

Development Strategy

for the

60th Street Commercial District

Philadelphia, PA



Prepared for:

The Partnership Community Development Corporation

Prepared by:

Urban Partners

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Executive Summary

The 60th Street Commercial District is one of West Philadelphia's historic neighborhood shopping centers. Extending from Arch Street to Catharine Street on 60th Street and 59th Street to 61st Street on Market Street, the District encompasses eleven blocks (see **Map 1.**) While relatively dense retail activity continues on the blocks between Market and Walnut Streets, the commercial corridor has declined in recent years with alarming numbers of vacant properties and seriously dilapidated structures appearing.

Concerned by the continued deterioration of the 60th Street Commercial District, The Partnership Community Development Corporation has taken the lead in encouraging the physical and economic revitalization of the District. It is working cooperatively with local government leaders and the 60th Street Advisory Board to prepare and carry out an action plan for improvements to the District. This Development Strategy provides a framework for these revitalization activities.

The preparation of the Development Strategy for the 60th Street Commercial District seeks to build on other improvement initiatives already underway. The **60th Street Capital Improvements Project**, begun in Fall 2002, will include the installation of new sidewalks, lighting fixtures, and street trees. From Arch to Spruce Streets, new lighting fixtures will feature decorative banners promoting the District's core shopping area. The



Dense retail activity continues between Market and Walnut

process of acquiring and, if necessary, demolishing vacant and seriously dilapidated structures on 60th Street has begun through the City of Philadelphia's **Neighborhood Transformation Initiative (NTI)**. 60th Street between Market and Catharine Streets is a pilot area for the Third District's **West Philadelphia Improvement Program**, launched in December 2002, to target common quality of life complaints and nuisance problems. The **SEPTA reconstruction of the Market Frankford El** and new 60th Street station began in 2002 and is expected to continue for 7-10 years. The **Philadelphia Commercial Development Corporation** has just begun the

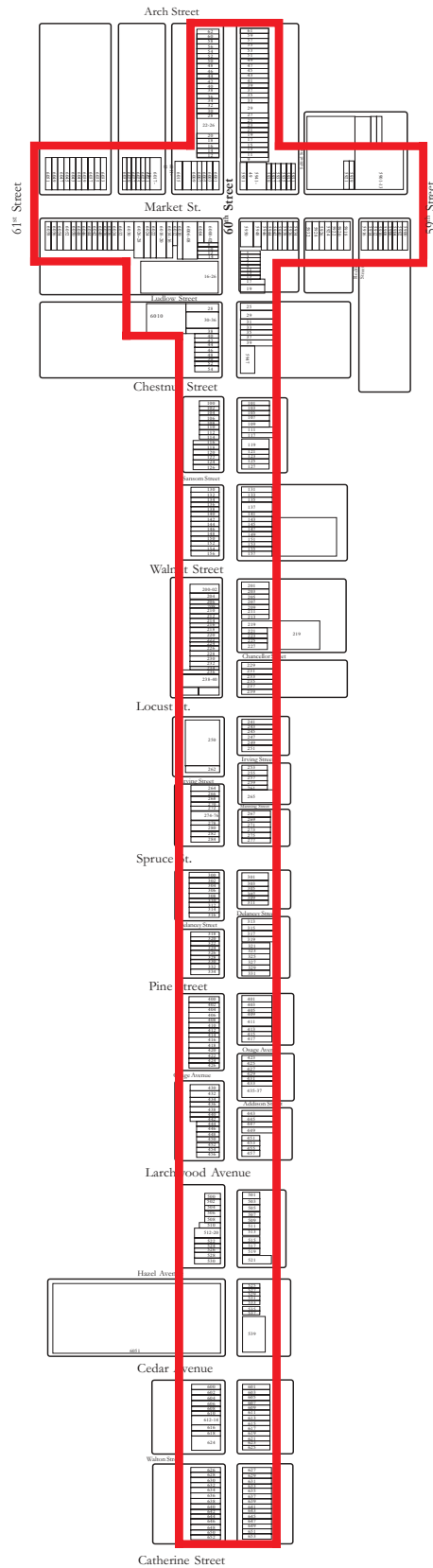
first phase of a façade improvement project on 60th Street between Arch and Walnut Streets in 2003. Finally, with support from Local Initiatives Support Corporation, The Partnership CDC has secured a **District Manager** for the 60th Street Commercial District.

To prepare this report, Urban Partners, supported by Partnership CDC staff, conducted a retail market analysis, surveyed the corridor's land uses and businesses, reviewed each parcel's ownership and tenancy, and examined other quality of life factors that are important to the corridor's revitalization. Based on this analysis, we have developed the following recommendations:

- The corridor can support up to 115,000 SF of additional retail stores. However, there is insufficient demand to program retail development along the entire length of the corridor. Therefore, retail development should be consolidated between Arch and Spruce Streets.

- Retail development opportunities include a new pharmacy and a new auto parts store.
- 215 new off-street parking spaces for shoppers and merchants can and should be added to meet the needs of existing and new retail businesses.
- The corridor can support more than 100 units of new housing, including single-family homeownership, multi-family rental, and senior housing development. Residential development should be consolidated between Spruce and Catharine Streets. Businesses on these blocks of 60th Street that are not located on corners should be strongly considered for relocation.
- There is the need and potential for development of up to 50,000 SF of community institutional service space including a child care center and a community education center.

Map 1: 60th Street Commercial District Study Area



Retail Market Opportunities

60th Street retailers chiefly serve customers from the blocks immediately surrounding the commercial corridor, although a few specialty businesses draw customers from other parts of West Philadelphia, Southwest Philadelphia, and Delaware County. The trade area for 60th Street (see **Map 2**) includes a population of 50,350. These trade area residents spend \$313 million annually on retail goods and services. The trade area includes the 60th Street Commercial Corridor in addition to several small neighborhood-shopping nodes. Taken together, the 450 retailers in the trade area are capturing only 33% of the \$313 million trade area purchases; **over \$209 million in retail purchases leave the trade area each year.**

60th Street itself has 156 retail stores providing goods and services in 33 different categories and generating \$31 million in sales annually. Two-thirds of these stores are clustered in the blocks between Arch Street and Walnut Street. While the district provides an array of neighborhood convenience and shopping goods stores, it is generally devoid of anchor businesses with the ability to attract customers to the corridor. The District hosts a significant concentration

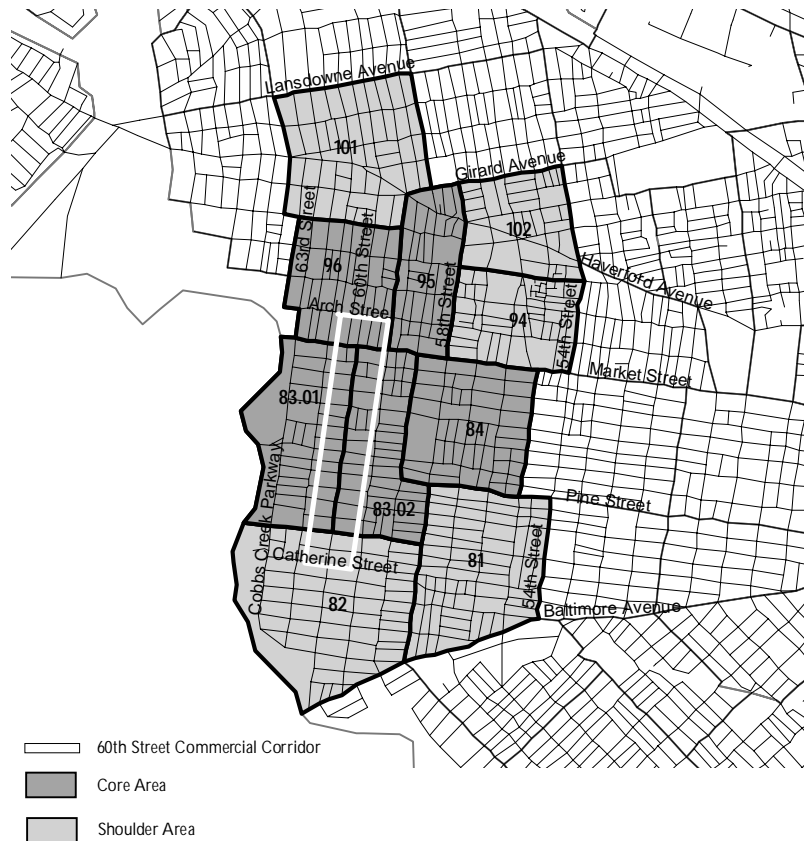
The range of retail offerings on 60th Street can be significantly upgraded by adding up to 115,000 SF of new stores in 30 retail categories. Priority retail development opportunities identified by the market analysis include:

- a 15,000 SF modern pharmacy with drive-thru;
- a 9,000 SF auto parts store;
- up to 11,000 SF of new full-service restaurants;
- up to 15,000 SF of family, men’s and women’s clothing;

- a more diverse range of shopping goods including shoes, jewelry, home furnishings, electronics and computer goods, specialty sporting goods, toys, and gifts and novelty items;
- other freestanding retail stores including a paint and wallpaper store, additional hardware, a garden center, and a pet supply store.

Many of these new stores will fill existing vacant and underutilized storefronts. There are, however, few locations large enough to support a new large anchor store such as the pharmacy or auto parts store. Anchor development will be achieved by assembling parcels of under-developed land at strategic locations within the District.

Map 2:
60th Street Commercial Corridor
Retail Trade Area



A Vision for 60th Street

The 60th Street Commercial District will be a quality neighborhood shopping district meeting the many day-to-day needs of area residents and a center for community activities. The district will present a safe, clean, and inviting environment. Existing, well-respected retailers will prosper, while new businesses will be recruited to diversify the range of goods and services offered. New store types will include a pharmacy, additional affordable full-service restaurants and apparel stores, and a variety of other shopping goods stores.

The 60th Street Development Strategy focuses on reestablishing vibrancy and a sense of value in the district by emphasizing the quality and location of uses within the Corridor. The historic commercial corridor will be revitalized to reflect the area's needs of today while allowing for a planned approach to the future. Commercial uses will be strengthened in a concentrated commercial district, community needs will be addressed with the placement of community-oriented institutions, and the area's stable residential character will be enhanced with supplemental housing development.

Development Strategy

The development strategy for the 60th Street Commercial District embraces a range of activities that include development, policy, and operational activities. Most significantly, the strategy presents a considered approach to land use on 60th Street including a **consolidated commercial district between Arch Street and Spruce Street** and **residential development between Spruce Street and Catharine Street** (see Map 3.) Additionally, the strategy addresses the critical issues of zoning, property acquisition, cleanliness, safety, and streetscape conditions that must be improved to ensure the success of all economic development activity in the district.

Consolidated Commercial District: Arch to Spruce Streets

The 60th Street Commercial District will be consolidated between Arch Street and Spruce Street on 60th Street and between 59th Street and 61st Street on Market Street. There is insufficient retail demand to support retail activity for the entire eight-block length of the existing district. A concentrated commercial district will better serve the community by creating a more dense, vibrant, and diverse shopping area while allowing for alternate development options on the blocks between Spruce and Catharine Streets.

While existing retail activity is strongest between Market and Walnut Streets, there are sufficient identified retail development opportunities to support a shopping district that extends from Arch Street as far south as Spruce Street. Spruce Street is a desirable commercial gateway because of its visibility as a high volume arterial through West Philadelphia and its ultimate connection to Marshall Road in Delaware County. Additionally, the shopping needs of the substantial portion of trade area residents living in the area south of Spruce Street will be more conveniently met if the commercial district extends to Spruce Street.



Vacant and underutilized storespaces and lots will be redeveloped and re-tenanted

improvements project. While the capital improvements project includes streetscape and lighting enhancements all the way to Catharine Street, elements such as granite curbstones and decorative banners will accentuate the commercial district between Arch and Spruce Streets.

There are approximately 120,000 SF of vacant and underutilized ground floor space suitable for redevelopment and re-tenanting on 60th Street between Arch and Spruce Streets. Of this, 93,000 SF has been included on the priority action acquisition and demolition lists through NTI. Urban Partners' retail market analysis revealed up to 115,000 SF of retail development opportunities that could be realistically added to the commercial corridor.

The concentrated commercial district between Arch and Spruce Streets will be physically defined and enhanced by the implementation of the 60th Street capital

Map 3: 60th Street Development Strategy

Consolidate Commercial District: Arch to Spruce Streets

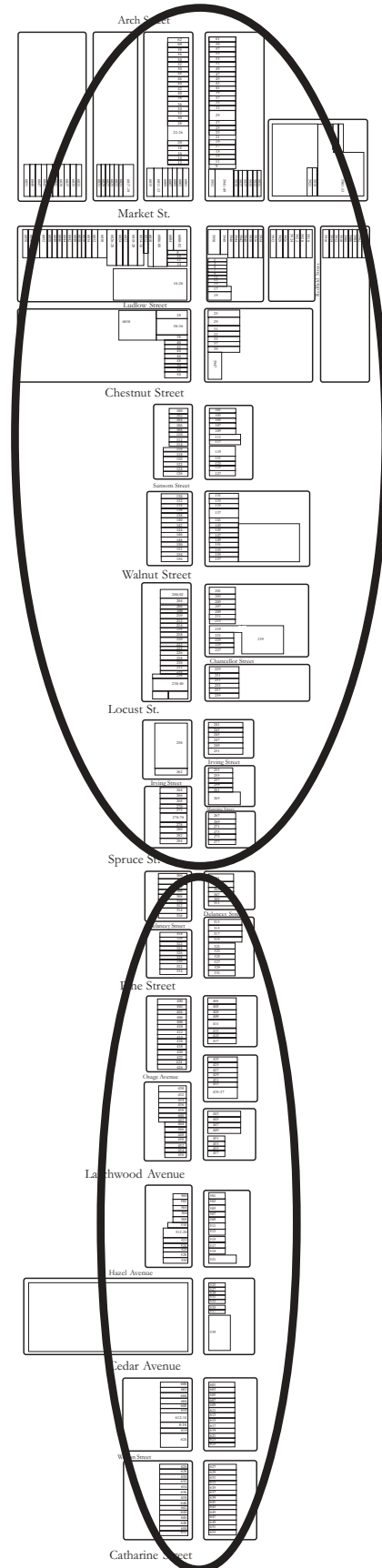
- . Identify developers to redevelop vacant and deteriorate properties and lots
- . Expand range of quality retail stores
 - Attract retail anchors
 - Encourage and assist relocation of existing businesses
 - Encourage and assist expansion of existing businesses
 - Recruit quality retail tenants
- . Implement business improvements
 - Encourage facade and signage improvements
 - Market the District
- . Improve parking options
- . Support community center on S. 200 block
- . Add police substation on S. 100 block
- . Add bank or credit union on S. unit block

Cleanliness, Safety, Streetscape Issues

- . Improve community policing
- . Expand MSSDs cleaning efforts
- . Maintain vacant lots until development occurs
- . Undertake public space housekeeping

Residential Redevelopment: Spruce and Catharine Streets

- . Existing convenience commercial uses remain
- . Undertake new residential development
 - Infill development fronting 60th Street (homeownership and rental)
 - Senior housing (S. 300 block)
- . Convert vacant and deteriorated properties to residential units
- . Improve appearance of existing occupied housing
- . Implement side yard program for vacant lots
- . Support community and institutional uses on S. 300 and S. 400 blocks



Property Development

Vacant and dilapidated properties throughout the Consolidated Commercial District will be targeted for redevelopment. Property development will occur in conjunction with retail development, parking improvements, and façade enhancements.

Arch to Walnut Street (N. Unit through S. 100 block)

The blocks between Arch and Walnut Streets are the strongest in the commercial corridor with regard to existing occupancy. All together on these blocks there are only 18 completely vacant buildings and 13 properties with ground floor vacancies. In addition there are five properties on the north unit (N. unit) block between Market and Arch Streets that are in unstable or seriously dilapidated condition that should be demolished for public safety reasons. The strategy recommendations for this portion of the Consolidated Commercial District focus on re-tenanting vacant ground floor storefronts and undertaking infill development made necessary by demolition in order to reinforce the continuous retail character of the blocks.



Deteriorated properties between Arch and Walnut will be renovated and re-tenanted

Map 4 illustrates property development recommendations from Arch to Walnut Streets.

1. Undertake retail infill development on N. Unit block

A developer or group of developers will undertake infill development following scattered site demolition. Infill development may be single story height. Properties requiring infill development include: 36, 40, 55, 59, and 61 N. 60th Street.

2. Renovate and re-tenant vacant properties for retail occupancy

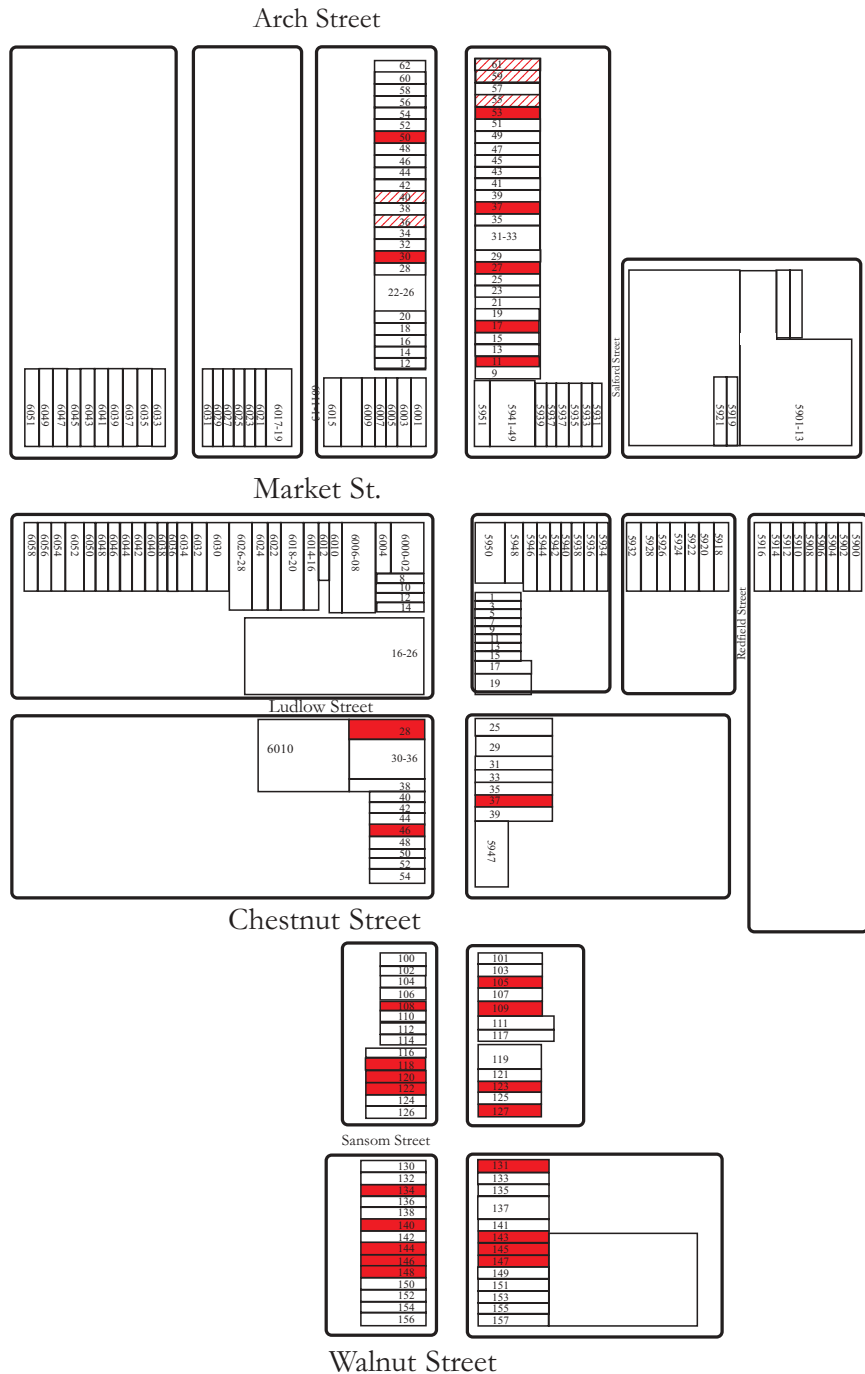
A developer or group of developers will undertake scattered site renovation and redevelopment of vacant properties and parcels on 60th Street from Arch to Walnut Street. Properties to be acquired for renovation include: 11, 17, 27, 30, 37, 50, 53 N. 60th Street; and 28, 37, 46, 105, 108, 109, 118, 120, 122, 123, 127, 131, 134, 140, 143, 144, 145, 146, 147, 148 S. 60th Street.



The ground floors of contiguous properties such as 118-122, 144-146, 145-147 S. 60th Street may be combined to form spaces suitable for larger store types such as a discount family clothing store, sit-down restaurant, or home furnishings store.

3. Attract a bank, credit union, or other financial institution

There is an immediate need for a credit union or bank on 60th Street. Aggressive efforts will be made to recruit a financial institution to the unit block, S. 100 block, or another corridor block with suitable space.

Map 4: Property Development - Arch to Walnut Streets



-  1. Undertake retail infill development on the N. Unit block
-  2. Renovate and re-tenant vacant properties for retail occupancy

Walnut Street to Spruce Street (S. 200 block)

Existing conditions on 60th Street between Walnut and Spruce Streets warrant a carefully crafted property-by-property development strategy. Between Walnut and Locust Streets on the west side and between Walnut and Chancellor Streets on the east side, the block is characterized by tall three- and four-story historic mixed-use façades in varying degrees of condition. Between Irving and Locust Streets the block

Map 5 illustrates property development recommendations from Walnut to Spruce Streets.

4. Renovate and re-tenant 200 to 236

A developer will be identified to systematically acquire and renovate the properties between 200 and 236 on the west side of the block for mixed-use retail,



The handsome facades of mixed-use properties provide a tremendous opportunity for rehabilitation

features a large mural overlooking a fenced unimproved lot from 247-251. Recent demolition activity has resulted in a series of other unimproved lots: 205, 229-233, 239, 242, 266, 267, and 272-276. The block has 14 completely vacant buildings and four properties that are vacant on the ground floor. One of the unoccupied buildings is the 15,000 SF former theater at 219 S. 60th Street.

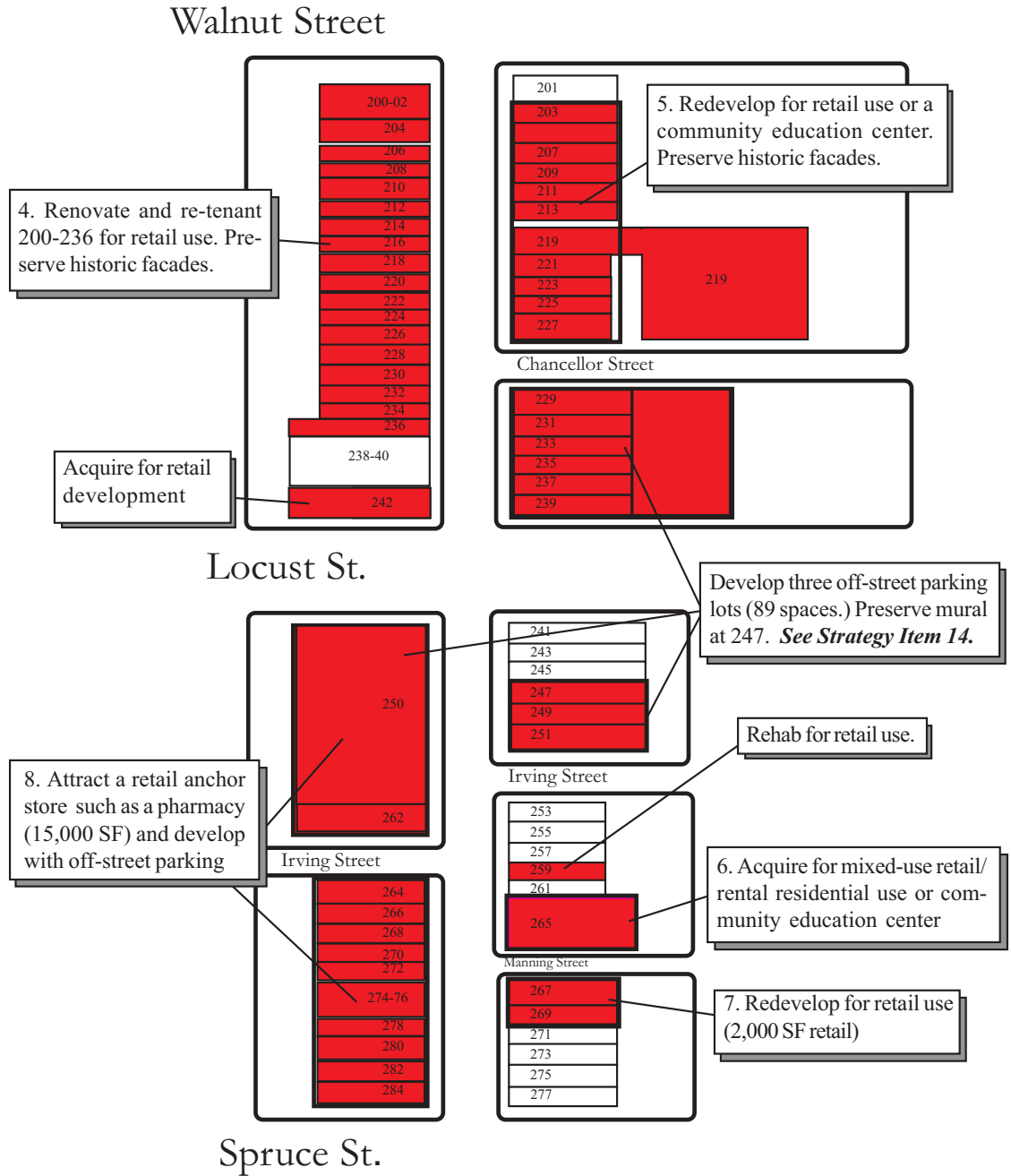
To the greatest degree possible, the historic façades between Locust and Walnut Streets should be preserved; this goal formulates the strategy recommendations for these properties. The integrity of the façades on the east side of the block has been compromised, however, by the recent demolition of 205.

commercial, and rental residential occupancy. Historic façades will be preserved and existing businesses will remain.

5. Develop institutional and retail uses at 203-227 (35,000 SF)

The site assemblage from 203 to 227 S. 60th Street can support a 35,000 SF mixed-use community education center or other institutional use with ground floor retailing. While the structurally unsound theater (219) will be demolished for rear off-street parking, the historic property façades fronting 60th Street will be preserved. The community education center could provide one or more of the following activities for the whole family: childcare, after-school programs, community college classes, a computer lab, and a culture/music/art room.

Map 5: Property Development - Walnut to Spruce Streets



6. Acquire 265 for mixed-use retail and residential occupancy (4,000 SF retail, 10 rental units)

The partially occupied property at 265 S. 60th Street will be acquired for conversion to mixed-use retail and residential rental use. The 4,000 SF ground floor will be re-tenanted for large retail use such as a paint and wallpaper or home furnishings store. The upper two stories will be renovated for up to ten 1- and 2-bedroom apartments.

The State Wine & Liquor store will be relocated to a more appropriate and accessible site on Market Street.

7. Redevelop 267-269 for retail use (2,000 SF)

269 will be demolished and parceled with 267 in preparation for developing a 2,000 SF retail store.

8. Attract a retail anchor to the corner of Spruce Street (15,000 SF)

60th Street's intersection with Spruce Street will be the southern gateway of the Consolidated Commercial District. This gateway location and the high volume of traffic on Spruce Street makes this intersection an ideal candidate for the placement of a large retail anchor such as a pharmacy. Most importantly, the addition of a retail anchor in this area of the commercial district will attract customers, increasing the overall viability of the commercial corridor. Poor and non-existent land uses on the west side of the block between Spruce and Locust Streets suggest the properties from 250 to 284 as a suitable location for the placement of a retail anchor. A pharmacy of up to 15,000 SF with drive-thru could be accommodated between Irving and Spruce Streets (264-284). Required off-street parking will be developed immediately adjacent between Locust and Irving Streets (250-262).

The development of a retail anchor at this location will require the relocation of three businesses, a church, and two residences.

Market Street (59th Street to 61st Street)

The properties on Market Street between 59th and 61st Streets are characterized by significant vacancy with 32 unoccupied buildings, two ground floor vacant properties, and two unimproved lots. The uninviting shopping environment created by the Market-Frankford El has long challenged retailing on Market Street. While SEPTA's reconstruction of the El will improve physical conditions on Market Street in the long term, the survival of the few existing Market Street retailers is jeopardized by street and sidewalk closings during the construction process. **Map 6** illustrates property development recommendations.

9. Attract a retail anchor to the corner of 59th Street (10,000 SF)

The concentration of vacant and seriously dilapidated structures on the south side of Market Street between 59th and Salford Streets (5900-32 Market Street) at the eastern gateway to the 60th St. commercial district suggests this as a suitable location for a retail anchor store. With a parking lot between 59th and Redfield Streets, a 10,000 SF anchor retail store such as a quality auto parts and accessories business could be accommodated between Redfield and Salford Streets. The development of a retail anchor at this location will require the relocation of a church and four businesses.

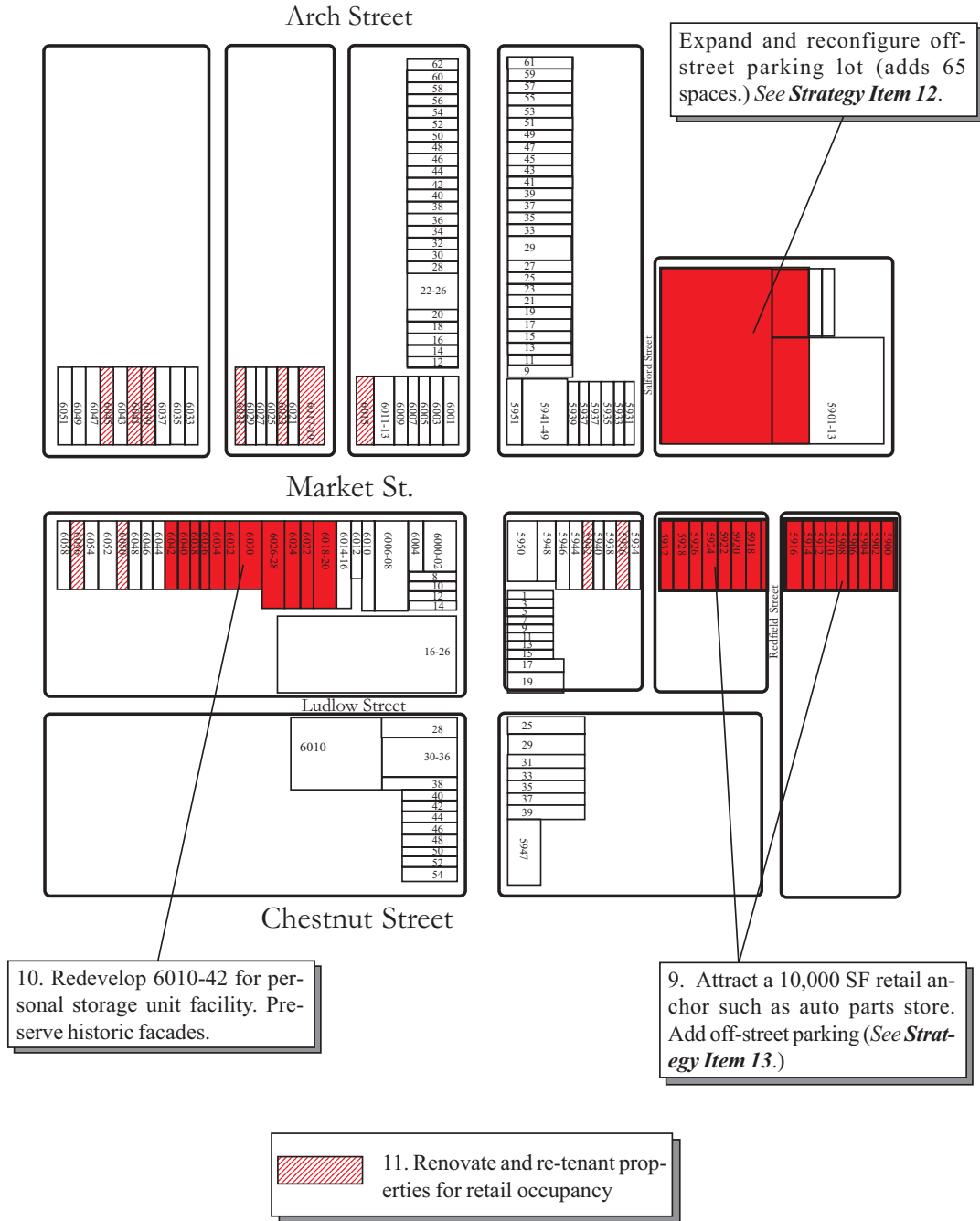
10. Redevelop 6010-42 for personal storage unit facility or a larger retail use

6010-42 will be acquired and renovated by a developer for use by one or two large retail or business occupants such as a personal storage facility. Redevelopment will occur in such a way as to preserve the attractive historic façades of these properties.

11. Renovate and re-tenant vacant properties for retail occupancy

The re-tenanting of scattered vacant properties will reinforce existing retail activity on Market Street. A developer will redevelop properties including 5936, 5942, 6015, 6017-19, 6023, 6031, 6039-41, 6045, 6050, and 6056 Market Street.

Map 6: Property Development - Market Street



Parking Improvements

The blocks comprising the consolidated 60th Street Commercial District currently have a total of 346 on- and off-street parking spaces. The only public parking lot available to shoppers and merchants is on the 5900 block of Market Street. This lot is inefficiently laid out and is used predominantly by park-and-ride transit commuters. 60th Street on-street parking is metered; Market Street parking is free. The addition of up to 115,000 SF of retail space in addition to the parking needs of existing businesses will increase the parking requirements of the consolidated shopping district to 646 spaces. **Three hundred parking spaces need to be added within the shopping district.** Occupancy patterns and land assembly challenges must be considered in the placement of additional off-street parking lots. The density of existing occupancy on the S. 100 block, for example, precludes the addition of any off-street parking in the block. Despite such constraints, five additional off-street parking lots can be added to the 60th Street District and the existing public lot on Market Street can be improved for the addition of 215 parking spaces. **Map 7** illustrates current parking availability by block and recommended parking improvements for the consolidated 60th Street Commercial District.

12. Reconfigure and expand Market/Salford parking lot (additional 65 spaces)

The public parking lot on the 5900 block of Market Street at Salford Street will be expanded to include the vacant parcel immediately adjacent. This expansion and a reconfigured layout will add 65 parking spaces.



Reconfiguring the Market Street public parking lot can add 65 new spaces

13. Add parking lots at 5900-16 Market Street and 6010 Ludlow Street (61 spaces)

The parking needs of retailers on the blocks between Market and Chestnut Streets will be met with the addition of two parking lots providing 61 spaces. One lot will be developed in conjunction with the proposed anchor store at 5900 Market Street. The second lot will be developed on the recently cleared parcel at 6010 Ludlow Street. Clear directive signage from 60th Street will encourage shoppers to utilize this conveniently situated parking lot.

14. Add parking lots at 229-39, 247-51, and 250-62 S. 60th Street (89 spaces)

The parking requirements for stores located in the southern portion of the Consolidated Commercial District will be met with the addition of 89 off-street parking spaces on three separate lots on the S. 200 block. Parcels from 229-39 S. 60th Street will be assembled with the garage structure directly behind on Chancellor Street. The mural at 247-51 will be preserved. The lot at 250-62 will be developed in conjunction with the proposed retail anchor store between Irving and Spruce Streets.

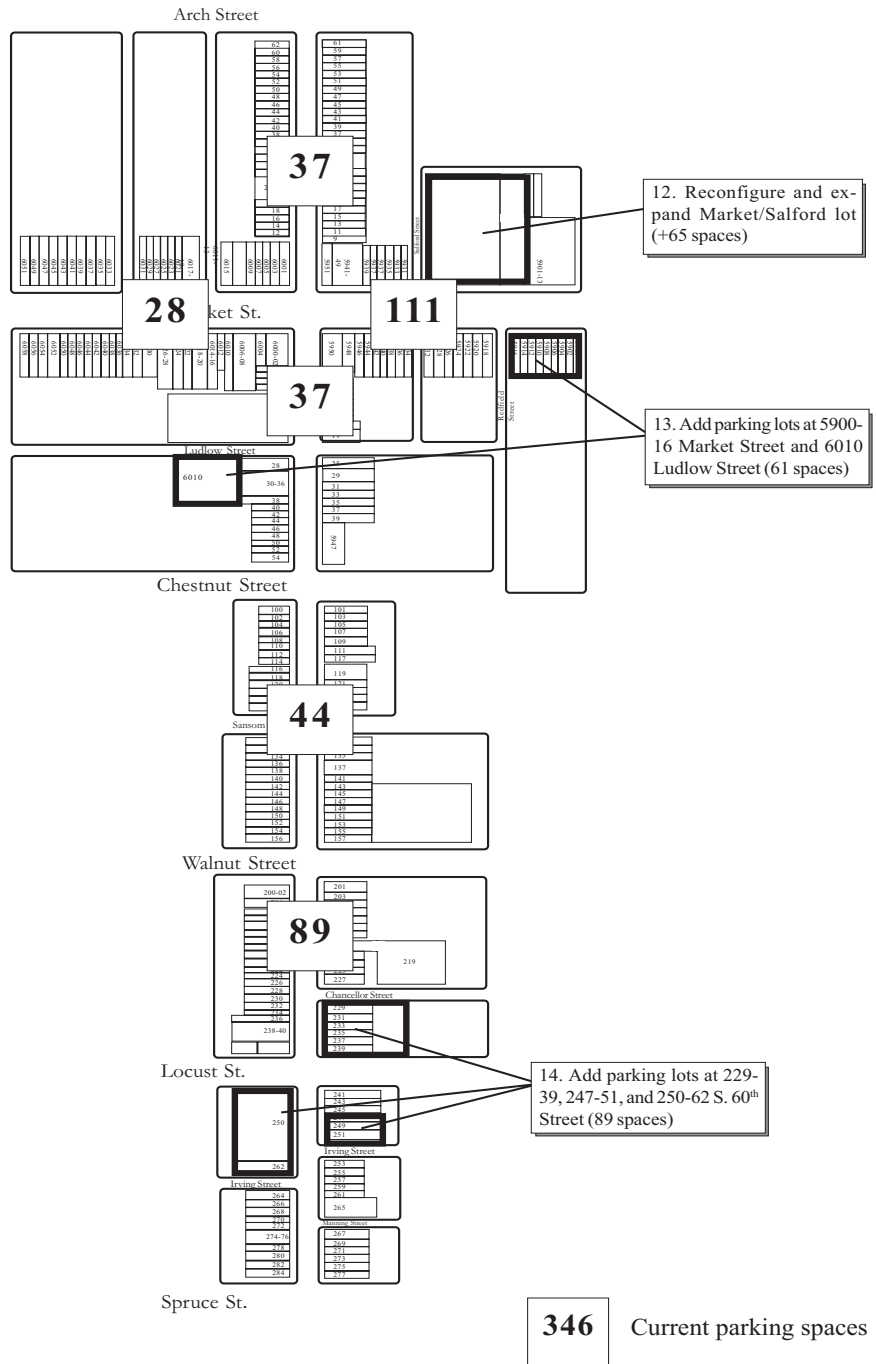
15. Add security measures and attractively landscape off-street parking lots

Security measures and landscaping will be utilized to encourage the use of off-street parking lots. Lots will be well lit and will feature decorative black aluminum fencing and landscaped islands. Parking duration will be controlled with meters; merchants will be encouraged to free up on-street parking lots by renting off-street spaces at a discounted monthly rate.

16. Designate loading areas

To facilitate deliveries, pick-ups, and ease traffic congestion, 20-minute free parking loading spaces will be established at regular intervals in the commercial district. Where possible, these loading areas will be on side streets, just off 60th Street.

Map 7: Parking Improvements



Retail Development

The physical property development strategies for the Consolidated Commercial District between Arch and Spruce Streets outlined above will be undertaken in keeping with the following retail development recommendations based on 60th Street Commercial Corridor retail market analysis findings.

17. Attract retail anchors

The addition of retail anchors to the commercial corridor will attract customers and support the continued presence of the street's numerous smaller retailers. Market analysis reveals that the corridor can support a 15,000 SF pharmacy and a 10,000 SF auto parts store. The primary challenge in attracting retail anchors to 60th Street will be the assembly of property parcels of sufficient size to accommodate both structure and off-street parking. Property analysis has revealed two such locations: 30,900 SF on two blocks between Locust and Spruce Streets on 60th Street and 21,500 SF on two blocks between 59th and Salford Streets on Market Street. While both sites have significant property vacancy, some owner and business relocation will be necessary.

18. Encourage business expansion and relocation within consolidated commercial district

Existing 60th Street Commercial District businesses will be given the option to relocate within the Consolidated Commercial District to larger store spaces, if expansion is desired, or to a more central and convenient location. The State Wine & Liquor store, for example, will be encouraged to relocate to Market Street where auto access and parking is less congested. Businesses such as Sahrenor Market that have expressed interest in expanding will be assisted in their efforts.

Relocation options and assistance will be discussed with all businesses located outside of the Consolidated Commercial District between Spruce and Catharine Street. Shopping goods stores that would diversify and strengthen the commercial districts retail mix will be particularly encouraged to consider relocation. Relocation options will also be presented to Market Street businesses negatively impacted by SEPTA's long-term Market-Frankford El reconstruction project.

19. Recruit quality retail tenants

Attracting additional quality retail tenants to occupy vacant storefront properties will strengthen the mix of retail goods and services provided in the 60th Street Commercial District. Multiple adjacent vacant storefronts should be parceled to attract larger stores such as a sit-down family style restaurant or family clothing store. Shopping goods stores including a men's and women's clothing, shoes, jewelry, electronics/computer goods, specialty sporting goods, toys, and gifts shops should be targeted for location in 60th Street's smaller retail spaces. Freestanding retail stores such as a paint and wallpaper store, garden center, and pet supply store, as well as home furnishings stores that require convenient auto access should be targeted for location in larger retail spaces on 60th Street and on Market Street. Service related businesses, such as a personal storage unit facility, could be attracted to Market Street.

20. Market the District

A marketing campaign for the 60th Street Commercial District will be undertaken including the publication of a 60th Street Business Directory and web site with products and services search engine, newspaper and radio ads, promotional decorative banners, and seasonal holiday lighting. An effective marketing campaign will require the joint efforts of the 60th Street Merchants Association, Korean Merchants Association, and 60th Street Advisory Board.

Design Guidelines and Development Controls: Consolidated Commercial District

The first phase of a two-phase program of façade treatments is already underway. This phase is limited to cosmetic treatments such as painting, pressure washing, and replacing and sealing window areas. This first phase is intended to give a temporary boost to the corridor's appearance. The second phase is designed to be more extensive, focusing on both cosmetic and structural elements, and will coincide with the implementation of the development strategy. This phase will be improved by adherence to a specific set of façade treatment design guidelines. Accordingly, we recommend the following:

21. Establish comprehensive guidelines

A comprehensive set of design guidelines will be established for properties fronting 60th Street within the consolidated commercial district. Guidelines will set minimum standards for façade and window treatments, awnings, signage, and lighting. Guidelines will not require a uniform treatment for every property; a range of options will be provided resulting in a diverse yet cohesive and attractive physical shopping environment.

22. Encourage façade and signage improvements

Private property owners will be encouraged through community pressure, zoning enforcement, and financial and technical assistance grants to upgrade retail signage, to repaint faded and dated façades, and (where possible) to restore original façades in keeping with established design guidelines. Existing sign ordinances will be enforced and stores utilizing excessive signage will be pressured to improve their appearance. Retailers will be encouraged to provide storefront lighting during evening hours.

23. Review and amend zoning

60th Street from Market to Arch Streets and portions of Market Street between 59th and 61st Streets are zoned commercial C2; Market to Spruce Street is zoned less-restrictive C3. Zoning will be reviewed and if necessary, amended, to ensure that allowed uses are restricted to those suggested by the retail market analysis. An overlay zoning district will be required to establish and allow the enforcement of minimum design standards for property façades.

Residential Redevelopment: Spruce to Catharine Streets

The redevelopment approach for the blocks between Spruce and Catharine Streets focuses on converting these historically commercial/mixed-use blocks to predominantly residential with scattered institutional and commercial uses. Lack of retail market demand precludes the redevelopment of the blocks for commercial use. A large number of storefronts are vacant and many properties have been informally converted to residential uses in recent years. These conversions for the most part feature unattractively bricked over storefront windows and are in violation of existing corridor zoning code.

The range of existing conditions, interested stakeholders, and potential development scenarios requires a carefully crafted, property-by-property plan for the blocks between Spruce and Catharine Streets. In keeping with the residential redevelopment approach, two general approaches are taken for these blocks:

- 1) the systematic conversion of vacant mixed-use or commercial properties to single-family homeownership residential use; and
- 2) the physical improvement of the appearance of properties that have already been converted to residential use to create a more cohesive and attractive residential environment.

Conversion efforts include both the rehabilitation of existing structures and new construction. Additional plan elements for these blocks include the integration of community related institutional uses, a senior housing development, affordable rental housing, and a residential side yard program.

There are currently 37 retail businesses on 60th Street between Spruce and Catharine Streets. For the most part these businesses are corner convenience stores and personal goods and services providers such as laundry and hair salons that can be adequately supported by the surrounding residential blocks and are appropriate given the desired residential character of this portion of the street. Businesses considering relocation to the Consolidated Commercial District north of Spruce Street will be supported in their efforts.

Spruce Street to Pine Street (S. 300 block)

The S. 300 block has a variety of existing land uses and includes six vacant buildings (306, 307, 310, 312, 319, and 330), two vacant lots (324, 326), and five buildings with ground floor vacancies (300, 308, 315, 317, 332). The vacant property at 312 has a doublewide side yard attached. Despite these vacancies, the block has a fairly stable commercial presence with 12 retail businesses, five of which are contiguously located at the corner of Pine Street. The presence of two bars directly across the street from each other at 313 and 318 has been expressed as a community concern, with elderly residents and pedestrians afraid to pass by.

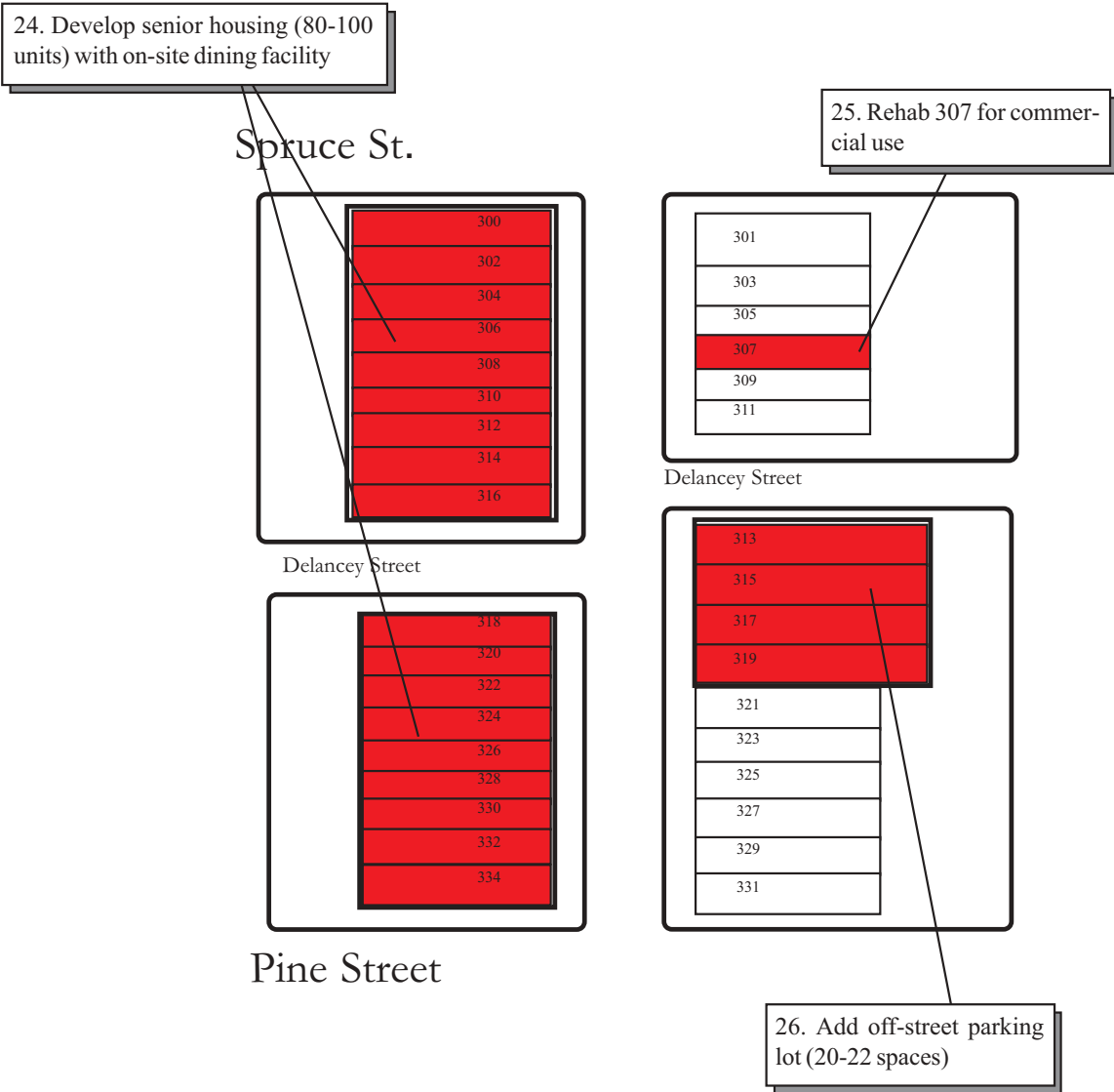
The approach for the S. 300 block includes reinforcing commercial uses on the east side of the street and undertaking a comprehensive redevelopment on the

west side of the street. The block's proximity to the Consolidated Commercial District and the number of unoccupied and underutilized properties on its west side suggest it as a suitable location for a larger redevelopment opportunity such as a new senior housing facility. **Map 8** illustrates property development recommendations from Spruce to Pine Streets.

24. Develop senior housing from 300-334 (80-100 units)

Properties between 300 and 334 will be acquired and assembled in preparation for redevelopment as senior rental housing. The development will consist of two separate three- or four-story structures with, in total, 80 to 100 one-bedroom and efficiency units as well as an on-site dining facility. Off-street parking will be provided at a newly created lot at 313-319.

Map 8: Property Development - Spruce to Pine Streets



25. Rehab 307 for commercial use

The commercial nature of the east side of the S. 300 block will be reinforced by the renovation and re-tenanting of 307 for commercial use. Occupancy priority will be given to a business relocated from the west side of the block in preparation for the senior housing development.

26. Add a parking lot from 313-319 (20-22 spaces)

Senior housing parking needs will be met by the addition of an off-street parking lot of 313-319, providing 20-22 spaces.

Pine Street to Larchwood Avenue (S. 400 block)

The S. 400 block from Pine Street to Larchwood Avenue is characterized by significant vacancy and dilapidation. Recent demolition of unstable properties has resulted in nine vacant lots (406-412, 416, 430, 444, 446, and 449). In addition, there are twelve vacant buildings (403, 414, 415, 417, 418, 427, 433-37, 443, 445, 452, and 454) and six properties with ground floor vacancies (432, 434, 438, 450, 451, and 455).

Universal Companies, with Progressive Communities Community Development Corporation, is committed to the implementation of a comprehensive redevelopment of the S. 400 block based on the following strategy recommendations. **Map 9** illustrates property development recommendations from Pine to Larchwood Streets.

27. Convert vacant and underutilized buildings to residential use (4 units, 1 side yard)

403, 405, 427, and 451 will be acquired and renovated for single-family residential homeowner occupancy. The vacant lot at 449 will be secured as a sideyard for 451.

28. Construct a mixed-use commercial building with off-street parking (16,000 SF, 16-18 parking spaces)

406 to 424 S. 60th Street will be acquired, assembled, and cleared for redevelopment as a 16,000 SF two-story mixed-use commercial building with ground floor restaurant use and a childcare facility upstairs with adjacent off-street parking. Southside Sandwiches, the restaurant currently located at 420-22, will be the restaurant operator in the new building. The building will feature a rooftop outdoor play space for the childcare center. The parking lot will include 16-18 spaces.



29. Renovate 413-417 for CDC offices

413 to 417 will be acquired and renovated for use as administrative office and program operation space for Progressive Communities CDC.

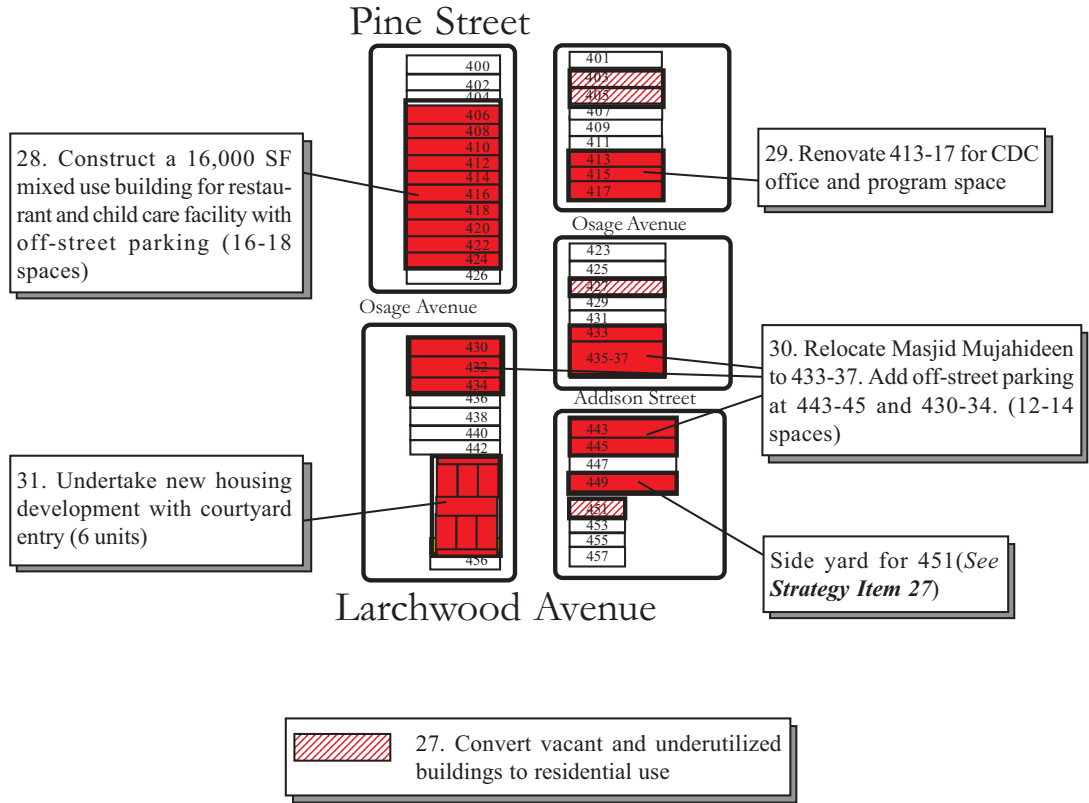
30. Relocate Masjid Mujahideen to 433-437 and add off-street parking (12-14 spaces)

433-437 will be rehabbed to accommodate Masjid Mujahideen which will relocate and expand from its current location at 413. 443-445 and 430-434 will be acquired and cleared for off-street parking, providing 12-14 spaces.

31. Undertake new housing development with courtyard entry (6 units)

444-454 will be acquired for residential redevelopment purposes. A central courtyard will provide entry to six two-story 1,200 SF single-family units. The courtyard will be secured from 60th Street by attractive black aluminum fencing. Each unit will have a small backyard. Four units will have parking at a nearby off-street parking lot (see **Strategy Item 32** below).

Map 9: Property Development - Pine Street to Larchwood Avenue



Larchwood Avenue to Cedar Avenue (S. 500 block)

The Bryant Elementary School, located between Hazel and Cedar Avenues dominates the character of the S. 500 block. The block also features a relatively high number of already converted residential properties. There are eight vacant structures (500, 502, 507, 510, 513, 526, 531, and 537) and four properties that are vacant on the ground floor (505, 519, 524, and 528). Redevelopment scenarios are limited on this block due to the unusually narrow depth (40') of many of these parcels.

Map 10 illustrates property development recommendations from Larchwood to Cedar Avenues.

32. Create off-street parking lot for nearby residential development (4 spaces)

500 and 502 will be demolished and acquired for re-use as a small off-street parking lot with four spaces. These parking spaces will be marketed for sale with nearby related homeownership development at 444-454 S. 60th Street (see **Strategy Item 31.**)

33. Rehab 510 for homeowner occupancy (1 unit)

The vacant property at 510 will be acquired and rehabbed for single-family homeowner occupancy.

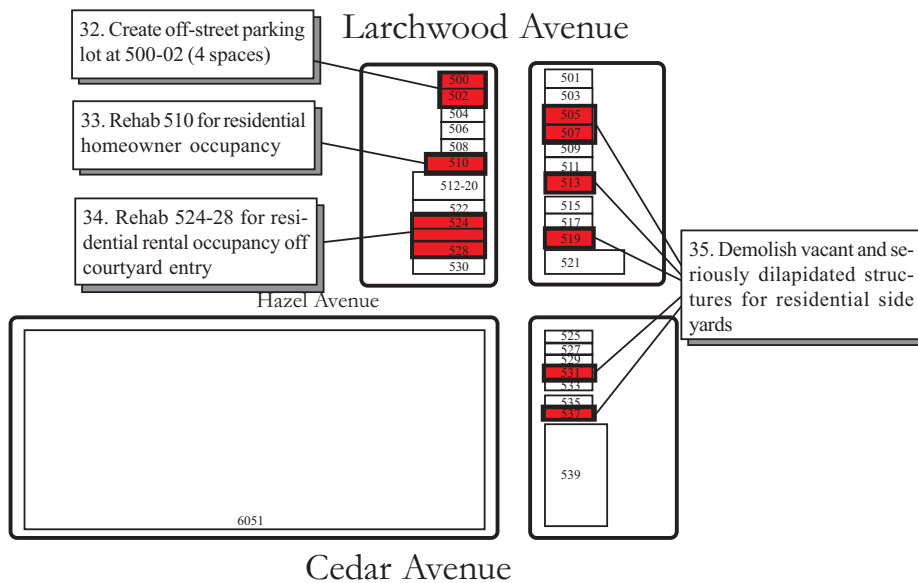
34. Rehab 524-528 for residential rental use with courtyard entry (10 units)

524 and 528 will be acquired and rehabbed for residential rental use and 526 in between will be acquired, demolished, and attractively landscaped as a courtyard entry. Units will front the courtyard that will be secured along 60th Street with the installation of 6' black aluminum fencing.

35. Demolish vacant and seriously dilapidated structures for residential side yards (6 yards)

The vacant properties at 507, 511, 519, 531, and 537 will be acquired, demolished and deeded to adjacent residential property owners for use as side yards. The partially vacant property at 505 is in seriously dilapidated and unstable condition and should also be included in this program. Side yards will be attractively fenced with 6' black decorative aluminum fencing.

Map 10: Property Development - Larchwood to Cedar Avenues



Cedar Avenue to Catharine Street (S. 600 block)

The S. 600 block between Cedar Avenue and Catharine Street has seven unimproved lots (610, 620, 629, 631, 632, 633, and 634), three vacant structures (603, 611, and 613), and six properties that are ground floor vacant (609, 615, 618, 623, 639, and 641.)

lots at 610 and 620 will be acquired and redeveloped as side yards for adjacent properties 608 and 618.

37. Construct homeowner residential units on vacant lots (7 units)

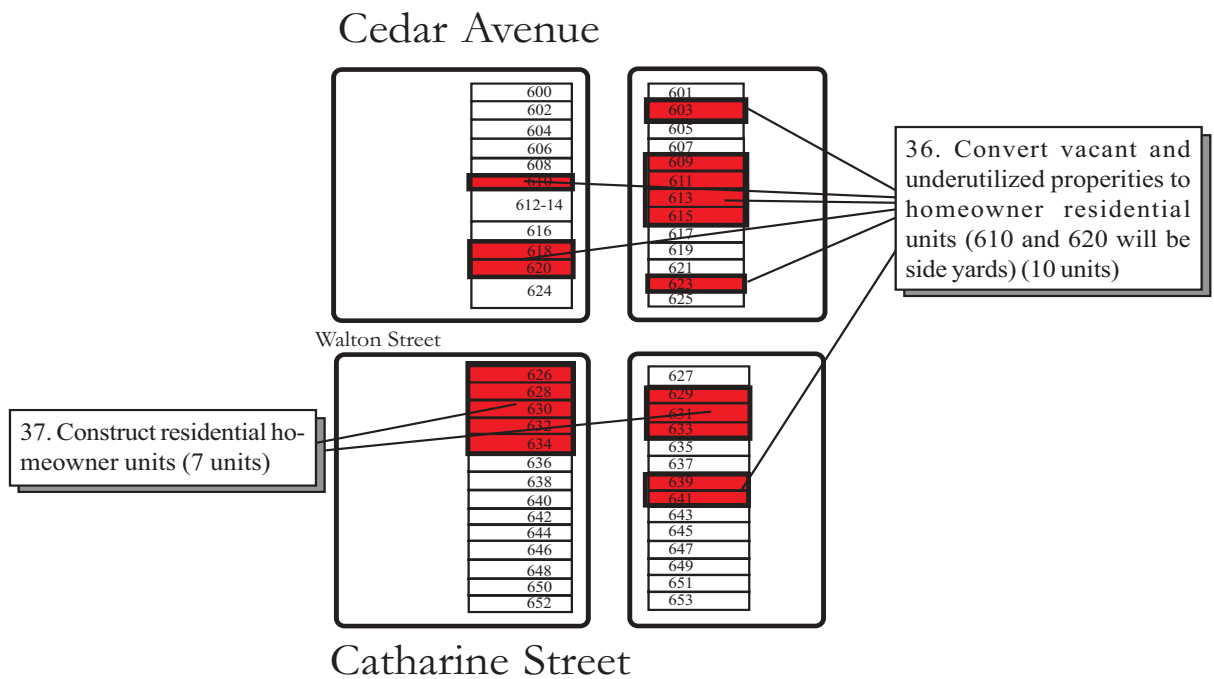
Map 11 illustrates property development recommendations from Cedar Avenue to Catharine Street.

Between Walton Street and Catharine Street there are two vacant parcels suitable for redevelopment for single-family homeownership use. 629-633 will be acquired for the infill development of three residential units fronting 60th Street. Directly across the street, 626-634 will be redeveloped for 4 14,000 SF two-story units of housing with backyards and rear entry parking. This will require the acquisition and demolition of 626-630. To preserve the character of the block, the units will directly front 60th Street.

36. Convert vacant and underutilized properties to homeowner residential units (10 units)

Ten properties (603, 608, 609, 611, 613, 615, 618, 623, 639, and 641) will be acquired and redeveloped for single-family homeownership use. The unimproved

Map 11: Property Development - Cedar Avenue to Catharine Street



Design Guidelines and Development Controls: Spruce to Catharine Street

The effective implementation of strategy recommendations for development between Spruce Street and Catharine Street will require adherence to a specific set of design guidelines and development controls relevant to the overall strategy of re-orienting these blocks to predominantly residential uses. The following strategy recommendations must be implemented in conjunction with property development objectives.

38. Establish design guidelines for the conversion of properties from commercial and mixed-use to residential use.

Architectural design guidelines will be developed to guide the renovation and conversion of existing commercial and mixed-use properties to single-family residential units. Standards should include preserving the existing sidewalk property line, attractive façade treatment with decorative molding, and recessed entryways with black aluminum security gateways. If desired, decorative black aluminum security grills may be installed over ground floor windows. To conserve costs, the third floor of larger 3-story structures may be left unfinished and marketed as a bonus room.

39. Upgrade the appearance of existing residential properties

Improving the physical appearance of properties already converted to residential use will complement conversions and new development efforts and result in a cohesive, well cared for physical environment. Existing residential property owners will be encouraged and assisted in their efforts to upgrade the facades of their properties in keeping with the established design guidelines.

40. Attractively secure side yards

Newly created and designated side yards will be attractively fenced with attractive sturdy 6' black aluminum fencing. Uniform fencing treatment of each side yard will contribute to a cohesive streetscape appearance.

41. Landscape off-street parking

Off-street parking lots will be attractively landscaped with appropriate plantings and will be well lit for nighttime security. If security fencing is required, fencing will be 6' black aluminum.

42. Review and amend zoning

The blocks from Spruce to Catharine Streets are currently zoned commercial C-3. Zoning will be reviewed and amended to allow for conversions to residential units and mixed-density new residential development while allowing existing retail and commercial uses to continue. An overlay zone is recommended to enforce design standards.

Cleanliness, Safety, Streetscape Issues

Physical property improvements must be accompanied by efforts to improve the overall appearance and quality of life throughout the entire study area on 60th Street from Arch to Catharine Streets and Market Street from 59th to 61st Streets. While the Mercy Special Service District serves the area, additional cleaning and streetscape maintenance would be beneficial. Security is an on-going concern for both residents and merchants.

43. Improve community policing

The study area is served by the 18th Police District south of Market Street and the 19th District north of Market Street. The police presence on 60th Street will be enhanced with the establishment of an 18th District sub-station in the heart of the concentrated commercial district, on the S. unit or S. 100 block. Additionally, community-policing activities will be expanded to include a heightened police presence including additional beat-cop and bicycle patrols particularly during after-school and evening hours. The 18th and 19th Districts will be encourage to coordinate their efforts to ensure that Market Street is regularly patrolled.

Expanded community policing will enhance security



44. Expand MSSD's 60th Street cleaning efforts

The 60th Street Commercial Corridor is currently cleaned daily by the Mercy Special Service District (MSSD) between Market Street and Spruce Street. The MSSD will monitor the improvements currently being undertaken and make reports to the proper agencies. In conjunction with the Cobbs Creek Community Environmental Education Center, the MSSD will maintain the newly-installed trees.



On-going cleaning services are critical to the appearance of 60th Street

45. Maintain vacant lots until development occurs

Existing and newly created vacant lots will be stabilized and maintained in order to project a clean and safe image until development occurs. Lots will be cleared of all debris, seeded with grass, and regularly cleaned. If possible, attractive fencing or trees should be installed to deter dumping. Resources to clean and green vacant lots include NTI's Citywide Vacant Lot Cleanup Program, Philadelphia Green, University City Green and the Cobbs Creek Community Environmental Education Center. Neighborhood residents and institutions will be encouraged to participate in the NTI Community Caretaker Program to monitor and maintain cleared lots and additional cleaning may be contracted through the Mercy Special Services District.

46. Undertake a regular program of public space housekeeping

All public signage and crosswalks that are faded or damaged will be replaced or repainted to project an attractive, higher quality image of 60th Street. A regular program of painting will maintain this standard of quality.