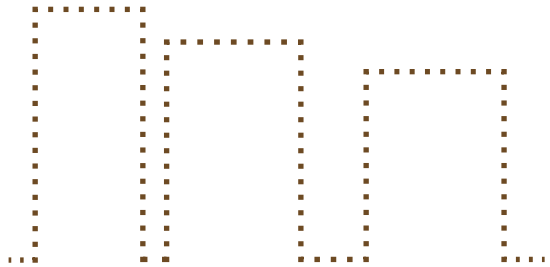


Figure 4-27 (Source: Rendered by Adam Krom, Wallace, Roberts and Todd, Plan for Peoria, Illinois)

5 Implementation



INTRODUCTION

To bring SoPhi to fruition, the Team recommends a series of measures to guide the implementation process. As described in this chapter, area neighborhood associations should create a community development corporation (“CDC”). The CDC could direct the phases of implementation, which the Team titles “stabilize, catalyze, revitalize”, and secure funding to support the proposals. Additionally, the CDC could also focus on securing standards for the built environment, including zoning overlays and design guidelines. Such measures are crucial for guiding the study area’s future and creating an attractive and vibrant neighborhood.

STANDARDS FOR THE BUILT ENVIRONMENT

ZONING OVERLAY

The Team proposes a zoning overlay for Washington Avenue between 15th and 5th Streets. It extends beyond the boundaries of the study area in order to influence adjacent development and provide an appropriate transition into the area. The overlay area is divided into two districts: the Office Mixed Use District and the Neighborhood Mixed Use District.

Mixed Use District. The chart below provides an overview of the zoning proposals with examples of permitted uses.

In general, the overlay would alter the zoning of all parcels fronting Washington Avenue to C-2 Commercial Districts as provided in the Philadelphia Code. However, it would also offer certain modifications. The accompanying maps depict the two districts and the recommendations for building height in the overlay area.

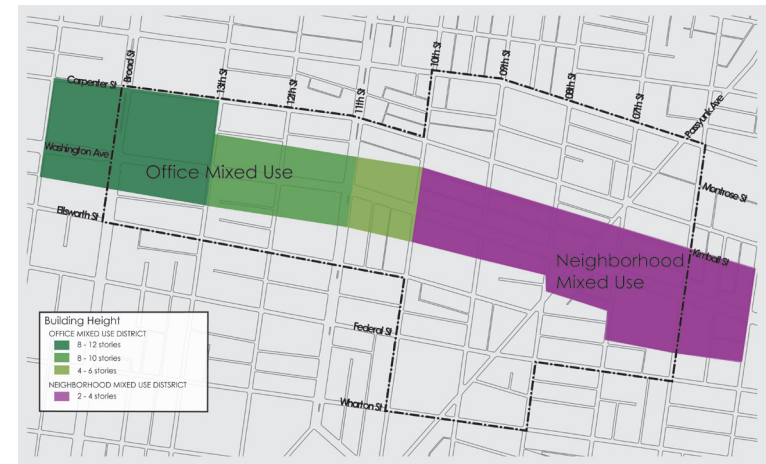


Figure 5-1 Zoning Districts established using a zoning overlay

District	Boundaries	Zoning	Ground floor encouraged uses	Upper floor encouraged uses	Backyard setback	Commercial parking regulations	Residential parking regulations
Office mixed use	15 th to 10 th Streets	C-2, with building height exception (see accompanying map) and restriction of use certificates	Restaurant with outdoor seating, institution, gallery, studio, printing, publishing, trades/arts, business or professional office or agency	Business or professional office or agency, live-work units, residential	No less than 20 feet with landscaped buffer	Pursuant to regulations set forth in the Philadelphia Code §14-1403, with restriction of garage entry or off-street parking fronting Washington Avenue	Pursuant to regulations set forth in the Philadelphia Code §14-1402.2.a.2
Neighborhood mixed use	10 th to 5 th Streets	C-2, with restriction of use certificates	Sales of art supplies, garden supplies, photographic equipment, dry goods, fruits and vegetables, personal services, restaurant with outdoor seating	Residential, additional restaurant seating, accessory uses for ground floor retail	No less than 20 feet with landscaped buffer	Pursuant to regulations set forth in the Philadelphia Code §14-1403, with restriction of garage entry or off-street parking fronting Washington Avenue	Pursuant to regulations set forth in the Philadelphia Code §14-1402.2.a.2

URBAN DESIGN GUIDELINES

INTRODUCTION: Design guidelines are intended to provide guidance to developers and property owners engaged in new building construction and renovations, as well as offer a set of standards that the city can use to evaluate proposals for new construction. The guidelines address such features as massing, streetscape, parking, and signage. Additionally, they encourage sensitivity to surroundings, pedestrian experience, and sense of place. They can also help to ensure that future development and alterations to Washington Avenue adhere to certain minimum standards.

Broad St. to 11th St.

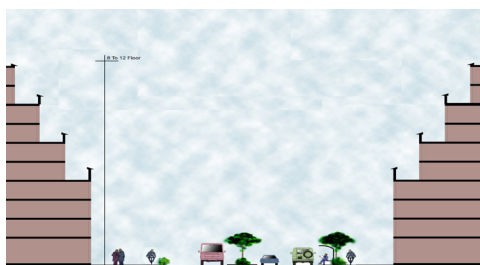


Figure 5-2

9th St to 6th St.



Figure 5-4

MASSING

The following guidelines address appropriate scale and character for a mixed-use Washington Avenue. They attempt to be context sensitive to the surrounding neighborhoods.

HEIGHT: For new buildings along Washington Avenue from Broad Street to 11th Street, the primary building façade along the right of way line should not exceed four stories, or 44 feet. A set back of 10 feet or more above the fourth story is recommended. For floors above 84 feet, there should be a set back of an additional 10 feet or more.

From 11th Street to 10th Street the primary building façade along the right of way line should be built to a maximum height of four stories, or 44 feet. Additional stories up to a height of 64 feet are allowable with a set back of 10 feet or more above the fourth story.

From 10th Street to 6th Street, the primary building façade along the right of way line should be built no higher than four stories.

11th St. to 9th St.



Figure 5-3

SETBACKS: Front and side setbacks should be similar to the average of the existing setbacks on any given block face.

For new buildings along Washington Avenue, the build-to line should be 6 feet back from the front property line, or 21 feet from the proposed curb line (13 feet if parallel parking is available).

No less than 65% of the building façade of the lower two floors of any new building should be constructed along an established build-to line along the main street sidewalk.

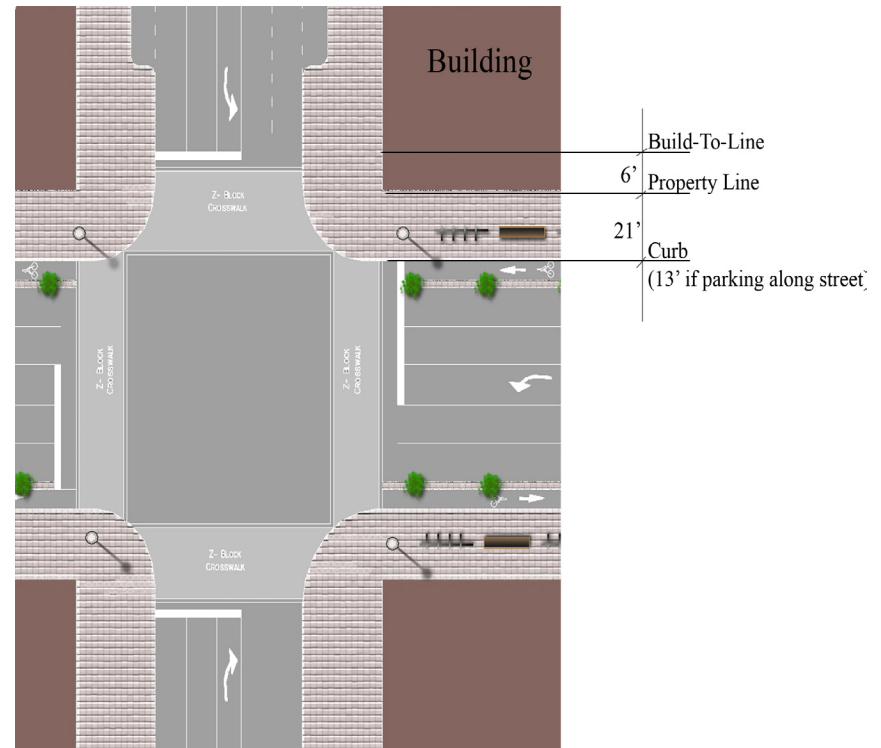


Figure 5-5



Figure 5-6

SoPhi ■ Implementation

ENTRANCES AND WINDOWS: Entrances for ground floor spaces should face onto Washington Avenue.

Primary building entrances should be articulated.

Corner buildings should incorporate angled entrances to connect with both streets.

The ground floor of all buildings (except for residential buildings) should provide a high degree of visual connection into the interior of the building from the sidewalk.

Windows should be used for active merchandizing displays.



Figure 5-7 (Source: Murray Fireclay Area TOD Design Guidelines)

Figure 5-8 (Source: WRT, Peoria Illinois)



Figure 5-9 (Source: Murray Fireclay Area TOD Design Guidelines)

BUILDING ORIENTATION: Buildings along Washington Avenue should orient the façade to the Avenue.

Primary building entrances for ground floor uses should open onto Washington Avenue sidewalks, or an adjoining plaza where appropriate.

On corner lots, buildings must be built to the corner of the intersecting streets.

Buildings should be placed to create meaningful outdoor spaces. Plazas and parks should be embraced through thoughtful design.

All buildings should design their façade, access, and landscaping to reinforce the street as the primary organizing elements in the area.

STREETSCAPE

The Design Guidelines aim to create walkable, pedestrian friendly, vibrant, and mixed-use streets appealing to locals and visitors alike.

SIDEWALK: There should be adequate sidewalk width, especially at locations such as transit stops, where pedestrians can be expected to congregate.

Sidewalks and walkways should be buffered from the motor vehicle lane by a planting strip, street furniture, parked cars, or a bike lane.

Any obstructions in the sidewalk should be avoided. Whenever possible, barriers such as poles, signs and hydrants should be placed in the planting strip or furniture zone, or behind the sidewalk.



Figure 5-10 (Source: WRT, Peoria Illinois)



Figure 5-12 (Source: Schreiber-Anderson Associates, Mequon - Thiensville Town Center Design Guidelines and Phase I Concept Design Plans, December 2005)

Figure 5-11

BIKE LANE: On-street striped bike lanes will have a minimum width of 5 feet when adjacent to parking and 4 feet when directly next to a curb or edge of roadway.

When located next to parking, secondary striping should be installed to separate the parking lane from the bike lane.

SoPhi ■ Implementation

BUS STOPS: Passenger shelters are recommended for bus stop areas. The standard shelter that is accessible to individuals with mobility limitations is 13.5 feet by 6.5 feet.

The proper design of bus stop zones and adjacent curbs can increase transit access and convenience by eliminating barriers, especially for those individuals with mobility limitations.

Adequate lighting should be provided at bus stops and waiting areas for passengers.



Figure 5-13 (Source: Schreiber-Anderson Associates, Mequon-Thiensville Town Center Design Guidelines and Phase I Concept Design Plans, December 2005)



Figure 5-14 (Source: Schreiber-Anderson Associates, Mequon-Thiensville Town Center Design Guidelines and Phase I Concept Design Plans, December 2005)

PLANTING: Trees and landscape treatments provide improved aesthetics and vitality for neighborhoods and their business districts.

Trees and other plantings can be used to provide shade, act as windbreaks, filtrate water run-off, buffer sidewalks from the streets, and offer an appealing environment to transit users and pedestrians.

LIGHTING: Cast iron or aluminum lamp poles are recommended.

The height of streetlights along Washington Avenue should not exceed 25 feet.

Pedestrian scaled streetlights are encouraged for sidewalks and parking areas. These lights should not exceed 16 feet.

FURNITURE: Street furnishings, including benches, litter and recycling receptacles, bike racks, news racks, pedestrian scaled lighting, and planters, can help to create comfortable, safe, and attractive public spaces.

Street furniture clusters, including benches, bike racks, and litter boxes, should be located every 1500 feet. News rack will be placed at bus stops.

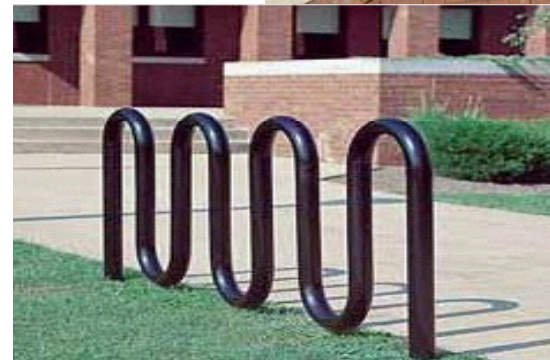


Figure 5-16 (Source: Schreiber-Anderson Associates, Mequon-Thiensville Town Center Design Guidelines and Phase I Concept Design Plans, December 2005)

Figure 5-15

PARKING

The placement and design of parking lots is an important urban design consideration. Accommodating vehicle use while mitigating the negative impact of parking lots can be a challenging task. The following specifications are recommended:

STRUCTURE PARKING: Parking structures should have active ground floor uses such as retail.

“Wrapping” parking structures in office or residential uses to screen parking decks from the street is encouraged.

Parking structures should display similar architectural quality as surrounding buildings on their façades to create continuity.

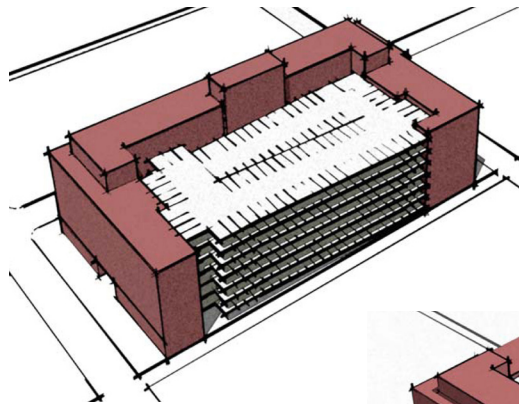


Figure 5-17 (Source: Rendered by Adam Krom, Wallace, Roberts and Todd, Plan for Peoria, Illinois)

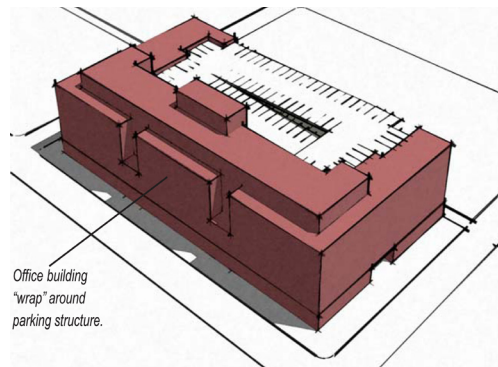


Figure 5-18 (Source: Rendered by Adam Krom, Wallace, Roberts and Todd, Plan for Peoria, Illinois)



Figure 5-20 (Source Wallace, Roberts and Todd, Plan for Peoria, Illinois)

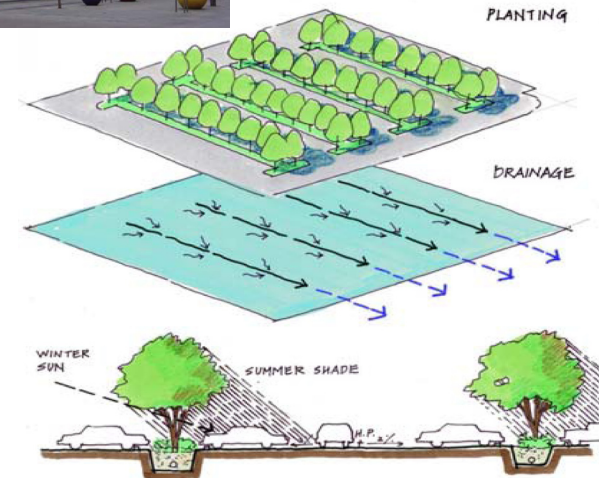


Figure 5-19 (Source Wallace, Roberts and Todd, Plan for Peoria, Illinois)

SURFACE PARKING: When parking abuts the sidewalk, an attractive low wall or continuous, raised planters should be provided along the sidewalk in order to create a street edge and screen the view of cars.

Access from side streets into parking facilities is encouraged. This would create a better pedestrian and commercial environment on major roads and reduce traffic on the main corridor.

SIGNAGE

There are two major categories of signs in downtowns: (1) private advertising and identifying signs, and (2) public informational, regulatory, and directional signs. Attractive signage can enhance an area's attractiveness and commercial appeal.

PRIVATE ADVERTISING AND IDENTIFYING SIGNS:

Signs include several types: wall face signs, window signs, projecting signs, and awning signs.

Signs should be compatible with architectural features and the surrounding context and be of an appropriate scale, color, and texture.



Figure 5-21 (Source: ULI, 2003, Ten Principles for Rebuilding Neighborhood Retail)



Figure 5-22

PUBLIC INFORMATIONAL, REGULATORY, AND DIRECTIONAL SIGNS

Signage includes bus stop signs, parking signs, and major attractions signs.

Signs should be minimally intrusive wherever possible and clusters of signs should be consolidated to eliminate redundancy.

Directional and parking signs should be clear and understandable to ease traffic circulation and enforcement.



Figure 5-23

Signs should be attractive and, for neighborhood attractions, the signage should generate interest beckoning further exploration.

COMMUNITY ORGANIZING

ORGANIZATIONS

To facilitate the execution of the SoPhi plan, our Team suggests a two stage strategy: (1) develop a community development corporation (“CDC”), and (2) create a business improvement district (“BID”). The CDC and BID will allow area residents and businesses to take neighborhood revitalization into their own hands.

COMMUNITY DEVELOPMENT CORPORATION

The study area’s first priority is to develop a CDC for Washington Avenue from Broad Street to 6th Street (with possible expansion east to Front Street). The non-profit “East Washington Avenue Community Development Organization (EWACDC)” would aim to improve the economic conditions and quality of life along the avenue. The organization, which should have a full-time paid staff, would consist of existing community groups such as: Hawthorne Empowerment Coalition, Bella Vista Town Watch, Bella Vista United, Passyunk Square Civic Association, Pennsport Civic Association, and Queen Village Neighborhood Association. Additionally, the CDC should embrace a diverse range of stakeholders, including businesses, real estate developers, civic institutions and residents.

The organization’s mission would be to enhance the economic conditions along Washington Avenue. More specifically, it would aim to promote economic development, attract new businesses, stimulate public-private cooperation and investment, and reduce neighborhood blight. Over time, CDC stakeholders could elect to create a business improvement district (“BID”).

FORMATION STEPS

1. Form a CDC planning committee
2. Community outreach and meetings
3. Analyze community assets and opportunities
4. Develop a vision for the neighborhood and the CDC’s mission
5. Design the CDC’s governance and membership structure
6. Identify specific opportunities for the CDC to initiate action
7. Start up the CDC organization
8. Fund raising to support CDC activities

BUSINESS IMPROVEMENT DISTRICT

The CDC could establish a BID to further support local economic growth and community revitalization. The key feature of a BID is the provision of a dedicated source of funds. Business property owners would assess themselves a tax, an amount that would flow toward corridor improvements. For Washington Avenue, a BID could specifically support security, landscape maintenance, and marketing funds.

As opposed to a BID, which only includes business property owners, another option for the corridor could be the creation of a mixed use improvement district (MID). A MID includes both business property owners and residents.

For a list of more funding sources for CDCs and BIDs, as well as related case studies in the Philadelphia area, please refer to the Appendix.

FUNDING

There are many funding sources available from the private, non-profit, and public realm which can assist the implementation of SoPhi. Below is a list of some of these resources:

STREETSCAPE IMPROVEMENTS

- Local Initiatives Support Corporation (Philadelphia Commercial Corridor Redevelopment)
- Pennsylvania Department of Community & Economic Development (Main Street and Elm Street Programs)
- Pennsylvania Department of Transportation
- ISTEA (SAFETEA-LU)

LANDSCAPING AND PARKS

- Pennsylvania Horticultural Society
- TreeVitalize Program
- Community Design Collaborative
- Project for Public Spaces

COMMUNITY DEVELOPMENT CORPORATION

STARTUP COSTS

- Pennsylvania Department of Community & Economic Development
- Philadelphia Association of Community Development Corporations
- Civic Associations and Businesses

OPERATING COSTS

- William Penn Foundation
- Pennsylvania Department of Community & Economic Development

PHASES

Implementation of SoPhi can occur in three phases, termed: “stabilize, catalyze, and revitalize.” Each phase is organized thematically and carries an approximate forecast for when each one can transpire. The Team predicts that the vision for Washington Avenue could be fully implemented within 15 years. The phases can occur as follows:

Phase 1

STABILIZE (0-5 YEARS):

The purpose of “stabilize” is to install guidelines that halt uneven market driven growth and creates a structure for guiding future development and enhancements. Within the first five years, stabilize requires the implementation of zoning recommendations, urban design guidelines, and streetscape improvements. Additionally, community organizing should occur early this phase.

Phase 2

Catalyze (5-10 years): The “catalyze” phase involves the development of the key sites. These strategic sites will galvanize developer interest and market forces to ultimately spur the complete proposed build-out of the study area.

Phase 3

REVITALIZE (10-15 YEARS)

In “revitalize,” the total build-out of the study area, as proposed in the SoPhi plan, will occur. The private market will accelerate to complete the infill development and site redevelopment.

Phase I: Stabilize
Timeframe: Within 0 to 5 years

Zoning Recommendations
Urban Design Guideline
Streetscape Improvements
Community Organizing

Phase II: Catalyze
Timeframe: Within 5 to 10 years

Key Sites
Redevelopment of vacant parcel
Adaptive reuse
Live music/nightlife venue
Parking node

Phase II: Catalyze
Timeframe: Within 5 to 10 years

Infill development
Private market accelerates

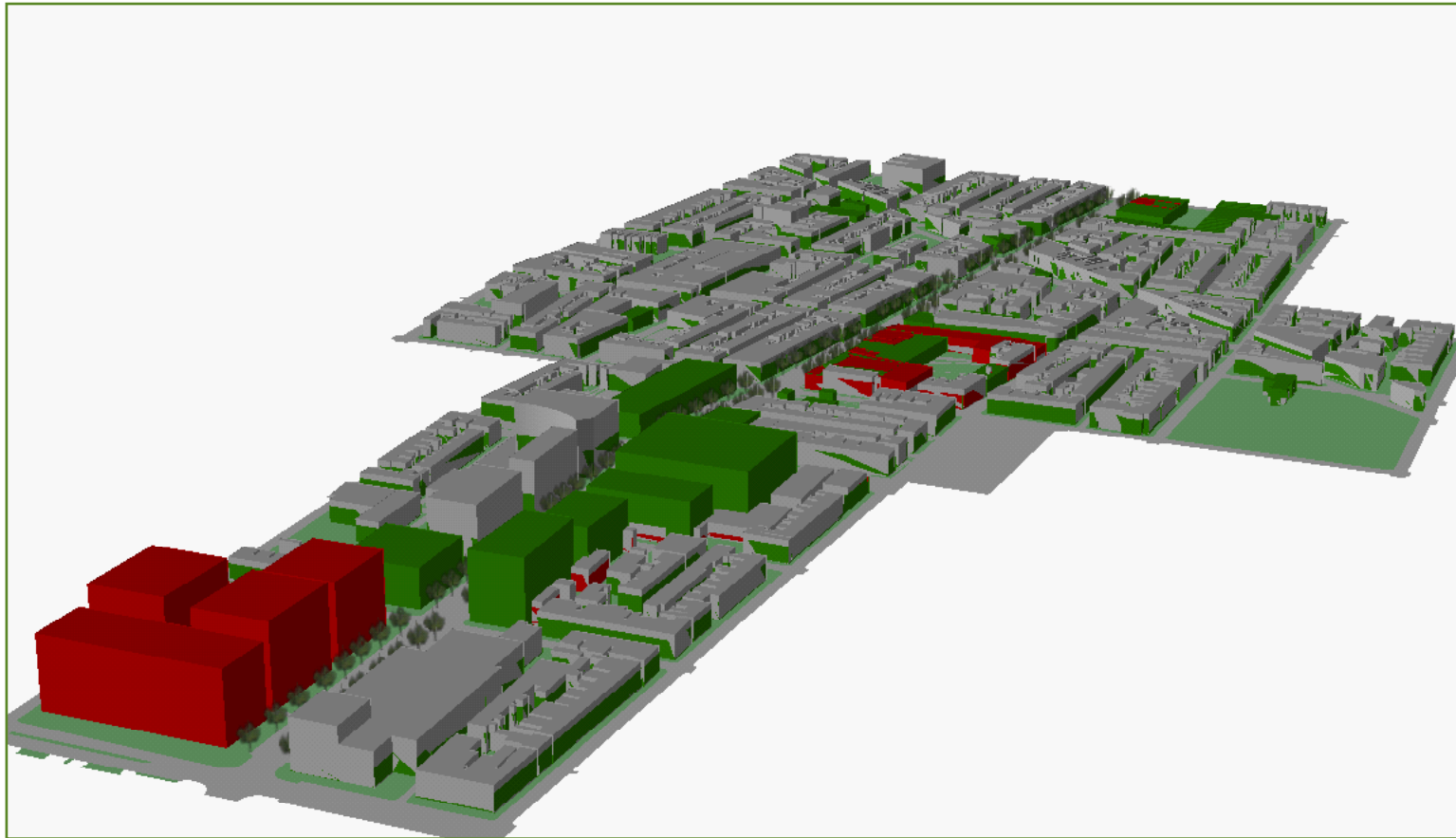
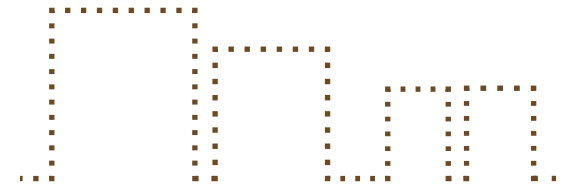
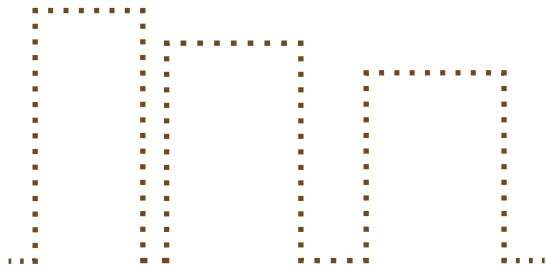


Figure 5-24 This represents the potential buildout (conceptually) based on the plan. The red buildings represent the second phase and the green buildings represent the third phase. This overview looks from the west, starting at Broad Street, to the east, ending at 6th Street. Washington Avenue runs down the middle.

6 Appendix



MERCHANT SURVEY

Business Name: _____

Type: _____ Location: _____

Store Hours: _____

1. How long has this business been in the area?

< 2 yrs 2 - 5 yrs 5 - 10 yrs 10 - 20 yrs > 20 yrs

2. Where do most of your customers come from? Please rank the following, 1 (most) - 4 (least):

_____ Within a 15 min. walk

_____ Elsewhere in Philly

_____ Philly suburbs/metro area (including South Jersey)

_____ Outside the Philly metro region

3. Is this a family business? Yes No

4. Do you own or rent this commercial space? Own Rent

5. What is the area (square feet) of this commercial space? _____ ft²

6. Who is your biggest competition? _____

7. What are your peak hours during the week (Monday – Friday)?

Morning (before 12 PM) Afternoon (12 PM – 5 PM) Evening (after 5 PM)

8. What are your peak hours during the weekend (Saturday – Sunday)?

Morning (before 12 PM) Afternoon (12 PM – 5 PM) Evening (after 5 PM)

9. In 20 years, do you foresee this business remaining at this location?

Yes No

FOR BUSINESSES NOT ON 9TH STREET:

Would you be interested in participating in a neighborhood business association?

Yes No

FOR BUSINESSES ON 9TH STREET:

Is this business a member of the Italian Market Business Association?

Yes No

NON MERCHANT SURVEY

1. Why did you come to this neighborhood today?

2. How often do you come to this neighborhood?

Resident Regularly Occasionally Rarely Tourist

3. How did you travel here today?

Foot Bus Subway Automobile/Motorcycle Skateboard/ Blades

4. What businesses (restaurants, shops, bars) in this neighborhood do you patronize most often?

5. Where else do you patronize similar types of businesses?

6. What types of businesses would you like to see added to this area?

TOURISTS ONLY

7. How did you hear about this area?

8. Would you come back to this area?

RESIDENTS ONLY:

9. Are you a member of any neighborhood associations? Yes No

10. If yes, which one? _____

11. Do you work? Yes No

12. If yes, where (downtown or suburbs)? _____

13. How do you usually commute? _____

14. What additional transit options would be helpful?

CAPTURE RATE CALCULATIONS

PRIMARY MARKET

Grocery	
Total spent on food at home	173,118,232
Grocery Sq. ft.	85,526
Avg. sales per sq. ft.	262
Total sales	22,419,696
Unsatisfied demand	(150,698,537)
Capture rate	13%
Square footage deficit	(574,878)
Restaurant	
Total spent on rest.	74,075,090
Rest. Sq.	111,791
Avg. sales per sq. ft.	262
Total sales	29,304,825
Unsatisfied demand	(44,770,266)
Capture rate	40%
Square footage deficit	(170,788)
Other retail	
Total spent on other retail	214,620,281
Other retail sq. ft.	273,728
Avg. sales per sq. ft.	262
Total sales	71,755,076
Unsatisfied demand	(142,865,205)
Capture rate	33%
Square footage deficit	(544,996)

SECONDARY MARKET

Grocery	
Total spent on food at home	\$2,224,323,118
Grocery Sq. ft.	85,526
Avg. sales per sq. ft.	\$262
Total sales	\$22,419,696
Unsatisfied Demand	(\$2,201,903,423)
Capture rate	1.0%
Square footage deficit	(8,399,723)
Restaurant	
Total spent on rest.	\$774,932,443.00
Rest. Sq.	111,791
Avg. sales per sq. ft.	\$262
Total sales	\$29,304,825
Unsatisfied demand	(\$745,627,618)
Capture rate	3.8%
Square footage deficit	(2,844,387)
Other retail	
Total spent on other retail	\$2,471,934,829.53
Other retail sq. ft.	273,728
Avg. sales per sq. ft.	\$262
Total sales	\$71,755,076.16
Unsatisfied demand	(\$2,400,179,753)
Capture rate	2.9%
Square footage deficit	(9,156,099)

Specialty Food	
Total spent on specialty	\$144,916,395
Square footage	13,384
Avg. sales per sq. Ft.	262
Total sales	3,508,482

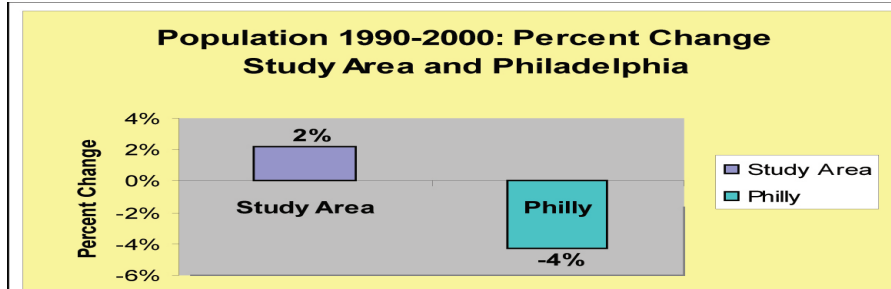
SECONDARY MARKET

Grocery	
Total Spent on food at home	\$7,447,491,000
Grocery Sq. ft.	85,526
Avg. sales per square ft	\$262
Total sales	\$22,419,696
Unsatisfied demand	(\$7,679,225,599)
Capture rate	0.3%
Sq. footage deficit	(29,294,368)
Restaurant	
Total spent on other retail	6,278,252,000
Rest. Sq.	111,791
Avg. sales per square foot	\$262
Total sales	\$29,304,825
Unsatisfied demand	(\$6,463,199,829)
Capture rate	0.5%
Sq. ft. deficit	(24,655,527)
Other retail	
Total Spent on other retail	26,172,402,000
Rest. Sq.	111,791
Avg. sales per square foot	\$262.14
Total sales	\$29,304,825

Unsatisfied demand	(\$27,036,260,842)
Capture rate	0.1%
Sq. ft. deficit	(103,136,724)
Specialty Food	
Total spent on specialty	\$508,332,248
Square footage	13384
Avg. sales per sq. ft.	262
Total sales	3,508,482
Unsatisfied demand	(504,823,766)
Capture rate	0.7%

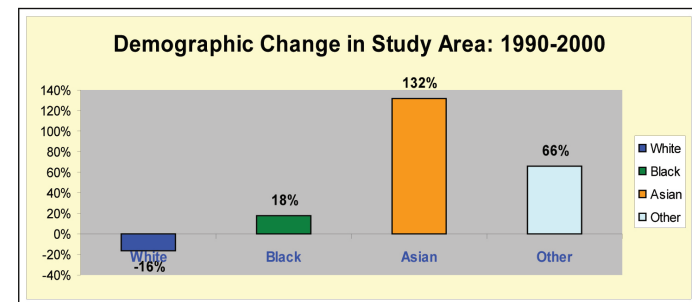
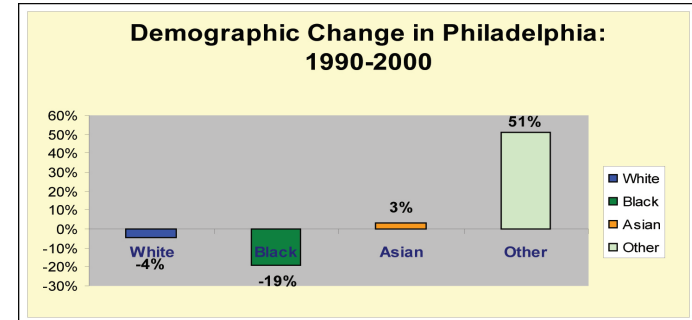
DEMOGRAPHIC STUDY

Demographic Change in Philadelphia 1990 to 2000



The study area population grew, while Philadelphia's population dropped.

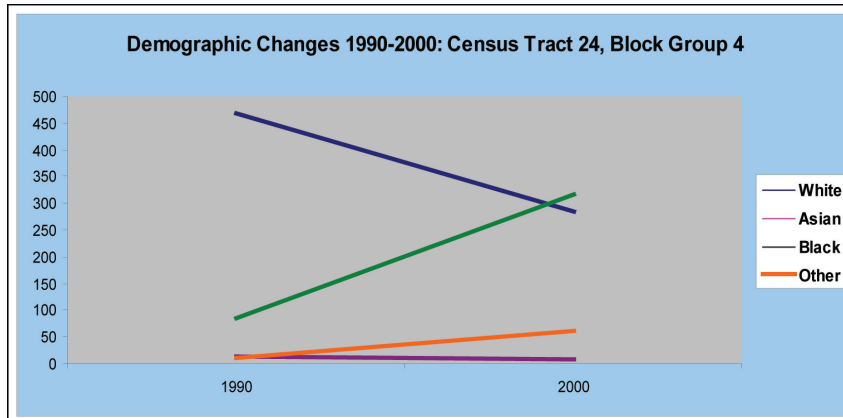
Population Totals: 1990 and 2000			
	1990	2000	Change
Study Area	5,569	5,691	122
Philly	1,585,577	1,517,550	-68,027



The study area has enormous growth in Asian population and a drop in the White population.

Examining Population Change in One Block: Census Tract 24, Block Group 4

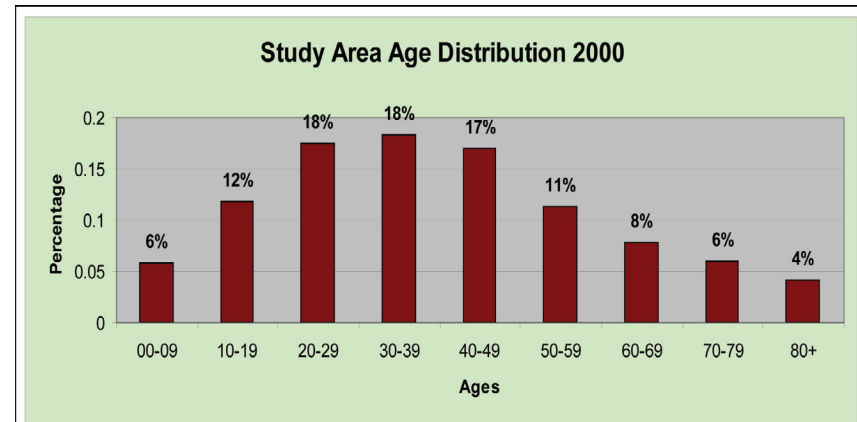
	1990	2000	% Change
White	467	284	-39%
Asian	84	317	277%
Black	13	9	-31%
Other	11	60	445%
Total	575	680	18%



The area, centered at 8th Street and Washington Avenue, witnessed enormous population change during the 1990s.

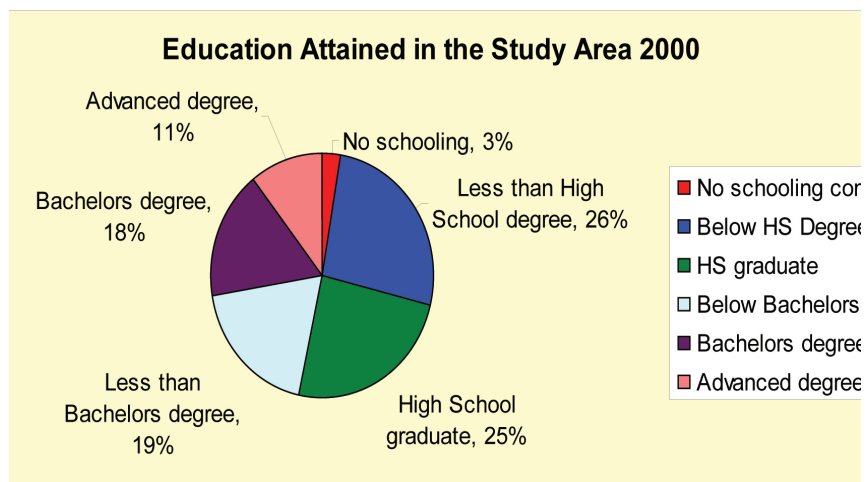
Study Area Age Distribution 2000

Study Area Age Breakdown	Male	Female	Total
Age			
00-09	208	126	334
10-19	421	252	673
20-29	527	470	997
30-39	475	567	1042
40-49	518	454	972
50-59	353	291	644
60-69	267	179	446
70-79	120	223	343
80+	46	194	240
Total	2935	2756	5691



In 2000, more than 50% of the study area population was between the ages of 20-49.

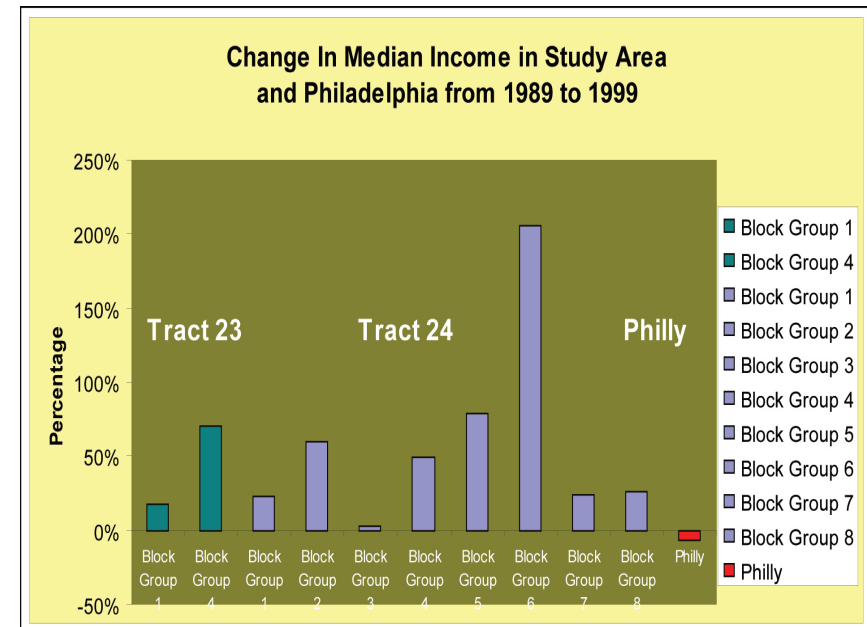
Study Area Educational Achievement



Twenty-nine percent of the population had a college bachelor's degree or advanced education, substantially higher than in Philadelphia generally.

Median Income Adjusted to 2005 dollars			
Tract 23	1990	2000	%
Blk Grp 1	\$29,288	\$34,481	18%
Blk Grp 4	\$25,669	\$43,882	71%
Tract 24	1990	2000	%
Block Group 1	\$35,797	\$43,962	23%
Block Group 2	\$31,732	\$50,661	60%
Block Group 3	\$32,184	\$33,141	3%
Block Group 4	\$26,466	\$39,566	49%
Block Group 5	\$21,654	\$38,712	79%
Block Group 6	\$8,198	\$25,111	206%
Block Group 7	\$24,606	\$30,481	24%
Block Group 8	\$39,088	\$49,353	26%
Philly	1990	2000	%
	\$38,744.88	\$36,044.55	-7%

Median Income by Census Tract/Block Group in Study Area and Philadelphia: 1989-1999



PRO FORMA

A team of University of Pennsylvania graduate students in historic preservation, composed of Alexis Casale, Maria Dayton, Nick Kraus, David O'Malley, and Imogen Wirth-Granlund, conducted

CAPITAL COST BUDGET

Cost Category	Amount	
Acquisition		\$1,412,500.00
Other Acquisition Costs	\$1,421,500.00	
Hard Cost		\$2,919,543.00
Site Work (Parking)	\$89,725.00	
Excavation	\$-	
Foundation	\$-	
Superstructure	\$-	
Floor Structure	\$168,000.00	
Roof Structure	\$-	
Doors & Windows	\$19,400.00	
Interior Construction	\$2,000,051.00	
Plumbing	\$55,600.00	
Heating	\$210,452.00	
HVAC	\$21,725.00	
Electrical	\$154,800.00	
Fire Protection	\$80,590.00	
Conveying System	\$44,200.00	
Specialitis	\$15,000.00	
Clean up	\$10,000.00	
Demolition	\$50,000.00	

a feasibility study of 1135 Washington Avenue, an industrial building currently occupied by U-Haul that previously housed the American Cigar Factory. The students found a luxury rental residential conversion feasible, provided the structure is eligible for listing on the National Register of Historic Places and historic rehabilitation tax credits. This pro forma is an excerpt from the report the students submitted for Donovan Rypkema's Preservation Economics course.

Soft Cost		\$1,898,000.00
Architectural Fees	\$398,000.00	
Contractor Fees	\$1,400,000.00	
Construction Period Interest		
Financing Fees	\$80,000.00	
Other Consulting Fees	\$-	
General Conditions	\$20,000.00	
Permits and Licenses	\$-	
Other Soft Costs	\$-	
Contingency (15%)	\$722,631.45	\$722,631.45
Other Capital Costs	\$-	
Total Captial Cost		

PRO FORMA

Source of Funds		Use Of Funds	
Equity-1st Position	\$700,000.00	Pre-acquisition Costs	
Equity-2st Position		Prurchase	\$1,412,500.00
Tax Credit Equity	\$764,629.06	Other Acquisition Cost	
Debt-1st Postion	\$5,274,219.09	Hard Cost	\$2,919,543.00
Debt-2st Postion	\$619,836.87	Soft Coast	\$1,898,000.00
Debt-3st Postion	\$-	Development Fee	
Intervention Funds	\$-	Holding	
Other Source of Funds		Contingency	\$722,631.45
		Required Escrows	
		Working Capital	
		Other Use of Funds	
		Total Use Funds	\$6,952,674.45

Debt Recapulation					
Mortgage Holder	Amount of Debt	Interest Rate	Loan Term	DSC	DCR
1st Mortgage	\$5,274,219.09	6%	30	0.072	1.15
2nd Mortgage	\$619,836.87	7%	30	0.080	1.15
Debt/Equity Reconciliation					
Total Debt	\$5,894,055.96				
Total Equity	\$1,464,629.06				
Total Intervention	\$-				
Gap (\$)	-406010.57				

PRO FORMA

MULTI YEAR OPERATION STATEMENT

	2006	2007	2008	2009	2010
Gross Schedule Income	\$944,054.84	\$1,227,271.29	\$1,595,452.68	\$2,393,179.02	\$3,589,768.53
Less: Vacancy (%)	\$68,905.48	\$68,905.48	\$82,686.58	\$116,450.27	\$93,160.21
Plus: Miscellaneous Income	\$63,600.00	\$68,600.00	\$63,600.00	\$63,850.00	\$63,850.00
Effective Gross Income	\$938,749.36	\$1,221,965.81	\$1,576,366.10	\$2,340,578.75	\$3,560,458.32
Less: Land Lease Payments	\$-	\$-	\$-	\$-	\$-
Less: Fixed Expenses	\$49,442.72	\$69,219.81	\$96,907.73	\$135,670.82	\$189,939.15
Less: Variable Expenses	\$433,930.00	\$650,895.00	\$976,342.50	\$1,464,513.75	\$2,196,770.63
Less: Replacement Reserves	\$19,278.00	\$19,278.00	\$19,278.00	\$19,278.00	\$19,278.00
Total Expenses	\$502,650.72	\$739,392.81	\$1,092,528.23	\$1,619,462.57	\$2,405,987.78
NOI	\$436,098.64	\$482,573.00	\$483,837.87	\$721,116.18	\$1,154,470.54
Less: Debt Service	\$4,286,098.64	\$428,679.19	\$428,679.19	\$428,679.19	\$428,679.19
Cash Flow	\$7,419.45	\$53,893.81	\$55,158.68	\$292,436.99	\$725,791.35
Less: Taxes	LLC, Income Taxes Pass to Investors				
Plus: Tax Credits	Sold to Investors in exchange for Equity				
After Tax Cash Flow	n/a	n/a	n/a	n/a	n/a
Over All Return	6.27%	6.94%	6.96%	10.37%	16.60%
Cash on Cash Return	51.00%	3.68%	3.77%	19.97%	49.55%
After Tax Cash on Cash Return	n/a	n/a	n/a	n/a	n/a
Beginning Debt Outstanding	\$5,894,055.96	\$5,465,376.58	\$5,036,697.58	\$4,608,018.39	\$4,179,399.20
Ending Debt Outstanding	\$5,465,376.77	\$5,036,697.58	\$4,608,018.39	\$4,179,339.20	\$3,750,660.01
Equity Build-up	\$428,679.19	\$857,358.38	\$1,286,037.57	\$1,714,716.76	\$2,143,395.95

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