

POPLAR | LUDLOW | YORKTOWN



University of Pennsylvania | Weitzman School of Design
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About the Authors

This book was created from a semester of researching the neighborhoods of Poplar, Ludlow, and Yorktown. Through site visits and investigative analysis, we developed a series of techniques, strategies, and recommendations to advance our studies of neighborhood planning. By combining our focuses on housing, community, and economic development, land use-environmental planning, public-private development, sustainable transportation and infrastructure planning, and urban design, we have developed an innovative cross-disciplinary approach to neighborhood planning.

During the development process, we adopted the term PLaY to represent a potential community development corporation (CDC) that advocates for resident-focused neighborhood change. In our research, we have discovered that the neighborhoods have few large-scale organizations advocating for planning strategies, so we have chosen to frame our recommendations through the lens of our hypothetical CDC and create an identity that bonds the neighborhoods.

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Executive Summary

Existing Conditions

Existing conditions of the study areas outline a patchwork of distinct neighborhood identities and conditions. Density ranges from low-density single-family to high-rise apartment buildings and student housing, while historically significant sites are scattered throughout. Also critical to note is the significant presence of PHA-owned affordable housing units and elderly housing developments, providing a window into the key players and community members and their community values.

Key Issues and Opportunities

Rising housing costs, neighborhood pushback on development, numerous industrial brownfield sites, vacancies, and disconnected neighborhood conditions illustrate the current conditions but also the numerous opportunities that can be found within the neighborhood study areas. This plan outlines a few of many issues and opportunities found while analyzing existing conditions, with special attention given to understanding the social, economic, and cultural conditions that have shaped the study areas.

Goals

Working within the study area, 4 main goals were created to guide the process of creating recommendations that align with study area conditions and perceived issues and opportunities.

1. Celebrate Identity - The study area is home to a patchwork history of industrial pasts, redevelopment, and black homeownership. However, these strong identities have frayed with the onset of development pressures, aging, and generational gaps that must be addressed to preserve and strengthen neighborhood connections with other community members and the City of Philadelphia
2. Economic Vitality — With the lack of significant economic drivers and general low-density residential development, special strategies must be undertaken to improve financial literacy, workforce development, and the development of economic drivers specific to the study area context and demographic.
3. Housing Equity— Strong development pressures from the city of Philadelphia and adjacent neighborhoods have led to private development that is not always aimed at the existing community. This issue is critical to preserving existing communities by providing affordable, available, and accessible housing.
4. Generate Well-Being - Key conditions such as designation as a medically underserved area, and lack of access to healthy food options, as well as general aging infrastructure and neighborhood amenities, paints a need for the neighborhood to revamp the services it offers, while also addressing community health and access to such health amenities.

Key Recommendations

This comprehensive plan aims to support existing communities in a multifaceted approach that addresses the complex needs outlined during the analysis phase. Recommendations such as re-invigorating community spaces, improving and repairing neighborhood infrastructure with an emphasis on multi-modal transportation, and general expansion of green infrastructure outline the physical and spatial interventions of the plan. Key actions and strategies to support local commercial activity and direct development activity to major connecting corridors such as N Broad St, N 9th St, and Girard Ave offer more policy-based interventions and approaches to utilizing existing grants and funding strategies.

PART ONE: Poplar, Ludlow, & Yorktown, the neighborhoods

The neighborhoods of Poplar, Ludlow, and Yorktown are located in central northeast Philadelphia; North Broad Street is the western edge of the combined-neighborhood area; Green Street is the southern edge, 5th street the eastern edge, and Montgomery Street to the north.

These neighborhoods are in Philadelphia's 5th Ward and are represented by Darrell L. Clarke in the city council.

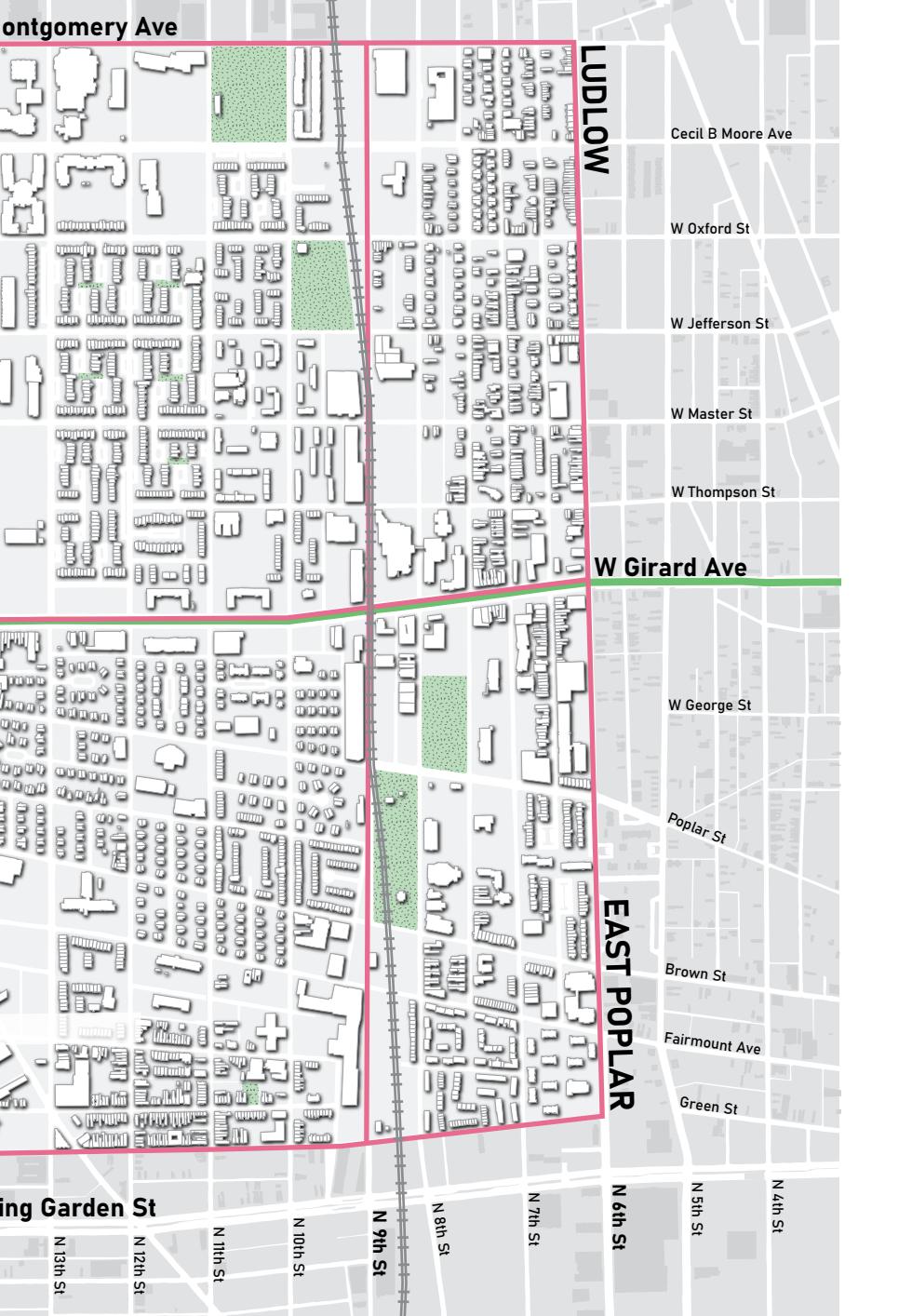
Nearby neighborhoods include West Kensington and Northern Liberties east of 5th Street and North Central, Francisville, and Spring Garden west of North Broad Street.

Each of the neighborhoods has a distinct history and identity, as well as physical, social, and economic characteristics. Today, the area is predominantly residential, with the exception of West Poplar, which sees a more commercial influence from its proximity to N Broad St.

Over the past decade, the combined neighborhood area has seen rapid population growth which has led to various development pressures, particularly from new luxury multi-family developments. Thus, balancing the needs of all residents will be a difficult, but crucial task in planning for the area.

LEGEND

- neighborhood boundaries
- neighborhood blocks
- building footprints
- greens
- regional rail line
- broad street line
- trolley line



An Industrial Past

Like many neighborhoods in Philadelphia, these neighborhoods have an industrial past. During Philadelphia's industrial boom, the area was home to many factories, warehouses, and loading zones. Today, the neighborhoods' former industrial activity can be seen through industrially zoned areas, abandoned lots, and buildings. The four neighborhoods are bisected by an industrial-zoned corridor along 9th Street, which serves as a geographic and physical boundary between East and West Poplar, and between Yorktown and Ludlow.

An Urban Suburbia

The neighborhoods of Yorktown and West Poplar were subject to suburbanization and renewal since the mid 20th century. Yorktown was developed following the Southwest Temple Redevelopment Area Plan spearheaded by Edmund Bacon and influenced by Louis Kahn. Following deindustrialization, the area had become dilapidated—with vacancies rampant, exacerbated as more people started to move out of the city into the suburbs. The neighborhood was planned with the intent of creating a suburb in an urbanizing city—particularly a middle-class Black suburb, consisting of single-family row homes, and high density, low-rise public housing to address the adjacent industrial zones. As a result, one can find cul-de-sacs and large single family lots scattered throughout the neighborhood. The neighborhood is a successful model of redevelopment, setting a precedent for Black homeownership in Philadelphia.



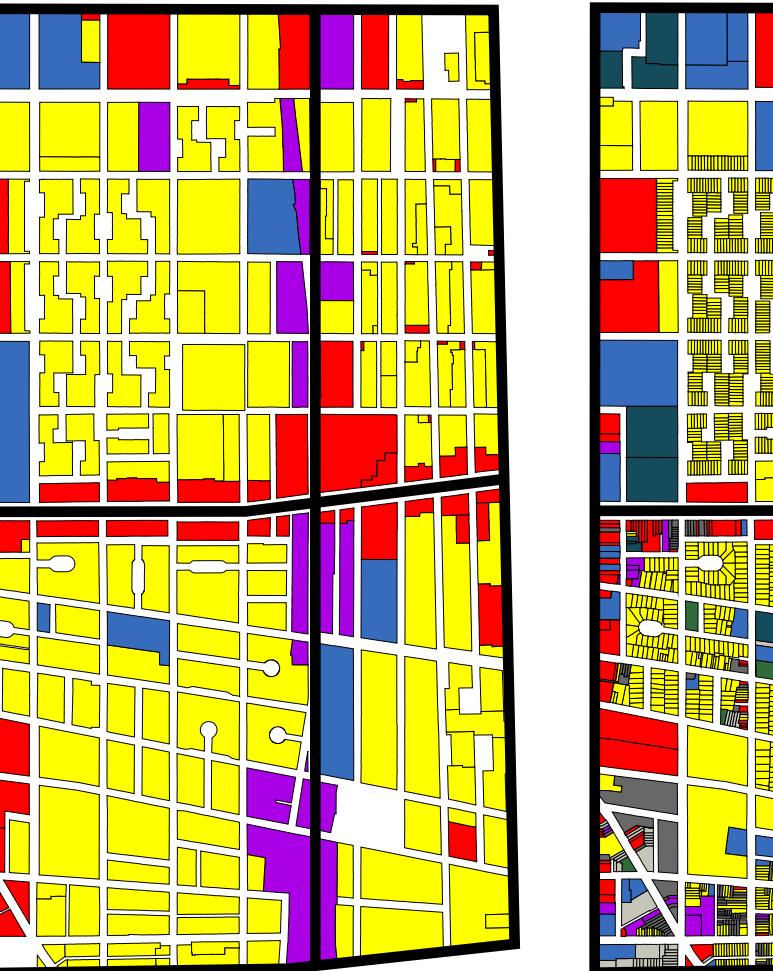
Zoning & Land Use

Comparing the zoning and land use of the neighborhoods, Yorktown and West Poplar have retained its predominantly single-family zoning and land use since the 1960s—the two neighborhoods' distinct pattern of commercial edges and a predominantly residential core can be seen from the maps. The same cannot be said for the neighborhoods of East Poplar and Ludlow, where industrial zoning takes up a larger share of the neighborhood. This was seen firsthand during site visits; the commuter rail line overpass on 9th street serves as a physical and visual boundary between the neighborhoods, and the abandoned lots and industrial buildings reflected the prevalence of vacant lots throughout the Ludlow and East Poplar neighborhood. Overlaying the zoning with land use reveals disparities under-utilization of commercial and industrial land-uses. Civic and institutional land uses, and residential zoning have fewer vacant lots and buildings, albeit with some vacancies apparent in Ludlow and East Poplar.

LEGEND

- residential
- commercial
- industrial
- civic/institution
- transportation
- culture/recreation
- park/open space
- vacant or other

Zoning



Land Use



Temple University

The ongoing relationship and proximity with Temple university will continue to influence development within and around the neighborhoods, and steps must be taken to address the presence of Temple University and its students as key variables to foster communication and shared growth.

Temple University's presence has always been felt in the neighborhoods—Yorktown in particular, has seen Temple developments spread into its neighborhood boundaries, while continuing demand for space for new construction and housing demands have pressured the nearby neighborhoods. Temple University's main campus is located north and west of Yorktown, with residential and academic buildings along Cecil B. Moore Ave, and the Temple Sports Complex at Broad & Girard.



The People Demographics

As of the 2020 Decennial Census, the neighborhoods of Poplar, Ludlow, and Yorktown have a combined total population of 18,213 people. The population grew 37 percent between 2010 and 2020. According to 2019 American Community Survey (ACS), the combined area is relatively young with 45 percent of the total population between the ages of 15 and 35 years old. However, there is also an aging demographic; 30 percent of residents in 2019 were over the age of 50, compared to 22 percent in 2010.

18,213 Total Population

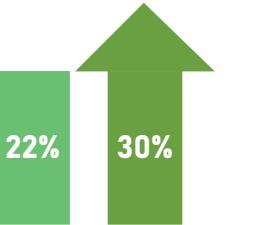
27% increase from 2010

45% aged 15 to 34

56% Female

44% Male

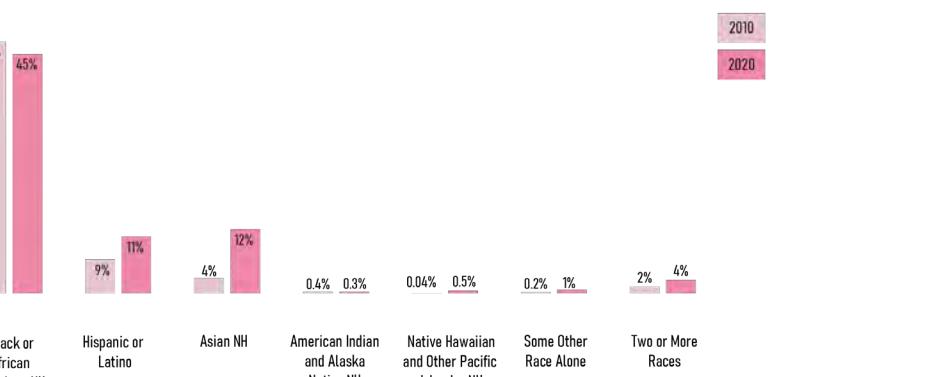
**Population
Age 50+**



**BY 2040, THE POPULATION
WILL GROW BY
16,000 ↑**

2020 Population: 18,213
2040 Population: 34,200

Race and Ethnicity in Yorktown, Ludlow and Poplar



1

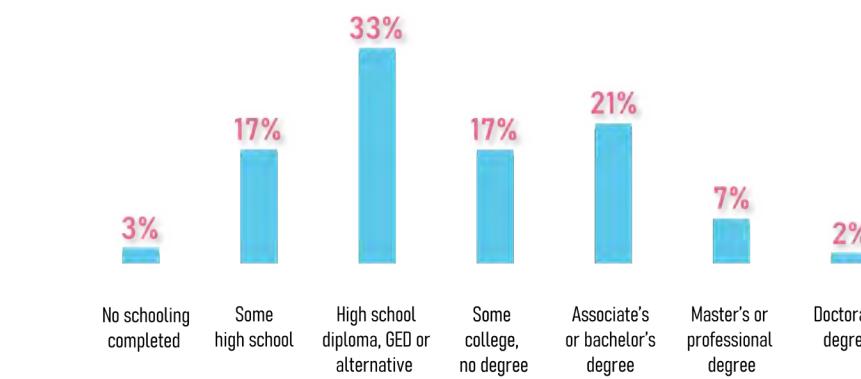
Household Composition & Characteristics

According to 2019 five-year ACS data, there were approximately 4,700 households in the combined neighborhood area. The majority of households are characterized as non-family households.

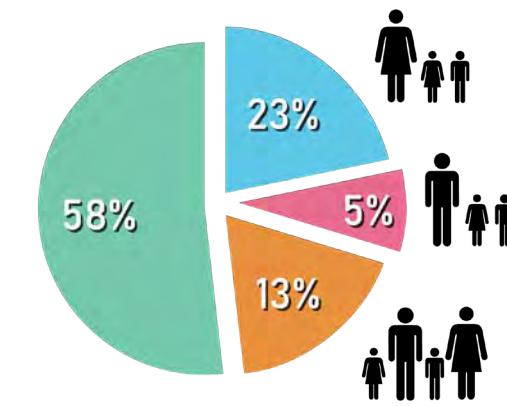
Education

The majority of residents over the age of 25 have received at most a high school degree. Some residents have higher educational attainment; East Poplar's population 25 years and older attained relatively higher levels of education compared to the other area's neighborhoods as 39 percent earned a degree beyond high school. In Ludlow and Yorktown, only 21 and 23 percent, respectively, earned a degree beyond high school.

Educational Attainment for Population 25 Years and Older



2019 Households



*data based on 4 neighborhoods combined
(Census Tracts 145, 146, 141, 131, 132)

Issues & Opportunities

Poverty

In the combined area of Poplar, Ludlow, and Yorktown, approximately 35 percent of residents live below the poverty line. While some areas experience poverty disproportionately ranging from 31 percent to 46 percent in some census tracts, the entire combined neighborhood area is classified as a high poverty area - where 20 percent or more people live below the federal poverty level. With these figures, the Black population makes up approximately 66 percent of the population living below the poverty line in Poplar, Ludlow, and Yorktown.

Community Health

Health & Medical Care

According to the United States Health Resources & Services Administration (HRSA), the combined area of Poplar, Ludlow, and Yorktown is designated as a "Medically Underserved Area/Population"(MUA/P). There are three health centers (including one hospital) within the combined neighborhood area.

1. Girard Medical Center (801 W Girard Ave)
 - The Center offers adult primary care services and focused behavioral health care services. In 2021, FPCC-GMC achieved recognition as a Pennsylvania Opioid Use Disorder Center of Excellence.
2. 11th St Family Health Services (850 N 11th St)
 - The Center targets patients who reside in the four public housing developments along the 11th Street corridor. Although, patients come from all over the city of Philadelphia from word-of-mouth. The public housing residents, who have a median family income of 15,000 dollars, have a high burden of illness from above average rates of diabetes and adverse childhood.
3. Broad Street Health Center (1415 N Broad St, Suite 224)
 - Research indicates that the Center only has four medical providers- a behavioral health provider, a family medicine provider, an adult internal medicine provider, and a nutritional provider.

Many residents of the combined neighborhood area have chronic health conditions, including high blood pressure, high cholesterol, and depression. Residents of these neighborhoods are diagnosed with these chronic conditions at a higher rate than residents of Philadelphia overall. In addition, according to 2020 ACS data, 20 percent of residents have a disability and 58 percent of the population 65 years and over have a disability. Managing chronic health conditions and disabilities often requires consistent access to health care; as discussed below, health care facility options within the combined neighborhood area are limited.

CHRONIC CONDITIONS(AS REPORTED BY ADULTS) 2017-2018	STUDY AREA*	PHILADELPHIA
High Blood Pressure (Hypertension) 2017	41.6%	31.7%
High Cholesterol 2017	30.7%	26.9%
Stroke 2018	5.3%	3.6%
Asthma 2018	12.2%	11.2%
Chronic Obstructive Pulmonary Disease (COPD), Emphysema, or Chronic Bronchitis 2018	7.5%	6.1%
Depression 2018	18.8%	20.7%
Diabetes 2018	17.6%	11.8%

Issues & Opportunities

While access to medical care is extremely important, residents in the area may not have easy access to medical care. Neither Ludlow nor East Poplar possess a single medical facility. In fact, there is not a single hospital, mental health facility, drug and alcohol treatment facility, nursing facility, or community health center within the neighborhood of Ludlow. In regards to the medical centers within the area as a whole, research indicates that of the three medical centers listed above, Broad Street Health Center has very few medical providers. High rates of health-related issues throughout the entire area, combined with an aging population indicate a need for more expansive and extensive medical care support in the area. Research also suggests a need for disability care and assistance, especially for senior citizens.

Community and recreation centers are important assets in a neighborhood; there are six notable community and recreation centers in the combined neighborhood area.

West Poplar is home to three community centers: St Paul's Community Center, John F. Street Community Center, and the Salvation Army Temple Corps Community Center. St Paul's offers rentable space

Community & Recreation Centers



for indoor recreation and other community events. The John F. Street Community Center serves as a PHA community center and provides after-school programming for children. The Salvation Army Temple Corps Community center, on the western edge of West Poplar, is joint effort of Temple University and Salvation Army, offering an Emergency Food Assistance Program (EFAP), Christian Legal Clinic, and afterschool program and summer camp for children.

In East Poplar, The East Poplar Recreation Center includes playground equipment, a spray ground, a pool, and sports fields (including basketball and tennis courts). A small multipurpose building hosts activities and programming. Adjacent to the Center is an active community garden, known as the FNC Community Learning Farm (more details of the

garden can be found in the Food Access section of this report).

While Yorktown does not have any registered community centers, The Dendy Recreation Center is on the border of Yorktown and Ludlow. The center has playground equipment and a spray ground. Narcissa S Cruz Recreation Center is located in Ludlow. The space has a ball field, a pool, two sports fields, and four basketball courts. Weekly NA meetings are also held at the center. In addition, the Ludlow Youth Community Center has not been active since 2012.



Community Gardens, Community Fridges, Farmer's Markets, & Food Distribution Sites



Food Distribution Sites & Access to Free Food and Meals

Many households in the combined neighborhood area are living in high poverty and receive cash public assistance or food stamps/SNAP. This means that food access, and particularly access to free and affordable food, is extremely important for the health of the community. However, there are only two food distribution sites within Poplar, Ludlow, and Yorktown as listed by the City of Philadelphia.

1. Northern Living Center is an older adult meal site. Seniors must call ahead to reserve meals prior to pick up.
2. Mt. Tabor AME Church is a general meal site on Mondays from twelve to one o'clock in the afternoon.

In addition to food distribution sites, community gardens, community fridges, and farmers' markets provide opportunities for communities to access healthy and free or affordable foods.

- Community Gardens: The FNC Community Learning Farm is adjacent to The East Poplar Recreation Center. The garden has thirty beds and teaches residents the merits of growing food and provides education on healthy ingredients within the community.
- Community fridges: There is currently one community fridge located on Girard Avenue between Ludlow and East Poplar.
- Farmers' markets: The Cecil B. Moore Farmers' Market is located at the northern edge of Yorktown.

Issues and Opportunities

There is an opportunity to expand the presence of these food networks to ensure that these high poverty communities are receiving healthy and affordable foods. Community fridges can be an effective way to establish a mutual-aid network while also alleviating food insecurity in low-income areas. Access to free food and meals is currently concentrated in East Poplar, and the western edge of West Poplar. Expanding access to these resources, particularly throughout Yorktown and Ludlow might be beneficial to the community.

Additionally, it appears that there are food distribution sites that are not listed by City of Philadelphia's Food Distribution Sites database- including the Congregation Rodeph Shalom and Salvation Army Temple Corps Community Center. This is an issue as residents may have difficulty identifying and locating food resources available to them.

Economy

Employment

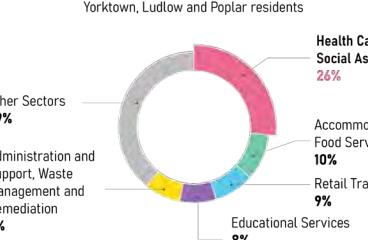
Residents of the Poplar, Ludlow, and Yorktown neighborhoods are primarily employed in three sectors: healthcare and social assistance, accommodation and food services, and retail trade. The employment sectors of residents in the combined area appear to follow the trends of residents in Philadelphia. Moreover, the major employment sectors in the neighborhoods correspond with the major employment sectors in the city.

The sectors that represent employers in Poplar, Ludlow, and Yorktown are slightly different from the employment compositions of the residents. The largest employing sectors in Yorktown, Ludlow, and Poplar are healthcare and social assistance, accommodation and food services, and public administration. Healthcare and social assistance remain the top sector in these neighborhoods, accounting for 50 percent of all jobs in the area. Although 50 percent of the neighborhoods' jobs are in the healthcare and social assistance sector, approximately 26 percent of the residents employed in this sector work outside the neighborhoods.

Major Employers

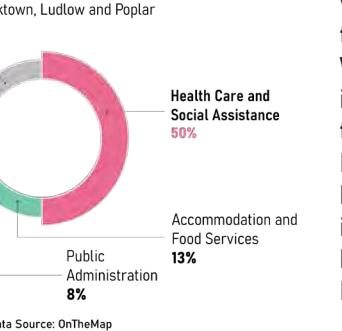
The major employers in Poplar, Ludlow, and Yorktown are Philadelphia Gas Works, Progress Human Services Center, Tucker House Nursing Home, and

Occupation by Sector (2019)



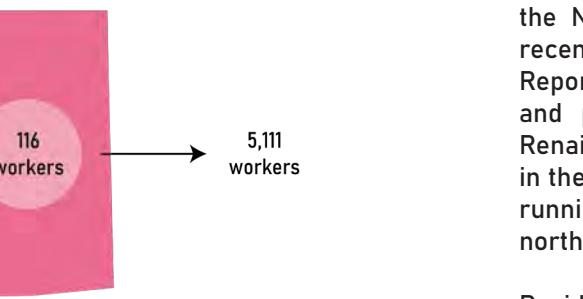
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Jobs by Sector (2019)



Data Source: OnTheMap

Neighborhood Inflow and Outflow



Inflow & Outflow

Most residents in Poplar, Ludlow, and Yorktown commute outside their neighborhoods for work, and most people that work in the neighborhood live elsewhere. Only 116 workers live and work within the neighborhoods. Just as many workers leave the neighborhoods for work as those who come into the neighborhood for work. The majority of people commute from the combined neighborhood area travel South or Southwest of the area for work in Center City and West Philadelphia. Approximately 68 percent of residents work within 10 miles of their home, 20 percent work between 10 miles to 24 miles, and the remaining 12 percent commute more than 25 miles to work.

Economic & Racial Disparity

The median household income in Poplar, Ludlow, and Yorktown across the neighborhoods in 2019 was \$29,000 compared to \$46,000 city-wide. While the neighborhoods' income continues to lag behind that of Philadelphia, median household incomes increased 52 percent between 2009 to 2019. Even with this increase

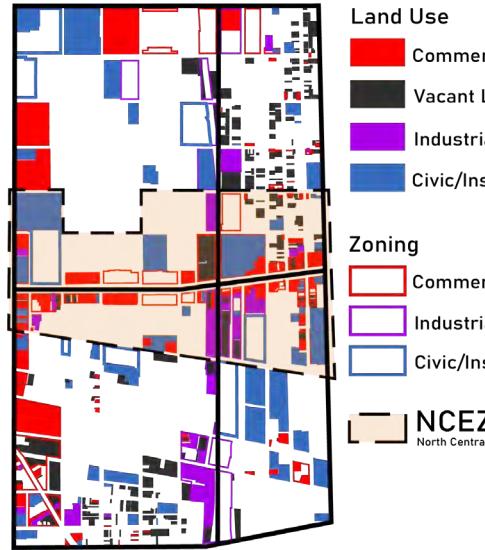
Income is disproportionately distributed by race and ethnicity

\$60,242	Asian Households
\$54,816	White Households
\$24,547	Black Households
\$13,233	Hispanic/Latino Households

*Based on 2019 ACS Data

Commercial Corridor

The North Broad Street corridor extends from Spring Garden Street in the south to Allegheny Street in the north, with more than half of the commercial corridor belonging to the Poplar, Ludlow, and Yorktown neighborhoods. The North Broad Renaissance Business Improvement District (BID) manages the North Broad Street commercial corridor and recently produced the 2022 State of North Broad Report, providing the current conditions as of 2021 and prospective outlook for 2022. North Broad Renaissance reported that many of the consumers in the corridor are students because of the corridor running directly through Temple University in the north.



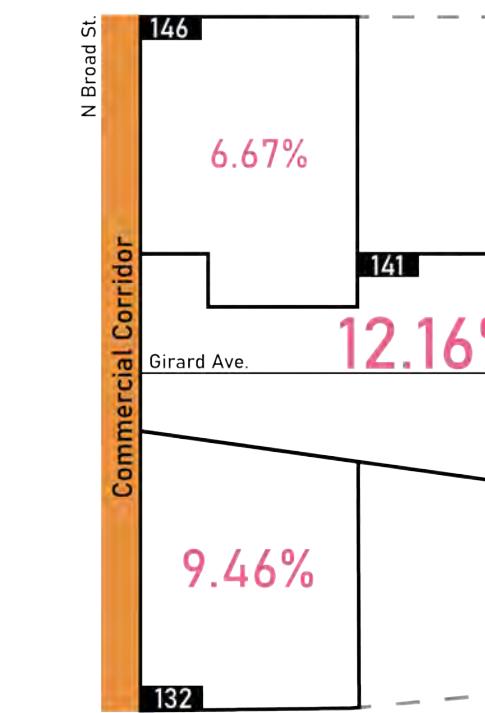
Issues & Opportunities

Business Vacancies

Poplar, Ludlow, and Yorktown are in an optimal position within the city that has the capacity to create a thriving economy for the neighborhood. With major commercial corridors such as North Broad Street along the western boundary of the neighborhood and Girard Street spanning the horizontal center section of the neighborhood, there is immense potential for the community.

However, the area is experiencing high business vacancy rates and income disparity that affects both the financial health of residents and the greater community. The figures to determine the business vacancy rates were calculated by examining 2021 data from PolicyMap regarding the vacancy rates of the census blocks that directly border the commercial corridors: These numbers are comparatively low when the lots on the adjacent side of North Broad Street that do not border the neighborhood have a business vacancy rate of nine percent. These figures indicate that economic development initiatives must be employed to bolster the economic health of these commercial strips that would in turn, serve and support residents of the community.

Business Vacancies

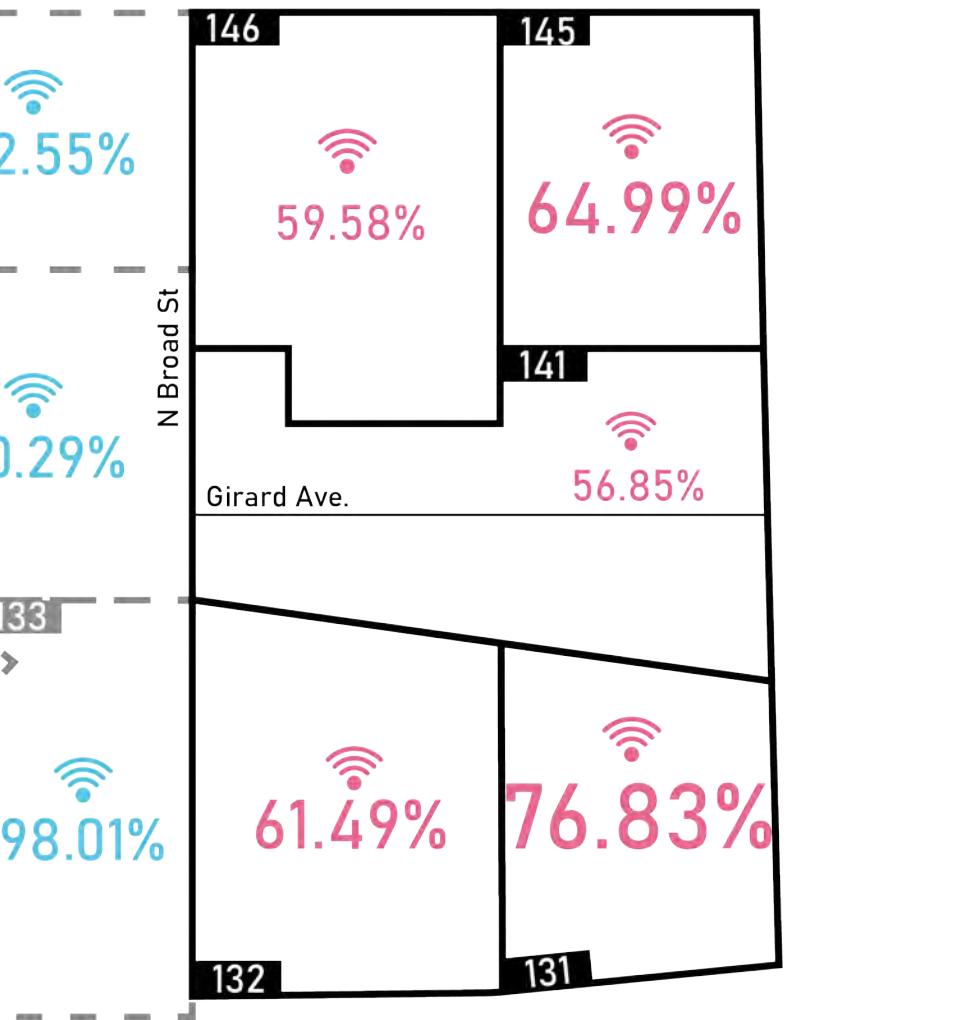
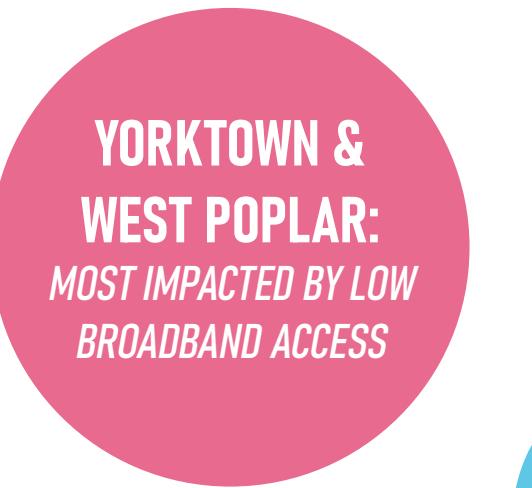


BUSINESS VACANCY RATES
N BROAD ST: 46%
GIRARD AVE: 75%

Broadband Availability

Another infrastructural concern that needs to be addressed is the availability of broadband in the neighborhoods. According to PolicyMap data from 2015 to 2019, the neighborhoods have significantly lower access to broadband compared to the areas West of N Broad Street. Considering the effects that COVID-19 has posed for small businesses, the lack of access to broadband may cause an impact on digital marketing capacities for the small business along the corridor in our neighborhood.

Internet access is critical in navigating life today. It enables individuals to participate in the current economy, and access educational opportunities as well as resources only available online. Low access to broadband in the area impedes individual and neighborhood economic advancement opportunities which must be addressed.



3

Housing Characteristics

There is a wide variety of housing across Poplar, Ludlow, and Yorktown. It is an area marked by its inconformity of housing types and building uses. In Poplar, for example, a luxury multifamily development known as "The Poplar" towers over nearby and frequently abandoned industrial buildings. Just a few blocks from it are the Richard Allen homes; government planned affordable housing units that are a centerpiece of Northern Philadelphia suburban living.

Currently, the two largest unit types of the existing housing stock in the area are single-unit housing and 20+ unit housing. Most rent payments are between \$500 and \$1,000 per month with a median rent of \$637. The median home value in the combined neighborhood area is about \$219,000, a substantial increase from 2010 when the average housing value was just under \$140,000. (Data comparing it to Philly).

Housing stock in the combined neighborhood area grew at four times the rate of Philadelphia overall; Poplar, Ludlow, and Yorktown saw a 12 percent increase in housing units, compared to a three percent increase for the city. The housing stock today is majority attached single family homes, and most units are rented.

Median Value of Property Increased by 56.85% from 2010 to 2019
 139,846 → 219,357
2010 2019

Household Median Value **\$219,900**



The majority of units (44%) are attached single family homes.



Median rent in the 4 neighborhoods is approximately \$637.00.

*data based on 4 neighborhoods combined
(Census Tracts 145, 146, 141, 131, 132)



Out of 3103 Households,
Over 40% of the households
pay 35% or more of their
income towards their gross rent in 2019

*Based on 2019 ACS Data

Yorktown: 55%
Ludlow: 53%
West Popl: 26%
East Popl: 20%

Housing vacancies are also an issue within these three neighborhoods, albeit more of an issue in some such as East Poplar and Ludlow, both boasting a vacancy rate of over nine percent according to 2019 ACS data. With increasing populations and vacancies on site, as well as a general demand for housing throughout the city, Poplar, Ludlow, and Yorktown have opportunities to provide housing developments for both existing and new residents. However, it is critical to note the existing neighborhood conditions and a more nuanced approach must be taken in integrating development that serves and has the support of the strong existing community.

Development Pressures

Ludlow and East Poplar: Density and Luxury

Some residents have voiced concerns about high-density residential and commercial developments along N Broad St. and Girard Avenue. This concern is certainly valid, as un-planned and unchecked development increases the potential for gentrification and developments that do not serve the communities that they are located in. Evidence of these non-community serving developments can be found already occurring in neighborhoods such as Ludlow and East Poplar. In Ludlow, there appears to be a large number of infill and housing developments being constructed, many of them luxury housing. The disparity in housing value between lots is also very apparent with values starting from \$24,000 to almost \$450,000 according to Zillow. Rents across the combined neighborhood area are on average higher than that of the rest of the city of Philadelphia.

West Poplar: Urban Suburbia

West Poplar benefits from the presence of the commercial corridors of Broad St, nightlife activities such as the MET and various clubs, and easy access to grocery stores such as ALDI, which lends itself to a denser neighborhood condition compared to the other neighborhoods. However, this is only



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true South of Fairmount Ave. North of Fairmount Ave sits a network of suburban streets and single-family detached residents, a contrast from the ubiquitous rowhouses found in other neighborhoods of Philadelphia. These suburban-style homes, consisting of the New Richard Allen Homes, the Nehemiah Homes, and Cambridge Plaza, immediately shifts the density dynamic to a quiet low-density neighborhood. Although originally constructed as affordable homes, the suburban homes now are largely privately owned, consisting of a network of cul-de-sacs centered around a community center.

This dynamic of continued private developments of housing as well as moves to densify areas adjacent to N Broad and Girard Avenue have been met some community pushback. In 2021 the City Council of Philadelphia passed bills limiting development along Girard Ave, according to an article on PBS “the Council President wants to control density along the corridor to protect historic neighborhoods like Yorktown and West Poplar that are adjacent to Girard Ave.” Conversation with a former Yorktown CDC member revealed a large population of senior residents in the neighborhoods.

With continued development of the Broad St. corridor, and potential to increase density along Girard Ave, the neighborhood of West Poplar stands in the middle of densifying edge conditions. However, with

its current layout of single-family zoned detached homes, it is difficult to rezone without causing conflict with the local residents, who are accustomed to the suburban nature of the neighborhood.

Public & Affordable Housing

Public Housing: Today, there are ten Philadelphia Housing Authority (PHA) Public Housing Developments in the study area. In total, these developments contain 1,400 housing units. The neighborhood of Ludlow stands distinct from the other neighborhoods in that it has the highest percentage of public housing in Philadelphia. The PHA driven Ludlow homes established in 2008 alone accounted for 75 units of low and medium-income housing following the scattered site initiative by the Ludlow Scattered Sites program.

Temple University

The presence of Temple university to the North of Yorktown is also contributing to the housing situation, especially in low-density, single-family zoned Yorktown. Situations where landlords of these single-family units renting out to Temple students, which is an illegal practice, are hard to address. According to a news article published by Temple News, students faced evictions from their illegally rented townhomes—often without being aware of the reason—in Yorktown, outlining the demand of student housing, as well as the lack of oversight.

Housing marketed for students such as the Nest Apartments on N. Broad advertises “luxury student housing” with renting prices to match—studio units cost upwards of \$1,600, while 2-bedroom and 3-bedroom unit prices range from \$2,600 to \$3,900. Compared to the household median rent of the neighborhoods of Ludlow, Yorktown, and East and West Poplar (average household rent of \$637) these prices do not seem to accommodate existing residents of the area.

Issues & Opportunities Housing Affordability & Development Pressures

the rest of Philadelphia, but it is imperative nobody in northern Philadelphia is forgotten. We must strive to make housing attainable for all and be inclusive of all community members when making future housing decisions.

Here is a look at how many and what percent of affordable units are expiring up until 2040. Notably, 5.4% of affordable subsidies are set to expire by 2030 and a whopping 33.3% by 2035.

	UNITS	YEARS FROM NOW	PERCENT OF TOTAL
UNITS EXPIRING BY 2026	93	4	3.4%
UNITS EXPIRING BY 2030	149	8	5.4%
UNITS EXPIRING BY 2032	465	10	17.0%
UNITS EXPIRING BY 2035	912	13	33.3%
UNITS EXPIRING BY 2040	1018	18	37.1%

Expiring Affordable Housing

A priority for the future of the neighborhood area is to preserve the affordable housing that exists. Currently there are 2,742 affordable housing units, of which 1,483 are public housing, 332 are supported by low-income housing tax credits, 235 are subsidized by the government through section 8 vouchers and 692 are part of multiple affordable housing programs. Given that over half of the units are public housing units, the Philadelphia Housing Authority (PHA) will be an essential partner for our plan.

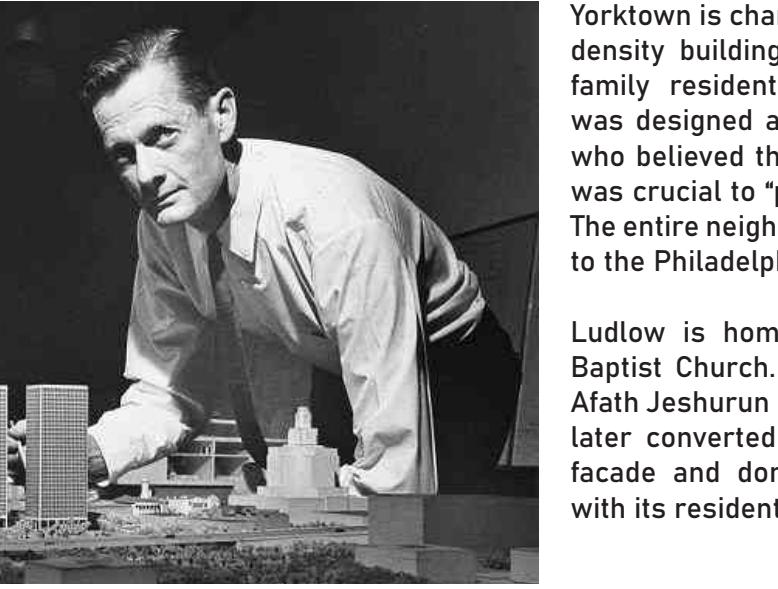
Each of our three neighborhoods presents different needs in terms of housing. Residents of this area earn significantly less than those in Philadelphia as a whole and an alarming number are below the poverty line. There is a need to maintain and build upon affordable housing opportunities. Many surrounding neighborhoods like Northern Liberties are gentrifying and are beginning to creep into Poplar. Temple continues to command space in Yorktown and affect average rents. It is important that the long-standing residents of these areas do not get priced out and can continue to live in North Philadelphia. It may be inevitable that home values and construction levels will begin to catch up with

Public Realm

Historical & Cultural Sites

Cultural sites within the four neighborhoods are mainly concentrated in West Poplar, with religious landmarks such as the Congregation Rodeph Shalom, Missionary Sisters of the Mother of God, and the Mother African Zoar United Methodist Church. However, maintenance for some of these sites are poor, and some landmarks, such as the Church of the Assumption, currently stand dilapidated and closed to the public.

Other notable landmarks include the Divine Lorraine Hotel – a historic building originally constructed as an apartment building in 1892. The Divine Lorraine is one of the best-preserved buildings of the 19th century, seeing many owners and uses before becoming privately owned luxury apartments in recent years. Another notable landmark is the Spring Garden School, an art-deco style school building constructed in 1930-1931.



East Poplar also has several cultural landmarks; for instance, the Edgar Allan Poe Historical Site, the German Society of Pennsylvania, and Guild House East – a Robert Venturi building designed in the 1960s to serve as low-income housing for the elderly. The Guild House currently has been re-purposed as residential apartments, but still retains its historic aesthetic. Another notable location is the block surrounded by N 8th, N Franklin, Brown and Fairmount Ave; location of the Friends Housing Cooperative, founded in 1952 by Quakers with a mission of “creating affordable urban housing for a diverse community.” The current site consists of multiple 1850’s brick townhomes surrounded by landscaped grounds.

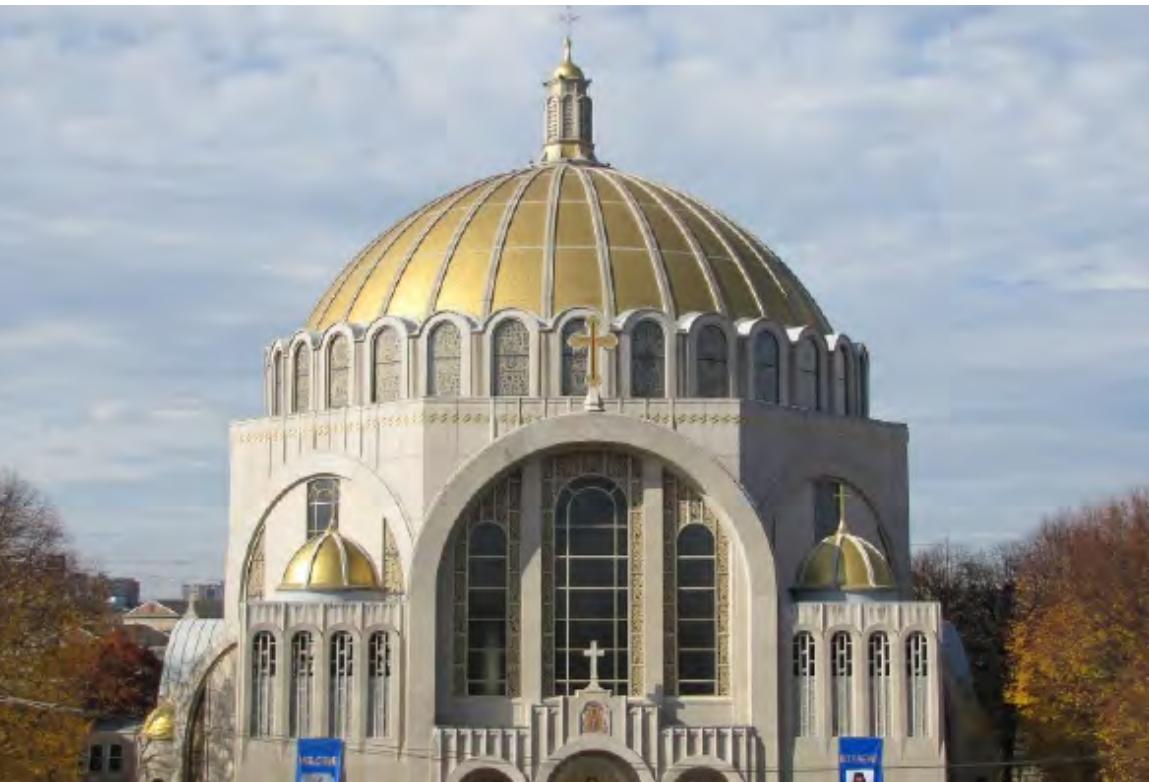


4

Perceptions Today

In terms of urban design, the residential character of the Poplar, Ludlow, and Yorktown neighborhoods convey a strong sense of community distinct to each area. However, there is no clearly defined urban design scheme or paradigm that represents all neighborhoods. In a sense, the urban design condition is a conglomeration of parts, composed of many different styles that piece together to create four distinct neighborhoods. There is no specific architectural or design style that can be assigned to these places; rather, different places host different conditions.

Often, constructions from private developers (often buildings that are significantly different from their context and at the root of gentrification in the area) exhibit simplified contemporary stylings. For example, The Poplar uses the color blue excessively as a motif along the building exterior. Much of the PHA housing is defined by its suburban character because of the single-family two- and one-story homes with far spacing, lawns, and driveways. There are also many historic buildings with strong, dominant architectural styles. On North Broad Street, the Divine Lorraine Hotel is a distinguished building with bright, contrasting



signage, creating a conspicuous Victorian landmark unlike its surrounding buildings. Scattered throughout the neighborhoods, there are also churches and cathedrals with grandiose architecture that stands out from its context. Beyond this architecture, the neighborhoods mostly contain older multi-family row houses vernacular to Philadelphia’s architecture. Along streets, buildings, and public spaces, there is a lot of street art, both organized murals and informal spray painted tags.

Infrastructure

Streetscapes

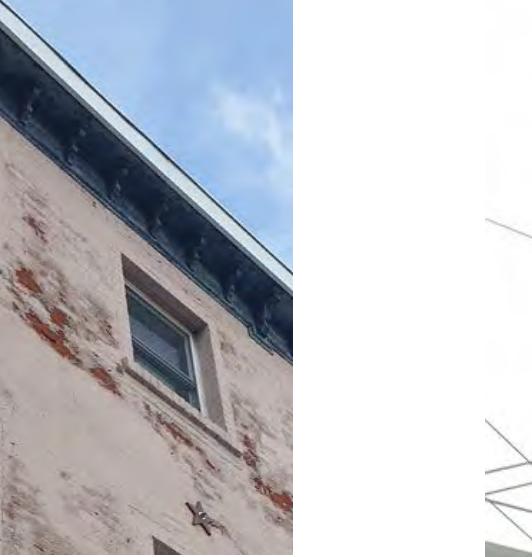
Some sidewalks are too narrow and do not allow two people to walk side by side. In contrast, many streets have a large drop-off area in front of residential houses which do not need them, so the drop-off area can only serve as parking lots while there are plenty of them. Since streets are important public spaces, inappropriate designs could significantly lower people's satisfaction. The poor design also caused other problems. Due to the unclear configuration of the parking lane and bike lane, some drivers park their cars on bike lanes that are set as non-stopping areas. This creates many roundabouts and curbs along the streets that can be utilized as public spaces, but they have no functions right now. For streets like Girard Avenue, the main issue is that the street is too wide for people to cross, and there are no bike lanes on this major road in North Philadelphia.



20 | PART ONE

Aging Infrastructure

In Philadelphia, businesses and residents are responsible for maintenance of sidewalks on their property. Yet sidewalk repair can be expensive, and the median income in across the neighborhoods is significantly lower than the median for the city at-large. Vacant storefronts and residents that are often already housing-cost burdened results in sidewalk infrastructure that is aging and in a state of disrepair.



Issues & Opportunities

Today, most of the residents of the neighborhoods work outside of their neighborhood, but just as many workers come into the neighborhoods for work. With this influx of workers coming in and out of the neighborhood, it is important that the infrastructure and public realm in the area support the lives of everyone who works and lives in the area. While this area is well connected with vast transit options, the pedestrian experience in the area could be elevated with public realm improvements and maintenance. Pedestrian connectivity is particularly important for the commercial corridors, as it encourages people to frequent the corridor and linger.

Lack of maintenance and consequent aging of streetscapes and streets pose some issues to the ease of pedestrian access within the neighborhoods. Many public spaces have fallen into disrepair, and streets and vacant lots could use service. Potholes and debris on streets, medians, and sidewalks are not uncommon, like much of Philadelphia. Repairing sidewalks has the potential to increase walkability in the neighborhoods which could in turn improve economic vibrancy in the area, but the neighborhoods will need assistance to facilitate local commercial activity and improved street infrastructure.

Connectivity & Transportation

5

Neighborhood Barriers

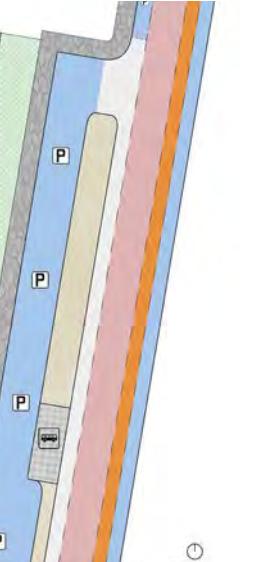
9th St Divide: There is great potential to unite the neighborhoods by transforming the underpass area of the regional railway. Currently, it is a barrier that separates the neighborhoods, since the underpass is dark and uncomfortable to work, while there are many dilapidated industrial buildings along the railway. However, it can become a great public space after a well-designed renovation to work as a connector for the east and west part of these neighborhoods. For example, enhancing feelings of safety through measures like increased lighting and cleared sightlines will create spaces that people are more willing to traverse and utilize.

Connecting & Improving Neighborhood Spaces: There are many other potentials to improve public spaces by adding green infrastructure and updating sidewalks. Transportation infrastructure will serve as an important supportive facility for the economic development of Yorktown, Ludlow, and Poplar. Vacant lots can be very productive spaces for both formal and informal gathering. Clearing and cleaning them for usage like community gardens or block parties/barbeques can create new ways of bonding residents.

(Photos to right) Sidewalk conditions in the combined neighborhood area, including 9th St Underpass.



LEGEND

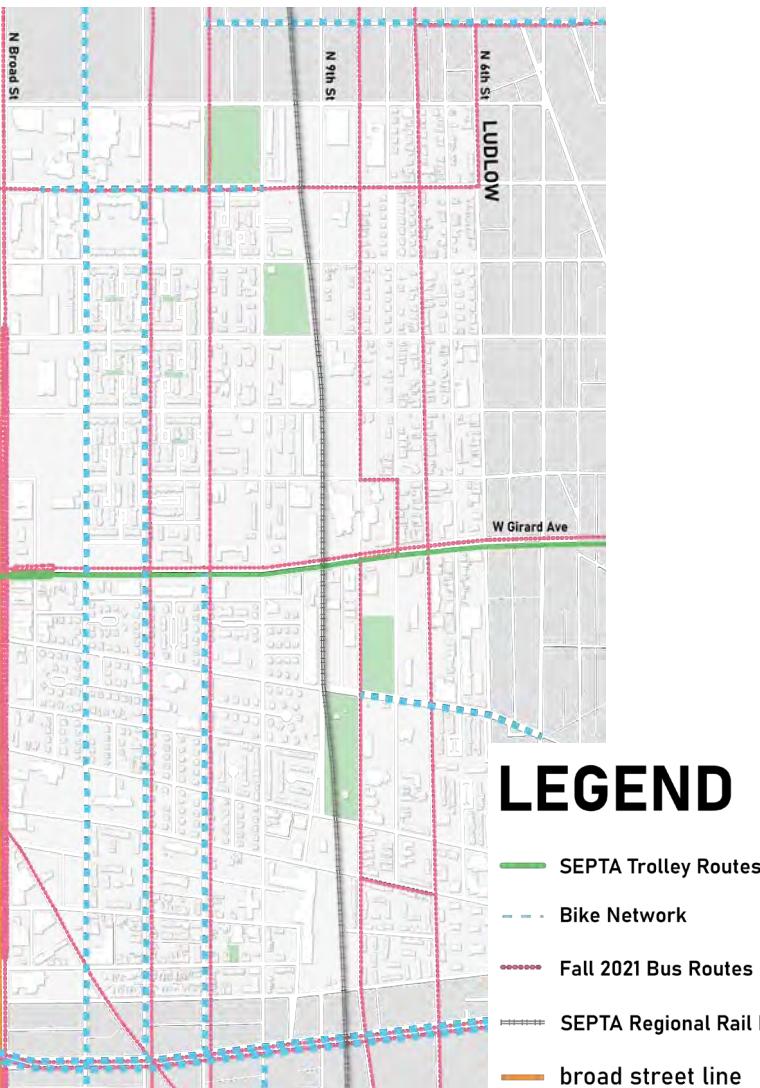


Sidewalks & Bike Infrastructure

According to the sidewalk analysis of the Delaware Valley Regional Planning Commission, there are some streets in this area that do not have sidewalks on both sides, and several streets missing sidewalks on one side, but the existing sidewalks have good connectivity that they can access to different regions in Philadelphia. The walking distance from each sidewalk to the nearest transit stop is less than 10 minutes.

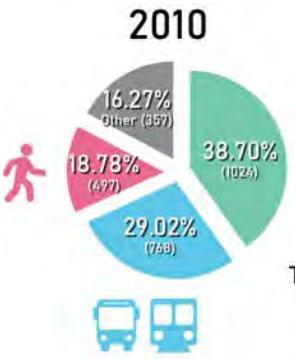
For cyclists, this area is not very friendly. There are only six bike lanes in this region, and most of them do not connect to the bike network in Philadelphia. There are also only two Indego bike sharing stations in this area, and neither of them are connected to the bike network.

The area has a robust transportation network; it is well serviced by train, trolley, and bus routes. Each of the main thoroughfares exhibits distinct characters derived from the establishments along with them. Broad Street and Girard Avenue are more bustling and active because of commercial spaces, while less trafficked cross streets with residential conditions are calm and quiet.



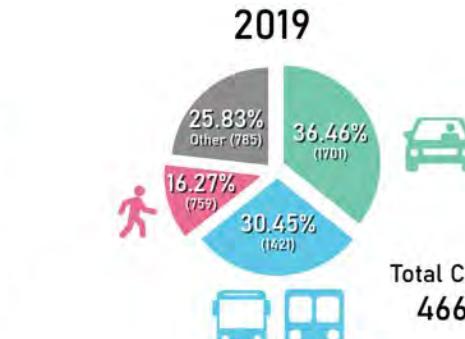
LEGEND

- SEPTA Trolley Routes
- Bike Network
- Fall 2021 Bus Routes
- SEPTA Regional Rail Lines
- broad street line



*data based on 4 neighborhoods combined
(Census Tracts 145, 146, 141, 131, 132)

**data based on total number of people who reported their transportation methods.



2019
Total Count 4666

Public Transportation

These neighborhoods are well-connected with other areas of Philadelphia by the public transit system. Buses No.23, No.47, and No.57 serve Yorktown, Ludlow, and Poplar with Center City and northwest, north, and northeast Philadelphia respectively. In the east-west direction, the No. 15 trolley line runs along Girard Avenue, providing access to Kensington and West Philadelphia across the Schuylkill River. Bus lines No.3 and No.43 pass by the north and south boundaries of the neighborhoods and are also east-west routes serving from Fairmount Park to Northeast Philadelphia. Among these routes, only the No.15 trolley and No.57 bus are offered every 15 minutes. Other routes are offered every 30 minutes. The Septa regional railway also runs through this area, operating trains to Trenton, West Trenton, Doylestown, and other cities. People need to take the train at the Temple University station

Issues and Opportunities

Buses and trolleys that are operating in this region are not equipped with ADA facilities, making travel hard for disabled individuals. Some segments of sidewalks are damaged and cracked, especially in the Yorktown neighborhood, which makes walking uncomfortable. Many sidewalks are covered by fallen signs, leaves, rank grasses, and trash, which may block the way for pedestrians. Bike lanes are also in poor condition. The road markings and paints are seriously abraded and barely recognizable, especially on 12th St and Cecil. B. Moore Avenue.

Natural Resources & Climate Resilience 6

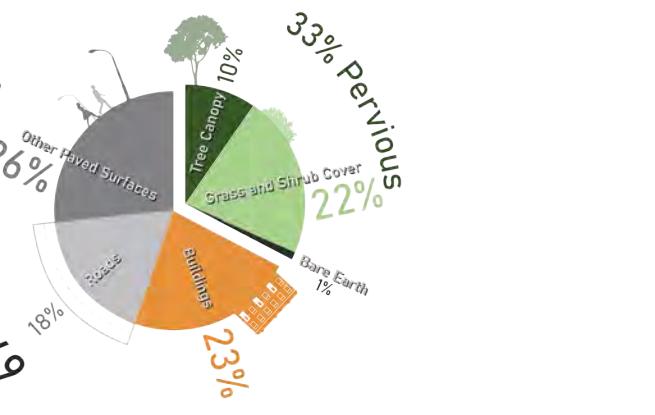
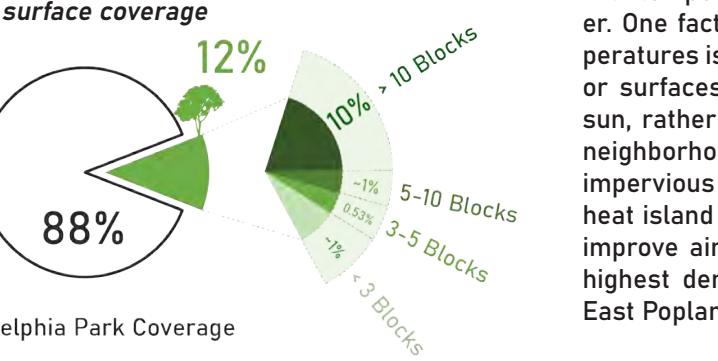
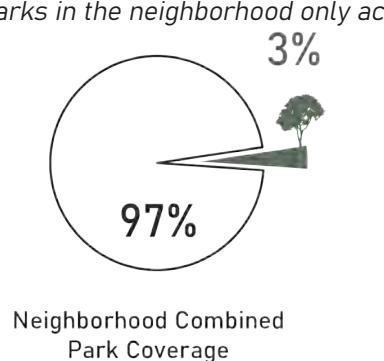
Today, there is increasing development activity in Ludlow near West Kensington, in Yorktown near Temple, and along Girard Ave running west to east through the area (see map). As these neighborhoods see changes associated with new development activity and a shifting climate, planning for a resilient future is both timely and relevant. Identifying the current status of these neighborhoods with respect to parks and greenspaces, water resources, extreme heat, hazardous sites, and electric grid security is a first step towards planning for a resilient future.

Parks and Green Spaces

Greenspaces, parks, and other natural landscapes in urban environments provide an important contrast to impervious surfaces. Impervious surfaces include roads, sidewalks, parking lots, buildings, and hard-packed dirt. These surfaces damage water quality by contributing to sewer and stormwater system overflows, and contribute to urban heat island effects by absorbing heat during the day from the sun and radiating it during night.

Typical of an urban area, the neighborhoods of Poplar, Ludlow, and Yorktown have extensive impervious surface coverage which contributes to the urban heat island effect. Yet the neighborhoods are relatively low-density areas compared other areas of Philadelphia, with significant single-family zoning in Yorktown and West Poplar, and many vacant lots in Ludlow.

There are several parks in this neighborhood area. The area within a half-mile of the neighborhood; approximately a 10-minute walk, includes additional parks; notably, the northern edge of the rail park is



Extreme Heat

Philadelphia's summers are frequently hot and humid; average temperatures range from mid-60's to high 80's, with temperatures reaching as nearly 100 degrees Fahrenheit on the hottest days. The neighborhoods of Ludlow, Yorktown, and Poplar may experience temperatures higher than the city-wide average – these neighborhoods trend slightly hotter with temperatures approximately 1.5 degrees warmer. One factor that contributes to higher local temperatures is impervious surface coverage; dark-color surfaces will absorb and radiate heat from the sun, rather than reflecting it. Across the combined neighborhood area, 67 percent of land is covered in impervious surfaces. Tree canopy can reduce urban heat island effects significantly and can additionally improve air quality. These neighborhoods have the highest density of tree cover near parks such as East Poplar Park and Dendy Recreation Center.

Hazardous Sites

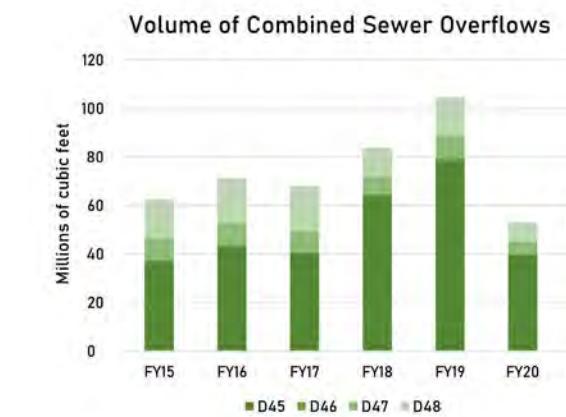
Risk to human and environmental health from contaminated sites is a common concern in urban areas with an extensive history of development and industry; Philadelphia is no exception. Understanding what risk exists for a specific neighborhood area requires first identifying legacy risk from inactive sites and active risk from currently operating sites. Using data made publicly available from the US EPA, this report identified several types of sites with potential environmental contamination risks present in the combined neighborhood area.

Electric Grid

The city of Philadelphia relies on electric power from PECO, formerly the Philadelphia Energy Company. While PECO provides real-time information on local power outages, the company does not provide historic data with spatial specificity. However, data published by the US EIA indicates that PECO experienced two outages in during 2021; one in July that affected 82,000 customers with a total disruption duration of 21 hours, and one in September that lasted 8.5 hours and impacted 250,000 customers.

Issues & Opportunities

Other sites in the neighborhood that are not registered with US EPA but may have environmental contamination present are sites with historic industrial uses. However, because these neighborhoods are not along a major waterway, industrial activity in this area has generally focuses on warehousing and distribution associated with the rail line rather than manufacturing. Another dispersed concern for this area and many areas of Philadelphia is lead contamination in the soil. Any properties along major arterial roadways are at an increased likelihood of lead contamination in the soil, due to automobile traffic prior to de-leading of gasoline. This concern is likely most relevant in Yorktown, Ludlow, and Poplar for properties along North Broad Street and Girard Ave.



Vulnerable populations

Extreme heat is particularly dangerous for young children, elderly individuals, and people with chronic conditions such as diabetes or asthma. With a third of the population in the combined neighborhood area over the age of 50, adapting to existing and increasing high temperatures during summer months is important across the neighborhoods. Disruptions to electricity can also be particularly impactful for older populations. Older community members are less likely to be independently mobile, more likely to rely on home medical equipment requiring a power source and may have fewer ways to access assistance if needed.

Existing Institutions

The neighborhoods of Yorktown, Ludlow, and Poplar may look to institutional buildings in developing climate resilience plans. Girard Medical Center, Temple University along Cecil B. Moore Ave, and even religious institutions such as Mt Tabor A.M.E. Church are places that may have existing cooling centers and independent power generation options or could be well-suited to adopt them.

PART TWO: Plan Development



7

Issues and Opportunities

The neighborhoods of Poplar, Ludlow, and Yorktown, with their distinct characteristics, revealed a great number of issues and opportunities to address. Upon analysis, it was apparent that the study area had seen better days — aging infrastructure, aging demographics, and industrial brownfield sites had contributed to aggressive private development, lack of services to address community voices, and vacant lots with not enough incentives for development. The following section illustrates the key issues and opportunities which are identified as driving forces behind the recommendations.



Goals

8



1. Celebrate Identity

Strengthen the existing community connections and identities and foster the creation of new identities as the community evolves with time.



2. Economic Vitality

Highlight the economic opportunities that the study area has to offer, while considering equity of access to opportunities for community-focused developments.



3. Housing Equity

Guarantee access to affordable housing and community resources that align with the values of current neighborhood residents.



4. Generate Well-being

Cultivate sustainable and resilient community practices and spatial improvements to support healthy and responsible neighborhood living.



Process

9

Beginning the semester with an analysis of existing conditions, supplemented by photographs gathered from group site visits, the neighborhoods' key issues and opportunities allowed us to formulate three alternative plans that worked together to inspire recommendations for the future of the site.

Our final recommendations were inspired by later conversations with three influential community leaders: Rev. Dr. Mary Moore, Owner & Developer of Mt. Tabor Community Education & Economic Development Corp., Paul Levy, President of the Center City District, and Jacob Peck, Vice President of Yorktown CDC. The advice and direction from such influential and experienced community members shaped the framework of our planning processes and connected us deeper to the community identity.

10

Plan Formation Alternatives

These neighborhoods have a rich cultural history with an urban form predominantly defined by twentieth century urban renewal efforts to create a suburb in the city. However, the area has seen rapid population growth over the past decade. Balancing the needs of all residents will require effective planning, and each alternative plan prioritizes different needs for the future population.

The following spreads describe potential topic-based approaches to the creation of a site-specific neighborhood plan. *Social Capital* focuses on economy and education. *Green Growth* focuses on spatial sustainability practices. *Public Wellbeing* focuses on housing equity. The exercise was a practice of developing preliminary ideas that guided final recommendations and strategies.



Social Capital

SOCIAL CAPITAL (n.): the networks of relationships among people who live and work in a particular society, enabling that society to function effectively



Overview & Context

Increase social capital by leveraging opportunities in the area **to provide resources and solutions to address the economic and educational health of the neighborhood.**

Approach

Generate Economy

To address high business vacancy and low broadband rates along the commercial corridor we propose:

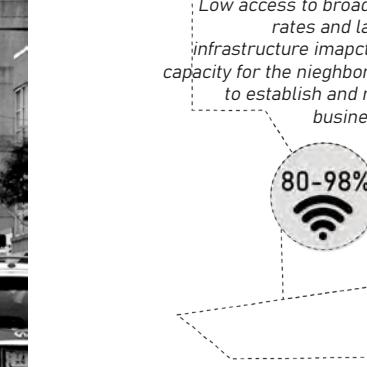
Identifying businesses and services that benefit the needs of the community.

Developing an economic development program that equips residents with entrepreneurial skills to start a business on the corridor.

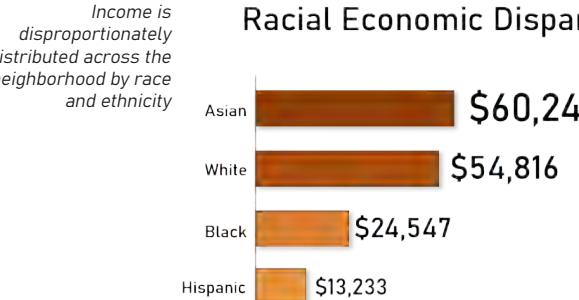
Equipping businesses and households with broadband through a lending partnership with local companies.



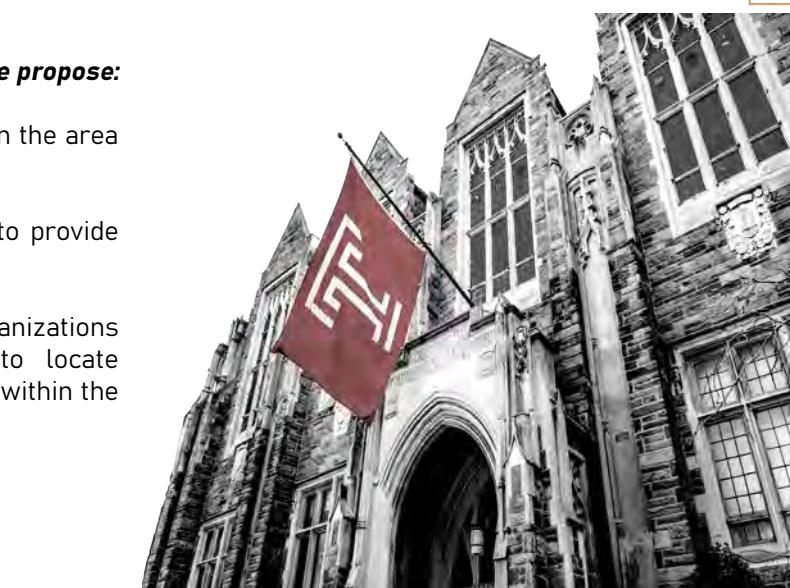
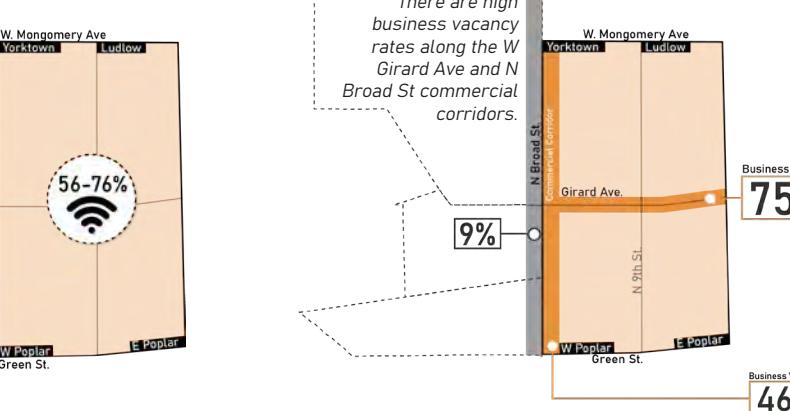
Broadband Availability



Income is disproportionately distributed across the neighborhood by race and ethnicity



Business Vacancy Rates



Incubate Education

In efforts to support the educational outcomes of youth and students in the neighborhood we propose:

Creating a partnership with Temple University that ensures a certain number of students in the area are guaranteed admission and financial aid.

Expanding the Cecil B Moore Scholars program to collaborate with community centers to provide more opportunities for residents of the neighborhoods.



~53%

of residents over 25 have a high school diploma

Encouraging businesses and organizations that specialize in education to locate within the neighborhood, ideally within the corridor.

Green Growth

GREEN GROWTH (n.): fostering economic growth and development while preserving and nurturing environmental assets



Overview & Context

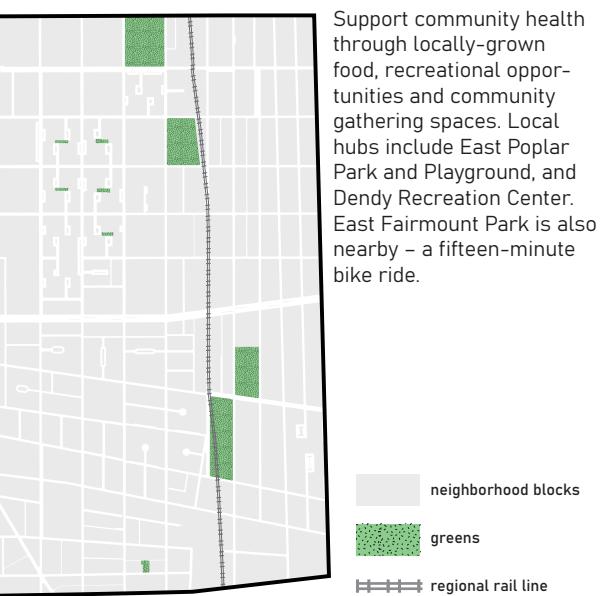
Yorktown, Ludlow, and East and West Poplar are neighborhoods with *high environmental capacity*. Parks and playgrounds provide recreational opportunities, community gathering spaces, and fresh produce from community gardens. The neighborhoods are *well-connected* and easily navigable with *multi-modal streets* supported with *green stormwater infrastructure* to manage stormwater runoff. Smaller sites, such as vacant lots, provide *decentralized and distributed spaces accessible to the community*.

LEGEND

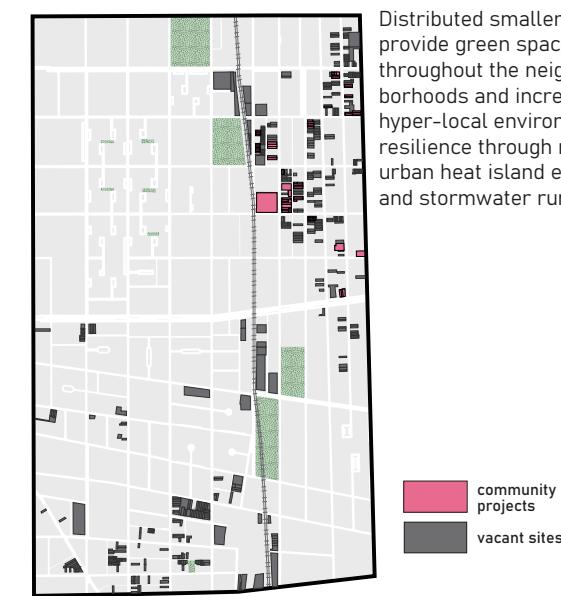
- community land care projects
- vacant sites
- expanded bike lanes
- current bike lanes
- current GSI projects
- expanding the Rail Park
- Rail Park
- neighborhood blocks
- greens
- regional rail line



Approach Hubs



Sites



Links



Precedents

FNC Community Learning Farm



The community gardens at East Poplar park already provides fresh produce for the community, and this effort can be expanded to other areas.

Potential Partner Organizations: Philadelphia Orchard Project, Teens4Good

The Underline, Miami



An example of how to activate the space along and under the elevated rail line to provide connection between the neighborhoods on either side.

Potential Partner Organizations: The Rail Park, Philadelphia Horticultural Society

Complete Streets

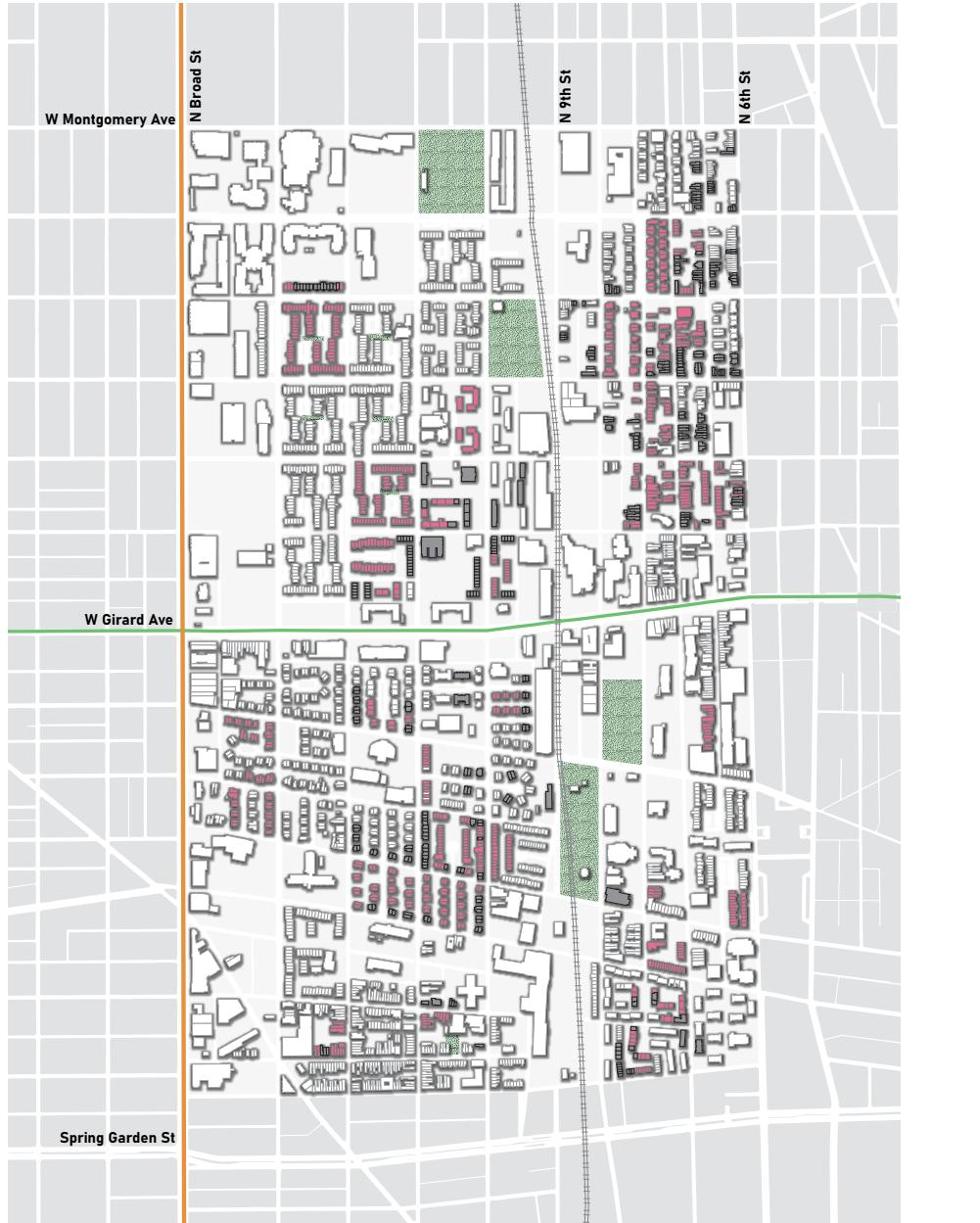


Streets well-designed for pedestrian and bike use incorporating green stormwater infrastructure improve transportation options throughout the neighborhoods.

Potential Partner Organizations: Philadelphia Water Department, Philadelphia Housing, Office of Transportation, Infrastructure & Sustainability (OTIS)

Public Wellbeing

WELLBEING (n.): the state of being happy, healthy, or prosperous.



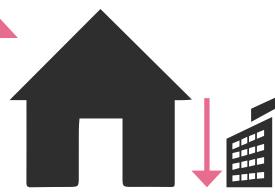
Overview & Context

A plan of neighborhood specific policies hyper-focused on housing equity and community enrichment.

An extension to Philadelphia's Housing Action Plan, the Public Wellbeing alternative plan seeks to improve the condition of existing housing units, create more affordable housing, halt gentrification caused by luxury housing, and supply the existing community with ample resources to improve the quality of life.

Approach

- Restrict private developments and luxury housing to no more than 10% of total housing units.
- Luxury units must include 20% affordable units and not be segregated.
- Private developers will be incentivized with tax credits and density bonuses.



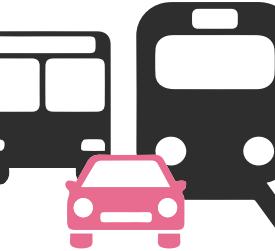
- Make (at least) 25% of all housing units affordable.
- Aim for 50% (or more) affordable units by 2035.
- Build more affordable housing based on need, and incentivize homeownership among residents.



- Provide legal services to existing residents, creating anti-displacement and retirement services, aiming to build financial stability and preserve affordability.
- Provide job placement services, encouraging entrepreneurship in the North Central Empowerment Zone.



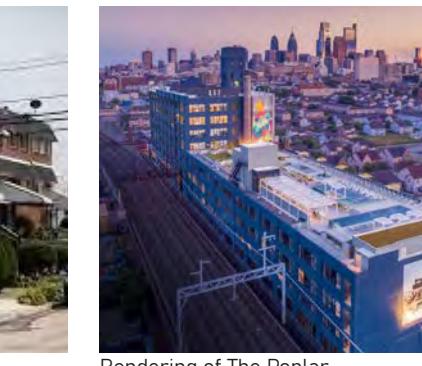
- Create a reduced fare program for those in need, matching CCT Connect discounts. Increase parking near housing units.



Precedents



Existing public housing in Yorktown.



Rendering of The Poplar.

Housing in the neighborhood is a juxtaposition of the area's past and possible future.

This dichotomy displays the changes in the demographics of the community as suburban and luxury housing stand side by side.



Block-51C, designed by Dick van Gasteren and located at Amsterdam, the Netherlands.



Den Travoo, designed by Bogdan & van Broeck and located in Belgium.

Both buildings are low-density social housing with two- or three-story apartments, as well as single family dwellings.

The projects combine public and private properties, similar to the conditions in Yorktown, Ludlow, and Poplar.

PART THREE: The Plan



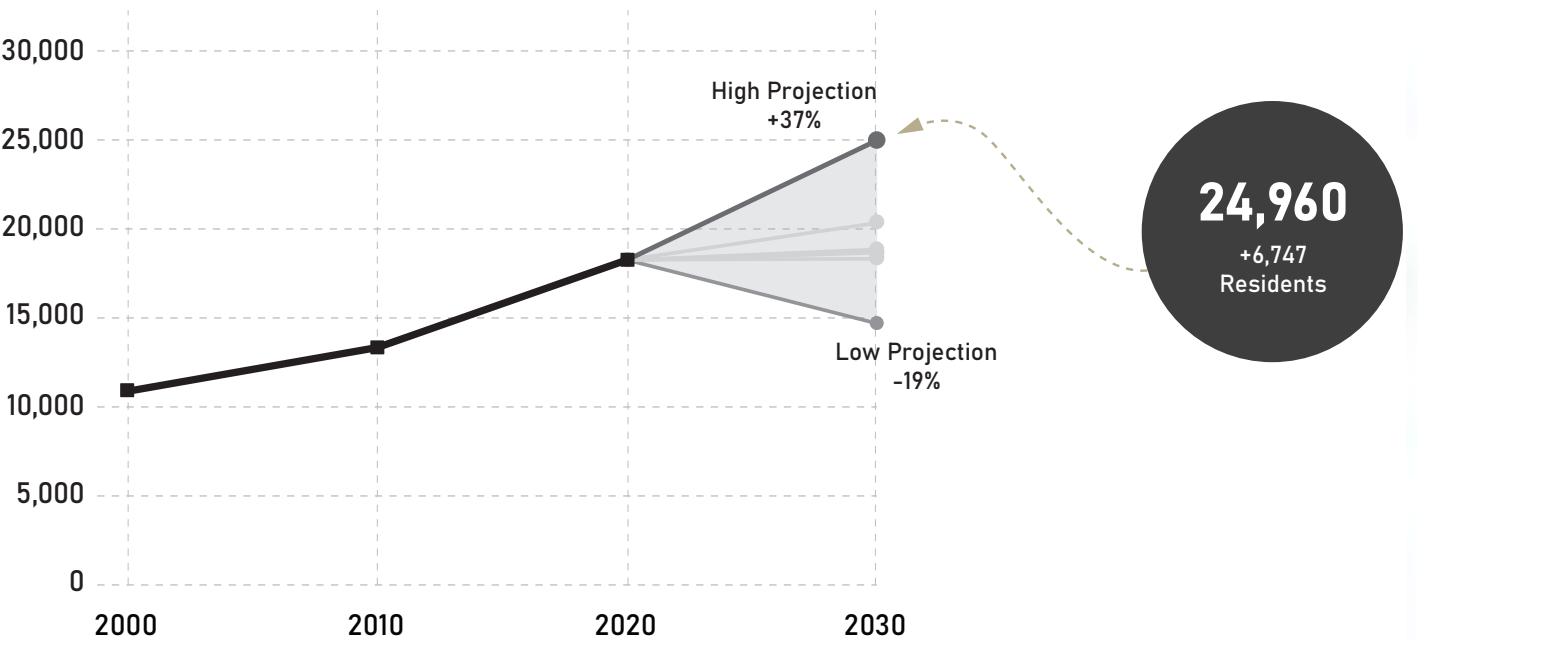
11

The Plan The Future of Poplar, Ludlow, and Yorktown Overview

The neighborhoods of Poplar, Ludlow, and Yorktown face a changing future; development pressures and a growing population, combined with aging infrastructure and struggling local commercial activity necessitate effective planning. This section of the report identifies four overarching goals to guide future planning, and then discusses in detail specific recommendations to support these goals. Each recommendation includes information on relevant strategies and action steps, with additional detail on relevant community partners, associated level of cost, and timeline for implementation.

A Growing Population

Population Projections for Poplar, Ludlow, and Yorktown in 2030



To guide recommendations for the future of Poplar, Ludlow, and Yorktown, this section discusses potential change in population of the combined neighborhood area over 2030. A suite of population projections are included in the associated graphic; lower-end projections are based on the change in population for Philadelphia at-large from 1970 through 2020, and the higher-end projections represent locally-specific

change in population between 2010 and 2020. In the context of increased development of student housing for Temple University to the north of the combined neighborhood area and development activities in nearby neighborhoods including Northern Liberties and Kensington, this report assumes that the population in this area will continue to grow. Additionally, the population of the combined neighborhood area grew

significantly faster than that of Philadelphia at-large between 2010 and 2020; Poplar, Yorktown, and Ludlow saw a combined population increase of 37 percent, while the city population grew by only five percent. Therefore, the goals and recommendations discussed in the remainder of this report assume a rapidly growing population across the three neighborhoods.

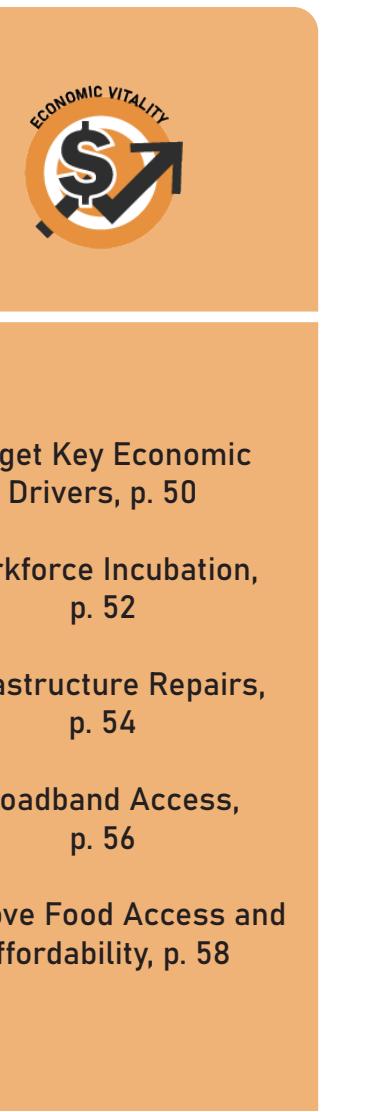
12

Recommendations

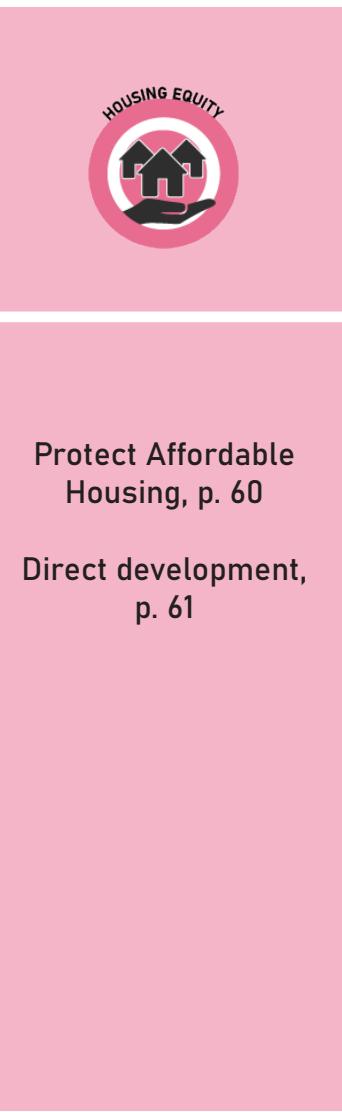
Strategies, Action Steps and Implementation



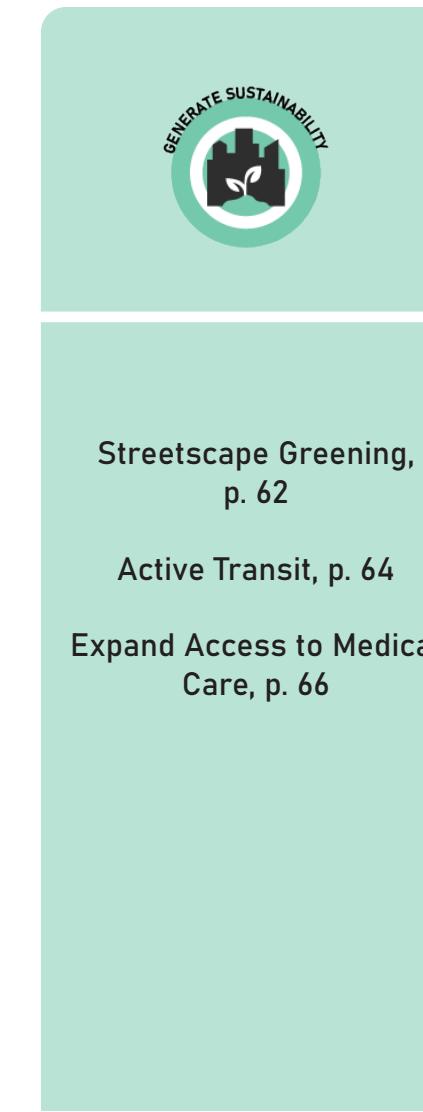
- Branding & Public Art, p. 42
- The 9th Street Underpass Park, p. 44
- Reinvigorate Community Spaces, p. 48



- Target Key Economic Drivers, p. 50
- Workforce Incubation, p. 52
- Infrastructure Repairs, p. 54
- Broadband Access, p. 56
- Improve Food Access and Affordability, p. 58



- Protect Affordable Housing, p. 60
- Direct development, p. 61



- Streetscape Greening, p. 62
- Active Transit, p. 64
- Expand Access to Medical Care, p. 66

Celebrate Identity

Recommendation 1: Branding & Public Art



Above: North Broad Renaissance current branding initiatives
Image Source: northbroad.org



Above: Proposed branding efforts on Girard

The use of branding and art can be leveraged to strengthen commercial corridors' vigor, strengthen neighborhood identity, and improve wayfinding. Branding efforts would be focused on the commercial corridors, Broad St. and Girard Ave. Combined with infrastructure improvements and business incubation in the corridors, these public realm additions are aimed at creating opportunities for economic growth and stability in the neighborhoods. Community-led mural art projects would encourage community ownership over public spaces and build social capital in the neighborhoods.

STRATEGIES & ACTION PLAN:

Expand Branding on Broad Street. Broad Street is one of the key thoroughfares in Philadelphia that connects the city center to North Philadelphia. In collaboration with The North Broad Renaissance, expand current branding, marketing, and cleaning efforts on N Broad Street within the neighborhood boundaries. Design elements developed by the NBRP should be adhered on Broad Street for consistency.

- Flags and signage can be hung on streets, inside businesses, and in public spaces. This is a simple urban design choice that has the potential to show the value of revenue generating zones and connect them to the residential areas.
- Employ cleaning efforts along business corridors. North Broad Renaissance currently employs residents from neighborhoods surrounding N Broad Street to assist with cleaning throughout the business corridor.

Create Branding on Girard Avenue. Similar to the efforts on Broad St, neighborhood branding designs would be proposed and applied to Girard Avenue.

Implement neighborhood-led mural art projects throughout the neighborhoods conveying the pride in and value of community togetherness, legacy and stewardship.

- For a neighborhood-specific action, the use of murals can be employed to celebrate Yorktown's rich legacy. A series of mural art projects would highlight Yorktown's key community figures and historical events.



BRANDING AND PUBLIC ART

Strategies

1. Expanding Branding on Broad Street
2. Develop Branding on Girard Avenue
3. Implement neighborhood-led mural art projects

Key Partners

North Broad Renaissance
Business Improvement District
Philadelphia Mural Arts

Cost

Low \$ \$ \$ \$

Timeline

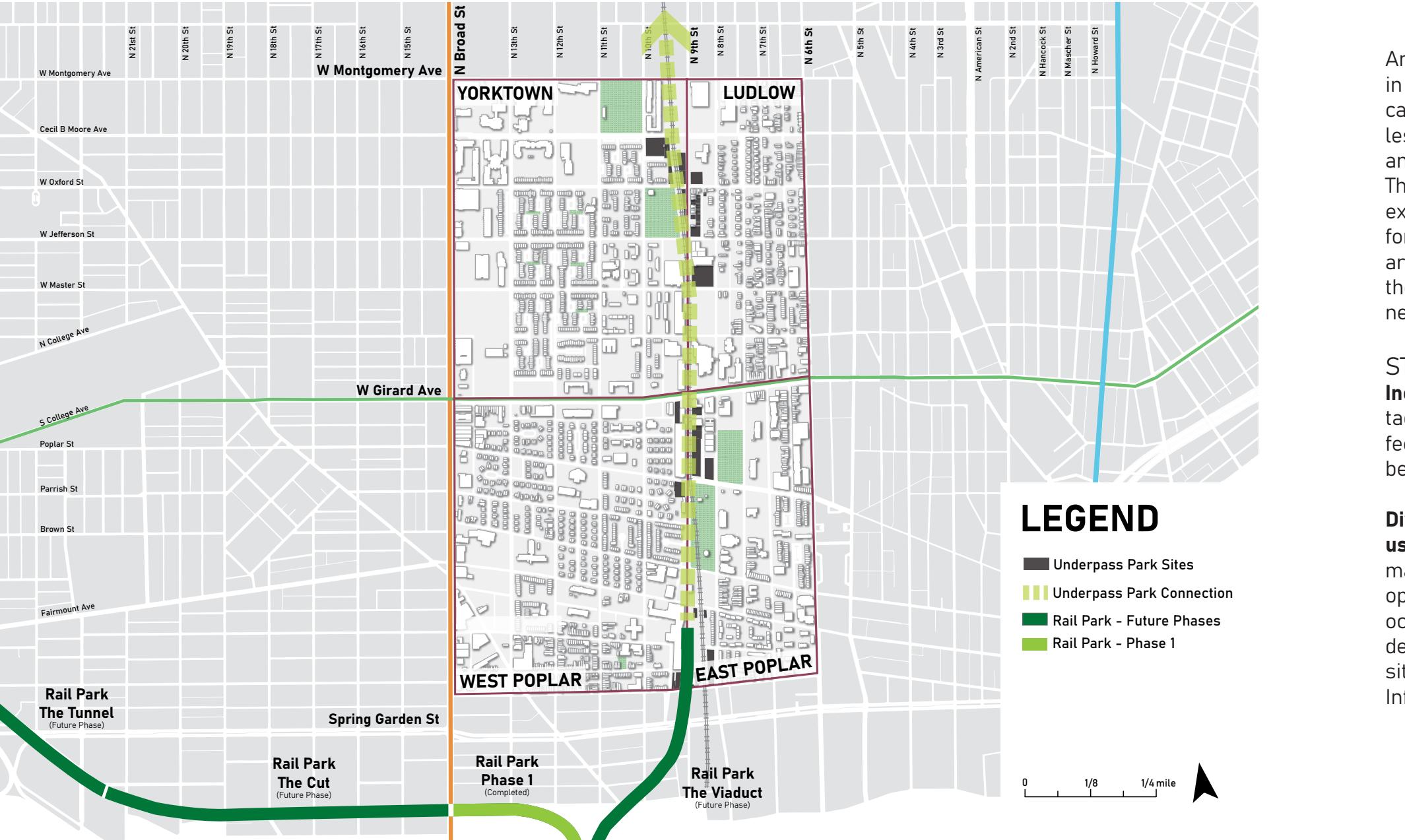
Years 0-1 ●●●●



Above: 2019 City of Philadelphia Mural Arts Program in South Philadelphia.
Image Source: Preservationalliance.com

Celebrate Identity

Recommendation 2: The 9th Street Underpass Park



THE 9TH STREET UNDERPASS PARK

Strategies

1. Increase lighting along the underpass
2. Divide the open public spaces for multiple uses
3. Design vendor spaces for street food trucks
4. Develop a skate park and activity space

Design vendor spaces for street food trucks and vendors to park and create mobile lunchtime/restaurant spaces.

Develop a skate park and activity space, safely separated from pedestrian areas, to encourage physical activity among neighborhood residents and visitors while still inviting alternative uses to such a vast, currently underdeveloped area.

STRATEGIES & ACTION PLAN:

Increase lighting along the underpass tactically and aesthetically to increase feelings of safety and warm up the area to be more inviting of foot traffic.

Divide the open public spaces for multiple uses: pop-up and pocket parks, mini markets, festival spaces, and other flexible open spaces. Brownfield remediation will occur before development. For additional details on brownfield remediation on vacant sites along the underpass, please see Infrastructure Repairs.

Key Partners

Philadelphia Parks and Recreation
The Rail Park
PIDC

Cost

Low \$ \$ \$ \$

Timeline

Years 1-5





Above: Existing Conditions of the the 9th street underpass



Above: Proposed lighting along the underpass

Celebrate Identity

Recommendation 3: Reinvigorate Public Spaces

Community spaces are essential to neighborhoods. Working to re-invigorate these community spaces will allow for these spaces to serve as places for individuals within the neighborhood to access resources and foster a sense of community.

STRATEGIES & ACTION PLAN:
Invest in updating and modernizing outdated community and public space such as Dendy Recreation Center and St Paul's Community Center.

- Ensure these spaces are properly maintained and do not fall into disrepair or disinvestment once the upgrades are made.



Above: St Paul's Community Center
Image Source: Google Maps



Above: Dendy Recreational Center
Image Source: Google Maps

installation include Temple University, which already has a natural gas power generating station, Mt Tabor A.M.E. Church, Girard Medical Center, and the Cyber Village senior housing in East Poplar.

- Collaborate with PECO to link solar panel microgrids to the larger electric grid and prioritize providing power only to the building with rooftop solar panels, but larger distribution of power to the neighborhood will require collaboration with the utility.

Expand cooling center and splash pad coverage to reduce the impact of high-heat events. While there are some existing cooling centers and splash pads in the combined neighborhood area, increasing coverage throughout the area will increase accessibility and awareness of this resource.

- Identify additional financial resources, such as external grants that can finance these projects to support the department in expanding uses of existing facilities to support communities during high-heat events.



- Collaborate with the Philadelphia Health Department and local community to identify locations and sites that may benefit from the establishment of cooling centers and splash pad coverage.



Above: The Teens 4 Good farm at the Lighthouse
Image Source: <https://fncphilly.org/fnc-community-learning-farm-lighthouse/>

- East Poplar Recreation Center's Teens 4 Good program helps manage the lighthouse Rooftop Garden in partnership with Light House staff. The Rooftop Garden is a way to get the Head Start youth to see where healthy food comes from and how to grow it. Students learn how to help plant and care for their classroom's vegetable bed/plot.

Incorporate programming that focuses on bridging the gap between youth and seniors.

REINVIGORATE PUBLIC SPACES

Strategies

1. Invest in updating and modernizing outdated community and public space
2. Implement microgrid siting
3. Expanding cooling center and splash pad
4. Incorporate programming that focuses on health
5. Incorporate programming to bridge the gap between youth and seniors

Key Partners

Philadelphia Parks and Recreation
Temple University
PECO

Cost

High \$ \$ \$ \$

Timeline

Years 5-10 A timeline icon consisting of four black circles connected by horizontal lines, representing a five-year period.

Economic Vitality

Recommendation 4: Target Key Economic Drivers



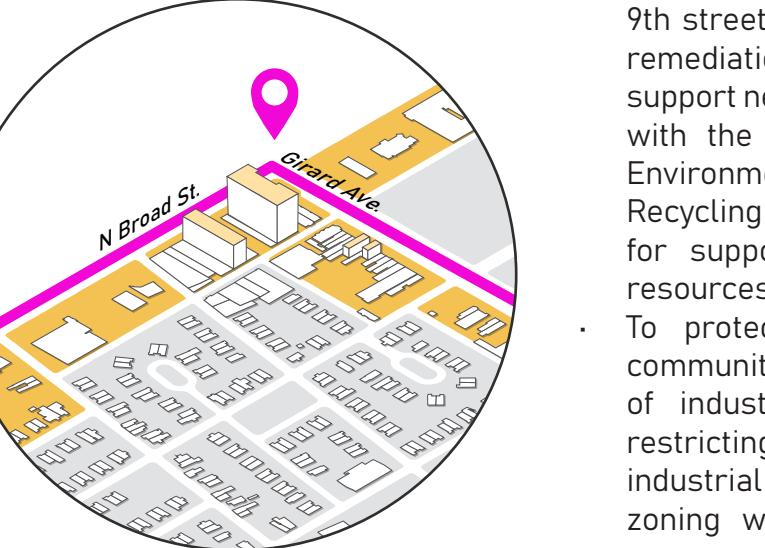
Identifying and supporting the development of key economic drivers in the combined neighborhood area can provide additional jobs and guidance for specific workforce training programs. This recommendation identifies a section of North Broad St as an area with potential for an Arts and Culture District, with business incubation support, and areas along 9th street appropriate for the development of life sciences activity. The Arts and Culture District is discussed in additional detail under the Workforce Incubation strategy.



Above: Oceanside Cultural District, San Diego
Image Source: <https://www.caculturaldistricts.org/oceanside>

STRATEGIES & ACTION PLAN:

Develop an Arts & Culture District on North Broad Street between Parish Street and West Girard Ave: as discussed under the Workforce Incubation recommendation, business infill strategies can be implemented to support new business through the pop-up model and incentivize visitors to stay, eat, and shop in the area.



Above: Future Arts & Culture District

Promote life sciences development along 9th Street: The industrial zoning along 9th Street is advantageous for the development of life sciences in the area, as existing buildings likely already meet necessary building structural codes. The presence of a life sciences hub in the area would bring workers from outside the area into the community, bolstering commercial activity for small and local businesses nearby. To implement this strategy, a combination of regulations and incentives will be necessary.

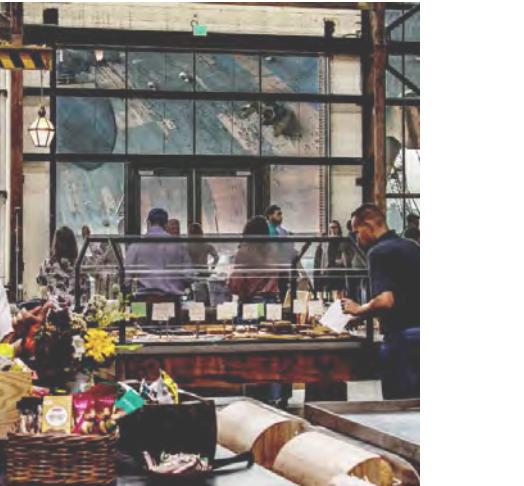
- Similar to other recommendations along 9th street or on vacant lots, brownfield remediation will be necessary to support new development. Collaboration with the Pennsylvania Department of Environmental Protection (PA DEP) Land Recycling Program will provide avenues for supportive funding and technical resources.
- To protect the health of the local community and facilitate the use of industrial land for life sciences, restricting allowable uses on local industrial zoned land via performance zoning will regulate allowable noise,

air emissions, and odors from industry on 9th street. This specific performance zoning will require collaborating with Philadelphia's City Council to pass new zoning requirements, and PIDC may be able to provide technical assistance as well.

- Finally, outreach to life sciences developers will be necessary to find appropriate partners for the creation of a life sciences hub along 9th Street. Potential private developer partners include Brandywine and Quaker Lane Capital.



Above: Life Sciences Development



Above: Navy Yard, Philadelphia
Image Source: <https://www.politico.com/magazine/story/2016/07/philly-what-works-navy-yard-214072/>

TARGET KEY ECONOMIC DRIVERS

Strategies

1. Develop an Arts & Culture District
2. Promote life sciences development along 9th Street

Key Partners

The North Broad Renaissance
Brandywine
PIDC

Cost

Medium \$ \$ \$ \$

Timeline

Years 5-10 ● ● ● ●

Economic Vitality

Recommendation 5: Workforce Incubation, People and Places



To leverage the high percentage of business vacancies along the North Broad and Girard commercial corridors, business infill strategies will strengthen the economic power and create opportunities along these corridors. This is a two-pronged approach that seeks to empower the workforce from the people-oriented to place-based perspectives.

STRATEGIES & ACTION PLAN: Establish a neighborhood-oriented workforce development program.

- Provide training sessions to neighborhood residents to equip them with proper skills to enter the workforce.
- Partner with local organizations that specialize in workforce development such as Philadelphia Works to provide the proper resources and knowledge.
- Encourage and support participants of the neighborhood-oriented workforce development program to test their ideas and products at storefronts.

Pilot Program business infill strategy

The North Broad Renaissance has proposed the zone around N. Broad & Fairmount/Ridge as an Arts & Culture District. In the section of N Broad Street between Parish Street and W Girard Ave, there is a viable opportunity to invigorate the business corridor with a business incubator strategy to support this future Arts and Culture District.

The identified segment of North Broad Street is occupied by some key occupants like the MET, Warehouse on Watts, Pure Palace Events, and the Temple University

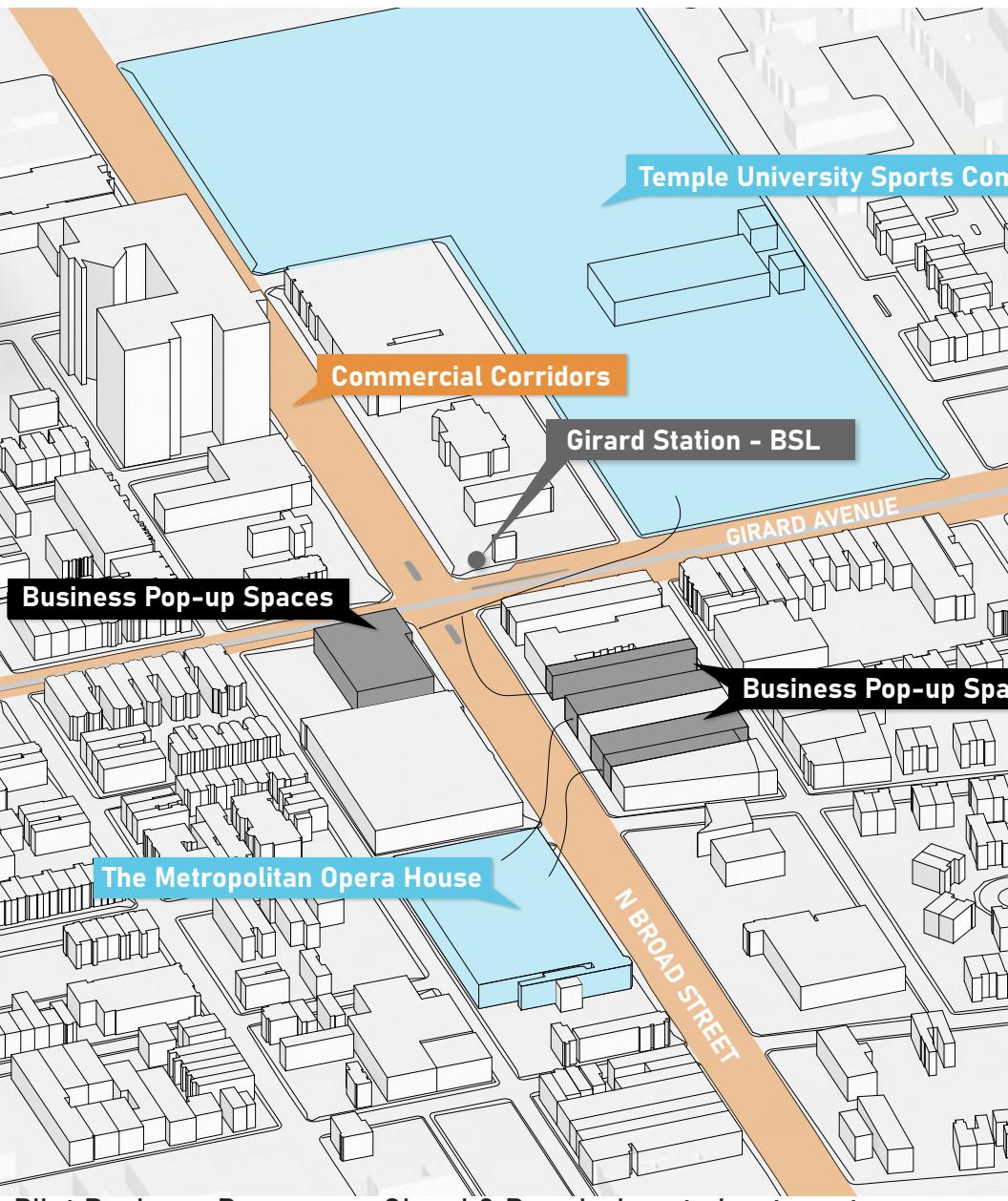
Creation of a place-based workforce development program

to serve tangentially with business infill strategies.

- Rotate local entrepreneurs in training in pop-up stores that would occupy vacant spaces along North Broad Street. This entrepreneurship incubator strategy will cater to industries that would invigorate the future Arts and Culture District. These may include food and beverage pop-ups, bar pop-ups, and artisan pop-ups for creatives.

Sports Complex on Girard Avenue. In the same area, there are some food businesses, parking lots as well as vacant buildings and lots. Capitalizing on the events industry located in this area as well as corridor vacancies, we recommend complementary business pop-up strategies to incentivize visitors to stay, eat and shop in the area. The feasibility of this strategy is justified by the visitors these key tenants bring to the area for their events. The MET has a full roster of weekly calendar events like concerts, conferences, and private events. The largest event space in the MET sits up to 3,200 people.

This would be a pilot workforce development project, that would rotate local entrepreneurs in training in pop-up stores that would occupy vacant spaces along North Broad Street. This entrepreneurship incubator strategy will cater to industries that would invigorate the future Arts and Culture District. These may include food and beverage pop-ups, bar pop-ups, artisan pop-ups for creatives and art galleries.



WORKFORCE INCUBATION

Strategies

- Establish a neighborhood-oriented workforce development program
- Creation of a place based workforce development program to serve tangentially with business infill strategies

Key Partners

Philadelphia Works
The North Broad Renaissance
The Enterprise Center

Cost

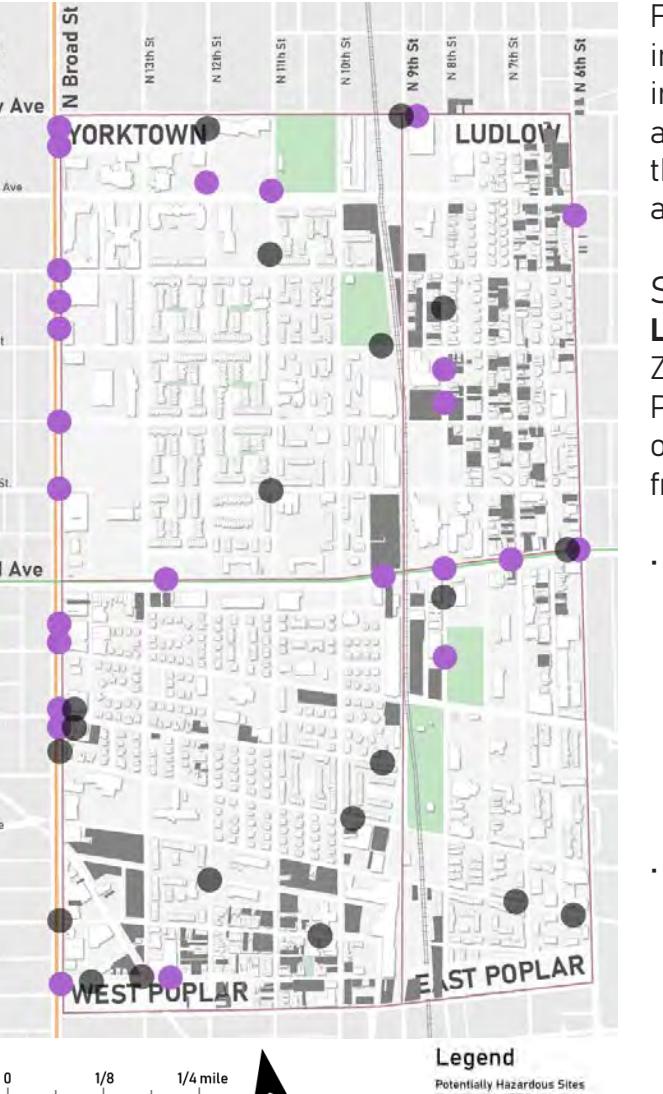
Medium \$ \$ \$ \$

Timeline

Years 1-5 ●●●●

Economic Vitality

Recommendation 6: Infrastructure Repairs



From transportation to building infrastructure, the existing condition of infrastructure is not suitable in fostering a comfortable environment as well as a thriving and connected neighborhood with a thriving economy.

STRATEGIES & ACTION PLAN: **Leverage North Central Empowerment**

Zone funds by creating staff positions at PLAY CDC to support residents, business-owners, and entrepreneurs with street front façade and business improvement.

- Staffing will include the employment of staff members within PLAY CDC who will support business owners and entrepreneurs with properly completing the grant requirement forms and financial advising to ensure that these individuals are equipped with the tools necessary for success.
- Proper programming will include the facilitation of workshops and open houses that gives individuals the opportunity to learn about the grants that are available to them from a stakeholder such as PLAY CDC, whose mission is to

serve the needs of the neighborhood.

Brownfield site remediation should follow current state and federal regulations require that any redevelopment of a previously used site evaluate the potential for contamination of the soil, sediment, or water on-site, and remediate it if necessary, as assessment and remediation of these sites could open up significant amounts of land for community use and access (see map).

- Provide incentives for developers to utilize brownfield sites.
- Transform vacant lots into pollinator gardens by extending existing efforts already being performed by the Philadelphia Horticultural Society..
- Train individuals with the toolset to take on green jobs that may address issues such as brownfield remediation by partnering with PowerCorps PHL.

Reduce impervious surface coverage to combat the impacts of heat islands. By reducing impervious surface coverage, heat from the sun will be increasingly reflected, rather than absorbed, by the local built environment.

- Increase landscaping efforts to reduce impervious surface coverage through partnership with the Philadelphia Water Department.
- Expand landscaping efforts to streetscapes in addition to lots in order to increase pedestrian and bike safety and comfort.
- Reconfigure the roads to reduce impervious surface coverage and decrease parking areas and cul-de-sacs.
- Plant native and pollinator species in the neighborhood such as heat-hardy trees.

Expanding cooling center and splash pad coverage to reduce the impact of high-heat events. While there are some existing cooling centers and splash pads in the combined neighborhood area, increasing coverage throughout the area will increase

accessibility and awareness of this resource.

- For additional details on implementation of expanding cooling center and splash pad coverage, please see Re-Invigorate Community Spaces.

Implement microgrid siting at existing or future community hubs to reduce local impacts of power outages in the future. Microgrids implementation for electric grid resilience have become increasingly popular in areas that are already seeing significant climate change hazards, such as California. Rolling blackouts during wildfire seasons in the state have led many local municipalities to look to microgrids to power essential buildings and provide local energy during emergencies.

- For additional details on implementation of microgrid siting at existing or future community hubs, please see Re-Invigorate Community Spaces.

INFRASTRUCTURE REPAIRS

Strategies

1. Leverage North Central Empowerment
2. Browfield remediation
3. Reduce impervious surface coverage
4. Expanding cooling center and splash pad coverage
5. Implement microgrid siting

Key Partners

City Department of Commerce
Pennsylvania Department of Environmental Protection
City of Philadelphia Streets Department

Cost

High \$ \$ \$ \$

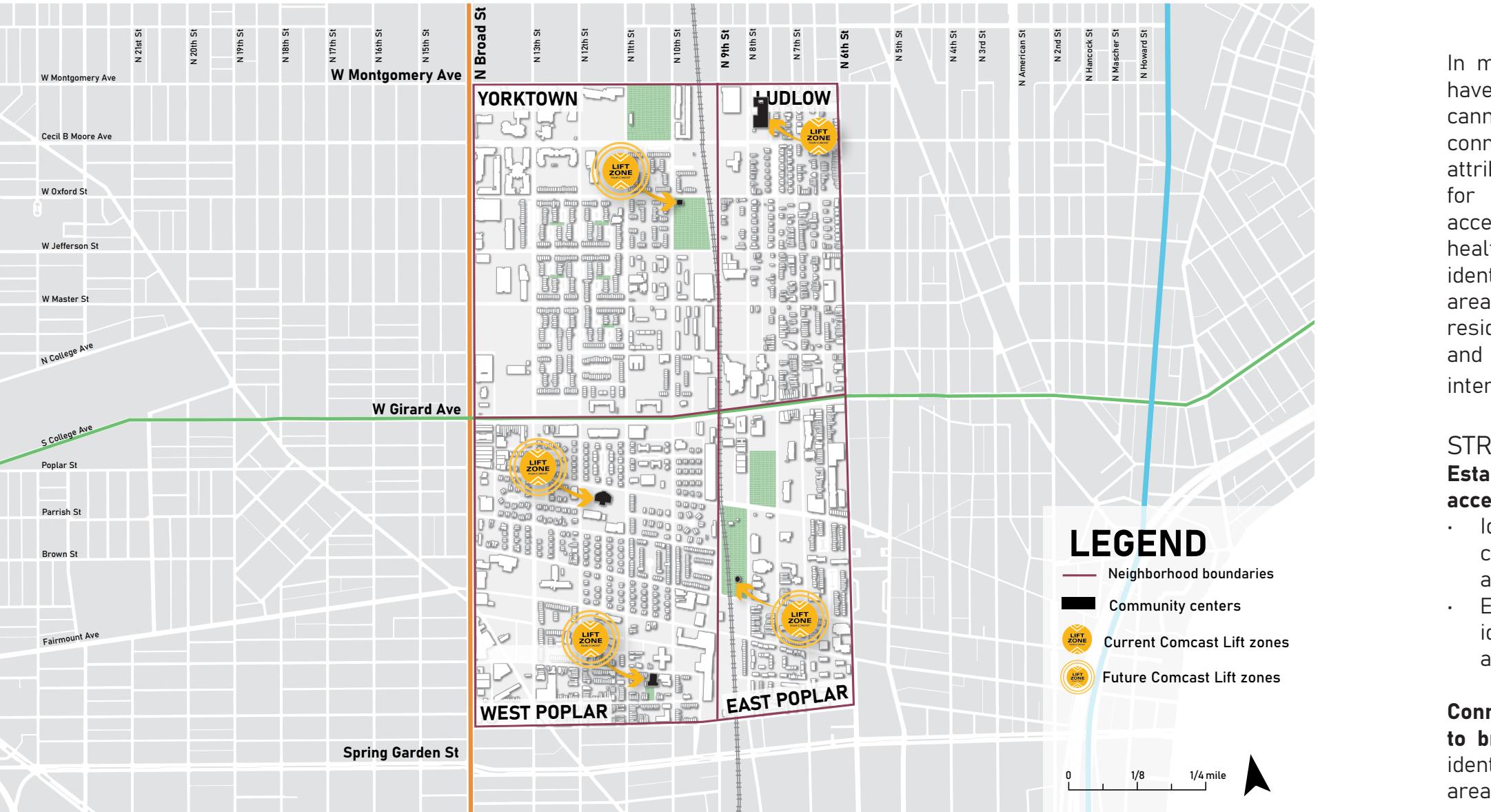
Timeline

Years 5-10



Economic Vitality

Recommendation 7: Broadband Access



In many parts of the country, individuals have no internet because they simply cannot afford it. The low rate of broadband connectivity in the planning area can be attributed to the unaffordability of access for low-income households. Broadband access is inevitably a gateway to education, healthcare, and job opportunities. The identified internet gap in the planning areas could be addressed by connecting residents with subsidized internet plans and supplemented by community-shared internet resources.

STRATEGIES & ACTION PLAN: Establish community shared broadband access hubs throughout the area

- Identify areas such as community centers, churches, and schools to serve as suitable hubs for shared amenities.
- Expand Comcast Lift Zones to the identified hubs to increase internet access

Connect residents lacking internet services to broadband accessibility programs. The identified internet gap in the planning areas could be addressed with a program

connecting residents with subsidized internet plans and community shared internet resources.

- Leverage the federal Affordable Connectivity Program and local PHLConnectED program which hopes to make sure households can afford broadband if needed for school, work, and healthcare by having local community centers and leaders assist families that qualify for subsidies
- Leverage the PHLDonateTech program to provide refurbished computers to residents in need of a device



Above: Comcast Lift Zone
Image Source: <https://technically/diversity-equity-inclusion/comcast-lift-zones/>

BROADBAND ACCESS

Strategies

- Establish community shared broadband access hubs throughout the area
- Connect residents lacking internet services to existing broadband accessibility programs

Key Partners

Comcast
Federal Communications Commission
Philadelphia Office of Innovation and Technology

Cost

Low \$ \$ \$ \$

Timeline

Years 0-1



Economic Vitality

Recommendation 8: Improve Food Access and Affordability

Households and residents in the area are living in high poverty- every census block group in the area is classified as a high poverty block group, where 20 percent or more people live below the federal poverty level. Improving food access and accessibility would ensure that no one would experience food insecurity.

STRATEGIES & ACTION PLAN:

Develop a pop-up commercial space at 975 N 9th Street to include temporary reoccurring food trucks and opportunities for placemaking.

Acquire vacant land parcels for the use of **community gardens**.

- Partner with the FNC Community Learning Farm to expand to additional garden sites with similar community-based programming.

Establish a farmers' market. Incentivize farmers to come to the area and accept food stamps/SNAP.

- Vacant site would double as a community garden with a farmers' market once a week.



Above: The Mama-Tee fridge in Fishtown
Image Source: <https://www.inquirer.com/philly-tips/community-fridges-philadelphia-2021110.html>

- Establish **community fridges** throughout the area.

- Community fridges have low start-up costs and create mutual-aid networks that can foster and bolster a sense of community, while simultaneously alleviating food insecurity. Thus, it is recommended that at least one community fridge be placed within each of the area's neighborhoods.

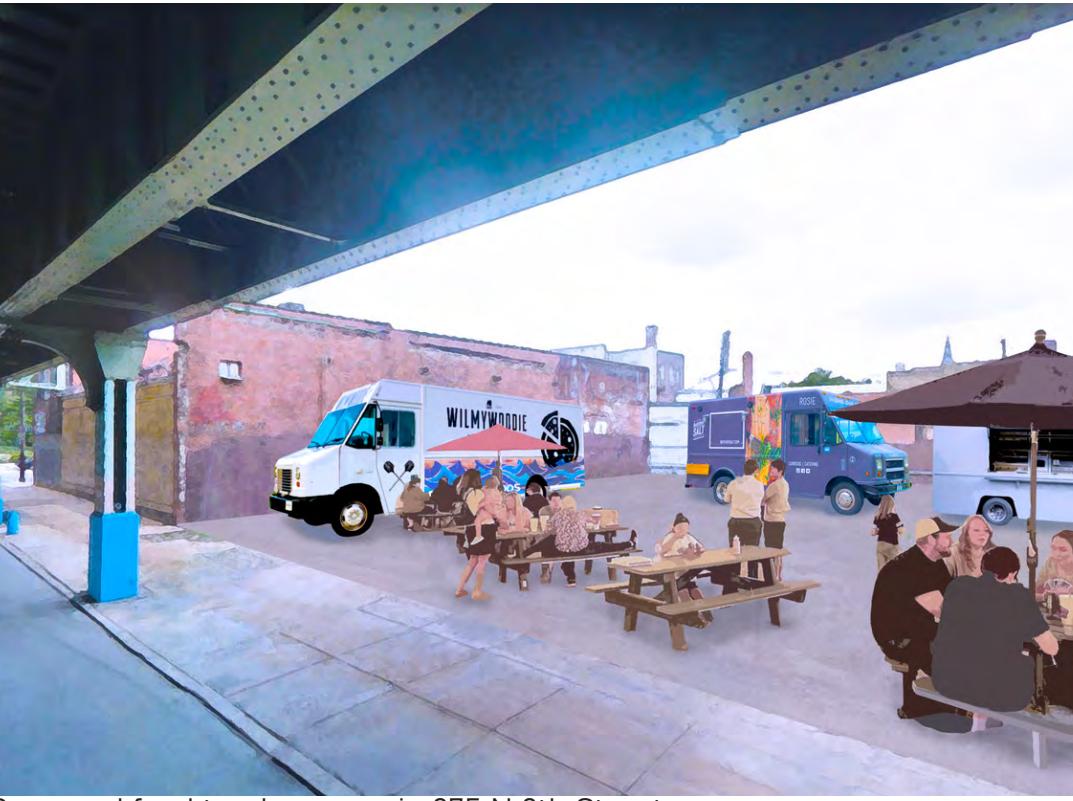
- Fridges should be located near schools, community centers, and supermarkets to make them easily accessible for both those who drop-off and those who pick-up food.

Expand food and meal distribution sites.

- Start a program for pick-up and drop-off food deliveries from these sites to people in need. Currently, the time and date restraints could prevent those in need from receiving the food they need.
- Update the City of Philadelphia's Food Distribution Sites database to include other sites in the area that offer these services but are not listed (such as The Congregation Rodeph Shalom and Salvation Army Temple Corps Community Center). This is important for residents who depend on the database to locate free food.



Left: Food truck pop-up in 975 N 9th Street



Above: Proposed food truck pop-up in 975 N 9th Street

IMPROVE FOOD ACCESS AND AFFORDABILITY

Strategies

- Develop a pop up commercial space at 975 N 9th Street
- Acquire vacant land parcels for the use of community gardens
- Establish a farmers' market
- Establish community fridges throughout the area
- Expand food and meal distribution sites

Key Partners

Philadelphia Industrial Development Corporation
Philly Mobile Food Association
FNC Community Learning Farm

Cost

Low \$ \$ \$ \$

Timeline

Years 0-1 ●●●●

Housing Equity

Recommendation 9: Protect Affordable Housing

Affordable housing is a valued asset in the combined neighborhood area. Development pressures, expiring leases on existing affordable housing, and maintenance costs put existing affordable housing at-risk. Protecting and improving affordable housing in the area is possible by identifying areas at-risk of non-renewing leases, and through pairing new development activity with CBAs and FAR bonuses as appropriate.

STRATEGIES & ACTION PLAN:

Council President and 5th District Representative Darrell L. Clarke has proposed legislation **requiring CBAs for city-supported and high-impact development projects**; support from local organizations such as the Yorktown CDC can bolster these efforts.

Allocating funds from CBAs and FAR Bonuses towards rehabilitation of existing affordable housing will preserve existing affordable and reduce the need for demolition of housing and associated displacement of residents.

PROTECT AFFORDABLE HOUSING

Strategies

1. Require CBAs for city-supported and high-impact development projects
2. Allocate funds from CBAs and FAR Bonuses towards rehabilitation of existing affordable housing
3. Identify expiring leases and work with developers to ensure leases are renewed

Key Partners

PHA
City Council
Education & Economic Development Corporation.

Cost

Low \$ \$ \$ \$

Timeline

Years 5-10



Above: Accessory Dwelling Units (ADUs) in single-family zones
Image Source: <https://roseman.law/accessory-dwelling-units-what-boards-need-to-know/>

Housing Equity

Recommendation 10: Direct Development

Development pressures in the combined neighborhood area, paired with a growing population necessitates planning and directing new development. To preserve the historic low-density character of Yorktown and Poplar, this recommendation provides strategies to promote development in specific locations throughout the combined neighborhood.

Allow Accessory Dwelling Units (ADUs)

in single-family zoned areas of Yorktown to provide additional housing options without significant changes to the neighborhood character.

- Re-zoning will require working with City Council and the Planning Department to update the zoning code.
- Temple University may also be a partner in this work, as Temple could cover Licensing and Inspection costs for approval of rental units to ensure that students living in rentals in Yorktown are living apartments that meet building codes.

STRATEGIES & ACTION PLAN:

Support infill development on scattered vacant lots in Ludlow to reduce development pressures on lower-density areas and reuse existing available land.

- Infill development will likely require collaboration with Philadelphia Housing Authority (PHA), as PHA owns a significant number of scattered sites throughout the neighborhood.

Create transit-oriented development zoning

overlays around Broad Street Line stations with increased height limits relative to interior neighborhood areas.

- Similar to other strategies in this section, implementing this primarily requires revisions to the zoning code to support increased density near key transit stations.

DIRECT DEVELOPMENT

Strategies

1. Support infill development on scattered vacant lots
2. Up-zone parcels along 9th Street and the Rail Line
3. Allow Accessory Dwelling Units (ADUs)
4. Create transit-oriented development zoning

Key Partners

PHA
Philadelphia Department of Planning and Development
City Council

Cost

Low \$ \$ \$ \$

Timeline

Years 1-5

Generate Well-Being

Recommendation 11: Streetscape Greening

Improving streetscapes enhances the public health and quality of life of both residents and commuters. Streetscape greening creates a greater sense of connectivity and comfortable experience for pedestrians, cyclists, and drivers. Implementing streetscape greening within the neighborhood will promote and encourage a more sustainable atmosphere.

Redesign streetscape to include large-scale physical renovations of the streets and reshaping the built environment through adding **green infrastructure, upgrading, adding bike lanes, and reconfiguring roads**.

- Collaborate with the Water Department of Philadelphia's on stormwater infrastructure projects for adding green infrastructure, and the City's complete street plan to establish the streets as comfortable public spaces.
- Introduce the open street program to this area, where certain streets will be closed for vehicles, and function as public spaces only for pedestrians and cyclists. Warnock Street and Percy Street in Yorktown, Orkney Street and Harlan Street in Ludlow, and North Street in

- Poplar can be good locations for open streets due to very low vehicular traffic.
- For the underpass of the regional railway on 9th Street, lights and facilities such as a graffiti wall and skateboarding ramps can be added to modify the space as an interesting public space.



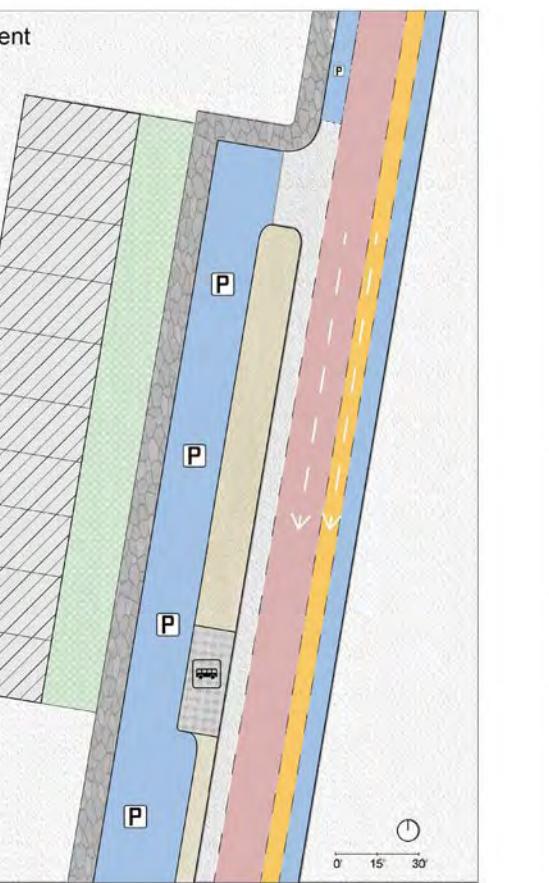
Above: 100 Pike Streetscape, Seattle
Image Source: <https://waterfrontseattle.org/waterfront-projects/pike-pine-renaissance>

Increasing tree canopy cover with heat-hardy species to reduce local urban heat island effects. Shade and evapotranspiration from trees have a local cooling effect, and can create a more pleasant micro-climate.

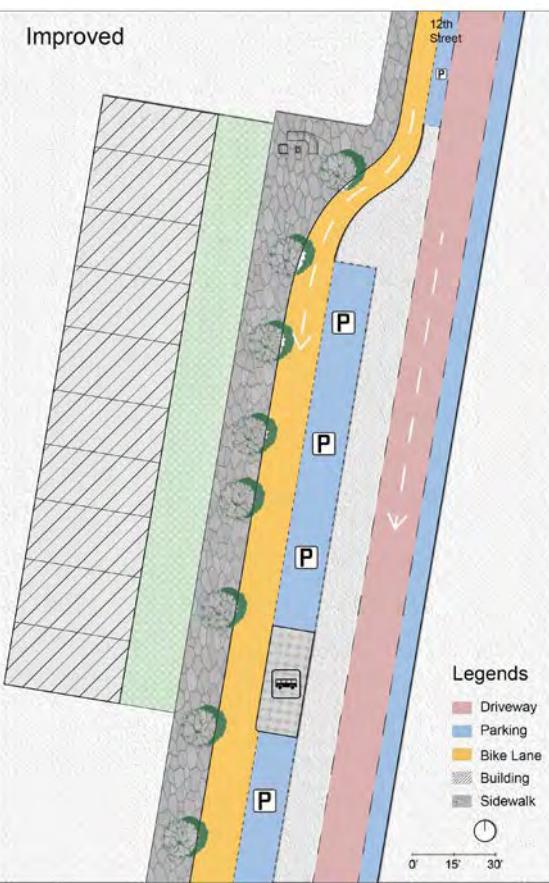
- Expand tree cover in the neighborhood by collaborating with groups such as Teens4Good to tend after young trees.

Rain barrels to store water for use can reduce reliance on drinking-water quality water pulled from the Delaware River and provide local stormwater capture.

- Invest in stormwater system management by partnering with the Philadelphia Water Department to identify areas that are best suited for a pilot program.
- Perform outreach with local community members to participate in the rain barrel pilot program.
- Implement rainwater collection via rain barrels in East Poplar Park to assist in meeting water needs through rainwater collection.



Above: Current configuration of 12th Street. Narrow sidewalks with a sharp and narrow turn, underutilized median.



Above: Proposed improvements to 12th Street. Adding tree canopy and reconfiguring street design, bike lane and parking.

STREETSCAPE GREENING

Strategies

1. Redesign streetscape by adding green infrastructure, upgrading, adding bike lanes, and reconfiguring roads
2. Increase tree canopy cover with heat-hardy species
3. Rain barrels to store water for use

Key Partners

Complete Street Project
Philadelphia Water Department
TreePhilly

Cost

Medium \$ \$ \$ \$

Timeline

Years 5-10 ●●●●●

Generate Well-Being

Recommendation 12: Active Transit



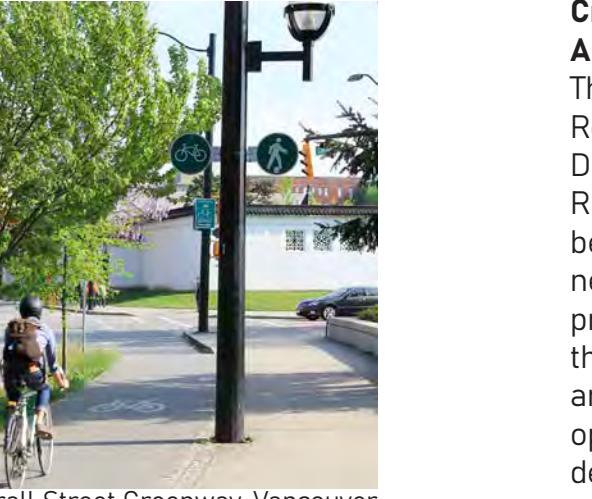
To create a more pedestrian and bicycle friendly neighborhood, implementing proper infrastructure will allow for an environment that encourages active transit.

STRATEGIES & ACTION PLAN:

Encourage sustainable and healthy travel models for the residents, such as walking, biking, and public transit. This is important to decrease auto dependency and promote a healthy lifestyle.

• Infrastructure First Phase: Fix street signs, repaint road markings, and clean trash and weeds on the streets. While the regulation indicates the property owners shall take care of the sidewalks, most of them do not maintain the sidewalks well in this area, and there is no punishment for not maintaining the sidewalks besides a warning. Thus, governmental institutions such as the Philadelphia Department of Street shall take part in this process, whether directly engage with the sidewalk maintenance, or introduce more strict punitive measures for not keeping the sidewalks in a good condition.

- Infrastructure Second Phase: Establish a comprehensive bike network, especially north-south direction. Keep high-quality maintenance of sidewalks and bike lanes. Renovating Girard Avenue (reduce sidewalk width for adding bike lanes and modernizing trolleys with SEPTA's project).
- Increase the frequency of bus services. The current frequency of every 30 minutes is too long for commuters. Reducing to 15 minutes will encourage people to take public transit. It is also important to update the stations with ADA facilities, such as those on the 12th street.
- Create residents' voluntary organization for inter-community grocery delivery and vehicle-sharing.
- Having public events and educational programs for promoting walking and biking as healthy and sustainable travel modes.



Above: Biker on Carrall Street Greenway, Vancouver
Image Source: <https://waterfrontseattle.org/waterfront-projects/pike-pine-renaissance>

Create pedestrian connections along future Arts & Culture District on Broad Street.

This is in accordance with The North Broad Renaissance proposed Arts & Culture District around N. Broad & Fairmount/Ridge. In the section of N Broad Street between Parish Street and W Girard Ave, new pedestrian connections will support proposed business incubation strategies in the area. Playing into the district's presence and drawing people it, the strategy is a great opportunity to merge landscape, urban design, and economic development tactics.

- Repair and restore sidewalks and ensure pedestrian connectivity to entertainment and Girard Station.
- Reduce impervious surfaces and encourage specific plantings for phytoremediation.
- Highlight entertainment opportunities and invite people to gather after performances and on weekends.



Above: Pedestrians at crosswalk, Seattle
Image Source: <https://waterfrontseattle.org/waterfront-projects/pike-pine-renaissance>

ACTIVE TRANSIT

Strategies

1. Encourage sustainable and healthy travel models
2. Create pedestrian connections along future Arts & Culture District on Broad Street
3. Increasing tree canopy cover with heat-hardy species and replace hardscape road surface to softscape

Key Partners

Department of Street
Complete Street Project
SEPTA

Cost

Medium \$ \$ \$ \$

Timeline

Years 5-10

Generate Well-Being

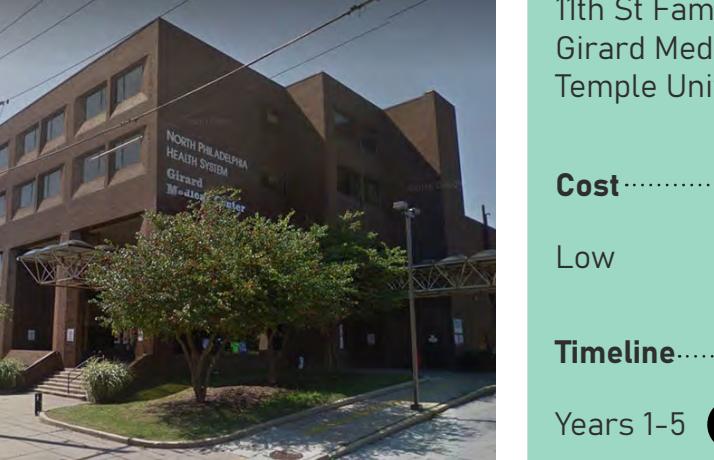
Recommendation 13: Expand Medical Care Accessibility

The area is designated as a "Medically Underserved Area/Population" (MUA/P). There are only three health centers (including one hospital) within the neighborhood. While access to medical care is extremely important, residents in the area may not have easy access to medical care.

STRATEGIES & ACTION PLAN:

Create a volunteer/pro bono program for doctors, nurses, or other medical professionals **to provide free medical assistance to the community.** This might also work well through a partnership with Temple Medicine to incorporate a program for medical students to participate in.

- Hold information sessions regarding medical issues and appropriate care (high blood pressure, high cholesterol, etc.).
- Expand resources for senior care with special attention to those with low-income (or fixed income) and/or disabilities



Above: Girard Avenue Medical Center
Image Source: <https://www.phillymag.com/business/2017/01/04/north-philadelphia-health-system-bankruptcy/>



Above: Jefferson Pro Bono Clinic, Philadelphia
Image Source: <https://nexus.jefferson.edu/health/pro-bono-clinic-provides-care-to-phillys-underserved-community/>

EXPAND MEDICAL CARE ACCESSIBILITY

Strategies.....

1. Create a volunteer/pro bono program to provide free medical assistance to the community

Key Partners.....

11th St Family Health Resources
Girard Medical Center Development
Temple University School of Medicine

Cost.....

Low



Timeline.....

Years 1-5



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Implementation & Funding

Strategy Timeline, Partners and Funding

13



IMPLEMENTATION PLAN					
	0-1 years	1-5 Years	5-10 Years	Cost	Partners & Funding Sources
Celebrate Identity					
Branding & Public Art	Expand branding on Broad Street			\$	North Broad Renaissance, Business Improvement District, Business Improvement District, North Empowerment Zone, Philadelphia Mural Arts, Yorktown CDC
	Develop branding along Girard Avenue			\$	
	Implement neighborhood-led mural art projects			\$	Philadelphia Mural Arts, Yorktown CDC
The 9th Street Underpass Park	Increase lighting along the underpass			\$	SEPTA, The Rail Park, PIDC, Philadelphia Parks and Recreation, The Rail Park, East Poplar Recreation Center
	Divide the open public spaces for multiple uses			\$	Philadelphia Parks and Recreation
	Develop a skate park and activity space			\$	Philadelphia Industrial Development Corporation, Philly Mobile Food Association
Reinvigorate Community Spaces				\$	City of Philadelphia Parks & Recreation Department, City of Philadelphia Health Department, Philadelphia Water Department, Local community centers
	Expanding cooling center and splash pad			\$	11th St Family Health Resources, Temple University School of Medicine, FNC Community Learning Farm, Local community centers
	Incorporate programming that focuses on health			\$	Dendy Recreation Center, Narcissa S Cruz Recreation Center, St Paul's Community Center, John F. Street Community Center, Salvation Army Temple Corps Community Center, East Poplar Recreation Center
Target Key Economic Drivers	Incorporate programming to bridge the gap between youth and seniors			\$	Dendy Recreation Center, St Paul's Community Center
	Invest in updating and modernizing outdated community and public space			\$\$\$	PECO, Temple University, Mt Tabor AME
	Implement microgrid siting			\$\$\$\$	
Economic Vitality					
Workforce Incubation				\$\$\$	The North Broad Renaissance, The Enterprise Center, PIDC, Brandywine PIDC, City Council, Philadelphia Department of Planning and Development, Quaker Lane Capital, Brandywine, PIDC
	Establish a neighborhood-oriented workforce development program			\$\$\$	Promote life sciences development along 9th Street
Infrastructure Repairs	Establish a neighborhood-oriented workforce development program			\$\$\$	Philadelphia Works, The Enterprise Center
	Creation of a place-based workforce development program			\$\$\$	The North Broad Renaissance, The Enterprise Center, PIDC, Brandywine
	Expanding cooling center and splash pad coverage			\$	City of Philadelphia Parks & Recreation Department, City of Philadelphia Health Department, Local community centers
Broadband Access	Leverage North Central Empowerment			\$	City Department of Commerce
	Brownfield remediation			\$\$\$	Philadelphia Horticultural Society, Powercorps PHL, Pennsylvania Department of Environmental Protection
	Connect residents lacking internet services to broadband accessibility programs			\$	Philadelphia Water Department, City of Philadelphia Streets Department, Yorktown CDC, Philadelphia Housing Authority, Philadelphia Horticultural Society
Improve Food Access and Affordability	Establish community shared broadband access hubs throughout the area			\$\$	PECO, Temple University, Mt Tabor AME
	Establish a farmers' market			\$	Federal Communications Commission, Philadelphia Office of Innovation and Technology, Comcast
	Establish community fridges throughout the area			\$\$	Comcast, Temple University, Local community centers
	Expand food and meal distribution sites			\$	The Food Trust, Philly Food Works, Philadelphia Food Policy Advisory Council, Farmers in the Greater Philadelphia area
	Develop a pop up commercial space at 975 N 9th Street			\$	Dendy Recreation Center, John F. Street Community center, Narcissa S Cruz Local schools, Local supermarkets
	Acquire vacant land parcels for the use of community gardens			\$\$	Northern Living Center, Mt. Tabor, AME Church

IMPLEMENTATION PLAN					
	0-1 years	1-5 Years	5-10 Years	Cost	Partners & Funding Sources
Housing Equity					
Protect Affordable Housing	Require CBAs for city-supported and high-impact development projects			\$	City Council, Philadelphia Department of Planning and Development
	Allocate funds from CBAs and FAR Bonuses towards rehabilitation of existing affordable housing			\$	PHA, Mt. Tabor Community Education & Economic Development Corporation
	Identify expiring leases and work with developers to ensure leases are renewed			\$\$	PHA, Private developers
Direct Development	Up-zone parcels along 9th Street and the Rail Line underpass			\$	City Council, Philadelphia Department of Planning and Development
	Allow Accessory Dwelling Units (ADUs)			\$	City Council, Philadelphia Department of Planning and Development
	Create transit-oriented development zoning			\$	City Council, Philadelphia Department of Planning and Development
Streetscape Greening	Support infill development on scattered vacant lots			\$	PHA, Philadelphia Department of Planning and Development
	Generate Sustainability				
	Rain barrels to store water for landscaping use			\$	Philadelphia Water Department, Philadelphia Housing Authority, Yorktown CDC, East Poplar Park
Active Transit	Redesign and configure the streetscapes			\$\$	Complete Street Project, Philadelphia Water Department
	Increase tree canopy cover with heat-hardy species			\$\$\$	City of Philadelphia Parks & Recreation Department, Philadelphia Water Department, Teens4Good, TreePhilly, PowerCorps PHL
	Encourage sustainable and healthy travel models			\$\$\$	Department of Street, Complete Street Project, SEPTA
Expand Medical Care Accessibility	Increasing tree canopy cover with heat-hardy species and replace hardscape road surface to softscape			\$\$	Department of Street, Complete Street Project, City of Philadelphia Parks & Recreation Department, TreePhilly, PowerCorps PHL
	Create pedestrian connections along future Arts & Culture District on Broad Street.			\$\$\$	Department of Street, Complete Street Project, SEPTA, The North Broad Renaissance, The Enterprise Center, PIDC, Brandywine
STRATEGIES					

Conclusion

14

Through these recommendations, the future Poplar, Ludlow, and Yorktown can address the needs of a growing population that has strong community connections, a thriving local economy, affordable housing for all and a sustainable and resilient community practices.

Poplar, Ludlow, and Yorktown is home to mural art projects highlighting key community figures and reinvigorated community centers with programming that foster a sense of belonging.

Economically, it thrives with vibrant commercial corridors and local entrepreneurs whose ingenuity permeates beyond the neighborhood bounds. Leases to affordable housing units are renewed and secured, assuring continued affordability in the area and new development is restricted in the neighborhoods' cores. Streetscape is green and well connected, with a comfortable experience for pedestrians, cyclists, and drivers alike.

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