

Civic Commons

**Reimagining Our Cities'
Public Assets**

Studio Gang

Philadelphia's "Civic Commons"

What becomes possible when we see cities' publicly-owned assets as a single network?



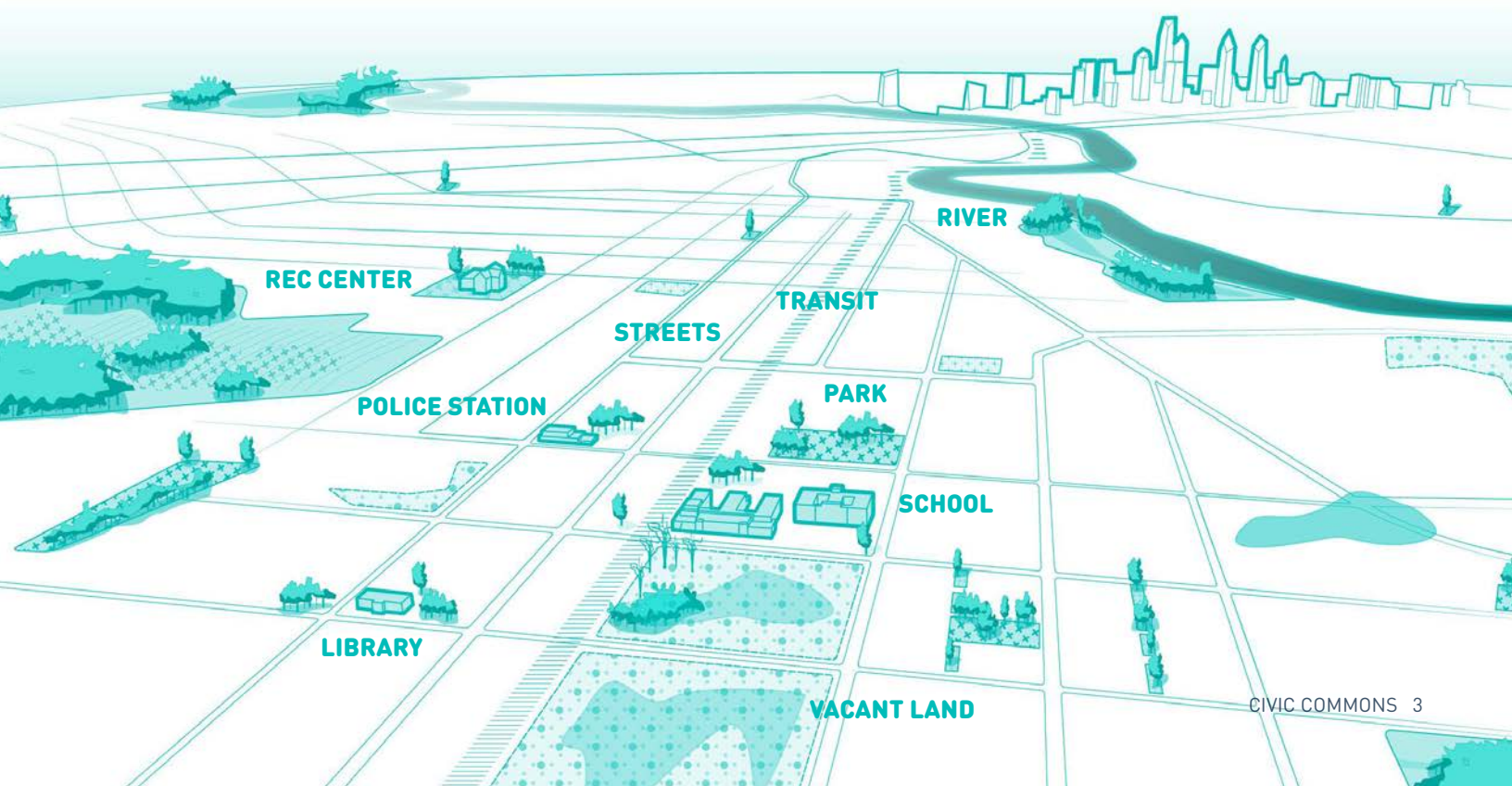
To spark a vibrant urban future, start with what's there.

Today's American cities confront a complex range of critical issues. From climate change to unemployment, housing to public safety, responding to these varied challenges can easily seem beyond municipal reach.

But our cities already have the foundation in place for their twenty-first-century renaissance, though it may be hiding in plain sight.

The public buildings, institutions, land, water bodies, and infrastructure inherited from earlier generations are ready for us to see them anew—as a powerful network of civic assets ready to be activated for the current needs, desires, and dreams of all the people who share and shape them.

This booklet offers a new look at the community anchors we have and the vibrant hubs our public spaces can become when we invest in collective urban life. Its vision focuses on positive transformation at the architectural scale—where personal experience and aspirations meet broad, long-range planning efforts—in order to spark the imagination and spur us to work together toward realizing the abundant potential of what we hold in common.





JOHN BARTRAM
HIGH SCHOOL

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Chicago



Los Angeles



New York City

Executive Summary

Civic assets like parks, libraries, and schools are more than physical spaces—they are democratizing places and forces that foster inclusion and opportunity. But today the key, unique contributions they bring to their cities are at risk due to decay, inattention, and even abandonment that undermines their abilities as community anchors. **Seeking to build success in cities by reversing these trends of decline and disinvestment, in 2014 a group of national funders and local civic leaders launched Reimagining the Civic Commons.** With five pilot cities across the US, this three-year initiative intends to make the first comprehensive demonstration of how a connected set of public assets can gain new purpose and relevance that yields greater, more equitable prosperity for communities. Importantly, the project's approach is grounded in rethinking these assets as a single network—a commons—and re-tuning them to better operate together toward expanding their individual and collective capacities to do public good.

Much great work has already resulted from the Civic Commons initiative. **This current moment is ripe for exploring how a creative and collaborative architectural approach can advance the project.** Supported by our partners at the Knight and Kresge Foundations, and the City of Philadelphia, our studio's inquiry involved three major components: 1) building a working understanding of the history and present condition of a city neighborhood's civic assets, both physical and programmatic; 2) learning from the community about their neighborhood's current strengths, challenges, and changes they'd like to see; and 3) developing design ideas, conveyed through exciting and accessible images, that describe how assets could collectively become more vibrant hubs of city life in the near-term and make these ideas tools that people can use to advocate for the kind of places they want to live in.

This booklet shares the process and potential of this approach to help communities everywhere activate their civic commons.

First, its **Process** section provides a guide for undertaking this kind of work in any American city. This section breaks down the process of identifying, studying, designing with, and building engagement and support for investing in civic assets. Second, its **Strategies** section presents our initial design ideas about how seven types of existing assets—parks, libraries, police stations, schools, recreation centers, streets, and transit—can be altered to better reveal their possibilities, connect for mutual benefit, and engage the public. As its diagrams explain, all of these design ideas are intended to be practical, flexible, cost-effective, and able to be adaptively sequenced and implemented over time. Third, its **Possibilities** section envisions how these ideas can be implemented in one particular neighborhood area. Responding directly to the people and places of Southwest Philadelphia, its proposed visions demonstrate how relatively simple design moves, when considered together, can support a more vibrant future for all who make cities their home. Finally, its **Techniques** section provides tools and tactics you can use to activate the civic commons in your city.

Process

What's Possible?

People are the city. People make the city. And every city has a stake in the health and safety of its populace, the quality of its education system, the state of its economy, the impact of climate change, the need for infrastructure, and the engagement of its citizens as active participants in their future. These shared concerns serve as a starting point for envisioning cities that are responsive to their people and ever-changing conditions. They provide a foundation for engaging with existing assets, places, and relationships to imagine what is possible. They also act as touchstones that cities can return to as they evaluate and continue to shape their civic commons over time.

Health

Integrated Wellness

Holistic community health that addresses the physical, mental, and social needs and aspirations of society

Security

Public Safety

Relationships and environments that support productive encounters between people and institutions

Education

Open Opportunity

Multiple, accessible places and platforms for skill sharing, knowledge transfer, and talent discovery

Economy

Inclusive Growth

Economic development that makes socio-economic mobility possible for everyone

Environment

Sustainable Practices

Conscientious actions and behaviors that mutually support people, water, land, and wildlife

Infrastructure

Engaged Ownership

Partnerships formed to reclaim, invest in, manage, and repurpose shared systems to benefit everyone

Society

Social Solidarity

A sense of belonging and a commitment to cooperating for collective well-being

What's in Your City?

Every city has a combination of public buildings, institutions, land, water, and infrastructure that affect everyone's quality of life. These assets are collectively owned and operated for community benefit. In many American cities, they were created and constructed by different people at different points in time, and continue to be thought of as performing separate and specialized roles in society.

Reconsidering these assets today as part of a single, interconnected civic commons involves focusing on the relationships between them—building a kind of ecological understanding of how they operate together within the context of a particular city.

Examining how selected assets relate to one another spatially, functionally, and experientially makes it possible for you to identify how they do or do not currently work together to affect city life. This understanding makes it possible for you to speculate about how they might work together differently, both in the near future and longer term. With these ideas in mind, you can start to strategize about how current local initiatives can connect with existing assets to expand on their core capacities, combining in new ways that generate exciting spaces, uses, and experiences which benefit people and communities.

LIBRARIES



PARKS



REC CENTERS



POLICE STATIONS



SCHOOLS



STREETS



TRANSIT



These civic assets represent only a selection of the wide variety available in American cities. Other types include cultural centers, plazas, fire stations, churches, post offices, homeless shelters, and water bodies.

What You Can Do

Envisioning how any city's civic assets can become a vibrant commons involves identifying value in what already exists, actively engaging community stakeholders and other local experts, and creatively working through how each asset can be leveraged, both individually and collectively.

Involving community leaders and residents in this process from the very beginning is particularly key to successfully activating a commons. Their special knowledge and recommendations produce stronger physical and programmatic ideas that people are already invested in, and their partnerships are essential for making these ideas a reality.

You can reimagine your city's assets as a powerful civic commons using three steps:

SEE

Start with what's there

Research, observe, experience, and investigate

Develop an understanding of the physical place and its condition

HEAR

Listen and learn

Have conversations, meet organizations, engage institutions, and pay attention

Allow your thinking to be influenced by the knowledge and creativity of local people

COMBINE

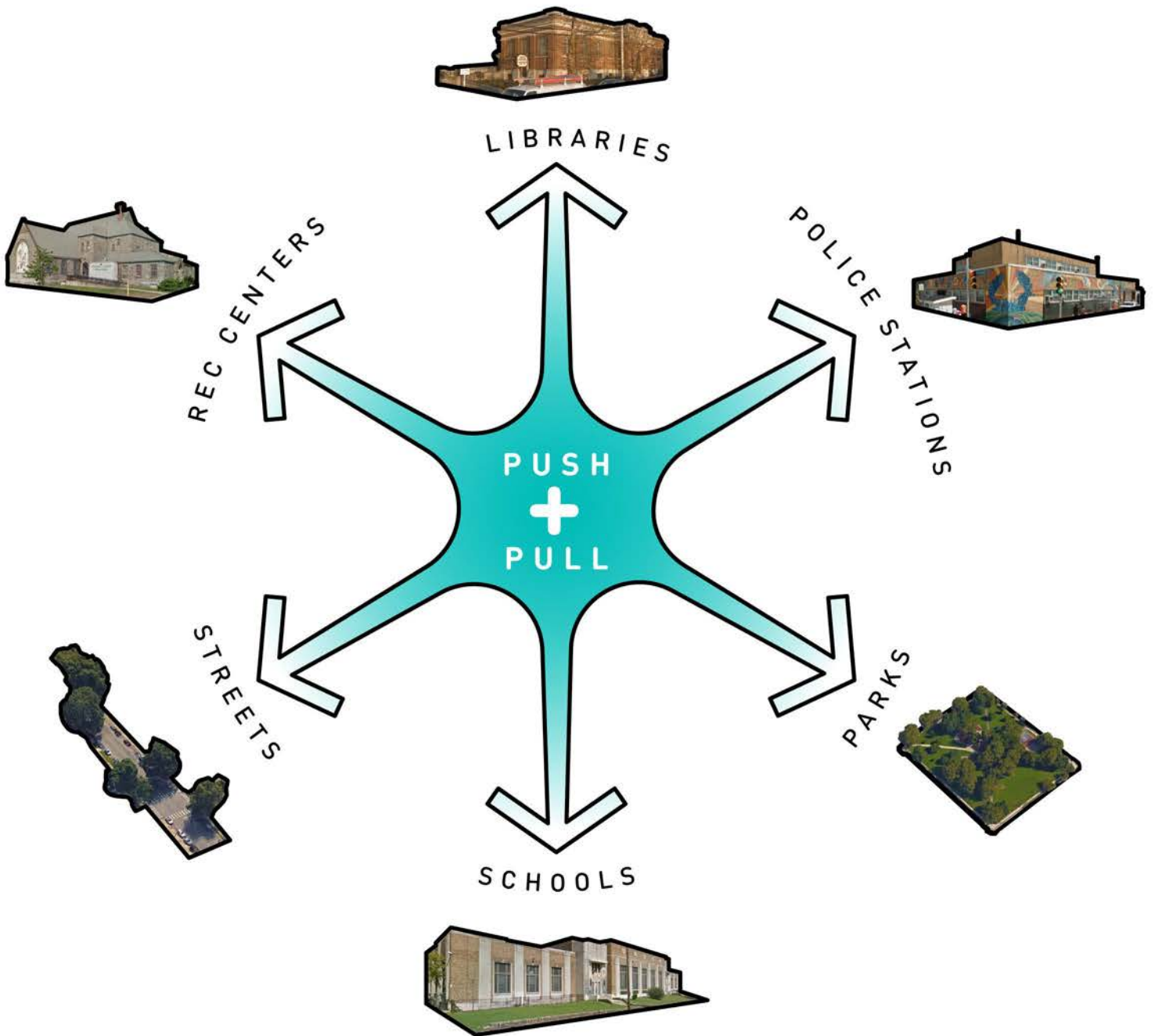
Match what's there with what's possible

Combine meaningful ideas in exciting ways

Recognize what's working elsewhere, and originate new solutions

Articulate specific, actionable ideas

Make investments that demonstrate capacity and leverage partnerships



When civic assets push their programming and resources beyond their usual boundaries while simultaneously pulling in the offerings of other institutions, they generate new opportunities and energize their neighborhoods.

Strategies

The Commons

Parks, libraries, police stations, and other publicly-owned assets have historically operated independently and within their own systems, but when understood and developed as a collective they can better serve the needs of neighborhoods and benefit the city as a whole. Investing in these key shared spaces and linking them in new ways to make them more relevant to their communities allows the commons to reach and involve more people and to foster neighborhood identity and a sense of belonging. Over time, this network helps a community grow stronger and more empowered to inclusively and iteratively shape its own future.

Investing in assets in ways that **reveal**, **connect**, and **engage** can create positive radiating effects on their surroundings. Providing physical and programmatic means through which institutions can take overlapping ownership of the space in and between them reinforces the strength of their network and the integrity of commons as a whole.

REVEAL

Make activities and opportunities that already exist evident and available, illuminating possibilities and enhancing overall civic presence

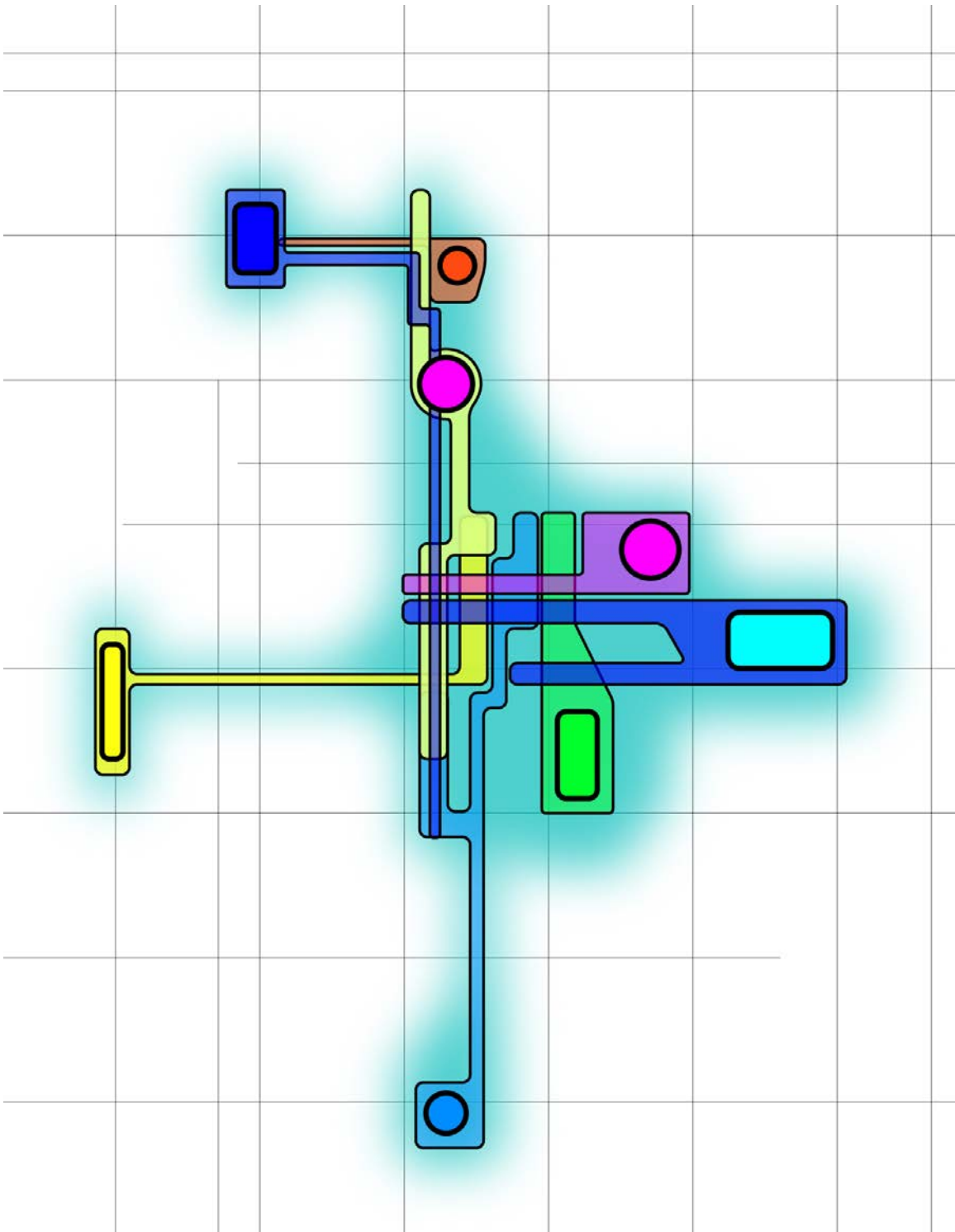
CONNECT

Increase accessibility and synergy by concentrating and distributing programs and services, combining them in new ways and inviting in new programs

ENGAGE

Attract and involve many different people, generating social capital and empowering collective action

In the section that follows, we introduce seven types of civic assets from the perspective of their roles in society and their influences on people and places. This includes a brief discussion of their core functions, plus ideas for activating new programmatic and physical possibilities.



Civic Commons “Heat Map”

Activated as a network, civic assets pulse with energy that radiates outward into their neighborhoods, creating new and exciting spaces, experiences, activities, and social connectivity.

Open Libraries to Opportunity

Help libraries transition from inward-oriented spaces of storage and individual study to inviting places of growth and gathering

Public libraries have driven social mobility in the United States since Benjamin Franklin helped to establish lending libraries for public use. Today, with more than 120,000 public libraries across the country and over 90 million visits per year, the library system persists as a key means of access to an abundance of resources and public programming that improves people's lives. Libraries everywhere have begun to re-tool and adapt their services to incorporate new and digital means of knowledge exchange. To support this evolution we now need to make their buildings follow suit.

Bronx Carnegie Library, New York City, 1905

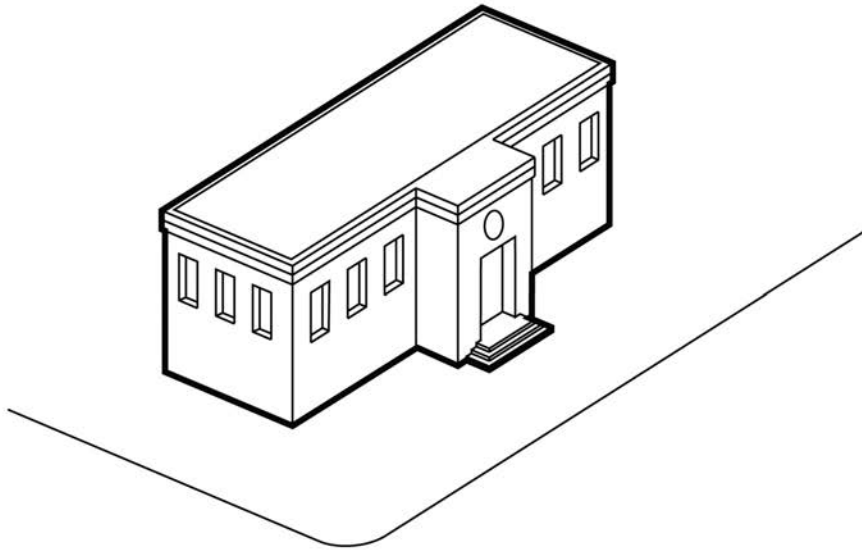


Designed to house books and provide spaces in which to read them, the physical presence of most public libraries can be intimidating to potential users, for whom their interiors feel closed off and inaccessible. For example, libraries have become a critical resource for job training and employment services. But while nearly 90 percent of Americans agree this is an important role, most aren't aware of the breadth of opportunities their local branch offers.

You can better connect people with the diversity of resources and programming

inside libraries by opening them in a variety of ways to extend their physical reach, create more flexible program space, and improve their civic presence.

With simple, smart interventions you can leverage libraries' unique ability to provide services that bring diverse groups of people together, aid the local workforce, benefit the economy by stimulating visitor spending in the surrounding neighborhood, and strengthen the community as a whole.



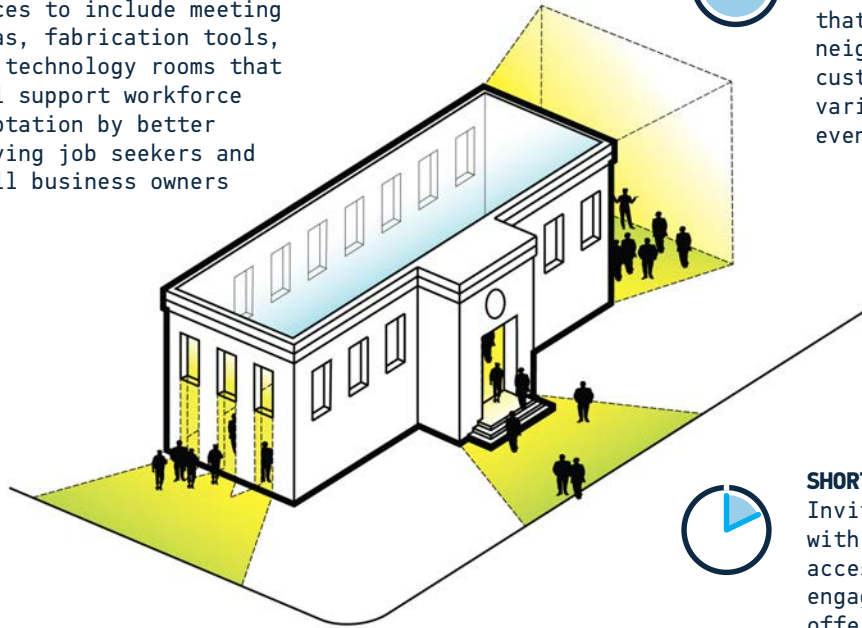
SHORT

Reconfigure interior spaces to include meeting areas, fabrication tools, and technology rooms that will support workforce adaptation by better serving job seekers and small business owners



LONG

Extend the library with a covered outdoor space that becomes a new neighborhood destination, customizable for a variety of programs and events



MEDIUM

Make activities happening on the inside more visible from the outside by opening the facade and reorienting the front door toward primary streets



SHORT

Invite the public inside with generous and accessible entrances that engage the street and offer welcoming places to gather

Shape Parks into Experiences

Magnify the power of parks by making open spaces exciting, inviting, and ecologically dynamic

Nearly 10 percent of city land in the US is park land, adding up to a total of almost two million acres nationwide. This vast constellation of open space is valuable for far more than the picturesque, pastoral qualities that parks were prized for in the 19th century.

Hermann Park, Houston, 1932

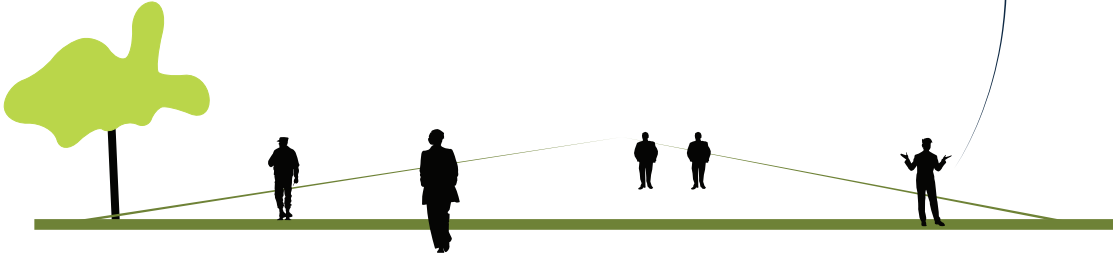


For many city dwellers, urban parks are their main opportunity to experience nature, and today it is widely understood that engaging, functioning parks can make people healthier, happier, and more productive. Parks have been found to improve health, lower crime, and reduce ADHD symptoms in children. They also perform free “ecosystem services” that benefit cities, such as reducing strain on aging storm water systems, providing critical habitat for wildlife, and improving air quality.

Beyond these community-wide physical and mental health benefits, parks are a fundamental driver of economic development. In cities like Chicago, parks add an average of 1.5 percent in value to properties within a two-block radius. Small and even undeveloped parks together add 3.5 percent. That same Chicago park system brings in \$1.4 billion—nearly 17 percent—of the city’s total annual tourism revenue.

Whether you’re addressing an underdeveloped park or even a vacant lot, there are many strategic physical and programmatic investments you can make that allow urban open spaces to live up to their full potential.

Where's the park?



Let's play hide and seek!

SHORT

Create more diverse landscapes, welcoming areas to gather, and collaborative programming to attract more people and wildlife



LONG

Cut and fill to add texture and topography that multiplies experiences and manages storm water



MEDIUM

Make edges beautiful and bold with art, furniture, and greenery that continues into the street to highlight parks' presence and extend their inviting reach



Move Recreation Centers Toward Wellness

Expand recreation centers' programming and presence to support the whole person and engage a broader audience

Since the turn of the 20th century, recreation centers, or “field houses,” have served neighborhood needs not met by green space alone. When President Theodore Roosevelt visited the first US park with a field house in 1907, he declared it “the most notable achievement in any American city.” At their inception these buildings offered people a combination of year-round social, health, education, and recreation services. Their success as a public asset is reflected in the enduring sentiment in many cities that every “good” park must have a recreation center.



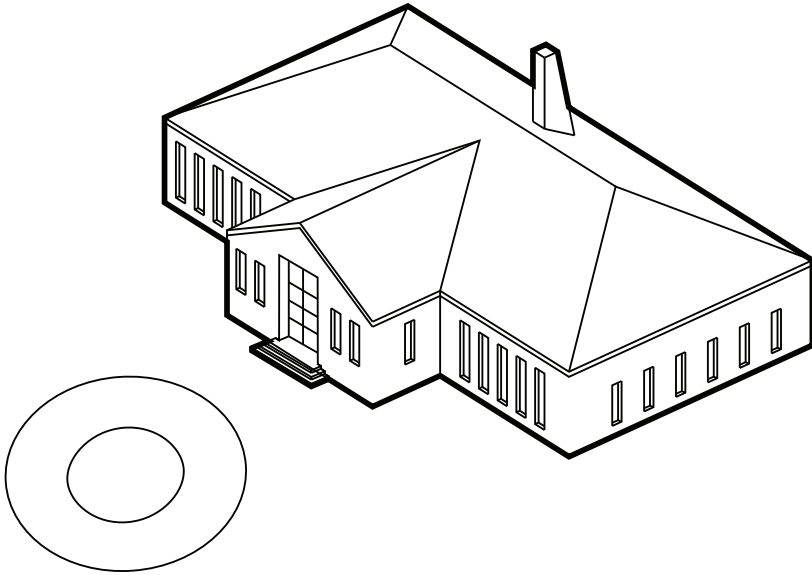
Logan Park Field House,
Minneapolis, 1913

Despite this celebrated original role, today’s rec centers provide a narrower set of offerings, even as demand for a spectrum of wellness services and amenities has grown in response to increasing awareness of the necessity of a holistic approach to health.

We can activate rec centers’ broader potential in the 21st century and make them buzzing wellness hot spots by supplementing their recreation

offerings with other community health opportunities, such as on-site medical care and information, nutrition classes and workshops, stress-relieving activities, and social events and gathering spaces where people can build friendships and combat isolation.

You can transform your rec center by making a variety of simple alterations. Through opening facades and interior walls, and renovating underutilized spaces so they can be rented by wellness tenants, you can remove physical barriers to participation and supervision, help park users and staff move more easily between inside and outside, and facilitate fruitful partnerships and leasing agreements with complementary service providers. This last possibility is especially exciting, because giving rec centers rentable space can bring in specialized health services, generate income, develop diverse programming that attracts a broader market, and keep programming dynamic by allowing municipalities (via contract terms) to find new tenants as community preferences change over time.



LONG

Make room for holistic healthcare by adding new, leasable space



MEDIUM

Remove barriers to participation and supervision by combining closed, single-purpose rooms into larger open spaces



SHORT

Activate entrances and sidewalks by making space for mobile services and amenities like health trucks, food trucks, and library bookmobiles



MEDIUM

Let in light and air by connecting indoor areas with outdoor gathering and activity spaces

Center Police Stations on Community

Transform urban stations into social hubs where officers and neighborhood residents can interact in positive ways

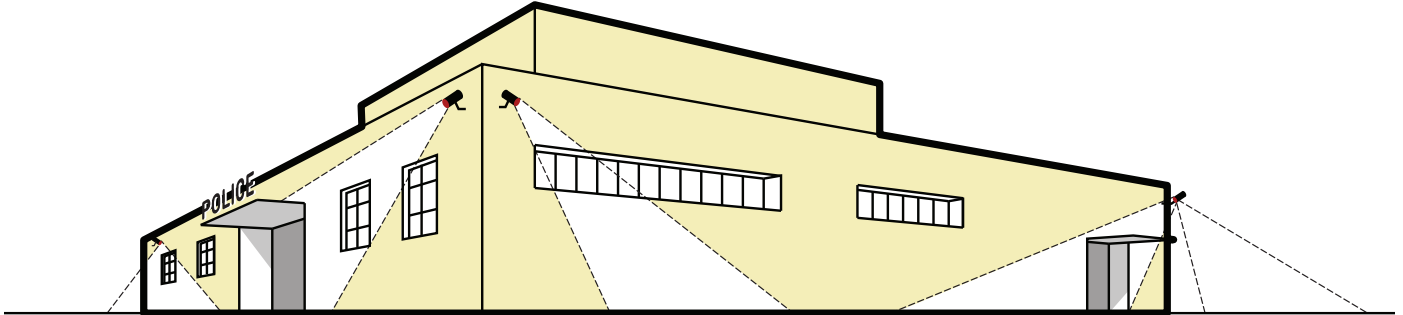
Since 17th-century watchmen checked in at small “watch boxes” while patrolling on foot, American policing has undergone continuous change, with police stations evolving from providing sleeping quarters for officers to including office space, file storage, and interrogation rooms. In the 20th century stations expanded into large-scale structures and police districts sprawled outward as patrolling by car replaced the traditional walking beat.

NYPD 69th Precinct, Canarsie, ca 1970



Today the vast dimensions of urban space work to isolate police and their stations from the communities they serve. Commuting long distances to large stations surrounded by parking lots, officers patrol their multi-neighborhood districts from their squad cars. Opportunities for meaningful daily engagement with their districts’ residents, as well as their fellow officers, are far too rare. Police stations have become fortress-like structures, buffered from the public by parked squad cars and often serving as little more than a jail. These buildings are no longer seen as part of the community or in service of it.

By looking past these connotations and reimagining police stations as civic assets waiting to become centers of their community, you can help transform them from hermetic fortresses into neighborhood hubs where many types of productive exchanges between police, residents, and city officials take place. Through identifying common needs and aspirations of officers and community members, and then making shared spaces where they can eat, work, play, and learn together, you can encourage beneficial relationships to grow—supporting familiarity and fellowship, building the reciprocal trust needed for public safety, and reinforcing the programming and social connectivity of the civic commons as a whole.



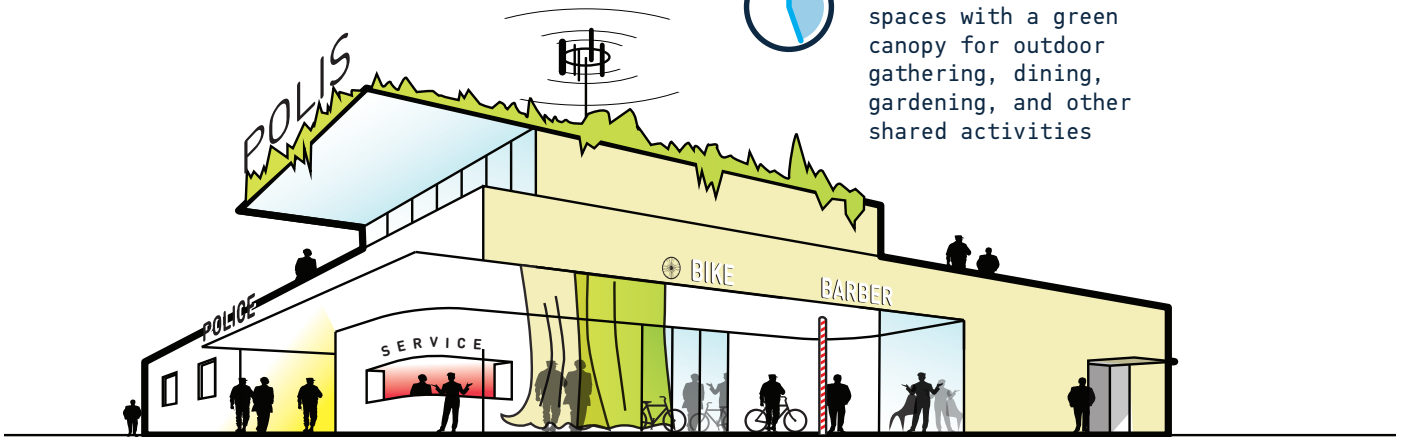
SHORT

Insert ATM and offer free Wifi in lobby to bring people inside



MEDIUM

Expand second level spaces with a green canopy for outdoor gathering, dining, gardening, and other shared activities



SHORT

Use art, furniture, and paint at the entrance apron to welcome visitors and invite socializing on this new "front porch"



LONG

Open up lower level with lively retail such as a barber shop, bike shop, and outdoor cafe

Cultivate Schools into Innovation Campuses

Encourage the growth of healthy citizens and scientists by developing schools and school grounds into green laboratories

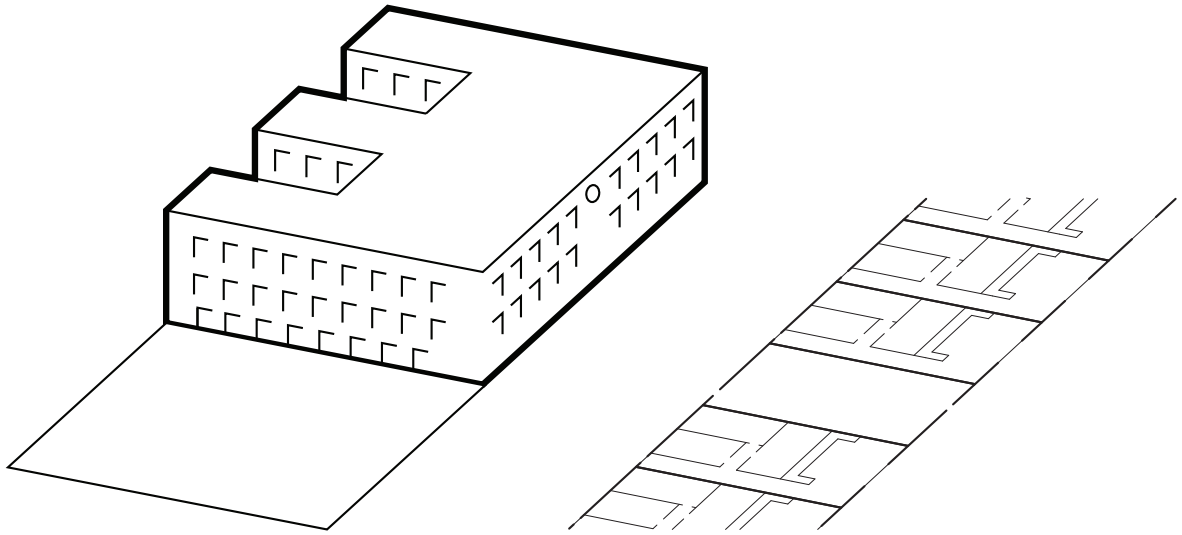
With an estimated 97,000 elementary and secondary schools across the US, serving nearly 50 million students, schools have an outsized influence on the education, health, and welfare of youth, families, and neighborhoods. Many city schools are grappling with a number of major challenges, including population shifts affecting enrollment; declining budgets; increasing debt and pension obligations; and providing social services beyond their core educational mission. Meanwhile, they continue to prepare students to participate in society and a global economy that requires fundamental skills and rewards exceptional ones. The latter is especially true for math and science, in which US students are catching up but still lag behind their international counterparts. Further, many of these students are affected by the health crisis that leaves one-third of children in the US overweight or obese, negatively impacting their mental health, economic future, and cognitive functions necessary for academic achievement.



Hamilton Disston Elementary,
Philadelphia, 1923

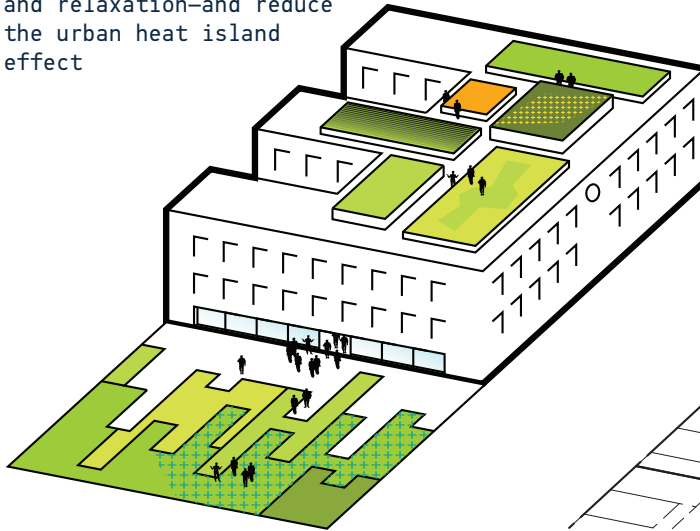
Urban schools' physical plant presents us with many opportunities to holistically address these challenges. Most schools were designed as indoor environments, surrounded by parking lots and other paved spaces not usable for learning. But when we reconsider the potential of all surfaces as an extension of the classroom, we can make underused spaces into laboratories for experiential learning that better connect students and the broader community with educational and wellness opportunities.

Converting schools into integrated science and agriculture campuses—where students help grow healthy food and learn biological, culinary, and healthy living skills—is one exciting direction you can invest in. By strategically planting school grounds and adjacent vacant land with gardens and other species you can add natural beauty to neighborhoods and give students the chance to observe, nurture, and experiment with natural systems every day. You can also partner with land management organizations to train and employ local residents to help maintain these new green spaces. As they grow, you'll experience how they enhance the learning environment, reduce stress, improve the morale of students and teachers, and inspire neighborhood pride and investment.



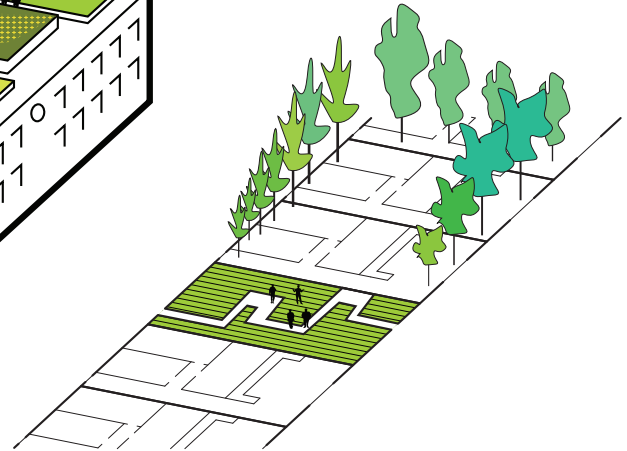
MEDIUM

Convert roof surfaces to greenhouse and garden classrooms that can also be used for play, dining, and relaxation—and reduce the urban heat island effect



SHORT

Adapt adjacent vacant land for agriculture and phenological science experiments by planting crops, orchards, and “sentinel” species that demonstrate the impact of climate change



LONG

As green spaces extend into the surrounding neighborhood, collaborate with partner organizations to manage land as public open space for recreation and community gardening and gathering



SHORT

Outfit kitchens and cafeterias to incorporate local and grown-on-site produce in lunches and lunch table socializing

Make Streets into Places

Enliven neighborhood streets with activities and civic presence that inspire use, ownership, and community cohesion

Streets are the fabric that connect a city and its people. This ubiquitous urban system defines neighborhoods, enables movement, and knits together the civic realm. In physical terms, streets, sidewalks, and other rights-of-way constitute a significant portion of city land, ranging from just under 30 percent in New York City to over 40 percent in cities like Portland, Houston, and Washington, D.C. Annually, the US spends approximately \$155 billion per year in federal, state, and local funds on building and maintaining our street and highway networks. But despite this significant share of land mass and investment, many streets fail to live up to their potential beyond supporting vehicular movement.

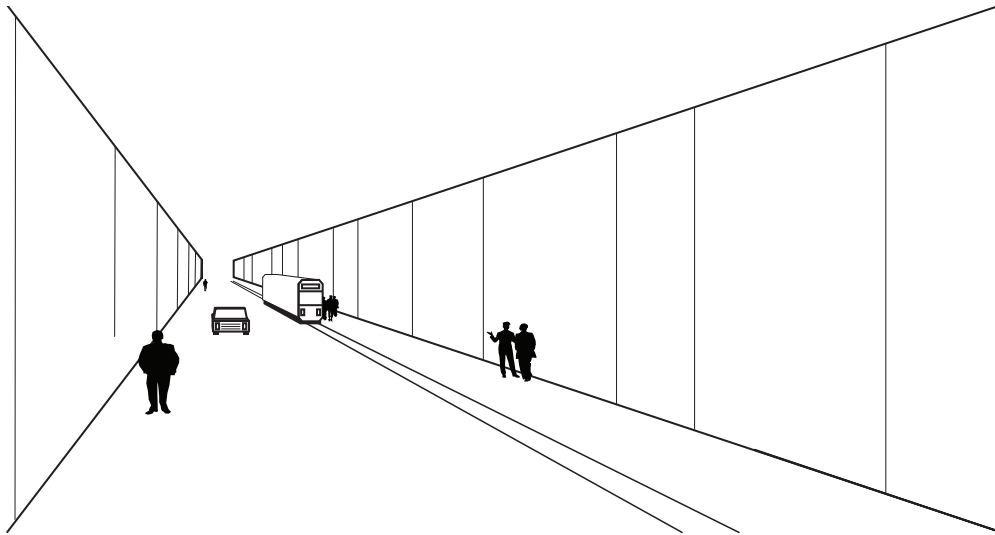
Chinatown Street, San Francisco, 1955



When we make streets work as places, not simply thoroughfares, they become civic assets that contribute to the well-being and prosperity of cities. They can improve public health through neighborhood walkability that is associated with decreasing risks for obesity and chronic disease. They influence economic growth by transforming dull commercial corridors into vibrant destinations that encourage local spending. They make cities more resilient when designed to manage storm water, reduce the urban heat island effect, and fill in gaps in the open space network. Their character and

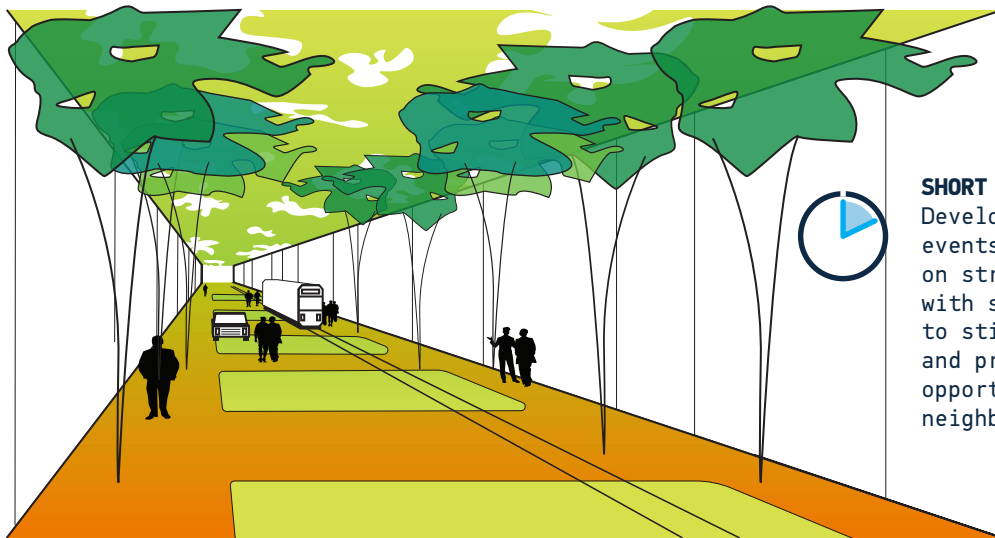
quality can inspire socializing and new relationships, express neighborhood identity and pride of place, and support the social networks that make collective community action possible.

Everyone in a city is a pedestrian every day. Starting with this fundamental perspective, you can make many different simple interventions that amplify the functionality and fulfill the promise inherent in streets' civic fabric.



LONG

Add a dynamic roof canopy to provide shade and shelter, encouraging an active street life



SHORT

Develop and support events held along or on streets, linked with storefront shops, to stimulate commerce and provide more opportunities for neighbors to socialize



MEDIUM

Alter the design and surface of the street to promote storm water management and a mix of transit options



SHORT

Plant trees and other vegetation to manage storm water, create shade, and cultivate resiliency

Make Transit Stops a Place to Go

Turn transit hubs into neighborhood destinations that leverage a citywide system for local benefit

Public transportation systems offer huge benefits to cities, from affordable access to jobs and reducing road congestion, to bolstering property values and making it easy for residents to access the services they need. In the US, over 35 million people board public transportation every weekday. This act reduces driving by 4400 miles per household per year and saves Americans more than \$10,000 per year on auto maintenance and operating costs, the largest household expenditure after housing. This positive economic impact extends to cities as a whole, as every 1 dollar invested in public transportation yields 4 dollars in returns. This includes the increase generated in property values, which perform an average of 42 percent better when located near public transit with high-frequency service.

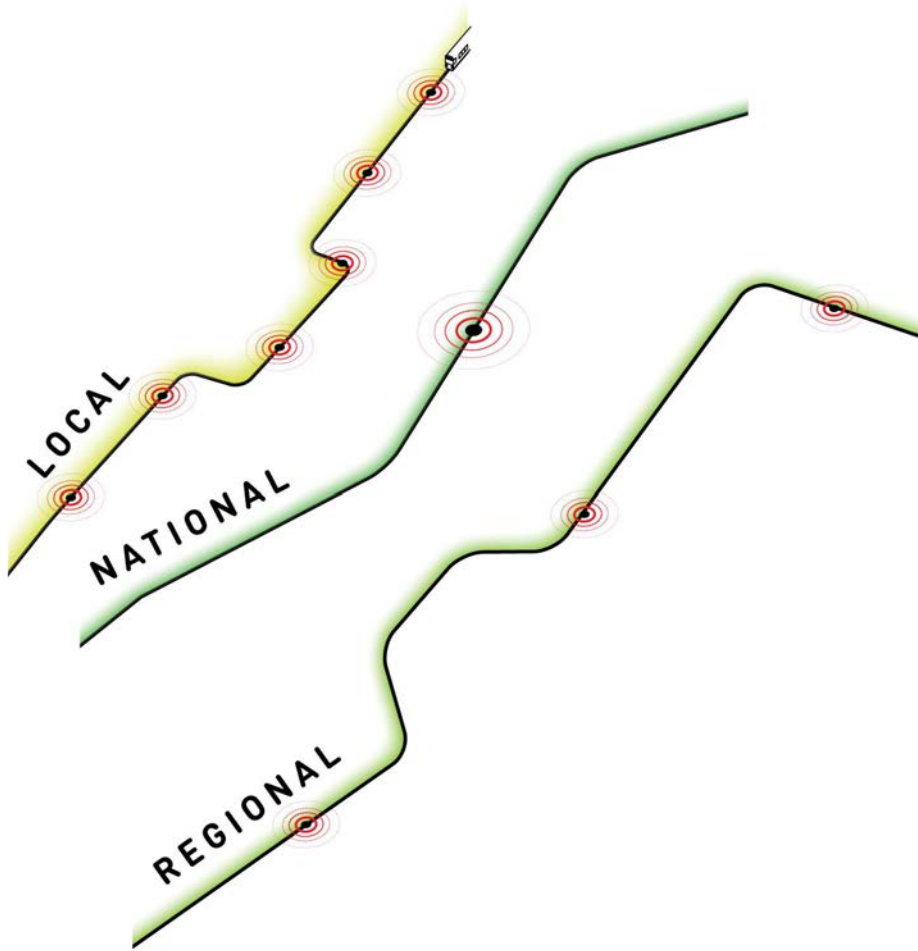


Union Station, Denver, 1906

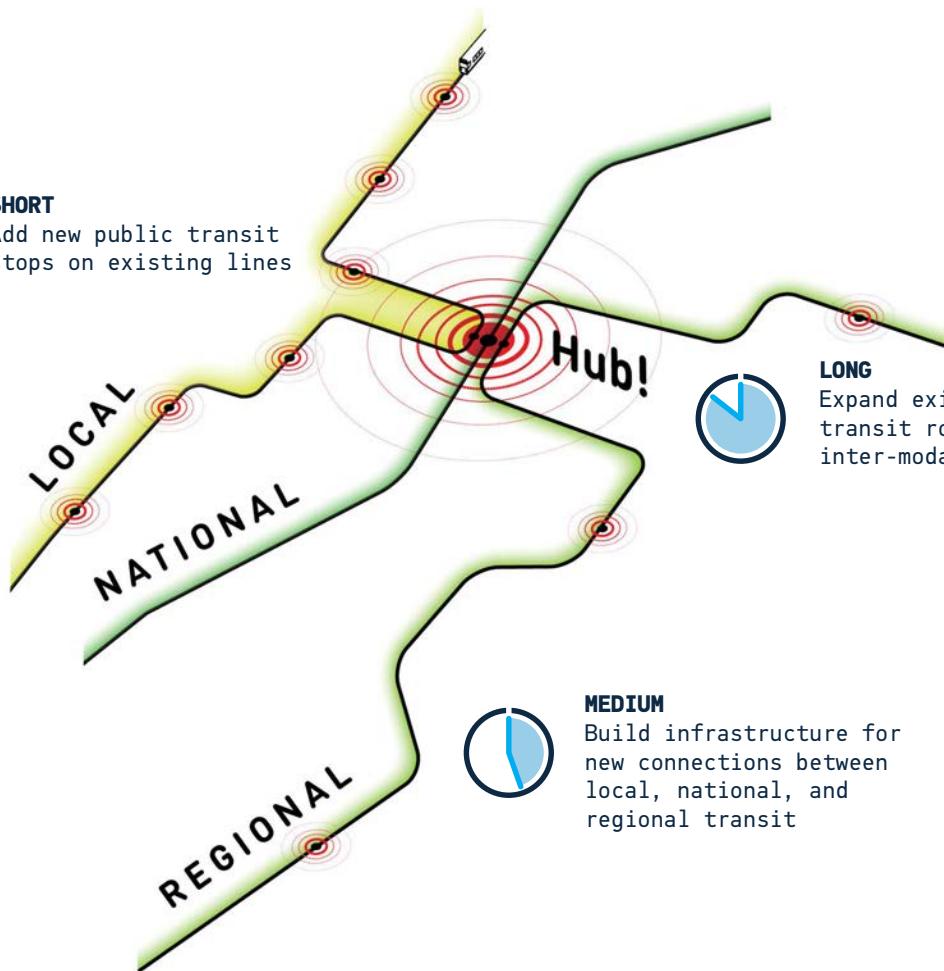
Despite this quantifiable positive impact, many communities do not sufficiently benefit from public transit in their cities. With disproportionate access, gaps in routes, and infrastructure investments that divide or even destroy neighborhoods, the consequences of poor transit decisions can damage the socio-economic health of neighborhoods.

You can capitalize on the great opportunity latent in transit by positioning specific investments, like multi-modal stations, not simply as nodes in a system, but as civic anchors for neighborhoods. By rethinking concepts like “transit-oriented

development,” which looks to maximize transit access within mixed-use development, you can instead move toward “community-oriented development,” which makes transit stations themselves serve individual communities as an inextricable part of the civic commons.



SHORT
Add new public transit stops on existing lines

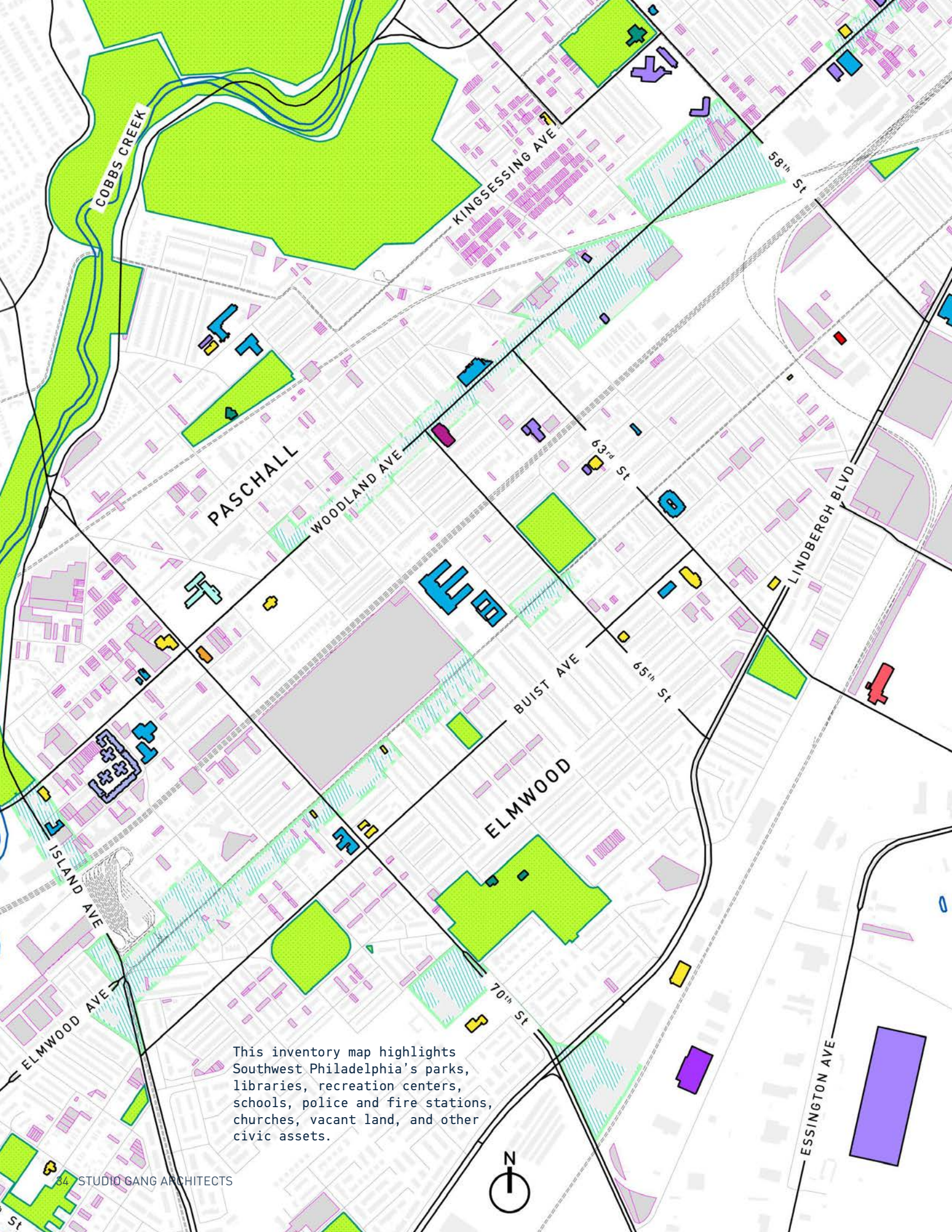


LONG
Expand existing public transit routes to a new inter-modal transit hub



MEDIUM
Build infrastructure for new connections between local, national, and regional transit

Possibilities



This inventory map highlights Southwest Philadelphia's parks, libraries, recreation centers, schools, police and fire stations, churches, vacant land, and other civic assets.

Our Neighborhood of Focus

The City of Philadelphia aspires to make its neighborhoods “more livable, healthy, and economically viable.”[†] To explore how investing in the civic commons can realize these aims, at the suggestion of our partners at the Knight and Kresge Foundations and the City, our team engaged the area of Southwest Philadelphia to assess its current public assets; learn from local people about the area’s strengths, challenges, and their visions for its future; and develop specific ideas about how its assets and people can work together to create a more vital and vibrant neighborhood. These insights are grounded in the comprehensive planning process that the City of Philadelphia concluded in June of 2011 with the *City Wide Vision* and in May of 2015 with the *Southwest District Plan*.

Southwest Philadelphia is a post-industrial district south of University City and west of South Philadelphia. While well-served by transit and bounded by the Philadelphia International Airport at its most southern point, the major rail lines and sprawling industrial riverfront forming its eastern edge effectively isolate it from the Center City District and other thriving neighborhoods. Significant transit infrastructure also cuts across the district, presenting barriers to mobility, visual connectivity, and clear neighborhood boundaries and identity.

The neighborhoods of Elmwood and Paschall form the residential heart of the area. Defined by connected row houses and their conjoined front porches, these historically working-class neighborhoods are also characterized by large swaths of land left behind by vacated industry—most notably, a 30-acre site formerly occupied by a General Electric factory. Parks, breezeways, and waterways are found throughout the district, though some residents do not see these natural spaces as assets, due to their lack of programming, identity, and accessibility. The area is served by a strong number of public institutions that offer people innovative and relevant services despite their aging facilities and limited resources. That said, their imposing architecture and poorly located entrances are two of several physical obstacles preventing them from connecting with potential audiences.

Recent immigrants and long-time Philadelphians make Southwest Philadelphia their home and give their community a unique identity and entrepreneurial spirit. Though challenged by low property values, high unemployment, low graduation rates, and high obesity, the neighborhood will thrive when strategic investments in places and programming leverage its strengths and support local needs and dreams.

The following section envisions what is possible in Southwest Philadelphia by applying the process and strategies outlined in the previous sections to activate its civic commons.

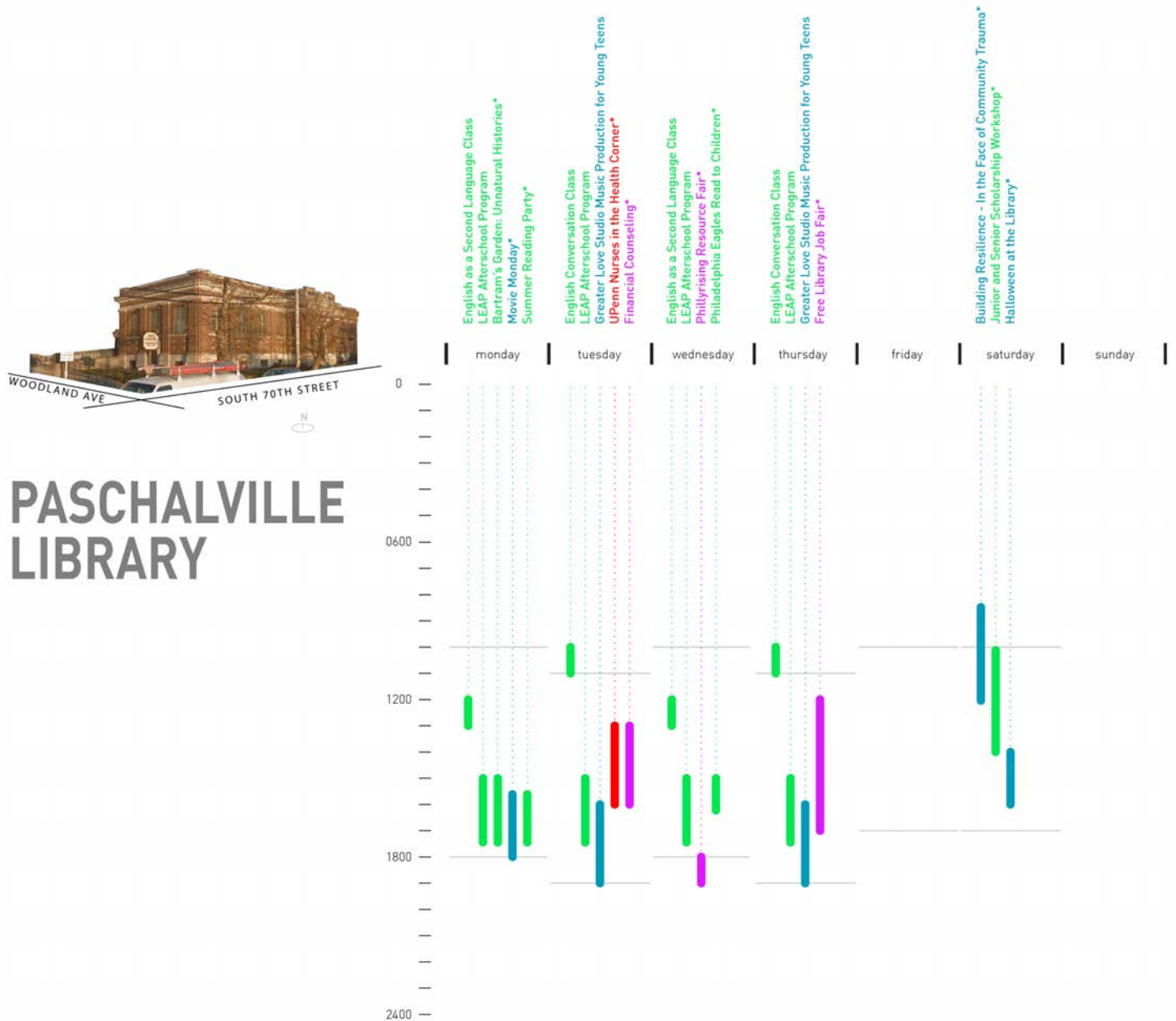
[†] *Philadelphia2035*, City of Philadelphia



- MARCH**
- 21 Job Search Program
Narcotics Anonymous
GED Classes
FREE Fitness - Walking club
 - 22 Job Search Program
Star Harbor Easter Program
GED Classes Job Search Program
Rotary Club of Eastwick
 - 23 Red Cross Blood Drive Mentoring Workshops
Narcotics Anonymous
Grandparents Raising Grandchildren
Love Center Clinic Free Cooking Classes - "A Taste of Africa"
 - 24 Jazz Vespers Job Search Program
SW Leadership Charter
 - 25 Good Friday Prayer Service
Red Cross Blood Drive
Job Search Program
 - 26
 - 27 Jesus Saves: A Community Easter Celebration
 - 28 The Great African Concert
Voter Registration FREE Fitness - Walking club
Narcotics Anonymous
GED Classes Job Search Program
 - 29 Job Search Program
Rotary Club of Eastwick
GED Classes
 - 30 Business Workshop Job Search Program
Perspectives on Black Slavery
Narcotics Anonymous Mentoring Workshops
Join Arbor Day Foundation
 - 31 Love Center Clinic Job Search Program
Town Hall Meeting Free Cooking Classes - "A Taste of Africa"
Clear Network Shutdown
- APRIL**
- 1 Job Search Program
Candidates Night
 - 2 Testing of the Community Alert Siren
 - 3 Get Your Rear In Gear
 - 4 Job Search Program
GED Classes
Bingo and Community Open House
Narcotics Anonymous FREE Fitness - Walking club
 - 5 Job Search Program
 - 6 Job Search Program
GED Classes
Rotary Club of Eastwick Mentoring Workshops
Narcotics Anonymous
 - 7 Job Search Program
Love Center Clinic Free Cooking Classes - "A Taste of Africa"
Understanding Children Discussion Series
 - 8 Job Search Program
Credit Scores - What they really are!
Application for Beech Scholarships
CityLights Network Monthly Meeting
Walk Against Hunger
Sayre Health Fair
Law Enforcement Career Fair
 - 9 Rotary Club Annual Bowling Fundraiser
 - 10 GED Classes
Narcotics Anonymous FREE Fitness - Walking club
Job Search Program
 - 11 Job Search Program
GED Classes
African American Actresses-Mt. Moriah Cemetery
Rotary Club of Eastwick
Citizen Planning Institute Job Search Program
Grant apps. For Nature Conservation
Narcotics Anonymous Mentoring Workshops
African American Actresses-Mt. Moriah Cemetery
Love Center Clinic
Job Search Program
Free Cooking Classes - "A Taste of Africa"
 - 12 African American Actresses-Mt. Moriah Cemetery
Job Search Program
 - 13 African American Actresses-Mt. Moriah Cemetery
City Lights Monthly
Public Symposium on Cancer
 - 14 African American Actresses-Mt. Moriah Cemetery
5K Run/Walk to benefit Child Guidance
Job Search Program
GED Classes

SEE: Program Analysis

An inventory of the public programs offered by Southwest Philadelphia’s civic assets over a four-week period, examined as a color-coded timeline, reveals gaps in current offerings. This information informs new, community-specific programming ideas and suggests how particular civic assets can work together to offer them.



A detail view of the library’s individual programming timeline (above) and all assets’ programming collated into a single timeline (at left).

“Even if a park is close to where people live, without a recreation center, people are less likely to use it.”

Kathryn Ott Lovell
Commissioner of Parks & Recreation
City of Philadelphia

“Southwest Philadelphia has great history of diversity and resourcefulness. This is one of the best assets of the neighborhood.”

Walter Licht
Walter H. Annenberg Professor of History
University of Pennsylvania

“Simply cleaning and greening vacant lots improves the health and well-being of the people in the surrounding area.”

Glen J. Abrams
Director of Sustainable Communities
Pennsylvania Horticultural Society

“Philadelphia is already investing in green infrastructure to help mitigate some climate impacts, and additional strategies should be coordinated with leadership from the impacted communities.”

Christine Knapp
Sustainability Director
City of Philadelphia



Mike DiBerardinis
Deputy Mayor
City of Philadelphia



Donna Henry
Executive Director
Southwest Community Development Corporation



Siobhan Reardon
President and Director
Free Library Philadelphia



Nancy Goldenberg
Vice President, Planning & Development;
Executive Director
Center City District and Foundation



Brian Abernathy
Managing Director
City of Philadelphia



Christine Knapp
Director of the Office of Sustainability
City of Philadelphia



Patricia Smith
Senior Policy Advisor
Reinvestment Fund



Julianne Schrader Ortega
Chief of Programs
Pennsylvania Horticultural Society

HEAR: Local Perspectives

“Southwest Philadelphia is a very diverse and resourceful community with a strong entrepreneurial spirit.”

Mark Harrell
Community Organizer
Southwest CDC Philadelphia

“The key is thinking of civic assets as a campus and hives of activity that make the neighborhood strong on many levels, from health to economic success.”

Siobhan Reardon
President and Director
Free Library Philadelphia



Julie Wertheimer
Chief of Staff - Criminal Justice
City of Philadelphia



Andrew Frishkoff
Executive Director
Philadelphia LISC



Mark Harrell
Community Organizer
Southwest CDC



Kathryn Ott Lovell
Commissioner of Parks and Recreation
City of Philadelphia



Karen Fegely
Deputy Director Commerce Department
City of Philadelphia



Walter Licht
Professor of History
University of Pennsylvania



Howard Neukrug
Former Commissioner
Philadelphia Water Department



Glen J. Abrams
Director of Sustainable Communities
Pennsylvania Horticultural Society



RECREATION CENTER

Open, flexible spaces support expanded community wellness

ARTS & CULTURE
Public-private partnership rehabilitates historic theater and activates street

POLICE STATION
Welcoming "front porch" with retail and community amenities provides opportunities for officers and residents to come together

STREETS
Creative interventions at roof- and ground-level activate neighborhood events, identity, and social connection

VACANT LAND
Vacant lots "cleaned and greened" into parks, community gardens, and supportive habitat

LIBRARY
Opened structure highlights and expands forms of exchange and exciting community events

COMBINE: Civic Commons

SCHOOL

School grounds become green laboratories for hands-on learning in life sciences and agriculture, also serving neighborhoods for recreation, gardening, and gathering

PARKS

Added topography and texture create dynamic ecology and outdoor experiences

OPEN SPACE

Breezeway spaces adapted as an "eco-block" to manage heavy rainfall while beautifying the neighborhood and connecting fragmented open space system

TRANSIT

New inter-modal hub connects regional and local train and bus routes at a station built to be a neighborhood destination



WORK SHOP
Expanded library
program on vacant
land supports local
workforce

Open Libraries to Opportunity

The Paschalville branch of the Philadelphia Public Library system provides a diverse set of services, from lending books for reading and ties for job interviews, to teaching languages and hosting cultural events. It is one of over 1600 Carnegie libraries in the US and a well-made, historic building, but it is closed off from the street, inaccessible, and oriented away from the main thoroughfare of the neighborhood. With simple interventions it can leverage its unique ability to provide services that bring people together, aid the local workforce, and strengthen the community as a whole.

Who Leads?

The Free Library of Philadelphia

Who Joins?

Philadelphia Chamber of Commerce (Job Training),
Pennsylvania Department of Education (Programming),
and Rising Sons (Young Adult Workforce Development)

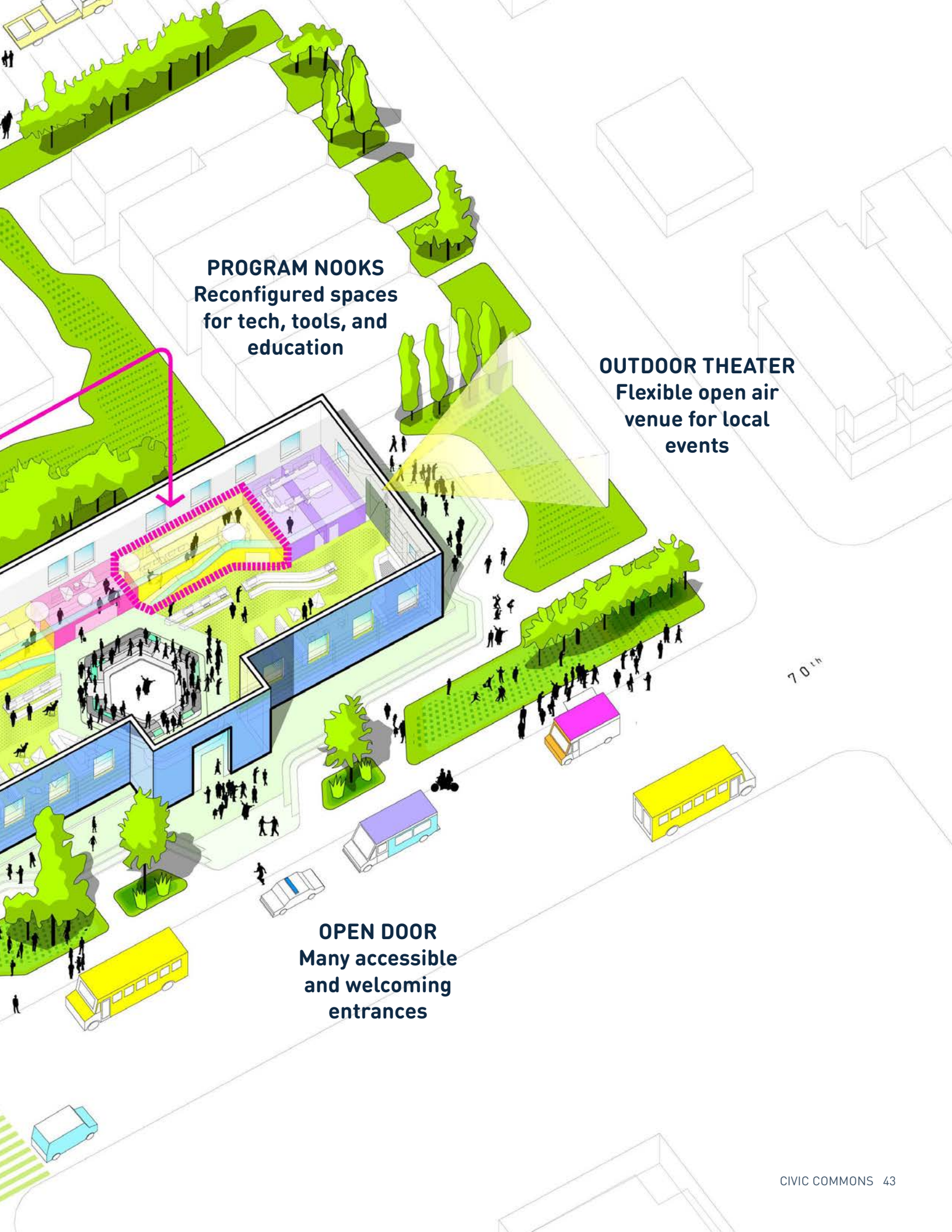
Who Invests?

Knight Foundation, Finanta, Next Fab, Start Up PHL

STREET VIEWS
Building opened up
to the street to help
programs reach
people

TRIBUNE HUB
Dynamic gathering
space for performance
and exchange

PICK ONE TO START



PROGRAM NOOKS
Reconfigured spaces
for tech, tools, and
education

OUTDOOR THEATER
Flexible open air
venue for local
events

OPEN DOOR
Many accessible
and welcoming
entrances

70th



With its expanded, welcoming spaces, the Paschalville branch library supports lively activity and exchange on Woodland Avenue.





Shape Parks into Experiences

Hobson Park and its adjacent breezeways are empty swaths of flat grass. These open spaces have enormous ecological and social potential, but in their existing form lack intrigue, program, and identity.

Who Leads?

Philadelphia Parks and Recreation

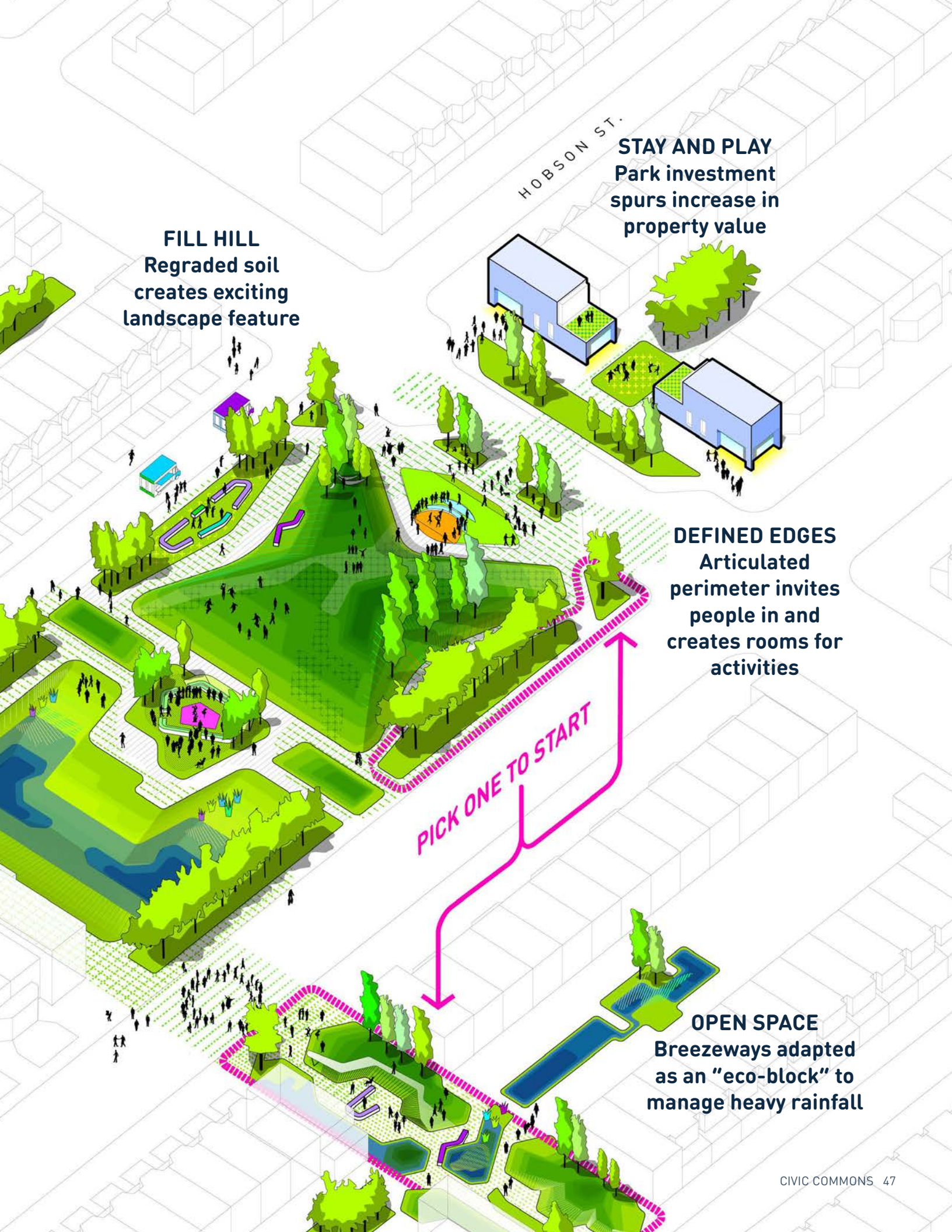
Who Joins?

Office of Sustainability (programs), Philadelphia Water Department (maintenance), and the Pennsylvania Horticultural Society (education)

Who Invests?

Delaware River Watershed Initiative, Urban Wildlife Refuge Partnership, Local Initiative Support Corporation

**HABITAT
DIVERSIFICATION**
Supportive environments
for people, plants,
and wildlife



FILL HILL
Regraded soil
creates exciting
landscape feature

STAY AND PLAY
Park investment
spurs increase in
property value

DEFINED EDGES
Articulated
perimeter invites
people in and
creates rooms for
activities

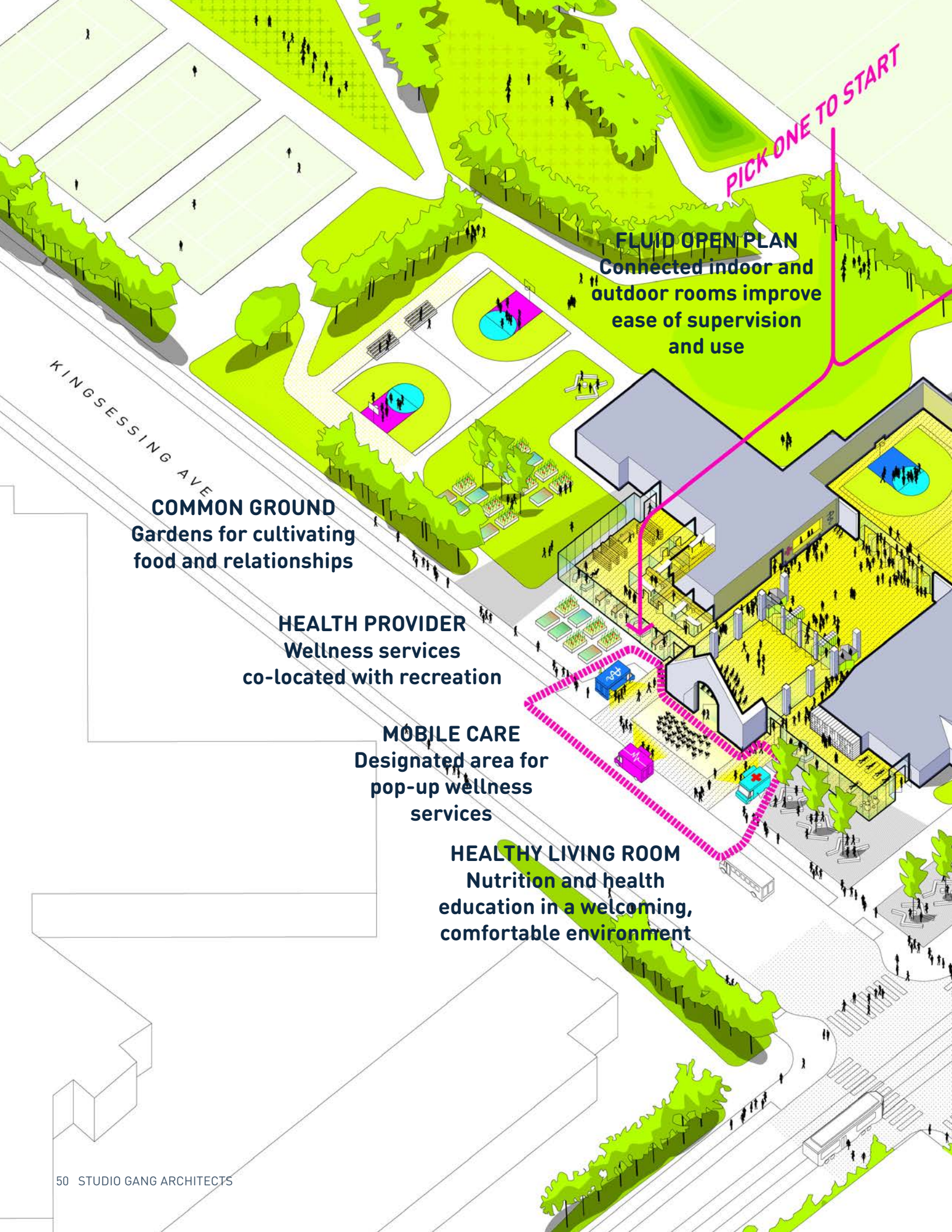
PICK ONE TO START

OPEN SPACE
Breezeways adapted
as an "eco-block"
to manage heavy rainfall





The new landscape of Hobson Park provides amazing spaces to play, socialize, relax, and enjoy nature in the city.



PICK ONE TO START

FLUID OPEN PLAN
Connected indoor and outdoor rooms improve ease of supervision and use

COMMON GROUND
Gardens for cultivating food and relationships

HEALTH PROVIDER
Wellness services co-located with recreation

MOBILE CARE
Designated area for pop-up wellness services

HEALTHY LIVING ROOM
Nutrition and health education in a welcoming, comfortable environment



STAIR HILL
Outdoor exercise
environment

OPEN GYM
Indoor exercise areas
connected with outdoor
gathering spaces

Move Recreation Centers Toward Wellness

The Francis Myers Recreation Center is a sprawling complex made up of conjoined buildings. The facility is functional but closed off from the street and restricted by confined, difficult-to-access spaces that serve a limited range of uses. With a design that allows for more diverse programming, the center can reach more people and have a greater impact on overall community health.

Who Leads?

Philadelphia Parks and Recreation

Who Joins?

Department of Public Health (education), the Perelman School of Medicine at the University of Pennsylvania (programming), Rite Aid (health services)

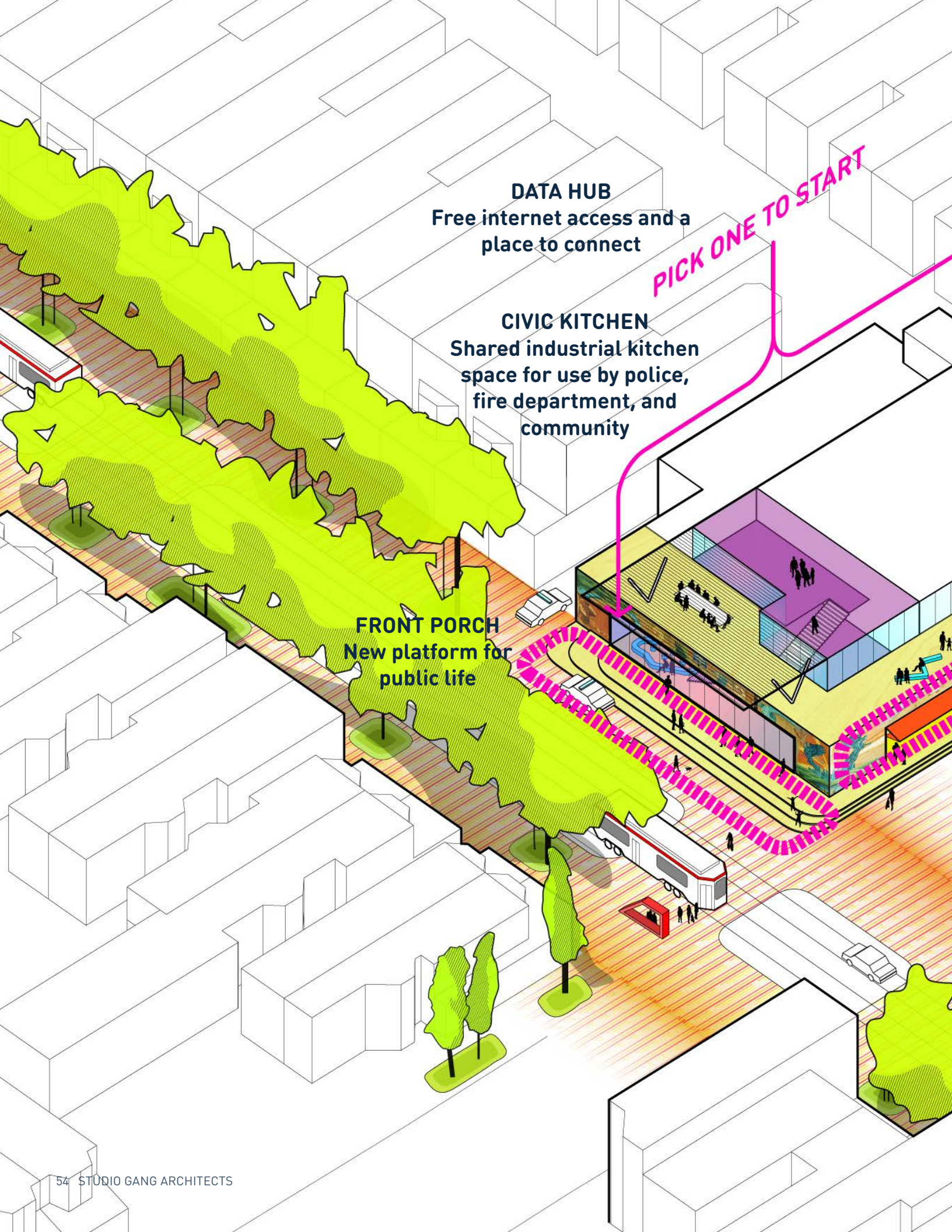
Who Invests?

The Robert Wood Johnson Foundation, The Kresge Foundation, The Reinvestment Fund, retail health service providers





A multipurpose Healthy Living Room, a variety of wellness vendors and amenities, a bright new changing area, and an “open gym” floor plan invites the neighborhood to join the fun at the Francis Myers Wellness Center.



DATA HUB
Free internet access and a
place to connect

CIVIC KITCHEN
Shared industrial kitchen
space for use by police,
fire department, and
community

FRONT PORCH
New platform for
public life

PICK ONE TO START



NEIGHBOR SPACE
Social and recreational
areas open to the
neighborhood

MAIN STREET STORES
A place to shop and
see your neighbors

PLAIN SIGHT
Glass facade makes
interior activities
transparent

Center Police Stations on Community

The 12th District police and fire station is more inviting than most police stations due to its accessible Main Street location, colorful mural, and well-used lobby ATM. These positive conditions can be built on to expand the station's productive role in its community.

Who Leads?

Philadelphia Police and Fire Departments

Who Joins?

Department of Commerce (business development), local business association (retail), Philadelphia Parks and Recreation (neighbor spaces)

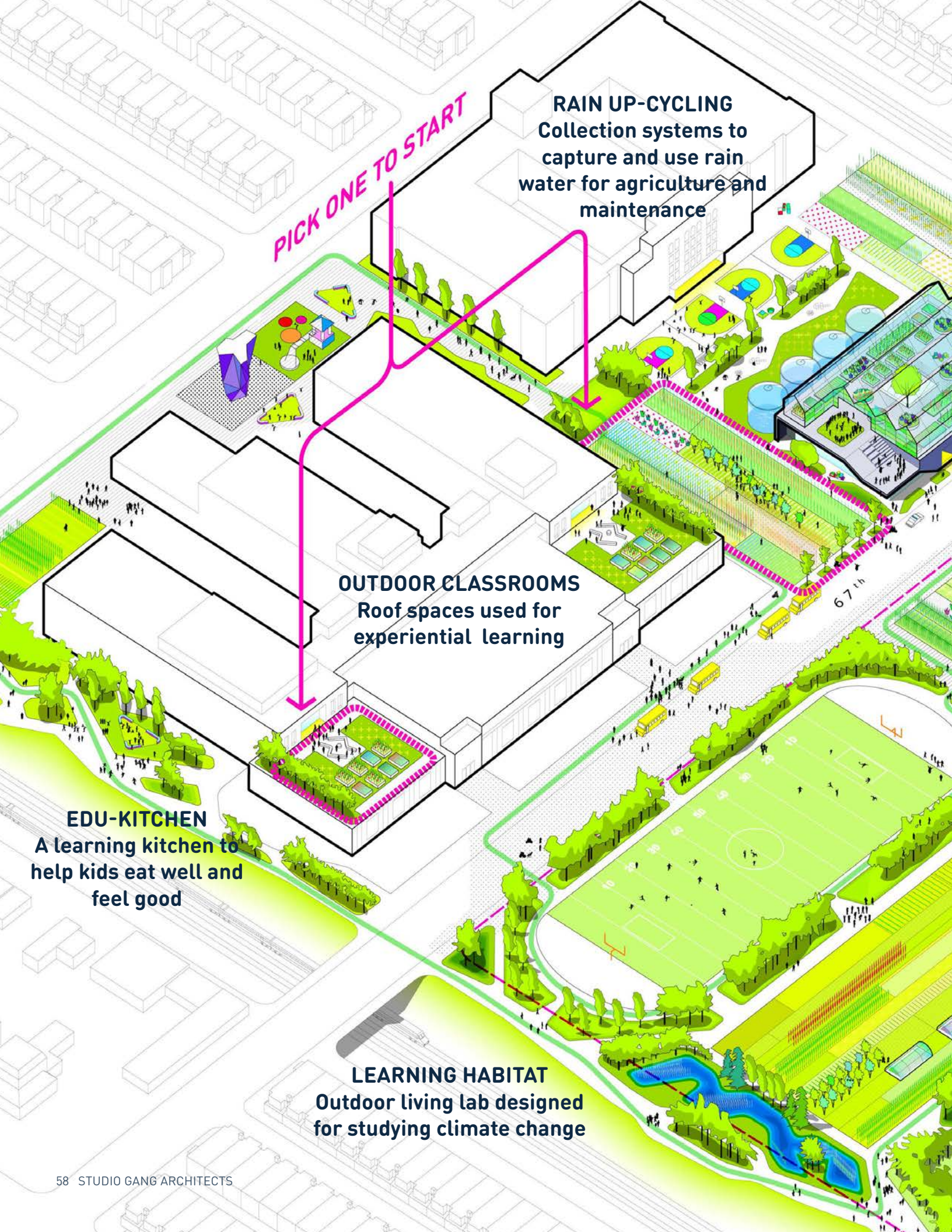
Who Invests?

Ford Foundation, Philadelphia Police Foundation, various private retailers

With new places to shop, socialize, work, and relax, the 12th District station encourages its community to engage with the police and fire departments in everyday, positive ways.







PICK ONE TO START

RAIN UP-CYCLING
Collection systems to capture and use rain water for agriculture and maintenance

OUTDOOR CLASSROOMS
Roof spaces used for experiential learning

EDU-KITCHEN
A learning kitchen to help kids eat well and feel good

LEARNING HABITAT
Outdoor living lab designed for studying climate change



Cultivate Schools into Innovation Campuses

GREENHOUSE
Existing buildings reused
for community gardening
and agriculture

CULINARY INCUBATOR
Industrial kitchen and
greenhouse where local
gardeners and chefs
develop their skills and
businesses

John Bartram High School and Tilden Middle School are surrounded by parking lots. This underutilized exterior space has the potential to become an extension of the classroom that serves students, their families, and the neighborhood. Hosting integrated science and agricultural programs can address prevalent health issues, teach valuable skills, and provide healthy food. The natural beauty of these programs can elevate the identity of the schools, reduce stress, and inspire neighborhood pride and investment.

Who Leads?

Philadelphia Public Schools

Who Joins?

Vetri Foundation (program), Penovation Works (incubator), Bartram's Garden and the US Phenological Association (education)

Who Invests?

The Food Trust, William Penn Foundation, and The Reinvestment Fund

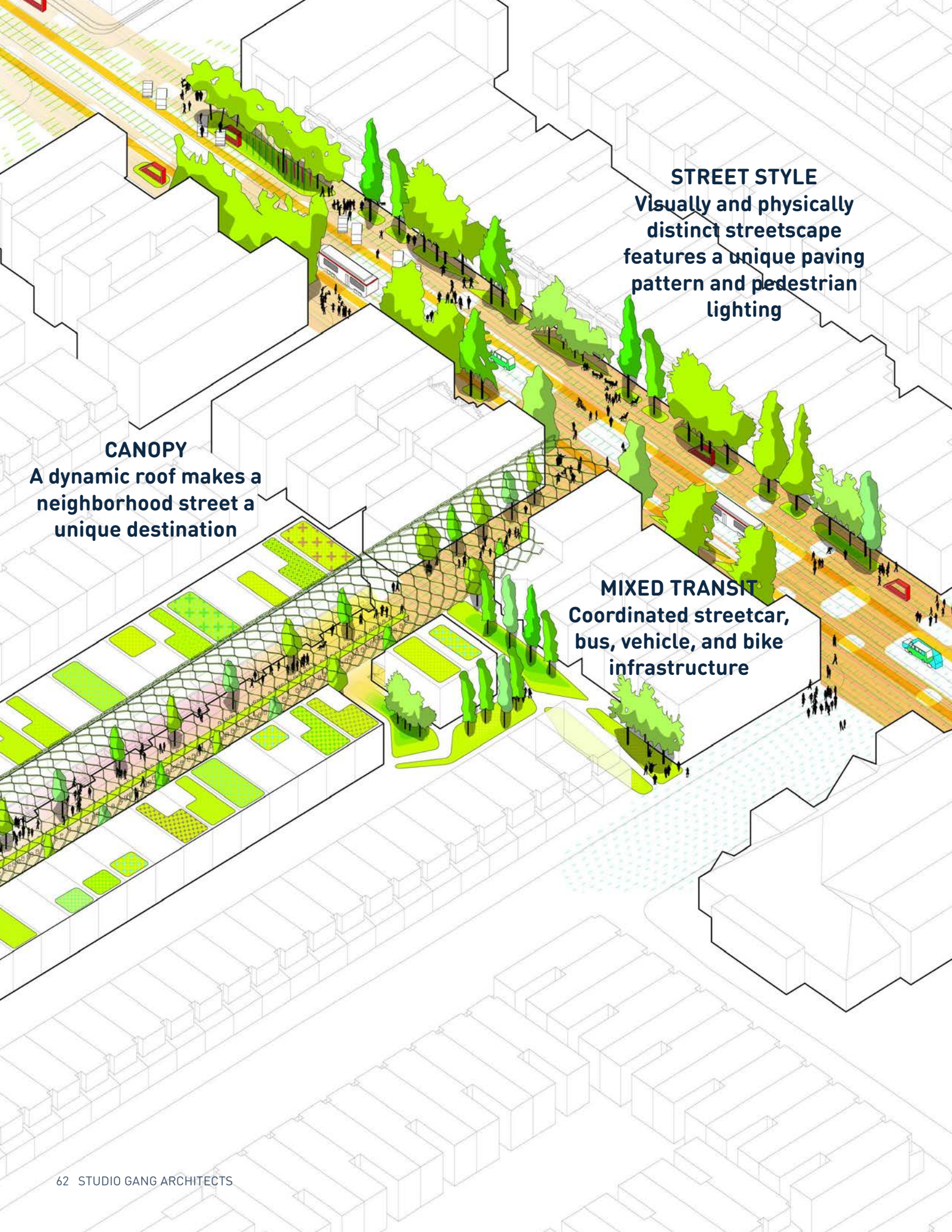
TEST SHEDS
Spaces to teach biological
and agricultural skills

GROUNDS FOR PLAY
A variety of athletic
fields for students and
community recreation





Greenhouses, culinary spaces, and fields planted for gardening and research welcome the community to engage with the school, providing healthy food, skills training, and education to students, their families, and neighbors.



STREET STYLE
Visually and physically distinct streetscape features a unique paving pattern and pedestrian lighting

CANOPY
A dynamic roof makes a neighborhood street a unique destination

MIXED TRANSIT
Coordinated streetcar, bus, vehicle, and bike infrastructure

Make Streets into Places

Woodland Avenue's wide sidewalks have the potential to increase neighborhood walkability, manage storm water, encourage local spending, and inspire socializing. By developing the streetscape, canopy, and programming, this commercial corridor can become a more exciting and productive place to visit.

Who Leads?

Southeastern Pennsylvania Transportation Authority

Who Joins?

Philadelphia Water Department (water infrastructure), Pennsylvania Horticulture Society (programs and support), Open Streets PHL (events)

Who Invests?

Southeastern Pennsylvania Transportation Authority, Impact 100 Philadelphia, Pennsylvania Department of Conservation and Natural Resources

PICK ONE TO START

NIGHT LIGHTS
Overhead light installation creates a safe, inviting nighttime experience

CLEAN AND GREEN
Trees, bioswales, and benches make streets more habitable







A greener and brighter Woodland Avenue becomes a walkable destination to gather, explore, and shop.



At night, beneath twinkling lights strung between the porches of row houses, neighbors share food and fellowship at a community dinner.



Sheltered from the weather, this row house street now bustles as a commercial arcade with a distinct identity.





CAFE

CLUBBO BOARDERS SHOP

Make Transit Stops a Place to Go

Southwest Philadelphia's local, regional, and international transit networks currently do not connect in purposeful ways. A multimodal transit hub in Elmwood can connect these distinct networks to support one another and provide better service. A new station can not only make these connections, but serve as an important community hub.

Who Leads?

Southeastern Pennsylvania Transportation Authority

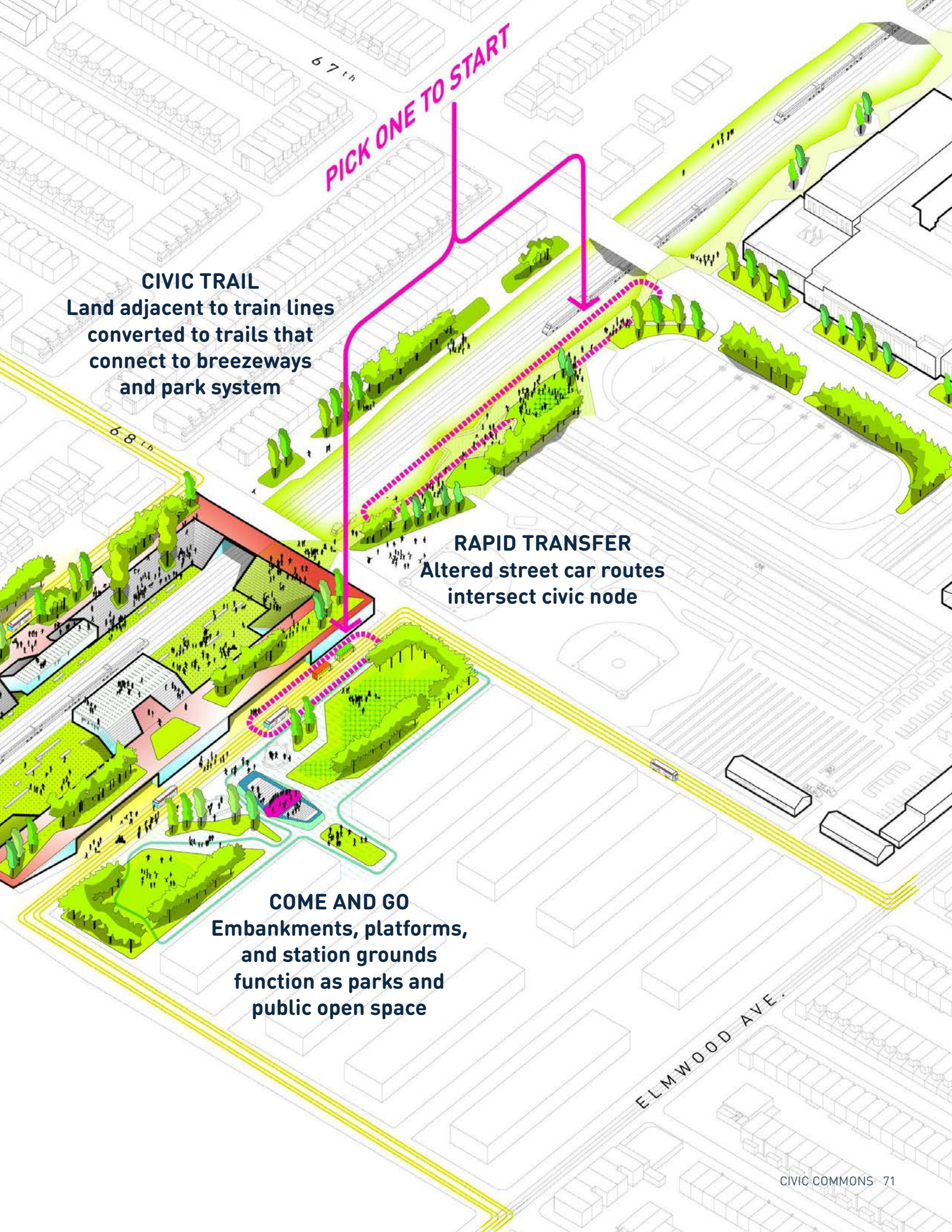
Who Joins?

Amtrak (infrastructure), Philadelphia International Airport (support), Eastern Pennsylvania Transportation Alliance for Clean Transportation (program)

Who Invests?

US Department of Transportation Congestion Mitigation and Air Quality Improvement Program, Sunoco, Transportation Alternatives Program

INTERMODAL STATION
Regional and local train
and bus routes connect



PICK ONE TO START

CIVIC TRAIL
Land adjacent to train lines converted to trails that connect to breezeways and park system

RAPID TRANSFER
Altered street car routes intersect civic node

COME AND GO
Embankments, platforms, and station grounds function as parks and public open space





The new multimodal transportation hub serves as a community center, retail location, and public space.



MOVING FORWARD

People are the city. People make the city. We can create a better future when we recognize the power of our relationships with each other and together take ownership of the material we share—our civic commons—to build stronger communities.

The work presented here belongs to everyone. It offers an approach, illustrated in a specific place, that you can use with your community as you decide how to collectively shape and invest in your city's future.

Techniques

Field Research

Develop a series of questions and a format that helps focus site visits and encourage participants to document what they see and hear.

Date **MEETING #** **Notes / Comments / Sketches :**

Time -
Contact Name, Title, Organization
Location Address

Organizational Mission
 Mission Statement and any major projects of note

Contact Background
 Experience :
 Current Work :
 Education :

Important Questions

What?
 Why?
 Where?
 How?
 Who should we connect with?
 ...

Notes / Comments / Sketches :

Robert Kohn - DENIS Murphy,
WEDNESDAY, APRIL 13 MEETING 09

Time 1.00 p
Contact Karen Fegeley - Deputy Director / Department of Commerce
Location 1515 Arch Street - 12th Floor

Organizational Mission

Business Support, Improving Neighborhoods,
 Real Estate Services, Business Attraction,
 Private / Public Partnerships
 Yvonne Baye - DIR of
 Neighborhood economic dev.
 Robert Kohn - Business
 Resource Manager for
 SW Philly
 DENIS Murphy -

Contact Background

Experience:
 Director of the office of Neighborhood Economic
 Development
 Industrial Districts manager, Urban Industry
 Initiative - Philadelphia Industrial Development
 Corp.
Current Work:
 Commercial Corridor Streetscapes (Germantown
 and Lehigh ribbon cutting in December)
 Start Up PHL
Education:
 B.A. Economics - Fordham University

Important Questions

- Is Woodland perceived as the "center" of the neighborhood (if not, what else)?
- Could you tell us about the process of creating the Germantown and Lehigh Corridor Streetscape?
- What metrics do you use to assess commercial corridors? Diversity of retail? Consistent density?
- Are there entrepreneurship programs in Philadelphia that focus on low income communities?
- How would this community achieve its potential?
- Where to start? *What is Philly going for Woodland / improvement?*
- Metrics of success?

Notes / Comments / Sketches :

MARTIN - SW DIRECTOR
 ANITA - AFRICAN POPULATION
 - 2035 - PART OF COMMERCIAL
 DISTRICT (OTHER)
 1) CONNECT
 2) REVENUE
 - NO AUTO ZONING
 1) WOODLAND = PART ANITA - BUSINESS TRAIL
 2) NEW TRAILERS - COURSE (AFRICAN / BLACK)
 28 Civic Commons Evaluation Fieldbooklet NEW TRAILING

Notes / Comments / Sketches :

- 423 + BARRIERS TO WALKING
 1) SPORTS PLAYS - 6th ST
 (Germantown, NEW SCHOOL - EASTWICH CURB 2
 "CITY OF NEIGHBORHOODS"
 - 2000 CONTRACTS a month IF AUTO PART
 - 100 days limit
 - "PRE STY" TOWN PLANS
 - PHDC - RELOCATE NEIGHBORHOODS
 - RELOCATION OF INDUSTRY - ONE TO BE BY HIGHWAY
 1) NORTH PARTIAL V. SUSTAINABLE
 - EASTWICH - THIS IS WALKING - 20% FORGOT
 - POINT TRUST COMMUNITY -
 - RELOCATION RULES
 - PARTIAL - LAND PART
 - SOME/STILL MORE SUCCESSFUL WALKING IN CITY
 - START OVER IT - BEST TO IT - SYSTEMS
 + market
 do to TRUCKY CAR.
 not Glenwood - WOODLAND
 - TRAIL + COMMUNITY = MIGHT BE AND
 OUTSIDERS -
 ISOLATED - NO JOBS
 EAST WEST CONNECTIONS
 RE PHOENIX PARK - INTERMEDIATE
 1) PAPER SCHOOL BUS FIELDS
 PHIL - JOBS + ECONOMY
 "INNOVATION HUB"
 FOOD - EASIER TO GO TO NYC
 SMALL NEW ↑ ON WOODLAND

probably a brown field (asbestos)
 SW side
 1310/1000

TUESDAY, APRIL 12 MEETING 04

Time 10.00 a
Contact Donna Henry + Mark Harrell / Directors, Southwest CDC
Location 6328 Paschall Ave

Organizational Mission

A private non-profit organization, which was
 incorporated in 1987 to combat the home energy
 and housing problems that face low-income
 residents in the neighborhood of Southwest
 Philadelphia. Southwest CDC is located in the
 heart of Southwest, serving a community of
 over 70,000 residents in approximately 24,000
 households. Since its incorporation, Southwest
 CDC has expanded its role in the community to
 provide many additional services, including the
 following: Utility assistance, housing counseling,
 community outreach and organizing, after
 school program and summer, camp, economic
 development planning and implementation
 publish the Southwest Globe Times community
 newspaper

Contact Background

DH - Southwest CDC's Executive Director since
 October 1994 and has worked in the housing
 and community development field since 1987.
 Bachelor of Science in Architecture (1987) and
 a Masters of Science in Community Economic
 Development (1999). Raised over \$2 million in
 grants and fee-for-service contracts in the last
 4 years.
 MH - Community Organizer, Lincoln University

Important Questions

- What do people call this area of Southwest Philadelphia?
- Do you know the history of the Germ theater? The Cotton Theater? What do people say about them?
- How does the SWCDC engage with the business of Woodland specifically?
- Where do most people cross Woodland? What is considered to be the main intersection?
- Which bridges are most used to cross the rails? Do people cross the pedestrian rail bridges?
- Does the library feel far and disconnected from the 12th district police station?
- What is the relationship of the library to the commercial area on Woodland?
- How do people use the breezeway park spaces?
- Where do people from the neighborhood work, shop, and socialize?
- How do people use their front and back yards?
- Why are there concrete barriers on Woodland? Bus Stops?
- What's the police/community relationship?
- What are the blue cisterns/barrels for sale on Woodland?
- What are the big blue barrels at many of the storefronts?
- What is the experience of getting on the trolley like?
- Where do people go to get their daily needs - food, hardware, clothing etc?
- What are the neighborhood edges? Are train lines perceived as such?
- What's the resident's perception of the neighborhood? (happy?)
- Are street festivals a thing? What other open-space programming is happening (runs etc)?

Notes / Comments / Sketches :

City of Neighborhood
 Corridor / Street team
 Philadelphia 2035 Plan - Final public meeting
 Thursday

Coitering vs. Business

structurally warm Jobs storm-water
 from still parking
 here but parks
 gutted. blue barrels

Notes / Comments / Sketches :

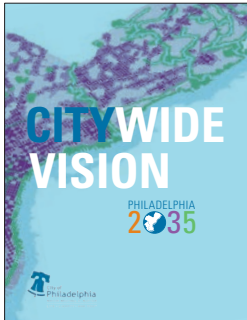
1976 Bicentennial benches
 1965 Block Captain - Residently elected
 someone on the block.
 3 Block Clean-up in Spring & Summer
 CDC Newspaper to Block Captain
 75% block agreement of a block to become
 Block Captain.
 1000 blocks in SW Baltimore.
 1000 Block Captains
 Baltimore High School - troubled
 Baltimore Garden - raised bed
 urban farming
 SW Philly - flood prone in deep SW
 Philly.
 John Hines
 Fed grant
 for greenway
 greening
 Brezeway program is a stormwater
 management program.
 Blue Barrels - shipping containers
 Caribbean / Africa
 export - import shipping containers
 (former food barrels)
 could not be reused for food, so
 they become shipping barrels
 or rain-barrels.
 move them to an environmentally
 safe concentrated area.
 130 auto import-export businesses
 in Philadelph

Due Diligence

Study the current and previous plans made for the area to understand the context and build from previous work in your city.

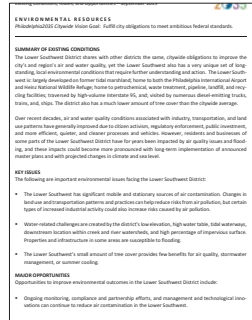
Philadelphia2035 Comprehensive Plan

Philadelphia 2035



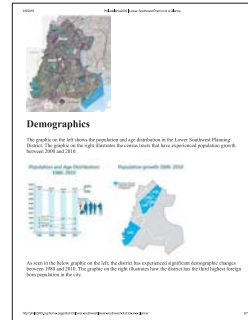
- June 2011
- City-wide vision + 18 District Plans

2035 Lower Southwest Existing Conditions Report



- September 2015
- Areas of focus for 2035 District Plan

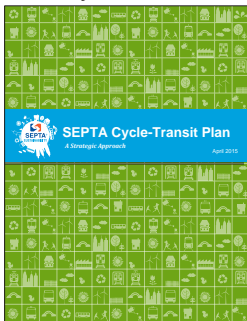
2035 Lower Southwest District at a Glance



- In Progress
- Demographics Overview

Transit and Trails

SEPTA Cycle-Transit Plan



- April 2015
- Bikes **at** Transit
- Bikes **to** Transit
- Bikes **on** Transit

Philadelphia Trail Masterplan Update



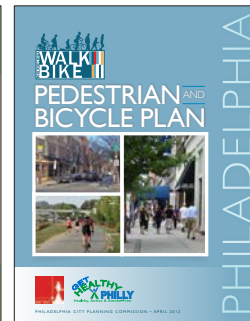
- 2015
- Proposed Projects and Priority Level

Philadelphia Trail Masterplan



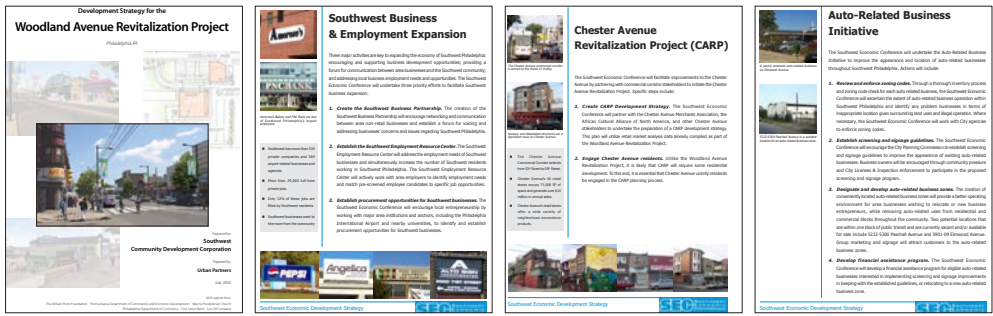
- Summer 2013
- Complete, expand, and connect watershed parks and trails in the City and the region.
- Create a citywide trails master plan to coordinate the planning and construction of trail systems within Philadelphia.
- Create a trail corridor network that connects parks, neighborhoods, and trails citywide.

Pedestrian and Bicycle Plan



- April 2012
- Promotes walking and biking as part of intermodal urban transportation system

Southwest CDC Initiatives



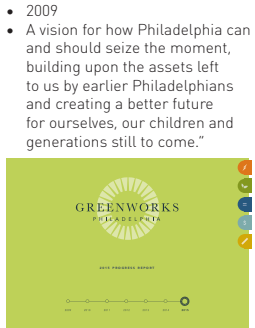
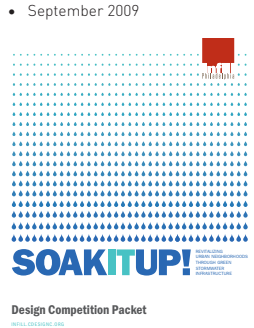
Land Use and Zoning



Water and Ecology



- June 2004
- Restore and protect the beneficial and designated uses of the waters of the Cobbs Creek basin.

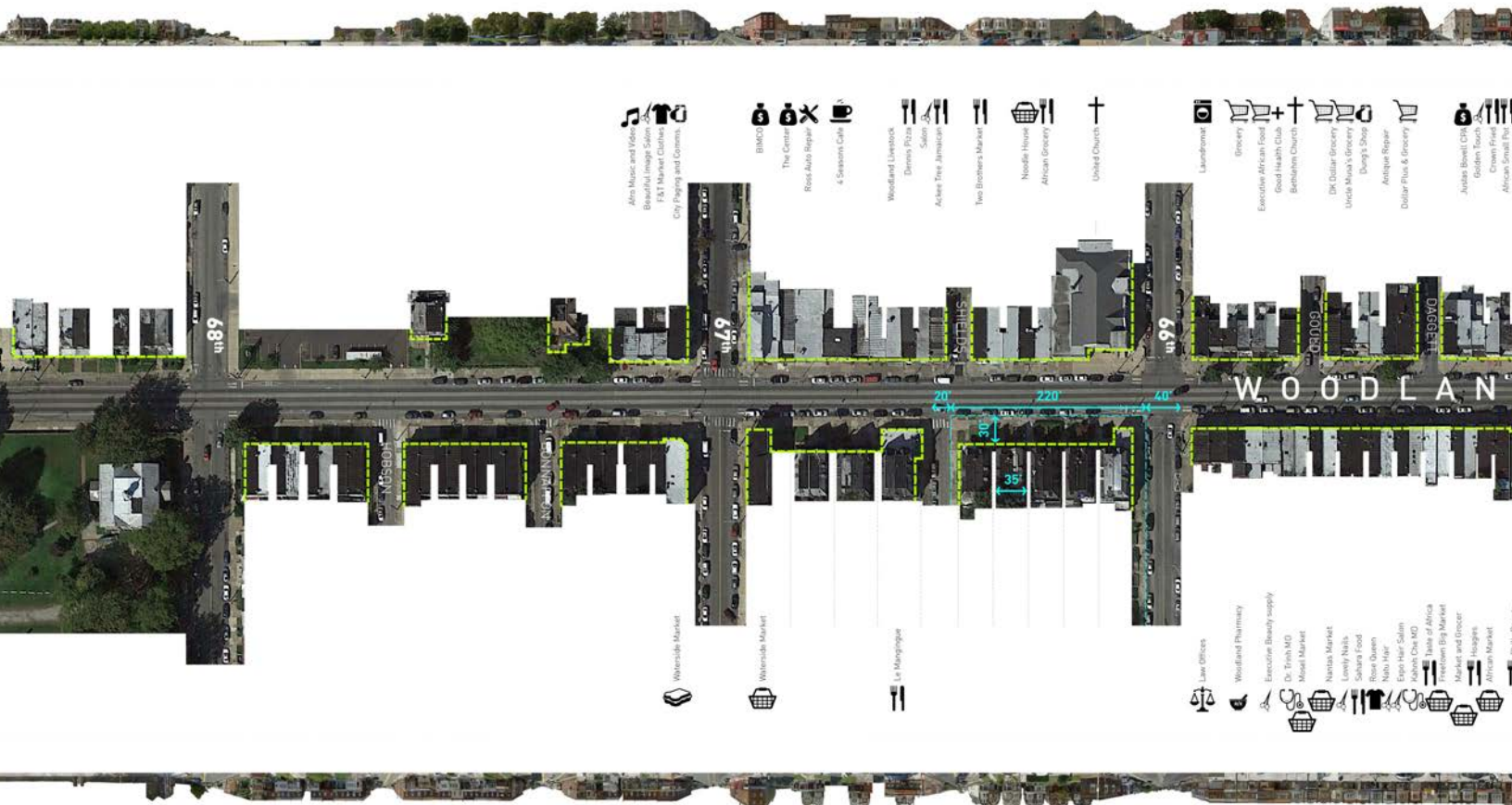


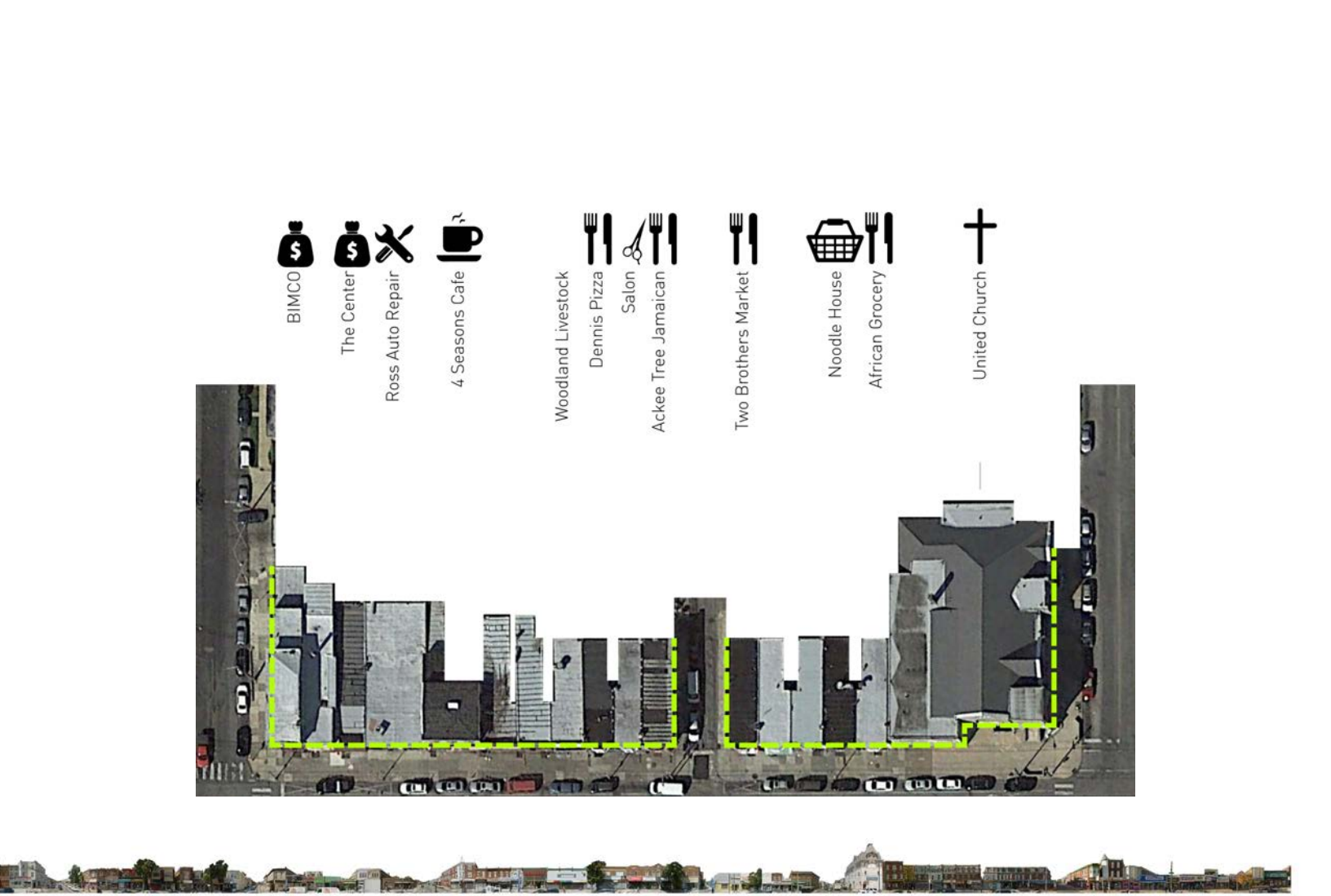
- May 2013

- November 2015

Street Composition

Look closely at the diversity and distribution of programs that make up your key commercial corridors. Street composition mappings are effective at revealing parcel spacing, retail character, block rhythm, and building pattern variation.



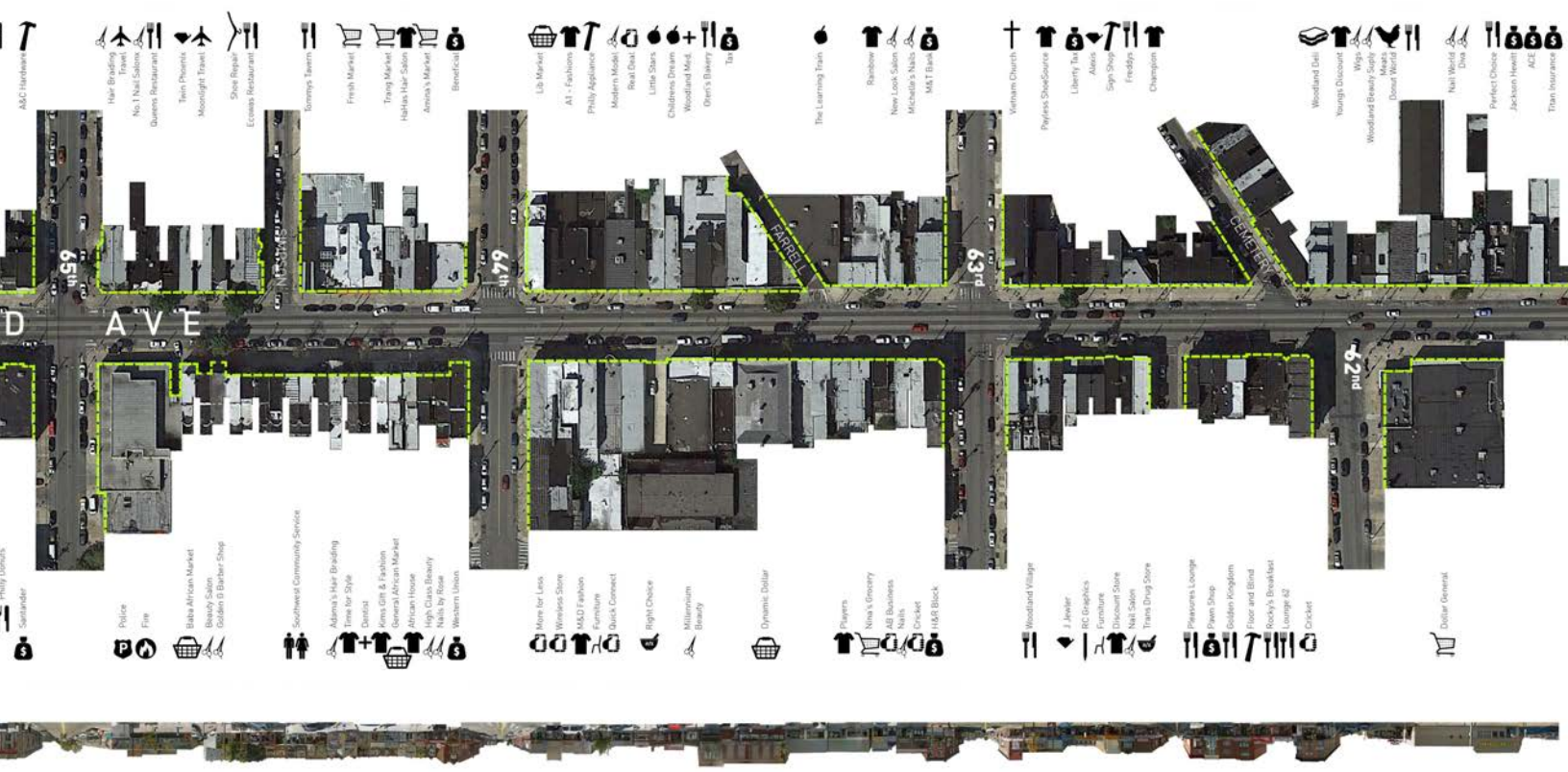


- BIMCO
- The Center
- Ross Auto Repair
- 4 Seasons Cafe

- Woodland Livestock
- Dennis Pizza
- Salon
- Ackee Tree Jamaican

- Two Brothers Market
- Noodle House
- African Grocery

- United Church



- ABC Hardware
- Hair Branding
- No 1 Nail Salon
- Queens Restaurant
- Twin Peaks
- Moonlight Truck
- Shoe Repair
- Eccles Restaurant

- Lib Market
- All - Fashions
- Philly Appliance
- Modern Make
- Red Door
- Little Stars
- Childrens Dream
- Woodland Med
- Oren's Bakery
- Taxi

- Rainbow
- New Look Salon
- Michelle's Nails
- M&B Block

- Kenyan Church
- Pyrites ShoeSource
- Liberty Tea
- Aloha
- Sigs Shop
- Freddie's
- Champion

- Woodland Deli
- Young Discount
- Wigs
- Woodland Beauty Supply
- Domel World
- Nail World
- Doe
- Perfect Choice
- Jackson Hewitt
- ACE
- Train Intranet

- Police
- Fire
- Baba African Market
- Beauty Salon
- Golden Barber Shop
- Southwest Community Services
- Adama's Hair Branding
- Time for Style
- Dorlot
- Sims Gift & Fashion
- General African Market
- African House
- High Class Beauty
- Walks by Rose
- Western Union

- New for Loko
- Wireless Store
- M&D Fashion
- Furniture
- Quick Connect
- Right Choice
- Millennium Beauty
- Dynamic Dollar

- Clayton's
- Nina's Grocery
- ABC Business
- Nails
- Cricket
- M&B Block

- Woodland Village
- J. Jeweler
- RC Graphics
- Furniture
- Discount Store
- Nail Salon
- Travis Drug Store
- Pawpaw's Lounge
- Evan Shop
- Golden Kingdom
- Yvor and Blind
- Rocky's Breakfast
- Lounge 42
- Cricket

- Dollar General

Building Typologies

Illustrate how zoning and building type shape the neighborhood and community. Look for unique patterns in the building fabric, street characteristics, or landscape plantings.

Streetview



Axon



Urban Form



Zoning Overlay

-

Size

-
-

Colloquialisms

-

Permitted Building Type

-

Uses Permitted as of right

-

Uses requiring special exception approval

-

Characteristics

-

Dimensional Standards

Minimum lot width -
Minimum lot area -
Minimum open area -
Minimum front setback -
Minimum side yard width -

Minimum rear yard depth -

Max height -

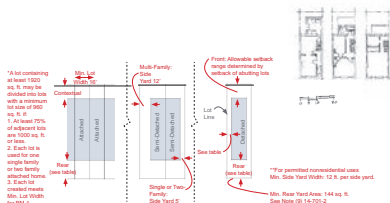
Late 19th-Century Row House Examples

TYPE 03

Streetview



Urban Form



Dimensional Standards

Minimum lot width	16'
Minimum lot area	1,440 sf
Minimum open area	Intermediate : 30%
Minimum front setback	Corner : 20%
Minimum side yard width	Based on setback of abutting lots
Minimum rear yard depth	9'
Max height	38'

Axon



Zoning Overlay

RM-1, Residential Multi-family-1

Size

Small
2 floors
1,000 - 1,600 sf

Colloquialisms

City House Plan
Workingman's House

Permitted Building Type

Detached; Semi-Detached; Attached; Multiple Buildings on lot

Uses Permitted as of right

Single-Family, Two-Family, Multi-Family, Passive Recreation; Family Day Care; Religious Assembly; Safety Services; Transit Station; Community Garden; Market or Community-Supported Farm

Uses requiring special exception approval

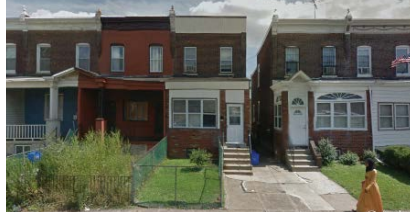
Group Living; Personal Care Home; Single-Room Residence; Active Recreation; Group Day Care; Educational Facilities; Fraternal Organization; Hospital; Libraries and Cultural Exhibits; Utilities and Services, basic; Wireless Service Facility

Characteristics

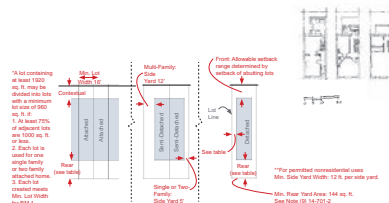
Brick with Stone Front, Entry vestibule, Shed kitchen, Shallow closets, Indoor plumbing (early 19th C. none), Central heating

TYPE 04

Streetview



Urban Form



Dimensional Standards

Minimum lot width	16'
Minimum lot area	1,440 sf
Minimum open area	Intermediate : 30%
Minimum front setback	Corner : 20%
Minimum side yard width	Based on setback of abutting lots
Minimum rear yard depth	9'
Max height	38'

Axon



Zoning Overlay

RM-1, Residential Multi-family-1

Size

Small
2 floors
1,000 - 1,600 sf

Colloquialisms

City House Plan
Workingman's House

Permitted Building Type

Detached; Semi-Detached; Attached; Multiple Buildings on lot

Uses Permitted as of right

Single-Family, Two-Family, Multi-Family, Passive Recreation; Family Day Care; Religious Assembly; Safety Services; Transit Station; Community Garden; Market or Community-Supported Farm

Uses requiring special exception approval

Group Living; Personal Care Home; Single-Room Residence; Active Recreation; Group Day Care; Educational Facilities; Fraternal Organization; Hospital; Libraries and Cultural Exhibits; Utilities and Services, basic; Wireless Service Facility

Characteristics

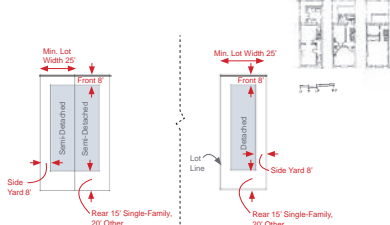
Brick with Stone Front, Entry vestibule, Shed kitchen, Shallow closets, Indoor plumbing (early 19th C. none), Central heating

TYPE 03

Streetview



Urban Form



Dimensional Standards

Minimum lot width	25'
Minimum lot area	2,250 sf
Minimum open area	50%
Minimum front setback	8'
Minimum side yard width	Detached Intermediate Lot : 8' / side yard
Minimum rear yard depth	Detached Corner Lot : 8'
Max height	Semi-Detached : 8'
	Single Family : 15'
	Other : 20'
	38'

Axon



Zoning Overlay

RSA-1, Residential Single-family Attached-1

Size

Medium
3 floors
2,200-2,500 sf

Colloquialisms

Streetcar Townhouse

Permitted Building Type

Detached; Semi-Detached

Uses Permitted as of right

Single-Family, Passive Recreation; Family Day Care; Religious Assembly; Safety Services; Transit Station; Community Garden; Market or Community-Supported Farm

Uses requiring special exception approval

Group Living; Personal Care Home; Active Recreation; Group Day Care; Educational Facilities; Fraternal Organization; Hospital; Libraries and Cultural Exhibits; Utilities and Services, basic; Wireless Service Facility

Characteristics

Brick with Stone Front
Front porches
Bay windows
Tall ceilings
Elaborate woodwork

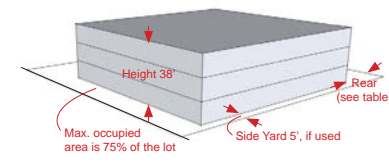
TYPE 04

Streetview



Urban Form

*An attached building in CMX-2 must contain a non-residential use along 100% of the ground floor frontage and within the first 30' of bldg. depth



Dimensional Standards

Max Occupied Area	Intermediate : 75%
Corner	80%
Minimum Front Yard Depth	N/A
Minimum Side Yard Width	5' if used
Minimum Rear Yard Depth	The greater of 9' or 10% of Lot Depth
Max Height	38'

**Max. of two dwelling units are permitted for lots less than 1,440 sq. ft. A max. of three dwelling units are permitted for lots that are 1,440 sq. ft. to 1,919 sq. ft. A minimum of 480 sq. ft. of lot is required per dwelling unit for the lot area in excess of 1,919 sq. ft. When number of dwelling units calculates to a fraction, round down.

Axon



Zoning Overlay

CMX-2*, Neighborhood Commercial Mixed-Use-2

Size

Medium
3 floors
2,200-2,500 sf

Colloquialisms

Streetcar Townhouse

Uses Permitted as of right

Household Living*; Passive Recreation; Family Day Care; Group Day Care; Day Care Center; Educational Facilities; Fraternal Organization; Hospital; Libraries and Cultural Exhibits; Religious Assembly; Safety Services; Utilities and Services, Basic; Building or Tower Mounted Antenna; Business; Professional Office; Medical, Dental, Health Sole Practitioner; Government Office; Building Supplies and Equipment; Consumer Goods (except Drug Paraphernalia and Dental); Food, Beverages, and Groceries; Pets and Pet Supplies; Sundries; Pharmaceutical, and Cosmetics Sales; Wearing Apparel and Accessories; Business Support; Prepared Food Shop; Sit Down Restaurant; Financial Services (except Personal Credit Establishment); Funeral and Mortuary Services; Maintenance and Repair of Consumer Goods; On-Premise Dry Cleaning; Personal Services (except Body Art and Fortune Telling Services); Radio, Television, and Recording Services; Commissaries and Catering Services; Vehicle Equipment and Supplies Sales and Rental; Moving and Storage Facilities; Artist Studios and Artisan Industrial; Research and Development; Community Garden; Market or Community-Supported Farm

Uses requiring special exception approval

Personal Care Home; Active Recreation; Transit Station; Wireless Freestanding Tower; Medical, Dental, Health Group Practitioner; Animal Services; Assembly and Entertainment (except Amusement Arcade, Casino, and Pool or Billiards Room); Night Clubs and Private Clubs; Take-Out Restaurant; Surface Parking; Structured Parking; Moving and Storage Facilities

Characteristics

Brick with Stone Front, Front porches, Bay windows, Tall ceilings, Elaborate woodwork

“Combine” Worksheet

Use a framework to understand the current conditions and connections between civic assets in your area of focus. Propose phased ideas that identify partners and desired effects.

SEE, HEAR & COMBINE		STRENGTHEN
What is there?	What is happening?	How to phase investment
Library	PHYSICAL What is the physical condition of what is there?	YEAR 1 Spark Ideas : What is the most feasible idea? Requ's: What is physically needed to enact it? Partners: Who needs to be involved to make the idea a reality? Funding? Engagement? Ownership? Effect: What effects can you expect to see from this idea? How can the outcome be measured?
Recreation Center		
Park	HISTORIC What is the spatial relationship of the assets? What is the formative history of the place? What is the history of the assets?	YEAR 5 Build Ideas : What built idea will have the most impact? Requ's: - Partners: - Effect: -
Police/Fire		
Street	ECONOMIC What is the economic profile of the community? What is the economic state of the assets? Where do people work, shop, gather?	YEAR 10 Sustain Idea : What idea will solidify longterm change? Partners: - Effect: -
Vacant Land		
Schools	SOCIAL What are the demographics of the place? What events take place?	
...		
	POLITICAL What are the policy initiatives of political leaders? What community groups are politically representing the neighborhood?	
	ENVIRONMENTAL What discussions are taking place around the environment? Are there organizations that are working to improve the environment?	
	HEALTH What environmental concerns exist in the neighborhood? What is the health profile of the community? What are the key health issues for this community?	

SEE, HEAR & COMBINE

STRENGTHEN

SEE, HEAR & COMBINE

STRENGTHEN

Civic Commons	Civic Currents
Library	Library - failing building Library - landmark Library - extended lending Library - jobs program Library - on Woodland Library - B gateway Library - Tie lending
Recreation Center	Rec Center - failing building, distant Rec Center - missing programming
Park	Parks - underused Parks - Other open space - Mt Moriah + Rivers Parks - Train lines potential Rail Trail Police Station - failing building
Police/Fire Station	Police Station - well integrated (ATM, mural...) Police Station - missing parking Police Station - uninviting GE Site - land toxic GE Site - interrupted grid GE Site - historic neighborhood center GE Site - potential new turn around GE Site - collocated with schools
Street	
Vacant Land	
Schools	
	vacant land decreased safety green vacant lot improves
	Trolley - connectivity
	Trolley - upcoming improvements
	Streets - wide sidewalks (many places)
	Housing - porch typology
	Woodland Ave commercial corridor
	Urban Ag proliferation
	Finanta increasing loans
	Blue Barrel Economy
	First generation entrepreneurial spirit
	Workshop to the world heritage
	Missing venues
	PHS vacant lot programs

Spark, Build, & Sustain
YEAR 1 Mobile Toolbox
Idea: Library extends lending from books to gardening tools
Reqs: use temporary existing space
Partners: FLP use of facility, Staff PHS instruction vacant land provision City seed funding Citizens Tool Donations
Effect: Food for personal consumption Food for sale More beautiful + Safer Sense of ownership Community building
YEAR 5 Porch Commons
Idea: Library extends lending from books to event + vending space added on showroom
Reqs: FLP use of facility, Staff SWCCD spearhead fundraising City zoning permits Citizens Construction Volunteers
Effect: Provide Gathering Space Nurture Entrepreneurial Spirit Revenue for residents Revenue for library? Community / identity building Visual connection Library - Woodland Extend commercial corridor Neighborhood Gateway
YEAR 10 Satellite
Idea: Library programs spread into the neighborhood
Reqs: adapted buildings new construction
Partners: FLP extend Staff Finanta Loan City zoning permits, sell buildings Citizens Construction Volunteers
Effect: Expansion of previous effects

Civic Commons	Civic Currents
Library	Library - failing building Library - landmark Library - extended lending Library - jobs program Library - on Woodland Library - B gateway
Recreation Center	Rec Center - failing building, distant Rec Center - missing programming
Park	Parks - underused Parks - Other open space
Police/Fire Station	Police Station - failing building Police Station - well integrated (ATM, mural...) Police Station - missing parking Police Station - uninviting GE Site - land toxic GE Site - interrupted grid GE Site - historic neighborhood center GE Site - potential new turn around GE Site - collocated with schools vacant land decreased safety green vacant lot improves
Street	
Vacant Land	
Schools	
	School - overcrowded
	School - distant play fields
	West African Food
	Finanta increasing loans
	Food establishments - many
	African American / West African Conflicts
	Rapidly changing community
	High rate of youths (under 24)
	High rate of larger families
	High rate of diversity
	Asset distribution

Spark, Build, & Sustain
YEAR 1 Event
Idea: Create events around the neighborhood and develop an economic framework to fund future projects
Reqs: Use existing recreation infrastructure
Partners: FM employees and volunteers P&R Coordinate program and \$\$\$ City Area vendors / restaurants Food Area vendors / restaurants Franklin Payne Skatepark Fund Association for Public Art
Effect: Existing recreational sites activated Dormant parks injected with program A new economic model specific to the needs, desires and culture of the neighborhood can be developed
YEAR 5 Activate
Idea: expand infrastructure to include vehicles capable of mobile events
Reqs: Develop adaptive lightweight structures that are mobile, easy to use, and capable of aggregation
Partners: FM employees and volunteers P&R Coordinate program and \$\$\$ City permits and variances SWCCD Fundraising and promotion Area vendors / restaurants Knight Arts Challenge
Effect: Reinvestment Fund activate unused or underutilized parks and recreation areas increase number of events engage and excite local residents generate revenue for local businesses
YEAR 5 Build to Suit
Idea: New construction and permanent additions for recreational activities
Reqs: Capital funds must be raised Develop a data / feedback model for determining the optimum design option
Partners: FM employees and volunteers City permits and variances SWCCD Fundraising and promotion P&R Area vendors / restaurants Knight Arts Challenge Association for Public Art
Effect: Permanent structures represent permanent change to the neighborhood, and symbolize a desired stability

SEE, HEAR & COMBINE

STRENGTHEN

SEE, HEAR & COMBINE

STRENGTHEN

Civic Commons	Civic Currents
Library	Library - failing building Library - lending (bookend - ties, music room) Library - on Woodland Library - B gateway Rec Center - failing building Rec Center - missing programming
Rec Center	Rec Center - distant
Park	Parks - Trails (existing + planned) Parks - Breezeways train lines potential green belts
Police/Fire Station	Police Station - failing building Police Station - well integrated (ATM, mural...) Police Station - uninviting GE Site - land toxic GE Site - interrupted grid GE Site - potential new turn around GE Site - collocated with schools Vacant Land - decreased safety Vacant Land - green vacant lot improves School - overcrowded School - distant play fields
Street	
Vacant Land	
Schools	
	Trolley - turn-around precedent
	Trolley - connectivity
	Trolley - doesn't connect to airport
	Streets - wide sidewalks (many places)
	Streets - super narrow streets
	Streets - poor curbs
	Streets - Bike Paths, planned
	Streets - woodland ave missing parking
	Housing - porch typology
	Housing - new house typology
	Housing - abandoned
	Housing - yards
	Housing - Theaters
	Housing - Schools
	Housing - Community
	Housing - GE area neighborhood center
	Woodland Ave commercial corridor
	Urban Ag proliferation
	West African Food
	Finanta increasing loans
	Night Market
	Workshop to the world heritage
	Missing venues
	PHS vacant lot programs
	neighborhood poor storm water control

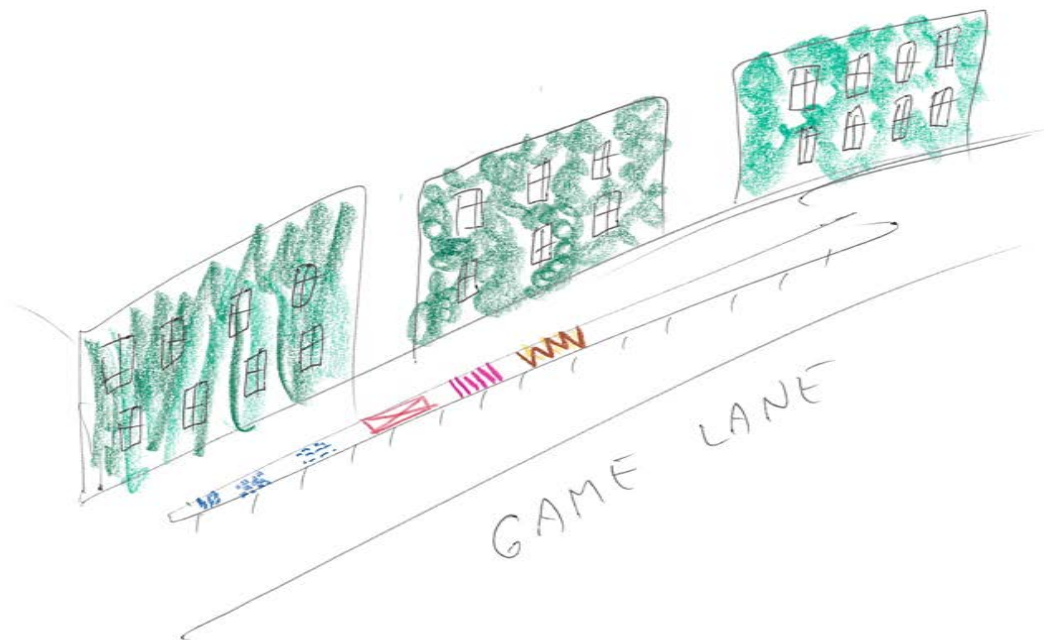
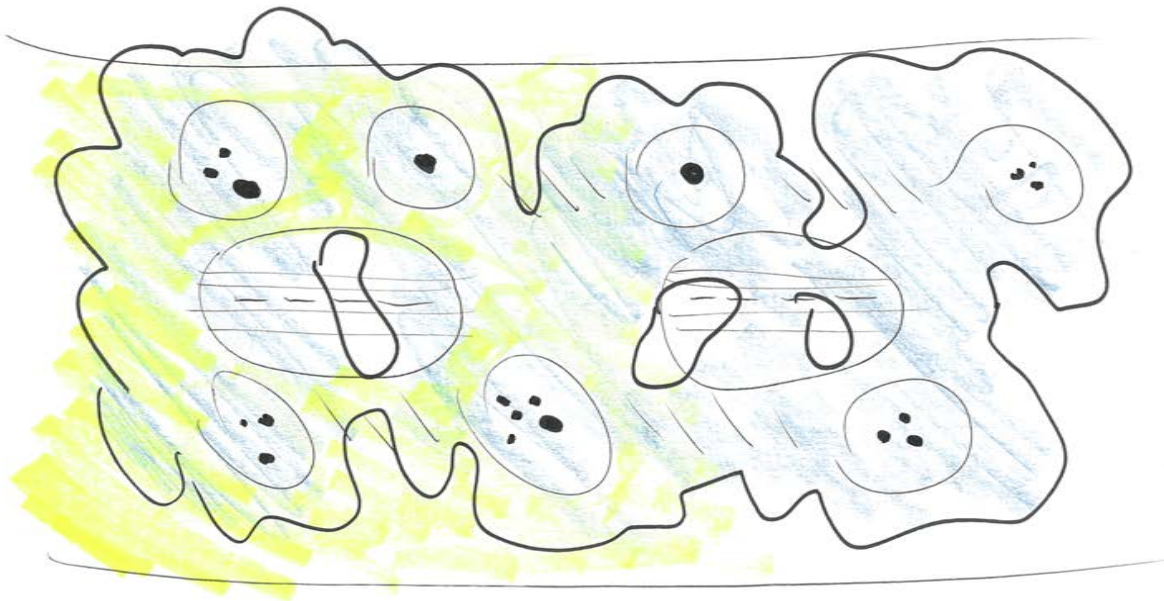
Spark, Build, & Sustain
YEAR 1 Activate
Idea: Strengthen East-West corridors with community events
Reqs: use existing spaces, tents
Partners: Night Market Philadelphia Woodland Ave Business Assoc. Elmwood Businesses Bartram and Tilden Schools
Effect: Connect between Woodland and Elmwood Food availability Community building Improvements on 64th Street Additional revenue for local businesses
YEAR 5 Link
Idea: Add infrastructure to complete the loop new bridge additional bike lanes connection through GE Site
Partners: City zoning permits Amtrak bridge constraints InDeo Bike Share
Effect: Continued street grid Improved neighborhood perception Connections between parks Opportunities for GE Site development and remediation
YEAR 10 Loop
Idea: Transit hub and regional connections create new neighborhood loops new building, transit, and street infrastructure
Partners: Amtrak Bridge and edge constraints City Approvals and Permits Developers GE Site InDeo bike share Philadelphia Orchard Project
Effect: Strong neighborhood identity and connection Ease of transit to/from neighborhood Sense of open space ownership

Civic Commons	Civic Currents
Library	Library - failing building Library - lending (bookend - ties, music room) Rec Center - failing building Rec Center - missing programming Parks - Train lines potential Parks - Breezeways (planned) Police Station - well integrated (ATM, mural...) Police Station - uninviting GE Site - land toxic GE Site - collocated with schools Vacant Land - throughout Vacant Land - decreased safety Vacant Land - green vacant lot improves School - dangerous School - overcrowded School - distant play fields Streets - wide sidewalks (many places) Historic - School Historic - Library Historic - Community Historic - GE area neighborhood center Woodland Ave commercial corridor Elmwood Ave underdeveloped Urban Ag proliferation West African Food Finanta increasing loans "2000 containers / month" Blue Barrel Economy food establishments - many day care centers - many airport jobs nearby First generation entrepreneurial spirit Night Market Demo Kitchen Workshop to the world heritage Culinary Arts Training Trash High rate of youths (under 24) High rate of diversity SWCCD African community group USOBC project search PHS vacant lot programs PAL existing police coaching Block captain West Philly Tool Library P.E.A.C.H. Free Library Culinary Library Center 2020 pre-K bond issue New Police Chief PHS Public Reentry Sustainability department - neighborhood scale pilot projects SNAP and SNAP - Ed Etiquette - the Vet's school lunch My Daughter's Kitchen afterschool cooking 40% adult obesity 20% child obesity 60% adult high blood pressure

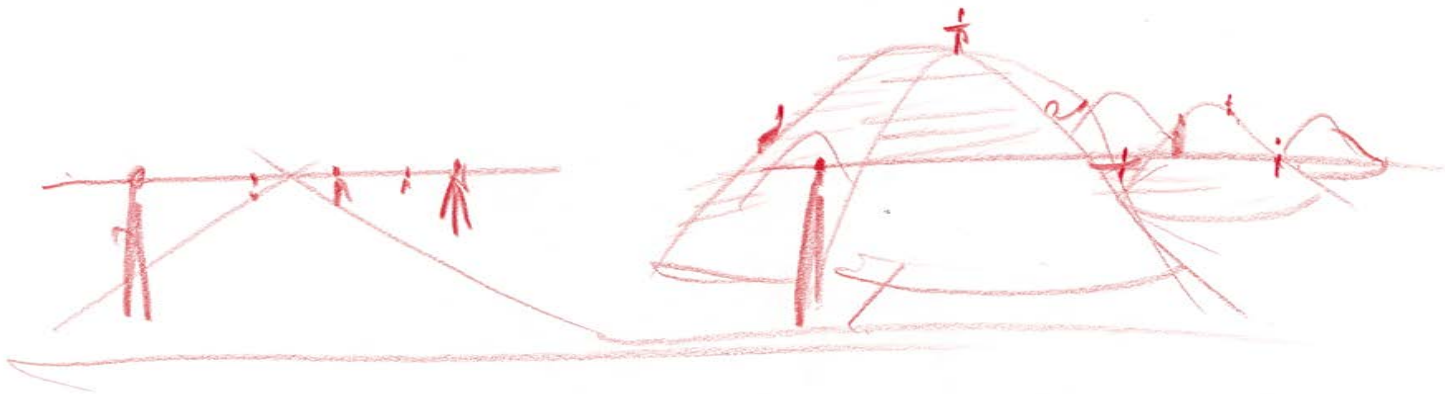
Spark, Build, & Sustain
YEAR 1 Germinate
Idea: Seed Gardens, healthy school lunch, and neighborhood kitchen
Reqs: use existing space, found objects, seeds
Partners: POP orchard installation + training BO tools, training USDA funding and education TRF funding and research VCP Etiquette: school lunch Citizens time and effort Healthy food awareness Skill training Food for school and personal use Less obesity
YEAR 5 Cultivate
Idea: Garden hub, culinary arts academy, and street market
Reqs: use existing space, light structures
Partners: TRF funding VCP culinary arts academy BO vegetables and fruits PHS land, training TRF funding TRF funding Sense of ownership Job Training Revenue for local gardeners Expansion of previous effects
YEAR 10 Produce
Idea: Greenhouse, food incubator, and community co-op
Partners: TRF funding VCP culinary arts academy BO vegetables and fruits PHS land, training TRF funding TRF funding
Effect: Workforce development Entrepreneurial resources Neighborhood Identity Local revenue Local food

Sketch

Visualize ideas quickly, share, and discuss. Engage with your team as well as your community stakeholders. Sketching is a fun and easy activity for everyone to participate in.

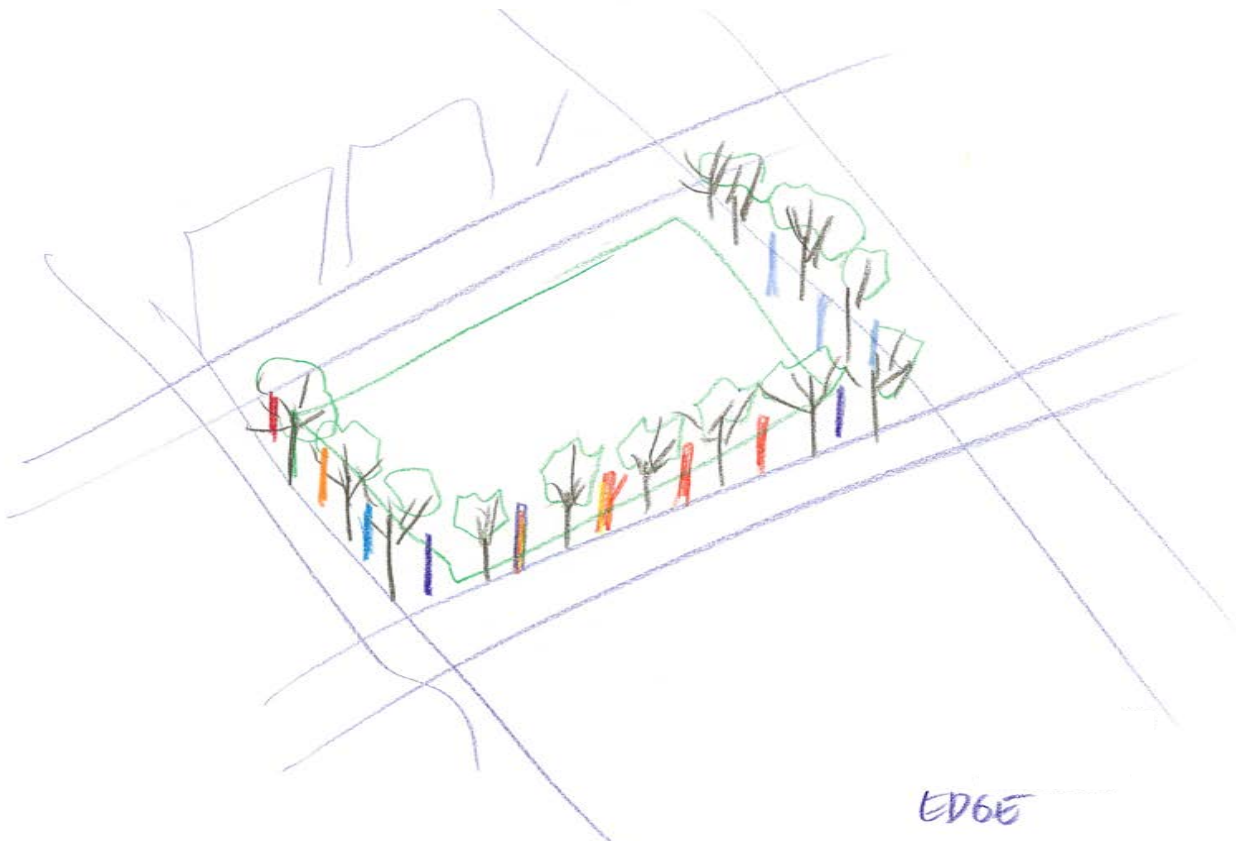


VS

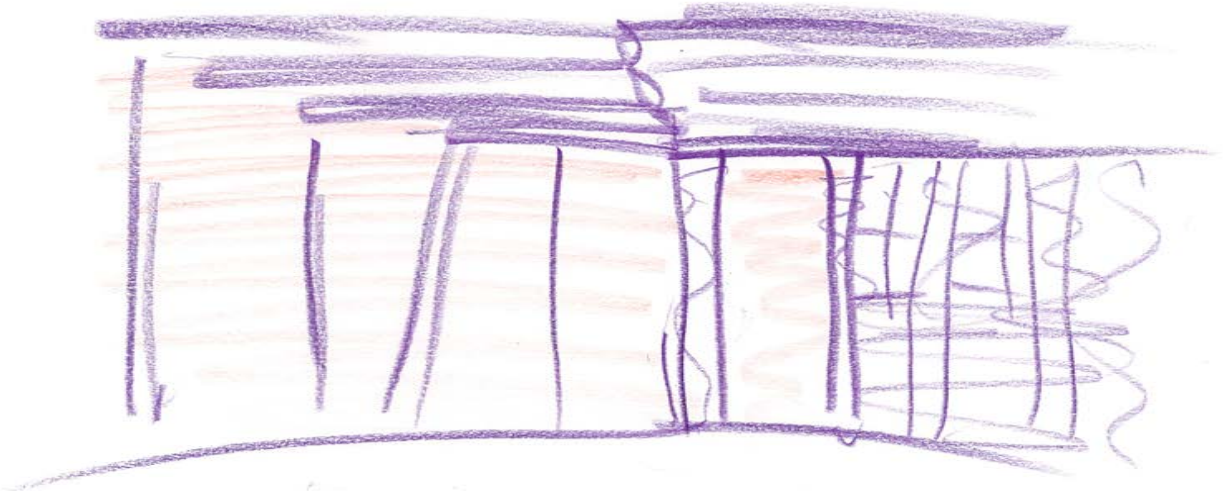


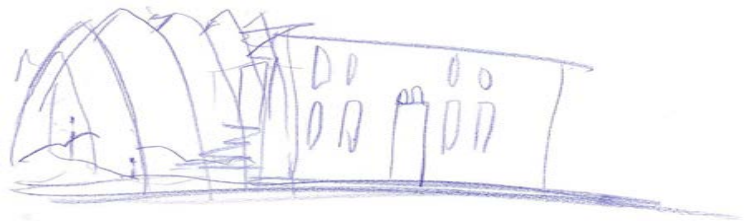
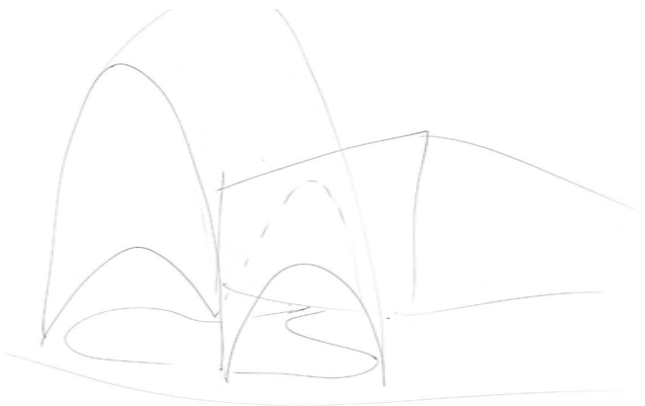
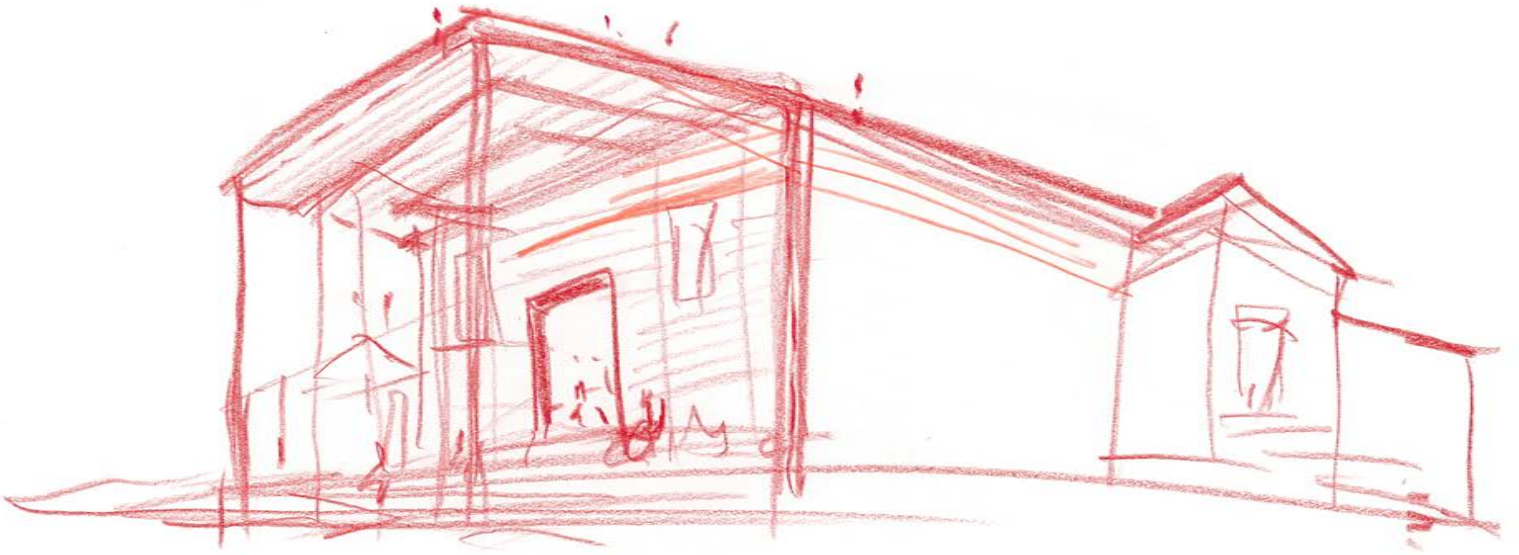
FLAT SPACE SEEMS SMALL

TOPOGRAPHY MAKES MORE DEPTH
MORE VARIETY OF
EXPERIENCE



EDGE





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Acknowledgments

Studio Gang Project Team

Jeanne Gang, Founder and Principal
Mark Schendel, Managing Principal
Gia Biagi, Senior Director of Urbanism + Civic Impact
Thorsten Johann, Senior Project Leader
Chris Bennett, Team Leader
Abraham Bendheim, Project Team
Corbin Keech, Project Team
Ellen Anderson, Project Team
and Kristin Ridge, Design Team Member
with Alissa Anderson, Publications Director

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Walter Licht

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Studio Gang Architects
1520 W Division Street
Chicago, IL 60642
+1 773 384 1212
www.studiogang.com
publications@studiogang.com