passyunk square civic association

who we are

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.

how we got here

commercial corridor support program

PSCA Planning Committee

interface studio & econsult corporation

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 keeping it that way)

1 Building Community
Meet the neighbors
• Create an exhibit on local immigration to describe the area’s rich cultural history
• Focus on getting representatives from different cultural groups involved in PSCA

2 Developing Identity (and flaunting it)
• It’s about food – promote an upscale food-oriented market
• It’s about local and global – strengthens 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

Pursue shared parking in area lots that currently are under-utilized.
Think about the Ice & Coal site as a SITE and a SURFACE

4 Getting There, Getting Around (and enjoying it)
Shrink the expanse of Washington Avenue
• Improve the intersection of 9th and Washington to encourage pedestrian and bicycle activity
• Introduce a green median with trees, landscaping, and bicycle parking between Passyunk and 10th Streets

Shed a little light on the scene
• 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 the awnings work for you
• Design the awnings to channel rain water into planters or rain barrels at street level
• Equip the awnings with solar cells to fuel the proposed LED lighting

Make room for bikes
Designate bicycle parking in place of an on-street parking space

5 Growing Green
Adopt an area-wide greening strategy
• Plant trees on the north side of major East-West Streets
• Encourage potted trees, planters, and window boxes on the south side of major East-West Streets
• Introduce new and unique green elements to the local landscape
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

more partners, press, and award

Ninth Street corridor down-market no more

By a J. A. Arndt
For The Inquirer
It’s hard to believe that the bright, now-surgent corner of S. Ninth Street between Washington and Federal streets, once a backwater, is no longer.

Back in 2004, the block was pretty much lined with empty storefronts, and considered an eyesore — not only by area homeowners and the few local retailers but also by neighbors who expressed their unhappiness over the decline of business, litter and crime.

But in May 2009, the block was recently awarded a $300,000 grant from the Pennsylvania Department of Transportation’s Complete Streets Program, which will help fund the development of a street-sweeping and sidewalk cleaning service.

The grant comes as part of a larger effort to revitalize the corridor, which includes the addition of bike racks, increased recycling and composting options, and the installation of community gardens and more trees.

The lower Italian Market Revitalization Project is likely to receive additional funding from the City of Philadelphia’s Corridor Beautification Grant.

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
- Bystocks 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
what's next?

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

lower italian market revitalization project

Thank You!

www.passyunk.org/planning