

# PASSYUNK SQ. & EAST PASSYUNK

NEIGHBORHOOD PLAN

RIDDHI BATRA  
CHRIS BRZOVIC  
ALEX CARTWRIGHT  
DEREK DEITSCH  
HENRY FEINSTEIN  
MARIAN APRIL GLEBES  
ANASTASIA OSORIO  
ZIHAN ZHAO

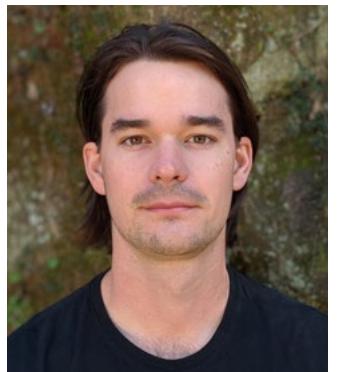
UPENN CPLN-600 SPRING 2022



**RIDDHI  
BATRA**  
Sustainable Transportation  
& Infrastructure Planning



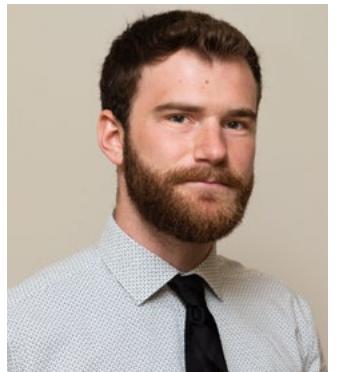
**CHRIS  
BRZOVIC**  
Housing, Community,  
& Economic Development



**ALEX  
CARTWRIGHT**  
Land Use &  
Environmental Planning



**DEREK  
DEITSCH**  
Public Private  
Development



**HENRY  
FEINSTEIN**  
Smart Cities



**MARIAN APRIL  
GLEBES**  
Housing, Community,  
& Economic Development



**ANASTASIA  
OSORIO**  
Housing, Community,  
& Economic Development



**ZIHAN  
ZHAO**  
Urban Design

## INSTRUCTOR: CHRISTINA ARLT

Senior Project Manager, AICP Planning and Communication Services  
McCormick Taylor

## Letter from our Team

We are thrilled to share this plan containing a culmination of work developed over the course of the Weitzman School of Design's Spring 2022 semester. Hailing from across the country, and even the world, our team is comprised of eight city planning students at the University of Pennsylvania. Our different concentrations, interests, and diverse backgrounds combine to bring a dedicated and inclusive imagination to the process of planning.

Tasked with creating a plan for the Passyunk Square and East Passyunk neighborhoods for the semester, we were excited to explore the many notable destinations along the E Passyunk Ave commercial corridor and sites less heralded elsewhere in the area. The vibrant and distinct character of local business abutting dense historic workforce housing shape the landscape as a unique and desirable place to not only study, but also in which to live or visit. The pressures that accompany that desirability—pressures that threaten the immigrant identity and limit the affordability and accessibility to live in the neighborhood—surfaced early on in our research.

This plan contains an analysis of the existing conditions in Passyunk—as we collectively refer to the two neighborhoods for the purposes of this study—including identification of issues and opportunities as they relate to the six primary goals outlined for the neighborhood. We also share recommendations for strategies to help achieve these goals along with a tentative implementation plan that could be used to put them into action.

While we recognize that the plan was developed from an external perspective without continuous collaboration with Passyunk residents and stakeholders, we value the plan's constituents capacity to support productive progress though there may be varying priorities within the community. Recommendations shared herein are drafted as ideas that may inspire tangible actions and continued imagination. Much of Passyunk's future will develop through grassroots community efforts. This plan posits a framework to initiate such action and imagination.

Support received throughout this planning process made this plan possible. First and foremost, we express sincere thanks to our group instructor and fearless leader, Christina Arlt, for her commitment to guiding us through the semester. Our peers from other workshop planning groups provided invaluable feedback to strengthen the formation and delivery of our work. This plan would not have been conceived for and with Passyunk without connection with a number of community groups representing the area. For their time, consideration, and dedication to their neighborhood and for their generous support, we are deeply grateful.

# CONTENTS

---

## 1- Introduction

Introduction (p. 04)  
Land Acknowledgment  
Neighborhood Overview (p.06-15)  
Passyunk in Context  
History of Passyunk  
20 Years of Planning for Passyunk  
Passyunk At A Glance  
Zoning and Land Use

## 2- Issues, Opportunities, and Goals

Planning Goals for Passyunk (p. 16)  
  
Goal No. 1: Welcomes & Celebrates Diverse Immigrant Communities (p. 22-25)  
    Passyunk's Immigrant History  
    Exploring Passyunk's Diversity  
    Wealth of Organizational Support for Immigrants  
    Disconnected Social Fabric  
  
Goal No. 2: Is Affordable & Accessible (p. 26-33)  
    Housing In Passyunk  
    Gentrification Pressures & New Development  
  
Goal No. 3: Is Green and Communal (p. 34-41)  
    Passyunk Parks & Communal Spaces  
    Impervious Surfaces & Tree Canopy  
    Access to Parks & Recreation Space  
  
Goal No. 4: Is A Pedestrian Haven (p. 42-47)  
    Mobility Patterns  
    Strengthening Relationships with the Built Environment & Leveraging the Commercial Corridor  
    Congestion, Parking, Right-of-Way, & Safety  
  
Goal No. 5: Supports Small Businesses (p. 48-55)  
    Jobs In Passyunk  
    Passyunk Avenue Commercial Corridor  
    Impact of the Pandemic & Development Pressures  
  
Goal No. 6: Supports All Ages & Abilities (p. 56-61)  
    Diversity of Ages and Abilities  
    Incomplete Support for All Residents  
    Older Adult Center

## 3- Key Strategies

Key Strategic Recommendations (p. 64)  
  
Recommendations in Detail (p. 65-83)  
    Immigrants & the Food Economy  
    Arts, Culture, & Placemaking  
    Preserving Heritage Retail  
    Housing & Affordability  
    Mobility & Accessibility  
    Greening Passyunk  
    Pocket Plazas & Pedestrianization

## 4- Implementation

Steps to Implement (p. 85)  
  
Implementation (p. 86-93)  
    Immigrants & the Food Economy  
    Arts, Culture, & Placemaking  
    Preserving Heritage Retail  
    Housing & Affordability  
    Mobility & Accessibility  
    Greening Passyunk  
    Pocket Plazas & Pedestrianization

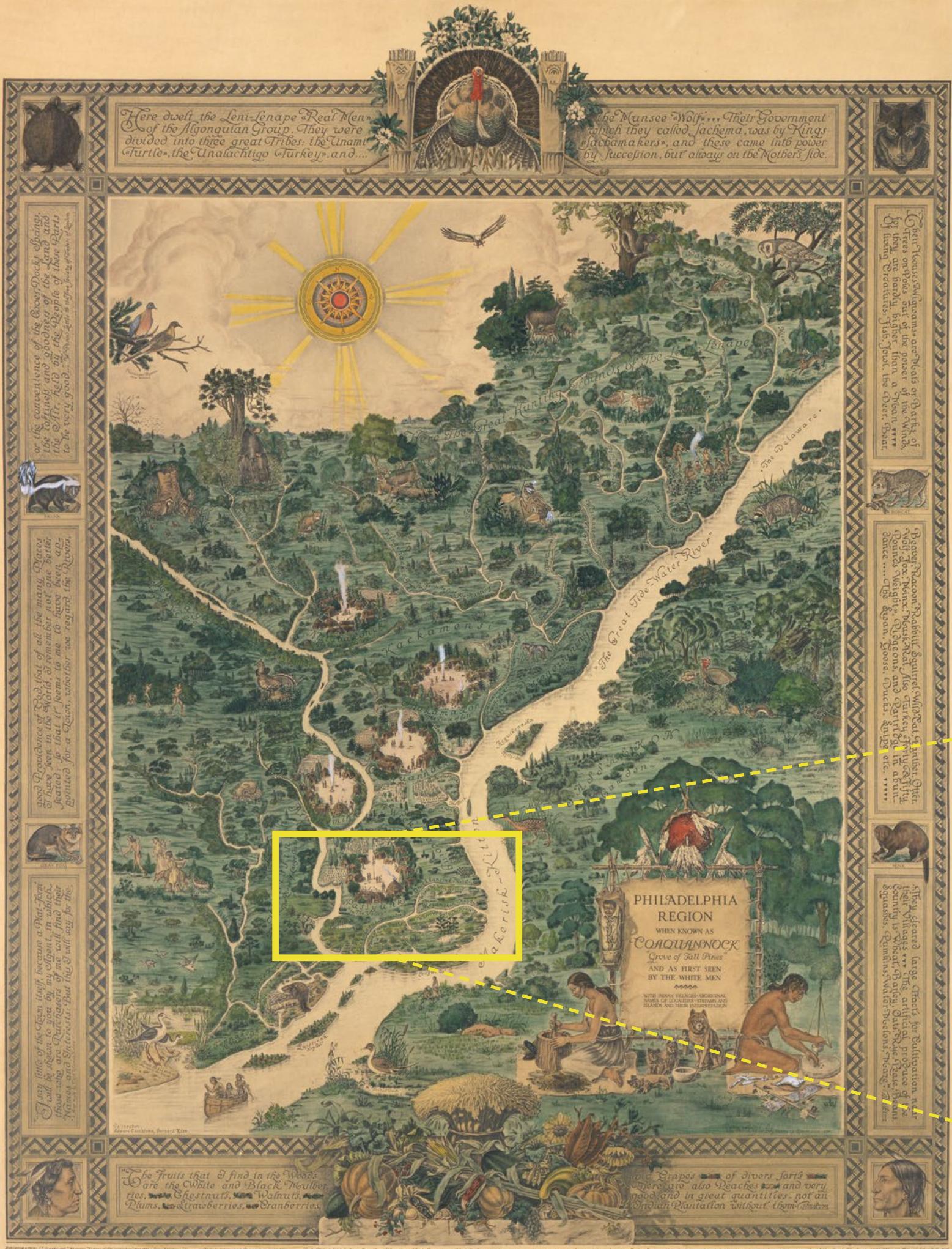
## 5- Works Cited

Works Cited (p. 96-98)



# **1-**

# **INTRODUCTION**

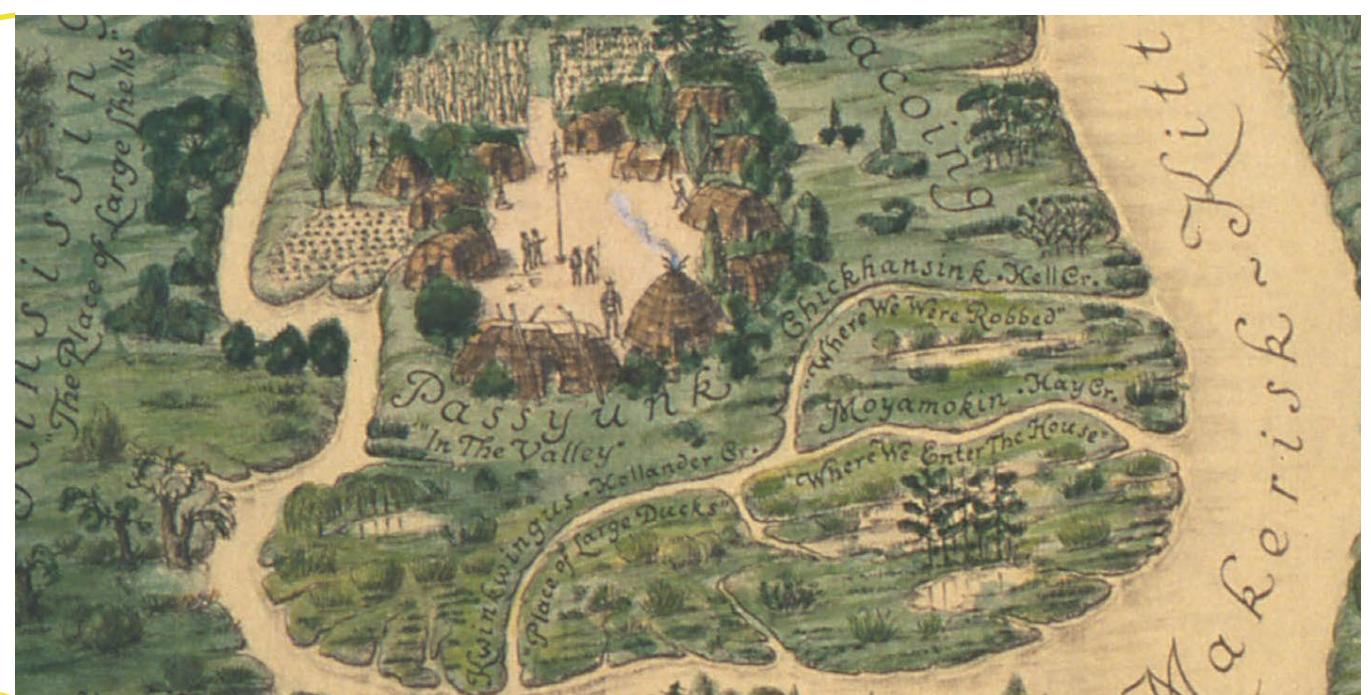


## Land Acknowledgment

We acknowledge that the neighborhoods of Passyunk Square and East Passyunk, like the City of Philadelphia as a whole, lie on the ancestral lands of the Lenape peoples. A complicated history of displacement led to the settlement of the Indigenous territory of Lenapehoking. As we address the current conditions and future plans for the area, we recognize and respect the history and influence the tribe has had on the area.

While South Philly as we know it today largely represents the European influences of the past few

centuries, there are still elements of the Lenape culture and activities in the Passyunk neighborhoods. The name "Passyunk" is derived from the Lenape word meaning "In the Valley." A prominent tribal trading route ran through the area, connecting to the eastern waterfront, much of which is maintained in East Passyunk Avenue, one of the few notable streets in modern Philadelphia to run diagonal to William Penn's planned grid system. While the nature of the corridor's retail activity has certainly evolved over the years, it remains a remnant of its original purpose for trade.



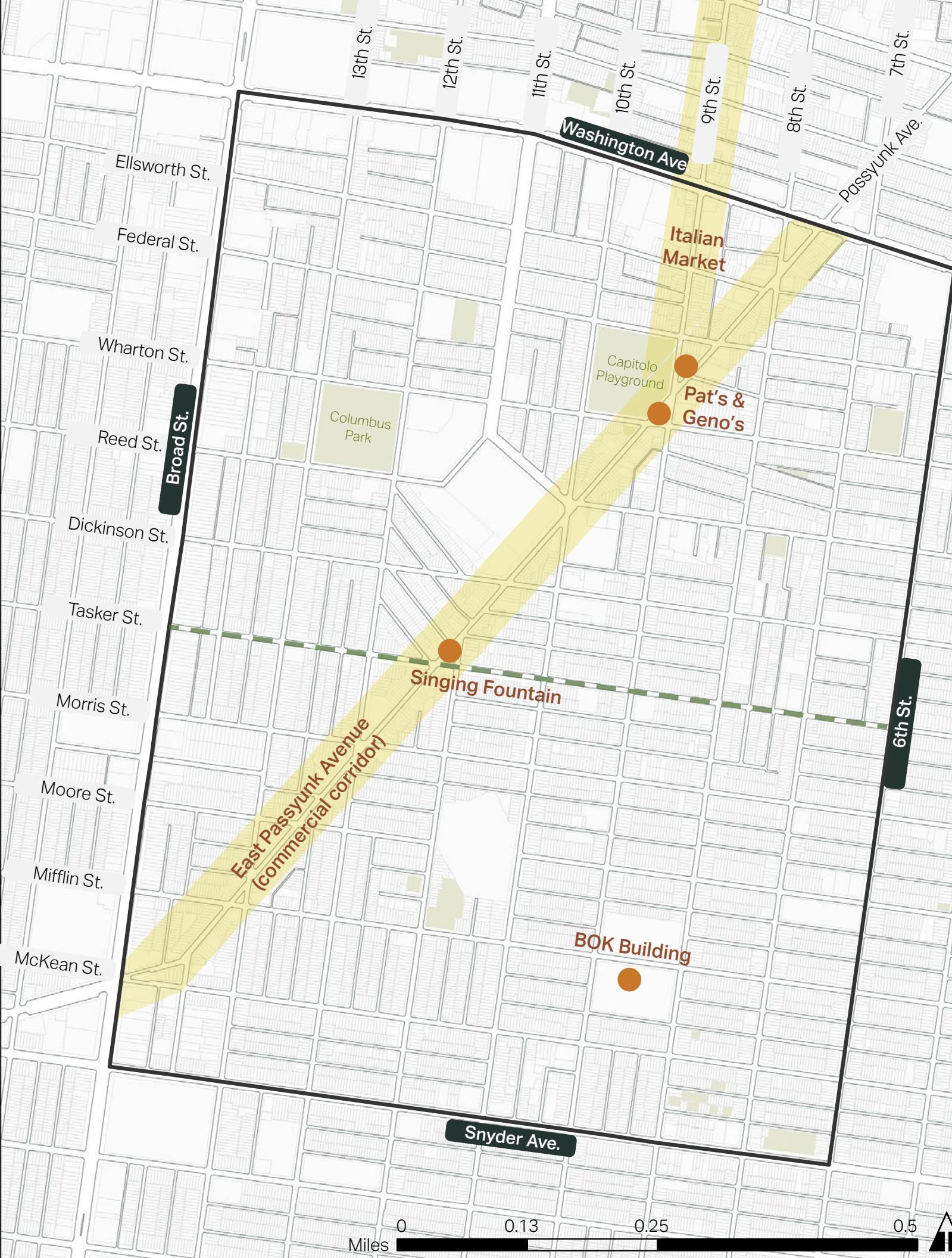
This map gives an idea of what the Philadelphia area looked like before colonization, including the original Passyunk in what is now South Philly. Credit: Philadelphia City Planning Commission, 1934

# NEIGHBORHOOD OVERVIEW

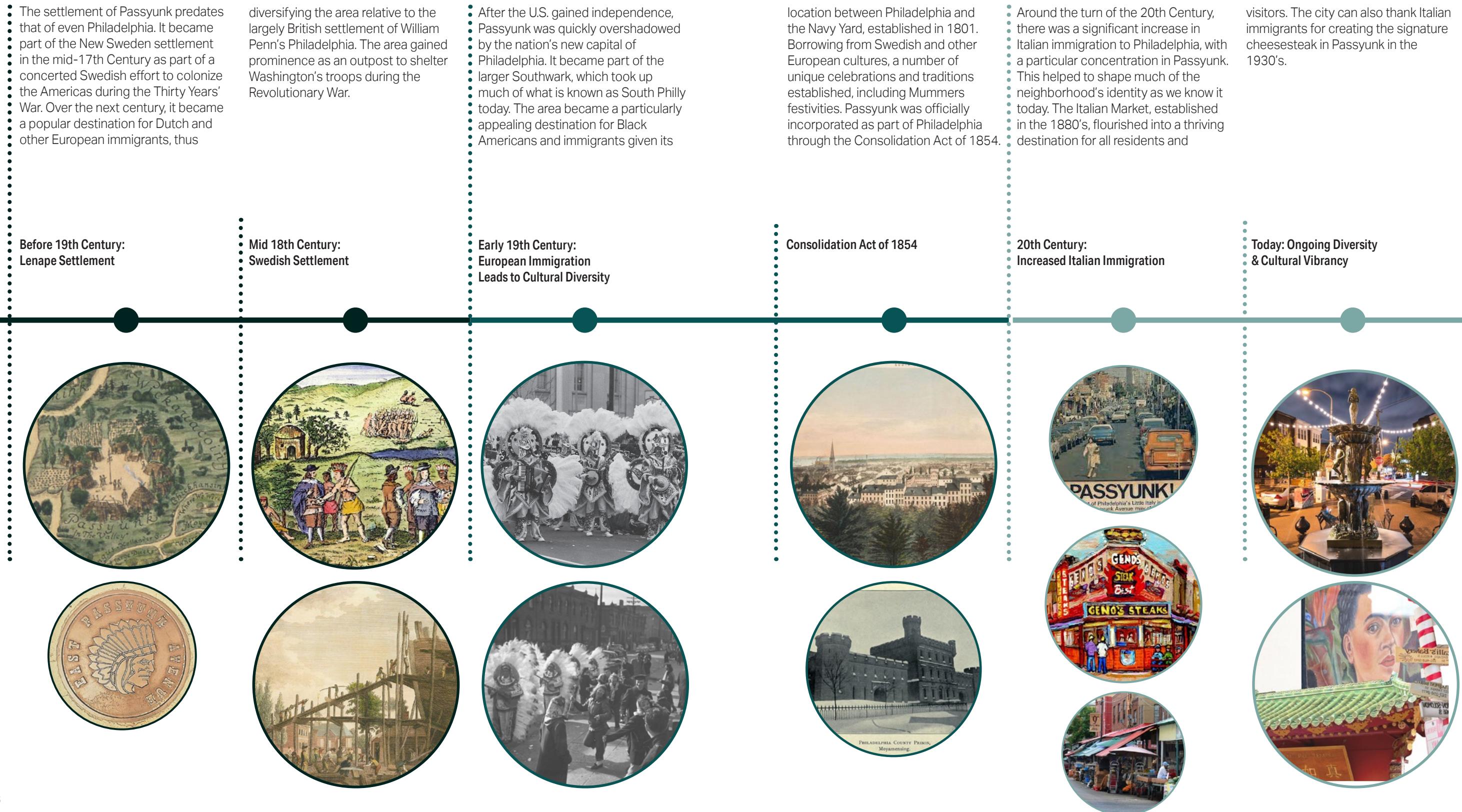
# Passyunk in Context

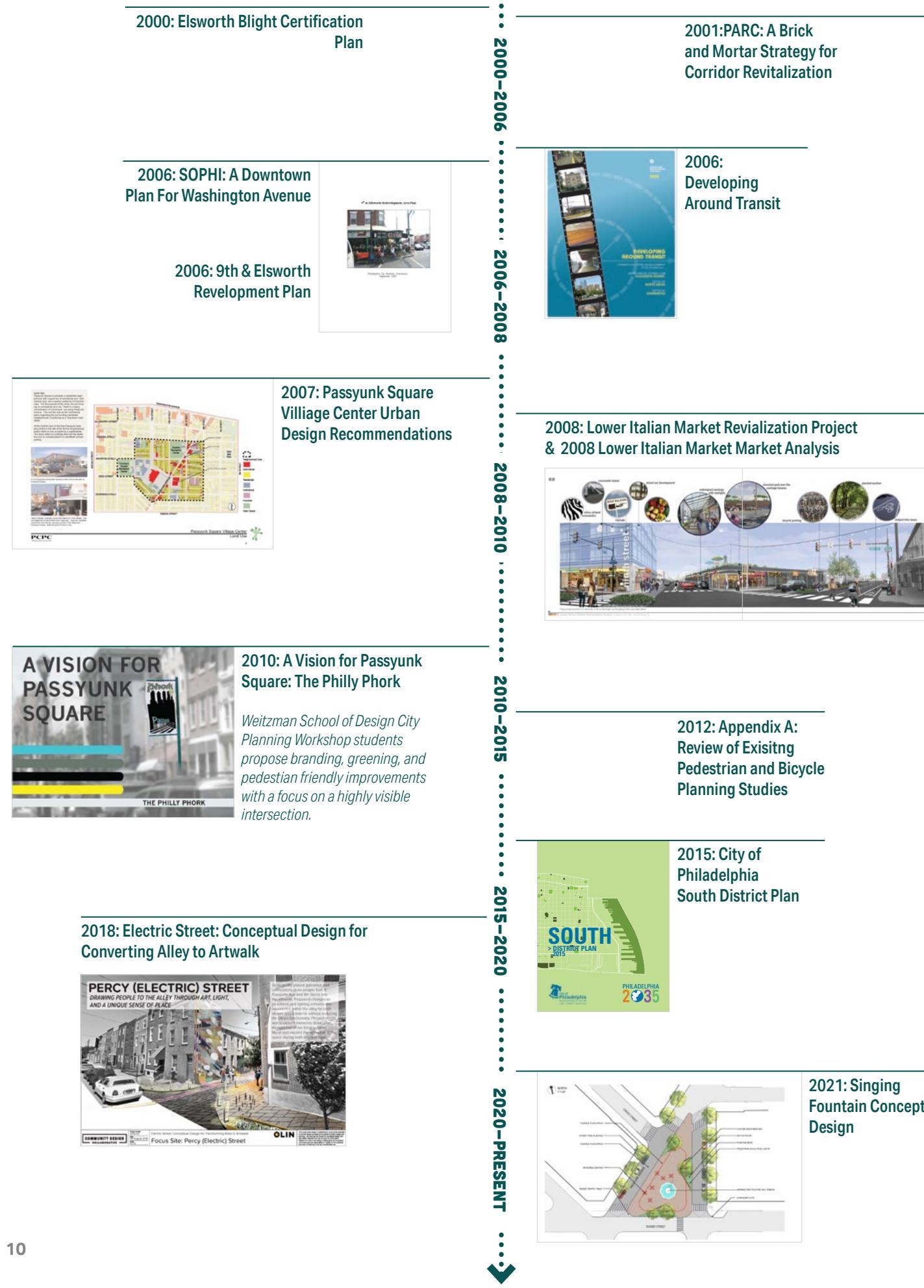
Today, Passyunk is often viewed as the gateway to South Philly. It is situated below Center City, defined by a set of boundaries running from Broad Street on the west, 6th Street on the east, Washington Avenue on the north, and Snyder Avenue on the south. Passyunk Square lies above Tasker Street while East Passyunk lies below. This center divider acts as more of a technical boundary as most residents do not clearly distinguish between the two areas, and generally recognize the larger Passyunk neighborhood. Accordingly, this plan largely refers to the two neighborhoods jointly as just Passyunk.

The area has maintained a level of vibrancy thanks to its historical residential density. That housing is supported by a strong commercial corridor along East Passyunk Avenue. The Singing Fountain was installed in 2004 to mark the center of the retail avenue in the neighborhood. Established institutions help to attract visitors to Passyunk, including Pat's and Geno's at 9th & Passyunk as well as the Italian Market that starts on 9th below Washington. The recently renovated BOK building serves as both a destination and job creator in the southeast corner.



# History of Passyunk





## 20 Years of Planning for Passyunk

In 2022, Passyunk is a densely built-out, vibrant, and desirable neighborhood, benefiting from decades of previous planning efforts. In shaping this plan, the legacy and lineage of the past 20 years of planning for Passyunk is acknowledged and cited. From City to developer to community to student-led initiatives, a rich and informative collective past of plans inform and shape the landscape today and in the future. The following is a timeline of the past 20 years of planning for Passyunk:

Since foundations were laid in the 2000 Ellsworth Blight Certification Plan, and as continued through the 2006 Redevelopment Plan, revitalization efforts in the area have included community-led initiatives encouraging small business development and densification of housing. At this time, plans focused on eliminating blight, as South Philadelphia had not yet been introduced to the overt pressures of gentrification evidenced in the 21st Century.

From 2006-2008, previous plans for Passyunk proposed shaping the neighborhood's identity via placemaking and traffic calming initiatives. The early decline of the Italian Market as an economic driver is addressed in the 2008 Lower Italian Market Revitalization Plan and Market Analysis. At present, Washington Avenue's street calming initiative is delayed, despite the project's genesis dating back to the 2006 SOPHI Downtown Plan which called for support for the commercial corridor, arts activations, and traffic calming.

In the past decade, plans for Passyunk have been driven by local activists or major municipal planning investments. From the community-led 2018 Electric Street plan, which outlines arts-driven placemaking for underutilized alleys, to the 2015 City of Philadelphia South District Plan that proposes the creation of cultural thematic historic districts, upgrades to urban infrastructure, and increasing local development and greening opportunities, Passyunk has been included in the future of Philadelphia's growth and imaginary.

Most recently, the 2021 PARC Plan proposes a brick and mortar strategy to continue development in Passyunk. Seeking agency and investment in high and low profile commercial spaces, the recommendations of this plan acquire their way to a fully small-business oriented commercial corridor.

# LAND USE & ZONING

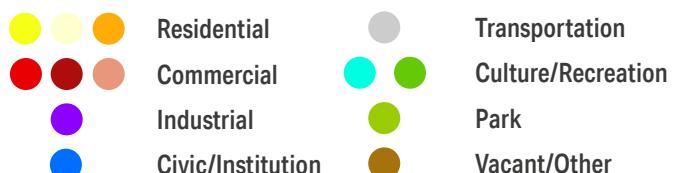
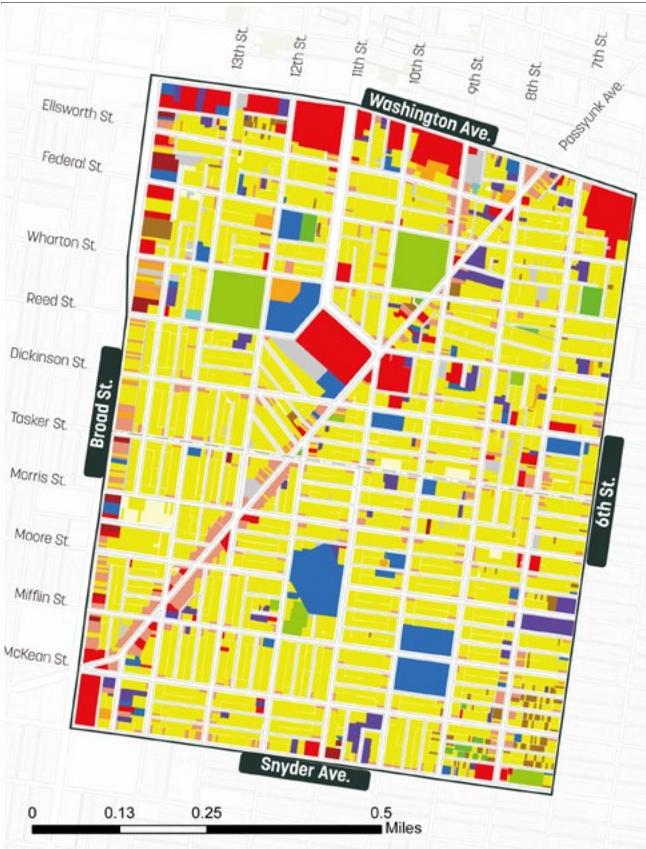
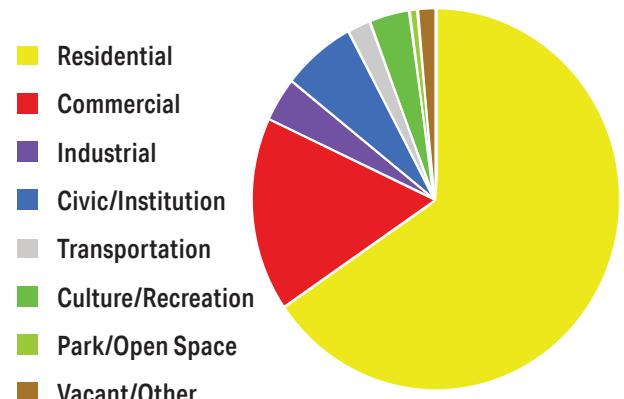
## Land Use

Land use in Passyunk is predominantly residential, which makes up 65% of total land use in the neighborhood. The majority of the residential land use is medium density, epitomized by the two- to three-story row homes found throughout the neighborhood. The remaining land use is split nearly evenly between commercial uses and everything else, which includes light industry, civic and institutional uses, parks and recreation space, and a small number of vacant parcels.

**65%**  
**RESIDENTIAL**

**16%**  
**COMMERCIAL**

**18%**  
**EVERYTHING  
ELSE**



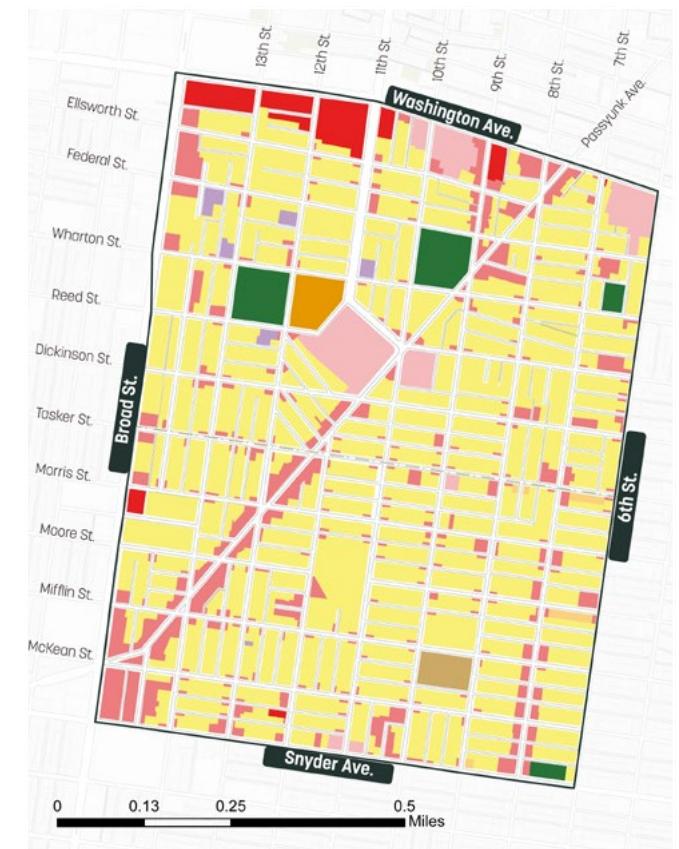
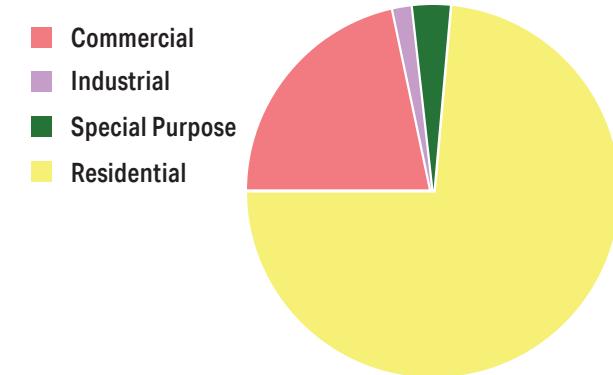
## Zoning

Zoning in Passyunk is nearly three-quarters residential single-family attached (RSA), and includes the RSA-3 and RSA-5 density levels. Most of the remaining parcels in the neighborhood are zoned commercial mixed-use, with small percentages of solely industrial zoning and special purpose/open space zoning. The 2015 South District Plan recommended a number of zoning changes for Passyunk that increased the land zoned to commercial mixed-use in order to strengthen the urban commercial corridors, and protect some pockets of single-family attached housing and open space.

**74%**  
**RESIDENTIAL**

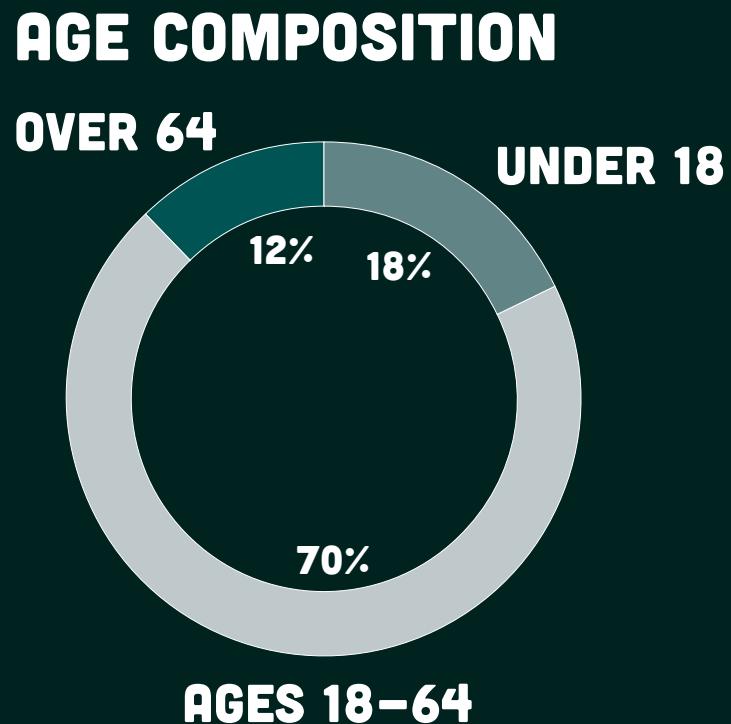
**22%**  
**COMMERCIAL  
MIXED-USE**

**5%**  
**EVERYTHING  
ELSE**



# PASSYUNK AT A GLANCE

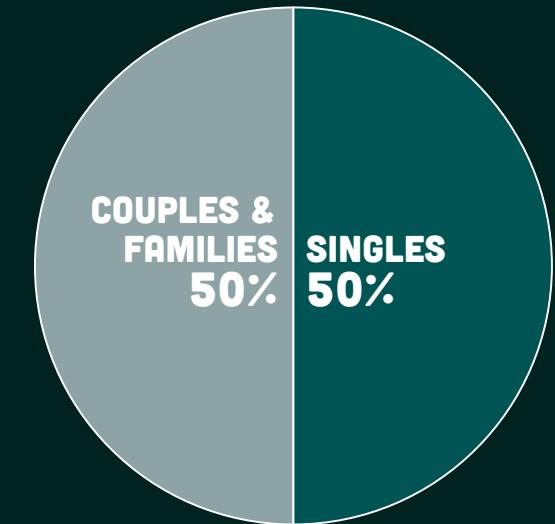
**31,500  
RESIDENTS**



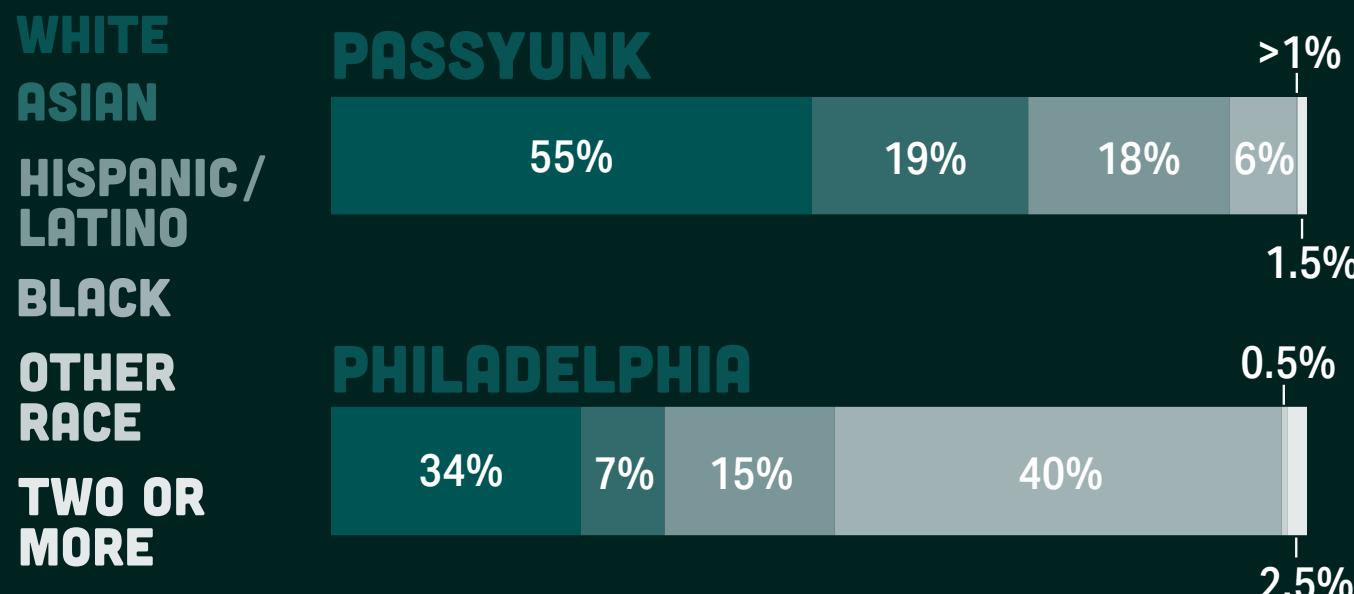
**2019 MEDIAN  
HOUSEHOLD INCOME**



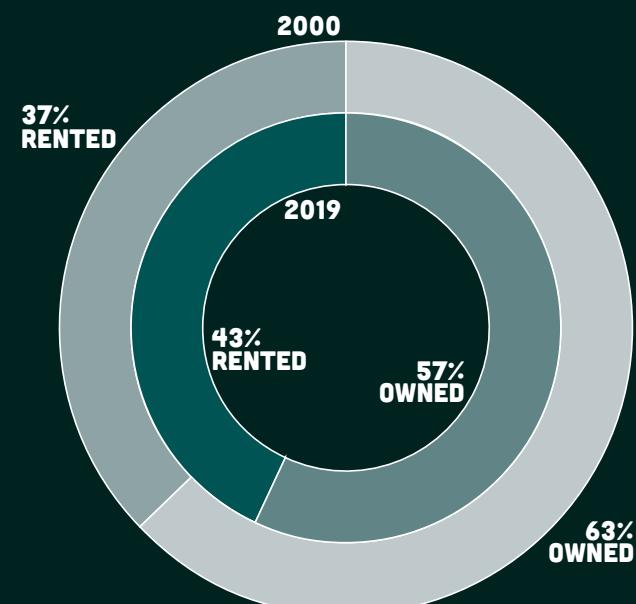
**HOUSEHOLD TYPES**



**RACE & ETHNICITY**



**HOUSING TENURE**





## **2– ISSUES, OPPORTUNITIES, AND GOALS**

# PLANNING GOALS FOR PASSYUNK

Passyunk, like any neighborhood, has both many qualities worth celebrating and a host of issues preventing it from achieving its full potential. In the course of researching the neighborhood's history, character, and context, several key topic areas emerged that capture the wide range of strengths and weaknesses seen in Passyunk today.

Those topic areas became the six goals listed here, which drive the structure and direction of the plan. The following section of the plan walks through each of the six goals in detail, presenting additional existing conditions supporting the need for that goal as well as issues and opportunities related to the topic area.

## PASSYUNK CAN BE A PLACE THAT...



### SUPPORTS IMMIGRANT COMMUNITIES

Passyunk is home to many immigrant and refugee communities which have contributed significantly to the cultural vibrancy of the neighborhood for many years. But these communities continue to face barriers in the neighborhood, including inconsistent service provision and a lack of opportunities for civic engagement.



### IS AFFORDABLE & WELCOMING TO NEW NEIGHBORS

The neighborhood has a long history of welcoming diverse new residents; however, the last two decades have seen rapidly rising housing prices as Passyunk gentrifies. This affordability crisis, which is displacing residents and changing the fabric of the neighborhood, must be addressed.



### IS GREEN & COMMUNAL

Despite its community-first nature, Passyunk has highly limited green space, including extremely little tree canopy cover and few open parks. Efforts must be made to provide residents with better spaces for public gathering.



### IS A PEDESTRIAN HAVEN

The neighborhood is characterized by its vibrant street life and excellent walkability. However, serious parking issues and inconsistent accessibility leave issues to be addressed.



### SUPPORTS SMALL BUSINESSES

Passyunk has a national reputation for its exceptional food, arts and culture scene driven by a slew of small businesses. However, encroaching development pressures and the lingering impacts of COVID-19 are threatening the stability of those businesses.



### SUPPORTS ALL AGES & ABILITIES

Passyunk has growing appeal for young families as well as a substantial population that is aging in place; the neighborhood must provide support and services for these sectors of the population and everyone in between.



## GOAL 1

PASSYUNK CAN BE A PLACE THAT...



# SUPPORTS IMMIGRANT COMMUNITIES

Immigration has been central to the history and identity of Passyunk. The late 19th century and early 20th century brought waves of immigration from Italy and other European countries, while the neighborhood saw increased immigration from Southeast Asia and Latin America in the late 20th century. Immigrants have provided vitality to Passyunk's main streets, fueled an economy of small businesses, and together created an unparalleled food culture that draws a diversity of visitors to the neighborhood to sample the cuisines that connect Philadelphia communities with the rest of the world.

Current gentrification pressures, however, are increasingly affecting Passyunk's housing affordability, which is pricing many new immigrants and refugees out of the neighborhood. In furthering the goal of welcoming and celebrating diverse immigrant communities, this plan seeks to tackle affordability issues while supporting opportunities for new immigrants to increase their economic security and fully participate in the civic life of the neighborhood.

## TIMELINE OF IMMIGRATION IN PASSYUNK

1880s: A wave of Southern Italian immigrants establishes a vibrant commercial corridor on 9th Street (today's Italian Market).

..... 19TH CENTURY .....

1887: Lebanese immigrants settle near 10th and Ellsworth Streets, and establish St. Maron's Church.

1970s-1980s: Vietnamese migrants and refugees establish businesses in the Italian Market area.

..... 20TH CENTURY .....

1990s: Mexican immigrants begin to arrive, particularly along Washington Avenue, 8th and 9th Streets.

..... 21ST CENTURY .....



Credits: Temple University Libraries Urban Archives, Associated Press

# Exploring Passyunk's Diversity

Since 1990, Philadelphia has become a growing U.S. destination for immigrants and refugees, a status it had not had since the early 20th century, when many residents of Passyunk had roots in Southern Italy. The famous cheesesteaks served up by Pat's and Geno's at Passyunk Square have their roots in the history of this neighborhood as Philadelphia's "Little Italy." Since 2000, the most common countries of origin for immigrants in the 19147 and 19148 zip codes (which encompass Passyunk) have shifted to Mexico, Guatemala, Vietnam, and Cambodia. As immigration trends change over time, so to do the cultural practices that characterize the neighborhood.

The boundaries of Passyunk intersect with the Southern half of the Italian Market, which originated as a Jewish market. Today, the market's sidewalk stalls are a mix of Asian and Latino establishments that intersperse the Italian coffee houses and gelaterias that have stood for four generations. Intersecting the famous market, a variety of small businesses and grocery stores make up "Little Saigon" on Washington Avenue between 6th and 16th Street, serving the largest population of Vietnamese immigrants on the East Coast. Further south on East Passyunk Ave, you will find some of the best restaurants in the city serving dim sum, pho, tamales, and more. And on 7th Street closer to Snyder Avenue, another business corridor begins between Passyunk and Mifflin Square, home to a variety of Mexican and Southeast Asian shops.

**"Change related to new immigrants is nothing new in South Philly. It was always a place of immigrants. It's never been without tensions. Change is kind of perpetual there."**

Bryant Simon  
History Professor At Temple

Passyunk has for much of its history been one of Philadelphia's most culturally rich ethnic neighborhoods, which helps make the area attractive to business, tourists, and newcomers. An important goal of this plan is to identify opportunities to welcome, support, and celebrate immigrants, in order to retain what has made Passyunk such a special place to live, work, and eat.

## CONCENTRATIONS OF SPOKEN LANGUAGES SHOW IMMIGRATION IN PASSYUNK

Without custom surveys, capturing a holistic picture of immigration at the neighborhood level is difficult. We typically define "immigrant" as someone who was born outside of the United States, but now lives in the U.S. By that measure we estimate that 22 percent of the population of Passyunk is foreign-born, compared with 14 percent in Philadelphia. However, the immigrant experience also includes first-generation Americans (the children of immigrants but born in the U.S.) and people from Puerto Rico – while these individuals are not technically immigrants, they face many of the same barriers as those who came to the U.S. from another country.

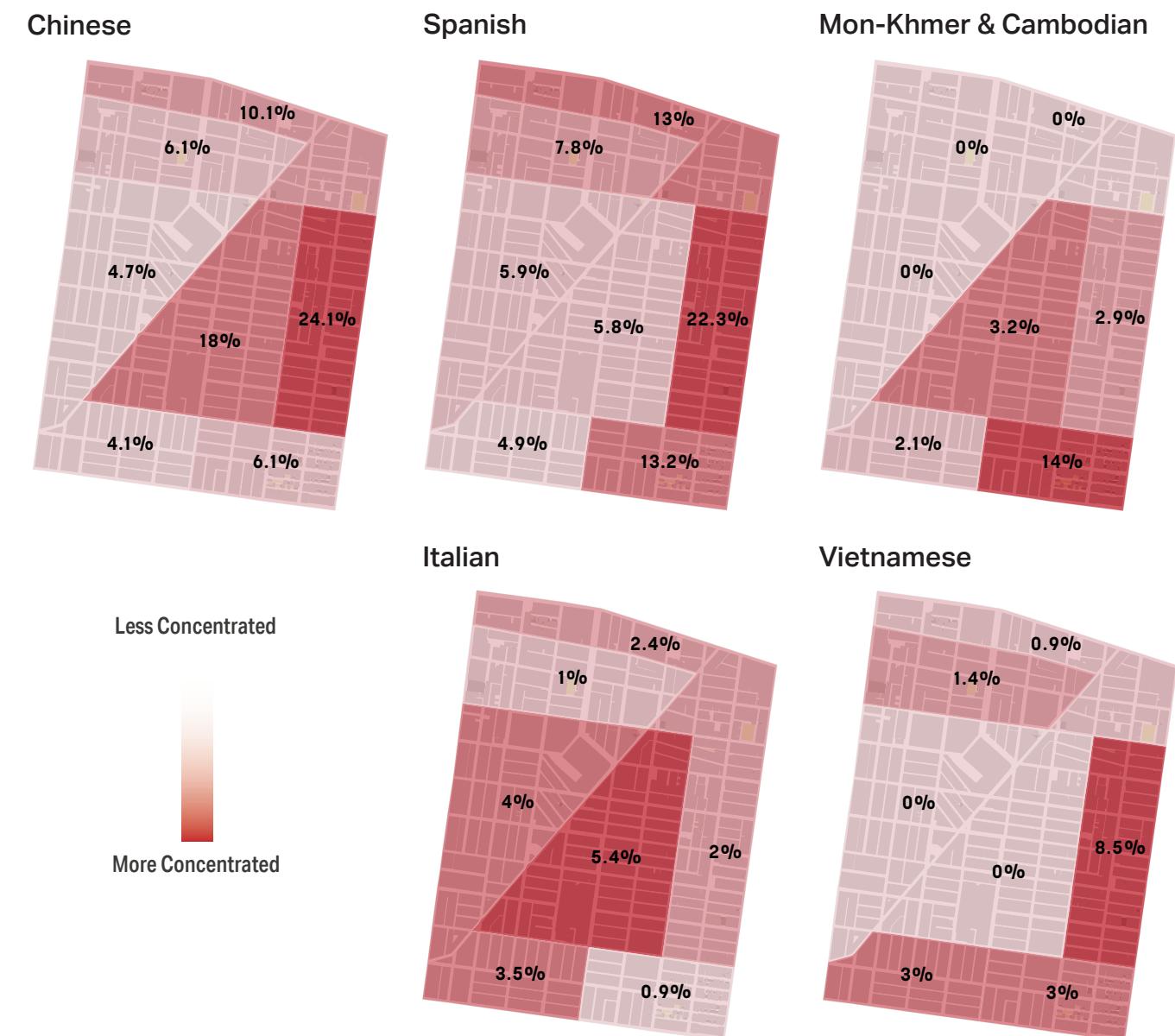
The neighborhood's diversity index also revealed that Passyunk's diversity is not spread evenly throughout the neighborhood. In order to visualize where immigrant enclaves are located today, and to include an expansive measure of the immigrant experience, we mapped the concentrations of language speakers by census block in the neighborhood. There are high concentrations of Spanish, Chinese, and Vietnamese speakers on the east side of the neighborhood, and a large community of Cambodian and Mon-Khmer speakers in the southeast. Our analysis shows that the southeastern portions of the neighborhood are significantly more diverse than the northwestern areas.

## MOST COMMON LANGUAGES SPOKEN IN PASSYUNK BESIDES ENGLISH:

Chinese	10.8%
Spanish	10.7%
Mon-Khmer & Cambodian	3.9%
Italian	2.8%
Vietnamese	2.4%

**22%  
OF PASSYUNK  
RESIDENTS ARE  
FOREIGN-BORN**

## % OF RESIDENTS WHO SPEAK COMMON PASSYUNK LANGUAGES, BY CENSUS TRACT



Source: 2014 American Community Survey 5-Year Data

## Opportunity

### WEALTH OF ORGANIZATIONS SUPPORTING IMMIGRANTS, REFUGEES, AND MARGINALIZED COMMUNITIES

Passyunk is home to a wealth of organizations that support immigrants, refugees, and marginalized communities. Many services are provided through formal non-profit organizations, some of which are displayed here. SEAMAAC has extensive ties throughout South Philadelphia and is currently engaged in planning efforts in the Mifflin Square neighborhood just south of Passyunk, as well as the promotion of the 7th Street Avenue business corridor. The Welcoming Center for New Americans, a nonprofit group founded in 2003, has been closely involved with main street revitalization efforts in other parts of the city, as well as providing services including help finding employment, English language programs, and classes in how to start or expand a small business. The cooperative Kampar Kitchen located in the BOK building is an immigrant-food business incubator, with seven Asian and Caribbean chefs on a rotating roster, and 20 chefs on the waitlist.

There is also active and emerging informal mutual aid organizing and activism in the community. These efforts include food sharing and mutual aid cooperatives to address food insecurity issues in the wake of the COVID-19 pandemic. Local restaurant owners, Christina Martinez and Ben Miller of South Philly Barbacoa, founded the Popular Alliance for Undocumented Worker's Rights (PAUWR) with the mission to support immigrants and their right to economic and social justice in the food industry. The Barbacoa kitchen is also spinning off a new worker-owned masa-processing collective, Masa Cooperativa, designed to give undocumented immigrants a legal way to profit from their labor. During the pandemic, Martinez's former restaurant space, El Compadre, was transformed into The People's Kitchen, where a rotating crew of chefs partnered with 215 People's Alliance (215PA) to serve 215 free meals per day to those experiencing food insecurity – including many Mexican workers who have been particularly hard hit with unemployment and lack of



Christina Martinez, South Philly Barbacoa & Casa Mexico. Credit: M.Mischetti for Visit Philadelphia.

access to government benefits during the pandemic. The team has even transformed 30 abandoned plots of land in Southwest Philadelphia into vegetable gardens to feed their community.

There is a definite opportunity here to forge connections that amplify these organization's impact and reach. Coordination of events, fundraisers, access to community spaces, and partnership on strategic efforts are just a few things that local neighborhood groups can offer that will have major impact on the wellbeing of immigrant communities in and around Passyunk.

#### Key Organizations

- The Welcoming Center
- SEAMAAC
- United Communities
- Popular Alliance for Undocumented Worker's Rights
- Association of Mexican Business Owners of Philadelphia
- Restaurant Opportunities Centers of Pennsylvania
- Office of Immigrant Affairs / Language Access Philly
- Let's Talk Philly

## Issue

### DISCONNECTED SOCIAL FABRIC & LACK OF REPRESENTATION

Today, 22% of Passyunk residents are foreign-born. Still, the question remains as to whether the community of Passyunk and its resources remain ready to welcome immigrants wholeheartedly and foster an environment where they can succeed in all aspects of their lives, including in their working roles as entrepreneurs and small business owners.

The presence of new immigrants may cause tensions and complex racial dynamics to emerge between newcomers and existing long-time residents and shop owners. Newcomers bring new foot traffic and refresh the mix of goods and services that are available, but they also change the look and feel of the neighborhood. Recognizing and addressing these tensions is important to ensure that the interests of longtime residents are addressed as part of a "two-way street" of immigrant integration, in order to bring both the area's immigrant and receiving communities closer together.

A current issue facing the neighborhood is the lack of representation of immigrants, refugees, and other marginalized communities in formal civic and community organizations. First generation immigrants are 25-55% less likely to participate in formal civic opportunities than second-generation immigrants. According to a Migration Policy Institute report, 76% of immigrant adults struggle to access and use information online, compared to 60% of U.S.-born adults. The East Passyunk and Passyunk Square Civic Associations have shared the difficulty of reaching across this divide plus what is often a language barrier to include new immigrant populations in the civic life of the neighborhood. Civic opportunities allow immigrants to interact with a broad range of residents, learn about City government, and integrate into Passyunk and the City of Philadelphia. By increasing immigrant involvement, entities like schools, parks, and non-profits will better represent immigrants' interests and concerns.

### Join us to make a Neighborhood Plan

મ્યારી વ્યાજ કરી રહ્યું છે  
નેચર કાર્યક્રમ  
કોણ ગંગાની  
નેચર કાર્યક્રમ  
与我们一  
邻里

The neighborhood plan for Mifflin Square led by SEAMAAC provided materials in numerous languages to empower community members.

#### Registered Community Organizations

- Passyunk Square Civic Association
- East Passyunk Crossing Civic Association

#### Public & City Representatives

- Councilman Mark Squilla
- Philadelphia City Planning Commission
- Philadelphia Commerce Department
- SEPTA



Congregants at the Zhen Ru Buddhist Temple at Hoffman St and S 7th St.  
Credit: Michelle Gustafson for The New York Times





## GOAL 2

PASSYUNK CAN BE A PLACE THAT...

# IS AFFORDABLE & ACCESSIBLE



Passyunk's long history of welcoming new immigrants has helped create an incredibly diverse and vibrant cultural hotspot in South Philadelphia that should be celebrated and bolstered in future planning efforts. The spirit of the neighborhood can only be maintained if Passyunk remains as affordable and accessible to live in as it has been historically. Recent increases in housing prices, median household income, and other indicators point to a troubling pattern. Such trends are not surprising given Passyunk's status as one of the city's most desirable neighborhoods, thanks to its walkability and the unique environment

created in large part by the variety of cultural enclaves. For Passyunk to retain its unique character, future planning must seek to stem the tide of decreasing affordability which has been threatening to displace the neighborhood's most vulnerable communities for decades.



Much of Passyunk resembles classic Philadelphia, with rows of brick row houses built in the early twentieth century as pictured here.



## Housing in Passyunk

### TYPОLOGY & CONDITION

Passyunk has a strong, consistent residential character that begins the moment you step off the neighborhood's main commercial thoroughfares. The majority of Passyunk's urban fabric is comprised of 2- and 3-story row houses that meet the sidewalk with no front yard setbacks. Nearly all these housing structures were built before 1940. Most exteriors are in average or above average condition according to data from the City of Philadelphia's Office of Property Assessment. Because so much of the fabric of this historic working-class housing remains intact, the neighborhood retains a strong association with the heavily Italian and Irish American identities of its past.

This wealth of intact historic housing is an asset driving the desirability of the neighborhood and attracting new residents along with other qualities such as its walkability and access to Center City. The age of Passyunk's housing stock is also a challenge to consider when designing housing policies for the neighborhood. Since many of these structures are more than 70 years old, they impose increased maintenance cost burdens for both new and established homeowners.



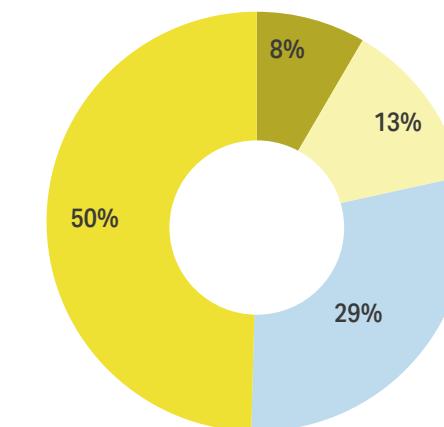
*In some areas, traditional row houses are being replaced with more modern, "gentrification aesthetic" properties.*

### PASSYUNK BUILDINGS BY YEAR BUILT



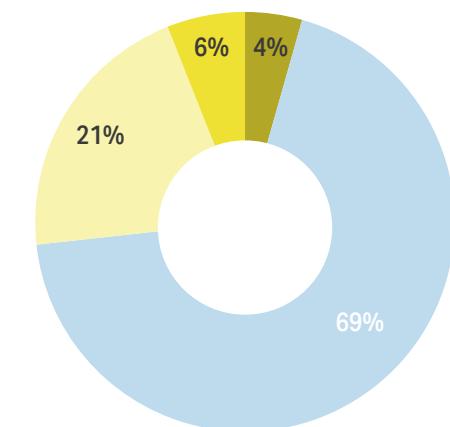
- 1940 or earlier
- 1941-1970
- 1971-2000
- Since 2001

### HOUSEHOLD COMPOSITION



- Single Parent with Children
- Families without Children
- Two or more Adults with Children
- Singles

### HOUSING STOCK

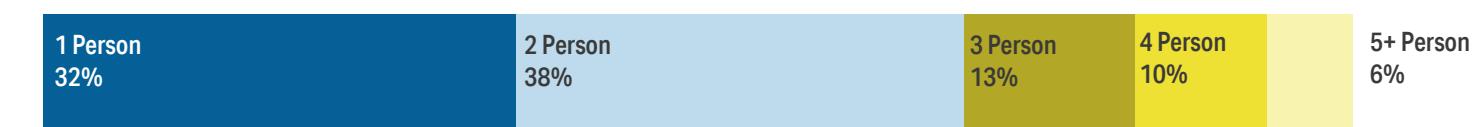


- Single-Family Detached
- Small Multifamily: 2-4 Units in Structure
- Single-Family Attached
- Large Multifamily: More than 5 Units in Structure

**56%**  
OF HOUSING UNITS  
ARE OWNED

**44%**  
ARE RENTED

### HOUSEHOLD SIZE



### UNIT SIZE



## Issue

### DECLINING AFFORDABILITY IN PASSYUNK

Passyunk has been facing significant gentrification pressures for decades. As the maps to the right demonstrate, housing sales prices have increased dramatically between 2000 and 2020, far outpacing the rate of inflation over that same period. These price increases began in the northwest corner of the neighborhood, nearest to Center City, and have spread towards the more diverse area in southeastern Passyunk over time. Rising housing costs are increasingly threatening to the immigrant enclaves found near 7th and Snyder.

The charts below demonstrate the impact of rising housing costs on the neighborhood's population. In 2010, there was relative parity between the number of households in each income group. By 2019, many lower-income households had been replaced by those with an income of \$75,000 or more. Shown against housing cost burden data, the displacement of lower-income households clearly stems from significant affordability issues. While new developments alleviate some of the increasing demand for housing in the neighborhood, an effort must be made to ensure that this new housing does not further contribute to the decreasing affordability in Passyunk.

### RESIDENTIAL PROPERTY SALES OVER TIME

**2000–2005**



**2006–2010**



**2011–2015**



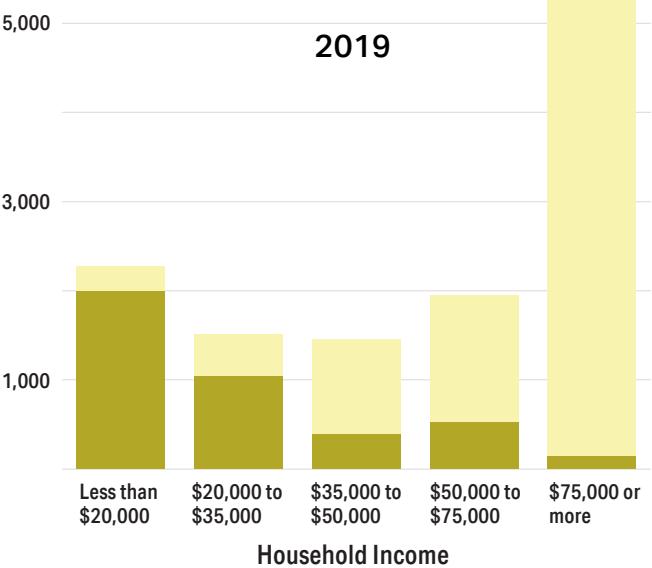
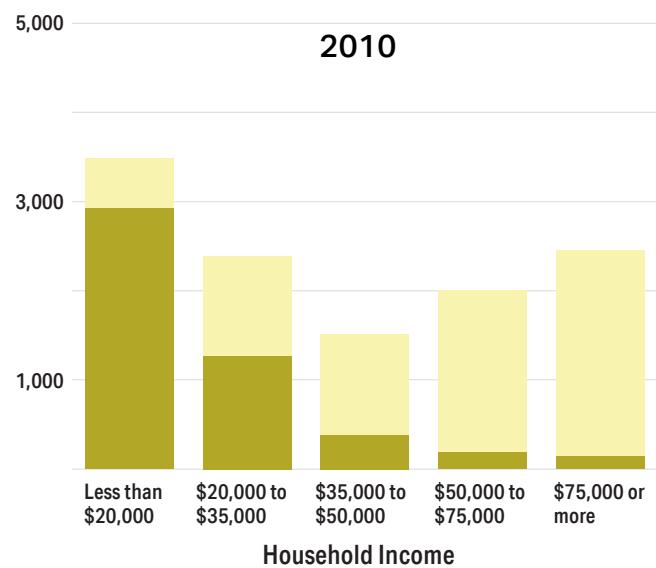
**2016–2020**



Sale Price:

- < \$120,000
- \$120,000 - \$225,000
- \$225,000 - \$350,000
- \$350,000 - \$500,000
- > \$500,000

### COST-BURDENED AND NON-COST BURDENED HOUSEHOLDS



Source: American Community Survey: 5-Year Data

Source: Philadelphia Office of Property Assessment

# Opportunity

## TAKING ADVANTAGE OF LIMITED DEVELOPMENT OPPORTUNITIES

While much of Passyunk is already built out, there is still momentum to continue developing housing to meet the demand from new residents. Given the historic nature of the neighborhood's housing stock, much of this development is taking place through expanding or renovating existing structures. The map on the next page shows the building permits that have been registered with the City of Philadelphia for these small-scale projects.

As noted earlier, more than two-thirds of the housing structures throughout Passyunk are single-family attached, correlating with the older age of those homes. There are many permits pulled for existing housing structures, indicated by the small dots, largely renovations or expansions designed to allow for more residents. This helps to contribute to increased density in Passyunk, but only in marginal increments.



A large municipal complex at 11th and Reed Streets is one of the few major redevelopment sites on the horizon for the neighborhood, with a plan in place to relocate government services and construct a new mixed-use building.



Most new construction is rapidly increasing the neighborhood's density, however. The larger highlighted blocks show where multifamily projects are proposed or currently under construction. Each of these will include at least five residential units. The multifamily development projects shown on the map would combine to add more than 400 new residential units to Passyunk, an opportunity to address increasing demand for housing in the neighborhood.

## NEW DEVELOPMENT IN PASSYUNK

2016-2021



Source: Philadelphia Department of Licenses & Inspections

- Major Multifamily Development
- All Residential Building Permits for new construction and additions



Image sources: Rising Real Estate & Philadelphia Yimby



Stretching time at Capitolo Playground.  
Credit: Philadelphia Parks and  
Recreation Department

### GOAL 3

PASSYUNK CAN BE A PLACE THAT...

## IS GREEN AND COMMUNAL



Passyunk Square and East Passyunk have a number of existing gathering spaces that are loved by their diverse residents and attract visitors from elsewhere in the city. The neighborhood is also rich in community centers, social service organizations, and non-profit organizations that offer a range of programming. Although Passyunk is home to some great parks and recreation sites, there are disparities in both the location and size of these sites and the types of recreation they cater to. Additionally, the neighborhood is heavily developed, making it difficult to create new parks and open spaces.

This goal focuses on striking a better balance between concrete and vegetation, bringing more trees to the neighborhood, and making outdoor recreation spaces for all residents.

# Passyunk Parks and Communal Spaces

## PARKS

The two largest parks in the neighborhood are Columbus Square Park and Capitolo Playground, both of which are located in Passyunk Square. The majority of the space at these sites is dedicated to sports fields, yet they incorporate other activities and amenities. Columbus Square Park was recently renovated and has a baseball and multi-use field, a playground and spray park, a dog park, several garden beds, an open lawn and nature walk, and benches and cafe seating. Capitolo Playground is similarly situated, though it has basketball courts and a large and active community garden, but no dog park. Capitolo is a hub for diverse interaction in the neighborhood, with a vibrant soccer scene that attracts players of all ages and ethnicities, and the park is currently being renovated as part of the Rebuild Philadelphia project. Gold Star Park and Paolone Park are two much smaller and more verdant parks, without active recreation facilities, and are also in Passyunk Square.

## COMMUNITY AND RECREATION CENTERS

The South Philadelphia Older Adults Center (SPOAC), the East Passyunk Community Center, and the Ford PAL Recreation Center offer a wide array of programming and amenities to residents of Passyunk and greater South Philadelphia. The SPOAC is discussed in more detail in Goal 6 of this plan. The East Passyunk Community Center hosts indoor basketball leagues, summer camps, after school programs, and senior activities, made possible through city-funded staffing. The East Passyunk Community Center also has one of the only outdoor communal spaces with trees and vegetation in East Passyunk. The Ford Police Athletic League (PAL) Recreation Center is a Police Athletic League center that provides

athletic, educational, and social activities for kids. Ford Rec Center has a swimming pool, indoor and outdoor basketball courts, and playground.

## GARDENS

While East Passyunk lacks a green, city park, it does have several active community gardens, including the East Passyunk Crossing Community Garden on the campus of Neumann Goretti High School and the Growing Home Garden along Emily and Mercy streets. Both of these gardens operate in partnership with SEAMACC and provide spaces for new immigrants and refugees to grow culturally relevant crops and to connect to the neighborhood.

## PLAZAS

An additional type of communal space found in Passyunk is the small street plaza. Spaces such as the Singing Fountain have been activated for pedestrian use with benches and landscaping and become popular gathering sites.

## Columbus Square Park



## Singing Fountain



## East Passyunk Community Center



## Ford PAL Rec Center



## PARKS AND COMMUNAL SPACES IN PASSYUNK



## Impervious Surfaces & Tree Canopy



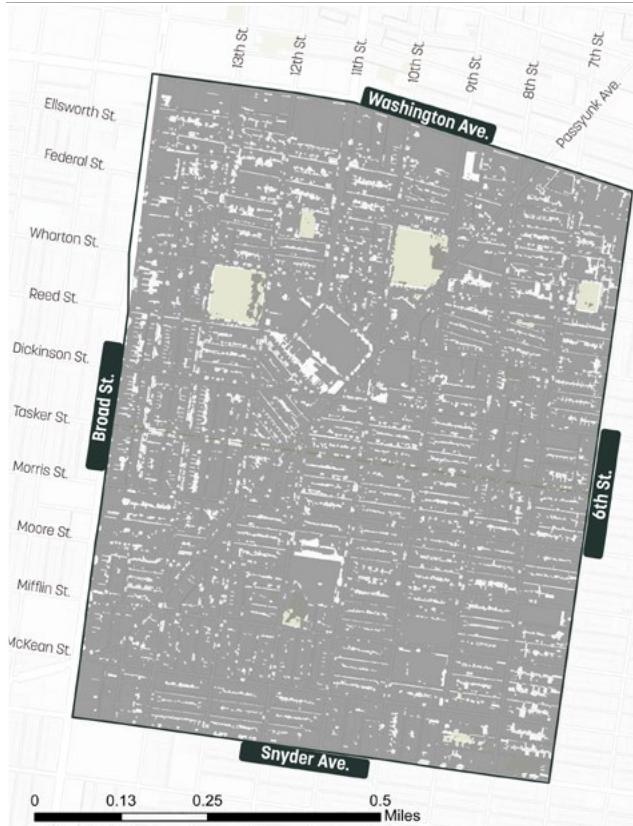
A typical concrete corner in Passyunk.

### IMPERVIOUS SURFACES

Passyunk is an older neighborhood, with a fairly dense development pattern. As such, the vast majority of Passyunk is concrete and buildings. About 85% of the neighborhood is impervious surface, meaning water cannot seep into the ground. High impervious surface coverage increases local flood risk and increases the burden on the City's sewer system. Additionally, without vegetation or permeable pavement to allow for absorption, stormwater picks up urban pollutants from the buildings, sidewalks, and streets, which eventually end up in the rivers and streams that the sewer system discharges into.

**85%**  
IMPERVIOUS SURFACE

### HIGH IMPERVIOUS SURFACE COVERAGE



Source: Philadelphia Land Cover Raster 2018, Philadelphia Parks and Recreation

### LIMITED TREE CANOPY COVERAGE



Source: Philadelphia Land Cover Raster 2018, Philadelphia Parks and Recreation

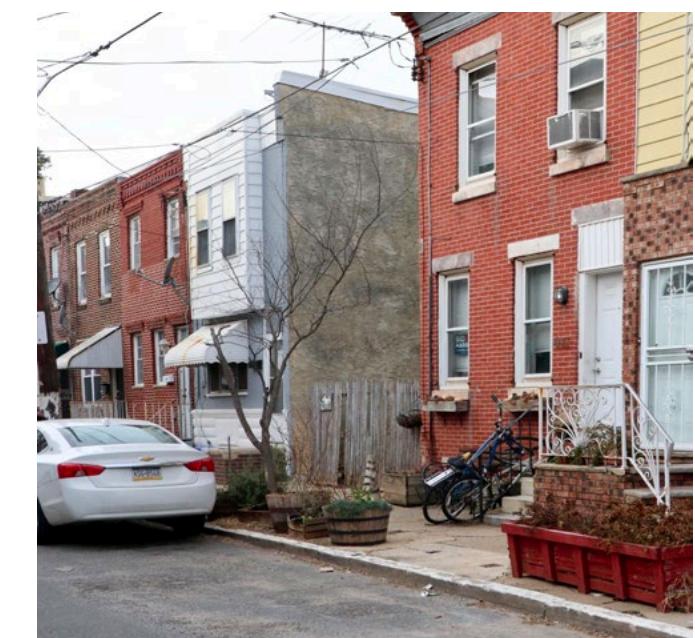
**5%** TREE CANOPY COVERAGE

**30%** CITYWIDE CANOPY GOAL

### TREE CANOPY

Passyunk has only 5% tree canopy coverage, a limited canopy that is felt more starkly on the southeastern side of E Passyunk Ave. The neighborhood is far from the citywide goal of 30%. While Passyunk itself does not need to hit that citywide threshold, it will benefit substantially from investing in the canopy.

Trees absorb stormwater, improve air quality, provide shade, and are shown to have positive physical and mental impacts on public health. As climate change brings more extreme heat and rain events to Philadelphia, residents in Passyunk will be at greater risk of heat stress and flood damage.



Street trees need maintenance and support to survive long enough that they are able to provide true benefits to the community.

## Access to Parks and Recreation Space

Parks, open space, and recreation areas are important resources for communities. Access to outdoor recreation spaces within walking distance of residences provides opportunities for physical activity and encourages residents to spend time outside, which can lead to improved physical and emotional health. Parks and open spaces became even more critical in early 2020 at the start of the COVID-19 pandemic as they offered respite from indoor isolation as well as safer venues for gathering and socializing.

### DISPROPORTIONATE AND RESTRICTED ACCESS

There is a stark contrast of accessibility to parks and recreational spaces between Passyunk Square and East Passyunk. Passyunk Square has over seven times as much square footage of park and recreation space as East Passyunk. The two largest recreational spaces in the neighborhood, Capitolo Playground and Columbus Square Park, are both within Passyunk Square. The disparity is more apparent in terms of open green space, whether for passive or active recreation. The only non-garden site with green space in East Passyunk is the East Passyunk Community Center, which is a small open space with limited hours of operation.

### FENCES AND GATES

Fencing and gating around neighborhood parks and recreation areas present additional barriers to access and may create an unwelcoming atmosphere for visitors. The largest open green spaces in Passyunk located at Columbus Square and Capitolo Playground have tall fences with gates that are frequently locked up. Philadelphia Parks and Recreation locks both of these spaces, as well as many others throughout the city, continuously for the months of December through March. A permit must be obtained to gain access during this time period. Community members petitioned the City to unlock these spaces during the COVID-19 pandemic to provide more public space and the City agreed to the request, which hopefully opened the door to year-round access in perpetuity.

### PARKS AND RECREATION SPACE BY NEIGHBORHOOD



Source: Philadelphia Parks and Recreation PPR Properties layer



Limited hours prevent parks from being truly public spaces.



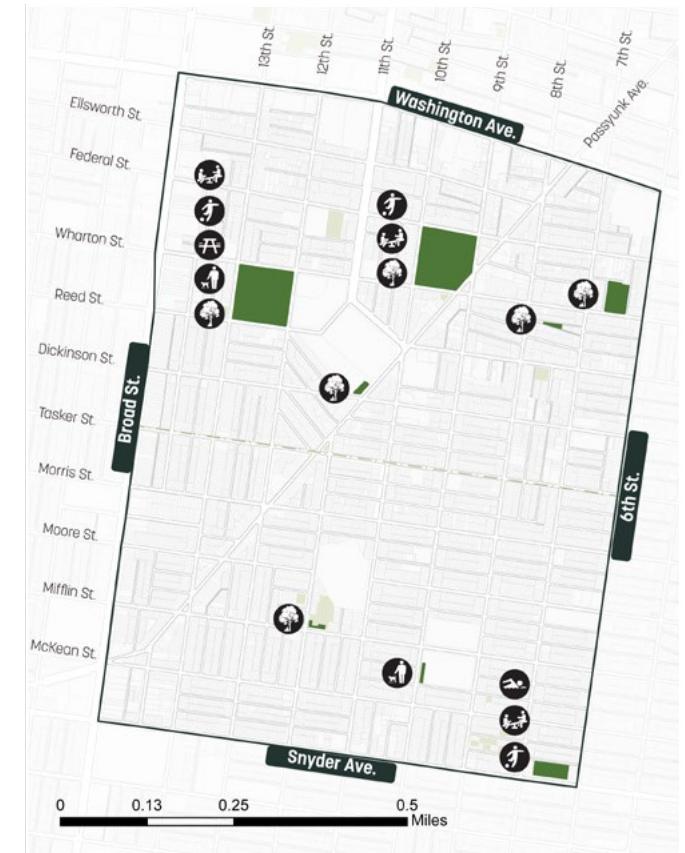
Many public parks in Passyunk are completely fenced in.

### ACTIVE VS. PASSIVE RECREATION

Capitolo Playground and Columbus Square Park host a variety of important programming, especially for the youth in the neighborhood. While these are valuable community assets, a large percentage of the space at both sites is frequently occupied by sports programming and unavailable to the rest of the public. The only public park in the neighborhood that exists purely for relaxing among nature and trees is Gold Star Park in Passyunk Square near the eastern edge of the neighborhood. The map on the right further illustrates the disproportionate access to green space between Passyunk Square and East Passyunk, with only one space providing passive green space to visitors.

-  Green Leisure Space
-  Dog Park
-  Playground
-  Cafe / Picnic Seating
-  Sports Fields / Courts
-  Swimming Pool

### AMENITIES AT PARKS AND REC SPACES



Source: Philadelphia Parks and Recreation PPR Properties layer



42

Pedestrians flock to a street festival on East Passyunk Avenue.

## GOAL 4 PASSYUNK CAN BE A PLACE THAT...

### IS A PEDESTRIAN HAVEN



One of the many qualities that sets Passyunk apart from the city is its impressively walkable and bikeable environment. Despite—or perhaps because of—its lack of formal public green space, Passyunk's sidewalks are bustling and lend the neighborhood its community-oriented character. In addition, several bus lines and easy access to the Broad Street Line subway along the western edge of the neighborhood mean that Passyunk is well-connected to the rest of the city, even for those without vehicles. As welcoming as the streets are for pedestrians and cyclists, however, the neighborhood is not without its challenges.



An entrance to one of the neighborhood's three subway stops.

Narrow streets can make for a difficult cycling environment, and severe parking challenges in South Philly lead drivers to park on sidewalks throughout the neighborhood, a trend which damages the accessibility of the street network. Future planning efforts should focus on sustaining and improving the pedestrian and cycling networks in Passyunk to help the neighborhood maintain its personable and community-driven nature.



Passyunk sports fairly robust pedestrian infrastructure.

43

# Mobility Patterns

## TRANSIT, WALKING, AND BIKING

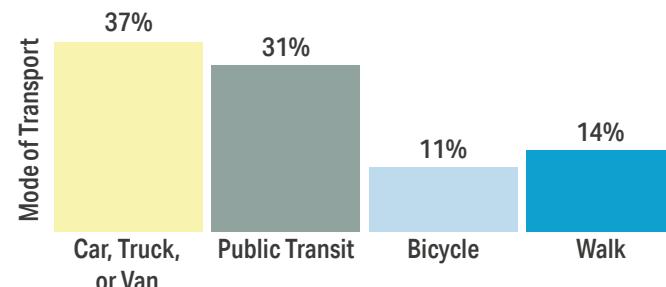
Passyunk's streets have differences in size, mobility options, and the relationships that exist between the street and its adjacent buildings. Washington Avenue and Broad Street are both major arterial roads carrying high volumes of traffic through Philadelphia. They are two-way roads with six-lanes, and space for vehicular parking at the curbside and within an unprotected median. Snyder Avenue is a secondary, two-way, two-lane road with curbside parking and unprotected bike lanes on both sides. 6th Street is a secondary one-way road running from north to south with curbside parking, providing a buffer from I-95 towards the east. Passyunk is also well-connected with the rest of Philadelphia through public transit. With three stops of the Broad Street Line subway lining its western edge and service by eight inter-city buses, there are many means by which to access the neighborhood and for its residents to travel within the city.

**31%**  
RESIDENTS USE  
PUBLIC TRANSIT

**25%**  
CYCLE AND WALK

Source: 2019 American Community Survey: 5-Year Data  
and walkscore.com

## COMMUTE MODE SHARE



## EAST PASSYUNK AVENUE

The small-scale, locally owned businesses along E Passyunk Ave shape the neighborhood's distinct urban and economic character. The mixed-use nature of Passyunk Avenue, combined with strong Business Improvement District support, contributes to its busy and vibrant nature. Buildings abut internal sidewalks, with shop fronts opening out onto the streets and integrating activity across the public and "private" realms. Further north along Washington Avenue, however, the fine urban grain of Passyunk's shops gives way to larger lots with single-use establishments that are largely separated from the sidewalk by wide parking strips. This distinction impacts the way people use sidewalks, including the level of comfort associated with making bike-ped trips.



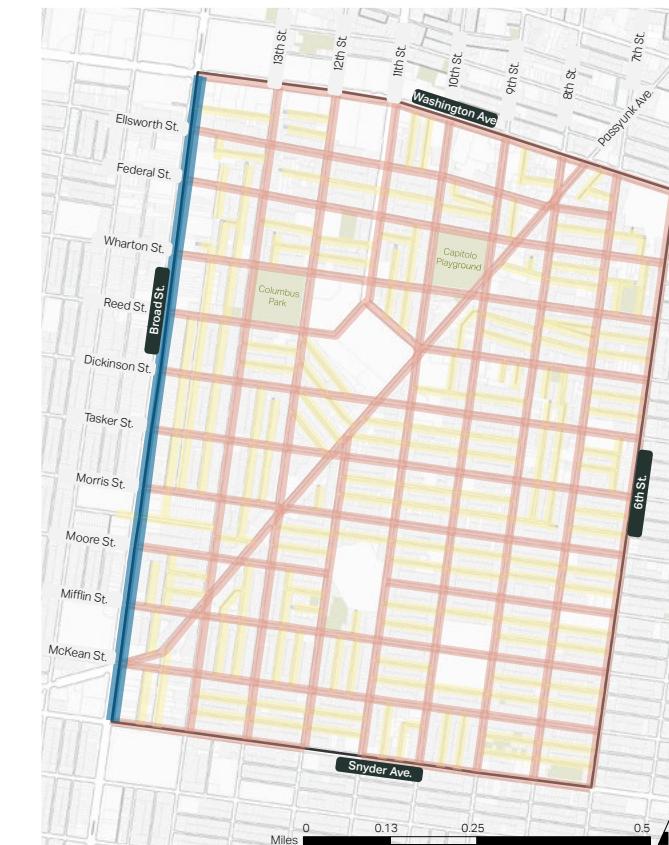
# Opportunity

## STRENGTHENING RELATIONSHIPS WITH THE BUILT ENVIRONMENT

The Delaware Valley Regional Planning Commission's dataset on "sidewalk gaps" recorded sidewalks to be complete for most of the neighborhood. They are, for the most part, wide and well-maintained, offering a pleasant walking experience.

There is, however, a mismatch between infrastructure for walking and biking within and around the neighborhood. The Bicycle 'Level of Traffic Stress' (LTS) metric measures

## SIDEWALK GAP ANALYSIS



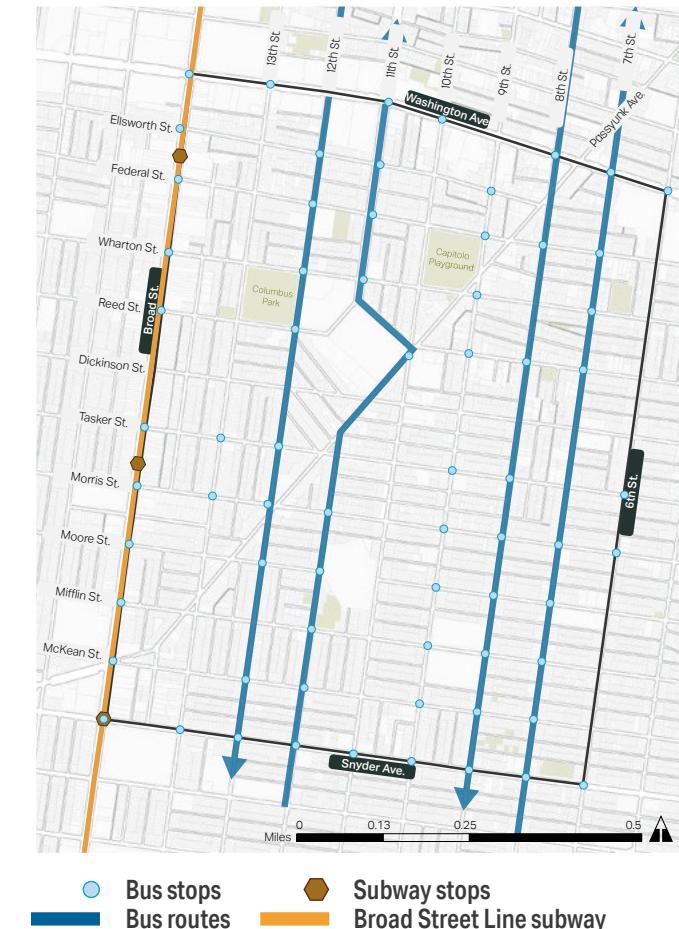
**Sidewalk Width ≥ 20 Feet**  
**Sidewalk Width ≥ 12 Feet**  
**Sidewalk Width ≥ 10 Feet**

Sources: DVRPC and OpenDataPhilly

the ease of commuting by bike on urban roads with respect to vehicular traffic. While most of Passyunk's residential streets fall under LTS 1 and 2 (low stress), wider thoroughfares such as Tasker Avenue are classified under LTS 3 (moderate stress), and Washington Ave and Broad Street fall under LTS 4 (high stress). The latter two also record the highest crashes and fatalities in the region as shown on the map on page 47.

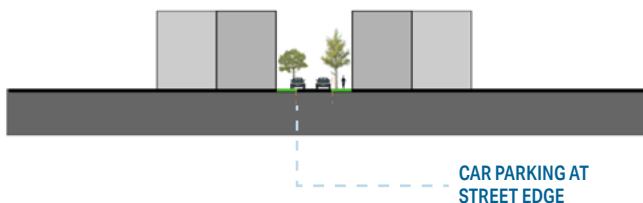
Extending the existing network of strong infrastructure, including sidewalks, islands, and crosswalks, would prove to

## TRANSIT LINES AND STOPS

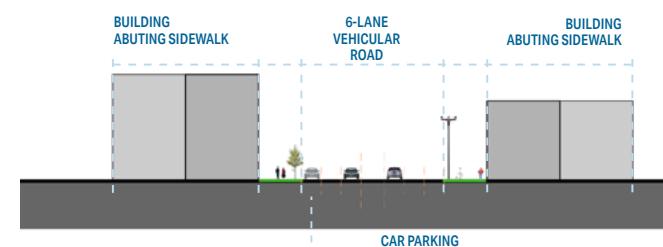


**Bus stops**  
**Bus routes**  
**Subway stops**  
**Broad Street Line subway**

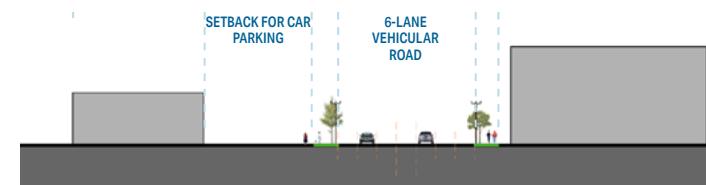
## RESIDENTIAL STREETS



## BROAD STREET



## WASHINGTON AVENUE



support overall access to the neighborhood.

## LEVERAGING THE COMMERCIAL CORRIDOR

The E Passyunk Ave commercial corridor serves as the neighborhood's primary concentration of business activity. It is thus a magnet for both employment and visitors. It is currently used by many auto commuters as a diagonal shortcut to get from South Philly on Broad Street to the eastern portion of Center City. The nature of these commuters often does not align with the neighborhood

use the street is intended for, creating a dangerous street environment for pedestrians.

By prioritizing the primary users of the commercial corridor, employees and patrons alike, the Passyunk neighborhood can achieve safer, more comfortable access. This can be realized through adjusting the streetscapes while also emphasizing the ability for users to walk, bike, and use transit.

## Issue

### STREET DESIGN & SAFETY CONCERN

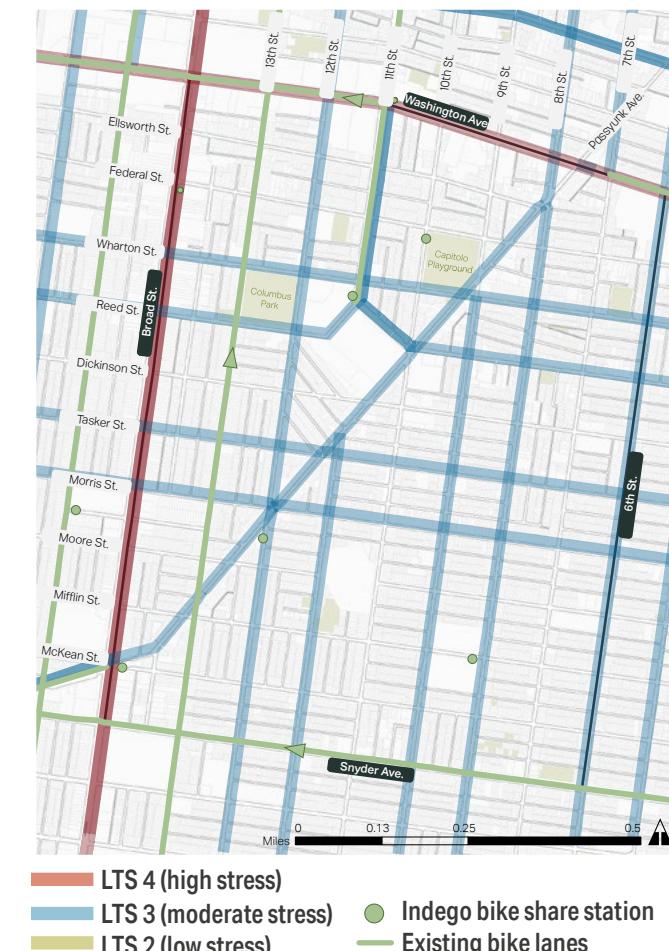
Passyunk has much to celebrate when it comes to mobility and accessibility, but the neighborhood also contains several key problem areas. The streetscapes shown here—particularly those along the major commercial thoroughfares Broad Street and Washington Avenue—pose a safety risk to pedestrians and cyclists and make navigating into and within the neighborhood more difficult. The map to the lower right shows crashes and fatalities in Passyunk, demonstrating the clear safety challenges posed by the neighborhood's border roads, an issue that must be

addressed in future planning. It is important to note that a final plan has been announced as of Spring 2022 to narrow portions of Washington Ave in hopes of improving safety and circulation.

### CONGESTION, PARKING, AND RIGHT OF WAY

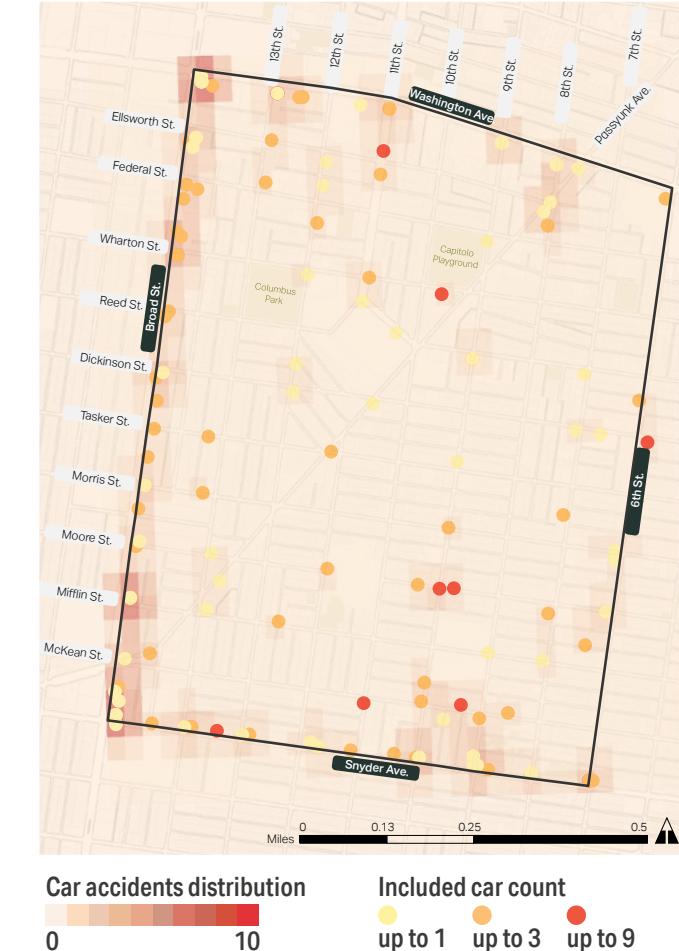
In the interior of the neighborhood, unregulated parking on narrow streets, an underdeveloped network of bicycle lanes, the lack of a speed limit, and inconsistently maintained intersections take away from Passyunk's potential to be a fully realized urban space for walking, cycling, and accessing public transit.

### BICYCLE LEVEL OF TRAFFIC STRESS



Source: DVRPC and OpenDataPhilly

### TRAFFIC CRASHES & FATALITIES





48

Passyunk is known locally and nationally for its vibrant small businesses.

## GOAL 5

PASSYUNK CAN BE A PLACE THAT...

# SUPPORTS SMALL BUSINESS

Although it is primarily a residential neighborhood, Passyunk is undoubtedly anchored by its vibrant commercial corridors along Broad Street, Washington Avenue, South 7th Street, and, most famously, East Passyunk Avenue, whose parade of small businesses cuts diagonally through the neighborhood. Passyunk is known locally and nationally for its robust and diverse food, arts, and culture scene, drawing visitors from around Philadelphia and beyond.

The neighborhood's status as a tourist destination is a boon for the local economy but, at the same time, presents a challenge. As Passyunk's desirability and prominence continue to increase, how can planning efforts ensure that local businesses continue to serve residents and retain the genuine, multicultural vibrancy that put the neighborhood on the map in the first place?



49

## Jobs in Passyunk

### GROWING NEIGHBORHOOD INDUSTRIES

Passyunk boasts a total of 6,039 jobs, largely made up of those "main street" businesses represented on the E Passyunk Ave commercial corridor that has come to define much of the neighborhood's identity. With 1,284 accommodation and food services jobs and 1,009 retail trade jobs, industries related to hospitality make up more than one-third of all jobs in the neighborhood. This emphasizes how the retail presence has a significant impact on Passyunk's economic vitality. There are also a healthy number of jobs in the healthcare and social assistance sector, which reflects a larger trend of healthcare as a keystone industry in Philadelphia.

Current trends in American lifestyles indicate the strong position of Passyunk's food-centric urbanism. In the last 40 years, Americans have made dining out a frequent experience. Restaurant Opportunities Center United has reported that 50% of Americans eat out on a weekly basis, and more are anticipated to eat out each year. The National Restaurant Association reported that the restaurant industry is projected to grow by 14% over the next decade, adding 1.8 million more jobs that will most likely employ immigrant workers.

### WORKER INFLOW/OUTFLOW

Only 650 people both live and work in Passyunk, representing less than 5% of the employed population. That means more than 13,000 residents are leaving the neighborhood for employment. However, this area remains a hub of employment for over 5,000 people who commute into Passyunk for work. Employees commuting to the neighborhood should be kept in mind as they are a big component of what makes the local small business scene successful.

### PASSYUNK'S IMMIGRANT LABOR FORCE

It is important to recognize that the people who come to work in this neighborhood are a vital part of the community of Passyunk. Passyunk is largely characterized by its restaurant scene. Across Philadelphia immigrant workers make up 17% of the workforce in tourism, hospitality, and recreation industries.

In the U.S., nearly 1 in 3 food service workers are foreign-born. Pew Research estimates that nationally 12% of all food prep workers and servers are undocumented, although other studies in LA and NYC have estimated closer to 40%. Some neighborhood restaurants have gained publicity for their stance supporting undocumented workers. For example, local restaurant Le Virtù joined the national sanctuary restaurant movement, posting signage indicating they are committed to being a safe place for everyone, including immigrants and refugees, and hosting immigration-advocacy fundraising dinners in their space.

While the restaurant industry has grown rapidly, the labor market for restaurant workers has increasingly tightened, and customers' willingness to pay higher prices in exchange for fair treatment of back-of-house workers has been sorely lacking. As working conditions have shifted during the pandemic, some of these workers have been hit the hardest by the unsustainability of this system. The neighborhood has an opportunity to make sure these workers are given dignity and respect, to bolster immigrant morale, and empower these workers to feel that they belong.

A large immigrant workforce coming into the neighborhood is good for the local economy, especially if presented with opportunities to gain skills and achieve ownership. Nationally, immigrants are 28% more likely to be entrepreneurs than the U.S.-born population, and in Philadelphia that number jumps to 77%. Immigrants in Philadelphia account for 96% the growth of "Main Street businesses" between 2000 and 2013, mainly retail stores and restaurants. A strong network of nonprofit groups plays a large role in supporting immigrant-focused economic development efforts, who may partner with neighborhood groups to further their reach.

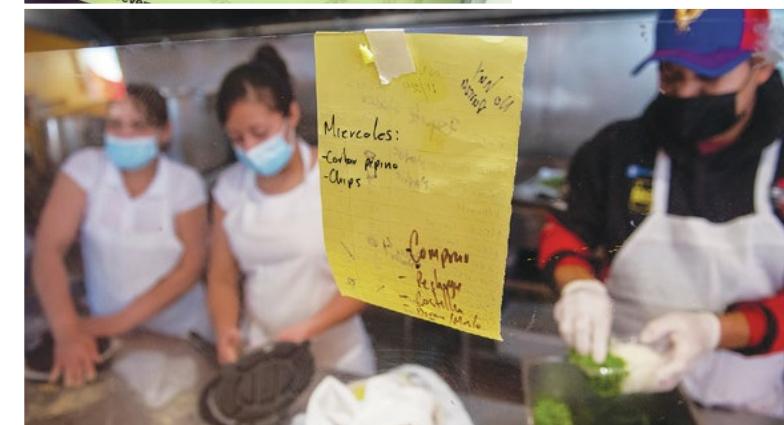
**1,284**  
ACCOMMODATION  
& FOOD SERVICES

**1,179**  
HEALTHCARE &  
SOCIAL ASSISTANCE

**1,009**  
RETAIL TRADE

**6,039**  
TOTAL JOBS  
IN PASSYUNK

Source: 2019 American Community Survey: 5-Year Data



Credits: Eater Philadelphia, Joe Lamberti for the Associated Press, The Philadelphia Citizen



### Nonprofits Supporting Immigrant Workers

- Masa Cooperativa
- The People's Kitchen
- Popular Alliance for Undocumented Worker's Rights
- Sanctuary Restaurant Movement

# Opportunity

## A VIBRANT COMMERCIAL CORRIDOR

East Passyunk Avenue anchors the neighborhood's identity with its distinctive human-scale, locally-owned stores. Restaurants, shops, and boutiques dominate the food-centric corridor, although a diverse range of business types are represented, including indie boutiques, bars, and cafes. The Italian Market on South 9th Street, the east-west corridor of Washington Avenue, and the South 7th Street corridor are other notable commercial hubs.

Immigrant-owned businesses often cluster together as they have on 7th and 9th Streets, creating distinct immigrant commercial districts. As previous planning efforts have outlined, developing campaigns to draw tourists to these immigrant business corridors can increase tourists' contribution to the local economy while also benefiting the neighborhood.

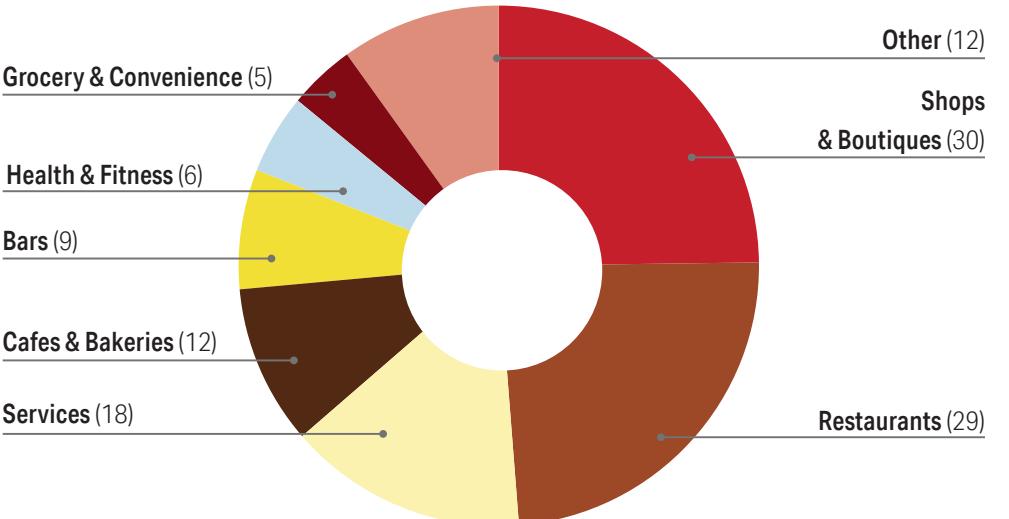
The blend of old-school charm and hip fresh finds is uniquely Passyunk. Combined with the walkability of the neighborhood and the vibrancy of street life, these corridors represent an only-in-Philly type of experience that will undoubtedly continue to draw visitors from near and far.

## A WEALTH OF SMALL BUSINESSES

Looking at the ZIP code level, it is clear that Passyunk's local economy is driven by small business. Businesses in the neighborhood employ just 22 people on average. Most notably, more than half of businesses in the neighborhood's area are "micro businesses," meaning that they have five or fewer employees. Neighborhood small businesses, such as bodegas, restaurants, nail salons, and pharmacies, play critical roles in communities. They serve as local landmarks and add to a community's character and sense of identity.

While these small-scale establishments lend the neighborhood much of its charm, they also face greater challenges to stay open and must be strongly supported. Small businesses are vital to the social, cultural, and economic health of neighborhoods. They foster community connectedness, provide local employment opportunities, connect residents to local goods and services, and allow a community's dollars to remain in and improve their neighborhoods. Small businesses are also highly vulnerable to displacement when neighborhoods gentrify.

## BUSINESSES ALONG PASSYUNK AVENUE



Source: Philadelphia Department of Planning and Development

## Issue

### IMPACT OF THE PANDEMIC

Small businesses were hit extremely hard by the COVID-19 pandemic, particularly in the leisure and hospitality sectors on which Passyunk relies so heavily. If retail and hospitality job losses seen in Philadelphia were reflected in Passyunk, the neighborhood would have sustained a loss of almost 600 jobs, a major blow to a compact, highly localized economy.

Furthermore, ZIP code-level data for the neighborhood shows significant increases in the rates at which local businesses are delinquent on bills and growing their balances on credit accounts, two indicators of instability and financial risk coming out of the pandemic. Small businesses owned by immigrants and people of color in gentrifying neighborhoods are particularly vulnerable to displacement because they do not have the same resources or privilege as incoming businesses, which are often larger and White-owned. Many use personal or family savings and credit cards as start-up funds. As they have fewer capital resources, they are often highly affected by economic downturns because of credit constraints and narrow operating margins.

#### ACROSS PHILADELPHIA:

**Retail trade lost 9.3% of jobs**

**Leisure/Hospitality lost 37.3% of jobs**

If losses were similar in Passyunk, that would mean a loss of **573 jobs** or **9.5% of all jobs**.

Sources: Pew Charitable Trusts "How the Pandemic Has Affected Philadelphia's Economy and Jobs," Experian Data via Pew Charitable Trusts Dashboard "Philadelphia's Economic Recovery and Growth in the Age of COVID"

### IN ZIP CODES 19147 & 19148

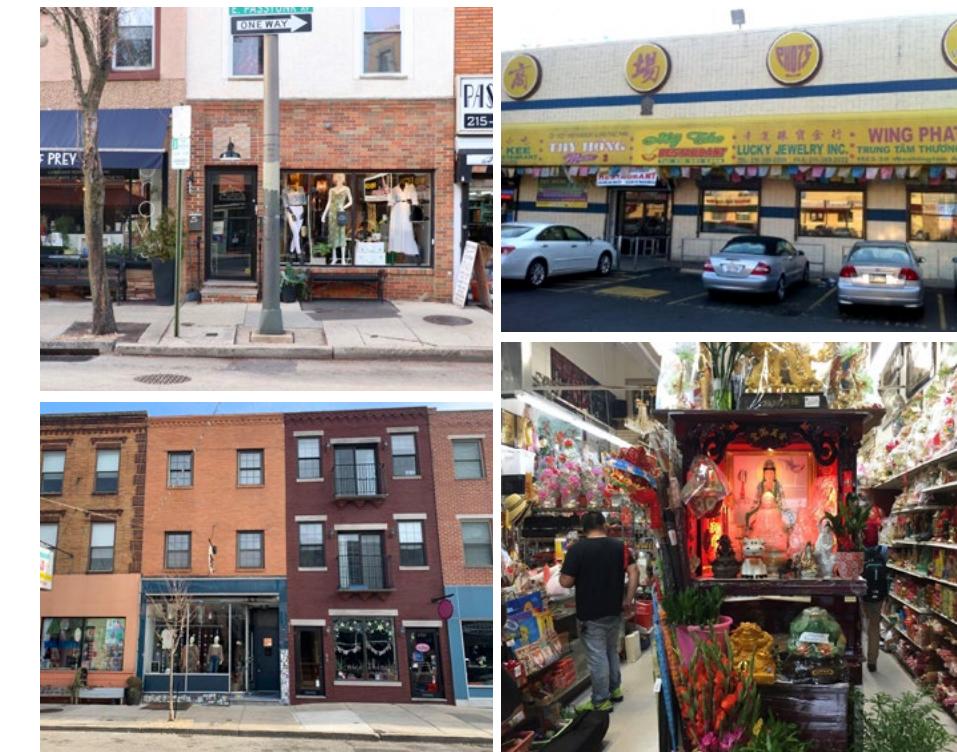
**7.3%**  
MORE  
BUSINESSES ARE  
DELINQUENT ON  
BILLS

**8.7%**  
GROWTH IN  
BALANCE ON  
CREDIT ACCOUNTS

...since the start of the pandemic.  
(comparing Feb 2022 with Feb 2019)



Even in a neighborhood like Passyunk, sustaining a successful small business is a challenge.



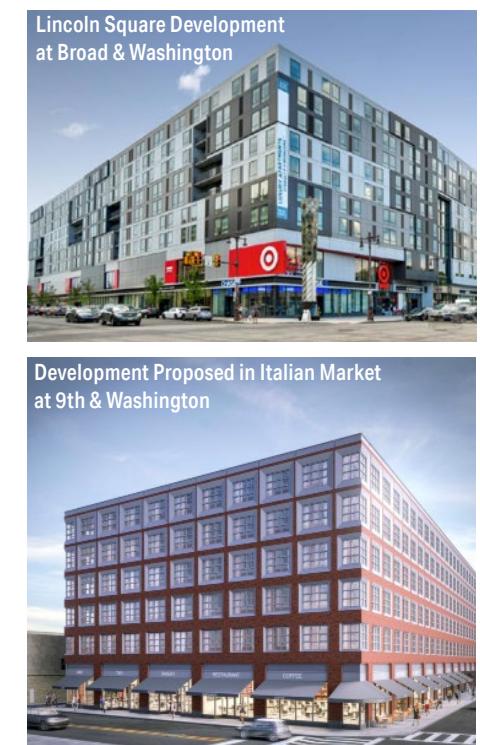
Traditional "Mom & Pop" shops on E Passyunk Ave and shops in Wing Phat Plaza on Washington Ave. Credits: OCF Realty, Nisa Khan for Voices

### DEVELOPMENT PRESSURES

Adding to the challenges small businesses are facing in Passyunk are significant development pressures and a changing retail environment. Passyunk is driven by traditional "mom and pop" shops on E Passyunk Ave, as well as larger hubs of small independent shops such as in the Wing Phat Plaza on Washington Ave. However, recent developments such as the Lincoln Square development at Broad and Washington and a very large apartment building proposed in the heart of the Italian Market show the increasing interest of larger developers in Passyunk, a potential threat that could push out many of the smaller, more vulnerable local businesses. When established

neighborhood small businesses are displaced, it affects residents who have relied on them for goods, services, employment, gathering spaces, cultural amenities, and social capital.

Protecting the neighborhood's retail heritage and small, independent businesses from potential commercial gentrification and displacement pressure will be vital to preserving Passyunk's future as a neighborhood that continues to draw in visitors for its authenticity, charm, and character.



Lincoln Square Development at Broad & Washington

Development Proposed in Italian Market at 9th & Washington

New developments exerting pressures on existing businesses. Credits: Target, Rising Real Estate



56

Students posing in front of a mural at the Kirkbride School. Credit: Ellie Seif

## GOAL 6

PASSYUNK CAN BE A PLACE THAT...

# SUPPORTS ALL AGES & ABILITIES



The best city neighborhoods are ones that prioritize every person's well-being. If everything is designed to work well for an 8-year-old and an 80-year-old, then it will be great for all people. This goal aims to ensure a future for Passyunk as a vibrant, healthy, and equitable community.

While predominantly a younger neighborhood, Passyunk is home to residents of diverse ages and abilities. Families with children continue to live and move into the neighborhood and legacy residents attempt to age in place. Furthermore, gentrification pressures affect both the old and the young as more affluent young professionals move into the neighborhood.

Building off the various opportunities in the neighborhood that include a centrally located older adult center, multi-use community centers, organizations and cooperatives that focus on food access, and strong and diverse community schools, this plan furthers the goal of supporting all ages and abilities in Passyunk.



Storytime at East Passyunk Community Center. Credit: East Passyunk Community Center



Conceptual design for Southwark Elementary School's Dragon Green.  
Credit: Community Design Collaborative

57

## Diversity of ages and abilities

### OLDER ADULTS

Passyunk is home to many long-time residents and older adults. It is important that Passyunk be a neighborhood that support all ages, including older adults. On par with the city of Philadelphia, 12% of Passyunk residents are aged 65 or older. Increased services and housing options will be needed to support older adults and help them age in place.

There are important services for older adults in the neighborhood as well, including the South Philadelphia Older Adult Center. The Center has been in operation since 1979 and provides a meal program as well as other recreational and social activities.

The East Passyunk Community Center has all ages programming that build community across ages including older adults and children.

### YOUNG CHILDREN AND SCHOOLS

Passyunk is an appealing neighborhood for families. There is a significant group of small children in the neighborhood. Of those Passyunk residents under 20 years of age, more than half are under the age of 9 and over one-third are under 5. Services, educational opportunities, and play space, are needed to support young children.

The attractiveness of the neighborhood for families with small children is partly due to the diverse and vibrant schools in the neighborhood. Passyunk boasts four public K-8 schools and two public high schools..

Public schools in the neighborhood provide diverse programming and serve as inclusive spaces for families from diverse backgrounds. Of note are recent revitalization and renovation efforts at the Southwark and Coppin schools. Both schools have partnered with community organizations to develop murals celebrating cultural diversity. The Southwark school has partnered with the Trust for Public Land and the Mural Arts Program to reimagine its schoolyard through a diverse and multi-cultural planning process. The Southwark schoolyard

has been activated as a green play space, open to the community and celebrating neighborhood diversity through multi-cultural murals.

### LIBRARIES AND HEALTH CENTERS

The neighborhood is home to community hubs that co-locate various services and assets. One notable center is the South Philadelphia Health and Literacy Center (SPHLC), located just on the west side of Broad Street. The SPHLC is a public-private partnership that brings the Children's Hospital of Philadelphia (CHOP) together with the City of Philadelphia to create a multi-service space that includes a public library, health clinics and services, and a playground.

The Hanjorg Wyss Wellness Center, located in the BOK building, is a multi-use center that brings accessible social services, health care, community arts, education, and gathering spaces to new immigrant and refugee populations. A partnership between SEAMAAC and Jefferson Health, the center is dedicated to addressing disparities in access to health care among underserved communities and celebrating the diversity of the neighborhood.

**18%**  
RESIDENTS  
ARE UNDER 18

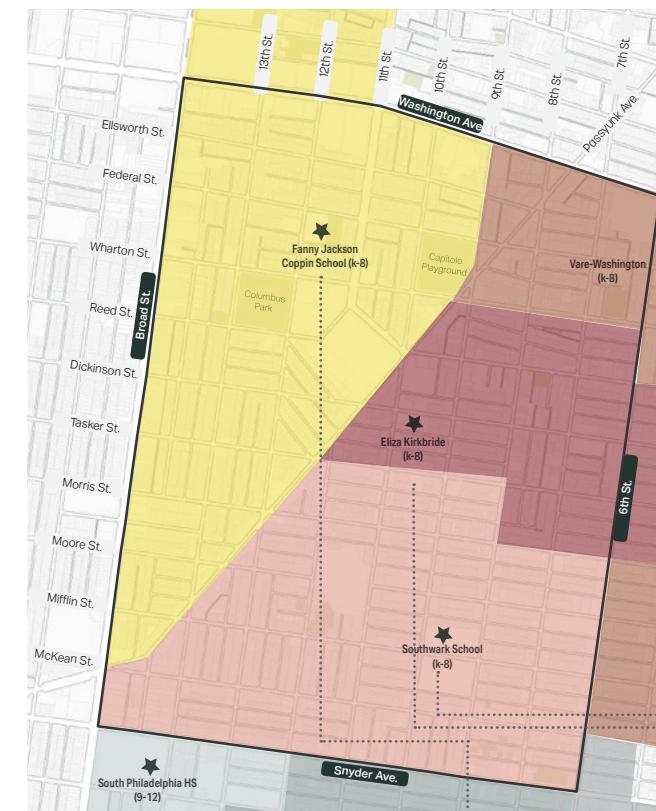
**12%**  
RESIDENTS  
ARE OVER 65

### RESIDENTS UNDER 20



Source: 2019 American Community Survey 5-Year Data

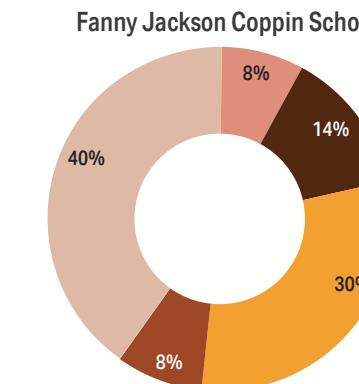
### SCHOOLS AND CATCHMENT AREAS



### STUDENT ENROLLMENT BY RACE

2021-2022 School Year

- Hispanic
- White
- Black
- Asian
- Multiracial



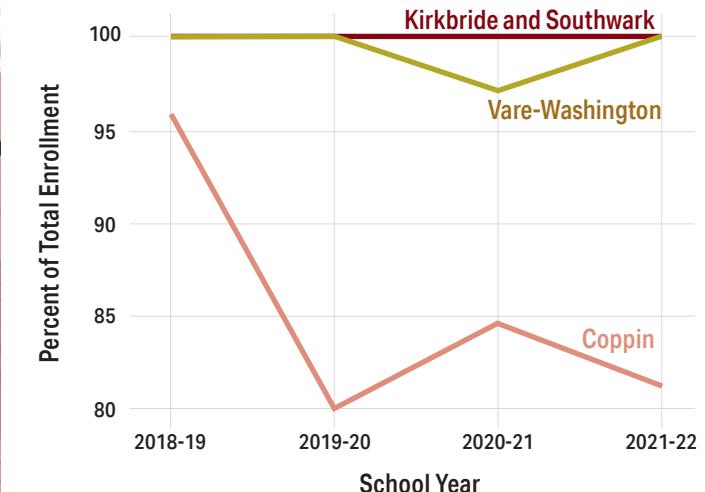
Source: The School District of Philadelphia



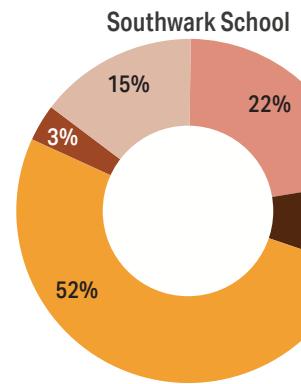
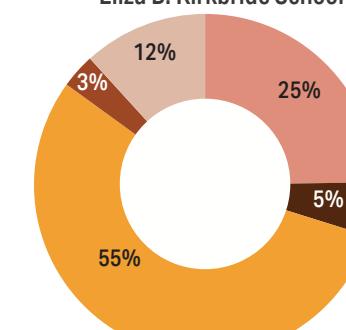
South Philadelphia Health and Literacy Center.  
Credit: VSBA Architects & Planners

### ECONOMIC BACKGROUND OF STUDENTS IN NEIGHBORHOOD SCHOOLS

Percent Change in Enrolled Students from Economically Disadvantaged Households by K-8 School, 2018-2022



### Eliza B. Kirkbride School



Hansjorg Wyss Wellness Center

## Issue

### INCOMPLETE SUPPORT FOR ALL RESIDENTS

While the neighborhood is home to people of various ages and abilities, there is incomplete support for these residents. The following are some issues related to various age groups and abilities.

#### Older Adults

Philadelphia has a great need for older adults to access affordable housing. Across the city, there are currently over 11,000 older adults on the waiting list with the Philadelphia Housing Authority. The average waiting time is 5-10 years.

There is a growing need for services and housing for older adults in the city. Many Passyunk residents are older adults in need of supportive services and resources to support them aging in place.

#### Young Children

The changing demographics and gentrification pressures are affecting local schools as well. As the Passyunk Square neighborhood is gentrifying, the Coppin school is seeing a decreasing enrollment of students of color and an increasing enrollment of white students. Meanwhile, there is unequal access to play safe play space. The Southwark playground renovations have brought much needed green play space to the southeast portion of the neighborhood, but not all schools have the same degree of space.

#### Neighborhood Accessibility

Part of Passyunk's appeal for residents, visitors, and commuters is its public transit accessibility to Center City via the Broad Street Line (BSL). As of 2020, there were 14,000 average weekday riders across Passyunk stations according to SEPTA. Yet, currently there is poor ADA accessibility to all three BSL stations in the neighborhood. The BSL is clearly a major gateway to the neighborhood and ADA accessibility needs to be addressed to make Passyunk a more accessible neighborhood for people of all abilities.



A BSL subway entrance without ADA accessibility. Credit: Starr Herr-Cardillo for Hidden City



Limited access to play space in the neighborhood

*"Within our city, South Philadelphia feels most like parts of New York City that are really dense, with houses upon houses. You don't have a lot of trees and grass. We all know how important it is to have the kinds of spaces where you can sit and read and talk, or run and play."*

Andrew Lukov, Principal of the Southwark School

## Opportunity

### OLDER ADULT CENTER

One of Passyunk's most important assets is the South Philadelphia Older Adult Center, a longtime institution located in the heart of Passyunk Square. Founded in 1979, the Center provides programming, meals, and supportive services for older adults in Passyunk and South Philadelphia more broadly. It is one of only two senior centers south of Washington. The Center is centrally located on E Passyunk Ave with excellent access to ACME Market next door, only a few blocks away from the Tasker-Morris subway station.

While this beloved institution contributes significantly to the community, the building itself is in need of renovation. In addition, the Center is adjacent to an underutilized public parking lot, presenting a key development opportunity in a highly built-out neighborhood. The site has the capacity to be reimagined as a new hub for affordable senior housing and services, while maintaining the spirit and community of the existing institution.



South Philadelphia Older Adult Center. Credit: Brandon T. Harden

### Services Provided with Funding from Philadelphia Corporation for Aging (PCA)

- Lunchtime meals to any Philadelphia resident 60 or over
- Transportation services
- Legal assistance
- Volunteer opportunities
- Variety of programming to promote socialization and a healthy lifestyle



Socialization at Senior Center. Credit: Philadelphia Corporation for Aging



# 3 - KEY STRATEGIES

*Passyunk*  
**NAILS**  
PROFESSIONAL NAIL CARE & DESIGN  
(215) 271-0700



1731  
nice things  
handmade  
Smile

# KEY STRATEGIC RECOMMENDATIONS

As the prior discussion of the plan's goals demonstrates, Passyunk both sports countless positive qualities and faces numerous issues that planning efforts must address. The following section reviews key strategic recommendations that, when implemented, will work to address neighborhood challenges, and maintain what makes Passyunk such a great place to live in and visit. The recommendations span a range of approaches, from highly localized quick policy wins to large-scale infrastructural projects that would require city, state, or even federal funding. There are also case studies of where these strategies have been tested in other places. The Implementation section following the description of recommendations goes into more depth regarding the phasing, timeline, and projected costs for each key strategy.



Local band Snacktime performing at Flavor Fest, a spring event in Passyunk.

We have grouped the recommendations and strategies into the following general categories:

- Arts, Culture, and Placemaking
- Immigrants & the Food Economy
- Preserving Heritage Retail
- Housing and Affordability
- Greening Passyunk
- Mobility and Accessibility

## Key Strategic Recommendations Related to Arts, Culture, and Placemaking

Passyunk is already recognized by residents and visitors as a vibrant arts and culture destination. The neighborhood stands to benefit from creating a more cohesive approach to generating and promoting cultural assets through placemaking efforts.

### Key Partners:

The Philadelphia Office of Arts, Culture, and the Creative Economy, Passyunk Avenue Revitalization Corporation (PARC), East Passyunk BID, Philadelphia Historic Preservation Commission, Philadelphia Department of Streets

1

RECOMMENDATION

STRATEGIES

**Continue to invest in placemaking and branding strategies to support small business, expand access to and for arts and culture, and encourage investment in and embracing of the identity of Passyunk for residents and visitors**

- A. Create gateway or entrance moments with clear, bold, memorable branding elements at E Passyunk Ave & Broad, the Italian Market, and Passyunk Square.
- B. Link experience throughout the corridor using arts – murals and other installations – and identity elements – banners, street furniture, lighting, street painting, etc.
- C. Create an “Art Walk” to link the commercial corridor of E Passyunk Ave to other cultural attractions such as the BOK building
- D. Partner with Mural Arts to increase public art installations

### CASE STUDY

#### Downtown Denver Partnership

The Downtown Denver Partnership (DDP) manages a number of contracts to activate, beautify, and maintain various downtown neighborhoods. This includes programs like the Alleyways Project to create interactive installations to enliven otherwise empty back streets. The organization also engages in branding initiatives, such as banners and wayfinding infrastructure.

Further, DDP champions progressive tactical urbanism strategies such as the activation of the 16th Street Mall retail corridor. It runs an electrified shuttle circulator to enhance mobility in addition to providing street furniture and decor to create a user experience.



Credit: Denver.org

# Key Strategic Recommendations Related to Immigrants & the Food Economy

## RECOMMENDATION

Tending to the needs of immigrants offers a unique opportunity to lift low-income Philadelphians and create channels for these individuals to continue to play an important role in Passyunk's economy, while also preserving the historic character and cultural vibrancy of the neighborhood.

**Key Partners:** East Passyunk Civic Association and Passyunk Square Civic Association, Passyunk Avenue Revitalization Corporation (PARC), East Passyunk BID, The Welcoming Center, Association of Mexican Business Owners of Philadelphia, SEAMAAC, Philadelphia's Commerce Department and Immigrant Services Department

2

## Increase language access for most-commonly-spoken languages

Language and literary barriers can be partly overcome by taking advantage of translation services provided by the City of Philadelphia. Immigrant groups' limited access to technology and lack of knowledge of public services means that involving these groups in the civic life of the neighborhood starts with meeting them where they are – namely school and faith communities – and engaging in partnerships to build trust.

- A. East Passyunk and Passyunk Square Civic Associations should arrange to use City resources such as the Office of Immigrant Affairs and Language Access Philly to provide translation services for public meetings as well as host links to translation resources on their websites.
- B. Community groups may partner with SEAMAAC and Sanctuary Restaurants to produce "Know Your Tenant Rights" and "Know Your Worker Rights" materials in Chinese, Spanish, Cambodian, and Vietnamese to print and distribute.
- C. Partner with Let's Talk Philly to host conversation circles with new immigrants within the neighborhood.
- D. Advocate for the City to provide more multilingual materials and information on City services available to assist immigrants looking to start or grow a business.

3

## Promote the immigrant-food culture of Passyunk with events & marketing

Passyunk is already well known as a foodie destination in Philadelphia. Many visitors come to the Italian Market area or to Passyunk Square to get a Philly cheesesteak, but may miss the rest the neighborhood has to offer. The idea is to draw visitors further down the Avenue and entice them to extend their stay for another shop or another meal by presenting them with a unique and authentic narrative of place that ties the whole neighborhood together.

- A. The East Passyunk BID may apply for Pennsylvania DCED "Marketing to Attract Tourists Program" grant to fund promotion activities.
- B. Create "Cooking in Passyunk" video series to promote food around the East Passyunk Avenue commercial corridor. The BID could propose working with SEAMAAC to expand their project on 7th Street, where local culinary community members will create instructional cooking videos sharing dishes from their cultures.
- C. Launch an annual multi-cultural food fair weekend event with participating local businesses. Close down E Passyunk Ave to traffic and provide tables, space, and resources for immigrant-serving organizations to reach community members, network, and fundraise. This could be a collaborative effort between the East Passyunk and Passyunk Square Civic Associations, the Passyunk Avenue Revitalization Corporation (PARC), the Business Improvement District, SEAMAAC, and BOK.

4

## Connect opportunities for skill building and provide entrepreneurship resources to immigrants in Passyunk

There are examples of programs in DC, Chicago, and NYC where support for immigrants who may be looking to gain skills, language proficiency, and opportunities to own their own business begins with targeting existing restaurant workers in neighborhoods and offering support there. Creating linkages with chambers of commerce and immigrant associations is helpful in order to foster entrepreneurship.

- A. The Welcoming Center for New Pennsylvanians in Philadelphia offers technical assistance to aspiring entrepreneurs in areas such as marketing, inspections, and regulations, as well as in zoning. The East Passyunk BID may partner with the Welcoming Center to connect immigrant job seekers with businesses in the neighborhood and connect the local workforce to the Welcoming Center's free programs and services.
- B. PARC currently seeks opportunities to purchase and renovate new properties, and plays a role in welcoming new tenants to Passyunk. We recommend partnering

with immigrant-serving organizations such as the Welcoming Center, Association of Mexican Business Owners of Philadelphia, and SEAMAAC, to identify new tenant-businesses that are immigrant-owned.

- C. PARC could develop a small business incubator in the form of a commissary or co-op kitchen space – commercial-grade cooking and storage facilities licensed for independent food service providers to use for food preparation and storage – to be used by immigrant food truck owners and independent chefs to launch their small business. Kampar Kitchen in the BOK building offers a good example of this type of enterprise.
- D. Restaurant Opportunities Centers of Pennsylvania has partnered with over 70 restaurateurs to promote sustainable workplace practices and offer professional development for restaurant employees. Promoting their efforts and establishing more sanctuary restaurants through their program will help to raise industry standards and offer more opportunities for entrepreneurs to emerge from the neighborhood.

### CASE STUDY

#### Annual InterNASHional Night Market in Nashville, Tennessee

In Nashville, an outdoor event supports the fundraising and outreach programs for the Tennessee Immigrant and Refugee Rights Coalition. It began as a food-crawl tour to showcase local immigrant- and refugee-owned businesses and other food entrepreneurs, and grew into a night-market event that draws over 1,000 visitors who have the option to sign up for a guided or self-guided food tour. The event helps spread the word about these businesses, and also helps with coalition building and legislative advocacy.

**"Food connects us, and it's a cultural currency — a way of highlighting creativity and nourishment."**

- Elizabeth Welliver Hengen,  
TIRRC's community relations manager



Credit: Carolina Sears and Cesar Herrera for TIRRC

# Key Strategic Recommendations Related to Preserving Heritage Retail

There are a range of strategies for preserving neighborhood small businesses, which typically range from one to 20 employees and are most vulnerable to displacement. As commercial gentrification reshapes cities and threatens to change the character of communities, the strategies outlined below can help ensure that small businesses in Passyunk stay strong and stay in place.

**Key Partners:** East Passyunk Civic Association and Passyunk Square Civic Association, Passyunk Avenue Revitalization Corporation (PARC), East Passyunk BID, Philadelphia's Commerce Department and Immigrant Services Department, Italian Market 9th Street Business Association

## RECOMMENDATION

## STRATEGIES

5

## Coordinate heritage retail preservation and property improvement programs

Commercial preservation and property improvement programs aim to assist and preserve small, longtime businesses that are invaluable to the social fabric of communities. They safeguard a neighborhood's historical elements and help vulnerable businesses sustain their cultural and social role.

- A. Establish a façade-enhancement initiative to effectively leverage the Commerce Department's Storefront-Improvement program, which provides grants to store owners to fix up their properties. The East Passyunk BID and the Italian Market 9th Street Business Association could coordinate assistance with store owners and landlords, and RCOs could assist in formal planning design review and approval process.
- B. Advocate for the City to create a Legacy Business Preservation Program, designed to specifically to preserve commercial corridors on 9th Street and East Passyunk Ave, which could provide businesses with grants, technical assistance, marketing, and branding services. The program could also offer financial incentives to landlords to retain legacy businesses.
- C. In the short term, the East Passyunk BID and the Italian Market 9th Street Business Association could work with the Young Friends of the Preservation Alliance (YFPA) – they are currently working to research, document, and highlight businesses for Philadelphia's first ever Legacy Businesses database.

6

## Expand CDC's role to support diverse businesses

Passyunk Avenue Redevelopment Corporation is the neighborhood's CDC and has a role in rehabilitating commercial real estate, starting businesses, and expanding opportunities for innovative ownership structures. Community ownership of commercial property is an effective way to resist displacement in areas where small businesses cluster together.

- A. Prioritize opportunities for new commercial space to be occupied by cooperative businesses owned and operated by their members, who share the profits or benefits of business ownership. Masa Cooperativa is a good example of a local cooperative business.
- B. Establish a Real Estate and Community Investment Cooperative modeled on the Northeast Investment Cooperative in Minneapolis, a for-profit structure that allows residents to collectively invest in real estate, securing space for small businesses and other cooperatively controlled uses.
- C. PARC should establish a Construction Disruption Assistance Program to mitigate small businesses burdens associated with neighborhood improvement projects such as plaza construction or new housing development. Partnerships with local organizations and Community Development Financial Institutions (CDFIs) can provide small businesses with technical assistance, marketing, signage, or grants or forgivable loans.

7

## Advocate for zoning that preserves small business character

For small businesses in gentrifying neighborhoods, zoning can be useful for retaining space for businesses, protecting community-serving retail and services, limiting the size and type of retail stores, and creating and maintaining affordable commercial space.

- A. Advocate with the Philadelphia City Planning Commission (PCPC) to create a neighborhood ordinance for a Store Size Cap, which is a square feet limit on the physical size of business where the typical Main Street business is just 2,000 square feet. This would ensure that new development is at a scale in keeping with the neighborhood's small-scale, pedestrian-oriented business districts. (*See the Institute for Local Self-Reliance's Store Size Cap Toolkit for more info.*)
- B. Encourage the City Planning Commission to grant a Neighborhood-Serving zoning district designation that would allow the community to define the types of

businesses that can be permitted. RCOs could host public meetings with residents and small business owners to create a shared neighborhood vision for the zone, with design guidelines that reflect that vision.

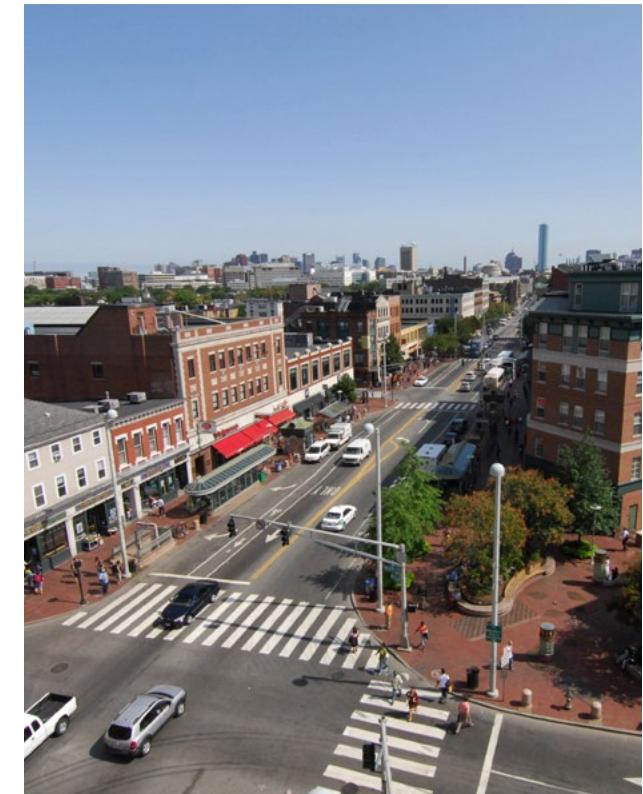
The aim would be to ensure that scale and design of permitted uses reflects the desires of the surrounding neighborhood. Another form of this would be a Formula Business Ordinance that prohibits or limits retail chains.

- C. As part of an "Affordable Workplace Policy," the RCOs should negotiate Community Benefit Agreements with developers to allocate a percentage of new commercial development space over a set size for affordable workspace at below-market rents for certain types of businesses – prioritizing retail, kitchens, studios, and early-stage businesses – to ensure a vibrant mix of businesses that support neighborhood character.
- D. Advocate for the City to streamline permitting and licensing processes for small businesses. The East Passyunk BID and the Italian Market 9th Street Business Association could also coordinate technical assistance, connecting Commerce Department resources to new small business ventures.

### CASE STUDY

#### Central Square Rezoning in Cambridge, Massachusetts

In 2017, the Cambridge City Council unanimously voted to rezone the city's downtown, known as Central Square, to bring affordable housing, waive parking and open space restrictions, and introduce formula business restrictions. The new zone incentivizes developers to include small businesses by specifying that retail spaces less than 1,500 square feet will not be counted toward the building's floor area ratio, which adds flexibility to a zoning ordinance. It prohibits businesses with more than 10 stores in the state or more than 20 stores nationwide from opening in Central Square unless the city grants a special permit. The new zoning also places severe restrictions on financial institutions, which cannot have a storefront longer than 25 feet or 30% of the building's total sidewalk or street frontage.



Credit: Eric Kilby

# Key Strategic Recommendations Related to Housing and Affordability

To address the growing affordability issues in Passyunk, vacant parcels will need to be strategically targeted for both limited-equity affordable homeownership and high-density senior rental housing.

## Key Partners:

South Philadelphia Older Adult Center, Philadelphia Corporation for Aging, East Passyunk Civic Association and Passyunk Square Civic Association, City of Philadelphia, Philadelphia Land Bank, Women's Community Revitalization Project, Philadelphia Tenants Union, Community Legal Services

## RECOMMENDATION

8

### Develop affordable single-family housing using a community land trust model

With so little opportunity for new development in Passyunk, creative solutions are necessary to encourage the creation of affordable housing. A community land trust (CLT) model is one such solution. The plan recommends partnering with a CLT such as the Women's Community Revitalization Project to acquire vacant parcels and other property that becomes available in the neighborhood. Once the land is acquired and housing is built, the CLT manages the property to ensure they remain stable and affordable over time. This solution is helpful in a built-out neighborhood like Passyunk because it works at the parcel level, rather than requiring a major construction project. The major challenge associated with this recommendation is identifying funding partners, particularly for the land acquisition step.

## STRATEGIES

- A. Encourage the Philadelphia Land Bank to acquire as many vacant parcels in the neighborhood as possible and "reserve" them for the CLT.
- B. Transfer property from the Land Bank to the CLT and use CLT's existing partners and funding to construct necessary housing.
- C. Utilize the CLT's property management capacities to ensure the new affordable houses are sold to low-income families.

9

### Develop affordable senior housing with services

The South Philadelphia Older Adult Center and surrounding area presents a unique opportunity to develop affordable housing while supporting and meeting the needs of elderly adults. Co-locating housing with a community center and outdoor recreational space supports the health and wellbeing of older adults. This recommendation supports goals of supporting all ages in the neighborhood, making Passyunk affordable and welcoming, and having vibrant places to gather.

The vacant, city-owned lot adjacent to the Older Adult Center is a rare opportunity in the built-out neighborhood to develop higher-density, affordable housing while integrating with community-building services and recreational spaces.

- A. Work with the City of Philadelphia to draft an RFP for the development of an affordable housing multi-story building co-located with a redeveloped senior center at the site.
- B. Partner with non-profit developer with a mission-driven focus on developing high-density affordable housing and supporting lower-income populations to leverage Low Income Housing Tax Credits (LIHTC) funding.
- C. In partnership with neighborhood RCOs, undertake community engagement process to involve residents and community stakeholders in the imagining and design of the new development.



## CASE STUDY

### Saint Rita Place and Cascia Center

A new senior housing and community center development was recently completed directly adjacent to the Passyunk Square neighborhood. Saint Rita Place and Cascia Center are located on the west side of Broad between Federal and Ellsworth. The five-story building provides 46 one-bedroom apartments for income-eligible adults aged 62 and older.

The building contains amenities including a community room, laundry facilities, and on-site social services. The property also co-locates a 7,500 square foot multi-purpose conference space. This development can provide guidelines for the funding and design of a similar-sized property at the site of the South Philadelphia Older Adult Center.



*Credit: Cecil Baker & Partners*

10

### Invest in accessible services to support renters

As housing prices and rents increase and Passyunk gentrifies, robust support for neighborhood renters is necessary to prevent even more displacement than what is already being seen in the area. Immigrants and other marginalized communities are particularly vulnerable, so services and resources must be made available in multiple languages and easy-to-access locations.

- A. Advocate for tenant rights at community meetings with language interpretation services to support renters' education and organization.
- B. Produce "Know Your Tenant Rights" materials in Chinese, Spanish, Cambodian, and Vietnamese to print and distribute in public spaces.
- C. Support cost-burdened tenants through connection to rental assistance and other tenant services.

11

### Incentivize affordable housing through policy and zoning changes

Given the limited opportunities for the development of new housing units in Passyunk, it is crucial to incentivize developers to make some of those units affordable. The following zoning and policy strategies span market- and community-based approaches to creating these incentives.

- A. Incentivize the development of affordable rental housing near transit stations.
- B. Explore a community benefits agreement (CBA) to approve new development projects in exchange for the inclusion of at least 50% affordable units.
- C. Support Housing Choice Voucher (HCV) participants to move to higher opportunity neighborhoods like Passyunk, and incentivize landlords to participate.
- D. Require longer-term affordability contracts through Inclusionary Zoning ordinance or CBA.

The new affordable senior housing development and revamped Older Adult Center would activate what is now a highly under-utilized space to create a new hub for the Passyunk community and older adults across South Philly.



# Key Strategic Recommendations Related to Greening Passyunk

Greening is a priority in Philadelphia, as established in city plans such as *Green City, Clean Waters*, *Greenworks Philadelphia* and *Philadelphia2035*. Despite citywide progress towards the 30% tree canopy goal, Passyunk remains at 5.5% canopy coverage and has more than 85% impervious surface coverage. Further, climate and flood models indicate that close to 30% of Passyunk properties face greater than a 25% chance of severe flood impacts due to heavy rain events over the next 30 years. Formalizing a strategy to plant trees and other vegetation will make Passyunk more resilient against extreme weather such as rain and heat. Greening the neighborhood will also provide social and mental health benefits, and the parks and recreation spaces and policies should be redesigned to be more inviting, green, and inclusive.

## Key Partners:

East Passyunk Civic Association and Passyunk Square Civic Association, Neighborhood Gardens Trust, Philadelphia Water Department (PWD), Philadelphia Parks & Recreation (PPR), Pennsylvania Horticultural Society (PHS), Philadelphia Department of Streets, Philadelphia Land Bank, Philadelphia Department of Planning & Development (PDPD)

12

## Develop and implement an area-wide greening strategy

In order to create a healthier and more resilient environment, the neighborhood needs an area-wide greening strategy that identifies priority areas, funding strategies, and an implementation timeline. ArbNet Arboretum Accreditation Program recently awarded East Passyunk Crossing (EPX) Level I Accredited Arboretum status. EPX could serve as a core organizational force in this effort. The following strategies seek to jump start a formalized neighborhood greening strategy.

- A. Plant street trees to increase tree canopy cover, absorb stormwater runoff, and improve air quality. Begin by identifying all currently vacant tree pits and apply for street trees through the TreePhilly program.
- B. Work with the Philadelphia Water Department (PWD) to implement green stormwater infrastructure (GSI) in areas with high percentages of impervious surface and high flood risk due to heavy rain events, such as those identified by FloodFactor's modeling.
- C. Build corner bump outs on one-way streets with street parking on both sides and high future flood risk, such as 13th between Reed and E Passyunk Ave, similar to the Shunk Street greening project currently being implemented by PWD.
- D. Encourage ACME Market to utilize PWD's Stormwater Management Incentives Programs and Greened Acre Retrofit Program in order to redesign and green their parking lot.
- E. Install landscaping buffers around the Reed/Passyunk/10th intersection frontage to reduce stormwater runoff potential and improve the appearance of the area.
- F. Identify streets where sidewalk parking is most common and install streetside planters or other landscaping to physically deter illegal parking.

13

## Make public parks and gathering spaces greener and more accessible year round

The public parks and recreation areas in Passyunk are predominantly catering to active recreation and programmed activities. Assets such as baseball fields, basketball courts, soccer fields, and playgrounds are well loved by the community and serve some of the youth and adult population, however, there is a need for more passive and green recreation space to provide a more inclusive outdoor environment. The vast majority of open space in the neighborhood is gated or fenced in and is seasonally locked to preserve the condition of sports fields. The following strategies will make Passyunk's open spaces more inviting, green, and inclusive.

- A. Advocate for the permanent discontinuation of the seasonal locked park gates policy.
- B. Remove, lower, or push back fencing around Philadelphia Parks & Recreation parks, including Columbus Square and Capitolo Park, East Passyunk Community Recreation Center, and Ford PAL Recreation Center.
- • •

### CASE STUDY

#### Parks Without Borders in New York City

Parks Without Borders is an NYC Parks & Recreation program that focuses on park entrances, edges, and park-adjacent spaces. The program aims to unify park spaces with the areas they serve, by making parks more welcoming, accessible, comfortable, and activated. The removal, lowering, or redesign of park fences and gates is one way the program makes public parks more accessible and inviting.

**"The more attractive, inviting and accessible our public spaces are, the more they will be used and the more opportunities there will be to be part of the community."** - Mitchell Silver, Former NYC Parks Commissioner

- C. Design and develop an ungated, passive recreation green park on the site of the South Philadelphia Older Adults Center. This development should occur in conjunction with the plan to design and develop affordable senior housing on the site of the SPOAC.
- D. Continue to preserve established community gardens on publicly- and privately-owned land by transferring ownership to the city through Neighborhood Garden Trust or the Department of Parks and Recreation, as well as on existing vacancies not intended for affordable housing.
- E. Invest in the Ford PAL Recreation Center to integrate green spaces and make it a more inviting neighborhood asset.



Park-Adjacent Spaces: Before



Park-Adjacent Spaces: After

Credit: NYC Parks

# Key Strategic Recommendations Related to Mobility and Accessibility

## Key Partners:

Office of Transportation, Infrastructure, and Sustainability (OTIS), Department of Streets, and Department of Planning and Development, City of Philadelphia, SEPTA, East Passyunk Business Improvement District (BID), East Passyunk Crossing Civic Association and Passyunk Square Civic Association, Philadelphia Parking Authority (PPA)

## RECOMMENDATION

## STRATEGIES

14

### Partially Pedestrianize East Passyunk Avenue

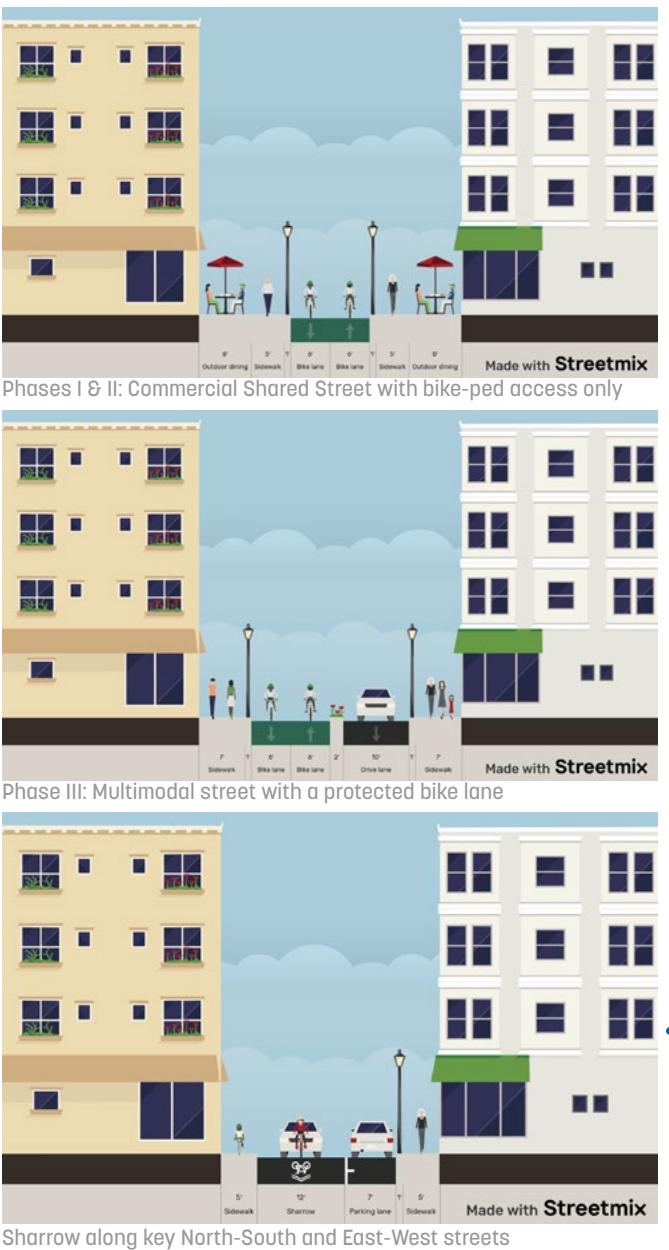
To increase accessibility, enhance user experience, and support commercial activity along E Passyunk Ave, this plan recommends partial pedestrianization in three phases. An incremental implementation approach allows the community to integrate feedback through every phase. Permitting vehicles between Cross & Wharton Streets would enable residents to access essential amenities such as supermarkets, pharmacies, and banks.

#### A. Phase I & II: McKean St to Cross St & Wharton St to Washington Ave (Bike-Ped only)

- Remove parking and vehicular access along E Passyunk Ave, except at cross-streets to allow through traffic, and restrict movement of trucks and vans during peak daytime hours.
- Allot outdoor seating space for restaurants and cafes. Designate a two-way bike lane using paint markers.
- Create tabletop intersections to calm vehicles at crosstrokes throughout E Passyunk Avenue.
- Integrate signage for wayfinding with existing infrastructure installed by the BID.

#### B. Phase III: Cross St to Wharton St (Multimodal)

- Designate a one-way car lane and continue two-way bike lane along Passyunk Avenue. Install a protective buffer with landscape elements to separate it from the car lane.
- Clearly mark points of vehicular entry and exit at cross-streets intersecting with Passyunk Avenue.



15

### Enhance and Expand Bike-Ped Network

We recommend an overall mobility strategy to extend existing bike lanes and develop sharrows across key East-West and North-South corridors to better connect residents to the neighborhood's commercial, social, and recreational spaces, and link Passyunk with the rest of Philadelphia.

- Enforce prohibitions on sidewalk cycling throughout, and on curbside parking on multimodal streets less than 30 feet wide.
- Program temporal playstreets within a 0.2 mile radius of schools.
- Carry out bi-annual surveys and programs in partnership with local RCOs to incorporate user feedback and foster a culture of bike-ped safety.
- Monitor infrastructure quality of sidewalks, roads, and lighting, and fill gaps where necessary.
- Extend bike lanes along Snyder, 13th, and E Passyunk Ave.
- Develop new sharrows along key East-West and North-South connectors: Tasker, Federal, Morris, Wharton, 9th, 8th, and 12th Streets.
- Prioritize and advocate for protected bike lanes on peripheral streets with high crash incidents: Washington, Broad, and E Passyunk Ave. Ensure resident involvement in the Washington Avenue Improvement Project.
- Implement traffic calming measures at intersections with high crash incidents: Reed and 10th, Wharton and 9th, Wharton and 10th, McKean and 8th, Morris and 8th, and Snyder between 6th and 9th Streets.
- Treat all vehicular intersections crossing bike lanes with materials and paint to prioritize cyclist and pedestrian comfort and safety.
- Increase street lighting and bike parking at public buildings, recreational spaces, schools, and SEPTA stations.
- Ensure ADA accessibility for SEPTA stations, streets, and sidewalks, including minimum three foot sidewalk widths, curb cuts, ramps, and slip-resistant pavers.

16

### Improve Vehicular Congestion and Parking Throughout the Neighborhood

- Convert street parking spots near key, congested intersections to be drop off/pick up zones, including E Passyunk Ave, the Italian Market, and the BOK building.
- Work with Zipcar and other ride share operators to evaluate demand and target strategic locations to deploy reserved spots to reduce the reliance on car ownership.
- Restructure pricing for the Philadelphia Parking Authority lot between 12th & Passyunk. Remove access for cars with residential permits. Incorporate an adjusted pricing model to increase cost during periods of high demand.
- Create physical barriers such as paint markers and greening elements to discourage parking encroachments.



Source: OpenDataPhilly

# Key Strategic Recommendations Related to Pocket Plaza System

Passyunk Avenue runs through the area from Broad Street in the southwest to Washington Avenue in the northeast. As for block space, East Passyunk Avenue forms different functions and shapes as it intersects with the orthogonal street system. These crowded and somewhat hectic intersections have many triangular plots buffered to ease traffic pressure, such as transportation islands and the outdoor dining area. As of 2020, most of these triangular plots only carry a single function of traffic road division or protection of sidewalk safety.

With the gradual pedestrianization of E Passyunk Ave, the street will be more pedestrian-friendly. Passyunk has a lot of spaces and centers that support its diverse residents. The commercial corridor has community spaces that can be connected and activated by the future pocket plaza system.

## **Key Partners:**

East Passyunk Civic Association and Passyunk Square Civic Association, Passyunk Avenue Revitalization Corporation (PARC), Philadelphia Parks & Recreation (PPR), Philadelphia Department of Streets, Office of Transportation, Infrastructure, and Sustainability (OTIS), Community Design Collaborative, East Passyunk Community Center (EPCC)

17

## **Redesign the landscape, infrastructure, and programs of triangular land parcels along East Passyunk Avenue to create an active pocket plaza system**

Compared to the rest of the plan's recommendations, the pocket plaza system's recommendations will be in the earliest implementation phase. The plan recommends evaluating the triangular plots along East Passyunk Ave that are most suitable for pocket plazas and redesign the pocket park system.

Implementing the recommendation will involve three time stages: the design stage, the construction stage, and the later management and maintenance stage.

The nodes along Passyunk Avenue chosen to be pocket plazas, from south to north, are:

1. South Gateway Plaza at McKean & Broad
2. Italian Plaza around the statue of Joey Giardello at 13th & Mifflin
3. Transportation islands at the intersection of 12th, Passyunk, and Morris
4. Singing Fountain Plaza at Passyunk & Tasker

5. The Passyunk Market Transportation Island at the intersection of 10th, Passyunk, and Reed
6. The Capitolo Intersection at 9th & Passyunk
7. North Gateway Plaza at Passyunk & Ellsworth

## **Physical Design & Infrastructure Considerations**

- Upgrade or redesign some pocket plazas so that pedestrians are more willing to stay in these park spaces for a longer time. Some of the existing pocket parks already have facilities for pedestrians to rest, but most functional designs are not perfect and are becoming outdated. As a result, most of them require a well-designed upgrade.
- Add intersection buffer zones or transportation islands designed for traffic safety. Pedestrianization will become a general trend for E Passyunk Ave's future mobility system. Therefore, these plazas need to ensure the safety of pedestrians, cyclists, and vehicles. Establishing a transportation protection island is a robust measure to ensure order and maintain safety in the intersection area.
- Redesign a part of the pocket plaza's landscape. Use stormwater bump-outs and

permeable pavement materials to optimize stormwater management in the community. In addition, practical landscape design can combine green aesthetics and sustainable infrastructures to create micro-oases for the community pedestrian system.

- Activate the community cultural and artistic atmosphere of the pocket plaza system. Ground graffiti art and metal installation art can be added to those plazas to echo the community culture, such as immigrant history or community murals. In areas with more tourists, set up information kiosks with community characteristics, and redesign new gateway signage.
- Ensure that all community members participate in the design of their favorite parks. The East Passyunk Community Center (EPCC) can hold community activities such as painting and research to allow everyone to express their favorite design solutions, such as a community design charrette on the new gateway signage. The post-design team should refer to these proposals for design as this ensures it fits the community culture.

18

## **Manage and maintain the pocket plaza system**

For the park to maintain a good environment and long-term activity, this plan requires long-term cooperation with relevant organizations and people in the community.

- A.** Cooperate with PARC & EPCC to hire and recruit the management and cleaning staff or train volunteers to maintain the park equipment.
- B.** Allow community members to participate in park greening, artistic atmosphere creation, and community exchanges.
- C.** Initiate public art and installations to echo community culture, especially to reflect Passyunk's immigrant histories. Set up information kiosks at plazas with dense tourist activity.

## **CASE STUDY**

### **New York Restoration Project**

This project ensures that all New Yorkers have equitable access to green space. For over 25 years, NYRP has invested in and stewarded parks and gardens throughout the city's five boroughs to strengthen communities, promote food sovereignty, and counter environmental and social injustice.

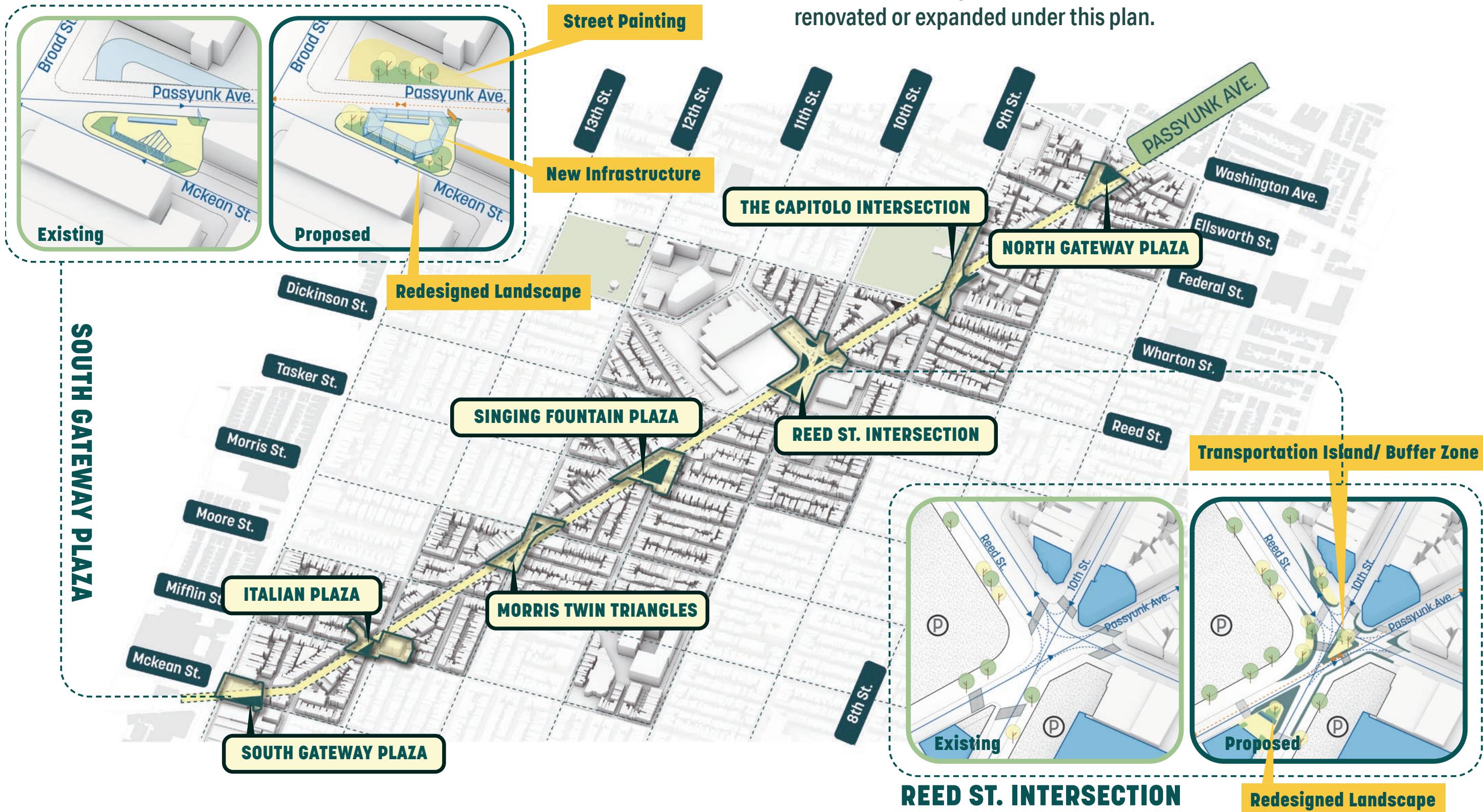
Effectively carrying out their mission requires collaboration, synergy, and understanding of the communities they serve on many different levels. Diversity, equity, and inclusion are embedded into their core identity and they deeply value the unique perspectives, knowledge, and resources that each member of their team and extended community brings to NYRP.



Family Garden (East Harlem, Manhattan) Before, Credit: NYRP



Family Garden (East Harlem, Manhattan) After, Credit: NYRP





The partial pedestrianization of East Passyunk Avenue would build on the network of pocket plazas. Though it is a major change to make such a move permanent, pedestrianizing the avenue has a strong precedent in events that already close down the road throughout the year.

The background of the slide features a photograph of a lively outdoor street fair or market. In the foreground, several people are walking along a paved sidewalk. To the right, there are blue pop-up tents set up on the street, likely for vendors or information booths. Further down the street, there are more people and what appears to be a food truck or another stall. The background shows a row of brick buildings, some trees, and utility poles with many wires. The overall atmosphere is bright and suggests a sunny day.

4-

# IMPLEMENTATION

# IMPLEMENTATION

The below table contains more detailed information about the phasing, timeline, and projected costs for each strategy within this plan's recommendations. The recommendations are grouped and numbered to correspond with the previous chapter, and each strategy's description is shortened – more information can be found on each strategy in the previous chapter. For each strategy the plan outlines the key partners that would play a part in bringing these ideas come to life, as well as a rough estimate of level-of-cost. For many of these initiatives, the next step would be to do further planning that both engages community members

and arrives at a more detailed estimate of ideal scope, phasing, and costs. The below table outlines an estimate for each strategy in terms of how long the additional planning stage may need to take, followed by implementation, and then continued monitoring, evaluation, and maintenance.

Cost Ranges	
\$	\$0-\$10K
\$\$	\$10K-\$100K
\$\$\$	\$100K-\$1M
\$\$\$\$	\$1M-\$25M

Timeline Phases	
Planning	
Implementation	
Continued Maintenance	

Recommendations	Strategies	Partners	Cost	Years	Timeline									
					1	2	3	4	5	6	7	8	9	10
<b>Arts, Culture, and Placemaking</b>														
1) Continue to invest in place-making and branding strategies to support small business, expand access to and for arts and culture, and encourage investment in and embracing of the identity of Passyunk for residents and visitors	A. Define entrances with memorable branding elements at Passyunk Ave & Broad St, the Italian Market, and Passyunk Square.	PARC, Philadelphia Department of Planning and Development, PennDOT, private property owners, Mural Arts, Philadelphia Public Art Commission	\$-\$ \$\$	1 to 5										
	B. Link experience throughout the corridor using arts (murals, installations) and identity elements (street furniture, lighting, painting the pavement, etc.)	PARC, BID, Philadelphia Department of Planning and Development, PennDOT, private property owners, Mural Arts, Philadelphia Public Art Commission	\$-\$ \$\$	1 to 5										
	C. Create an "Art Walk" to link the commercial corridor of East Passyunk Ave to existing and emergent cultural attractions (such as Bok Building and 7th Ave).	PARC, SSEAMAAC, BID, Italian Market, RCOs, Private and Non-Profit stakeholders	\$-\$ \$	On-going										
	D. Partner with Mural Arts to increase public art installations	Mural Arts, Philadelphia Department of Planning and Development, local property owners and residents, RCOs	\$	On-going										
<b>Immigrants &amp; the Food Economy</b>														
2) Increase access for most-commonly-spoken languages	A. Provide translation services for public meetings with City resources (Office of Immigrant Affairs / Language Access Philly).	Office of Immigrant Affairs / Language Access Philly	\$	On-going										
	B. Produce "Know Your Worker Rights" materials in Chinese, Spanish, Cambodian, and Vietnamese to print and distribute in public spaces.	SEAMAAC, Restaurant Opportunities Centers of Pennsylvania (ROC PA)	\$	1 to 3										

Recommendations	Strategies	Partners	Cost	Years	Timeline				
					1	2	3	4	5
	C. Host conversation circles with new immigrants in the neighborhood.	Let's Talk Philly	\$	1 to 3					
	D. Advocate for the City to provide more multilingual materials and information on City services available to assist immigrants looking to start or grow a business	Office of Immigrant Affairs	\$	On-going					
3) Promote the immigrant-food culture of Passyunk with events & marketing	A. Apply for Pennsylvania DCED "Marketing to Attract Tourists Program" grant	East Passyunk BID, PARC	\$	1 to 3					
	B. Create "Cooking in Passyunk" video series to promote food around East Passyunk Avenue. Expand SEAMAAC's project on 7th Street with local culinary community members to create instructional cooking videos.	East Passyunk BID, SEAMAAC	\$\$	1 to 3					
	C. Launch annual multi-cultural food fair weekend with local businesses - close Passyunk Ave to vehicular traffic, provide resources for outreach and fundraising by immigrant-serving organizations.	East Passyunk and Passyunk Square Civic Associations, the Passyunk Avenue Revitalization Corporation (PARC), the Business Improvement District, SEAMAAC, BOK	\$\$	1 to 3					
4) Connect opportunities for skill building and provide entrepreneurship resources	A. Connect immigrant job seekers and local workforce with free programs, services, and neighborhood businesses.	East Passyunk BID, Welcoming Center	\$	1 to 3					
	B. Identify new immigrant-owned tenant-businesses in partnership with immigrant-serving organizations.	PARC, the Welcoming Center, Association of Mexican Business Owners of Philadelphia, and SEAMAAC	\$	On-going					
	C. Develop commissary or co-op kitchen space with commercial-grade cooking and storage facilities, and relevant licenses for food preparation and storage, to incubate small, immigrant-owned cooking businesses.	PARC	\$\$\$	3 to 5					
	D. Offer professional development for restaurant employees through the Restaurant Opportunities Centers of Pennsylvania's (ROC PA) sustainable workplace practices.	Restaurant Opportunities Centers of Pennsylvania (ROC PA)	\$	1 to 3					

Recommendations	Strategies	Partners	Cost	Years	Timeline									
					1	2	3	4	5	6	7	8	9	10
<b>Preserving Heritage Retail</b>														
5) Coordinate heritage retail preservation and property improvement programs	A. Establish a façade-enhancement initiative to effectively leverage the Commerce Department's Storefront-Improvement program.	Philadelphia City Department of Commerce and Tourism, East Passyunk BID, Italian Market 9th Street Business Association	\$--\$	1 to 3										
	B. Advocate for the City to create a Legacy Business Preservation Program, to preserve commercial corridors on 9th Street and East Passyunk Ave. Provide businesses with grants, technical assistance, and marketing services. Offer financial incentives to landlords to retain legacy businesses.	Philadelphia City Department of Commerce and Tourism, East Passyunk BID, Italian Market 9th Street Business Association	\$--\$	On-going										
	C. Establish Philadelphia's first ever Legacy Businesses database by researching, documenting, and highlighting businesses.	East Passyunk BID, Italian Market 9th Street Business Association, Young Friends of the Preservation Alliance (YFPA)	\$	On-going										
6) Expand CDC's role to support diverse businesses	A. Prioritize new commercial space for cooperative businesses owned and operated by members with profit-sharing systems.		\$	3 to 6										
	B. Establish a for-profit Real Estate and Community Investment Cooperative to allows residents to collectively invest in real estate and secure space for small businesses and other cooperatively controlled uses.		\$--\$--\$	5 to 10										
	C. Advocate for a Construction Disruption Assistance Program to mitigate small businesses burdens associated with neighborhood improvement projects.	PARC, Community Development Financial Institutions (CDFIs), local organizations	\$	On-going										
7) Advocate for zoning that preserves small business character	A. Establish a "Store Size Cap" to encourage small business use over major chain commercial tenants.	City of Philadelphia	\$	On-going										
	B. Lobby for a Neighborhood-Serving zoning district designation that would allow the community to define the types of businesses that can be permitted.	RCOs, Philadelphia City Zoning Department, East Passyunk BID, Italian Market 9th Street Business Association	\$	1 to 3										
	C. Negotiate Community Benefit Agreements with developers to allocate a percentage of new commercial development space over a set size prioritizing retail, kitchens, studios, and early-stage businesses.	RCOs, Philadelphia City Planning Department, East Passyunk BID, Italian Market 9th Street Business Association	\$	2 to 3										

Recommendations	Strategies	Partners	Cost	Years	Timeline									
					1	2	3	4	5	6	7	8	9	10
<b>Housing and Affordability</b>														
8) Develop affordable housing using a community land trust model	D. Advocate for the City to streamline permitting and licensing processes for small businesses.	Philadelphia City Planning Department, Philadelphia Code Enforcement, Licensing, and Inspections Office, East Passyunk BID, Italian Market 9th Street Business Association	\$	1 to 3										
	A. Encourage the Philadelphia Land Bank to acquire as many vacant parcels in the neighborhood as possible and "reserve" them for the CLT.	Philadelphia Land Bank, Women's Community Revitalization Project	\$\$\$\$	5 to 10										
	B. Transfer property from the Land Bank to the CLT; use CLT's existing partners and funding to construct new housing.	Philadelphia Land Bank, Women's Community Revitalization Project	\$\$\$\$	5 to 10										
	C. Ensure new affordable houses are sold to low-income families using CLT's property management capacities.	Women's Community Revitalization Project	\$\$	On-going										
9) Invest in accessible services to support renters	A. Connect cost burdened tenants to rental assistance and other services.	PHA, Philadelphia Eviction Prevention Project, CLS	\$	On-going										
	B. Produce "Know Your Tenant Rights" materials in Chinese, Spanish, Cambodian, and Vietnamese to print and distribute in public spaces.	Philadelphia Office of Immigrant Affairs	\$	1 to 3										
	C. Advocate for tenant rights at community meetings with language interpretation services to support renters' education and organization.	Philadelphia Office of Immigrant Affairs, SEAMAAC, RCOs, Welcoming Center	\$\$	1 to 3										
10) Incentivize affordable housing through policy and zoning changes	A. Incentivize the development of affordable rental housing near transit stations.	PHA, Philadelphia City Planning Commissions, Philadelphia City Zoning Department	\$\$\$\$	1 to 3										
	B. Explore a community benefits agreement to approve new development projects in exchange for the inclusion of affordable units.	EPX, PSCA, SEAMAAC	\$	1 to 3										
	C. Support Housing Choice Voucher (HCV) participants to move to higher opportunity neighborhoods, including Passyunk; incentivize Passyunk landlords to participate.	PHA, PSCA, EPX, PARC, local landlords	\$\$	On-going										
	D. Require longer term affordability contracts through Inclusionary Zoning ordinance or CBA.	Philadelphia City Planning Commission, PHA	\$	3 to 5										

Recommendations	Strategies	Partners	Cost	Years	Timeline									
					1	2	3	4	5	6	7	8	9	10
<b>11) Develop affordable senior housing with services</b>	E. Create a zoning policy with a density incentive if developers build more than 50% of their units to be affordable.	Philadelphia City Planning Commission, PHA	\$	3 to 5										
	A. Work with the City of Philadelphia to draft an RFP for the development of an affordable housing multi-story building co-located with a redeveloped senior center at the site.	South Philly Older Adult Center, Philadelphia Corporation for Aging, PSCA, City of Philadelphia, Philadelphia City Planning Commision	\$\$\$\$	5 to 10										
	B. "Partner with non-profit developer with a mission-driven focus on developing affordable housing and supporting lower-income populations to leverage LIHTC funding"	PHA, nonprofit developer selected through RFP process	\$	5 to 10										
	C. In partnership with neighborhood RCOs, undertake community engagement process to involve residents and community stakeholders in the imagining and design of the new development	EPX, PSCA, SEAMAAC	\$	1 to 2										
<b>Greening Passyunk</b>														
<b>12) Develop and implement an area-wide Greening Strategy</b>	A. Plant street trees to increase tree canopy cover, absorb stormwater runoff, and improve air quality. Begin by identifying all currently vacant tree pits and apply for street trees through the TreePhilly program.	EPX Arboretum, PHS, city arborist, PPR	\$	1 to 3										
	B. Work with PWD to implement GSI in areas with high percentages of impervious surface and high flood risk due to heavy rain events, such as those identified by FloodFactor's modeling.	PWD, PSCA/EPX	\$\$\$	3 to 5										
	C. Build corner bump outs on one-way streets with street parking on both sides and high future flood risk, such as 13th between E Passyunk and Reed, similar to the Shunk St greening project currently being implemented by PWD.	PWD	\$\$\$	3 to 5										
	D. Encourage ACME to utilize PWD's Stormwater Management Incentives Programs and Greened Acre Retrofit Program in order to redesign and green their parking lot.	PWD, PSCA/EPX	\$	1 to 3										
	E. Install landscaping buffers around Reed/Passyunk/10th St intersection frontage to reduce stormwater runoff potential and improve the appearance of the area.	Department of Streets, PPR, PWD	\$\$\$	3 to 5										

Recommendations	Strategies	Partners	Cost	Years	Timeline									
					1	2	3	4	5	6	7	8	9	10
	F. Identify streets where sidewalk parking is most common and install streetside planters or other landscaping to physically deter illegal parking.	Department of Streets, PPR, PSCA/EPX	\$	1 to 3										
<b>13) Make public parks and gathering spaces greener and more accessible year round</b>	A. Advocate for the permanent discontinuation of the seasonal locked park gates policy.	PPR, PSCA/EPX	\$	1 year										
	B. Remove, lower, or push back fencing around PPR parks, including Columbus Square and Capitolo Park, and East Passyunk Community Recreation Center, and Ford PAL Recreation Center.	PPR	\$\$\$	3 to 5										
	C. Design and develop an ungated, passive recreation, green park on the site of the South Philadelphia Older Adults Center. This development should occur in conjunction with the plan to design and develop affordable senior housing on the site of the SPOAC.	PPR, Councilmember Squilla	\$\$\$\$	5 to 10										
	D. Continue to preserve established community gardens on publicly- and privately-owned land by transferring ownership to the city through Neighborhood Garden Trust or the Department of Parks and Recreation, as well as on existing vacancies not intended for affordable housing.	PSCA/EPX, Neighborhood Gardens Trust	\$	1 to 3										
	E. Invest in the Ford PAL Recreation Center to integrate green spaces and make it a more inviting neighborhood asset.	PPR, Community Design Collaborative	\$\$\$	3 to 5										
<b>Mobility and Accessibility</b>														
<b>14) Partially Pedestrianize East Passyunk Avenue Partially Pedestrianize East Passyunk Avenue</b>	A. Phases I and II: McKean St to Cross St and Wharton St to Washington Ave (Bike-Ped only)	"Office of Transportation, Infrastructure, and Sustainability (oTIS), Department of Streets, and Department of Planning and Development (City of Philadelphia), East Passyunk Business Improvement District (BID), East Passyunk Crossing Civic Association (EP-CCA), Passyunk Square Civic Association (PS-CA), Philadelphia Parking Authority (PPA)"	\$\$\$	1-2 years										
	B. Phase III: Cross St to Wharton St (Multimodal Corridors)	"Office of Transportation, Infrastructure, and Sustainability (oTIS), Department of Streets, and Department of Planning and Development (City of Philadelphia), East Passyunk Business Improvement District (BID), East Passyunk Crossing Civic Association (EP-CCA), Passyunk Square Civic Association (PS-CA), Philadelphia Parking Authority (PPA)"	\$\$	1 year										
<b>15) Enhance and Expand Bike-Ped Network</b>	A. Enforce prohibitions on sidewalk cycling throughout, and on curbside parking on multimodal streets less than 30 ft wide.		\$	On-going										

Recommendations	Strategies	Partners	Cost	Years	Timeline									
					1	2	3	4	5	6	7	8	9	10
	B. Program temporal playstreets within a 0.2 mile radius of schools.		\$\$	2-3 years										
	C. Carry out bi-annual surveys and programs in partnership with local RCOs to incorporate user feedback and foster a culture of bike-ped safety		\$	On-going										
	D. Monitor infrastructure quality (sidewalks, roads, lighting) and fill gaps where necessary.			On-going										
	E. Extend bike lanes along Snyder Ave, 13th St, and Passyunk Ave.		\$\$	1-2 years										
	F. Develop new sharrows along key East-West and North-South connectors - Tasker, Federal, Morris, Wharton, 9th, 8th, and 12th Streets.		\$\$	1-2 years										
	G. "Prioritize and advocate for protected bike lanes on peripheral streets with high crash incidents - Washington Ave, Broad St, and Passyunk Ave. Ensure resident involvement in the Washington Ave Improvement Project."		\$	On-going										
	H. Implement traffic calming measures at intersections with high crash incidents - Reed and 10th St, and Wharton and 9th St (at Passyunk Ave), Wharton and 10th St, McKean and 8th St, Morris and 8th St, Snyder Ave between 6th and 9th Streets.		\$\$	1-2 years										
	I. Treat all vehicular intersections crossing bike lanes with materials and paint to prioritize cyclist and pedestrian comfort and safety.		\$\$											
	J. Increase street lighting and end-of-trip facilities (bike parking) at public buildings, recreational spaces, schools, and SEPTA stations.		\$\$	1-2 years										
	K. Evaluate ADA accessibility for transit stations, streets and sidewalks - minimum sidewalk widths (3ft), curb cuts, ramps, slip-resistant pavers.	SEPTA	\$	1 year										

Recommendations	Strategies	Partners	Cost	Years	Timeline									
					1	2	3	4	5	6	7	8	9	10
16) Improve Vehicular Congestion and Parking Throughout the Neighborhood	A. Convert street parking spots near key, congested intersections to be drop off/pick up zones, including East Passyunk Avenue, the Italian Market, and Bok Building.	Department of Streets and Philadelphia Parking Authority (PPA)	\$\$	1 year										
	B. Work with ZipCar or other ride share operators to evaluate demand and target strategic locations to deploy reserved spots to reduce the reliance on car ownership.	ZipCar, Turo, etc.	\$	1 year										
	C. Restructure pricing for the Philadelphia Parking Authority lot between 12th & Passyunk. Remove access for cars with residential permits. Incorporate an adjusted pricing model to increase cost during periods of high demand.		\$	1 year										
	D. Create physical barriers (paint markers and greening elements) to discourage parking encroachments		\$\$	1-2 years										
<b>Pocket Plazas</b>														
17) Redesign the landscape, infrastructure, and programs of triangular land parcels along East Passyunk Avenue to create an active pocket plaza system	A. Develop triangular land parcels at intersections	PARC, PPR, Community Design Collaborative, Department of Streets,	\$\$\$\$	3 to 5										
	B. Cooperate with PARC & EPCC to hire and recruit the management and cleaning staff or train volunteers to maintain the park equipment.	EPCC, PARC, PSCA	\$\$\$	On-going										
	C. Allow community members to participate in park greening, artistic atmosphere creation, and community exchanges.	EPX Arboretum, PHS, PPR	\$	On-going										
	D. Initiate public art and installations to echo community culture, especially to reflect Passyunk's immigrant histories. Set up information kiosks at plazas with dense tourist activity.	Mural Arts, Philadelphia Publ Art Commission, PARC, Community Design Collaborative, PSCA	\$\$	1 to 3										



# 5- WORKS CITED

# Works Cited

## INTRODUCTION

### Land Acknowledgement

1. Philadelphia City Planning Commission, "Philadelphia Region When Known as Coaquannock map," 1934, digital map, from Historical Society of Pennsylvania Map Collection, <https://digitallibrary.hsp.org/index.php?Detail/objects/5184>.

### Neighborhood Overview

#### Zoning and Land Use

2. City of Philadelphia Department of Planning and Development, "Zoning Overlays," last modified August 22, 2012, <https://www.opendataphilly.org/dataset/zoning-overlays>.
3. City of Philadelphia Department of Planning and Development, "Land Use," accessed January 2022, <https://www.opendataphilly.org/dataset/land-use>.

#### Passyunk at a Glance

4. U.S. Census Bureau, American Community Survey, 2019 American Community 5-Year Estimates, using data.census.gov (January 2022).

## GOAL #1: SUPPORTS IMMIGRANT COMMUNITIES

### Passyunk's Immigrant History

5. "Philadelphia's Immigrants." Accessed April 17, 2022, <https://pew.org/2swfWPw>.

### Exploring Passyunk's Diversity

6. U.S. Census Bureau, American Community Survey, 2014 American Community 5-Year Estimates, using data.census.gov (January 2022).

7. Sandy Hingston, "Can South Philly Hold On to What's Always Made It Unique?" Philadelphia Magazine, July 6, 2019, <https://www.phillymag.com/news/2019/07/06/changing-south-philly/#:~:text=%E2%80%9CChange%20related%20to%20new%20immigrants,is%20kind%20of%20perpetual%20there.%E2%80%9D>.
15. "With The People's Kitchen, Local Chefs Feed Those in Need with a Side of Social Justice Awareness." The Philadelphia Citizen, November 23, 2020, <https://thephiladelphiacitizen.org/peoples-kitchen-philadelphia/>.

### Issue & Opportunity

8. niaforg, "The Philly Cheese Steak's Italian American History," Benvenuti to the NIAF Pensieri Blog (blog), April 8, 2021, <https://niafblog.wordpress.com/2021/04/08/the-philly-cheese-steaks-italian-american-history/>.
9. "Philadelphia's Immigrants," accessed April 17, 2022, <https://pew.org/2swfWPw>.
10. "Can a Rapidly Changing South Philly Hold on to What Makes It Unique?," accessed April 17, 2022, <https://www.phillymag.com/news/2019/07/06/changing-south-philly/>.

11. "Bringing Vitality to Main Street: How Immigrant Small Businesses Help Local Economies Grow," AS/COA, accessed April 17, 2022, <https://www.as-coa.org/articles/bringing-vitality-main-street-how-immigrant-small-businesses-help-local-economies-grow>.
12. "Kampar Kitchen Brings Emerging Chefs to South Philly's BOK Building | Craig LaBan," accessed April 17, 2022, <https://www.inquirer.com/food/craig-laban/kampar-kitchen-chefs-incubator-popups-philadelphia-20210129.html>.
13. "Student's Experience Inspires Fight for Undocumented Immigrants | Penn State University," accessed April 17, 2022, <https://www.psu.edu/news/impact/story/students-experience-inspires-fight-undocumented-immigrants/>.
14. "Worker-Owned Corn Processing Co-Op Planting Seeds in the Philly Region," accessed April 17, 2022, <https://nextcity.org/urbanist-news/worker-owned-corn-processing-co-op-planting-seeds-in-the-philly-region>.

## GOAL #2: IS AFFORDABLE & WELCOMING TO NEW NEIGHBORS

### Housing in Passyunk

18. U.S. Census Bureau, American Community Survey, 2019 American Community 5-Year Estimates, using data.census.gov (January 2022).
19. Philadelphia Office of Property Assessment, Philadelphia Properties and Assessment History, last modified March 2022, <https://www.opendataphilly.org/dataset/opa-property-assessments>.

### Issue: Gentrification Pressures

20. U.S. Census Bureau, American Community Survey, 2019 American Community 5-Year Estimates, using data.census.gov (January 2022).
21. Philadelphia Office of Property Assessment, Philadelphia Properties and Assessment History, last modified March 2022, <https://www.opendataphilly.org/dataset/opa-property-assessments>.

## Opportunity: New Development

22. Philadelphia Department of Licenses & Inspections, Licenses and Inspections Building and Zoning Permits, last modified September 2021, <https://www.opendataphilly.org/dataset/licenses-and-inspections-building-permits>.
23. Philadelphia YIMBY, last modified May 2022, <https://phillyyimby.com/>.
24. Rising Real Estate, last modified May 2022, <http://www.rising.realestate/>.

## GOAL #3: GREEN & COMMUNAL

25. Minimal Tree Canopy & Highly Impervious
26. The Impact of Green Stormwater Infrastructure Installation on Surrounding Health and Safety, 2015, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4330869/>.
27. Philadelphia Climate Action Playbook, Office of Sustainability, <https://www.phila.gov/documents/philadelphia-climate-action-playbook-resources/>.
28. Philadelphia Parks and Recreation, Philadelphia Land Cover Raster 2018, <https://www.opendataphilly.org/dataset/philadelphia-land-cover-raster>.

## GOAL #4: PEDESTRIAN HAVEN

### Transit, Walking, and Biking in Passyunk

29. Sandy Hingston, "Can South Philly Hold On to What's Always Made It Unique?" Philadelphia Magazine, July 6, 2019, <https://www.phillymag.com/news/2019/07/06/changing-south-philly/#:~:text=%E2%80%9CChange%20related%20to%20new%20immigrants,is%20kind%20of%20perpetual%20there.%E2%80%9D>.
30. WalkScore.com, "Bella Vista - Southwark, Philadelphia," accessed March 2022, <https://www.walkscore.com/score/passyunk%27>.
31. Opportunity: Strengthening existing infrastructure, capitalizing on existing walking/cycling culture

## Opportunity: Passyunk Ave Commercial Corridor

32. U.S. Census Bureau, American Community Survey, 2019 American Community 5-Year Estimates, using data.census.gov (January 2022).
33. Delaware Valley Regional Planning Commission, Bicycle Level of Traffic Stress (LTS) and Connectivity Analysis, last modified November 10, 2021, <https://www.dvrc.org/webmaps/bike-lts/analysis/>.
34. Delaware Valley Regional Planning Commission, Sidewalk Gap Analysis Explorer, accessed March 2022, <https://www.dvrc.org/webmaps/sidewalk-gaps/>.

## GOAL #5: SUPPORTS SMALL BUSINESS

### Jobs in Passyunk

35. Jack Doppelt, "What Are Working Conditions like for Immigrants in the Restaurant Industry? | Immigrant Connect," accessed April 17, 2022, <https://immigrantconnect.medill.northwestern.edu/blog/2017/06/26/cabales-within-the-next-ten-years-how-likely-are-working-conditions-to-improve-for-immigrants-in-the-restaurant-industry/>.
36. Philadelphia Metro Area - New American Economy, accessed April 17, 2022, <https://www.newamericanconomy.org/city/philadelphia>.
37. "A Seat at the Table for All: Sanctuary Restaurants in the Movement for Immigrant Rights | PolicyLink," accessed April 17, 2022, <https://www.policylink.org/equity-in-action/sanctuary-restaurants>.
38. Grace Maiorano, "East Passyunk Restaurant Hosts Immigrant-Advocacy Dinner," South Philly Review (blog), March 25, 2019, <https://southphillyreview.com/2019/03/25/east-passyunk-restaurant-hosts-immigrant-advocacy-dinner/>.

39. U.S. Census Bureau, American Community Survey, 2019 American Community 5-Year Estimates, using data.census.gov (January 2022).

## Issues: Impact of the Pandemic & Development Pressures

43. Pew Charitable Trusts, Experian Data via Pew Charitable Trusts Online Dashboard "Philadelphia's Economic Recovery and Growth in the Age of COVID," accessed March 2022, <https://www.pewtrusts.org/en/research-and-analysis/data-visualizations/2021/pew-dashboard-tracks-philadelphias-economic-recovery-and-growth-in-the-age-of-covid>.
44. Pew Charitable Trusts, "How the Pandemic Has Affected Philadelphia's Economy and Jobs," February 9, 2022, <https://www.pewtrusts.org/en/research-and-analysis/issue-briefs/2022/02/how-the-pandemic-has-affected-philadelphias-economy-and-jobs#:~:text=Since%20the%20arrival%20of%20COVID,female%20workers%20hit%20the%20hardest>.

## GOAL #6: SUPPORTS ALL AGES & ABILITIES

### Incomplete Support for All Residents

45. Caitlin McCabe, "Need affordable senior housing? You may be waiting years as Philly, nation grapple with long wait lists," The Philadelphia Inquirer, Jan 10, 2019, <https://www.inquirer.com/real-estate/affordable-senior-housing-wait-list-philadelphia-pha-low-income-aging-presby-20190110.html>
46. Mallory Falk, "Andrew Jackson Elementary no more: South Philly school celebrates new namesake, education trailblazer Fanny Jackson Coppin," WHYY, March 29, 2022, <https://whyy.org/articles/philly-fanny-jackson-coppin-school/>
47. Trust for Public Land, "Community's many cultures weave through reimagined Philadelphia schoolyard," September 1, 2021, <https://www.tpl.org/blog/philadelphia-southwark-community-schoolyard-project>
48. SEPTA Service Planning Dept, "Fiscal Year 2020 Annual Service Plan," June 2019, <https://planning.septa.org/wp-content/uploads/2021/02/Annual-Service-Plan-FY2020.pdf>

### Opportunity: Senior Center

49. Philadelphia Corporation for Aging, <https://www.pcacares.org/services/community-connection/senior-centers/>

## RECOMMENDATIONS

### Immigrants & the Food Economy

50. Justus, Jennifer. "InterNASHional Night Market Will Showcase the Diversity of Immigrant-Owned Restaurants." Nashville Scene. Accessed May 6, 2022. [https://www.nashvillescene.com/food\\_drink/features/internashional-night-market-will-showcase-the-diversity-of-immigrant-owned-restaurants/article\\_294db60c-1b04-11ec-851f-e7499e6cd507.html](https://www.nashvillescene.com/food_drink/features/internashional-night-market-will-showcase-the-diversity-of-immigrant-owned-restaurants/article_294db60c-1b04-11ec-851f-e7499e6cd507.html).

### Arts, Culture, and Placemaking

51. Downtown Denver Partnership, <https://www.downtowndenver.com/>

### Preserving Heritage Retail

52. Self-Reliance, Follow Stacy Mitchell: Stacy Mitchell Stacy Mitchell is co-director of the Institute for Local, directs its Independent Business Initiative, Which Produces Research, Designs Policy to Counter Concentrated Corporate Power, and Strengthen Local Economies. "Store Size Caps." Institute for Local Self-Reliance, March 15, 2012. <https://ilsr.org/rule/store-size-caps/>.

53. "Central Square Final Report 2013." Cambridge Community Development Department, n.d. [https://www.cambridgema.gov/-/media/Files/CDD/Planning/Studies/K2C2/finalreports/k2c2\\_central\\_final\\_report.pdf](https://www.cambridgema.gov/-/media/Files/CDD/Planning/Studies/K2C2/finalreports/k2c2_central_final_report.pdf).

54. NorthEast Investment Cooperative. "NorthEast Investment Cooperative." Accessed May 5, 2022. <http://www.neic.coop>.

### Housing and Affordability

55. Beck, Tom. "The Philly Archdiocese is breaking new ground in South Philly." South Philly Review, August 11, 2020, <https://southphillyreview.com/2020/08/11/the-philly-archdiocese-is-breaking-new-ground-in-south-philly/>

### Greening Passyunk

56. Parks Without Borders: How It Works. NYC Parks. accessed April 15, 2020. <https://www.nycgovparks.org/planning-and-building/planning/parks-without-borders/how-it-works>

## Pocket Plazas

57. Architectural Digest. "Tour Eight Amazing Public Spaces Transformed by the Actress's New York Restoration Project," June 2, 2014. <https://www.architecturaldigest.com/gallery/bette-midler-new-york-restoration-project-slideshow>.
58. "New York Restoration Project." Accessed May 6, 2022. <https://www.nyrp.org/>.



