

CENTRAL DISTRICT

First Public Meeting Summary

On June 18th & 20th City Planning Commission staff hosted its first round of public meetings to inform the public and solicit input for the Central District Plan. This document summarizes the ideas garnered from these meetings. The event was structured as an open house, with content organized between five stations each dealing with different high-level topics - big ideas, demographics, economy, transportation and public space. On display at each station were data and analyses focused on the topics. Included at each station was a over-arching question intended to evoke discussion and comments from the public.

An "Idea Depot" station was set up to capture any ideas that did not fit within the defined topics. This station became a popular location for comments focused around zoning, tax policy, and general governmental procedures.

The ideas identified and recorded at these meetings will be further explored during the Central District planning process. Staff will conduct two more rounds of similar public meetings as the Central District Plan progresses and matures.

First Round of Public Meetings

**June
18**

German Society of Pennsylvania
75 Participants

**June
20**

Hamilton Garden at the Kimmel Center
100 Participants

Where You Live / Where You Work

Participants, upon entering the meeting, were asked to mark on a map the place where they live and work. As expected, most attendees live within the District, with the largest concentration of individuals coming from the Southwest Center City neighborhoods and Chinatown



German Society of Pennsylvania



Kimmel Center

Focus Areas

A separate station was dedicated to collect ideas and suggestions about what areas should be considered as District Focus Areas. Staff reviewed all suggestions and created a summary map, included in this document, that identifies the most mentioned areas. The suggested areas from the meetings will be merged with the areas identified by the Steering Committee and City Planning Commission and assessed together.



A live twitter feed was facilitated at the meeting to solicit additional comments and generate dialog from participants at the meeting and also individuals that may not have attended the meeting but follow the City Planning Commission's twitter account.

> Selected Suggestions from Participants at Each Station

> STATION 1 - COMPARISON CITIES

Participants at Station 1 were presented with images from peer cities to spark ideas on how successes and ideas used in other cities could be incorporated here.

? What's the one big idea (perhaps from another city) that would make the Central District better?

Diversity

- Provide more retail options that cater to all income levels
- Ensure housing choice for all income levels

Transit

- Offer more-frequent service
- Provide real-time information

Complete Streets

- Improve and expand bike infrastructure
- Establish a comprehensive parking policy for neighborhoods
- Improve pedestrian connections throughout the District

Density

- Increase density, especially around park areas
- Infill development on parking lots

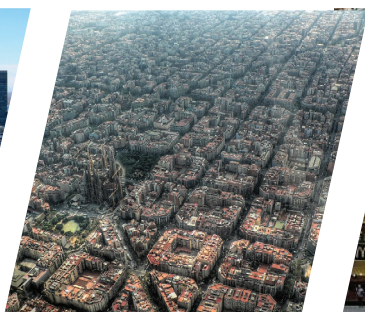
Green Space

- Better maintain existing park spaces
- Provide space for more community gardens
- Have more fountains and water features in parks
- Create more pocket parks to serve neighborhoods

Our Peer Cities



Montreal



Barcelona



Milan



Philadelphia

> STATION 2 - DEMOGRAPHICS

Participants at Station 2 were presented demographic data from the 2010 Census that illustrate the profound changes the District has experienced over the last decade in terms of growth areas, racial composition and age groups.

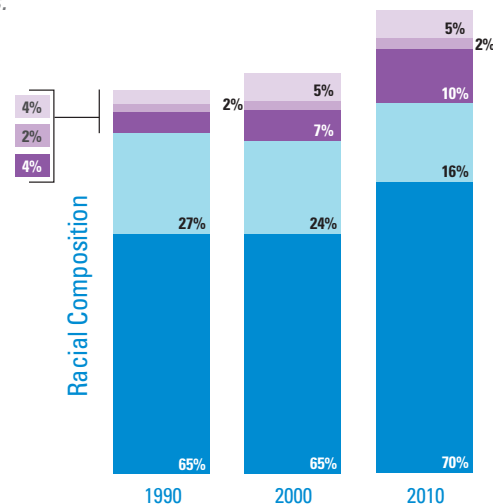
? What impact does this have on the future of the Central District?

Diversity is a Strength

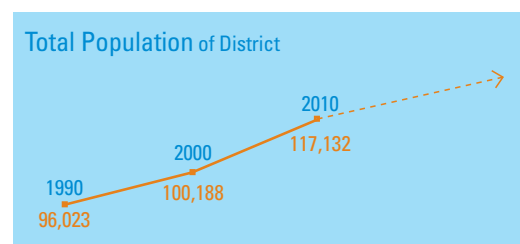
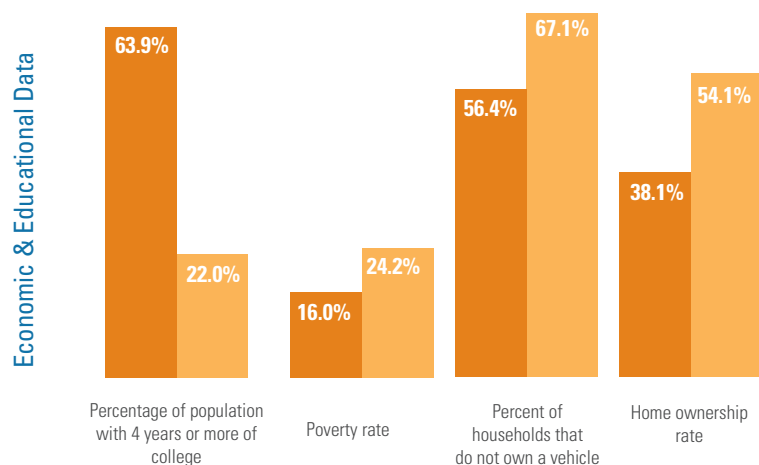
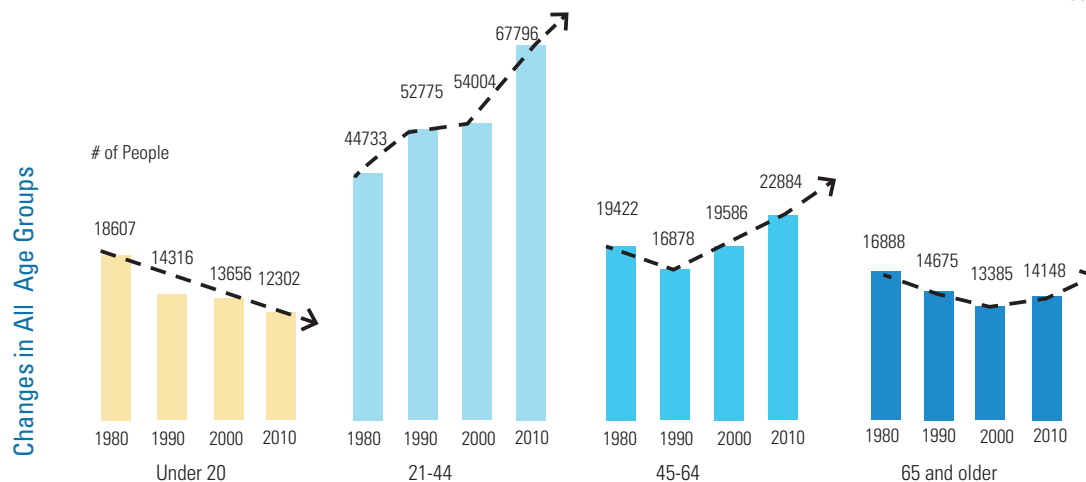
- Need infrastructure to support all age groups
- Provide housing and aging-in-place programs for those over 65
- Offer housing choices for all income levels

Education

- Ensure good schools and youth services for children



Latino (ethnicity)
Other Race
Asian
Black
White



> STATION 3 - ECONOMY

Participants at Station 3 were presented with data and analyses that illustrates how overall employment within the boundaries of the District has shrunk while employment in the 12-county region has risen.

? How do we grow jobs in the Central District in order to remain competitive?

Revamp the tax system

- Lower the Business Privilege Tax and Wage Tax to encourage job growth
- Create a tax system that is fair to both businesses and residents

Encourage small businesses

- Develop incubator space for new businesses
- Provide incentives for the creation and support for small businesses

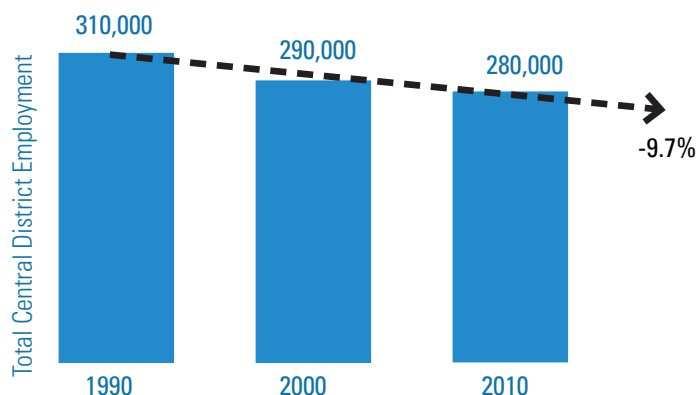
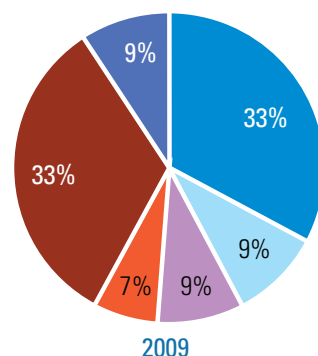
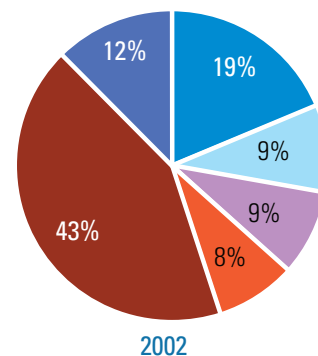
Attract talent

- Improve the streetscape and provide amenities like good schools to attract young talent
- Ensure affordable housing choices for young people who are just out of college

Provide better access in the Central District

- Encourage good pedestrian connections
- Support transit that efficiently connects to employment centers
- Provide better bike infrastructure

Employment by Job Sectors



> STATION 4 - TRANSPORTATION

Participants at Station 4 were presented with data on car ownership, commute modes and transit ridership.

? How do we improve our public transit and transportation systems to encourage less car ownership & usage?

Rethink existing routes and explore new service through Center City

- Explore idea of a circulator that links the outer neighborhoods
- Provide an L-shaped route that links Queen Village to West Market Street
- Improve link between the commercial corridors of the east-west streets (Walnut, Chestnut, Callowhill)
- Implement a transit line along Delaware Avenue
- Use transit to link cultural amenities
- Provide a station along the Frankford-Market EL on West Market Street

Improve service

- Improve maintenance and cleanliness of transit facilities
- Increase frequency to provide faster, more dependable service

Curbside Management

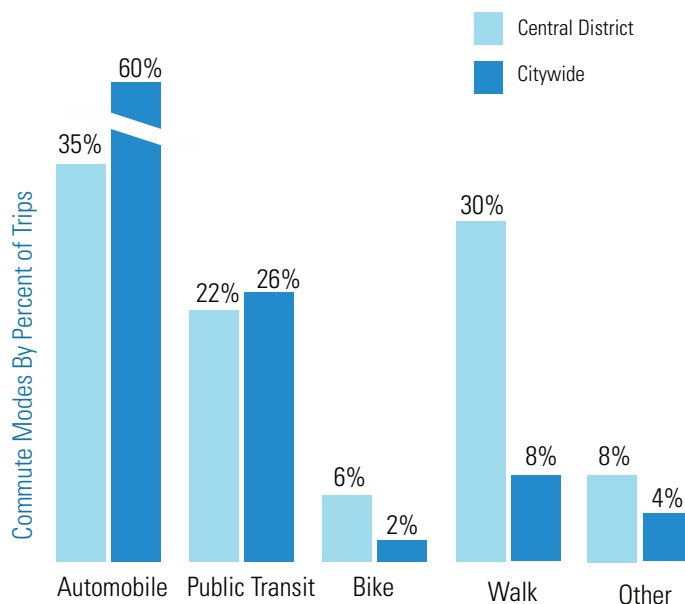
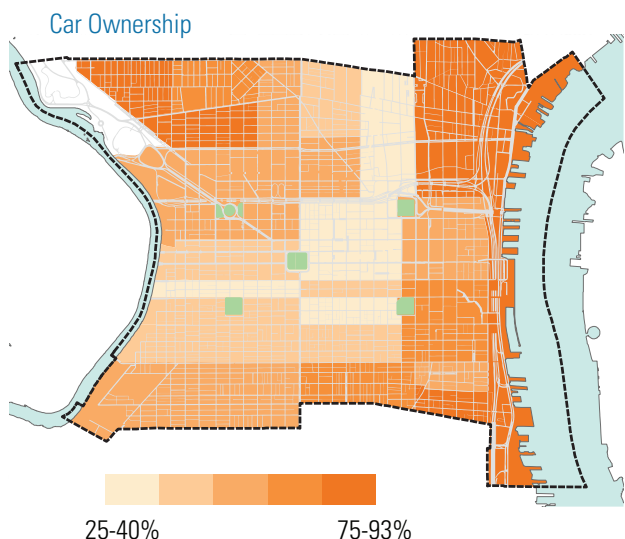
- Convert underused bus pull-over areas to extended sidewalk areas or places for green infrastructure
- Limit valet parking stands
- Limit driveway curb cuts, especially along major streets

Congestion Management

- Close some streets to create pedestrian-only zones
- Raise Residential Parking Permit fees to discourage auto ownership
- Charge a fee of drivers to enter Center City

Improve Bike Infrastructure

- Provide more bike lanes
- Improve and add more bike parking and storage areas



> STATION 5 - PUBLIC SPACES

Participants at Station 5 were presented with a District map identifying all public parks, recreation centers, and trails.

? What elements are necessary to make parks and other public spaces successful?

Neighborhoods - parks relationship

- Ensure facilities are open and available for neighbors' use
- Make programs at recreation centers reflect the needs of the neighborhood

Programming

- Cater to different users – quiet space, kid-friendly playgrounds, dogs, courts for different sports
- Incorporate vendors, such as food trucks and beer gardens that would be a draw for users
- Provide restrooms, especially within Fairmount Park

Resources

- Take full advantage of "Friends of" or volunteer groups to help manage and maintain neighborhood parks
- Find alternative funding by engaging neighborhood groups

Connectivity

- Plan transit routes to connect park spaces
- Provide signage within Fairmount Park to direct people to activities and facilities
- Implement a bike-share program

Use underutilized spaces

- Take advantage of land under the EL to use as park space
- Improve programming at Independence National Park for local users
- Better use the SEPTA concourse



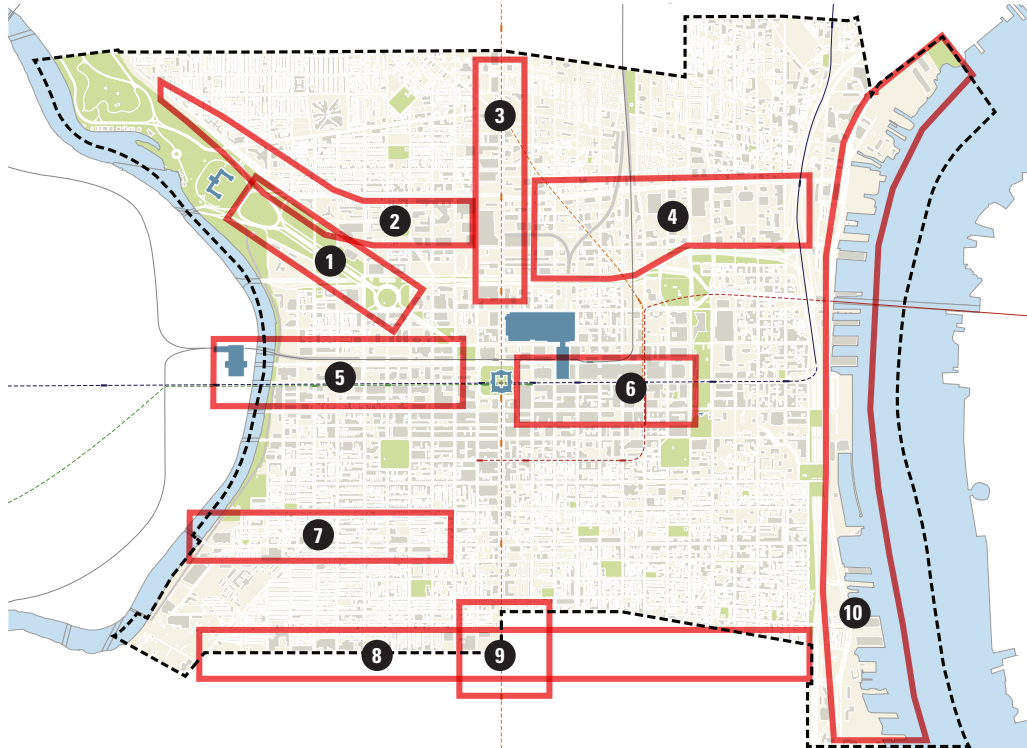
> Major Ideas Within Philadelphia 2035's Themes of Thrive, Connect and Renew



> Frequently Suggested Focus Areas

District Plans' Focus Areas typically have the following characteristics

- Underutilized land or inappropriate zoning classification; They offer opportunity for land use and/or zoning recommendations.
- Illustrative of the written recommendations from **THRIVE**, **CONNECT**, and **RENEW**; they illustrate how multiple recommendations can work together to transform a place comprehensively.
- Catalysts for a larger context; they are strategically located, with the potential to benefit the entire district, or even the city as a whole.



1 | Benjamin Franklin Parkway - unified public realm improvements that build upon recent improvements

2 | West Callowhill St. & Pennsylvania Ave. opportunities to leverage new and anticipated development

3 | North Broad - revitalization opportunities along and around Broad Street from Girard Avenue to the Convention Center

4 | Viaduct / Callowhill / N. Chinatown - revitalization opportunities that build off the viaduct park idea

5 | Market West - opportunities to coordinate future commercial development with transit improvements including a new El station between 30th Street and Suburban stations.

6 | Chestnut, Market and Walnut East - revitalization opportunities along Chestnut, Market and Walnut Streets between City Hall and 7th Streets.

7 | South Street Gateway - opportunities to create a better connection from the east bank to the west bank of the Schuylkill River

8 | Washington Avenue Corridor - public realm improvements along the entire length of Washington Ave.

9 | Broad & Washington - opportunities to direct new development on large vacant parcels to create a gateway for Center City

10 | Delaware Riverfront - creation of world class destinations along the riverfront that are connected to the neighborhoods