

Central Germantown Business District Beautification Plan

September 2012

Philadelphia City Planning Commission





ACKNOWLEDGEMENTS

> City of Philadelphia

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Chew & Belfield Neighbors
Duval Improvement Association
Historic Germantown
G'town Restoration Community Development Corporation
Germantown Community Connection
Germantown United Community Development Corporation
Germantown/Wingohocking Tree Tenders
Greater Germantown Business Association
Mastery Charter School, Pickett Campus
Penn Area Neighborhood Association
Southwest Germantown Neighbors
West Central Germantown Neighbors
Councilwoman Cindy Bass' Office
Philadelphia Department of Commerce
Philadelphia Water Department
School District of Philadelphia

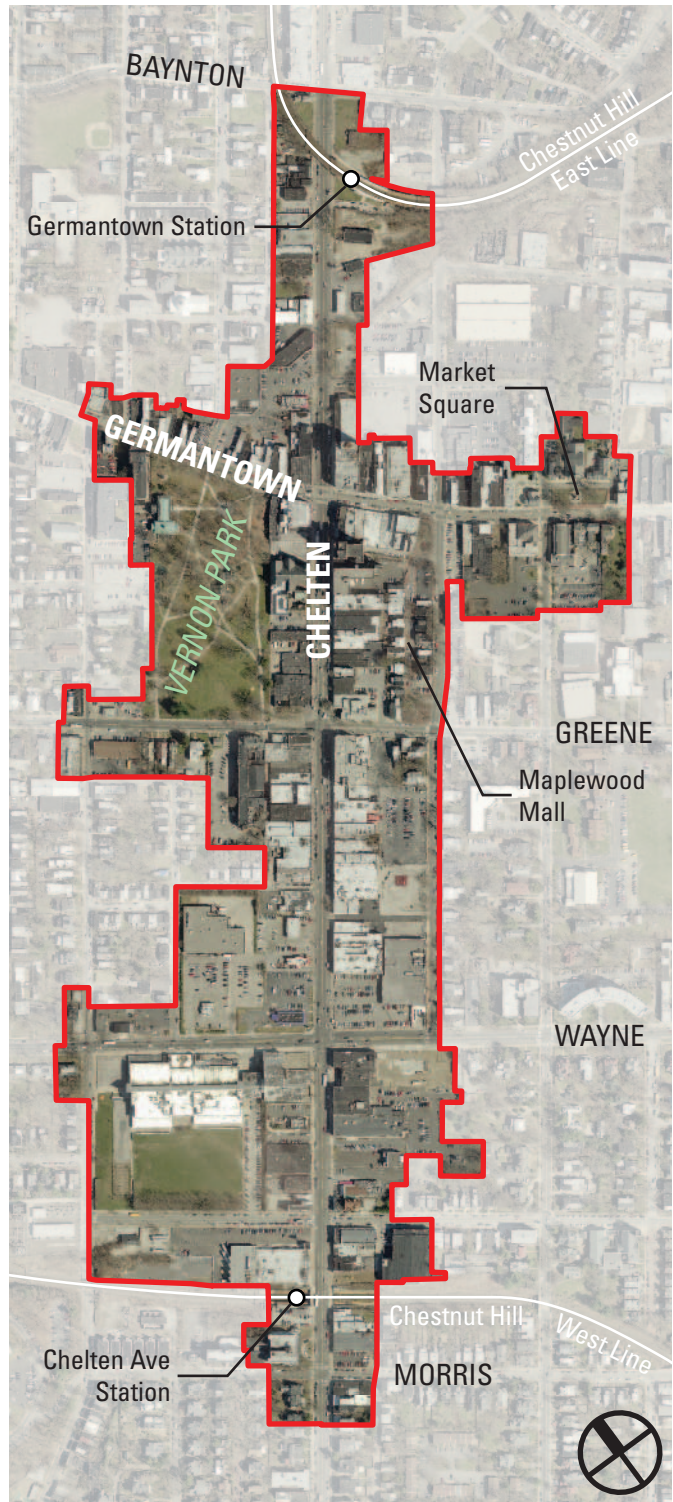


1 PURPOSE

This plan serves as a guide for short- and long-term physical improvements to the Central Germantown Business District. Such improvements are a first step toward the revitalization of the district and are intended to encourage increased private investment. Private investment may result in a greater quantity and quality of businesses and an increase in the number of residential units on the upper floors of buildings -- all of which will contribute to a more successful and vibrant business district. This plan recommends improvements that focus primarily on enhancing the “public realm” of the corridor. This includes streets, sidewalks, landscaped areas and building facades. Proposed improvements include new sidewalk treatments, tree plantings, public art, street lighting, signage and building facade improvements.

The impetus for this plan has its roots in the Philadelphia City Planning Commission’s (PCPC) *Germantown and Nicetown Transit-Oriented Plan* of 2009. With regard to the Central Germantown Business District, the *Transit-Oriented Plan* recommends the implementation of streetscape improvements. Before such improvements can be made, a plan must be developed that puts forth the desires and preferences of the community, along with the professional recommendations of PCPC. This plan will serve that purpose.

The Central Germantown Business District is focused on the node of Cheltenham and Germantown Avenues. It serves as a primary commercial center for northwest Philadelphia. The study area for this plan includes Cheltenham Avenue between Baynton and Morris Streets; Germantown Avenue between Rittenhouse Street and Church Lane; Maplewood Mall; and short stretches of important intersecting streets such as Greene Street, Wayne Avenue, and Pulaski Avenue. The study area was drawn to include contiguous properties that contain commercial and non-residential uses on and adjacent to the Cheltenham and Germantown Avenue corridors.

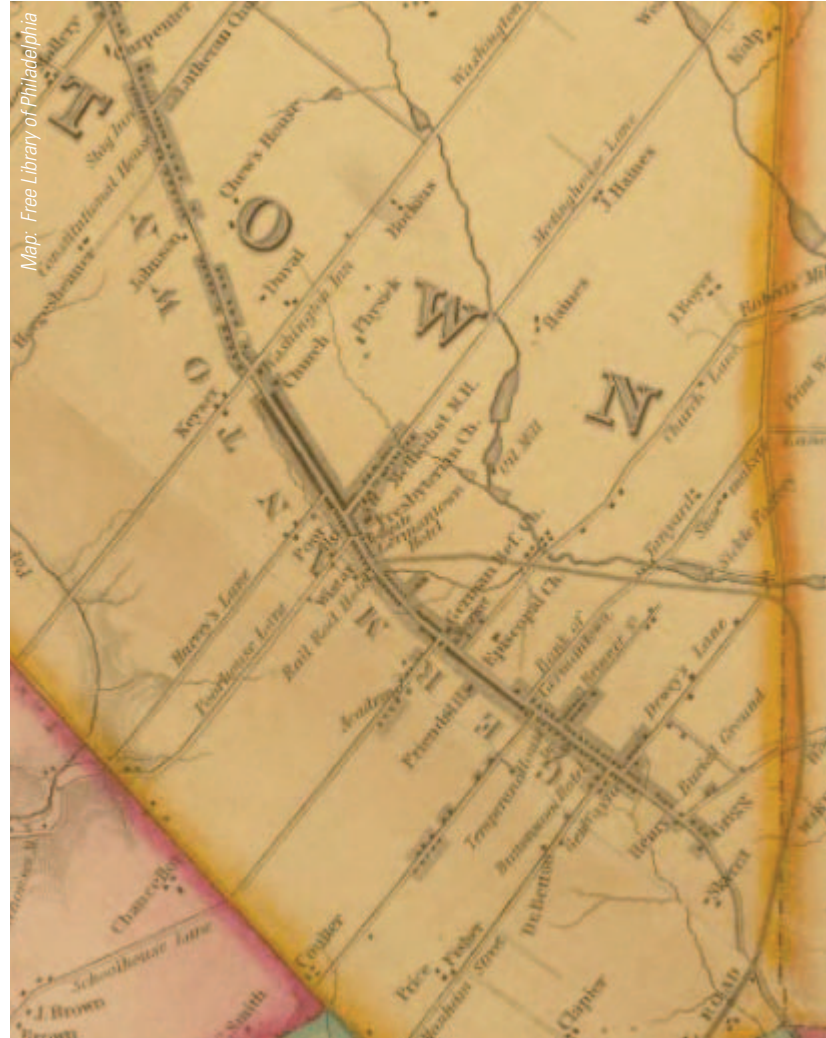


Central Germantown Business District Study Area

2 HISTORY

From its initial settlement in 1683, life in Germantown was focused on Germantown Avenue. Early land subdivision was characterized by deep lots with narrow frontages on what was then known as Germantown Road. Buildings were typically located close to the street, while agricultural uses were located to the rear. As the expansion of railroads and textile mills into Germantown led to increased population growth after 1850, streets paralleling Germantown Avenue began to appear. When the population of Germantown grew beyond 22,000 in 1870, only two arterial streets crossed Germantown Avenue, one of which was Cheltenham Avenue. All other streets hit dead ends at Germantown Avenue.

With the advent of the 20th Century, the areas of East and West Germantown were built out. After World War I, Central Germantown became a regional shopping district, second only to Center City Philadelphia. This district was anchored at the node of Cheltenham and Germantown Avenues and included retailers such as JC Penny, Allens, Franklin Simon, and CA Rowell. However, in the latter years of the 20th Century, Germantown began to see disinvestment as its population shifted to the suburbs. As businesses followed suit, the Central Germantown Business District experienced decline. While no longer a regional destination, the district functions today as a neighborhood commercial center. Today, the district is characterized by rising vacancy, a lack of diversity in retail offerings, and physical deterioration. These conditions will be explored in *Section 3*.



*Development patterns in 19th century Germantown (above)
Central Germantown Business District in its heyday (below)*



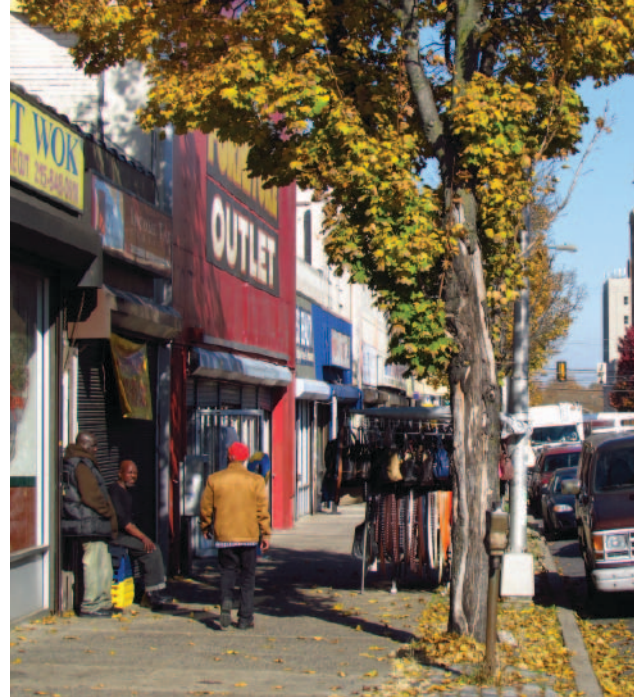
Photo: Germantown Historical Society

3 EXISTING CONDITIONS

Philadelphia City Planning Commission (PCPC) staff conducted surveys to determine the quantity and quality of the existing features of the public realm. This included the identification of:

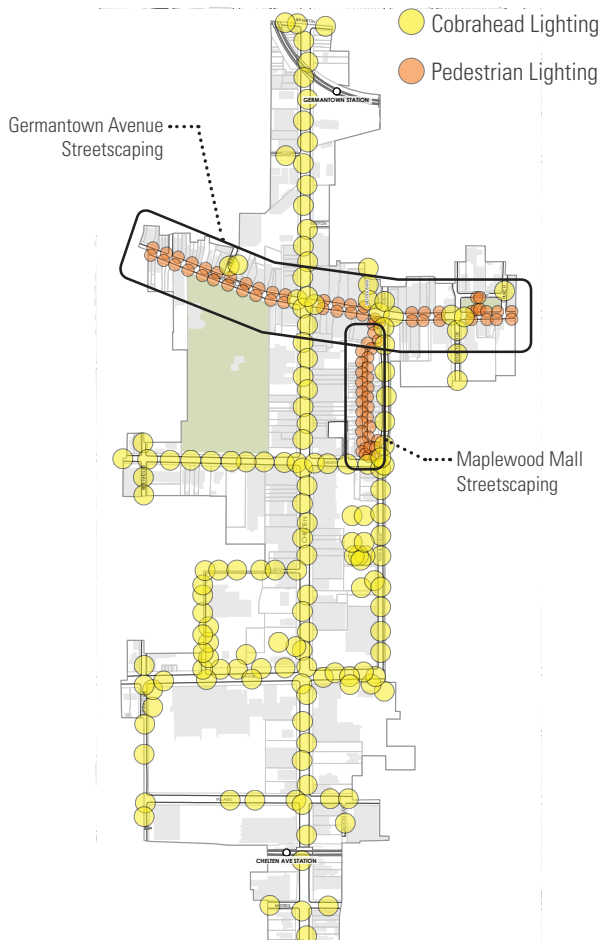
- > Existing retail mix within the study area;
- > Location and condition of existing curbs, sidewalks, ADA ramps, crosswalks, inlets, utility laterals, etc.;
- > Location and condition of existing landscaped areas, trees, shrubs, etc.;
- > Location and condition of existing pedestrian amenities such as street lighting, benches, bus shelters, newspaper and vendor stands, etc.; and
- > Underutilized areas within the public realm that present beautification opportunities.

The maps and photos on this spread display some of the relevant existing physical characteristics of the Central Germantown Business District.

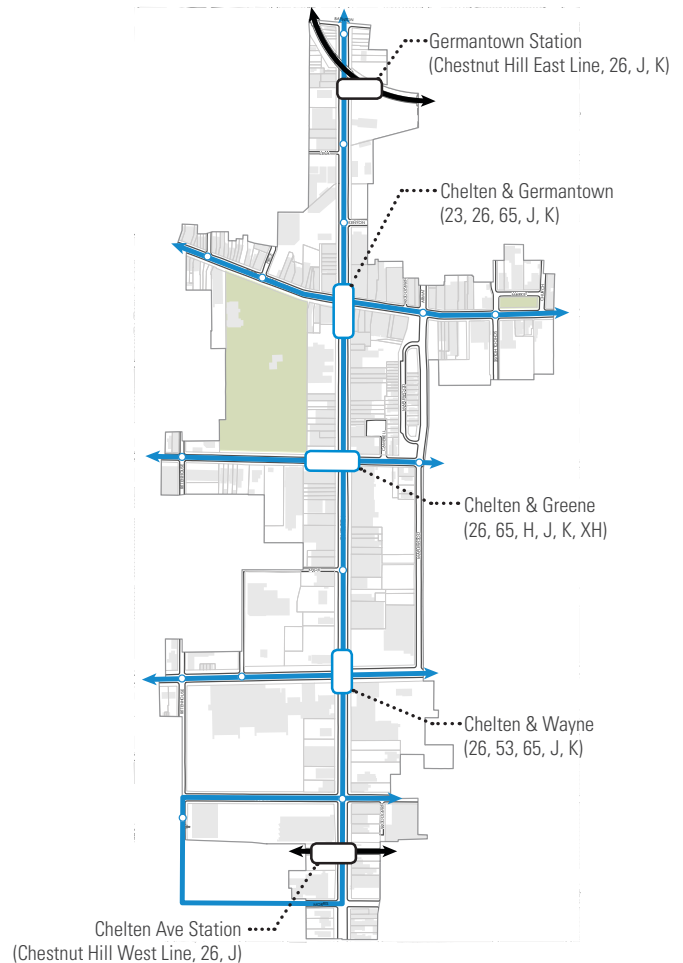


Cheltenham Avenue is the primary commercial corridor of Germantown. It is characterized by a variety of building heights and types, a wide street, wide sidewalks, lack of healthy tree canopy, poor lighting, and belgian block treatments between the sidewalk and curb.

Street Lighting

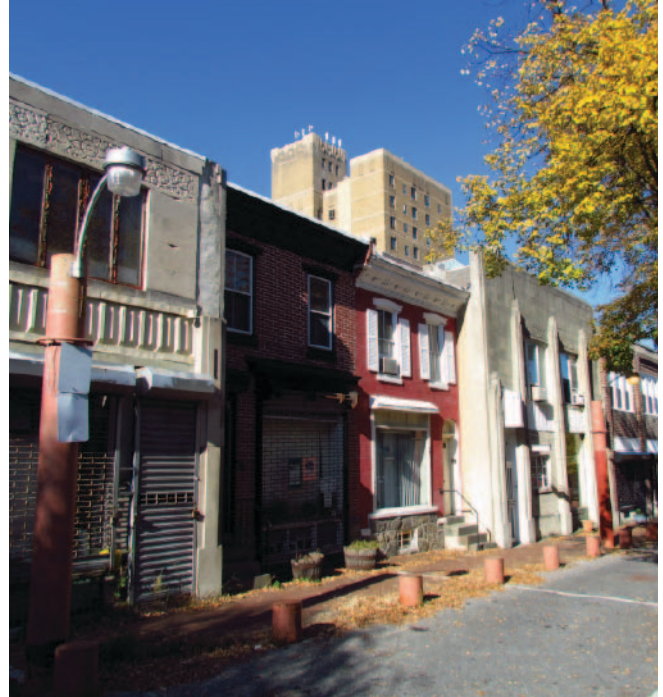


Transit





Germantown Avenue is the primary cultural corridor of Germantown, but contains a node of commercial uses in the study area. It is relatively narrow with trolley tracks and belgian block paving. Recent streetscape improvements include new sidewalks, granite curbs, and pedestrian lighting.

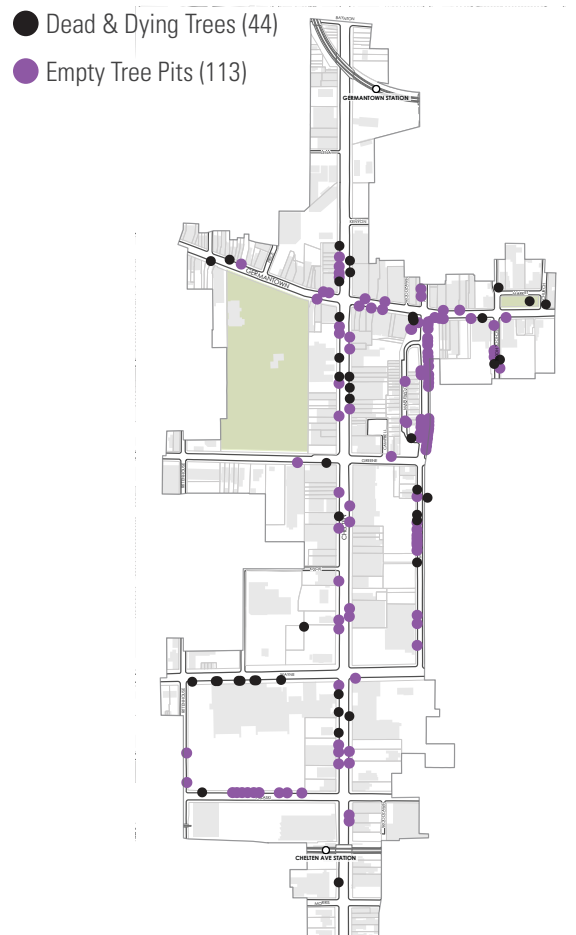


Maplewood Mall is a planned pedestrian mall that was created in the late 1970s, but is now open to cars. Its unique paving, lighting, bollards and signage are vintage and in a general state of disrepair.

Tree Canopy

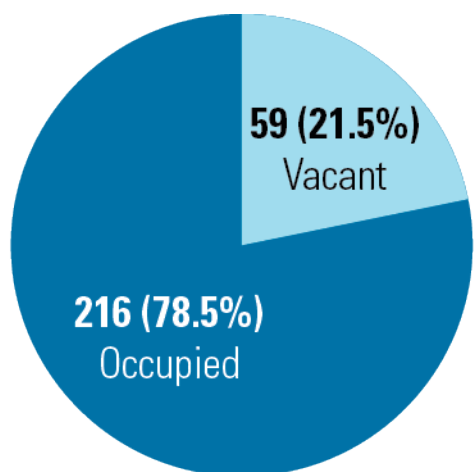


Dead & Dying Trees

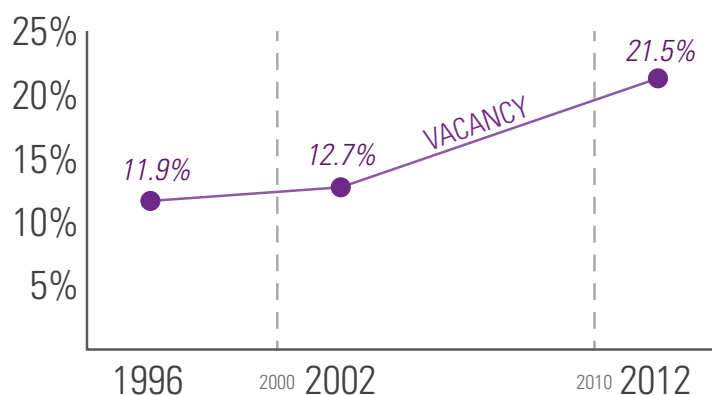


> Vacancy and Retail Mix

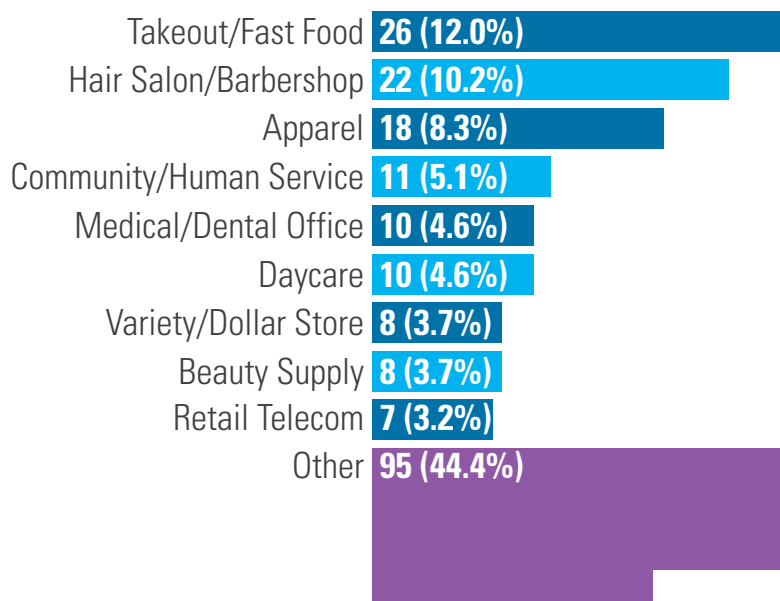
Based on surveys conducted by PCPC, the study area consists of 275 ground floor non-residential spaces. Of these, 216 spaces are occupied (78.5%). This percentage indicates a trend of increasing vacancy over the past 20+ years. The most common establishments in the study area fall under the following non-residential use types – takeout/fast food, apparel, hair salon/barbershop, community/human services, variety/dollar store, medical/dental office, beauty supply, retail telecommunication (“cell phone stores”), and day care. These nine types of establishments comprise 55.6% of the non-residential mix in the business district, which indicates a lack of retail diversity.



2012 Vacancy/Occupancy Rate in the Central Germantown Business District



Vacancy Trends in the Central Germantown Business District (PCPC PhilaShops data)



Non-Residential Use Mix in the Central Germantown Business District

4 PUBLIC PROCESS

Throughout the planning process PCPC has interviewed and maintained close contact with stakeholders in the Central Germantown Business District, as well as various City agencies. These partners include:

- > Chew & Belfield Neighbors
- > Duval Improvement Association
- > Historic Germantown
- > G'town Restoration Community Development Corporation
- > Germantown Community Connection
- > Germantown United Community Development Corporation
- > Germantown/Wingohocking Tree Tenders
- > Greater Germantown Business Association
- > Mastery Charter School, Pickett Campus
- > Penn Area Neighborhood Association
- > Southwest Germantown Neighbors
- > West Central Germantown Neighbors
- > Councilwoman Cindy Bass' Office
- > Philadelphia Department of Commerce
- > Philadelphia Water Department
- > School District of Philadelphia

PCPC released an online survey in November 2011 which asked respondents to share their opinions on the perceived availability and quality of various amenities in the business district. The survey also asked where respondents lived and how they use the business district. The results of this survey can be found in the appendix of this plan. These results confirm the community's desire for beautification improvements in Central Germantown.

PCPC also initiated three public meetings to solicit ideas from the community and share draft recommendations. The first round of meetings were held on November 21st and 22nd, 2011 at the First Presbyterian Church and Germantown Life Enrichment Center, respectively. These meetings shared the same purpose and activities. The purpose was to explain the need for a plan, describe the planning process, and allow the community to share their thoughts on ways to beautify the business district. The centerpiece of the meeting was a group exercise in which community



November 21, 2011 Public Meeting

members, with the assistance of PCPC staff, were given the task of designing a mock streetscape project for Cheltenham Avenue, the primary commercial street in Central Germantown. Groups were given a streetscape “menu” that provided a selection of amenities and themes from which to choose from and incorporate into their streetscape project. Each amenity was assigned a price tag, and groups were directed to choose a set of amenities within a limited budget. The results of these group exercises are presented to the right. The recommendations in this plan reflect the choices made by the participants at these meetings. The first two meetings drew a combined attendance of about 120 community members. The full streetscape menu can be found in the appendix of this plan.

The final public meeting was held at First Presbyterian Church on May 17, 2012. The meeting was held in an open house format in which attendees could come and go as they pleased. The purpose of this meeting was to present draft plan recommendations, present the results of the online survey, and provide an opportunity for the community to respond to these recommendations. Draft recommendations were revised based on community comments. About 55 community members attended this meeting.

The final plan was presented at the September 18, 2012 public hearing of the Philadelphia City Planning Commission. It was approved unanimously by the Commission.

Community Beautification Preferences

Question #1: Which **distinguishing styles** should be expressed in the Central Germantown Business District?

> The most common responses were:



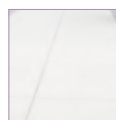
Question #2: Given the realities of a fixed budget, which mix of **streetscape design elements** would you prefer in the Central Germantown Business District?

> The most common responses were:

Improvements

> Sidewalk Accents

Standard
Concrete


☐

Tinted/
Colored


☐

**Stamped
Pattern**


☒

Pavers


☐

Exposed
Aggregate


☐

Belgian
Block
Reuse


☐

Improvements

> Trash Cans

**Standard
Trash Can**


☒

Signature
Trash Can


☐

Big Belly
Solar
Compactor


☐

Improvements

> Benches

**Standard
Bench**


☒

Signature
Bench


☐



5 RECOMMENDATIONS

Based upon the feedback of stakeholders and the community, PCPC recommends the beautification improvements for the Central Germantown Business District as contained in this chapter. These interventions have the opportunity to make a positive visual impact along the corridor and create a more inviting environment for current and future users.

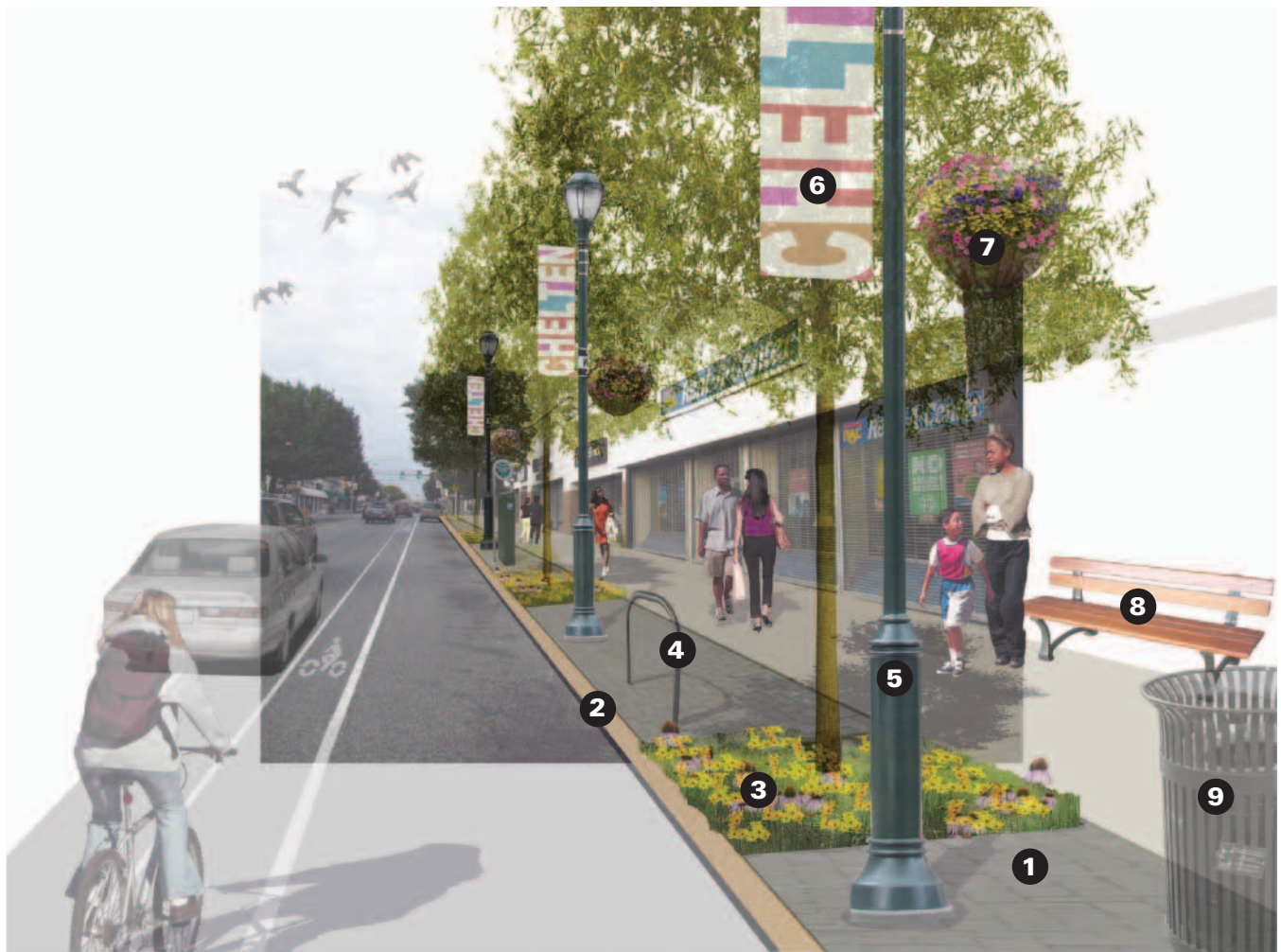
There is no immediate funding available for all of the recommendations in this plan. However, this plan accomplishes the following in terms of implementing improvements within the study area:

- > Creates consensus
- > Builds community
- > Bolsters grant applications
- > Sets priorities for City spending
- > Serves as a marketing tool
- > Identifies funding sources

> Streetscape

A complete streetscape “makeover” for key corridors is the primary recommendation of this plan. Improvements consisting of styles and amenities as determined by community input are recommended for Cheltenham Avenue, Wayne Avenue, and Greene Street. Improvements consisting of styles and amenities as originally proposed in the Community Design Collaborative’s *Conceptual Design for Revitalization* (2010), with revisions by PCPC for this plan, are recommended for Maplewood Mall. The “model streetscape” renderings presented on this spread are a reflection of the desires and needs of the community and the planning and design expertise of PCPC. The following pages present priorities for streetscape projects and a street tree plan for all planting efforts within the business district.

Model Streetscape Cheltenham Avenue



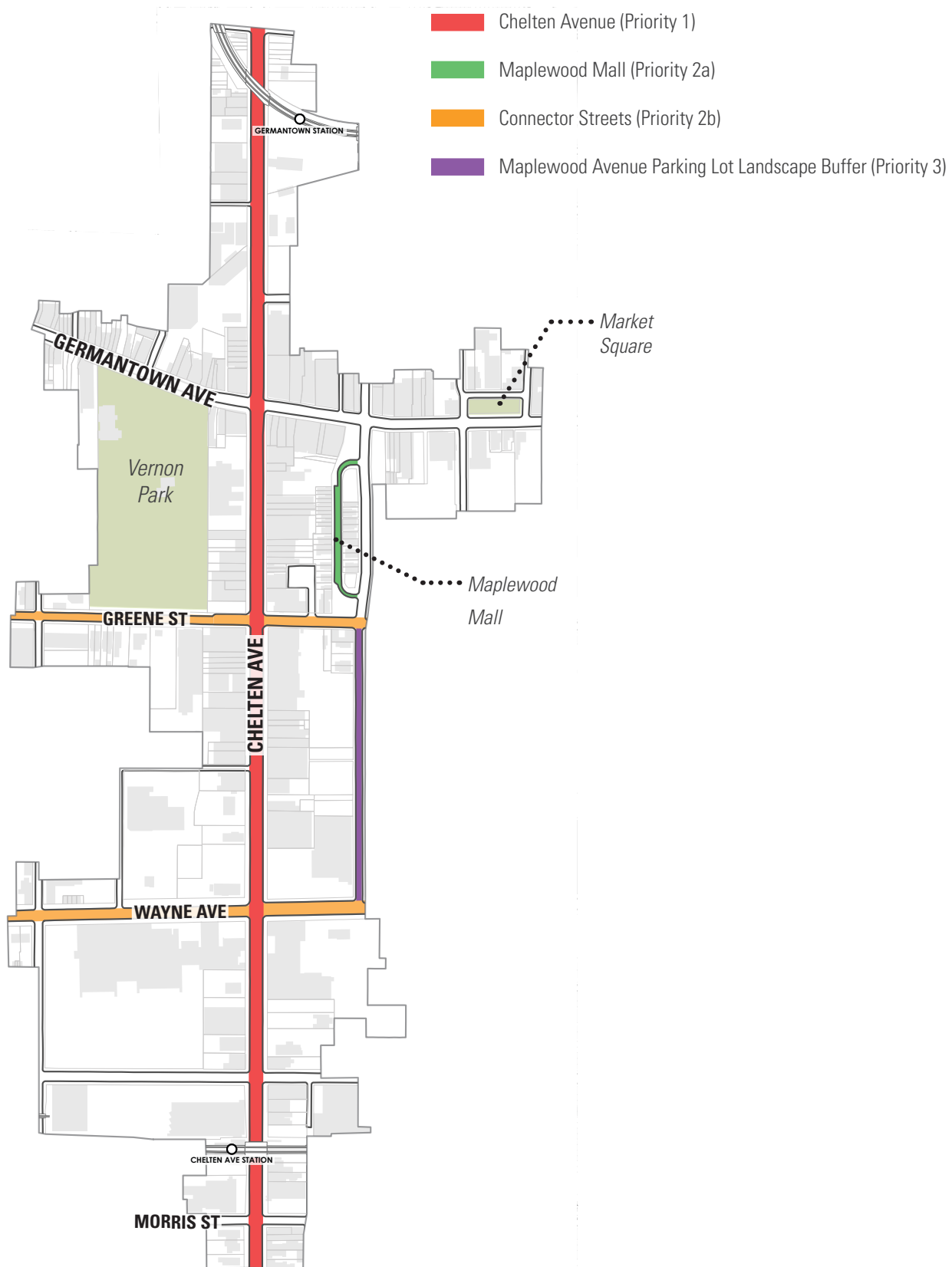
- 1 Stamped concrete sidewalk accents to replicate the appearance of slate
- 2 Granite curbs
- 3 Tree pits connected by underground stormwater infiltration trenches
- 4 Standard bicycle racks
- 5 Pedestrian-scaled lighting to match fixtures on Germantown Avenue
- 6 Branding banners to establish an identity for the business district
- 7 Hanging baskets attached to pedestrian-scaled lighting
- 8 Standard benches
- 9 Standard trash cans
- 10 Hanging lights strung between existing light poles
- 11 Road resurfacing with permeable asphalt and concrete accents
- 12 Existing bollards and light poles painted with new graphic identity
- 13 Sidewalks resurfaced with decorative pavers
- 14 Landscaping to screen parking areas
- 15 Trellises on blank walls
- 16 Branding banners and signs to establish an identity for Maplewood Mall
- 17 Address placards with new graphic identity



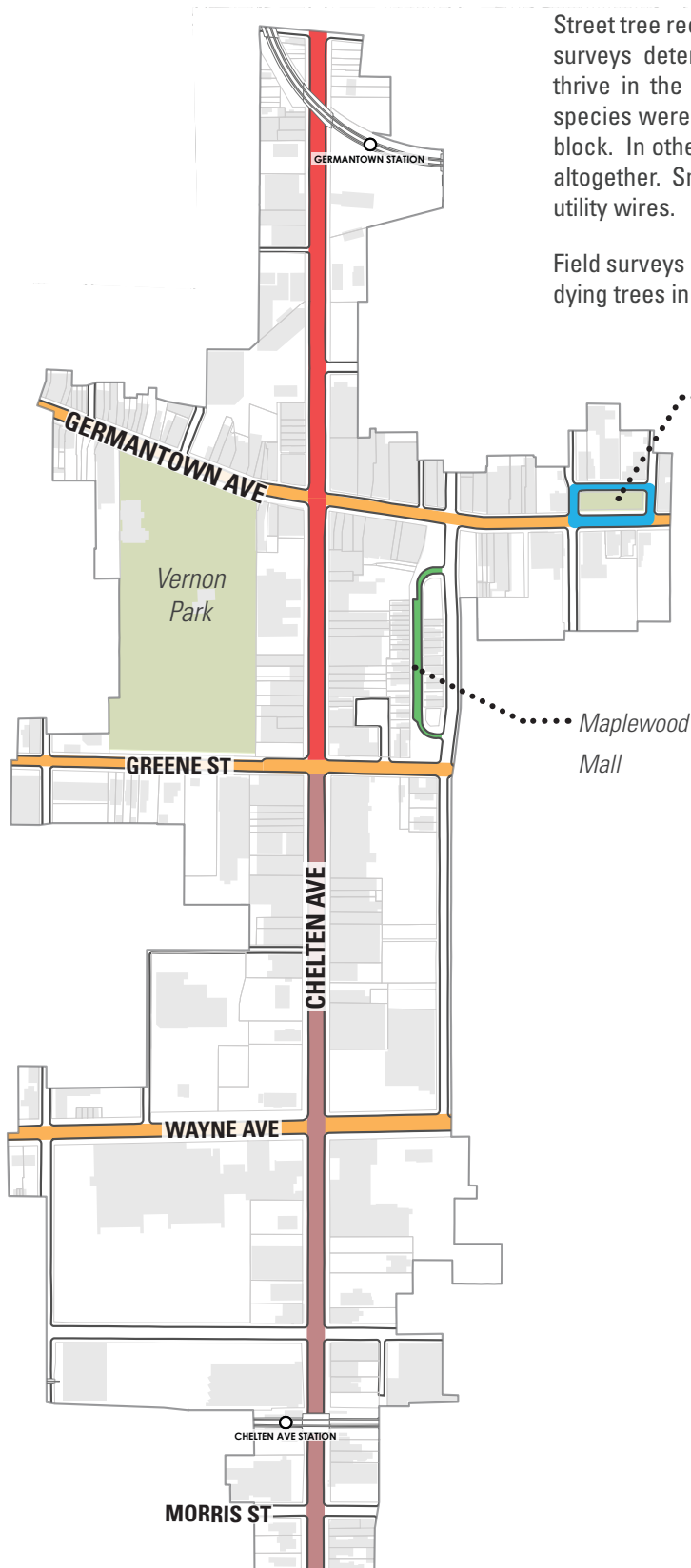
Model Streetscape Maplewood Mall



Streetscape Priorities



Street Tree Plan



Street tree recommendations are based upon PCPC field surveys. These surveys determined which species have demonstrated the ability to thrive in the Central Germantown Business District. In some cases, species were selected to match existing street trees within a particular block. In others, they were selected to create a new street tree identity altogether. Smaller sized species were chosen for blocks with overhead utility wires.

Field surveys indicate the presence of 113 empty tree pits and 44 dead or dying trees in the study area (see map on page 7).

Planting List

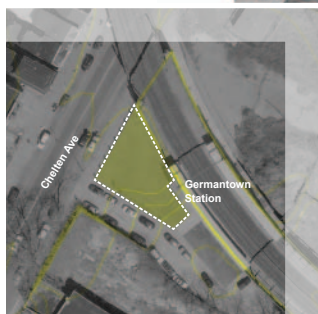
Tree Type	Option 1	Option 2	Option 3	Option 4	Option 5
AR					
CO					
PO					
QP					
TC					
AC					
AL					

Tree Type	Latin Name	Common Name	Notes	Photo
Large Trees	AR Acer rubrum	Red Maple	Desirable fall foliage	
	CO Celtis occidentalis	Common Hackberry	Tolerant of urban conditions	
	PO Platanus occidentalis	Sycamore	Very large at maturity	
	QP Quercus phellos	Willow Oak	Rapid growth rate	
	TC Tilia cordata	Littleleaf Linden	Dense, upright canopy	
Under-wire Trees	AC Acer campestre	Hedge Maple	Dense, round canopy	
	AL Amelanchier laevis	Allegheny Serviceberry	Flowering tree	

> Activity Nodes

This plan also proposes specific recommendations to help enhance the appearance of high-profile activity nodes. These targeted nodes serve as major gateways to the business district and have high volumes of car and foot traffic. The following four spreads illustrate the proposed improvements.

1 Rain garden at Germantown Station



3 Bus Stop reconfiguration at Chelton & Greene creates park space away from the street (below)



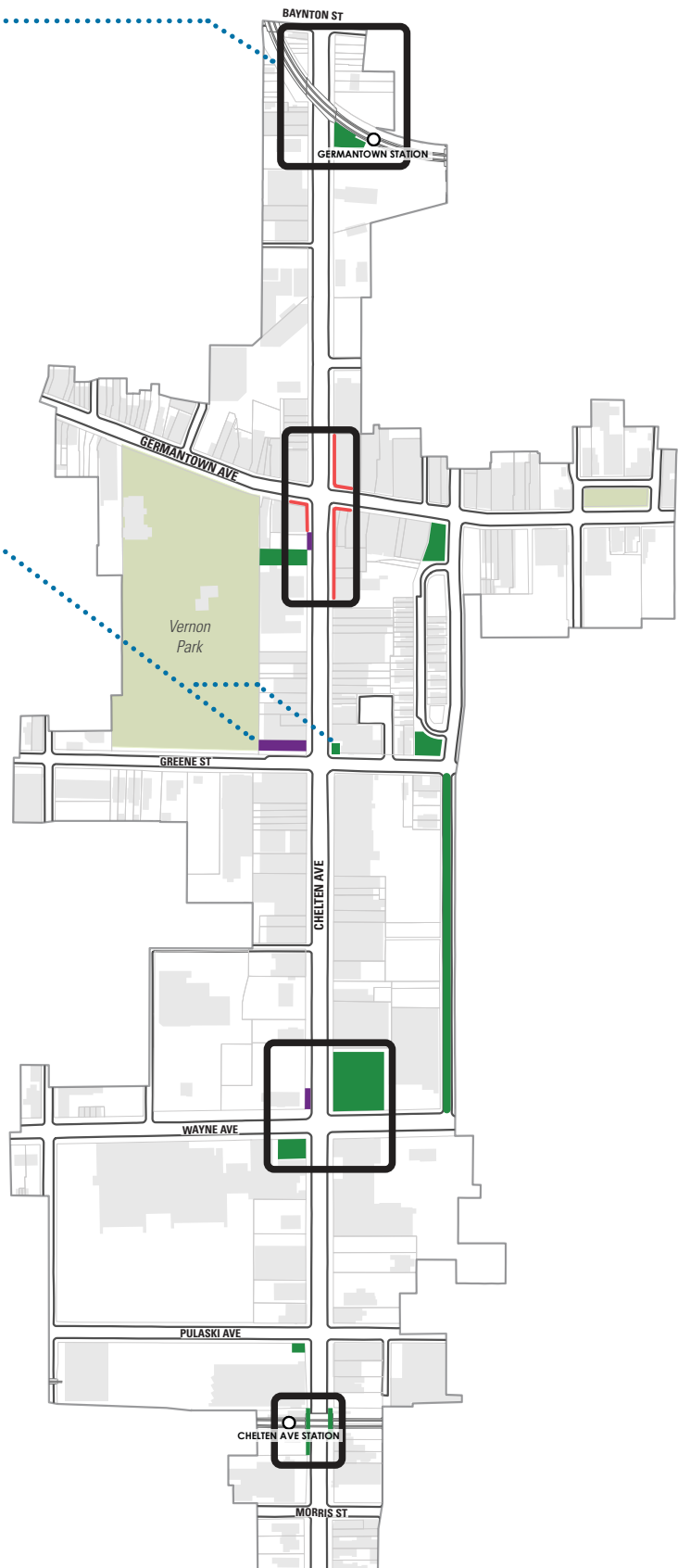
Germantown Station Gateway

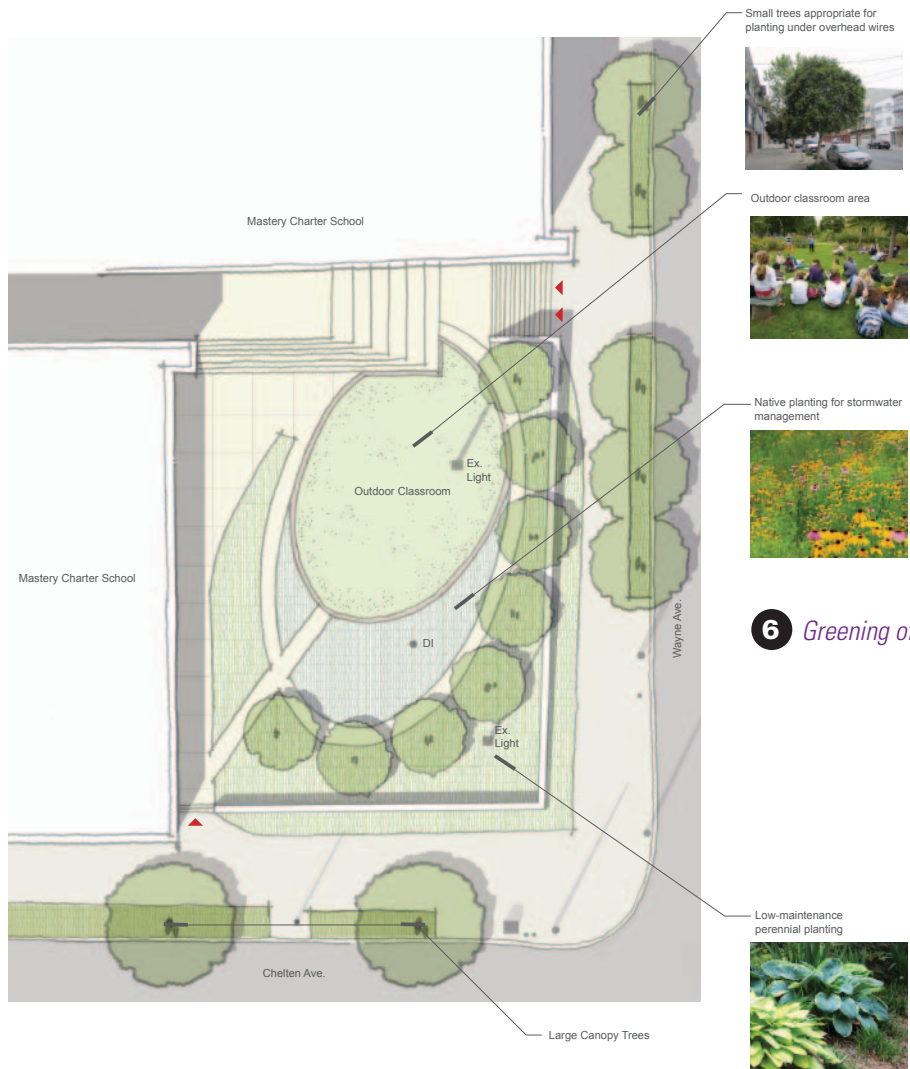
- 1 Rain garden within station lawn on Cheltenham Avenue to serve dual purposes of beautification and stormwater infiltration
- 2 Signage and/or lighting on railroad trestle to welcome visitors to Central Germantown

Cheltenham & Greene

- 3 Reconfiguration of the plaza-like bus stop to serve as a greenway connection from Vernon Park to Cheltenham Avenue
- 4 Fence removal around Coleman Library courtyard to create a more inviting entrance

- Targeted Greening Opportunities
- Bus Stop Enhancement Opportunities
- Public Art Opportunities
- Major Gateways





6 *Greening of Mastery Charter "Porch"*

8 *Greening of Chelton Avenue Station*



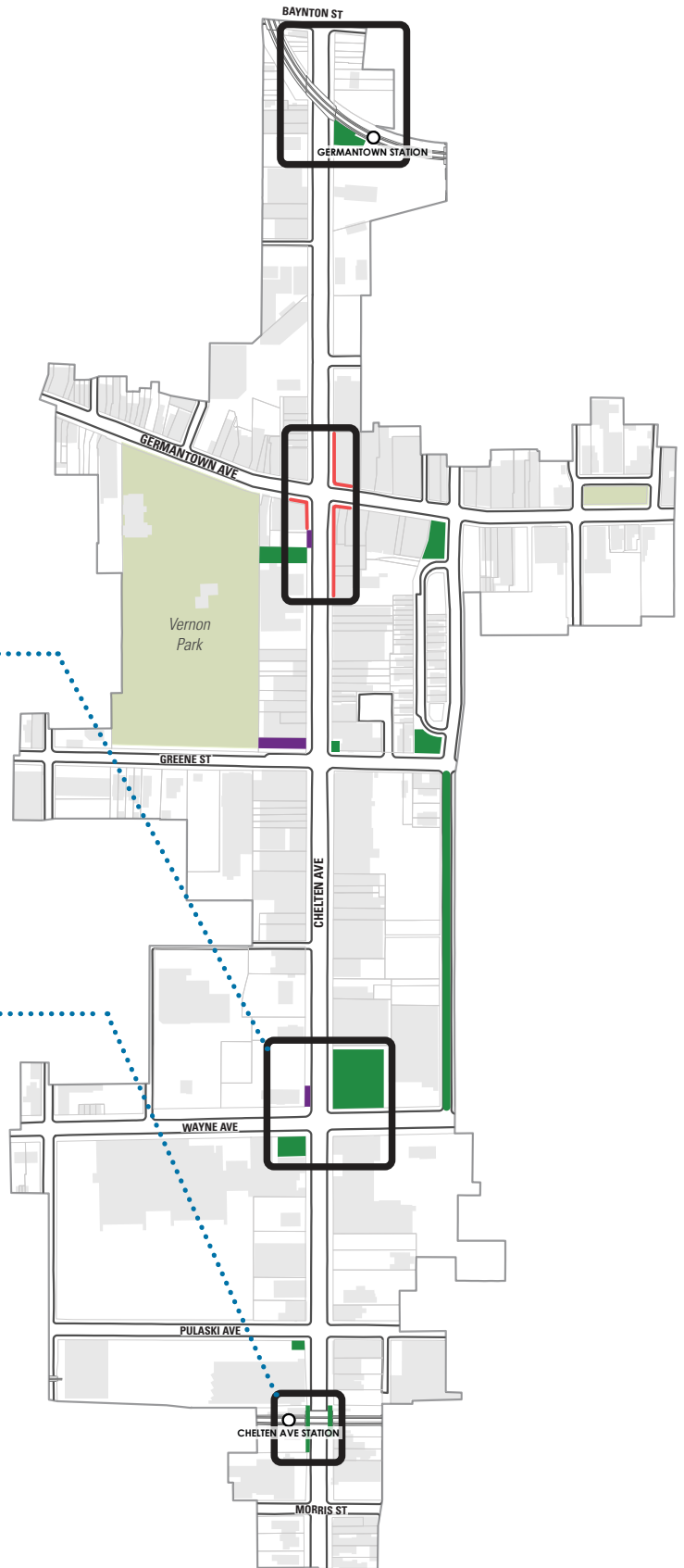
- Targeted Greening Opportunities
- Bus Stop Enhancement Opportunities
- Public Art Opportunities
- Major Gateways

Chelten & Wayne Gateway

- 5** Improvements to Route 26, 65, and J bus stop on Chelten Avenue
- 6** Greening the “porch” of Mastery Charter School
- 7** Greening the supermarket parking lot

Chelten Aveune Station Gateway

- 8** Greening improvements to create an inviting entrance to the train station





9 10 Long-term Vision for Cheltenham & Germantown at Night

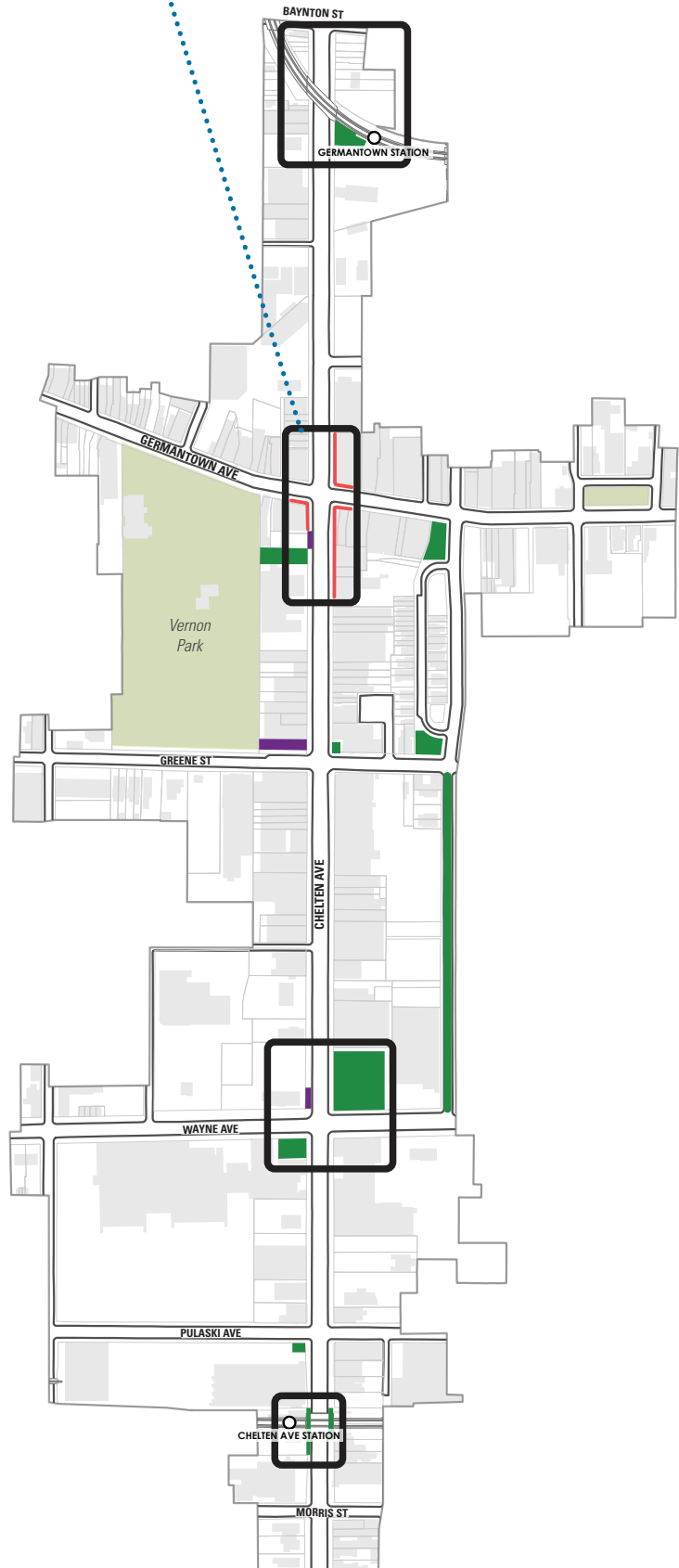


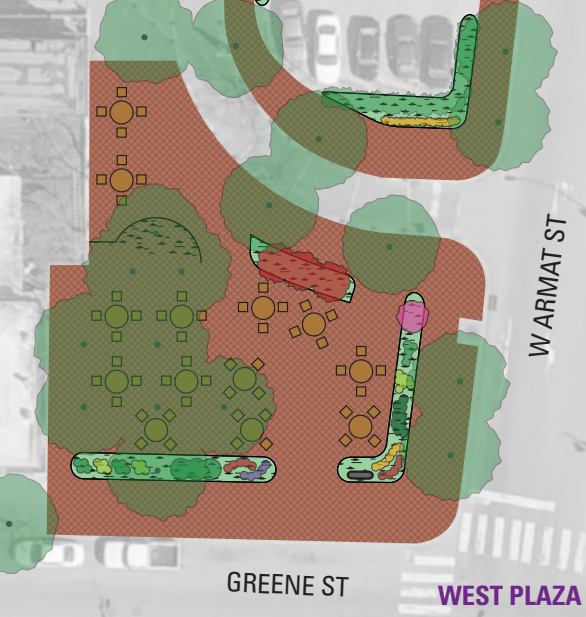
12 Greenway Connection from Cheltenham Avenue to Vernon Park

Chelten & Germantown Gateway

- 9** Night time illumination of building facades to enhance security and create a sense of destination
- 10** Conversion to digital format billboard to allow for interspersed graphic and video art
- 11** Improvements to Route 65 bus stop on Chelten Avenue
- 12** Greenway connection from the tranquility of Vernon Park to the bustle of Chelten Avenue

- Targeted Greening Opportunities
- Bus Stop Enhancement Opportunities
- Public Art Opportunities
- Major Gateways





- 13** The east plaza of Maplewood Mall serves as a pleasant bus stop and gateway from Germantown Avenue, while the west plaza can be used for live performances or outdoor dining (above)



- 14** Buffering the rear of commercial uses that back onto Maplewood Avenue (left)

- 15** Parklet Improvement at Chelton & Pulaski (below)



- Targeted Greening Opportunities
- Bus Stop Enhancement Opportunities
- Public Art Opportunities
- Major Gateways

Maplewood Mall Plazas

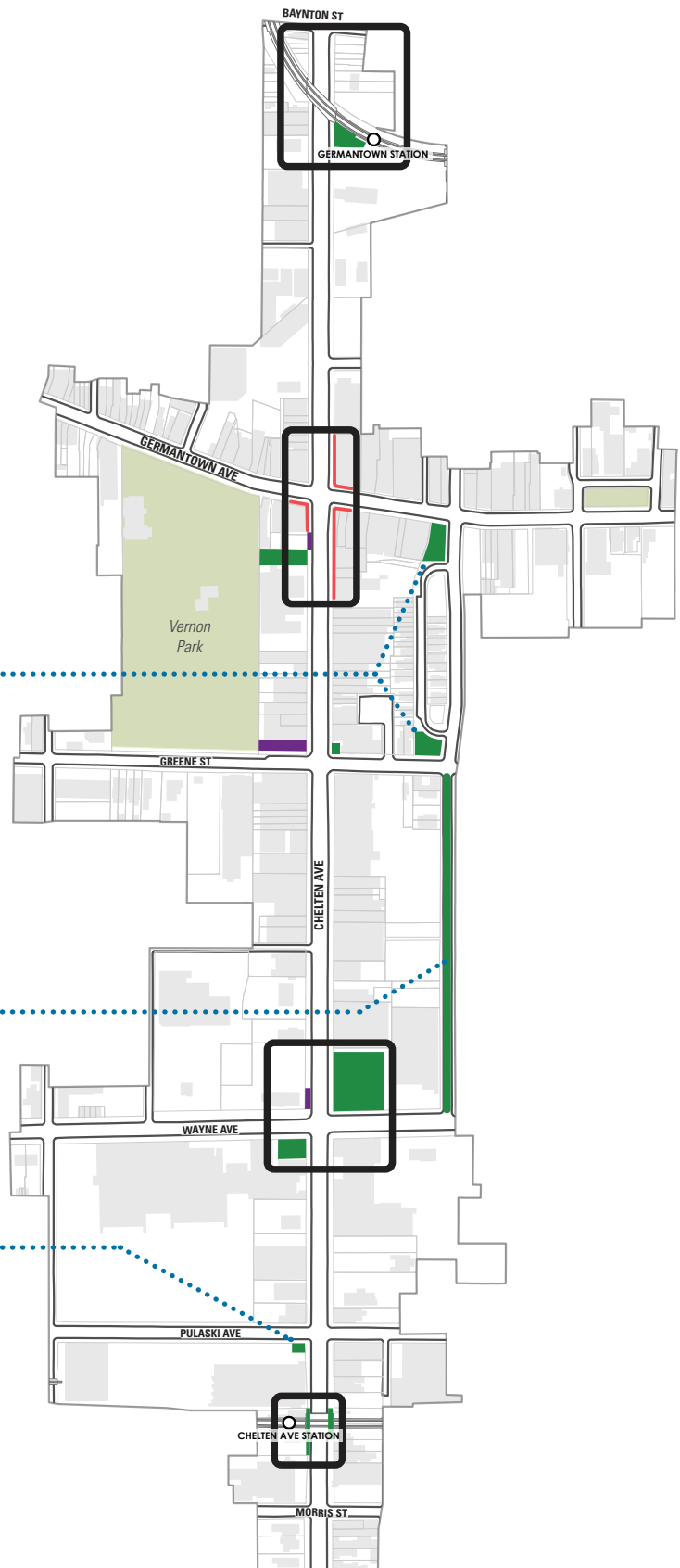
- 13** Improved design and functionality of the two plazas that flank Maplewood Mall (short-term) with potential for new retail construction on West Plaza at Greene Street (long-term)

Maplewood Avenue Greening

- 14** Tree plantings and other greening to buffer commercial parking lots and rear of supermarket from residences on Maplewood Avenue

Chelten & Pulaski Parklet

- 15** An intimate place to sit accompanied by public art created by local artists



> Building Facades

According to community input, the prevalence of solid storefront security gates has a significant negative impact on the aesthetics of the business district. This plan recommends that these gates be modified or replaced in one of the three ways conveyed in the renderings on this page. Furthermore, it is recommended that vacant storefronts be used to display work from local artists in a manner similar to displays in Chestnut Hill.

These and other building facade enhancements can be financed through the Philadelphia Department of Commerce's Storefront Improvement Program. Other enhancements eligible through this program include masonry repair, exterior painting, exterior door and window repair, cornice repair, exterior facade lighting, signage, and awnings.

Security Gates



Solid roll down security gates negatively affect the aesthetics and vitality of a business district



Removing every other slat in a solid roll down gate is a simple low-cost method of improving the atmosphere of a streetscape



The appearance of solid roll down gates can be significantly improved by employing local artists to develop a series of murals based on an historical theme



Transparent roll down gates allow light from storefronts to pour on to the street and merchandise to be visible after hours



Vacant storefronts can display work from local artists when transparent roll down gates are used

> Building Code

Another recommended solution to the recurring issue of security gates is the amendment of **Section PM-704.3.2** of the Philadelphia Building Construction and Occupancy Code, whereby solid storefront security gates are prohibited within the Central Germantown Business District. It should be noted that such an amendment would conflict with the recommendation to paint murals on the security gates, as depicted on page 24.

> Enforcement

Input from public meetings and the online survey echoed the sentiment that enforcement of existing statutes of the Philadelphia Code is one of the very basic desires of the community. Enforcement of the following statutes is an integral part of enhancing the quality of life in the business district:

“Bandit” Sign Controls (§10-1202.a): No person shall post any sign on any utility pole, streetlight, traffic or parking sign or device, historical marker, or City-owned tree within the public right-of-way.

Sidewalk Vendors (§9-205.8.p.4): No vendor or person shall exhibit, display, offer for sale or sell any goods, wares, or merchandise or place or allow any stand to remain on the sidewalks of Cheltenham Avenue, between Wissahickon Avenue and Chew Avenue.

Removal of Abandoned Newsstands (§9-212.7.a): A newsstand shall be considered to be abandoned, shall be removed by the licensee, and is subject to removal by the Department of Licenses & Inspections if it is not in use for the sale of newspapers or magazines for a period of thirty (30) consecutive days.

The passage of new citywide sign controls will also provide regulations that can help enhance the quality of aesthetics in the business district. Such controls will affect business identification signage, as well as advertising signage placed within storefront windows. Legislation for these controls is currently pending.



Solid Security Gates on Cheltenham Avenue



Bandit Sign

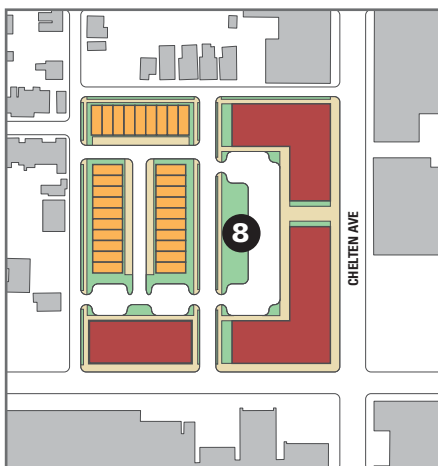
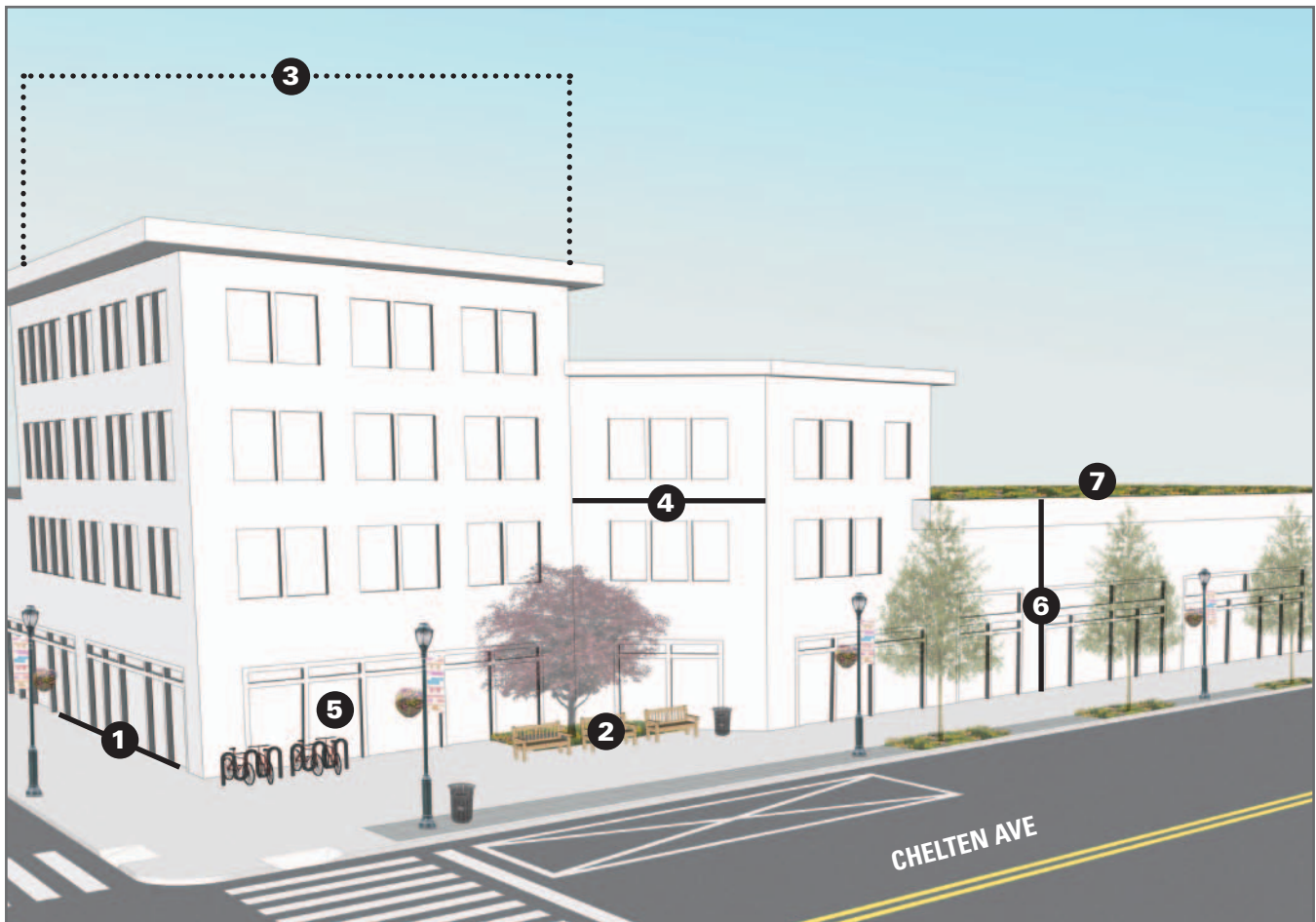


Sidewalk Vendor on Cheltenham Avenue

> New Development

When planning for the beautification of the business district, the appearance and quality of new development are just as important as physical improvements in the “public realm”. In the future, it is expected that soft sites such as vacant lots, parking lots, aging strip malls, and one-story buildings will become desirable for redevelopment. The elements of the “model development” presented below provide the community with basic guidelines for ensuring that new development contributes to and reinforces a vibrant, walkable, and attractive business district.

Model Development



- 1 Building constructed to front lot line (no front yard parking)
- 2 Public amenities, e.g. bus waiting areas, bike racks, streetscaping
- 3 Prominent architectural feature at corner
- 4 Facade articulation
- 5 Ground floor transparency (storefront windows)
- 6 Minimum height of 25 feet
- 7 Sustainable design features (green roof shown)
- 8 Parking lot and loading area screening

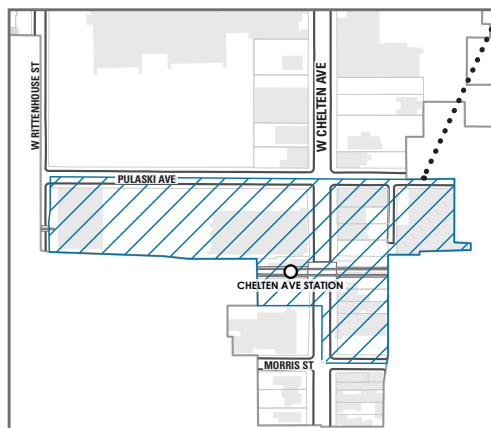
> Zoning

In order for “model development” to be constructed it is helpful to have the appropriate zoning framework in place. Most of the business district is properly zoned to allow for desirable development. However, there are three areas in which proactive zoning changes could help guide development in a manner that is more consistent with the desires of the community. These changes entail rezoning all “auto-oriented” commercial districts to “mixed-use” commercial districts, and creating a Transit-Oriented Development (TOD) overlay around the Chelten Avenue Regional Rail station.

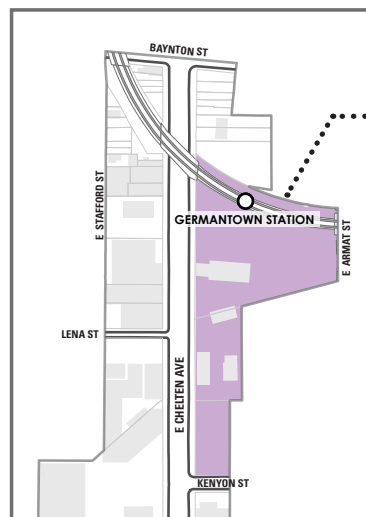
The rezoning of auto-oriented commercial districts will result in less strip mall-style development (typically characterized by front yard parking lots) and more development that is consistent with the “model development” presented to the left. It may also incentivize the redevelopment of high-impact sites such as the northeast corner of Chelten and Wayne Avenues -- the location of the former Sav-A-Lot.

In the new zoning code, TOD overlays are intended to encourage compact growth patterns, opportunities for increased transportation mode choice, reduced reliance on the automobile, and a safe and pleasant pedestrian environment. The community has clearly stated that it would like to see more transit-oriented development around the Chelten Avenue Regional Rail station that anchors the west end of the study area. Such an overlay would be most appropriate for properties currently zoned CMX-3, as this base zoning district permits strip mall-style development and is also eligible for floor area ratio bonuses when located within a TOD overlay.

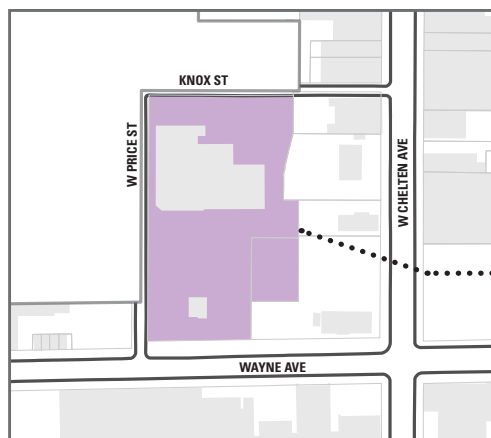
Zoning Recommendations



- 1** Create Transit-Oriented Development (TOD) Overlay adjacent to Chelten Avenue Station



- 2** Rezone CA-1 (auto-oriented commercial) parcels to a mixed-use development district



- 3** Rezone CA-1 (auto-oriented commercial) parcels to a mixed-use development district

> Newspaper Stands

The deterioration of newspaper stands in the business district was another concern expressed through public meetings and the online survey administered by PCPC. Unfortunately, replacing the existing stands with new ones may prove to be impractical. Instead, this plan recommends that an historically themed mural project be initiated to help improve the appearance of existing newspaper stands.



The appearance of newspaper stands would be significantly improved by employing local artists to develop a series of murals based on an historical theme

6 IMPLEMENTATION MATRIX

The following matrix outlines the entities, potential funding sources, and timing that will be integral to the implementation of the recommendations presented in this plan. Abbreviations and funding source descriptions are detailed on the next page.

	Recommendation	Implementing Entity	Potential Funding Source
Short-Term Projects (1-5 Years)			
1	Germantown Station Rain Garden	PWD, SEPTA	Green City Clean Waters
2	Mastery Charter "Porch" Greening	Mastery, GSSD	TreeVitalize, TreePhilly, Mastery
3	Street Tree Plantings	GWTT, GSSD, PPR, TreeVitalize	TreeVitalize, TreePhilly
4	Fence Removal at Coleman Library	GSSD, DPP	Capital Budget
5	Zoning Remappings	Council, PCPC	N/A
6	Code Enforcement	Council, L&I, GSSD	N/A
7	Security Gate Upgrades	Comm, GSSD	SIP
8	Security Gate Legislation Amendment	Council, L&I	N/A
9	Enhanced Security Lighting on Building Facades	Comm, GSSD	SIP
10	Chelten & Pulaski Parklet	Owner, GSSD	TreeVitalize, TreePhilly, ReStore Corridors, NEPDG, Private funds
11	Chelten & Wayne Bus Stop Improvements	Owner, GSSD, SEPTA	ReStore Corridors, NEPDG, Capital Budget, TreeVitalize, TreePhilly, Private funds
Mid-Term Projects (5-10 Years)			
12	Chelten Avenue Streetscape Improvements	Comm, PADCED, GSSD, Streets	ReStore Corridors, NEPDG, Capital Budget, TreeVitalize, TreePhilly
13	Germantown Station Railroad Trestle Signage/Lighting	GSSD, SEPTA	ReStore Corridors, NEPDG, Cap Budg
14	Chelten & Greene Bus Stop Improvements	GSSD, SEPTA	ReStore Corridors, NEPDG, Capital Budget, TreeVitalize, TreePhilly
15	Chelten Avenue Station Greening	GSSD, SEPTA	ReStore Corridors, NEPDG, Capital Budget, TreeVitalize, TreePhilly
16	Chelten & Germantown Digital Billboard Conversion	Owner, GSSD	Knight Arts, ReStore Corridors, TreeVitalize, TreePhilly, Private funds
17	Route 65 Bus Stop Improvements at Chelten & Germantown	GSSD, SEPTA	ReStore Corridors, NEPDG, Capital Budget, TreeVitalize, TreePhilly
18	Maplewood Mall Streetscape Improvements	Comm, PADCED, GSSD, Streets	ReStore Corridors, NEPDG, Capital Budget, TreeVitalize, TreePhilly
19	Maplewood Mall Plaza Improvements	Comm, PADCED, GSSD, Streets	ReStore Corridors, NEPDG, Capital Budget, TreeVitalize, TreePhilly
20	Newspaper Stand Upgrades	GSSD	Knight Arts, ReStore Corridors
21	Pathmark Parking Lot Greening	Owner, GWTT, GSSD, PPR, TreeVitalize	ReStore Corridors, NEPDG, TreeVitalize, TreePhilly, Private funds
Long-Term Projects (10+ Years)			
22	Greene Street and Wayne Avenue Streetscape Improvements	Comm, PADCED, GSSD, Streets	ReStore Corridors, NEPDG, Capital Budget, TreeVitalize, TreePhilly
23	Maplewood Avenue Greening	GWTT, GSSD, PPR, TreeVitalize	TreeVitalize, TreePhilly
24	Architectural Light Installations on Iconic Buildings	Comm, GSSD	Knight Arts, ReStore Corridors, NEPDG, SIP
25	Greenway Connection from Chelten Avenue to Vernon Park	Owner, GSSD, PPR	NEPDG, Private funds

> [Entity Abbreviations](#)

Comm - Philadelphia Department of Commerce

Council - 8th District Councilwoman Cindy Bass' Office

DPP - Philadelphia Department of Public Property

GSSD - Germantown Special Services District

GWTT - Germantown/Wingohocking Tree Tenders

L&I - Philadelphia Department of Licenses & Inspections

Mastery - Mastery Charter School, Pickett Campus

Owner - Private Property Owner

PADCED - Pennsylvania Department of Community & Economic Development

PCPC - Philadelphia City Planning Commission

PPR - Philadelphia Parks & Recreation

PWD - Philadelphia Water Department

SEPTA - Southeastern Pennsylvania Transportation Authority

Streets - Philadelphia Streets Department

> Funding Programs

Capital Budget: Provides annual appropriations for improvements to City-owned buildings, public facilities, and infrastructure. In Fiscal Year 2011 and 2012, City Council allocated capital funds for site improvements within neighborhood commercial centers. These funds can pay for physical improvements within the public right of way and have been used in commercial areas where planning has been completed. Such improvements have been implemented by the Philadelphia Commerce Department in partnership with the Philadelphia Streets Department. <http://www.phila.gov/cpo/index.html>

Green City Clean Waters: A Philadelphia Water Department program based on the expansion of green stormwater infrastructure in the City through the PENNVEST low interest loan program. Green stormwater infrastructure includes a range of soil-water-plant systems that intercept stormwater, infiltrate a portion of it into the ground, evaporate a portion of it into the air, and in some cases release a portion of it slowly back into the sewer system.

http://www.phillywatersheds.org/what_were_doing/documents_and_data/cso_long_term_control_plan/

Knight Arts Challenge: A three-year, \$9 million initiative to draw the best and most innovative ideas out of local organizations and individuals seeking to transform the community through public art.

<http://www.knightarts.org/knight-arts-challenge/philadelphia>

Neighborhood Economic Planning & Development Grants (NEPDG): A program initiated by the Philadelphia Department of Commerce, in cooperation with the Philadelphia Office of Housing and Community Development. It awards matching grants to non-profit organizations and Community Development Corporations (CDCs) for planning, pre-development and development activities in low- to moderate-income neighborhoods. Pre-development grants of up to \$50,000 each are available to support activities associated with community-sponsored economic development ventures. These may include, but are not limited to, architectural/engineering services and financial packaging of development projects. Every award must be matched on a one-for-one basis with non-City funds. Neighborhood development grants of up to \$500,000 each are available to neighborhood-based economic development projects as gap financing. The grant program may be used in conjunction with the Philadelphia Industrial Development Corporation's (PIDC) Neighborhood Development Fund. Grant requests must accompany public financing packages that demonstrate the financial need for the subsidy. http://www.phila.gov/commerce/comm/lvl_2/mbat_neighborhood.htm

ReStore Corridors: A Philadelphia Department of Commerce program designed to help revitalize neighborhood commercial corridors and to re-establish their historic roles as central places to shop, to work and to meet neighbors. Activities include streetscape enhancements and capital improvements on corridors.

http://www.phila.gov/commerce/comm/lvl_2/mbat_neighborhood.htm

Storefront Improvement Program (SIP): A Philadelphia Department of Commerce program which helps businesses and property owners within eligible neighborhood commercial corridors (Central Germantown is included) to improve their storefronts, making these areas more attractive to shoppers and growing their vitality and economic performance. The program reimburses owners of commercial buildings and businesses up to 50% of the total cost of eligible improvements, for a maximum reimbursement of \$8,000 for a single commercial property or \$12,000 for a multiple address or corner business property. Eligible improvements must be exterior and visible to the public, and preserve and enhance the historic and architectural integrity of buildings. <http://philadelphiaretail.com/pdf/SIPGuidelines.pdf>

TreePhilly: A greening initiative led by Philadelphia Parks & Recreation that directly engages all Philadelphians in improving their communities by planting and maintaining trees and enabling others to do the same. TreePhilly is actively searching for more planting opportunities on public land and along streets. <http://treephilly.org/>

TreeVitalize: A public-private partnership to help restore tree cover, educate citizens about planting trees as an act of caring for our environment, and build capacity among local governments to understand, protect and restore their urban trees. TreeVitalize partners with the Pennsylvania Horticultural Society to plant trees in Philadelphia region. <http://www.treevitalize.net/>

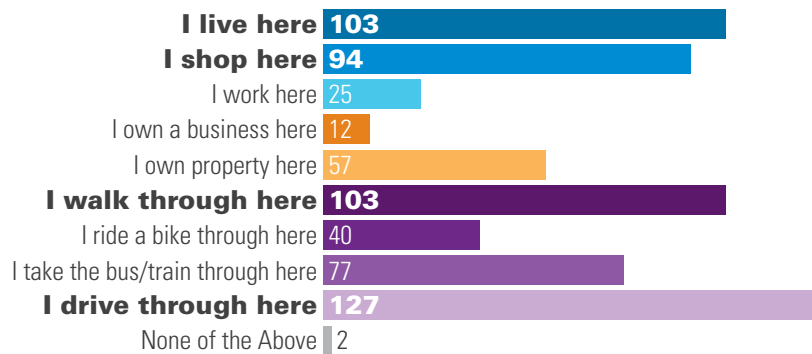
7 APPENDIX

> Online Survey Results (Issued November 2011)

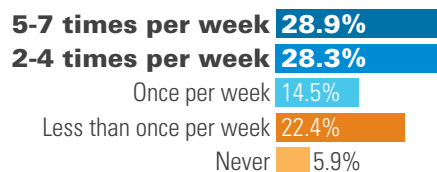
Question #1: In which **ZIP Code** do you live?



Question #2: What is **your connection** to the Central Germantown Commercial District?

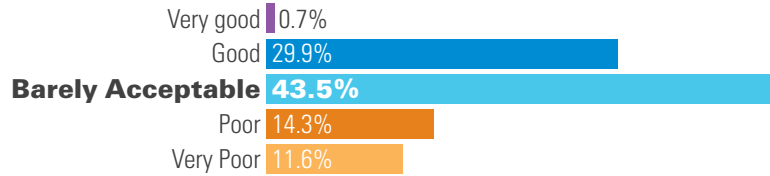


Question #3: On average, **how often** do you engage in activity in the Central Germantown Commercial District?

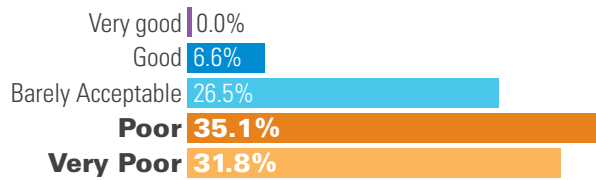


Question #4: How would you rate the **perceived availability/quality** of the following within the Central Germantown Commercial District?

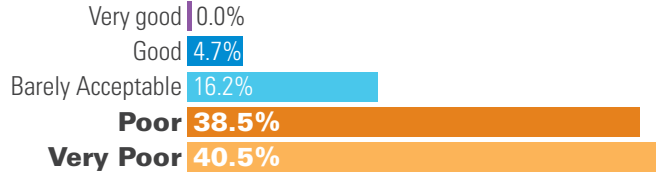
Safety



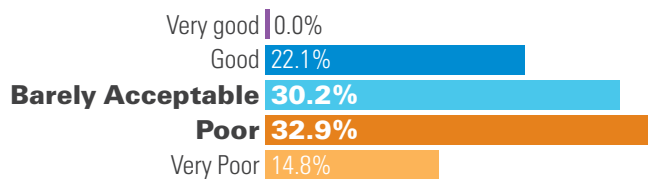
Cleanliness



Greening

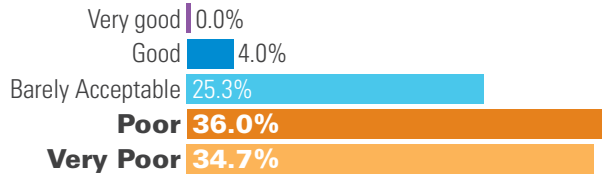


Streets & Sidewalks

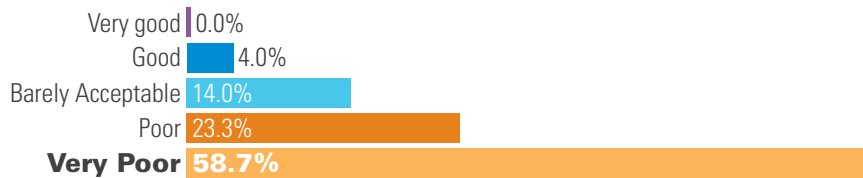


Question #4 Continued

Building Appearance



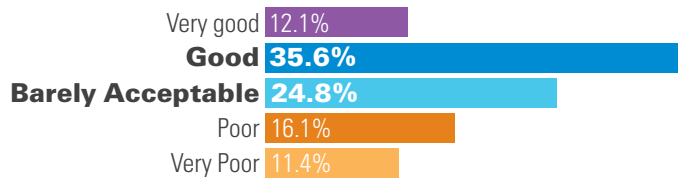
Retail Mix



Branding/Identity

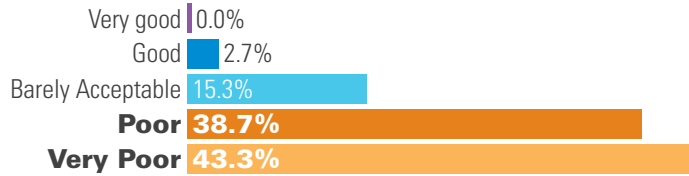


Walkability

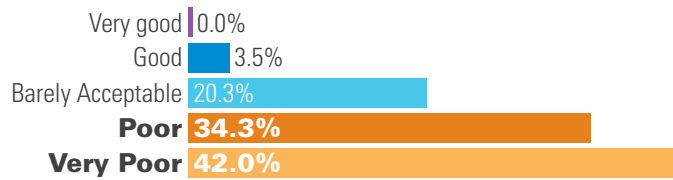


Question #4 Continued

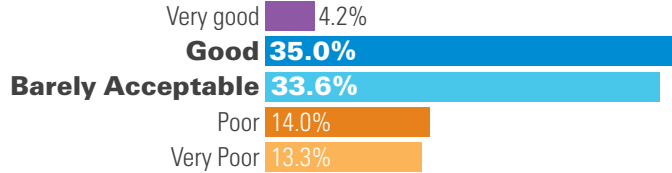
Public Art



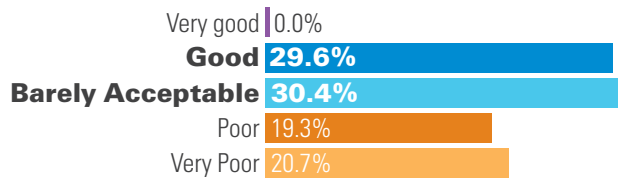
Events



Parking Availability



Store Hours





Instructions

You have \$100 to spend on a streetscape project along Cheltenham Avenue. Work with your project team to select a mix of improvements that reflect your shared desires for its design, while acknowledging the realities of a fixed budget. Please do the following:

1. Choose Themes ☒
2. Choose Improvements ☒
3. Choose Upgrades ☒

Themes

Which distinguishing styles should be expressed in the Cheltenham Avenue Commercial District?

A circular form with a dashed blue border. Inside the circle, there are several checkboxes and labels for themes. The themes are arranged in a circular pattern around the center. The themes are: HISTORIC, Iconic, Sustainable, MODERN, funky, Artistic, Bicycle Friendly, Modest, and Green. Each theme has a checkbox next to it. There are also blank lines for additional themes.

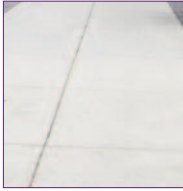
(Check all that apply or write in your own ideas in the spaces provided)

Improvements

> Sidewalk Accents

Price

Standard
Concrete



\$10



Tinted/
Colored



\$30



Stamped
Pattern



\$20



Pavers



\$40



Exposed
Aggregate



\$30



Belgian
Block
Reuse



\$40



Required

Improvements

> Street Trees

Price

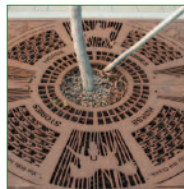
Standard
Tree Pit



\$10



Artistic
Identity



\$10



Tree
Grate



\$20



Stormwater
Infiltration
System



\$20



Continuous
Planter



\$40



Optional

Required

Upgrades

> Street Trees

Price

Improvements

> Pedestrian Lighting

Price

Standard
Fixture



\$10

☐

Signature
Fixture



\$30

☐

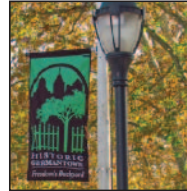
Required

Upgrades

> Pedestrian Lighting

Price

Banners



\$10

☐

Optional

Improvements

> Trash Cans

Price

Standard
Trash Can



\$10

☐

Signature
Trash Can



\$20

☐

Big Belly
Solar
Compactor



\$30

☐

Required

Improvements

> Benches

Price

Standard
Bench



\$10

☐

Signature
Bench



\$20

☐

Optional

Improvements

> Addt'l Landscaping

Price

Planters



\$10

☐

Hanging
Baskets



\$10

☐

Optional

Improvements

> Bike Racks

Price

Standard
Bike
Rack



\$10

☐

Signature
Bike
Rack



\$20

☐

Artistic
Bike
Rack



\$20

☐

Optional

Improvements

> Curb Extensions

Price

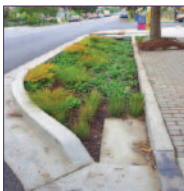
Hardscaped
Curb
Extension



\$20

☐

Landscaped
Curb
Extension



\$30

☐

Optional

Philadelphia City Planning Commission



1515 Arch Street
13th Floor
Philadelphia, PA 19102