

# NEIGHBORHOOD PLAN

## SECTION 6: A Neighborhood Vision

The Plan builds on the neighborhood assets, private and institutional investments being made by Temple University, the extensive transit network in the form of buses, local subway and Regional Rail service while creating the framework to address the on-going issues of livability, safety, housing choice, schools, community services and vacant and blighted properties.

The Plan uses the existing walkable urban street grid and proposes key corridor improvements that will serve to link residents to assets including transit, retail, parks, and schools. These green corridor enhancements will also improve community health by encouraging walking and biking. The goal of the corridor improvements is to create streetscape amenities –including sidewalk repair, lighting, signage, cleaning and planting of street trees that will beautify, improve safety and create a healthier more sustainable urban environment. The green corridor improvements recommended as part of the Plan are implementable and expand the successful models that PHS, PWD, the Village of Arts and Humanities along with community stakeholders have been doing to make this neighborhood a green and sustainable model. investment with a variety of infill housing types as well as rebuilding of the deteriorated public housing units and redeveloping those sites into modern, accessible and energy-efficient residential development that is indistinguishable from the adjoining market rate residential being developed in the neighborhood.

### TRANSFORMATION PLAN FRAMEWORK

- Focus new development initiatives and investment along major corridors and adjacent to existing assets
- Create a network of open spaces to meet residents’ diverse recreation needs and improve the environment through the repurposing of vacant property
- Use green corridors to increase neighborhood connectivity through targeted streetscape improvements and tree planting that can help ameliorate urban heat island effect and improve aesthetics and quality of life for urban residents, provide for safe multimodal access (pedestrian, bikes, transit and vehicles)
- Reinforce transit oriented development by building additional residential density and commercial, retail, and open space development adjacent to transit hubs

### LEGEND

1. Ferguson Elementary School Site
2. 8th and Diamond Playground
3. Phase 1A Infill Housing along 9th Street and Darien Street
4. Paseo Verde Transit Oriented Development
5. Future Housing Development
6. RW Brown Community Center
7. Columbia Field
8. Montgomery Street Parking Garage
9. Phase 2A and 2B Mixed Income and Mixed-Use Development
10. Phase 3 Redevelopment- Townhomes
11. Norris Apartments
12. Diamond Green
13. Edberg Olson Athletic Facility
14. Temple University Main Campus
15. Green Streets
16. Penrose Recreation Center
18. Community Garden
19. Urban Farm & Tree Nursery

STATION 3 BOARD: NEIGHBORHOOD AMENITIES - Parks and open space



**NORTH CENTRAL TRANSFORMATION PLAN VISION:**

To build on existing neighborhood assets, encourage new private investment and transform North Central Philadelphia into a safe, stable and sustainable community that has a mix of affordable and market rate housing options, and that connects residents to each other and to their neighborhood, downtown and regional opportunities, jobs and assets.

**AFTER**



**BEFORE**



*Corridor Improvements on Susquehanna*

- Develop varying densities of housing that reflects the existing neighborhood character and leverages community resources
- Create a culture of sustainable reinvestment by incorporating green building and energy saving techniques in new development
- Create spaces for new community uses that address the needs identified by area residents (this includes retail amenities, schools, recreation, employment centers)

## **GREEN STORMWATER INFRASTRUCTURE (GSI) PROJECTS**

In keeping with the PWD's Green City, Clean Waters plan, the Transformation Plan will include a number of Green Stormwater Infrastructure (GSI) projects. These include:

- Implementation of green stormwater infrastructure to manage runoff at the source and reduce demands on sewer infrastructure;
- Creating large-scale street tree program to improve appearance and manage stormwater along the neighborhood's main corridors
- Partnership with PHS and other organizations to responsibly redevelop vacant land and create neighborhood open space amenities

Some of these GSI projects have already been implemented including tree trenches on the perimeter of Borinquen Plaza and perimeter of Hartranft School. Planned improvements include the greening of the Temple parking lot at 12th and Diamond as well as additional schoolyard improvements.

## **SUSTAINABLE LANDSCAPE DESIGN**

The design of the community park, landscape elements and streets will:

- Use non-invasive plant material
- Restore plant communities that are native to the ecoregion and can provide habitat
- Limit conventional turf in order to reduce irrigation and maintenance demands
- Use drought tolerant plant materials and native grasses that require less maintenance
- Amend soils to create a supportive medium for plant growth as well as provides opportunities for water retention and infiltration

- Use trees and vegetation to reduce heat island effect
- Incorporate salvaged materials in the design

## TRANSFORMING VACANT LOTS

Central to the neighborhood transformation plan will be the redevelopment of vacant abandoned, trash strewn lots into spaces that are productive and attractive. PHS has developed a successful model for vacant land management-the Philadelphia Land Care program. PHS works with community-based organizations to clean vacant lots, lay topsoil, plant and fence lots in order to make them attractive community assets that help to retain existing residents and attract new residents and business to North Central Philadelphia.

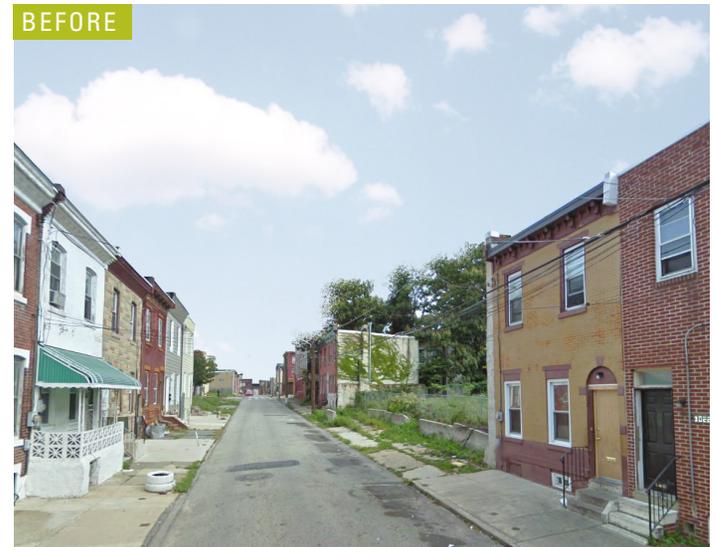
The Village of Arts and Humanities has also been working to transform blighted land into vibrant green spaces that have become the centers for neighborhood gatherings. These vacant lots have been cleared and rebuilt with art installation and now host performances, community gardens and serve as spaces for educational enrichment and community building. The transformation plan identifies ways to grow these every successful programs in order to stabilize the NE portion of the study area.



Storefront Facade Renovations



**There is an opportunity to transform the Germantown Avenue Commerical Corridor into a thriving and sustainable buisness distrcit.** LISC's new \$500,000 loan fund to support existing local businesses through façade improvements and technical assistance, target vacant storefronts for redevelopment and attract new businesses; hire cleaning and safety patrol crew, new streetscape improvements; develop programming in plazas and temporary spaces, and a new mixed-use development.

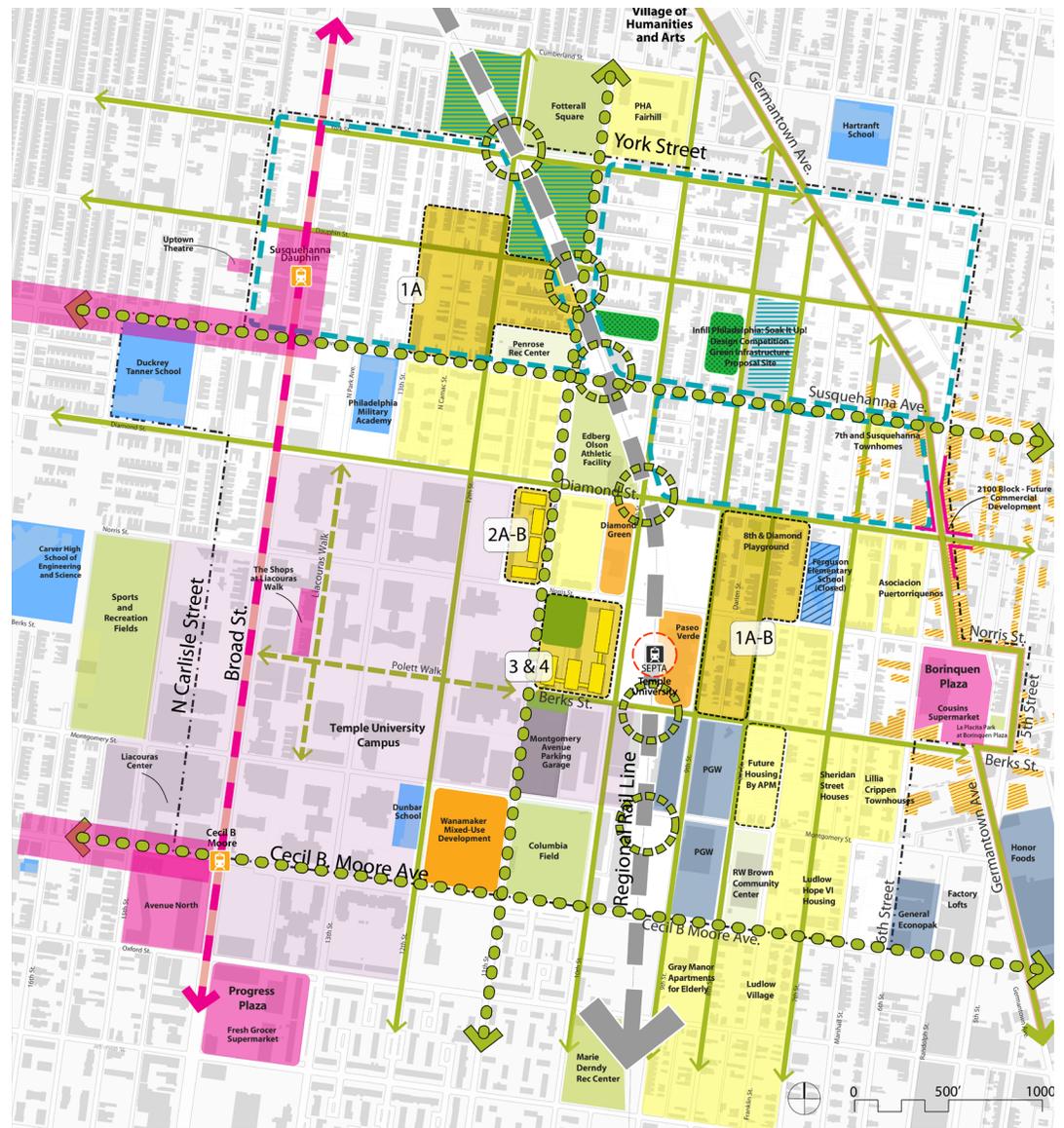


Uptown Triangle Infill Development

## NEIGHBORHOOD FRAMEWORK PLAN

### REBUILDING A VITAL URBAN NEIGHBORHOOD

The neighborhood design builds on the diverse architectural character and amenities of the neighborhood, while reinforcing the walkable, urban block patterns, for which Philadelphia neighborhoods are renowned. The Plan creates a new neighborhood center in the form of a community park adjacent to the train station -- an amenity sorely needed across the populations of students, neighborhood residents and the Temple workforce -- and links the east and west sides of the neighborhood through income- and tenancy-mixing and pedestrian improvements along key streets. The TOD approach for the target site, which breaks the large blocks into smaller walkable blocks, along with proposed infill development (in key locations), continued vacant land stabilization, green infrastructure, and a block-long community park, leverage the decades-long successes of the Plan's partners -- OHCD, PHA, APM, PHS, and PWD.



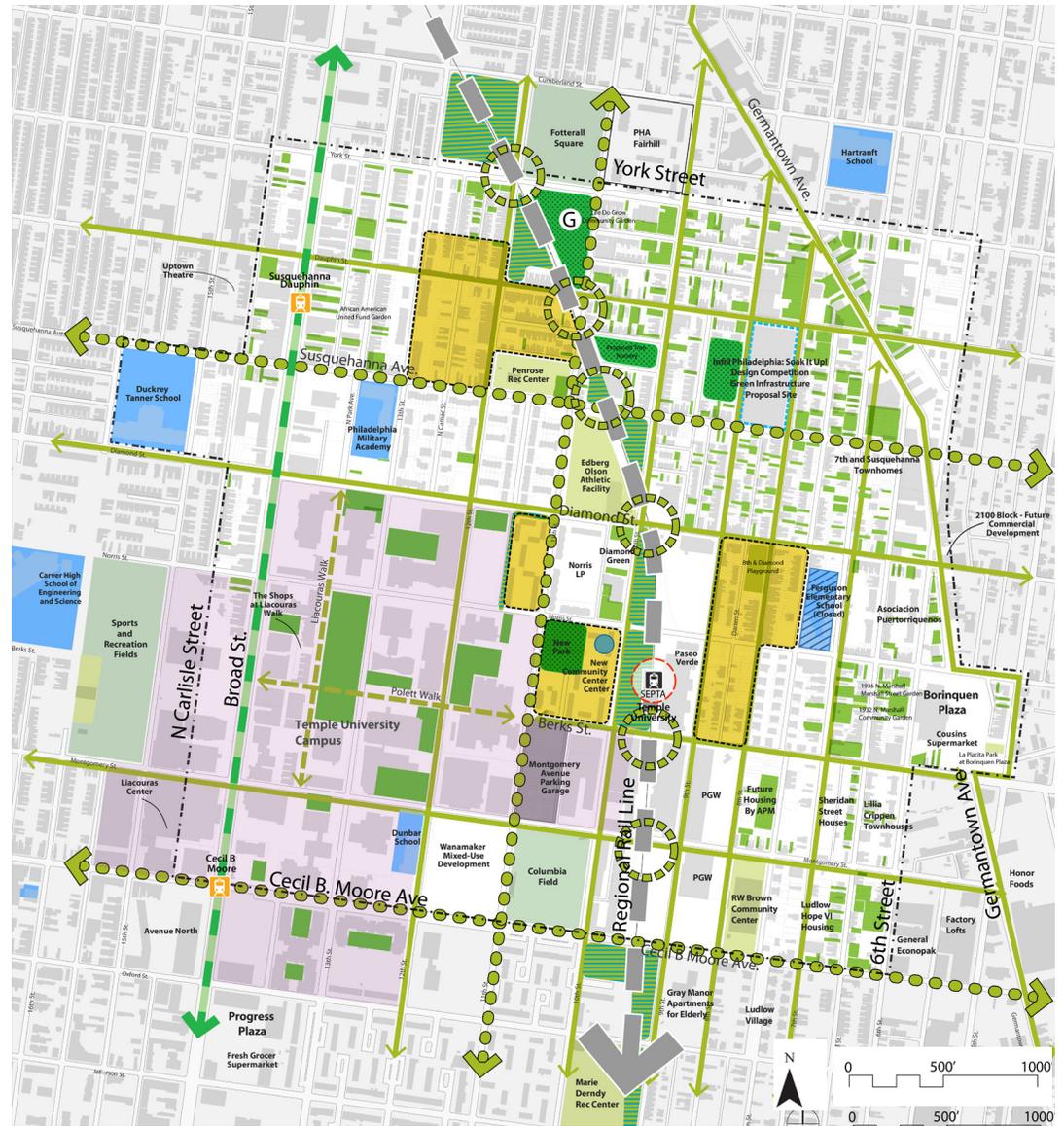
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| <p><b>Legend</b></p> <ul style="list-style-type: none"> <li> Planning Area Boundary</li> <li> Broad Street Line Subway Station</li> <li> Regional Rail Station</li> <li> Recreation Centers</li> <li> Parks</li> <li> Schools</li> </ul> | <ul style="list-style-type: none"> <li> Housing Phases</li> <li> Proposed Parks</li> <li> Mixed Use Developments</li> <li> Strong Stabilized Residential</li> <li> Proposed Green Infrastructure</li> <li> School Reuse Site</li> <li> Potential Germantown Infill</li> </ul> | <p><b>Critical Community Improvements</b></p> <ul style="list-style-type: none"> <li> Targeted Neighborhood Revitalization</li> <li> Primary Green Streets</li> <li> Green Street Improvements</li> <li> Green Street Improvements - Pedestrian Only</li> <li> Transit &amp; Commercial Corridor</li> <li> Underpass Improvements</li> </ul> | <p><b>Housing Development Phases</b></p> <ul style="list-style-type: none"> <li> 1 Uptown Triangle Infill Housing</li> <li> 1A-B Darien Street Homeownership &amp; Rental</li> <li> 2A-B Marvine Street</li> <li> 3&amp;4 11th &amp; Berks and Neighborhood Stabilization + Future In</li> </ul> |
|--|---|--|--|

## OPEN SPACE PLAN

A Green Infrastructure Strategy that incorporates streets, sidewalks, and vacant lots can provide a number of direct benefits for the community including: managing storm water runoff, providing shade, improving air quality, beautifying the neighborhood, and habitat creation thus improving the environmental, economic and social sustainability of the entire neighborhood. In contrast to the surrounding streetscape, Temple's campus includes a large numbers of mature trees planted within the campus grounds. Through the Choice neighborhood revitalization effort, there is an opportunity to plant an additional 100 trees on neighborhood streets which extends the benefits of this great amenity beyond the campus to the adjoining urban environment.



Image Source: Temple 20/20 A Framework for Campus Development



Legend		Critical Community Improvements	
	Planning Area Boundary		Housing Phases
	Broad Street Line Subway Station		Proposed Parks
	Regional Rail Station		Proposed Green Infrastructure
	Recreation Centers		School Reuse Site
	Parks		PHS Vacant Lot Stabilization
	Schools		Transit Corridor
	Main Green Street Spines		Underpass Improvements
	Green Street Improvements		Green Street Improvements- Pedestrian Only
	Broad Street Streetscape		

## GREEN INFRASTRUCTURE PLAN

- **TARGETED NEIGHBORHOOD REVITALIZATION STRATEGIES** – On blocks with infill housing, the City and its partners will implement vacant lot stabilization through the nationally-recognized Pennsylvania Horticultural Society's (PHS) LandCare Program, support home repairs for existing homeowners through the City's Basic Systems Repair Program. Using this multipronged approach will ensure that the impact of new housing development will make blocks whole and stimulate much-needed private investment on surrounding blocks.
- **IMPROVEMENTS ALONG KEY CONNECTOR STREETS AND CRIME HOT SPOTS**— Streetscape improvements to include new lighting, and sidewalks, bus shelters, coordinated community policing, and community-building projects with Mural Arts and PHS to promote safety, improve walkability, and beautify the neighborhood.
- **INNOVATIVE STORMWATER MANAGEMENT DEMONSTRATION PROJECTS**- partnership with Philadelphia Water Department and community to create greening projects around assets like Dunbar and Duckrey elementary schools.
- **REPURPOSE VACANT LOTS FOR LONG AND SHORT-TERM COMMUNITY ASSETS INCLUDING:** urban tree farms that can support the City's goal to increase the tree canopy; larger scale urban agriculture that can provide healthy locally grown produce, activate lots and create community gathering space; and large areas for stormwater management as part of PWDs Stormwater Planning Districts.



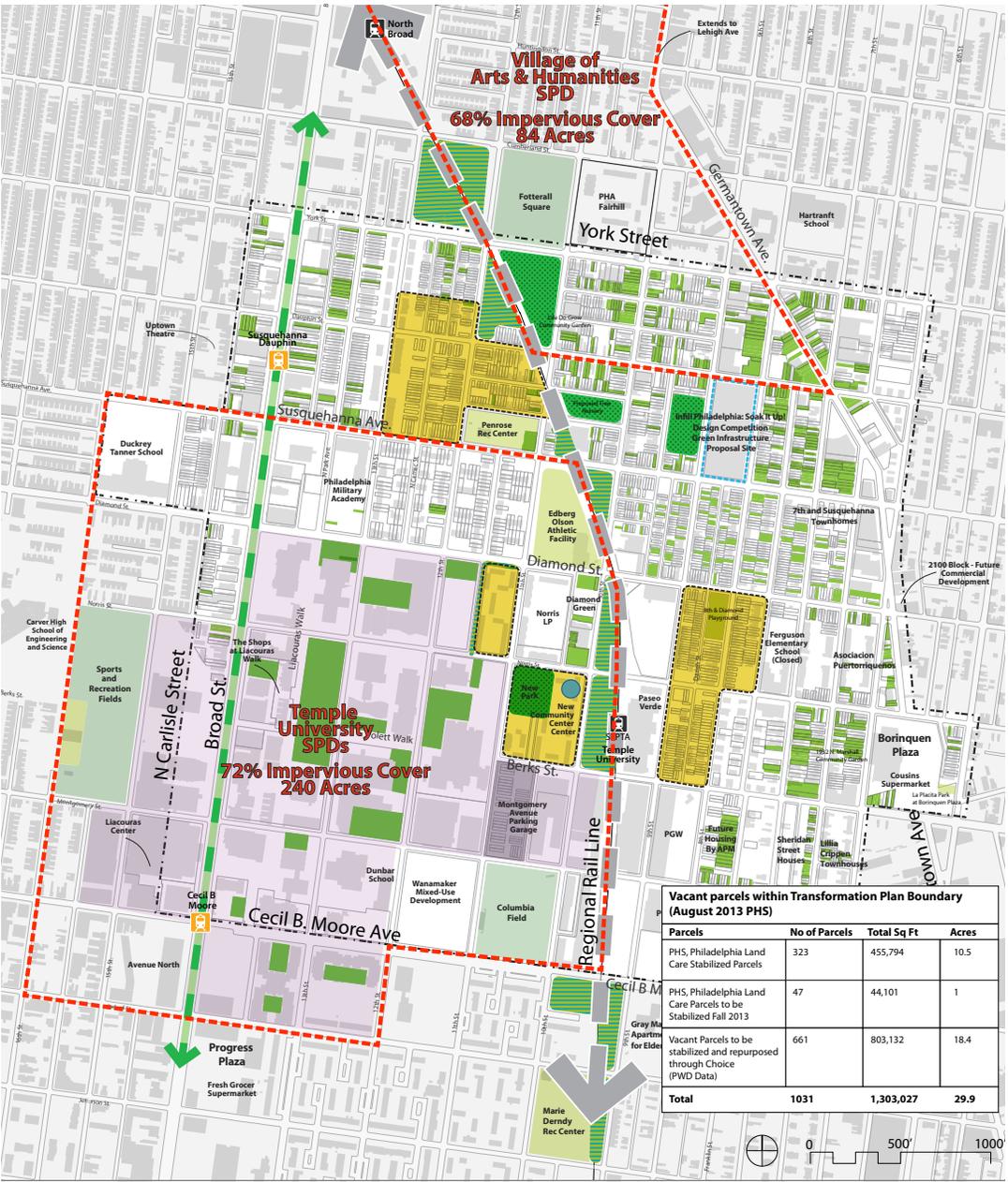
*Park street has a great existing tree canopy*



*Green Streets can include Permeable Paving, Vegetated Planters and Street Trees*



*Stormwater Planters*



- Legend**
- Planning Area Boundary
  - SPDs
  - Broad Street Line Subway Station
  - Regional Rail Station
  - Recreation Centers
- Critical Community Improvements**
- Housing Phases
  - Proposed Parks
  - Proposed Green Infrastructure
  - Transit Corridor
  - Broad Street Streetscape

**URBAN TREE FARM**



GreenPlan calls for Philadelphia's tree canopy to increase to 30 percent in every neighborhood by 2025. To support this goal, Greenworks Philadelphia sets a target of planting 300,000 trees by 2015. It's an ambitious goal for the City that can be supported through the Choice Neighborhoods Transformation Process. The large vacant lots found in the planning area provide an opportunity to grow trees that can be replanted throughout the City.

**VACANT LOT STABILIZATION**



Through its Philadelphia Green initiative, the Pennsylvania Horticultural Society (PHS) has cleaned, greened, and improved thousands of acres of vacant land in the planning area. As part of the Choice Neighborhoods Transformation Plan, PHS has the opportunity to expand their successful program to include over 600 vacant lots.

URBAN AGRICULTURE



*Greensgrow Farms in nearby Kensington is a nationally recognized nonprofit organization that supports neighborhood revitalization through the practice of sustainable urban agriculture.*



*Urban gardens provide a number of benefits for the entire community—including providing healthy locally grown produce, activating vacant lots, and building social cohesion.*



*LIFE DO GROW (LDG) is an urban garden collaboration operating on the corner of 11th & Dakota Street.*

Philadelphia has a well-established urban agriculture tradition and there are a number of successful urban farming programs already active in the area and a number of large vacant lots where these programs can be expanded.

POP UP GARDENS



*PHS has been working with Philadelphia neighborhoods to develop innovative uses for its vacant lots including as Pop up Gardens.*

**Choice Neighborhood Logic Model**  
*Neighborhood Strategy (Exhibit F)*

NEED	GOAL	STRATEGY	OUTCOME/METRIC
<p>Although past redevelopment efforts have created areas of market strength, there are surrounding challenges that prevent all of North Central from becoming an attractive and sustainable neighborhood. There are over 1,400 persistent vacancies (both lots and buildings), the owner-occupied homes need repair, and there is a need for a mix of profitable/ market-priced and affordable rental and homeownership housing. This is further compounded by a residential vacancy rate of 26%.</p>	<p><b>GOAL #1</b> <b><i>North Central is a strong diverse housing market that will attract private investment</i></b></p>	<p><b>CREATE STABILITY FOR FUTURE INVESTMENT</b></p>	<ul style="list-style-type: none"> <li>• 237 affordable units and 60 market-rate units created</li> <li>• Over 700 lots either greened or eliminated</li> <li>• 20-30 properties acquired</li> <li>• 215 homes repaired</li> <li>• median sales price and property values will increase by 37%</li> <li>• vacancy rates will decrease by 60%</li> <li>• building permits will increase by 50%</li> <li>• gun violence will decrease by 9%</li> </ul> <p><b>Collectively, these outcomes will lead to:</b></p> <ul style="list-style-type: none"> <li>• dramatic reduction in long-term vacancy rates</li> <li>• increased private investment</li> <li>• elimination and prevention of vacancies through vacant lot greening,</li> <li>• targeted acquisition, and home repairs for existing homeowners</li> <li>• Reduced crime</li> <li>• increased property values and area investment</li> <li>• improved health</li> <li>• increased access to amenities</li> </ul>
		<p>Transform 81 lots into 297 new housing units. Development will be a strategic mix of infill housing on key blocks adjacent to recent public and private housing investment.</p>	
		<p>These vacancies decrease property values, discourage private investment, promote crime, adversely affect health, and serve as a barrier to accessing community amenities.</p>	
		<p>PHA and the Pennsylvania Horticultural Society (PHS) will partner to develop the range of housing and treat/stabilize the lots through PHS' nationally-recognized and evidence-based Philadelphia LandCare program.</p>	
		<p>Home repairs for existing homeowners will be provided by the PHDC's Basic Systems Home Repair Program and by an innovative partnership with Rebuilding Together Philadelphia – a non-profit that employs the Habitat for Humanity model of using volunteers, but for occupied home repairs.</p>	
		<p>Homeowners will be offered homeownership counseling to ensure that they take advantage of every available resource to safely remain in their homes.</p>	
		<p>OHCD will work with L&amp;I to demolish unsafe and dangerous structures and with PRA to acquire targeted properties for future use.</p>	
		<p><b>LARGE PARCELS REDEVELOPED:</b></p>	
		<p>Several larger contiguous blocks of vacant land and/ or buildings will be redeveloped as part of the larger neighborhood strategy</p>	
		<p>Residences at Temple University will be developed by The Goldenberg Group to create 838 student housing units and retail space on 1100 block of Cecil B. Moore (\$100 million)</p>	
<p>OHCD, LISC, and APM are spearheading a charrette led by Community Design Collaborative to engage stakeholders and develop innovative mixed-income housing strategies for the long-term vacant block of Berks and 8th Street.</p>			

NEED	GOAL	STRATEGY	OUTCOME/METRIC
<p>The current percentage of impervious ground in the Temple University planning area is 72%. North Central has several large persistently vacant lots – many located near key recreation centers, key connector intersections, and crime hot spots.</p> <p>There is a need for innovative “green” non-traditional infrastructure interventions including green roofs, pervious paving and rain gardens.</p>	<p style="text-align: center;"><b>GOAL #2</b></p> <p style="text-align: center;"><b><i>North Central is environmentally sustainable with improved assets</i></b></p>	ENVIRONMENTAL SUSTAINABILITY PROJECTS	<ul style="list-style-type: none"> <li>• 2-3 large lots improved</li> <li>• 100 new trees planted</li> <li>• reduction of impervious land</li> <li>• increase in regional rail ridership by 5%</li> <li>• Part 1 Violent crimes reduced from 26 to 20</li> <li>• Innovative environmental activities will promote long-term sustainability and continued environmentally sound practices, as well as improvements in resident and environmental health</li> </ul> <p><b>Strategies will leverage:</b></p> <ul style="list-style-type: none"> <li>• PWD’s storm water management initiative to improve environmental sustainability while at the same time improving key assets, the City’s goal to increase tree coverage by 30% in neighborhoods by 2035, and SEPTA’s \$317,000 improvements to Temple University Rail Station.</li> </ul>
		<p>Target funds for 2-4 innovative green non-traditional “infrastructure” improvements like landscaping, pervious ground cover, and rain gardens. Potential sites include Dunbar and Duckrey elementary school</p>	
		<p>Tree Philly, an innovative partnership between the City’s Department of Parks and Recreation and Wells Fargo, provides trees at no cost to residents twice a year. This strategy also aligns with the City’s goal to increase tree coverage by 30% in neighborhoods by 2035</p>	
		LARGE PARCELS REDEVELOPED:	
<p>Transform one large vacant lot into a tree farm or neighborhood garden</p>			
<p>The City will also work with grass roots groups like Philadelphia Urban Creators, a youth-led organization committed to using arts, urban gardening, and urban agriculture to build community.</p>			

NEED	GOAL	STRATEGY	OUTCOME/METRIC
<p>Germantown Avenue, the neighborhood retail corridor and eastern boundary, remains undeveloped and disconnected due to scattered vacancies and underutilized properties. Neighborhood residents have expressed the need to support local businesses and address the many vacancies that line the Avenue.</p> <p>There is also a pressing need for workforce opportunities, as 65% residents live in poverty. The median household income is less than half the City's as a whole, and barely one-fourth of the median income for the region. The neighborhood unemployment rate ranges between 20% and 30%.</p>	<p style="text-align: center;"><b>GOAL #3</b> <b>North Central commercial corridors thrive and workforce opportunities increase</b></p>	ENVIRONMENTAL SUSTAINABILITY PROJECTS	<ul style="list-style-type: none"> <li>• 20 lots treated</li> <li>• 5-10 streetscape projects completed</li> <li>• 20 facades completed/new businesses attracted</li> <li>• 150 new jobs created</li> <li>• vacancy reduced by 20%</li> </ul> <p><b>Long-term outcomes include:</b></p> <ul style="list-style-type: none"> <li>• reduction in unemployment by 5%</li> <li>• median income increased by 10%</li> <li>• economic self-sufficiency for Norris Apartments and community residents achieved</li> <li>• crime reduced</li> <li>• pedestrian traffic encouraged</li> <li>• access to transit improved</li> </ul>
		<p>Target lot stabilization, land acquisition, and an array of streetscape improvements, including installation of additional lighting and street furniture at targeted locations in North Central—including key residential intersections and along the Germantown Avenue Commercial Corridor (Choice funding would be leveraged by City Capital Program and General Fund resources).</p>	
		<p>OHCD will work with LISC to create a revolving loan fund for existing businesses to make storefront improvements and for improvements to existing buildings to attract new businesses to the Avenue.</p>	
		<p>LISC will provide a \$300,000 loan fund to acquire property for commercial use.</p>	
		<p>Development of a mixed-use project located at 2141-59 Germantown/6th Street to transform long-term vacancies into affordable housing and retail opportunities (strategy to be financed in part with Choice, Empowerment Zone, Section 108 loan, and CDBG funding)</p>	
WORKFORCE DEVELOPMENT CENTER	<p>The development of a workforce and education center is proposed for the final phase of the Norris Apartments redevelopment. Strategy will provide the space required to implement a multi-tiered job training and job connection program to provide a full range of job training, educational and employment placement counseling programs and services.</p>		

NEED	GOAL	STRATEGY	OUTCOME/METRIC
<p>Crime – perceived and real – remains a top priority for all Transformation Plan partners. Part 1 violent crime average is double that of the average for the City as a whole. Many crime spots are around the viaduct and other connecting points between transit, recreation, schools, and a host of goods/services. Residents identified several corners where narcotics related crime activity was high.</p> <p>In 2012, there were 12 homicides in 22nd Police District (40% of all homicide victims in the city were youth 24 years old and younger). 84% of the Norris and community residents reported that drug activity was their priority concern followed by theft.</p> <p>Given the extremely high poverty rate, low median income, and prevalence of vacant and blighted properties, it is not surprising that the overall crime rate in the neighborhood is twice that of the City.</p>	<p style="text-align: center;"><b>GOAL #4</b></p> <p style="text-align: center;"><b><i>North Central residents feel safe and connected</i></b></p>	<p><b>TARGETED STREETScape IMPROVEMENTS</b></p>	<ul style="list-style-type: none"> <li>• 2-4 hot spot intersections improved</li> <li>• Part 1 Violent crimes reduced from 26 to 20</li> <li>• 100% Norris Apartments and 75% community residents will report crime is a minor concern</li> <li>• decreased percentage of community and Norris Apartments residents reporting drug activity as a problem by 50%, from a baseline of 84%</li> <li>• homicides in 22nd District decrease 40%, from a baseline of 12 to 7</li> <li>• Increased instances of shared accountability and community commitment to reduction of crime</li> </ul>
		<p>The full array of streetscape treatments, combined with targeted property acquisition in and around 2-4 key intersections is planned. Specific strategies include new and improved lighting, tree planting, sidewalk improvements, street furniture, and bus shelters (which are not provided as basic city services). Strategy also includes community-building Mural Arts projects and no-cost repurposed benches. Leverages planned neighborhood projects such as \$5 million of street paving work over the next five years.</p>	
		<p>The new infill housing is designed with “eyes on the street”</p>	
		<p>Expansion of PhillyRising program, youth in the Norris Apartments will work with the PhillyRising Collaborative to coordinate neighborhood cleanups, community meetings, and other events to improve the neighborhood by using “sweat equity” while learning 21st Century Skills (Habitat for Humanity, 2013). These cleanups will be targeted along the designed greenways to reduce crime and improve community connections.</p>	
		<p>Additional Service learning projects in partnership with Youth Build and Mural Arts targeted at key crime locations.</p>	
<p>The Philadelphia Police Department (PPD) will continue its neighborhood-based approach to policing: Using key guiding principles of smart policing, collaboration, prevention, and continuous improvement, the PPD has developed a localized Police Service Area (PSA) plan focusing on the specifics of this neighborhood, including focusing on crime hotspots and drug sale locations.</p>			
<p>PPD will continue to work in partnership with PHA police, SEPTA Police and Temple University Police, who have added 2 more bike and foot-patrols in the North Central neighborhood.</p>			