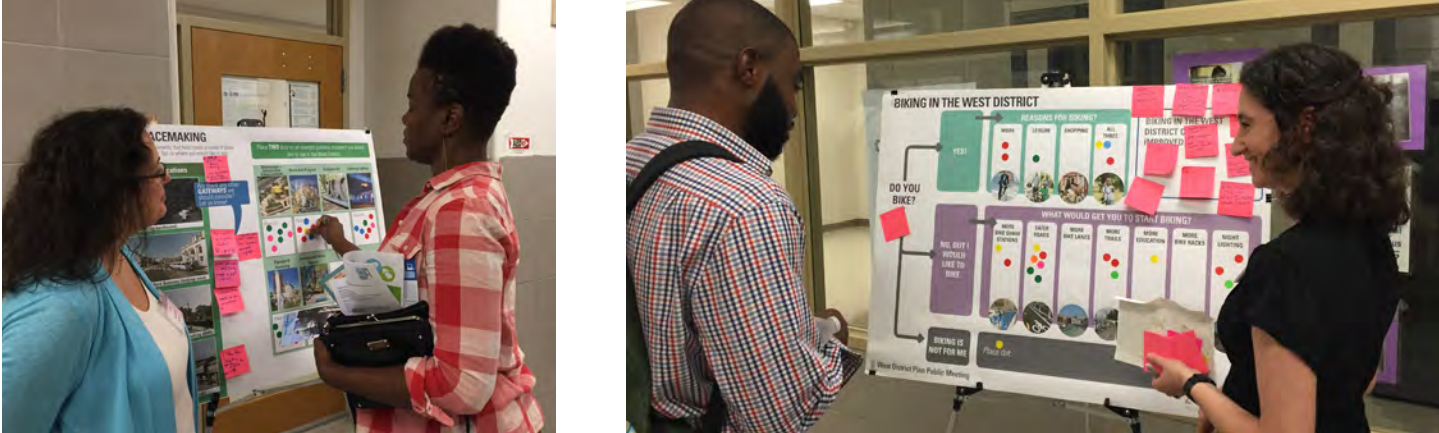


September 26, 2017 | West Philadelphia High School



The second public meeting for the Phila2035 West District Plan took place on September 26th at West Philadelphia High School. The meeting attracted over 125 attendees to the school located at 4901 Chestnut Street.

This meeting served a dual purpose. The first was to update the public about the planning process for the West District Plan, specifically providing analysis of the first public meeting results. The second was to obtain community input on district priorities and for the selected Focus Area — Market Street. A Focus Area is an area where multiple layers of public intervention (e.g. zoning changes, land sales or acquisition, infrastructure improvements, business incentives, etc.) can come together to create positive momentum and revitalize specific intersections, corridors, or neighborhoods.

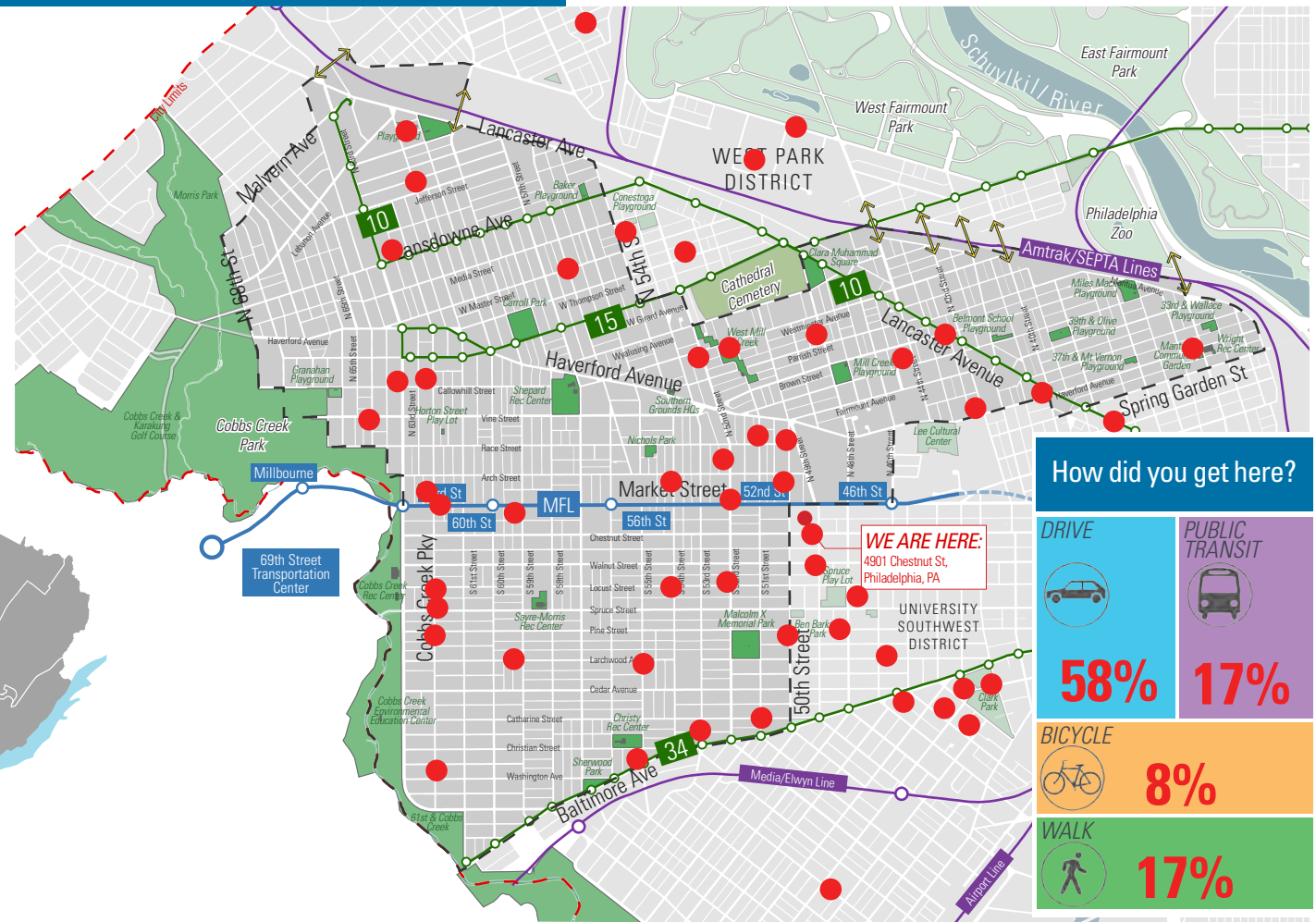
After a presentation about the planning process and first public meeting results, Planning Commission staff facilitated conversations and preference voting exercises at ten different stations. The stations were as follows:

- **Vacancy in the West District**
- **Commercial Corridors and Nodes**
- **Senior Friendly Neighborhoods**
- **Prioritizing Safety Improvements**
- **Biking in the West District**
- **Public Realm Interventions on Commercial Corridors**
- **Cobbs Creek Park and Parkway**
- **Gateway Placemaking**
- **Prioritizing Market Street Corridor Improvements**
- **Existing Zoning and Land Use**

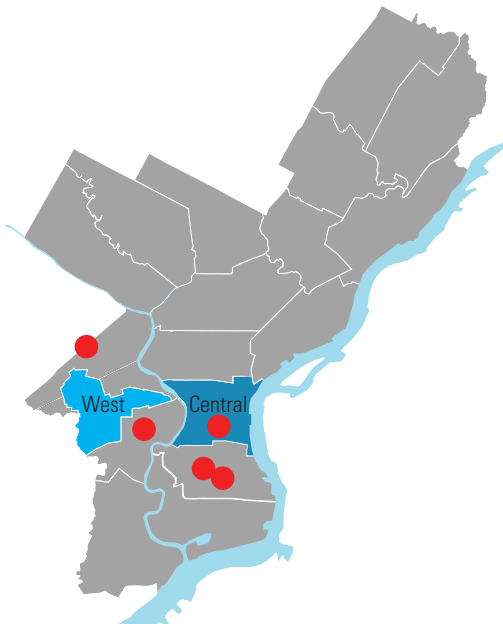
Prior to the staff presentation and the facilitated group exercises, residents were asked to participate in a “Where Do You Live?” welcoming exercise. The purpose of this exercise was to assess which areas of the West District participants represented, and to gauge how participants arrived to the meeting.

As shown on the map, participants came from all areas of the District. In addition, several participants came from across the City including the West Park, South, University Southwest, and Central Districts.

WHERE DO YOU LIVE?



*Note: Not everyone who attended participated in this exercise.

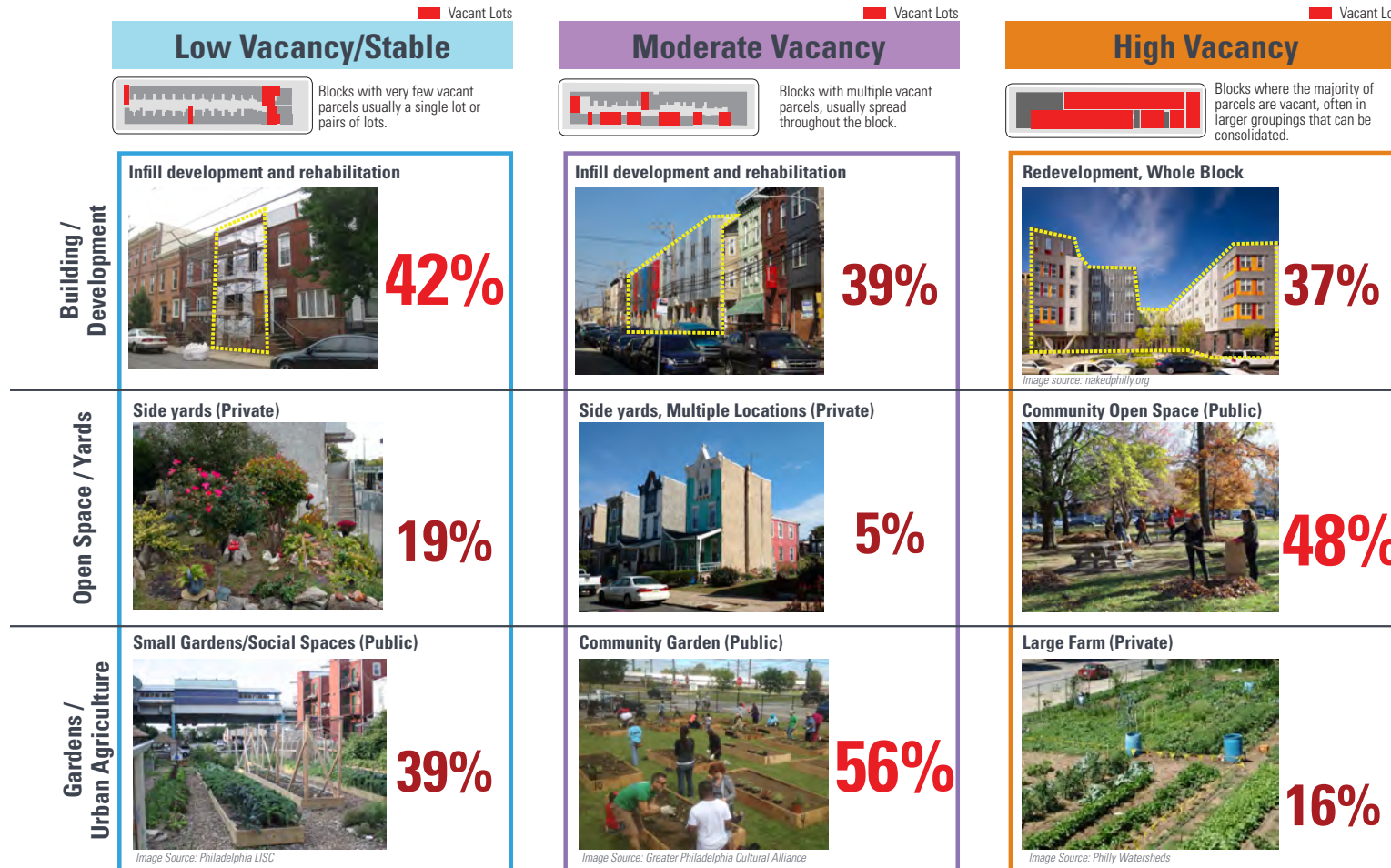


When asked about vacant land, residents tended to favor community open space and redevelopment in areas of high vacancy, community gardens and infill development in areas of medium vacancy, and infill development and small gardens or public spaces in areas with low vacancy.

VACANCY IN THE WEST DISTRICT

Many neighborhoods in the West District have varying levels of vacancy. What type of new uses should be considered for vacant lots?

How would you prefer to use vacant land?
Place **ONE** dot in each column.



Additional Comments



Homeownership keep as RSA-5
Don't move people from their blocks
Tiny houses need to be utilized
No popout box bay windows, respect neighboring character
Open space and urban gardens on corners
Yes to infill development on moderately vacant blocks, and we want single housing – 8,9,10 hundred block of Belmont, 60th and Cobbs Creek
Education benefits of community gardens are good
We need garden education
No luxury redevelopment, needs to be affordable
New buildings should aesthetically relate to adjacent older buildings
Same height as neighboring homes

Favorite shopping areas of the West District Meeting participants included 56th Street, Baltimore Avenue, Park West Town Center, and 60th Street. Residents would like to see more shopping areas within walking distance of their homes, and better store mix.

COMMERCIAL CORRIDORS AND NODES

The West District has many commercial corridors and nodes including 52nd, 60th and Market Streets, Lancaster Avenue, and Baltimore Avenue. Several of these corridors have seen disinvestment over the last few decades with high vacancy levels and limited shopping options for residents. Tell us about your current shopping experiences.

1

Where do you shop?
Place **ONE** dot in the area you shop most often.



Outside the West District

2

Place **ONE** dot on type of shopping you want to see more of in West.

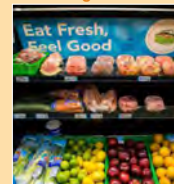
"One-Stop" shopping
(Big Box Retail)



Place dot...

12%

More neighborhood
serving store mix



Place dot...

33%

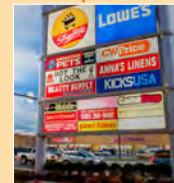
Shopping in walking
distance to my home



Place dot...

42%

Multiple stores in one
plaza



Place dot...

14%

When asked what types of improvements would make the neighborhoods more “senior-friendly,” participants had a host of responses. Some of the most voiced opinions included senior-focused activities and pedestrian and transit access.

SENIOR-FRIENDLY NEIGHBORHOODS

The West District is home to a growing number of elderly residents, with direct implications for housing, transportation, and the public realm. What are the most important age-friendly features?

What amenities make a senior friendly neighborhood?

Cobbs Creek Park
A mixture of generations
Cleanliness, greenery, green living
Sport activities
Continue to convert schools to senior housing
Live entertainment
Cultural activities
Access to healthy food
Continual education
Affordable housing
Farmers market
Emergency medical training
An easy upscale gathering place
It is important to address unsafe streets at all times
Lots of people outdoors at community activities
Access to rec centers, interacting with youth
Access: pavements and steps, lighting
Good lighting, public spaces
Good lighting and safety patrols
Being near transit is important
People being able to stay for their extended families
Good lighting on streets
Public spaces, park areas
Would really like to see a senior center

1

Do seniors have good housing options in the District?

Convenient to transit, good management, multi-cultural
Customized Community Transportation (CCT) charges too much – 58th and Greenway shuttles
61st and Baltimore – close to physical therapy
Near Haddington playground
Angela Court is good
Could be more senior housing overall
No! Not any decent recreation options either
No! Our community needs more options for older people; in the Morris Park section, there is none
No, no good housing options

If so, what are they?
What makes them good options?

Use a post-it note to tell us what you think!

2

Pick **TWO** neighborhood features that would be most helpful for supporting aging in place?

Senior-focused activities/events

26%

High-quality transit access

17%

Easy walk to everyday destinations

23%

Community Center

17%

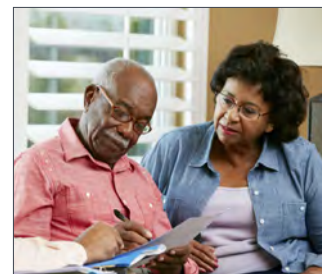
Being around other Seniors

8%

Other?

Travel and activities
Affordable housing

10%



Planning Commission staff analyzed crash reports at major intersections in the West District, and determined the five most dangerous intersections. Of those intersections, residents felt that 63rd and Market Streets and 52nd and Locust Streets were among their highest priorities for improvement, with additional intersections defined on the below map.

PRIORITIZING SAFETY IMPROVEMENTS

There are several dangerous intersections within the West District. Help show us where people speed, where it is challenging to cross intersections, and where it is hard to bike or walk.

5 High Crash Intersections in the West District

Place **ONE** dot on the photo you think most needs safety improvements.



Place dot...

17%



Place dot...

31%



Place dot...

10%



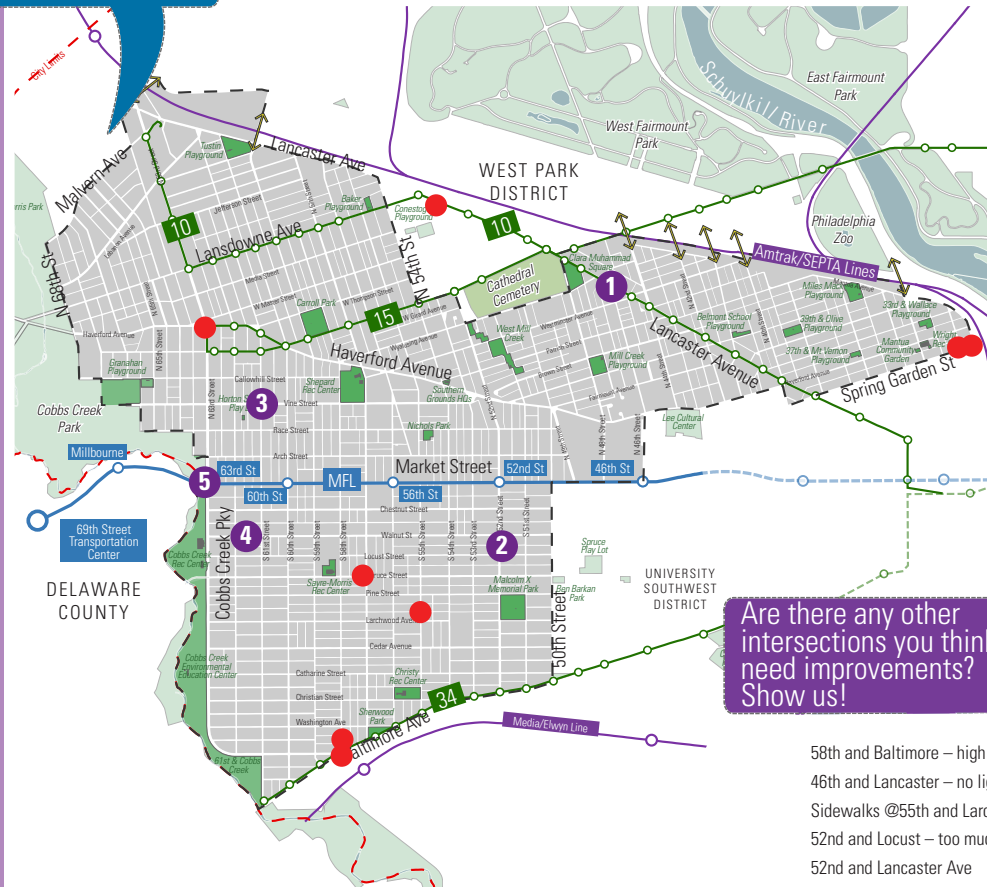
Place dot...

8%



Place dot...

34%

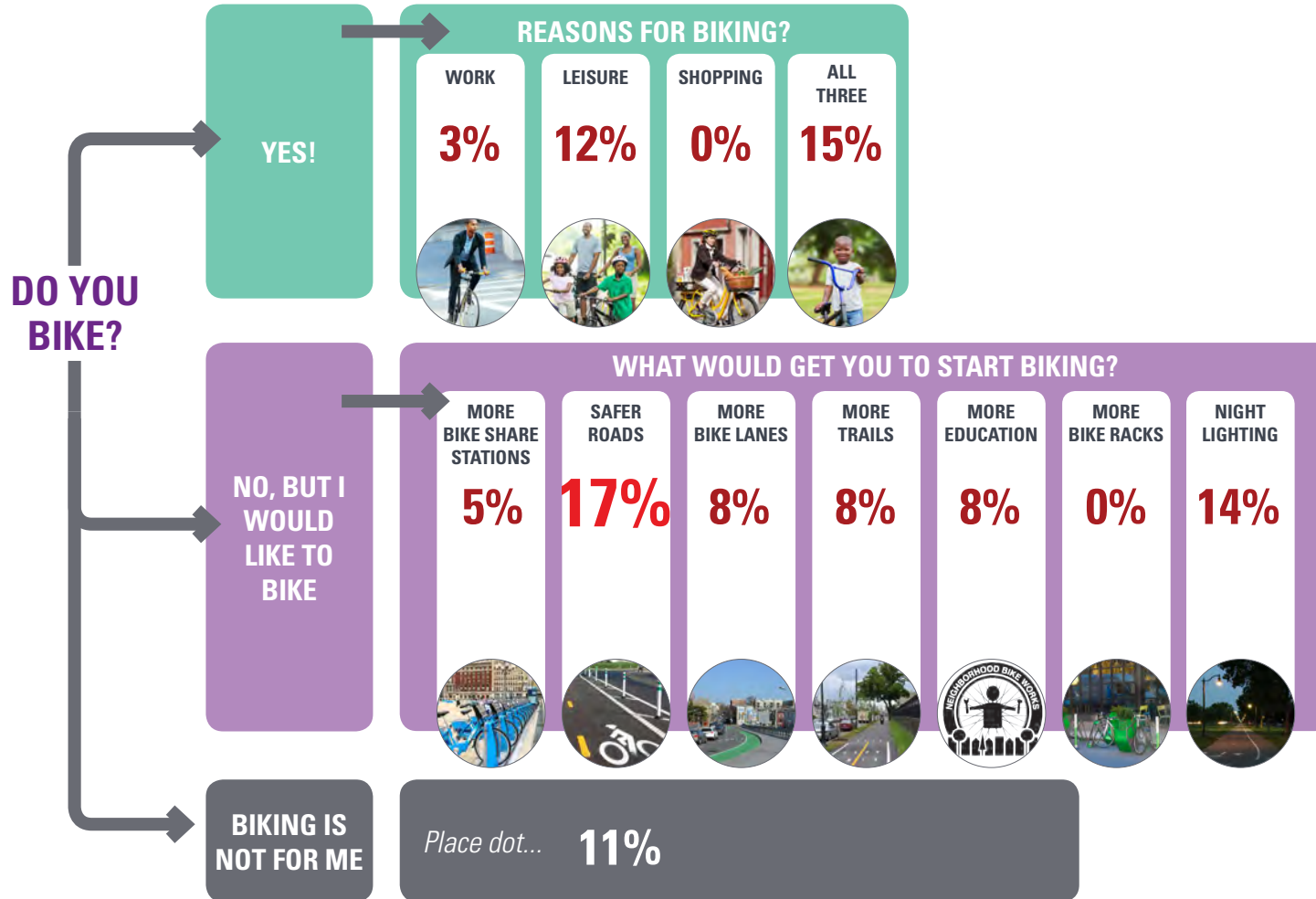


Are there any other intersections you think need improvements? Show us!

- 58th and Baltimore – high traffic (2)
- 46th and Lancaster – no lights, low economic activity
- Sidewalks @55th and Larchwood in bad condition
- 52nd and Locust – too much police activity, high speeds
- 52nd and Lancaster Ave
- 57th and Spruce
- 51st and Baltimore – 5 point intersection
- Two crashes @46th and Lancaster in the last month
- Prioritize locations near schools and corner stores
- 62nd Street and Walnut – 2015 car crash with loss of life

Bicycling in the West District is generally not a high priority for residents; however, this could be due to a lack of amenities and safety. Planning Commission staff tried to understand the viewpoints of residents with the following questions. Many respondents referred to a need for safer roads and better lighting.

BIKING IN THE WEST DISTRICT



BIKING IN THE WEST DISTRICT COULD BE IMPROVED BY...

- Bike lanes in strategic areas to make all transportation more efficient
- Night time biking can be risky
- Protected bike lanes are unsafe for curbside car pickup/dropoff
- Who screwed up the traffic lane in U City? Put it back! Additional 15 minute commute!
- Bike lanes should not take away travel lanes
- Need more Indego Stations further west
- Too few places to lock bikes
- Cycling is a nuisance
- It's better for motorists that cyclists have separate lanes
- Protected and maintained bike lanes
- New Chestnut Street bike lane is dreamy
- Bike racks @ 52nd and Baltimore and Clark Park
- More buffered bike lanes
- Bike lane on Walnut needs buffer/enforcement on stopped cars in bike lane
- Parking protected lanes
- No more bike lanes – makes streets smaller, Chestnut Street is a problem
- Share the road, bike education, bikes held to same standards as cars
- Have rules for bikers to follow and create a way to enforce; bikers do not pay car insurance or registration
- Bikers need to observe all traffic signals and laws
- Biking in West District could be improved by more bike lanes that do not intersect with trolleys; also, bikes are moving vehicles and bicyclists need to follow the rules of the road
- The new biking lanes are fantastic; hopefully it will extend to Cobbs Creek Parkway
- Bike Share station needed at 63rd and Market, Cobbs Creek

When asked which public interventions could improve commercial corridors, residents noted a need for transit shelters, greening and street trees, streetscape furniture, and vending opportunities among their top priorities.

PUBLIC REALM INTERVENTIONS ON COMMERCIAL CORRIDORS

Commercial corridors can be strengthened by improving the public realm. Public realm enhancement can include vegetation, street lighting, sidewalk paving treatments, safety improvements, or streetscape furniture.

Potential Corridor Locations



42nd Street and Lancaster Avenue



56th Street and Haverford Avenue



55th Street and Baltimore Avenue



60th Street and Market Street

Are there other
**COMMERCIAL
CORRIDORS** we
should consider?
Let us know!

52nd and Haverford
Need more variety of shopping
along Lancaster Avenue
Add big belly compactors
47th and Spruce
60th and Locust – more
greenspace
Public areas along 60th Street,
vending opportunities, greening,
street trees
60th and Market weekend
markets
Façade/storefront improvements

Place **TWO** dots on public space interventions you would like to see more of along commercial corridors in the West District.

Greening + Street Trees



Place dot...

21%

Curb Extensions (bump-outs)



Place dot...

6%

Streetscape Furniture (lights, benches, trashcans, etc.)



Place dot...

19%

Allow for more vending opportunities



Place dot...

17%

Bike Safety Treatments



Place dot...

3%

Transit Shelters Enhancements



Place dot...

22%

Sidewalk Paving Treatments



Place dot...

12%

You tell us!



Cobbs Creek Park is a major asset for the West District; however, it could benefit from improvements in access and amenities. West Philadelphia residents prioritized intersections for safe crossings and their favorite amenities.

COBBS CREEK PARK AND PARKWAY

Help us make Cobbs Creek Park safer and more usable. Where is it tough to access the park? Is speeding an issue? Should there be more crosswalks? Better lighting? Tell us where!

①

Place **ONE** dot on the intersection you think most needs safety improvements.



②

Place **TWO** dots on the open space features you would like to see more of in Cobbs Creek Park.

Public Art / Passive Open Spaces



Place dot...

15%

Habitat and Pollinator Gardens



Place dot...

8%

Rain Gardens / Stormwater Control



Place dot...

13%

Markets in the Park



Place dot...

17%

Community Gardens / Urban Agriculture



Place dot...

22%

Additional Programmed Spaces



Place dot...

11%

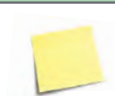
Additional Picnic Areas



Place dot...

14%

You tell us!



- Lighting on the parkway and trails (8)
- Clean the creek and keep cleaning it (2)
- Water fountains in the park (2)
- Rules not enforced
- Build out/update playground
- Cleaner spots on the north side of Cobbs Creek, friendly, welcoming sites; benches
- Fitness stops, adult jungle gyms
- Bike lane ends at city limits
- Tractor trailers on Cobbs Creek Parkway need to be removed

Several travelways in the district act as gateways, welcoming visitors and residents to a specific place. Many of these gateways are hard to recognize or lack visual appeal. Residents chose their favorite gateway improvements to beautify some of these areas. Lighting was a very popular gateway treatment.

GATEWAY PLACEMAKING

Gateway treatments are artistic elements that help create a sense of place. They welcome you to a destination. Tell us where you would like to see gateways in the West District.

Potential Gateway Locations



63rd Street and Market (looking eastbound)



40th Street, Lancaster, Haverford Avenues (looking west)



48th Street, Lancaster and Girard Avenues (looking south)



52nd St approaching Market Street (looking south)

Are there any other **GATEWAYS** we should consider? Let us know!



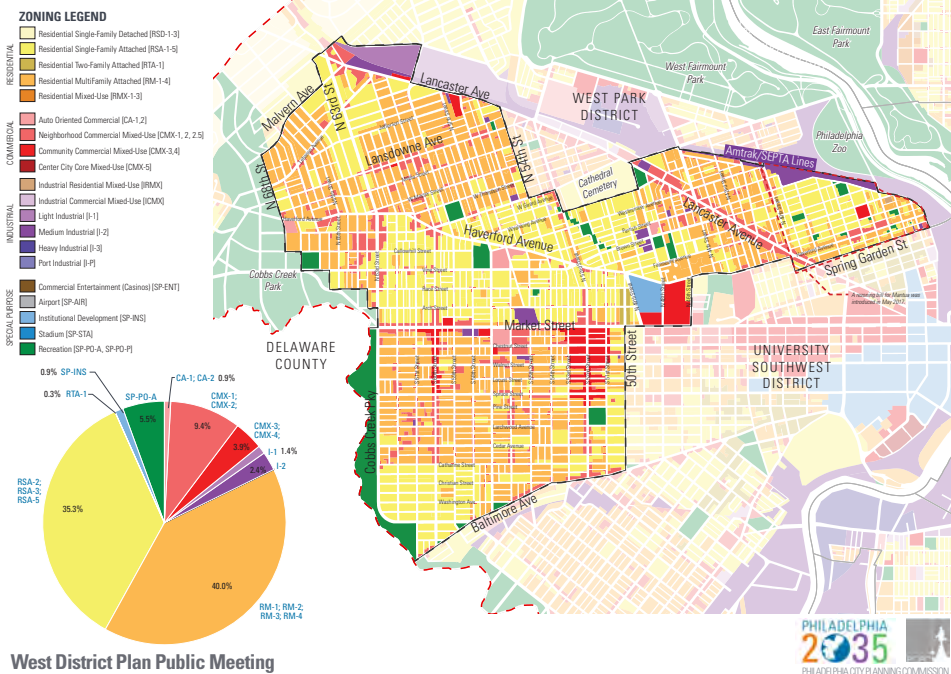
Place **TWO** dots on an example gateway treatment you would like to see in the West District:



63rd Street – people coming in; lots of crashes; would help with safety; lighting (6)
 40th and Lancaster would be a good location (5)
 52nd approaching Market – I like this location (3)
 Non-descript el stops; lighting would help
 56th and Market – art and other enhancements
 60th and Market – update the art work
 60th and Market – greenspace and art signage; seating in public spaces
 Underpass@Market Street and 8th or 9th – lighting is great!
 Need ramp from South Street Bridge to Penn Park
 Restore the mural; don't move the mural, but add signage
 @40th already in West Philly; maybe @34th instead?
 48th and Lancaster intersection needs to be improved
 Haddington; 52nd and Haverford
 Needs lots of maintenance to keep clean

West District meeting participants also commented on zoning and land use, what works and what does not work in their neighborhoods.

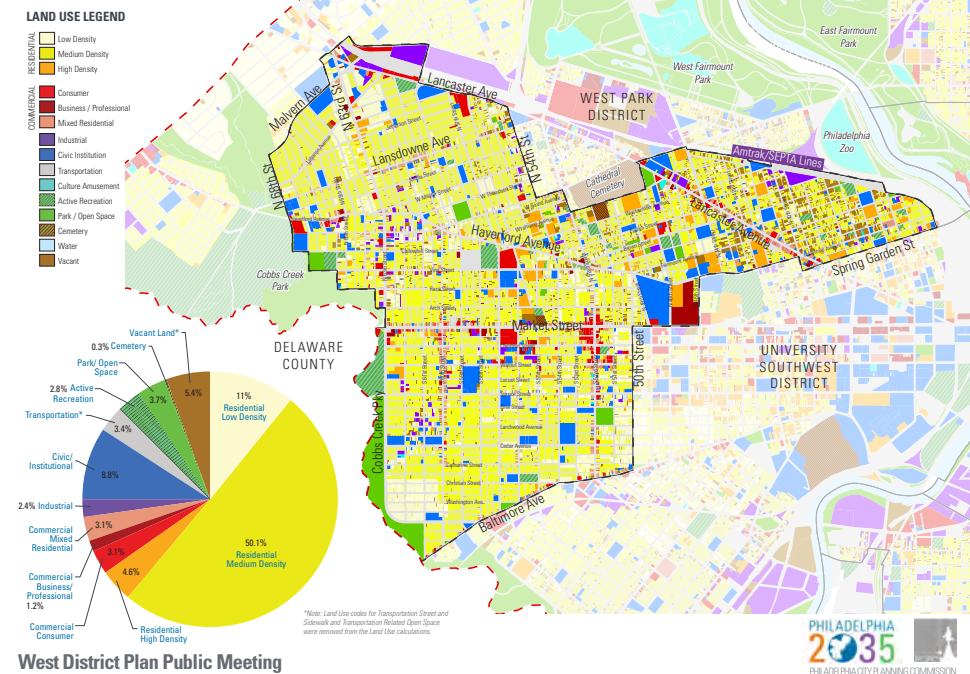
EXISTING ZONING



Existing Zoning:

- Keep corner retail in neighborhoods
- 56th Street through 60th Street is single family residences
- Double check use on Chestnut and Larchwood Streets
- 5000 block of Cedar – keep single-family dwellings, parking and families
- Flag lot @51st and Spruce – RSA-5

EXISTING LAND USE



Existing Land Use:

- Regular folks need to be included in decision making; advisory councils; zoning, etc
- Improvements to community centers; institutions are needed
- Preservation of property taxes for homeowners is important
- Fair cost of living for existing residents
- Belmont – needs more amenities to draw and keep new buyers

The West Market Street Corridor was chosen as a focus area for its unique access to the Market Street El, and for the range of improvements that could help this corridor benefit the district. Residents were asked which types of improvements were needed at which locations along the corridor, and chose from a range of development, open space and plazas, gateways and public art, greening, safety improvements, and streetscape furniture.

PRIORITIZING MARKET STREET CORRIDOR IMPROVEMENTS

The Market Street corridor has a wide range of intervention opportunities that will improve the economic vibrancy of the district, while making the Market Street streetscape more engaging, beautiful, and safe for all users. But with limited resources, we have to prioritize specific interventions and specific locations for improvements.

Help us decide where and what should be improved along the Market Street corridor!

Place **ONE** of each of the dots on the map within the Focus Area Boundary.
Prioritize where you would like to see each intervention located.

Are there any other **IMPROVEMENTS** we should consider?
Let us know!

MARKET STREET TOOL BOX



DEVELOPMENT

Commercial and residential development. Focus development around MFL stations.



OPEN SPACE AND PLAZAS

Strategically located plazas or open space enhancements along corridor



GATEWAYS AND PUBLIC ART

Decorative lighting, murals, sculpture, sound or wind opportunities



GREENING

Street trees, planters, green stormwater infrastructure, vertical green column walls



SAFETY IMPROVEMENTS

Improvements to traffic patterns, sightlines, intersection and crossing designs, speeding



STREETSCAPE FURNITURE

Pedestrian amenities including seating, lighting, trashcans, bicycle racks, and programming



See next page for meeting results

PRIORITIZING MARKET STREET CORRIDOR IMPROVEMENTS



DEVELOPMENT

Commercial and residential development. Focus development around MFL stations.



GREENING

Street trees, planters, green stormwater infrastructure, vertical green column walls



OPEN SPACE AND PLAZAS

Strategically located plazas or open space enhancements along corridor



SAFETY IMPROVEMENTS

Improvements to traffic patterns, sightlines, intersection and crossing designs, speeding



GATEWAYS AND PUBLIC ART

Decorative lighting, murals, sculpture, sound or wind opportunities



STREETSCAPE FURNITURE

Pedestrian amenities including seating, lighting, trashcans, bicycle racks, and programming

The final set of boards at the public meeting were general comment boards to allow residents to voice their opinions on any other issue that was not addressed by our voting boards. Please check phila2035.org for more news, and an announcement about our third public meeting!

General Comments:

52nd Street Corridor designation should go south to Baltimore
Focus on helping 52nd Street properties become multi-unit residential- Business owners don't live upstairs anymore
Clean up north Cobbs Creek Park
More lighting along 63rd needed, especially Market Street and Cobbs Creek Parkway
Improvement for student activities and more assistance with school programs needed
Extend Chestnut Street Bike Lane to 63rd Street
Work with School District to develop magnet schools and special programs to improve neighborhood students and prospects for future home buyers
More green area at 64th and Callowhill Streets
West Philly parks need clean and new water fountains
Leave 100 N. 55th Street residential – no more students
See implementation of: zero net energy, solar, green living, sustainability
North 52nd Street – need improvement from Girard Ave. and up
Improve West Mill Creek
For youth: safer basketball courts needed
History and culture are important
Deter developers from continuous multi-family apartments
No gentrification – keep taxes the same

Other Ideas:

Encourage and assist more small businesses to enter the area to create long-term local jobs
Access to education for entry level skilled labor is needed
Look in the taxes for the senior @65 year until death if they stay in their homes
Address educational desert in West Philadelphia – help School District create better schools
Work counseling and emotional counseling needed

