

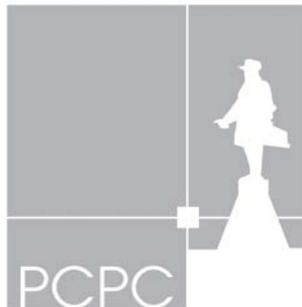
The Market Street Corridor in West Philadelphia

A Report on the West Market Street Planning & Implementation Task Force



A view of the Market-Frankford Elevated Line on Market Street, looking east from 63rd Street. Travel time between Center City and 63rd Street is 12 minutes.

Philadelphia City Planning Commission
January 15, 2013



City of Philadelphia

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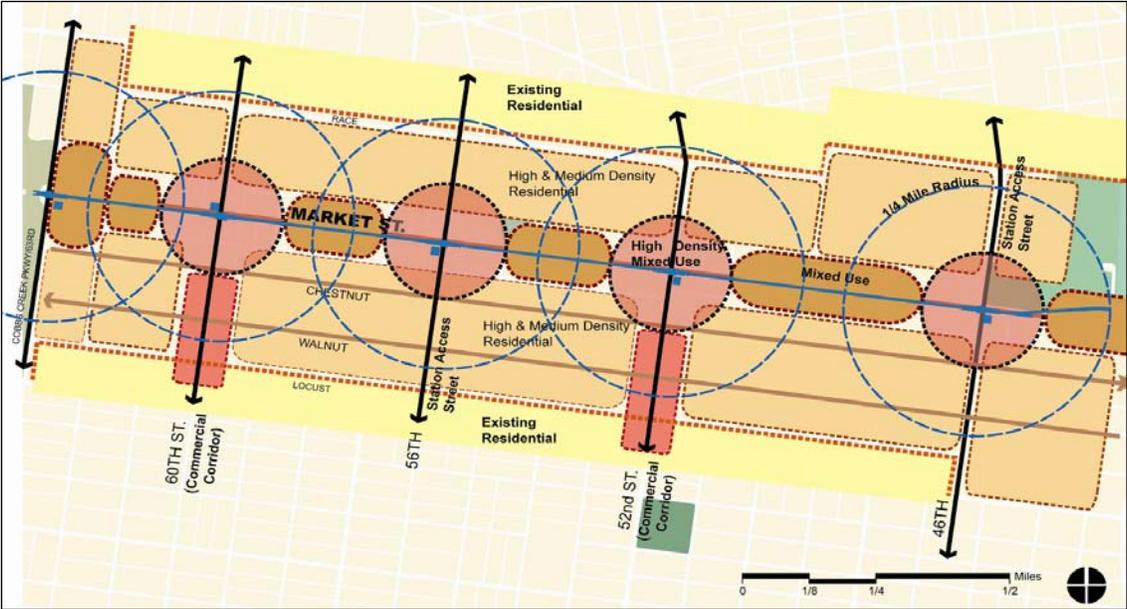
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Appendix B: Photographic History of Market Street in West Philadelphia



Illustrative site plan (above) showing proposed new buildings in red. Below is the conceptual land use plan for the Market Street corridor. Both drawings are from the 2006 West Market Street Transit-Oriented Development Plan. Blue circles indicate 1/4-mile walking distance from "EI" stations.



The Market Street Corridor in West Philadelphia

A Report on the West Market Street Planning & Implementation Task Force

Introduction

This report focuses on the Market Street corridor in West Philadelphia, specifically the section between 40th and 63rd Streets, and the organizations that are working to improve the corridor. Market Street's rich history is described in Appendix B. It is a street that has special prominence in Philadelphia. Market Street and Broad Street are the two main axes that establish the city's street grid. In West Philadelphia, Market Street is equally important. It is the route of the Market-Frankford Elevated rapid transit line (the "El"), which has six stations in the study area. With weekday average ridership exceeding 175,000, it is the busiest transit line in the entire SEPTA system. Market Street is a major arterial highway that establishes a foundation for the street pattern in West Philadelphia. It functions as a physical boundary for many neighborhoods, from West Powelton and Spruce Hill on the east, to Cobbs Creek and Haddington on the west. The intersection of 52nd & Market Streets is often referred to as the crossroads of West Philly.



The study area is shown in yellow.

Market Street is situated in the heart of West Philadelphia -- an historic, densely-developed community that exhibits wonderful landmarks and strengths alongside many examples of urban distress. West Philadelphia's total population grew to 330,000 in 1950, but today that number has dwindled to approximately 200,000. Population loss impacted many neighborhoods and commercial districts. As the building stock aged over the decades, so did the transportation infrastructure. Originally opened to passengers in 1907, the "El" structure had reached the end of its serviceable life by the end of the 20th century. In West Philadelphia, the elevated structure and five "El" stations were redesigned and rebuilt between 1999 and 2009.

Combined with other economic and social problems in the neighborhoods and retail districts, the reconstruction of the "El" had devastating effects on the Market Street corridor. The area around Market Street experienced heavy construction, reduced vehicular and pedestrian traffic, disruption in travel patterns, disinvestment and high vacancy. Problems would have been

much worse if not for SEPTA's community engagement efforts and the assistance provided by elected officials and local government. SEPTA, the regional transportation authority, partnered with City Council and City agencies to help businesses and with financial aid and outreach.

The benefits of the \$600 million "El" project are numerous: trains run more quietly, stations are larger and more accessible, the elevated structure is narrower and less intrusive, and the roadway and sidewalks beneath the "El" are being rebuilt. Conditions are right and the time is right for new investment and revitalization along Market Street.

Realizing this opportunity, in 2011 the City Planning Commission convened a task force of stakeholders and elected officials to review plans for the corridor, examine implementation approaches, and facilitate networking among the many organizations that are working to improve the area. The purpose of this report is to summarize the work of the West Market Street Planning & Implementation Task Force. The group met ten times between July 2011 and June 2012.

A new comprehensive plan for Market Street is not needed. Plans have already been done and more are on the way. In this report, the objective is to revisit and update previous plans, share information on new initiatives, study prospects for implementation, and identify redevelopment projects that can be drivers for revitalization and investment. Members of the task force agree on the importance of keeping focused on the revitalization of the Market Street corridor.

Context and Existing Conditions

Neighborhoods

Market Street forms the boundary of many West Philadelphia neighborhoods, as shown on the right. This map appears in the 2006 West Market Street TOD Plan.



Land Use

Between 40th and 63rd Streets, land use along Market Street is primarily commercial. Small businesses tend to locate near transit stations. Larger commercial properties include Pep Boys at 41st Street, Aldi food market at 46th, The Enterprise Center at 45th, CVS Pharmacy and Forman Mills at 49th, and the Fresh Grocer supermarket at 56th & Market. Other commercial corridors intersect with Market Street at 40th, 52nd and 60th Streets, greatly expanding retail activity in the area.

Major institutional uses are Elwyn Institute in the 4100 block, West Philadelphia High School at 49th, and White Rock Baptist Church in the 5200 block of Market Street.

Residential use exists at scattered locations, mostly between the transit stations. Clusters of housing are located on the 4500 block, 4900, 5000 and 5700 blocks. The high-rise, 323-unit Westpark

Apartments public housing complex is located on the north side of Market Street near 44th Street.

Vacant land and buildings exist at many locations on the corridor. The largest and grandest building on Market Street, 4601 Market, stands vacant on a 13-acre site. Large vacant lots can be found directly across Market Street from 4601. Other concentrations of vacancy exist in the 4900 through 5100 blocks, 5300 block (south side), 6000 block (historic buildings on the south side) and in the 6100 and 6200 blocks of Market Street.



SINGLE FAMILY, RESIDENTIAL	INSTITUTIONAL, OTHER
MULTI-FAMILY RESIDENTIAL	OPEN SPACE, PARK
MIXED USE	GARAGE, PARKING
COMMERCIAL	SIDE YARD
INSTITUTIONAL, CHURCH	VACANT LOT
INSTITUTIONAL, EDUCATION	

Land use map for a portion of the corridor. Source: Walnut Hill Neighborhood Plan

Zoning

Existing zoning is primarily CMX-2 Commercial, reflecting storefront buildings with living space above the stores. Higher-density commercial zoning, CMX-3 and CMX-4, exists near 40th, 52nd and 56th Street. Between 46th and 48th Streets, zoning was recently revised to CMX-3 in accordance with City Planning Commission recommendations. Other than this rezoning, the corridor’s basic zoning pattern has not changed in decades. Westpark Apartments is zoned RM-2 Residential. Residential zoning is also found on the 5000 block (south side) and 5700 block (north side). The Salvation Army property at 55th & Market Streets is zoned I-2 Industrial (with zoning variance).



Public Transportation

The Market Frankford “El” and subway, with six stations in the study area, is a rapid transit line connecting to Upper Darby, University City, Center City and Frankford. The busiest stations in this section of West Philadelphia are 52nd and 40th, while 63rd Street has the lowest ridership. The Route 31 bus runs along Market Street west of 46th Street. Other bus lines intersect with Market Street at each “El” station: 40th, 46th, 52nd, 56th, 60th and 63rd Streets. Subway-Surface trolleys connect with 40th & Market when trolley when tunnels are not in service.

Historic Properties

Along this section of Market Street, two properties are listed on the National Register of Historic Places. The first is the WFIL Studio, 4540 Market Street, home of the American Bandstand television show. The building was subsequently used by WHYY and is currently occupied by The Enterprise Center. The other historically-certified property is the Institute of Pennsylvania Hospital, 111 N. 49th Street. Also listed on the Philadelphia Register of Historic Places, this property is now part of the Blackwell Human Services Center. There is more information on both sites in the history report contained in Appendix B.



There is one historic district in the study area: the Haddington National Register Historic District. It is bordered by 60th, Market, 61st and Chestnut Streets. Conceived as a transit related development, the buildings were erected between 1909 and 1915. The architect was E. A. Wilson, the principal architect of the western expansion of the city. Commercial buildings were constructed near 60th Street Station, while apartment buildings were built at the 61st Street end of the district. One of those apartment buildings is the Von Louhr, renovated in 1990 by the Achieve-Ability organization using historic tax credits. Achieve-Ability has offices and 24 affordable rental units in the Von Louhr building, which recently underwent a second round of renovations at a cost of \$7.5 million.

Top: a SEPTA train travels along the new elevated structure in West Philadelphia.

Bottom: members of the task force at the Von Louhr building on S. 61st Street.

The West Market Street Planning & Implementation Task Force

The task force was convened by the City Planning Commission in the summer of 2011 for the purpose of bringing stakeholders together around a common goal: the revitalization of the Market Street corridor. Membership consists of elected officials, staff of City agencies, neighborhood groups, non-profits, CDC's, and business representatives. At each meeting, two or three members of the task force spoke to the group about their programs, projects, plans, and ideas for implementation. Attendees took full advantage of the opportunity for networking. Each stakeholder organization is listed below in several categories. A more detailed description of each stakeholder is found in Appendix A.

Task Force Membership

Government

- The Honorable Curtis Jones, Jr., 4th District Councilperson: *Curtis Jones, Jr., Al Spivey, Morgan Cephas*
- The Honorable Jannie L. Blackwell, 3rd District Councilperson: *Jannie Blackwell, Marty Cabry*
- The Honorable Vanessa Lowery Brown, State Representative, 190th Legislative District
- The Honorable Jeanette MacNeille, Council President, Borough of Millbourne, Delaware County
- Philadelphia City Planning Commission (PCPC): *Richard Redding, Andrew Meloney*
- City of Philadelphia Department of Commerce: *Curtis Gregory, Aiisha Herring-Miller, Dawn Summerville, Rojer Kern, Nazaarah Sabree*
- City of Philadelphia Office of Housing and Community Development (OHCD): *Deborah McColloch*
- Philadelphia Redevelopment Authority (PRA): *Jessie Lawrence, Tracy Pinson-Reviere*
- Philadelphia Industrial Development Corporation (PIDC): *Amanda Davis*
- City of Philadelphia Department of Streets: *Charles Denny, Darin Gatti*
- Southeastern Pennsylvania Transportation Authority (SEPTA): *Byron Comati, Jody Holton*
- Philadelphia Housing Authority (PHA): *Michael Johns, Frances Jones, Barbara Moore*



Task force members meet on 52nd Street, just south of Market Street. 52nd & Market is the boundary of four neighborhoods: Walnut Hill, Dunlap, Haddington and Cobbs Creek.

Community Organizations

- Spruce Hill Community Association: *Mark Wagenfeld*
- West Powelton Concerned Community Council: *Elsie Wise, John Leatherberry*
- Walnut Hill Community Association: *represented by the staff of The Enterprise Center CDC*
- Mill Creek Community Partnership: *Cassandra Green*
- Dunlap Community Citizens Concerned: *Geraldine Brown*
- Block Captain Coalition of Haddington: *Ruth Bazemore*

Community Development Corporations (CDCs) and Non-Profits

- Achieve-Ability: *Marcus Allen, Terry Guerra, Nijah Famous*
- The Partnership CDC (PCDC): *Steven Williams, Stephanie Taylor, Vaughn Taylor*
- The Enterprise Center and The Enterprise Center CDC: *Della Clark, Greg Heller, Andy Toy, Steve Horton, Derise Stovall*

- Local Initiatives Support Corporation (Philadelphia LISC): *Andy Frishkoff, Jamie Gauthier*
- University City District (UCD): *Prema Katari Gupta, Seth Budick*
- Preservation Alliance of Greater Philadelphia: *Melissa Jest*
- Children’s Hospital of Philadelphia (CHOP): *Jamie Gauthier, Philadelphia LISC, on behalf of CHOP*
- Salvation Army- West Philadelphia: *Captain Tony Lewis, Beatrice Mackey*
- Sustainable Urban Development (SUD): *Laura Thornton*
- Coalition Against Hunger: *Emily Rhoads*
- Leadership Network of Philadelphia: *Chester E. Beckett, Jr.*

Business Representatives

- 60th Street West Market Street Business Association: *Alletta A. Parris Olday, Abdul Salaam*
- West Philadelphia Real Estate (WPRE): *George Bantel*
- University Place Associates: *Scott Mazo*
- Jim Thornton, businessperson

Best Practices

How can a major transportation corridor be revitalized? What are some examples of successful strategies? This section of the report looks at a few approaches. First, we consider TOD best practices compiled for the West Market Street TOD Plan. Second, we look at Denver’s 16th Street Mall, which

creates a vibrant, pedestrian and transit-oriented gathering place in the heart of an urban commercial district. Next, the concept of Green Commercial Corridors is explored. It should also be noted that the PennPraxis report entitled, “Civic Goals and Urban Design Strategies for the 40th Street Corridor,” contains some very useful “best practice” research pertaining to commercial corridors and civic spaces.



Best Practices: in Chicago, the Bethel Center was developed by a church-related organization. Located at an elevated train station, the building contains day care, computer training, retail, financial services and office space. The project received LEED Gold certification.

Transit-Oriented Development (TOD) Best Practices

Transit-oriented development has several important characteristics: it is located close to a transit hub, it is dense and active, it is mixed-use, and it is oriented to pedestrians, bicyclists and transit riders. Automobile trips and auto-related uses are discouraged in this type of development. The WRT consultant firm reported on TOD best practices as part of their 2006 plan for the West Market Street corridor. A summary of those best practices appears below.

Designing TOD along Elevated Transit

- Utilize TOD Zoning (examples include Portland OR, Oakland, Denver and Chicago)
- Design buildings in a way that mitigates the effects of the elevated train (Illinois Institute of Technology, Chicago)
- Establish design guidelines (Phoenix light rail)
- Use open spaces or public plazas as an anchor for TOD. An open space framed by mixed-use buildings can be a central design element (Portland)

Integrating TOD into the transportation network

- Ensure that feeder transit routes provide connections to the broader transportation network
- Install bicycle facilities and pedestrian amenities (Calgary, Kansas City, Oakland, NJT River Line, Paris, Sydney)
- Utilize Parking Demand Management (PDM) and Transportation Demand Management (TDM) strategies:
 - Reduce on-site parking
 - Reduce parking requirements in zoning
 - Manage on-street parking utilization and turnover
 - Introduce shared parking
 - Utilize residential permit parking

Denver's 16th Street Mall

One way to revive a commercial corridor is to close the street to automobiles and transform the corridor into a thoroughfare for pedestrians, bicycles and public transit. Denver's 16th Street Mall, pictured here, is a prime example of this approach. It serves twin roles as Denver's busiest transit artery and a premier public space. The "MallRide," a high frequency free shuttle service, runs the one-mile length of the mall, from Union Station in the west to Civic Center Station in the east. Information on the 16th Street Mall is taken from a 2008 report by the Urban Land Institute (ULI).

The mall derives its character and personality in part from its unique design, created by Henry N. Cobb, an architect with I. M. Pei & Partners (now Pei Freed Cobb & Partners). The 16th Street Mall offers something for everyone. National retailers (for example, Barnes & Noble, Banana Republic, and Ann Taylor Loft), retail/entertainment venues (Niketown and ESPN Zone), and discount stores (Ross Dress for Less and Dress Barn) coexist with chain drugstores and tourist-oriented shops.

Management and upkeep is key to the success of the mall. The Regional Transportation District (RTD) and Downtown Denver Business Improvement District (BID) invest over \$1 million annually in mall maintenance. The 25-year-old mall is not without challenges. Pavement, drainage and infrastructure need improvement. The Urban Land Institute recommends several measures that will ensure success in the future:

- Honor the original design
- Improve connections to neighborhoods
- Improve gateways at both ends of the mall
- Invest in infrastructure renewal



Denver's 16th Street Mall

Green Commercial Corridors

Combining sustainability with commercial revitalization, green commercial corridors could be part of the future vision for Market Street and adjoining commercial districts. Elements of green commercial corridors include multi-modal transportation, stormwater infrastructure that collects rain water from the street and private properties, pedestrian-friendly design, and energy-efficient features such as solar lighting. These features can greatly enhance a commercial district's "curb appeal." A green commercial corridor is being implemented on West Colfax Avenue in Denver, CO, and is being studied by the Philadelphia Water Department for possible use on American Street and other roadways.

Previous plans

A number of plans have been done for Market Street in the past several years. Plans are summarized below, beginning with the most recent plan. Recommendations are discussed in the following chapter.

59th & Market TOD Urban Design Study (draft)

Philadelphia City Planning Commission, 2012

In this report, PCPC’s Urban Design staff proposes a mixed-use, mid-rise development on 1.5 acres near the 60th & Market “E1” station. See pages 10, 11.

52nd Street Economic Development Plan

Completed by the City of Philadelphia Commerce Department in 2011.

Consultant: Baker and Company, LLC.

This plan was done in partnership with Councilwoman Jannie Blackwell and the City Planning Commission. Many of its recommendations are already being implemented: storefront renovations, sidewalk improvements, corridor cleaning, and organizing and providing technical assistance to merchants. The plan promotes the use of special vendor merchandising units, with financial assistance from the City. PCPC prepared facade design guidelines for facades on 52nd Street.

SCI-West Workplan

Local Initiatives Support Corporation (Philadelphia LISC), 2011

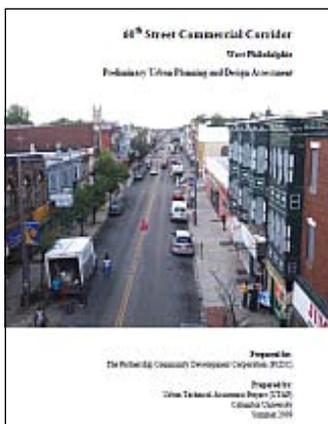
The SCI-West study area includes Market Street to the east of 52nd Street. The workplan contains several community improvement strategies:

- Workforce development
- Safety, beautification and transit
- Energy efficiency and sustainability
- Business development and retail attraction
- Community engagement/ information infrastructure

Civic Goals and Urban Design Strategies for the 40th Street Corridor

Published in 2011 by the University City District, SCI West, and Friends of 40th Street. Prepared by PennPraxis and the Penn Project for Civic Engagement.

The 40th Street commercial corridor intersects with Market Street at a major subway station. This report summarizes a public process intended to create a set of shared goals and aspirations for the corridor. The document offers a set of strategies pertaining to public space, historic preservation, development, density and scale. It explains how improvements in the public realm can create a strong sense of place.



60th Street Corridor: Property Analysis and Development Feasibility

Published in 2010 by The Partnership CDC. Consultants: Right-Sized-Homes, LLC and Brown & Keener Urban Design P.C.

This study examines development opportunities on 60th Street, specifically 19 properties that are proposed for rehabilitation or redevelopment; highlighted by the proposed adaptive reuse of the Imperial Ballroom, 60th & Chancellor Streets.

60th Street Commercial Corridor: Preliminary Urban Planning and Design Assessment

Prepared for The Partnership Community Development Corporation by Urban Technical Assistance Project, Columbia University, 2009

This report looks at the 60th Street commercial area in terms of demographics, physical characteristics, and store types. Assessments of the built environment and

public realm are included. Base information covers several topics: population, socio-economic, labor force, vacancy, public ownership, and the condition and characteristics of facades and streetscape.

Walnut Hill Transit Oriented Development Planning Memo

Philadelphia City Planning Commission, 2009

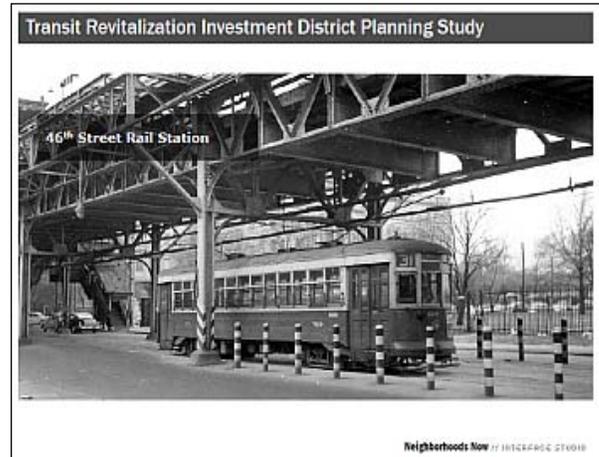
Prepared by PCPC staff on behalf of the City's Walnut Hill Neighborhood Coordination Strategy Team, this plan examines zoning, land use, streetscape and development potential in the area of 46th & Market Streets. As a result of this plan, a zoning remapping bill was introduced by Councilwoman Jannie Blackwell and the revised zoning was approved by the full City Council in 2010.

Transit Revitalization Investment District Planning Study

Published in 2009 by Neighborhoods Now.

Consultant: Interface Studio.

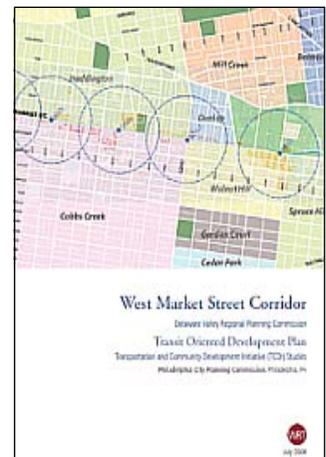
This study analyzes the potential for a Transit Revitalization Investment District (TRID) in the area surrounding the 46th & Market "E1" Station. Established through state legislation, TRID is a value-capture program intended to spur transit-oriented development, community revitalization, and enhanced community character around public transit facilities. The plan seeks to improve connections between the 46th & Market Station and surrounding neighborhoods through improvements in streetscape, landscape, pathways and civic spaces.



Walnut Hill Neighborhood Plan

Completed in 2007 through a partnership between Walnut Hill Community Association and The Enterprise Center CDC. Consultant: Kise Straw & Kolodner (KSK)

Funded by the Wells Fargo Regional Foundation, this plan reflects residents' voices as they create a set of shared priorities for improving the neighborhood. The plan guides future development in a way that ensures that Walnut Hill remains a safe, vibrant, diverse neighborhood. It addresses several issues: parking, streetscape, affordable housing, children and families, and economic development. The plan was accepted by the City Planning Commission in accordance with the Community Planning Guidelines. Walnut Hill is located on the south side of Market Street between 45th and 52nd Streets.



West Market Street Corridor Transit-Oriented Development Plan

Philadelphia City Planning Commission, 2006

The West Market Street TOD plan was funded by the Delaware Valley Regional Planning Commission through a Transportation and Community Development Initiative (TCDI) grant. PCPC was the grantee who managed the study. PCPC's consultant was Wallace Roberts and Todd (WRT). The plan takes a comprehensive look at the corridor, recommending land use changes, design guidelines, and illustrative site plans for key opportunity sites. Excerpts of the plan appear throughout this report.

Haddington/Cobbs Creek 2010: A Plan for Our Future

Completed by the Achieve-Ability CDC and the Partnership CDC in 2005. Consultant: Baker & Company, LLC.

The Haddington/ Cobbs Creek CDC partnered with Achieve-Ability and The Partnership CDC on this community plan, which focuses primarily and family and social needs. The Haddington and Cobbs Creek neighborhoods are located to the west of 52nd Street, on both sides of Market Street. The plan was funded with a grant from the Wells Fargo Regional Foundation.

Recommendations

While the various plans for Market Street contain more than one hundred recommendations, the task force meetings identified a smaller number of crucial actions that will generate the kind of revitalization that is needed along Market Street. Recommendations are preliminary because the City Planning Commission will soon prepare district plans with more extensive involvement by the staff and the public.

Some of the recommendations are large, signature projects that can be drivers for investment and renewal along the corridor. Those projects are:

- TOD at 59th & Market
- Reuse of 4601 Market Street
- Redevelopment at the Fresh Grocer site, 56th & Market Streets
- Commercial development at the former Sears site in Millbourne Borough near 63rd & Market

Recommendations are listed from west to east, beginning with the 63rd Street station area and ending with the 40th Street station area.

Commercial and mixed-use development in Millbourne

The Borough of Millbourne has prepared a plan for development of the 15-acre former Sears site just across Cobbs Creek from the 63rd & Market “E1” station. The plan calls for a dozen new buildings, mostly restaurants and retail space. Apartment buildings and a new borough hall are also proposed. The main theme will be international/ ethnic restaurants. Performing arts space is being considered, either as a permanent use or as shared use of parking areas.



Site plan for proposed development in Millbourne. The site is located between the “E1” tracks and Cobbs Creek.

Transit-Oriented Development at 59th & Market Streets

Less than 200 feet to the east of the 60th Street “El” station, a 1.5-acre site is being assembled for new development on the north side of Market Street. Anchoring the “New West” corridor and reinforcing the 60th Street commercial district, a mid-rise, mixed-use development is proposed. It will contain 30,000 square feet of commercial space, several levels of affordable housing, and a parking garage. Commercial space can be occupied by national brand outlet stores and professional/medical offices. The building could be as much as eight stories tall and will offer green roof spaces, car-share spaces, bicycle storage, and a public plaza adjoining the Market Street sidewalk. The open-air plaza will be a place for special events, performance and gatherings. The site’s location is shown below.

Prior to construction, the site is proposed for interim use as a “town square” type of gathering space where vendors can sell goods and performers can entertain the public. Another important early step will be a targeted blight removal effort aimed at achieving zero vacancies in two city blocks bordered by 59th, 60th, Arch and Chestnut Streets. This will enhance prospects for financing and marketing of the new anchor development.



A large development site is being assembled near the 60th Street Station of the “El.” A major TOD project is planned, known as “New West.”

Additional recommendations for the 60th & Market area:

Complementing this project, commercial revitalization and housing development is recommended along the 60th Street commercial corridor. Combining rehabilitation and new construction on various sites, the project will be led by a local Community Development Corporation in partnership with private builders. Some of the once-vacant storefronts will be occupied by entertainment venues and sit-down restaurants. Market studies indicate other types of stores that need to be attracted to 60th Street: a bank, pharmacy, health food store, apparel, sporting goods, toys and hobbies, and optical stores. Larger opportunity sites exist at 60th & Chancellor Streets (the vacant Imperial Ballroom) and 60th & Arch Streets where a parking lot awaits mixed-use redevelopment.



Transit-Oriented Development at 59th & Market Streets



A large 3D architectural rendering of the building complex, overlaid with four informational callout boxes:

- Green Roofs**
Could be a combination of passive green roofs designed specifically to manage stormwater or active green roofs to be used for the enjoyment of the residential tenants of the building.
- Active Rooftop Terrace**
Multi floor commercial uses would allow tenants, particularly restaurants, to expand onto the terrace for a unique setting.
- Site Security**
Access through the site should be restricted at certain hours when commercial uses are closed. Gated card entry would enable residents passage through to access on-site parking.
- Native Plantings / Stormwater Planters**
Plaza plantings at the street level should function to aesthetically enhance the site as well as manage stormwater runoff from the site.

Redevelopment at 56th & Market Streets

The large parking lot for the Fresh Grocer store is recommended for development of structured parking with retail stores on the ground floor. This will create a more urban and transit-oriented development scheme next to the 56th Street “E1” station. Facing Market Street, the appearance of the side wall of the supermarket should be improved with fenestration or public art. Just to the east of the station, the Salvation Army campus has undeveloped land fronting Market Street that is proposed to become the site of a new, larger community center.

Commercial Revitalization at 52nd & Market Streets

In accordance with the 52nd Street Economic Development Plan, stores will be improved through Commerce Department’s Storefront Improvement Program and sidewalk vendors will begin to use new merchandising units. Nearby on the north side of the 5000 and 5100 blocks of Market Street, the Dunlap community wants to see a new community center developed on sites that are currently vacant.



Vendor merchandising unit

Reuse of 4601 Market Street for City Services

PIDC has purchased the 13-acre property at 4601 Market Street, on behalf of the City of Philadelphia. The property contains the iconic, gold-domed former Provident Mutual Life Insurance Building and two smaller buildings. Following-up on a feasibility study by the EwingCole architecture and engineering firm, the City is exploring use of this complex as a new Police Department headquarters with additional space for the Medical Examiner’s office and other Health Department laboratories and offices. The planning process is managed by PIDC. This potential \$150 million project has conceptual City support, although questions about cost and funding sources have yet to be resolved. The plan promises to activate an area that currently feels desolate and uninviting. The project can potentially add hundreds of jobs at a location that is adjacent to the 46th Street “E1” Station, creating another anchor for Market Street’s rebirth.



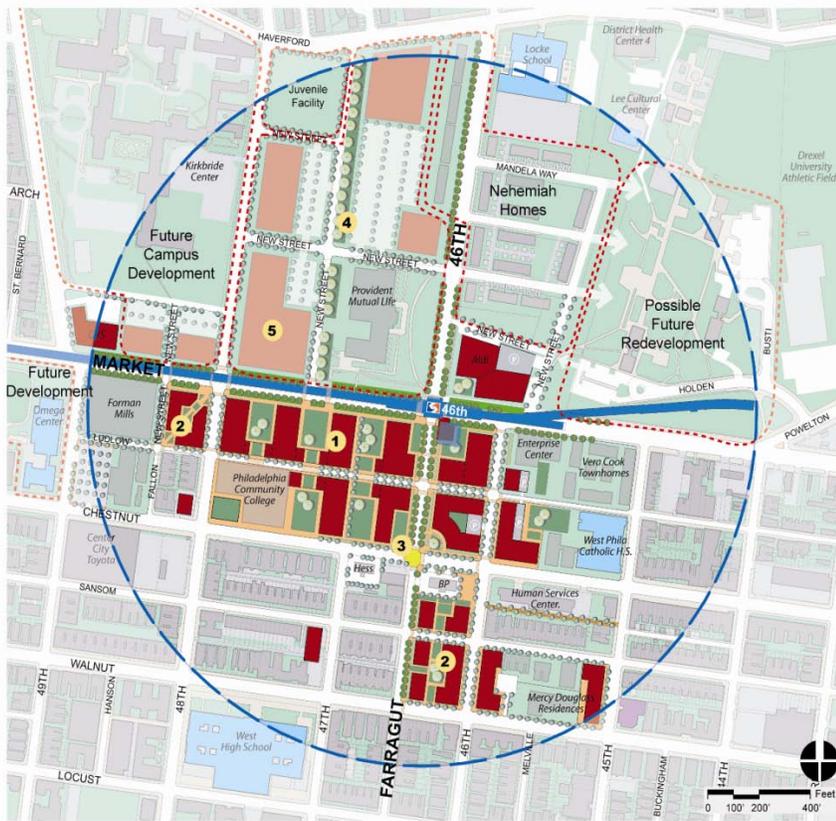
Additional recommendations for the 46th & Market area:

Located a short walk from the 46th Street station, PHA’s Westpark Apartments contains more than 300 units of public housing in three 19-story buildings, originally occupied in 1964. Combined with the adjacent Drexel University fields, a 15-acre site could be redeveloped in a way that extends the street grid and reinforces Market Street and surrounding neighborhoods. As a long term vision, this kind of transformation may well be achievable, especially considering other large-scale PHA redevelopment projects that have been accomplished during the past two decades. See photo on page 18.



Top photo: Members of the task force gather near 4601 Market Street.

Bottom: Two blocks west of the 46th Street Station, the Blackwell Human Services Campus is being expanded to include the new Karabots Primary Care Center, a \$30 million, 52,000-square-foot facility being developed by Children’s Hospital of Philadelphia. The Karabots Center will serve West Philadelphia families with top-quality pediatric care and community programs.



Illustrative site plan for 46th & Market Streets, from the 2006 West Market Street TOD Plan.

At the corner of 46th & Market Streets, the Aldi food market site is recommended for redevelopment with a mixed use, multi-story building that is built to the street line. At the SW corner, another new mixed-use building should have retail space on the ground floor with offices or housing on upper levels. Immediately to the west, on the south side of Market Street, large vacant lots await new development. One idea voiced at the task force meetings is to use this site for educational purposes. More specifically, this would be an appropriate location for an automotive training facility shared by Community College of Philadelphia and West Philadelphia High School. Both schools are located nearby. A performing arts facility has also been proposed at this site.

The Enterprise Center recently developed the Walnut Hill Community Farm at 4610-16 Market Street, just east of the train station. This popular public space is proposed to be enhanced through the addition of outdoor movies projected onto the large east-facing wall of the 46th Street station. A farmer's market and

outdoor movies had been recommended in the 2009 TRID study. The community farm is now a Community-Sustained Agriculture (CSA) site.

Improvements to the 40th Street Station of the Market-Frankford Line

40th & Market is a multi-modal transit location with subway station and bus routes. It is also a transfer point for trolleys at certain times. Given the importance of this transit stop, the facilities should be upgraded. The subway station should be made ADA-accessible with elevator(s). Better street furnishings and shelters are needed. Task force members envision a new transit center at 40th & Market in the future.

Additional recommendations for the 40th & Market area:

Community members suggested the removal of the Wine & Spirits store and the addition of sit-down restaurants.

Corridor-Wide Recommendations and Issues

- Task force participants stressed the importance of cleanliness and litter control.
- Crime and safety must be addressed. SCI-West initiatives, which utilize Crime Prevention Through Environmental Design (CPTED) principles, can be a model for other sections of the corridor.
- Parking should be managed to better deal with conflicts between customer and resident parking, vs. commuter parking.

- Blight removal is an important need. Vacant lots should be cleaned, and vacant buildings should be treated.
- Public art can be part of the revitalization effort. Several years ago the Mural Arts Program unveiled "Love Letter," a public art project consisting of 50 rooftop murals from 45th to 63rd Street along the Market Street corridor. The murals are best viewed from the Market-Frankford elevated transit line, and "collectively express a love letter from a guy to a girl, from an artist to his hometown, and from local residents to their West Philadelphia neighborhood." Some of the Love Letter murals can be seen on the cover of this report and in the photo of 52nd Street Station that appears on this page.
- Market Street would benefit from a management entity such as a Special Services District or Business Improvement District, providing a dedicated budget and staff to engage in upkeep, cleanliness and safety. Currently a Special Services District exists, but only to the east of 50th Street. The Commerce Department, in partnership with Drexel University's Center for Public Policy, recently published a helpful guide entitled, "Starting a Business Improvement District in Philadelphia." Any revitalization effort will be more successful when there is an organizational "champion" to see it through.

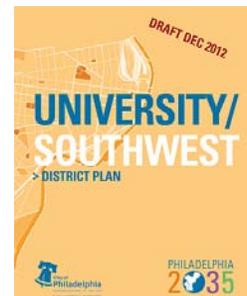


The new "E1" station at 52nd & Market Streets. In West Philadelphia, five stations were recently rebuilt with similar design.

Next Steps

District Plans

The City Planning Commission is continuing the Philadelphia2035 comprehensive planning process, consisting of the 2011 Citywide Vision and 18 district plans. Two district plans cover the Market Street corridor in West Philadelphia. The "University/ Southwest" district plan is currently under development, and the district plan for the "West" district is scheduled to begin in 2013. This report on West Market Street will inform the upcoming district plans. The plans have extensive citizen engagement and address several topics: land use, zoning, healthy communities, and focus areas. Urban design studies are prepared for focus areas, which are chosen because of high vacancy, underutilization, or inappropriate zoning. Focus areas are catalysts for their larger context.



The City Planning Commission is preparing district plans as part of the Phila2035 Integrated Planning and Zoning Process.

Zoning Map Revisions in the Phila2035 Planning Process

Zoning changes will help guide the future development of the Market Street corridor, where most areas have not been rezoned for decades. Recommendations for zoning map revisions are key products of Phila2035 district plans. A public process consisting of a steering committee and public meetings is used in each district plan, and zoning changes for Market Street will be recommended through that process. Ultimately, City Council will enact changes in the zoning.

46th & Market Charrette

As part of Philadelphia2035, the City Planning Commission helped organize a design charrette that was held at the annual Design on the Delaware conference in November 2012. Entitled, "Urban Remix: Creating a Sustainable Community at 46th and Market," the charrette is described as follows: "The

design on the delaware 2012

area surrounding the 46th Street Station of SEPTA's redesigned Market-Frankford Line is bursting forth with new and proposed development. How can we use transit-oriented development, placemaking, green infrastructure, and other urban design strategies to create a vibrant new neighborhood and city destination? In this full-day design charrette, designers will work with teams of community leaders, public agencies, and other stakeholders to develop conceptual master plans for a new district between Haverford Avenue, Chestnut Street, 43rd Street, and 49th Street." PCPC's partners in the charrette are the Community Design Collaborative (funder), Philadelphia LISC, and the Enterprise Center. A report on charrette findings will be issued soon. It will inform the University/ Southwest District Plan.

Corridor management:

Explore the creation of a new management entity, such as a Special Services District, that can take a leadership role and coordinate revitalization efforts for West Market Street.

Apply for TRID district:

TRID designation will improve funding prospects and establish a management organization within the TRID district. See page 17 for more information on TRID.

Retail recruitment:

Attract businesses and store types that are lacking in the Market Street area, as identified in market studies performed by Real Estate Strategies, Inc. for the 2006 TOD plan:

- Infant and children's clothing
- Furniture and home furnishings
- Electronics and computer stores including radio and TV
- Full service restaurants
- Gym/ martial arts

Identify priority redevelopment sites along the corridor

The potential future build-out shown in the 2006 TOD plan (see the plan, opposite page one) suggests several priority locations for new development. In order to make this happen, two approaches are needed: (1) direct negotiations with major property owners, and (2) commencement of site assembly.

Outreach to property owners:

At least half of the large opportunity sites require very little site assembly because ownership has already been consolidated. In these cases, staff of City agencies, with other task force partners, should negotiate directly with property owners to find ways to implement renewal projects on Market Street. The following sites fall under this recommendation:

- 46th & Market Streets: Aldi Market site
- 4700 block Market Street, south side: Mohawk/ Veloric
- 56th & Market: Fresh Grocer and Salvation Army each control large sites recommended for redevelopment
- 5800 block Market Street, south side: Philadelphia Suburban Development Corp.
- 5100 block Market Street, north side: the City and SEPTA own most of the properties, eliminating the need for the type of outreach discussed above.

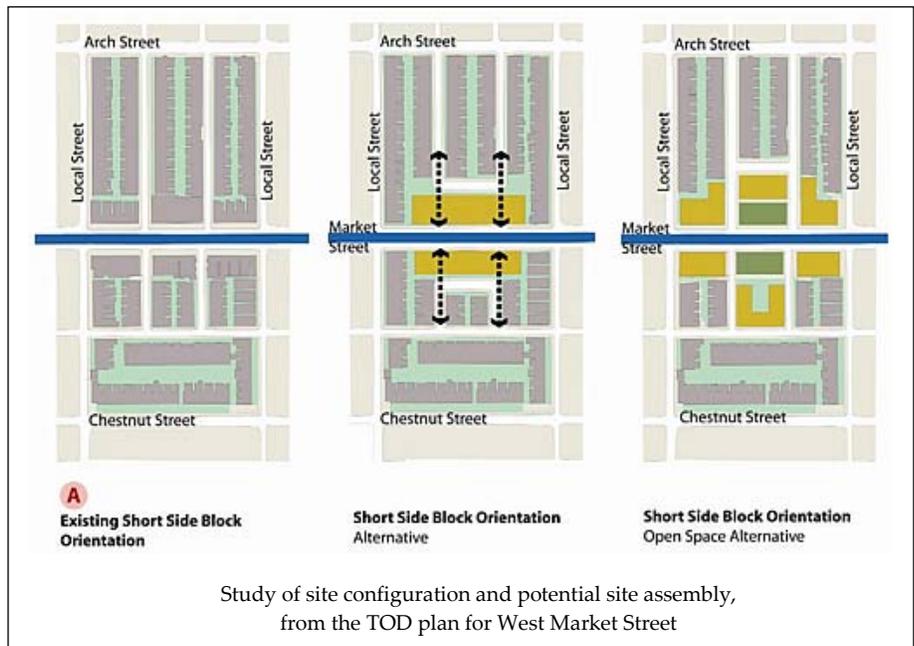
Begin site assembly

Other opportunity sites have many separate owners and site assembly is needed. In this process, the City or its development partner works to purchase properties through normal transactions; but urban renewal assistance is available if the first approach is unsuccessful. Site assembly for the 59th &

Market TOD project (see pages 10, 11) is already approved by the City. Another site that needs assembly is the north side of the 5000 block of Market Street, on the edge of the Dunlap neighborhood. This type of block has high vacancy, many different owners, two small residential streets intersecting with Market Street in mid-block, and high vacancy on the residential streets. Dimensionally, the Market Street properties are not ideal for redevelopment because of the interruption caused by the small streets and a lack of depth that is necessary for significant new construction. The diagrams below, prepared by WRT on behalf of the City Planning Commission, illustrate how such a site can be enlarged by adding a small number of former residential properties and changing the street pattern. It is a complex process that will require community engagement and City Council bills for zoning changes, street changes, and authorization of land acquisition. Work should begin as soon as a developer can be identified.

Task force, continued:

Continue the West Market Street task force meetings on a quarterly or bi-annual basis. Explore the creation of several working committees that can drill down on implementation. Committees could be formed around topics such as public safety, management and maintenance, transportation, commercial development and housing; or committees could be defined geographically around a particular station area along Market Street.



Looking west from 52nd Street along Market Street

Implementation: Funding Sources and Programs

Implementation methods were identified in the 2006 TOD plan for West Market Street, and by task force members and PCPC staff. Financial incentives such as TIF, TRID, New Market Tax Credits, and historic tax credits are important funding options.

- **TIF:** tax increment financing can be an effective public-finance tool for redevelopment projects. TIF districts can leverage public funds to promote private-sector activity in a targeted area by providing a revenue stream for improvements to infrastructure and the public realm.
- **TRID:** through Transit Revitalization Investment Districts, planning agencies can apply for funding from the Department of Community and Economic Development (DCED) to conduct planning studies for transit-oriented development. The law also allows for the establishment of “value capture” areas in which a portion of additional tax revenues generated within a TRID may be used to pay for public transportation capital improvements, related site development, and maintenance. A 2008 study by Econsult found that value capture is not expected to be significant near 46th & Market. However, a TRID district is still recommended because it puts the area first in line for state planning grants. A TRID district would also establish a partnership or management entity to coordinate plans and projects.
- **New Market Tax Credits:** this federal tax credit is designed to generate private-sector capital investment in low-income areas. The program permits individual and corporate taxpayers to receive credit against their federal income taxes for making qualified equity investments in projects that advance community development, stimulate economic growth, and create jobs. The City of Philadelphia’s allocation of credits is disbursed through PIDC.
- **Historic Tax Credits:** In Pennsylvania, a 25% federal income tax credit is available when certified historic structures are rehabilitated for commercial or multi-family use. A 10% tax credit is available for the rehabilitation of non-historic, non-residential buildings built before 1936.
- **Commerce Department programs** such as ReStore Philadelphia and the Storefront Improvement Program.
- **OHCD** funds support land acquisition, site assembly, affordable housing and Neighborhood Advisory Committees.
- **Philadelphia Redevelopment Authority** carries out site assembly and urban renewal.
- **The City’s Capital Budget & Program** allocates funding for City facilities and infrastructure.
- **Programs from the Pennsylvania Department of Community and Economic Development:**
 - **Keystone Communities Program:** designates and funds communities that are implementing Main Street, Elm Street, and Enterprise Zone efforts by supporting physical improvements aimed at revitalization. The program also provides accessible modifications for the homes of persons with physical disabilities.
 - **Main Street:** allowing local economic development organizations to hire a corridor manager.
 - **Elm Street:** revitalization of residential and mixed use neighborhoods.
 - **Growing Greener II:** grants to municipalities and nonprofits, focusing on the improvement of downtown sites and buildings.
 - **Neighborhood Assistance Program:** tax credits to businesses that invest in distressed areas or partner with community organizations in those areas.
 - **Keystone Innovation Zones:** grants to community/university partnerships to generate job growth through tech transfer and entrepreneurship. Project sites are located near colleges and universities.

Federal transportation funding

These funding sources are generally allocated by the regional planning commission, in partnership with the City. Most require 20% local match from the City’s capital budget. These programs can support any kind of transportation project, including roadway reconstruction, traffic calming, traffic safety, transit facilities, pedestrian and bicycle improvements, and landscaping.

- SAFETEA-LU (Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users)
- STP (Surface Transportation Program)
- STP-Urban program (Surface Transportation) for roadways and transit
- STP-Safety program
- STP-TE (Transportation Enhancements for bike, pedestrian, landscape, signage; awaiting renewal by Congress)
- CMAQ: Congestion Mitigation and Air Quality (trails, bike, transit, traffic signals; for projects under \$1 million)



Westpark Apartments near
44th & Market Streets

APPENDIX A

Task Force Membership

The West Market Street Planning & Implementation Task Force

Task Force Membership

GOVERNMENT MEMBERS

The Honorable Curtis Jones, Jr., 4th District Councilperson

With an impressive background in commercial corridor revitalization and business development, Councilman Jones has an exciting vision for transformation of Market Street. He is spearheading the “New West” Transit-Oriented Development (TOD) project in the 5900 block of Market Street. This development will become an anchor for the 60th Street commercial corridor as well as a catalyst for investment and renewal on Market Street. Councilman Jones’ legislative district is situated on the north side of Market Street between 54th and 63rd Streets.

Task force members: Curtis Jones, Jr., Al Spivey, Morgan Cephas

The Honorable Jannie L. Blackwell, 3rd District Councilperson

Councilwoman Blackwell has been a tireless advocate for business owners along Market Street and nearby commercial corridors. When the Market-Frankford Elevated was rebuilt during ten years of construction beginning in 1999, Jannie Blackwell helped ensure that communities and businesspeople were kept informed and engaged. Largely due to her efforts, businesses on Market Street received special financial assistance during construction. Now that the “El” is rebuilt, Councilwoman Blackwell is supporting revitalization and rezoning efforts along Market Street and her staff is working to promote a new business group in the area. The Councilwoman recently led a successful effort to pass legislation creating a special vending district at 52nd & Market Streets.

Task force members: Jannie Blackwell, Marty Cabry

The Honorable Vanessa Lowery Brown, State Representative, 190th Legislative District

Representative Brown’s district includes a major portion of the West Market Street corridor. Vanessa’s background in urban sustainability, community organizing, community outreach and volunteerism ensures that she is well known to the members of the West Market Street task force.

Task force member: Vanessa Lowery Brown

The Honorable Jeanette MacNeille, Council President, Borough of Millbourne, Delaware County

Located immediately west of 63rd & Market Streets, Millbourne has its own station stop on the “El.” The borough has prepared plans for a large development on the north side of Market Street where a Sears department store had been located. West Philadelphians can reach this site by transit, as pedestrians, by car, or on bicycle trails along the Cobbs Creek.

Task force member: Jeanette MacNeille

Philadelphia City Planning Commission (PCPC)

The City Planning Commission has made the Market Street corridor an important focus of its work. Published in 1994, “The Plan for West Philadelphia” identified Market Street as a corridor in decline, recommending new development and changes in land use. In prior years, PCPC created eligibility for urban renewal programs along the corridor and published redevelopment area plans for Haddington, Dunlap and University City. In 2006, PCPC published the TOD plan for the West Market Street Corridor. PCPC prepared a TOD plan for Walnut Hill in 2009, proposing zoning changes along Market Street. Currently in 2012, the City Planning Commission is helping to organize a design charrette looking at TOD potential on Market Street near 46th Street. PCPC has also begun work on district plans that will establish land use and zoning recommendations for the entire length of the Market Street corridor. District plans are part of the ongoing Philadelphia2035 comprehensive planning process.

Task force members: Richard Redding, Andrew Meloney

City of Philadelphia Department of Commerce

Commerce Department staff has been very supportive of the West Market task force. The Department offers a comprehensive array of programs aimed at revitalizing neighborhood commercial corridors. Programs are operating on Market Street, 40th, 52nd, and 60th Streets. A key program is the Storefront Improvement Program which reimburses much of the cost of façade renovations. Within the Commerce Department, the Mayor’s Business Action Team connects businesses to assistance, services and programs that the City has to offer. Commerce Department’s activities are highlighted by a planning and revitalization initiative for the 52nd Street retail corridor, which intersects with Market Street in the heart of West Philadelphia. Here, the City recently funded the removal of glass and steel canopies from above the sidewalks, a \$400,000 expense, because the canopies had reached the end of their useful life. The department is contracting with The Enterprise Center to clean the corridor on a regular basis. In addition, a 52nd Street Economic Development Plan was commissioned by Commerce Department in 2010. Recommendations from that study are described on page 7. *Task force members: Curtis Gregory, Aiisha Herring-Miller, Dawn Summerville, Rojer Kern, Nazaar Sabree*

City of Philadelphia Office of Housing and Community Development (OHCD)

OHCD administers federal Community Development Block Grant funds according to an annual Consolidated Plan prepared by OHCD staff. While most of the dollars go to affordable housing programs, OHCD also helps fund commercial revitalization programs, neighborhood planning, and community organizations known as Neighborhood Advisory Committees (NACs). Additionally, the Office provides funding and financial oversight for land acquisition and urban renewal activities in all of Philadelphia’s low and moderate income neighborhoods.

Task force member: Deborah McColloch

Philadelphia Redevelopment Authority (PRA)

The Redevelopment Authority is Philadelphia’s public agency charged with redevelopment. PRA has facilitated neighborhood renewal and affordable housing on a large scale throughout Philadelphia. In areas that are eligible for urban renewal, PRA can acquire land, condemn land, assemble development sites, perform housing rehabilitation, and dispose of land and buildings for development. These are valuable tools that can potentially be used for revitalization of the West Market Street corridor.

Task force members: Jessie Lawrence, Tracy Pinson-Reviere

Philadelphia Industrial Development Corporation (PIDC)

PIDC is Philadelphia’s city-wide economic development corporation. Founded in 1958 as a non-profit, joint venture between the City of Philadelphia and the Greater Philadelphia Chamber of Commerce, PIDC plans and implements real estate and financing transactions that attract investment, jobs and tax ratables to the City of Philadelphia. On the Market Street corridor, PIDC is carrying out the City’s plan for reuse of the 13-acre former Provident Mutual Life Insurance property located at 4601 Market Street. See page 16 for more information.

Task force member: Amanda Davis

City of Philadelphia Department of Streets

The Streets Department redesigned the Market Street roadway and sidewalks where the “E1” was rebuilt. Construction is in the final stages.

Task force members: Charles Denny, Darin Gatti

Southeastern Pennsylvania Transportation Authority (SEPTA)

SEPTA, the regional transportation authority, reconstructed the Market-Frankford Elevated rapid transit line on Market Street between 44th and 63rd Streets. Five new stations were built as part of this \$600 million project, completed in 2009. SEPTA’s planning staff works closely with the City Planning

Commission on public transportation and Transit-Oriented Development; and TOD will certainly perform a role in the revitalization of Market Street.

Task force members: Byron Comati, Jody Holton

Philadelphia Housing Authority (PHA)

PHA is the nation's fourth largest public housing authority. Today the authority owns more than 14,000 affordable housing units, serving nearly 80,000 Philadelphians. PHA owns scattered-site properties in many neighborhoods bordering the Market Street corridor, and PHA manages the 323-unit Westpark Apartments located just to the north of 44th & Market Streets.

Task force members: Michael Johns, Frances Jones, Barbara Moore

Delaware Valley Regional Planning Commission (DVRPC)

While DVRPC did not have a seat on the Market Street task force, the agency has an important role. DVRPC funded two plans for Market Street: the 2006 TOD plan for the corridor, managed by PCPC, and the 2008 TRID plan for 46th & Market, managed by a non-profit known as Neighborhoods Now. Both plans are described later in the report. DVRPC is the federally-designated Metropolitan Planning Organization for the Greater Philadelphia Region. It works to foster regional cooperation in a nine-county, two state area, addressing key issues including transportation, land use, environmental protection and economic development.

COMMUNITY ORGANIZATION MEMBERS

Spruce Hill Community Association

This is the civic group and Registered Community Organization (RCO) representing the historic Spruce Hill neighborhood, located to the south of Market Street between 40th and 46th Streets. Bordering the University of Pennsylvania, Spruce Hill is home to students, faculty and families alike.

Task force member: Mark Wagenveld

West Powelton Concerned Community Council

Located on the north side of Market Street between 38th Street and 46th Street, the West Powelton neighborhood has been represented by WPCCC for many years. The group is an RCO. West Powelton is a predominantly residential area centered on Powelton Avenue.

Task force members: Elsie Wise, John Leatherberry

Walnut Hill Community Association

WHCA is the RCO representing Walnut Hill, the neighborhood located to the south of Market Street between 45th and 52nd Streets. Walnut Hill contains large homes and many apartment buildings. The community recently prepared a neighborhood plan with their partners at The Enterprise CDC.

Task force members: staff of The Enterprise Center CDC

Mill Creek Community Partnership

This RCO covers the area on the north side of Market Street between 42nd and 50th Streets. The Mill Creek neighborhood contains more than 600 new homes and apartments developed by Philadelphia Housing Authority (PHA), known as the Lucien E. Blackwell Homes. This group takes an active role in the local playground advisory council. They are also involved in zoning and Empowerment Zone activities.

Task force member: Cassandra Green

Dunlap Community Citizens Concerned

This is the community organization for the Dunlap neighborhood, located on the north side of Market Street between 49th and 52nd. Comprising only nine city blocks, this relatively small community is

directly affected by conditions along the Market Street corridor. The Dunlap Elementary School, 51st & Race Streets, has been renovated into apartments for senior citizens.

Task force member: Geraldine Brown

Block Captain Coalition of Haddington

This organization represents the Haddington community, situated to the north and west of 52nd & Market Streets. Haddington contains many blocks of two-story row homes. Large amounts of commercial development and senior housing have been built since the Haddington Urban Renewal Area was established.

Task force member: Ruth Bazemore

COMMUNITY DEVELOPMENT CORPORATION (CDC) and NON-PROFIT MEMBERS

Achieve-Ability

Originally known as Philadelphians Concerned About Housing, Achieve-Ability has developed more than 200 affordable homes in the Cobbs Creek and Haddington neighborhoods. The organization provides comprehensive support services including job training, education, financial literacy, parenting classes and personal development. The organization also helps clean and beautify the 60th Street commercial corridor near Market Street. Achieve-Ability is partially funded by OHCD, serving as a Neighborhood Advisory Committee (NAC). NACs are local offices that engage residents and distribute information about the City's housing programs and other community services.

Task force members: Marcus Allen, Terry Guerra, Nijah Famous

The Partnership CDC (PCDC)

Also a NAC, this organization develops affordable, for-sale and rental housing for low and moderate-income families and provides home ownership education to first-time home buyers. The Partnership CDC also operates business development and commercial revitalization programs. The main office is located at 4020 Market Street, and the CDC runs an annual Rhythm & Blues Festival at 40th & Market; but a major focus of PCDC's economic development activities is the 60th & Market commercial district. The CDC commissioned a plan for the 60th Street corridor with Urban Partners as consultants, and in recent years has published two additional 60th Street reports.

Task force member: Steven Williams, Stephanie Taylor, Vaughn Taylor

The Enterprise Center and The Enterprise Center CDC

Located at 4548 Market Street, The Enterprise Center (TEC) provides access to capital, capacity-building, and business education to high-potential, minority and disadvantaged entrepreneurs. Through its business-acceleration initiatives, TEC seeks to better position minority and disadvantaged enterprises to compete in the local, regional, and global economies. The Enterprise Center Community Development Corporation (TEC-CDC) works to improve the Walnut Hill neighborhood. TEC-CDC's comprehensive neighborhood plan for Walnut Hill is a collaborative effort with the Walnut Hill Community Association.

Task force members: Della Clark, Greg Heller, Andy Toy, Steve Horton, Derise Stovall

Local Initiatives Support Corporation (Philadelphia LISC)

LISC is the largest community development support organization in the country, operating in 30 urban areas and 61 rural communities. Philadelphia LISC's major program is the Sustainable Communities Initiative (SCI). One of SCI's target areas is West Philadelphia, including a portion of the Market Street corridor. SCI-West is a collaborative effort among Peoples Emergency Center, The Partnership CDC, University City District, and The Enterprise Center CDC. Collaboration and coordination is the overall goal. The organizations have created a joint work plan and are implementing projects that fall within SCI program goals. At 46th & Market, SCI-West has addressed crime concerns by installing new lighting

and rebuilding a pedestrian staircase to enhance visibility and safety. Services offered include digital inclusion, green and healthy homes, skills training and a small grants program for community improvement projects.

Task force members: Andy Frishkoff, Jamie Gauthier

University City District (UCD)

UCD is a special services district organization that works to improve University City through major investments in safe streets, clean neighborhoods, and public space development. UCD employs West Philadelphians as safety ambassadors and street cleaners. Work readiness and financial literacy programs serve local residents. UCD also plans signature events such as concerts, restaurant promotions and a weekly farmers market. Market Street has a wonderful new gateway, a large public plaza adjacent to 30th Street Station known as The Porch, and UCD is managing the plaza with furnishings, plantings, special events and daily cleaning. UCD's boundaries include Market Street from the Schuylkill River to 50th Street.

Task force members: Prema Katari Gupta, Seth Budick

Preservation Alliance of Greater Philadelphia

The Preservation Alliance is a non-profit organization that promotes the appreciation, protection and revitalization of historic assets in the region. Involved in advocacy, grant-making, workshops, awards and conferences, the Alliance also has programs that address preservation at the neighborhood level. The organization published a handbook for community organizations and contracts with OHCD to run the Vital Neighborhoods Initiative, funding community improvement projects in middle-market communities. There is also a special neighborhoods initiative that engages and educates residents of predominantly African-American communities around the issues of historic resources and preservation.

Task force member: Melissa Jest

Children's Hospital of Philadelphia (CHOP)

Children's Hospital is building a major new medical center at 48th & Market Streets. With a main hospital at 34th Street and Civic Center Boulevard, CHOP is the nation's first hospital devoted exclusively to caring for children. The hospital operates 30 primary care centers throughout in the region including two in West Philadelphia: 3550 Market Street and 225 Cobbs Creek Parkway. Soon there will be a third primary care facility in West Philly. See page 12 (photo caption) for more info.

Task force member: Jamie Gauthier of Philadelphia LISC, on behalf of CHOP

Salvation Army - West Philadelphia

The Salvation Army West Philadelphia Corps Community Center and Booth Manor apartment building are located at 5501 Market Street and 5522 Arch Street. The Center hosted a community meeting for the 2006 West Market Street TOD plan. Booth Manor is a mid-rise, 100-unit apartment complex providing affordable rentals to senior citizens. Corps programs range from Sunday worship services, Bible Studies, and Vacation Bible School to crisis alleviation case management, substance abuse recovery groups, feeding programs, and child care centers. Other programs include after school enrichment programs, senior centers, character-building recreational programs, music instruction, summer day camp, leadership and life skills development, and much more.

Task force member: Captain Tony Lewis, Beatrice Mackey

Sustainable Urban Development (SUD)

Urban gardeners, bloggers, community builders, and advocates of social justice: this is what the young leaders of Sustainable Urban Development are all about. SUD created vegetable gardens on vacant lots located near 59th & Market Streets, engaging with and providing fresh food to residents of

the Haddington community. The members of this group are committed to alleviating poverty and respecting the environment.

Task force member: Laura Thornton

Coalition Against Hunger

The Greater Philadelphia Coalition Against Hunger strives to build a community where all people have the food they need to lead healthy lives. The Coalition connects people with food assistance programs, food pantries and nutrition education. Serving many Philadelphia area communities, the coalition is especially active in the Haddington neighborhood. It operates a telephone hotline for SNAP (food stamps), connects local residents with free fresh produce available at local community gardens, advertises the Haddington Farmer's Market operating two days per week at 52nd Street & Haverford Avenue, maintains a list of healthy corner stores, and connects people with free food distributed by Philabundance.

Task force member: Emily Rhoads

Leadership Network of Philadelphia

With offices in Upper Darby and Cobbs Creek, the Leadership Network provides computer skills training and financial literacy classes for people of all ages.

Task force member: Chester E. Beckett, Jr.

BUSINESS REPRESENTATIVES

60th Street West Market Street Business Association

This business association represents a commercial district containing more than a dozen retail shops plus a bank, mini-police station, medical offices, restaurants, art gallery and jazz club. With their slogan, "From Blighted to Bling," the association promotes economic development, sustainability and energy-efficiency.

Task force members: Alletta A. Parris Olday and Abdul Salaam

West Philadelphia Real Estate (WPRE)

In addition to its real estate brokerage services, WPRE has developed a large number of rental homes in West Philadelphia. Recently WPRE developed affordable housing in Mantua and is partnering with The Partnership CDC to prepare plans for redevelopment of housing and commercial space on 60th Street, to the south of Market St.

Task force member: George Bantel

University Place Associates

University Place Associates is currently building a \$30 million, 5-story, 97,000 sq. ft. office building at 30 N. 41st St., just a block to the north of Market St. Principals in the company got established in West Philly by developing more than 800 units of rental housing under the name Neighborhood Restorations LP. One of their finest projects, the renovation of Holme School (55th & Chestnut) into senior housing and offices, was the site of a community meeting for the West Market Street TOD plan. Now these entrepreneurs are turning their attention to office and mixed-use development near the Market Street corridor. The new office building at 41st & Powelton, named 2.0 University Place, is the city's first pre-certified LEED platinum building. The anchor tenant is the federal Citizenship and Immigration Service.

Task force member: Scott Mazo

Jim Thornton, businessperson

Mr. Thornton is an educator by background, who owns a warehouse and other investment properties in Philadelphia. Some of his properties are located near 59th & Market Streets. Jim's daughter Laura is the founder of Sustainable Urban Development.

Task force member: Jim Thornton

APPENDIX B

History

A Photographic History of Market Street in West Philadelphia

Market Street is the principal east-west axis and mass transit corridor in West Philadelphia. Over the years its major function has been shopping and commerce, especially near transit stations at 40th, 52nd and 60th Streets. Further to the east toward the Schuylkill River, Market Street was originally developed with a mix of uses including warehouses, stables, theaters and hotels. Those buildings were gradually replaced by the university and research campuses that exist today.



In these pages, historical photos provide a brief glimpse of Market Street's history.

1800s (top photo):

William Penn Hotel, 3817 Market Street. A stage to Newtown Square set out from this hotel until 1897. A 1910 atlas shows that another hotel was located on the 3900 block of Market Street, adjacent to a mule yard. *Photo credit: University City Historical Society.*



Early 1900s:

The city's streetcar lines converge at 8th & Market Streets in Center City. Severe congestion indicated that improved mass transit was needed. The first section of the new subway/elevated line opened in 1907. *Photo credit: SEPTA/ Print and picture collection of the Free Library of Philadelphia.*



Early 1900s (bottom photo):

Streetcars on Market Street turn around at the Delaware Avenue loop. Four thousand streetcars used this route each day. *Photo credit: SEPTA/ Print and picture collection of the Free Library of Philadelphia.*



1907:

In its early years, the Market-Frankford Subway-Elevated line had stations at 32nd Street and 36th Street in West Philadelphia. At its eastern end, the transit line followed Delaware Avenue to South Street, serving ferry terminals.
Photo credit: SEPTA



1907:

A train arrives at the new 40th Street Station. In the area now known as University City, trains used an elevated structure above Market Street until the mid 1950s when a new subway tunnel opened to the east of 44th Street.
Photo credit: SEPTA/ Historical Society of Pennsylvania



1912:

North side of Market Street looking east from 62nd Street. *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.*

A Photographic History of Market Street in West Philadelphia

1914:
52nd Street looking
south from Market
Street. *Photo credit:*
City of Philadelphia
Department of Records
– *phillyhistory.org*.



1914:
28 S. 52nd Street,
looking north. The
Nixon Theater was one
of many entertainment
venues in West
Philadelphia. *Photo*
credit: City of
Philadelphia
Department of Records
– *phillyhistory.org*.





1915:
Eureka Theater, 3941 Market Street. *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.*



1915:
The Palace roller rink, located on the north side of the 3900 block of Market Street. *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.*

A Photographic History of Market Street in West Philadelphia

1930s:

A Market Street "El" train crosses over the Schuylkill River adjacent to the new 30th Street Station. This bridge was replaced by a subway tunnel that opened during the mid-1950s. *Photo credit: SEPTA/ Temple University Urban Archives.*



1931:

The office headquarters of Provident Mutual Life Insurance Company, 4601 Market Street. This building stands on the 111-acre former site of the Pennsylvania Hospital for the Insane, which eventually sold much of its land for developments such as Provident Mutual, Locke Elementary School and the Westpark Apartments public housing complex. A portion of the hospital campus continued to operate for many more years as The Institute of Pennsylvania Hospital, which is now the site of the Blackwell Human Services Campus including the Kirkbride Center and the new Karabots Center being built by Children's Hospital. *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.*



1940s:

A northbound Route 70 trolley picks up passengers at 52nd & Market Street. The vehicle's destination is the 54th & City Avenue loop in Wynnefield. Today, this is the route of the "52 bus." *Photo credit: SEPTA/ Collection of James Sparkman.*





1948:
Knights of Columbus Hall, 3740 Market Street. This is now the site of the University City Science Center. *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.*

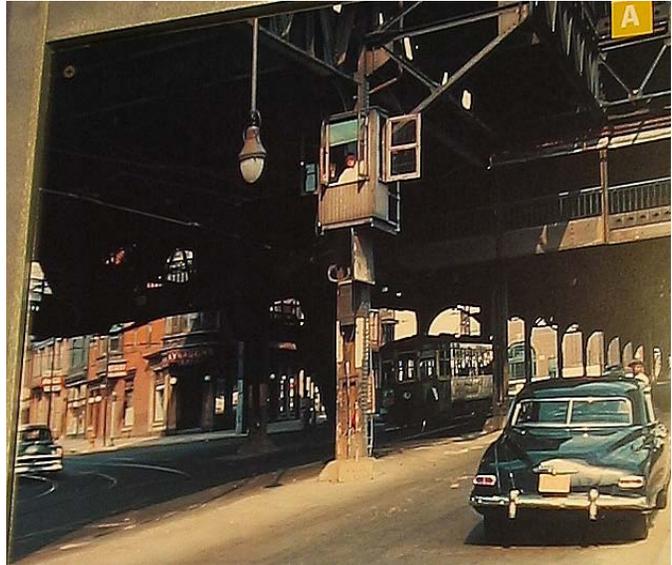
1953:
Millick Street looking south from Arch Street. Millick Street is a north-south street between 60th and 61st Streets. Market Street can be seen in the distance. *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.:*



A Photographic History of Market Street in West Philadelphia

1953:

Woodland Avenue intersects with Market Street at the 32nd Street Station of the "El." A transit worker operates the trolley switch from his perch in a crow's nest enclosure. This photo is looking west along Market Street. Years later, the diagonal Woodland Avenue roadway was closed and transformed into landscaped walkways serving the campuses of Penn and Drexel. *Photo credit: SEPTA/Joseph M. Mannix.*



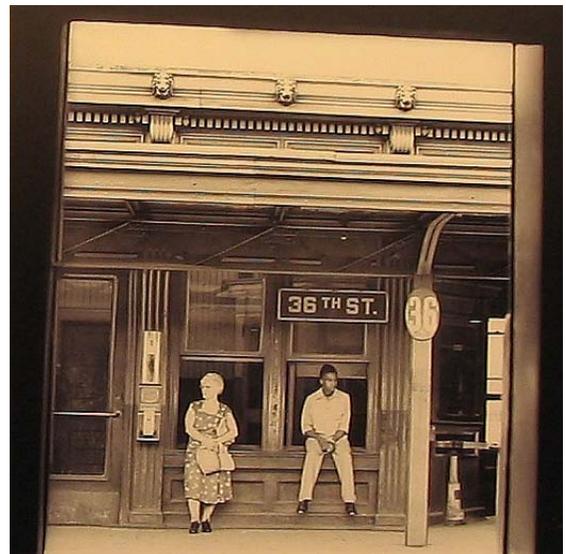
1955:

This is the stairway to the 36th & Market "El" station. *Photo credit: SEPTA/ Temple University Urban Archives.*



1950s:

Waiting for a train on the platform of 36th Street Station. *Photo credit: SEPTA/ Temple University Urban Archives.*





1959:

The “E1” structure makes a turn at 44th Street. To the left is the American Bandstand building with people waiting in line for a show. *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.*



1960:

Audience and dancers gather at 4548 Market Street for the American Bandstand TV show. The building is now the home of The Enterprise Center, providing business-acceleration programs to minority entrepreneurs. Adjacent to the American Bandstand building and partially visible in this photo, “The Arena” stood at 45th & Market Streets. This 7,700-seat facility hosted many entertainment and sporting events including college basketball, pro basketball, and home games of the Philadelphia Ramblers minor league ice hockey team. The Arena was destroyed by fire in 1983. *Photo credit: www.elvisblog.net.*



1960:

Dick Clark holds the microphone during an American Bandstand telecast. *Photo credit: website of New Jersey 101.5 FM.*

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1960:
Market Street near 60th Street. Photo credit: City of Philadelphia Department of Records – phillyhistory.org.

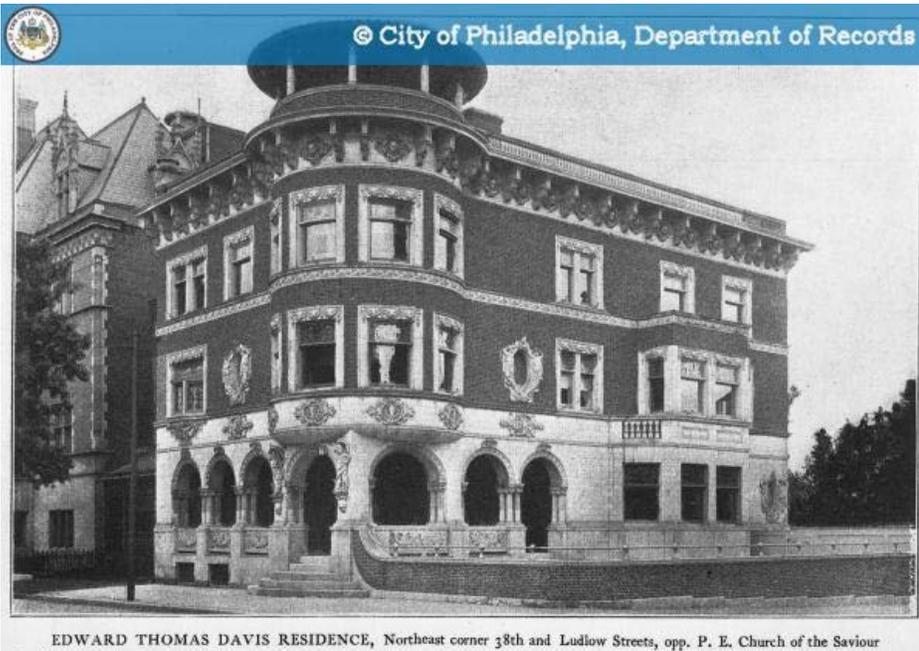


1960:
SE corner 60th & Chestnut Streets. Photo credit: City of Philadelphia Department of Records – phillyhistory.org.



1962:
Directory of shops in the 52nd Street commercial district, near Market Street. Photo credit: City of Philadelphia Department of Records – phillyhistory.org.





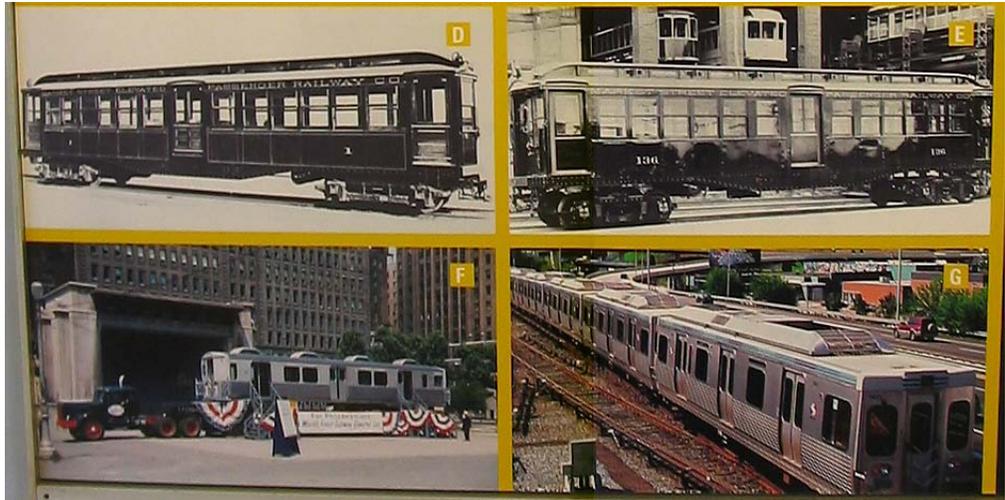
1960:
SE corner Farragut & Market Streets (upper left) and SW corner Farragut & Market Streets (upper right). *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.*

1971:
A mansion at NE corner 38th & Ludlow Streets. This site is now occupied by the Science Center. *Photo credit: City of Philadelphia Department of Records – phillyhistory.org.*



1970s:
Located on 52nd Street just south of Market Street, the Nixon Theater was built in 1910, demolished in 1985. *Photo credit: cinematreasures.org.*

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Many of the photos in this brief history are taken from SEPTA’s exhibit located in the lobby of 1234 Market Street. Entitled, “The Market Street Elevated: 100 Years of Service to the Community (1907-2007),” the exhibit celebrates the various train cars that have run on these tracks and the special events, construction projects, route changes, employees, and passengers who are associated with the “El.”

