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who we are



Passyunk Square Civic Association
401 Locust Street, Philadelphia, PA 19106 | www.pssc.org
Philadelphia's Italian Market Square & 6th Avenue Development


The mission of
Passyunk Square Civic Association (PSCA)
is to enhance the quality of life in the neighborhood,
preserve the neighborhood's unique historic character,
and to promote a cohesive community
of residents, businesses and institutions.



Washington Avenue to Tasker Street & 6th Street to Broad Street

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how we got here

Commercial Corridor Support Program
PSCA Planning Committee
Interface Studio & Econsult Corporation


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why is this corridor important?

- Missing link between Italian Market and cheese steak shops.
- The Italian Market generates \$38 million in sales annually.
- People drive less, take more transit, and bike more than the City average.
- Strong housing market, development opportunities, new immigrants.



Goals

- **Broaden public outreach** to engage a representative cross-section of the community
- Adopt a market-based **identity for local businesses**
- Strengthen the corridor's **links** to surrounding neighborhoods, the city, and region
- **Lessen the perceived physical boundary** created by Washington Avenue
- **Activate** the corridor *now*
- Promote **mixed use** development
- Improve **cleanliness** and appearance



Vision

6 guiding themes → 6 opportunity topics

- A Melting Pot
- Familial
- Authentic
- Intimate
- Underground
- Green
- Building Community
- Developing Identity (and flaunting it)
- Guiding Change, Igniting Change
- Getting There, Getting Around (and enjoying it)
- Growing Green
- Sparkling Clean (and kept that way)



1 Building Community

Meet the neighbors

- Curate an exhibit on local immigration to describe the area's rich cultural history
- Focus on getting representatives from different cultural groups involved in PSCA



video installation storefront exhibit

2 Developing Identity (and flaunting it)

- It's about **food** – promote an upscale food-oriented market
- It's about **local and global** – strengthen the buy local campaign, attract small businesses / protect against national chain retailers, market the ethnic mix



- It's about an emerging reputation as an **underground center for culture, arts, and off-beat creativity**



- Install **signage** in visible locations
- Pursue **marketing opportunities** within adjacent BID and Business Association

3 Guiding Change, Igniting Change

Establish long-term guidelines for the redevelopment of key properties

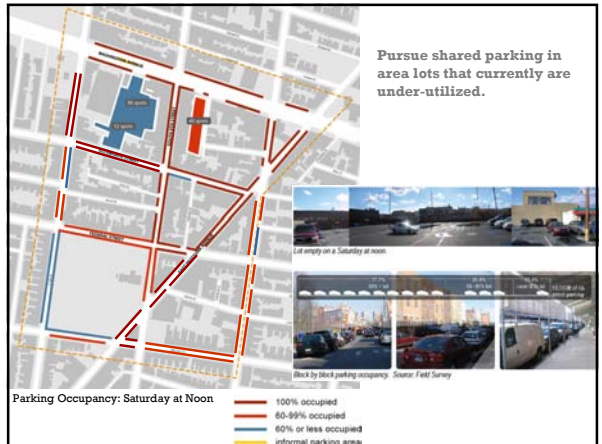


- Ice & Coal site: **steer redevelopment** and ensure that building program **strengthens the market's viability**
- Parking lot west of 9th Street: **build new senior housing**
- Carriage Houses: **green roof or redevelop** for a larger footprint



Development Option 1

Pursue shared parking in area lots that currently are under-utilized.



Parking Occupancy: Saturday at Noon

- 100% occupied
- 80-99% occupied
- 60% or less occupied
- potential parking area



Shrink the expanse of Washington Avenue

-
- This aerial photograph shows the proposed bike lane on 10th Avenue. The lane is highlighted in green and runs north-south. Key features labeled include:
 - Bike Lane**: The main green-paved section.
 - Bike Parking**: A designated area for bicycles.
 - Zipcar Station**: A location for car-sharing services.
 - Greenway Park**: A green space adjacent to the bike lane.
 - Extended Stall Pattern**: A modification to the street layout.
 - Extended Median - 10th Avenue**: An extension of the median on 10th Avenue.
 - Planned Median**: A future median extension.
 The surrounding area includes 10th Avenue running vertically and 10th Street running horizontally across the top.



- Convert awnings into skylights
- Introduce solar-powered LED lighting to add light and visual interest along the corridor at night
- Encourage businesses to install perforated security grates that allow light to pass through



- ## Make room for bikes



Adopt an area-wide greening strategy

-

6 Sparkling Clean (and kept that way)

Let's all pitch in...

- Provide trash receptacles along the corridor.
 - Consider the **Big Belly**



- Solar powered
- Self-compacting
- Reduces collection frequency by 70%

- Organize community clean-ups of the 9th Street corridor



...and encourage businesses to do more

- Organize a street-sweeping and sidewalk cleaning service
- Educate business owners about alternatives to burning trash



Regular Pick Ups

Reduce

Reuse

Recycle

Compost



- Develop a recycling plan for the corridor's businesses
- Discuss the potential of a Business Improvement District (BID) with the Merchants Association and engage the Passyunk Avenue BID too

making it happen...

- ✓ New Community Garden
- ✓ More Trees
- ✓ Two New Murals
- ✓ Preservation Alliance Grant
- ✓ Corridor Beautification Grant
- ✓ Washington Avenue Green Street
- ✓ Community Cleanups on 9th Street



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more partners, press, and award

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Posted on Wed, May 13, 2009



Ninth Street corridor down-market no more

By A.D. Amorosi

For The Inquirer

It's hard to believe that the bright, now-burgeoning lower half of the Italian Market - Ninth Street between Washington and Federal - was, not too long ago, a mess.

Back in 2006, the block was poorly lit, lined with empty storefronts, and considered an eyesore - not only by area homeowners and 100,000 visitors, but also by neighboring businesspeople from the better-known half between Washington and Christian where foodie havens, coffeehouses, barbecue huts, and butchers reside.

"That was truly the blight on the block," says Emilio Mignucci. His family's famous shop is on the "good half" of the market, but the 42-year-old vice president of DiBruno Bros. was born and raised in the lower half - at Ninth and Ellsworth. Though he moved his family out of the city a decade ago for better schooling, he plans to return and buy a home in the lower half soon. "Growing up, there were never halves. The Italian Market went from Wharton to Fitzwater, from playground to playground."



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still to do...

- Bike Racks/Bike Spaces
- Shared Parking
- Improve 9th & Washington intersection
- Big Belly trash containers
- Mass composting of fruit & vegetable waste
- More Community Cleanups on 9th Street
- Rectify cart licenses to get them active, eliminated or moved
- Lighting, planters, outdoor seating
- Clear/see-through security grates
- Outreach to Welcoming Center
- Upstairs residential units lived in



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what's next?

- Meetings with City Staff
- Plan endorsement
- More community building



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Thank You!

www.passyunk.org/planning