East Parkside
Community Revitalization Plan

Working Hard To Rebuild Our Community!
Presentation Outline

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EPCRC Mission Statement

• The mission of East Parkside Residents Association (EPRA) and East Parkside Community Revitalization Corporation (EPCRC) is to facilitate the restoration and revitalization of the East Parkside area using its natural assets while preserving the residential community.

The EPCRC is combining the needs of the residential community with the needs of the business community in order to establish a thriving area that will be home to not only tourist attractions such as the Philadelphia Zoo and The Please Touch Museum but home to excellent public and charters schools for our children.

• In East Parkside, our motto is

"the only limits we have are those we impose on ourselves."
East Parkside Revitalization Plan

Overview

- The plan reaches beyond today’s development efforts by striving to raise the standard of living for all facets of the East Parkside area.

  “a rising tide, floats all boats”

- Key aspects of the Plan include:
  - Branding of East Parkside as an Historic District & tourist destination adjacent to Fairmount Park, the Centennial District, Mann Music Center, Memorial Hall & the Please Touch Museum, and the Philadelphia School of the Future
  - Construction developed to “Green” energy efficient & environmentally sustainable standards
  - Residential Phase:
    - Complete restoration of the residential community. There exists an excellent housing stock auspiciously positioned with access to proposed restaurants, shopping, entertainment and recreational venues
  - Commercial Phase:
    - Development of vibrant commercial districts that provides long-term economic opportunities for the residents of East Parkside and capitalize on the market potential of the Philadelphia region.
    - Establishment of comprehensive medical and health services for the residents of East Parkside.
East Parkside Neighborhood

- East Parkside (zip: 19104) is a 105-acre section of West Philadelphia located on the South border of Fairmount Park, East of Belmont Ave. to N. 38th Street. The area’s South border meets the railway system North of Mantua Ave.
East Parkside History

• The community has a rich heritage and history dating back to the original Founding Fathers and is certified as a National Historic Preservation District.

• East Parkside was host to America's first World's Fair - the Centennial Exhibition of 1876, which saw the erection of Memorial Hall, the Ohio Building, and statues of Revolutionary War figures.

• East Parkside’s rich history includes West Philadelphia’s few remaining ornate mansions, built for the wealthy “beer barons” of the 19th Century.
East Parkside Community

- The community has experienced major demographic shifts over its lifetime.
- Abandonment and deterioration took hold in the 1960s.
- Significant disinvestments occurred as the community dwindled, consistent with the population drop in all of Philadelphia through to the 1970s.
- The community faced its hardest challenges through massive unemployment and poverty with the collapse of its commercial district.
- The community however has resisted continued blight through the extraordinary efforts of the East Parkside Residents Association & the passion of existing residents.

“We shall reestablish our community because failure is not an option!”
East Parkside Community

• Community Strengths
  – Active & strong community base
  – Adjacent to Fairmount Park & Centennial District, Philadelphia Zoo, Please Touch Museum and the Microsoft School of the Future
  – A National Register Historic District
  – Close Expressway access
  – Centrally located with easy access to Center City, 30th St. train station, University of Pennsylvania, Drexel University and City Line Ave
  – Excellent mass transit options
  – Spacious, sturdy and unique housing stock
  – Plenty of room for growth
  – High tourism and pass through traffic
East Parkside Community

• Community Weaknesses
  – High vacancy rate 36%, 584 out of 1,628 parcels
    • 359 vacant lots and 225 vacant buildings (October 2005 survey)
  – Antiquated housing requiring modernization
  – Excessive percentage of Renters vs. homeowners, 60% vs. 40%
  – Lack of businesses
  – High unemployment, 16+ %
  – High crime & drug related issues
  – Low education levels
  – High poverty rate, 34% have income below 100% of poverty level
  – Generally underutilized Assets
  – Virtually no medical professionals or offices in community
  – Lack of diversity
  – No strong community branding or identity
East Parkside Revitalization Plan
East Parkside Revitalization Plan
Origination

The East Parkside Project Proposal was not the result of several individuals making suggestions and “what if” guess work

- This comprehensive plan is the result of years of community concerns and resident input finally being brought together as a proposal.
- It is a proactive, holistic approach to revitalization that aims to preserve the community, not replace it.
- Over the past 5 years several prestigious organizations have conducted extensive surveys addressing the problems in the East Parkside area and proposing various solutions to revitalize the community. The EPCRC followed in spirit the expertise and advice of these organizations to create and steer the revitalization plan.
- These Organizations include:
  - Urban Land Institute
  - Brookings Institution
  - the City of Philadelphia Planning Commission
  - The University of Pennsylvania
East Parkside Revitalization Plan
“Green” Aspect

  – Environmentally sustainable
  – Economically advantageous
  – Socially responsible.

• LEED™ is the nationally accepted benchmark for design, construction, and operation of high performance green buildings.

• LEED promotes sustainability by recognizing performance in five key areas of human and environmental health:
  – Sustainable site development
  – Water savings
  – Energy efficiency
  – Materials selection
  – Indoor environmental quality
East Parkside Revitalization Plan
“Green” Aspect

• Consultation by the Chrisner Group
  – Chrisner Group is a green building solution provider
  – Member of the U.S. Green Building Council, a non-profit dedicated to sustainable building design & construction
  – Brings in relationship with BASF & Better Home, Better Planet initiative

• Guidance available in EPCRC Environmental Design Guidelines documentation
East Parkside Revitalization Plan
“Green” Aspect
East Parkside Revitalization Plan
Residential Phase

• Approximately 600 Row homes will be Rehabbed or Built New (infill).
• Plan designed to restore East Parkside & avoid risk of gentrification
• Partnerships with Product Manufacturers & Suppliers to acquire materials at mass discounts
• Relationship with BASF to provide energy efficient and environmentally friendly products
• Innovative Investment Model to attract private investors inclined to become future residents
• Leverage Grants & State Programs to restore & upgrade homes of existing residents
• House Swapping for current residents
• EPCRC assume role of Construction Developer to ensure quality development & adherence to Historic, Community, & “Green” standards
East Parkside Revitalization Plan
Residential Phase
East Parkside Revitalization Plan
Commercial Phase

• Key commercial and mixed-use areas to establish a comprehensive and sustainable community.

• Commercial projects will bring invaluable neighborhood services and economic opportunities to East Parkside
  – Permanent job growth & employment possibilities
  – Attractive tourist destinations
  – Professional Office Space
  – Health & Medical facilities
  – Vibrant Shopping Districts
  – Culturally diverse and active living space

• Projects will have a long-term impact on residents’ quality of life and civic self-esteem
East Parkside Revitalization Plan
Commercial Phase

• EPCRC will lead Commercial Development projects

• The community residents will benefit as the EPCRC/EPRA will retain full or part ownership of commercial land.

• Wilfred Mango of the George A. Fuller International Construction company will act as Master Developer
East Parkside Revitalization Plan
Commercial Phase

• Leidy Ave Subdivision:
  Designate 103 new luxury town homes w/ garages on 4100 Block of Leidy Ave as market rate housing to subsidize growth and stability throughout the entire community

• Reunion Square Condos:
  Restoration of Historic Ornate Mansions into Market Rate Condos on Memorial & Marlton Ave.

• 39th Girard Condominiums & Tower:
  Mid & High-rise on 39th & Girard. Condominium tower will symbolize the resurgence of East Parkside.

• The Pavilion at East Parkside:
  Development of new & restored mixed-use housing along Girard Ave to serve as a flagship attraction to East Parkside
East Parkside Revitalization Plan
Commercial Phase

- **42nd Street Corridor:**
  Creation of mixed use commercial and market rate housing on 42nd adjacent to Viola St. & Leidy Ave.

- **Professional Services & Medical Building:**
  Creation of a Medical & Professional services building complete with drug store and medical offices

- **Market Square:**
  Establishment of a new market square on 40th Street

- **40th Street Corridor:**
  Office space and retail structures on 40th Street
East Parkside Revitalization Plan
Commercial Phase

• **Additional Strategic Projects:**
  – Creation of Community Centers on Poplar, Pennsgrove, & Stiles St.
  – Creation of a charter high school to augment Leidy Elementary/Middle School
  – Creation of Senior & Affordable housing structures on Belmont Ave. & Girard Ave.
  – Creation of a Public Community Library on the corner of Girard & Leidy Ave.
  – Development of Underground Parking Facilities on 41st & Viola to accommodate the influx of traffic and tourism while maximizing pedestrian space
  – Flagship Park & Public Art exhibition on the corner of Girard & Parkside Ave.
East Parkside Revitalization Plan
Commercial Phase

Legend
- New Subdivision, Market Rate Townhomes
- 42nd Street Commercial Corridor
- Mixed Use Retail/Condos
- New Supermarket
- 40th Street Commercial Corridor Office/Retail
- Medical Offices with 1st floor Drug Store
- Community Centers
- Seniors & Or Affordable Housing Towers
- Proposed Charter High School
- Parking Decks
- Community Library
- Reunion Square Market Rate Condos
- Flagship Park & Public Art

East Parkside Community Revitalization Corporation November 2005
Proposed Project Land Use Map
Spotlight Commercial Projects
East Parkside Revitalization Plan
Leidy Ave. Subdivision

• Create 103 market rate town homes
  – Construction on the 4100 block of Leidy Ave and Viola Street.
  – Range from 1600-2400+ ft²
  – All come with 1 – 2 car garage

• Marketing strategy to create a working model of the subdivision and partner with Penn and Drexel for faculty & employee presales.

• Subdivision fall in purchase catchments area for both schools.
East Parkside Revitalization Plan
Leidy Ave. Proposal

20' ft unit

16' ft unit

16' ft unit

20' ft unit
East Parkside Revitalization Plan
Leidy Ave. Proposal – Site Plan
East Parkside Revitalization Plan
Leidy Ave. Proposal – Elevations
East Parkside Revitalization Plan
Leidy Ave. Proposal – Elevations
East Parkside Revitalization Plan
Reunion Square

- Historic housing stock on Marlton, Memorial and 42nd St.
- Proposed condominium conversions

- Additional patrons to support 42nd St. commercial corridor
- Redirect public acquisition parcels from existing low income housing proposal. Using New Market tax credits, Housing Choice and or historic tax credits
- Highest & Best Use of historic structures
East Parkside Revitalization Plan

39th Girard Condominiums & Tower

• Mixed use condominium mid rise with 60 plus units, commercial and office spaces will be on the first and second levels on Girard Ave, approx 60,000 sqf foot print

• The Condominium tower will act as an additional attractant for market rate home owners and start the Girard Ave Commercial corridor at 39th Street

• Condominium will have great views of the Park and the Center City Skyline

• Direct purchase, Housing Choice, New Market tax credits, Main Street Grant and a strategic use of the Low Income Housing tax credit will help to bring this project to fruition

• This project will also help with the development of the 40th & Pennsgrove Street Community Center
East Parkside Revitalization Plan
The Pavilion At East Parkside

• Mixed use commercial center serving as a flagship attraction to East Parkside
  – Restaurants & eateries
  – Family entertainment
  – Quant shops
  – Jazz club
  – Movie theater

• The Pavilion will be the cornerstone to the community for local residents in addition to Zoo and Museum traffic.

• Spur the creation of over 700 jobs in the area
• The community residents, new and existing will benefit from the Pavilion as part owners
East Parkside Revitalization Plan
The Pavilion At East Parkside

Pavilion style
East Parkside Revitalization Plan
The Professional Services Medical Building

• The building would house a drug store, medical and professional offices and general retail outlets.

• 4 level 80,000 sqft building with 2 levels of office space and 2 levels of parking.
East Parkside Revitalization Plan
The Professional Services Medical Building - Today
East Parkside Revitalization Plan
The Professional Services Medical Building - Proposal
East Parkside Revitalization Plan
The Professional Services Medical Building - Proposal
Fairmount Park & Centennial District Master Plan
Fairmount Park & Centennial District Master Plan

• Developed by the Fairmount Park Commission and public and private stakeholders
• Plan leverages existing venues to steer the creation of a vivacious Family Entertainment District
  – The Philadelphia Zoo
  – Art Museum
  – Mann Center for the Performing Arts
  – Japanese house
  – Please Touch Museum
  – School of the Future
Fairmount Park &
Centennial District Master Plan

• 5 Key Components of the Centennial District Master Plan
  – **Centennial Commons:**
    The recreational spine of the district, where park and neighborhood meet, will be lined with community amenities
  – **Girard Gateway:**
    A linear strip of recreation path that will focus on Zoo expansion, the school district, and aligning with North Concourse to create Memorial Drive as a “main street,” as well as Girard Bridge improvements
  – **Belmont Gardens:**
    The landscape currently bisected by Belmont Avenue with hopes of restoration and unification through projects like a natural science museum, a Ferris wheel, a children’s theater, and picnic pavilions
  – **Waterworks Garden:**
    A critical link to Center City as the gateway to Fairmount Park, with varied historical landscapes and a proposed urban beach and picnic grounds, a visitor’s center, and a tethered, hydro-ferry to the Zoo
  – **West Parkside Village:**
    Although now industrial land, it’s anticipated to become mixed-use residential, commercial, and retail as a healthy mixed income, mixed use community with families
Fairmount Park & Centennial District Master Plan

• Centennial District Master Plan will have tremendous impact on East Parkside’s potential Tourism & Commercial Market.

• Specific projects
  – Zoo Parking Deck expansion with Septa train stop: Proposed project
  – Please Touch expansion: Active project
  – Mann Music Center Improvements: Active project
  – 42nd St historical bridge restoration and re-opening: active project
  – Fairmount Park enhancements: Proposed project (Summer 2007)
Fairmount Park Comparisons

- Fairmount Park - PA
- Central Park - NYC
- Washington D.C. Mall
Fairmount Park Proposed Activities

Existing Venues
- Japanese House and Garden
- Philadelphia Museum of Art
- Water Works Interpretive Center
- Philadelphia Zoo
- The Mann Center for the Performing Arts
- Fairmount Water Works

Future and Proposed Venues
- Performing Arts Center for Young Audiences
- Negro League Memorial Park
- Philadelphia Department of Recreation
- School District of Philadelphia
- Horticulture Center Expansion
- Please Touch Museum
Fairmount Park Proposed Activities

East Parkside Community
Fairmount Park Proposed Activities

East Parkside Community
Fairmount Park Proposed Activities
Regional Projects
&
Market Potential
Regional Projects
School of the Future

• Ambitious and purposeful project between The School District of Philadelphia and Microsoft

• Comprehensive 9 – 12 High School that systemically incorporates best-of-class technology solutions in all appropriate aspects of the school.

• Located on the corner of 40th St and Girard Ave.
Regional Projects
Microsoft School of the Future
Regional Projects
Park West Town Center

• A WesGold, LLC construction project

• the $55 million Park West Town Center is a much needed retail center located 1.4 miles from East Parkside.

• Feature a Lowes & Shop Rite
Regional Projects
Park West Town Center
Regional Projects
Brewerytown

- Westrum construction project
- 144 town home development in the Brewerytown Square neighborhood of Philadelphia
- Located approximately 1.5 miles from East Parkside
Regional Projects
Brewerytown Comparables

Brewerytown Condos:
1100 – 1300 ft² w/ 1 car garage
$279,999 up & $319,999 up

Leidy Ave. Subdivision:
1600 – 2400 ft² w/ 1-2 car garage
$225,000 up & $300,000 up
Regional Projects
Habitat for Humanity

• “Green Affordable Philadelphia” Project

• Construction of 7 LEED-certified green row homes to be sold through zero-interest mortgages to low-income families in need.

• Located on West Stiles Street, 1.5 miles from East Parkside
Market Potential

• 2 million tourists per year expected to grow to 5 million in the next 3 - 5 years

• East Parkside a major corridor entering in and out of City via Belmont Ave and Girard Ave

• A food industry study report on Philadelphia showed that the Parkside community had a concentrated retail buying power of $131 M and was ranked 4th in the City.
Market Potential

- Average Household income in 10-min radius of East Parkside (2002) by Census Tract

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The East Parkside Community Revitalization Corp (EPCRC)
EPCRC

The EPCRC is the local community development corporation (CDC) created to bring the redevelopment vision to fruition.

The plan reaches beyond today’s development efforts by striving to raise the standard of living for all facets of the East Parkside area as an environmentally friendly and sustainable community, a safe and appealing tourist location, and an attractive neighborhood for businesses and economic growth.
"the only limits we have are those we impose on ourselves."

Thank you for your time