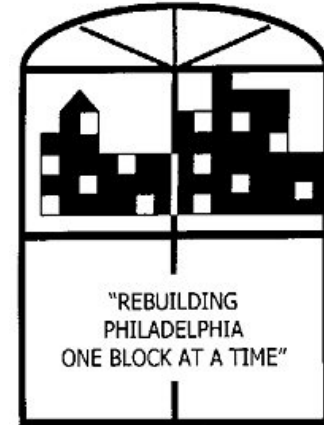




40<sup>th</sup> & Market Streets  
Creating a Civic Vision



**university  
city district®**



Dear 40<sup>th</sup> Street Stakeholders and Concerned Residents,

We are pleased to present this draft Report to the Community following the recent *Creating a Civic Vision for 40<sup>th</sup> and Market Streets* public process. The August 2006 public forum was quite successful, with over 100 citizens participating, and we have been working diligently since then. We incorporated the results of the civic engagement work from the forum as the basis upon which to reimagine design and planning aspects of the intersection of 40<sup>th</sup> and Market Streets in West Philadelphia. The result is a series of phased planning and design ideas for the intersection that give voice to the concerns of the stakeholders. This way, citizen concerns, solutions and goals may continue to play a role in future development efforts, though the market is moving very quickly.

These concepts received a warm reception when we presented them at the September 2006 Friends of 40<sup>th</sup> Street general meeting. We now offer these phased plan ideas and recommendations to the community and hope you will give us your feedback. Please submit suggestions using the feedback forms left at this location, or email Penn Praxis at [praxis@design.upenn.edu](mailto:praxis@design.upenn.edu).

We will continue to work to create opportunities to publicly discuss these ideas - bringing the community voice to bear on matters that impact the quality of life along the 40<sup>th</sup> Street corridor.

Yours,

Harris Steinberg, Penn Praxis  
Harris Sokoloff, Center for School Study Councils  
Facilitators, Friends of 40<sup>th</sup> Street

Alisa Orduna-Sneed  
Executive Director, Partnership CDC

## Table of Contents

Project Team	3
Executive Summary	4
Introduction	5
Comparative Views of the Intersection	7
Goals	10
Principles	11
List of Suggested Design Elements during the 2006 Public Forum	12
Design Phases	13
<i>Preening and Greening</i>	14
<i>Renovate and Refurbish</i>	16
<i>The Town Center</i>	18
Next Steps	20
Appendix	21
Articles reprinted from <i>University City Review</i>	22
List of participants	24



## Project Team

Averil, Jesse  
Benner, Amanda  
Bey, June  
Chang, Wandy  
Davis, Edward  
Giorgio, Steve  
Goodman, Andrew  
Hewson, Carolyn  
Hood, David  
Kerman, Lucy  
Laws, Kathy  
Love, Gweny  
Maits, Scott  
Nairn, Michael  
Sneed, Alisa  
Sokoloff, Harris  
Steinberg, Harris  
Wolfe, Matthew

Partnership CDC  
University City Green  
Center for Community Partnerships, U of PA  
Architecture, U of PA  
City and Regional Planning, U of PA/Penn Praxis  
Architecture, U of PA  
City and Regional Planning, U of PA/Penn Praxis  
University City District  
Architecture, U of PA/Penn Praxis  
Greater Philadelphia Urban Affairs Coalition  
University Square Apartments  
The Cadence Company  
Lancaster Corridor Group  
Urban Studies, U of PA  
Partnership CDC  
Center for School Study Councils, U of PA  
Penn Praxis  
University City Republican Committee

## Executive Summary

In August 2006, the Friends of 40<sup>th</sup> Street, in partnership with The Partnership CDC and Penn Praxis, gathered community stakeholders together to create a shared civic vision for 40<sup>th</sup> and Market Streets and the surrounding area.

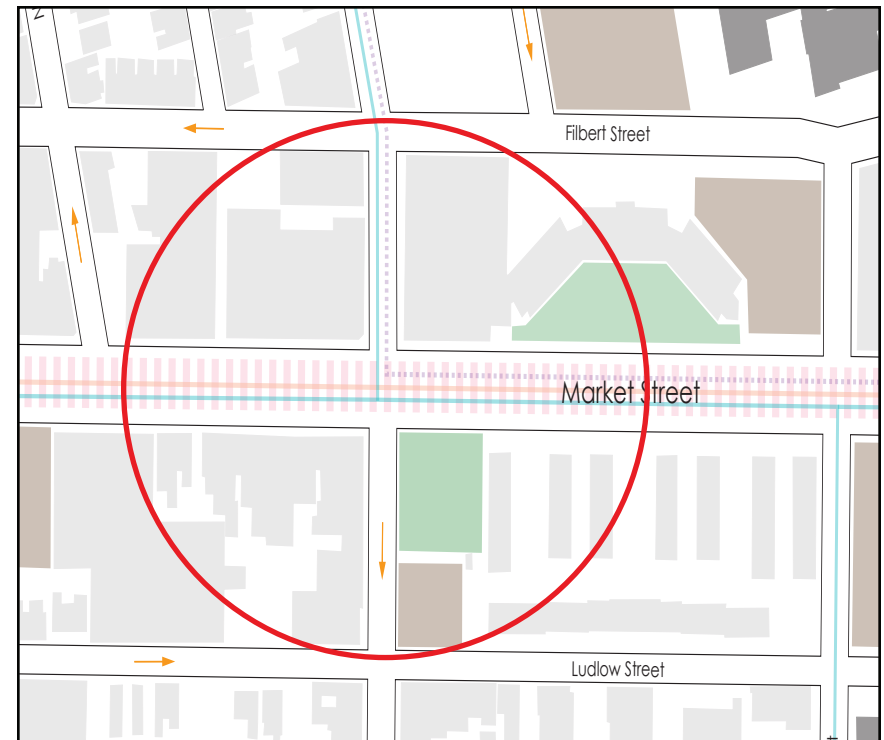
- Over 100 people attended the initial public forum and discussion session on August 22, 2006, and 25 participated in a subsequent working session with planning professionals to formulate the principles into actual urban design recommendations on August 28, 2006.

The result was a three-phase plan: “Preening and Greening;” “Renovate and Refurbish;” and “Town Center.” Although each phase is designed to be implemented independently, they leverage each other powerfully when considered as a comprehensive effort.

- “Preening and Greening” focuses on pedestrian-scale, physical improvements, such as better signage, street trees, a green median on Market St, and pedestrian lighting that can be implemented in the near term.
- “Renovate and Refurbish” emphasizes using available grants and funding to upgrade the existing building stock through façade improvements and redesigned signage.
- “Town Center” advocates reshaping Market Street into a denser urban environment by building mixed uses on existing parking lots and reconstructing underutilized areas, namely ‘The Market’ as a 9-10 story housing building with a farmers’ market on

the ground, and the southeastern green space as a Town Square in the Philadelphia tradition of Rittenhouse Square.

- Penn Praxis presented these concepts to the Friends of 40<sup>th</sup> Street on September 29. The group will now begin receiving public feedback, and will update the ideas as necessary.
- Next steps include revisions to the design according to the comments received, and continued discussion of the plan with institutional stakeholders who have the organizational capacity and fund-raising capability to support this plan into reality.



40<sup>th</sup> and Market Study Area  
From 39<sup>th</sup> to 41<sup>st</sup> streets  
From Chestnut to Filbert Streets



“Creating a Civic Vision for 40<sup>th</sup> and Market Streets”  
Charrette and Public visioning Process  
Final report

**Introduction**

*Creating a Civic Vision for 40<sup>th</sup> and Market Streets* seeks to put forth a civic vision and give voice to the existing area stakeholders in the inevitable process of change that is occurring at this crucial intersection in West Philadelphia. The Friends of 40<sup>th</sup> Street advocates the creation and implementation of an inclusive vision of the block that ensures that ongoing development will benefit all area groups.

*Creating a Civic Vision for 40<sup>th</sup> and Market Streets* grew out of a larger civic engagement project around similar issues in 2004. The University of Pennsylvania recognized that the success of the redevelopment of the 40<sup>th</sup> Street Corridor depended on the communities surrounding it, so it worked with Penn Praxis – the not-for-profit clinical outreach arm of Penn’s School of Design – to organize a series of workshops to involve the community in the ongoing development of the corridor. Those stakeholders who attended articulated a set of principles to guide the future activity on 40th Street. Also born from those workshops was the Friends of 40<sup>th</sup> Street, made up of a diverse group of individuals who have continued the dialogue and the advocacy of the planning principles.

Today, the intersection of 40<sup>th</sup> and Market Streets is a meeting

place for people of different ages, races, cultures, and socio-economic statuses. It is a place that several communities include in their boundaries but few claim or steward. Surrounding it are residential neighborhoods like University City and West Powelton, and institutional forces like Penn, Drexel University, and the University City Science Center. 40th and Market is a both a transit stop and an auto thoroughfare. The 40<sup>th</sup> Street subway stop handles upwards of 4,500 riders per day, making it the second busiest stop in West Philadelphia after 30<sup>th</sup> Street. When not on diversion, the five trolley lines drop off thousands more. A large number of Penn Presbyterian Hospital’s 2,000 employees and patients travel through the project area every day.

Many residents also live on the corner itself. University Square Apartments at 3901 Market Street, a 19-story high-rise apartment building for seniors, houses 480 residents. Directly across Market Street are the University City Town Homes, an architecturally award-winning residential complex that houses hundreds more low-income residents. The area is also home to the world-renowned Philadanco (Philadelphia Dance Company) and Elwyn, a social service agency for the disadvantaged and disabled. The Partnership Community Development Corporation has signaled its commitment to the area by locating its offices on the south side of the 4000 block of Market and building a new \$3 million technology and job training center on the north side of the 4000 block of Market. The University City District is also located within the project area and actively provides security and ongoing public realm maintenance.

Still, few people except area residents can form a concrete image of the intersection and its surrounds. To most, the area is perceived as unclean, unsafe, and unattractive. The current mix of goods and services has limited appeal. The corner is dominated by the fortress-like inward-facing

Market at University Square, an underused green space, and a bleak transit stop. Importantly, the intersection has become known as sites of major drug activity. It is an area to pass through but not to linger.

The intersection bears the troubled scars of the urban renewal movement of the 1960s and 1970s. It is the western end of the area once known as the Black Bottom—an historic African-American community that was cleared and leveled to make room for the creation of the University City Science Center and the institutional expansion of the University of Pennsylvania and Drexel University. Photographs taken in 1964 by the noted urban planner Denise Scott Brown shows a richly vibrant streetscape that was leveled in the name of progress. These memories resonate today and this planning process aims to restore the civic voice to the shaping of the public realm.

Though Market Street's barren streetscape still exhibits the legacy of urban renewal, recent development a stone's throw away has affect positive growth in the neighborhood. In 1999, due to the efforts of Councilwoman Jannie Blackwell, the City of Philadelphia implemented new streetscape improvements—pedestrian lighting and street trees—along 40<sup>th</sup> Street from Chestnut Street north to Filbert Street. In 2000, redevelopment of the northwest corner of Walnut and 40<sup>th</sup> Street was completed with the opening of Fresh Grocer and a parking garage. In 2002, the redevelopment of the southwest corner of 40<sup>th</sup> and Walnut was completed with the opening of the Bridge, a movie theater and entertainment complex.

The stately Carnegie Walnut West branch of the Free Library on the southeast corner was completely renovated and reopened to the public in October 2004, a renovation also made possible by the councilwoman. Along Chestnut Street, the new UCD headquarters, the 18<sup>th</sup> District police

substation (2001), and the relocation of Penn's Police Department to the west (1998) have brought new activity and safety to the corridor. Currently on the northeast corner of Chestnut and 40<sup>th</sup> Street, a nine-story commercial and residential complex is under construction. The Science Center has ambitious plans for expansion of the area on Market Street between 36<sup>th</sup> and 39<sup>th</sup> Streets. Property values in the adjoining neighborhoods are skyrocketing.

Given recent neighborhood change and the corner's important position as the community's transit stop, redevelopment of 40<sup>th</sup> and Market is inevitable. The question now is how this development will happen and who will benefit from it. The voices of area residents, merchants, and employees must be represented to bring urban vibrancy back to this area. The civic visioning project sponsored by the Friends of 40<sup>th</sup> Street ensures their needs, hopes, and dreams will be heard. Working in partnership with Penn, Councilwoman Blackwell, the Partnership CDC, the University City District, UC Green, and other area organizations, the Friends of 40<sup>th</sup> Street will advocate for the redevelopment of the area according to the community vision.



The Market, a fortress-like legacy of urban renewal, has deadened a once-thriving corner at 40<sup>th</sup> and Market Streets.

Photo: David Hood



# Comparative Views of the Intersection

1964



Looking East: Corner of 40th Street Market

2004



February 2004



Looking West: Corner of 40th Street Market

1964 Photos: Denise Scott Brown



February 2004

2004 Photos: Matt Conti

Existing Conditions 3



# Comparative Views of the Intersection

Existing Conditions 3

1964



Looking South - 40th Street Just North of Market

Denise Scott Brown, 40th Street City Planning Studio, Fall 1964

Looking South: 40th Street Just North of Market



South East Corner of 40th Street and Market

Denise Scott Brown, 40th Street City Planning Studio, Fall 1964

South East Corner of 40th Street and Market

1964 Photos: Denise Scott Brown

2004



February 2004



2004 Photos: Matt Conti



# Comparative Views of the Intersection

1964



Looking East: Corner of 40th Street Market



Looking West: Corner of 40th Street Market

1964 Photos: Denise Scott Brown

2004



2004 Photos: Matt Conti



Existing Conditions 3

## Goals

Based upon the work of the citizens in the public forums, the goals of the project can be described as:

- Create a ‘Cosmopolitan Canopy,’ the highest quality public environment where people of all races, abilities, income levels, and cultures are welcomed and embraced.
- Give voice to the existing community residents and business owners through a series of public conversations.
- Integrate the concerns of the existing community residents, business owners and other stakeholders in the ongoing evolution of the 40<sup>th</sup> Street corridor.



Mr Sleepyhead: the Venue for the public design forum.  
Photo: Michael Nairn

Harris Sokoloff leads a breakout session on goals and principles  
Photo: Dave Hood



Harris Sokoloff provides direction as residents gather around a map of 40<sup>th</sup> and Market.  
Photo: Patrick Blair



The forum brings many participants from the Community.  
Photo: Dave Hood





## **40<sup>th</sup> Street Planning Principles**

### ***Creating unity while maintaining diversity***

**40<sup>th</sup> Street:** The following is a summary of the principles developed during a month-long community engagement process in the winter of 2004, with suggested revisions from the summer of 2006. As a set, these principles represent a coherent image for the evolution of 40th Street in West Philadelphia between Lancaster and Baltimore Avenues. The Friends of 40th Street grew out of the community forum process and has assumed the responsibility for advocating for these principles in the ongoing evolution of the 40th Street corridor.

### ***The many faces of 40th Street***

Enhance the urban character of 40th Street by promoting and sustaining a rich urban blend of culture, class, age, race, and gender along 40th Street with shops, services, arts, and culture that reflect a vibrant sense of place. Aim for a mix of uses, such as residential living above small-scale retail that will enhance the innate character of this very public and urban thoroughfare.

### ***Here, there, everywhere***

Celebrate the rich diversity found on 40th Street. 40th Street is a living, social and cultural corridor. It is a place where many traditions merge and blend, a place where differences are respected and a place for people to feel welcome along its entire length.

### ***To market, to market***

Encourage development by balancing a strong sense of social responsibility towards existing and new local businesses and jobs with free market economics. It must reflect daily local needs, as well as the larger social and cultural identities of University City.

### ***It's our house***

Make 40th Street clean, safe, attractive, and accessible. Create and sustain the highest quality public street life on 40th Street from Lancaster Avenue to Baltimore Avenue. Design the street so that street life reflects the vibrancy and values of the community.

### ***Destination 40th Street***

Build on the diversity of uses and customers on 40th Street that change throughout the day, week, and year. Think of 40th Street as both a local street and a unique destination where community meets campus with a rich offering of commerce and culture reflecting the surrounding neighborhoods.

### ***Building community***

Keep the dialogue going. Citizens of University City want to enlarge the public conversation about 40th Street and create a community-based process that will ensure continued consultation, communication, dialogue, and promotion among the stakeholder groups aimed at sustaining a viable vision for the future.

### ***40<sup>th</sup> Street Green***

Think globally, act locally. Make 40th Street a leader in demonstrating how urban neighborhoods can promote environmental sustainability practices. Promote and increase the use of the existing public transportation infrastructure. Encourage green building practices and recycling. Reduce energy consumption, stormwater runoff, and waste streams. Make 40th Street a more responsible and better place for everyone.



## List of Suggested Design Elements Developed during the 2006 Public Forum

### Transportation and SEPTA

- Protected transit stops
  - Bus shelters
- Subway head houses with inviting architecture
- Welcoming and covered entryways

### Circulation and Parking

- Traffic calming
- Longer lights for safe crossing of Market Street
- Larger sidewalks at corners
- Parking space for handicapped vans
- Relocate surface parking that fronts the street
- Bike lanes and stations

### Streetscape and Amenities

- Pedestrian lighting
- Bathrooms (well maintained)
- Signage
  - University City District information kiosk
  - Vehicular
    - Direction Philadelphia
  - Pedestrian
    - Walk Philadelphia
- Landscaped median strip on Market Street
- Paving materials
  - Level pavements
- Benches
- Greening
  - Street trees
  - Flower boxes
  - Planters
- Welcoming building entrances

### Urban Design

- Construct a dense urban fabric
  - Southeast corner identified as site for major improvement
- Buildings should face the street
  - 'The Market' identified as site for major architectural improvement
- Eliminate setbacks such as at Eckerd Pharmacy
- Sidewalk access and handicapped accessibility
- Environmentally-friendly "green" design
  - Solar panels
  - Green roofs
- Encourage renovation of existing buildings
  - Restore original building materials
- Signage
  - Retain human scale matching the 4-5 story existing buildings
- Create a variety of housing types and architectural styles
- Create inviting public spaces for all stakeholders

### Retail and the Mix of Goods and Services

- Encourage a mix of uses with retail on ground floor and residential uses on upper floors
  - New (and more) retail uses on Market Street
    - 'The Market' identified as site for major improvement
- Emphasis on uses with lots of walk-in traffic, outdoor seating
- Larger retail uses

### Community Uses and Services

- Develop seating and spaces for community gathering
- Uses that can integrate community instead of further separate them
- Establish play space for local children of all ages
- Create a community green space

### Crime and Safety

- Increase enforcement