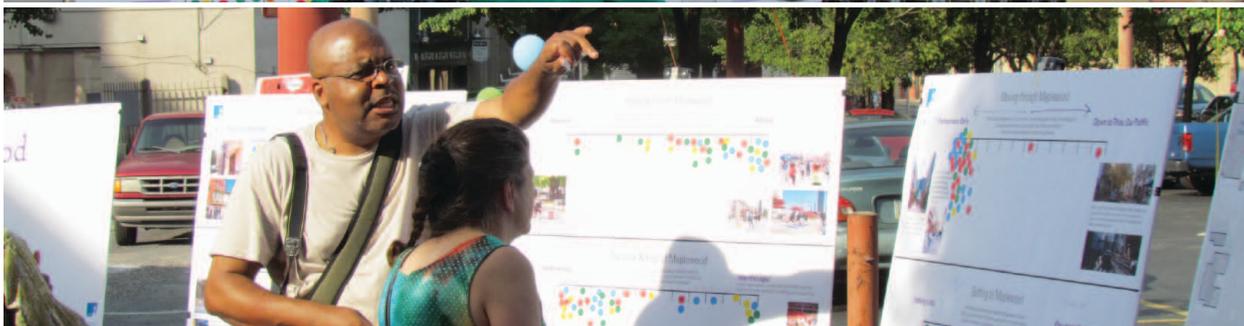


Maplewood Mall Block Party Community Outreach Summary

As a part of the reconstruction of Maplewood Mall in Central Germantown, the Office of 8th District Councilwoman Cindy Bass and the Philadelphia City Planning Commission (PCPC) are directly engaging Mall stakeholders and the general public through various methods and venues. The purpose of this outreach is to ensure an open and transparent process that incorporates public opinion into the design and function of the new Maplewood Mall and keeps the public informed of project details. This outreach begins now, with the pre-design phase, and continues through to the design and construction phases.

The first outreach event was conducted as part of the Maplewood Mall Block Party & Night Café on June 22, 2013 at Maplewood Mall. **This effort was directed toward the general public.** Over 100 attendees participated in the “Maplewood Mall Design Workshop.” Its purpose was to solicit input on the desired function of the Mall. These functions will directly inform the physical design of the Mall.

For the first exercise, functions were separated into six topics that relate to how people use the Mall. For each topic, participants were presented with two seemingly opposite ways in which the Mall can be used, which were placed on opposite ends of a scale. Participants placed stickers on the scale relating to their preferences for the use. If they fully supported a particular use they placed it on the far end of the scale. If they supported both equally, they placed it in the middle. The blank scale templates are presented below, followed by the participation results.



Moving through Maplewood

PHILADELPHIA 2035

Pedestrians Only Would closing Maplewood to all cars make it a more inviting place to shop, sit, and hang out? Or would opening it back up to cars again help attract more attention? Place a dot along the spectrum to share your preference. **Open to Thru Car Traffic**

Liberties Walk, in the Northern Liberties neighborhood of Philadelphia, is a commercial street open only to pedestrians.

Pedestrian only streets are more common in other countries. Successful ones create a pleasant environment for shoppers and appeal to a variety of businesses.

Cars are currently allowed on Maplewood Mall, though there is very little car traffic on the street. Some cars park on the street, but there are also several surface lots adjacent and parking along Armat Street.

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Moving Through Maplewood: For the first topic, participants were given the options of a pedestrian only street, a street open to through-traffic, or something in between (similar to how it functions today). Participants overwhelmingly preferred that Maplewood Mall be redesigned as a pedestrian-only street that is closed off to traffic.

Getting to Maplewood

Parking Lots



Several Philadelphia Parking Authority (PPA) lots exist immediately adjacent to or across the street from Maplewood Mall.

Are the adjacent parking lots essential for Maplewood to thrive?
 What do you think about the location and quantity of on-street parking?
 Could more be done to accommodate cars on the neighboring streets?

On-street Parking



Above, side-angled parking allows more cars to park along 2nd Street than with traditional parallel parking. Below, a car turns onto Germantown from Armat Street. Armat Street currently carries car traffic from Greene to Germantown, and offers curbside spaces for on street parking.



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Handwritten notes on the board:

- Can we get rid of meters?
- To many lots!
- need both lots (Gtown Ave side too) open to public!
- let Philadelphia Parking Authority exist
- Yes

Getting to Maplewood: This topic asked participants to consider whether parking is best provided in parking lots, on-street, or a combination of both. The board mentions the possibility of installing angled parking to create more on-street parking in the area. There was no consensus on this topic. After listening to the comments of participants it was determined that this board did not adequately address the questions relating to parking. This conversation must be better framed for future public outreach activities. However, one conclusion drawn from this event is that the design and engineering process must include a thorough parking analysis in order to address the varied parking needs of the Mall and the surrounding area. Comments written on this board include the following:

- Can we get rid of [on-street] meters?
- To many lots!
- Keep free parking lots that already exist
- Need both lots (Gtown Ave side too) open to public!

Hanging Out on Maplewood

Does Germantown need more space for passive activities, like reading, sitting, chess playing?
Is Maplewood an opportunity for more structured events, such as musical performances?
Or do we even need public space beyond the sidewalks and street itself?

Passive
(less programming)

Active
(more programming)

The existing open spaces at Maplewood contain some design elements that allow for passive activities like sitting, waiting for the bus, and conversation.

The Porch, a new pedestrian space outside of 30th Street Station, programs its space with activities including group exercise, farmers' markets, food trucks, a beer garden, and musical performances.

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GARDEN PARTIES
FLEA MARKETS
CRAFT FAIR
YOGA!!
Farmers Market

Hanging out on Maplewood: This topic asked participants to consider whether the public spaces of the Mall should be used for programmed activities (much like the block party), solely for passive use (e.g. reading, sitting, chess playing), or something in between. Participants overwhelmingly favored more programming on the Mall. Comments written on this board indicated a desire for the following activities:

- Garden parties
- Flea markets
- Craft fairs
- Yoga
- Farmers markets

The Look & Feel of Maplewood

'Naturalistic'

(A design that incorporates a bit of nature with softer materials such as grassy areas)

Redesigning the mall means we can think about different materials. Do you like the idea of additional trees or green features? Or is the mall more functional with a lower maintenance landscape?

'Hardscape'

a more urban design concept that uses harder materials (brick or stone, for example) for walking and seating areas



The Race Street Pier along the Delaware River is a good example of a public space with several naturalistic elements, including a small lawn and a thickly planted area that runs along one of the walkways.



The Perch, a new pedestrian space outside of 30th Street Station, is a good example of mostly 'hardscape' design; it incorporates some planters, but is mostly chairs, tables, and benches, with ample space left for people to walk from one end to the other.

Maplewood today (below) has few natural elements other than trees.



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Maplewood today (below) has few natural elements other than trees.



The Look & Feel of Maplewood: This topic asked participants to provide a basic preference for the aesthetic of the Mall. The question was posed as to whether it should maintain a hardscaped appearance, integrate additional natural features to make it more park-like, or incorporate a combination of both. Most participants favored a more "natural" look and feel to Mall. However, questions regarding the maintenance of such natural areas did arise.

Businesses on Maplewood



Food and Beverage

Would you visit Maplewood more if it included more restaurants or cafes?
Or do you see Maplewood as a place to run errands? Something in between?

Daily Retail Needs



A new ice cream parlor in West Philadelphia (left) and a Thai restaurant on Liberties Walk (above) are examples of different eateries that cater to different groups at different kinds of day. (Casual, take-out, sit-down, lunch, dinner, snacks, dessert, etc).





A deli and a hardware store are examples of businesses that cater to daily needs and errands in neighborhoods across the city.

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Handwritten notes on the scale include: "cafes", "A cool bar", "great live music", "Yes", "Restaurants - yes! day and evening".



A deli and a hardware store are examples of businesses that cater to daily needs and errands in neighborhoods across the city.

Businesses on Maplewood: This topic asked participants to consider what type of additional businesses they would like to see on the Mall. Participants were asked to choose between businesses that cater to daily retail needs, businesses that sell prepared foods and beverages, such as restaurants and cafes, or a combination of both. While many people desired a mix of these two types of businesses, the clear majority of participants favored an overall increase in the number of food and beverage establishments on the Mall.

It should be noted that the City seeks to retain all existing businesses and generally cannot dictate which type of businesses will appear on the Mall. However, the design of the Mall can be conducive to attracting particular types of businesses. Comments written on this board include the following:

- Restaurants - yes!
- Day and evening
- Specialty coffee shop
- Cafes
- A cool bar
- Great to have music

Day and Night on Maplewood

Daytime Shopping & Activities



A dry cleaners (above) and a fitness studio (left) are two businesses with daytime hours on Liberties Walk in Northern Liberties. They co-exist with restaurants that focus more on dinner and evening crowds.

Different types of businesses have different hours and attract patrons at multiple times of day.
Would Maplewood serve Germantown best as a daytime destination, an evening hangout, or both?



Evening Dining & Activities



Lights strung between buildings and well lit storefronts make Liberties Walk safe and pleasant in the evening as well as during the day.



Overhead lights are just one example of design ideas to make Maplewood feel safe and inviting after dark.

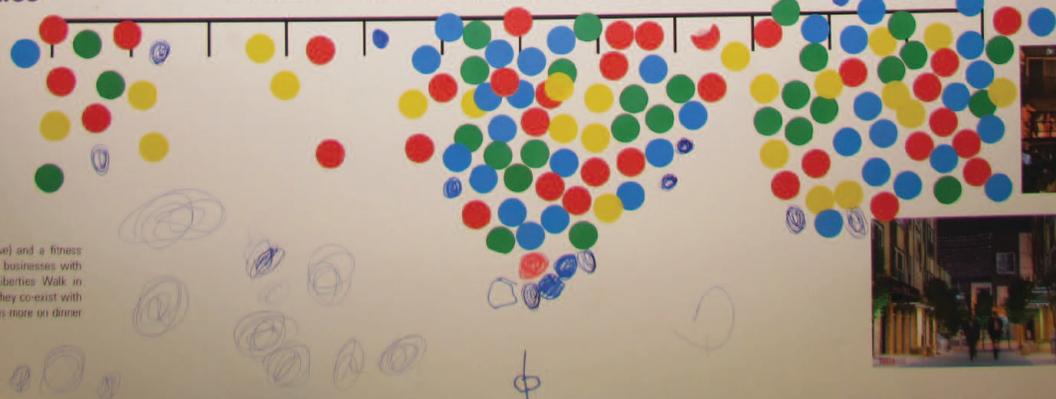
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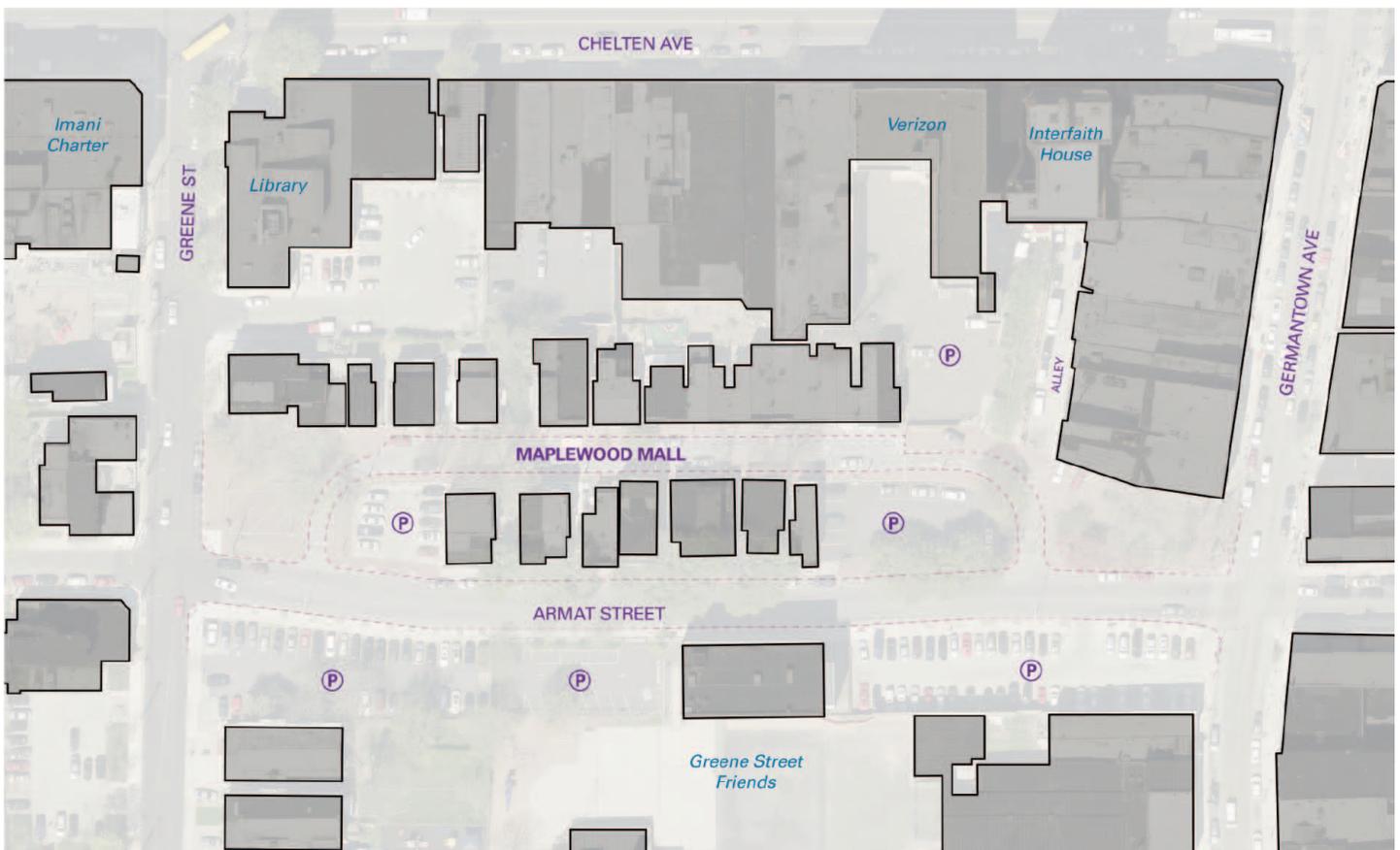
Overhead lights are just one example of design ideas to make Maplewood feel safe and inviting after dark.

Day and Night on Maplewood: Relating well to the last board, this topic asked participants to consider whether they preferred daytime activities, evening commercial activities, or a combination of both on the Mall. While many people desired a mix of both, the clear majority of participants favored an overall increase in the amount of evening activities on the Mall. Comments written on this board include the following:

- Live music

For the second exercise, participants were asked to give open-ended comments regarding their desires for the Mall. They were presented with a map of the Mall and directed to consider it a blank canvas and share their ideas on post-it notes for remaking the area. The following questions were provided to help get participants thinking about re-imagining the space:

- Would you realign the street?
- Which kind of building materials would you use?
- What public amenities would you include?
- How would you accommodate activities/events?
- Where would you locate green/park space if any?
- Where would you locate parking, if any?
- Where would you locate new development, if any?
- How would you physically connect the park with adjacent areas?
- Would you alter traffic flow? If so, how?



HERE'S YOUR CHANCE TO BE A CITY PLANNER!

The buildings are immovable objects, but consider everything else as a blank canvas.

How would you remake the Mall?

Use the post-it notes to convey your ideas with words or drawings.



THINK ABOUT THE FOLLOWING:

- > Would you realign the street?
- > Which kind of building materials would you use?
- > What public amenities would you include?
- > How would you accommodate activities/events?

- > Where would you locate green/park space, if any?
- > Where would you locate parking, if any?
- > Where would you locate new development, if any?
- > How would you physically connect the Mall with adjacent areas?
- > Would you alter traffic flow? If so, how?

Participants responded with the following comments and questions:

- Restaurant with a good beer list like these: Grey Lodge, Campbell's, Memphis Taproom, Foodery
- Maybe close to cars in warm weather; open to cars in winter?
- Make Greene Street one-way
- Evening events after a certain hour, 21 and over: cuisine, poetry, block party, open mic, hookah bar
- I live in G-town (7 years now) and this is the first time I ate on the Mall. We can attract more restaurants (lovely area) and add some day time shopping
- What will bring people here from the Ave intentionally?

Participant comments and questions (continued):

- Both food and shops if they can make it. Yoga studio day and evening classes.
- Would love more healthy lunch spots (+1)
- Ice cream parlor
- No cars on Mall but there has to be parking nearby
- No parking on the Mall
- Love the bricks (keep them!)
- Current parking is ugly. Improve landscape, greening integrated into Mall concept would help (+1)
- Multi-level parking garage
- Resident parking area or permit parking for residents of the Mall (+1)
- Small movie theater
- Street markets, food, flea markets
- Free parking if using a business on the Mall (2 hrs)
- Preserve and support current businesses and architecture (rent control?)
- Parking lots should be open to the community and business owners get a parking pass
- Bring back "Takers"
- Make sure businesses open on to Armat
- International cuisine
- Agreed re: pedestrians only but open to cars for handicapped drop off and business deliveries (+1)
- Food trucks like "Night Market" (+2)
- Keep the storefront rent low enough that average business owners have access
- Outdoor space (tables and chairs) for eating
- Could there be a business/school partnership to help with plantings? Kids could help with maintenance
- Include green space and sustainable design
- Yoga studio/co-op
- Art store - lessons for kids with after school programming
- Metered parking!
- Bakery/coffee shop
- Children's Shoppe
- Water park, Dallas Museum as example
- Lights crisscrossing the buildings connecting the two sides of the Mall (+1)
- Keep the trees
- Stabilize rent - property values will rise as a result of public money not landlord investment

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