

# Brownfields Area-Wide Plan *Near Lehigh Viaduct, Philadelphia*



## *Project Team*

Rowan University | Temple University | NKCDC | Econsult Solutions

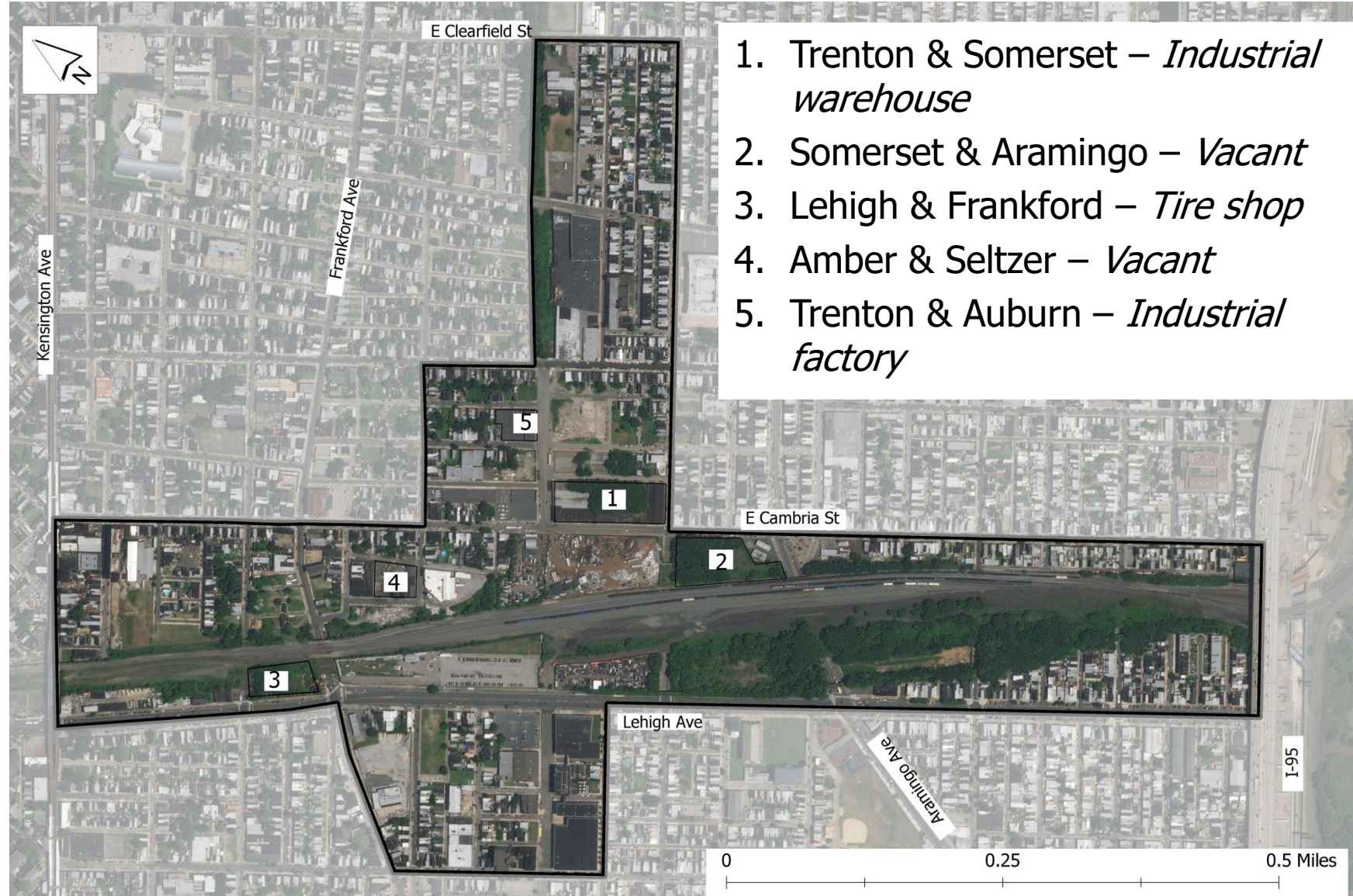


*EPA Brownfields Area Wide Planning Grant 2017-2019*



# Project Area & Catalyst Sites

## Lower North Delaware Industrial District



THERE ARE **2,760** HOUSEHOLDS LIVING IN THE NEIGHBORHOOD.

2010 HOUSEHOLD MEDIAN INCOME:

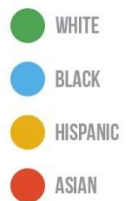
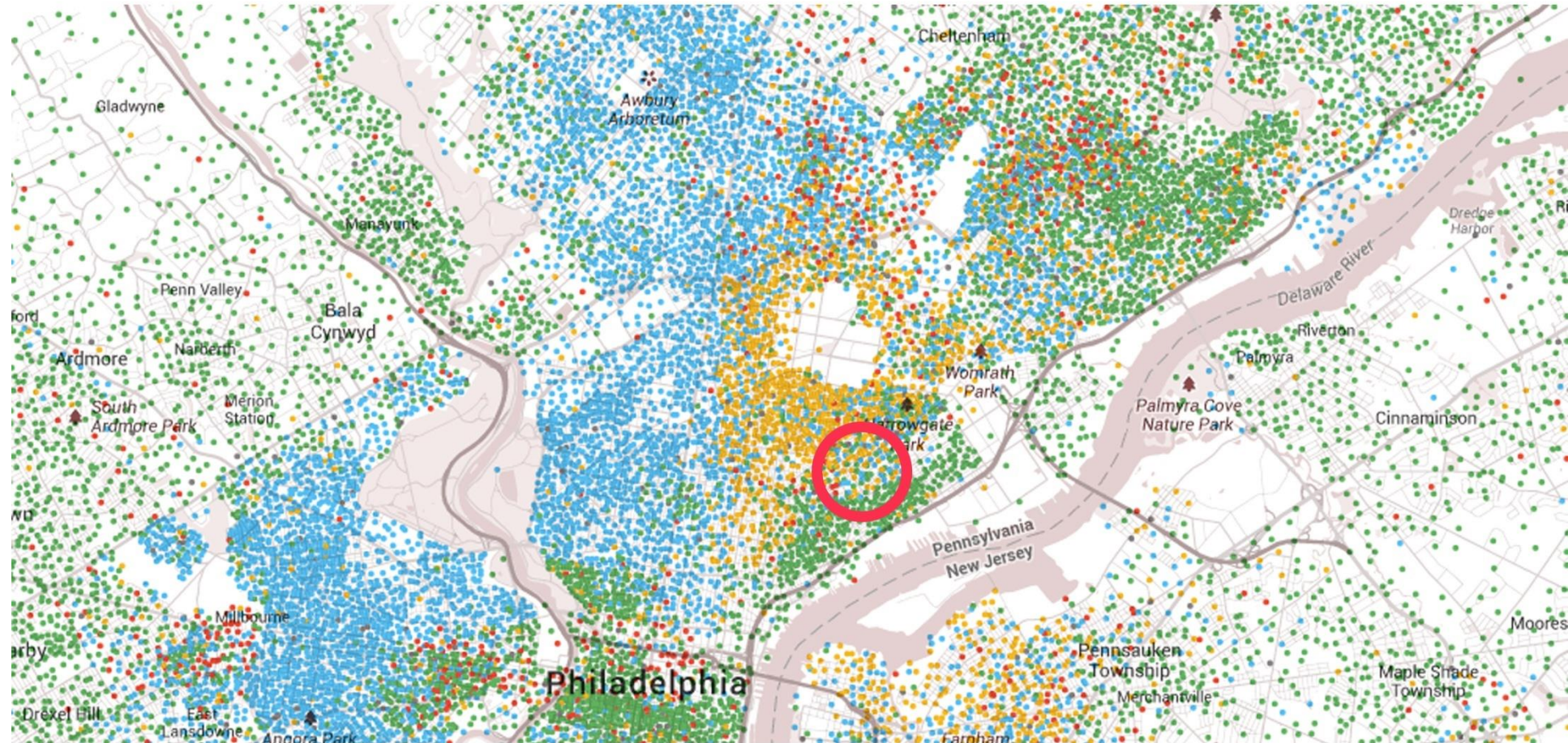
**\$26,105**  
NEARLY **30%** LOWER THAN  
PHILADELPHIA'S CITYWIDE  
MEDIAN INCOME (**\$36,957**).

**53%** OF ALL  
RESIDENTS MAKE LESS  
THAN **\$25,000** A YEAR.

THE VIOLENT AND PROPERTY CRIMES RATES PER 1,000 PERSONS FOR THE  
STUDY AREA IN MOST CASES ARE

**3 TO 5 TIMES HIGHER**

THAN THAT OF THE CITY OF PHILADELPHIA OVERALL...



**THE STUDY AREA IS PART OF A DIVERSE SECTION OF PHILADELPHIA**



THERE ARE ENOUGH VACANT LOTS TO CREATE **29** FOOTBALL FIELDS  
IN THE STUDY AREA



Google

Trinidad Fix Flat



# Required Plan Components

1. Existing Conditions Analysis/ Market Study
2. Design Workshop / Visioning
3. Plan Implementation Strategies
4. Area-Wide Plan

***Looks simple enough, right? It is, except for the large project team, student involvement, no sign of market interest, a pro development city, and the largest heroin market on the East Coast. So...how do we start?***





# Key Engagement Principles

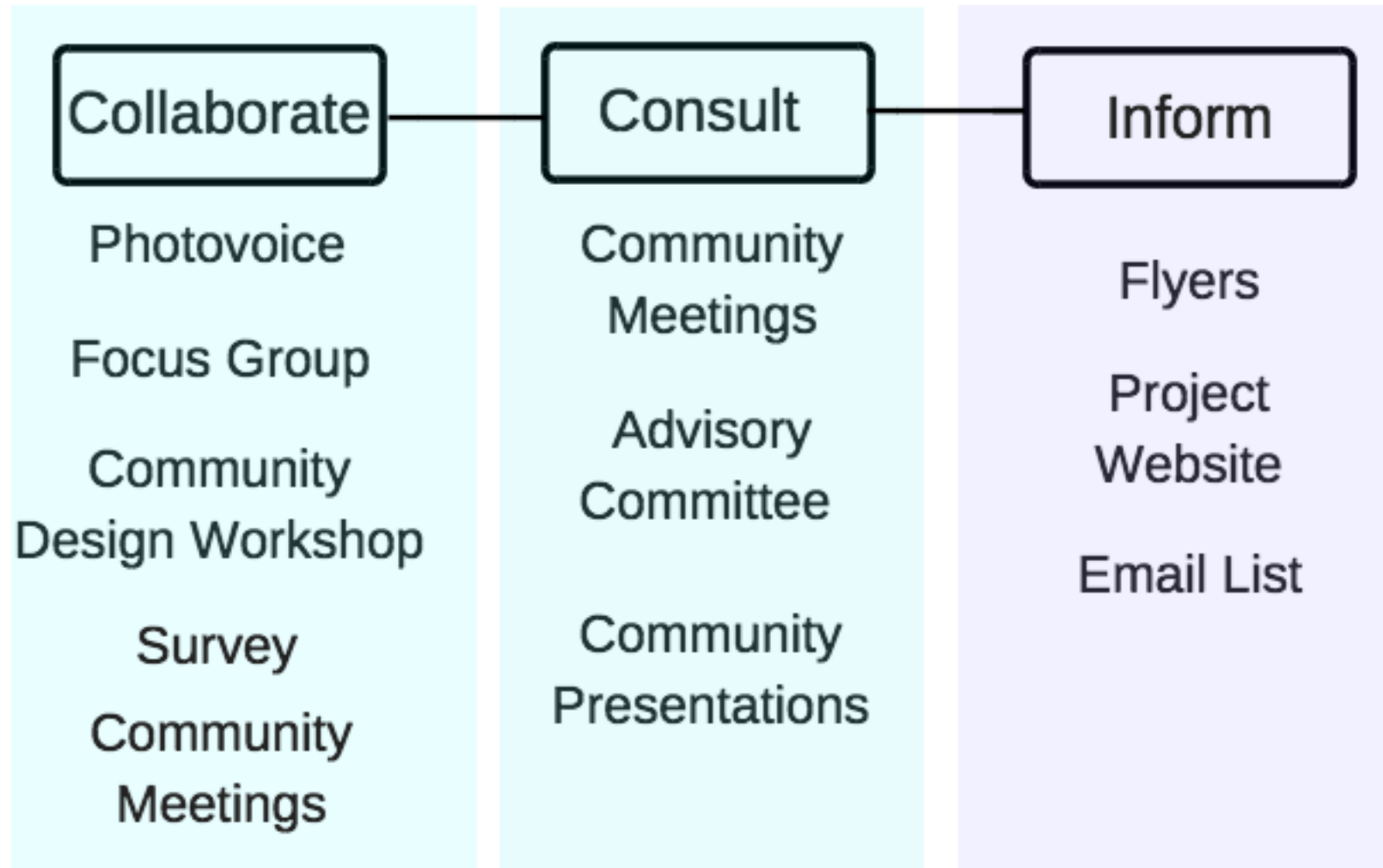
- **Many Neighborhoods, Many Voices.**
- **Equality vs. Equity.**
- **Sometimes, Less is More. (*wait, what?*)**
- **Throw out the Textbook.**
- **Respect the Time People Give You.**
- **Don't Meet for Meeting Sake.**
- **Don't Plan for Planning Sake.**
- **The Hardest Voices are Most Important.**





# Community Engagement

## ***Community Engagement Practices***





# Community Engagement

- Photovoice engagement – spring and summer 2016
  - Focus group 1
  - Focus group 2
  - Interviews





# Community Engagement

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- Focus Group 1 – February 15, 2016
  - Held at The Community Center for Visitation at Kensington Avenue
  - 15 participants split into two separate groups and had small roundtable discussions
  - Given disposable cameras with instructions to (1) Take 10 pictures of things they liked in their community, (2) Take 10 pictures of things they didn't like, and (3) Take 7 pictures of things they've seen in other areas of the city that they wish they had in their community

1. Tell us your first name and where you live (cross streets)

2. How long have you lived here, and why do you choose to live in this neighborhood?

3. What's one thing you like about your neighborhood?

4. What makes a neighborhood work well, or a good place to live?

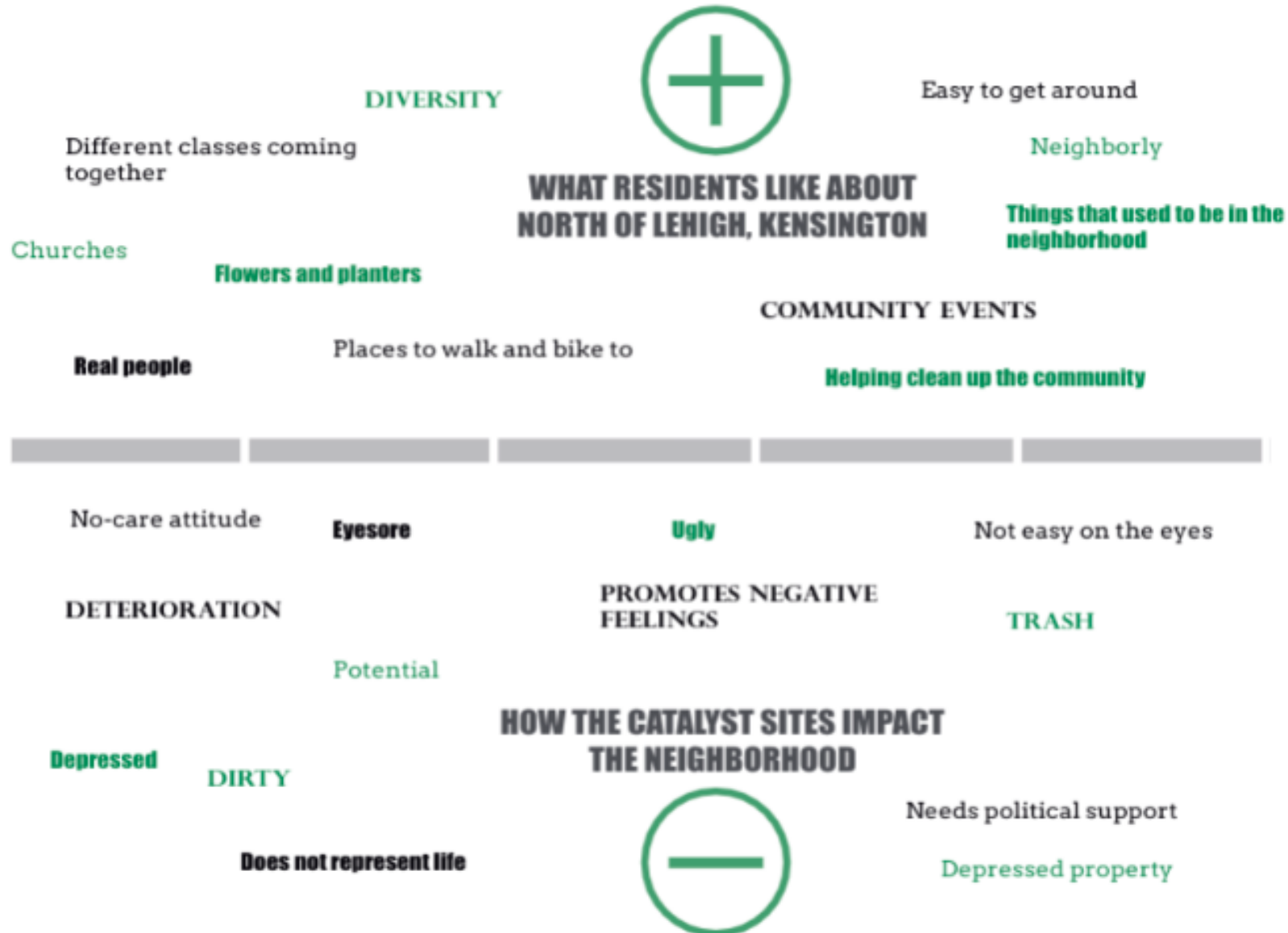
5. What would you like to see change in your neighborhood?

6. Here are the sites for this project (show map and photos). How do you feel when you pass through these areas?

7. How could these sites be changed to improve the neighborhood?



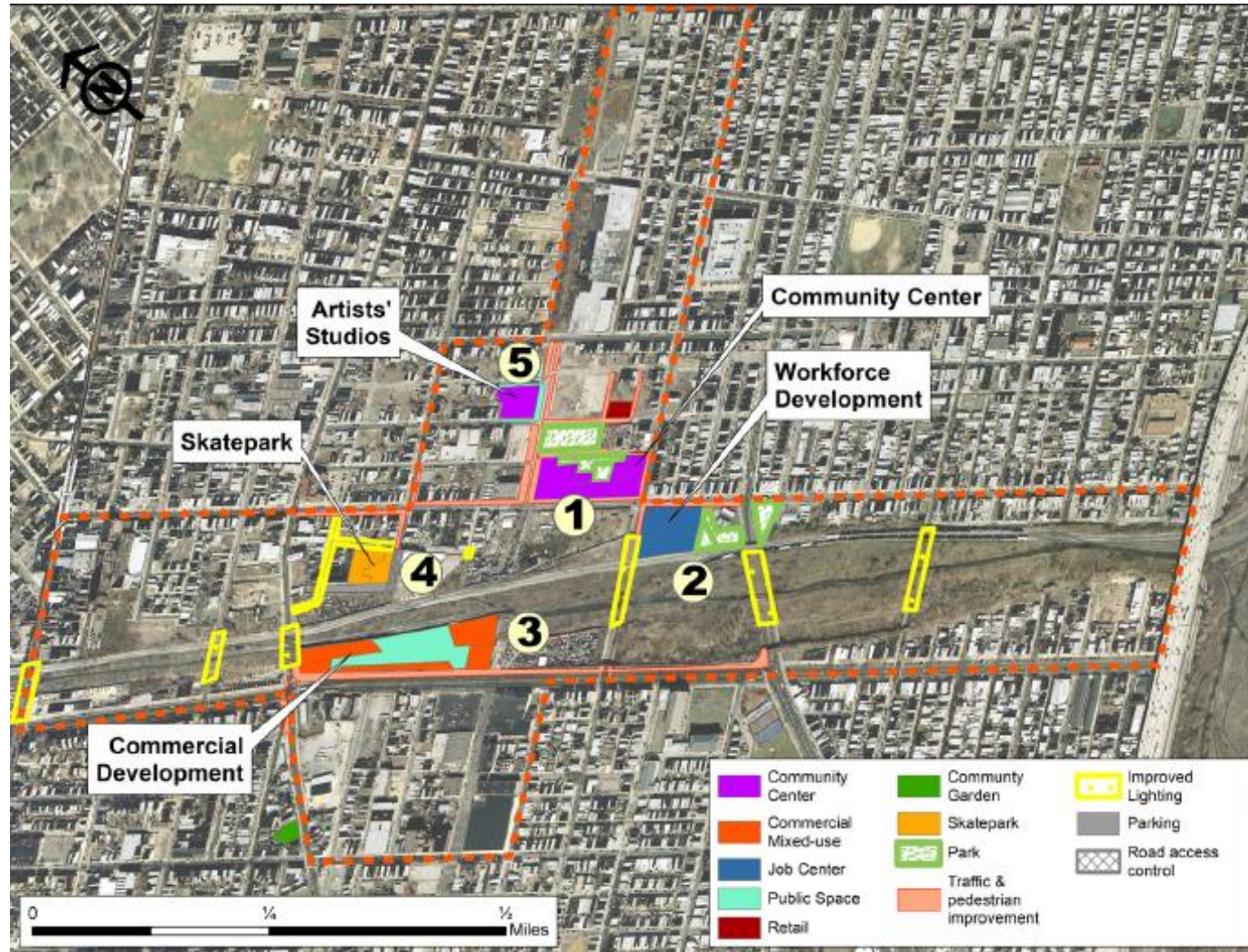
# Community Engagement





# Community Engagement

- Photovoice engagement – redevelopment recommendations





# Community Engagement

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- Starting off on the right foot, the photovoice process...
  - ...gave primacy to the community voices most typically marginalized in these sorts of processes.
  - ...provided insight to the project team on how residents perceived their neighborhood.
  - ...led to initial concepts for redevelopment priorities based on key themes from resident engagement.
- We should be in good shape, right?





## Not So Fast...

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**Just when we got into a groove, the project was hit with an 18-month administrative delay.**

**During that time, interest from the private real estate market spiked even as heroin encampments came out from the shadows and into plain sight.**

**We needed to change our approach, yet again.**





# Fall 2017: 2035 Lehigh

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# Winter 2018: 2201 Somerset

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# Spring 2018: 2740 Amber



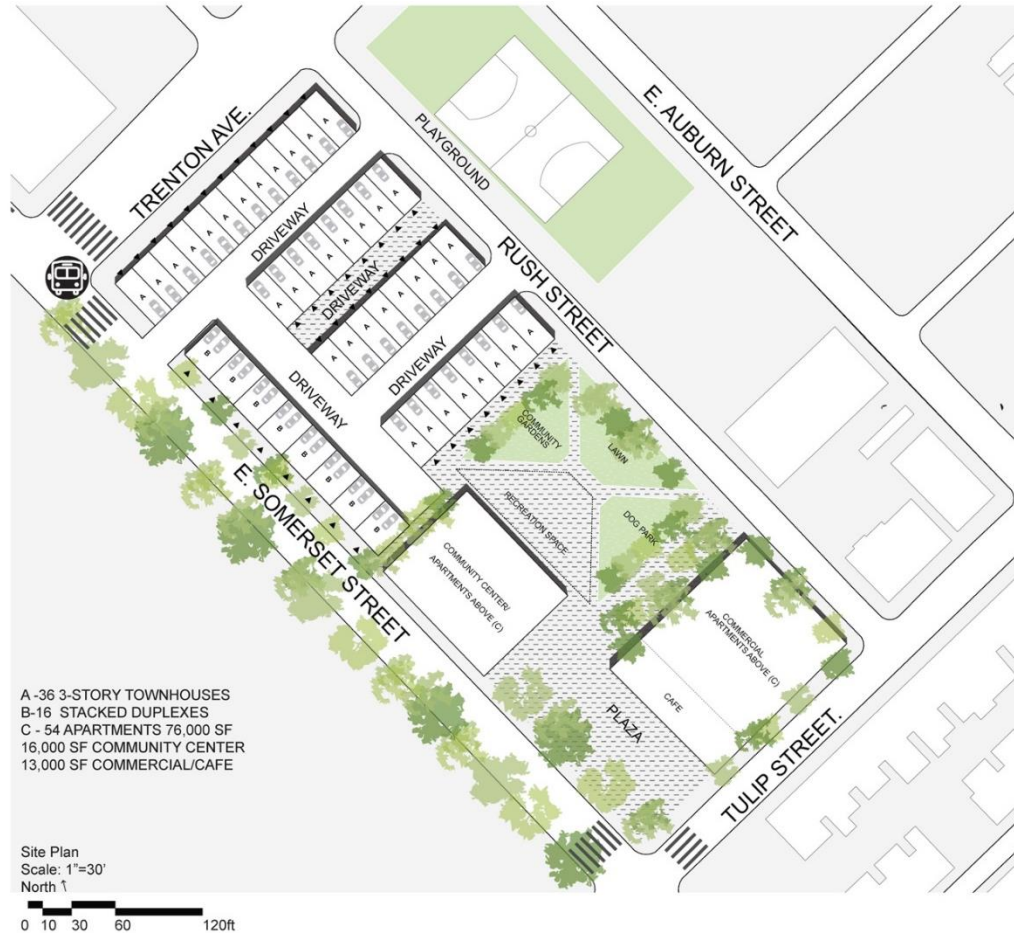


# Conceptual Design Workshop

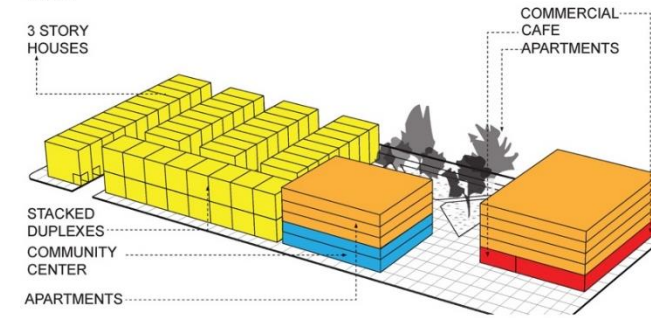




# Acknowledge Development



**Location Plan**  
Scale: 1"=200'  
North ↑



**Programmatic Axonometric Diagram**

## BROWNFIELDS AREA-WIDE PLAN: Lehigh Viaduct Area

Site 1: 2201 E. Somerset Street

Rowan University, Temple University, New Kensington CDC, Econsult Solutions

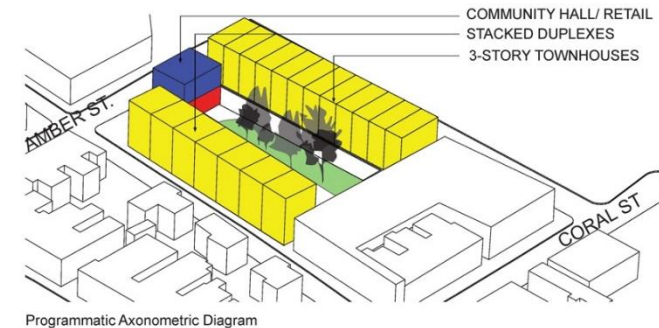
June 4th, 2018



# Acknowledge Development

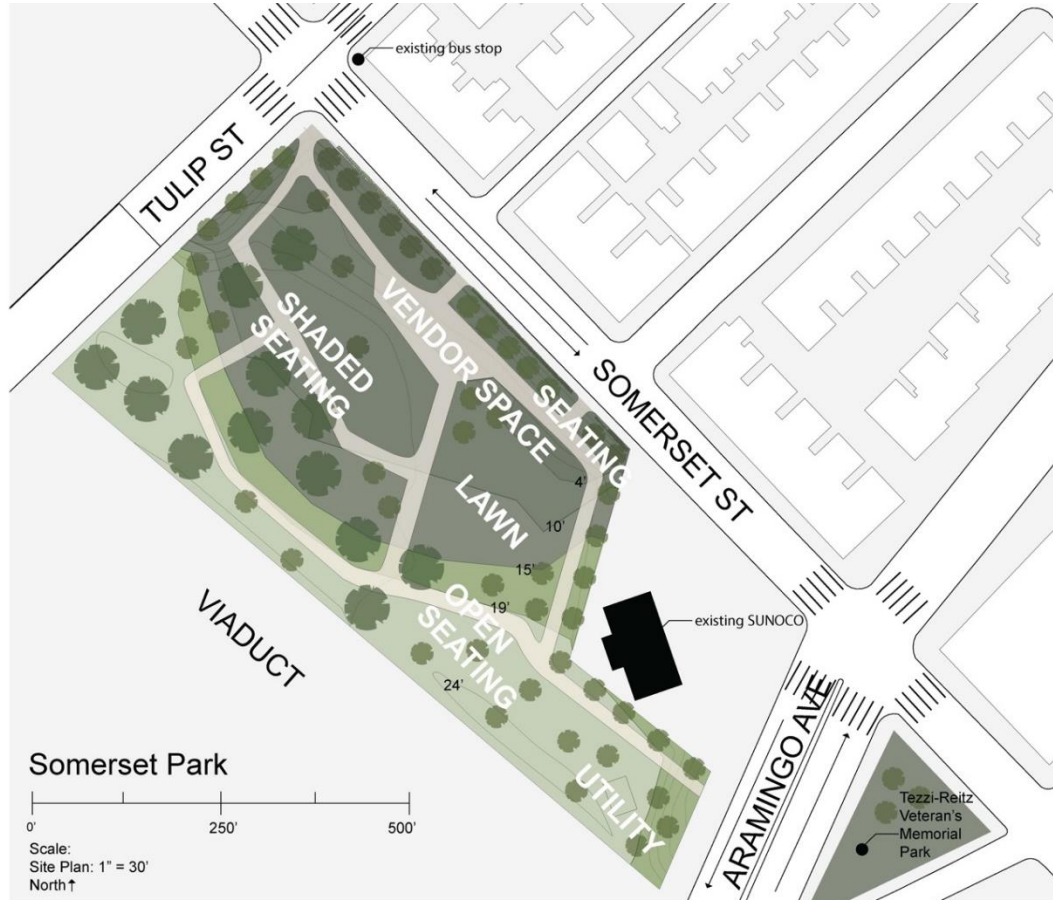


Location Plan  
Scale: 1"=200'  
North ↑

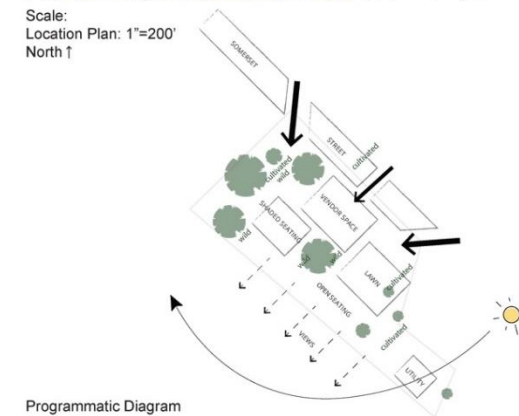




# Equity over Developability

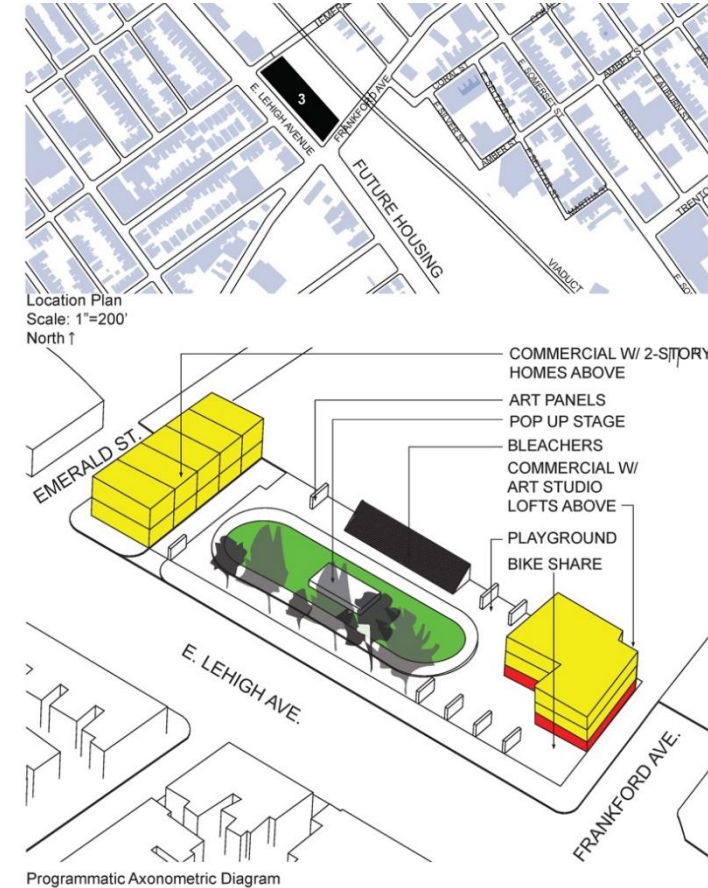


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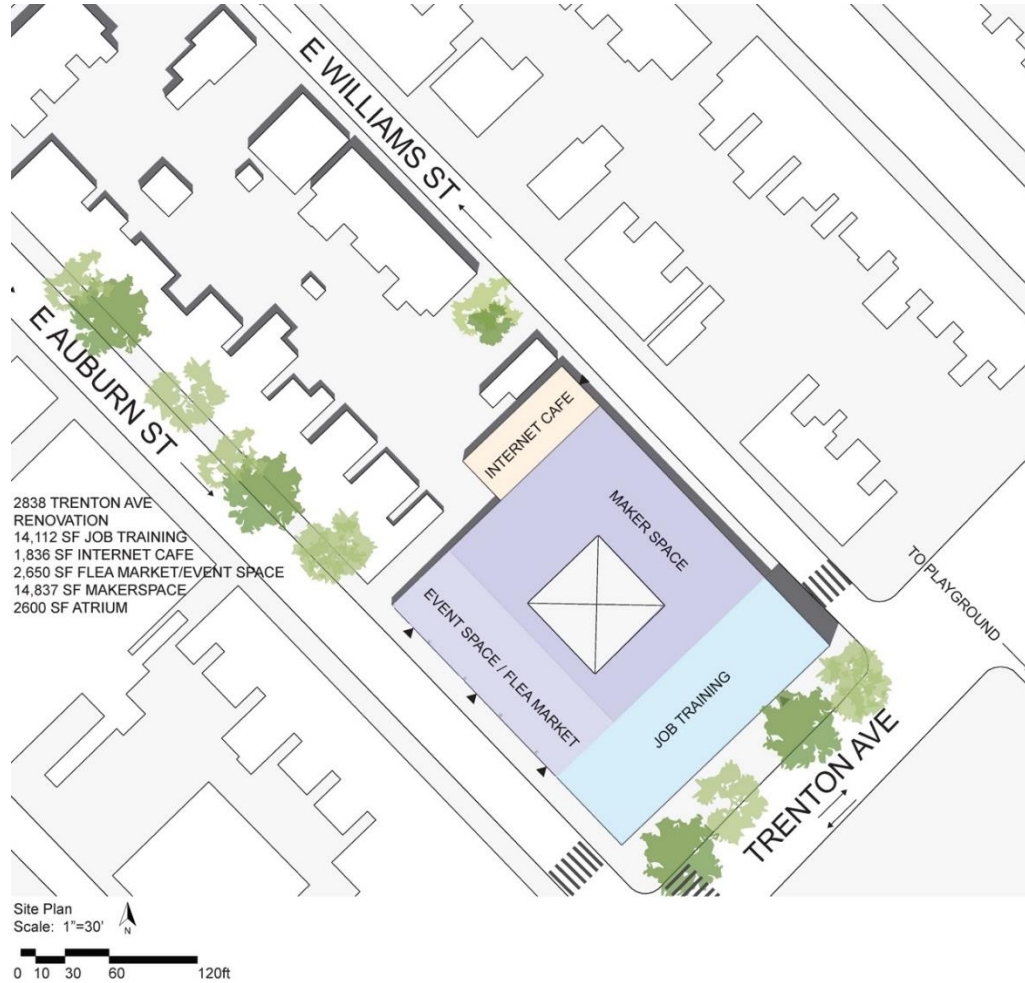


# New Site Across the Street

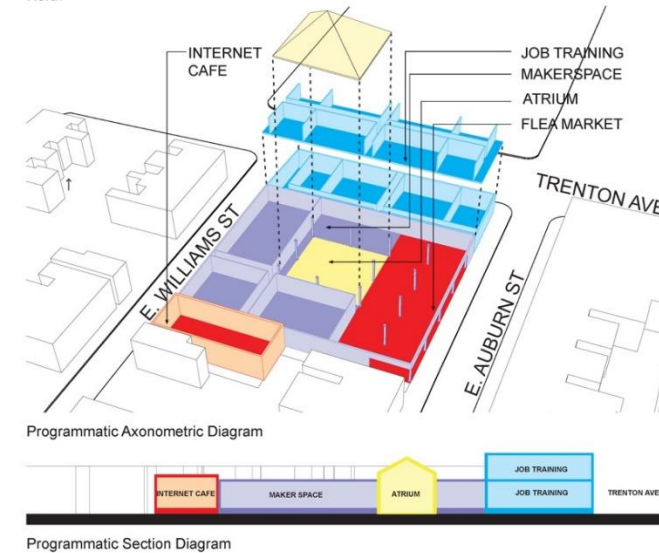




# 21<sup>st</sup> C. Neighborly Industry



Scale:  
Location Plan: 1"=200'  
North





# Area-Wide Plan

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## **Ideas proposed by Community Members in Workshop: Overall site**

- Key Design Principles
  - Preserve what already makes neighborhoods great
  - Showcase strong neighborhood identity
  - Design to be human-centered and friendly
  - Create green, safe, multi-use, multi-modal streets
  - Balance new development with job-producing industries
  - Strengthen public realm through interconnected parks, gardens, plazas
  - Calm traffic: trees, crosswalks and widened side walks
- Some of the “bigger” ideas
  - Lehigh Viaduct Trail
  - Trenton Avenue Greenway: how far south does it go?
  - Taming Lehigh Avenue
  - Green, art-filled gateways on both sides of the viaduct



## Area-Wide Plan

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### **Ideas proposed by Community Members in Workshop: Overall site (*cont.*)**

- Private Development Principles
  - Mixed use when it can be supported
  - Both affordable and market-rate housing
  - Identify opportunities to fill service gaps
  - Community-serving institutions and retail
  - Adaptive reuse of old industrial buildings
  - Design housing to align with existing grid
  - Balance shared open space and parking
  - New development can coexist with neighborly industry



## How this Plan Can Help

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- Neighbors can vision, set goals together.
- Put on paper what is most important to the community.
- Getting it on paper makes it more powerful.
- It becomes a roadmap and advocacy tool for community groups like SNBL. For when the City or a developer proposes something.
- It does not make it binding, or into law. But it's better than having nothing at all. Developers aren't legally required to follow it, but they will listen and try if they want to be good neighbors.
- Even if a project doesn't happen according to the Plan (i.e. taller buildings, houses instead of stores, etc.), you can still advocate for the community ideas and values you like most on other properties.
- If there is a way this Plan can help you more, please tell us.



# Area-Wide Plan

