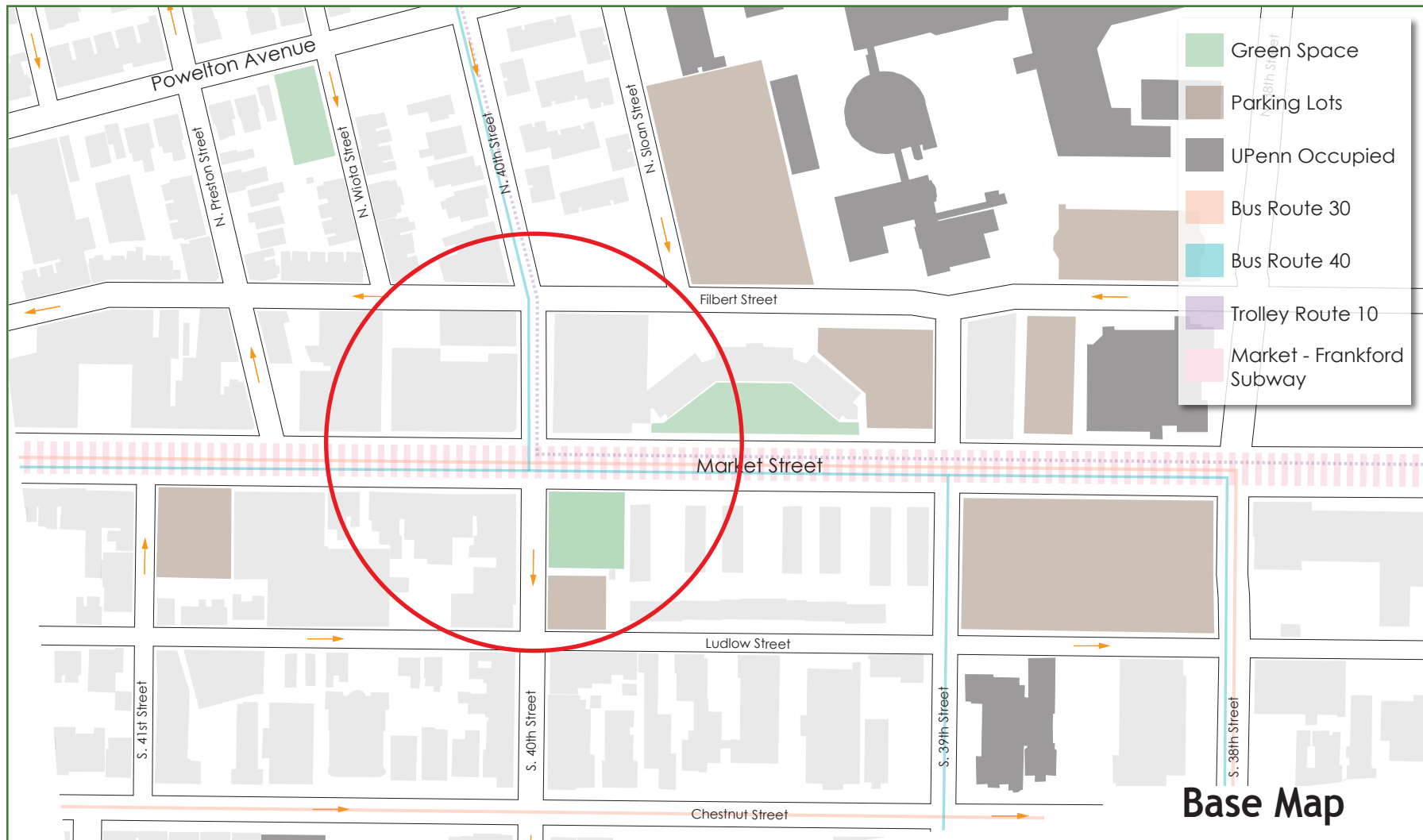


Design Phases

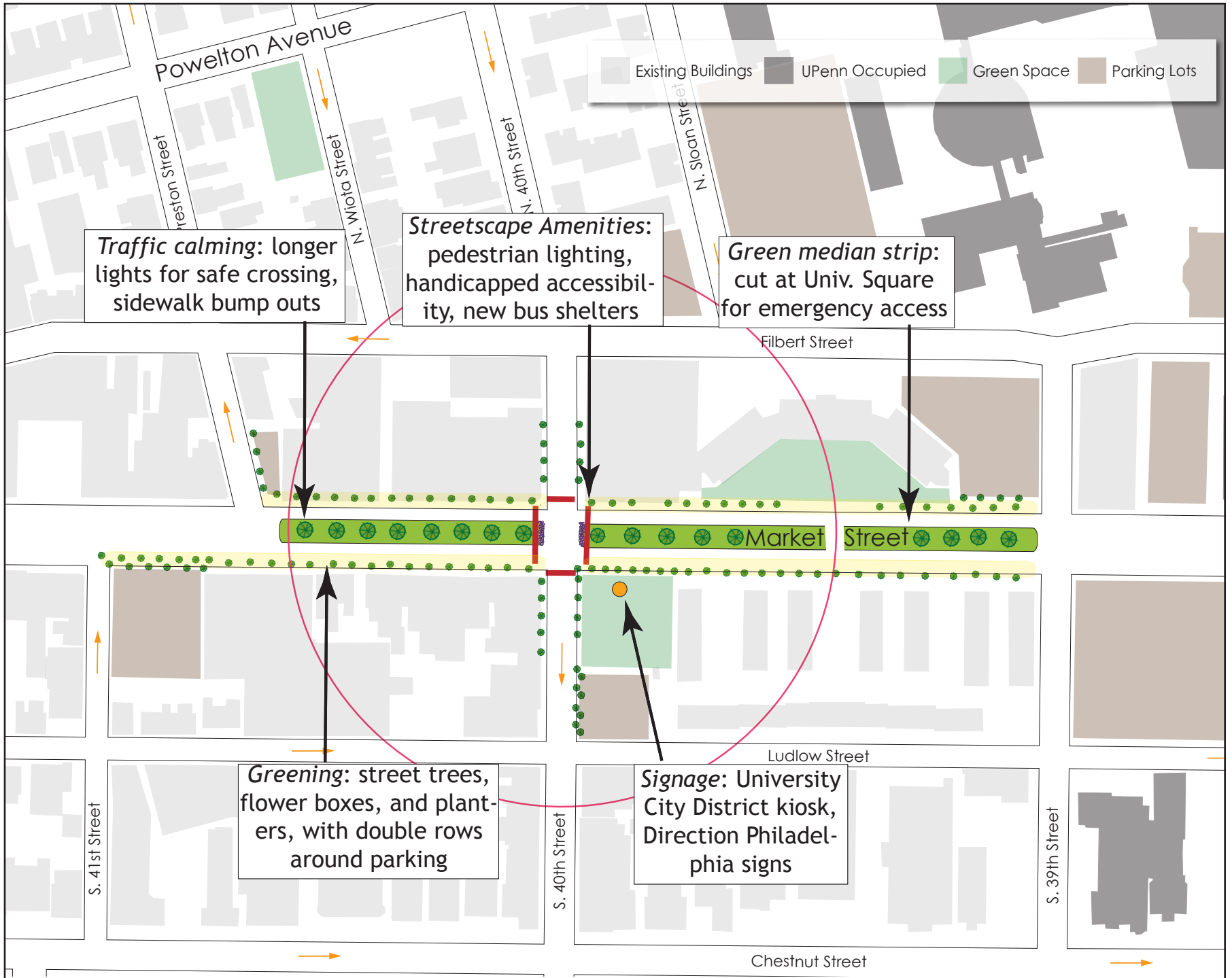
The following phases incorporate the results of the meeting on 22 August 2006, in which over 100 stakeholders participated, and the design workshop on 28 August 2006, in which over 25 stakeholders participated. These phases, guided by the project goals and principles, describe three scenarios that build to achieve those goals and honor the principles. The intention is that each be integrated together, culminating in the Town Center plan, which represents but one idea about the ultimate build out of the site.

The design phases are not concrete development proposals. Instead, they are vehicles for continuing a conversation about the future of the 40th and Market Street project area. They represent three steps in trying to achieve the goals of the project and fulfill the principles elicited from the community.



Preening & Greening

A



PHASE I PREENING AND GREENING

This first phase outlines improvements to the site that can be made immediately. It demonstrates the guiding philosophy of all business districts: clean, safe, and attractive. The area is spruced up using existing programs with the partner organizations. Increased use, better signage, pedestrian lighting, and stronger enforcement make the area safer. Street trees, a green median strip, and see-through grates on storefronts make the area more attractive both in the day and the night.

Transportation and SEPTA

- New bus shelters
- Welcoming entryways

Circulation and Parking

- Traffic calming
- Longer lights for safe crossing of Market Street
- Larger sidewalks at corners
- Parking space for handicapped vans

Streetscape and Amenities

- Pedestrian lighting
 - Market Street, 39th to 41st Streets
 - 40th Street, between Market and Filbert
- Signage
 - University City District information kiosk
 - Vehicular
 - Extend Direction Philadelphia signage to the project area
 - Pedestrian
 - Expand Walk Philadelphia in the project area
- Landscaped median strip
 - Market Street subject to SEPTA requirements
- Greening
 - Street trees
 - Plant double rows of trees along parking lots to screen views
 - Flower boxes
 - Planters

Accessibility

Storefronts

Safety Grates

- Enact legislation to require see-through grates instead of ones made of solid metal

Vacant storefronts

- Establish program with local artists to install art in the windows of vacant storefronts

Urban Design

- Prevent further demolitions

- Encourage further renovations of existing buildings

- Investigate listings on local and national Registers of Historic Places for eligible

- buildings to increase diversity of funding sources

- Encourage residential uses on upper floors

Retail and the Mix of Goods and Services

- No active changes in the mix of goods and services

Community Uses and Services

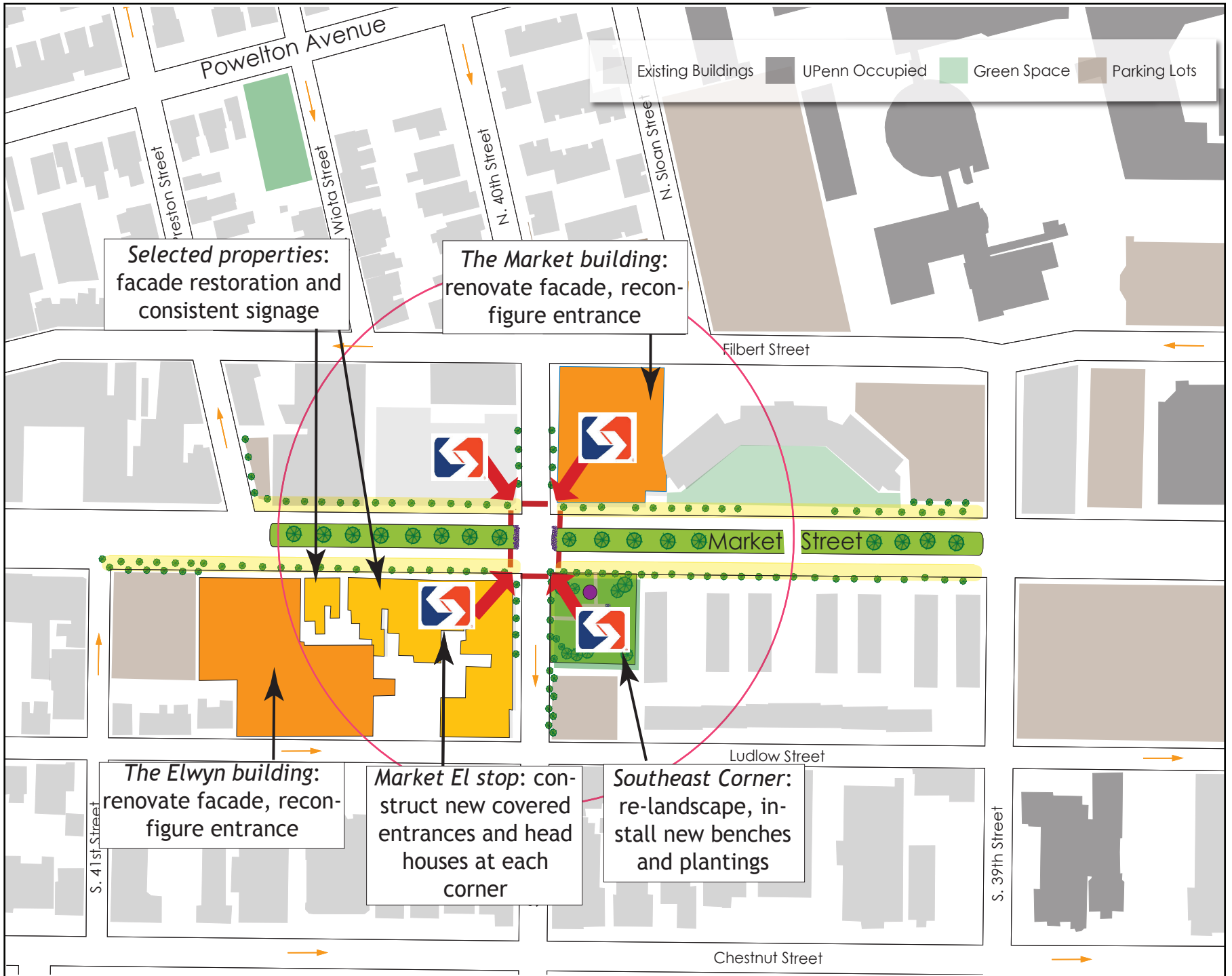
- No active changes in community uses and services

Crime and Safety

- Increase enforcement

The Friends of 40th Street could work with any of the numerous organizations located in West Philadelphia to implement this plan. This phase is relatively inexpensive and is one for which galvanizing support will be easy. There is also a great opportunity here to utilize local government and some of its funding for similar projects, and the potential for immediate positive impact is quite clear. No major interventions are otherwise contemplated; the belief is that these aesthetic improvements could spur revitalization and improve street life on their own. The property owners and business owners are brought into the process.

Renovate & Refurbish



PHASE II RENOVATE AND REFURBISH

This phase can also be accomplished in the relative short term, though certain research and permitting is required first. The emphasis in “Renovate and Refurbish” is on upgrading the existing building stock through physical and façade improvements. The objective of this phase is to ensure that the building stock contributes to a cleaner, safer, and more attractive 40th and Market intersection. The south side of the 4000 block of Market and the west side of South 40th Street are the focus where facades will be renovated and signage refurbished to cut down the visual incoherence. ‘The Market’ will also be refurbished to reduce its fortress-like character from the 1970s. The underused open space at the southeast corner of the intersection will be renovated to make it more inviting to sit and socialize.

Transportation and SEPTA

Construct new covered entryways on NW and SW corners

Circulation and Parking

No new improvements proposed

Streetscape and Amenities

No new improvements proposed

Urban Design

NE Corner 40th and Market

- Renovate facade to alleviate fortress character

- Reconfigure entrance and make handicapped accessible

SE Corner 40th and Market

- Install benches and new plantings along streets

South side 4000 Block Market Street

- Restore facades and return to original building materials where possible

- Develop consistent building signage

- Ensure adequate sidewalk access and handicapped accessibility

South 40th Street

- Restore facades and return to original building materials where possible

- Develop consistent building signage

- Ensure adequate sidewalk access and handicapped accessibility

Retail and the Mix of Goods and Services

40th Street Business Owners to implement further changes according to the UCD Retail Study

New retail uses in the refurbished Market

Community Uses and Services

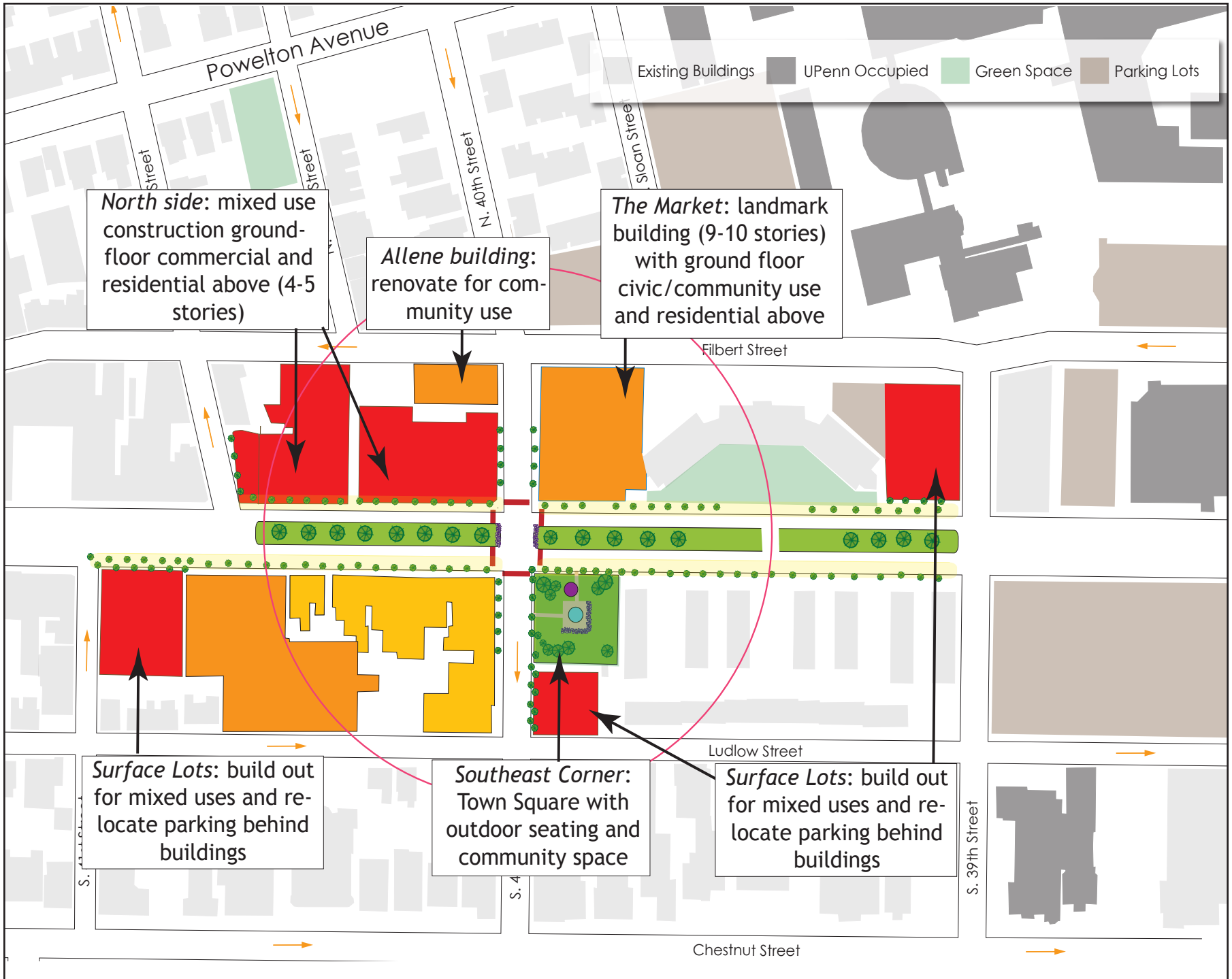
No further actions contemplated in this alternative

Crime and Safety

No further actions contemplated in this alternative

This is a design phase where organizational leaders could seek grant dollars to enhance the built environment. There are various programs in the city that help fund the restoration of historic buildings to their original luster with new uses. This is an opportunity to involve some of the city’s largest employers and stakeholders (i.e. Penn, Drexel, University City Science Center), as positive changes to the intersection of 40th and Market Streets could significantly improve their positive influence on the community. Though these changes generally require greater funding, many solution options could still be executed fairly simply.

The Town Square



PHASE III THE TOWN CENTER

The Town Center plan envisions a denser, more urban 40th and Market area achieved by new construction of underutilized sites. The heart of this phase is the Town Center, a new building at the northeast corner, and a new Town Square on the southeast corner in the Philadelphia tradition of Rittenhouse Square. The Market is replaced by a landmark building as high as 9-10 stories with a first floor civic/retail use such as a farmers market selling local foods. The building will demonstrate green techniques through its use of energy conserving materials and a green roof to help relieve Philadelphia's overburdened sewage system. A café with outdoor seating built on the parking lot at the NE corner of Ludlow and 40th Street will bring new pedestrian activity to the Town Square. Some of the larger building sites on the north side of the 4000 block of Market will also be rebuilt, at least 4-5 stories tall, with retail uses on the ground floor and residential uses above.

Transportation and SEPTA

Construct headhouses at the subway entrances on NE and SE corners
Integrate news stand and information kiosk into the design of SE corner
Integrate new entrance of NE corner into new building design

Circulation and Parking

Relocate parking from Market and 40th Streets to areas behind buildings

Streetscape and Amenities

Signage and wayfinding
Vehicular
Clearly sign parking areas (examples are Chestnut Hill and Manayunk)

Urban Design

NE corner 40th and Market
Create higher, landmark building (9-10 stories)
Establish civic/community uses on ground floor, residential above
SE Corner 40th and Market (to Ludlow Street)
Develop Town Square on northern portion of site
Develop mixed use building on southern portion of site (NW corner 40th Street and Ludlow on site of existing parking lot)
Encourage café with outdoor seating facing Town Square

Ensure accessibility to all features

Develop seating and spaces for community gathering

North side 4000 Market block

Encourage new construction on sites with underutilized buildings (sites containing one story, large building footprints, former warehouses)

Ensure new construction is oriented to the street, not away from it

Develop human scale of Market Street

Construct 4-5 story buildings on narrow interior block sites

Construct higher buildings wider interior block sites

Continue pattern of commercial uses on the ground floor and residential above

North 40th Street

Renovate building on the NW corner of Filbert and 40th Street into a community arts facility

Retail and the Mix of Goods and Services

Larger retail uses (Big Box retail) and sites are available for larger sites to the west

40th Street Business Association to help recruit new businesses to the area

Reasonably priced cafes and food providers

Community Uses and Services

Enhanced SE corner devoted to community open space
"The Market:" Farmers market or other community retail use for ground floor

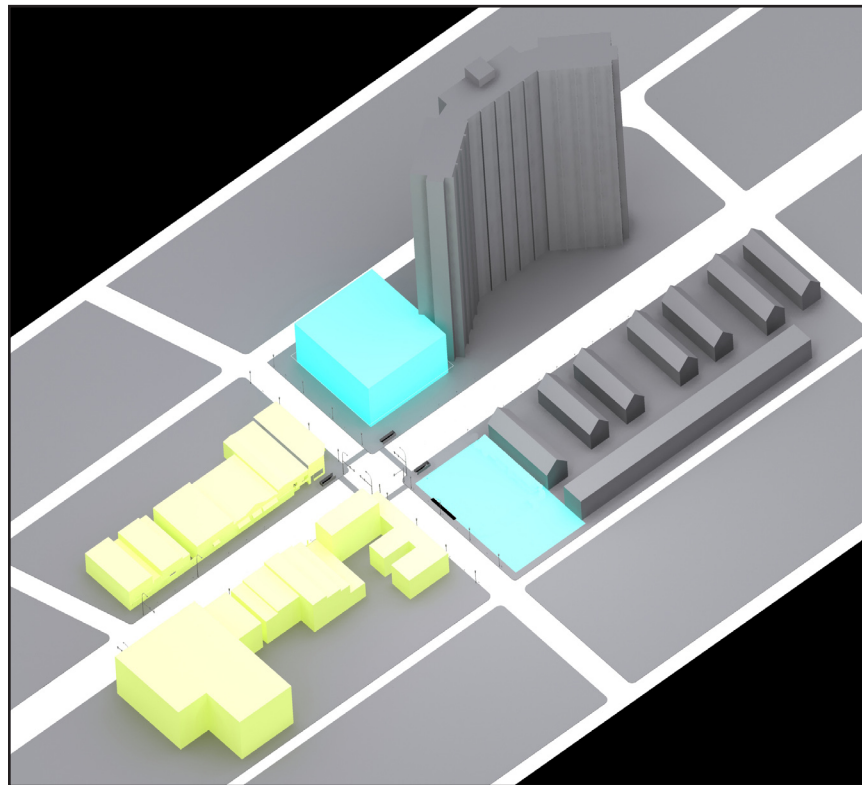
This final stage realizes a crucial idea from the citizen forum: that building mixed-use structures with ground-floor retail is the best way to bring street life back to the corner. Also important in this phase are public space opportunities and how they can be used to create a vital hub on the corner. Because of the dramatic nature of these suggested changes, cooperation will be required of developers and government officials. Such a project would result in the positive design change the community is seeking, so it is one for which citizen advocacy should begin soon.



Next Steps

The next step for the Friends of 40th Street is to make this engagement work available to as many stakeholders as possible. Penn Praxis presented the design plan to the Friends on 29 September, and now reports are available for comment at University Square Apartments and the Walnut West Library. Feedback forms and envelopes are available for those who would like to comment. Since the results of the public forum and design workshop will likely be the primary source for community voice in the ongoing development of 40th Street, we encourage everyone to leave us their feedback and suggestions.

Following this comment period, Penn Praxis will incorporate revisions to the plan according to the feedback received. However, this is largely where the role of the Friends ends. The Friends provides a forum for advocacy, but it lacks a formal organizational structure. In order to ensure the community voice is heard and that aspects of the design are realized, the Friends are discussing next steps with local organizations that have the capacity and ability to receive funding to move this project forward. It is likely that a new coalition of institutional stakeholders and committed citizens will be formed to provide support in the future.



Model showing sites (in blue and green) identified for improvements based on the 40th and Market Plan.
Model: David Hood

Community weighs in on Future of 40th and Market Street

By Patrick M. Blair
Reprinted from *The UC Review*
August 30, 2006

Last Tuesday several of University City's community groups, including the Partnership Community Development Corporation (PCDC), Penn Praxis, and Friends of 40th Street, held a charrette, an intensive design workshop from 6:00-9:00 p.m. The charrette was intended to gather community ideas and vision for the area around 40th and Market, a corridor that many residents and community groups wish to revitalize.

The tone of the evening was set by an introductory slideshow which juxtaposed past and present pictures of the intersection of 40th and Market and concluded with idealistic, yet unrealistic, images of other urban areas around the world that could potentially emerge in West Philadelphia. "Tonight is going to be an exercise to help shape the vision for 40th and Market," Harris Steinberg, the executive director of Penn Praxis, said. "Fortieth Street is our house. We need to keep it clean, free from crime, and make sure there are opportunities for businesses and education to develop." Steinberg added that, once the community's values and vision were collected, the community groups present would work with Captain Fisher of Penn Police, Councilwoman Blackwell, SEPTA, and other local officials to bring about the desired changes.

After the brief introduction, attendees broke up into four groups, to discuss the past, present, and future of the intersection. The focus groups were asked to consider issues like safety, building facades, landscaping, parking, lighting, and the SEPTA subway stop. Robert Walker, a retired community leader; Stacie Molnar-Main, a graduate student at the University of Pennsylvania; Carolyn Davis, of the editorial board at the Philadelphia Inquirer; and Harris Sokoloff of the University of Pennsylvania led the focus groups. The eclectic group of participants included members of UC

Green, writers and painters, and employees of CHOP and Presbyterian, as well as local investors and residents.

Initially local residents dominated the group discussions, reminiscing on the area's lively past. One resident, recollecting a time before air conditioners, described a close-knit community where residents brought their mattresses outside in the summer, to sleep in the cooler air. Residents also described a self-contained, working class community. "Every possible business you could imagine was here," one resident explained, remembering local businesses that included furniture stores, banks, movie theatres, and food markets. As the discussions turned to the present condition of 40th and Market, residents expressed a sense of loss and concern over the way the area has changed. Essentially, residents worry about their personal safety, with the presence of drug dealers and substance abusers so prevalent. According to the attendees, the decline began in the late 60's, when large parts of the buildings and infrastructure were leveled, and many of the trees and natural areas were removed. As the night drew to a close, residents turned their attention to the future, suggesting ideas to make the area a more vibrant urban landscape.

Concerned citizens talked of building green and environmental sustainability, suggesting more open areas, green roofs, and trees, as well as an emphasis on walking, public transportation, and efficient use of energy. Residents also agreed on ideas like a heightened security presence; more lighting along 40th Street; increased L&I enforcement regarding the rundown houses and stores; and the development of schools, residences, restaurants, and cafés. In addition, residents strongly supported mixed-use buildings. These buildings, four to five stories high, would have stores on the first floor, business on the second floor, and residences on the remaining floors. One attendee suggested getting rid of all social services, suggesting

that they were unsuitable for the area. However, the idea was dismissed. “Most people in this area are at the point in their lives where they need this assistance,” another attendee pointed out.

More creative solutions included a trolley tour exploring the history of West Philadelphia and a gateway at the SEPTA stop, welcoming people to University City. Although 100 signatures were collected at the event, attendance hovered around 80 people throughout the night, with focus groups ranging from 17 and 23 people. “For a weekday night in late August, in Philadelphia, the turnout was more than we expected,” Steinberg stated. Local residents also felt the night was a success.

“I really enjoyed the session,” Doloris Fisher, a resident of West Philadelphia since 1973, said. She added, “The only way to get change is to participate en masse and do it consistently. You can’t get frustrated or give up. You have to keep making suggestions and expressing your opinions. We don’t always agree, but eventually we will come to some sort of conclusion.” This event was followed by a design workshop which took place Monday, August 28, where architectural students at Penn began to transform the ideas generated by the charrette into architectural plans.

Community planning for 40th and Market moves forward at a pedestrian pace

By Patrick M. Blair

August 13, 2006

Reprinted from *The UC Review*

Building on the vision and values enumerated in the community meeting held on August 22, members of The Partnership for the CDC, UC Green, Penn Praxis, and Friends of 40th Street gathered on August 28 for a second design workshop.

The workshop’s goal was to construct a unified and cohesive plan for ways the intersection of 40th and Market can evolve in step with the community’s desires.

Similar to the first meeting, the forum was led by “the two Harrises,” Harris Steinberg and Harris Sokoloff of Penn Praxis.

“There is a consensus that there is much negative activity at 40th and Market because of the way to it looks,” Steinberg said, by way of introduction. “We want to send a different signal to the people in the area. We want to create something that we are really proud of that shows we care about this corner.”

He added, “We all know that physical design cannot solve the world’s problems but it can help build a civic and social fabric. And tonight we are going to create a fine-grained series of drawings and ideas that we are going to coalesce around.”

The majority of the discussions that followed revolved around issues of transportation and traffic. Essentially, residents agreed that 40th and Market is an important gateway for West Philadelphia and should reflect that fact. “It is the back door to Penn, the front door to West Powelton, and the side door to Spruce Hill,” Dave Mase, a local community activist summarized.

Solutions to transportation issues took on a variety of forms. On a smaller scale, residents suggested infusing the subway with

more light and air, as well as adding signs welcoming travelers to University City and directional cues to reduce confusion.

“When exiting from 40th and Market you have no idea where on the street you are going to come up,” Michael Narin, a community architect stated.

On a larger scale, residents discussed the complete redevelopment of the subway entrances. All attendees expressed a desire to have one major subway entrance, situated at the space now occupied by The Market, on the northeast side of the street. Similar to the Temple subway station, the 40th and Market station would be an all-glass building, filled with stores and food stands on the street level and escalator and elevator access to the subway platform.

On the southeast side of the street residents suggested an enclosed glass ramp that would run the length of 40th Street, from Market to Chestnut. The ramp would act as an entrance for disabled residents, as well as provide lighting and a view of the businesses on Chestnut Street when exiting the station.

On the other two corners of the intersection, residents hoped to see smaller subway entrances that were filled with more light and air.

Attendees, acknowledging that 40th and Market is designed for motor vehicles, also expressed a desire to make the area more pedestrian friendly, encouraging bicycle and foot traffic over vehicles.

Residents suggested a planted median strip running through the center of Market to slow traffic and add to the aesthetics of the area. Sheltered bus stops, seasonal displays, window boxes, planted trees, and murals on the institutional buildings would also make the area more pedestrian friendly, attendees agreed.

“It’s the subtleties that make life bearable or unbearable,” Steinberg remarked.

Turning away from transportation issues, attendees approached the reality of the street’s infrastructure. “Mixed-use buildings are absolutely critical to revitalizing this area,” Matt Wolfe, a local

Republican ward leader stated.

Mixed-use buildings, designed to house retail stores on the first floor; businesses on the second; and residents on the third, fourth, and even fifth floors, would help draw people to the area, all agreed.

The street-level retail stores would ideally provide cafés and juice bars for the morning traffic, shop-ping and lunch places for the afternoon traffic, and restaurant and nightlife spots for the evening.

However, residents were quick to point out that any development should reflect the interest of the people who already reside in the area and rely on this infrastructure. The final issue discussed was the notion of public space. Residents wish to see more parks and sidewalk cafés where people can sit, relax, and enjoy the activity of the street, yet still feel comfortable and safe.

“Right now the majority of these types of spaces on the street are dangerous,” West Philadelphian resident Veronica Bostic pointed out.

The night ended with attendees eagerly gathering around a land use map of 40th and Market, covered in transparent tracing paper, and superimposing their image of the area’s future over the current infrastructure.

All told, it was an extremely positive and refreshing evening of community activism, as individuals with diverse opinions and ideas were able to work together, unified by a community they care deeply about.

In late September, Penn Praxis will reveal the finalized architectural plans based on these two design meetings. Dave Hood, a third-year graduate student, along with two other graduate students, will be completing the drawings, renderings, and modeling.

Participant List:

August 22, 2006 Public Forum

Last Name	First Name	Organization
Charrette: August 22, 2006		
Arjuna	Raja	4302 Ludlow
Astillero	Consuela	3988 Market St
Averil	Jesse	Partnership CDC
Ayers	James	3901 Market St
Barbieri	Michelle	Kise, Straw & Kolodner
Benner	Amanda	University City Green
Bey	July	Center for Community Partnerships
Blair	Patrick	University City Review
Bostic	Veronica	Preston Street Apt
Braxton	James	3901 Market St
Briscoe	Ethel	3901 Market St
Chasteen	Christine	3901 Market St
Clark	Ila	3901 Market St
Cleveland	Regina	3901 Market St
Crenshaw	Omawale	Enterprise Heights
Davis	Ed	PennPraxis
Detle	Catherine	3901 Market St
Egnal	Freda	Friends of Walnut West Library
Engram	Carrie	WHCA/ 4626 Sansom
Fischer	Joe	UPPD
Fisher	Dolores	WHCA/ 4639 Sansom
Flaherty	Jim	City of Philadelphia
Flynn	Thomas	4010 Market St
Flynn	Martin	4010 Market St
Fulton	Robert	Mayor's Business Action Team
Goode	Lee	3901 Market St
Goodman	Andrew	PennPraxis
Green	Patrice	People's Emergency Center CDC
Griffin	Yvonne	3901 Market St
Grossbach	Barry	SpruceHill/ UCD

Hamlin	Bill	Livingston/Meisel
Harris	Winnie	West Powelton
Harris	Bruce	Rep. City Committee (44th Ward)
Henry	Sheila	312 Holly street
Hess	Curt	University City Science Center
Hewson	Carolyn	University City District
Hoe	Bob	Teres Holdings
Hood	Dave	PennPraxis
Johnson	Beth Ann	Friends of Walnut West Library
Johnson	Eleanor	3901 Market St
Jones		PECO
Kerman	Lucy	GPUAC
Kiki		4166 Ludlow St
King	Portia	3901 Market St
Lally	Frances	3901 Market St
Laws	Kathy	3901 Market St
Lee	Connie	A Green Thing
Lertun	Anne	Penn
Love	Gweny	The Cadence Company
Maits	Scott	Lancaster Corridor Group
McGarry	John	Philadanco
Mitchell	Jean	3943 Baring St
Mitchell	Carolyn	4034 Ludlow St
Momsua	Annabelle	3901 Market St
Morris	Ida	3901 Market St
Moses	Cary	224 S. 50th St
Mosley	Nancy	3901 Market St
Nafti	Winnie	3901 Market St - Management
Nairn	Michael	UPenn
Oliver	Dorothy	3901 Market St
Overton	Marie	3901 Market St
Perrin	Terrance	Highway Church of Christ
Pilla	Delores	
Ponzo	Valerie	3942 Market St
Postell	Mary Ann	3901 Market St

Pulcinella	Beth	633 40th St
Rah	Sia	3901 Market St
Reavis	Betty	Walnut Hill
Reese	Kate	People's Emergency Center CDC
Reid	Greta	4928 Sansom St
Richardson	Wanda	3901 Market St
Roberts	Cynthia	Spruce Hill Community Assc
Sanchez	Esaul	4427 Larchwood Ave
Simons	Sheryl	3514 Lancaster Ave
Slaughter	Beth	3901 Market St
Smith	Gloria	767 W. Preston St
Smith	Nancy	3901 Market St
Smith	Horace	4008 Ludlow St
Sokoloff	Harris	Penn Graduate School of Education
Steinberg	Harris	PennPraxis
Stevens	George	CSP Design Printing
Sumptor	Lillian	3901 Market St
Taussig	Doran	City Paper
Trent	Erin	People's Emergency Center CDC
Voz	Paul	The Consortium: 3801 Market St
Walker	Matthew	Partnership CDC
Watson	Louise	3901 Market St
Wendell	Lewis	University City District
Whardenbaugh	Emily	University City Review
Wilkes	Imanni	Enterprise Heights
Williams	Geraldine	3901 Market St
Williams	Louis	4312 Ludlow Street
Williams	Brian	outdoor Ltg Sales and Marketing
Williams	Theresa	
Williams	Bernice	3901 Market St
Wolfe	Matthew	University City Republican Committee
Wormley	DL	4805 Regent St
Zitcer	Andrew	UPenn Facilities and Real Estate
Zuberi	Abu	Enterprise Heights

Design Workshop: August 28, 2006		
Averil	Jesse	Partnership CDC
Benner	Amanda	University City Green
Bey	July	Center for Community Partnerships
Blair	Patrick	University City Review
Bostic	Veronica	Preston Street Apt
Flynn	Martin	4010 Market St
Fulton	Robert	Mayor's Business Action Team
Goodman	Andrew	PennPraxis
Grenior	Sheila	4038 Powelton
Hood	Dave	PennPraxis
Johnson	Beth Ann	Friends of Walnut West Library
Kerman	Lucy	GPUAC
Lawrence-Gomez	Brigit	UPenn
Laws	Kathy	3901 Market St
Love	Gweny	The Cadence Company
Maits	Scott	Lancaster Corridor Group
Nafti	Winnie	3901 Market St
Orduna-Sneed	Alisa	The Partnership CDC
Shabazz	Jerome	Overbrook Environmental
Sokoloff	Harris	Penn Graduate School of Education
Steinberg	Harris	PennPraxis
Toy	Andrew	Local Initiatives Support Coalition
Wolfe	Matthew	University City Republican Committee
Zitcer	Andrew	UPenn Facilities and Real Estate