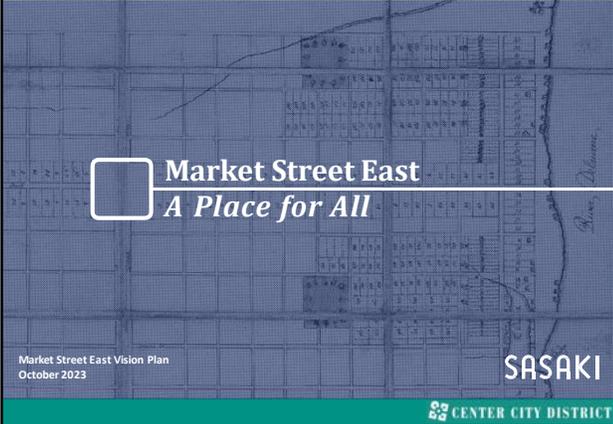


Shaping a prosperous & vibrant future for Market East



1

Market Street East: Vision for the Future

Through the vehicle of the Market East Improvement Association, formed by Stockton Strawbridge in 1984 & managed by the Center City District since 1996, we used resources of the Association to fund a new master plan, retaining Sasaki & Associates to look at all of Market East (6th to City Hall)

Planning process was overseen by major owners on the street, including Brickstone Realty, National Realty & the CCD.

Preliminary results were presented to staff PHLCVB, Visit Philly, Pa Convention Center Authority, Goldman Properties (Midtown Village) & GMs of both the Loews & the Marriott

Also shared with staff of Philadelphia City Planning Commission, PIDC & with the Sixers and discussed with representatives of the Reading Terminal Market & Chinatown.

Fully recognize that the City is still doing traffic & economic impact studies and that we all should wait for those conclusions

2

Our goal today is to broaden the framework for discussion & to pull back the camera to look at all of Market Street East From 6th St to City Hall



3

And to look at a broader surrounding area



4

Focus on how we get Market East ready for both 2026 (250th) & 2031



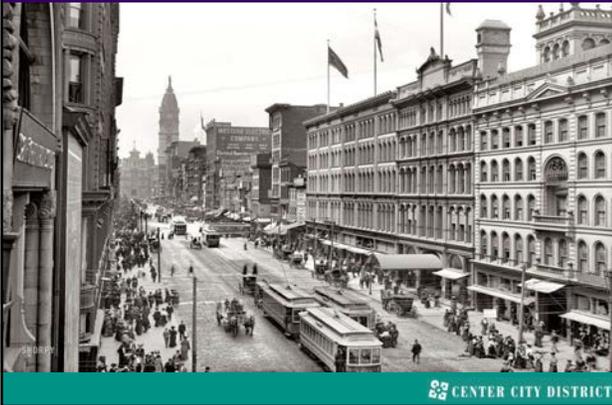
5

Discuss impact, challenges & potential if the City of Philadelphia approves a new Sixers arena on Market East



6

We look back at where we came from



CENTER CITY DISTRICT

7

Look forward to what the street should be

Posted on CCD website

Market Street East
Vision for the Future

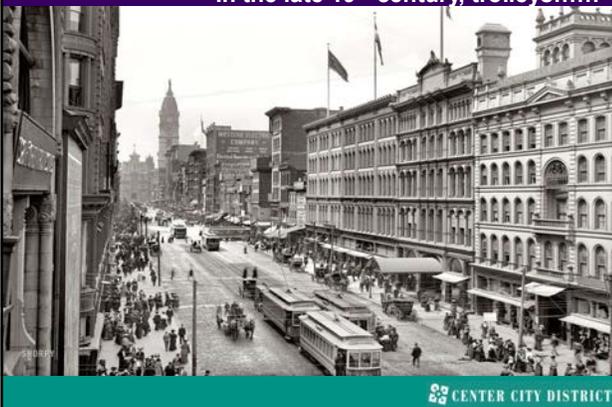
Market Street East Vision Plan
October 2023

SASAKI

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8

How did we get here?
In the late 19th century, trolleys.....



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9

And trains



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10

Brought volumes of workers & shoppers downtown



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11

Provided the density



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12

For the era of 5 great department stores
Strawbridge's, Wanamaker's, Snellenberg's
Lits & Gimbels



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14

Market Street: prime shopping street in region



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21

In the era when people dressed up
to go downtown



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22



CENTER CITY DISTRICT

23

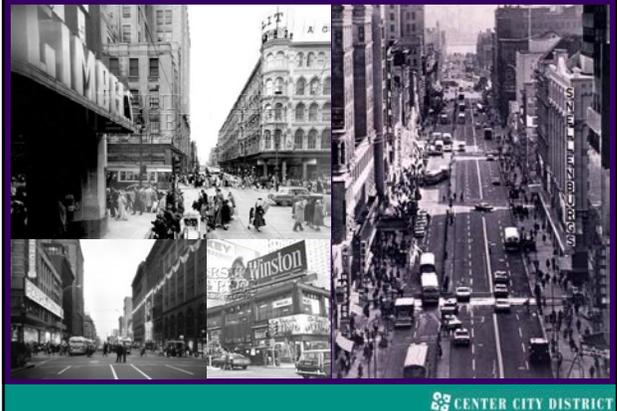
Market East has great historic assets



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24

1960s Market Street went into decline



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25

Lost market share to suburban malls



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26

Historic buildings altered as retail trended down-market



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28

1983: Deteriorated storefronts & facades; stores closed



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29

1963 City plan re-envisioned Market East as a "modern" shopping street



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30

A vision of a multi-block shopping mall with interconnecting skywalks



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31

Linked to transit & parking garages



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32

Demolition & clearance began in early 1970s



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33

900 Market Street: 1974



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34

1977: The Gallery was a national first



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37

1955-1977:
15,000 regional shopping centers built in suburbs
First downtown shopping center in post-war years
Anchored by two department stores



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38

1977: Gimbel's moved from 8th & Market
to become anchor tenant



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39

Strawbridge & Clothier anchored the east end



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40



41



42



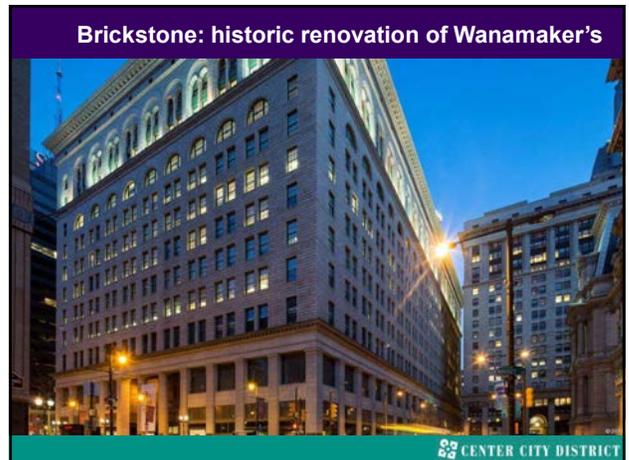
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46

**1984: Linked Pennsylvania & Reading Railroad into integrated regional rail system
Center City commuter tunnel**



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47

Market East has best transit connectivity in the region

Mobility

Transit

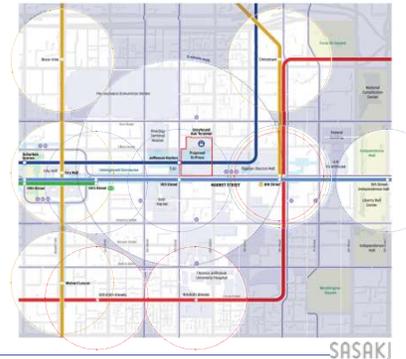
- Market Street is very well served by transit, and has a large volume of bus and rail traffic, with connections to both local and regional destinations.
- The east majority of the surrounding area is within a 20-minute walk of transit.
- There is currently poor transit visibility on Market East; subway headhouses and bus shelters are in poor condition, and Jefferson Station has inadequate signage on Market Street itself.
- Market Street is functional ride on major bus, current diminishes the pedestrian experience.
- The transit rebranding decision since COVID and SEPTA's budget issues pose more systemic problems for mobility.

64,227
SEPTA Regional Rail average daily ridership (2022)

Source: SEPTA

- SEPTA
- ARCADIA MANHATTAN LINE
- BOATWRIGHT LINE
- CHERRY LANE
- COLLEGE AVENUE LINE
- INDIVIDUAL
- TRUCK BUS

MARKET STREET EAST



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**1994 Pennsylvania Convention Center opened
Major investment in the hospitality industry**



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49

Reading train shed converted



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51

Gateway to Pennsylvania Convention Center



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52

Headhouse becomes a Marriott hotel



CENTER CITY DISTRICT

53



54



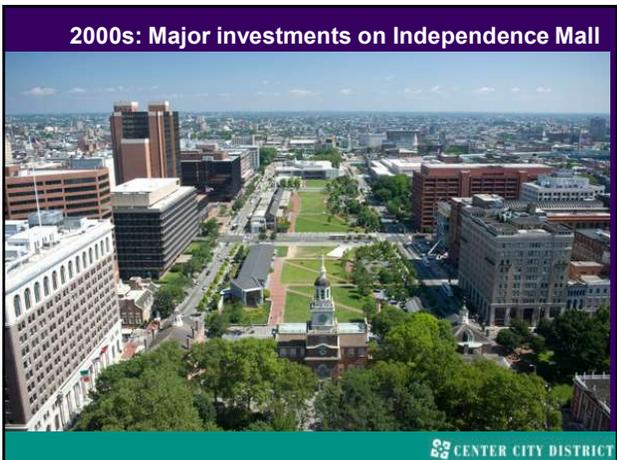
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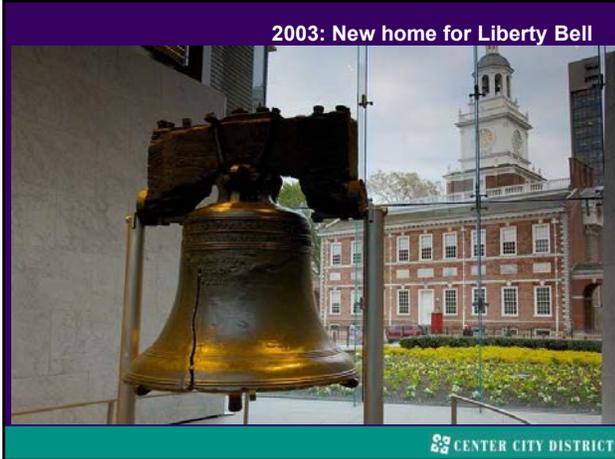
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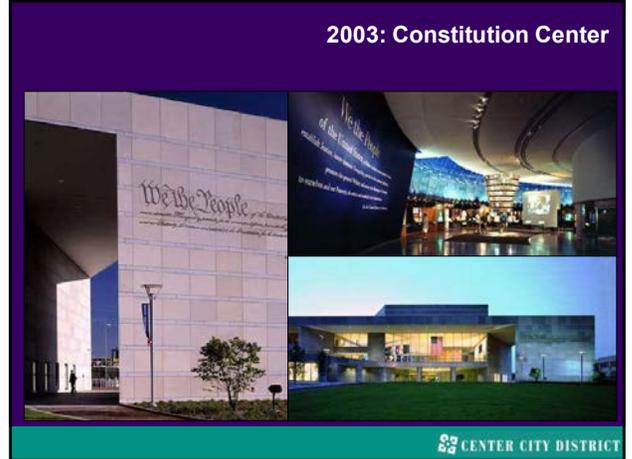
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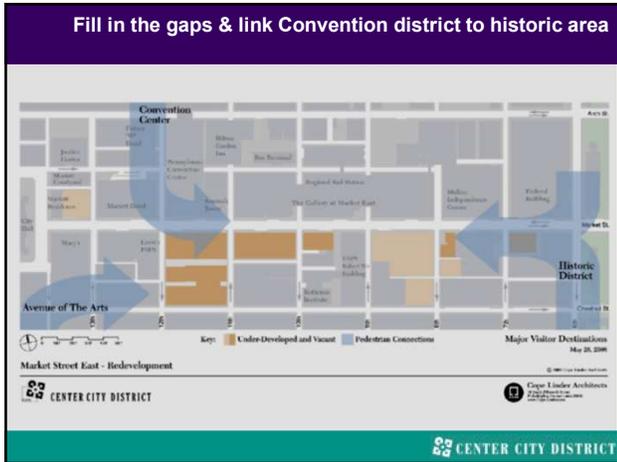
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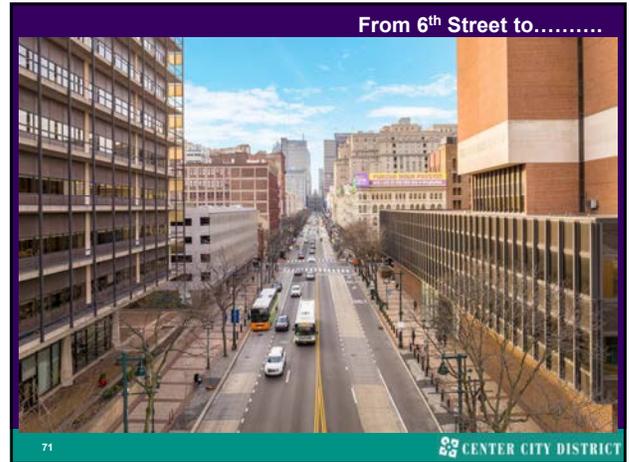
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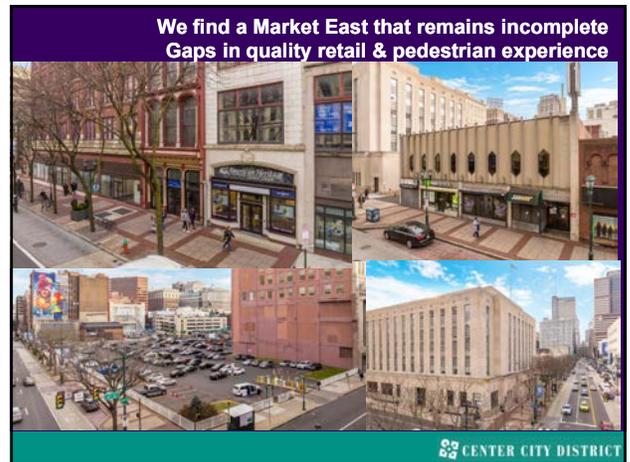
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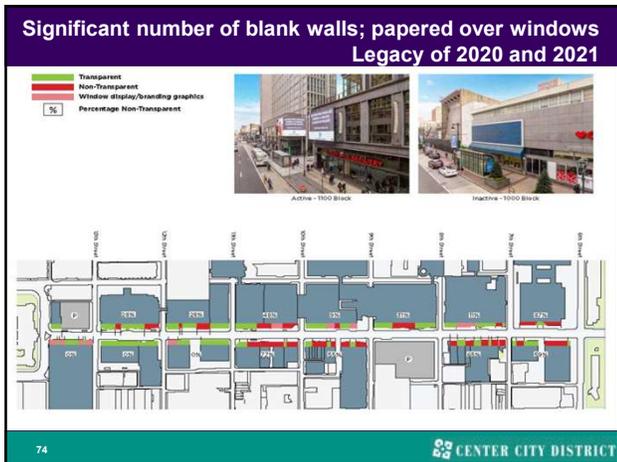
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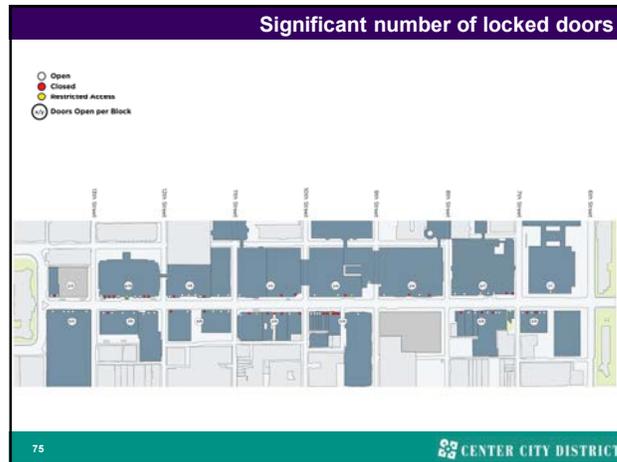
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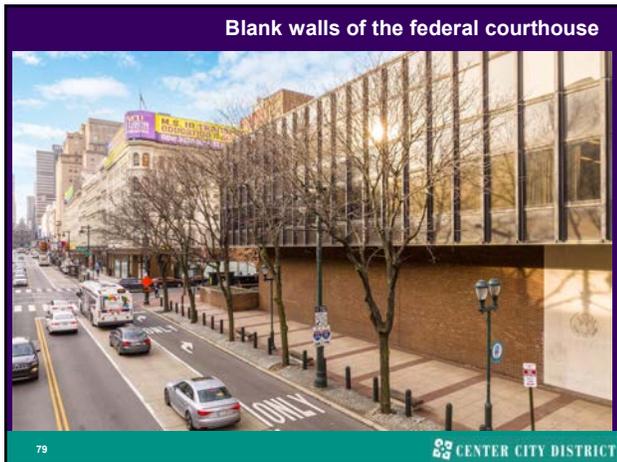
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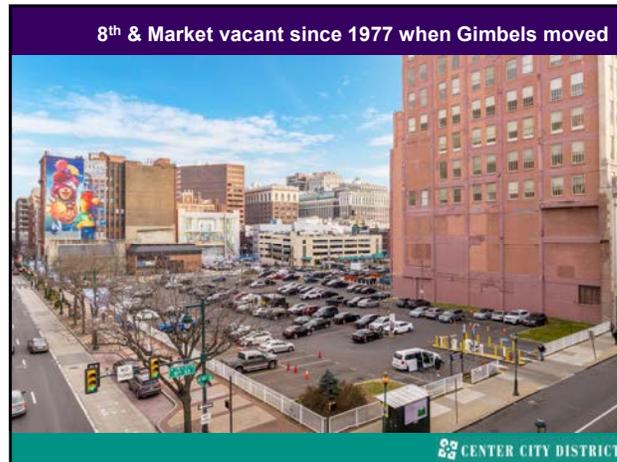
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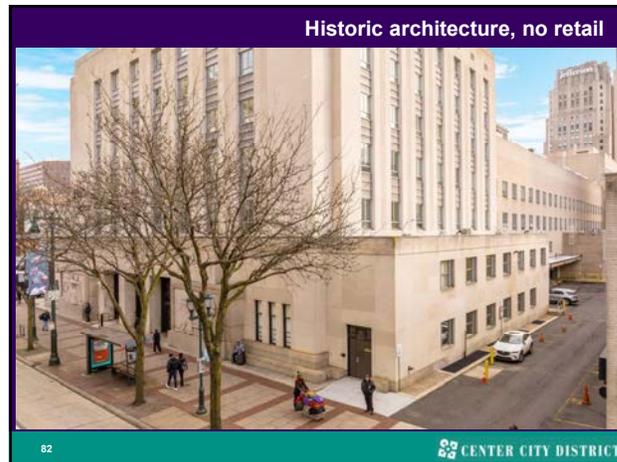
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82

Further west: obsolete low-rise structures



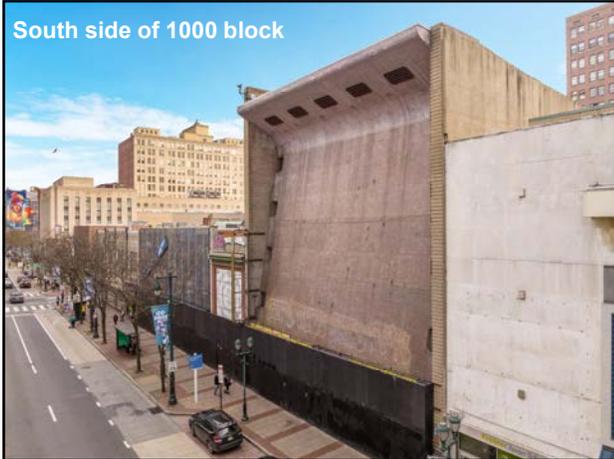
83

South side of 900 block



84

South side of 1000 block



85

Promise of PREIT's Fashion District: Sept 2019
1.2 million sf new retail, \$910 million new investment



87

Promise of overbuild residences or hotels
Restoring density to the street



88

Opened 60% occupied and collided with COVID shutdown



89

Unfinished leasing: legacy of 2020
Not their fault, not their failure; this is a citywide recovery challenge



90

Signs of success: Giant Heirloom at 801 Market Street



92

Significant number of blank walls; papered over windows



93

Marriott's primary access is on Filbert street



94

Wawa closed at 12th & Market street

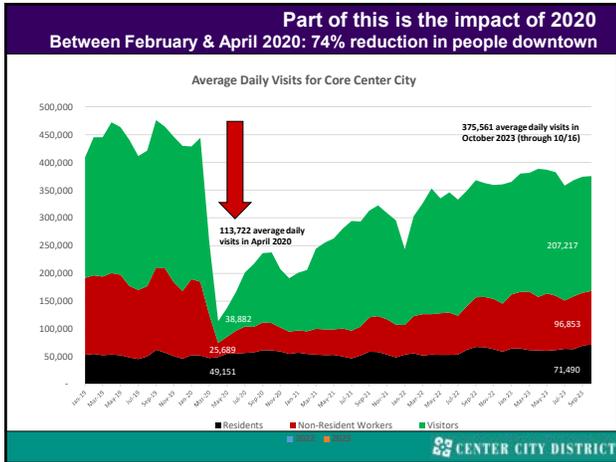


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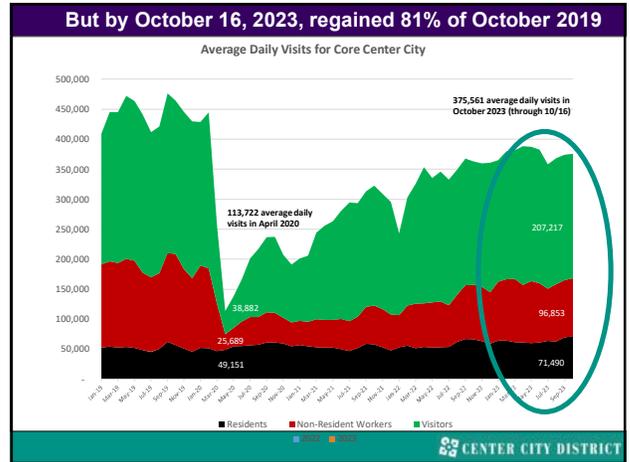
13th & Market vacant since 1982



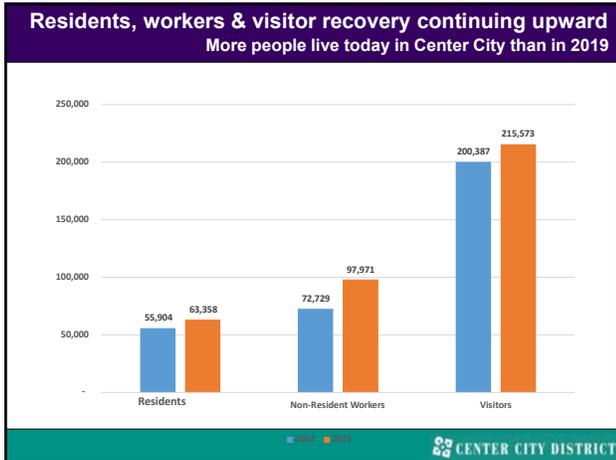
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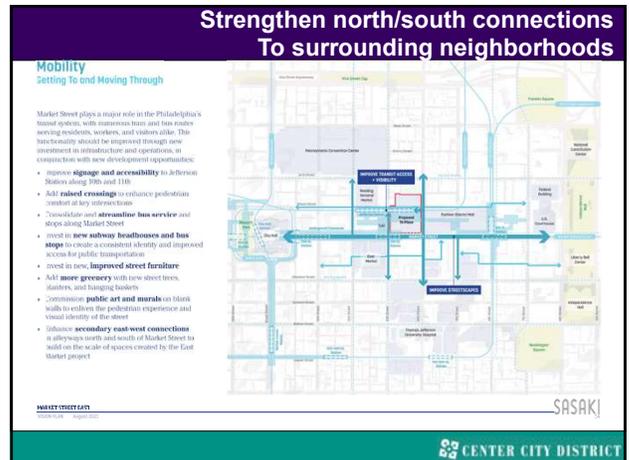
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114



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116



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120



CENTER CITY DISTRICT

121



Prominent residential towers

CENTER CITY DISTRICT

122



Canopy Hotel

CENTER CITY DISTRICT

123



New Jefferson Clinical Care building & public plaza

CENTER CITY DISTRICT

124

Sasaki: Don't just think east/west
Improve north/south connections to other neighborhoods

Mobility
 Setting To and Moving Through

Market Street plays a major role in the Philadelphia's transit system, with numerous bus and trolley lines serving residents, workers, and visitors alike. This functionality should be improved through new investment in infrastructure and operations, in conjunction with new development opportunities:

- improve **signage and accessibility** to Adferris Station along 7th and 13th
- Add **raised crossings** to enhance pedestrian comfort at key intersections
- Consolidate and **streamline bus service** and stops along Market Street
- Invest in **new subway headhouses and bus stops** to create a consistent identity and improved access for public transportation
- Invest in new, **improved street furniture**
- Add **more greenery** with new street trees, planters, and hanging baskets
- Commission **public art and murals** on blank walls to enhance the pedestrian experience and visual identity of the street
- Influence **secondary east-west connections** to allow for north-south connections to build on the scale of spaces created by the East Market project

MARKET STREET
 CENTER CITY DISTRICT

125



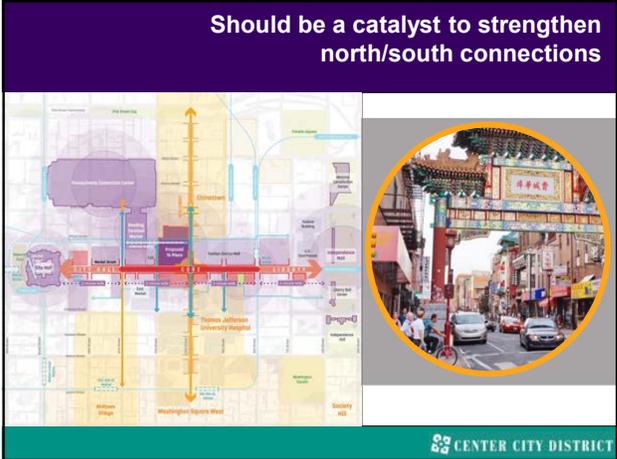
Overcome the walled-in effect of 1970s Market East

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126



142



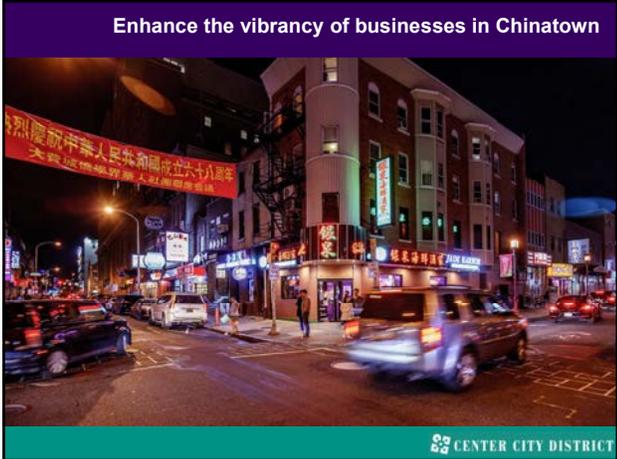
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147



148

Enhance the vibrancy of businesses in Midtown Village



CENTER CITY DISTRICT

149

12th street should enhance visibility of Reading Terminal Market



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150

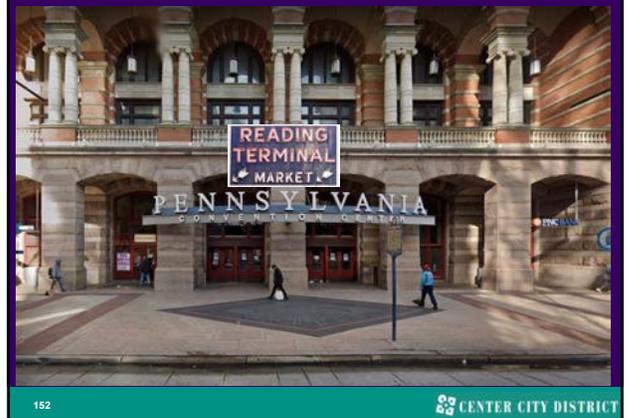
Perhaps Reading Terminal Market has a front door...



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151

...on Market East



152

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152

A promise of what you'll find to the north & new signage on 12th Street



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153

Can Market East accommodate an arena That occupies on full city block?



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154



155



156



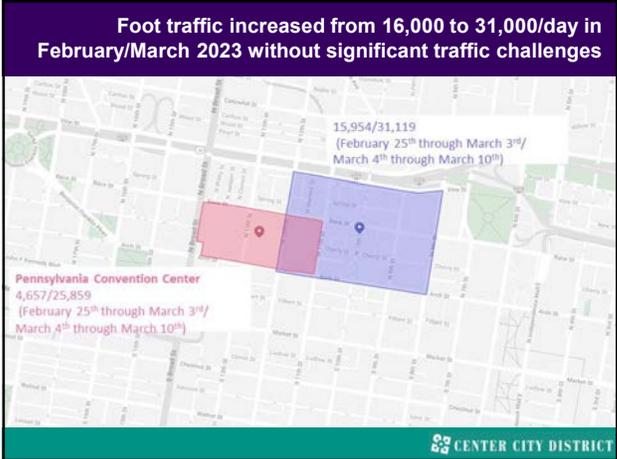
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159



160

Proposed arena: 18,500 for games & concerts:
 The difference is concentrated arrivals & departures



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161

City doing traffic study & looking at peak demand
 Management plan is essential



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162

Concern is about the potential for gridlock



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163

Existing surface parking lots
 Around the Wells Fargo Center



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164

6,500 parking spaces within 5-7 minute walk
 across surface parking lots



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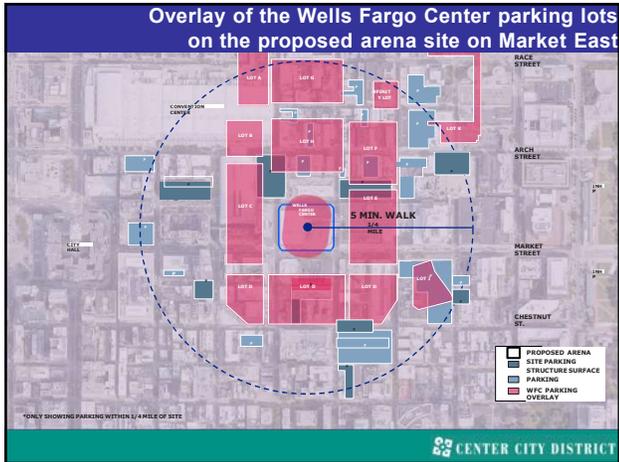
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5-7 minute walk across surface parking lots
 Broad Street subway station & one transit line

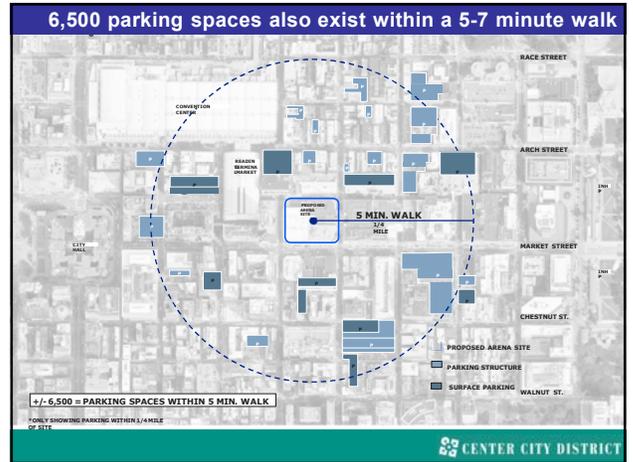


CENTER CITY DISTRICT

166



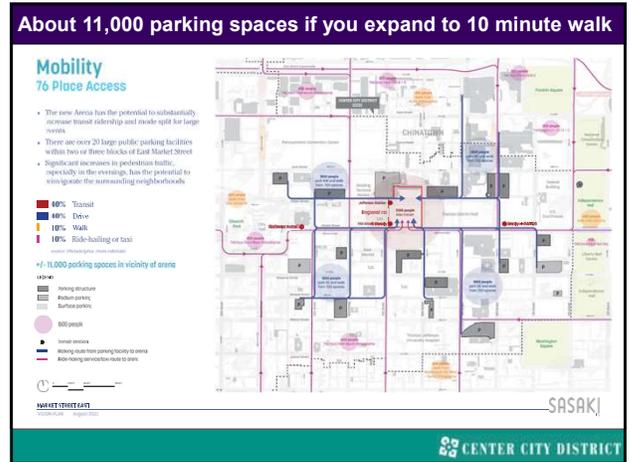
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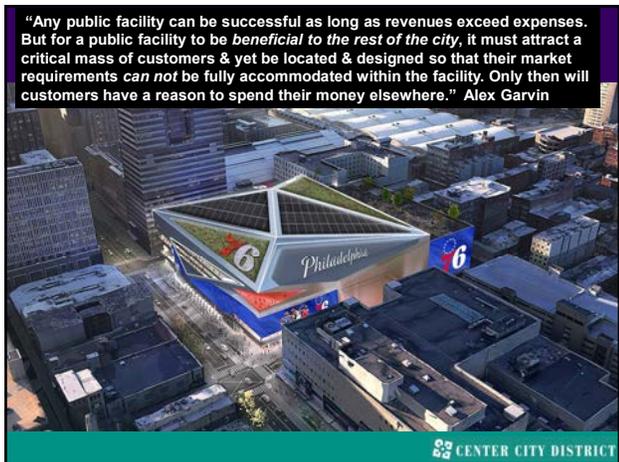
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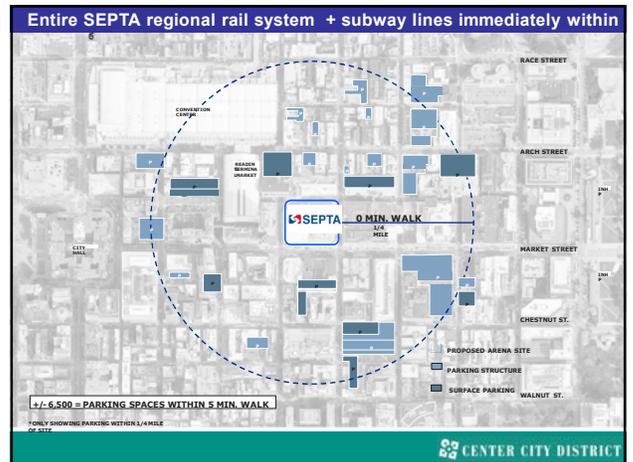
169



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171



172

From train to game



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173

What would be components of a management plan?



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174

(1) Strong promotion of SEPTA as mode of arrival



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175

(2) Parking app to reserve garage space & pre-pay
To eliminate search & circulate & lines on leaving



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176

Prepay before departure
& receive map that shows the route



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177

(3) Improvement to entrances to Jefferson Station



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178

Former primary entrance to NY Penn Station



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179

Think of the grandeur of Moynihan station



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180

Boston's North Station



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181

Prominent part of the Boston Garden



CENTER CITY DISTRICT

182

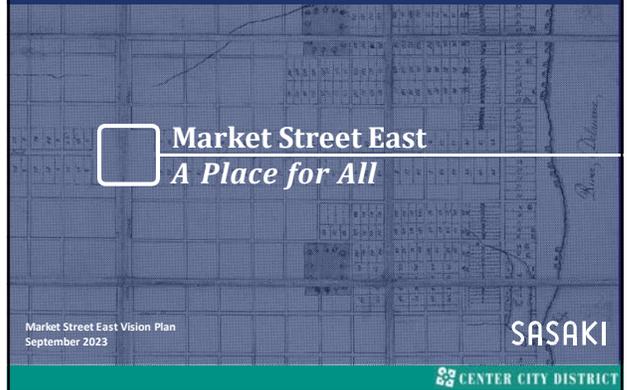
Create a prominent SEPTA gateway: 10th & Market
Makes public transit visible & accessible 24-7



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183

Other steps recommended
to enhance positive impact of the arena



CENTER CITY DISTRICT

184

(4) Retail ground floor should be open on non-game days
Active, animated street level presence



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185

(5) Enhance the 10th and Market entrance



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186

Open up corners & create gateway to regional rail



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187

(5) Reduce impact of the bridge
Create clear view of Chinatown gate on 10th Street



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189

Current 10th Street Bridge



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190

Obscures Chinatown



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191



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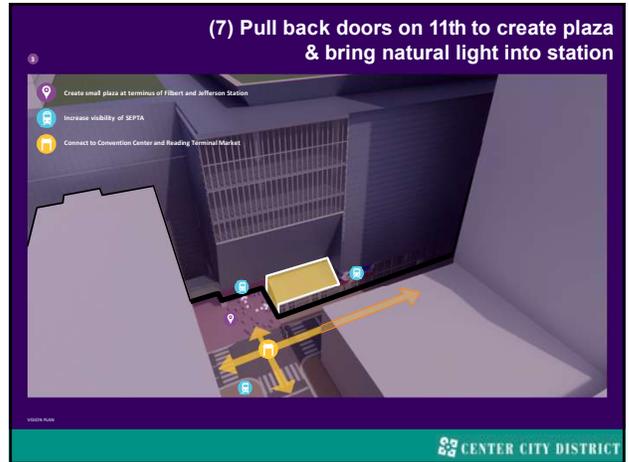
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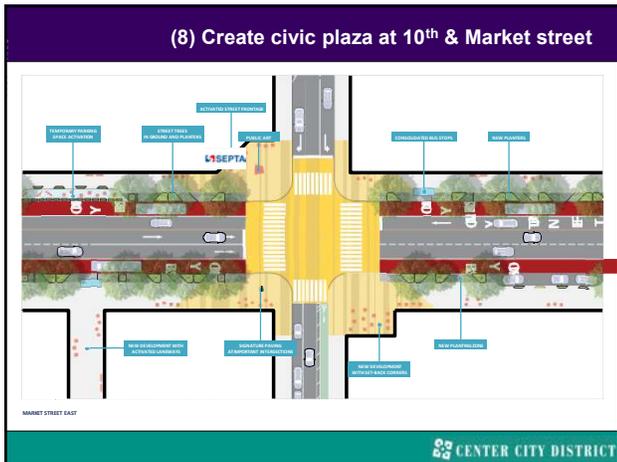
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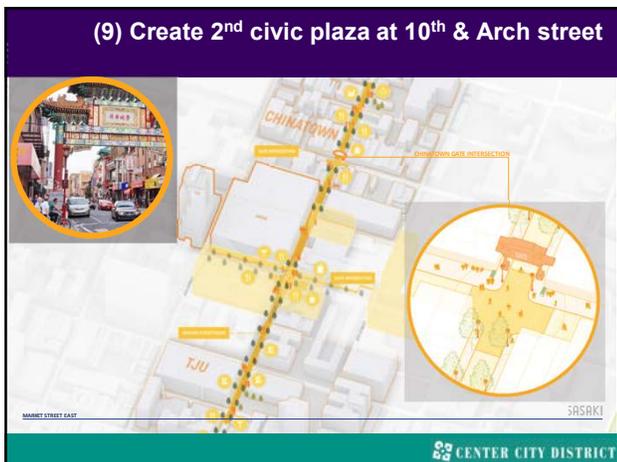
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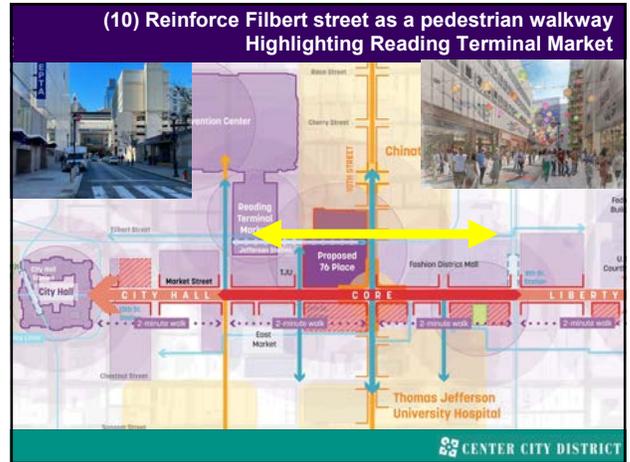
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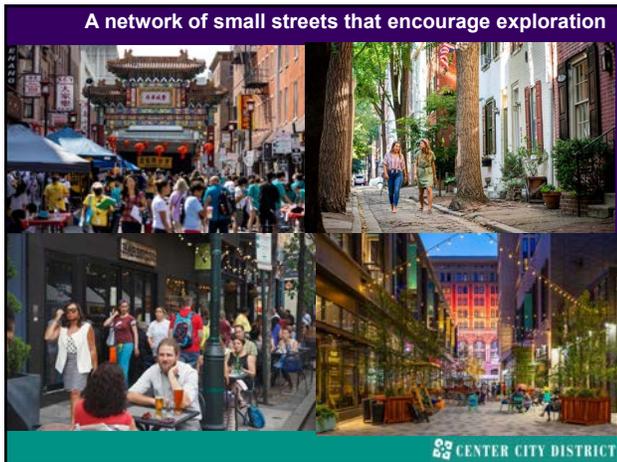
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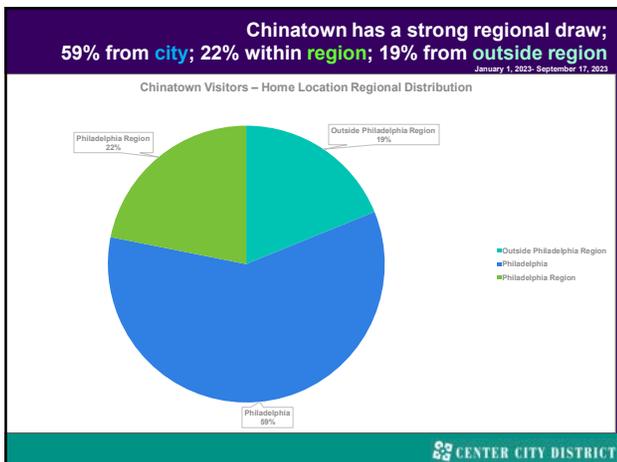
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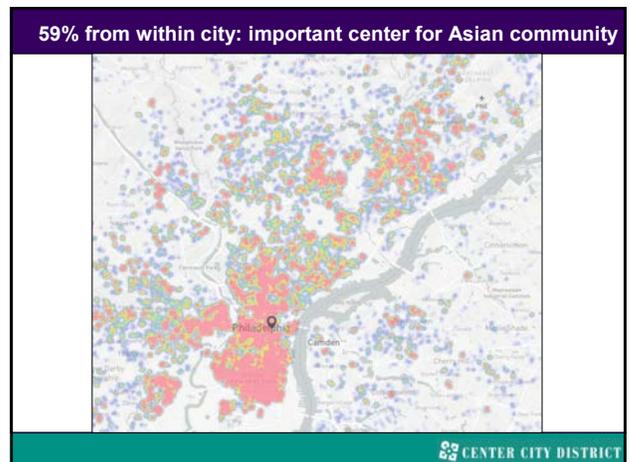
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210



211



212

Marketing campaign should begin in 2024 To raise visibility of Chinatown

Map of CHINATOWN

CENTER CITY DISTRICT

213

Covering Vine St. enables expansion; preserve affordable housing; support small business growth

Communities

Chinatown's Story

- From a single laundry store opened by Lee Fong on Race Street in 1871, Chinatown has grown to become a robust neighborhood and commercial area with a strong community identity.
- As it expanded in the 20th century, and in response to varied public and private development, Chinatown has advocated for the preservation of its neighborhood integrity both north and south of Vine Street.
- Today, the proposed Vine Street cap is an opportunity to reconnect across the 19th's expansion.
- New development around Franklin Square, including the improvement of intersections and sidewalks, will benefit pedestrians in and around Chinatown.

LEGEND

- Street boundary as defined by FPO
- CCDC intervention as already in place
- Proposed areas
- Historic Development area
- Proposed historic preservation areas not to be reported
- Proposed historic preservation areas not to be reported

PHILADELPHIA STREET MAP

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CENTER CITY DISTRICT

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(12) Arena should be a catalyst for streetscape investments & new developments

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Triggering new connections & development momentum

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216

Make Market East a high-density mixed-use street

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217

Market East has at least 6 vacant or potential redevelopment sites

Identity

Potential Development Sites

LEGEND

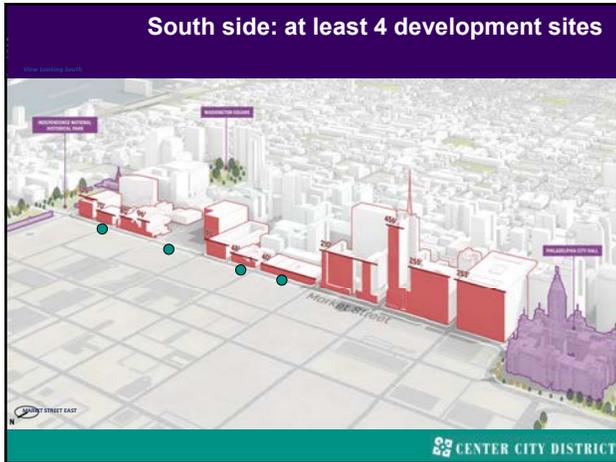
- Historic street

MARKET STREET MAP

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CENTER CITY DISTRICT

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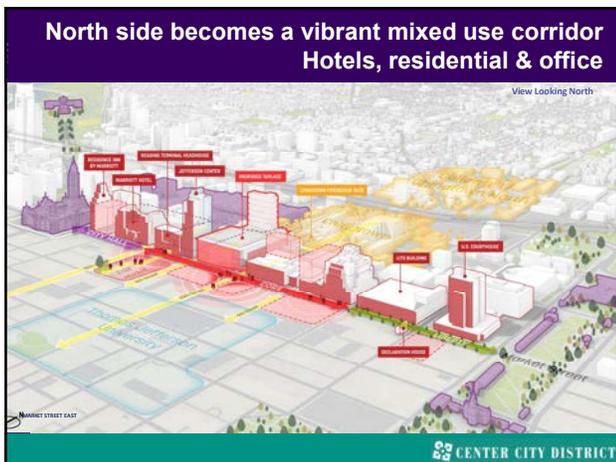
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225



226

Current conditions: 900 & 1000 blocks



MARKET STREET EAST
CENTRAL CITY DISTRICT

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Market East: residential, hotel or office upstairs



MARKET STREET EAST
CENTRAL CITY DISTRICT

230

Current conditions: 600 block



MARKET STREET EAST
CENTRAL CITY DISTRICT

231

New development financing incentives to support residential, hotel & office upstairs & support Chinatown



MARKET STREET EAST
CENTRAL CITY DISTRICT

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If you doubt demand, 2020 census: Core +29% (2010) & 54% (2000)
More people are living downtown in 2023 than 2019

FIGURE 1 Center City and City of Philadelphia Population Trends

	1990	2000	2010	2020
Core Center City				
Population	39,789	44,955	53,228	69,088
Growth Rate	-	13.0%	18.4%	29.6%
Extended Center City				
Population	107,059	101,443	109,627	134,396
Growth Rate	-	-5.2%	8.1%	22.6%
Greater Center City				
Population	146,848	146,398	162,855	205,484
Growth Rate	-	-0.3%	11.2%	24.9%
Neighborhoods Outside Greater Center City				
Population	1,438,728	1,371,151	1,363,151	1,400,304
Amount Change	-	(67,577)	(8,000)	37,153
Percentage Change	-	-4.7%	-0.6%	2.7%
Philadelphia				
Population	1,585,576	1,517,549	1,526,006	1,603,788
Amount Change	-	(68,027)	8,457	77,782
Percentage Change	-	-4.3%	0.6%	5.1%

Note: Estimates are based on 2020 delineations of the Census Bureau's ZIP Code tabulation areas. Source: Decennial Census population estimates, IPeds National Historical Geographic Information System

MARKET STREET EAST
CENTRAL CITY DISTRICT

233

We need to capture more of that density on Market East



MARKET STREET EAST
CENTRAL CITY DISTRICT

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Short-term improvements: 2026

3 Market Street East
Vision for the Future

Market Street East Vision Plan
October 2023

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Need a comprehensive streetscape refresh

MARKET STREET EAST

CENTER CITY DISTRICT

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MSEIA: 1980s trolley islands removed

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237

1984-1985: Federally funded redesign of street
3 lanes east; 2 lanes west

TYPICAL SECTION LOOKING WEST

CENTER CITY DISTRICT

238

Uniform sidewalk paving plan

239

CENTER CITY DISTRICT

239

1999-2001 CCD: \$6 million Market East refresh

CENTER CITY DISTRICT

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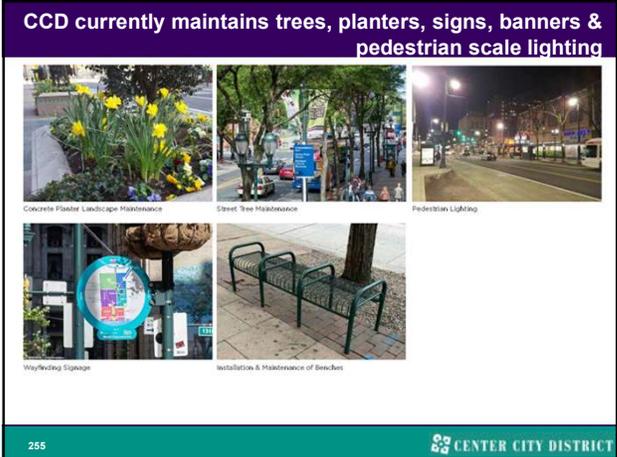
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255

CCD maintains integrated vehicular & pedestrian wayfinding system

Chambers-Wythe Church
 Wilma Theater
 St. Luke & The Epiphany
 Antique Row
 Kimmel Center
 Harlan Theater
 Academy of Music
 University of the Arts
 Convention Center District
 Historic District

PHILADELPHIA
 INDEPENDENCE HISTORIC AREA
 PHILADELPHIA

PHILADELPHIA DIRECTORIAL MAPS
 High Philadelphia Districts
 Dir_Signs

CENTER CITY DISTRICT

256

In 2021 CCD upgraded all pedestrian lighting to LED

TOTAL = 46 LUMINAIRES

- CCD LED UPGRADES
- CITY OF PHILA. & PRET LED UPGRADES

EAST MARKET IMPROVEMENTS
 LED STREET LIGHT UPGRADES (COMPLETED)

TOTAL PROJECT COSTS
 CCD LED Installation: \$187,000

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257

We need to upgrade transit shelters for the entire public

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259

National redesigned upgraded one shelter

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260

Five remaining headhouses in poor condition All should be upgraded by 2026

*CCD maintained from 1998-2012. Maintenance has significantly deteriorated.

Goals:

- Upgrade Head Houses from Juniper to 10th St.'s
- Commission architect to produce cohesive design

TOTAL PROJECT COSTS
 Hard & Soft Costs: \$8 million

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262

Restore all hanging baskets

TOTAL = 156 BASKETS

2 BASKETS PER POLE

TOTAL PROJECT COSTS
 Capital & Install =
 \$225,000 Annual
 Maintenance = \$190,000

CENTER CITY DISTRICT

264

Comprehensive planter program

Goals:

- Infill open spaces along Market St. curbs with large pre-fab planters
- Select durable planter that compliments other streetscape furnishings
- Match proposed Ore planters on West Market

TOTAL PROJECT COSTS
Capital & Install = \$313,500
Annual Maintenance = \$152,000

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Fill in the gaps with new planters

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Upgrade planters that have not been improved

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268

With new covers installed elsewhere on the street

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269

A street with generous landscaping

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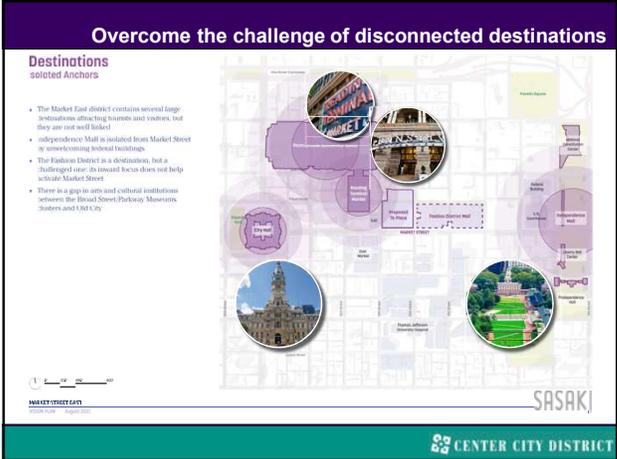
New transit shelters; more outdoor cafes

CENTER CITY DISTRICT

275



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