



Cobbs Creek Neighborhood Plan

CPLN 600 Planning Workshop
Spring 2022
Weitzman School of Design,
University of Pennsylvania

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Itay Porat, Julian Turley, Ran Wang, Yuchen Wang

Instructor: Miles Owen



Agenda

I NEIGHBORHOOD OVERVIEW

DEMOGRAPHICS

HOUSING

EMPLOYMENT

TRANSPORTATION

II ISSUES AND OPPORTUNITIES

LIVE

WORK

PLACE

III GOALS

III STRATEGIES



IMAGE CREDITS: FRIENDS OF COBBS CREEK



EXISTING CONDITIONS



A grayscale photograph of a city street scene. In the foreground, there's a road with a crosswalk and some street signs. In the background, a dense urban skyline with various skyscrapers is visible under a clear sky.



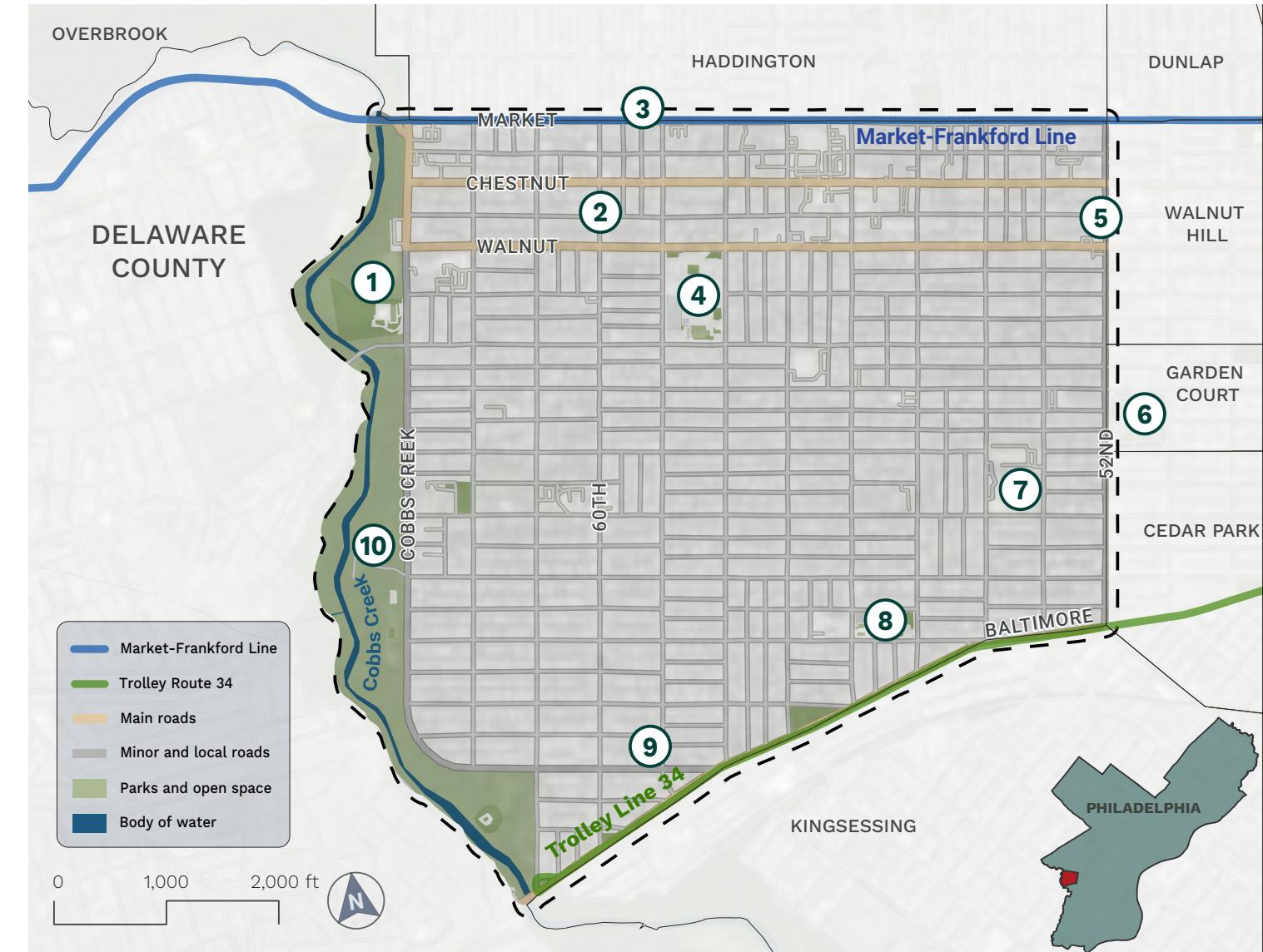
IMAGE CREDIT: MATT ROURKE/AP PHOTO

Overview

Neighborhood Context

NEIGHBORHOOD PLACES AND INSTITUTIONS

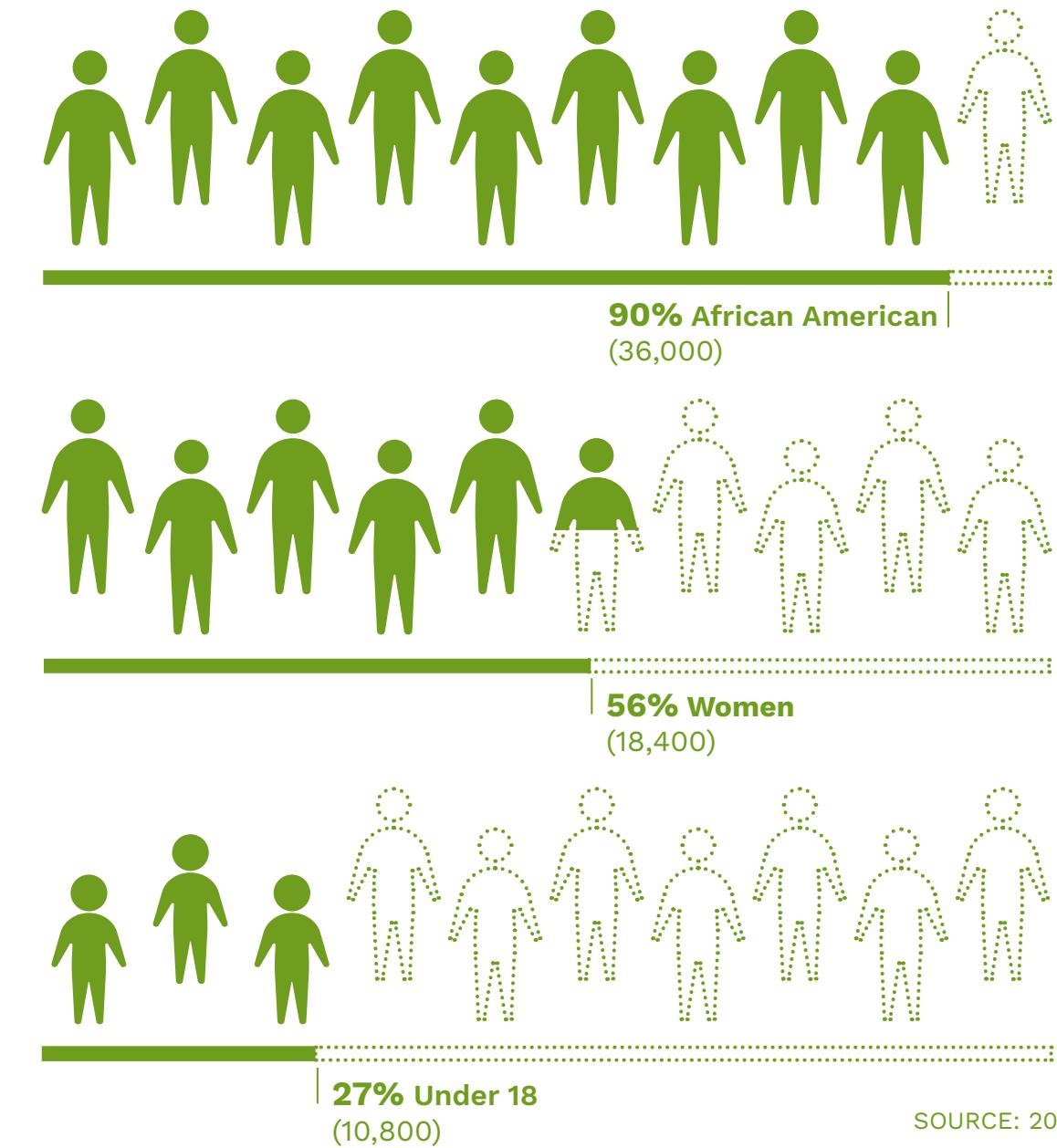
- 1 Cobbs Creek Park
- 2 60th Street Corridor
- 3 New Market West
- 4 Sayre High School
- 5 52nd Street Corridor
- 6 Malcolm X Park
- 7 Penn Hospital
- 8 Christy Recreation Center
- 9 Blanche A. Nixon Public Library
- 10 Cobbs Creek Environmental Center



Demographics

Overall Composition

Cobbs Creek is a young, predominantly African American, and majority female neighborhood home to nearly 40,000 residents.



SOURCE: 2019 ACS

Housing Stock Type and Quality



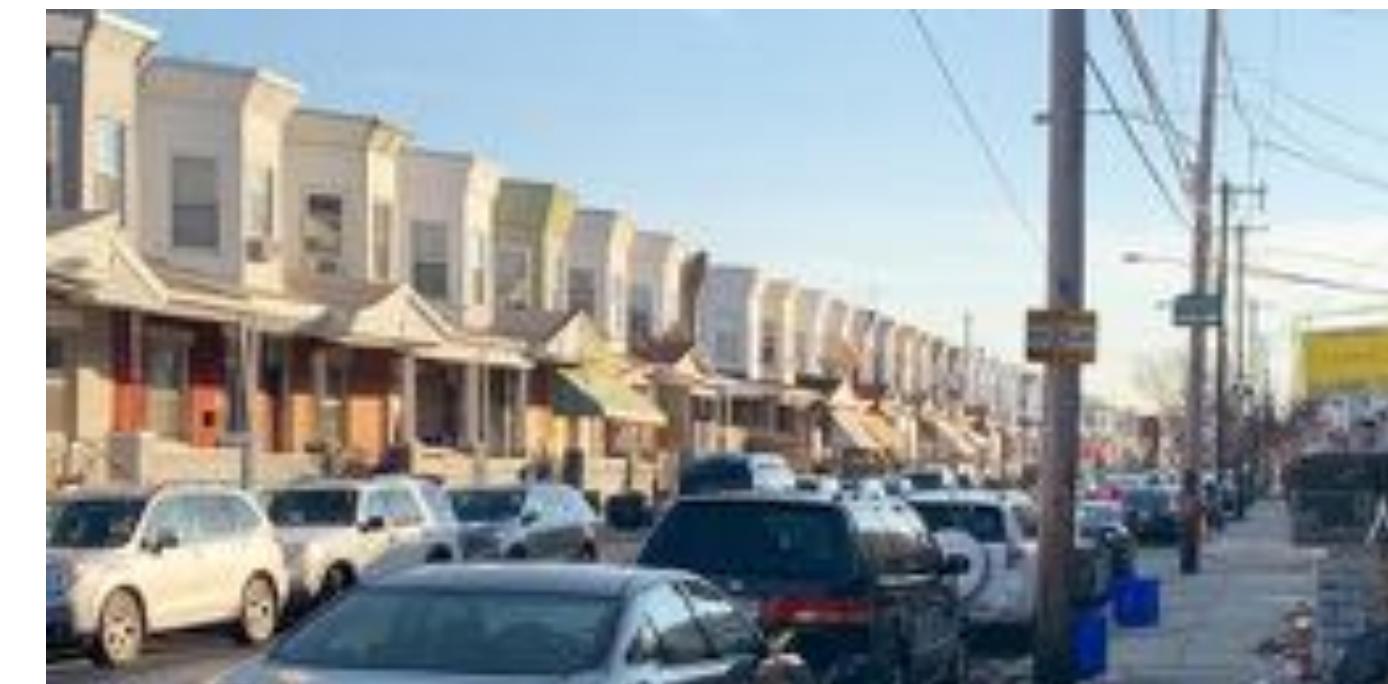
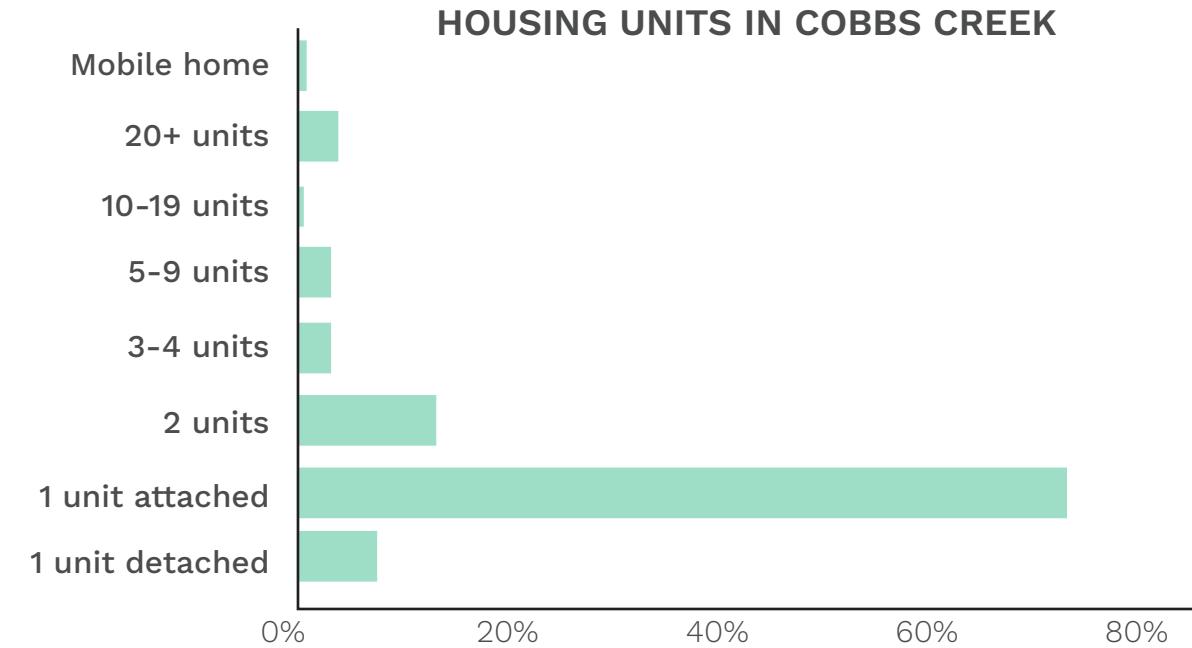
Lived in House
Since 1939
or Earlier



Housing Units
Built Prior
to 1950



Home
Ownership



Employment

Where Residents Work

32%

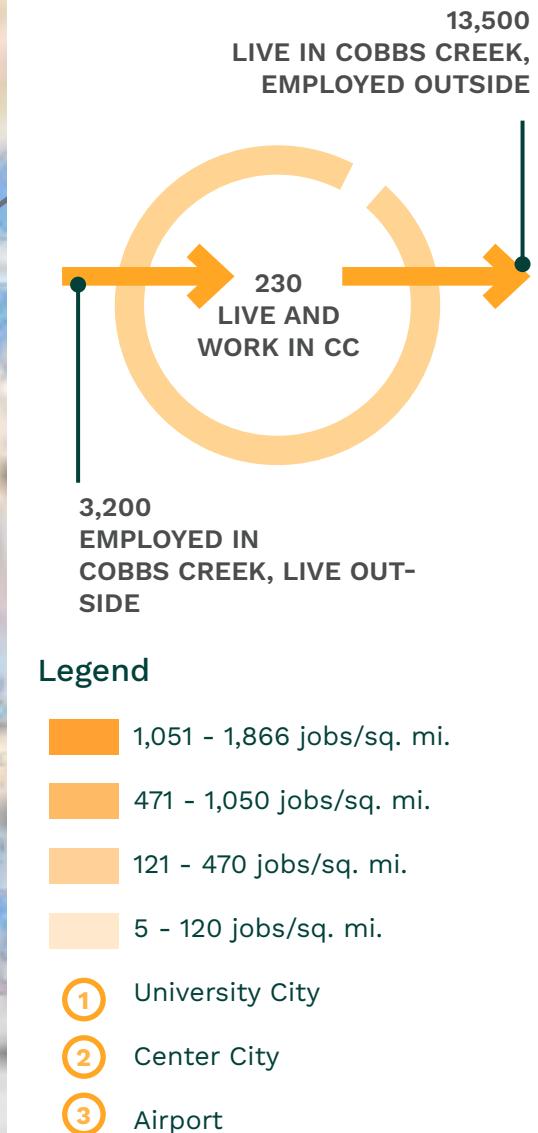
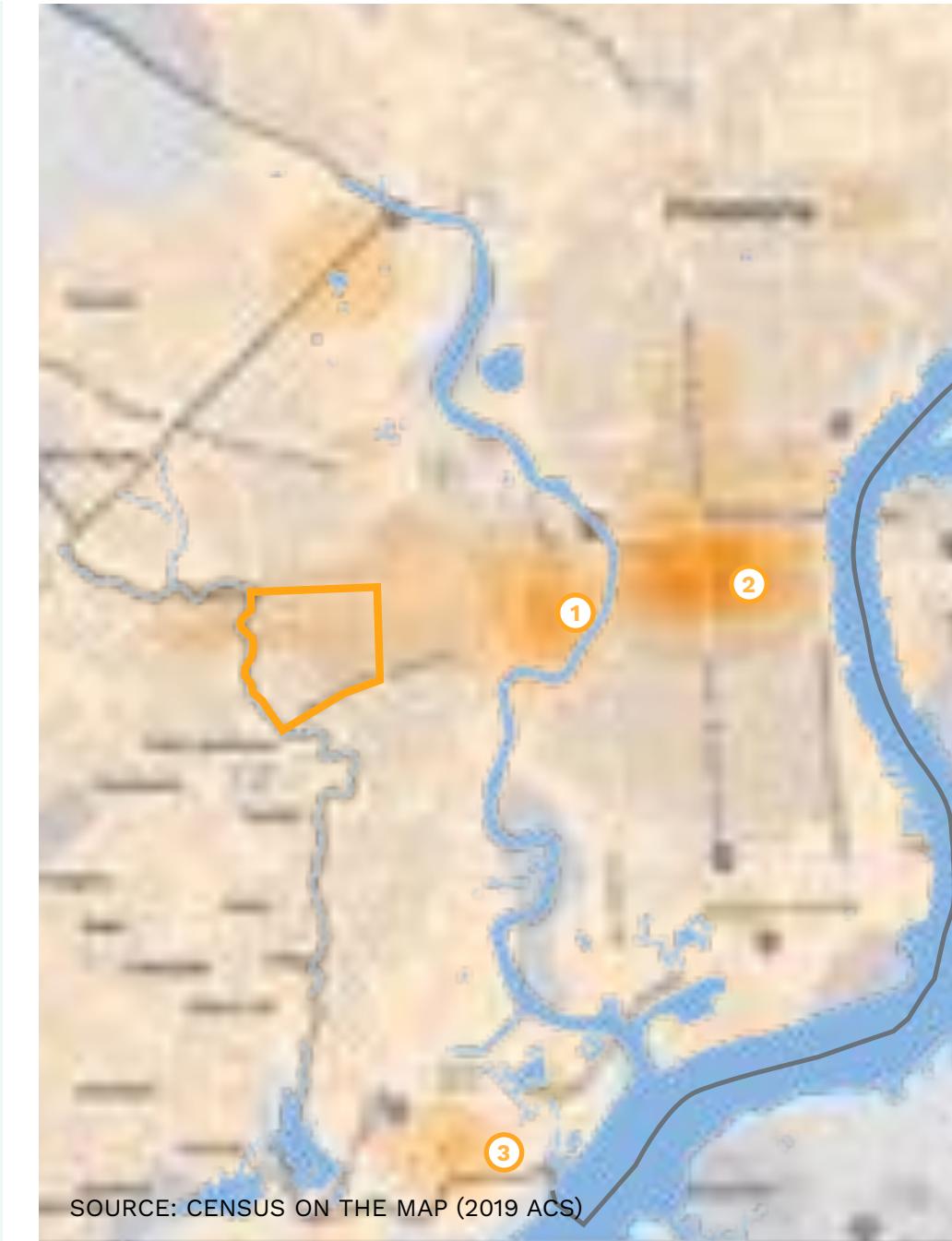
**Persons Living
in Poverty**

\$33k

**Average
Household
Income**

\$42k

**Average Family
Median Income**



Transportation

Transit Options and Trends



Residents
Commute by
Transit



Residents
Commute Longer
Than 1 hour



Residents
Without a
Vehicle



LIVE



**Issues
Opportunities**

IMAGE CREDIT: JOHN L. PUCKETT



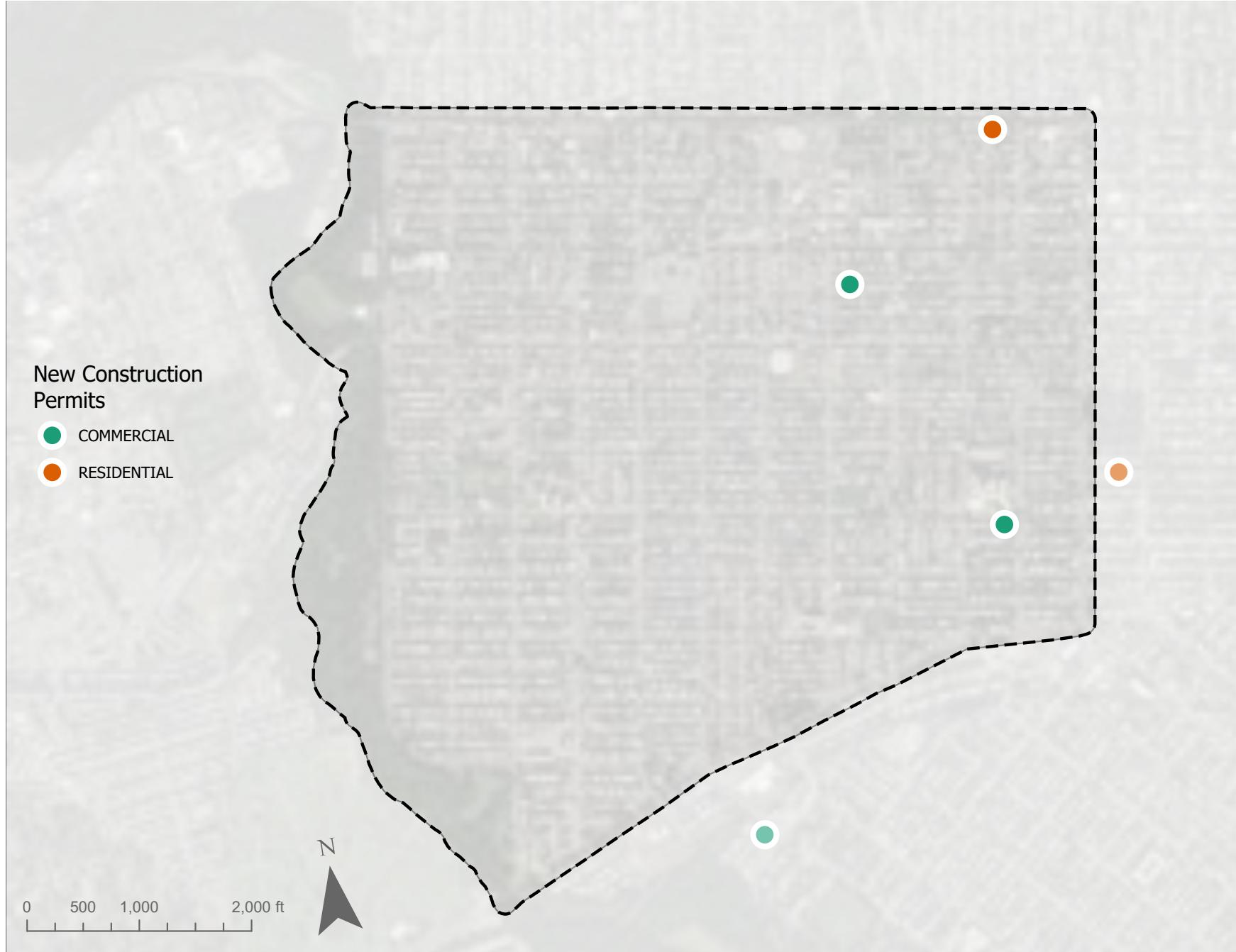
History of State Violence and Mistrust



Development Pressures

3
New
Permits

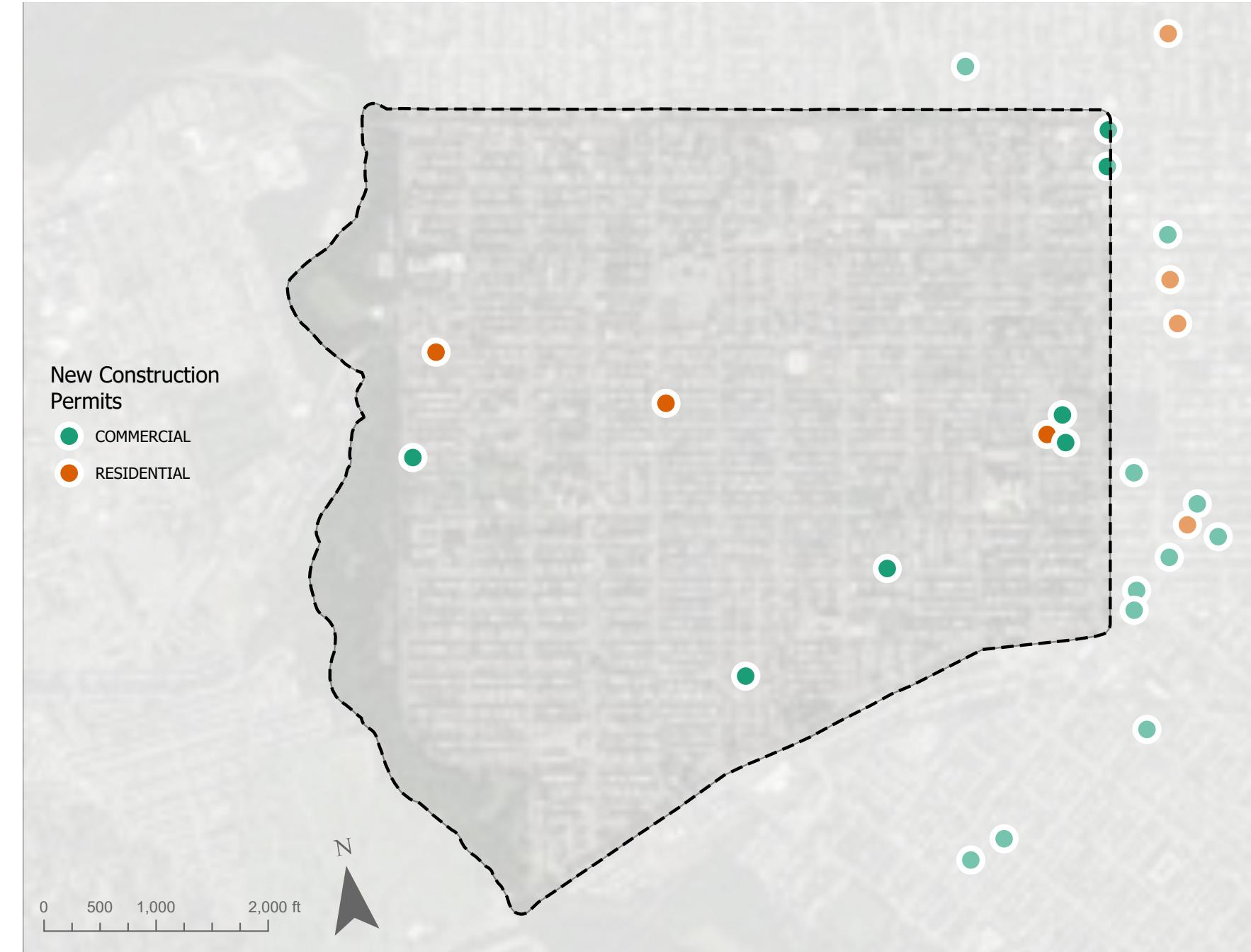
2016



Development Pressures

9 New Permits

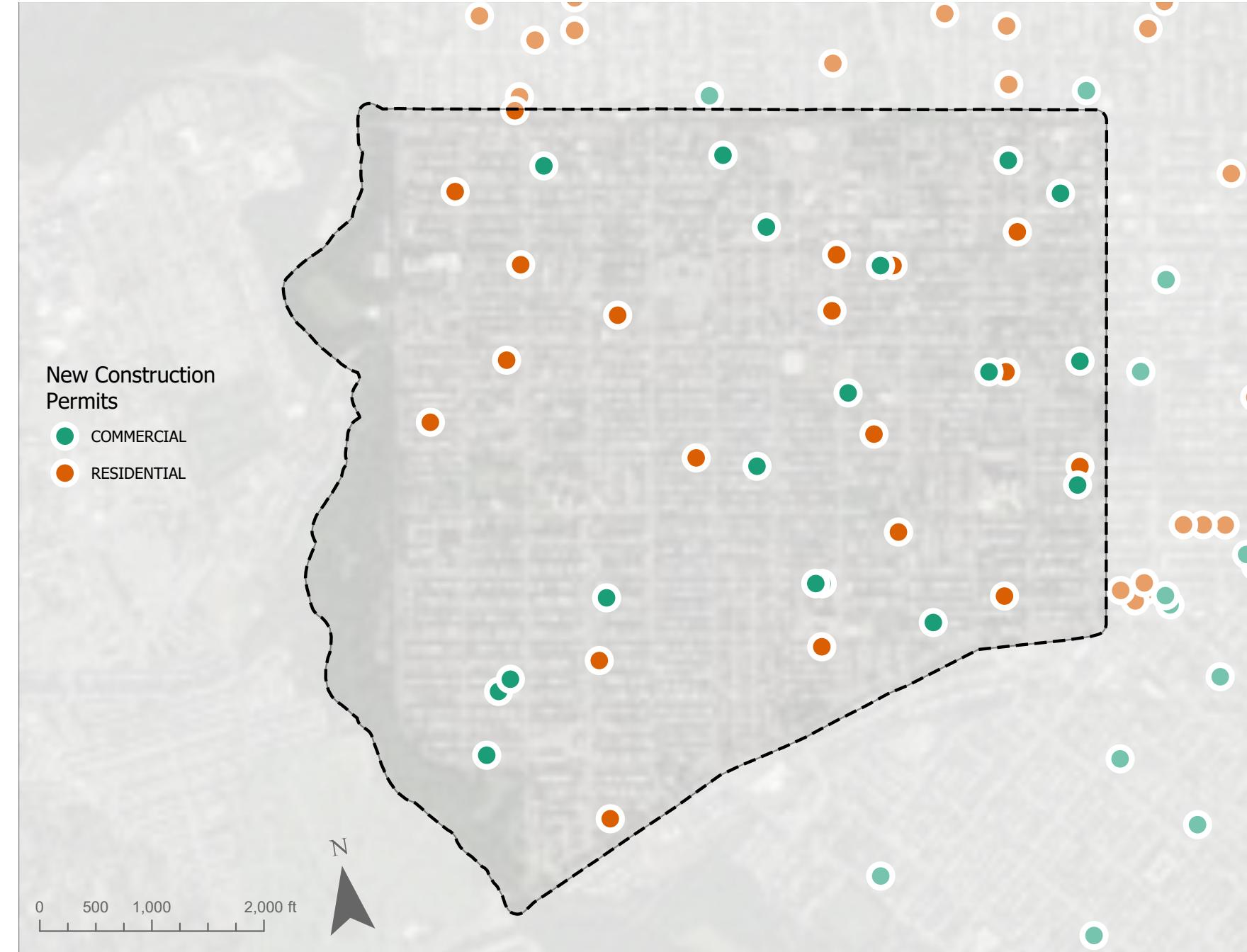
2017



Development Pressures

41
New
Permits

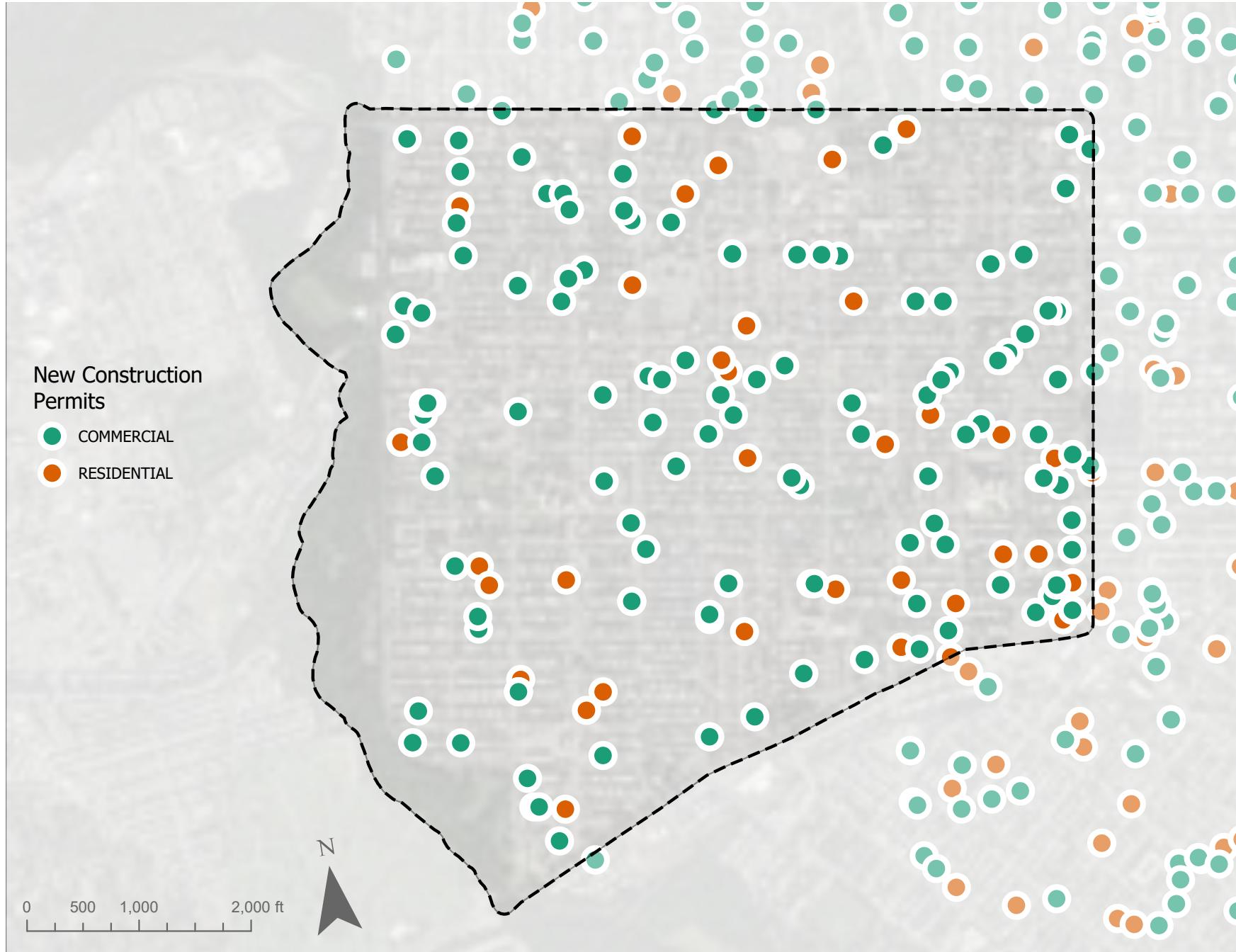
2018



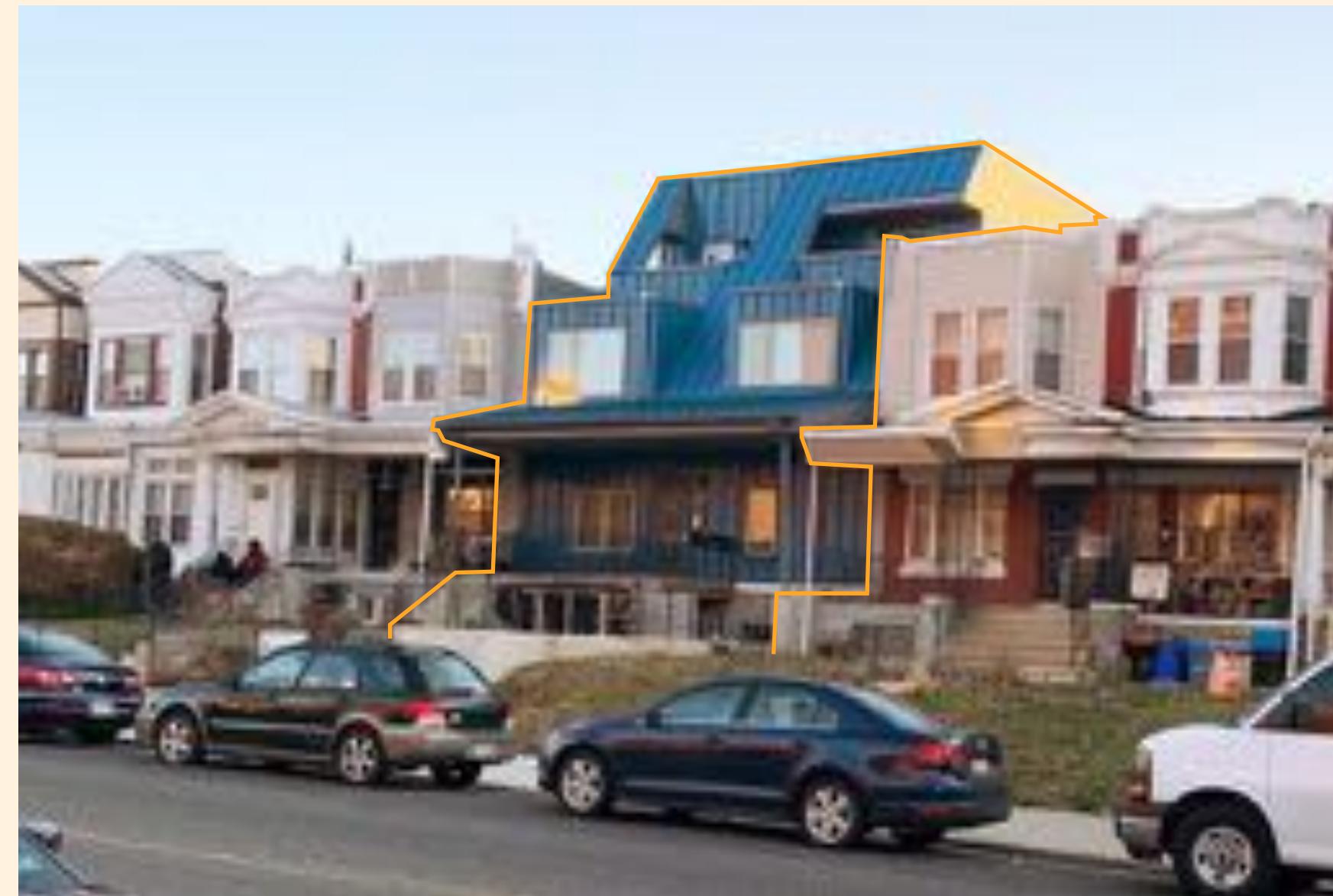
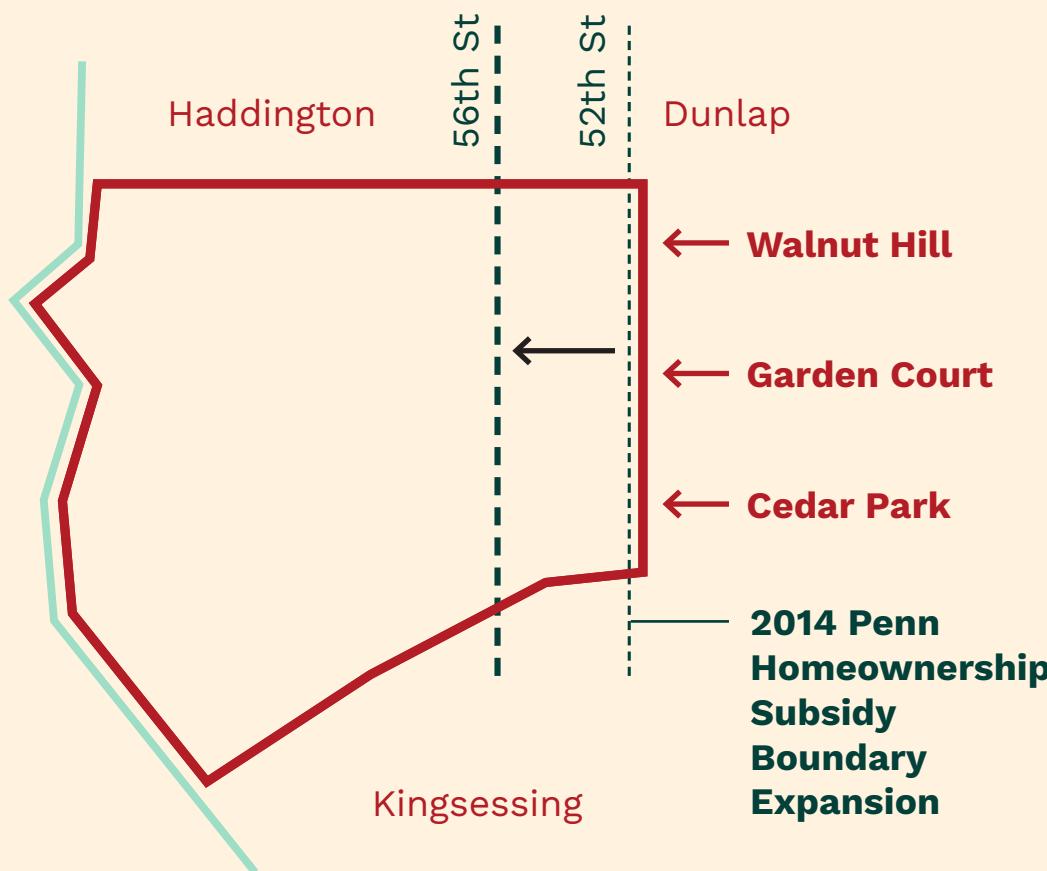
Development Pressures

201
New
Permits

2019



Development Pressures



Tangled Titles and Predatory Speculation



10,400

Estimated Tangled
Titles in Philadelphia



\$1 billion

Inaccessible
Wealth to Heirs



Education Infrastructure

4:3

Ratio of
Public : Charter
Schools

\$4,000
more per

Annual Cost for the
School District When
Public Schools are
Converted to Charters

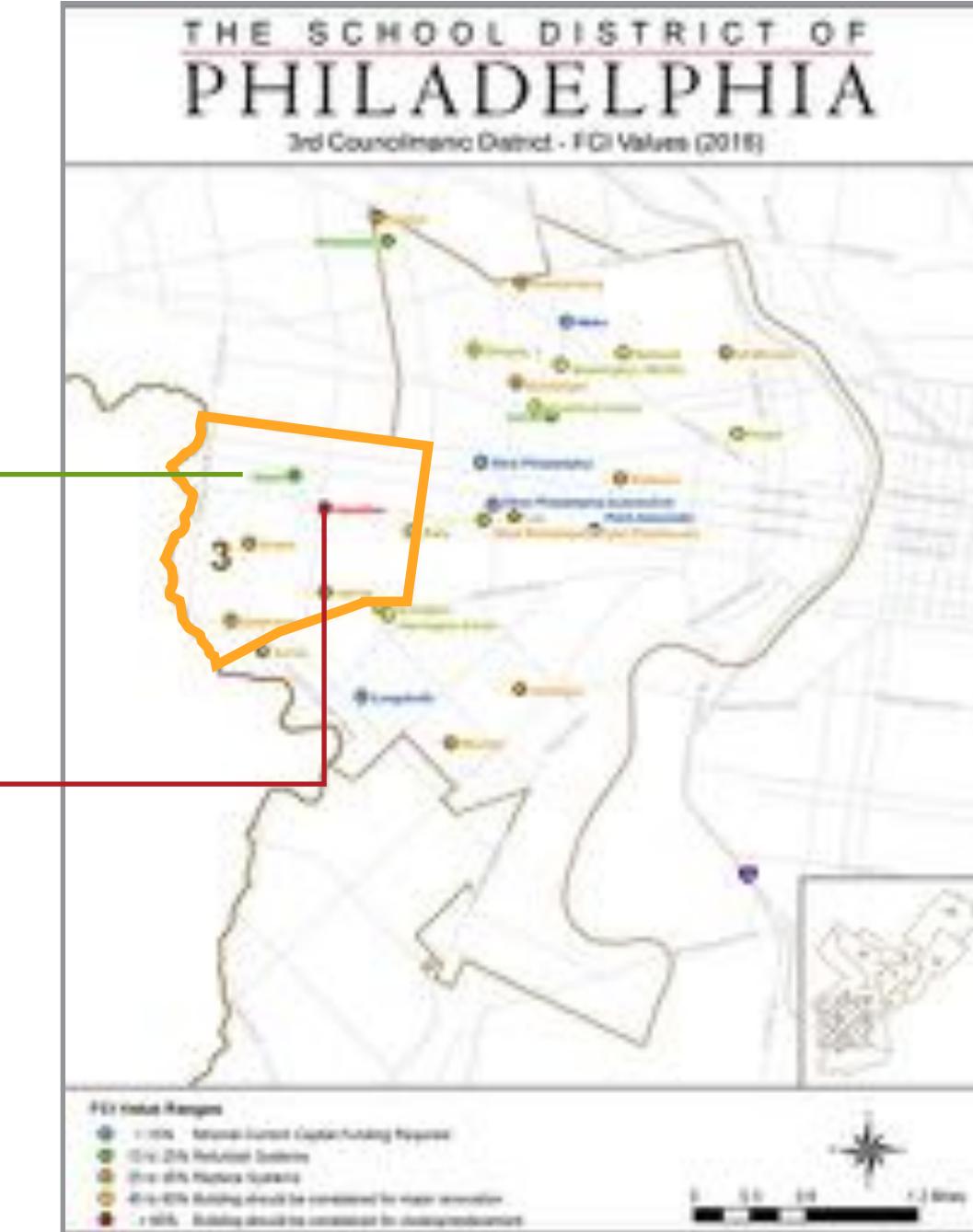


SAYRE HIGH SCHOOL

415 Students



ANDREW HAMILTON K - 8
522 Students



Blanche A. Nixon Public Library Reinvestment





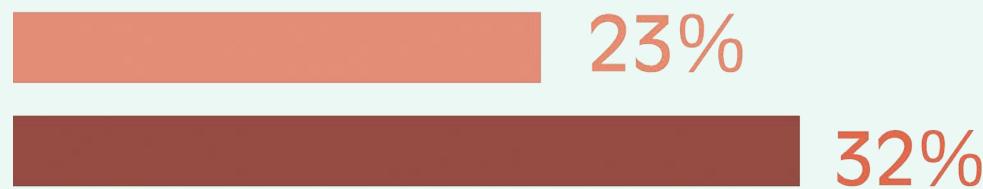
WORK

Issues
Opportunities

IMAGE CREDIT: THE PHILADELPHIA CITIZEN

Disadvantaged Economic Status

Residents in Poverty



Residents in Deep Poverty



Philadelphia
 Cobbs Creek

Median Household Income



Cobbs Creek



Philadelphia

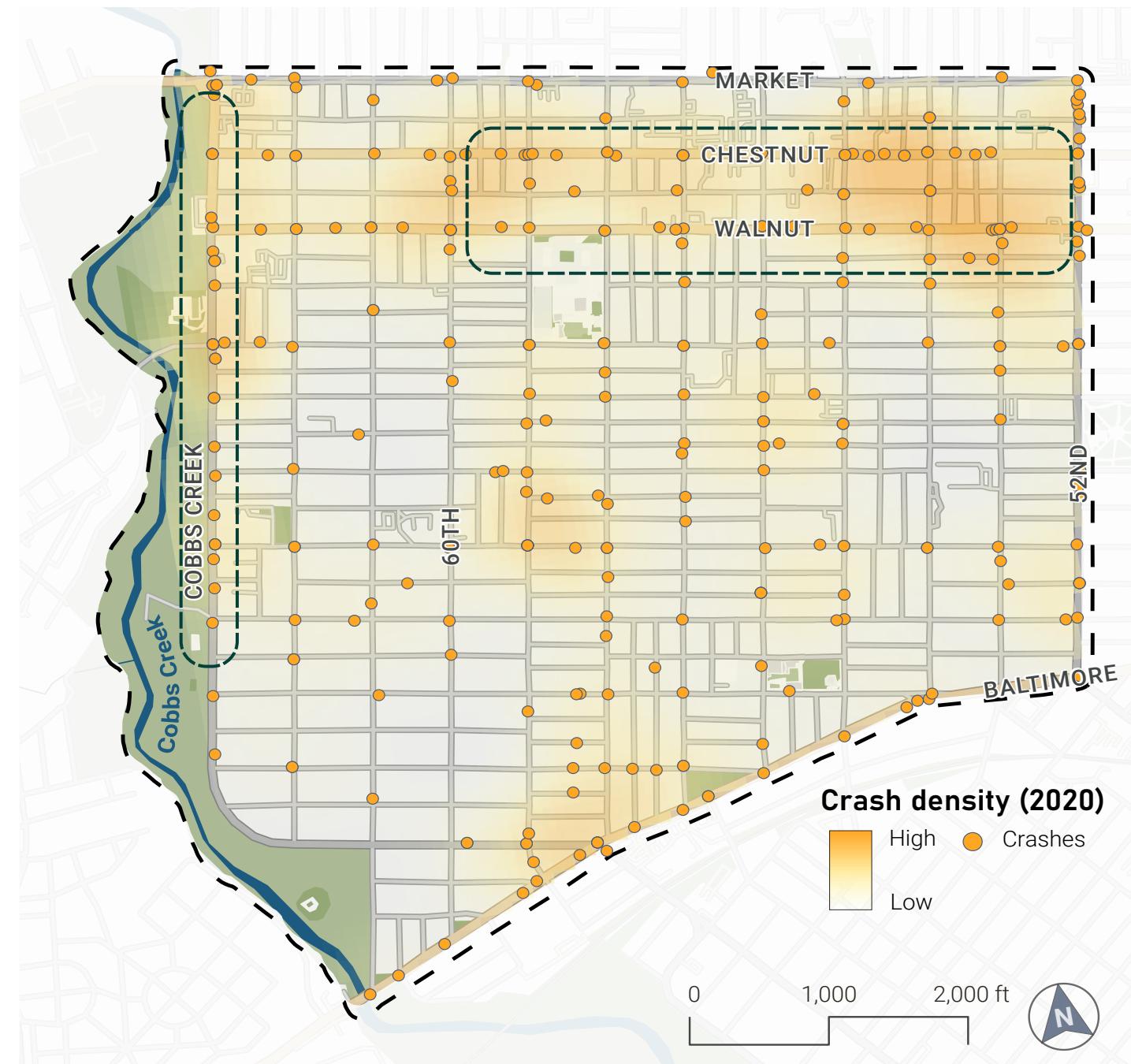
Traffic Safety and Accessibility



Crashes in 2020



Traffic Fatalities in 2020



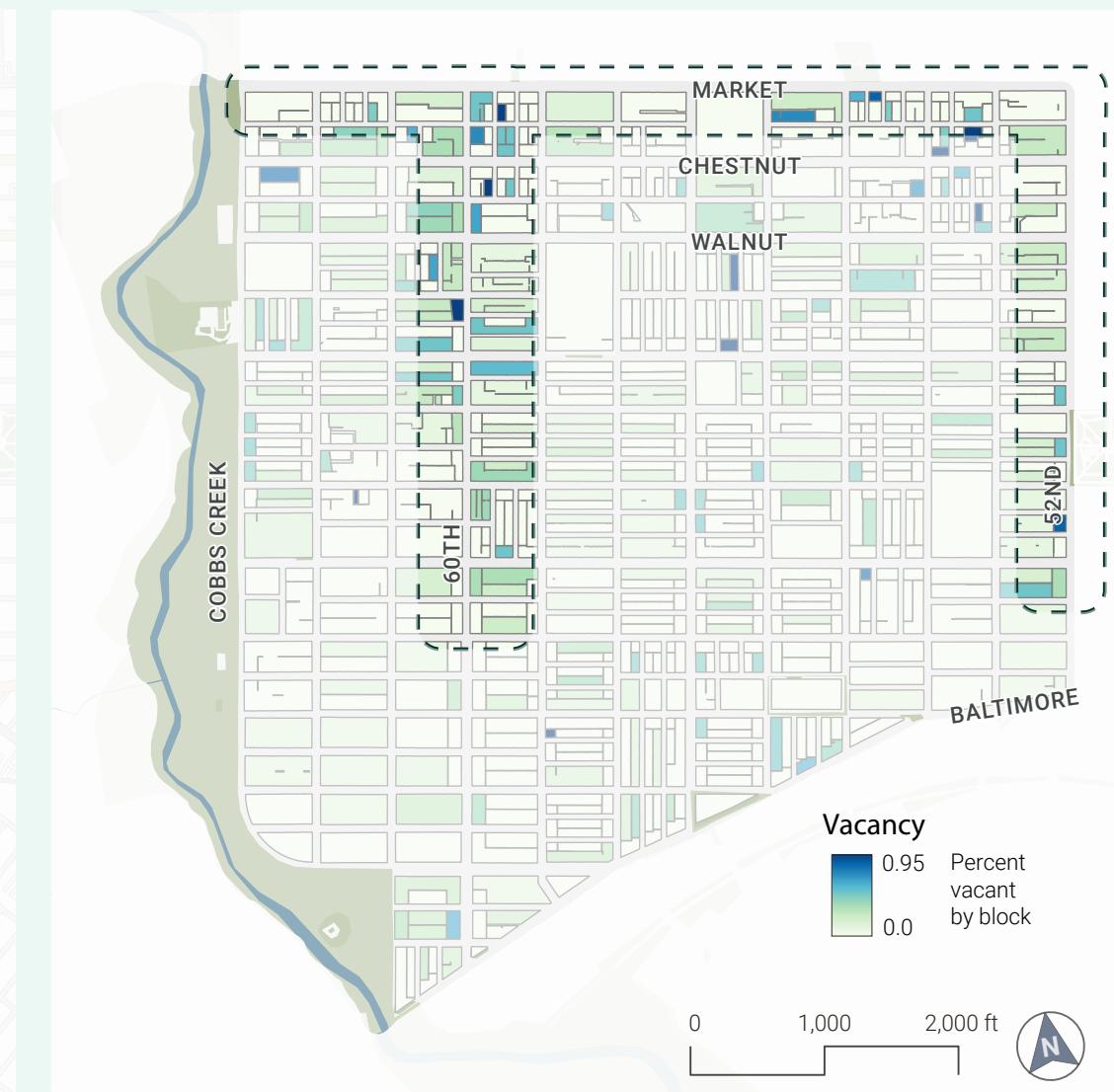
Traffic Safety and Accessibility



Commercial Corridors



60TH STREET AND 52ND COMMERCIAL CORRIDORS



PERCENT VACANCY BY BLOCK IN COBBS CREEK

Development Potential



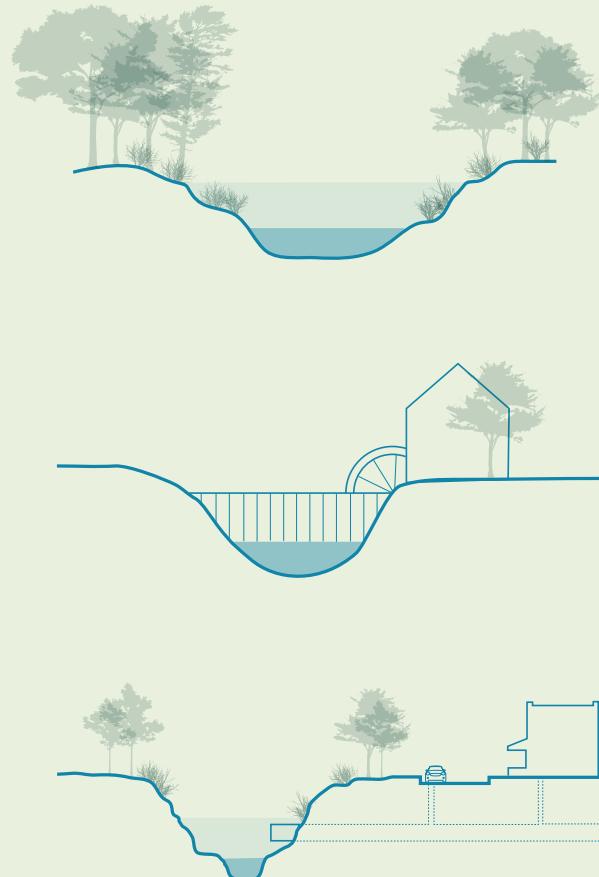
Place



Issues
Opportunities

IMAGE CREDIT: FRIENDS OF COBBS CREEK

Environmental Degradation



CREEK AND STORMWATER
INFRASTRUCTURE DEVELOPMENT

PRE-COLONIAL ERA

INDUSTRIALIZATION

URBANIZATION



STACEY GORDON IN COBBS CREEK PARK
CREDIT: PHILADELPHIA TRIBUNE

Stewardship



COBBS CREEK COMMUNITY
ENVIRONMENTAL CENTER

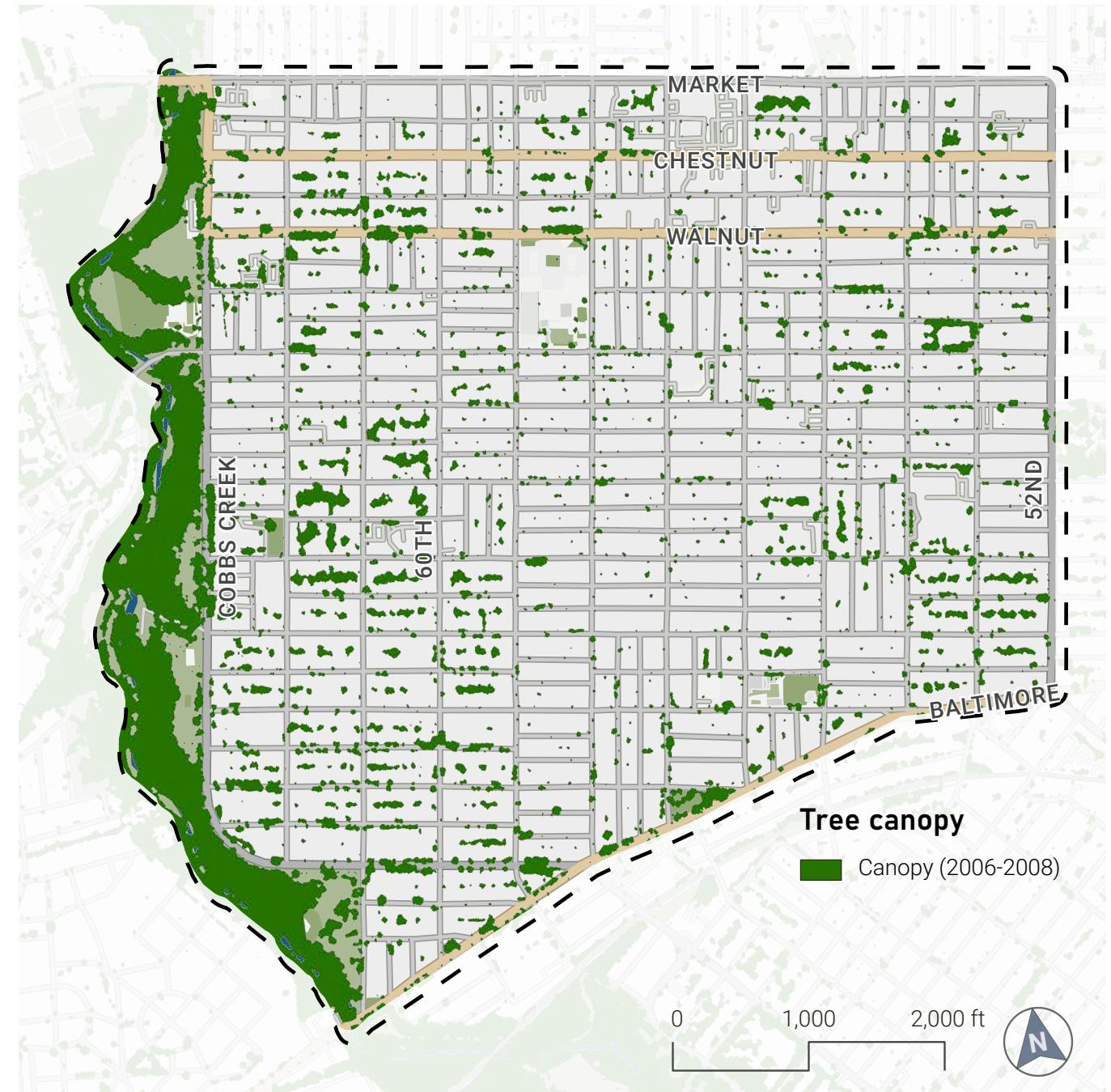


POWERCORPS COBBS CREEK PARK
CLEANUP

Environmental Justice



COBBS CREEK STREETSCAPE



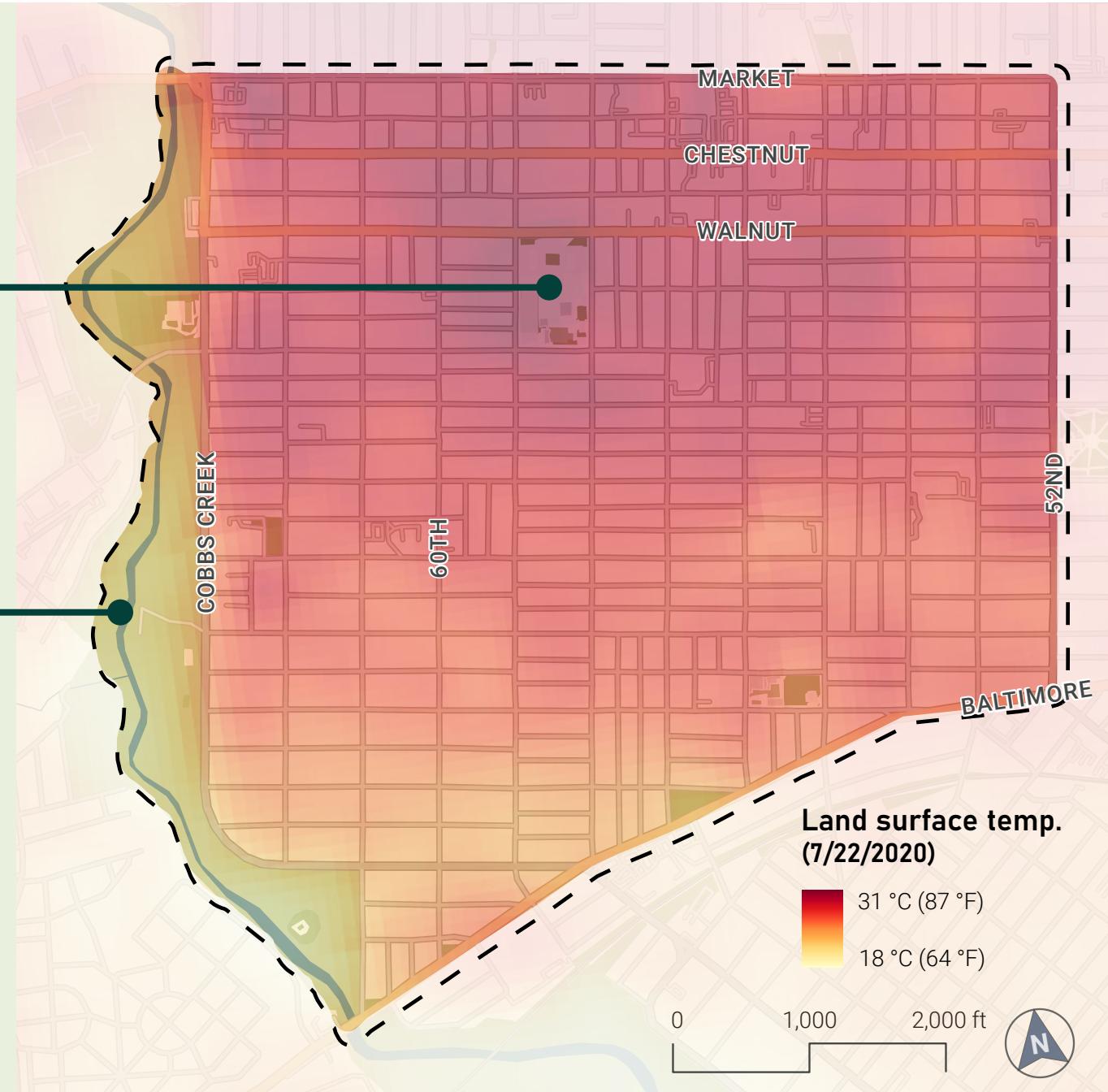
Environmental Justice



**Difference Between
Cobbs Creek Park and
Sayre High School**

87° F —
Sayre High School

64° F —
Cobbs Creek Park



Greening Efforts



GREEN STORMWATER INFRASTRUCTURE
ALONG COBBS CREEK PARKWAY

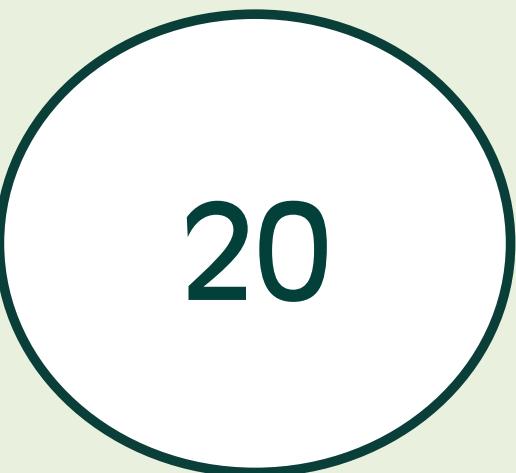


GREEN STORMWATER INFRASTRUCTURE
PROJECT MAP CREDIT: PWD

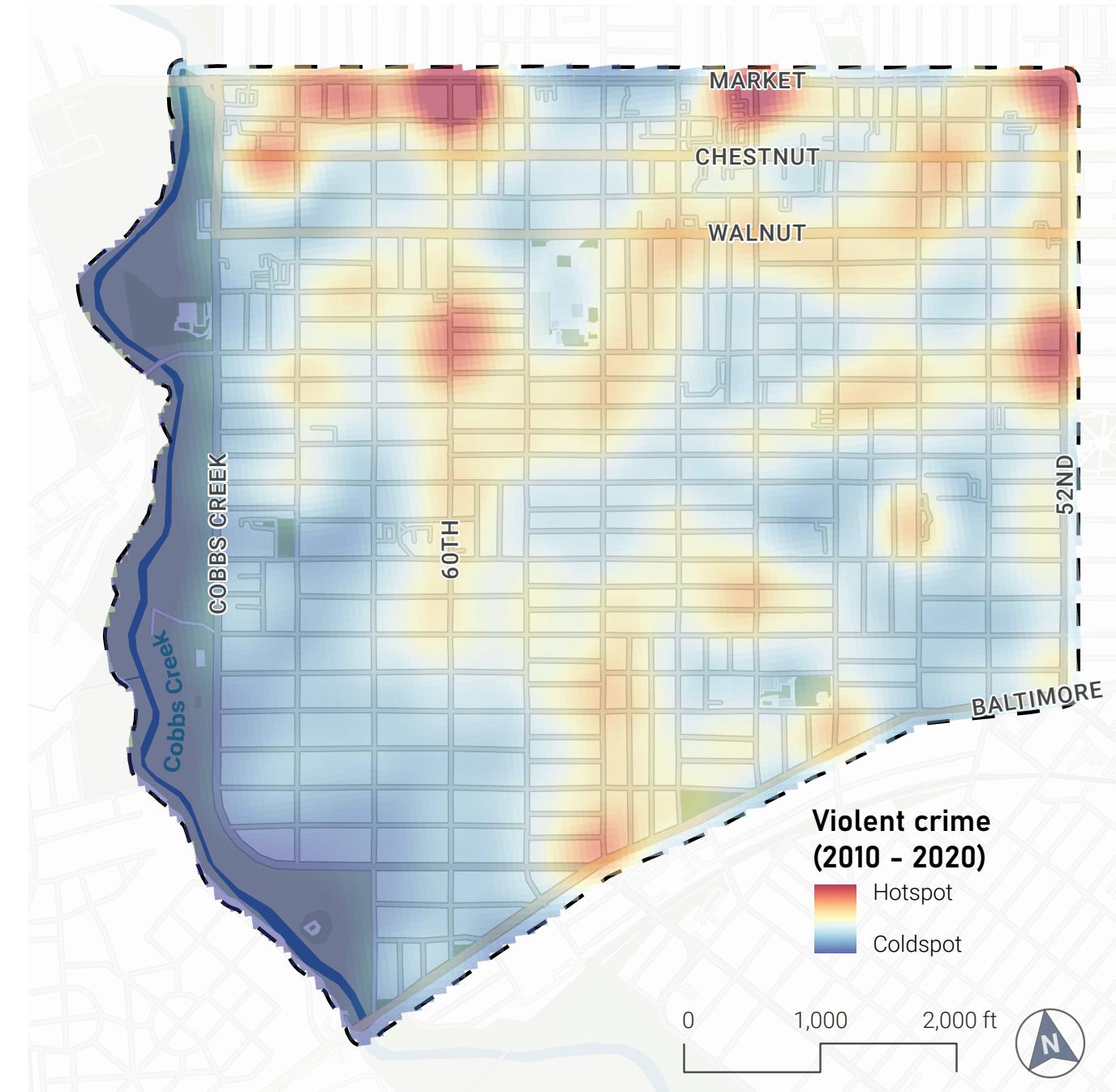
Crime and Violence



**Violent Crimes Over
Past 10 Years**



**Violent Crimes Per
1,000 People - 2019**



Safe Spaces for Recreation



PHILADELPHIA URBAN
RIDING ACADEMY



PUBLIC EVENTS AT
MALCOLM X PARK



COBBS CREEK
YOUTH STEWARDS



COBBS CREEK
GOLF COURSE



**COBBS CREEK
CAN SURVIVE...**

AND THRIVE.

Goals

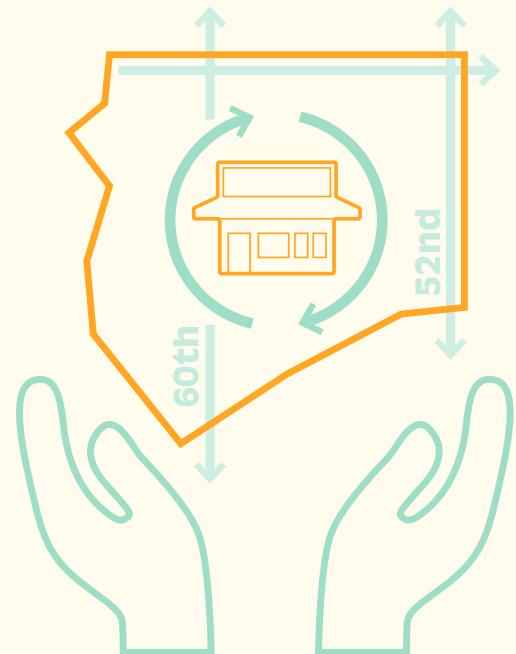
LIVE:

Secure



WORK:

Support



PLACE:

Soothe



Live Goals

Secure: Amplify Neighborhood Agency

1

Preserve residential character and expand community ownership as a means for generational wealth building

2

Expand access to education, childcare, and youth development to support the next generations



Issues

History of State Violence and Mistrust
Development Pressures
Tangled Titles & Speculation
Aging Housing Stock
Educational Infrastructure & Funding

Opportunities

Residential character, homeownership, tenure
The Next Generation
Library Reinvestment

Work Goals

Support: Grow Opportunities for All

3

Stimulate commercial corridor activity and create economic opportunities within the neighborhood

4

Increase career development resources and exposure to employment opportunities

Issues

Disadvantaged economic status
Traffic safety and accessibility
Commercial corridors

Opportunities

Commercial corridors
Development potential
Strong connectivity
Career development programs



Place Goals

Soothe: Foster a safe, healthy, and just neighborhood

5

Nurture safety and wellness through stewardship of the public realm

6

Enhance infrastructure and public space to address environmental injustice



Issues

Environmental degradation
Environmental justice
Public realm
Crime and violence

Opportunities

Stewardship
Golf Course Renovation
Greening opportunities
Beautification
Safe spaces for recreation



STRATEGIES

Secure

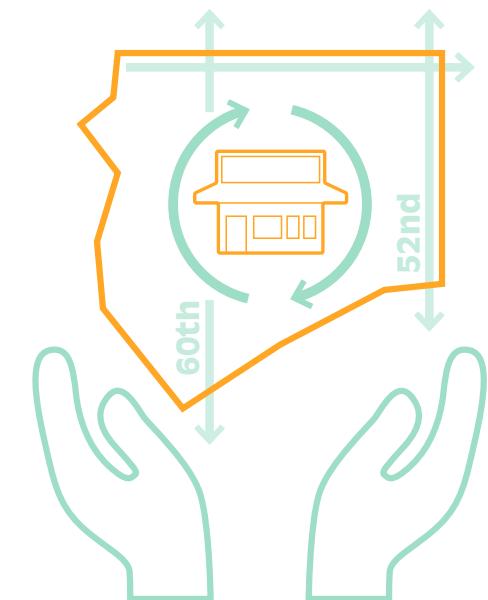


1
Community
Ownership



2
Next
Generation

Support



3
Economic
Opportunity



4
Career
Development

Soothe



5
Stewardship



6
Environmental
Justice

Strategies

SECURE

- A Secure Homes
- B 60th Street Corridor Investment
- C West Love Development



Strategy A: Secure Homes

Actions

A1 Establish a Housing Counseling Agency

A2 Create a Master Plan for Developing Vacant Lots

Partners

- City of Philadelphia
- Mission First
- Achievability
- Black Squirrel Collaborative

Goals



1
Community
Ownership



Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.

Duration



Budget



SECURE HOMES

A1 Establish a Housing Counseling Agency

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



\$
0 - 500k

\$\$
500 - 1M

\$\$\$
1M - 2M

\$\$\$\$
2M +



Partners

- Mission First
- Achievability



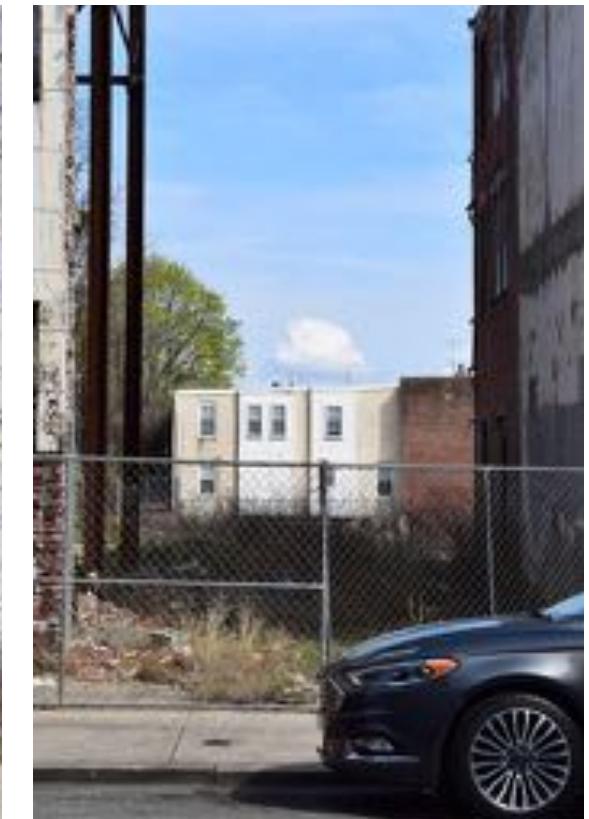
SECURE HOMES

A2 Create a community plan for developing vacant lots



Partners

- City of Philadelphia - PHDC and Land Bank
- Black Squirrel Collaborative



Strategy B: 60th Street Corridor Investment

Actions

B1 Establish a Keystone Opportunity Zone

B2 Expand and increase access to existing programs

Partners

- City of Philadelphia

Goals



1
Community Ownership



2
Equity



3
Economic Opportunity



4
Career Development



5
Healthcare



6
Environmental Justice

Duration



Budget



60TH STREET INVESTMENT

B1 Establish Keystone Opportunity Zone

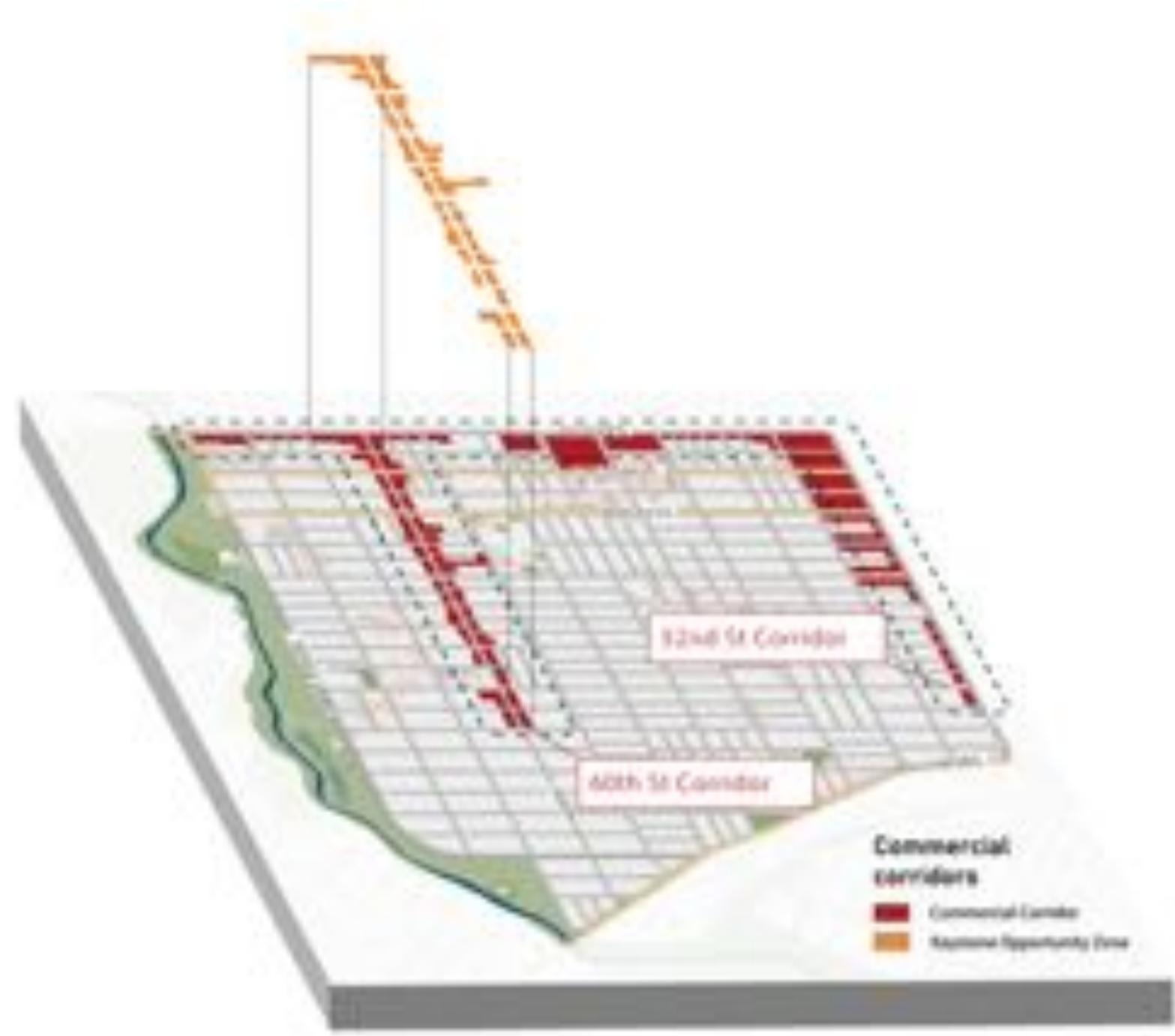


\$ 0 - 500k \$\$ 500 - 1M \$\$\$ 1M - 2M \$\$\$\$ 2M +



Partners

- City of Philadelphia - PHDC and Land Bank
- Black Squirrel Collaborative



60TH STREET INVESTMENT

B2 Expand existing programs

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



\$
0 - 500k

\$\$
500 - 1M

\$\$\$
1M - 2M

\$\$\$\$
2M +



Partners

- City of Philadelphia



60th Street Facades After
Storefront Improvement Program

Strategy C: West Love Development

Actions

C1 Restore imperial theater

C2 Build a housing and career development center

C3 Create a community-programmed public space

Partners

- Philadelphia Industrial Development Corporation

Goals



3
Economic
Opportunity

4
Career
Development

5
Stewardship
6
Environmental
Justice

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.

Duration



Budget



WEST LOVE

C1 Restore the Imperial Theater

C2 Build a housing and career development center

C3 Create a Community-programmed Public Space

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



\$ 0 - 500k \$\$ 500 - 1M \$\$\$ 1M - 2M \$\$\$\$ 2M +



WEST LOVE

IMPERIAL THEATER

CAREER CENTER

AFFORDABLE HOUSING

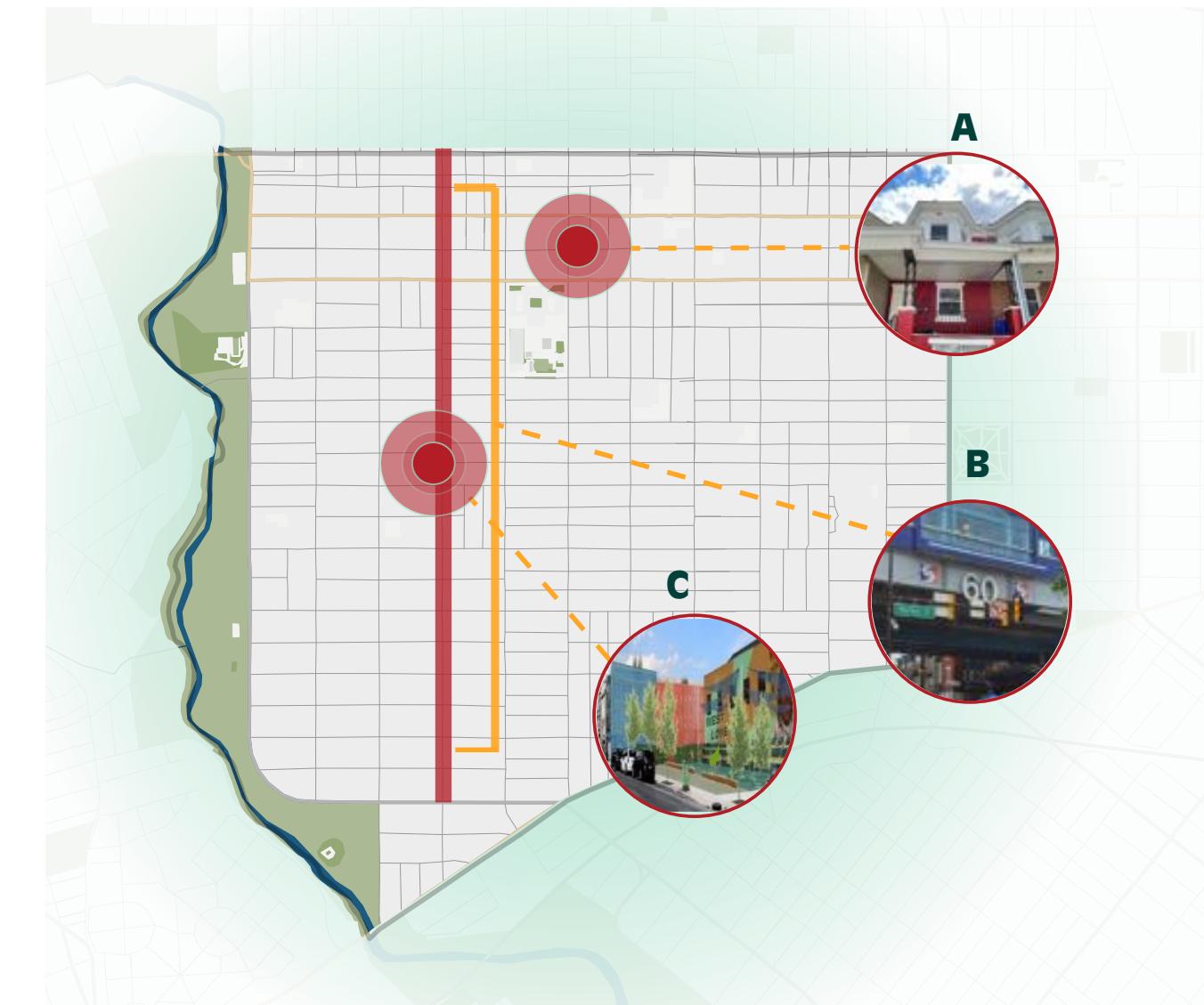
WALLACE PARK



Strategies

SECURE

- A Secure Homes
- B 60th Street Corridor Investment
- C West Love Development



Strategies

SECURE

- A Secure Homes
- B 60th Street Corridor Investment
- C West Love Development

SUPPORT

- D Youth Development and Programming
- E Urban Farm Network
- F Community Library



Strategy D: Youth Development and Programming

Actions

- D1** My Block, My Hood, My City
- D2** Establish digital literacy program
- D3** Manage and scale youth programming

Partners

- YEAH Philly
- Sayre High School
- Blanche A. Nixon/Cobbs Creek Library

Goals



2
Next Generation
4
Career Development

Short
1 - 3 Yrs.
Medium
3 - 5 Yrs.
Long
5+ Yrs.

Duration

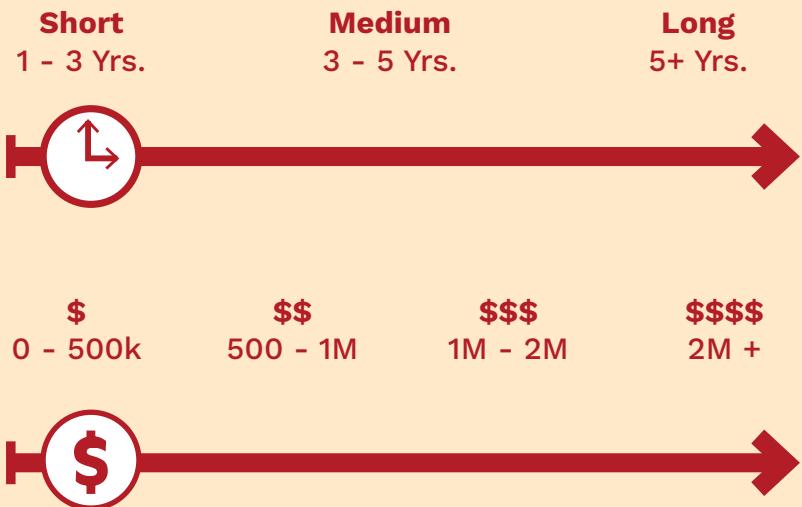


Budget



YOUTH DEVELOPMENT

D1 My Block, My Hood, My City



Partners

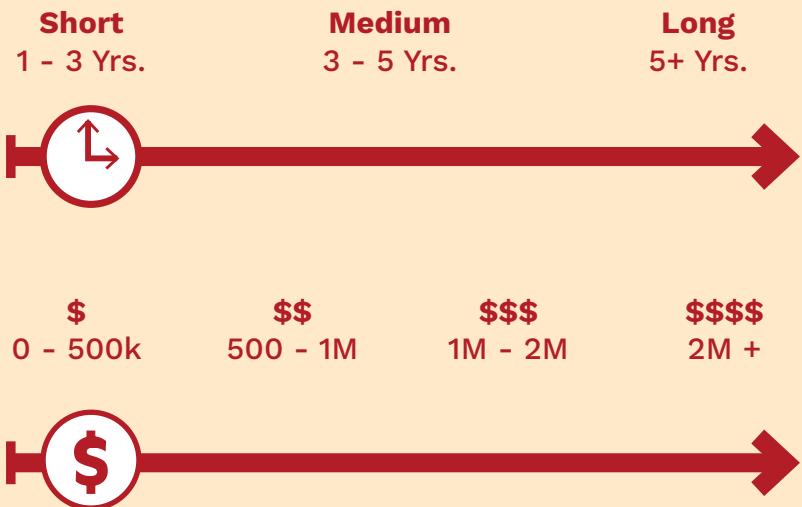
- City of Philadelphia



Youth-Led Community Walks
Credit: My Block, My Hood, My City

YOUTH DEVELOPMENT

D1 Manage and Scale Youth Programming



Partners

- YEAH Philly
- Sayre High School
- Cobbs Creek Library



YEAH Philly
Credit: NPR - WHYY Philadelphia

Strategy E: Urban Farm Network

Actions

E1 Increase Sayre's capacity

E2 Incubate food entrepreneurs

E3 Expand, connect, and steward the network

Partners

- University of Pennsylvania Netter Center for Community Partnerships
- Sayre High School
- Sayre Johnson Health Center
- Enterprise Center Center for Culinary Enterprises
- Cobbs Creek Environmental Center
- Sankofa Farm

Goals



1
Community Ownership



2
Next Generation



3
Stewardship



5
Environmental Justice



6
Environmental Justice

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.

Duration

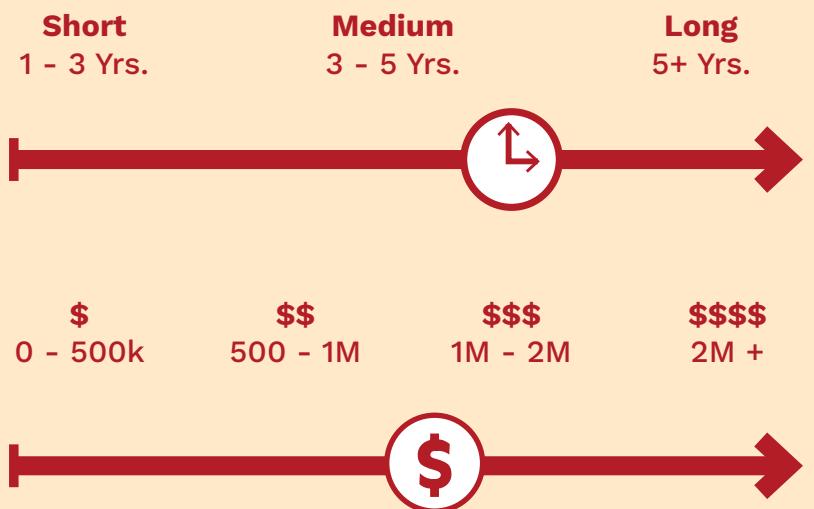


Budget



URBAN FARM NETWORK

E1 Increase Sayre's Capacity

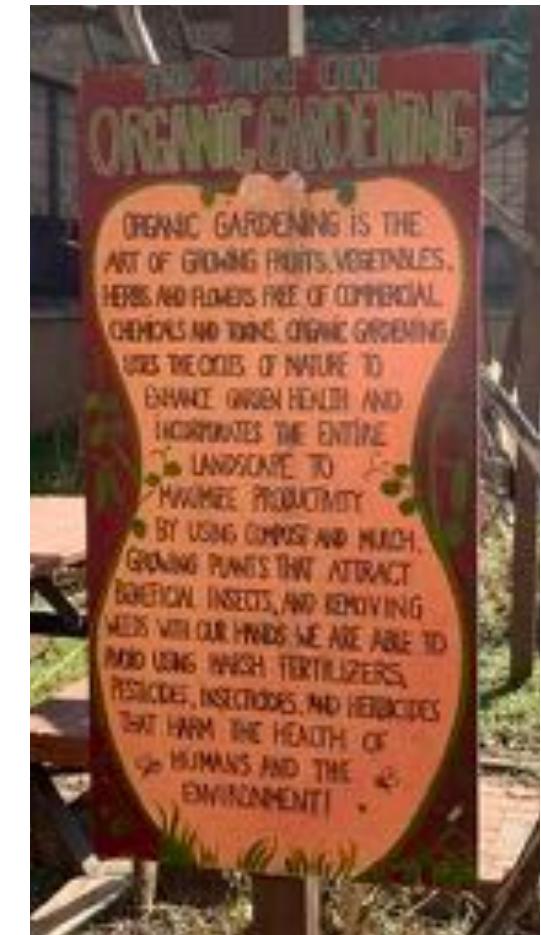


Partners

- UPenn Netter Center
- Sayre High School



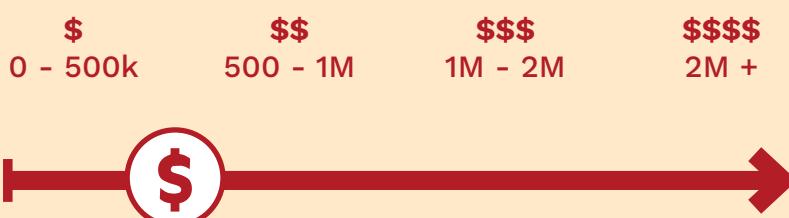
Sayre High School Garden



URBAN FARM NETWORK

E2 Incubate Food Entrepreneurs

E3 Expand, Connect, and Steward the Network



Partners

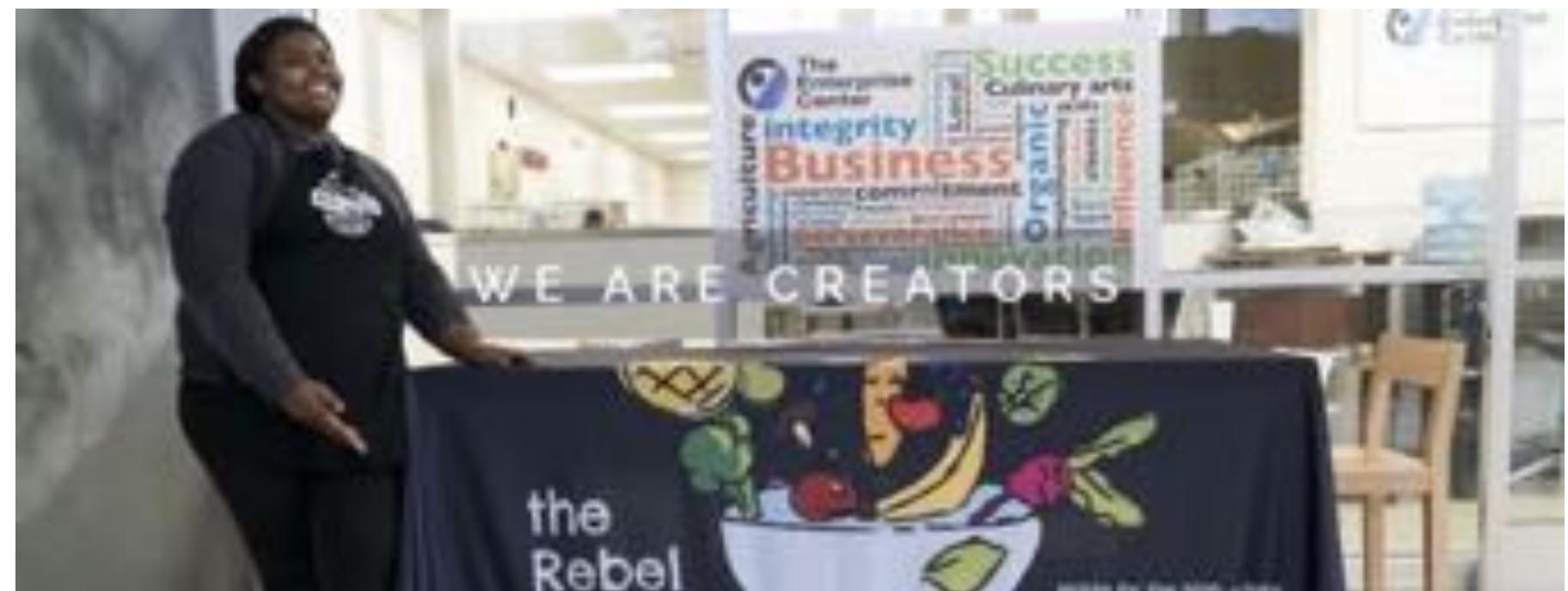
- Enterprise Center
- Cobbs Creek Environmental Center
- Sankofa Farm

Good Food Bag distribution at the Sayre Health Center (right)

Credit: Netter Center AUNI

Rebel Ventures food stand (bottom)

Credit: Rebel Ventures



Strategy F: Community Library

Actions

F1 Increase community autonomy

F2 Analyze current library programming and resources

F3 Establish a Community Benefits Agreement

Partners

- Free Library of Philadelphia
- Rebuild Initiative

Goals



1
Community Ownership



2
Next Generation



3
Community Improvement



4
Career Development



5
Social Equity



6
Equity

Duration
Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



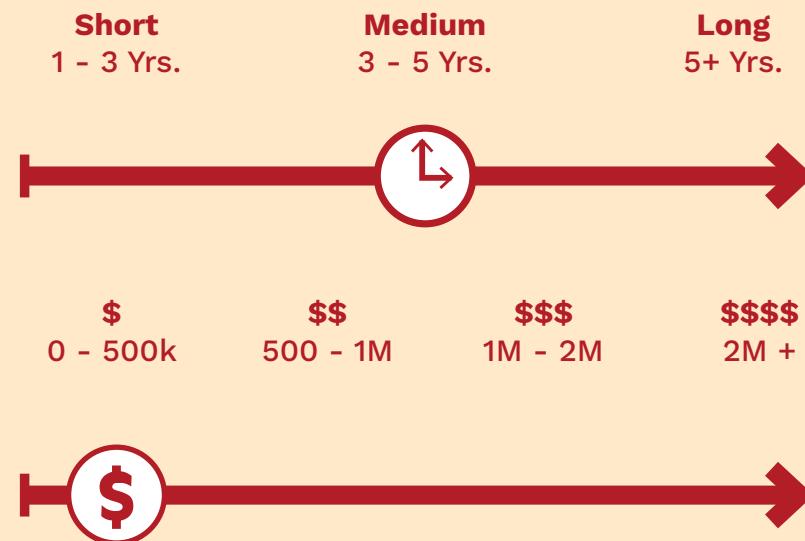
Budget

\$
0 - 500k \$\$
500 - 1M \$\$\$
1M - 2M \$\$\$\$
2M +



COMMUNITY LIBRARY

F1 Increase Community Autonomy



Partners

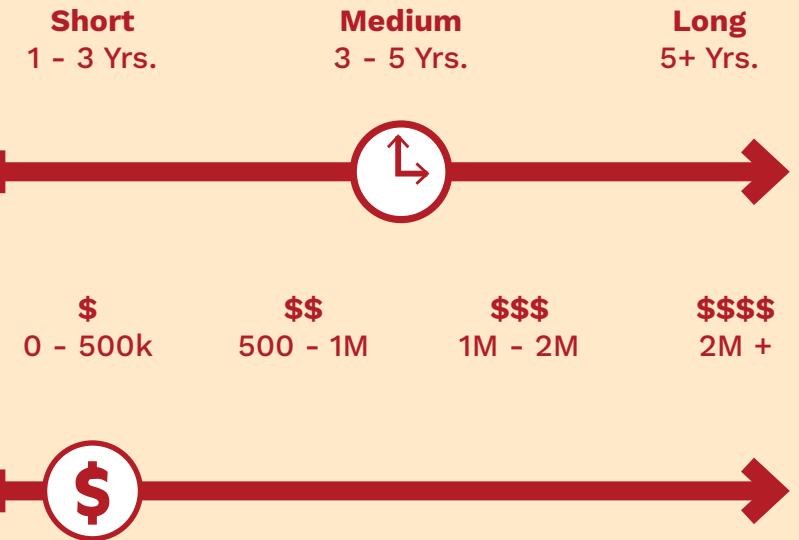
- Free Library of Philadelphia
- Rebuild Initiative



Blanche A. Nixon library
Credit: Cobbs Creek Neighbors

COMMUNITY LIBRARY

F3 Establish a Community Benefits Agreement



Partners

- Free Library of Philadelphia
- Rebuild Initiative



Strategies

SECURE

- A Secure Homes
- B 60th Street Corridor Investment
- C West Love Development

SUPPORT

- D Youth Development and Programming
- E Urban Farm Network
- F Community Library



Strategies

- SECURE**
- A Secure Homes
 - B 60th Street Corridor Investment
 - C West Love Development

- SUPPORT**
- D Youth Development and Programming
 - E Urban Farm Network
 - F Community Library

- SOOTHE**
- G Sayre Splashpad
 - H Community Healing
 - I Cooling Down
 - J Streets for Everyone
 - K Reconnecting the Park



Strategy G: Sayre Splashpad

Actions

G1 Improve public infrastructure for resident recreation

G2 Apply for Philadelphia Water Department (PWD) funding for programming

Partners

- Trust for Public Land Foundation
- PWD's Stormwater Grant Program
- Sayre High School

Goals



1
Community Ownership



2
Next Generation



5
Stewardship



6
Environmental Justice

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.

Duration



Budget

\$
0 - 500k \$\$
500 - 1M \$\$\$
1M - 2M \$\$\$\$
2M +



SAYRE SPLASHPAD

**G1 Improve Public Infrastructure
for Resident Recreation**

**G2 Apply for PWD Funding for
Programming**

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



\$
0 - 500k \$\$
500 - 1M \$\$\$
1M - 2M \$\$\$\$
2M +



Partners

- Trust for Public Land Foundation
- PWD's Stormwater Grant Program
- Sayre High School



Strategy H: Community Healing

Actions

H1 Develop and elevate art culture

H2 Apply for a community evening resource center

H3 Heal trauma through public art

Partners

- City of Philadelphia Community Evening Resource Centers Program Award
- Mural Arts Porch Light

Goals



2
Next Generation

4
Career Development

5
Stewardship

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.

Duration



Budget



COMMUNITY HEALING

H1 Develop and Elevate Art Culture

H2 Apply for a Community Evening Resource Center

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



\$
0 - 500k

\$\$
500 - 1M

\$\$\$
1M - 2M

\$\$\$\$
2M +



Partners

- City of Philadelphia
- 60th Street Strong Coalition

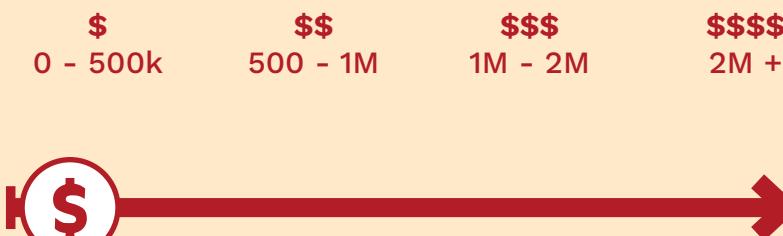


Philadelphia Chalk Festival

Credit: NPR - WHYY Philadelphia

COMMUNITY HEALING

H3 Heal Trauma through Public Art



Partners

- Mural Arts Porch Light
- Arts Church of West Philadelphia



Steve Powers A Love Letter for You Mural Series
Credit: Mural Arts

Strategy I: Cooling Down

Actions

- I1 Expand tree stewardship program
- I2 Heat relief network

Partners

- Philadelphia Department of Parks and Recreation
- Philadelphia Office of Sustainability
- UC Green

Goals



Budget



COOLING DOWN

I1 Expand Tree Stewardship Program



Partners

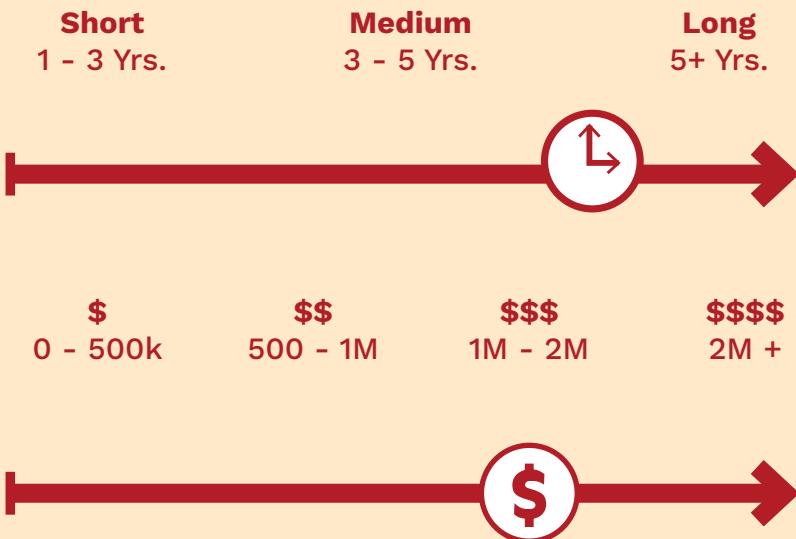
- PWD Green Stormwater Infrastructure
- UC Green
- Pennsylvania Horticultural Society
- Philadelphia Department of Parks and Recreation



UC Green Spring Planting Event

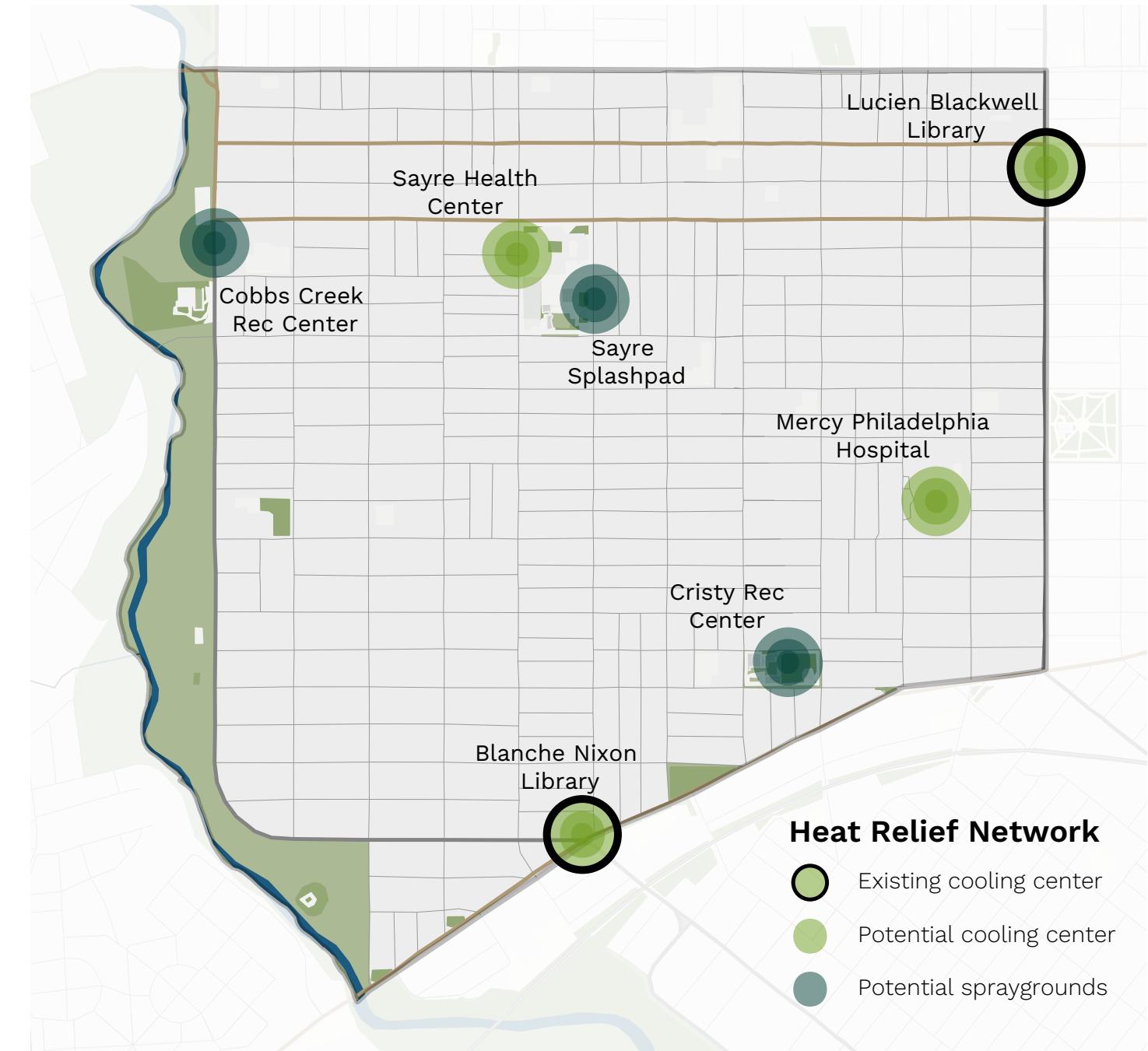
COOLING DOWN

I2 Heat Relief Network



Partners

- Philadelphia Office of Sustainability



Strategy J: Streets for Everyone

Actions

J1 Redesign complete streets

J2 Promote biking culture

J3 Open streets

Partners

- Pennsylvania Department of Transportation
- Philadelphia Streets Department
- Bicycle Coalition of Greater Philadelphia
- Councilmember Jamie Gauthier
- Philadelphia Department of Parks and Recreation



1
Community
Ownership

5
Stewardship **6**
Environmental
Justice

Short
1 - 3 Yrs. **Medium**
3 - 5 Yrs. **Long**
5+ Yrs.

Duration



\$
0 - 500k \$\$
500 - 1M \$\$\$
1M - 2M \$\$\$\$
2M +

Budget



STREETS FOR EVERYONE

J1 Redesign Complete Streets



\$ 0 - 500k \$\$ 500 - 1M \$\$\$ 1M - 2M \$\$\$\$ 2M +



Partners

- PennDOT Transportation Alternatives Set-Aside
- Federal Safe Routes to Schools Program
- Philadelphia Complete Streets



Spruce Before



Spruce After

STREETS FOR EVERYONE

J3 Open Streets



Partners

- PennDOT Transportation Alternatives Set-Aside
- Federal Safe Routes to Schools Program
- Philadelphia Complete Streets



Philadelphia Summer Playstreet (Left)

Woodlawn Street Market (Right)

Credit: Philadelphia Recreation & Alabama News Room Center

Strategy K: Reconnecting The Park

Actions

K1 Parkway safety improvements

K2 Active programming

K3 Re-envision with the community

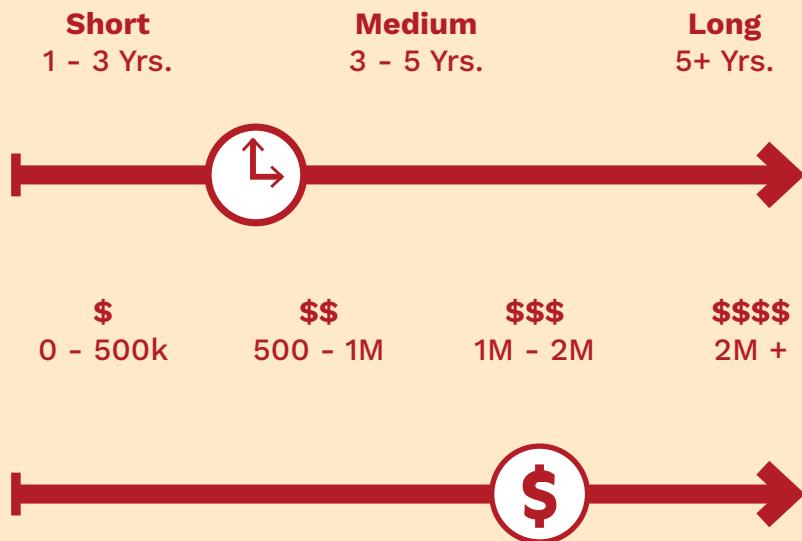
Partners

- Department of Streets
- Department of Parks and Recreation
- Ars Nova Workshop
- Theatre in the X



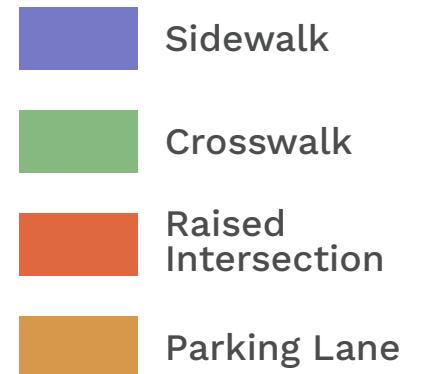
RECONNECTING THE PARK

K1 Parkway Safety Improvements



Partners

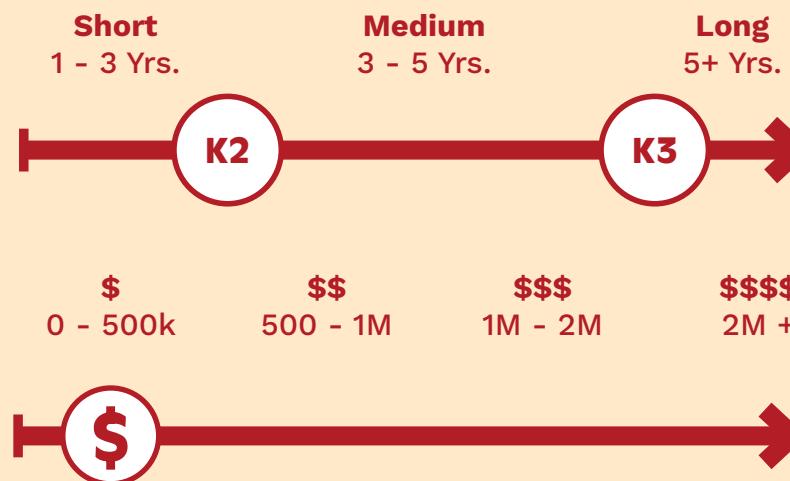
- Department of Streets



Cobbs Creek Parkway & Locust St. Intersection

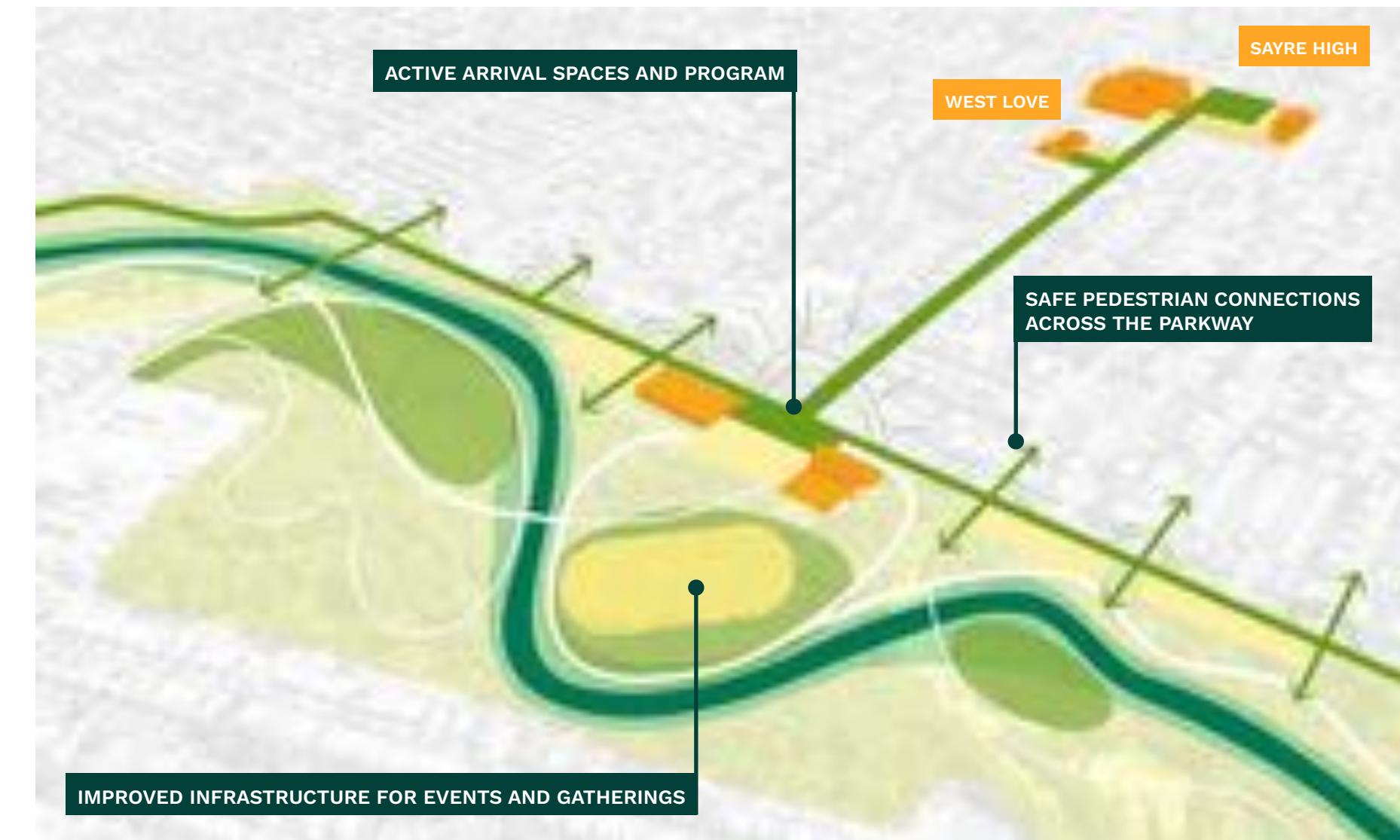
RECONNECTING THE PARK

K2 Active Programming
K3 Re-Envision with the Community



Partners

- Department of Parks and Recreation
- Ars Nova Workshop
- Theatre in the X



Potential Reconnection Strategies

Strategies

SECURE

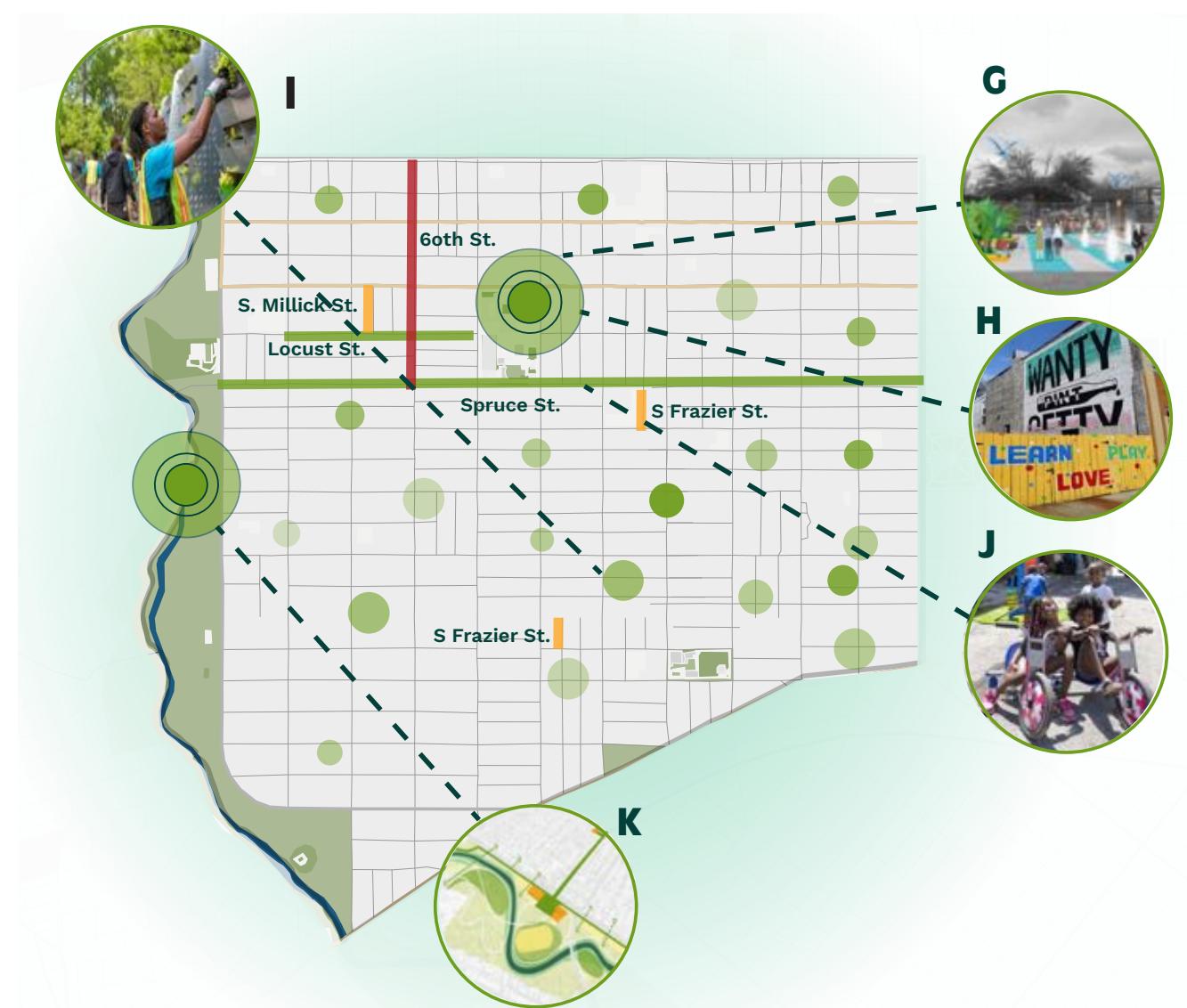
- A Secure Homes
- B 60th Street Corridor Investment
- C West Love Development

SUPPORT

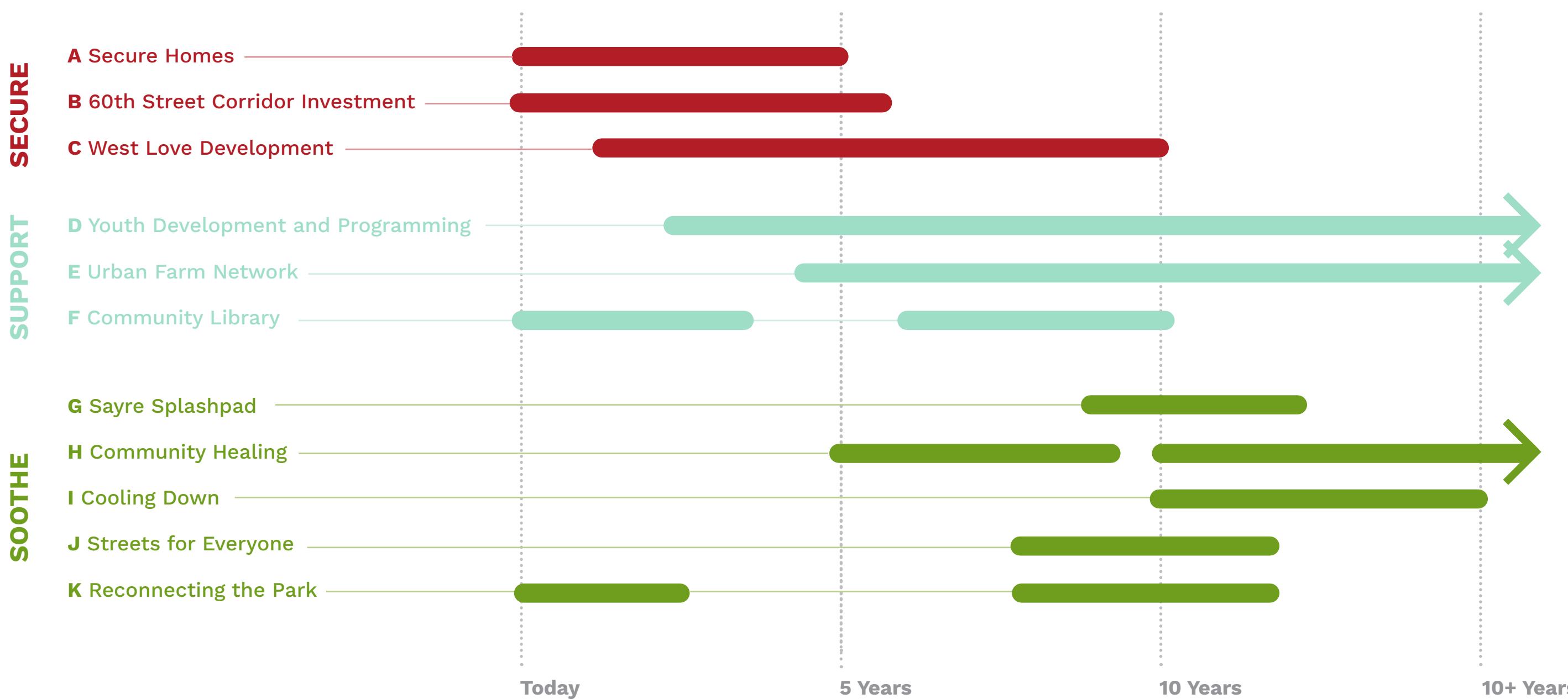
- D Youth Development and Programming
- E Urban Farm Network
- F Community Library

SOOTHE

- G Sayre Splashpad
- H Community Healing
- I Cooling Down
- J Streets for Everyone
- K Reconnecting the Park



Implementation Timeline







**thank
you!**