

OLD CITY VISION 2026

independent by design

The Old City District and the Vision2026 Steering Committee held a public open house on June 23rd at the Arch Street Meeting House. The purpose of the open house was to share research, existing conditions, and initial impressions with the broader community... and get feedback and input.

At the open house, material was presented on a set of boards, staffed by members of the consultant team. We encouraged participants to write down their impressions and ideas for each set of issues presented. Those reactions are posted here.

Thank you for your interest in the future of Old City.



Market Study

OLD VISION
CITY. 2020

Current Annual Retail Demand

Category	2019 Demand	2020 Demand
Food & Beverage	1,200,000	1,200,000
Apparel	500,000	500,000
Home Goods	800,000	800,000
Services	1,500,000	1,500,000
Health & Wellness	300,000	300,000
Education	200,000	200,000
Professional	100,000	100,000
Other	100,000	100,000
Total	4,400,000	4,400,000

Office Market Availability - Rent

Category	Availability	Rent
Class A	1,000,000	\$20.00
Class B	2,000,000	\$15.00
Class C	3,000,000	\$10.00
Total	6,000,000	

Apartment Availability - Rent

Category	Availability	Rent
High End	1,000	\$2,000
Mid End	2,000	\$1,500
Low End	3,000	\$1,000
Total	6,000	

Demand-based Retail Opportunities

Category	Opportunity	Value
Food & Beverage	1,200,000	1,200,000
Apparel	500,000	500,000
Home Goods	800,000	800,000
Services	1,500,000	1,500,000
Health & Wellness	300,000	300,000
Education	200,000	200,000
Professional	100,000	100,000
Other	100,000	100,000
Total	4,400,000	4,400,000

Creative Office Availability - Rent

Category	Availability	Rent
Class A	1,000,000	\$20.00
Class B	2,000,000	\$15.00
Class C	3,000,000	\$10.00
Total	6,000,000	

Home Sales North-South of Arch

Category	Availability	Rent
Class A	1,000,000	\$20.00
Class B	2,000,000	\$15.00
Class C	3,000,000	\$10.00
Total	6,000,000	

MARKET STUDY

- MORE RESTAURANTS, CAFES, NORTH OF ARCH ON 2ND & 3RD. We love the idea of creating more parks such as the suggestion near Christ Church. The idea to do something w/ the space under the Ben Franklin bridge is great too. We'd love to see Old City become even MORE mixed use but also retain its traditional look & charm w/ matching building materials & structures. More alfresco dining!

yes!

Supermarket! A huge void in the neighborhood. Residents of Old City can walk to anything except a full-service (non-gourmet) food store. Crazy? Yes.

- Demand based retail - is this new space or does it take into account existing businesses? e.g. optical 1 3000 - we already have an optical retail business. is there room for another?
- What's missing? (yes, apart from food stores) in retail/services?

- We need a full-service supermarket + a Dean + DeLuca/Bravo Bros. concern.
- Trader Joes! *** This is a must
- No more clothing stores.
- MORE CLOTHING STORES!
- MORE CAFES LIKE CAFE OLE & WEDGE & FIG
- NEED HARDWARE STORE *** Agree

NICE IDEA BUT NOT RIGHT SWACK IN THE MIDDLE (RE: TRUCKS, PARKING, DUMPSTERS, ETC.) BUT MAYBE IN THAT "NO-MAN'S-LAND" ON THE WEST SIDE OF 2ND STREET AS ONE APPROACHES CALLOWHILL STREET ON FOOT OR AS ONE DRIVES SOUTHWARD FROM 95 OFF RAMP OR NORTHERN LIBERTIES. IT MIGHT UNITE OLD CITY & NORTHERN LIBERTIES (grocery stores are very social!) - But a "car-less" grocery store would be great too!! - Great idea!

Farm to table restaurants that will attract people from offices at 6th/Market for lunch
High quality childcare that will bring people from local offices
A COMMUNITY GARDEN!

- LESS "SUPERMARKET", MORE PRODUCE/BUTCHER GROCERY.

Inventory of activity

OLD VISITORS CITY 2020

Downtown Inventory

Use Category	# of Buildings	N of Market	S of Market	N of Arch	S of Arch
Art Galleries/Concerts/Theaters	40	31	9	17	23
Museums/Religious/Educational	58	27	31	16	42
Bank	7	4	3	0	7
Commercial/Office	77	60	17	28	49
Health/Wellness	22	16	6	9	13
Industrial/Wholesale/Repair	14	14	0	13	1
Lodging	11	4	7	1	10
Residential	230	204	26	150	80
Retail	242	113	129	60	182
Vacant	76	48	28	24	52
Total	777	521	256	318	458

Retail Activity

Street	# of Retailers	Highlighted Concentrations of Retail Types
N 3rd Street	52	9 Women's clothing stores, 4 Antique stores, 4 Restaurants, 4 Home furnishing stores, 4 Salon/spas
Market Street	44	5 Bars, 14 Restaurants, 8 Limited service restaurants, 2 Convenience stores, 2 Women's clothing stores
Chestnut Street	36	18 Restaurants, 5 Limited service restaurants, 7 Bars/lounges, 2 Tobacco stores
Independence Mall East (Bourse)	22	14 Restaurants or food-related stores, 7 Gift/souvenir stores, 1 Newsstand
S 2nd Street	17	6 Bars/Lounges, 4 Restaurants, 1 Limited service restaurant, 1 Liquor store, 1 Beer store
Arch Street	16	2 Furniture stores, Convenience store, Clothing store, Florist, Restaurant, Home furnishing store, 2 Salons
N 2nd Street	13	Book store, Clothing store, Furniture store, Gift store, Jewelry store, 2 Salons, 2 Home Furnishing Stores
S 3rd Street	9	
Front Street	6	
Race Street	5	
Church Street	4	
Others	18	



Upstairs Inventory

Use Category	# of Buildings	N of Market	S of Market	N of Arch	S of Arch
Classrooms/Offices	7	6	1	6	1
Lodging	11	4	7	1	10
Museum/Cultural Attraction	35	14	21	7	28
Office/Commercial	60	19	41	7	53
Parking	4	1	3	1	3
Residential	511	382	119	236	275
Restaurant	12	0	12	0	12
Vacant	63	40	23	22	42
Total	703	476	227	279	424

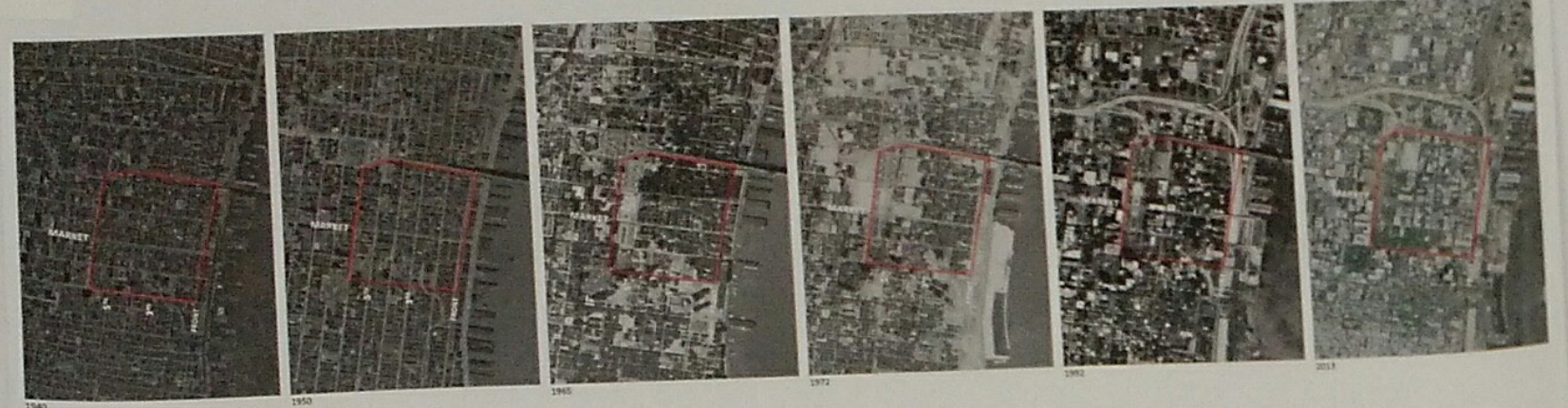
QBA Atkin Oshin Schade Architects • Urban Partners

Inventory I: Activity

- 40/777 are "arts" -- how many are needed to create "arts district"?
- Might it be also useful to distinguish between performance spaces that draw crowds & galleries that draw visitors in ones or small groups?
- Is there a way to incorporate psychographic data to ~~character~~ ^{help} understand what type of retail flourishes in Old City?
- Where are all those health/fitness buildings?!
- Too many vacancies!
 - ↳ Make the district look transitional + immature. +!
- Need incentives to fill vacancies
- Fill ^{THE} 2ND + 3RD FLOORS OF BUILDINGS ON MARKET STREET WITH RESIDENCES
- Where are the Galleries ????????
- ↑ they're listed as a ground-floor use, not retailer

Evolution + Edges

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CITY. 2011



Thesis: Old City has morphed from being seamlessly connected to its nearby neighbors to being isolated from the rest of the City, in a way not equally experienced by other reviving areas. Significant effort must be paid to encourage people to cross the psychological divides to and from Old City that have been created over the decades.

West



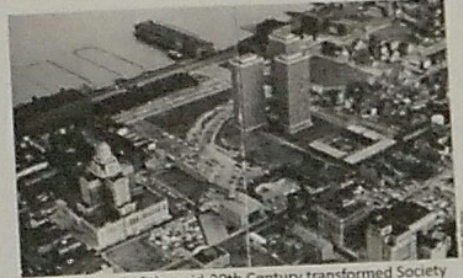
Independence Mall and wide office buildings without active ground floors make 2nd and 3rd Streets seem far away from Independence Hall and the East Market area about to undergo major reinvestment.

North



The Benjamin Franklin Bridge and to a greater degree, Interstate 95 and its ramps, form a pedestrian barrier between Old City and Northern Liberties. Philadelphia 2035 includes recommendations to repopulate the Callowhill area.

South



Urban renewal of the mid-20th Century transformed Society Hill from a neighborhood with a commercial waterfront to a residential enclave. The Towers isolate Old City from the 2nd Street Headhouse, South Street, and Queen Village.

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EVOLUTION + EDGES

- How about a gate on Market St at 5th to draw visitors from the Mall? — NMAH IS A WONDERFUL "GATE".!
- DIGITAL BILLBOARDS ARE A BLIGHT; STOP THEM!
- Indep Mall — the "west" photo — is ugly!
- Please help stop the building of more ugly condos with '50s facades (Church St) and they put up facades that complement Old City?! — AGREE. — yes!
- Area just North of BFB should not be ignored.
 - ↳ Many new residents here
- MAKE THE BRIDGE LOSS OF A BARRIER BY FILLING THE SPACE UNDERNEATH WITH ACTIVITIES
- Create public park / "hang out" space w/ area surrounding towers or restaurants to draw people in.
- Public/Private development in open lower covered area → public space to create pull from Indep. Mall to Old City...

Public Space + small Streets

OLD VINE CITY 20

Thesis: Despite having high-quality and iconic parks at its edges, Old City lacks truly lovable public spaces at its heart that benefit all district residents, visitors, and businesses.

If security concerns can be met, the space beneath the Benjamin Franklin Bridge can serve as a flexible space for events or parking, bringing together Old City with neighborhoods to the north.



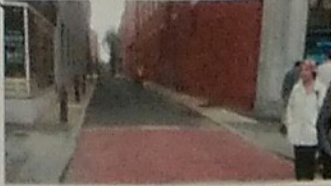
Elfreth's Alley is hidden from 2nd Street by two bare lots. Converting one or both of them into pocket parks could serve as neighborhood amenity, and a more dignified approach to a Philadelphia treasure.



Sidewalks shape the pedestrian experience. The vast majority of sidewalk dining in Old City is found on and south of Market Street. Would such activity be welcome in other parts of Old City?



Beyond Elfreth's Alley, small streets like Quarry and Strawberry can be enlivened with lighting or public art and be transformed into public spaces on evenings and weekends without disrupting transit on larger City Avenues.



The west end of Church Street is fronted with historic buildings and retail. The east end opens up to Christ Church and its Park, and transforms into the N3rd Market every week. Build on this!



Christ Church Park is an incomplete space, but with potential to be Old City's great public square, as beloved as any other.



98A ARCHITECTURE + URBAN PLANNING

I am willing to spear head a community garden on a small lot as well! More green, the better for Old City.
patiriley@gmail.com
ME TOO.

SMALL STREETS

— This is a tragically underutilized space.

Is the ^{mint} not lovable !!? ^{mint} is ugly!

Leave the wall at CC Park - act seating to make it "visiting" friendly.

Dog Park for small dogs here

— Yes - need an enclosed dog park with a fence!

— Maybe near Elfreth's Alley? No!

— NEED AN "Old City Center" - A PLACE FOR THE COMMUNITY BULLETIN BOARD, COMMUNITY FAIRS, A SOCIAL GATHERING SPACE, TRAVELING EXHIBITS, ETC.

- A community garden - YES - should be encouraged; like the idea re: a park at the end of Elfreth's + more Al Fresco dining

AL FRESCO DINING IS FINE IN FRONT OF RESTAURANTS, BUT NOT ON RESIDENTIAL/RETAIL/CULTURAL SPACES

- More publicity for N3RD St Farmers Market
People don't know it exists! WONDERFUL!
Flags in buildings.

Community gardens increase connections among residents
consider the lot next to Television for a garden

- Roof Garden "green roofs"

— How ABOUT A PARKLET? — ANTI-PARKLET

— Murals on the 95 sound barrier @ end of Elfreth's? — NO MORE MURALS

Need trash cans outside the Christ Church Park fence to discourage littering after the park closes.

— THE AREA UNDER THE BRIDGE IS BEING WASTED - IS A GREAT OPPORTUNITY

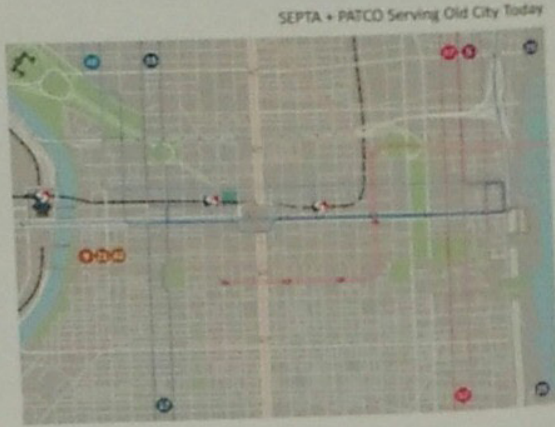
PARK SERVICE NEEDS TO CLEAN STREET AREAS THEY ARE RESPONSIBLE FOR

Connecting via City Avenues

OLD VIS CITY. 20

FACTS + TRENDS TO CONSIDER

Daily traffic on N. 3rd Street has **dropped** from 6,141 cars in 2004 to 4,970 in 2014 (SEPTA).
 In 2005, traffic on the New Jersey Turnpike was expected to grow by 68% by 2032; as of 2014, however, **traffic volume has dropped** by 10% (Pennsylvania Turnpike).
 Between 1999 and 2012, subway, trolley, and bus ridership on SEPTA **grew 28%** (Philadelphia MTC).
 Bus Route 57 carries over 11,000 people per day; Market-Frankford subway carries over 180,000.
 Nearly 75% of Center City employees get to work without a car (Center City District).
 Philadelphia has the **highest rate of bicycle commuting** of any large city in America (Bicycle).
 Local businesses saw **retail sales increase 49%** after construction of Manhattan's 9th Avenue protected bike lane, compared to an average of 3% on other streets in the borough (SEPTA).
 Philadelphia's Indego bikeshare system **exceeded expectations** with over 50,000 rides in its first month of operations (Philadelphia MTC).



Thesis: To accommodate shifting mobility preferences and avoid negative impacts of development, it is important to embrace and promote car-free options for residents, workers, and visitors.

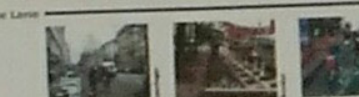
Existing Bicycle Infrastructure



Trail/Shoulder



Protected Bike Lane



Class 2 Bike Lane



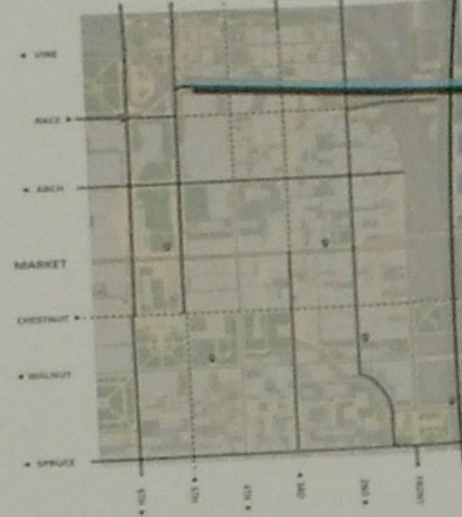
Marked Shared Lane



Indego Station (Bikeshare)



Infrastructure recommended in 2012 Philadelphia Pedestrian and Bicycle Plan



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ADVISORY COMMITTEE

- ADD RICH TROM
- ADD JIM SCHIBVO
- ADD SOMEBODY FROM ELFREDA'S ALLEY BOARD

AVENUES

- Attractive entrances to draw people in
- There are no attractive & well-signed ways to get from Market East Station to Independence Mall/Old City
- Reopen Franklin Square PATCO!
- LIGHT RAIL ALONG DELAWARE AVENUE (POSSIBLY WITH DIRECT CONNECTION TO 2ND STREET STATION UNDER I-95)

Defacto development plan

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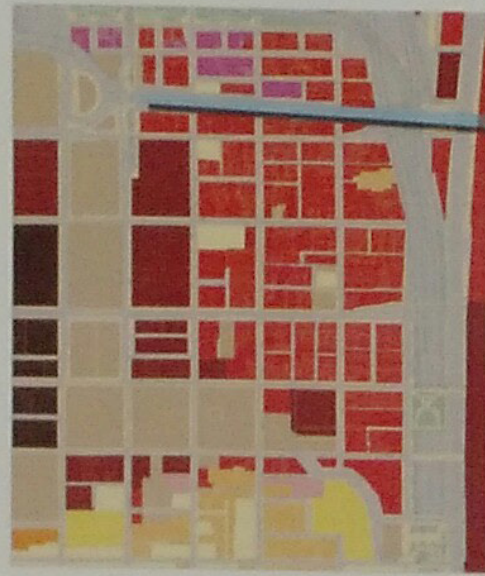
Exceptions may require variance request and consideration by Old City District as Registered Community Organization

Development Standards

	CMX3	CMX4 or CMX5
Maximum Occupied Area (% of lot)	75% Mid-block 80% Corner	90% for buildings 5 stories or less w/ 1+ dwelling units 100% for others
Minimum Side Yard Width	8' if used for buildings w/ dwelling units	5' for buildings four stories or less with 3 or fewer dwelling units 8' for others
Maximum Floor Area (% of lot area)	500	500 in CMX4 1200 in CMX5

Minimum Parking Required

	CMX3	CMX4 or CMX5
Multifamily Housing	3 Spaces per 10 units	3 Spaces per 10 units
All Office Uses	Zero	Zero
All Retail Uses	Zero	Zero
Assembly + Entertainment	Greater of: 1/10 seats or 1/1000sf	Greater of: (a) none for first 400 seats, then 1/10 seats or (b) none for first 10,000sf then 1/1000 sf
Educational Facilities	1 Space per 1000 sf	1 Space per 1000sf
Libraries + Cultural Exhibits	None for first 4000 sf, then 1 space per 1000sf	None for first 10,000 sf, then 1 space per 1000sf
Artist Studios + Artisan Manufacturing	1 Space per 800 sf	None for first 7,500sf, then 1 space per 2000sf
Market + Community Supported Farm	None if lot area is less than 5000 sf, otherwise 2	None if lot area is less than 5000 sf, otherwise 2



Car Share Spaces: The required minimum number of off-street parking spaces for a residential use may be reduced by four spaces for each automobile parking space reserved as an auto-share parking space, up to a maximum of a 40% reduction in the required minimum number of parking spaces in any one surface parking lot or parking garage. The calculation of maximum surface parking spaces shall not be affected by this reduction.

Bike Parking Spaces: For every five Class 1 bicycle parking spaces that are provided on a lot, the number of required off-street automobile parking spaces may be reduced by one space, up to a maximum reduction of 10% of the required automobile parking spaces.

Uses Permitted as-of-right in CMX 3,4,5

Residential Uses: Household living; Group living; Personal care home; Single-room residence

Public, Civic, and Institutional Uses: Day care; Educational facilities; Fraternal organization; Hospital; Libraries + Cultural exhibits; Religious Assembly; Safety Services; Transit Station; Utilities + Services

Office Uses: Business + Professional; Medical, Dental, Health Practitioner; Government

Retail Uses: Building Supplies + Equipment; Consumer Goods; Food, Beverage; Grocery; Pets + Pet Supplies; Sundries, Pharmaceuticals, Convenience Sales; Wearing apparel + accessories

Commercial Uses: Animal Services; Assembly + Entertainment; Nightclubs + private clubs; Building services; Business support; Prepared food shop; Take-out restaurant; Financial services; funeral services; Maintenance + repair of consumer goods; On-premise dry cleaning; Personal services (with exceptions); Fortune telling; Radio, television, + recording services; Visitor accommodations; Commissaries + Catering services

Vehicle + Vehicular Equipment Sales: Personal Vehicle Repair + Maintenance; Personal vehicle sales, + rental; Gasoline station; Vehicle equipment + supplies sales + rental

Moving + storage facilities

Industrial Uses: Artist Studios + Artisan Industrial; Research & Development
Community Garden, Market or Community-Supported farm (only in CMX-3)

Prohibited Uses in CMX 3,4,5

Retail Uses: Drug Paraphernalia sales, Gun shop

Commercial Services Uses: Boarding + Other services; Amusement arcade; Casino; Personal credit establishment; Body art service

Vehicle + Vehicular Equipment Sales: Commercial vehicle sales + rental;

ZONING

RBA
KIM OSTER SCHADE ARCHITECTS + URBAN PARTNERS

RESTAURANTS. RE OVERLAY: CONCERNS

HOURS OF OPERATION, TRASH STORAGE, DELIVERIES, SMOKE EXHAUST, ENTERTAINMENT. AFTER HOURS. NOISE OUTSIDE! BETWEEN BUILDINGS.

(PROVIDES TO LIQUOR LICENSE "CONDITIONAL LICENSE AGREEMENTS V. FUMIO

- But can a city street be alive without restaurants + cafes? - NOT IN A REAL CITY!
AGREE!

- yes - keep cars out! ← WHAT CITY DO YOU LIVE IN?

- Why is body art service prohibited?

A RESTAURANT-CONCENTRATED AREA IS A GOOD, (NEARBY TO RESIDENTS + VISITORS W/ GOOD PUBLIC TRANSPORTATION) DESTINATION. FOR RESIDENTS, RESTAURANTS SHOULD NOT BE TOO NUMEROUS ADJACENT TO THEIR LIVING SPACES.

← No, this is part of what's attractive about this area.

What/Where would be Old City without restaurants/cafes + Artists?

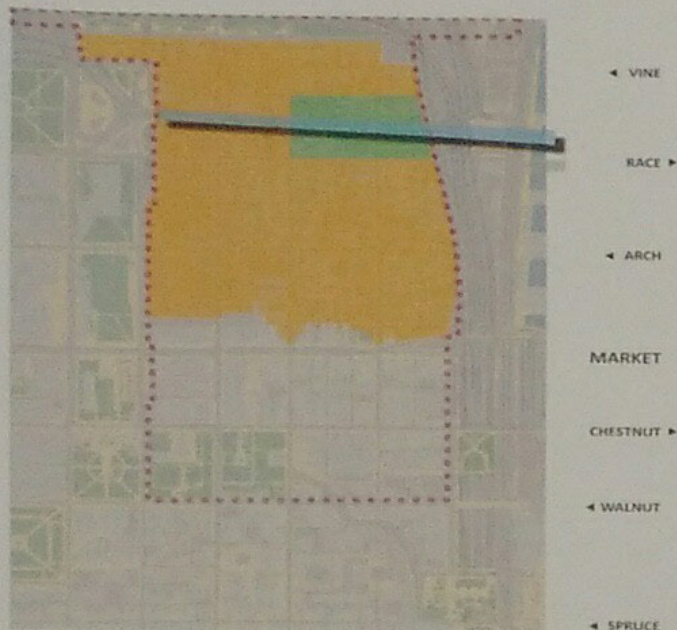
Overlays tweak zoning

OLD VIS
CITY. 2016

Old City Residential
Special Permit Required for Restaurants

Old City Residential, Central
65' Height Limit
Accessory Parking lots prohibited

Bridge Approach
FAR Bonuses + No Height Limit



Additional Regulations...

Arch Street
Parking garage ground floors require active uses

Market Street
Parking garage ground floors require active uses
Vehicular ingress and egress prohibited
Vehicular loading + trash storage areas require ZBA special exception permit
South Side 25' minimum height
Additional Restrictions on Accessory Uses & Structures
Non-accessory signs and animated illumination prohibited

Chestnut Street
Parking garage ground floors require active uses
Accessory parking lots, vehicular ingress and egress prohibited
25' Minimum cornice height
Buildings must extend to the streetline for at least 65% of lot frontage
Non-accessory signs, animated illumination, and projecting signs prohibited
Additional retail, commercial, and vehicular sales use restrictions

South of Chestnut Street
If provided, residential parking must be accessed by a shared driveway or rear alley; no parking garages with capacity over 500 vehicles

Sansom Street
Parking garage ground floors require active uses
South side 25' minimum height

Walnut Street
Parking garage ground floors require active uses
Accessory parking lots, vehicular ingress and egress prohibited
25' Minimum cornice height
Buildings must extend to the streetline for at least 65% of lot frontage

OVERLAYS

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- No practical zoning difference
b/t special exception + variance

- WELCOME PARK & FIRMAN'S PARK SHOULD
BE ZONED FOR OPEN SPACES

- Keep height limit! No highrises - they lower all values. AGREED

- MARKET STREET NEED 65% LOT FRONTAGE

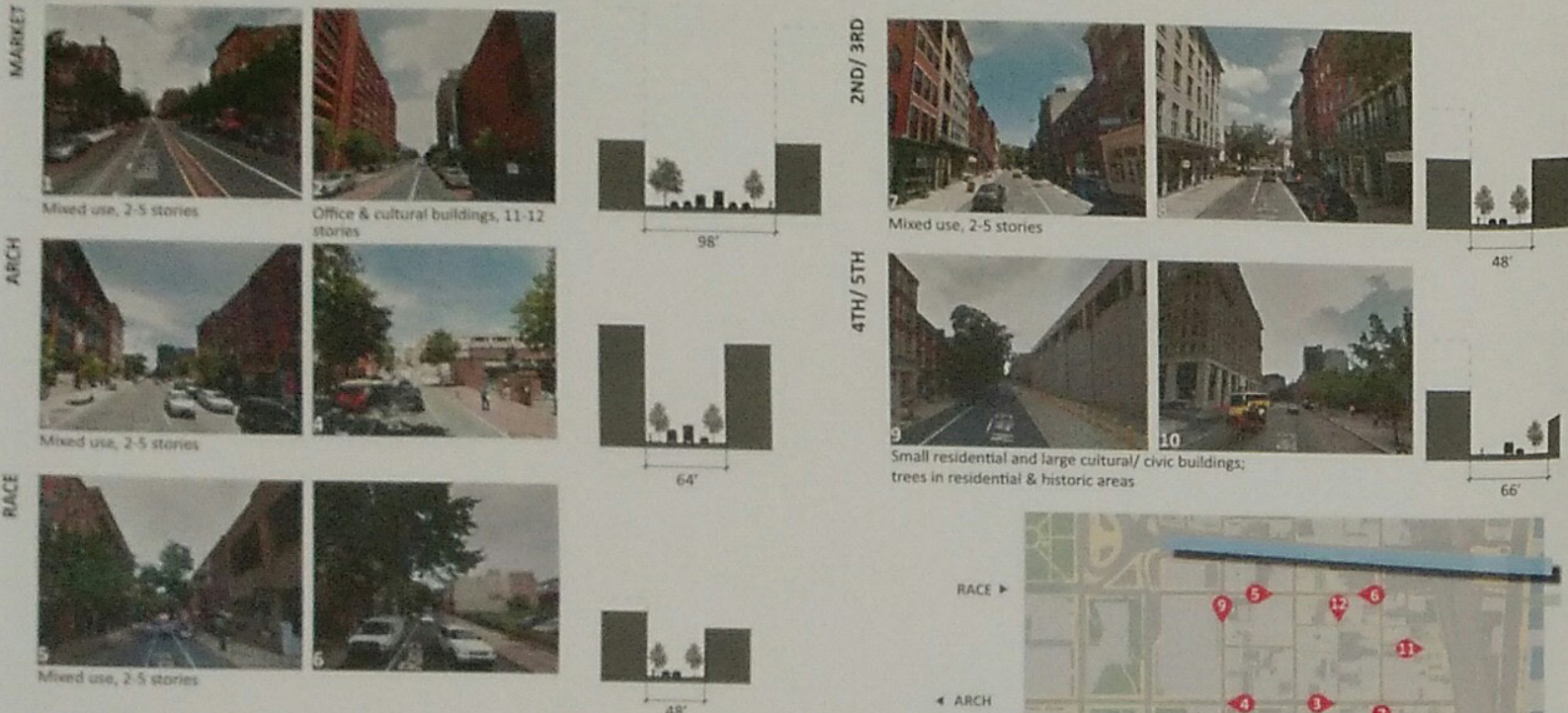
- BRIDGE APPROACH OVERLAY SHOULD BE ELIMINATED
(OR AT LEAST 65' HEIGHT LIMIT)

KEEP RESIDENTIAL OVERLAY & HEIGHT LIMIT OVERLAY

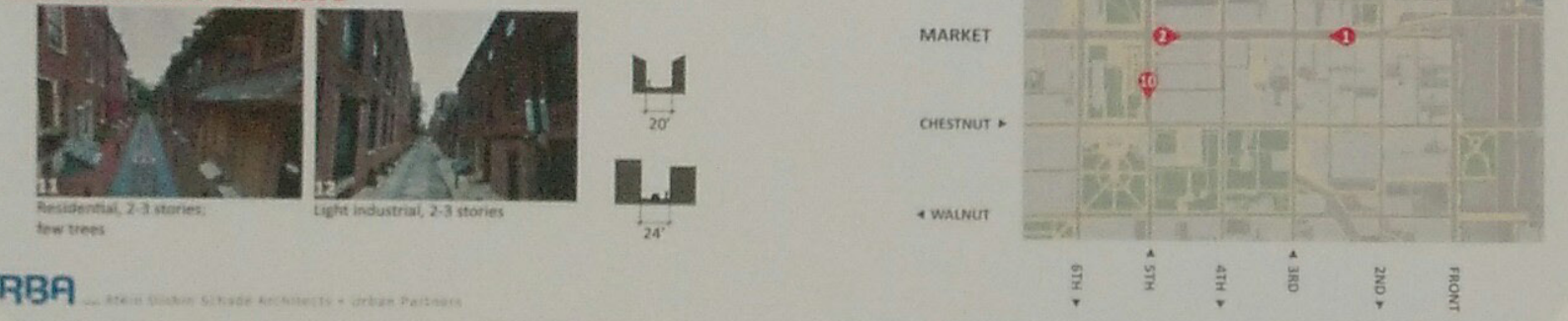
- Can planting requirements or permeable surface requirements be incorporated?

Streets as Rooms

CITY AVENUES



NEIGHBORHOOD STREETS



RBA ... AMM/Gordon Schade Architects • Urban Partners

OLD VINE CITY 2021

STREETS

STEERING COMMITTEE SHOULD INCLUDE MORE RESIDENTS. OLD CITY DOES NOT SHUT DOWN AT 5PM.

- Benches along vacant store fronts
 " along Market/Chestnut + Arch Sts

greening makes a difference. ★

A canopy of trees where possible

More lighting needed on small streets ★★

Street lights everywhere - pedestrian lighting

- yes to trees, plants and lights → seconded

- make/keep OLD more WALKABLE/BIKE-ABLE!!!

- CAN WE HIDE THE MEAT BEHIND A FOREST OF TREES?
 (OR AT LEAST PROVIDE FLOWERS & BUSHES) +1!

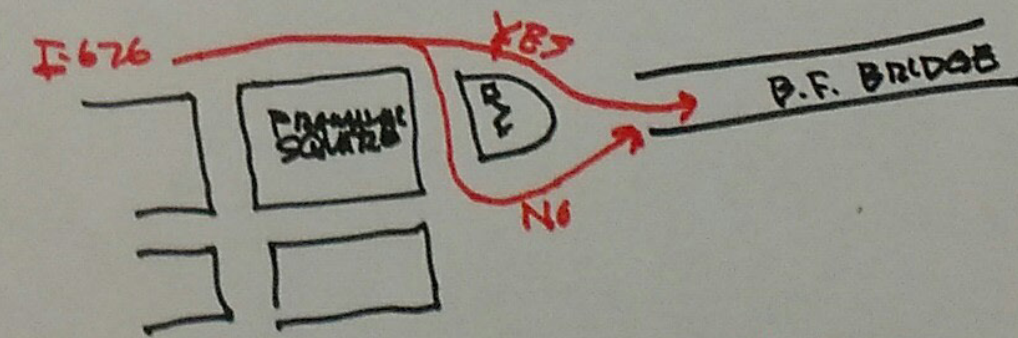
Yes → Trees + flowers surrounding the trees increase the appeal and will draw walking traffic

+ garden as a community view!

- Restore the Pavement on Historic Streets (For example, Take the blacktop off of Balcon blocks under Cherry Street between Broad & 3rd)

RESTORE PAVING ON FRONT STREET - MANY RESIDENTS & PUBLIC TRANSIT VEHICLES NEED A STREET WITHOUT 100'S OF POTHOLES

- MAKE RACE STREET 2 WAYS FROM 2ND TO VOLAVARD AVE.
- 6TH STREET EXIT FROM VINE STREET EXPRESSWAY (EAST BOUND) SHOULD GO DIRECTLY TO THE B.F. BRIDGE ONRAMP - NOT AROUND THE KITT & KEY STATUE → Agreed



- WHY DO THE CURB CUTS FOR HANDICAPPED ALWAYS FILL UP WITH WATER AFTER A RAIN?
 CAN WE BLANKET THE MUD PIES?

- Physical condition of sidewalks remaining very poor.
 → 2nd St., 3rd St., etc

Yes please!

Architecture of Blocks

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BUILDING ENTRANCES



Pedestrian scale commercial entries

Corner entry

Separated entries at mixed use buildings



Large scale entries at civic and cultural buildings

Historic portals sized for carriages

Consistent frequency and rhythm of entries on city avenues

HEIGHT VARIATION



Variation in height of cornice lines on city avenues

Consistent height of cornice lines on neighborhood streets



PARKING

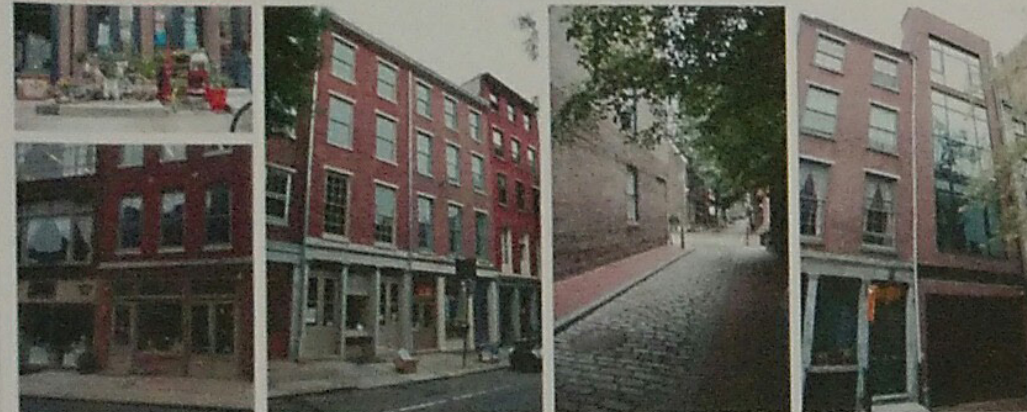


Street parking and mid-block surface lots on city avenues



Access to concealed parking from neighborhood streets

TRANSPARENCY



Transparent ground floor; smaller punched openings for decreased transparency in floors above to balance privacy and views

Decreased ground floor transparency on neighborhood streets

Increased transparency in newer construction

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BLOCKS

Can avoid super blocks? - Lets keep the same road map
Hate the ugly new condo facades that don't fit in *

o / don't need for new buildings to be in same architecture,
i'd rather see modern than a bad translation
of colonial. Just need them to look attractive,
not cheap and put together to achieve
maximum \$\$ & occupancy. ^{tasteful}

- So many of the neighborhood streets
do not need to be open to vehicular traffic.
↳ or maybe partially open for pickup/dropoff or
parking (behind bldgs) access.

Building Details

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MATERIALS

- brick
- cast iron
- stone



HIERARCHY

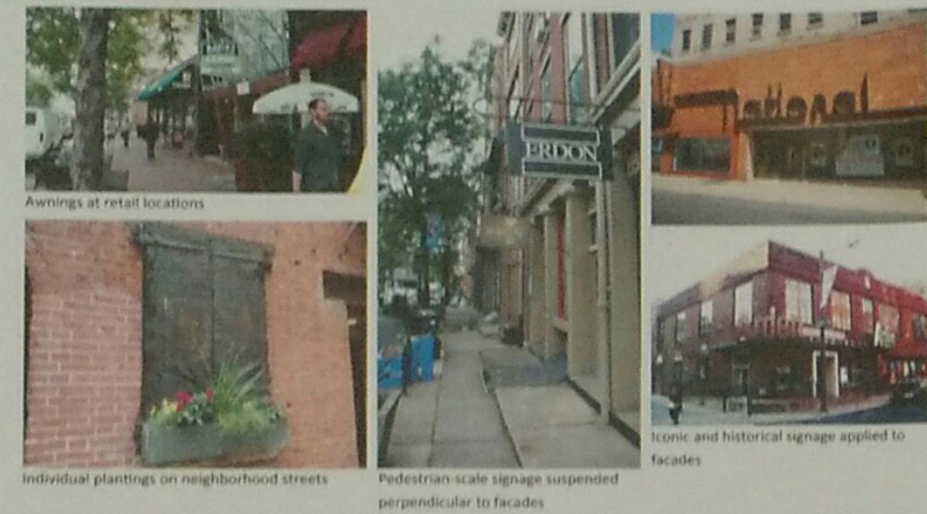
Top: cornice in metal, wood, or corbelled brick; depth casts shadows

Middle: punched openings in brick or stone

Base: cast iron or stone with a high level of transparency



STREET FRONTAGE



Building Details

Design Guidelines

- How can use of building materials be encouraged or discouraged? Can the zoning code ^{be revised} do this?
- Can new construction blend in to existing neighborhood rather than compete? using similar ~~design~~ and similar looking building materials as existing structures to not change character of neighborhood in fill
- I like the current balance of historic/contextual architecture/facades & more modern (+ midcentury) designs. Like signage & window details. I hope this is preserved. → Not clashing design, but not a Disney village either.
- CAN THE DISTRICT DEVELOP A SET OF "DESIGN GUIDELINES"? - GIVE IT TO THOSE COMING BEFORE THE RCO
More stone to increase the variety... too much red brick now ← I LOVE RED BRICK