

WE NEED AS MANY VOICES to COME TOGETHER & **MAKE SOME NOISE** for LOGAN.



**MAKE SOME
NOISE
LOGAN**



JULY 1, 2016

LOGAN

Comprehensive Neighborhood Plan



Prepared by WRT

July 2016

ACKNOWLEDGEMENTS

The Logan Comprehensive Neighborhood Plan was funded by a Neighborhood Planning Grant from the Wells Fargo Regional Foundation and the Philadelphia Redevelopment Authority. The planning process was led by WRT and a Stakeholder Committee comprised of neighborhood residents, community institutions, neighborhood-based organizations, elected officials, and city-wide partners.

THANK YOU TO ALL WHO MADE THIS PLAN POSSIBLE:

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My Logan Story is a youth-led journalism project that captured the voices and stories of the Locan community as part of the engagement process for the neighborhood plan.

<http://myloganstory.blogspot.com/>

Elected Officials

Councilwoman Cindy Bass
Councilwoman Cherelle Parker (successor to former Councilwoman Marian Tasco)
PA State Senator Shirley Kitchen
PA State Senator Art Haywood
PA State Representative Stephen Kinsey
PA State Representative Rosita Youngblood
PA State Representative Jason Dawkins
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DEDICATION

This neighborhood building effort is dedicated to the memory of Ms. Nicole Hines. Nicole was one of Logan CDC's strongest supporters, always lending her time and assistance on any matter concerning the Logan community. She was an active member of the Neighborhood Advisory Committee (NAC) Board and an integral volunteer for many neighborhood efforts. Most importantly she was an incredible mother and a generous neighbor to us all. The Logan community will not be the same without her and her presence will be infinitely missed.



Nicole on Unity Day, Sept. 21, 2013.

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EXECUTIVE SUMMARY



Rendering of proposed Broad Street commercial corridor improvements.
Credit: WRT

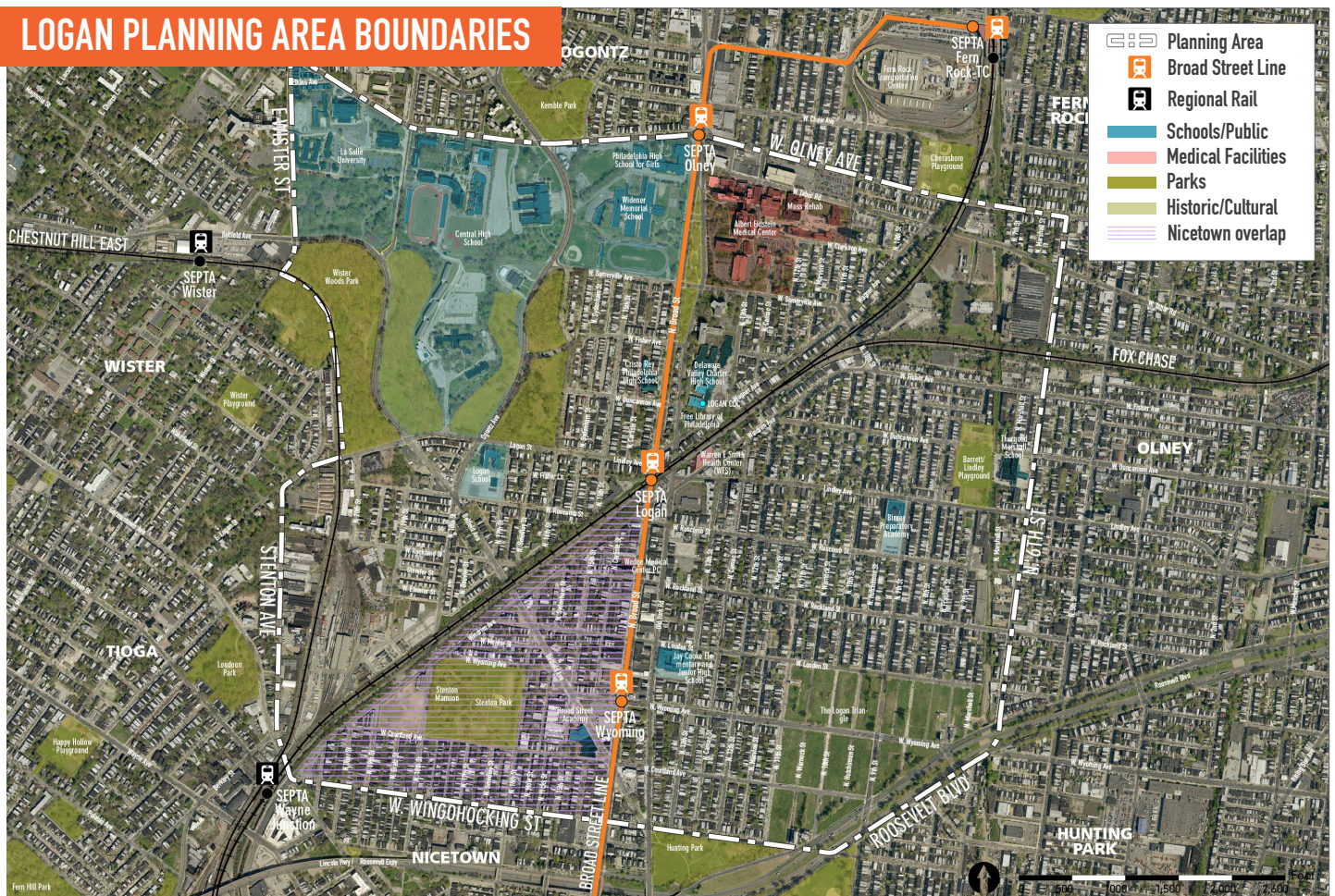
INTRODUCTION

Logan is located less than six miles north of downtown Philadelphia and enjoys fantastic public transit access with direct connections to center city along the Broad Street Line and the Olney Transportation Center. The neighborhood is named after James Logan, who served as colonial secretary to William Penn and also served as Mayor of Philadelphia and Chief Justice of Pennsylvania. Although founded in the early 18th Century, Logan became a fully developed residential community when Philadelphians started migrating north, first with the advent of streetcars and then more rapidly with the extension of the northern stretch of the Broad Street Subway, which opened in 1928. Logan's rich history has included settlement by a number of ethnic groups and continues to be one of the City's more diverse neighborhoods. The neighborhood has a number of architectural gems including The Logan Theatre which was built in 1924 and was one of the first moving picture theaters in Philadelphia. Although its glory has faded, the building still stands on the 4700 block of Broad Street.



Broad Street in Logan.

LOGAN PLANNING AREA BOUNDARIES



The Logan Neighborhood

The Logan Neighborhood planning area boundaries are West Olney Avenue to the North, 6th Street to the East, Roosevelt Avenue and West Wingohocking Street to the South, and East Wister and Stenton Avenue to the West. The area bounded by West Wingohocking Street, Broad Street, and Windrim Avenue is also considered part of the Nicetown neighborhood. The 1.5 square mile area is home to a population of 28,674 and 9,738 households. The majority of the neighborhood's land use is residential with some large anchor institutions and industrial and transportation uses in the North and South corners of the neighborhood. A majority, 54%, of residents own their own homes, just below the city's ownership rate of 55%. While the neighborhood is home to a number of major employers, a majority (18%) of working-age residents are unemployed compared to the 9.6% for the city as a whole. Additionally, the neighborhood's median income is almost \$3,500 less than the citywide median. However, since a large section of the population (41%) is under the age of 24, there is an opportunity to capitalize on the benefits of the large medical and educational campuses located within the neighborhood and increase both the number of residents with a college degree and those working and living in the neighborhood.

Building on Logan's Strengths

Having endured decades of decline, many of the area's current residents remember Logan as a strong, stable neighborhood with a vibrant commercial shopping district along Broad Street. Residents believe that by coming together, creating a plan for their future and building on their collective strengths, the neighborhood can reverse course and become the great neighborhood it once was.

That optimism is well placed because the neighborhood has significant assets which can be used to drive its resurgence. Logan is home to some of the City's most prominent institutions including LaSalle University, Einstein Medical Center, Central High School, and the Philadelphia High School for Girls. These anchor institutions draw daily users and employees from across the City and can become economic drivers for the neighborhood if they are better leveraged to ensure local impact. In addition to the large regional



Built in 1924, the Logan Theater was one of the City's first moving picture theatres.

institutions, Logan also has a number of significant local and faith-based institutions that can be a key part of the neighborhood's revitalization. Outside of these institutional campuses and some limited industrial and infrastructure uses, the neighborhood is primarily residential with 28,674 residents within its 1.5 square mile area (2011 Census). With a young population and engaged citizenry, Logan's residents are a great asset and critical to the neighborhood's revitalization.

Yet despite all of these tremendous strengths, the Logan neighborhood is probably better known for its vacant Logan Triangle site rather than its diversity, family-friendly atmosphere, and unique architectural heritage. The now infamous 35-acre Logan Triangle has become one of the better known features of the community. The Triangle includes multiple city blocks of homes that were built in the 1920s on unstable soils. The Wingohocking Creek bed, which runs through the center of the site, was filled with loosely compacted ash, cinder, and varying amounts of miscellaneous construction debris in the early 1900s to make way for residential development. In the 1950s, many of the structures began to show signs of subsidence due to those subsurface conditions. In February 1986, a gas explosion alerted city officials to the serious problems in the area of the sinking homes. The city used \$38 million, in mostly federal funds, to buy and demolish the 900+ homes and to pay relocation costs for its 5,000+ residents (2006, OHCD). In 2012, the Philadelphia Redevelopment Authority (PRA) acquired all the



Logan Parklet, 2013

vacant parcels through eminent domain. Although there have been numerous studies of the site and plans for large scale redevelopment, the site has remained vacant for decades and continues to attract large scale dumping. Overgrown with weeds and debris, the Logan Triangle has not only been a blighting influence on adjacent homes but has negatively impacted the surrounding neighborhood's potential for growth and rebirth.

The blocks adjacent to the Triangle are characterized by two-story row-homes which transition to multi-story commercial along Broad Street and then back to two-story row-homes west of Broad. In some sections of the neighborhood well maintained stone homes sit alongside neglected structures. Despite the number of noted educational institutions based in Logan, on average, only 45% of residents have a high school diploma, with fewer than 8% with college degrees. The unemployment rate is almost double that of the City with 18.38% unemployment compared to 9.6% city-wide. With median household incomes of \$30,416, the neighborhood struggles with high unemployment and homeowners often lack the resources to deal with an aging housing stock with increased maintenance needs.

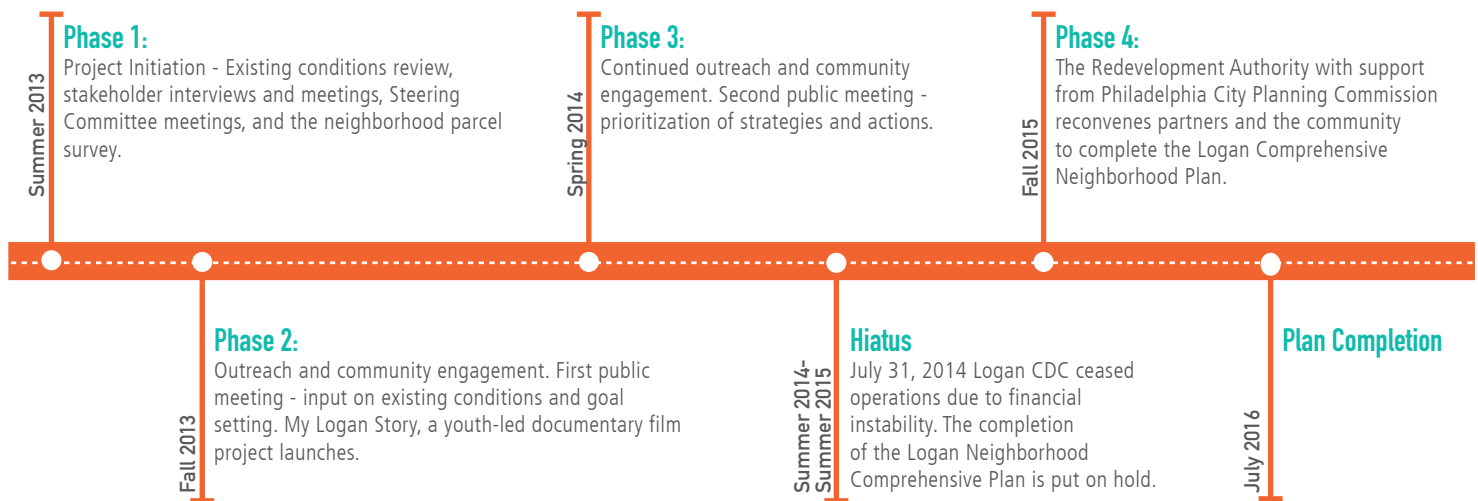
The Logan Community Development Corporation (Logan CDC) has been serving the community to address these disparities since 2008. Its predecessor, the Logan Assistance Corporation (LAC), served the Logan community from 1987 to 2004, with

the goal of providing acquisition, relocation, and planning services for the Logan Triangle area and the victims of the related subsidence disaster. LAC completed its mission in June 2004. After LAC closed its doors, neighborhood stakeholders and organizers affiliated with LAC determined it was time to rebuild and stabilize the community, which was deeply impacted by the subsidence and loss of population. Logan CDC was formed with a new mission — to enhance quality of life for residents and businesses through transformative community and economic development. With seed money, and renewed effort, Logan CDC hired its first staff member in July 2008 and launched its first program – Logan Neighborhood Advisory Committee (NAC) - in February 2009.

Logan CDC engaged in a number of neighborhood improvement efforts including a comprehensive commercial corridor revitalization initiative focused on the businesses between the 4700 to 5100 blocks of N. Broad Street and the 4700 to 5100 blocks of Old York Road. Logan CDC also launched the Logan Business Association (LBA) with the goal of providing business owners a forum for networking, resource sharing, joint promotions, and dialogue around merchant concerns and the commercial environment. The Logan Neighborhood Advisory Committee (NAC) was designed to promote collaboration and cooperation among local residents and businesses, the City of Philadelphia, government representatives, and local stakeholder groups.

In 2013, recognizing that the neighborhood needed a comprehensive plan to guide investment, Logan CDC applied for and was awarded a Neighborhood Planning Grant from the Wells Fargo Regional Foundation. The goal of the plan was to empower residents and build local capacity to address the physical and socioeconomic problems of the community. Logan CDC hired the Philadelphia based planning and design firm Wallace Roberts & Todd (WRT), to lead a resident-driven planning process that would create a roadmap to a healthy and thriving community. The plan would address the entire neighborhood and look at not just the physical infrastructure but also consider the social and economic framework needed for neighborhood-wide reinvestment.

LOGAN COMPREHENSIVE NEIGHBORHOOD PLAN PROCESS



At the time that the neighborhood-wide planning process was launched, Logan CDC was finishing a plan for the Logan Triangle that was funded through a grant from the Philadelphia Foundation. The goal of that planning process was to define a viable redevelopment strategy for the Logan Triangle site that Logan CDC, PRA and partners could use to attract investment to the site. Logan CDC partnered with the design team of KSK Architects Planners Historians, Inc. (KSK) and Elwell Studio to develop a preferred redevelopment plan based on the 2012 Market and Development Analysis by AKRF, additional research, and earlier development proposals for the site. The result was the “Logan Triangle Neighborhood Design Charette and Design Guidelines Manual.” The redevelopment strategy proposed in that manual focuses on leveraging the site’s access and visibility from Roosevelt Boulevard to create a mixed-use development site including neighborhood retail, affordable housing, institutional uses open space and recreational use. It was the goal of Logan CDC that the recommendations in the Logan Triangle Neighborhood Design Charrette and Design Guidelines Manual would be reflected in the overall neighborhood plan and that the neighborhood planning process would focus its effort on other parts of the neighborhood outside of the Triangle site.

WHY A NEIGHBORHOOD PLAN?

- » Create a vision for where the community wants to be and a road-map to guide investment
- » Build on Logan’s assets
- » Build on recent accomplishments
- » Build on previous studies and neighborhood visioning
- » Leverage resources and the work that the community is already engaged in
- » Having a plan allows Logan to pursue and compete for funds to implement specific projects and initiatives

THE PLANNING PROCESS

To ensure that this was a truly community-driven planning process, a multi-pronged stakeholder engagement strategy was developed with input and guidance from Logan CDC staff and community leaders. A Steering Committee was launched made up of representatives of faith based organizations, municipal agencies, local businesses, and neighborhood based organizations, institutions, and community leaders. The Steering Committee's role was to represent the diverse interests of the community, support outreach efforts and guide the development of plan strategies. In creating the stakeholder engagement strategy, participants stressed the need for:

- **Utilizing creative outreach and engagement tactics to reach a cross-section of the diverse population;**
- **Need to identify quick wins;**
- **Build on Logan's strengths including the neighborhood's diversity, family-friendly atmosphere, architectural heritage, access to public transportation, history and legacy, and human capital;**
- **Engage youth; and**
- **Create an identity for the planning process that would start a movement called "MAKE SOME NOISE LOGAN."**

The process included steering committee meetings, public workshops, participation in existing neighborhood events and activities, small focus group discussions and a number of youth focused activities engaging with neighborhood schools and organizations along with door-to-door surveys led by Logan CDC and a core group of neighborhood volunteers.



Community Leaders speak at Community Meeting 1, November 2013

The planning process comprised of four phases:

1. **Analysis – Inventory the area's assets, identify the challenges, opportunities and potential.**
2. **Visioning & Guiding Principles – Develop a community supported vision that describes shared values and what kind of community Logan wants to become.**
3. **Strategies & Plan Development – Identify a clear set of strategies to implement the vision.**
4. **Implementation – Identify potential partners and resources for implementation.**

Through the engagement process, many residents cited the frustration of having endured numerous planning processes with no measurable outcomes, particularly concerning the Logan Triangle site. The community felt forgotten and they felt that through the years, the City and their elected officials had abandoned them. Out of this came the theme "Make Some Noise, Logan," coined by a long-term resident and community leader, sounding the alarm that residents and stakeholders needed to make themselves heard in order to receive the services and support that the community deserved in order to thrive. The residents wanted to create a plan that not only addressed the larger systemic issues requiring deep pockets and significant investment like the redevelopment of the Logan Triangle site, but also generated tangible short-term improvements that the community could take on themselves and ensured that resources from City-wide programs were being directed to Logan and that they would get their fair share. The community momentum and buy-in for the planning process was immensely successful with significant participation from a cross-section of the neighborhood. In particular, the great turn-out by neighborhood youth and their families identified the need for fun and safe after-school recreational and educational activities for the neighborhood's large youth population.

The neighborhood planning process was well underway and the plan strategies were being finalized when on July 31, 2014 Logan CDC ceased operations due to financial instability. Without a community development corporation leading the process and owning the plan, the neighborhood

planning process was indefinitely put on hold. Besides the interruption to the planning process, the closure of Logan CDC left a huge gap where they had previously been dedicated to improving Logan and providing much needed community services. With the closing of Logan CDC a number of services and resources that were being directed to the neighborhood would be discontinued. Logan CDC held the contract for the City's Targeted Corridor Management Program (TCMP) and had been responsible for corridor cleaning, business support, and the NAC contract. In addition, Logan CDC provided a number of services to the neighborhood including leading a series of community workshops and events focused on improving quality of life for Logan's residents (e.g., free credit counseling, anti-litter campaigns, free computer access at the Carlton Simmons Community Technology Center) as well as partnering with other organizations for activities such as the Food Trust Olney Transportation Center Farmers Market, festivals and movie nights at the Logan Parklet, and the annual Let's Love Logan Day. In October 2014, Nicetown CDC's NAC contract was expanded by the Office of Housing and Community Development (OHCD) to include additional Logan census tracts, but there are still significant gaps in services. Logan resident Travis Sellers was hired as NAC Coordinator.

In August 2015, the PRA committed resources to complete the neighborhood planning effort and utilize the resulting plan recommendations as a framework for neighborhood-wide reinvestment while leveraging the redevelopment of the Logan Triangle site.



Credit: WRT

Councilwoman Cindy Bass addressing residents at the Public Meeting held on September 29th at Beloved St. John Evangelistic Church.

My Logan STORY

YOUR VOICE YOUR STORY YOUR LOGAN



Credit: WRT

The My Logan Story Team

In order to engage youth in the planning process, the WRT Team worked with Logan CDC to design a youth documentary project called "My Logan Story". Led by a local architect and photographer that was part of the WRT Team, a group of neighborhood based youth volunteers were assembled to work on an exciting multimedia project to capture stories and images that paint a vivid picture of the history and emotions of the Logan community. The youth team got a chance to unveil their video story to the community at a packed public meeting in March 2014.

Check out their stories and more at:
<http://myloganstory.blogspot.com/>

THE PLAN FOR LOGAN

Following is the result of resident-driven planning process for the Logan neighborhood that will serve as a blueprint for neighborhood reinvestment.

Through numerous public meetings and stakeholder work sessions, the community identified what they saw as major challenges, including:

- Crime and the perception of crime
- High unemployment
- Lack of access to quality, affordable, healthy foods
- Lack of commercial diversity along the business corridor
- Lack of community cohesion
- Lack of municipal support
- Lack of neighborhood cultural and recreational amenities
- Lack of neighborhood pride
- Lack of programs and activities for youth
- Lack of services, shops, amenities, parks and recreation options
- Public schools that lack investment and that are preparing their students for college and careers
- Significant number of vacant and abandoned buildings and trash strewn lots
- Streetscape improvements needed to reinforce pedestrian comfort and safety and address fast moving traffic
- Trash, blight and dumping

After assessing and documenting the community's concerns, the planning team led residents through a visioning process where the following vision and guiding principles were developed.

VISION:

The Logan Neighborhood is a safe, historically significant, vibrant community where all residents can take pride in our beautiful homes, dedicated neighbors, and work together to build a neighborhood that we can be proud to work, visit, and call home.

GUIDING PRINCIPLES:

The Logan Neighborhood is Committed:

- To Growing and Sustaining a Strong Base of Community Leaders
- To Supporting Existing Residents and Homeowners
- To Creating a Healthy, Vibrant Community
- To Leveraging Community Assets & Strengthening Partnerships
- To Promoting Economic Development Through the Support and Growth of our Commercial Corridors
- To Providing Strong Education and Employment Skills Training
- To Providing Youth Focused Programming and Activities
- To Ensuring the Safety of All Residents
- To Building and Maintaining A Range of Housing

Recognizing that the decline and disinvestment took many years, community residents and leaders acknowledged that the rebuilding effort will take time and that they needed to start small. The community created a set of strategies that were further refined by the planning team to address the identified issues. ***The strategies are organized around the major themes of Housing Revitalization, Neighborhood Revitalization, Community Safety and Blight Reduction, Workforce Development, Youth Engagement, and Commercial Corridor Revitalization.***

HOUSING REVITALIZATION



GOAL 1: RE-INVEST IN THE NEIGHBORHOOD'S HOUSING STOCK AND FIX THE LARGE NUMBER OF HOMES IN DISREPAIR.

Strategies:

- Connect existing homeowners to home improvement resources and home repair assistance programs.
- Lead block builds with support from organizations like Habitat for Humanity and Rebuilding Together Philadelphia.
- Harness neighborhood capacity and local labor through community volunteer rebuilding days, DIY home improvement sessions, and a tool lending library.

GOAL 2: DEVELOP AN ALLIANCE TO LEAD NEIGHBORHOOD HOUSING INVESTMENT.

Strategies:

- Create an Alliance of supporting organizations (neighborhood organizations, faith-based groups, local institutional partners) to focus on neighborhood housing revitalization strategies and collaborate to repair, lease and market formerly vacant and abandoned homes.

GOAL 3: REDUCE THE NUMBER OF VACANT/BLIGHTED BUILDINGS AND VACANT LOTS.

Strategies:

- Identify catalyst sites for new infill construction/historic rehabilitation-reuse that have an immediate impact on neighborhood identity and leverages other investment.
- Work with L&I to improve code enforcement.
- Utilize the tools of the Philadelphia Land Bank, a new agency whose mission is to return vacant and tax delinquent property to productive reuse.

GOAL 4: BUILD COMMUNITY PRIDE TO PROMOTE HOUSING INVESTMENT THROUGH NEIGHBORHOOD EVENTS.

Strategies:

- Led by block captains and other neighborhood leaders, implement most improved porch contest; sponsored block party for the cleanest block; front garden contests; and block party open houses to attract new buyers to blocks with redeveloped housing.

NEIGHBORHOOD REVITALIZATION



Credit: DCGreens

GOAL 1: IMPROVE ACCESS TO HEALTHY, FRESH PRODUCE AT AFFORDABLE PRICES.

Strategies:

- Develop a culinary kitchen/healthy food incubator that builds on the neighborhood's cultural diversity and culinary traditions and is the site for healthy food activities including cooking contests and demonstrations.
- Examine an opportunity to attract a Food Co-op or larger scale fresh food market to the neighborhood at key locations along Broad Street or the Logan Triangle.
- Increase small scale community gardens and farmers markets by utilizing the neighborhood's numerous vacant lots.
- Open more fruit and vegetable stands near schools, businesses, and other gathering spaces.
- Partner with local organizations to increase the number and availability of nutrition programs in neighborhood schools.
- Support and attract local sit down restaurants that serve healthy food along with healthy food retail and restaurants to open in the commercial corridor.

GOAL 2: PROMOTE AND CELEBRATE THE NEIGHBORHOOD'S RICH HISTORY AND DIVERSITY.

Strategies:

- Support the reuse of historic sites and buildings with historic value (i.e., Logan Theater).
- Develop an art and signage program to unveil the neighborhood's history and educate residents.
- Seek funding to continue the "My Logan Story" youth-led documentary film project and other projects to connect youth to their community history and identity.
- Document community history and stories related to the Triangle through art and creative placemaking projects.
- Seek funding and partnership to continue Let's Love Logan Day to build community pride.
- Leverage the Broad Street Run "America's largest 10-miler starts here!"



Credit: WRT

GOAL 3: IMPLEMENT STREETScape IMPROVEMENTS TO SUPPORT THE NEIGHBORHOOD'S STRONG TRANSIT INFRASTRUCTURE.

Strategies:

While one of Logan's primary strengths is its location along the Broad Street line which runs through the center of the neighborhood, there are a number of needed improvements to improve pedestrian safety and leverage the rich transit infrastructure.

- Install new bus shelters at key locations.
- Improve the operation/schedule of the J bus.
- Improve station safety – by increasing police presence, improving lighting, and installing cameras.
- Provide a safe and attractive walking environment along the key corridors through streetscaping improvements which include lighting, street trees, street furniture, and public art.
- Evaluate and implement Vision Zero policies to reduce speeding and create safer streets. Prioritize improvements at locations with high traffic and pedestrian safety issues including: Fifth and Olney and Broad Street and Olney Avenue.
- Provide corner sidewalk extensions to enhance pedestrian safety at crosswalks and improve ADA accessibility.

GOAL 4: EXPAND ACCESS TO NEIGHBORHOOD PARKS AND DEVELOP ADDITIONAL NEIGHBORHOOD OPEN SPACE AND RECREATIONAL AMENITIES.

Strategies:

- Dedicate significant amounts of land at the Logan Triangle towards public open space and community recreation that could serve multiple purposes (recreation, green infrastructure) and support community health.
- Ensure that all Logan residents live within a 10-minute walk of a neighborhood park or a recreation center.
- Convert opportunity sites such as vacant lots and schoolyards to neighborhood recreational amenities.
- Ensure proper safety, maintenance, and vibrancy of existing parks by implementing resident-driven improvements to encourage greater use (youth specific programming, fairs, markets, sports events, community cleanups).
- Create Friends Groups to increase stewardship of open space amenities and promote programming aimed at the community's needs and specific user preferences.
- Leverage existing rail right of way and other underutilized infrastructure to develop future trails that will provide for bicycle and pedestrian connectivity.



Credit: DCGreens

GOAL 5: PUT THE LONG-VACANT 35-ACRE LOGAN TRIANGLE SITE INTO PRODUCTIVE REUSE.

Strategies:

The reuse of the Logan Triangle site can capture regional travelers for retail spending and other services and create a walkable mixed-use development that can become a vibrant place and a catalyst to revitalize the entire Logan neighborhood. The PRA is currently negotiating with the Goldenberg Group for the redevelopment of the Logan Triangle site. The Goldenberg Group's local projects include big box stores such as the IKEA complex on South Christopher Columbus Boulevard and the Park West Town Center at 52nd and Parkside and most recently the View at Montgomery, a new student residence at Temple University.

If successful, the development of the Logan Triangle site will leverage public and private dollars towards overall community revitalization efforts that could have significant impact well beyond the Triangle's boundaries. Key to making the redevelopment of the Triangle site successful are managing expectations and ongoing communications through the time that it will take for the redevelopment to take place. There are a few recommendations that can ensure that community trust can be built and maintained throughout the process and that the community's vision is achieved.

- 1. Accountability:** Set clear expectations that the community can use to hold the PRA and its developer partner(s) accountable in the form of a written Community Benefits Agreement.
- 2. Neighborhood Decision Making:** Set up a Triangle Development Advisory Committee made up of 10-12 representatives from a cross-section of the neighborhood. This Advisory Committee should include active community leaders who are already trusted to represent community interests and are already engaged in neighborhood rebuilding efforts.
- 3. Constant Communication:** Launch monthly "Town Hall" style meetings where community residents and interested participants can go to get updates, provide input, and engage directly in redevelopment efforts. This can be done in coordination with the new Logan Civic Association.
- 4. Economic Opportunities:** Ensure that redevelopment of the Logan Triangle site benefits Logan's existing low-income residents by expanding economic opportunities and committing to local hiring practices. With a young population, there is an opportunity to train and develop a skilled labor force that will support the construction and ongoing maintenance and management of the Triangle site. The training programs need to start now so residents can build the skill sets needed for future employment.
- 5. Great Urban Design:** Ensure that the redevelopment of the site builds off of the neighborhood's strengths and applies



sound urban design principles to create a vibrant, pedestrian friendly, welcoming extension of the Logan Neighborhood. Logan already has a strong physical grid with walkable streets and a diverse housing stock. The development of the Logan Triangle should reintegrate back into the fabric of the neighborhood and leverage its best assets.

6. Support Existing Homeowners and Create a New Residential Anchored Mixed-Use Community: Ensure that the design of the site supports existing homeowners around the Triangle and directs investment back into those blocks to build stable, complete blocks. In addition, new residential development adjacent to the existing homes would further anchor the community, rather than creating a wall between the existing neighborhood and new development. Instead, it would help to integrate the site back into the neighborhood.

7. Support Existing Businesses and Local Retailers: The Broad Street Corridor includes mostly local retailers as well as some national chains. The development of the Logan Triangle site while it has the opportunity to boost the entire neighborhood if not done sensitively could have a potential negative impact on the existing commercial corridor. The development of the Logan triangle should complement the existing business corridor and work with the local businesses to develop a marketing and business attraction strategy that can promote the entire neighborhood. If successfully implemented, the outcome would be a thriving commercial corridor with retail and services that can meet the needs of the neighborhood's

diverse residents as well as the population of daytime workers in the key institutions.

8. Incorporate Public Amenities: Ensure that the development provides direct benefits back to the community including the incorporation of civic uses, public open space and recreational amenities to serve neighborhood youth and families. A key public amenity that directly benefits the Logan community should be included in the very early stages of development. This public amenity would help to build community trust, restore the neighborhood's identity and rebrand the site.

9. Build sustainably by incorporating creative landscaping and green infrastructure: Compared to when the Logan Triangle site was first developed on what was formerly a stream valley of the Wingohocking Creek Channel (which was filled and developed with row homes in the 1920s), today there is a unique opportunity to address the site's challenges in an innovative and sustainable way by incorporating sustainable design features and green infrastructure. The Logan Triangle site provides abundant opportunities to help the City of Philadelphia achieve the goals of its Green City Clean Waters program.

COMMUNITY SAFETY & BLIGHT REDUCTION

GOAL 1: ADDRESS CRIME AND INCREASE RESIDENT'S PERCEPTION OF SAFETY.

Strategies:

- Support regular coordination between residents and the 35th District police precinct.
- Implement the SafeCam program along business corridor.
- Maintain existing street lights and implement additional street lighting.
- Encourage Crime Prevention Through Environmental Design (CPTED) education and implementation of best practices.
- Work with the City of Philadelphia Licenses and Inspections department (L&I), and local organizations to reduce blight in targeted areas.

GOAL 2: IMPLEMENT A COMMUNITY CLEANLINESS MODEL THAT ADDRESSES LITTER AND PROMOTES NEIGHBORHOOD PRIDE.

Strategies:

- Ensure that the Logan Triangle site is maintained by the PRA and its development partners until the site is redeveloped.
- Implement regularly scheduled volunteer cleanup days in the area of the neighborhood where litter is an issue.
- Implement a Special Services District to help fund corridor improvements.
 - A Special Services District (SSD) is a legal mechanism where business property owners and businesses in a defined area jointly plan and put in place a sustainable funding source to pay for services to improve their area. SSD's are organized locally by businesses and business property owners but require legislative authorization to be established. Locally operating special services districts which can serve as a guide for Logan include Germantown Special Services District (GSSD) which works with Ready, Willing and Able (RWA), to provide sidewalk litter removal, graffiti removal and aid beautification efforts.

GOAL 3: PUT THE NEIGHBORHOOD'S SIGNIFICANT NUMBER OF VACANT LOTS INTO PRODUCTIVE USE AS COMMUNITY GATHERING SPACES, FOOD PRODUCTION (URBAN GARDENS, TREE FARMS), AND RECREATION.

Strategies:

- Encourage temporary uses for vacant lots to serve local residents and foster a sense of community.
- Prioritize vacant lots for redevelopment and reuse based on their location and physical condition.
- Encourage locally based organizations and institutions to create and participate in an adopt-a-lot program through small grants.
- Identify vacant lots that can be repurposed for permanent public open space and community gardens.



Credit: TPL

WORKFORCE DEVELOPMENT & FAMILY SELF SUFFICIENCY

The strategies for Workforce Development and Family Self Sufficiency are based on Shared Prosperity Philadelphia, the City's plan to fight the persistent impacts of poverty on Philadelphia's most vulnerable residents.

GOAL 1: INCREASE THE NUMBER OF RESIDENTS WHO HAVE THE SKILLSETS TO BE EMPLOYED BY AREA INSTITUTIONS.

Strategies:

- Address individual barriers to employment from education and skills training to life skills and daily challenges (such as travel, childcare) by providing training programs and identifying funding to provide transportation vouchers for working parents.
- Partner with area employers and institutions to provide workforce development programs through internships or apprentice opportunities.
- Partner with Philadelphia Works, Community College of Philadelphia and other partners to identify and train individuals for employment opportunities specifically targeted to entry-level workers.
- Implement the First Source policy requiring projects seeking public financing to hire from a Philadelphia Works maintained list of local unemployed individuals.
- Promote supplier diversity programs and hiring practices among anchor institutions (such as universities and hospitals) that encourage sourcing from low-income areas near their campuses.

GOAL 2: PROVIDE RESOURCES TO STRENGTHEN FAMILY SELF-SUFFICIENCY AND INCREASE HOUSEHOLD WEALTH.

Strategies:

- Partner with area providers and the NAC Coordinator to increase access to essential services and benefits.
- Provide pathways out of poverty that support education, employment, financial literacy, and asset-building.



Credit: Shared Prosperity Philadelphia

YOUTH ENGAGEMENT

GOAL 1: GROW OUR YOUTH AS A COMMUNITY RESOURCE THROUGH PROGRAMS THAT SUPPORT YOUTH ENRICHMENT AND PROVIDE SAFE CULTURAL AND RECREATIONAL ACTIVITIES.

Strategies:

- Increase access/availability of high-quality after-school and out-of-school activities for youth including sports, arts and cultural programs.
- Increase access/availability of mentoring opportunities for youth connected to local institutions and businesses.
- Increase access/availability of youth employment including summer work experience (internships and paid jobs) through the Philadelphia Youth Network.
- Increase access/availability of high-quality recreational programming for youth.
- Implement safe routes to and from school and neighborhood amenities utilizing programs such as WalkSafePHL.
- Ensure meaningful engagement by hiring a locally based youth engagement coordinator that can connect Logan Youth to Citywide resources and programs (Police Athletic League, PhillyGoes2College, Graduation Coach Campaign).
- Connect neighborhood youth who have dropped out of high school with pathways for alternative high school completion programs.



Credit: Youth Build Philly



Credit: WRT

COMMERCIAL CORRIDOR REVITALIZATION

GOAL 1: HELP REVITALIZE LOGAN'S COMMERCIAL CORRIDORS FOCUSED AROUND THE 4700 - 5100 BLOCKS OF NORTH BROAD STREET & OLD YORK ROAD AND RE-LAUNCH THE LOGAN BUSINESS ASSOCIATION.

Strategies:

- Secure the contract for the City's Targeted Corridor Management Program (TCMP) in order to reinstate the Corridor Manager and hire local Sanitation Specialists to clean Logan's North Broad Street and Old York Road business corridors.
- Implement a Special Services District to help fund corridor improvements.
- Implement streetscape improvements to reinforce pedestrian comfort and safety.
- Develop a "Model block" that can leverage and demonstrate commercial corridor investments including streetscaping and façade improvements.
- Coordinate efforts to combat crime along the commercial corridor through a coordinated set of safety strategies including:
 - The City of Philadelphia Business Security Camera program by working with businesses to install external security cameras to increase safety in public areas for shoppers, employees and residents with costs reimbursed for the cost of equipment and installation.
 - Implement recommended Philadelphia Safe Commercial Corridors Program strategies.

HOW DO WE GET THERE?



1. First, build local capacity and fill the void left by the closure of Logan CDC.

As documented by Philadelphia Association of Community Development Corporations, (PACDC), Local CDC's play a vital role in the resurgence of Philadelphia's struggling neighborhoods, they address blight, provide job training programs, and implement beautification efforts. But as demonstrated by Logan CDC's closure, without a stable dedicated funding stream which allows for successful multi-year projects, it is difficult for these small organizations to function and conduct the much needed long-term work of neighborhood economic development and to build healthy neighborhoods.

There is a need for a coordinated approach that includes both large scale investment as well as small scale interventions that can demonstrate early wins. Now that the community has gotten the City's attention, it is essential for a community-based organization to continue the momentum, collaborate with and hold residents, the PRA, the City, elected officials, and development partners accountable. With the organizational infrastructure and financial resources needed to re-establish a CDC, community leaders recognize that they need to start small. A Civic Association model would serve that role. At the final community planning meeting, neighborhood leaders were already organizing to launch a neighborhood Civic Association. Since that final community

meeting, the Logan Civic Association has been established, meets regularly, and has adopted by-laws and appointed officers. Eventually as the neighborhood's capacity is strengthened and stable revenue sources are identified, a CDC could be reestablished.

2. Build Trust

For many years, the blight of the Triangle was magnified as there was no active agency or organization managing the site. Issues like dumping had a blighting influence on the community and was especially hard felt by nearby neighbors. In the fall of 2015 the PRA started to address the community's immediate concerns regarding the maintenance of the Logan Triangle, contracting with Ready Willing & Able (RWA) to provide cleaning services as well as pruning trees, shrubs and groundcover, installing CLIP cameras to catch dumping and other illegal issues, and are currently evaluating the possibility of realigning the jersey barriers to be more effective in preventing future large scale dumping. Until the Triangle site is redeveloped, the PRA and its development partners will need to continue to be vigilant about the site's maintenance and upkeep. These activities have started to build trust and demonstrate to residents that the PRA is taking on the responsibility of maintaining the site that they own. Continued active stewardship and management of the Logan Triangle site will be critical in establishing trust.

3. Start Small and Start Now!

Identify opportunities for immediate short-term projects that can activate vacant spaces in the short-term including:

- A neighborhood pop up a park that can run through the spring and summer with youth and family activities modeled after the successful center city pop ups by PHS;
- Demonstration sites for green infrastructure; and
- Community gardens, where neighbors can grow their own produce.

4. Secure Partners for Implementation

In addition to development partners for the Logan site, the implementation of the strategies outlined in this plan will require collaboration and partnership with a number of City agencies, organizations and locally based anchor institutions such as Einstein Medical Center.

CONCLUSION

In Fall 2015, Brian Abernathy, former Executive Director of the PRA, announced a preliminary agreement with Goldenberg that would use the Neighborhood Plan as a basis for redeveloping the Logan Triangle site. It is the goal of the PRA and community leaders that the priorities set forth in this plan are supported through the redevelopment of the Triangle site and that the investment has ripple effects beyond its forty acres towards greater revitalization for the whole neighborhood. The Goldenberg Group is currently working on preliminary plans for the site's development. One of the first partnerships announced for the site is the Philadelphia Youth Basketball (PYB) a new nonprofit group who is planning to raise \$25 million for a youth sports education center on part of the site. The program will be based on PYB current pilot that is operating out of four Philadelphia public schools. A basketball based youth development center is well aligned with the community's goals for quality of out of school time activities for the neighborhood's large youth population and can provide job and mentorship opportunities that were cited as a need for youth development.

LOGAN TRIANGLE REDEVELOPMENT TIMEFRAME

The Logan Comprehensive Neighborhood Plan provides the

vision and the strategies to support positive change in the Logan community while leveraging new investment and building off of the neighborhood's strengths. As of the publication of this plan, a transition is occurring from the Nutter Administration to the Kenney Administration. While both leaders have expressed their support for Logan's redevelopment, it is impossible to predict the exact timeline associated with completing a project of this scale and magnitude at the start of an administration. Given this project's complexity it is clear that this will be a multi-year project that can roughly be broken down into three phases:

First Phase

The first phase will involve the participation of the neighborhood and their feedback on the design and site plan for the Triangle through a series of community meetings. There will also be community engagement projects providing, productive interim uses on the Triangle, as well as throughout the neighborhood.

The first phase will be also characterized by due diligence on the part of the developer in partnership with other key stakeholders. This period will involve a lot of internal collaboration amongst different City agencies such as Streets, PWD, and MOTU as well as external agencies such as utility companies and SEPTA. This period will also be used to line up public resources such as state and federal grants and private foundation funds.

Second Phase

At this stage, the developer will be focused on lining up the private financial resources to build and construct the project including attraction of key tenants. Soft funding will continue to be procured during this phase so that all gaps are addressed and the deal may proceed to settlement. At the same time, programs for the community may be launched or put out for RFP.

Third Phase

This period will be marked as the construction, lease up, and start of the operating phase. It is our hope that the Triangle may be fully redeveloped during this time and that a robust partnership with a local civic association is already in place to ensure the healthy growth and communication for years to come.

For more information contact:

CONTACTUS@PRA.PHILA.GOV OR 215.854.6500



01 / INTRODUCTION



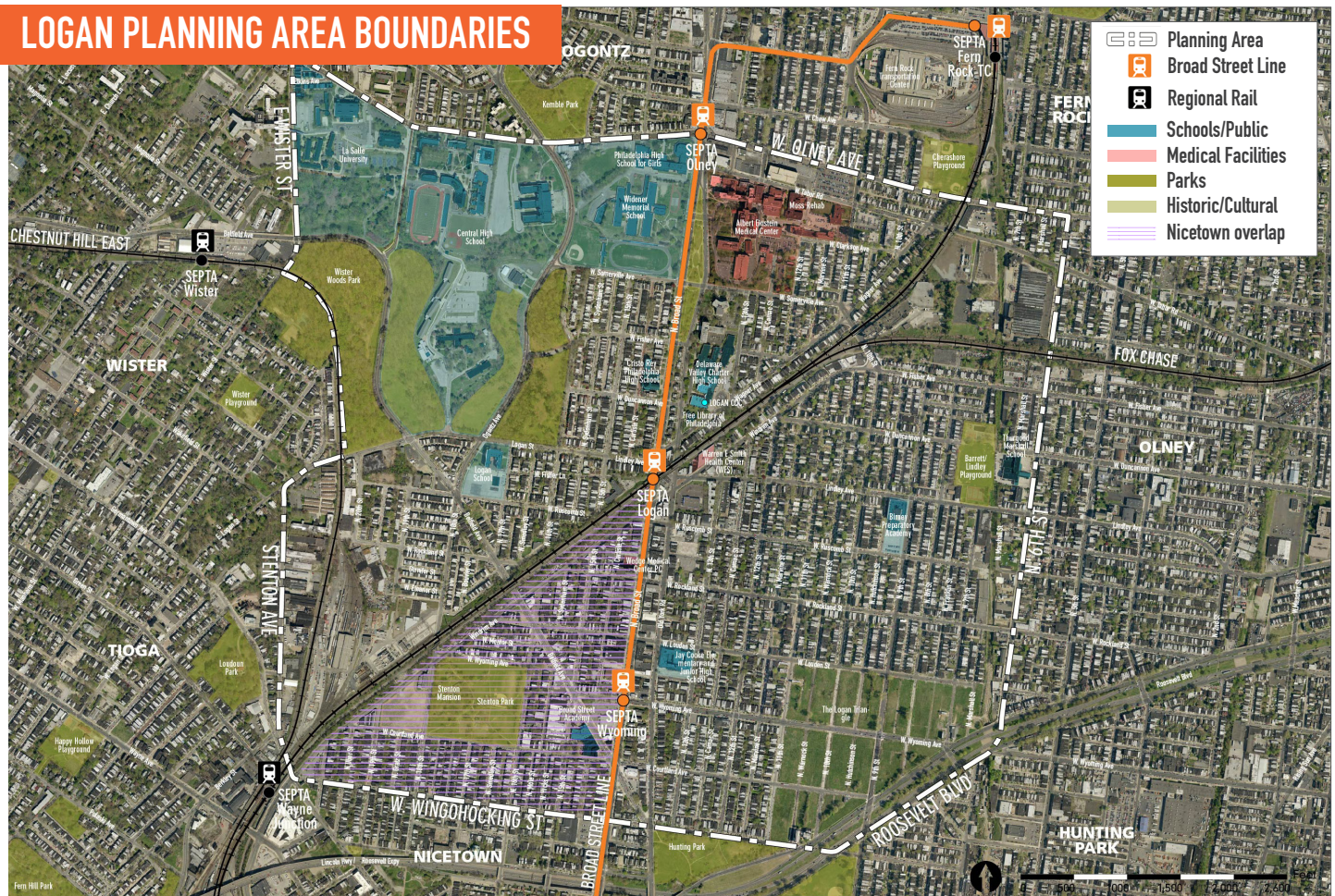
INTRODUCTION

Logan is located less than six miles north of downtown Philadelphia and enjoys fantastic public transit access with direct connections to center city along the Broad Street Line and the Olney Transportation Center. The neighborhood is named after James Logan, who served as colonial secretary to William Penn and also served as Mayor of Philadelphia and Chief Justice of Pennsylvania. Although founded in the early 18th Century, Logan became a fully developed residential community when Philadelphians started migrating north, following the extension of the northern stretch of the Broad Street Subway, which opened in 1928. Logan's rich history has included settlement by a number of ethnic groups and continues to be one of the City's more diverse neighborhoods. The neighborhood has a number of architectural gems including The Logan Theatre which was built in 1924 and was one of the first moving picture theaters in Philadelphia, although its glory has faded, the building still stands at its original site on the 4700 block of Broad Street.

The Logan Neighborhood

The Logan Neighborhood planning area boundaries are West Olney Avenue to the North, 6th Street to the East, Roosevelt Avenue and West Wingohocking Street to the South, and East Wister and Stenton Avenue to the West. The area bounded by West Wingohocking Street, Broad Street, and Windrim Avenue is also considered part of the Nicetown neighborhood. The 1.5 square mile area is home to a population of 28,674 and 9,738 households. A majority, 54%, of residents own their own homes, just below the city's ownership rate of 55%. While the neighborhood is home to a number of major employers, a majority (18%) of working-age residents are unemployed compared to the 9.6% for the city as a whole. Additionally, the neighborhood's median income is almost \$3,500 less than the citywide median. However, since a large section of the population (41%) is under the age of 24, there is an opportunity to capitalize on the benefits of the large medical and educational campuses located within the neighborhood and increase both the number of residents with a college degree and those working and living in the neighborhood.

LOGAN PLANNING AREA BOUNDARIES



Building on Logan's Strengths

Having endured decades of decline, many of the area's current residents remember Logan as a strong, stable neighborhood with a vibrant commercial shopping district along Broad Street. Residents believe that by coming together, creating a plan for their future and building on their collective strengths, the neighborhood can reverse course and become the great neighborhood it once was.

That optimism is well placed because the neighborhood has significant assets which can be used to drive its resurgence. Logan is home to some of the City's most prominent institutions including LaSalle University, Einstein Medical Center, Central High School, and the Philadelphia High School for Girls. These anchor institutions draw daily users and employees from across the City and can become economic drivers for the neighborhood if they are better leveraged to ensure local impact. In addition to the large regional institutions, Logan also has a number of significant local and faith-based institutions that can be a key part of the neighborhood's revitalization. With a young population and engaged citizenry, Logan's residents are a great asset and critical to the neighborhood's revitalization.

Despite all of these tremendous strengths, the Logan neighborhood is probably better known for its vacant Logan Triangle site rather than its diversity, family-friendly atmosphere, and unique architectural heritage. The Triangle includes multiple city blocks of homes that were built in the 1920s on unstable soils. In the 1950s, many of the structures began to show signs of subsidence due to poor subsurface conditions. In February 1986, a gas explosion alerted city officials to the serious problems in the area of the sinking homes. The city used \$38 million, in mostly federal funds, to buy and demolish the 900+ homes and to pay relocation costs for its 5,000+ residents (2006, OHCD). In 2012, the Philadelphia Redevelopment Authority (PRA) acquired all the vacant parcels through eminent domain. Although there have been numerous studies of the site and plans for large scale redevelopment, the site currently owned by the PRA has remained vacant for decades and continues to attract large scale dumping. Overgrown with weeds and debris, the Logan Triangle has not only been a blighting influence on adjacent homes but has negatively impacted the surrounding neighborhood's potential for growth and rebirth.

The Logan Community Development Corporation (Logan CDC) has been serving the community to address these disparities since 2008. Its predecessor, the Logan Assistance Corporation (LAC), served the Logan community from 1987 to 2004, with the goal of providing acquisition, relocation, and planning services for the Logan Triangle and the victims of the related subsidence disaster. LAC completed its mission in June 2004. After LAC closed its doors, neighborhood stakeholders and organizers affiliated with LAC determined it was time to rebuild and stabilize the community, which had been deeply impacted by the subsidence and loss of population. Thus, Logan CDC was formed with a new mission — to enhance quality of life for residents and businesses through transformative community and economic development. With seed money, and renewed effort, Logan CDC hired its first staff member in July 2008 and launched its first program – Logan Neighborhood Advisory Committee - in February 2009.

Since its establishment, Logan CDC engaged in a number of neighborhood improvement efforts including a comprehensive commercial corridor revitalization initiative to support Logan's commercial corridor. Logan CDC also launched the Logan Business Association (LBA) with the goal of providing business owners a forum for networking, resource sharing, joint promotions, and dialogue around merchant concerns and the commercial environment. The Logan Neighborhood Advisory Committee (NAC) was designed to promote collaboration and cooperation among local residents and businesses, the City of Philadelphia, government representatives, and local stakeholder groups.

In 2013, recognizing that the neighborhood needed a comprehensive plan to guide investment, Logan CDC applied for and was awarded a Neighborhood Planning Grant from the Wells Fargo Regional Foundation. The goal of the plan was to empower residents and build local capacity to address the physical and socioeconomic problems of the community. Logan CDC hired the Philadelphia based planning and design firm Wallace Roberts & Todd (WRT) to lead a resident-driven planning process that would result in a road-map to a healthy and thriving community. The plan would address the entire neighborhood and look at not just the physical infrastructure but also consider the social and economic framework needed for neighborhood-wide reinvestment.

At the time that the neighborhood-wide planning process was launched, Logan CDC was finishing a plan for the Logan Triangle that was funded through a grant from the Philadelphia Foundation. The goal of that planning process was to define a viable redevelopment strategy for the Logan Triangle site that Logan CDC, PRA and partners could use to attract investment to the site. The result was the “Logan Triangle Neighborhood Design Charette and Design Guidelines Manual.” The proposed redevelopment strategy focuses on leveraging the site’s access and visibility from Roosevelt Boulevard to create a mixed-use development including neighborhood retail, affordable housing, institutional uses, and open space and recreation. It was the goal of Logan CDC that the recommendations in the Manual would be reflected in the overall neighborhood plan and that the neighborhood planning process would focus its effort on other parts of the neighborhood outside of the Triangle site.

To ensure that this was a truly community-driven planning process, a multi-pronged stakeholder engagement strategy was developed with input and guidance from Logan CDC staff and community leaders. A Steering Committee was launched to represent the diverse interests of the community, support outreach efforts and guide the development of plan strategies. In creating the stakeholder engagement strategy, participants stressed the need for:

- **Utilizing creative outreach and engagement tactics to reach a cross-section of the diverse population;**
- **Need to identify quick wins;**
- **Build on Logan’s strengths including the neighborhood’s diversity, family-friendly atmosphere, architectural heritage, access to public transportation, history and legacy, and human capital;**
- **Engage youth; and**
- **Create an identity for the planning process that would start a movement called “MAKE SOME NOISE LOGAN.”**

The process included steering committee meetings, public workshops, participation in existing neighborhood events and activities, small focus group discussions and a number of youth focused activities engaging with neighborhood schools and organizations along with door-to-door surveys led by Logan CDC and a core group of neighborhood volunteers.

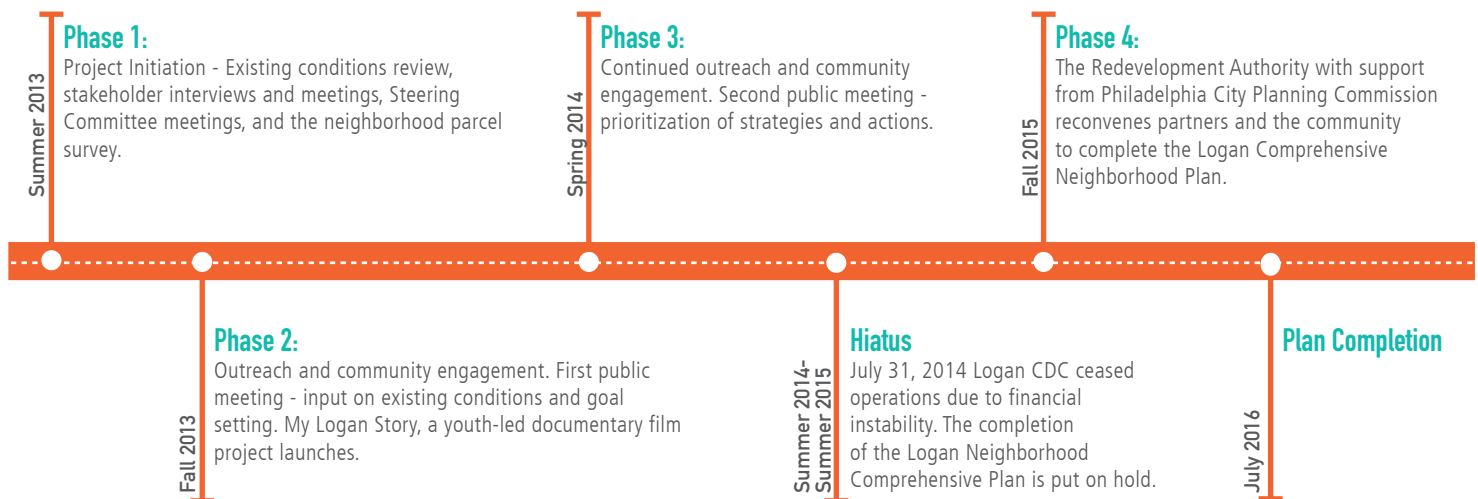
The planning process comprised of four phases:

1. **Analysis – Inventory the area’s assets, identify the challenges, opportunities and potential.**
2. **Visioning & Guiding Principles – Develop a community supported vision that describes shared values and what kind of community Logan wants to become.**
3. **Strategies & Plan Development – Identify a clear set of strategies to implement the vision.**
4. **Implementation – Identify potential partners and resources for implementation.**

Through the engagement process, many residents cited the frustration of having endured numerous planning processes with no measurable outcomes, particularly concerning the Logan Triangle site. The community felt forgotten and they felt that through the years, the City and their elected officials had abandoned them. Out of this came the theme “Make Some Noise, Logan,” coined by a long-term resident and community leader, sounding the alarm that residents and stakeholders needed to make themselves heard in order to receive the services and support that the community deserved in order to thrive. The residents wanted to create a plan that not only addressed the larger systemic issues requiring deep pockets and significant investment like the redevelopment of the Logan Triangle site, but also generated tangible short-term improvements that the community could take on themselves and ensured that resources from City-wide programs were being directed to Logan and that they would get their fair share. The community momentum and buy-in for the planning process was immensely successful, with significant participation from a cross-section of the neighborhood. In particular, the great turn-out by neighborhood youth and their families identified the need for fun and safe out of school time recreational and educational activities for the neighborhood’s large youth population.

The neighborhood planning process was well underway and the plan strategies were being finalized when on July 31, 2014 Logan CDC ceased operations due to financial instability. Without a neighborhood based CDC leading the process and owning the plan, the neighborhood planning process was indefinitely put on hold. Besides the interruption to the planning process,

LOGAN COMPREHENSIVE NEIGHBORHOOD PLAN PROCESS



the closure of Logan CDC left a huge gap where they had previously been dedicated to improving Logan and providing much needed community services. With the closing of Logan CDC a number of services and resources that were being directed to the neighborhood would be discontinued. Logan CDC held the contract for the City's Targeted Corridor Management Program (TCMP) and had been responsible for corridor cleaning, business support, and the NAC contract. In addition, Logan CDC provided a number of services to the neighborhood including leading a series of community workshops and events focused on improving the quality of life for Logan's residents (e.g., free credit counseling, anti-litter campaigns, free computer access at the Carlton Simmons Community Technology Center) as well as partnering with other organizations for activities such as the Food Trust Olney Transportation Center Farmers Market, festivals and movie nights at the Logan Parklet, and the annual Let's Love Logan Day. In October 2014, Nicetown CDC's NAC contract was expanded by the Office of Housing and Community Development (OHCD) to include additional Logan census tracts, but there are still significant gaps in services as the entire Logan neighborhood is still not covered. Logan resident Travis Sellers was hired as NAC Coordinator.

In August 2015, the PRA committed resources to complete the neighborhood planning effort and utilize the resulting plan recommendations as a framework for neighborhood-wide reinvestment while leveraging the redevelopment of the Logan Triangle site.

WHY A NEIGHBORHOOD PLAN?

- » Create a vision for where the community wants to be and a road-map to guide investment
- » Build on Logan's assets
- » Build on recent accomplishments
- » Build on previous studies and neighborhood visioning
- » Leverage resources and the work that the community is already engaged in
- » Having a plan allows Logan to pursue and compete for funds to implement specific projects and initiatives



02/ PUBLIC ENGAGEMENT



ENGAGING NEIGHBORHOOD RESIDENTS

A robust neighborhood engagement process was created to ensure that the concerns and desires of residents were addressed in the plan and to build local capacity to implement the plan recommendations. Participants in initial meetings stressed the need for outreach and community engagement. Many cited the frustration of residents who have endured numerous planning processes with no measurable outcomes, particularly concerning the Logan Triangle site. Out of this came the theme “Make Some Noise, Logan,” coined by a long-term resident and community leader, sounding the alarm that residents and stakeholders needed to make themselves heard in order to receive the services and support that the community deserved in order to thrive. The community momentum and buy-in for the planning process was immensely successful with significant participation from a cross-section of the neighborhood. In particular, the great turn-out by neighborhood youth and their families identified the need for fun and safe out of school time recreational and educational activities for the neighborhood’s large youth population.

Steering Committee

As part of this strategy, a Steering Committee was created and multiple focus group outreach opportunities were identified in addition to three community-wide meetings. The Steering Committee played a vital role in the development of the neighborhood plan and promoted broad participation. The committee was made up of representatives of faith-based organizations, municipal agencies, local businesses, and neighborhood-based organizations, institutions, and community leaders. The Steering Committee’s role was to represent the diverse interests of the community, support outreach efforts, and guide the development of plan strategies. The Steering Committee met four times between the Summer of 2013 and the Spring of 2014.

At the first session, Steering Committee members helped to craft the engagement process by identifying the most effective outreach methods. The Committee also described the following objectives that would mark a successful neighborhood planning effort.



Steering Committee Meeting 1, September 2013



IAC Afterschool Program art project, April 2014



Unity Day at Beloved St. John, September 2013

A Successful Logan Neighborhood Planning Process will result in:

- Local eateries on the corridor so that I don't have to go to Chestnut Hill to take my wife out for coffee on the sidewalk.
- Young children playing little league baseball in the neighborhood (on a lot converted to a field).
- Resources are assessable – being able to go to a market and pick up fresh produce, a store that has things that she needs at affordable prices.
- Strong engagement with stakeholders – including large institutions.
- Diversity – all ethnic, cultural, all ages, children involved.
- Include the YOUTH!
- Measure how well it is going – both the process and the implementation.
- Have an Advisory Committee that goes on after the plan is complete

Building on Strengths & Overcoming Challenges

The first step in understanding the neighborhood is the identification of strengths that are unique to Logan. The neighborhood's diversity, family-friendly atmosphere, access to public transportation, history and legacy, and human capital were all cited as strengths that make Logan special and provide a good foundation for the future. Logan is home to a diverse population of residents including groups of Asian and Caribbean immigrants, seniors, and youth. The neighborhood's proximity to the Broad Street subway line, the Chestnut Hill East and Fox Chase regional rail lines, and 18 bus routes give residents easy access to Center City, regional job centers, and other Philadelphia neighborhoods. However, the greatest asset uncovered during stakeholder and Steering Committee meetings was the number of residents invested in the long-term success of the neighborhood who could provide leadership during the implementation of the plan.

Residents cited the greatest challenges facing the neighborhood to include trash, the upkeep and quality of housing, rodent and pest control, trespassing issues, safety, and lack of commercial diversity. The appearance of the neighborhood and the presence of trash were seen as key challenges. Residents cited the lack of enforcement or penalty



**YOUR VOICE
YOUR STORY
YOUR LOGAN**

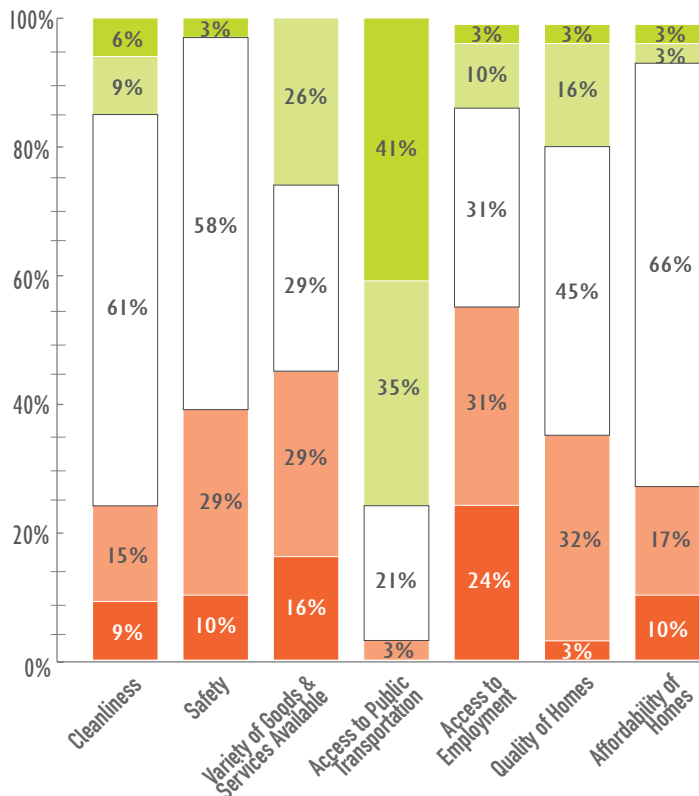


The My Logan Story Team

In order to engage youth in the planning process, the WRT Team worked with Logan CDC to design a youth documentary project called “My Logan Story”. Led by a local architect and photographer that was part of the WRT Team, a group of neighborhood based youth volunteers were assembled to work on an exciting multimedia project to capture stories and images that paint a vivid picture of the history and emotions of the Logan community. The youth team got a chance to unveil their video story to the community at a packed public meeting in March 2014.

Check out their stories and more at:
<http://myloganstory.blogspot.com/>

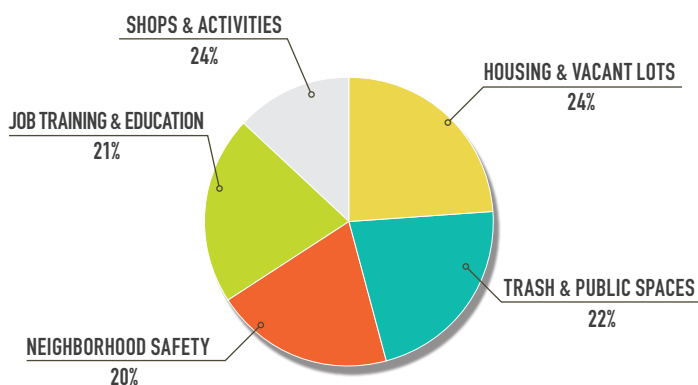
How Would You Rate Your Neighborhood?



Participants were asked to rate each aspect on a scale from very poor to very good. The above chart includes responses from the Parklet and Beloved St. John.



What Would You Change?



Additional suggestions: Drug Activity, Revitalized Homes & Businesses, More Security at Neighborhood Parks, and Supermarket.

for dumping and the general feeling that some residents do not value the appearance of the community. Furthermore, the lack of places for workers to congregate during breaks and few activities for neighborhood teens has led to trespassing on private stoops, vandalism of private property, and other safety concerns.

FOCUS GROUP OUTREACH

As part of the targeted focus group outreach for the plan, stations were set up at various community events throughout the summer and fall of 2013. These events included Park(ing) Day, Beloved St. John's Unity Day Festival, the Drexel Science Show, the Logan Fall Festival, a Business Corridor Meeting, and an IAC afterschool session and GED class. These focus group outreach sessions focused on gathering information about the community from a diverse group of residents. Activities included visioning boards, visual preference surveys, and art projects.

Rating the Community

During these events, residents were asked to rate various aspects of the community and provide specific input on neighborhood safety, livability, and access. Participants overwhelmingly rated access to public transportation as good or very good (76%). Access to public transportation was the only aspect of the community that received more positive ratings than negative. When asked about the quality and safety of neighborhood parks, a majority of participants cited drug activity and lack of programming as reasons for not using existing parks. Of the participants who use neighborhood parks, most use Hunting Park (also called Winghocking Park) (44%) and Barrett Playground (31%). However, these residents wanted to see more opportunities for active recreation and sports and new types of playgrounds added to neighborhood parks in the future.

Focusing Investment

The majority of participants wanted to see investment targeted to improve housing and address vacant lots, clean up trash and improve the neighborhood's public spaces, provide job training and educational programs, and improve neighborhood safety. Additional suggestions included reducing drug activity, revitalizing homes and businesses, providing more security for neighborhood playgrounds, and building a neighborhood supermarket.

Dreams For Logan

Listed below are the dreams residents have for the Logan neighborhood. Many residents dream of a future for the Logan neighborhood where its challenges—drug activity, safety, cleanliness, vacant houses, education, and job training—have been overcome.



Unity Day at Beloved St. John



Credit: WKI



Community Meeting 1, November 2013



Resident and Steering Committee member Sherita Glenn address participants during the Community Meeting 1, November 2013



Dollar Boyz, Community Meeting 1, November 2013

COMMUNITY-WIDE MEETINGS

Information gathered from the Steering Committee meetings and focus group sessions shaped the overall public engagement process and helped shape the format of the community-wide public meetings. The three public meetings held between Fall 2013 and 2015 all featured opportunities for residents to provide feedback and input on the neighborhood's vision, goals, and strategies.

Community Meeting 1

The first public meeting, held November 21st, 2013, was very successful, drawing input from over 200 residents. The meeting featured a presentation that described the process for creating a community-supported vision to guide neighborhood revitalization and input stations designed to gather feedback from residents. In an effort to attract residents and engage youth, the planning team arranged for a local youth-led dance and hip-hop organization, the Dollar Boyz, to perform at the first public meeting. The Dollar Boyz organization engages youth in dance and music in an effort to keep members off the streets and active in their communities. The energizing performance and impassioned speeches by long-time residents, and the launch of *My Logan Story*, a youth-led documentary project, contributed to the sense of excitement and momentum surrounding the process.

Community Meeting 2

The second public meeting was held March 20th, 2014. The over 150 residents who attended the meeting saw a performance by a local dance troop and listened to a presentation about the vision and goals for the community. Following the presentation, residents visited stations where they reviewed draft strategies to help implement the community's vision and goals. At each station residents played the 'money game' where they invested in their highest priority strategies.

Community Meeting 3

The neighborhood planning process was well underway and the plan strategies were being finalized when on July 31, 2014 Logan CDC ceased operations due to financial instability. Without a community-led organization leading the process

and owning the plan, the neighborhood planning process was indefinitely put on hold. Besides the interruption to the planning process, the closure of Logan CDC left a huge gap in having a locally based organization dedicated to improving Logan and providing much needed community services.

In August 2015, the PRA committed resources to complete the neighborhood planning effort and utilize the resulting plan recommendations as a framework for neighborhood-wide reinvestment leveraging the redevelopment of the Logan Triangle site.

Following the hiatus in the planning process, the PRA and WRT re-engaged the community at a third public meeting in September 2015. Residents were asked to review strategies for implementing the plan and provide feedback. The meeting had great attendance and participation from over 100 neighborhood residents and stakeholders. Overall, residents were happy to see the completion of the planning process. Many cited the need for residents to participate and take responsibility for community safety and cleanup efforts and were happy to hear that after many years of neglect, development was coming to the Logan Triangle. Furthermore, residents emphasized the need for ongoing communication throughout the development process.



Community Meeting 2, March 2014



Community Meeting 2, March 2014



The Logan Fall Festival, October 2013

03/

OVERVIEW OF EXISTING CONDITIONS



FOR SALE
Philly
REAL ESTATE
215-722-0806

DAILY
MAID

Hour
CLEANERS
The Most in Dry Cleaning

BEEPER
CELLULAR PH

Etikins **CLEANERS**
The Most in Dry Cleaning
215-324-8100
4923 N. BROAD ST.

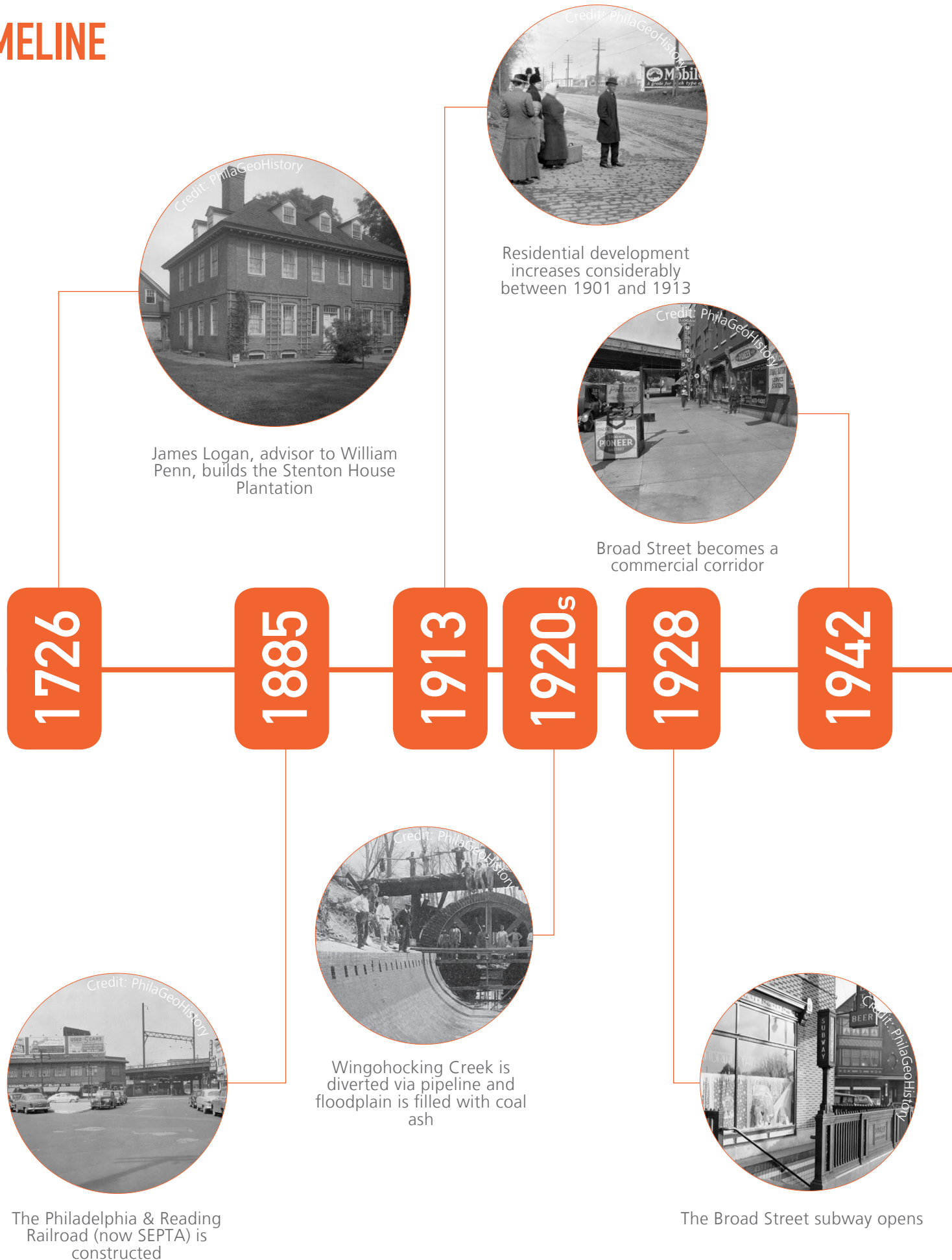
SPECIAL
MONDAY
10%
DISCOUNT
7 OR MORE

OPEN

Dry Clean
ALTERATION



TIMELINE



1970



An influx of Korean immigrants

1980s



Korean immigrants leave Logan for the Olney neighborhood, leaving many businesses and houses empty

1986



Gas line explosion levels one house, damages two others and reveals the extent of the subsidence problem in the Logan Triangle

2001



Demolition of 1000+ homes on the Logan Triangle complete

2014



Logan Comprehensive Neighborhood Plan

2015



The Philadelphia City Planning Commission begins developing a plan for the Upper North District, which includes Logan

LOGAN NEIGHBORHOOD HISTORY

The Logan Neighborhood, founded in the early 18th Century, did not become a fully developed residential neighborhood until after the opening of the Broad Street Subway in 1928. Many ethnic groups, including Koreans and Jews, have called the Logan Neighborhood home over the past nine decades. This legacy of diversity is still apparent in the neighborhood today.

Logan Neighborhood Founding

The Logan Neighborhood area was originally founded as the Stenton Mansion, the family plantation of James Logan. James Logan immigrated to the United States to serve as William Penn's secretary in 1699. He was a significant figure in the history of Philadelphia who became the mayor of Philadelphia in 1723, served as a chief justice of the Pennsylvania Supreme Court, and founded the Academy of Philadelphia. The Stenton Mansion, constructed in 1726, is currently preserved by the National Society of the Colonial Dames of America in the Commonwealth of Pennsylvania and used for educational tours and events.

Development

Various minority groups have called the Logan Neighborhood home over the past eight decades. The neighborhood was predominately Jewish in the first half of the 20th Century. By the end of the 20th Century, new immigrant groups including Koreans moved into the neighborhood. However, by the late 1980s, most of the Korean population left Logan to settle and open new businesses in Olney. This sudden outflow of population left many businesses and houses in the Logan neighborhood vacant. While the current population in Logan is stable, the effects of population loss due to out-migration and the razing of houses on Logan Triangle are still apparent in the neighborhood, especially along the commercial corridor.

Logan Triangle

The Logan Triangle site, bound by North 11th Street, Loudon Street, West Marshall Street, and Roosevelt Boulevard. In the early part of the 20th Century, this part of the neighborhood was home to the Wingohocking Creek. In the 1920s, the creek was diverted via a pipeline, and the floodplain was filled in with ash and other loosely compacted miscellaneous fill.



Credit: Historic Germantown, Freedom's Backyard

Stenton Mansion - James Logan's Family Plantation, Constructed in 1726



Credit: PhilaGeoHistory

Wingohocking Street, 1951



Credit: PhilaGeoHistory

St. Albanus Street, 1954

After the site was filled, residential development took off, leading to the construction of over 1000 homes. Residents complained of sinking homes, but nothing conclusive was discovered until a gas line explosion in 1986 leveled one home and damaged others. Following the explosion, studies by the PCPC, Army Corps of Engineers, and the EPA determined that portions of the 40-acre site would need to be closed and remediated. The city used \$38 million, in mostly federal funds, to buy and demolish the 900+ homes and to pay relocation costs for its 5,000+ residents (2006, OHCD). In 2012, the Philadelphia Redevelopment Authority (PRA) acquired all the vacant parcels through eminent domain. Since the site was leveled, numerous planning and development studies have been produced, but the site remains vacant. In 2013, Logan CDC partnered with the design team of KSK Architects Planners Historians, Inc. (KSK) and Elwell Studio to develop a preferred redevelopment plan based on the 2012 Market and Development Analysis by AKRF, additional research, and earlier development proposals for the site. The result was the “Logan Triangle Neighborhood Design Charette and Design Guidelines Manual.” The redevelopment strategy proposed in that manual focuses on leveraging the sites access and visibility from Roosevelt Boulevard to create a mixed-use development site including neighborhood retail, affordable housing, institutional uses open space and recreational use.



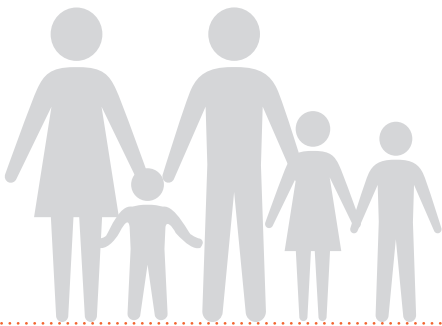
Logan Movie Theater, 1957



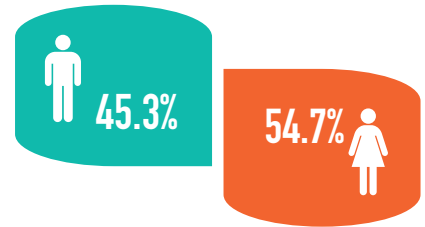
Logan Demonstration School, 1930



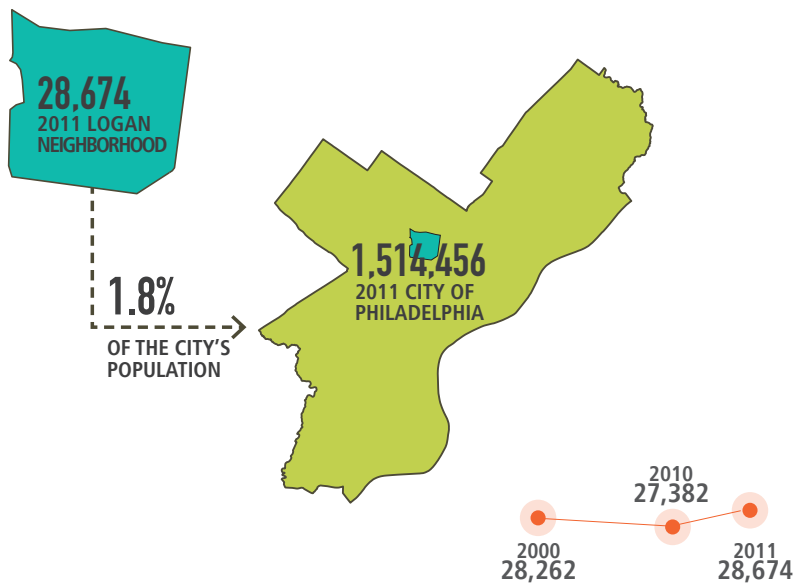
Old York Road and West Olney Ave, 1914



DEMOGRAPHICS



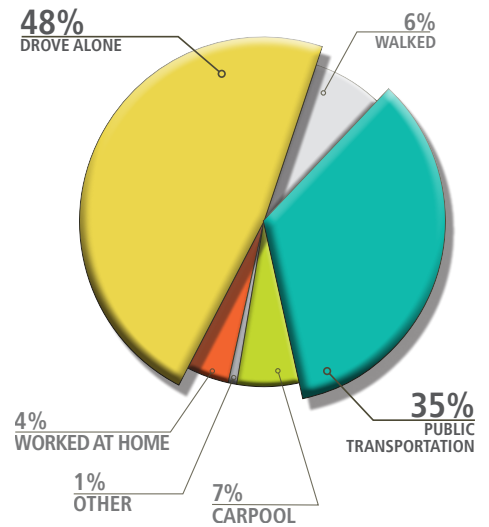
POPULATION



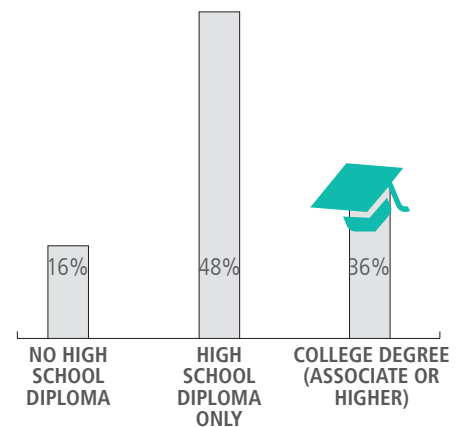
Aggregated Data by 2011 Census Block Groups

POPULATION CHANGE SINCE 2000

COMMUTING TO WORK

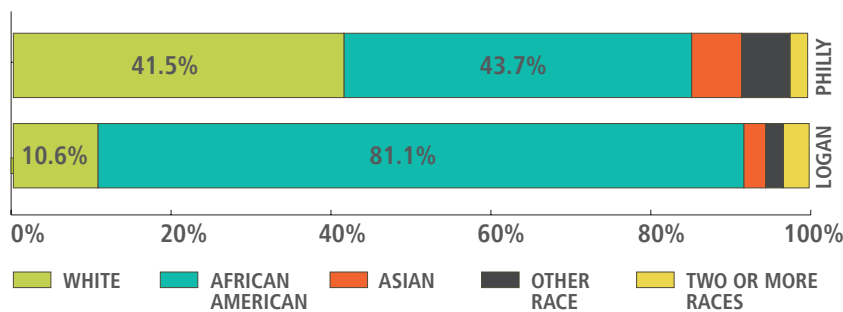


EDUCATIONAL ATTAINMENT

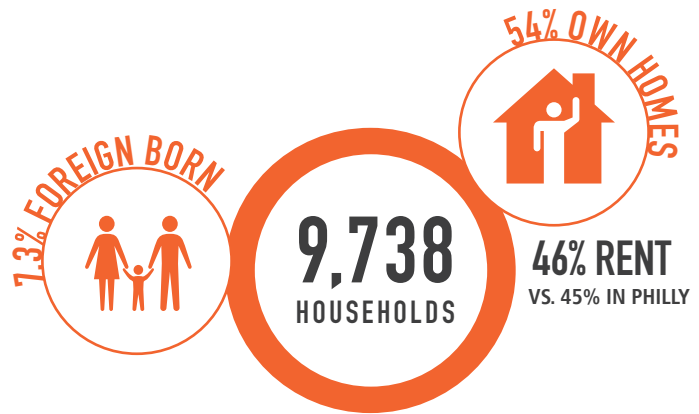
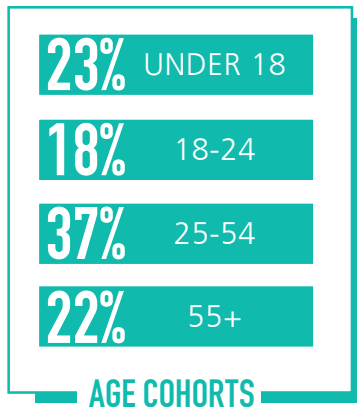


Aggregated Data by 2010 Census Tracts ; Aggregated Data by 2007-2011 ACS Estimates

RACIAL CHARACTERISTICS



Aggregated Data by 2011 Census Block Groups



ECONOMY

MEDIAN HOUSEHOLD INCOME

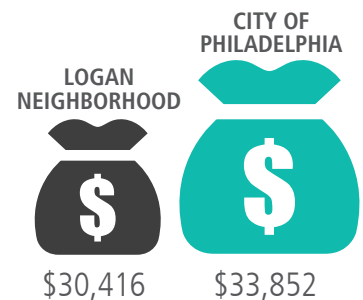
18,718
RESIDENTS IN THE
LABOR FORCE



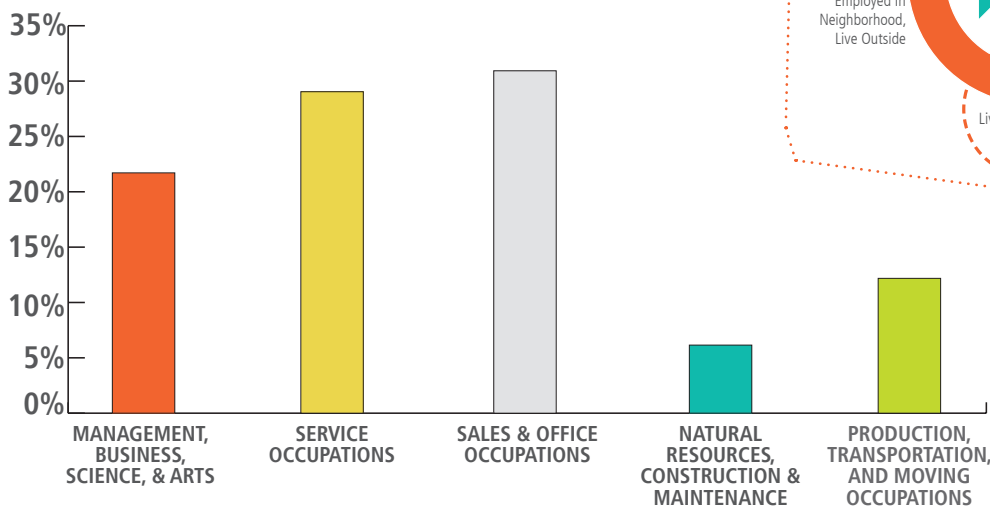
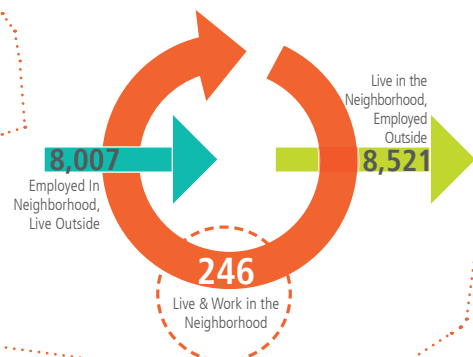
VS.
9.60%
UNEMPLOYED
IN PHILADELPHIA

18.38%
UNEMPLOYED

IN THE LOGAN NEIGHBORHOOD
Based on aggregated census tract data which includes parts of other neighborhoods with a total population estimate of 32,299 (differs from exact neighborhood population of 28,674)



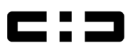
INFLOW & OUTFLOW OF JOBS



Aggregated Data by 2010 Census Tracts ;
Aggregated Data by 2007-2011 ACS Estimates;
2011, LEHD

ASSETS

NEIGHBORHOOD ASSETS



Planning Area



Broad Street Line



Regional Rail



Schools & Public Facilities



Medical Facilities



Parks & Recreation



Historic / Cultural Facilities



National Historic Sites



1/4 Mile Radius from Train
5 minute walk

1/2 Mile Radius from Train
10 minute walk

Places of Worship

Census Tracts

Dedicated Bike Lanes



Credit: WRT

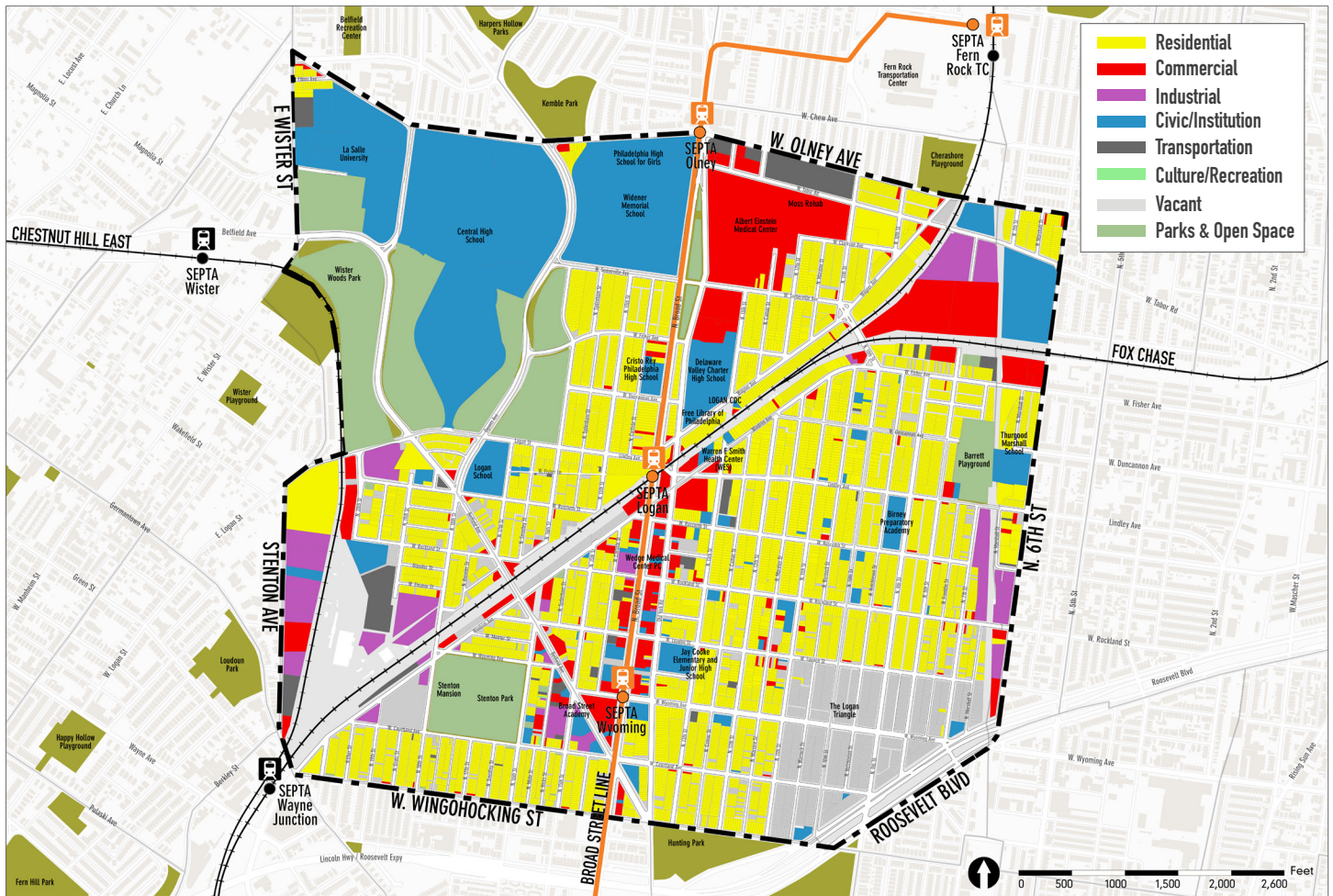


Credit: WRT

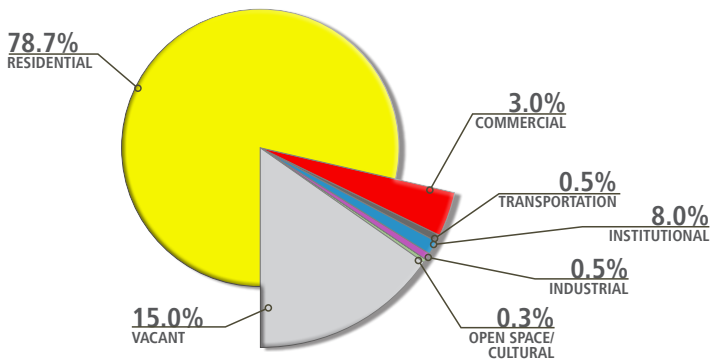
The neighborhood is well-connected by the Broad Street line, regional rail, and local SEPTA bus lines.

A significant neighborhood anchor, Einstein, located on Broad Street.

LAND USE



Parcel Survey, Summer 2013.



Most of the parcels, over 78%, in the Logan Neighborhood are residential. 15% of all parcels are vacant lots, which excludes vacant houses or structures. While institutional land use makes up only 8% of all parcels, most of these parcels are large and contain significant community anchors including Einstein Medical Center (6th largest private employer in Philadelphia), La Salle University, and Central High School.



La Salle University - Wister Hall

CHALLENGES

BUILDING CONDITION



Parcel Survey, Summer 2013.

While some areas of the neighborhood, particularly around the Logan Triangle and near Broad Street, are in poor to bad condition, the majority of buildings, 7,297 or 97%, are in good to fair condition. 2% or 155 buildings are in poor or bad condition. Most of these properties are scattered throughout with concentrations in the southern part of the neighborhood. 1% or 61 buildings in the neighborhood are in excellent or new condition. Most of these buildings are found within larger institutional sites including Einstein Medical Center.



Buildings in poor condition with urgently needed repairs.

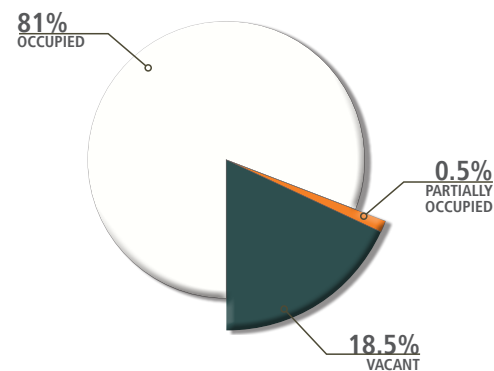


Buildings in good condition in the North Western area of the neighborhood.

OCCUPANCY STATUS



Parcel Survey, Summer 2013.

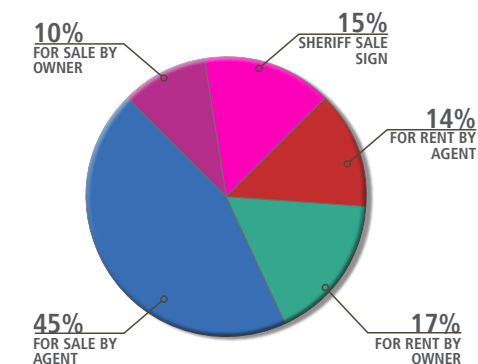


Of the 8,856 parcels in the Logan Neighborhood, 7,170 (81%) are fully-occupied and 1,631 (18.5%) are vacant. 920 of those vacant parcels are concentrated in the Logan Triangle area. Therefore, not including Logan Triangle, 711 (8%) of parcels in the neighborhood are vacant. Additionally, 55 parcels or 0.5% are partially occupied which includes mixed-use buildings with occupied commercial-vacant residential, and vacant commercial-occupied residential.

REAL ESTATE STATUS

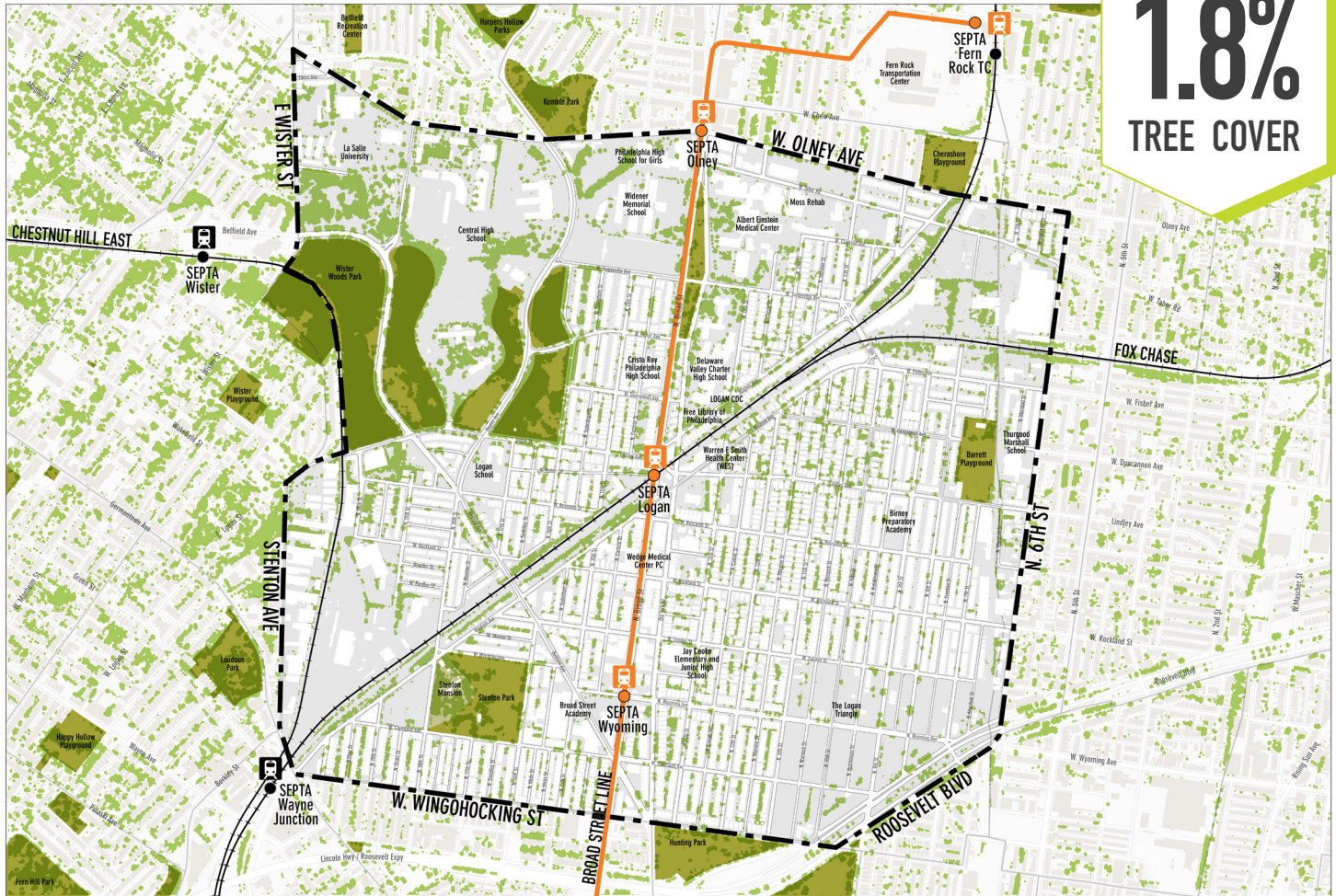


Parcel Survey, Summer 2013.



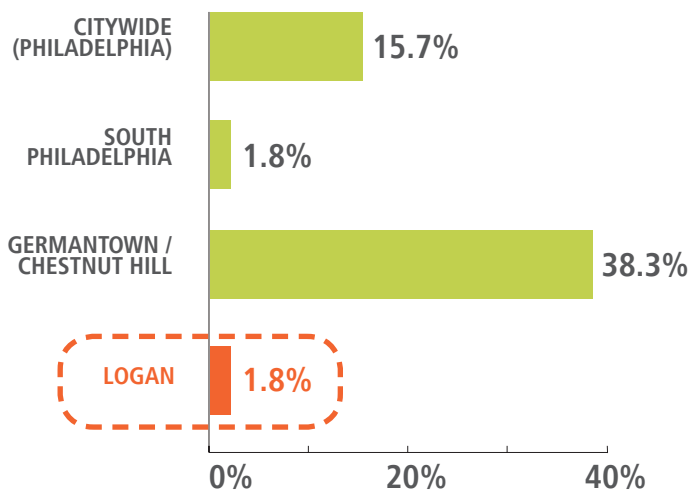
The majority, almost 99%, of properties within the neighborhood are not on the market. Of the 1% currently on the market, 55% are for sale by an agent or by owner, 31% are for rent by agent or by owner, and 15% are for sale by act of the sheriff.

TREE COVER



Philadelphia Land Cover, 2008

How Does the Logan Neighborhood Compare in Percent Tree Cover?



Logan was historically known for beautiful, tree-lined residential streets, but in recent years neglect and natural circumstances have significantly reduced the neighborhood's tree cover. The City of Philadelphia has set a goal of 30% tree cover in each neighborhood by 2035. As seen in the tree cover map and chart, Logan is currently tied with South Philadelphia with the lowest percentage—1.8%—of tree cover, while the adjacent Germantown/Chestnut Hill neighborhood has over 38% tree cover. The benefits of more extensive tree coverage are well documented and include increased health benefits, energy conservation and stormwater management, and greater overall quality of life. Greenworks Philadelphia, in partnership with the City of Philadelphia, has set a target of planting 300,000 trees by 2015 to support the city's goal.

IMPERVIOUS COVER



Philadelphia Land Cover, 2008

Why Does Tree Cover Matter?

HEALTH



IMPROVED AIR QUALITY

PHYSICAL / MENTAL WELL BEING

GREEN INFRASTRUCTURE



ENERGY SAVINGS / COOLING COSTS

REDUCTION IN RUNOFF / FILTER STORMWATER

COMMUNITY LIVABILITY / QUALITY OF LIFE



AMENITY / AESTHETIC VALUE

INCREASE PROPERTY VALUES

ACCESS TO NATURE

ENVIRONMENTAL EQUITY

REDUCE NOISE POLLUTION

PARKS & RECREATION



There are four park spaces within and a number of park spaces adjacent to the neighborhood boundaries. Stenton Park will receive capital improvements this summer, and both Stenton Park and Barrett Playground currently have extensive youth programming. However, many of the area parks still lack adequate lighting, playground equipment, or useable shelter. Neighbors voiced concerns of illegal dumping and drug activity at a number of the park spaces.



Hunting Park (also called Wingohocking Park)



Stenton Park (16th and W. Courtland Street)

CRIME INCIDENTS PER BLOCK PER YEAR



Spotcrime.com data from 2013.

Crime was cited as a major issue by residents in the Logan Neighborhood. Hot spots for criminal incidents are clustered along the Broad Street commercial corridor, near SEPTA stations on the Broad Street Line, and just north of the Logan Triangle area. Potential strategies for reducing crime may include better lighting at SEPTA stations, increased police patrols, and the installation of security cameras at key intersections.

In the fall of 2015 the PRA started to address the community's immediate concerns regarding the maintenance of the Logan Triangle contracting with Ready Willing & Able (RWA) to provide cleaning services as well as pruning trees, shrubs and groundcover, installing CLIP cameras to catch dumping and other illegal issues, and are currently evaluating the possibility of realigning the jersey barriers to be more effective in preventing future large scale dumping. Until the Triangle site

is redeveloped, the PRA and its development partners will need to continue to be vigilant about the site's maintenance and upkeep.



Credit: PRA

In Fall 2015, PRA contracted with Ready Willing & Able (RWA) to provide cleaning services for the neglected Logan Triangle.

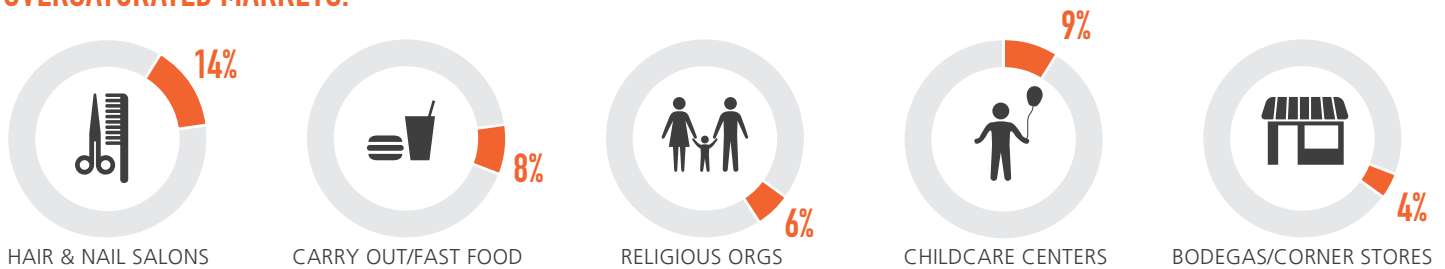


LOGAN COMMERCIAL CORRIDOR

4700 - 5100
N BROAD STREET & OLD
YORK ROAD



OVERSATURATED MARKETS:



STORES NEEDED:



NEIGHBORHOOD COMMERCIAL



Parcel Survey, Summer 2013.

LOGAN BUSINESS DISTRICT

The Logan Business District, seen in the map above, includes commercial organizations from 4700 to 5100 North Broad Street and 4700 to 5100 Old York Road. The corridor serves as the current and historic commercial spine of the neighborhood. However, 23% of stores are vacant, the presence of trash on sidewalks and lack of streetscaping creates an unpleasant pedestrian environment, and the current retail mix is not diverse enough to serve the current needs of the community. There is an oversaturation of child day-care centers, hair and nail salons, carry out and fast food restaurants, bodegas and corner stores, and religious organizations along the corridor. While a variety of businesses exist on the corridor, sit-down restaurants, niche food stores (coffee shops, bakeries, etc), specialty shops, and grocery stores are needed to meet the needs of residents and capture

a larger share of consumer spending. The corridor is in prime position to capitalize on the diversity of the community, the proximity to public transit, committed long-term businesses, and historic commercial structures with an improvement and revitalization effort. The Logan Business District Improvement Project Plan focuses on reducing the number of vacant stores, facilitating facade improvements, using public art and murals to activate the space, completing sidewalk and streetscape improvements, reducing litter, and focusing on increasing safety for pedestrians along the corridor.



Inventory of historic structures along Broad Street from the Community Design Collaborative's report "Logan Community Development Corporation Commercial Corridor Improvement: Conceptual Design for N. Broad Street, 2009.

LOGAN COMMERCIAL CORRIDOR HISTORIC STRUCTURES

The Logan Commercial Corridor remained relatively undeveloped until the Philadelphia & Reading Railroad, now SEPTA, was constructed in 1885. The area was primarily residential until after 1923. By the 1950s, the corridor was the commercial spine of the neighborhood with most of the buildings containing a commercial use on the ground floor.

According to a Commercial Corridor Improvement Study completed by the Community Design Collaborative, a section of the corridor, between Courtland Street, the SEPTA railroad, Old York Road, and 16th Street, has the potential to be a designated historic district. Many of the significant historic structures along the corridor were constructed in the 1920s, 30s, and 40s. Historic structures of high significance include the Logan Theater, the Bell Telephone Building, and the Philadelphia Savings Fund Building.

Targeted strategies to improve neglected storefronts, restore historic structures, and implement streetscape improvements along the Logan Commercial Corridor could highlight the neighborhood's history and provide much needed services and goods to residents.



Credit: WRT

Typical storefronts along the Logan Commercial Corridor



Credit: WRT

Building with medium architectural significance



Credit: WRT

Building with high architectural significance



Credit: WRT

Oversaturation of hair and nail salons



Credit: WRT

Unique and historic signage

OPPORTUNITIES

PUBLICLY OWNED PARCELS



City of Philadelphia, 2013.

Vacant properties and lots owned by city agencies provide opportunities to develop active open spaces in the community. Vacant lots can be repurposed for a variety of activities including gardening and play.



Vacant lot at 7th & Loudon



Opportunities for pop-up parks, gardens, and recreation spaces on vacant city-owned land.

RECENT AND PLANNED INVESTMENT



Philadelphia L&I, 2013.

Recent investments in the Logan area include private homeowner renovations, institutional expansions, and public park improvements. Onion Flats, a local architecture and development firm, worked with Raise of Hope through a HUD grant to build affordable infill housing. The homes, completed in 2012, are passive, which means each home can potentially create as much energy as it consumes. Beloved St. John's has plans to construct a community center across the street from their sanctuary building. The new community center would provide resources for the neighborhood including counseling, support for the homeless, and health services. Additionally, the City of Philadelphia has set aside funding for Stenton Park improvements. The Logan Branch Library is also going through extensive renovations made possible through a unique partnership of public and private actors, including a historic \$25 million gift from the William Penn Foundation.



Infill housing by Onion Flats in the Logan Neighborhood.

Credit: WRT

At the time that the Neighborhood Plan was completed there was no clear ownership and responsibility established to lead implementation efforts. Thus the following revitalization strategies are not finalized, with the intent that the future identified entities will work with partners and community stakeholders to include achievable metrics for each goal and finalize the action plan for implementation. This would also include a method for tracking and reporting progress to the community stakeholders.

04/ GOALS & STRATEGIES



HOUSING REVITALIZATION

GOAL 1:

RE-INVEST IN THE NEIGHBORHOOD'S HOUSING STOCK AND FIX THE LARGE NUMBER OF HOMES IN DISREPAIR.

Connect existing homeowners to home improvement resources and home repair assistance programs. This may include:

- Affordable home improvement grants and loans
- Connect residents to local designers and contractors
- Energy efficiency improvements
- Energy-saving ways to lower utility bills
- Free home improvement and energy workshops
- Low-cost do-it-yourself home repairs
- Tool lending library (example: West Philly Tool Library)
- Working with contractors
- Incentivize investments for both landlords and homeowners

Lead block builds with support from organizations like Habitat for Humanity and Rebuilding Together Philadelphia

Harness neighborhood capacity and local labor through community volunteer rebuilding days, DIY home improvement sessions, and a tool lending library:

- Know your community network - Neighborhood handymen
- Community work days with volunteers
- List of neighborhood handymen
- DIY Training session held in the neighborhood



METRICS

- X number of homes repaired per year
- X percent increase in the number of first-time homebuyers receiving counseling
- Number of DIY training sessions held per year
- Number of community work days hosted per year
- Number of residents utilizing neighborhood handymen per year

POTENTIAL PARTNERS

- Habitat for Humanity, Philadelphia
- Redevelopment Authority (PRA)
- Selected Logan Triangle developer
- Philadelphia Housing Development Corp. (PHDC)
- Neighborhood Civic Association
- Rebuilding Together Philadelphia
- Local contractors and handymen

COMMUNITY BENCHMARKS

-  Supporting existing residents & homeowners
-  Leveraging community assets & strengthen community partnerships
-  Building and maintaining a range of housing
-  Creating a healthy community

BEFORE



Before: Block with homes in disrepair

AFTER



Paint and new trim

Refurbished porch

New door and painted columns

Restored baluster

Community investment

Well-maintained landscaping

After: Photo simulation showing new investment

HOUSING REVITALIZATION

GOAL 2:

DEVELOP AN ALLIANCE TO LEAD NEIGHBORHOOD HOUSING INVESTMENT.

Create an Alliance of supporting organizations (neighborhood organizations, faith-based groups, local institutional partners) to focus on neighborhood housing revitalization strategies and collaborate to repair, lease and market formerly vacant and abandoned homes:

- Build affordable and market-rate infill housing
- Demolish dangerous vacant buildings
- Help residents and community serving organizations obtain ownership of abandoned properties
- Improve reporting and code enforcement through Department of Licenses and Inspections (L&I)
- Increasing homeownership opportunities and attracting new homeowners and responsible landlords
- Invite area organizations (Rebuilding Together Philadelphia (RTP), Habitat for Humanity, and others) to support short-term focused block build efforts
- Manage a database of problem properties that provides ownership, property condition and other data
- Use existing events like the Broad Street Run to market the neighborhood as a “safe, historically significant, vibrant community with beautiful homes and dedicated neighbors”
- Work with area institutions to develop an Employee Homeowner Assistance Program and market the neighborhood to area employees (Example: University of Pennsylvania’s Penn’s Homeownership Services - PHOS)
- Incentivize investments for both landlords and homeowners



METRICS

- X units of infill housing built per year
- X percent of dangerous vacant buildings demolished per year
- X percent increase in the number of code enforcement calls to L&I per year
- X percent increase in the number of homeowners who live and work in the neighborhood per year

POTENTIAL PARTNERS

- Habitat for Humanity, Philadelphia
- Redevelopment Authority (PRA)
- Selected Logan Triangle developer
- Philadelphia Housing Development Corp. (PHDC)
- Neighborhood Civic Association
- Rebuilding Together Philadelphia
- Philadelphia Parks & Recreation - Broad Street Run
- Local anchor institutions and employers
- Philadelphia Neighborhood Housing Services, Inc.

COMMUNITY BENCHMARKS

-  Supporting existing residents & homeowners
-  Leveraging community assets & strengthen community partnerships
-  Building and maintaining a range of housing
-  Promoting economic development

BEFORE



Before: Residential block with a vacant lot

AFTER



New housing respects the scale of the existing neighborhood

Improved landscape and curb appeal

After: Infill housing completes the block and inspires new investment

HOUSING REVITALIZATION

GOAL 3: REDUCE THE NUMBER OF VACANT/BLIGHTED BUILDINGS AND VACANT LOTS.

Identify catalyst sites and opportunities for new construction/historic rehabilitation-reuse that has an immediate impact on neighborhood identity and leverages other investment.

Work with L&I to improve code enforcement.

Utilize the tools of the Philadelphia Land Bank, a new agency whose mission is to return vacant and tax delinquent property to productive reuse.

GOAL 4: BUILD NEIGHBORHOOD PRIDE AND SPUR LOCAL INVESTMENT.

Led by block captains and other neighborhood leaders, implement:

- Most improved porch contest
- A sponsored block party for the cleanest block
- Front garden contest
- Block party open houses to attract new buyers to blocks with redeveloped housing

METRICS

- X percent reduction in the number of vacant/blighted buildings per year
- X percent reduction in the number of vacant lots per year
- Number of new construction/historic rehabilitation-reuse projects per year
- Number of blocks hosting block parties, porch contests, and other beautification efforts per year

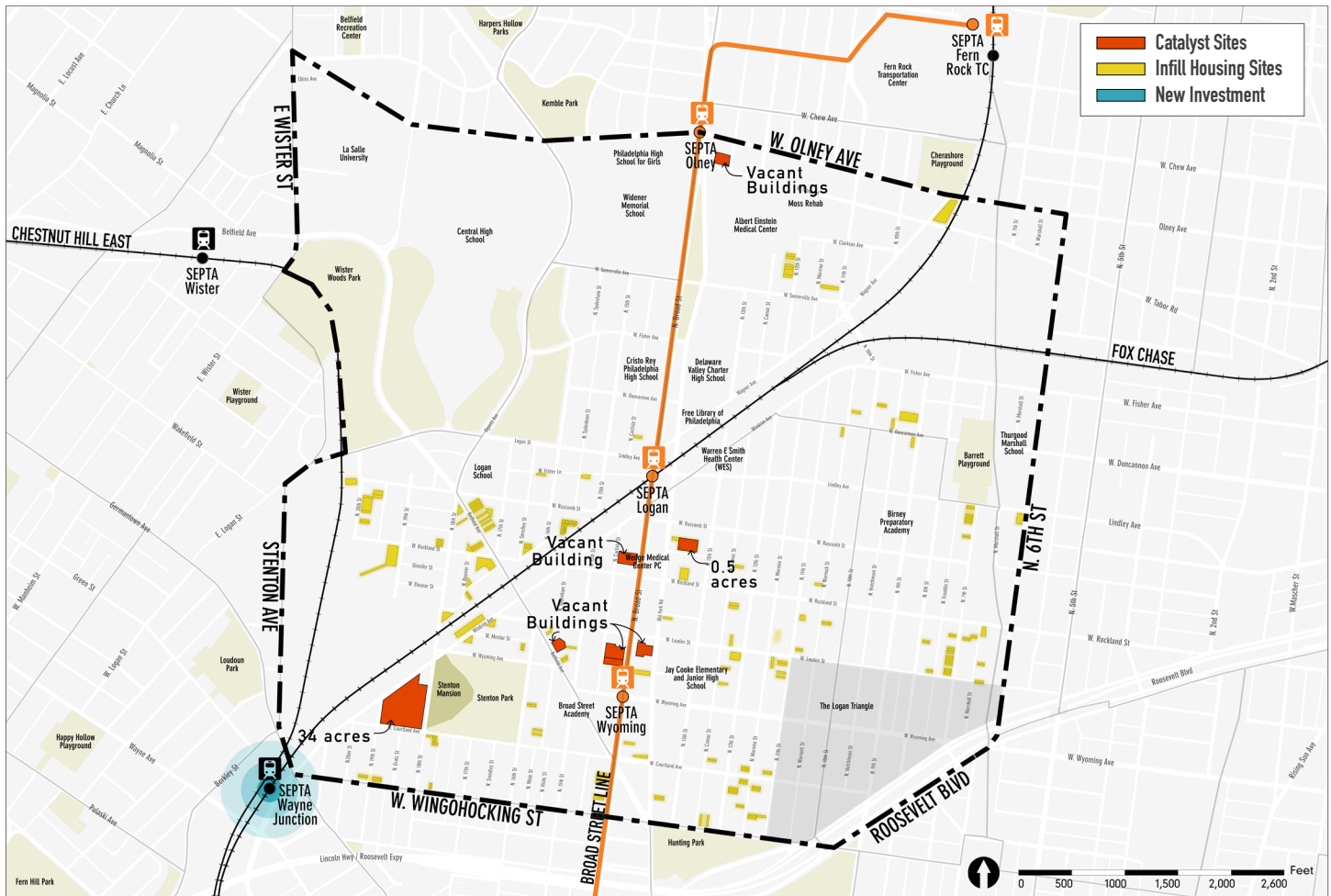
POTENTIAL PARTNERS

- Block Captains
- Habitat for Humanity
- Local Developers
- Local Institutions
- Logan Civic Association
- Neighborhood Civic Association
- Philadelphia Housing Development Corporation (PHDC)
- Philadelphia Land Bank
- Rebuilding Together Philadelphia
- Selected Logan Triangle Developer Partner

COMMUNITY BENCHMARKS

-  Supporting existing residents & homeowners
-  Creating a healthy community
-  Leveraging community assets & strengthen community partnerships
-  Promoting economic development

HOUSING REVITALIZATION OPPORTUNITY SITES



Housing revitalization opportunity sites.

Large scale development (catalyst sites) and infill housing development have the potential to have an immediate, transformative impact on the Logan Neighborhood. Potential catalyst sites were selected based on their size and proximity to transit. Vacant buildings and lots within a 1/4 mile, or 10 minute walk, from transit and a minimum of 10,000 square feet are identified as catalyst sites in the map above. These sites are geared toward developers interested in large scale developments near amenities. Potential infill housing sites include vacant lots with a minimum lot size of 1,700 square feet. These sites should be developed incrementally by smaller developers. The Philadelphia Land Bank, a new agency whose mission is to put vacant and tax delinquent property back to productive reuse, could be key to streamlining the process and consolidating some parcels into larger sites.

NEIGHBORHOOD REVITALIZATION

GOAL 1:

IMPROVE ACCESS TO HEALTHY, FRESH PRODUCE AT AFFORDABLE PRICES.

Strategies and programs to improve access to healthy, fresh produce:

- Develop a culinary kitchen/healthy food incubator that builds on the neighborhood's cultural diversity and culinary traditions and is the site for healthy food activities including cooking contests and demonstrations
- Examine an opportunity to attract a Food Co-op or larger scale fresh food market to the neighborhood including at key locations along Broad or the Logan Triangle
- Increase the number of small scale community gardens and farmers markets by utilizing the neighborhood's numerous vacant lots
- Open more fruit and vegetable stands near schools, businesses, and other gathering spaces
- Partner with local organizations to increase the number and availability of nutrition programs in neighborhood schools
- Support and attract local sit down restaurants that serve healthy food along with healthy food retail and restaurants to open in the commercial corridor

GOAL 2:

PROMOTE AND CELEBRATE THE NEIGHBORHOOD'S RICH HISTORY.

Strategies and programs to celebrate the neighborhood's history:

- Support the reuse of historic sites (i.e., Logan Theater)
- Develop an art and signage program to unveil the neighborhood's history and educate residents
- Seek funding to continue the "My Logan Story" youth-led documentary film project and other projects to connect youth to their community's history and identity
- Document community history and stories related to the Triangle through art and creative placemaking projects
- Seek funding and partnership to continue Let's Love Logan Day to build community pride
- Leverage the Broad Street Run "America's largest 10-miler starts here!"

METRICS

- Number of new healthy food vendors per year
- X percent increase in the number of children and families receiving nutrition counseling or attending cooking demonstrations per year
- Number of signs celebrating Logan's history installed
- Number of youth enrolled in the "My Logan Story" project
- X percentage increase in attendance of the annual Let's Love Logan Day

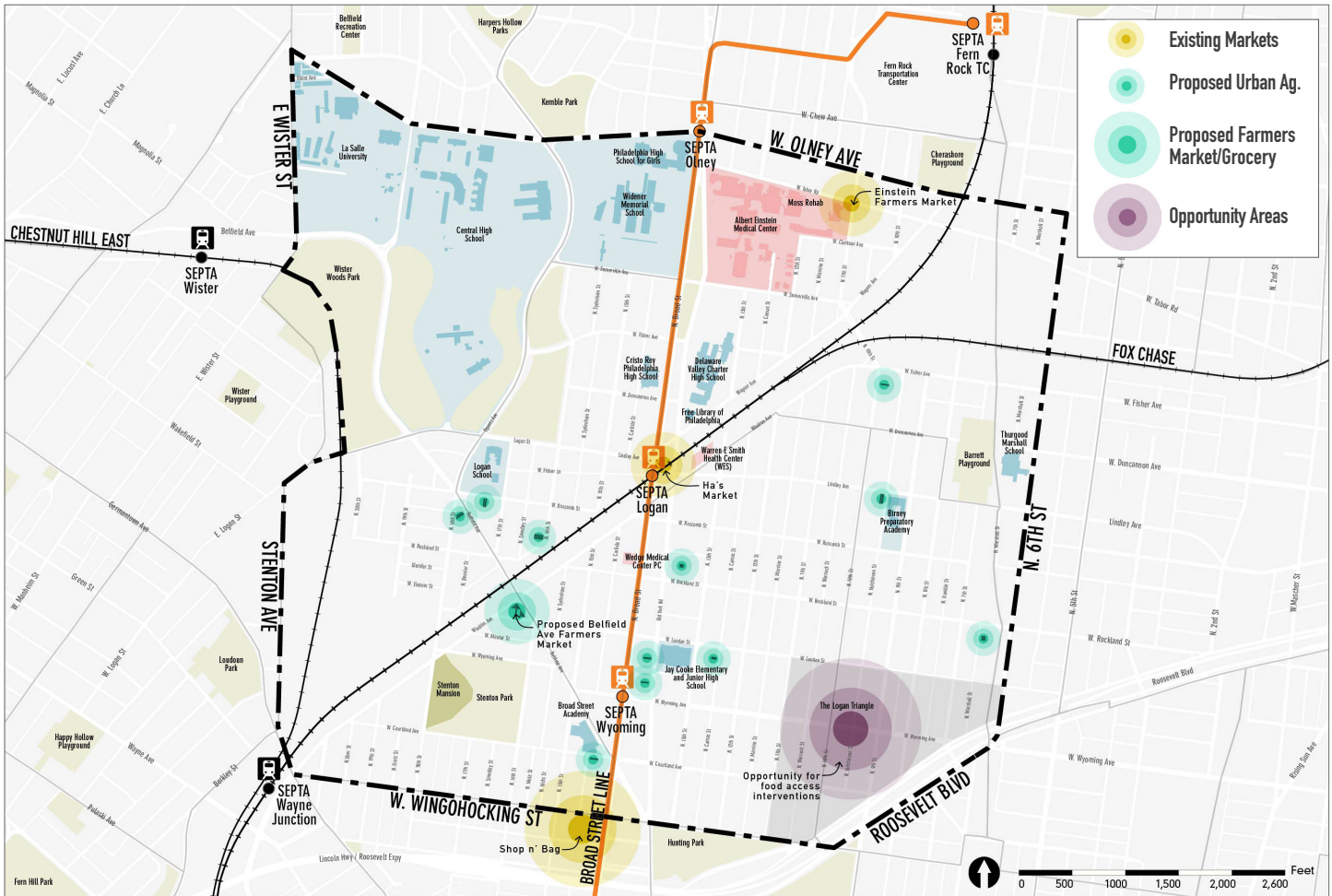
POTENTIAL PARTNERS

- The Food Trust – Healthy Corner Store Initiative
- City of Phila. Public Health
- Urban Nutrition Initiative
- Philadelphia Parks & Recreation
- Food Fit Philly
- Health Partners Plans
- NAC – Neighborhood Advisory Committee
- City of Philadelphia: Historical Commission
- Local middle and high schools and libraries
- Phila. School District's Eat.Right.Now Program

COMMUNITY BENCHMARKS

-  Supporting existing residents & homeowners
-  Creating a healthy community
-  Leveraging community assets & strengthen community partnerships
-  Promoting economic development

FRESH FOOD ACCESS



Opportunity sites for fresh food access.

Logan residents cited frustration with the lack of affordable fresh food markets and grocery stores within the neighborhood. With the exception of corner stores, the neighborhood is home to only two food markets – Ha's Market and the Einstein Farmers Market (Shop N Bag on Broad Street closed during the planning process). Most of the neighborhood residents travel outside of the neighborhood for their grocery shopping.

In an effort to expand fresh food options for residents in the Logan Neighborhood, opportunity sites were identified for urban agriculture, farmers markets, and grocery sites. The proposed sites for farmers markets and urban agriculture are primarily located on vacant lots within walking distance of neighborhood schools or institutions where collaborative programs can be developed to sustain these programs. Residents also cited a need for a grocery store or fresh food market as part of the Triangle site redevelopment.



Credit: Germantown Kitchen Garden

Germantown Kitchen Garden provides fresh, organic produce.

NEIGHBORHOOD REVITALIZATION

GOAL 3:

IMPLEMENT STREETScape IMPROVEMENTS TO SUPPORT THE NEIGHBORHOOD'S STRONG TRANSIT INFRASTRUCTURE.

While one of Logan's primary strengths is its location along the Broad Street line which runs through the center of the neighborhood, there are a number of needed improvements to improve pedestrian safety and leverage the rich transit infrastructure:

- Install new bus shelters at key locations
 - » Intersection was recently awarded a 20-year contract for the exclusive rights to design, install, maintain, and sell advertising on 600 bus shelters in Philadelphia. 282 new bus shelters will be built and 318 outdated bus shelters will be replaced over the next five years.
- Improve the operation/schedule of the J bus
- Improve station safety – by increasing police presence, improving lighting, and installing cameras
- Provide a safe and attractive walking environment along the key corridors through streetscaping improvements which include lighting, street trees, street furniture, and public art
- Evaluate and implement Vision Zero policies to reduce speeding and create safer streets. Prioritize improvements at locations with high traffic and pedestrian safety issues including: Fifth and Olney and Broad Street and Olney Avenue
- Provide corner sidewalk extensions to enhance pedestrian safety at crosswalks and improve ADA accessibility




METRICS

- X percent increase in transit ridership per year
- X percent increase in the number of riders who report greater efficiency (fewer late buses and trains) and an improved sense of safety
- X percent increase in the number of bus stops with amenities (bus shelters, benches, improved signage)
- Number of new cameras and lighting fixtures installed at SEPTA stations per year

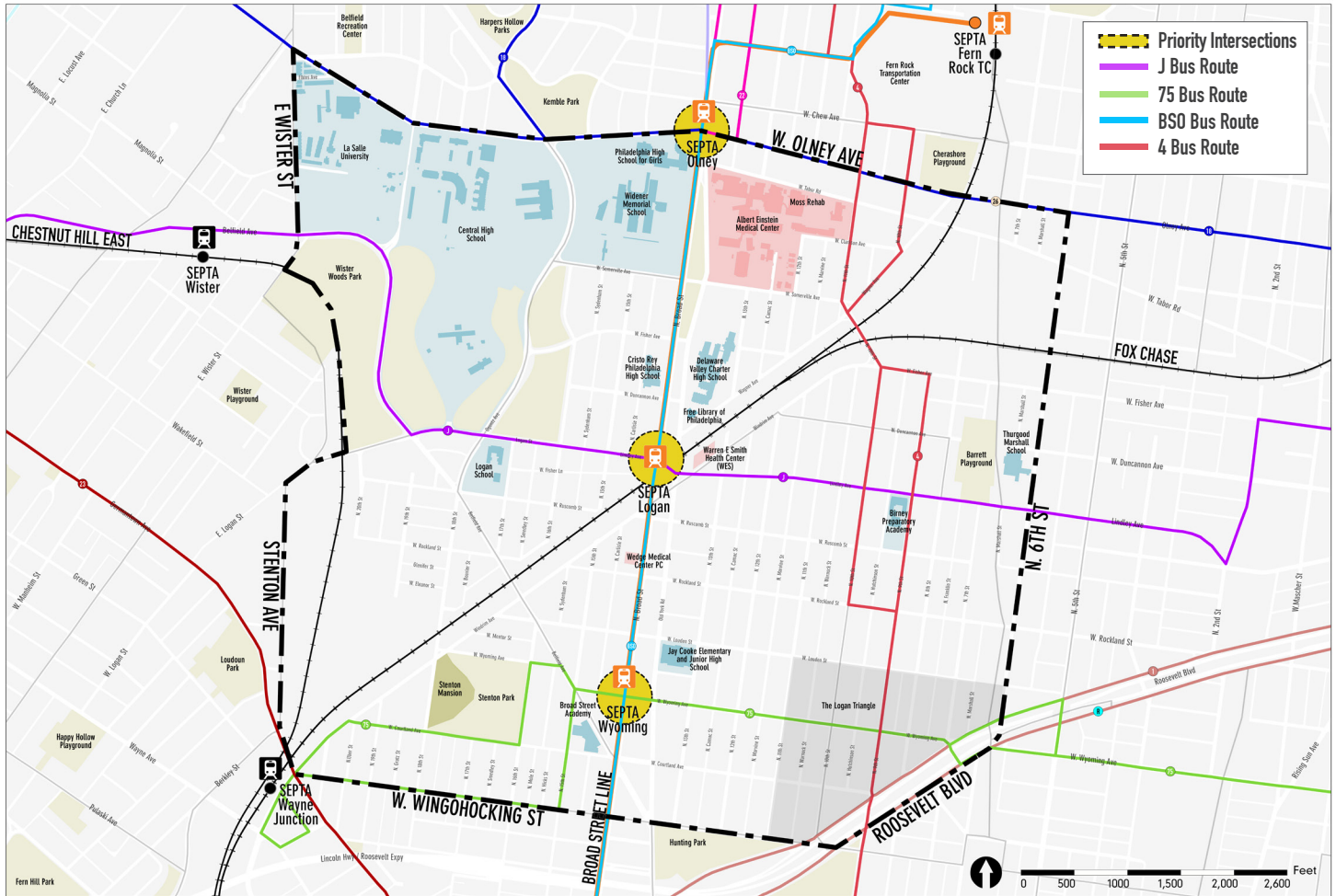
POTENTIAL PARTNERS

- SEPTA
- PCPC
- Streets Department

COMMUNITY BENCHMARKS

-  Supporting existing residents & homeowners
-  Leveraging community assets & strengthen community partnerships
-  Promoting economic development
-  Ensuring the safety of all residents

PRIORITY INTERSECTIONS



Priority intersections marked for transit improvements - bus shelters, pedestrian safety improvements, lighting, etc.



NEIGHBORHOOD REVITALIZATION

GOAL 4:

EXPAND ACCESS TO NEIGHBORHOOD PARKS AND DEVELOP ADDITIONAL NEIGHBORHOOD OPEN SPACE AND RECREATIONAL AMENITIES.

Strategies and programs to improve access to parks and open space:

- Dedicate significant amounts of land at the Logan Triangle towards public open space and community recreation that could serve multiple purposes (recreation, green infrastructure) and support community health
- Ensure that all Logan residents live within a 10-minute walk of a neighborhood park or a recreation center
- Convert opportunity sites such as vacant lots and schoolyards to neighborhood recreational amenities
- Ensure proper safety, maintenance, and vibrancy of existing parks by implementing resident-driven improvements to encourage greater use (youth specific programming, fairs, markets, sports events, community cleanups)
- Create Friends Groups to increase stewardship of open space amenities and promote programming aimed at the community's needs and specific user preferences

PLANNED PARK IMPROVEMENTS



The 6-acre Stenton Park located at N. 16th and Courtland Streets sits adjacent to the historic Stenton House is slated to receive significant improvements scheduled to start fall 2016. The park renovation project includes demolishing and replacing a portion of the recreation center, new play with a sprayground, site furnishings and landscape improvements. The project is funded with City of Philadelphia capital funds and Parks & Recreation funding.





METRICS

- Condition of park amenities (using community-developed rating system)
- Increase in number of spaces used for recreational and/or cultural programming
- Number of new art/beautification projects in the neighborhood
- Number of parks and open spaces with an active community or friends group
- Park acres per 1,000 residents
- Park usage as measured by the number of daily visitors
- Reduction in number of vacant underutilized lots

POTENTIAL PARTNERS

- PHS, Parks Department, PWD
- Mural Arts Program
- Garden Justice Legal Initiative (GJLI)
- Philadelphia Land Bank
- PCPC
- PRA
- Community Design Collaborative
- Selected Logan Triangle developer

COMMUNITY BENCHMARKS

-  Strong base of community leaders
-  Leveraging community assets & strengthen community partnerships
-  Promoting economic development
-  Strong educational and skills training

COMMUNITY OPEN SPACE BEST PRACTICES



PHS has been transforming vacant lots into thriving pop-up gardens since the summer of 2011. The gardens provide much-needed outdoor gathering and entertainment spaces. Many of the gardens included food and beverages from local vendors.



In 2010, The Enterprise Center CDC transformed a vacant lot in West Philadelphia into a community farm that serves the local community. The Walnut Hill Community Farm is part of a larger food system operated by the CDC. The farm employs apprentice farmers from local high schools. Apprentices gain knowledge in agriculture and leadership and community organizing skills.



Public Workshop has worked with partners, such as the Community Design Collaborative, and communities to create unique ways to engage youth in the design of their communities and promote activity. The firm develops curricula and uses engagement techniques that allow youth the design their spaces and then actually participate in the building of those spaces. In November 2014, they transformed a vacant lot on Lancaster Avenue into a playground and mini-park with the help of neighborhood children and adults.

See more about this project:
<http://publicworkshop.us/blog/2015/09/30/transforming-a-formerly-vacant-lot-with-community-built-play/>

NEIGHBORHOOD REVITALIZATION

GOAL 5:

PUT THE LONG-VACANT 35-ACRE LOGAN TRIANGLE SITE INTO PRODUCTIVE REUSE

The reuse of the Logan Triangle site can capture regional travelers for retail spending and other services and create a walkable mixed-use development that can become a vibrant hub and a catalyst to revitalize the entire Logan neighborhood. The PRA will work with the selected developer partner to maintain the site while plans are finalized for the site's redevelopment. The PRA is currently in negotiations with the Goldenberg Group to develop the site as of the completion of this plan a developer's agreement had not been signed.

If successful, the redevelopment of the Logan Triangle site will leverage public and private dollars towards overall community revitalization efforts that could have significant impact well beyond the Triangle's boundaries. Key to making the redevelopment of the Triangle site successful are managing expectations and ongoing communications throughout the time that it will take for the redevelopment to take place. There are a few recommendations to ensure that community trust can be built and maintained throughout the process and that the community's vision is achieved.

1. Accountability: Set clear expectations that the community can use to hold the PRA and its developer partner(s) accountable in the form of a written Community Benefits Agreement.

2. Neighborhood Decision Making: Set up a Triangle Development Advisory Committee made up of 10-12 representatives from a cross-section of the neighborhood. This Advisory Committee should include active community leaders who are already trusted to represent community interests and are already engaged in neighborhood rebuilding efforts.

3. Constant Communication: Launch monthly "Town Hall" style meetings where community residents and interested participants can go to get updates, provide input, and engage directly in redevelopment efforts.

4. Economic Opportunities: Ensure that redevelopment of the Logan Triangle site benefits Logan's existing low-income residents by expanding economic opportunities and committing to local hiring practices. With a young population, there is an opportunity to train and develop a skilled labor force that will support the construction and ongoing maintenance and management of the Triangle site. The training programs need to start now so residents can build the skill sets





METRICS

- Number of new, mixed-income residential units built in the Logan Triangle site
- Square footage of greened areas within the Triangle
- Number of neighborhood residents employed by contractors or businesses construction or operation within the Triangle
- Number of community meetings held
- Completion of a Community Benefits Agreement

POTENTIAL PARTNERS

- PHS
- Parks Department
- PWD
- Other local organizations
- PCPC
- PRA
- Selected Logan Triangle developer

COMMUNITY BENCHMARKS

-  Strong base of community leaders
-  Leveraging community assets & strengthen community partnerships
-  Promoting economic development
-  Strong educational and skills training

needed for future employment.

5. Great Urban Design: Ensure that the redevelopment of the site builds off of the neighborhood's strengths and applies sound urban design principles to create a vibrant, pedestrian friendly, welcoming extension of the Logan Neighborhood. Logan already has a strong physical grid with walkable streets and a diverse housing stock. The development of the Logan Triangle should reintegrate back into the fabric of the neighborhood and leverage its best assets.

6. Support Existing Homeowners and Create a New Residential Anchored Mixed-Use Community: Ensure that the design of the site supports existing homeowners around the Triangle and directs investment back into those blocks to build stable, complete blocks. In addition, new residential development adjacent to the existing homes would further anchor the community, rather than creating a wall between the existing neighborhood and new development. Instead, it would help to integrate the site back into the neighborhood.

7. Support Existing Businesses and Local Retailers: The Broad Street Corridor includes mostly local retailers as well as some national chains. The development of the Logan Triangle site while it has the opportunity to boost the entire neighborhood if not done sensitively could have a potential negative impact on the existing commercial corridor. The development of the Logan triangle should complement the existing business corridor and work with the local businesses to develop a marketing and business attraction strategy that can promote the entire neighborhood.

8. Incorporate Public Amenities: Ensure that the development provides direct benefits back to the community including the incorporation of civic uses, public open space and recreational amenities to serve neighborhood youth and families. A key public amenity that directly benefits the Logan community should be included in the very early stages of development. This public amenity would help to build community trust, restore the neighborhood's identity and rebrand the site.

9. Build sustainably by incorporating creative landscaping and green infrastructure: Compared to when the Logan Triangle was first developed, today there is a unique opportunity to address the sites challenges in an innovative and sustainable way by incorporating sustainable design features and green infrastructure.



Credit: DC Greens

Opportunities for urban agriculture and community gardening.



Credit: PWD

Passive open space with green infrastructure.



Credit: WRT

Opportunities for placemaking.

COMMUNITY SAFETY & BLIGHT REDUCTION

GOAL 1: ADDRESS CRIME AND THE PERCEPTION OF CRIME.

Develop and implement a multi-pronged strategy to address crime:

- Support regular coordination between residents and the 35th District police precinct
- Establish a community safety patrol focused on the start and end of the school day
- Provide counseling and support to youth and adults re-entering the community after incarceration
- Develop after-school programs that provide mentoring and organized recreation during peak times of youth violence (between the hours of 3 p.m. and 7 p.m.).
- Implement the SafeCam program along business corridor
- Maintain existing street lights and implement additional street lighting
- Encourage Crime Prevention Through Environmental Design (CPTED) education and implementation of best practices
- Work with the City of Philadelphia Licenses and Inspections department (L&I), and local organizations to reduce blight in targeted areas



Early discussions with a potential developer partner for the Logan Triangle site explored opportunities to include a Philadelphia Youth Basketball (PYB) facility on a portion of the site. The concept for the center is a \$25 million sports and education facility modeled after the Arthur Ashe Youth Tennis and Education program (now “Legacy Youth Tennis”), with indoor basketball courts and an education wing. This type of youth programming was widely supported as the type of youth recreation, mentoring and jobs opportunity needed in the Logan neighborhood.





METRICS

- X percent decrease in crime rate per year
- X percent increase in the percentage of residents who perceive their neighborhood as “safe”
- Number of youth participating in afterschool programs
- Number of students reported feeling safe at school
- Number of cameras and streetlights installed at key locations per year
- Number of trust-building events held by Philadelphia Police officers in the neighborhood per year
- Development of a “Friends of the Park” program
- Number of activities/interventions that support active recreation and blight reduction

POTENTIAL PARTNERS

- Block Captains
- City of Philadelphia Youth Violence Prevention Collaborative
- Department of Human Services
- Local Businesses
- Logan Civic Association
- NAC – Neighborhood Advisory Committee
- Philadelphia Juvenile Court
- Philadelphia Police Department 35th District
- The Boys and Girls Club of Philadelphia

COMMUNITY BENCHMARKS

-  Strong base of community leaders
-  Leveraging community assets & strengthen community partnerships
-  Creating a healthy community
-  Ensuring the safety of all residents

GOAL 2:

IMPLEMENT A COMMUNITY CLEANLINESS MODEL THAT ADDRESSES LITTER AND PROMOTES NEIGHBORHOOD PRIDE.

Strategies and programs to improve neighborhood pride and reduce litter:

- Ensure that the Logan Triangle site is maintained by the PRA and its development partners until the site is redeveloped
- Implement regularly scheduled volunteer cleanup days in areas where litter is an issue
- Implement a Special Services District to help fund corridor improvements
- A Special Services District (SSD) is a legal mechanism where business property owners and businesses in a defined area jointly plan and put in place a sustainable funding source to pay for services to improve their area. SSD's are organized locally by businesses and business property owners but require legislative authorization to be established. Locally operating special services districts which can serve as a guide for Logan include Germantown Special Services District (GSSD) which works with Ready, Willing and Able (RWA), to provide sidewalk litter removal, graffiti removal and aid beautification efforts.



Credit: Logan CDC

Logan Business District Cleanup (April 2013)





METRICS

- Number of trash bins installed
- X percent increase in the number of residents who feel their neighborhood is clean
- Percentage of vacant lots that have been "cleaned" and "greened"
- Number of blocks participating in clean block competitions
- Number of youth participating in youth-led community clean-up program

POTENTIAL PARTNERS

- Block Captains
- Streets Department
- Local Businesses
- Neighborhood Civic Association
- NAC - Neighborhood Advisory Committee
- Nicetown CDC
- 8th and 9th Council Districts

COMMUNITY BENCHMARKS

-  Strong base of community leaders
-  Supporting existing residents and homeowners
-  Creating a healthy community
-  Leveraging community assets & strengthen community partnerships

COMMUNITY SAFETY & BLIGHT REDUCTION

GOAL 3:

PUT THE NEIGHBORHOOD'S SIGNIFICANT NUMBER OF VACANT LOTS INTO PRODUCTIVE USE AS COMMUNITY GATHERING SPACES, FOOD PRODUCTION (URBAN GARDENS, TREE FARMS), AND RECREATION.

The Land Bank should strongly consider acquisition and disposition of eligible properties in the Logan neighborhood to support community-driven open space and greening projects where there is both local organizational capacity and a need to expand or preserve open space. New green spaces in these areas could be active or passive park spaces, community gardens or urban agriculture sites, and should incorporate green stormwater infrastructure where feasible.

Develop a series of community spaces on vacant lots. This may include:

- Encourage temporary uses for vacant lots to serve local residents and foster a sense of community
- Prioritize vacant lots for redevelopment and reuse based on their location and physical condition
- Encourage locally based organizations and institutions to create and participate in an adopt-a-lot program through small grants
- Identify vacant lots that can be repurposed for permanent public open space



The Rockland Street Community Garden in Germantown was a block led effort to transform the long-neglected vacant lot into an urban garden and gathering space. Residents broke ground and built the space on April 16, 2012 during the 4th annual Philly Spring Cleanup.





METRICS

- X percent reduction in number of vacant underutilized lots per year
- X percent increase in number of spaces used for recreational/cultural programming
- Number of “adopted” lots
- Number of new green stormwater infrastructure projects per year
- Number of public art projects per year

POTENTIAL PARTNERS

- PHS
- Parks Department
- PWD
- Other local organizations (focused on urban agriculture and green infrastructure)
- PCPC
- PRA
- Block Captains

COMMUNITY BENCHMARKS

-  Strong base of community leaders
-  Leveraging community assets & strengthen community partnerships
-  Promoting economic development
-  Strong educational and skills training

VACANT LOT REUSE BEST PRACTICES



Vacant lots can be turned into temporary or permanent recreational spaces, often utilizing recycled materials. These spaces can provide a small but meaningful opportunity for active play right next door to many residents. Here, a play area on a lot in Pittsburgh was made out of repainted tires.



While many vacant lots are currently green with grasses, their stormwater capture potential can be better harnessed by constructing green infrastructure systems that are designed for that site's conditions. Green infrastructure can also often be paired with other uses like passive recreation and gardening. Here the Water Department offers a vision of such a transformed space. Local vacant lots that have recently been transformed (not pictured) include Heston Lot in Hestonville and Haverford Triangle in Dunlap.



The Philadelphia Water Department is encouraging the construction of green streets throughout the city. Here, curb bump-outs act to capture stormwater and calm traffic on Queen Lane in the East Falls neighborhood.

COMMUNITY SAFETY & BLIGHT REDUCTION

GOAL 3, CONTINUED: OPEN SPACE AND GREEN INFRASTRUCTURE STRATEGIES

1 Open Space Priority Investment Zone

The Open Space Priority Investment Zone highlights an area with no green space within a half-mile walk. The highlighted parcels within the zone represent vacant lots that could be transformed into temporary or permanent community green spaces.

2 Large-Scale Open Space Opportunity

The overlapping area of the priority investment zone and the Logan Triangle redevelopment site presents an opportunity to incorporate much-needed open space into the Triangle's future plans.

3 Proposed Green Lots

The neighborhood's vacant lots present an opportunity for small-scale open space and green infrastructure. Benefits include positive use of otherwise unused or unmonitored space.

4 Proposed Fern Rock American Trail

The Fern Rock American Trail is a conceptual trail alignment along a former rail right-of-way that creates an opportunity for a new trail network connecting residents with parks, schools, transit, and other neighborhood amenities. It would also provide a connection to other nearby neighborhoods by paralleling the Septa Broad Street Line to its west.

5 Proposed and Ongoing Enhancements to Existing Open Space

Stenton Park Playground is going to see substantial improvements beginning September 2016. The project includes renovating the recreation center and the play area, building a new sprayground, and other landscape improvements.

Hunting Park (Wingohocking Park): In 2009, Fairmount Park Conservancy started a master planning process to revitalize the 90-acre Hunting Park. Phase I was completed in 2014,

which represented over \$4.5 million in capital improvements and new programs. These included new lighting, a new baseball field, new tennis courts, an orchard, two new playgrounds and hundreds of new trees. The 10-acre portion of Hunting Park most accessible to the Logan neighborhood is locally known as Wingohocking Park and is separated from the rest of Hunting Park by Roosevelt Boulevard. This area is still in need of improvements as it was not included in the 2009 master plan. There is an opportunity to work with adjacent neighborhoods to identify enhancements to the existing park that would make it a more useable, safe and active destination.

6 Proposed Green Schoolyards

Green schoolyards entail the comprehensive redesign of schoolyards to include green infrastructure and other natural elements. These improvements can manage stormwater runoff, provide educational opportunities, and create an enhanced recreational and aesthetic neighborhood amenity. Children benefit by having a hands-on learning experience as well as having a greener place to play.

7 Proposed Green Streets

Green streets provide key connections between transit and neighborhood amenities with priority pedestrian and bike improvements. Those may include sidewalk widening, traffic calming, street trees, green infrastructure, trash cans, and more.

8 Existing Open Space

The western portion of the neighborhood includes signature open spaces like Wister Woods Park, which provides passive recreation opportunities.

OPEN SPACE AND GREEN INFRASTRUCTURE STRATEGIES



Open space and green infrastructure strategies.



Credit: TPL

Trust for Public Land's (TPL) program, Parks for People, transformed Philadelphia's William Dick School into a green schoolyard.



Credit: TPL

Parks for People engages students, greens schoolyards, and provides new, accessible open spaces in communities.

WORKFORCE DEVELOPMENT & FAMILY SELF SUFFICIENCY

The strategies for Workforce Development and Family Self Sufficiency are based on Shared Prosperity Philadelphia, the City's plan to fight the persistent impacts of poverty on Philadelphia's most vulnerable residents.

GOAL 1:

INCREASE THE NUMBER OF RESIDENTS WHO HAVE THE SKILLSETS TO BE EMPLOYED BY AREA INSTITUTIONS.

Strategies include:

- Address individual barriers to employment from education and skills training to life skills and daily challenges (such as travel, childcare) by providing training programs and identifying funding to provide transportation vouchers for working parents
- Partner with area employers and institutions to provide workforce development programs through internships or apprentice opportunities
- Partner with Philadelphia Works, Community College of Philadelphia and other partners to identify and train individuals for employment opportunities specifically targeted to entry-level workers
- Implement the First Source policy requiring projects seeking public financing to hire from a Philadelphia Works maintained list of local unemployed individuals
- Promote supplier diversity programs and hiring practices among anchor institutions (such as universities and hospitals) that encourage sourcing from low-income areas near their campuses

GOAL 2:

PROVIDE RESOURCES TO STRENGTHEN FAMILY SELF-SUFFICIENCY AND INCREASE HOUSEHOLD WEALTH.

Strategies include:

- Partner with area providers and the NAC Coordinator to increase access to essential services and benefits
 - The Neighborhood Advisory Committee (NAC) serves neighborhood with a concentration of low to moderate income residents. Coordinators work with residents to ensure they have access to the services and resources available by holding Service Area Briefings, conducting surveys, and attending local meetings.
- The service area for the Nicetown CDC and Nicetown NAC includes 15 Census Tracts: 203-205; 276-284; and 265-267. The boundary extends north from Germantown Avenue to the boundary of the City (W. Cheltenham Avenue).
- Provide pathways out of poverty that support education, employment, financial literacy, and asset-building





METRICS

- Number of new businesses per year
- X percent increase in the number of job fairs held in the neighborhood for local residents per year
- Creation of a workforce program that links local residents to local jobs
- Number of residents who complete skills training program for housing rehabilitation per year
- X percent increase in the percentage of residents participating in Philadelphia Works programs

POTENTIAL PARTNERS

- Area institutions: La Salle, Einstein Medical, etc
- Philadelphia Works
- Selected Logan Triangle developer
- PRA
- Habitat for Humanity - Philadelphia
- Nicetown CDC

COMMUNITY BENCHMARKS

-  Leveraging community assets & strengthen community partnerships
-  Promoting economic development
-  Strong educational and skills training
-  Youth focused programming

YOUTH ENGAGEMENT

GOAL 1:

GROW OUR YOUTH AS A COMMUNITY RESOURCE THROUGH PROGRAMS THAT SUPPORT YOUTH ENRICHMENT AND PROVIDE SAFE CULTURAL AND RECREATIONAL ACTIVITIES.

Strategies include:

- Increase access/availability of high-quality after-school and out-of-school activities for youth including sports, arts and cultural programs
- Increase access/availability of mentoring opportunities for youth connected to local institutions and businesses
- Increase access/availability of youth employment including summer work experience (internships and paid jobs) through the Philadelphia Youth Network
- Increase access/availability of high-quality recreational programming for youth
- Implement safe routes to and from school and neighborhood amenities utilizing programs such as WalkSafePHL
- Ensure meaningful engagement by hiring a locally based youth engagement coordinator that can connect Logan Youth to Citywide resources and programs (Police Athletic League, PhillyGoes2College, Graduation Coach Campaign)
- Connect neighborhood youth who have dropped out of high school with pathways for alternative high school completion programs



During its operation, Logan CDC successfully brought a number of youth-based programming to the neighborhood.

METRICS

- Number of residents who complete financial literacy programs
- X percent increase of percentage of residents who connect to benefits offered by the City
- X percent increase of percentage of youth participating in youth programs
- X percent increase in percentage of youth participating in mentoring programs

POTENTIAL PARTNERS

- Police Athletic League
- PhillyGoes2College
- Banking on Our Future Philadelphia (BOOF)
- Neighborhood Civic Association
- Nicetown CDC
- Local schools and religious organizations
- Area institutions: La Salle, Einstein Medical, etc
- Philadelphia Youth Commission

COMMUNITY BENCHMARKS

- ➕ Leveraging community assets & strengthen community partnerships
- ➕ Supporting existing residents and homeowners
- ➕ Creating a healthy community
- ➕ Strong educational and skills training

COMMERCIAL CORRIDOR REVITALIZATION

GOAL 1:

HELP REVITALIZE LOGAN'S COMMERCIAL CORRIDORS FOCUSED AROUND THE 4700-5100 BLOCKS OF NORTH BROAD STREET & OLD YORK ROAD AND RE-LAUNCH THE LOGAN BUSINESS ASSOCIATION.

In order to thrive, commercial corridors need blocks of contiguous business establishments. The supply and demand of services and customers must also be adequately balanced. Therefore it is highly recommended to conduct a more focused commercial corridor study with retail market analysis that can identify demand and create a detailed set of recommendations along with a branding and marketing strategy.

Strategies include:

- Secure the contract for the City's Targeted Corridor Management Program (TCMP) in order to reinstate the Corridor Manager and hire local Sanitation Specialists to clean Logan's North Broad Street and Old York Road business corridors
- Implement a Special Services District to help fund corridor improvements
- Implement streetscape improvements to reinforce pedestrian comfort and safety
- Develop a "Model block" that can leverage and demonstrate commercial corridor investments including streetscaping and façade improvements
- Coordinate efforts to combat crime along the commercial corridor through a coordinated set of safety strategies including:
 - The City of Philadelphia Business Security Camera program by working with businesses to install external security cameras to increase safety in public areas for shoppers, employees and residents with costs reimbursed for the cost of equipment and installation
 - Implement recommended Philadelphia Safe Commercial Corridors Program strategies





METRICS

- Re-establishment of Logan Business Association
- Number of Businesses in LBA
- Hiring of a Business Corridor Manager
- Miles of streetscape enhancements (trees planted, benches/bus shelters, bike racks, crosswalks, lighting, sidewalks, etc.)
- Number of art activities/projects completed per year
- X percent reduction in number of pedestrian related traffic incidents per year

POTENTIAL PARTNERS

- Philadelphia LISC's Commercial Corridor Revitalization Initiative provides funding and technical assistance to community organizations working to improve city corridors, which are key to community growth and sustainability.
- NAC – Neighborhood Advisory Committee
- Local Businesses
- LISC's Corridor Management Program
- Streets Department
- Neighborhood Civic Association

COMMUNITY BENCHMARKS

-  Creating a healthy community
-  Leveraging community assets & strengthen community partnerships
-  Promoting economic development
-  Ensuring the safety of all residents

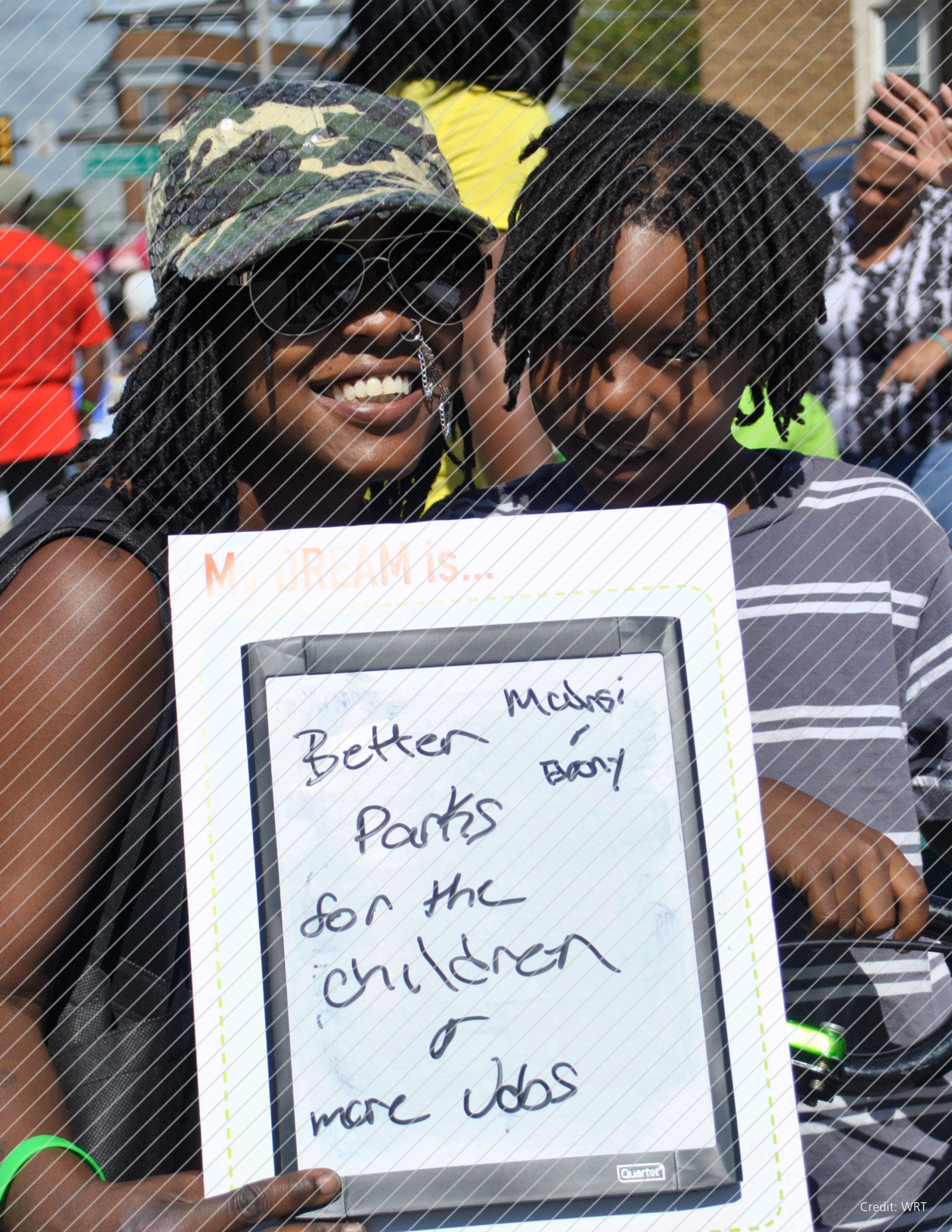


Commercial Corridor Model Block – Broad Street from W. Rockland to W. Louden Street.



Commercial Corridor Model Block rendering showing facade improvements and streetscape enhancements.

05/ IMPLEMENTATION



My DREAM is...

Better Parks
for the children
or
more Jobs
Malosi / Bony

Quartet

IMPLEMENTATION MATRIX

HOUSING REVITALIZATION

GOAL 1: RE-INVEST IN THE NEIGHBORHOOD'S HOUSING STOCK AND FIX THE LARGE NUMBER OF HOMES IN DISREPAIR.

STRATEGIES	PARTNERS	FUNDING
Connect existing homeowners to home improvement resources and home repair assistance programs.		
Lead block builds with support from organizations like Habitat for Humanity and Rebuilding Together Philadelphia.		
Harness neighborhood capacity and local labor through community volunteer rebuilding days, DIY home improvement sessions, and a tool lending library.		

GOAL 2: DEVELOP AN ALLIANCE TO LEAD NEIGHBORHOOD HOUSING INVESTMENT.

STRATEGIES	PARTNERS	FUNDING
Create an Alliance of supporting organizations (neighborhood organizations, faith-based groups, local institutional partners) to focus on neighborhood housing revitalization strategies and collaborate to repair, lease and market formerly vacant and abandoned homes.		

GOAL 3: DEVELOP AN ALLIANCE TO LEAD NEIGHBORHOOD HOUSING INVESTMENT.

STRATEGIES	PARTNERS	FUNDING
Identify catalyst sites for new infill construction/historic rehabilitation-reuse that have an immediate impact on neighborhood identity and leverages other investment.		
Work with L&I to improve code enforcement.		
Utilize the tools of the Philadelphia Land Bank, a new agency whose mission is to return vacant and tax delinquent property to productive reuse.		

GOAL 4: BUILD COMMUNITY PRIDE TO PROMOTE HOUSING INVESTMENT THROUGH NEIGHBORHOOD EVENTS.

STRATEGIES	PARTNERS	FUNDING
Led by block captains and other neighborhood leaders, implement most improved porch contest; sponsored block party for the cleanest block; front garden contests; and block party open houses to attract new buyers to blocks with redeveloped housing.		

NEIGHBORHOOD REVITALIZATION

GOAL 1: IMPROVE ACCESS TO HEALTHY, FRESH PRODUCE AT AFFORDABLE PRICES.

STRATEGIES	PARTNERS	FUNDING
Develop a culinary kitchen/healthy food incubator that builds on the neighborhoods cultural diversity and culinary traditions and is the site for healthy food activities including cooking contests and demonstrations.		
Examine an opportunity to attract a Food Co-op or larger scale fresh food market to the neighborhood at key locations along Broad Street or the Logan Triangle.		
Increase small scale community gardens and farmers markets utilizing the neighborhood's numerous vacant lots.		
Partner with local organizations to increase the number and availability of nutrition programs in neighborhood schools.		
Support and attract local sit down restaurants that serve healthy food along with healthy food retail and restaurants to open in the commercial corridor.		

GOAL 2: PROMOTE AND CELEBRATE THE NEIGHBORHOOD'S RICH HISTORY AND DIVERSITY.

STRATEGIES	PARTNERS	FUNDING
Support the reuse of historic sites and buildings with historic value (i.e., Logan Theater).		
Develop an art and signage program to unveil the neighborhood's history and educate residents.		
Seek funding to continue "My Logan Story" youth-led documentary film project and other projects to connect youth to their community history and identity.		
Document community history and stories related to the Triangle through art and creative placemaking projects.		
Seek funding and partnership to continue Let's Love Logan Day to build community pride.		
Leverage the Broad Street Run "America's largest 10-miler starts here!"		

GOAL 3: IMPLEMENT STREETScape IMPROVEMENTS TO SUPPORT THE NEIGHBORHOOD'S STRONG TRANSIT INFRASTRUCTURE.

STRATEGIES	PARTNERS	FUNDING
Install new bus shelters at key locations.		
Improve the operation/schedule of the J bus.		
Improve station safety – by increasing police presence, improving lighting, and installing cameras.		
Provide a safe and attractive walking environment along the key corridors through streetscaping improvements which include lighting, street trees, street furniture, and public art.		
Evaluate and implement Vision Zero policies to reduce speeding and create safer streets. Prioritize improvements at locations with high traffic and pedestrian safety issues including: Fifth and Olney and Broad Street and Olney Avenue.		
Provide corner sidewalk extensions to enhance pedestrian safety at crosswalks and improve ADA accessibility.		

GOAL 4: EXPAND ACCESS TO NEIGHBORHOOD PARKS AND DEVELOP ADDITIONAL NEIGHBORHOOD OPEN SPACE AND RECREATIONAL AMENITIES.

STRATEGIES	PARTNERS	FUNDING
Dedicate significant amounts of land at the Logan Triangle towards public open space and community recreation that could serve multiple purposes (recreation, green infrastructure) and support community health.		
Ensure that all Logan residents live within a 10-minute walk of a neighborhood park or a recreation center.		
Convert opportunity sites such as vacant lots and schoolyards to neighborhood recreational amenities.		
Ensure proper safety, maintenance, and vibrancy of existing parks by implementing resident-driven improvements to encourage greater use (youth specific programming, fairs, markets, sports events, community cleanups).		
Create Friends Groups to increase stewardship of open space amenities and promote programming aimed at the community's needs and specific user preferences.		
Leverage existing rail right of way and other underutilized infrastructure to develop future trails that will provide for bicycle and pedestrian connectivity.		

GOAL 5: PUT THE LONG-VACANT 35-ACRE LOGAN TRIANGLE SITE INTO PRODUCTIVE REUSE.

STRATEGIES	PARTNERS	FUNDING
Accountability: Set clear expectations that the community can use to hold the PRA and its developer partner(s) accountable in the form of a written Community Benefits Agreement.		
Neighborhood Decision Making: Set up a Triangle Development Advisory Committee made up of 10-12 representatives from a cross-section of the neighborhood.		
Constant Communication: Launch monthly “Town Hall” style meetings where community residents and interested participants can go to get updates, provide input, and engage directly in redevelopment efforts.		
Economic Opportunities: Ensure that redevelopment of the Logan Triangle site benefits Logan’s existing low-income residents by expanding economic opportunities and committing to local hiring practices.		
Great Urban Design: Ensure that the redevelopment of the site builds off of the neighborhood’s strengths and applies sound urban design principles to create a vibrant, pedestrian friendly, welcoming extension of the Logan Neighborhood.		
Support Existing Homeowners and Create a New Residential Anchored Mixed-Use Community: Ensure that the design of the site supports existing homeowners around the Triangle and directs investment back into those blocks to build stable, complete blocks.		
Support Existing Businesses and Local Retailers.		
Incorporate Public Amenities: Ensure that the development provides direct benefits back to the community including the incorporation of civic uses, public open space and recreational amenities to serve neighborhood youth and families.		
Build sustainably by incorporating creative landscaping and green infrastructure.		

COMMUNITY SAFETY AND BLIGHT REDUCTION

GOAL 1: ADDRESS CRIME AND INCREASE RESIDENT'S PERCEPTION OF SAFETY.

STRATEGIES	PARTNERS	FUNDING
Support regular coordination between residents and the 35th District police precinct.		
Implement the SafeCam program along business corridor.		
Maintain existing street lights and implement additional street lighting.		
Encourage Crime Prevention Through Environmental Design (CPTED) education and implementation of best practices.		
Work with the City of Philadelphia Licenses and Inspections department (L&I), and local organizations to reduce blight in targeted areas.		

GOAL 2: IMPLEMENT A COMMUNITY CLEANLINESS MODEL THAT ADDRESSES LITTER AND PROMOTES NEIGHBORHOOD PRIDE.

STRATEGIES	PARTNERS	FUNDING
Ensure that the Logan Triangle site is maintained by the PRA and its development partners until the site is redeveloped.		
Implement regularly scheduled volunteer cleanup days in the area of the neighborhood where litter is an issue.		
Implement a Special Services District to help fund corridor improvements.		

GOAL 3: PUT THE NEIGHBORHOOD'S SIGNIFICANT NUMBER OF VACANT LOTS INTO PRODUCTIVE USE AS COMMUNITY GATHERING SPACES, FOOD PRODUCTION (URBAN GARDENS, TREE FARMS), AND RECREATION.

STRATEGIES	PARTNERS	FUNDING
Encourage temporary uses for vacant lots to serve local residents and foster a sense of community.		
Prioritize vacant lots for redevelopment and reuse based on their location and physical condition.		
Encourage locally based organizations and institutions to create and participate in an adopt-a-lot program through small grants.		
Identify vacant lots that can be repurposed for permanent public open space and community gardens.		

WORKFORCE DEVELOPMENT & FAMILY SELF SUFFICIENCY

GOAL 1: INCREASE THE NUMBER OF RESIDENTS WHO HAVE THE SKILLSETS TO BE EMPLOYED BY AREA INSTITUTIONS.

STRATEGIES	PARTNERS	FUNDING
Address individual barriers to employment from education and skills training to life skills and daily challenges (such as travel, childcare) by providing training programs and identifying funding to provide transportation vouchers for working parents.		
Partner with area employers and institutions to provide workforce development programs through internships or apprentice opportunities.		
Partner with Philadelphia Works, Community College of Philadelphia and other partners to identify and train individuals for employment opportunities specifically targeted to entry-level workers.		
Implement the First Source policy requiring projects seeking public financing to hire from a Philadelphia Works maintained list of local unemployed individuals.		
Promote supplier diversity programs and hiring practices among anchor institutions (such as universities and hospitals) that encourage sourcing from low-income areas near their campuses.		

GOAL 2: PROVIDE RESOURCES TO STRENGTHEN FAMILY SELF-SUFFICIENCY AND INCREASE HOUSEHOLD WEALTH.

STRATEGIES	PARTNERS	FUNDING
Partner with area providers and the NAC Coordinator to increase access to essential services and benefits.		
Provide pathways out of poverty that support education, employment, financial literacy, and asset-building.		

YOUTH ENGAGEMENT

GOAL 1: GROW OUR YOUTH AS A COMMUNITY RESOURCE THROUGH PROGRAMS THAT SUPPORT YOUTH ENRICHMENT AND PROVIDE SAFE CULTURAL AND RECREATIONAL ACTIVITIES.

STRATEGIES	PARTNERS	FUNDING
Increase access/availability of high-quality after-school and out-of-school activities for youth including sports, arts and cultural programs.		
Increase access/availability of mentoring opportunities for youth connected to local institutions and businesses.		
Increase access/availability of youth employment including summer work experience (internships and paid jobs) through the Philadelphia Youth Network.		
Increase access/availability of high-quality recreational programming for youth.		
Implement safe routes to and from school and neighborhood amenities utilizing programs such as WalkSafePHL.		
Ensure meaningful engagement by hiring a locally based youth engagement coordinator that can connect Logan Youth to Citywide resources and programs (Police Athletic League, PhillyGoes2College, Graduation Coach Campaign).		
Connect neighborhood youth who have dropped out of high school with pathways for alternative high school completion programs.		

COMMERCIAL CORRIDOR REVITALIZATION

GOAL 1: HELP REVITALIZE LOGAN'S COMMERCIAL CORRIDORS FOCUSED AROUND THE 4700 - 5100 BLOCKS OF NORTH BROAD STREET & OLD YORK ROAD AND RE-LAUNCH THE LOGAN BUSINESS ASSOCIATION.

STRATEGIES	PARTNERS	FUNDING
Secure the contract for the City's Targeted Corridor Management Program (TCMP) in order to reinstate the Corridor Manager and hire local Sanitation Specialists to clean Logan's North Broad Street and Old York Road business corridors.		
Implement a Special Services District to help fund corridor improvements.		
Implement streetscape improvements to reinforce pedestrian comfort and safety.		
Develop a "Model block" that can leverage and demonstrate commercial corridor investments including streetscaping and façade improvements.		
<p>Coordinate efforts to combat crime along the commercial corridor through a coordinated set of safety strategies including:</p> <ul style="list-style-type: none"> The City of Philadelphia Business Security Camera program by working with businesses to install external security cameras to increase safety in public areas for shoppers, employees and residents with costs reimbursed for the cost of equipment and installation. Implement recommended Philadelphia Safe Commercial Corridors Program strategies. 		

06/ APPENDIX

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1 COMMUNITY MEETING PARTICIPANTS

1 COMMUNITY MEETING PARTICIPANTS

Hundreds of neighborhood residents and stakeholders participated in the planning process. In addition to outreach activities carried out throughout the neighborhood, three community meetings were held during this planning process, on November 21, 2013 (James Logan Elementary School - 1700 Lindley Avenue); March 20, 2014 (Jay Cook Elementary School - 1300 West Loudon Street); and September 29, 2015 (Beloved St. John Evangelistic Church - 4541 N. Broad St.). What follows is a compilation of participants from all meetings; many people attended more than one meeting.

Hamid Abdulaz
Mo'Min Abdullahijihad
Clarence Adams
Pat Alexander
Asam Amarkah
Kiar Anderson
Madeline Andrews
Donnie Andrews
Susan Anlen
Bernice Bafter
Howard Bailey
Arthur Bartley
Cindy Bass
Loraya Bates
Bernie Beam
Clydell Bellamy
Shirlene Bennett
Elliott Bey
Samaria Bey
Dora Black
Arlene Booth
Clara Boyer
Maurice Brasgell
Tanzy Brasgell
Jared Brey
Ernestine Bristow
Shanta Bristow
Ralph Brogdonise
Kathy Brooks
Alvina Brown
Sandra Brown
Ethel Brun
Althee Bryant
June Bryant
Patricia Burton
Nicola Byfield
Ron Cameron Sr.
Jessica Carter
Charlotte Castle
Katrice Cheaton
James Childs
Rachel Childs
Nick Cinciruk
Nancy Cobb
Dayne Cofer
Gilbert Coleman
Barbara Cooke
Kashima Crostun
Breema Darden
R. Davis
Pedro Dixon
Angie Dixon
Velvet Dobbins

Teresa Dorsey
Hattie Evans
Marie Freeland
Niya Gambill
Sonia Garnett
Pastor Dicie Gilmore
Sherita Glenn
BJ Glenn III
Latesha Green
Derek Green
Darryl Greene
Roslyn Greene
Dave Gregory
Marie Griffin
Rachael Griffith
Geoff Gusoff
Virneldia Haines
Isaac Harmon
Katikka Harris
Brenda Harris
Calvin Harris
Brenda Harris
Roosevelt Harris
Melanie Haynesworth
Elda Henningham
Lillian Hentz
Roubins Hercules
Nikkie Hines
Roz Holliday
Nadine Holliman
Sabrina Holloway
Bernice Holmes
Steve Horton
Francena Howard
Octavia Howell
Willie Mae Hughes
Annette Hull
Renee Hunley
Donnyell Iverson
Craig James
Toni Johnson
Janice Johnson
Marion Johnson
Pastor Harold Jolley
Vicki Jones
Monica Jones
Velda Jones
Philip Jones
Alana King
G. Xavier Knight
Robin Kohles
Anthony Lee
Calvin Lews

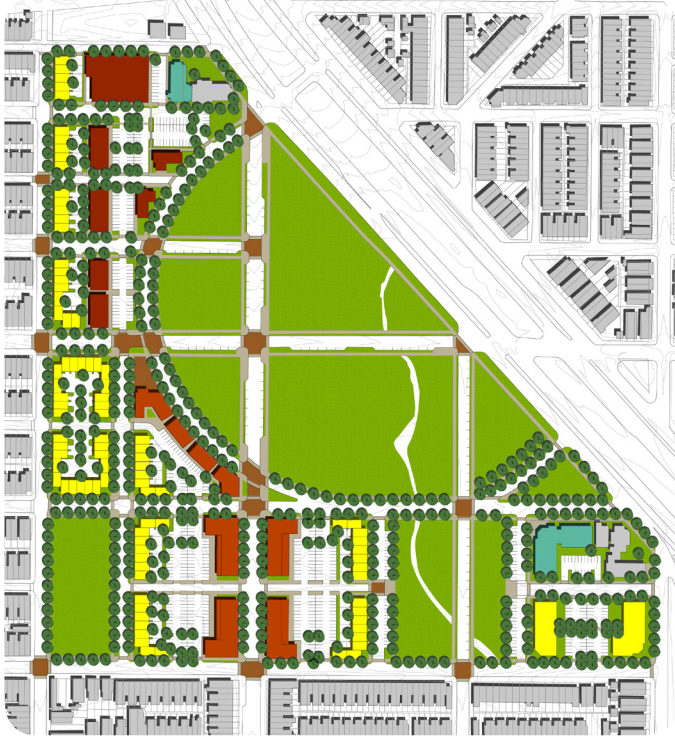
Aaron Libson
Denise Lindsay
Shanae Littlejohn
Elaine P. Lively
Diane Lockery
Daria Lofton
Gregory Lyons
Ken MacBain
Irene Mack
Taryn Mann
Kevin Marshall
Tracey Martin
David McCurry
Nali McGhee
Shearine McGhee
Marcus McKnight
Chike McLoyd
Mitzi McSwain
Demetrius Millner
Hassan Moore
Roslyn Morris
Shirley Morris
Neivia Murdock
The Murphys
Loretta Q. Nater
Elhadj Ndiaye
Anthony Phillips Neal
Mary Newkirk
Kermit Newkirk
Charles Newkirk
Mike Nielsen
Kathie Nixon
Sarah Noble
Vernica Norris
Frances Ortiz
Leora F. Parker
Brooklyn Pate
Rev. Robert H. Paul
Christopher Paul
Cheryl Perry
Gwen Pierce
Yvonne Pinkett
Alfred Postell
Laverne Powell
Evelyn Pryer
Deana M. Ramsy
Majeeda Rashid
George Reid
Carol Roberts
William Roberts
Denise Robey
Carol Robinson
Wesley Robinson

James Robinson
Gloria Rogers
Tyshia Rose
Tasha Rush
Charlene Samuels
Diane Sapp
Travis Sellers
Archer Sheal
Nicole Shelton
Rachel Singleton
Keith Isam Smith
Brenda St. George
John Stephens
Jean Stewart
Sandiq Stewart
Deirdre Still
Earle C. Sutton
Wakir Sylvester
Regina Thomas
Wayne E. Thomas
Patricia Thomas
Patricia Tisdale
Sharron Tyler
George Tynes
Rita Varley
Paul Vernon
Jabriel Vernon
Barbara Wallace
Nate Walton
Richard Washington
David S. Washington
Eshaa Watson
Dyomar Watson
Sylvester White
Rennata White
Shirley White
Mary Williams
Roy Williams
Rochelle Williams
Aisha Williams
Owen Williamson
William Leon Willis
Lillie M. Wilson
John Wilson
Maleek Wise
Stacey Wright
Walter Yarbrough

WRT apologizes for any omissions or misspellings in the meeting participant list as the list was developed from translation of handwritten sign-in sheets collected at the end of each meeting.

2 LOGAN TRIANGLE REDEVELOPMENT NEIGHBORHOOD D

DESIGN CHARRETTE & DESIGN GUIDELINES



Logan Triangle Neighborhood Design Charrette and Design Guidelines Manual

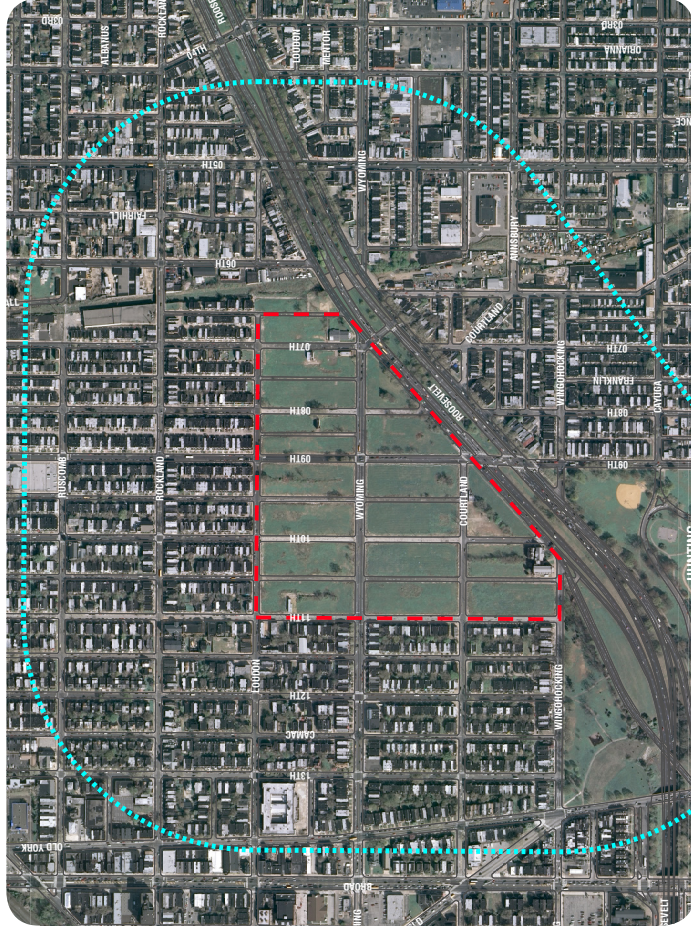
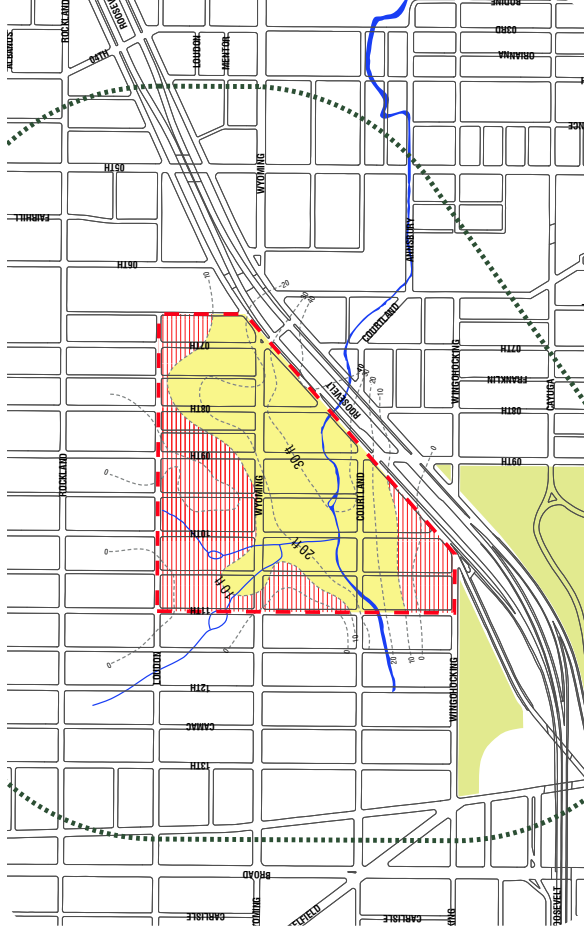


Elwell Studio
Land Planning + Landscape Architecture

Background

Logan CDC, with a generous grant from the Philadelphia Foundation, is working to define a viable redevelopment strategy for the Logan Triangle. The redevelopment strategy focuses on a mixed-use approach including neighborhood retail, affordable housing, and medical offices; destination uses including retail, dining, health club/recreational use; and some flexible uses including church expansion, light industrial, and community open space. The redevelopment program for this effort was established in a market study commissioned by the Philadelphia Redevelopment Authority (PRA) and produced by AKRF to determine what this site can support.

Logan CDC partnered with the design team of KSK Architects Planners Historians, Inc. (KSK) and Elwell Studio to develop a preferred redevelopment plan based on the market study by AKRF, additional research, and earlier development proposals for the site. Studies by various organizations have been performed for the site, which were significant in the development of the design proposals. It was the Green Acre study, for instance, that gave insight as to the desires of area residents for more open space. Others include the Philadelphia City Planning Commission (PCPC) Green Interim plan and Area Redevelopment Plan, the Urban Engineers Geotechnical Study, Logan CDC Strategic Plan and Asset Mapping Plan, a study prepared by The Reinvestment Fund, Inc., and the Urban Land Institute (ULI) -TAP Plan. Meetings/interviews with various city agencies, the site's landowner (PRA), as well as input and feedback from community members through a Community Design Charrette process, were valuable to this process. The original intent of the study was to use the results of this design exercise to inform the release of a new RFP by the PRA to seek developer interest to implement site redevelopment.





The Logan Triangle is a 48 acre site of predominantly vacant land, situated in the Logan neighborhood of north Philadelphia. It is bounded by Loudon Street to the north, railroad tracks to the east, Roosevelt Boulevard and W. Wingohocking Street to the south, and 11th Street to the west. The Wingohocking Creek, which once traversed the site, was filled with loosely compacted ash, cinder, and varying amounts of miscellaneous construction debris in the early 1900s to make way for residential development. Over time, the instability of the soil caused buildings to sink. By the 1950s, the homes were showing evidence of sinking (cracking foundations, sagging porches), and in 1986 an underground gas explosion revealed the extent and severity of the problem. Subsequently, the Philadelphia Redevelopment Authority began relocating residents and razing the properties, continuously working to acquire all the properties in the 17 block area within the Logan Triangle site, with the exception of two churches which are on stable, non-fill, soil.

The fill varies in depth throughout the site. While there are some areas with little to no fill (0 to 10 feet deep), there are other areas that the fill is a depth of approximately 40 feet or more. The northern portion of the site contains significant acreage with the least amount of fill. A smaller area that has lower fill levels also exists at the southern end of the site. In 1999, the Army Corps of Engineers estimated the remediation cost of the entire site to a point of “virgin” soil to be approximately \$48.5 million, which could be \$67 million today. However, the Urban Engineers Geotechnical study indicates that there are cost-effective means to develop these low-fill areas which incorporate significant acreage, and incorporate significant and meaningful green space into the deep-fill areas. As one example, the study suggests, pile foundation lengths can be much shorter in the areas of shallower fill, thereby reducing foundation costs. A pile is a slender column made of wood, concrete or steel. A pile is either driven into the soil or formed by excavating a hole and then filling it with concrete.

In 2007, two developers (Tower Investments and The Goldenberg Group) submitted proposals to the PRA, both of which were primarily retail use. Both proposals indicated that existing soil conditions were not a significant cost deterrent to development, validating the findings of the Urban Engineers study. Shortly after these two proposals were submitted, and rejected by the PRA, the market turned and development slowed nationwide. The site, therefore, continued to sit vacant and deteriorating. In an effort to redevelop the site temporarily, the PCPC proposed a largely green redevelopment strategy following the goals of the ULI-TAP report and the green infrastructure emphasized in the Greenworks Plan for Philadelphia, presenting a plan with an urban tree farm and commercial farming. This plan was created prior to PRA’s efforts to obtain 100% complete ownership of the Triangle.

The site has tremendous accessibility being located on Roosevelt Boulevard. This arterial road, with twelve lanes of traffic, carries approximately 85,000 vehicles per day at this location, but physically separates the Triangle from Hunting Park directly south of Roosevelt Boulevard. The site has generous public transportation options with SEPTA bus lines running through the site, and the nearby Broad Street Subway located just a few blocks away within walking distance. In addition, the site is easily accessible to I-76 and I-95 via Roosevelt Boulevard. Redevelopment of this site, after being vacant, underutilized, and poorly maintained for nearly 30 years, will bring desired improvements to this site and spur reinvestment in the adjacent residential areas. Being vacant, the area is prone to short term dumping, illicit activity, and deteriorating conditions. Extensive weed overgrowth throughout the site, and weed growth through cracks in streets and sidewalks, as well as jersey barriers blocking minor streets further accentuates the unattractive appearance of the site. A report prepared by the ULI notes that the Fairmount Park staff has confirmed that the Philadelphia Department of Public Property has a contract to clean the area twice a year (which proves ineffective at this rate). This report also states that the area is being used to park City vehicles. After years of neglect, promises of action, and planning fatigue, the community seeks action.

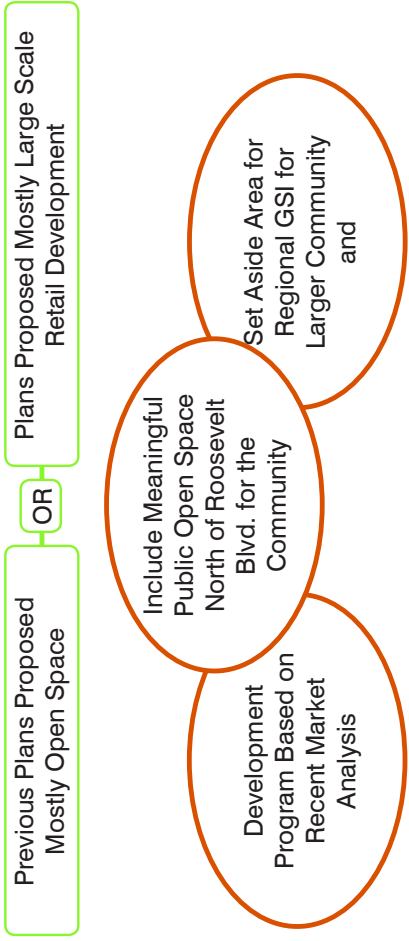
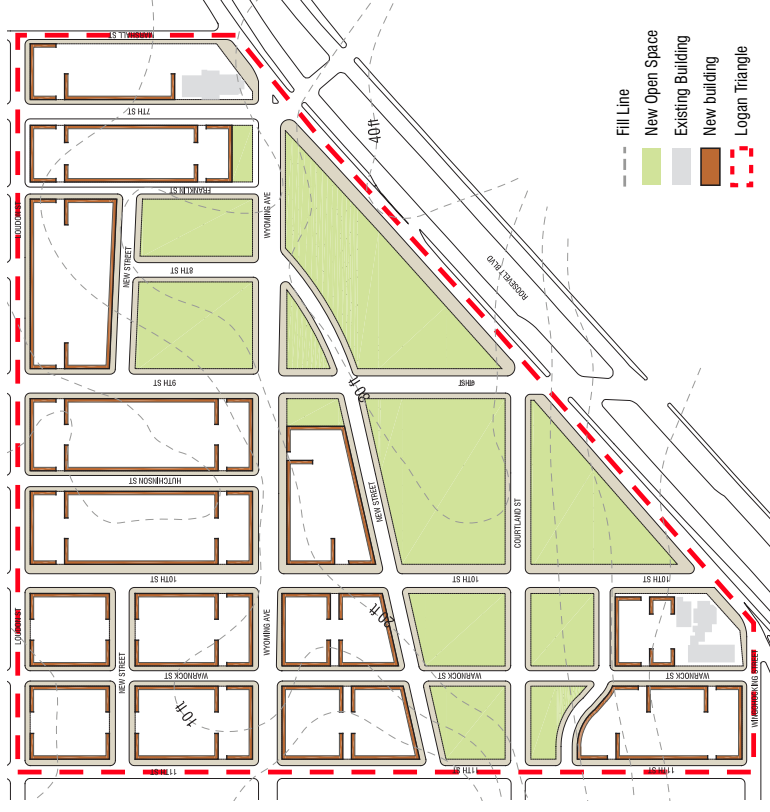


In May 2013, a Steering Committee Meeting was facilitated by KSK with selected representatives from Logan CDC and its community partners, Elwell Studio, and interested residents surrounding the site. The meeting was held to discuss the parameters of the Logan Triangle project and the steps in developing a redevelopment proposal which incorporates the area market study data and area stakeholder and community member concerns and ideas. The stability and viability of the site for re-development, from a structural and environmental basis, and the importance of community participation were heavily discussed topics at this working meeting.

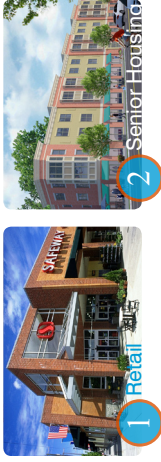
In June 2013, a Stakeholder working meeting was held with representatives from Logan CDC, KSK, the PRA, Philadelphia Streets Department, and the Philadelphia Water Department (PWD). The project was presented to the stakeholders, asking for input, ideas, and to address any areas of concern. Again, discussion focused around the cost effectiveness of building on the site given its existing soil conditions. It was explained how different approaches to development can determine the level of costs involved. As an approach to reducing redevelopment costs, KSK presented initial ideas that demonstrated that the amount of development identified in the AKRF market study could be constructed on the areas of the site where there is the least amount of fill – the northern and southern areas of the site.

Market study information was presented to show participants the levels of retail, commercial, limited office and residential development the site could support. Brownfield redevelopment case studies from elsewhere were presented to show development strategies similar to the concept being proposed by KSK – A redevelopment design proposal that does not place physical development on the entire site, but rather balances development with significant meaningful open space for community use.

Two different design proposals were presented by KSK, prompting discussion regarding the proposed street network, existing physical street conditions (which needed to be further examined with the Streets Department) and the allocation of permanent open space to the PWD for stormwater management use, and use by the Parks and Recreation Department for community park land. Community outreach during this planning exercise, as well as outreach from past studies, indicated that open space and outdoor recreational areas north of Roosevelt Boulevard are highly desirable by residents surrounding the Logan Triangle redevelopment site.

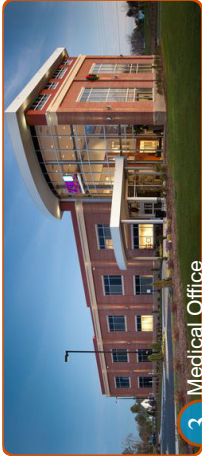


What is Different Now - A Balanced Development Approach



1

Retail



3

Medical Office



4

Town Housing



5

Triplex



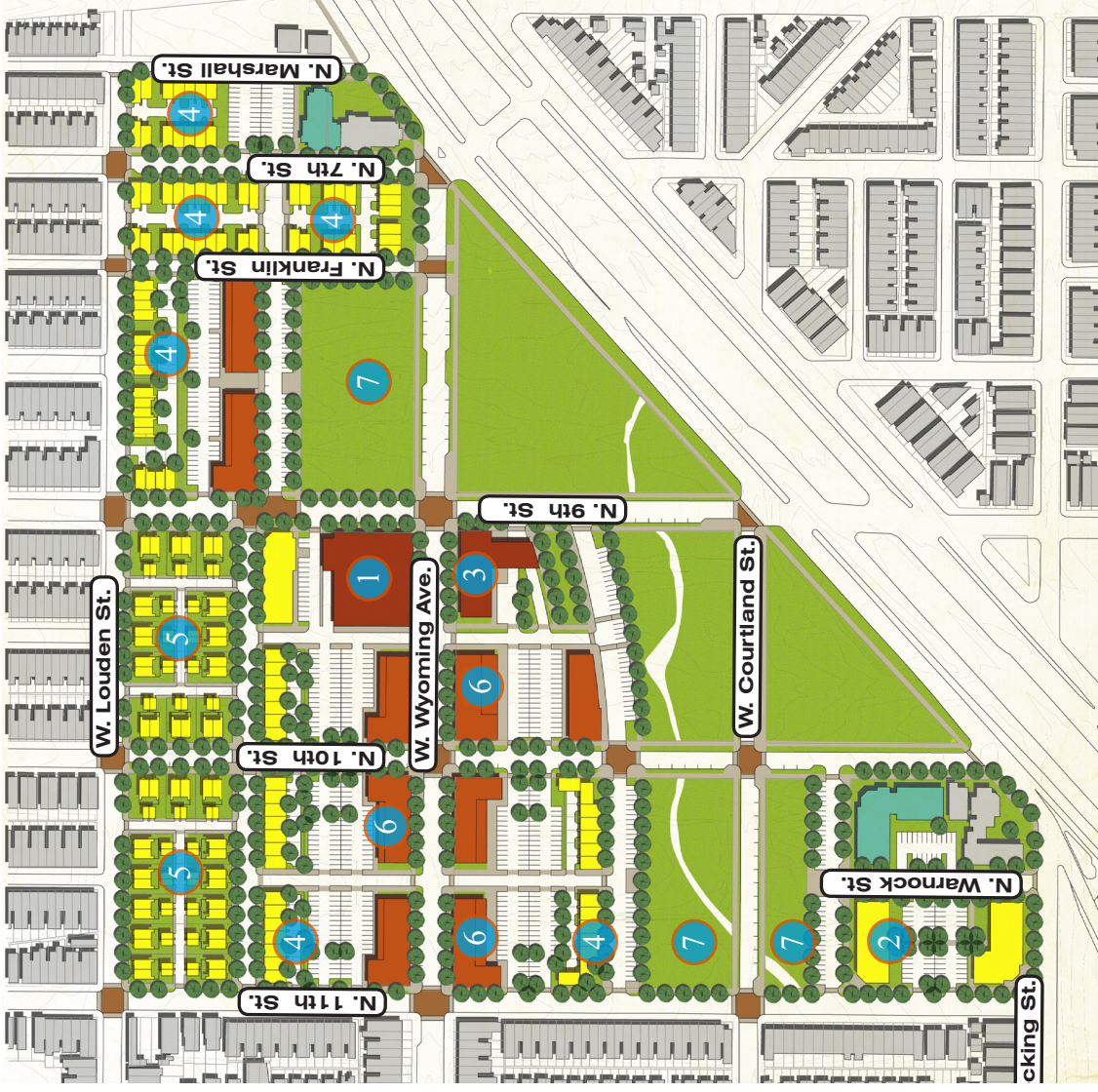
6

Mixed Use



7

Green Stormwater Infrastructure



Option One: Triangle New Town Center

Development Principles:

Mixed-Use Neighborhood Centers: Cluster diverse land uses in accessible neighborhood and regional centers

Mixed-Income Diverse Communities: Promote socially equitable and engaging communities.

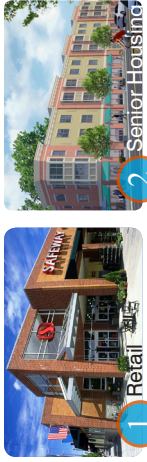
Include a sufficient variety of housing sizes and types in the project.

Compact Development: Increase density, conserve land, promote livability, walkability, and transportation efficiency.

Design parking for an appropriate mix of on-road and off road parking spaces.

Access to Civic & Public Space: Improve physical and mental health and social capital by providing a variety of open spaces close to work and home.

Access to Recreation Facilities: Improve physical and mental health and social capital by providing a variety of recreational facilities close to work and home to facilitate physical activity



1

Retail

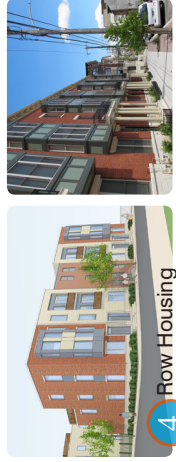


2

Senior Housing

3

Convenience



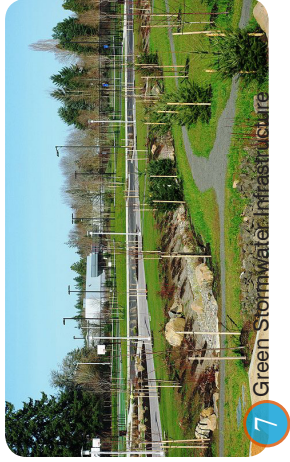
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Row Housing



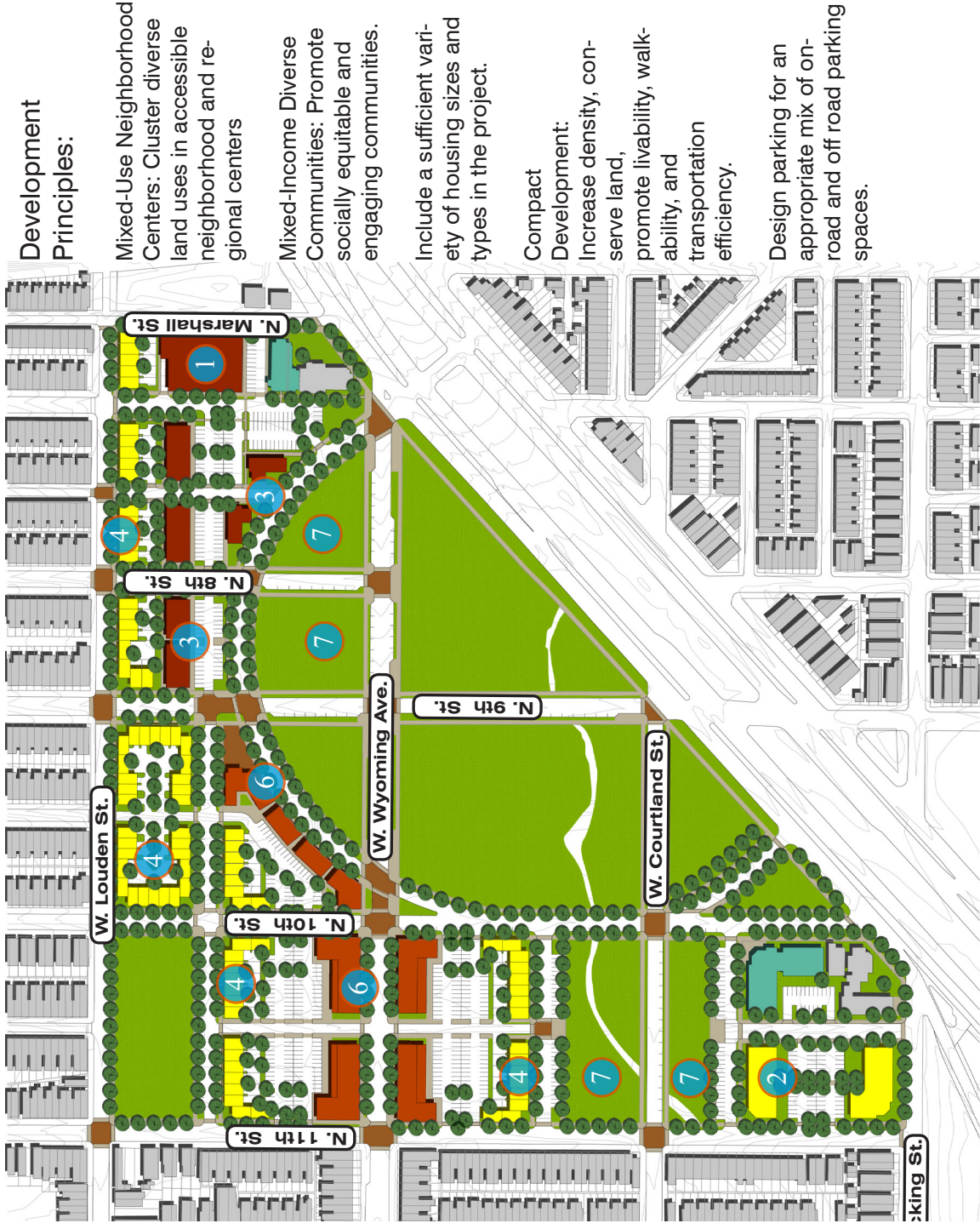
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Mixed Use



7

Green Stormwater Infrastructure



Development Principles:

Mixed-Use Neighborhood Centers: Cluster diverse land uses in accessible neighborhood and regional centers

Mixed-Income Diverse Communities: Promote socially equitable and engaging communities.

Include a sufficient variety of housing sizes and types in the project.

Compact Development:

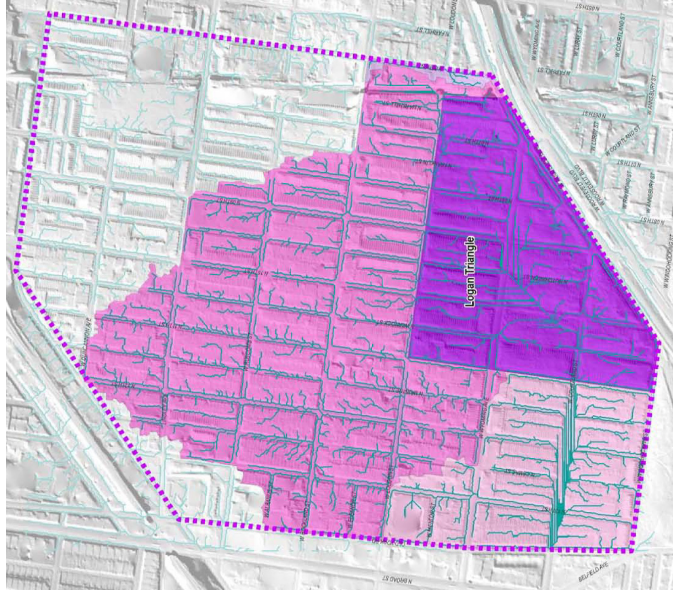
Increase density, conserve land, promote livability, walkability, and transportation efficiency.

Design parking for an appropriate mix of on-road and off road parking spaces.

Option Two: Triangle Center Green

In September 2013, a Community Charrette was held at Harold O. Davis Memorial Baptist Church, as more of a community workshop, to gain feedback on the needs and desires of current and future residents and stakeholders in the Logan Triangle community, as well as to obtain their reaction to the two redevelopment proposals presented. The community members were given the opportunity to comment, and help affect change in their community by providing input on the proposed plans for the study area.

During the Planning process, KSK was invited to attend several sessions of an internal PWD study that looked into the feasibility of using portions of the site for Green Stormwater Infrastructure (GSI), utilizing designated open spaces within the Triangle as well as alternative spaces, such as existing alleys and publicly and privately owned vacant parcels in the broader neighborhood. Preliminary findings determined that 2 areas of approximately 2-4 acres could be used for this utility. The ULI - TAP study also suggested the use of the site for stormwater utility, and the design team considers this use an important component of the overall development program.

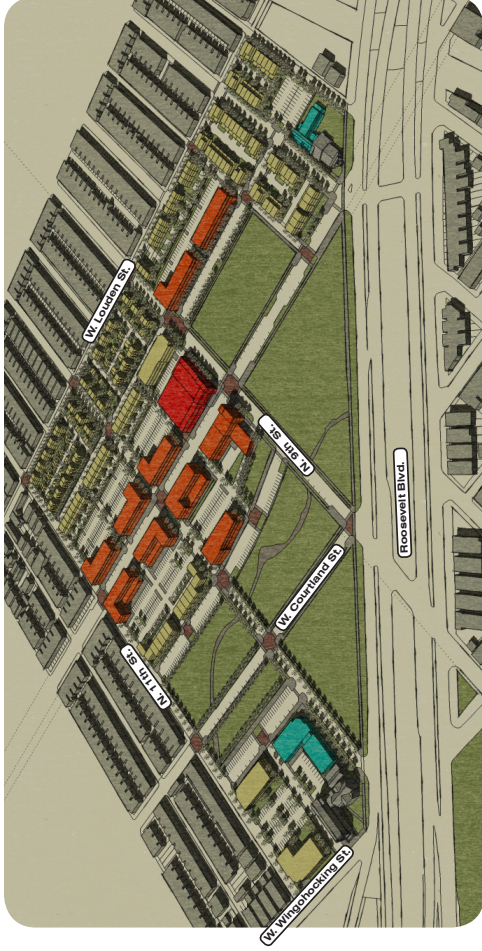


There were several development considerations that led to the conception of the three final plan options. These plans were prepared based on the following development principles and ideas:

1. **Place making:** Create mixed-use neighborhood centers, clustering diverse land uses in accessible neighborhood and regional centers.
2. **Geotechnical:** It has been determined that the suggestions by the Army Corps of Engineers on methods to stabilize the site are not necessary to redevelop the site, and building on areas of the least amount of fill will reduce the cost of development on the site, making redevelopment a more attractive possibility to interested development firms.
3. **Streets:** A newly proposed street system will provide a safe and pleasing streetscape, encouraging walking, bicycling, and transit use. The final design of the street network will create a system that accommodates all users: pedestrians, bicyclists, transit users, automobiles, and commercial vehicles.
4. **Public Transportation:** It is important to maintain major street connections for SEPTA bus routes and access to the Broad Street Subway, as well as accessibility to Roosevelt Boulevard. Access to public transportation and major streets will promote the viability of the site as a place to live as well as visit.
5. **Mixed-Use:** The development will be a mixed-use development, with a variety of housing types to support varying incomes and needs (single- family homes, duplexes, townhomes, apartments, and housing for individuals with special needs), and neighborhood as well as some destination commercial uses.
6. **Housing:** Mixed-income housing will provide socially equitable and engaging communities.
7. **Density:** Higher density non-residential areas conserve land and promote livability, walkability, and transportation efficiency; and an appropriate amount of on- and off-street parking is available.
8. **Regional Stormwater Management:** An area of 4-6 acres should be set-aside for future regional GSI. Setting aside land from this already vacant area for stormwater management will benefit the revitalization of the broader community that would be limited in providing land for this purpose.
9. **Open Space:** Additional, meaningful, open space for the community will be included in the proposed development plan. Passive and active recreational areas on the north side of Roosevelt Boulevard, close to work and home, are strongly desired by the community, improving the physical and mental well-being of the community.

Summary of Proposed Redevelopment Plan Options:

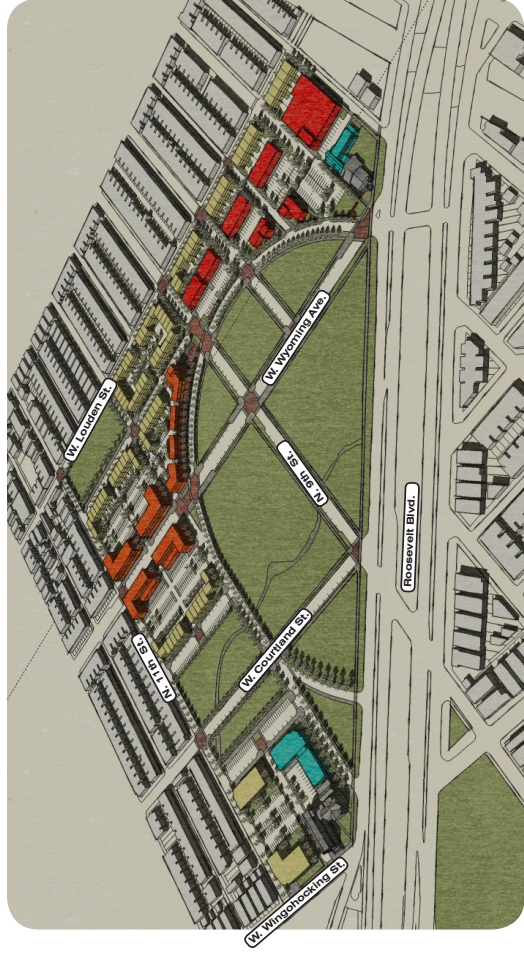
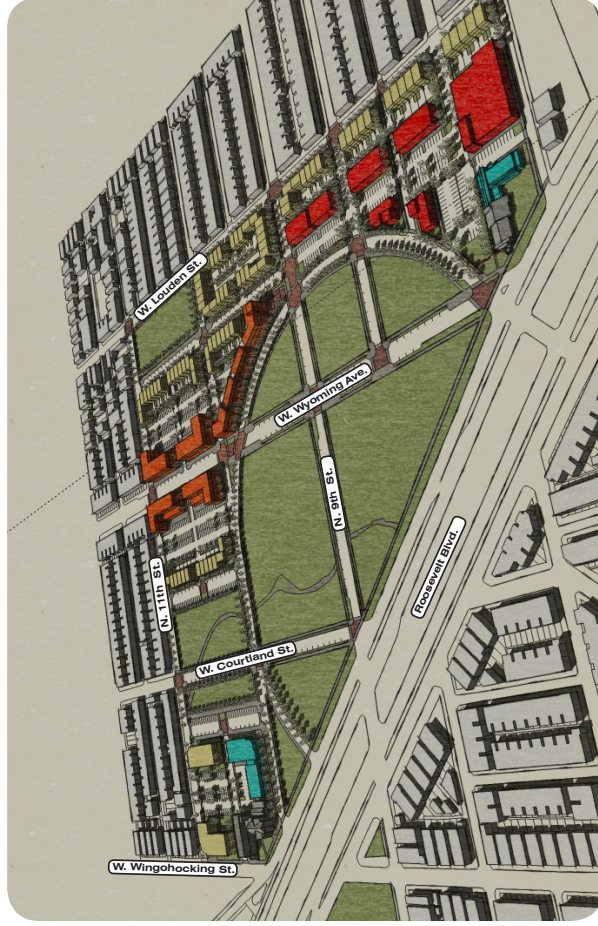
Option 1: Triangle New Town, takes the design approach that most directly correlates to the line of least amount of fill. Along the northern portion of the site, from 11th Street to Marshall along Loudon Street, row homes and duplexes are proposed. These homes provide a transition from the existing row homes to the north of the site, into the site, where higher density uses, such as residential over retail and larger commercial uses are proposed. These higher density uses are more centrally located to provide services to the new residents as well as existing residents of the community. Neighborhood commercial uses, such as drug stores, medical office buildings, dry cleaners, and a supermarket are proposed along W. Wyoming Avenue, which is an existing bus route. Being located along a bus route allows for more destination uses, such as restaurants and a fitness facility (gym), as well. Two active churches currently exist, anchoring the northeast and southwest corners of the site. The churches would like to expand, offering a larger school and daycare, additional housing, and increased community space providing community services and places to gather. Increased parking is provided around these churches, and expansion of each of their facilities is proposed. Of the three proposals, this option provides the most residential units and most square footage of commercial space. Finally, a large area of open green space buffers the neighborhood from Roosevelt Boulevard. This space will be seen as a gateway into the site, and provide an area of passive and active recreation that the community has voiced it needs and desires.



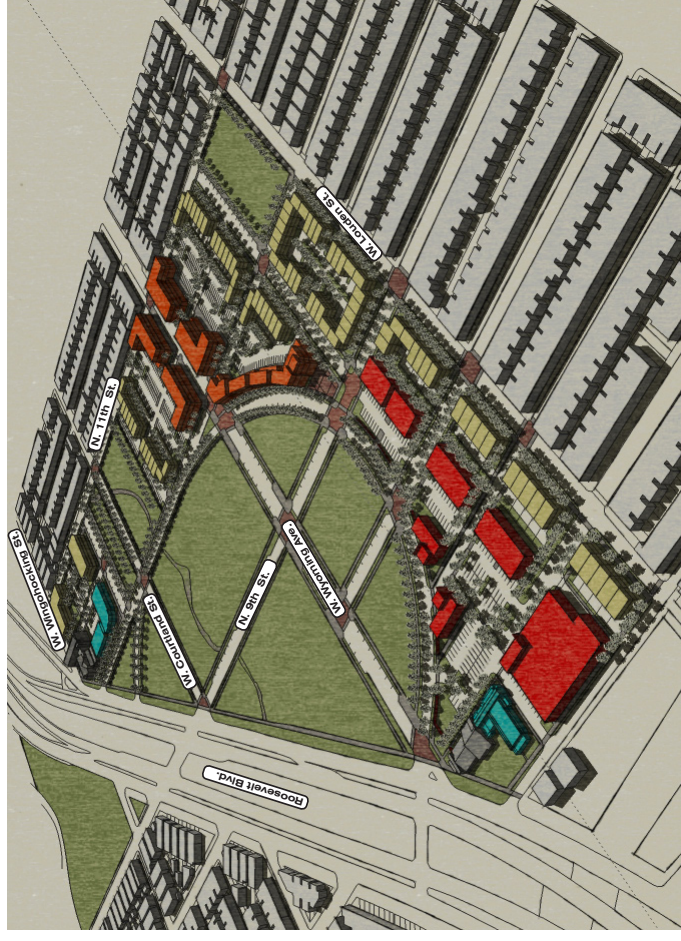
Illustrative sketch models showing different views of the proposed redevelopment concept



Option 2: Triangle Center Green, differs from Option 1 in that it provides more open space and the open space is configured differently than Option 1. In addition to the large central green, this proposal offers a recreational open space adjacent to the existing community. Both Options 1 and 2 appropriate the areas of deepest fill as passive and active open space areas, as well as designated areas for regional GSI; however, Option 2 provides approximately two more acres of green space. It is less densely developed than Option 1 as well, focusing more on place-making, and the town center green, emphasized by open space reaching out towards the residential areas. The green space is primarily fronted by residential and mixed-use buildings, providing an amenity to the residents as well as the retail users of the site. The arced street encompassing an oval ties the entire site together. While some uses front the green, street parking is also available throughout, yielding access to the site on a more regional scale. The main north-south and east-west streets, 9th Street and W. Wyoming Avenue have been retained, preserving the bus routes that run through the site as well as the bicycle lanes on both sides of W. Wyoming Avenue. While keeping the existing bus route, the stop locations are proposed to be relocated to the far side of intersections, allowing for the addition of shelters with amenities.

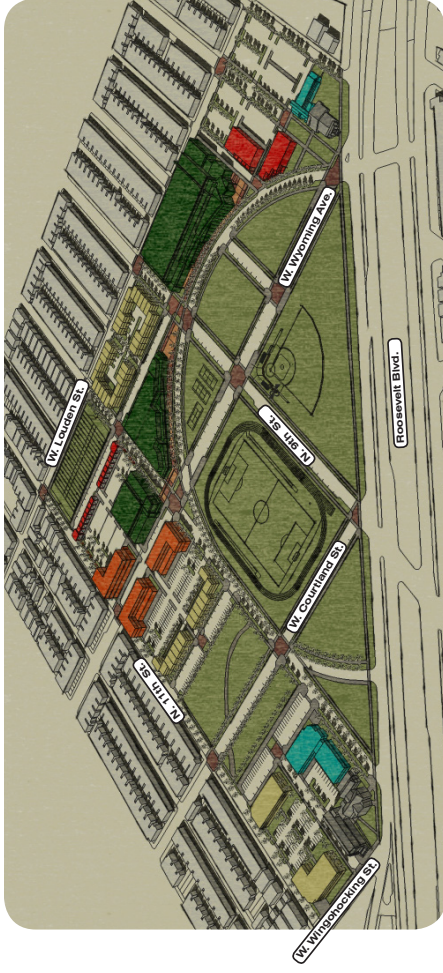
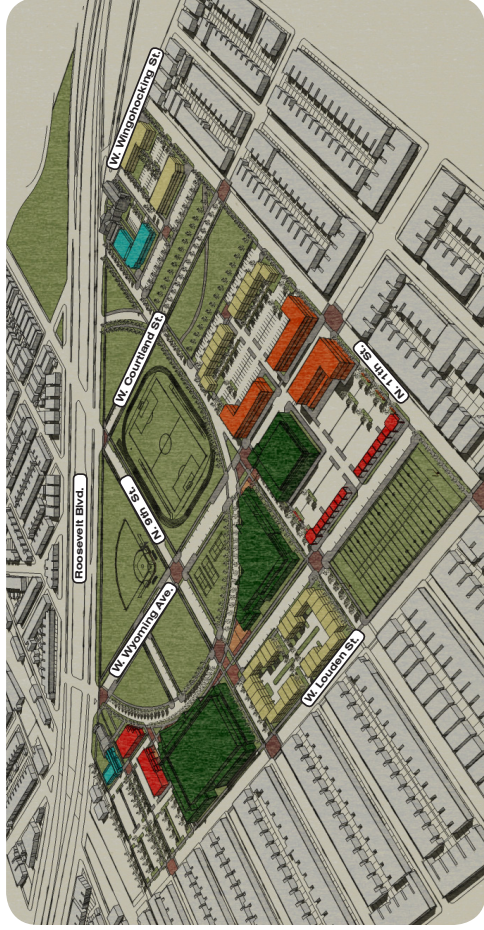


Illustrative sketch models showing different views of the proposed redevelopment concept

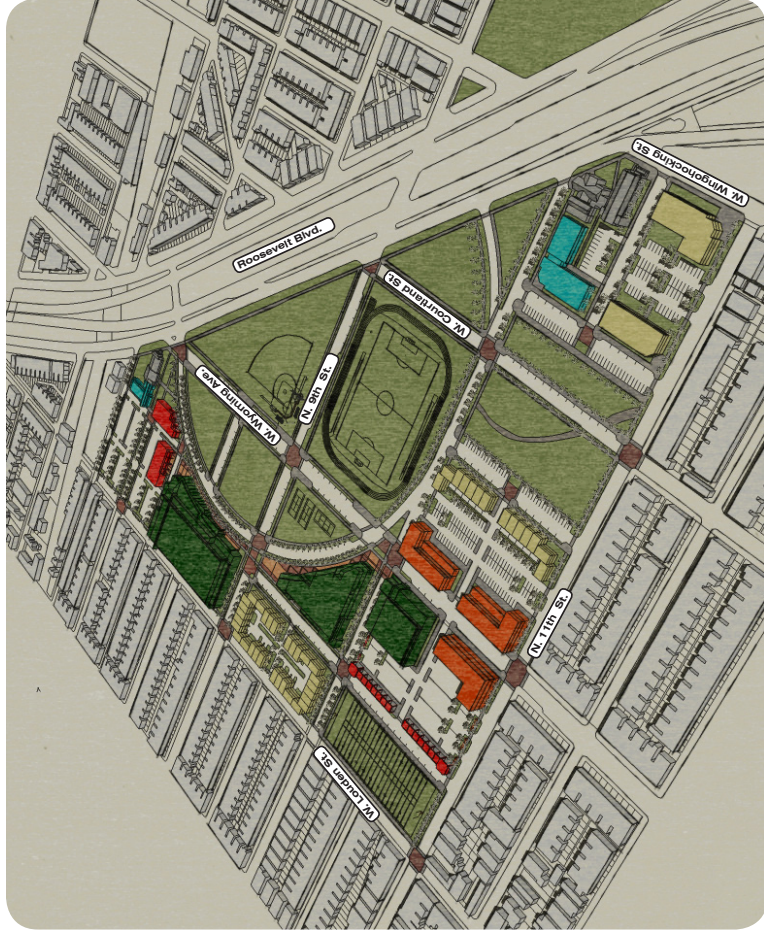


Option 3: Triangle SportsPlex: In ongoing stakeholder conversations, after the public Charrette workshop, a third option has emerged that has not yet been vetted publicly. This option shows a mixed-use community with a Sportsplex Campus. This design stems from the base design of Option 2: Triangle Center Green, providing a regional sports and recreation facility that is not currently available in the Philadelphia region. The development would be considered more of a destination, yet still be a huge amenity to the existing and new local residents. The proposal focuses mostly on a Sportsplex campus, providing some minimal residential development and supporting commercial uses. Athletic facilities, including an indoor track, courts for basketball and volleyball, conditioning space, and food service facilities, are envisioned in this concept. A large amount of outdoor recreation and open space is proposed as well, including an outdoor track. In addition, a community park is proposed in the northwest area of the site, adjacent to the existing residents to the north, providing an open space amenity for the local residents. A farmer's market to the south of the community park can create an identity to the area, providing a secondary destination to the site. The church expansions continue to be proposed on this site, as they are staples in this community, and will continue to provide community support services; more so with their proposed expansions. The community has voiced the desire for more recreational space, and this proposal meets these needs.

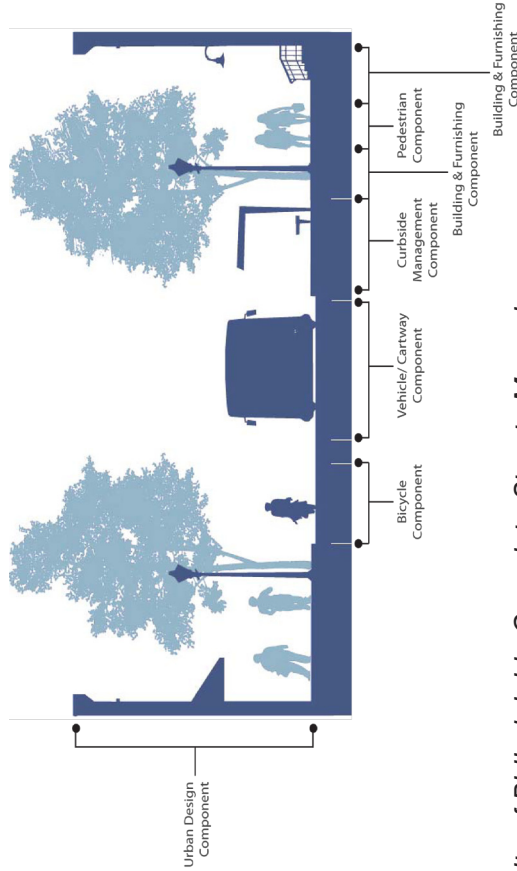
A development group is currently interested in the possibility of providing a large indoor/outdoor recreational facility on the Logan Triangle, and the costs for a feasibility study are currently being developed by a local planning firm.



Illustrative sketch models showing different views of the proposed redevelopment concept



In 2012, the City of Philadelphia unveiled the Complete Streets Design Handbook to be used in the planning and design of streets in Philadelphia. The Logan Triangle redevelopment proposal follows the handbook's goal to accommodate all users of the transportation system. The Philadelphia Complete Streets Design Handbook illustrates preferred multi-modal street design and management practices within the City, defining complete streets as containing the following components: an urban design component, a bicycle component, a vehicle/cartway component, a curbside management component, a building and furnishing component, and a pedestrian component. The urban design component will be addressed within the final design guidelines manual with standards for the placement of buildings and the treatment of their facades. The remaining components will be addressed in the overall street design guidelines within the manual.



*City of Philadelphia Complete Streets Manual
Component Diagram*

In addition to following the standards of the Complete Streets handbook, each of the redevelopment proposals attempts to meet LEED-ND design strategies, creating a better community plan. The plans eliminate some of the existing smaller north-south streets in order to create larger development parcels that could be more attractive to developers who may have interest in either the entire site or portions of the site. Yet the blocks remain small enough to be consistent with LEED-ND design strategies, making the neighborhood easily walkable, creating an attractive, pedestrian friendly streetscape



While the community generally approved of both of these proposals, there was a stronger affinity towards Option 2: Triangle Center Green, as residents have suggested any new development should include walking/biking trails, community garden space, performance pavilions, and other recreation areas. Additionally, for both Option 1 and Option 2, there is a concern for both of these proposals as to whether or not the amount and type of housing illustrated is realistic enough to garner the political support necessary to be implemented. With the housing component of the development program removed, other development program and uses would need to be considered, and those uses would likely need to be investigated by additional planning studies.

In ongoing stakeholder conversations, after the public Charrette workshop, a third option has emerged that has not yet been vetted publicly. This option shows a mixed-use community with a Sportsplex Campus. This design stems from the base design of Option 2: Triangle Center Green, providing a regional sports and recreation facility that is not currently available in the Philadelphia region. The development would be considered more of a destination, yet still be a huge amenity to the existing and new local residents. The proposal focuses mostly on a Sportsplex campus, providing some minimal residential development and supporting commercial uses. Athletic facilities, including an indoor track, courts for basketball and volleyball, conditioning space, and food service facilities, are envisioned in this concept. A large amount of outdoor recreation and open space is proposed as well, including an outdoor track. In addition, a community park is proposed in the northwest area of the site, adjacent to the existing residents to the north, providing an open space amenity for the local residents. A farmer's market to the south of the community park can create an identity to the area, providing a secondary destination to the site. The church expansions continue to be proposed on this site, as they are staples in this community, and will continue to provide community support services; more so with their proposed expansions. The community has voiced the desire for more recreational space, and this proposal meets these needs. A development group is currently interested in the possibility of providing a large indoor/outdoor recreational facility on the Logan Triangle, and the costs for a feasibility study are currently being developed by a local planning firm.

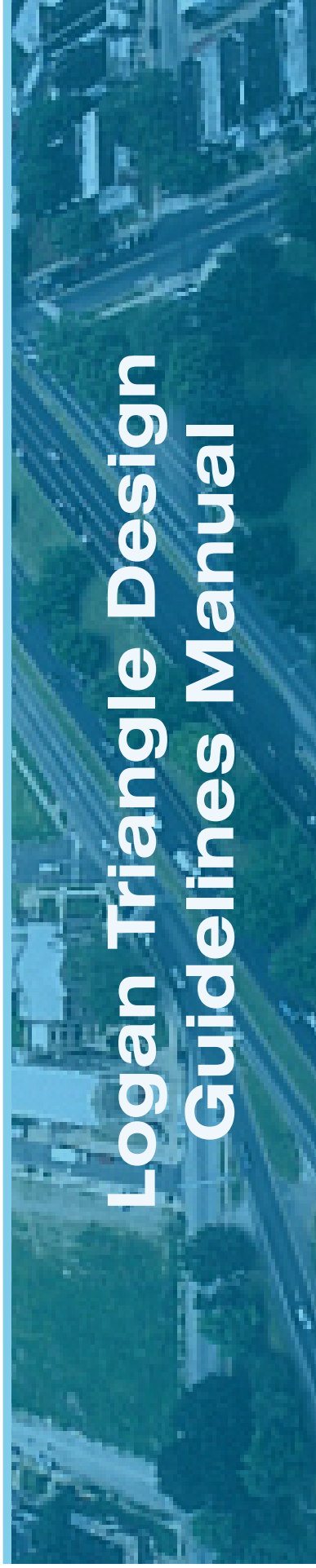
In the final plan document, guidelines and controls for redevelopment will be established that will set forth the standards for which the site is to be developed such as building height, setback, materiality, façade transparency, parking location, as well as more aesthetic requirements, aiding developers in following through with the community vision, as well as ensuring a more cohesive and complementary development if the site is developed in phases and/or by different development firms. Parking location (ex. on-street, rear of building), bus stop and shelter standards, and landscaping and street lighting requirements, including the spacing of trees and street lights along the street, distance located from curb, tree type and light fixture standards, will also be a part of this final document. Ultimately, the design guidelines manual will set the standard for redevelopment so as to enhance the pedestrian experience on the street, as well as the attractiveness of the neighborhood.

Moving forward with the development of the Logan Triangle based on this community driven redevelopment concept will likely require the PRA to secure a development firm through the RFQ/RFP process utilizing the design guidelines that have been developed for the site. Utilizing a single developer for the entire site, or multiple developers to develop on a per block basis in phases, are both acceptable to redevelopment. Ongoing communication between the PRA, PWD and the Parks and Recreation Department will be necessary for the implementation of the regional GSIs proposed in the plan as well as the significant amount of community open space. GSIs in this area will provide regional stormwater management to the City of Philadelphia as part of its overall strategy to reduce Combined Stormwater Overflows (CSOs). It is pertinent to keep a public-private partnership with the community, promoting communication regarding all phases of development. Ultimately, the redevelopment of the Logan Triangle can become a catalyst for the continued revitalization of the entire Logan neighborhood.

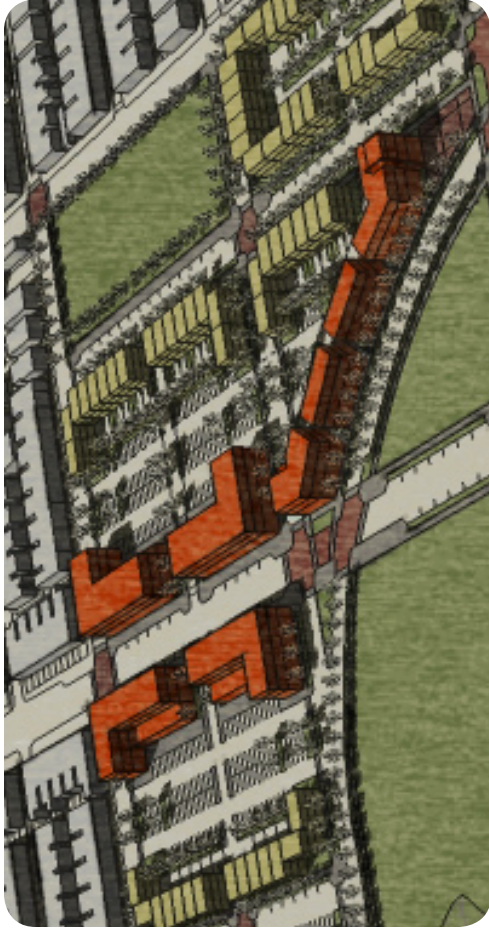




Logan Triangle Design Guidelines Manual



Elwell Studio
Land Planning + Landscape Architecture

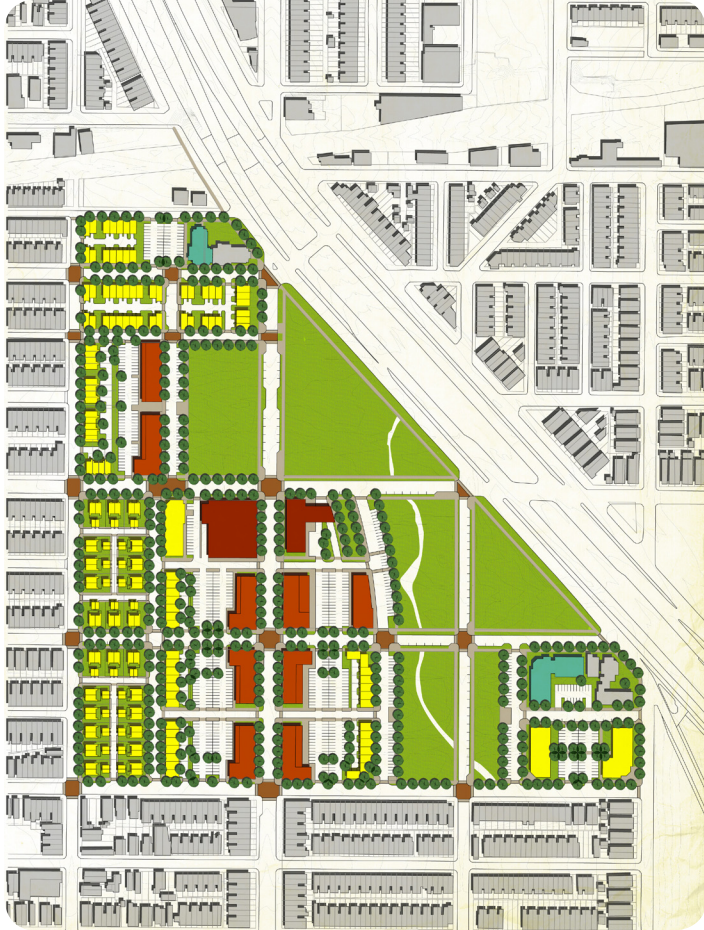


How to use this manual

The design guidelines contained within this manual have been prepared to aid developers in following through with the community vision, as well as to ensure a more cohesive and complementary development. They are intended to assist in plan review by the City agencies responsible for reviewing and approving proposed developments.

The guidelines are a supplement to the city's Zoning Code and other development regulations. Development firms should be familiar with the overall development goals of the Logan Triangle Community when preparing development plans for the neighborhood for review.

Adhering to the guidelines will help ensure the development plans will represent the community vision and enhance the pedestrian experience on the street, as well as the attractiveness of the community.



Option 1

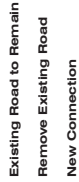


Option 2

Smaller residential streets should be able to accommodate on-street parking on at least one side of the street. Small streets with on-street parking on one side should be at least 20' in width. Small streets with on-street parking on both sides should be at least 28' in width. Larger streets that accommodate bus routes and bicycle lanes should be larger. These streets also carry higher volumes of traffic, and speeds are greater on these streets. Larger streets should vary depending on the number of traffic lanes. Alleys, if proposed within single-family or rowhome development areas, should be a minimum of 8' in width, but no greater than 12' in width.

Remove north-south streets to create larger urban blocks. Add east-west streets to create better connections between blocks, and larger urban blocks. A newly proposed street system will provide a safe and pleasing streetscape, encouraging walking, bicycling, and transit use. In addition, it is important to maintain major street connections for SEPTA bus routes and access to the Broad Street Subway, as well as accessibility to Roosevelt Boulevard. The final design of the street network will create a system that accommodates all users: pedestrians, bicyclists, transit users, automobiles, and commercial vehicles.

Blocks should be no longer than 500 feet in length. To create a grid system with greater efficiency and more development opportunity, the following street removal/additions are recommended:

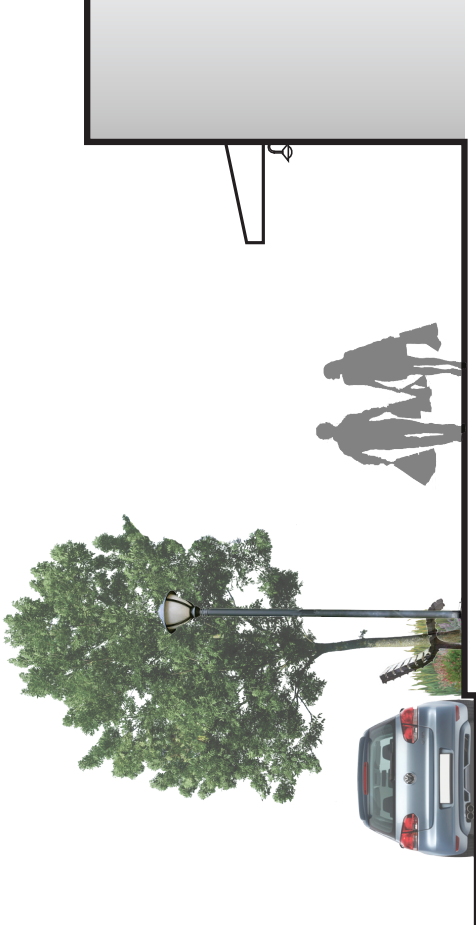


Option 3

Streetscape Design Standards

The area between the street and the building is important in creating an environment suitable for the pedestrian, maintaining safe and inviting pedestrian-friendly corridors. The Philadelphia Complete Streets Design Handbook illustrates preferred multi-modal street design and management practices within the City, defining complete streets as containing the following components: an urban design component, a bicycle component, a vehicle/cartway component, a curbside management component, a building and furnishing component, and a pedestrian component. These six components should be the basis for all streetscape designs per the City of Philadelphia's Complete Streets requirements for new development.

The following breaks out specific elements that should be carefully considered when designing the streetscape of the Logan Triangle neighborhood.



Furnishings Walking Building
Zone Zone Zone

Walking Zone should be a minimum width of 6' for Residential districts and 12' for Commercial districts

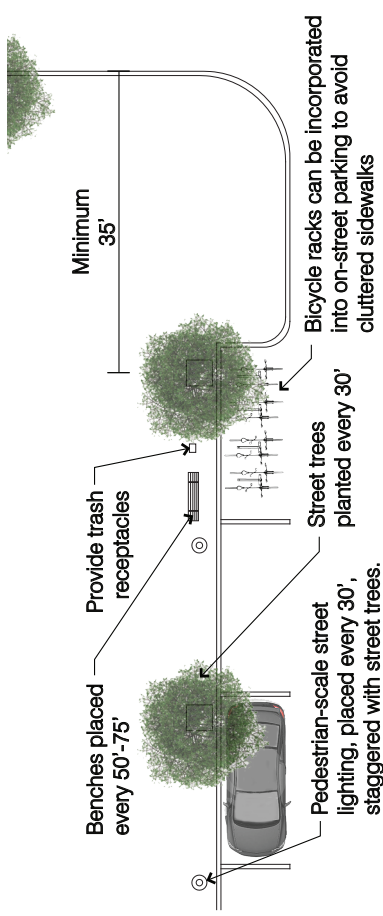
Sidewalks

Sidewalks provide direct routes between destinations for pedestrians, and should be provided along all streets. Sidewalks should have a clear pedestrian walking area of at least six feet (6'), plus ample space for furnishings including trees, landscaping, furniture, and transit stops.

Sidewalks should be wider in mixed-use and non-residential areas to accommodate higher volumes of pedestrian traffic and permit outdoor restaurant dining. Where possible, sidewalks should include planted areas and stormwater management features including stormwater planters, stormwater tree trenches, stormwater bumpouts, and green gutters.

Sidewalk furnishings should not interfere with safe pedestrian passage along the sidewalk. Street furnishings, including benches, trash receptacles and bicycle racks should be placed on each block.

- o Benches shall be designed to sustain adverse natural elements. Benches shall be placed intermittently on each non-residential block, ideally every 50-75 feet. In residential only areas, benches may be located at locations deemed as appropriate gathering places.
- o Trash/recycle receptacles shall be placed near benches, bus stops, and/or at intersections.
- o Bicycle racks shall be placed near benches and at appropriate locations proximate to commercial/retail uses and park and recreation spaces.
- o Bicycle racks may also be incorporated into on-street parking spaces as well as the design of new bus stops and shelters.



Street Lighting

Pedestrian scale lighting should be used along all streets to create a more attractive environment. Lighting should be provided with a maximum separation of 40' between fixtures, eliminating the possibility of the street appearing stark. Pedestrian-scale lighting would be considered lighting over the sidewalk, as opposed to over the street, with the fixture located 8-12 feet above the sidewalk.



Pedestrian scale streetscape lighting

Crosswalks

Crosswalks should be placed at all intersections to provide safe and organized crossing in the neighborhood. Standard crosswalks should be 10'-15' in width with 12" white stripes. Decorative crosswalks might be considered at key locations within the neighborhood that provide identity to the Logan Triangle neighborhood. Dura-Therm thermo-plastic is the only City approved decorative crosswalk material permitted, but other materials that can be maintained will be considered by the City.

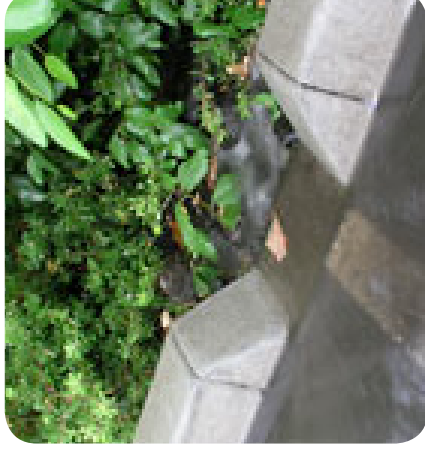


Dura-Therm crosswalk

Landscaping

Street trees create an attractive, appealing environment, providing shade and a buffer between the street and the sidewalk. Street trees can enhance outdoor dining and shopping experiences as well.

- o Street trees shall be provided every 35' along all streets, centered between sidewalk/street light posts.
- o Trees shall be located a minimum of 35' from an intersection
- o Trees should be placed a minimum of 1.5 feet from the curb. Where streets provide on-street parking, this distance provides adequate space for vehicle doors to open.
- o Walkable tree grates should be used to protect tree roots and reduce tripping hazards.
- o Tree trenches are encouraged to provide stormwater management.



Green gutter



Tree trench

Bus Routes, Stops, and Shelters

Transit stops should be easily accessible to/from neighborhood destinations and the pedestrian sidewalk connections. Access to public transportation and major streets will promote the viability of the site as a place to live as well as visit. West Wyoming Street and N. 9th Street are bus routes. These existing routes shall be preserved, while redesigning the bus stops to provide improved vehicle and pedestrian circulation. The stop locations should be relocated to the far side of intersections, allowing for the addition of shelters with amenities.

Shelters should provide benches, ADA compliant waiting areas, trash/recycle receptacles, informational signage, and proper lighting. The following standards and requirements are set forth in the City of Philadelphia Pedestrian and Bicycle Plan:

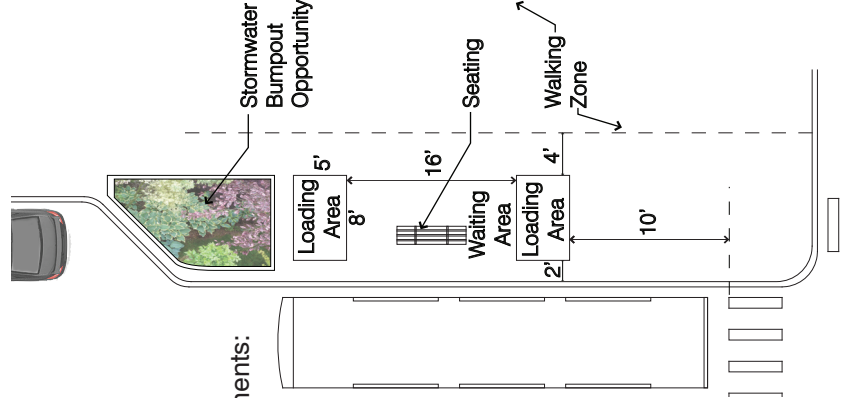
- o Lighting at bus shelters must be a minimum of 1.3 to 2.6 foot candles.
- o Bus stop lengths should be a minimum of 60 feet for a standard bus and 90' for an articulated bus.

Transit stops should incorporate 3 design elements:

- o **Loading area:**
Loading areas should be a minimum of 5' wide by 8' deep. A second loading area is advisable to provide space for passengers exiting from the rear of the bus.
- o **Waiting area**
Waiting areas should be sized according to expected passenger volume. Seven square feet per person should be used in sizing the shelter. Waiting areas should be located outside the loading areas. If passenger volume is expected to be low, waiting and loading areas may overlap.

- o **Accessible pedestrian path**

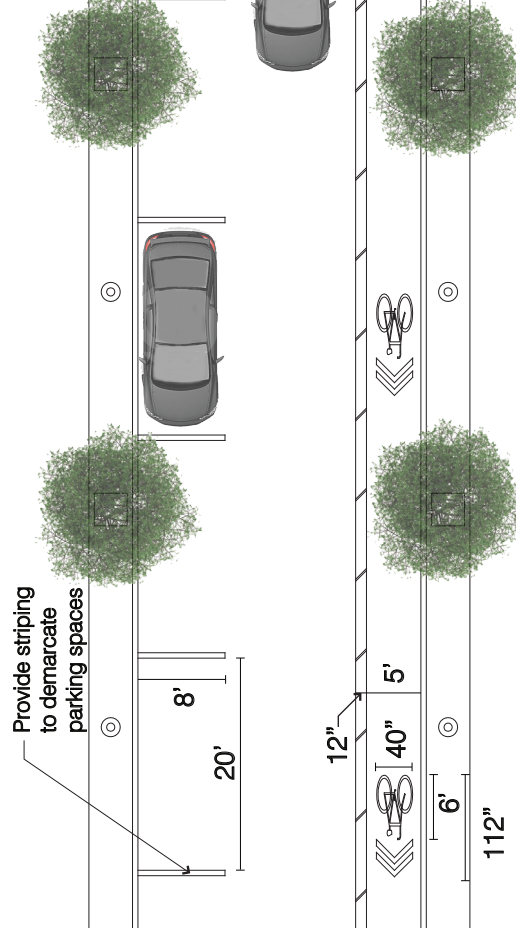
A path, minimum 4 feet in width, should be provided for access to waiting and loading areas, and bus shelter or bench.



Bicycle Lanes

Bicycle lanes exist along W. Wyoming Avenue and N. 9th Street and should be preserved. The Philadelphia Pedestrian and Bicycle Plan also proposes that N. 10th Street from W. Wyoming Avenue, continuing north beyond the neighborhood boundaries be designated as a bicycle friendly street which is a street designed to be more attractive to bicyclists and less attractive to high-speed traffic.

- o Bicycle lanes should be a minimum of 5 feet in width with a 12" striped area separating the vehicle and bicycle lanes.



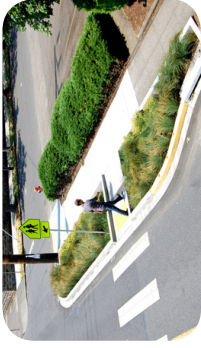
Parking

Parking areas should be integrated into the design of the site, whether it is on- or off-street parking. On-street parking provides a barrier between street traffic and pedestrian movement on sidewalks, creating a more pedestrian-friendly environment. On-street parking is helpful in traffic calming. In addition, it provides a safer and faster way to access retail, commercial, and service-oriented businesses located on neighborhood-commercial, pedestrian-oriented streets.

Off-street parking provides an area for more parking to be clustered in one location. Off-street parking is an ideal solution to providing a centrally located parking facility for multiple businesses or residences.

On-street Parking

- o On-street parking shall be designed parallel to curb with a minimum parking dimension of 8'x20' per space, demarcated with white striping.
- o Curb extensions, or bump-outs, should be used at corners. Stormwater bump-outs should be considered on streets that do not have transit stops.



Stormwater management bumpout examples

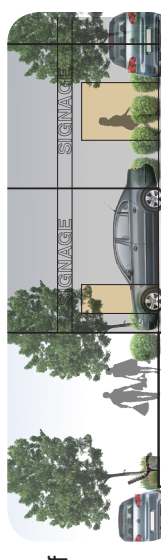
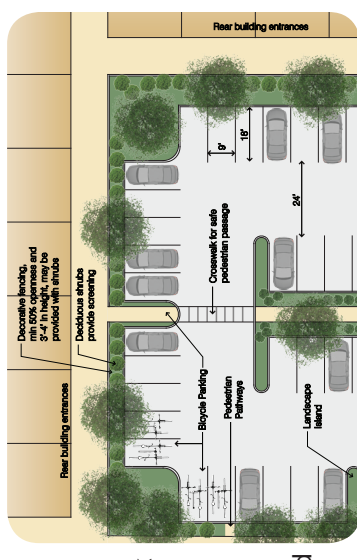
Off-street Parking

Off-street parking should be provided to accommodate the parking needs of large, single-use buildings, destination uses, multi-family residential and mixed-use buildings, as well as the occasional need for parking overflow in the neighborhood during events.

- o Parking spaces should be perpendicular, measuring 9'x18', with a minimum drive aisle of 24 feet.
- o Lighting should be provided at a level that is bright enough for proper security and safety of the users of the facility while not creating light pollution for the occupants of the buildings surrounding the parking area. A minimum of 2.0 foot-candles is recommended.
- o At least 20% of the total surface parking lot area should be landscaped.
- o Islands shall be used to break up the length of parking aisles, inserting one island every 9 parking spaces.
- o Parking lot islands, a minimum of 9' x 18', shall be provided to



- o accommodate a tree and other landscaping such as ground cover and shrubs.
- o Off-street parking lots should be located behind and between buildings, screened from view from the street.
- o Screening should be provided for all parking areas to separate vehicles and pedestrians on the adjacent sidewalk.
- o Landscaping used for screening should be see-through, planted with deciduous shrubs that are 3 - 4 feet in height at the time of planting, to screen headlights of vehicles.
- o Intermittent pathways shall provide breaks in the screening to permit passage to/from the parking lot to the sidewalk.
- o Pedestrian crosswalks/walkways traversing the parking lot should be provided to provide safe passage from one side of the parking area to another.



Parking areas behind and between buildings

- o Decorative fencing may be used along the perimeter of the parking lot, with breaks in the fencing where paths from the parking lot to the sidewalk are provided.
- o Fencing shall be no more than 4 feet in height with a minimum openness of 50%.
- o Fencing and screening should be appropriately integrated.
- o Chain link or fencing with sharp or barbed elements protruding from any portion of the fence is prohibited.
- o Bicycle racks should be incorporated into parking areas.
- o Bicycles should be prohibited from being locked to fences.
- o Bicycle racks should be located closest to the perimeter of the parking lot, adjacent to sidewalks and building entrances.

Signage

Signage within the Logan Triangle neighborhood should enhance, not detract from, the pedestrian experience of the street. The type of signage used has an impact on the character of the neighborhood, and size, content, and lighting of signs should be controlled.

- o Signage should be a maximum area of 15% of the total front façade.
- o Graphics and text of a sign should be easily legible.
- o Signage should be located in architecturally defined spaces above windows, on awnings, or on the sign bands of walls.

Recommended Signage

o Wall signs

Includes wall mount, channel letter, or other durable sign material (no natural materials) that is mounted directly to the wall. Use opaque lettering or letter cut-outs that are illuminated from behind (different than internally illuminated plastic letters, which are prohibited).



o Free-standing monument sign

Special attention may be given to entry points into the neighborhood at the gateways to the neighborhood (Roosevelt Blvd. and W. Wyoming Ave. as well as Roosevelt Blvd. and N. 9th Street).



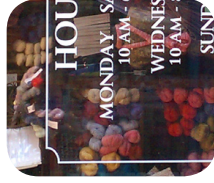
o Projecting or hanging signs

Located perpendicular to sidewalk. This signage type is very effective when scaled for pedestrian-use.



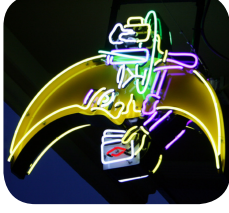
o Window signs and graphics

Window signs and graphics that provide additional information, such as store hours, are permitted, but should not exceed 5% of the total window area.



o Banners

Banners should be used for special events or neighborhood identity signs, located on light poles that are designed to hold banners. Banners should not be displayed across a building façade, or across streets as permanent signage.



Prohibited Signage

- o Pole mounted signs, defined as any free-standing sign greater than 8' in height, supported by a pole or two or more uprights or braces.
- o Can or Cabinet signs with letters or graphics on a plastic sheet, which may or may not be illuminated.
- o Signs employing exposed electrical conduits
- o Signs with visible ballast boxes or other equipment
- o Changeable letter signs, except for cinema and community centers
- o Any signs prohibited by the City of Philadelphia

Retail/Commercial Building Lighting

Exterior Building Lighting

Effective exterior lighting at retail/commercial use entrances and on secondary building walls can create an attractive and inviting space for pedestrians walking along the sidewalk, as well as make pedestrians feel safer.

- o Commercial/retail buildings should provide proper lighting at entrances.
- o Lighting fixtures should complement the architecture and materiality of the building, and building signage.
- o Larger buildings that have long sidewalk frontages should provide lighting along these frontages so that no areas are left unlit.
- o Street lighting may be included to achieve adequate lighting.
- o Lighting should average 2.0 footcandles at the entrance.
- o Floodlights, wall packs, and tall light posts are prohibited.
- o Energy-efficient lighting is encouraged.



Projecting Signage

Pedestrian scale streetscape lighting

Interior storefront lighting

Exterior facade building lighting

Iconic Signage

Interior Building Lighting

Lighting within commercial buildings should draw attention to store displays, information, and entrances. It should be such that there is not significant overflow onto the street through window and door openings creating unnecessary glare and distraction.



Interior lighting helps light the sidewalks of pedestrian retail areas

Dimensional Design Guidelines: Residential

The existing homes to the north of the Logan Triangle are typically 20th century, two-story porch-front rowhomes. The homes vary by block in the surrounding neighborhood, with some homes having enclosed porches, and others having elevated open front porches. New developments should reflect the surrounding neighborhood in a more modern approach to the defining elements of the existing homes.

Multi-family buildings should be designed to reflect the pedestrian nature of the neighborhood, ensuring that the first floor does not discourage pedestrian activity, or present an uninviting wall along the street.

The following residential building types should be incorporated into the overall design of the Logan Triangle neighborhood development site. By including a well-balanced mix of these types of residential dwelling types, the neighborhood will appeal to and consist of varied socioeconomic population.



Single-family homes

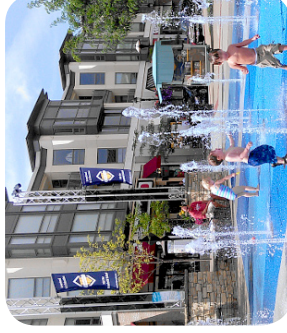
Single-family homes are generally the largest housing option; however not necessarily. Single-family homes have setback requirements on all four sides, providing greenspace on the individual home lots. This type of home can be intermixed on a block with duplexes. In addition, developers can provide a variety of styles and sizes, i.e. two and three bedroom, serving differing economic and home size needs. Single-family homes tend to be the most expensive housing option.



Large Rowhomes



Duplex



Multi-family

Large and small rowhomes

Rowhomes are a continuous row of homes that have a common dividing wall between each unit. Rowhomes may have a front porch, enclosed or unenclosed, or just steps up to the front door. Rowhomes create a continuous, unifying wall of homes on a block.

Duplexes

Duplexes are two homes that share a wall, and sometimes a front porch, often with a dividing wall as well. Duplexes can also be divided horizontally, with one unit above the other unit. Duplexes tend to be smaller and less expensive than single family homes. They provide an opportunity for residents to own a home that is less expensive than a single family home. Duplexes can be intermixed on the same block with single-family homes.

Multi-family

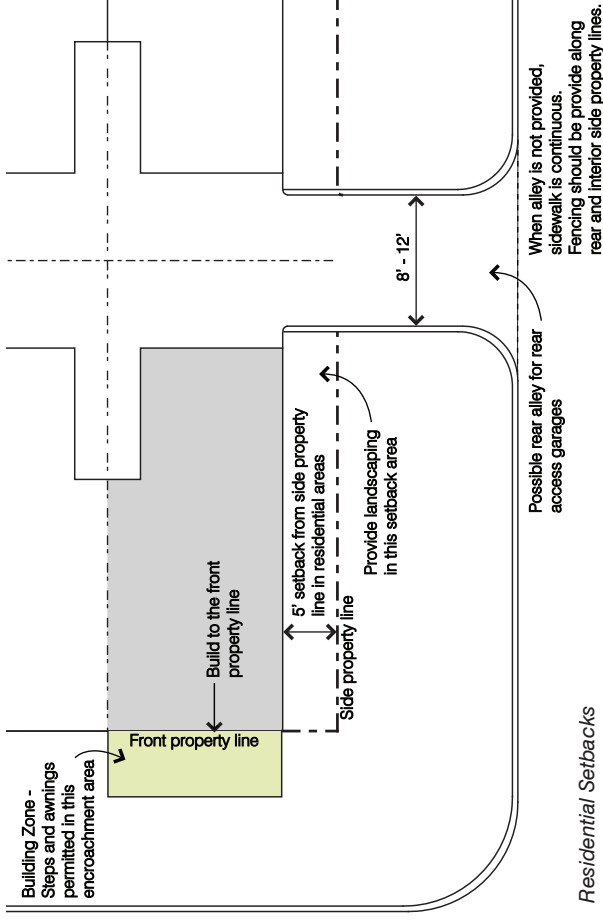
Multiple housing units contained within one building, typically apartments. This type of housing can provide a lower cost option for residents to remain in the neighborhood. Since this type of housing is generally apartments, it provides an opportunity for residents who do not have the means or desire to own a home, to rent.

Housing for special needs

Incorporating housing for special needs is important to this neighborhood as the population of older residents who wish to remain in the neighborhood increases. This housing type in urban environments is best accomplished in a multiple unit building where accessibility elements, such as ramps and elevators, are more easily incorporated into the design.

Setback and Height Requirements

- o Single-family homes, rowhomes, and duplexes should be 2-3 stories in height.
- o Multi-family buildings may be a maximum of 3 stories.
- o All building types should be constructed to the front property lines. A minimum side yard setback of 5 feet should be provided in order to provide some landscape elements, including grass, shrubs, and trees.
- o When garages are provided in any residential development, the garage and access to the garage must be in the rear of the home or building. Alleys should be provided if necessary in order to accomplish this requirement.
- o Surface parking areas may be provided in the rear of residential clusters.
- o Fencing is not permitted in front yards.



Dimensional Design Guidelines: Commercial and Mixed Use Buildings

While there is no significant precedent set by the surrounding neighborhood for mixed-use development, new mixed-use buildings within the Logan Triangle neighborhood should be of a neighborhood scale where the design of the first floor activates the sidewalk.

The first floor of all mixed-use buildings is required to be a non-residential use, not related to the residential use of the floors above. It should be an active use that creates a relationship between the building and the pedestrian. Mixed-use buildings should be designed to reflect the pedestrian nature of the neighborhood, ensuring that the first floor does not discourage pedestrian activity, or present an uninviting wall along the street.

Setback and Height Requirements

- o Buildings should be built to the front and side property lines, creating a strong building edge.
- o Buildings should be a 2-3 stories in height.
- o The first floor of any commercial or mixed use building should have a minimum interior clear ceiling height of 14 feet.
- o All upper floors above the first floor should have a minimum interior clear ceiling height of 8 feet.

Entrances

- o Building entrances should be clearly visible from the sidewalk and street.
- o Entrances should be of an appropriate scale, material and shape to the overall façade, and contain clear glass.
- o Entrances should not be obstructed with free-standing signage, furniture, landscape elements, or merchandise.
- o Building entrances on corner buildings should be located on the primary façade of that building. Corner entrances are permitted, incorporating a corner element attracting pedestrians to the entrance.
- o Where buildings are adjacent to surface parking lots, a secondary rear public entrances to the buildings should be provided.
- o The rear façade should be appropriately designed to encourage access to the building from the parking area, but not overly designed to compete with the front entrance.

Facade Design

A front facade is any building face that is fronting a public right-of-way or any internal drive that acts as a public roadway. The storefront establishes the visual relationship between the interior of the business and the sidewalk.

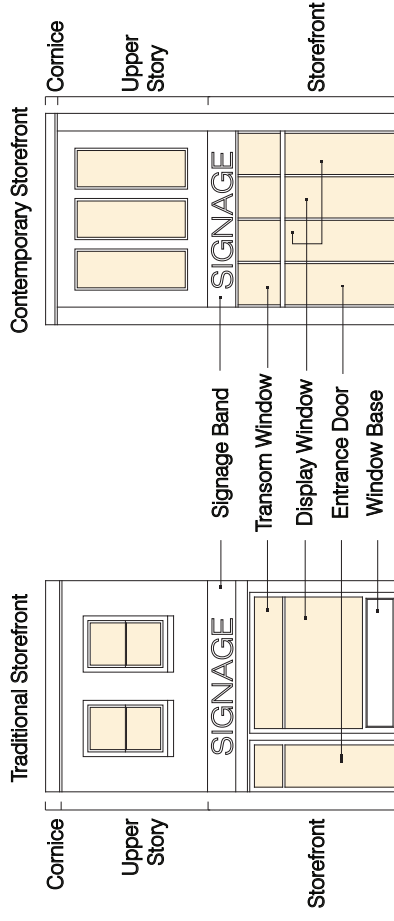
Storefront Facade Components

Upper story

The upper story consists of the cornice and windows.

Storefront

The storefront consists of the sign band, transom window (sometimes), display windows, entrance door, and window base



The storefront is what is primarily seen by the pedestrian. It is what attracts a pedestrian inside its doors, or simply provides a visual experience along the sidewalk. The design of storefronts should be carefully considered to create an attractive, inviting, and safe-feeling pedestrian-friendly streetscape.



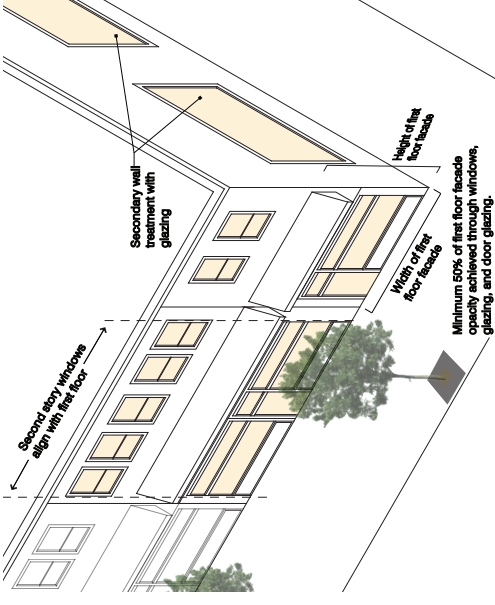
Traditional facade example



Contemporary facade example

Opacity

Blank or featureless walls do not promote activity or a sense of security. The lack of visual connectivity between the interior and exterior of a building may inhibit pedestrian activity. Providing windows and glass doorways not only allow people to see



in to a business, but to see out as well. This can instill a sense of security in pedestrians, shoppers, and business owners, knowing they can be seen and aided, if necessary. Whether promoting activity on the sidewalk or inside, the activity is visible.

- o Each building's first floor (storefront) facade shall have no less than 50% opacity, achieved through windows, glazing and door glazing.
- o Upper story windows should be vertically aligned with the location of windows and doors on the ground floor. Windows should be distributed evenly in a consistent pattern.
- o The use of reflective or highly tinted glass is prohibited.



Blank Walls

Blank walls are prohibited. Blank walls should incorporate windows, fixed glazing, another entrance, or other treatment that mitigates the impact of blank walls, and adds visual interest.

Security Grilles

Window security grilles should be visually open, not solid, to be more attractive and make pedestrians feel safe. Grilles should be installed on the interior of the windows to be less visible when open during business hours.

Color

Developments should consider color in the context of the entire commercial corridor. Colors should be used to bring together the elements of the entire façade, complementing and enhancing the architectural character of the building.



Awnings and color provide distinction between retail spaces

Awnings

Awnings can be used to identify the entrance of a building or create a unifying design element along a commercial streetscape. They can add color and variety to a streetscape, while acting as a functional element providing shade.

- o Awnings should only be used if compatible with the design of the building and signage.
- o Awnings should be made of canvas or canvas-like material, and should fit the scale of the door or window they are protecting.
- o Shed awnings with open sides and valances are preferred.
- o Signage may be included on an awning, on the valance only.

Articulation

The first floor should be articulated from the remaining stories of the building, using defining elements, in order to reduce the perceived mass of the building. This can be accomplished by using banding, varying materials, using different textures or a soldier course, as well as using different colors. In addition, setting back the second story, or providing roof overhangs can provide additional horizontal articulation to a building.

Vertical focal points should be used at appropriate locations on a free-standing building, such as arcades, porticos, towers, or changes in roof height to provide vertical articulation, breaking up the monotonous massing of such buildings.

Varied setbacks



Channel letter wall sign

Clearly visible entrance

Defined seating area



Above: Building articulation is shown through changes in material, texture, color, and projections.

Right: Corner entrance which also provides vertical articulation.

Below: Avoid building designs where entrances are not clearly visible from the sidewalk or street.



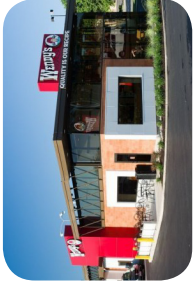
Dimensional Design Guidelines: Freestanding

Free-standing buildings with single uses are different from other commercial uses, as design considerations must be made for all sides of the building. In addition, free-standing buildings have more opportunity for blank walls and excessive signage if thoughtful development controls are not put in place. These buildings should blend and be compatible with the rest of the development.

Variation in building massing and moving away from distinct, branded architecture is encouraged in order to add interest to the neighborhood.



Non-prototypical architecture of a fastfood restaurant



Setback and Height Requirements

- o Free-standing buildings should be built to the front and side property lines.
- o The minimum height of any free-standing building shall be 24 feet.

Opacity

- o Pedestrian-scale windows and entries shall be incorporated into the design of the building.
- o Windows and transparent doors should comprise a minimum of 60% of any façade which includes a public entrance into the building.

Treatment of Primary and Secondary Façade

- o Each wall of a free-standing building should be treated as a primary façade. The façade of any side of the building that does not have a public entrance should incorporate features such as fixed windows, display windows, or awnings, articulating the wall with varying setbacks and/or projections, or other treatments that create the appearance of a primary façade.
- o Free-standing, single use buildings can maximize on the 'secondary' uses in the building, such as a grocery store with a deli or bakery, and provide entrances or service areas on secondary frontages, eliminating blank walls, and gaining more exposure.

Open Space

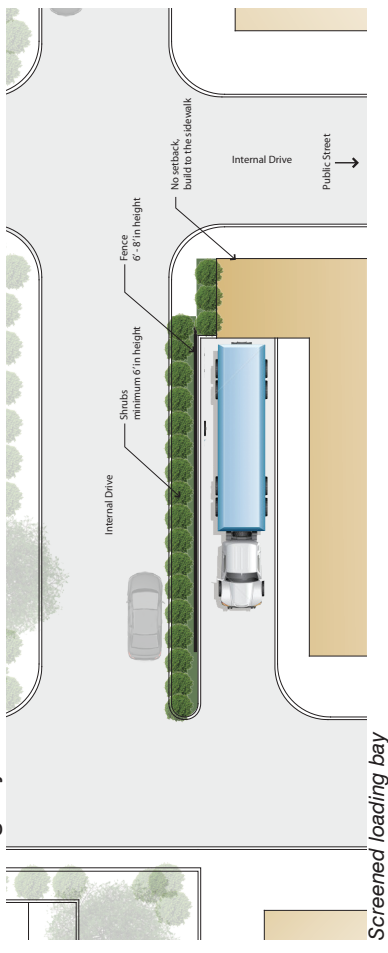
Pedestrian space should be provided for any free-standing building, such as a decorative paved area for eating, sitting, or people watching. This area should be distinct and inviting. Landscape elements, such as planters or water features can be used to create smaller sub-areas for sitting.



Open spaces provided for seating and eating areas

Mechanical Systems and Loading Areas

- o All roof-top mechanical equipment should be set back from the edge of the roof line so as to not be visible from the sidewalk or street. If necessary, screening, such as a parapet, should be used.
- o Loading areas should be effectively screened. Loading areas should be situated furthest away from a public street.
- o A fence, between 6 and 8 feet in height with landscaping to include shrubs planted at 6 feet in height, should be placed along the length of the entire loading bay.



Articulation

Free-standing, single use buildings are generally larger in scale. In order to maintain a pedestrian scale, and a more pedestrian-friendly experience along the sidewalk, it is imperative that the massing of the building be designed to minimize the perceived bulk of such large buildings.

- o Horizontal articulation can be accomplished by varying materials from the base of the building, measured six feet above the point where the building meets the sidewalk, and the remainder of the façade above this area. Employing banding, using different textures, a soldier course, different colors, etc. can be effective.
- o Vertical focal points should be used at appropriate locations on a free-standing building, such as arcades, porticos, towers, changes in roof height or second story windows and awnings, to provide vertical articulation, breaking up the monotonous massing of such buildings.



Vertical and horizontal articulation of single-use corner buildings

Open/Recreation Space

When provided, open/recreation space may include trails, courts (basketball, volleyball), open playing fields (soccer, baseball), passive open space, pavilions, amphitheaters, farmer's markets, etc.

Neighborhood Identity

Small elements can be added to a neighborhood development plan to create a sense of identity to a neighborhood and to celebrate its history. Neighborhood identity can be achieved through banners, artwork at transit stops, and special markers at gateways into the neighborhood.

CPTED Design Standards

Crime Prevention Through Environmental Design is a method of smart site design to provide safe environments for pedestrians. It is important to consider these basic principles when designing the Logan Triangle neighborhood in order to provide a safe, pedestrian-friendly neighborhood that is livable for its residents and an attractive destination. CPTED identifies four main design principles:

Natural Surveillance

A person is less likely to commit a crime if they think someone will see them do it. Landscape areas should not provide spaces to hide. Parking areas, sidewalks and pedestrian walkways, and parks should be well lit.

Natural Access Control

Spaces should be designed so that a person is guided to proper entrances without leaving the possibility of going someplace they should not. This can be accomplished with the use of walkways, landscaping, and lighting. It is not necessary to provide unattractive, barring security elements such as high fences and walls, and barbed wire.

Territorial Reinforcement

Utilizing physical cues such as decorative pavement, landscaping, and signage create a sense of ownership of a public space. Public and private spaces are distinguished, and pedestrians maintain proper boundaries.

Maintenance

When a nuisance in a neighborhood is left to exist, it is perceived as acceptable, and nuisances continue to persist and exacerbate, leading to the decline of a neighborhood. Neglected and poorly maintained neighborhoods are prime areas for criminal activity. Property should be properly maintained to help create a safe neighborhood.

Contributors

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Philadelphia Water Department – PWD

Philadelphia Redevelopment Authority – PRA

City of Philadelphia Parks and Recreation

City of Philadelphia Streets Department

SEPTA

The Office of Councilwoman Cindy Bass, District 8

The Office of Councilwoman Marian Tasco, District 9

Philadelphia Industrial Development Corporation – PIDC

Einstein Healthcare Network

LaSalle University

Logan Business Association

Logan Hope

Logan Olney EPIC Stakeholders

Logan Neighborhood Advisory Committee – Logan NAC

CH2MHILL

AKRF

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Credits, Images

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Elwell Studio
Land Planning + Landscape Architecture

3 PHILADELPHIA REDEVELOPMENT AUTHORITY Q&A

3 PHILADELPHIA REDEVELOPMENT AUTHORITY Q&A

Following the completion of the Draft Plan, the draft plan document was posted on the PRA website and distributed to community stakeholders. Stakeholder feedback was incorporated into the final plan. Below is a summary of answers provided by the PRA to questions raised during the review process.

Q: Who will take ownership to implement this plan?

A: Since Logan CDC has disbanded, the conversation about an answer to this question is currently ongoing. Ideally, implementation will be led by a coalition comprised of Registered Community Organizations (RCOs) and key public and private stakeholders. Philadelphia Redevelopment Authority (PRA) is willing to act as a partner however it can while Nicetown CDC welcomes the opportunity to propose how it could help address some of the needs and problems identified, using the same goal and breakdown in the plan.

Q: How does the Logan Comprehensive Neighborhood Plan (LCNP) incorporate the recommendations from the Logan Triangle Neighborhood Design Charrette and Design Guidelines Manual? (Appendix 2)

A: Logan CDC had separate funding and was in the process of completing The Logan Triangle Charette process prior to the WRT Team being brought onboard for the neighborhood plan. Therefore, the scope of the Triangle site was not included in the neighborhood plan. It was Logan CDC's intention that the attached Logan Triangle Neighborhood Design Charrette and Design Guidelines Manual be included as an appendix to this Neighborhood Plan.

Q: As a result of the community engagement efforts associated with this plan, does the community really understand the goals of the process and what is required of them?

A: With the amount of participation and leadership demonstrated, it was clear throughout the planning

process that the Logan community is invested in their neighborhood's future and ready to roll up their sleeves. The challenge is that there needs to be more organizational capacity to continue long-term. It must be more than a volunteer led effort. With the Logan CDC closing, this need is even more urgent now.

Q: Who are the residents identified during stakeholder and Steering Committee meetings who could provide leadership? Has there been consistent communication and follow up with them?

A: There are a number of residents who consistently showed up and participated and demonstrated great leadership during the planning process. Many of those residents are now helping to form the Civic Association under the leadership of Charlene Samuels. In the absence of Logan CDC's leadership, it is still remains to be determined as to whether or not there has been consistent communication and follow up amongst this group.

4 FINAL PUBLIC MEETING COMMENTS SUMMARY

THE LOGAN COMPREHENSIVE NEIGHBORHOOD PLAN

PUBLIC MEETING TO DISCUSS THE COMPLETION OF



WE NEED AS MANY VOICES TO COME TOGETHER &
MAKE SOME NOISE
for LOGAN

TUESDAY, SEPTEMBER 29TH
@ 5:30-7:30PM
Beloved St. John Church, 4541 N. Broad Street

Bring your family, friends and neighbors, and come provide your input on the action plan for Logan's future!

Door prizes and refreshments
For more information please visit:
www.PhiladelphiaRedevelopmentAuthority.org

Results of Logan Public Meeting

The Public Meeting held on Tuesday, September 29th at Beloved St. John Evangelistic Church, had great attendance and participation from over 100+ neighborhood residents and stakeholders. Overall residents were happy to see the completion of the planning process. Many cited the need for residents to participate and take responsibility for community safety and cleanup efforts and were happy to hear that after many years of neglect, development was coming to the Logan Triangle. Residents emphasized the need for ongoing effective communication, obligation to have community leaders have a voice every step of the way and for neighborhood residents and youth throughout the neighborhood to benefit from contracts and resources resulting from the development of the Logan Triangle site.

The following pages detail the questions, comments and input received that will be incorporated as part of the final Logan Comprehensive Neighborhood Plan.

Station 1: Housing Revitalization

PRIORITIES

1. **Re-invest in the neighborhoods housing stock and fix the large number of homes in disrepair** by connecting existing homeowners to affordable home improvement resources **(18 VOTES)**
 2. **Develop an Alliance of supporting organizations** (non-profit organizations, faith-based groups, local institutional partners) to lead neighborhood housing re-investment efforts (work jointly to repair, market and lease properties) **(15 VOTES)**
 3. Reduce the number of vacant /blighted buildings and vacant lots by identifying **catalyst sites and opportunities for new construction and historic rehabilitation** **(13 VOTES)**
 4. **Build community pride** to promote housing investment through neighborhood events led by the Civic Association (porch/garden contests, awards for the cleanest block) **(9 VOTES)**
- **Additional Comments from Participants:**
- Employment opportunities for youth – State Trooper recruiting
 - Alleyways need lights!
 - Trees that are overtaking the alleyways and homes (not clear who has ownership/responsibility)

Station 1: Neighborhood Revitalization

PRIORITIES

1. **Put the significant number of vacant lots into productive use** to reduce blight and increase opportunities for recreation and cultural activities. (Uses include - community gardens, urban farms, tree farms, rain gardens seasonal Pop-up Parks; “adopt-a-lot”; activities include Public Art, Poetry, music) **(15 VOTES)**
2. **Promote and celebrate the neighborhood’s rich history** Reuse of historic sites (i.e., the Logan Theater); Art/Media program to unveil the neighborhood’s history, Continuation and support of Let’s Love Logan Day and “My Logan Story” youth-led documentary film project **(13 VOTES)**
3. **Implement Transit Improvements** to support the neighborhoods strong transit infrastructure (bus shelters, improved lighting, cameras, improved ADA accessibility) **(9 VOTES)**
4. **Improve access to healthy, fresh produce at affordable prices** (increase farmers markets, recruit healthy food businesses, increase nutrition programs) **(5 VOTES)**

□ Additional Comments from Participants:

- Tiny Homes
- Scrolling Marquee for communication (Richard Washington for clarity – 267-688-3783)
- Community Center
- Include religious institutions in communications:
 - Our Lady of Hope
 - Holy Trinity @ 11th and Rockland

Station 2: Community Safety/Address Blight

PRIORITIES

- 1. Grow our youth as a community resource** through programs that support youth enrichment and provide safe cultural and recreational activities
 - Increase youth employment opportunities (Work Ready Philadelphia, Philadelphia Youth Network). **(17 VOTES)**
- 2. Increase the number of residents who have the skill sets** to be employed by area institutions
 - Identify a comprehensive provider of job training and resident services that can operate programs in the community and connect residents to job training and skills development resources. **Model:** University City District's West Philadelphia Skills Initiative (WPSI) model to connect neighborhood residents to neighborhood based workforce training and job placement. **(13 VOTES)**
- 3. Support family self-sufficiency to increase household wealth** (financial literacy programs, connection to training and employment resources) **(12 VOTES)**

Station 3: Workforce Development/Youth Eng.

PRIORITIES

1. **Develop and implement a multi-pronged strategy to address crime** by increasing police presence, installing more streetlights and cameras, and building community capacity to fight crime **(13 VOTES)**
2. **Develop a series of community spaces on vacant lots** to reduce blight and vacancy and increase opportunities for recreation and cultural activities (spaces may include community gardens, urban farms, tree farms, seasonal pop-up parks) **(13 VOTES)**
3. Implement a **community clean-up program coupled with a workforce development program to provide ongoing maintenance** (modeled after PHS Clean and Green; Ready Willing and Able; Local hire and training) **(10 VOTES)**

□ Additional Comments from Participants:

- Better communication and outreach. We need a structure for ongoing effective communication throughout the entire neighborhood!
- Tiny homes
- Mural Arts
- Development of intergenerational committee linking youth and senior community leaders together
- Scribe Video center
- Need a full service rec center and a swimming pool, basketball courts
- Recreational center managed by community youth – youth jobs, mentorship
- Incorporate organizations already working with you BET = Richard Washington 267-688-3783; need ongoing youth center

Station 4: Neighborhood Civic Association



Charlene Samuels led the discussion on the creation of a new Neighborhood Civic Association. Over 30 individuals signed up to participate. (see attached Sign Up Sheet). Charlene and Community leaders will be reaching out to the interested participants for the first meeting of the Civic Association next month.

- ❑ **Purpose:** Organized group of committed residents working to improve the neighborhood
- ❑ **Membership:** Residents, others?
- ❑ **Board of Directors and Elected Body**
 - (President, Vice President, Secretary, Treasurer)
- ❑ **Meetings:** Once Monthly
- ❑ **Potential Committee Structure:**
 - Public Safety Committee
 - Zoning
 - Clean and Green (Beautification, parks, gardens community cleanups...)
 - Events: Lets Love Logan, Fall Festival
 - Communications (website, block captains...)
 - Finance/Fundraising
 - Economic Development (Businesses support)

❑ **Additional suggested actions:**

- Pop-up greenhouses
- Tiny houses
- Greensgrow Site

Station 5: Commercial Corridor Revitalization

PRIORITIES

1. **Create a plan to re-launch the Business Association** to promote Logan's businesses, build community pride, and bring diversity to the commercial corridor
 - Develop a **model block** (storefront improvements, planting, signage) which can be used to promote Logan's businesses, build community pride, and bring vitality and activity to the business corridor
 - **Reinstate the Commercial Corridor Manager** to lead business improvement and corridor revitalization efforts *(16 VOTES)*
2. **Strengthen the neighborhood's business corridor**
 - **Implement a Business Improvement District (BID)** *(12 VOTES)*
3. **Implement streetscape improvements to reinforce pedestrian comfort and safety**
 - **Reinstate the Commercial Corridor Cleaning Contract** *(9 VOTES)*

Q&A

- How many years will this development (Logan Triangle) take?

PRA – Can't promise it will be instant, it will take years, the community working with the developer will need to identify interim uses.

Charlene Samuels – Some cleanup has started, but residents need to take responsibility, call 311 if you see something.

- Bernice B. – Workforce development is critical, you need to identify contractors in the area now and identify inclusion opportunities for neighborhood residents and provide training.

- How will the community find out about future RFPs related to the Logan Triangle? There needs to be better and consistent communication and outreach

- Is it necessary for SEPTA Board to be involved in transit improvements? How will you get transit improvements if the SEPTA Board is led by non-City of Philadelphia people?

- Is the computer center on 11th opening and working? Why not? What can be done to address that? *Charlene Samuels – No it is currently closed.*

- Is PRA working with PCPC?

PRA – Yes they're engaged and the final plan will be presented over the next few months to PCPC for acceptance.

Q&A

- Are you working with other CDCs?

PRA – Yes we have had conversations with: LaDuke – Iglesias; Harold O. Davis Bishop Newkirk; And Beloved St. John Evangelistic Church amongst others.

- Including the churches are great but many of the congregations are not neighborhood residents, it's critical that the community voice and community leadership is at the table.

- *Charlene Samuels – The Civic Association will be the representative of the community voice and ensure that all parts of the neighborhood are represented.*

- Aisha Williams – Been working on a Stop the Violence Youth Crusade; the youth need to be a central part of any plan for neighborhood improvements!
- Brenda G. – Thank you for continuing this and don't forget that the residents on the West side of Broad need to be included. I acknowledge the challenges that the residents in and around the Logan Triangle have faced but the community is larger than just the Triangle and I appreciate that we continue to be included.

Q&A

- Mr. Donnie – I’m one man and I have the cleanest block in the neighborhood. We all need to work on our blocks to keep them clean.
- Where are the men? The men in this neighborhood need to step up.
- A youth training and employment program focused on construction and deconstruction of historic buildings can be a great way for local youth to appreciate and understand the great unique architecture they have in the neighborhood while giving them valuable job skills.
- Youth Engagement is critical – Yousef
- Traffic Safety is a priority – slowing cars down, cameras, speed bumps, Belfield between 18th and 20th is a challenge.
- Blight and Dumping - significant dumping on 20th and Windrim
- ‘I’ve been a Committee Person for the 49th Ward for years and have lived in the neighborhood for 25 years - stop hiding in your homes - participate! I’m an old lady and I’m not running; I’m staying right here and cleaning up where I live.” The Community Relations Office and District Captain are around and available to support residents



