



# ENVISION RIDGE AVENUE

Recommendations for the Francisville Neighborhood Development Corporation

By Shruthi Arvind, Jackson Byerly, Joshua H. Davidson,  
Thomas Gilbertson, and Casey C. Ross

University of Pennsylvania School of Design  
Community and Economic Development Practicum, Professor Lisa Servon  
Spring 2017



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# Acknowledgments

Though this project was conducted under a relatively short time frame, there is no shortage of people to thank for the time they gave to make this all happen.

We are grateful to **Penelope Giles** for not only opening the doors of the Francisville Neighborhood Development Corporation to a group of students from outside the neighborhood, but also connecting community members throughout Francisville to this project.

Similarly we thank **the board members of FNDC** with whom we held interviews to learn more about the neighborhood and its development today. Perhaps most importantly, thank you to **the residents of Francisville** who took the time to attend community meetings and share their thoughts about the future of Ridge Avenue and the neighborhood.

Thank you to **Scott Page** for helping us understand the lay of the land in Francisville, both in terms of the neighborhood's recent interactions with city planners, but also regarding the dynamic character of the community and its incredible capacity to contribute to a decision making process.

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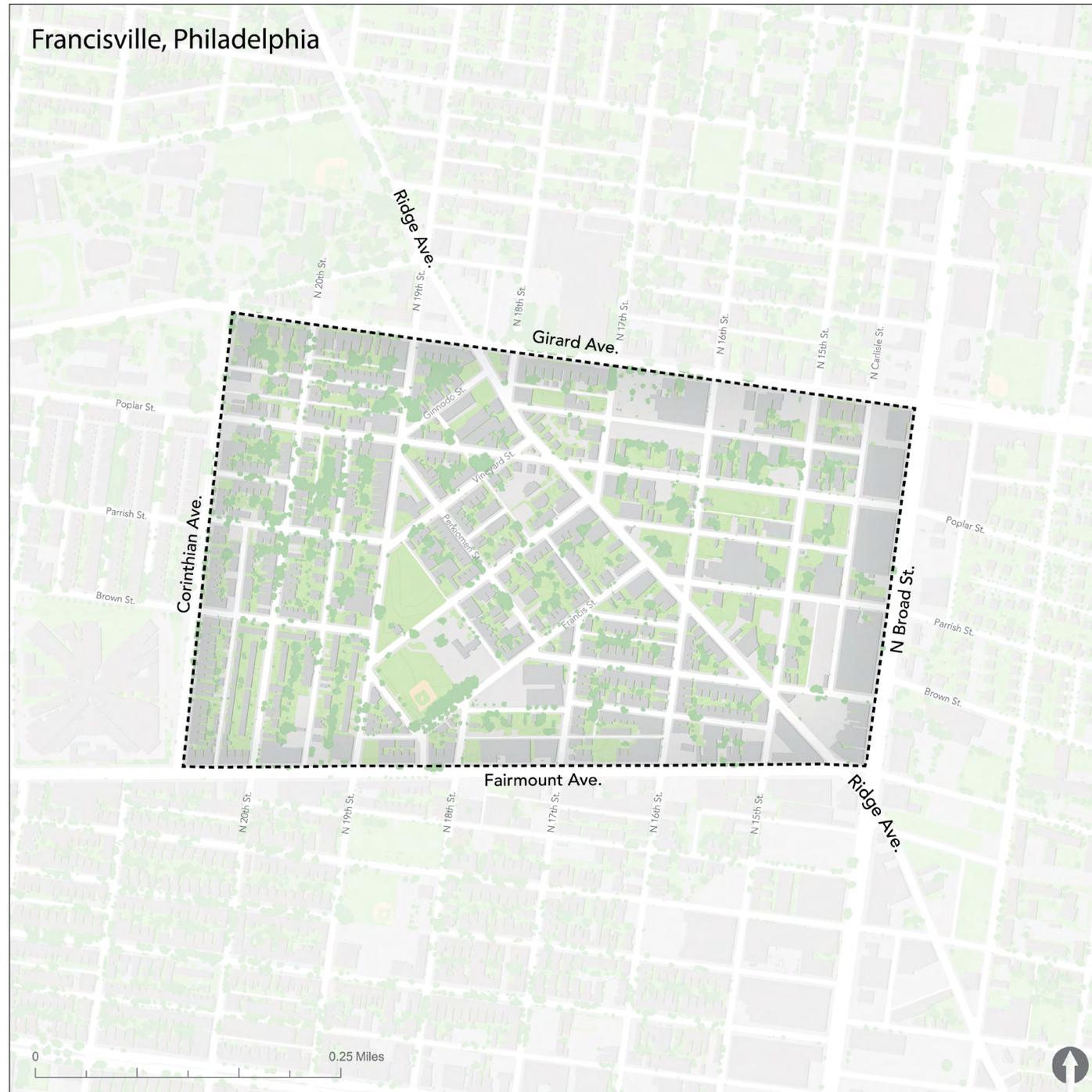
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# Executive Summary



This strategic plan, *Envision Ridge Avenue*, is the final product of a community planning process that occurred during January - April 2017. Graduating Community and Economic Development City Planning students from the University of Pennsylvania School of Design partnered with the Francisville Neighborhood Development Corporation (FNDC) to engage neighborhood residents in a strategic planning process for the development of 1638-40 Ridge Avenue. Planning steps included gathering initial data of neighborhood change, conducting a series of three community meetings in Francisville, and developing a final strategic plan for 1638-40 Ridge Avenue.

This strategic plan includes an introduction, project timeline, project overview, neighborhood change, existing conditions, community process, interventions, evaluation of alternatives, and a conclusion. Additionally, this plan offers a list of community resources for the benefit of both new and longtime Francisville residents. Several appendices are attached at the end of this plan including a community map, community meeting summary notes and handouts, and a table of historic U.S. Census data.

A series of four alternatives for the development of 1638-40 Ridge Avenue are proposed within this plan. These alternatives are outlined in detail within this document and summarized as follows:

- Grocery Store – A small one or two story grocery store providing a full range of produce and staple items. This alternative can take on several models ranging from a co-operative form to purely private options.
- Community Services – Reserving 1638-40 Ridge Avenue for the occupancy of a non-

- profit organization that provides community services such as youth engagement, job training, and educational support.
- Retail Space – Using 1638-40 Ridge Avenue as a retail space for a business meeting either the needs or desires of Francisville residents which range from leisure items including restaurants to daily needs such as hardware or dry cleaning.
- Arts Venue – Providing a space that allows local artist to showcase their talents including live performances and other media forms to Francisville neighborhoods.

Each of the above alternatives are evaluated within a matrix considering each option for whether it is neighborhood serving, job creating, builds upon Francisville's heritage and history, and is feasible. The process of reaching these alternatives came through the engagement of community members along with numerous discussions with FNDC's executive director and board members.

Over the next few years, Ridge Avenue is expected to blossom into a commercial corridor and it is important to ensure that new developments meet the needs of both longtime and new residents. Through the implementation of any one of the alternatives recommended within this strategic plan, Ridge Avenue can build off newfound marketplace dynamics to become an inclusive neighborhood corridor serving all of Francisville's proud residents.

Map 1, Facing Page:  
Francisville, Philadelphia

# Introduction

## Neighborhood History

The unique character and rich history of Francisville is immediately apparent from a quick glance at a street map of central Philadelphia. With diagonal streets sharply interrupting the uniform grid of William Penn's city plan [see Map 1], Francisville stands out from its surrounding neighborhoods due to its unique layout: partially angled, and partially uniform-grid. The angular character of Francisville's layout can be traced back to its legacy as the historic site of William Penn's personal vineyards. The early roads of Francisville, laid out at the turn of the 19th century on the site of the former vineyards, ran perpendicular and parallel to Ridge Avenue. Throughout the 19th century, as the city grew, the urban grid surrounded the existing angled corridors to create the intricate network that exists today.

The story of Francisville in the twentieth century mirrors that of Philadelphia, with its rise as an industrial and cultural epicenter through the mid-twentieth century, to its decades of disinvestment due to population loss, and the decline of the manufacturing economy during the latter half of the century. In the first half of the twentieth century, Francisville hosted a diverse mix of booming factories, working class residential areas dense with row-homes, and prosperous commercial corridors which bordered Francisville, on North Broad and Girard, and ran through the heart of the neighborhood, on Ridge Avenue. Many of the historic buildings on the outer edges of Francisville, developed during this time, remain standing today and continue to serve as cultural assets for the area, owned by businesses, non-profits and religious institutions.

By the middle of the twentieth century, Francisville's Ridge Avenue served as a bustling cultural and business corridor, hosting hotels, restaurants, music venues such as Blue Note, Philadelphia's largest jazz venue, movie theaters and a wide range of retail businesses. Ridge Avenue served as a one-stop shopping spot for

residents of the region by day, and an exciting cultural destination with an array of entertainment venues by night. However, during the latter half of the twentieth century, the decline of the manufacturing industry and subsequent population loss brought decades of disinvestment to the once thriving commercial corridor of Ridge Avenue and to the neighborhood of Francisville. During this period, many individuals and families endured the economic downturn, establishing their roots and creating a strong network of long-term residents which remains today.

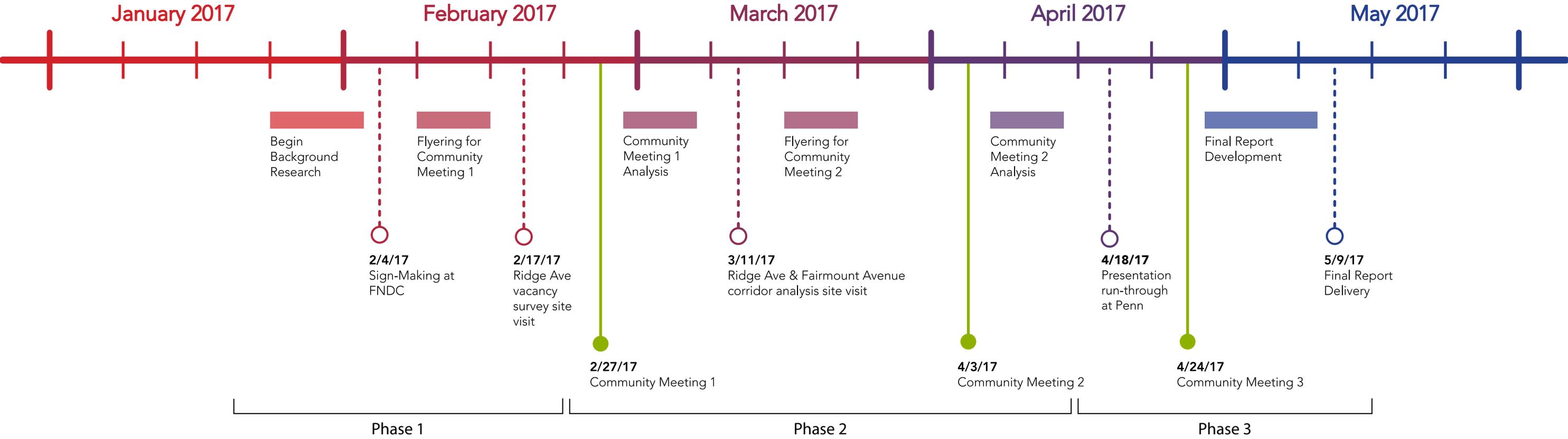
The Neighborhood Transformation Initiative, instituted under the administration of Mayor John Street in the early 2000s, initiated a multitude of demolition projects in the neighborhood, clearing out blighted structures and preparing areas for redevelopment. While Francisville seemed slated for intense redevelopment at the turn of the twentieth century, with development forces emanating from Center City reaching up into the neighborhood, the economic crisis of the late 2000s hampered the housing market's momentum and many development projects stalled or fizzled out, leaving pockets of vacancy throughout northern sections of the neighborhood and along Ridge Avenue.

Since 2011, redevelopment in the neighborhood has skyrocketed with the recovery of the economy and the housing market, and market forces from Center City and surrounding neighborhoods are converging to create a new development boom in Francisville.

*Facing Page (clockwise from top left): The original Farmer's Market building at the intersection of Ridge Avenue and Ginnodo Street in 1973 (source: Historic American Buildings Survey); the intersection of Ridge Avenue and Ginnodo Street in April 2017; a local convenient store at the intersection of Ridge Avenue and Poplar Street in 1960 (source: Philadelphia Department of Records); the intersection of Ridge Avenue and Poplar Street in April 2017.*



# Project Timeline



# Project Overview

## What is the Francisville Neighborhood Development Corporation?

Formed as a 501c3 non-profit in 2002 by Penelope Giles, who continues to serve as the Executive Director, The Francisville Neighborhood Development Corporation (FNDC) strives to improve the quality of life in Francisville through residential and commercial improvement, while providing opportunities for youth development and aid to senior citizens.

The organization was born out of a collective desire to revitalize the once vibrant commercial corridor of Ridge Avenue and to ensure that the redevelopment of the neighborhood promotes inclusivity, in terms of providing economic growth opportunities for both new and long-term residents, and fosters ethnic diversity. Serving as the Registered Community Organization (RCO) for Francisville, FNDC reviews and works to guide the development of the residential community and commercial corridors to grow in line with its vision of inclusivity and diversity.

## What plans have been implemented previously by FNDC?

Hired by FNDC in 2005 to draft a comprehensive neighborhood plan, the planning firm Interface Studio released *Moving Francisville Forward: A Blueprint for the Future* in 2007. The planning process involved extensive community outreach, with focus groups, one on one interviews, public meetings and surveys.

The culminating comprehensive plan laid out a series of recommendations to spur the commercial revitalization of Ridge Avenue, promote mixed-income residential growth, and reclaim vacant land throughout the neighborhood, while also providing an intricate implementation plan identifying key stakeholders and time-frames.

While FNDC and community stakeholders were able to implement a number of the strategies proposed in *Moving Francisville Forward*, the economic downturn of the late 2000s interrupted the momentum of the plan's implementation, as neighborhood development projects stalled and city agencies and organizations either folded or merged.

## What is the purpose of this project?

Now ten years since the release of *Moving Francisville Forward*, with the rapid post-recession redevelopment of the neighborhood, FNDC recognizes the crucial need to not only document and analyze the change that has occurred in Francisville since the release of the comprehensive plan, but also to re-initiate a community driven planning process to guide future changes in neighborhood. FNDC recognizes that a key objective to fostering commercial revitalization, targeting blight elimination and promoting economic development and employment opportunities for neighborhood residents, is strengthening the viability of Francisville's main commercial corridor, Ridge Avenue.

In January of 2017, FNDC reached out to the University of Pennsylvania's Community and Economic Development Practicum, a group of students pursuing graduate degrees in City and Regional Planning, to measure the changes that have taken place in the neighborhood since 2007, facilitate a series of community meetings, and draft a community-led strategic plan for the development of FNDC's property holdings at 1638-1640 Ridge Avenue.

Over the course of three months, the University of Pennsylvania group initiated an intensive community outreach campaign to ensure that the resulting plans for the properties future use addressed the needs and wishes of Francisville's diverse community. After gathering research on social and economic changes that occurred in the neighborhood since the implementation

of the comprehensive plan in 2007, and conducting a field survey on current property uses along Ridge Avenue, the team hosted two public meetings. Following to the distribution of over 1,400 flyers to homes and businesses throughout Francisville and the installation of signage at key intersections and businesses, over one hundred community members attended and engaged in productive dialogue, proposing alternative visions for the development of FNDC's properties holdings at 1638-1640 Ridge Avenue. The following plan guides FNDC in how to approach the redevelopment of these property holdings based on the desires and needs expressed by community members, while addressing the following key issue: "How can FNDC channel current redevelopment dynamics to revive Ridge Avenue as a healthy and inclusive neighborhood corridor?"



**Top Right:** A mural on the side of a building on Ridge Avenue between 15th and 16th Streets, with a shipping container in the adjacent empty lot. Empty lots around the neighborhood are often used for storage.

**Bottom Right:** Infill development on the North side of Ridge Avenue between 17th and 18th Streets.

# Neighborhood Change

Francisville has changed significantly in the last five decades in terms of its population composition, labor force, and market conditions. The neighborhood was vibrant and highly populated before it lost a significant portion of its residents and markets from the 1960s onward. In the last decade, Francisville has seen an increase in population and development with a change in its resident and worker composition. The graphs in the following sections trace the change in Francisville over time, while also focusing on differences between census tracts that make up the neighborhood. The maps show the changing development patterns while the tables break down the worker composition in the neighborhood.

## Demographic Change

Between 1960 and 1980, Francisville saw a dramatic reduction in its total population from about 15,000 in 1960 to just over 6,000 in 1980. Between 1980 and 2010, the neighborhood continued seeing a reduction in the total population, but to a lesser degree. Between 2010 and 2015, the population of the neighborhood has seen an upward tick and it currently stands at 13,400 [see Figure 1].

Francisville has been predominantly African-American since the 1960s, with approximately 55% of the total population identifying as black until 2000. Between 2000 and 2015, the percentage of African-American population declined considerably from about 55% to 35%. This can be read alongside an increase in white population from approximately 30% to 50% in the same time period, and Other populations from 10% to about 18%. [see Figure 2].

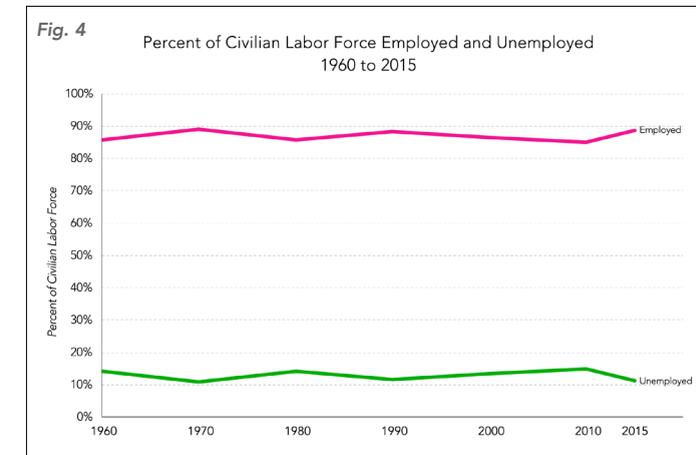
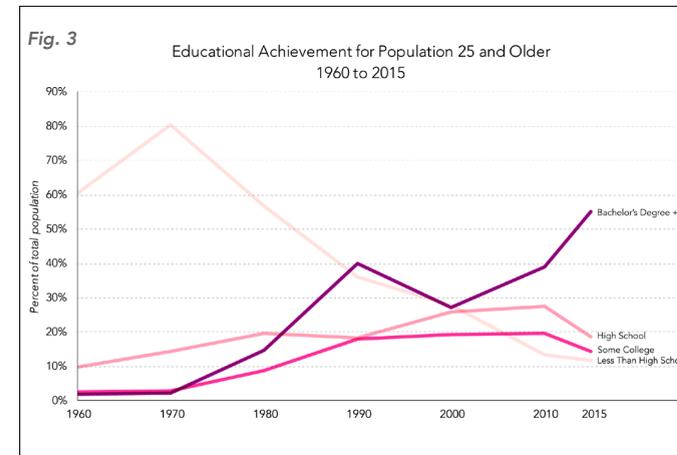
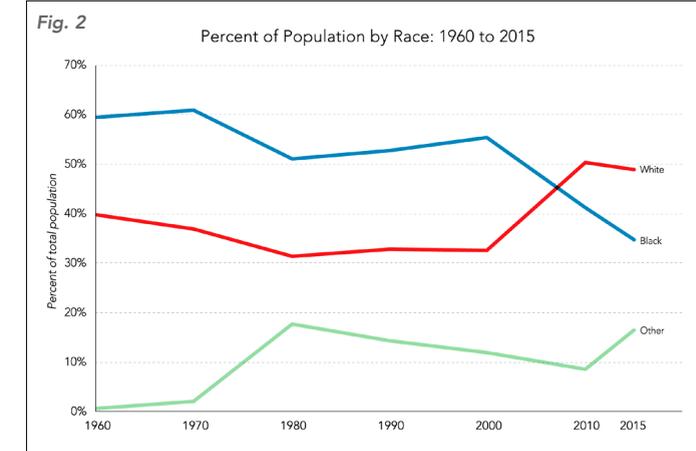
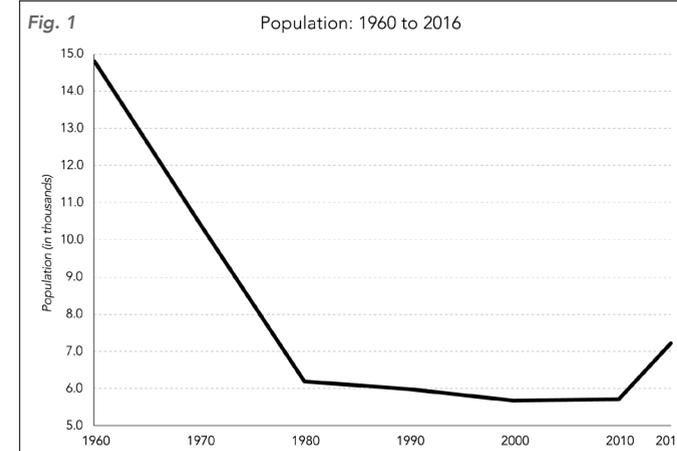
Figures 6 and 7 break down the African-American and white population in Francisville by census tracts that form the neighborhood for two years – 2009 and 2015. It is interesting to note that the census tracts with a high number of African American residents in 2009 and 2015

are the ones with the lowest white populations. While the black population in Francisville is reducing in all of the census tracts, the white population is increasing at a much higher percentage in all but one tract.

Most residents in Francisville had a Bachelor's degree or higher education in 2015 and a little over 10% of the population did not graduate high school. Over time, Figure 3 shows a significant reduction in the population who did not graduate high school and an increase in the population with a Bachelor's degree or more. The percentage of residents with Bachelor's degrees or higher has been broken down by census tracts for two years in Figure 9. While Francisville as a whole has seen an increase in population with Bachelor's degree or more, Figure 9 shows that the increase has been concentrated in two of the four census tracts that form the neighborhood. It is also interesting to note that the up-tick in the population with a Bachelor's degree or more occurs in the same time period as the increase in white and other populations in the neighborhood.

Francisville has had a relatively low percent of the population unemployed in the last five decades, and this rate has remained consistent across time. The trend of employed and unemployed population can be seen in [Figure 4]. Approximately 90% of the residents in Francisville are employed and 83% of the employed labor force in Francisville are private wage/salaried workers.

The most recent available data from the American Community Survey indicates that the neighborhood has a median household income of \$38,000. The census tracts that make up Francisville do not have similar median incomes – two of the four tracts have much lower incomes and have seen a reduction in incomes from 2009 to 2015 [See Figure 8]. In 2015, some parts of the neighborhood had a median income of approximately \$55,000 while some parts had a median



**Figure 1, Top Left:** Francisville population change from 1960 to 2015. Data from 1960, 1970, 1980, 1990, and 2000 Decennial Census and American Community Survey 2006-2010 and 2011-2015.

**Figure 2, Top Right:** Francisville population by Race (White, Black, and Other) from 1960 to 2015. Data from 1960, 1970, 1980, 1990, and 2000 Decennial Census and American Community Survey 2006-2010 and 2011-2015.

**Figure 3, Bottom Left:** Educational Achievement for Population 25 Years and Older in Francisville from 1960 to 2015. Data from 1960, 1970, 1980, 1990, and 2000 Decennial Census and American Community Survey 2006-2010 and 2011-2015.

**Figure 4, Bottom Right:** Percent of Civilian Labor Force in Francisville Employed and Unemployed from 1960 to 2015. Data from 1960, 1970, 1980, 1990, and 2000 Decennial Census and American Community Survey 2006-2010 and 2011-2015.

# Neighborhood Change

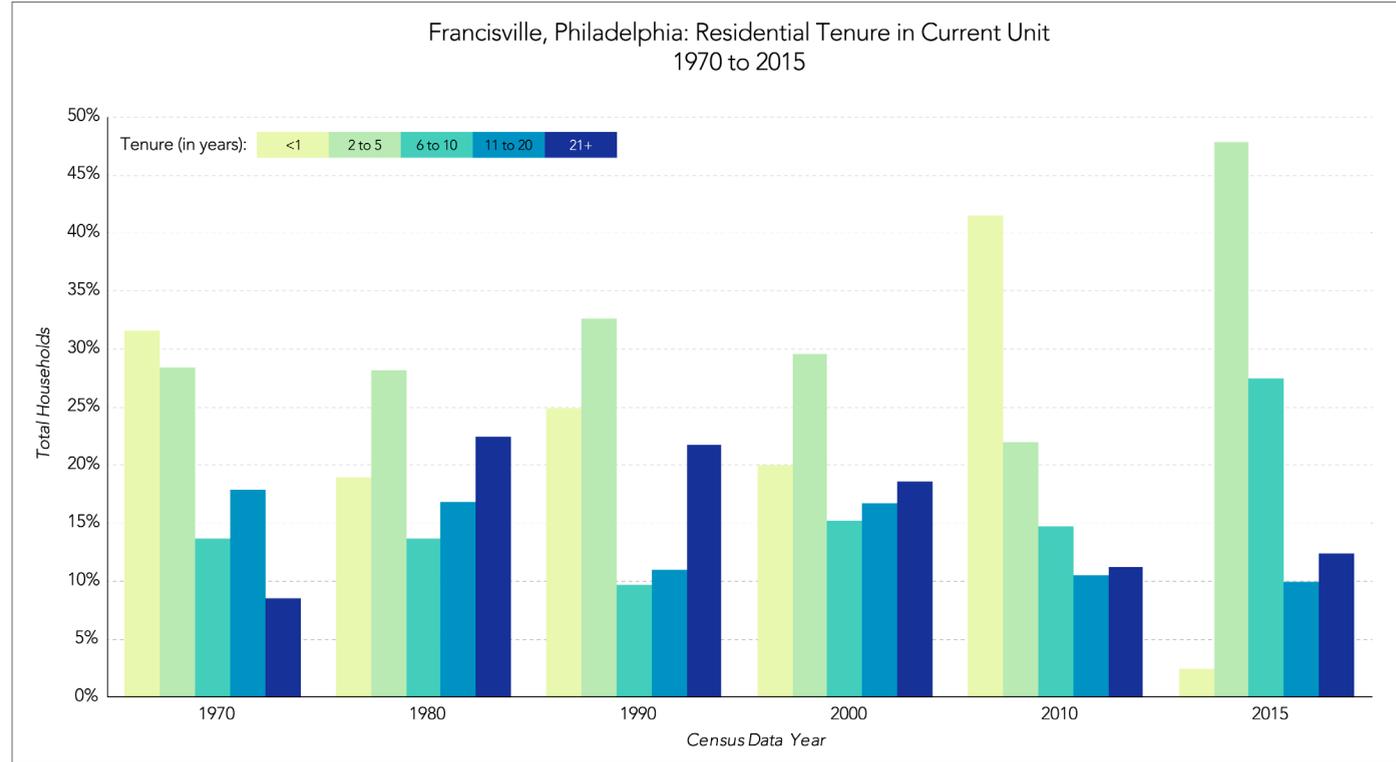


Figure 5, Above: Residential Tenure in Current Unit in Francisville from 1970 to 2015. Data from 1960, 1970, 1980, 1990, and 2000 Decennial Census and American Community Survey 2006-2010 and 2011-2015.

income of about \$15,000. The significantly different incomes within Francisville speaks to the spatially dissimilar parts of the neighborhood. In addition, 25% of the families in Francisville had incomes below the poverty level in 2015.

The main industries in Francisville are information, arts, entertainment and recreation, and healthcare and social assistance. All three industries are located at a higher rate in Francisville than the rest of Philadelphia - information and arts, entertainment, and recreation businesses are located at 3 times the rate in Francisville than Philadelphia and healthcare and social assistance

businesses are located in Francisville at 2 times the city rate. Around 20% of the residents of Francisville are employed in healthcare and social assistance and 10% are employed in education services. The workers who commute to Francisville for work are also primarily employed in healthcare and social assistance (around 60%) followed by 7% of workers employed in accommodation and food services.

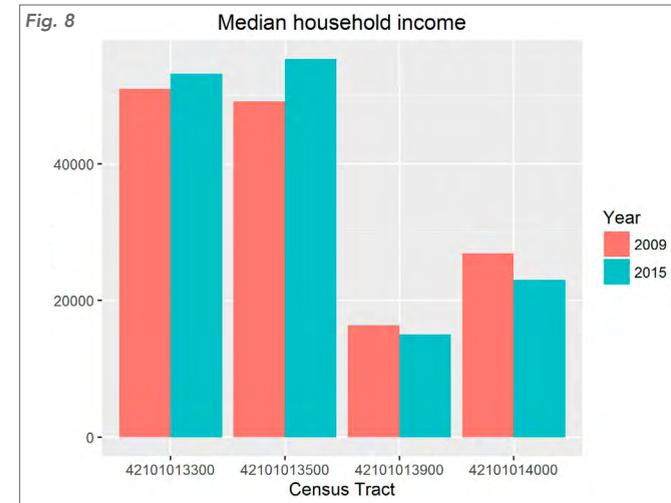
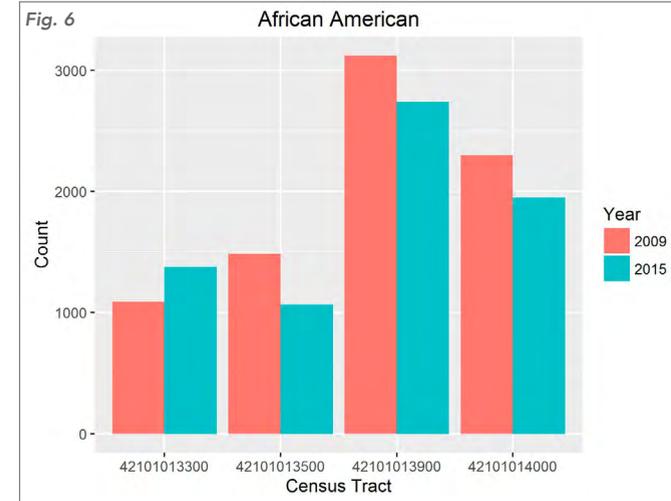


Figure 6, Top Left: Number of African American Non-Hispanic residents by census tract change between 2009 and 2015. Data from American Community Survey 2006-2010 and 2011-2015.

Figure 8, Bottom Left: Median household income by census tract change between 2009 and 2015. Data from American Community Survey 2006-2010 and 2011-2015.

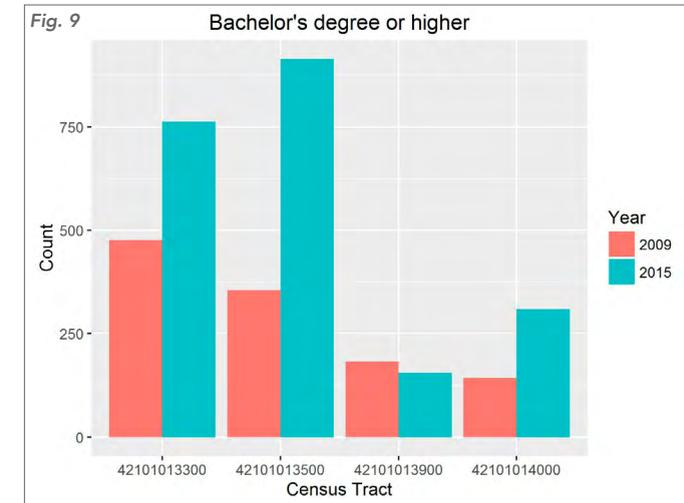
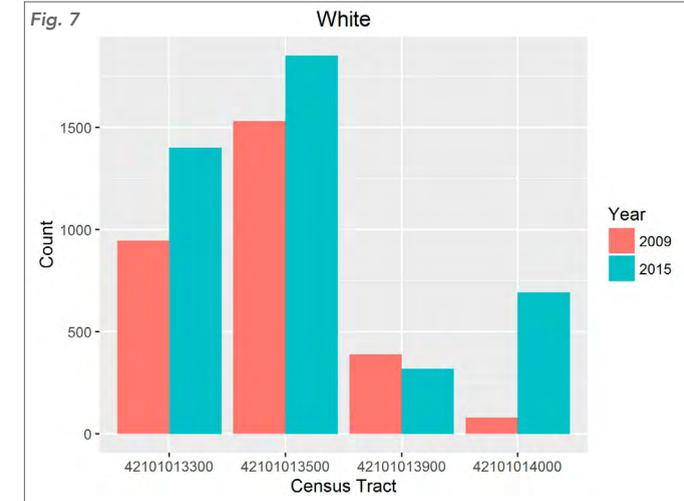


Figure 7, Top Right: number of White Non-Hispanic residents by census tract change between 2009 and 2015. Data from American Community Survey 2006-2010 and 2011-2015.

Figure 9, Bottom Right: Number of residents with a Bachelor's degree or higher by census tract change between 2009 and 2015. Data from American Community Survey 2006-2010 and 2011-2015.

# Neighborhood Change

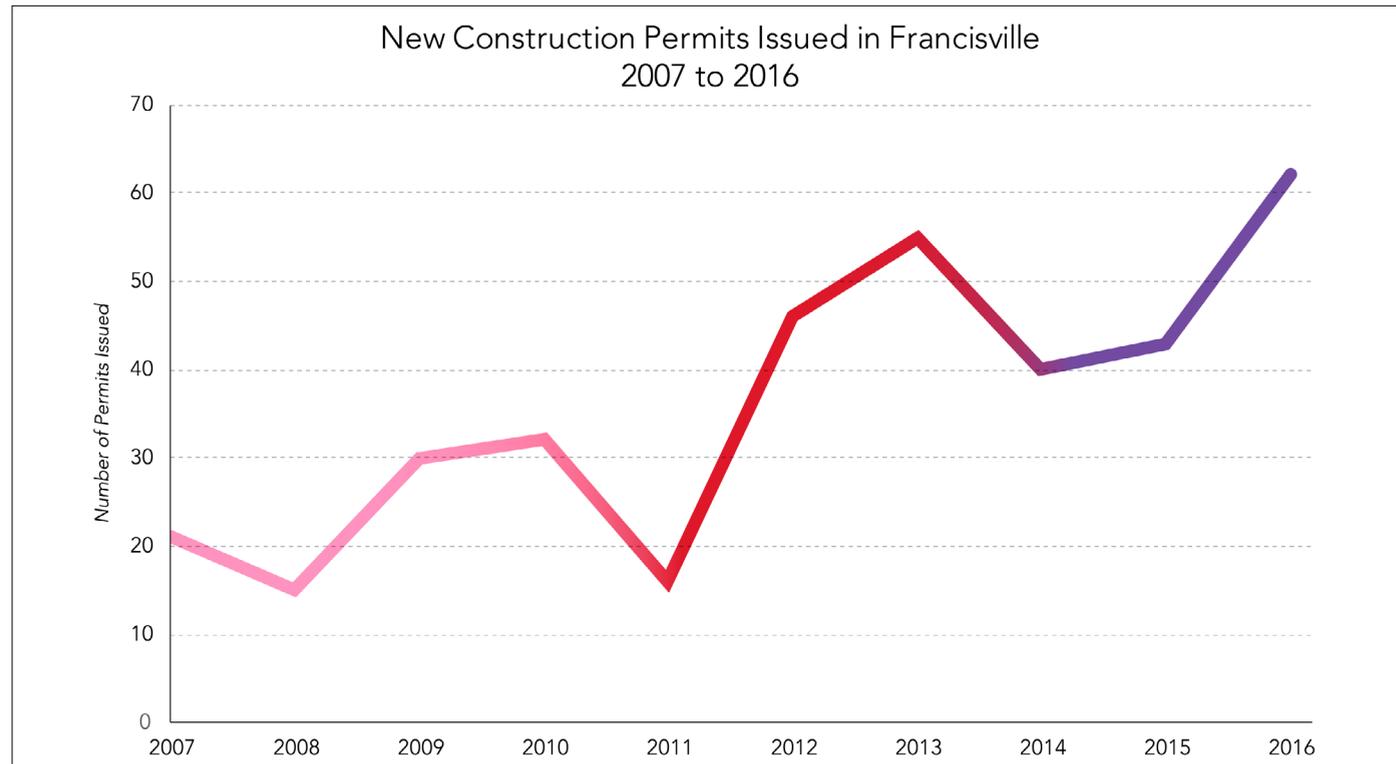


Figure 10, above: New Construction Permits issued in Francisville from 2007 through 2016. Chart colors correspond to the legend for the new construction permits map on page 21. (Source: "Licenses and Inspections Building Permits" via the Philadelphia Department of Licenses and Inspections, accessed February 12th 2017).

## Market Pressure & Development

Francisville has seen significant market pressure and new construction in the last few years. Some of the construction projects are shown in Figure 10, which charts the changes in permits from 2007 to 2016. Between 2011 and 2016, the number of permits issued for construction per year increased from around 17 to over 60.

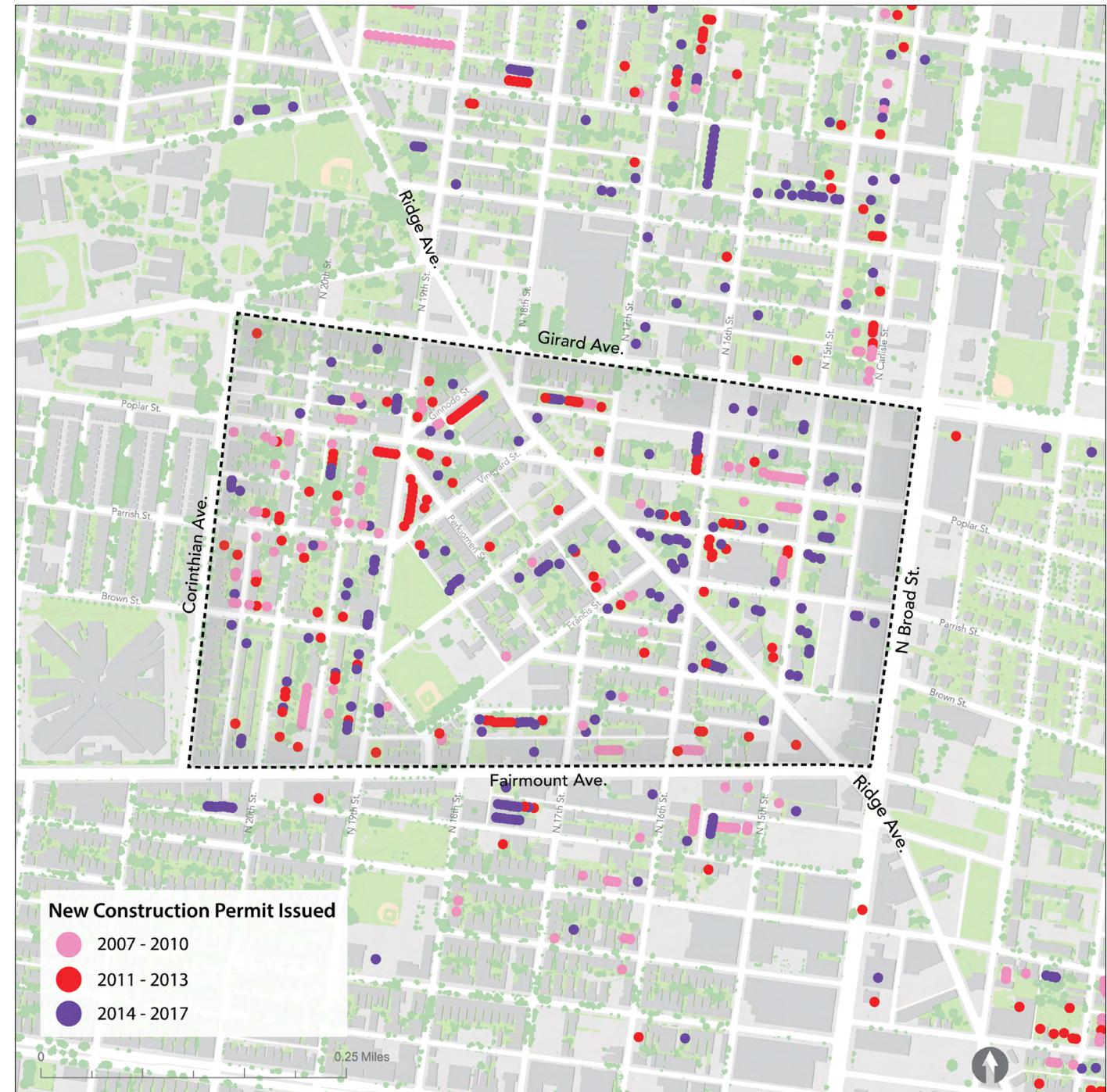
The increase in residential and commercial projects in Francisville was a significant concern of residents during the community meetings. Multiple residents voiced their feelings that the neighborhood was like

a constant construction project. Their concerns about the development in the neighborhood has been summarized in the following section.

The impact of the rise of construction in Francisville is reflected in the change in residential tenure is shown

### Map 2, Facing Page:

Map of new construction permits issued in and around Francisville from 2007 to 2017. Although there has been new construction outside the neighborhood boundaries, the majority of new construction has occurred within Francisville in the form of infill and block-wide development.



# Neighborhood Change

in Figure 5. Between 2000 and 2015, the percentage of households who have lived in their homes for two to five years has increased from 30% to 50% of all households. The percentage of households who have lived in their homes for six to ten years has also increased from 15% in 2000 to 27% in 2015. This reflects a changing residential population in Francisville, with an almost equal mix of new and old residents. The change of tenure has impacted community cohesion and togetherness. This was a concern of some residents in the community meetings. Their concerns related to accommodating both old and new residents will be explored in the following section.

The impact of new construction has impacted Ridge Avenue as well, via a rise in the sale of properties and transfer of ownership since 2006. There are 107 properties in Ridge Avenue of which 72 transferred ownership since 2006. 38 properties were sold for \$1 and 55% of all properties are currently vacant. 11 properties are currently recognized as new/rehabbed and 60% of non-vacant properties are recognized as below average condition and/or are structurally compromised. 72% of all properties on Ridge Avenue are up to date with tax payments.



**At right top and bottom:**  
Ongoing development along Ridge Avenue has led to an increase in infill along the avenue, but has also contributed to the deterioration of street conditions along the avenue and the proliferation of street trash at some sites.

## Resident Concerns

Through the course of the semester, three community meetings were held in Francisville to understand community concerns about the development of the neighborhood at large and on Ridge Avenue. The community process is described later in this report. Some of the concerns raised by the community about Francisville included the quick pace of development, housing and tax affordability, livability and community cohesion, and parking. Ridge Avenue specific concerns included reviving the community, commercial, and cultural spaces on the historic corridor.

Approximately 50% of community feedback included comments like “Francisville is open season”, “the neighborhood is trying to push us out”, and “Francisville is like one perpetual construction site.” The residents were concerned with the type and quality of new development, the resulting economic and social pressures, and the impact and inconveniences it brought to the neighborhood.

Approximately 30% of the residents also mentioned housing and tax affordability concerns in Francisville. Residents were concerned by rising property taxes, mortgages and rent costs associated with the development of Francisville. The displacement of long-time residents, and loss of diversity and multi-generational character of the neighborhood was also raised as an issue. Twenty-five percent of the residents mentioned the difficulty of accessing food and business services, the disconnect between old and new residents, and the racial tension between local law enforcement and black residents as livability and community cohesion concerns in Francisville. One resident commented that the development as a whole is “trying to erase our history and that’s what is making everyone angry.” Parking in Francisville was also raised as a concern by 25% of the residents who spoke to the difficulty of finding parking, its associated cost, and felt that

parking conditions will get worse. Residents stated that today, “there are 6 cars where there used to be one” and questioned where all the new residents moving to Francisville will park.

Approximately 40% of the community feedback concerned Ridge Avenue’s future. Residents envisioned the corridor as primarily serving the neighborhood and providing convenient and affordable services. In addition, residents emphasized the need for Ridge Avenue to serve a diverse population – young and old residents – and for the corridor to provide spaces where residents could get their daily needs met. Residents provided approximately 60 unique business ideas for Ridge Avenue.

# Existing Conditions

## Transportation Access

Francisville is well-connected to other parts of the city, especially Center City and shopping/commercial areas in North Philadelphia. Six bus routes run through or within walking distance of the neighborhood boundaries, one of which — the 61 — runs directly along Ridge Avenue with stops on almost every block. North-South routes like the Route 33 and the Route 02 provide additional bus connections to neighborhoods like Chinatown and Manayunk. Map 3, at right, visualizes the many transit routes that run through and around the neighborhood.

In addition to SEPTA bus routes, Francisville residents have access to the Route 15 Trolley on the neighborhood's northern border, Girard Avenue. The route 15 trolley provides north-eastern links to neighborhoods like Fishtown and Port Richmond, as well as western neighborhoods such as Brewerytown and Parkside. The Route 15 trolley also connects to the Market Frankford Line at the Girard station to the East, and to Fairmount Park and the Philadelphia Zoo to the West.

Perhaps most notably, Francisville benefits from the presence of two Broad Street Line stations: the Fairmount stop at the intersection of Fairmount Avenue, Ridge Avenue, and Broad Street, and the Girard stop at the intersection of Broad Street and Girard Avenue. This important high-speed rail line provides easy access to job and shopping concentrations in Center City as well as connections to SEPTA Regional Rail and PATCO lines. The Broad Street Line also connects Francisville to shopping centers to the North, as well as institutions like Temple University.

Interruption of the cardinal street grid in the neighborhood's center can add a significant level of confusion to navigation for anyone unfamiliar with the

area. Way-finding in this area can be difficult, and could be improved through better signage or directional markers. Overall, however, the neighborhood is relatively easy to navigate.

Despite consistent issues with blocked sidewalks or poor pavement conditions and a lack of dedicated bicycle lanes within the neighborhood's bounds, Francisville is easy to bike in addition to being highly walkable. Predominantly small, mostly one-way residential streets with relatively slow-moving traffic are additionally conducive to non-motorized travel within the area.

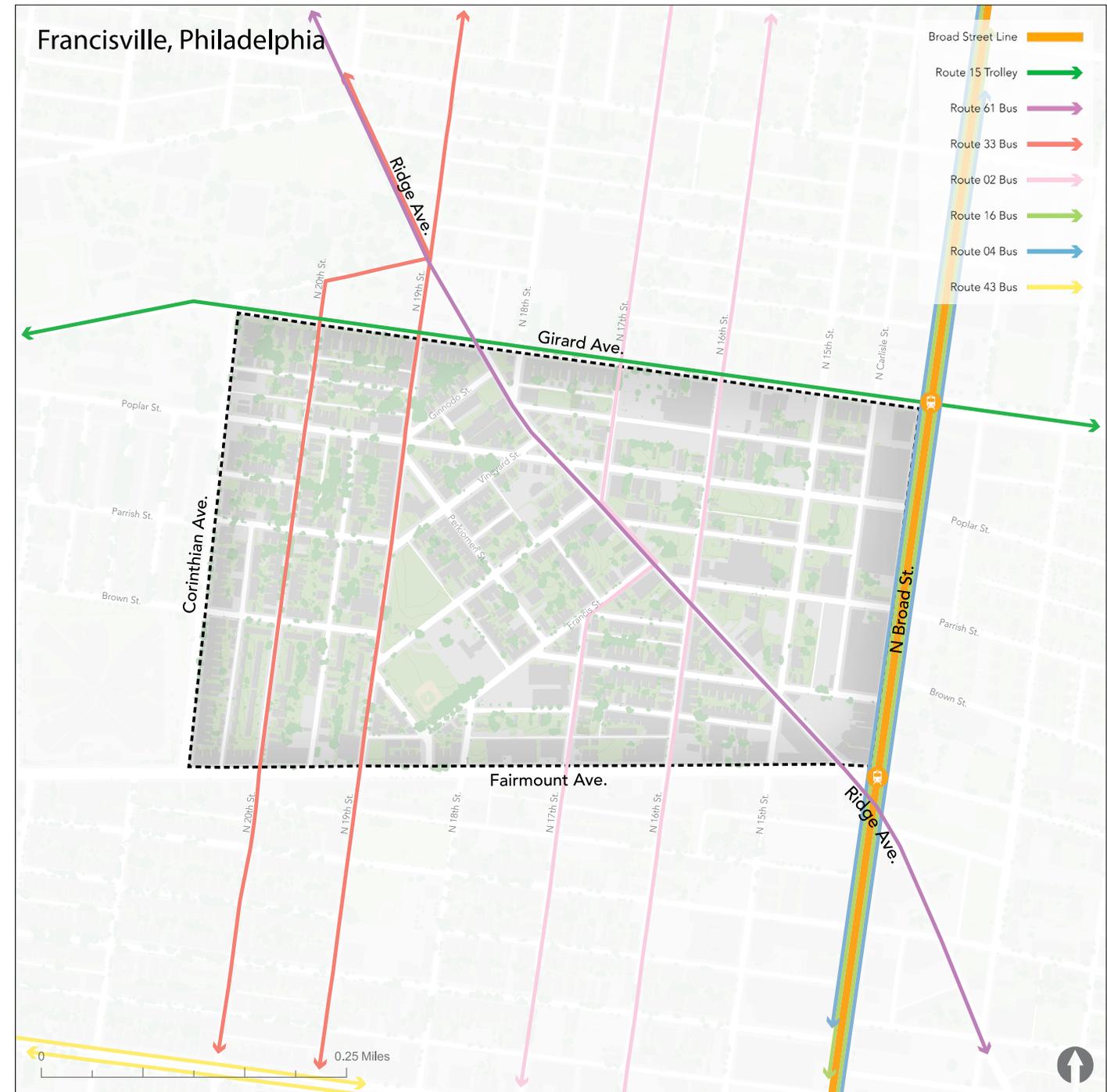
## Built Environment and Land Use

Francisville is bordered to the east on Broad Street and to the south on Fairmount by commercial and light industrial activity, while the northern and western boundaries consist of denser, historic row homes. The core of Francisville remains largely residential, mainly consisting of short blocks due to narrow cross-streets interrupting the traditional street grid, lined with three to four story row homes.

What differentiated, and still differentiates, the built environment of Francisville from other dense historic neighborhoods in city is this breakdown of the grid, which traces to the neighborhood's history as a separate estate from Philadelphia.

### Map 3, Facing Page:

SEPTA transit routes that run through or around Francisville. The Broad Street Line provides an easy and efficient connection to job and shopping centers in Center City as well as in North Philadelphia. The Route 61, which runs along Ridge Avenue, connects the Neighborhood to Chinatown in the South and Manayunk in the North. The route 15 Trolley along Girard provides East-West connections to neighborhoods like Richmond as well as Parkside, as well as Fairmount Park and the Philadelphia Zoo.



# Existing Conditions

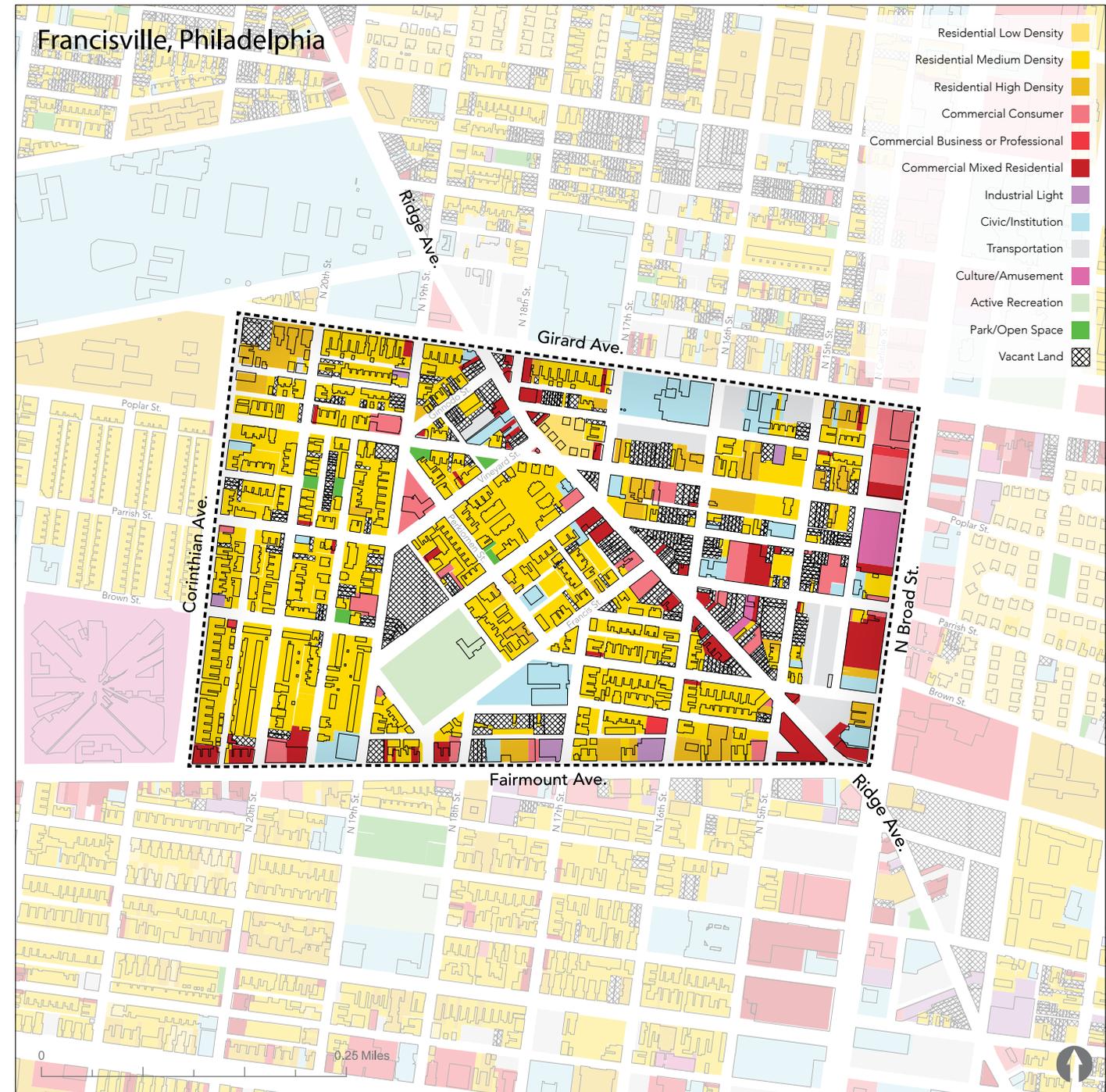


Above left to right: An example of FNDC neighborhood beautification efforts on Ridge Avenue; Demolition debris blocks the sidewalk on Cambridge Street between N 19th and N 20th.

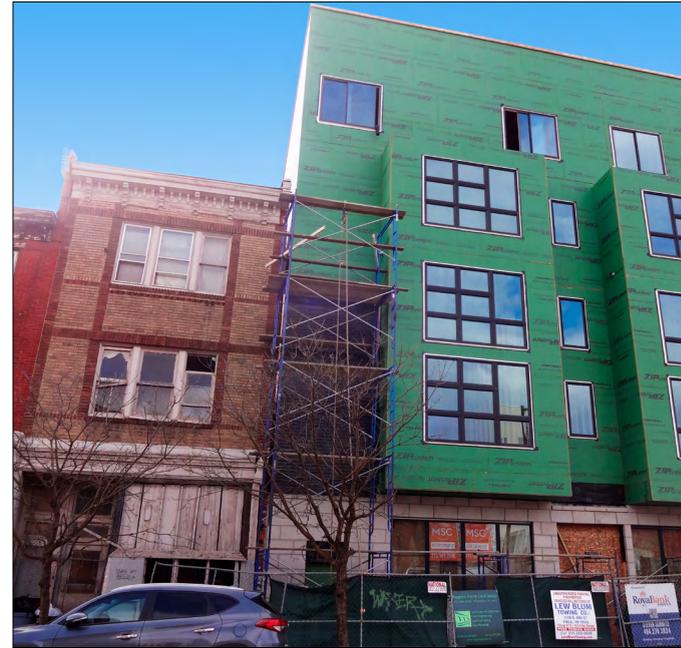
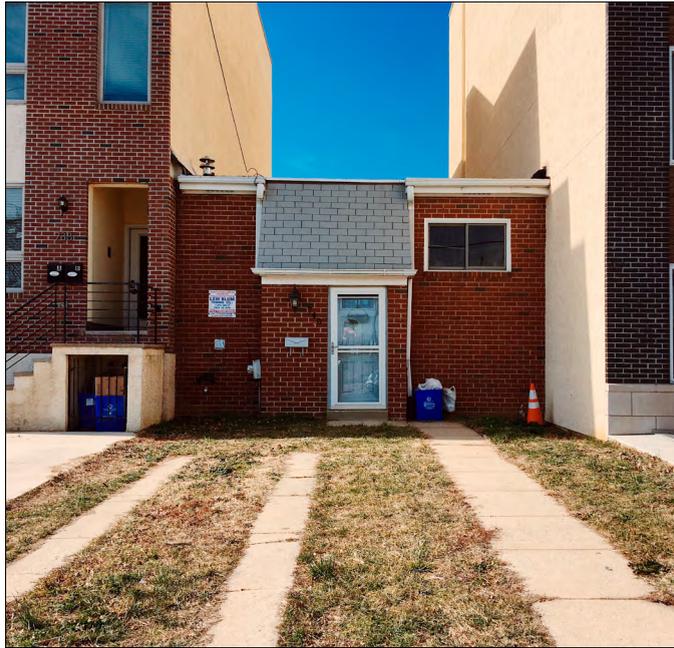
The dominant urban form in Francisville was historically constituted of single family, one-two story homes. The exception to this trend was the large number of three-story, mixed-used residential and commercial properties that lined the commercial corridor on Ridge Avenue. Ridge Avenue, which runs through the heart of Francisville, currently has commercial mixed use buildings occasionally interrupted by individual lots or larger parcels of vacant land. Although a significant amount of infill has occurred in the previous decade throughout the neighborhood, redevelopment activity on Ridge Avenue has been limited relative to the surrounding, residential areas. The zoning along Ridge Avenue, CMX-2.5, encourages by-right development to revive commercial activity in the area.

Post-recession redevelopment has transformed Francisville in recent years, with widespread construction of new apartment buildings on long-standing vacant properties. Despite this influx of new development, portions of Francisville remain dotted with vacant buildings and lots, especially in the northeastern section of the neighborhood. A large triangular lot in the southwestern section, the site of the former watch case factory, has stood vacant for decades, surrounded by a white picket fence, but is slated for residential redevelopment in the near future. The redevelopment

**Map 4, Facing Page:**  
This map of Francisville's land use was created using data from March 2017 provided by the City of Philadelphia via [www.opendataphilly.com](http://www.opendataphilly.com). Due to the rapid rate of development in Francisville, it is likely that this map became out-of-date within weeks of its creation. Nevertheless, it provides a good overview of land-use types in Francisville. Of particular note are the number of vacant properties throughout the neighborhood (but especially in the North East) and the Commercial Mixed Residential use along Ridge Avenue, which is expanding.



# Existing Conditions



*Above left to right: a one-story single-family home (typical for several blocks of N 20th and Uber Streets) is sandwiched between two higher-density multi-family buildings; a new multi-family development at 1532 Ridge Avenue between Brown and N 16th Streets.*

of the Divine Lorraine, and market forces pushing from the southern area of Center City, will likely spur increased commercial activity and additional residential development in the coming years.

Today, the residential built environment throughout the neighborhood and along the commercial areas of Ridge Avenue is changing dramatically. In residential parts of the neighborhood, many four story units are built or under construction.

## Property Summary

Our analysis of property ownership on Ridge Avenue discovered 132 unique real-estate parcels as of 2017. Of these properties, seventy-eight had changed ownership since 2010 (59%) and all but twenty had changed hands since 1999. Investment conditions and speculation

appear to be driving property sales on Ridge Avenue in recent years, as more properties are owned by fewer landlords. Along Ridge Avenue, fifty-nine properties consist of vacant lots while an additional five structures are currently vacant or unoccupied. Overall, most existing structures on Ridge Avenue are either in average or below-average condition with a healthy crop of structures representing new or rehabbed construction.

The average Ridge Avenue property has just under three-thousand square feet (2,772 sq.ft.) of improvements and the whole Avenue within Francisville provides around three-hundred and sixty-six thousand (365,898) square feet of either commercial or residential built space with a considerable amount of additional improvements under development.



As of 2017, tax delinquency did not appear to be a significant issue on Ridge Avenue as nearly one-hundred-and-twenty (119) of one-hundred-and-thirty-two properties were either up to date or had paid ahead on their property taxes. Interestingly, those properties that were behind on their property taxes represented real-estate that had been owned over a full range of time periods from just a year to over seventy years.

*Above: A vacant lot on Ridge Avenue is used for parking, as well as storage by developers and residents.*

*At Right: An empty lot on Ridge Avenue which has recently been sold.*



# Community Process

Two community meetings were held in Francisville to discuss concerns in the neighborhood, the future of the commercial corridor on Ridge Avenue, and the planning for vacant land at 1638-40 Ridge Avenue.

The first meeting was held at the Francisville Recreation Center on February 27, 2017 and more than 70 residents were present. Following an introduction to the group and the project, attendees completed a brief mapping exercise and then participated in breakout discussion groups. Discussion centered largely at the neighborhood level and included issues such as lack of parking, limited retail options, street trash, and the overall climate of ongoing development.

The second meeting was held at Second Pilgrim Church on April 3, 2017, and more than 50 residents were present. Following presentations from FNDC and representative of the Mural Arts Program concerning other neighborhood development initiatives, the University of Pennsylvania group led break out sessions to discuss the possibility of developing a grocery store/market on the vacant parcels at 1638-40 Ridge Avenue.

The second meeting's focus on a grocery store/market derived from this option being the most cited desired retail on Ridge Avenue during the first community meeting. The University of Pennsylvania group prepared a handout describing the sizes of various grocery stores in relation to the size of these vacant parcels (seen on page 38 of this report and also in Appendix



**Top Right:**  
Francisville residents participate in a mapping exercise as part of Community Meeting 1 at the Francisville recreation Center on February 20th, 2017.

**Bottom Right:**  
A detail of the map on which residents marked their favorite places in Francisville during Community Meeting 1 at the Francisville Recreation Center on February 20th, 2017.

5). This handout facilitated understanding of the scope of the proposed project and contextualized what could otherwise have been abstract square footage measurements.

Following both Community Meetings 1 and 2, the University of Pennsylvania group conducted a content analysis on the notes taken by group members to determine those topics commonly brought up across breakout groups. Key informant interviews were also conducted throughout the process with the board members of FNDC.

A final presentation of alternatives was given by the University of Pennsylvania group to the Francisville community at Second Pilgrim Church on April 24, 2017. The final presentation reiterated the scope of the project, summarized findings from Community Meetings 1 and 2, and proposed four possible alternatives for development on the lots at 1638-40 Ridge Avenue. Those alternatives are discussed in detail in the following section.

After the presentation, community members were asked for questions, comments, and feedback. They were also asked to contact FNDC with additional comments after the meeting if they arose. Attendees were advised that once the final report was developed it would be sent to FNDC, and to all attendees who provided an e-mail address, after which it would be made available to the community at large. Appendices 2 and 3 contain summary notes of both meetings.

**Top and Bottom Right:**  
Community Meeting 1 also featured breakout group discussions. During these sessions, small groups engaged in conversations about the history of Ridge Avenue and what residents hope to see their in the future. In these images, residents participate in breakout discussion groups at the Francisville Recreation Center on February 20th, 2017.



# Interventions Along Ridge Avenue

## Sites

This strategic plan articulates a vision for a revitalized commercial corridor along all of Ridge Avenue in Francisville. However, our target areas of intervention are only two consecutive sets of vacant parcels currently held by the Francisville Neighborhood Development Corporation: 1628-32 and 1638-40 Ridge Avenue. This limited focus is due to two factors, that fall within the goals of the strategic plan.

Factor 1: Outside of some initial remediation efforts on the parcels, they are essentially ready for development, meaning they can be developed for use quickly, to help bolster the commercial environment on Ridge Avenue. Given the current level of vacancy, particularly commercial vacancy, on Ridge Avenue, any additional commercial development will be a positive addition to the corridor's revitalization.

Factor 2: FNDC was commuted these parcels by the City of Philadelphia at no cost, meaning the FNDC can be more flexible with the kind of commercial tenants housed in these properties, since they do not have to charge market-level rents to support a mortgage that would include land costs. In addition, FNDC's development model historically, and the organization's plan going forward, is to use market rate rental housing in the upper floors of the development to cross-subsidize the commercial costs, thereby lowering the commercial rents even further. These lower commercial rents make it easier for the commercial properties to match the strategic plan's goal of promoting local employment opportunities, since prospective small business owners from the neighborhood could more easily start enterprises, and have lower rental costs that may encourage hiring local workers at better wages.

It is important to note, that though FNDC does plan to use residential rent to subsidize commercial enterprise, this concept faced significant resistance from community

members during the two community meetings we held for this study. Many residents were weary of adding additional residential units to what they feel is an already overcrowded neighborhood, while others sought for Ridge Avenue to redevelop with only commercial properties.

We then first discuss FNDC's plans for the three consecutive lots on 1628-32 Ridge Avenue. Much of the planning for these lots was already completed by FNDC before we began research for this strategic plan.

We then provide a list of alternatives for 1638-40 Ridge Ave derived from these community meetings. Finally, we describe each of these alternatives and pose best options for intervention.



**Above:** 1608-12 Ridge Avenue, which is owned by FNDC, has already been developed. The upper levels contain residential units and the ground floor has a space that will be occupied by a restaurant. Rents from the residential units on the upper stories will subsidize the commercial rent on the ground floor.

# Interventions Along Ridge

## 1628-32 Ridge Avenue

FNDC plans to use the three consecutive parcels at 1628-32 Ridge Avenue for a mixed use development that will include a restaurant, jazz lounge, and commissary kitchen, as well as market rate, rental housing. The proprietor of the restaurant is a Francisville resident who also hopes to utilize the commissary kitchen as a means to promote professional education and employment opportunities for the neighborhood's residents. FNDC presented these plans at Community Meeting 2, and fielded questions from residents in attendance regarding restaurant hours and pricing.

## 1638-40 Ridge Avenue

Following the content analysis from the community meetings, as well as discussions with the leadership of FNDC and advisors at the University of Pennsylvania, four alternatives are considered for the vacant parcels at 1638-40 Ridge Avenue:

- A grocery store/market,
- A space for community/youth services,
- A variety of retail options, and
- An art space/theater

In the following section, we describe each of these alternatives including the existing conditions in and nearby Francisville that could support or inhibit the alternative, as well as existing data and literature that can help describe the feasibility of each alternative on Ridge Avenue.

*Top Right:*  
1628-32 Ridge Avenue in April 2017

*Bottom Right:*  
1638-40 Ridge Avenue in April 2017



# Alternative 1: Grocery Store/Market

Of all the retail options discussed in the first community meeting, a grocery store/market was most brought up by neighborhood residents. Many residents described the difficulty in getting to nearby major grocery stores such as the Fresh Grocer at Broad between Oxford and Cecil B. Moore, as well as the prohibitive costs of the new Whole Foods on the Benjamin Franklin Parkway. Residents primarily noted the lack of access to fresh foods and produce as a problem in the neighborhood. Some of this desire for fresh produce came out of recollections of the old produce market that used to be on Ridge Avenue in the neighborhood, while others wished to see the summer Farmer's Market again at the corner of Broad and Girard.

Though residents' desires for a grocery store or market are clear, there are a number of possible roadblocks to implementing this kind of development on Ridge Avenue. The primary issue is that there is, already, a small grocer at the corner of Ridge Avenue and Wylie Street, the Yellow Front Market.

In the second community meeting the University of Pennsylvania group asked residents about their impression and use of this market. The responses varied drastically across groups, with some long and short term residents saying they had never stepped foot in the store, that the food was rotten, or that it was a unsafe environment, while other residents said they shopped at the market regularly, and even felt loyal to it for being one of the few active businesses on Ridge Avenue.

In addition to the mixed response to the quality of the Yellow Front Market, FNDC is hesitant to develop a similar style, small market, as they do not wish to create competition with existing retail on Ridge Avenue. Recent rumors that an Acme grocery store will be opened as part of the redevelopment of the Divine Lorraine Hotel only further the issue of existing services.

The second issue regarding a market or grocery is site feasibility at 1638-40 Ridge Avenue. The main issue is that this is a very small parcel, particular when compared to the footprint of major grocers such as Fresh Grocer or Whole Foods, or even compared to smaller grocery stores like Trader Joe's. Though the size of the parcel is an issue, we have provided a selection of examples (shown abridged on page 38 and in Appendix 5) of successful markets sited on small parcels like the one under analysis on Ridge Avenue. One quite creative use of a very small parcel is the Weaver's Way Coop in Mt. Airy, which utilizes a two story design and narrow alleyways to provide a wide array of produce, as well as a large selection of dry goods.

The third issue is the economic feasibility of opening a market in Francisville. To determine this feasibility we turn to the "Limited Supermarket Analysis" (LSA) research conducted by Reinvestment Fund (Reinvestment Fund 2012 and 2011), and the data derived from this analysis available on PolicyMap (see: [https://www.policymap.com/data/our-data-directory/#ReinvestmentFund2014LimitedSupermarketAccess\(LSA\)Analysis](https://www.policymap.com/data/our-data-directory/#ReinvestmentFund2014LimitedSupermarketAccess(LSA)Analysis)).

In their LSA analysis the researchers at Reinvestment Fund consider two main areas of inquiry when considering whether a neighborhood holds the potential for a new grocery or market. The first is whether the area is a "limited supermarket area," which is defined as an area "where the residents must travel significantly farther to reach a supermarket than the 'comparatively acceptable' distance traveled by residents in well-served areas" (2012, p. 3). "Comparatively acceptable" distances are defined as the distance traveled to a supermarket in nearby areas that are at 120% of the area median income. Under these criteria, Francisville is not a limited supermarket area and does not need any intervention in this regard (see LSA area map).

# Alternative 1: Grocery Store/Market

The second area of inquiry is a measurement of the level of resources spent on grocery stores outside the area, what Reinvestment Fund calls “leakage.” Their recommendation is that if there is less than \$6 million of leakage in a neighborhood, than even trying to site a small grocery store is likely to be unsuccessful. Again, on this metric Francisville does not appear to meet the criteria for a new market/grocery store (see Map 6).

However, another metric employed by Reinvestment Fund in their “leakage” analysis is to measure the percent of the grocery retail demand “lost” to nearby areas. In this regard, we see that upwards of 80% of Francisville’s grocery demand is lost to other neighborhoods (see Map 7). Given that these analyses were conducted three years ago (2014), and that substantial economic development is ongoing in Francisville, it is possible that these rates of unmet demand are even higher.

Following the limitations of the site, the commercial competition nearby, and the unclear market demand for a grocery store in the neighborhood, we recommend that the best implementation of this alternative would be as a small, specialty market that provides a limited, but diverse array of fresh, high quality foods and produce. This recommendation follows conversations with residents in our second community meeting, where the bulk of residents sought specialty services, such as a bakery or butcher, rather than a fully-fledged grocery store, as well as a variety of fresh produce.

One model for this intervention could be the array of services provided at Reading Terminal Market. Reading Terminal was brought up numerous times by residents as their favorite place to shop, or the place they go to most often to shop, even though it is at some distance from Francisville. Using the diversity of options provided by Reading Terminal as a model but scaling them down to a smaller space, may provide the means for a successful

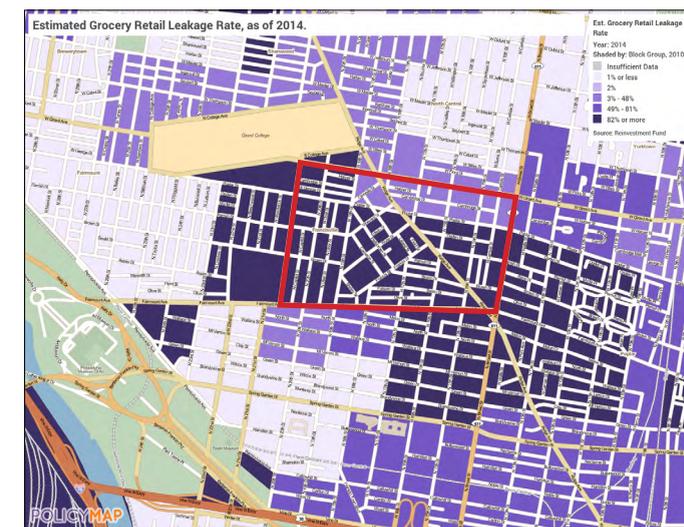
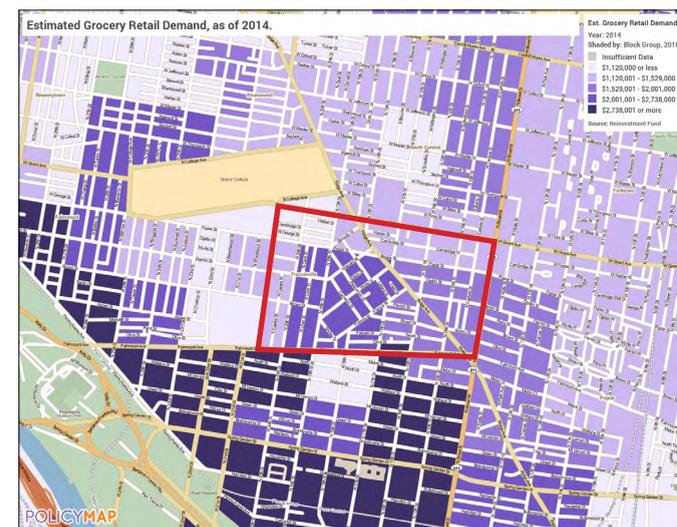
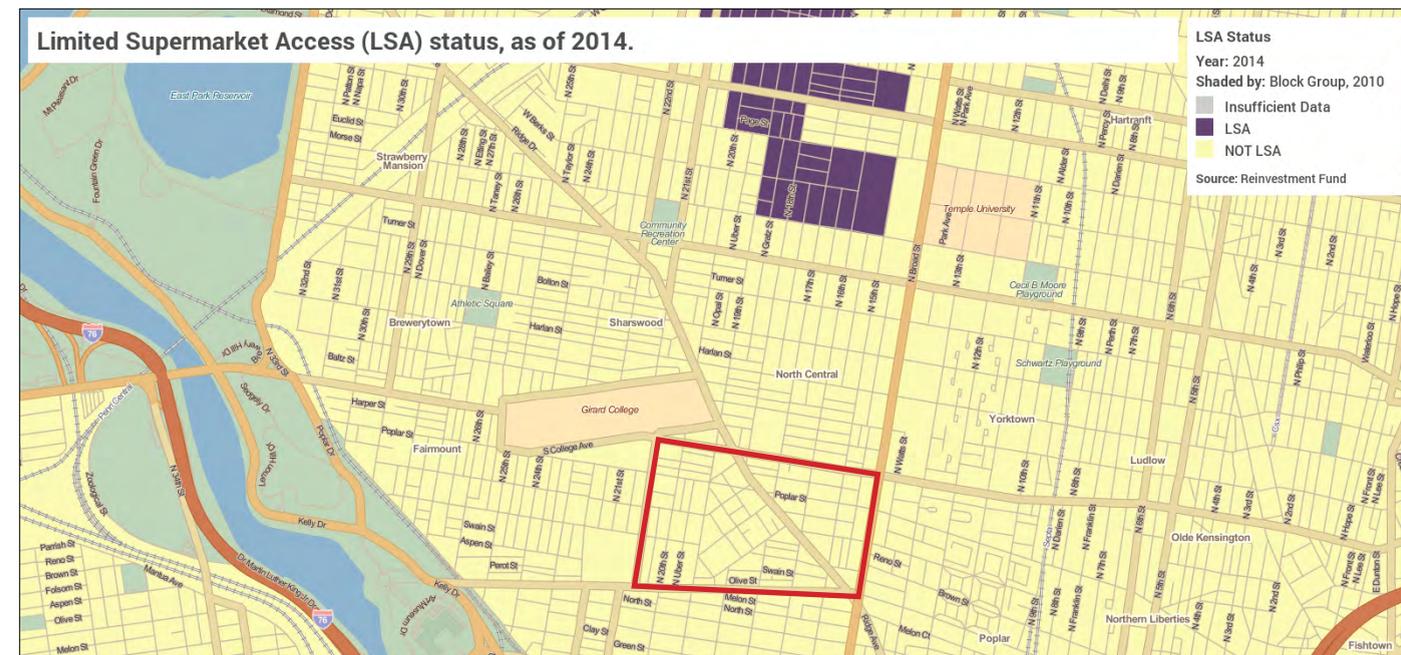
market on Ridge Avenue. This kind of market would not provide direct competition to the existing services, while also responding to growing market demand in the neighborhood. One possibility for this market would be as a cooperative grocer.

A cooperative grocery store is structure so that shoppers at the grocery can become member-owners of the business. Membership is generally provided through an equity payment, hours working in the cooperative, or some combination of the two. Usually cooperatives also have a paid staff that supplements the worker-member labor. Through this model, where customers from the community have a ownership stake in the establishment, the cost to consumers can be lower than in a standard grocery store, while also building a long term relationship between the business and neighborhood residents.

In addition, if this market were organized under a cooperative structure, and included skills training (butchering, baking, etc.) as part of its program, it could also help meet the goal of promoting employment opportunities in Francisville.

Neighborhood residents at both the second community meeting and the final presentation were enthusiastic about the prospects of the cooperative model for Francisville. In particular, residents were excited about the lower prices and job training prospects for young adults in the cooperative model. In addition, residents thought that a cooperative may provide more connection and continuity to the neighborhood than standard, private retail.

**Map 5, Facing Page Top:** Limited Supermarket Access Analysis Map from Policy Map, which does not classify Francisville as a “limited supermarket area.”



**Map 6 and 7, Above left to right:** Map of Estimated Grocery Retail Demand from Policy Map, indicating that Francisville spends close to \$4million on groceries per year; Map of Estimated Grocery Retail Leakage from Policy Map, indicating that approximately 80% of all money spent on groceries by Francisville residents each year (around \$3.2million) is spent outside the neighborhood. Francisville boundaries outlined in red.

# Alternative 1: Grocery Store/Market

## 1638-40 Ridge ~ 3,496 square feet

At the community meeting hosted by FNDC on February 27th 2017, many Francisville residents said that Ridge Avenue should have a grocery store. What kind of grocery store can fit on the lot that FNDC owns at 1638-40 Ridge Avenue? Should this lot be used as a grocery store given its size, or should it be used for something else? How might a grocery store fit in a space like this, and how does that compare to larger stores frequented by Francisville Residents?



**Whole Foods Market**  
2101 Hamilton Street, 19130  
~ 55,000 square feet



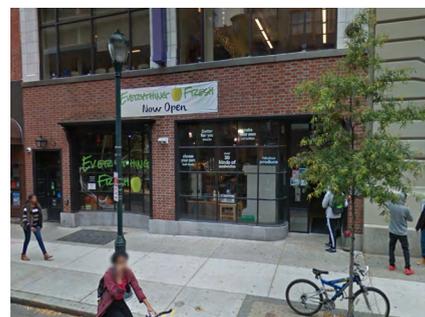
**The Fresh Grocer**  
1501 N Broad Street, 19122  
~ 46,000 square feet



**Trader Joe's**  
2121 Market Street, 19103  
~ 7,000 square feet



**Mariposa Food Co-Op**  
4824 Baltimore Avenue, 19143  
~ 5,500 square feet

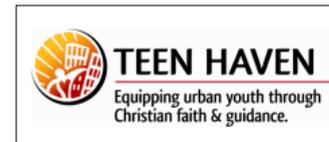


**Everything Fresh**  
1222 Walnut Street, 19107  
~ 4,280 square feet



**Weaver's Way Co-Op**  
559 Carpenter Lane, 19119  
~ 1,288 square feet

# Alternative 2: Community Services



Alternative Two responds to this decline through the introduction of a non-profit organization that could provide services including youth educational activities, after-school programming, job training, and related services.

Such functions can occur even within a relatively small area and there are several other examples throughout Philadelphia. Organizations such as Mighty Writers, Spells Writing Lab, Teen Haven, the Police Athletic League, the Strawberry Mansion Learning Center, and the Philadelphia Opportunities Industrialization Center provide similar services through the city and some have outfits within typical row-house style buildings. The structure of this option would likely take the form of a ground floor non-profit space with residential apartments or for-sale housing units on the upper levels.

A basement level could potentially provide for additional space which could serve both the programming and administrative needs of the non-profit lessee. The non-profit lessee would likely pay a reduced-price rent for the space upon agreement of a longer-term lease. In addition to this lease agreement and the residential components that could provide revenues necessary to underwrite development, several existing grant programs are provided by the City of Philadelphia and Commonwealth of Pennsylvania that could help subsidize construction.

The two properties comprising 1638-40 Ridge Avenue provide for nearly 3,500 square feet of ground floor space which could support around 3,000 square feet of usable floor area for any of the options presented within this report. In addition to the opportunity presented by Alternative One, an alternative use for the ground floor space at 1638-40 Ridge Avenue could be to lease the unit out to a community-focused non-profit organization.

The concept behind leasing 1638-40 to a community-focused non-profit organization is based upon the idea that such a tenant would provide useful services to residents living in Francisville. Approximately one-third of all comments put forth by residents at our first community meeting concerned the gradual decline of community services within the neighborhood.

*Above: Examples of community-serving organizations with established presences in Philadelphia. Organizations like these could work out of a community space at 1638-40 Ridge Avenue.*

*Facing page left: At community meeting two, the content on the facing page was distributed to breakout discussion groups in the form of a handout. The square footage of the lot at 1638-40 Ridge Avenue was put into context with comparisons to three large grocery stores specifically mentioned by Francisville residents during Community Meeting 1. (All photos taken from Google Street View).*

# Alternative 3: Small Private Retail

A third alternative presented within this strategic plan for the approximately 3,000 square feet of usable floor area to be developed at 1638-40 Ridge Avenue could be to selectively recruit a retail for-profit business serving the needs of Franciscville residents as specified at our community meetings. In a similar manner to Alternatives One through Three, this alternative would boost commercial activity along Ridge Avenue, which was once a thriving commercial corridor.

The support behind using 1638-40 Ridge Avenue for a retail business (retail or restaurant) is based upon the idea that such activity would provide goods and services that residents within the neighborhood are currently lacking. At our first community meeting, more than sixty unique ideas for types of business activity were presented as options that could be beneficial for 1638-40 Ridge Avenue.

Potential businesses ranged from leisure focused items such as a diner, ice-cream parlors, or clothing shops to more everyday functions including hardware, optical support, and dry-cleaning services. Option 3 responds to this sentiment through the introduction of retail space that can meet the needs of Franciscville residents while giving visitors a place to spend time with friends and family. With the revival of retail corridors and districts throughout Philadelphia in recent years, the possibility of bringing new activity to Franciscville along the Ridge Avenue corridor is within reach.

The structure of Alternative Three would be like many other private developments found throughout Philadelphia with both basement and ground floor commercial use and upstairs residential units or apartments. Although more financing feasible, this option is less eligible for grants and subsidies provided by either the City of Philadelphia or the Commonwealth of Pennsylvania and more heavily influenced by market conditions.



Above: 1540 Hardware, on East Passyunk Avenue, is an example of the type of community-serving private retail residents called for during Community Meetings 1 and 2. (Source: Passyunk Avenue Revitalization Corporation)

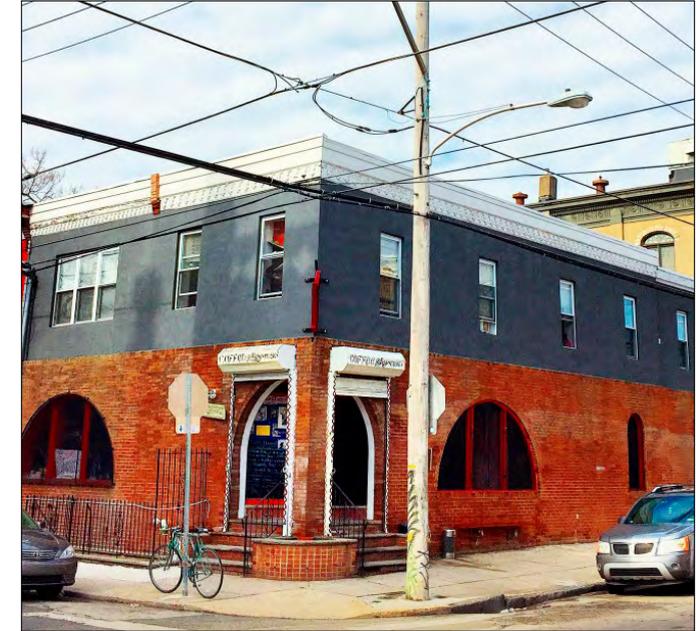
# Alternative 4: Art/Theater Space

Our final alternative for 1638-40 Ridge Avenue could be the establishment of a community arts venue. In addition to the opportunities presented by Alternatives One and Two, a community arts space could bring new life to Ridge Avenue through an artistic focal point serving both residents and visitors alike.

The concept behind subsidizing 1638-40 for a community arts space is based upon the idea that such a function would bring both cultural and entertainment activities to Franciscville – a community once known for its thriving jazz and music scene. Approximately twenty percent of all feedback put forth by residents at our first community meeting concerned some type of artistic or cultural activities to bring back onto Ridge Avenue.

Similar examples of multimedia arts venues existing in neighborhoods throughout Philadelphia include the Mt. Airy Arts Garage, The Pharmacy Philadelphia, and Space 1026 – all of which provide arts programming within spaces of similar dimensions.

The structure of this alternative would likely take the form of a basement and ground floor arts venue with residential apartments or for-sale housing units on the upper levels. The arts venue lessee would likely pay a reduced-price rent for the space upon agreement of a longer-term lease. In addition to this lease agreement and the residential components that could provide revenues necessary to underwrite development, several existing grant programs are provided by the City of Philadelphia and Commonwealth of Pennsylvania that could help subsidize construction.



Above: The Pharmacy, a small Arts/Culture venue in Point Breeze, could serve as an example for an arts/culture space at 1638-40 Ridge Avenue. The Pharmacy's small footprint and neighborhood focus align with the space and resources available in Franciscville. (thepharmacyphilly.org)

# Evaluation/Pros & Cons

# Conclusion & Next Steps

	Alternative 1: Grocery Store	Alternative 2: Community Services	Alternative 3: Private Retail	Alternative 4: Art/Theater Space
Neighborhood Serving				
Job Creation				
Heritage & History				
Feasibility				
Requires Subsidy				

Figure 11, above: Evaluation Matrix for Alternatives One - Four.

Each of the alternatives posed in this strategic plan derive from neighborhood resident's input gathered during community meetings. To begin thinking about prioritizing these needs the above matrix strategically weighs the various positive and negative elements of each alternative.

On the metrics that came up most often in the community meetings -- that whatever fills this parcel be neighborhood serving and job creating -- there are mixed results. Some of the more non-profit like entities have limited job creation prospects while the more commercial projects may not serve the community well.

In contrast, each of the alternatives connects to piece of Francisville and Ridge Avenue's history.

A common note is that most of the alternatives require, most likely, some form of subsidy, be it grant-based, governmental, or via cross-subsidy from residential rents. This subsidy requirement should not inhibit against taking up one of these alternatives, but rather something to be recognized in project development.

Francisville is a proud neighborhood with a rich history. The radial orientation of Ridge Avenue, Francisville's main street, provides an opportunity to create a truly unique place in which to cultivate community, culture, and commerce at the local level. For many years, Francisville has struggled with the issues common to much of Philadelphia including crime, disinvestment, the loss of residents, and the decline of commercial activity. Although such issues persist to varying extents, Francisville has experienced a significant uptick in investment and economic conditions over the past few years.

Since 2011, market forces have made their presence known within Francisville as hundreds of new residential apartments, condominiums, and single-family homes have been developed. New development has not been without cause for concern as community residents have expressed their thoughts and feelings about the way developers use the neighborhood and the overall compatibility of the new structures being developed. These concerns have become increasingly important as development pressures have turned to Ridge Avenue. Given Ridge Avenue's former existence as a neighborhood commercial corridor, it is highly important to ensure that future developments are both compatible with each other while meeting the needs and desires of Francisville residents. Therefore, this plan recognizes Francisville's needs through the context of how FNDC can channel current redevelopment dynamics to revive Ridge Avenue as a healthy and inclusive neighborhood corridor.

FNDC has been active within Francisville for many years through a mixture of community events, property developments, and by serving as an RCO. For much of FNDC's existence, market conditions did not support new projects within the neighborhood. However, given recent development pressures stemming from Center City, FNDC is now in the opportune position to

employ its Ridge Avenue real-estate holdings to support necessary community programming and activities within Francisville. As outlined within the options presented in this plan, 1638-40 Ridge Avenue can serve as a fundamental step toward establishing Ridge Avenue as an inclusive space supporting activities that benefit both neighborhood residents and outside visitors.

Fundamental for establishing an inclusive space is the recognition that market conditions may change rapidly, and to adjust for both market and neighborhood volatility, this plan presents a series of four options for 1638-40 Ridge Avenue. With FNDC's developments for 1608-12 and 1628-32 Ridge Avenue either built or well-underway, FNDC must weigh the considerations put forth within this plan with evolving conditions on the ground to ensure the best possible use for 1638-40 Ridge Avenue. FNDC's implementation of development plans through the recommendations provided within this document along with the capacity presented by community members will ensure the establishment of an inclusive community environment on Ridge Avenue.

# Community Resources

## HOUSING SUPPORT

Philadelphia Gas Works  
215.235.1000 | pgworks.com

PECO (Electric Company)  
215.841.4000 | peco.com

Comcast / Xfinity  
877.561.8321 | comcast.net

Philadelphia Office of Property Assessment  
Curtis Center – 601 Walnut Street, Suite 300W  
215.686.4334 M-F 8 a.m. to 5 p.m.

Healthy Rowhouse Project (Home Repair  
Resources / Support)  
1608 Walnut Street, 10th Floor  
267.546.0236 | healthyrowhouse.org

## CIVIC RESOURCES

Councilman Darrell Clarke - District 5  
215.686.3442 or 215.686.3443

City of Philadelphia  
215.686.1776 | phila.gov

Francisville Neighborhood Development  
Corporation  
francisvillencdc.org  
penelope@francisvillencdc.org

Fairmount Civic Association  
fairmountcivicassociation.org

## PERSONAL EMERGENCY

Philadelphia Police Department (9th District –  
Areas South of Poplar Street)  
215.686.3090 | phillypolice.com Local Precinct at  
401 North 21st Street  
Service Area Contact – LT Diane Vasaturo  
contact at [mailto:PPD.09\\_PSA3@phila.gov](mailto:PPD.09_PSA3@phila.gov)

Philadelphia Police Department (22nd District –  
Areas North of Poplar Street)  
215.686.3220 | phillypolice.com Local Precinct at  
North 17th Street and Montgomery Avenue  
Service Area Contact – LT Joseph Quaiser  
contact at [mailto:PPD.22\\_PSA3@phila.gov](mailto:PPD.22_PSA3@phila.gov)

Philadelphia Fire Department  
Engine 13 – 1541-47 Parrish Street  
215.686.1300 | phila.gov/fire

Hahnemann University Hospital  
Emergency Room  
215.762.7000 | 230 North Broad Street

## LIVING IN PHILADELPHIA

SEPTA (Public Transit)  
215.580.7800 | septa.org

Route 2 – 20th-Johnston to Pulaski-Hunting Park  
or Wayne Junction (North 16th & 17th Streets)

Route 4 – Broad-Pattison to Fern Rock  
Transportation Center (North Broad Street)

Route 15 – 63rd-Girard to Richmond  
Westmoreland (Girard Avenue)  
Route 16 – City Hall to Cheltenham-Ogontz  
North Broad Street)

Route 33 – Penn's Landing to 23rd-Venango  
(North 19th & 20th Streets) (Provides Night  
Service)

Route 61 – 9th-Market to Manayunk (Ridge  
Avenue) Broad Street Line (Subway on North  
Broad Street to City Hall or Fern Rock  
Transportation Center)

SEPTA CCT Connect – provides paratransit  
service for seniors and those with disabilities.  
To schedule contact – SEPTA at 215.580.7145 |  
[accessibility@septa.org](mailto:accessibility@septa.org)  
Fares – [septa.org/fares/cct.html](http://septa.org/fares/cct.html)

Philadelphia Parking Authority  
35 North 8th Street | 215.683.9730

Pennsylvania DMV (Driver's License Center)  
801 Arch Street | 800.932.4600

## NEWS ORGANIZATIONS & BLOGS

Philadelphia Inquirer  
1.800.222.2765 | philly.com

Plan Philly  
215.351.1200 | planphilly.com

## NEIGHBORHOOD RESOURCES

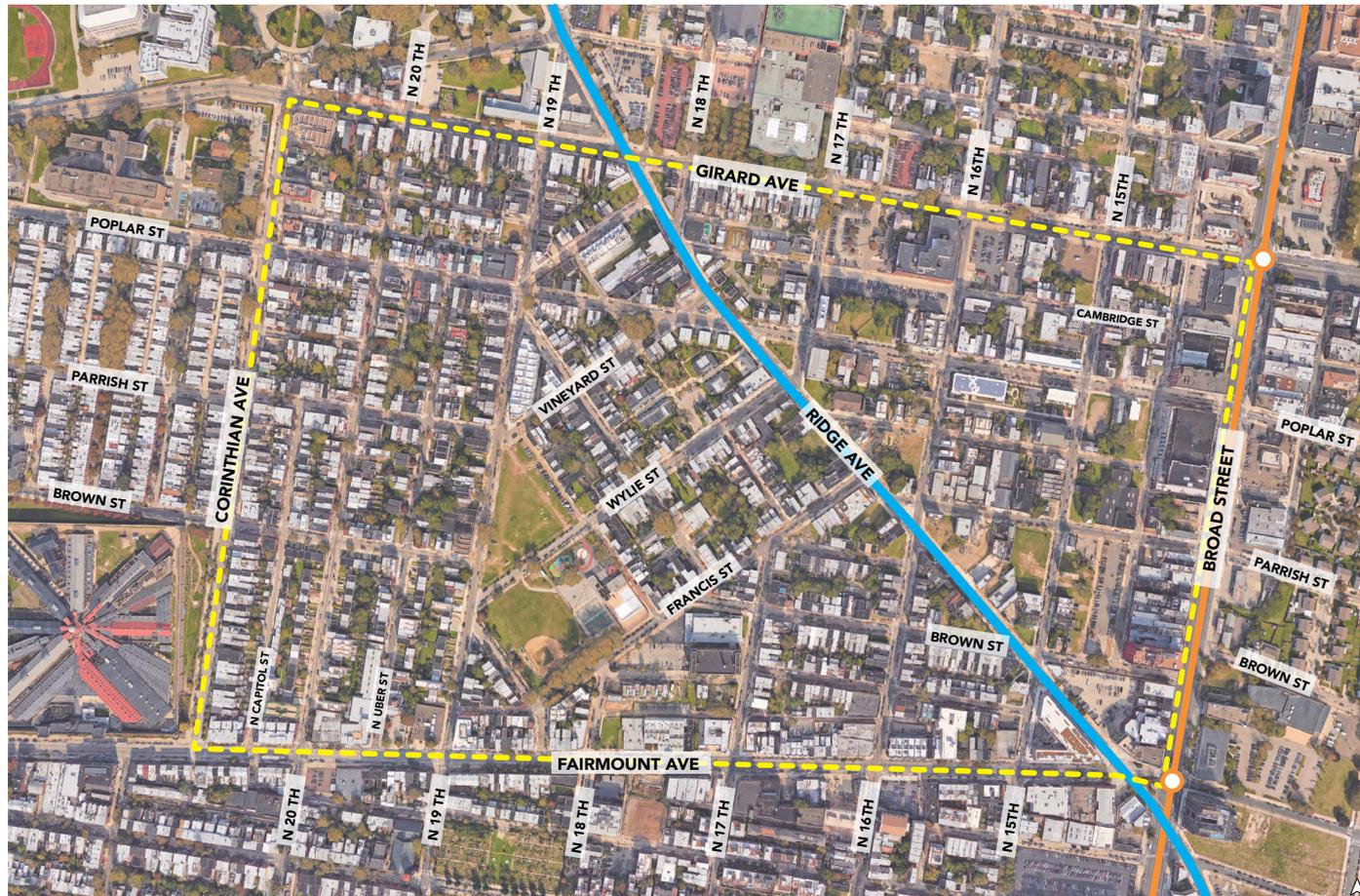
Philly 311 - Report Issues to City  
Dial 311 | [philly311@phila.gov](mailto:philly311@phila.gov)

Central Library  
[libwww.freelibrary.org/locations/parkway-central-library](http://libwww.freelibrary.org/locations/parkway-central-library)  
215.686.5322 | 1901 Vine Street

Francisville Recreation Center  
215.685.2762 | 1737 Francis Street

# Appendices

## Appendix 1: Map used for community mapping exercise in Community Meeting 1



## Appendix 2: Community Meeting 1 summary notes

### What participants wanted on Ridge Avenue

Summary: Nearly half of all the unique notes taken on what participants wanted on Ridge Avenue were in favor of a “supermarket” (25 notes) or similar type of retail development. A co-operative grocery store was also a reoccurring suggestion (3 notes) and a pet store (2 notes). It appears that most suggestions were for neighborhood serving businesses rather than destination style establishments.

- Farmer’s market
- Cafes
- Pet Stores
- Bookstore
- Boutiques
- Movie theaters A supermarket
- Drug stores
- Supermarket
- Retail – smaller stores with variety, clothing
- Commissary (shared commercial kitchen)
- Should be a supermarket
- One woman suggests a trade school
- Laundromat
- Bakery
- Music, cultural business establishments
- Yoga establishments
- Dance studios / lessons
- Doggie daycare
- Beauty school style establishments.
- A “real” grocery store
- Grocery store
- “A real food store”
- Sit-down restaurant on Ridge Ave.
- Coffee or tea establishment.
- A large department store or Walmart
- Pet store
- Doggie daycare
- Fun places (entertainment)
- Eye glass (optical) store
- Night markets
- Co-op produce market
- Ice cream shop

### Development Concerns:

Summary: Top notes within this category included concerns over the type and quality of new development, development pressures (both economic and social), neighborhood inconveniences caused by development and construction, overall neighborhood impact, and relationships between existing residents and developers.

- Buildings sold on the front end before opening (purely speculative development).
- Developers/All the New construction
- Would love to see regulation of the developers behavior
- “Francisville is open season”
- The neighborhood is “one perpetual construction site”
- Lots of small 1-1 ½ story single family units replaces with multi-unit four store apartment buildings
- “Tall buildings feel like a tunnel”
- It appears there are no guidelines for development
- Developers call often multiple times a week offering to buy people’s homes
- No more wood, brick and metal construction!
- Thinking is that the new condos are for corporate transfers who will only be in the neighborhood for 3-5 years then move out
- Does not feel like there is any level of quality to the new development
- Personal Experiences with developers
- Cable and internet cut in and out during construction
- Power cuts out during construction
- Tall buildings dwarf smaller homes of long time residents (comment came from a 35 year resident)
- Developers tore up her backyard
- Concerns of over development
- “They’re really trying to push us out” referring to the developers. Cites insulting, low-ball offers from developers who want to buy properties from current residents.
- High level of stress about the density of the new units
- New units aren’t a problem because they’re condos rather than rentals, they’re a problem because there are too many units in them and they are too tall – don’t fit with the character of the neighborhood.

## Appendix 2: Community Meeting 1 summary notes continued

- Lots of development but no churches, schools, libraries
- Expensive condos for people who don't interact with the neighbors and only want to go to center city for commercial activity
- Big Box stores
- Fear that development and condos are rising all around long-term residents and they aren't reaping any of the benefits.
- NTI – missed opportunity- vacant lots cleared and lost to developers

### Housing & Tax Affordability Concerns:

Summary - Top notes within this category included concerns over higher property taxes, higher mortgages and rent cost, displacement of longtime residents, and the neighborhood losing its diversity and multi-generational capacity/character.

- Wants to make sure housing remains affordable.
- Property value concerns
- What happens after tax abatement?
- How much will taxes go up for long term residents?
- One woman went from 800-3500/year
- "The city did a bait and switch" with reassessing value
- No two people say the same thing about the reassessment
- High level of stress about rising property taxes and people being forced out of the neighborhood by new development and new residents
- One gentleman says that new residents might get a 10 to 20-year tax abatement on their property while long-term residents do not, and then leave after 8 years so aren't paying taxes at all while they're in the area
- One woman states that her property tax abatement will end in the next two years and she does not think she will be able to afford the new, higher property taxes. States she will probably have to leave Francisville after being here for 50 years (her entire life, essentially).
- Senior housing concern – concern of taxes rising and seniors wanting to stay in Francisville
- Rising Property values – fear of rising taxes
- People who want to stay in the

- neighborhood but have to move
- Seniors who want to pass their property down to their kids, but the kids can't afford it and the kids can't afford the rising rent prices
- Taxes shot up in 2014 – LOOP Program and Homestead Exemption have been beneficial
- Tax abatement – new development isn't contributing to the neighborhood or to the city's schools

### What Functions Should Exist on Ridge Avenue (Business Mixture Focus)

Summary - Top notes within this category included suggestions that Ridge Avenue provide for neighborhood serving retail businesses, convenient and affordable shopping/services, and the need for Ridge Avenue to serve a diverse population.

- Community service stores – dry cleaners, pet shop, etc.
- Hardly anything there (on Ridge Ave.) right now, would like to see shared-use commercial spaces operated by two separate business entities (sharing rent and the use of a space).
- More businesses (concentration) to bring in foot traffic.
- More shopping is desired on the avenue
- Mix of retail
- Ridge avenue used to have small, affordable, every day-need stores. Example includes: a shoe store, a hat store, clothing stores, a hardware store, a 5 and Dime, and a place called "The Big Store" that sold a little bit of everything
- Concern over the high-end luxury retail that will open at the Divine Lorraine: "I don't have \$1,000 to spend on a dress or a pair of shoes." Want retail that serves the needs of the current community.
- "No more coffee shops. No one in this neighborhood drinks coffee like that." – Emphasis on utility of stores: not places to hang out, places to get basic daily needs met.
- Emphasis on proximity to shopping resources
- Interested in necessary services businesses
- Looking at success of Fairmount Ave and wanting a similar activation

## Appendix 2: Community Meeting 1 summary notes continued

- Have to travel outside neighborhood for essential needs – need diverse retail to meet residents' essential needs
- Desire for it to be a center for entertainment and shopping like it once was (record stores, clothing, soda fountains)
- The avenue used to cater to a diverse population – it had something for the whole family
- Neighborhood commercial – older and newer residents agreed that Ridge Avenue should not try to become Fairmount or Broad Street with its 'fancy' restaurants but instead should be a strong neighborhood center. Newer residents emphasized that there is no reason for them to visit Ridge Ave so they don't but if something other than a hair salon would be there, they would because its closest to their homes.
- A developer (who owns properties on Ridge Ave) stated that she would personally like to sell her properties to a butcher, produce, and fish vendor because the area lacks a supermarket (this suggestion received positive responses from the other members of the group).

### Livability & Community Cohesion Concerns

Summary - Top notes within this category included concerns over the difficulty of accessing food and business services, differences/disconnect between old and new residents, and racial tensions between local law enforcement and black residents.

- Need to consider elderly/soon-to-be-elderly demographic breakdown of neighborhood
- Multiple group members say they go up to the Fresh Grocer on Broad and Cecil B. Moore to do their grocery shopping and they don't have cars so it is very difficult and time consuming to get their groceries home
- One group member says she drives to Pathmark or Whole Foods and that often it costs more to pay for the gas than it does to get the things she needs at the grocery store.
- Perception that new (white) residents are treated better/differently than long-term (non-white/Black) by law enforcement in the neighborhood
- One woman states that new residents can sit on their front steps and drink, but if a long-term Black resident

- does it they get a citation from the PPD. Also states that white residents can walk around smoking weed wherever they want without any issue but as soon as a Black resident does it they are cited/hassled/arrested.
- Calls the 9th District Racist
- Asserts that the 9th District has always been racist and this is nothing new
- Suggests increased visibility of inequity/mistreatment rather than new inequity/mistreatment.
- Currently, no cohesion with the community – the newer residents saw themselves as separate from the older ones and from one another (appreciated this meeting as a way to get to know one another!).
- On a larger level, the bus 61 goes across Ridge Ave and the group suggested that developing something on Ridge Ave will attract the crowd that travels on the bus as well because they will have something to look at.
- "They're trying to erase our history and that's what's making everyone angry"
- Long-term residents moving out of the neighborhood –
- Need to bridge the gap between new and old residents

### Parking Concerns

Summary: Top notes within this category included concerns over the difficulty or finding parking, the cost of parking, and the view that parking conditions will get worse.

- Double parking will also be a problem.
- Where are people going to park in all these new buildings?
- "6 cars where there used to be 1"
- High level of stress about parking overall
- Where will all these new people park?
- Neighborhood street parking brought up multiple times, that there are residential permit blocks but that makes it impossible for visiting friends or family to find anywhere to park.
- Loading and unloading is an issue, perception that the PPA aggressively tickets people loading and unloading in the area.
- Need to improve parking but the consensus was against providing on-street parking on Ridge Ave.

## Appendix 2: Community Meeting 1 summary notes continued

People suggested developing a parking garage on one of the parcels that are adjacent to the avenue.

- No place to park – one person mentioned pay \$720/year for a lot at 16th and Fairmount- this became a problem in the last 3 years
- More parking
- Longer term and shorter term parking with rental spaces.

### What Functions Should Exist on Ridge Avenue (Community Focus)

Summary: Top notes within this category included suggestions that Ridge Avenue provide for community services benefiting residents as well as providing for local (targeted) employment opportunities.

- Activities for seniors and children.
- A package pickup facility for neighborhood residents.
- Health services (clinics, urgent care, etc.)
- Desire for job preparation or skills, especially for the young male members of the community
- A Cultural center – like the Arts Garage was
- Want to see “multi-purpose” programming in the training
- Need for acknowledgment of Ridge’s historic significance – murals, signs
- Getting businesses to employ local kids
- Would like to see Ridge Ave as a place to gather rather than just being a place to travel through.
- Want more basketball, football programming –recreation for youth
- Need a youth center – somewhere for young people to receive: Job training, Academic guidance
- The idea of anchor was also extended to the economics of the residents as the group floated ideas of creating a food cooperative or having local hiring requirements for the commercial developments that are coming in as a way to ensure that ‘dollars that are invested in the neighborhood, stay with the residents’ (this point was raised by the older residents but received affirmation from the newer ones as well)

### FNDC Specific

- Website never updated
- Residents don’t really know who the organization is
- The office is often closed
- Unclear their role with the city
- Desires for our contribution
- A resource guide on who what and where of zoning, tax assessment, senior citizen services, etc.
- Could FNDC have affordable housing units specifically aimed towards residents with a certain tenure in the neighborhood/over a certain age? What are the housing discrimination implications of something like that?
- Could have a mixed use building with commercial on first floor and seniors above –
- Although FNDC exists they did not feel like they had a representative organization compared to more well-established neighborhoods (still referred to FNDC with its prior name and agreed that this community meeting was a good step in the right direction towards building links)

### Suggestions for Future Action (Longer Term)

- Adaptive re-use of the concert venue (Broad Street).
- Business association to keep streets and facades clean
- Business association to get grants for programs that hire local people and greenery/improvement on ridge
- Need for Ridge to be tied to the bike network
- Need a business association
- The parking lot by the day care
- A dog park in the brownfield (?) site - Wiley and 19th – big vacant lot
- Turning the small triangle vacant lots and turning into public space, benches trees, places to sit
- Community gardens in vacant land.

### General Notes

- Came to the meeting because she was curious about what is happening on Ridge Ave.
- A resident in the area for 3.5 years, likes the area and wants to be more involved.
- Supportive resident interested in the vision for the future of Ridge Ave. and the Francisville neighborhood.

## Appendix 2: Community Meeting 1 summary notes continued

- To show up and get involved.
- Mentioned future development plans coming to the surrounding community that may provide for anchors on and near Ridge Ave.
- Resident of Francisville and is interested in the future development of Francisville.
- Race mix changing
- Who are we targeting (which people are developers targeting to sell to within the neighborhood).

### Corridor Development Concerns

- Vacancy (commercial space) and excess spaces in the future.
- Ridge Avenue is a highway – congestion is going to be a problem in the future,
- It’s hard to get to retail from Francisville
- Ridge does not feel pedestrian – no trees
- Seems there is no foresight as to infrastructure, public space, or parking with the new development
- Need better city programs (fear of the tax abatement program finishing) to promote development from simple things like building better pedestrian paths to more complex tax benefits for commercial spaces on Ridge Avenue.
- Current vacancy on Ridge Ave was the first thing that came to people’s mind – some people mentioned the lack of walkability on the Avenue as their association with the corridor and the newer residents especially spoke about a complete lack of connection to the space as they had never seen it in its ‘former glory’.
- The group also discussed making the street itself an anchor for Francisville – especially a walkable anchor (there was a block party hosted by FNDC a couple of months ago for older residents that was great and added life to Ridge Ave for an evening) – they felt that improving one footpath would cause tremendous change to Ridge Ave.

### Follow Up Thoughts

- Is there a way (ACS data maybe?) to see how many housing units in the neighborhood have washers and dryers? Is that too granular?

- Research the validity of this assertion. What is the Tax Abatement system currently doing in Francisville?
- Do property taxes freeze at a certain age?
- Gentleman asks if there is a way to create affordable housing specifically targeted at people who are returning to the neighborhood after some period of absence/people who are moving back into/within the neighborhood.
- HUD developing scattered site housing – Senior housing being developed near Ridge
- Blue note at 15th and Ridge

### General / Other Concerns

- Nobody know who is in charge
- Who is in charge of zoning decision making?
- “everyone is doing there own thing, if OSHA would come...”
- Crime – mentioning that the crack epidemic had a large effect on the corridor in the 80s and that drug dealers are still an issue today
- Litter on Ridge from dumping
- The Gas station at Ridge and Girard doesn’t contribute to the character of the neighborhood - It is dirty

### Suggestions for Future Action (Immediate)

- Up to date list of vacant properties and contacts for all of those properties – find our channels to promote development upon properties that represent failed deals or tangled ownership.
- Establish a networking function between developers and the community to ensure that developers are talking to each other and relating to residents. Encourage coordination between developers and the community.
- FNDC to facilitate conversation between developers.
- Relationships with developers who want to be invested in neighborhood for longer term
- Need center where people can get information and help dealing with rising taxes

# Appendices

## Appendix 2: Community Meeting 1 summary notes continued

### Sentiment Concerning Reductions in Services and Programs

- One resident spoke of a SmithKline program that used to exist – matching grant fund for colleges, banking workshops, a center at 17th and Mt. Vernon that employed kids
- Prior Programs in Francisville for youth: OIC, Smith Kline, Teenhaven;
- Parks & Rec Recreation Center has limited hours (closed Sunday) and programming. Needs improvement overall -
- Discouraged that the Baseball field got fenced off – see it as a sign of taking away amenities from the long-term residents and families as the neighborhood started to improve

### Who Came / Representation

- Represents a faith based organization and is concerned about Ridge Ave.
- Local developer who wants to hear from the community (works for Keller Williams).
- Local developer who wants to hear from the community.
- 7 new residents and 3 old residents. Old residents were there for 20+ years and they were African-American. The newer residents were there for 6 months to 5 years and most were homeowners. 1 member was a homeowner and owned 3 properties on Ridge Avenue. Most people attended the meeting because of curiosity on what can go on Ridge Ave and to build connections with other residents in the neighborhood (I was asked to repeat what I learnt from the meeting – maybe some measure of ‘are you really listening to me?’).

### What they wanted on Ridge Avenue (Descriptive Items)

- Emphasis on access to fresh fish, fresh produce, citing stores like Trader Joes and Fresh Grocer as examples of the type of grocery store the community wants and needs
- (Outside of group session, in one-on-one discussion) works at Whole Foods, brought up the idea of a

community-operated food coop. Cited Weaver’s Way as an example of what she thought might work. I mentioned Mariposa in West Philly as another example and she agreed with that as well.

- Basic affordable retail outlets
- New homeowner and wants Ridge Ave. to mimic a section of Fairmount at 24th and Fairmount with numerous amenities and businesses.

### Positive Neighborhood Highlights

- Close to Center City
- Commute is easy
- Reasonable cost for new construction

### Other Function Suggestions / Notes on Ridge Avenue:

- Ideas for development an indoor farm and sale site on the avenue
- The older residents spoke of Ridge Ave as associated with the movie hall that used to exist there (the newer residents were quite surprised to hear of this and there was a small discussion on the hall and the vibrancy of Ridge Avenue 20 years ago).
- In summary, the group saw Ridge Avenue as an anchor to Francisville, serving neighborhood commercial needs (produce and fresh food) while providing residents with jobs.

## Appendix 3: Community Meeting 2 summary notes

### Concerning Yellow Front Grocery Store

Summary [10 negative, 8 positive, 7 other comments]: Most of the negative remarks concern the items sold within the store, the store’s overall appearance, and the store’s current management. Positive comments reflect the store’s loyal customer base among longtime residents.

- Can’t get anything”
- “2 isles of Goya”
- “never been in” (lifetime resident)
- “not clean”
- “waiting to be held up”
- “don’t like it”
- described as a bodega
- sells expired stuff
- Likes Yellow Front X 7
- You only go there if you are desperate
- It is an excuse of a supermarket: it used to be much better but it seems like they have ‘established’ themselves as part of the community and no longer care
- about being in Francisville (interesting point?) – maybe residents will make the place better
- There were two markets before – one at Francis & Ridge which sold produce and was better in that there were more options to buy groceries from - Older residents still loyal to Yellow Front – firm clientele – although more shops have come up on Fairmount, older residents still use Yellow Front Improve the appearance – façade enhancement
- Extend store hours
- Set up a meeting between residents and the owner
- So people can become aware of the business owner’s constraints
- See how the community can assist them
- So the owners can hear what improvements people wish to see.

### Where Residents Currently Get Groceries

Summary: Most answers clearly point to a preference for big box stores such as those located within nearby

sections of North Philadelphia and Center City.

- Fresh Grocer - 3 responses
- Trader Joes - 3 responses
- Reading Terminal - 2 responses
- Whole Foods - 2 responses
- All Over - 2 responses
- Supermaket in the suburbs near work
- Acme in Northern Liberties

### Potential Uses for 1638-40 Ridge Avenue

Summary: In general, those individuals proposing a particular commercial use of the lot at 1638-40 Ridge Avenue were interested in some type of specialty grocer or produce outlet that wouldn’t go into direct competitive with the existing Yellow Front Market. A few activity-based uses focusing on programming for both younger (youth) and older (seniors) residents were presented. There were significant concerns about whether Ridge Avenue could support another marketplace especially when considering future projects coming online. A few notes suggest that significant educational outreach would be necessary if a potential Co-Op model were to bring both longtime and new residents together. There were seven other unique notes.

### Commercial Use Ideas

- Butcher
- Fish market
- Cheese shop
- Ice cream/gelato
- Drycleaners
- Smaller Reading Terminal style place with vendors.
- A Trader Joe’s would be fantastic (in our planning space)
- A farmers market would be great
- Miniature reading terminal got a great response
- Fruit/Vegetables stand, fresh from the farm/garden, affordable housing, vendors, rooming house style place. - Affordable produce, an Asian marketplace,

# Appendices

## Appendix 3: Community Meeting 2 summary notes continued

- does not favor prepared food items. X 2
- No building, partially covered space, gathering space, vendors (variety of items).
- Might consider a downstairs produce outlet with a restaurant upstairs.
- Definitely farmers market/fresh produce kind of situation that is covered (there is one on Fairmont but it has terrible timings) —Like a scaled down Reading Terminal.
- Colonial Market is brought up as an example of a good produce market
- Produce Junction
- One person brings up the idea that it could be a produce store with smoothies so that you could buy vegetables there AND get things made - People seemed generally into the co-op idea, the issue would be building its capacity and getting it off the ground
- They support the opening of specialty food shops that don't directly compete with the grocer

### Activity Based Use Ideas

- Maybe using the space for younger and older residents (family oriented) – there is no activity space for youth in Francisville (and there are many kids!) right now so maybe a bowling alley or an arcade. Bowling alley can be based on the one at Broad and Federal.
- Also proposed a multipurpose space with a dual purpose: so there can be activities for kids in the morning (like painting day!) and evening for adults (wine and check out your kids paintings!)

### Concerns about Proposed Uses

- Issues of deliveries? Where would trucks unload
- A coop would have to look nice
- No apartments!
- Desire to improve the existing grocery store rather than have an additional grocer
- The market may not be able support another small grocer
- Unsure of the older residents will participate in a Mariposa co-op type of market because they remain loyal to Yellow Front.

- Emphasized that they would rather have Yellow Front than nothing at all and it is important to develop a space that compliments it rather than replaces it (In addition, the Acme that is being constructed will probably take care of some of the everyday products need)
- Where will the market for the space come from? – Other than residents of Francisville, the potential residents of Divine Lorraine as the space has proposed restaurants but no market.
- One woman (Sonia) wants to know what would make this co-op successful, what would prevent someone else from opening a competing store right across the street: I acknowledged that that is a valid concern

### Educational needs to support proposed use

- Most people had never heard of a co-op model for a grocery store
- Had a lot of specific questions about how it runs, who manages it, what the structure is
- -alked about Mariposa and the Park Slope Co-Op in Brooklyn
- Explained that because it would be a community co-op there would hopefully be loyalty because of community stake in the business success, but that free market competition was always going to be a challenge

### Other Use-Related Comments

- Two people think the street-level retail space in the Project Home building across from the divine Lorraine could support a year-round indoor farmer's market, but one of the people in my group says he knows from a friend who wanted to open a restaurant in that space that the rent is super high. Mention of the farmer's market that used to exist but doesn't anymore. When asked why they think the farmer's market failed there is no real consensus: Long-term residents assert there just wasn't enough business; Newer residents didn't know there was a farmer's market once
- Tela's used to have good produce but they don't anymore and they're not affordable
- Mention of a store that (was? Is?) at 19th and Spring Garden: Sold vegetables and

## Appendix 3: Community Meeting 2 summary notes continued

- also smoothies; Had salads as well.
- Potential renters: currently there is a fish truck that drives around Francisville in the summer, produce truck outside the Fresh Grocer that is close by
- Thinking about the space with respect to things that will put some money in Francisville
- Rent can be charged based on the amount of space rented and people can come in on different days to sell their produce. The tenets can share the overhead – don't need a sit-down like Reading Terminal.

### Community Concerns and Needs

#### General

- Too many apartments, want single-family homes - Utilities companies are tearing up the street to set up the new development - People are blowing out tires - Roads get closed for long periods - Properties neighboring development sites are getting trashed
- Ms. Penny suggested that L&I should require a fee from developers to help clean up the lots adjacent to construction, so that they can be restored or improved
- Need for a block cleanup - Need block captains to coordinate cleanup efforts - There used to be coordination between residents, but new residents aren't participating, make no effort to connect with long-time residents. - Definitely need a parking garage and should propose a space for it not on Ridge Ave but on low-value parcels close by - There is a need for parking because there is a 2 year waiting list for parking opposite the prison and there are many people who want monthly parking - There is a space close to the school that could work - This is when we started talking about zoning and how it works
- Talked about why developers used to have to hold meetings when they wanted to build multi-unit structures but the city's re-zoning means that development can now happen by-right - Talked about what happens at a zoning meeting, encouraged people to go when they see signs for them now that they know what they were - People seemed genuinely receptive - Explained councilmanic prerogative, told people that their Councilman (Clark) is the person

to call every day about zoning and development

### Regarding 1628-32 Ridge Avenue

- More apartments are not something we really need.
- Why are we not voting on this?
- There is no clear channel for feedback concerns in group about whether Ms. Penny is right about the financing, particularly the need for residential to subsidize commercial

### Other Notes

- Ask if FNDC could act as a distribution center for a farm share in the short term and they say there are "plenty of those around the neighborhood" - This is the first I have heard that people are doing this in Francisville, caught me by surprise. I could not get additional information about them; people were quite vague. - One person suggests partnering with Pennsylvania Horticultural Society as a partner for local farming and local produce.
- What about the lot at Ridge and Ginnodo (right before Girard)? That used to be a farmer's market - Is an Acme opening up behind the Divine Lorraine? - Acme is expensive (the one in Northern Liberties) - Used to be an acme at 19th and Fairmount

### Upcoming Improvements / Stores

- Grocer opening behind the Divine Lorraine - Grocer opening up in Sharswood at Ridge and Jefferson
- One person mentions that they are planning to open a large grocery store behind the Divine Lorraine, points out that anything on Ridge that would compete with that would have to sell specialty items/not boxed goods

# Appendices

## Appendix 4: Community Meeting 2 Informational Handout

### FRANCISVILLE COMMUNITY MEETING #2

MONDAY APRIL 3RD, 2017

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### WHO WE ARE

We are five Graduate students from the University of Pennsylvania. We are working with Mrs. Penelope Giles (Mrs. Penny) who runs the Francisville Neighborhood Development Corporation (FNDC). This is our second Community Meeting in Francisville.

We are students and we have no affiliation with the City of Philadelphia. We are here to listen to people who live and work in Francisville. We want to help pass your thoughts, concerns, desires, and ideas along to people like Mrs. Penny who can play a direct role in getting things done



**Casey Ross**  
Originally from Brooklyn, New York. Has lived in the Philadelphia area since 2006, currently lives in West Philly.



**Jack Byerly**  
Originally from Hartford, Connecticut. Has lived in the Philadelphia area since 2010, currently lives in Bella Vista.



**Josh Davidson**  
Originally from Cleveland, Ohio. Has lived in the Philadelphia area since 2010, currently lives in West Philly.



**Shruthi Arvind**  
Originally from Dubai. Has lived in the Philadelphia area since 2015, currently lives in West Philly.



**Thomas Gilbertson**  
Originally from Portland, Oregon. Has lived in the Philadelphia area since 2013, currently lives in Passyunk Square.

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### WHY WE ARE HERE

Mrs. Penny asked us to help her get your thoughts on how FNDC can use the empty lots it owns on Ridge avenue in a way that is best for Francisville.

Our first community meeting was on February 27th, 2017 at the Francisville Recreation Center. Over 80 Francisville community members came, and we asked everyone to tell us what they think about Ridge Avenue and what they wish it had. At tonight's meeting, we are going to talk about what Francisville residents told us at the first meeting. We are also going to talk about next steps, and what FNDC can do with their lots going forward.

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### HOW YOU CAN REACH US

**Penelope Giles**  
Executive Director  
Francisville Neighborhood Development Corporation  
phone: 267-687-7544  
office: 1708 Ridge Avenue  
email: penelope@francisvillendc.org

**Casey, Jack, Josh, Shruthi, & Thomas**  
Penn Students  
email: envisionridge@gmail.com

## Appendix 5: Community Meeting 2 Square Footage Handout

### FNDC SITE ON RIDGE AVE.

**1638-1640 Ridge Avenue**  
owned by F.N.D.C.  
**~ 3,496 square feet**

At the community meeting hosted by FNDC on February 27th 2017, lots of residents said that Ridge Avenue should have a grocery store.

*What kind of grocery store can fit on the lot that F.N.D.C owns? Should this lot be used as a grocery store, or should it be used for something else?*



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### LARGE GROCERY STORES



**Whole Foods Market**  
2101 Hamilton Street, 19130  
**~ 55,000 square feet**



**The Fresh Grocer**  
1501 N Broad Street, 19122  
**~ 46,000 square feet**



**Trader Joe's**  
2121 Market Street, 19103  
**~ 7,000 square feet**

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### SMALL GROCERY STORES



**Mariposa Food Co-Op**  
4824 Baltimore Avenue, 19143  
**~ 5,500 square feet**



**Everything Fresh**  
1222 Walnut Street, 19107  
**~ 4,280 square feet**



**Weaver's Way Co-Op**  
559 Carpenter Lane, 19119  
**~ 1,288 square feet**

## Appendix 6: Community Meeting 3 Informational Handout

### FRANCISVILLE COMMUNITY MEETING #3

MONDAY APRIL 24th, 2017

### WHO WE ARE

We are five Graduate students from the University of Pennsylvania. We are working with Mrs. Penelope Giles (Mrs. Penny) who runs the Francisville Neighborhood Development Corporation (FNDC). This is our second Community Meeting in Francisville.

We are students and we have no affiliation with the City of Philadelphia. We are here to listen to people who live and work in Francisville. We want to help pass your thoughts, concerns, desires, and ideas along to people like Mrs. Penny who can play a direct role in getting things done



**Casey Ross**  
Originally from Brooklyn, New York. Has lived in the Philadelphia area since 2006, currently lives in West Philly.



**Jack Byerly**  
Originally from Hartford, Connecticut. Has lived in the Philadelphia area since 2010, currently lives in Bella Vista.



**Josh Davidson**  
Originally from Cleveland, Ohio. Has lived in the Philadelphia area since 2015, currently lives in West Philly.



**Shruthi Arvind**  
Originally from Dubai. Has lived in the Philadelphia area since 2015, currently lives in West Philly.



**Thomas Gilbertson**  
Originally from Portland, Oregon. Has lived in the Philadelphia area since 2013, currently lives in Passyunk Square.

### WHY WE ARE HERE

Mrs. Penny asked us to help her get your thoughts on how FNDC can use the empty lots it owns on Ridge avenue in a way that is best for Francisville. Our first community meeting was on February 27th, 2017 at the Francisville Recreation Center, and our second meeting was on April 3rd, 2017 at the Second Pilgrim Baptist Church. This is our third and final meeting before we hand things over to Mrs. Penny.

Tonight we will present three ideas for the empty lot at 1638-1640 Ridge Avenue. These three ideas are the result of our conversations with residents of Francisville, as well as economic and demographic analysis of the neighborhood and the city of Philadelphia.

### HOW YOU CAN REACH US

**Penelope Giles**  
Executive Director  
Francisville Neighborhood Development Corporation  
phone: 267-687-7544  
office: 1708 Ridge Avenue  
email: penelope@francisvillenc.org

## Appendix 7: Table of Historic Census Data and Sources

Year	1960	1970	1980	1990	2000	2010	2015
Total Population	14,798	10,471	6,198	5,990	5,686	5,727	7,204
Total Population: Male	7,854	5,093	3,006	2,925	2,745	2,573	3,714
Total Population: Female	6,944	5,378	3,192	3,065	2,941	3,154	3,490
Total Population: White Alone	5,891	3,860	1,946	1,971	1,858	2,879	3,516
Total Population: Black or African American Alone	8,801	6,389	3,161	3,157	3,156	2,361	2,507
Total Population: Other Race	106	222	1,091	862	672	487	1,181
Households	4,843	3,328	2,301	2,330	2,368	2,580	2,938
Married Couple	3,320	1,314	619	498	446	688	598
Non-Family	2,962	2,014	197	1,164	1,514	1,514	1,797
Population Age 25+	8,386	5,555	3,500	3,598	3,648	4,107	4,958
Population 25+ Less than High School	5,065	4,468	1,986	1,303	1,012	556	579
Population 25+ High School Graduate (Includes Equivalency)	827	791	693	664	940	1,136	930
Population 25+ Some College	213	165	308	650	700	810	711
Population 25+ Bachelor's Degree or higher	160	131	513	1,436	996	1,605	2,738
In Civilian Labor Force	5,100	3,228	2,163	2,453	2,849	3,283	2,370
In Civilian Labor Force: Employed	4,384	2,879	1,855	2,170	2,466	2,790	2,102
In Civilian Labor Force: Unemployed	716	349	308	283	383	493	268
Data Source	1960 Decennial Census	1970 Decennial Census	1980 Decennial Census	1990 Decennial Census	2000 Decennial Census	US Census American Community Survey 5-Year Data: 2006-2010	US Census American Community Survey 5-Year Data: 2011-2015
Accessed Via:	socialexplorer.com	socialexplorer.com	socialexplorer.com	socialexplorer.com	socialexplorer.com	socialexplorer.com	socialexplorer.com
Date Accessed:	16-Apr-17	16-Apr-17	16-Apr-17	16-Apr-17	16-Apr-17	16-Apr-17	16-Apr-17

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