



華社計
埠區劃

CHINATOWN NEIGHBORHOOD PLAN
INCLUDING CALLOWHILL, CHINATOWN AND CHINATOWN NORTH

PHILADELPHIA CHINATOWN DEVELOPMENT CORPORATION

ACKNOWLEDGMENTS

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EXECUTIVE SUMMARY



PURPOSE OF THE PLAN

As Philadelphia changes, Chinatown is no different. The core desire of all changing communities – to protect the things that they love about their neighborhood – is the same here as any Philadelphia neighborhood. But Chinatown is different in some ways. The legacy of its founding history, rooted in racial discrimination and injustice, still reverberates throughout the neighborhood’s built environment and social and economic relations, and is in many ways unchanged. In order to protect what we love about Chinatown, we must plan for the future with consideration of this legacy.

Historic Asian American Pacific Islander (AAPI) immigrant neighborhoods across the country have shown us that although change is constant, displacement is not inevitable. Intention must be put into action. While new projects are rightly celebrated for the growth and progress they represent, we must hold them accountable for community impact. Positive change will prioritize affordable housing for low-income families, meet the needs of the most vulnerable populations and celebrate Chinatown’s heritage.

The Chinatown Neighborhood Plan seeks to strengthen Chinatown as a vital residential neighborhood, a destination commercial district, and a home away from home for immigrants across the city and region. With generous funding from the Wells Fargo Regional Foundation, the Philadelphia Chinatown Development Corporation sought to bring together the voices and perspectives of the communities of Chinatown, Chinatown North and Callowhill, with a targeted effort to engage a hard to reach low-income and immigrant population, to develop a vision for the future of this changing neighborhood. Over the last 10 months, residents, service providers, local institutions, local businesses, nonprofits and City representatives have worked together to address the issues that concern everyone: the need for more housing and better affordability, public space, small businesses and overcoming barriers that divide.

This plan is intended to:

- Engage and empower residents, including low-income and immigrant residents, in decisions about their neighborhood;
- Ensure that the growth and redevelopment of the neighborhood benefits all residents;
- Protect and strengthen Chinatown as a unique economic and cultural hub for Philadelphia and the region;
- Improve physical and social connections across the neighborhood;
- Build community relationships to work together on common goals;
- Guide funding decisions and raise money for implementation.

WHY CHINATOWN, WHY NOW?

Historic Chinatowns are a product of racial violence and racist housing and labor discrimination laws that prevented Chinese immigrants from living and working outside of Chinatown. Today, historic Chinatowns are valuable cultural and economic assets in major cities such as New York, San Francisco and Philadelphia. Immigrant communities such

as Chinatown perform an important role in the economy of their host cities and country. Nationally and in Philadelphia, immigrants make up only 13% of the population, but 28% of the owners of Main Street businesses, and that share is growing. Chinatown is a key component of small business and workforce growth in the city. In Philadelphia, immigrants

offset population decline between 2000 and 2010. They also accounted for 18% of overall small business growth, 96% of new Main Street businesses, and 75% of workforce growth between 2000 and 2013.¹

¹ Kallick, D. (2015). Bringing Vitality to Main Street: How Immigrant Small Businesses Help Local Economies Grow.



"The immigrant dream is to settle down, have food, clothing, and shelter, and feel like we belong to America."

"I believe that Chinatown is one of the most cherished cultural hubs of Philadelphia...it's important to preserve its authenticity."



Historic Chinatowns are difficult to replicate because they evolved organically as unique ecosystems with an ability to bridge the gap between lower-income, recent immigrants and outside visitors. They are important places of cultural exchange; a “home away from home” for immigrants that helps them adapt to American life and also a “city within the city” where native-born Americans can learn about another culture. What makes historic

Chinatowns vibrant and thriving neighborhoods is what undergirds the tourist-friendly surface – the residents, workers, small industries, community institutions, services and deep-rooted social networks. In Philadelphia, the balance of this ecosystem is shifting as working class immigrants are increasingly being priced out and population growth is bifurcated into extremely poor and high wealth households.

**CHINATOWN IS A
KEY COMPONENT OF
SMALL BUSINESS AND
WORKFORCE GROWTH
IN THE CITY.**



WHAT MAKES HISTORIC CHINATOWNS VIBRANT AND THRIVING NEIGHBORHOODS IS WHAT UNDERGIRDS THE TOURIST-FRIENDLY SURFACE.



A LOCAL ECONOMIC ECOSYSTEM





"This community has many members beyond its geographic boundaries. They come to Chinatown because it is a hub of bilingual jobs, services, health care, socializing, education..."

Chinatown is the locus where two of the fastest growing population segments in cities - immigrants and millennial professionals - meet. Rising income inequality and limited opportunity for lower income and immigrant populations are shared concerns of Chinatowns around the country as they face increasing development pressure and a fight for survival as viable places for immigrants to live and work, not just tourist destinations. The story of other historic Asian American Pacific Islander communities around the country serve as a cautionary tale: as Asian residents dwindled, the businesses and institutions did too, leaving behind only a trace of what was. These communities have been displaced or are moving toward displacement by large-scale commercial interests and high income households.

In 2002, most of the people living in Chinatown also worked in Chinatown, and similarly most Chinatown workers lived there. By 2014 however, Chinatown workers had spread out across the city, with the greatest number coming from the Northeast and Northwest. The study area's prime location on the edge of Center City has led to the same development pressure toward high end residences targeted to the millennial market and real estate prices have more than doubled over the last 15 years.

IN 2002, MOST OF THE PEOPLE LIVING IN CHINATOWN ALSO WORKED IN CHINATOWN, AND SIMILARLY MOST CHINATOWN WORKERS LIVED THERE. BY 2014 HOWEVER, CHINATOWN WORKERS HAD SPREAD OUT ACROSS THE CITY.

In Callowhill, prices are increasing the fastest, where they are four times 2000 levels. Prices for the city as a whole were only twice as high over that same time period. There is growing income inequality in the study area with growth in both the high income population and the low income population, but a hollowing out of the low to middle income population. High poverty rates persist, particularly for immigrants, older adults and working age residents.² Without policy intervention and a plan to

create affordable housing, these population groups are in danger of being further diminished.

However, displacement is not inevitable. Cities with strong real estate markets such as San Francisco and Chicago have protected their Chinatowns and allowed them to successfully evolve. Similarly, timely and intentional intervention is needed to protect and strengthen the role of Philadelphia Chinatown

as a gateway for low-income immigrants. New developments such as the Gallery redevelopment and the Rail Park must be held accountable for their local impact and required to commit to benefitting the community in specific and targeted ways. Positive change will prioritize affordable housing for low-income families, meet the needs of the most vulnerable populations and celebrate Chinatown's heritage.

² Econsult (2017). *Chinatown's Affordable Housing*.

The importance of housing to an authentic Chinatown cannot be understated and has an economic impact: as residents leave, the businesses that serve them and employ them will eventually leave as well. Without intervention, market pressures will naturally eliminate the working class population in neighborhoods such as Chinatown, therefore

equity is a value that must shape all local decisions. Preserving affordability and a sense of belonging are critical to the health and vitality of Chinatown. At the same time, it is important to strike a balance between preservation and change. Chinatowns, like the cities they are part of, are dynamic and must strive to both adapt to and shape

neighborhood change. A dynamic, ever-evolving Chinatown celebrates Chinese heritage, culture and tradition, while also incorporating and encouraging fresh ideas and the intermingling of an increasingly diverse population.



In DC, the Chinese population has largely been displaced and Chinese characters on the signs of national chain stores are the only reminder that this is Chinatown.

PLANNING PROCESS SUMMARY

A wide-ranging outreach approach was needed to engage a traditionally hard-to-reach population, including low-income and limited to no English proficiency immigrants. This included employing bilingual PCDC staff and volunteers, meeting people at the places they naturally congregate in the neighborhood, and using smaller group formats to make residents more comfortable speaking up.

The community engagement process included on-the-street engagement at local institutions and businesses, collaborative mapping, a door-to-door resident survey, one-on-one interviews, focus groups and two public forums, attracting input from residents as well as stakeholders across the city who are linked to Chinatown.



Community Surveys



First Public Forum

COMMUNITY SURVEY

(TOTAL: 349 PARTICIPANTS)

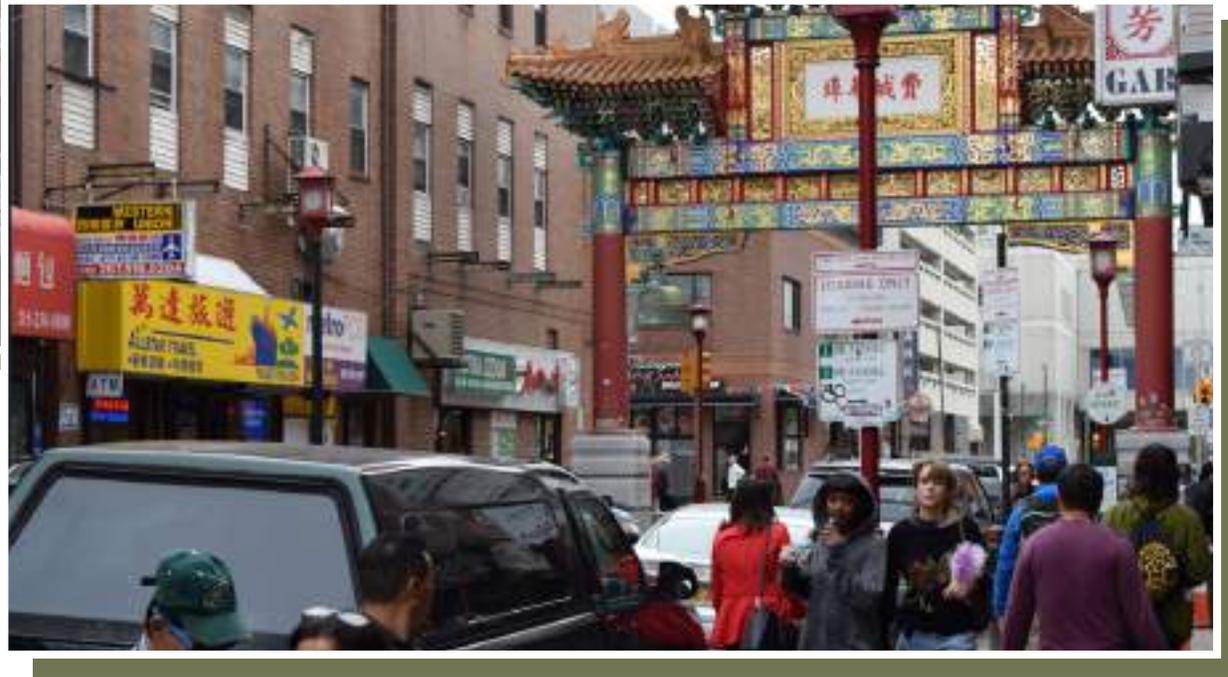
WHAT DOES CHINATOWN MEAN TO YOU? 華埠對你意味着什麼?



A VISION FOR CHINATOWN AND CHINATOWN NORTH/CALLOWHILL

We are:

- **An authentic cultural hub with a strong entrepreneurial spirit** – we continue to be a home away from home for immigrants in Chinatown and regionally where they can connect to their culture and history as well as a destination for tourists and a thriving community of small businesses;
- **An inclusive and engaged community that supports working class immigrants** – we are multicultural and multigenerational, and work together for equitable development;
- **A connected, cohesive, healthy place that bridges the divide** – we are a unified community with streets and public spaces that are clean, safe, and beautiful.



SUMMARY OF GOALS & RECOMMENDATIONS

How the plan is organized: A framework of Health and Equity

In recent years, the fields of public health and planning have joined forces to develop place-based approaches to health as 60% of health determinants are related to our physical, social and economic environments. Where one lives has an outsized impact on physical and mental health; it is now widely cited in public health circles that a person's zip code is a greater determinant of health than any other factor.³ It determines access to opportunity through proximity to assets, transportation, jobs, services and schools, and forms the basis of one's social network. Such a public health approach is a particularly powerful framework for Chinatown as many of the cultures represented in the community respond more to a holistic concept of health that encompasses well-being and wellness.

The Centers for Disease Control describe social determinants of health as the conditions in the places where people live, work, learn and play. The social determinants of health include⁴:

- **Neighborhood and built environment:** quality housing, transportation, recreation and clean environment;
- **Economic stability:** quality jobs, adequate income;
- **Education:** quality schools;
- **Social and community context:** social networks, sense of community, political voice;
- **Health and health care:** access to preventive and medical care.

These are the building blocks of health and equity that serve to organize the goals and recommendations of this plan.

Built Environment

- 1 Housing
- 2 Connectivity
- 3 Open Space

Economic Opportunity

- 4 Small Business & Manufacturing

Community Life

- 5 Community Wellness
- 6 Coalition Building

³ <https://www.hsph.harvard.edu/news/features/zip-code-better-predictor-of-health-than-genetic-code/>

⁴ Healthy People 2020, Office of Disease Prevention and Health Promotion. <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

01 Housing

To remain viable as an authentic Chinatown and not just a restaurant district, it is important to strengthen the neighborhood as a place where everyone, including working-class immigrants, can live. This section addresses how to ensure that as the neighborhood grows, it can continue to be a home for low-income households, immigrants and older adults.

PCDC 5-year Priority

1.1: PRESERVE AND UPGRADE EXISTING AFFORDABLE HOUSING

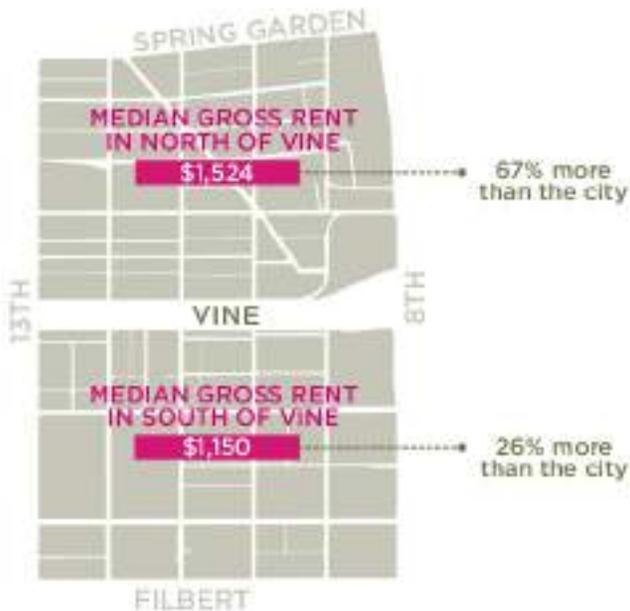
- Improve existing substandard housing
- ① Preserve existing affordable housing in danger of conversion to market-rate

Top 5 Community Priority



1.2: DEVELOP NEW AFFORDABLE HOUSING OPPORTUNITIES

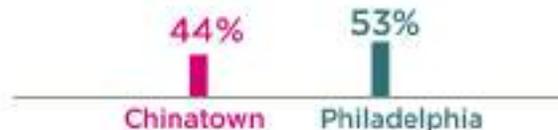
- ① Develop new affordable housing targeting senior, middle stage and very low income populations
- ① Facilitate the inclusion of new affordable housing in new development and focus on positive community impact for underutilized parcels



Percentage of renters paying more than \$1,000 per month



Percentage of renters paying 30% or more of their income to housing costs



"Almost all immigrants who rent in Chinatown are cost burdened. When people cannot afford the rent, it leads to accepting housing with quality issues."



"[I want] a place where Asian Americans and immigrants still live with affordable housing."



Francis House of Peace at 9th & Arch

Source) Projecthome.org

02 Connectivity

Chinatown is centrally located with excellent transportation but there are serious barriers to getting around. This section addresses how to connect the study area to achieve the vision of a cohesive and walkable community that promotes health.



"It's hard to cross Vine Street Expressway."

"Better pedestrian access to Franklin."

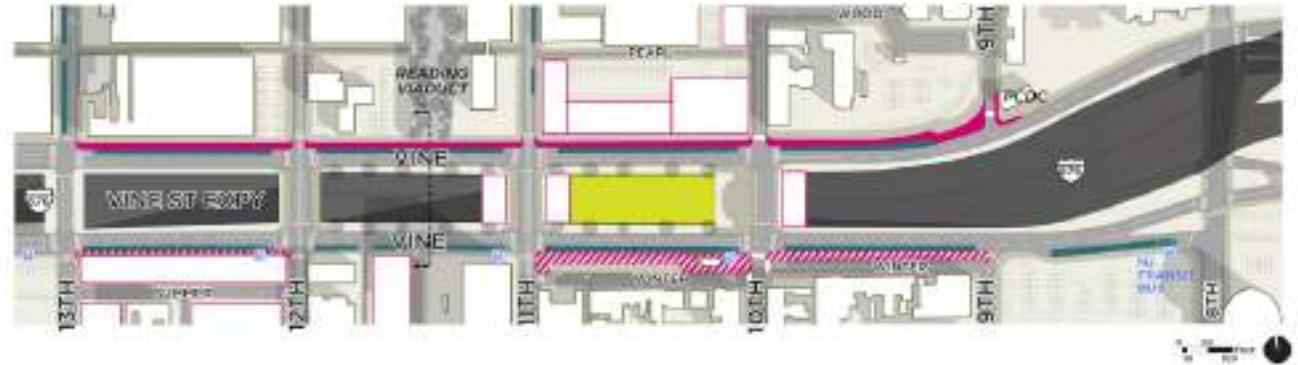
"Easy way to get a stroller to and from."

★ 2.1 BRIDGE THE COMMUNITY ACROSS VINE STREET AND THE EXPRESSWAY

- ❗ Pilot traffic calming measures
- ❗ Redesign Vine Street
- ❗ Cap the Vine Street Expressway

2.2 MAKE IT SAFER AND EASIER TO WALK AND BIKE

- ❗ Improve Callowhill Street
 - Close Ridge Avenue between Callowhill and Wood and redesign the intersection of Ridge, 10th and Callowhill
 - Improve Race Street connection to Franklin Square
 - Improve sidewalk conditions
 - Expand bicycle network
 - Educate residents and workers about bicycling



VINE (EAST BOUND)
2 travel lanes + 1 street parking
Vine Street Phase 3 Recommendation

VINE (WEST BOUND)
2 travel lanes + 1 street parking

2.3 IMPROVE CONNECTIONS TO TRANSIT

- Improve neighborhood connections to Greyhound and Jefferson Station
- Improve BSL Chinatown Station plaza as public space
- Improve neighborhood connections to BSL and MFL
- Install bus shelter at 11th/Race and 10th/Vine
- Advocate for translated transit and wayfinding information



Proposed Map of Callowhill, Ridge, and 10th

2.4 CREATE AN INVITING AND BEAUTIFUL PUBLIC REALM

- ❗ Develop gateways at key locations
- ❗ Improve the underpasses
 - Increase street tree cover on key corridors connecting assets

2.5 MANAGE PARKING IN THE COMMERCIAL CORE TO SUPPORT BUSINESSES AND ACTIVITY

- Expand PCDC discount program
- Develop parking program for small businesses and employees
- ❗ Create loading/drop off zones for businesses and institutions
- ❗ Build awareness of underutilized parking garages
 - Support City efforts to use parking management technology



Proposed Gateway at 10th and Callowhill Street

03 Open Space

The community has little open space and a large low-income and immigrant population that is particularly vulnerable to poor health outcomes and in need of public living space. This section addresses how to ensure the community has access to spaces that promote physical and mental health through physical activity and social engagement.



"We need community public spaces."

"Chinatown has always been an underserved community."

The biggest hope for the new Rail Park is that it will be for everyone:

"welcoming for all" with "programming that is for the whole neighborhood"



3.1 CREATE MORE PUBLIC SPACE AND PROGRAMMING FOR COMMUNITY USE

- ❗ Program Rail Park for community use
- ❗ Provide more programming for 10th Street Plaza
 - Develop vertical spaces such as rooftop recreation and gardens
 - Support development of Eastern Tower community center and explore additional opportunities for indoor community spaces
 - Convert pavement to pocket parks and plazas

3.2 IMPROVE ACCESS TO EXISTING AND NEW SPACES

- ❗ Improve connections to Franklin Square
 - Design entrances for new spaces for accessibility
 - Engage all community members in open space design, marketing and programming



Stakeholders were most interested in these top 3 types of open space activities:

- Seating & Socializing (top)
- Exercise (middle)
- Play (bottom two)



1) PROGRAM 10TH ST PLAZA AND RAIL PARK FOR COMMUNITY USE



2) ROOFTOP RECREATION AND GARDENS



3) INDOOR COMMUNITY SPACE



4) POCKET PARKS AND LINEAR PARKS



Open Space & Recreation Map

04 Small Business and Manufacturing

Industry types have shifted but small businesses are still crucial to the health and identity of Chinatown and Chinatown North/Callowhill. This section addresses the need to strengthen small businesses as the backbone of a thriving Chinatown that supports economic growth in the city.



"We have everything in Chinatown. I can get everything locally within 10 minutes."

"Cleaner streets and storefronts."

4.1 STRENGTHEN CHINATOWN'S COMMERCIAL CORE

- ① Form a Business Improvement District
 - Improve the commercial district public realm
 - Encourage a more diverse mix of businesses
 - Focus infill and redevelopment in commercial core to fill in gaps
 - Market Chinatown as the hub of the Asian community



4.2 EXPAND COMMERCIAL DISTRICT NORTH OF VINE STREET

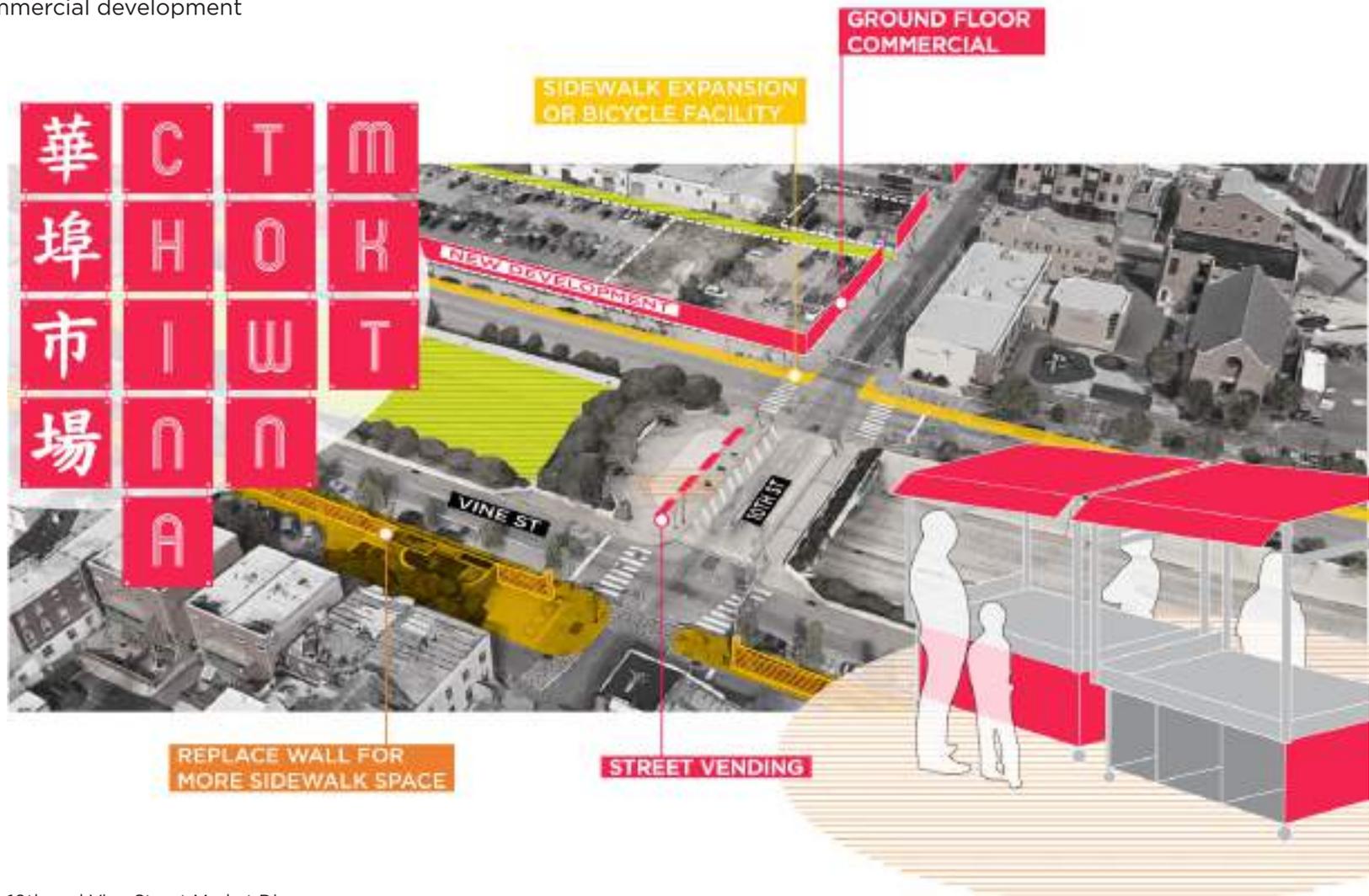
- Pilot street vending project at 10th Street Plaza
- Develop an indoor market/shopping center
- Encourage ground floor commercial development on 10th and Vine Streets



Improving Commercial District Public Realm

4.3 SUPPORT JOB-PROVIDING SMALL BUSINESSES AND MANUFACTURING

- Support zoning to maintain small business and manufacturing
- Strengthen local food industry and connect with the larger network within the city
- Explore non-profit commercial development and management



10th and Vine Street Market Diagram

05 Community Wellness

The study area includes a concentration of vulnerable and underserved populations such as low-income residents, immigrants, and the homeless who face greater socio-economic challenges and barriers to services that impact health and wellness. This section aims to connect people to the programs that support their health and wellness, as well as ensure the organizations that provide these services are able to do their work effectively.



"I am a new immigrant and don't understand English. I need to come to Chinatown to shop, to see a doctor, to translate English mail."

"Churches are the community pillars."

★ 5.1 PROMOTE COMMUNITY WELLNESS AND HEALTH

- ❗ Coordinate care to promote health and wellness
 - Develop health and wellness messaging and outreach strategy
 - Develop public education programs to support multigenerational and multicultural wellness
 - Ensure that public spaces and recreational programming encourage health and social interaction

5.2 STRENGTHEN INSTITUTIONS THAT PROVIDE CRITICAL SERVICES AND SERVE AS A HUB OF COMMUNITY

- ❗ Extend capacity through information sharing and partnership opportunities
- ❗ Explore opportunities for physical and programmatic expansion of existing community organizations and services



(From left to right)
 Chinese Christian Church + Center Source) <http://www.cccnc.org/>
 Holy Redeemer Chinese Catholic Church And School
 10th Street Plaza Summer Activity
 Children's Village Source) <http://childrensvillagephila.org/>

06 Coalition Building

Building a strong and equitable neighborhood compels diverse and sometimes conflicting interests to come together. This section aims to develop and strengthen community networks and leadership to ensure active and meaningful community engagement in the plan's implementation.



"How can we make Chinatown stronger?"

"[We need] greater communication and partnerships across businesses, associations, non-profits and residents"

6.1 BUILD CIVIC ENGAGEMENT AND COMMUNITY STEWARDSHIP

- ❗ Improve community communication and outreach
 - Encourage partnerships and joint-sponsored, cross-promotional neighborhood events
- ❗ Strengthen youth leadership and engagement
 - Strengthen public safety

6.2 GROW AND AMPLIFY COMMUNITY VOICE

- Promote voter registration and education
- Build constituencies for the preservation of affordable housing and businesses
- Get the story out in citywide and national media



BACKGROUND & INTRODUCTION



- 1 PURPOSE OF THE PLAN**
- 2 WHY CHINATOWN? WHY NOW?**
- 3 PLANNING CONTEXT**
- 4 PLANNING PROCESS**

PURPOSE OF THE PLAN

The Chinatown Neighborhood Plan seeks to strengthen Chinatown as a vital residential neighborhood, a destination commercial district, and a home away from home for immigrants across the city and region. With generous funding from the Wells Fargo Regional Foundation, the Philadelphia Chinatown Development Corporation sought to bring together the voices and perspectives of the communities of Chinatown, Chinatown North and Callowhill, with a targeted effort to engage a hard to reach low-income and immigrant population, to develop a vision for the future of this changing neighborhood. Over the last 10 months, residents, service providers, local institutions, local businesses, non-profits and City representatives have worked together to address the issues that concern everyone: the need for more housing and better affordability, public space, small businesses and overcoming barriers that divide.

This plan is intended to:

- Engage and empower residents, including low-income and immigrant residents, in decisions about their neighborhood;
- Ensure that the growth and redevelopment of the neighborhood benefits all residents;
- Protect and strengthen Chinatown as a unique economic and cultural hub for Philadelphia and the region;
- Improve physical and social connections across the neighborhood;
- Build community relationships to work together on common goals;
- Guide funding decisions and raise money for implementation.



STUDY AREA



WHY CHINATOWN? WHY NOW?

Authenticity Matters

Historic Chinatowns are valuable cultural and economic assets in major cities such as New York, San Francisco and Philadelphia. Immigrant communities such as Chinatown perform an important role in the economy of their host cities and country. Nationally and in Philadelphia, immigrants make up only 13% of the population, but 28% of the owners of Main Street businesses, and that share is growing. In Philadelphia, immigrants offset population decline between 2000 and 2010. They also accounted for 18% of overall small business growth, 96% of new Main Street businesses, and 75% of workforce growth between 2000 and 2013.¹

Historic Chinatowns are difficult to replicate because they evolved organically as unique ecosystems with an ability to bridge the gap between lower-income, recent immigrants and outside visitors. They are important places of cultural exchange; a “home away from home” for immigrants that helps them adapt to American life and also a “city within the city” where native-born Americans can learn about another culture. What makes historic Chinatowns vibrant and thriving neighborhoods is what undergirds the tourist-friendly surface – the residents, workers, small industries, community institutions, services and deep-rooted social networks. In Philadelphia, the balance of this ecosystem is shifting as working class immigrants are increasingly being priced out.

Chinatown is a key component of small business and workforce growth in the city.

In Philadelphia between 2000-2013, immigrants made up:

- **13% of the population**
- **14% of all small business owners and 18% of its growth**
- **28% of all Main Street businesses and 96% of its growth**
- **75% of workforce growth**

(Source) Kallick, D. (2015). Bringing Vitality to Main Street

(This icon indicates a quote or finding from the public input process.)



"The immigrant dream is to settle down, have food, clothing, and shelter, and feel like we belong to America."



Grocery Market at 10th and Cherry Street



Hing Wah Yuen at 9th and Vine Street



Underground Arts 12th and Callowhill Street



Small Manufacturing business North of Vine

¹ Kallick, D. (2015). Bringing Vitality to Main Street: How Immigrant Small Businesses Help Local Economies Grow.



Figure 1. Chinatown Ecosystem

Chinatown is the locus where two of the fastest growing population segments in cities - immigrants and millennial professionals - meet. Rising income inequality and limited opportunity for lower income and immigrant populations are shared concerns of Chinatowns around the country as they face increasing development pressure and a fight for survival as viable places for immigrants to live and work, not just tourist destinations. The story of other historic Asian American Pacific Islander communities around the country serve as a cautionary tale: as Asian residents dwindled, the businesses and institutions did too, leaving behind only a trace of what was. These communities have been displaced or are moving toward displacement by large-scale commercial interests and high-income households.

Philadelphia is not yet in immediate danger of suffering such a fate but timely intervention is needed to protect and strengthen the authenticity of its Chinatown. In 2002, most of the people living in Chinatown also worked in Chinatown, and similarly most Chinatown workers lived there. By 2014 however, Chinatown workers had spread out across the city, with the greatest number coming from the Northeast and Northwest.² The importance of housing to an authentic Chinatown cannot be understated and has an economic impact: as residents leave, the businesses that serve them and employ them will eventually leave as well. Without intervention, market pressures will naturally eliminate the working class population in neighborhoods such as Chinatown, therefore equity is a value that must shape local decisions around development, zoning and land use.

Preserving affordability and a sense of belonging are critical to the health and vitality of Chinatown. At the same time, it is important to strike a balance between preservation and change. Chinatowns, like the cities they are part of, are dynamic and must strive to both adapt to and shape neighborhood change. A dynamic, ever-evolving Chinatown celebrates Chinese heritage, culture and tradition, while also incorporating and encouraging fresh ideas and intermingling of an increasingly diverse population.

² LEHD Origin-Destination Employment Statistics from Econsult (2017). *Chinatown's Affordable Housing*.



In DC, the Chinese population has largely been displaced and Chinese characters on the signs of national chain stores are the only reminder that this is Chinatown.

History and Present-Day Pressures

A HISTORY OF STRUGGLE SHAPES CHINATOWN

Historic Chinatowns are a product of racial violence and racist housing and labor discrimination laws that prevented Chinese immigrants from living and working outside of Chinatown. Chinatowns on the East Coast emerged as Chinese immigrants from the West Coast fled increasingly hostile conditions there. The Chinese Exclusion Act of 1882 was the first time the US restricted immigration explicitly on the basis of race. Chinese immigrants who were already here were barred from citizenship and new immigration by Chinese laborers was prohibited. Chinese immigrants were restricted from owning property, working in most industries, and until the 1940s and 1950s effectively excluded from participation in American life. The community turned inward and became almost completely self-reliant out of necessity, creating a city within the city.

Communities of color, including immigrant communities, have historically been subject to inequitable policies and programs, and Philadelphia's Chinatown has been no different. The Philadelphia Chinatown Development Corporation (PCDC) grew out of grassroots resistance to the construction of the Vine Street Expressway through the community and the threatened demolition of the Holy Redeemer Church, a community anchor. Over the years, the community has fought off subsequent encroachments on the neighborhood including a proposed baseball stadium, but nevertheless large areas of land have been ceded for urban redevelopment projects. Chinatown's core has been hemmed in by the Convention Center, Gallery at Market East (now being redeveloped as the Fashion Outlets), and the Vine Street Expressway. Needing room to grow, PCDC has long worked to establish a presence north of the Vine Street Expressway in Chinatown North/Callowhill.



Figure 2. Map of Vine Street Expressway's Physical Impact on Chinatown



Figure 3. Map of Convention Center's Physical Impact on Chinatown

Source) Greater Philadelphia GeoHistory Network, 1942 Comprehensive maps of Philadelphia land use, produced by the Works Progress Administration

* : RECENT PLANNING

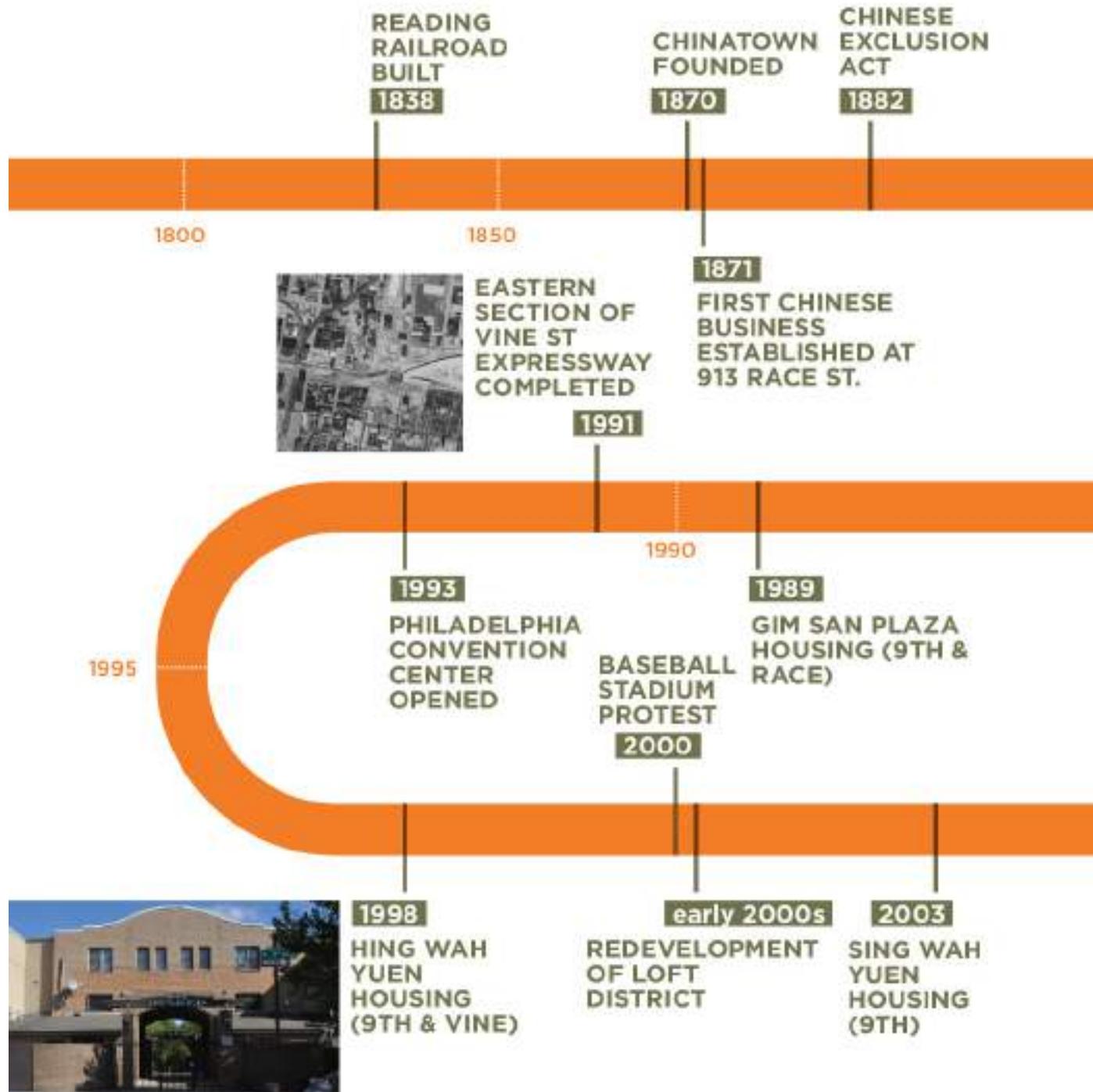


Figure 4. Chinatown Timeline



IMMIGRATION RESTRICTIONS AGAINST CHINESE EASED

1943

CHINESE BENEVOLENT ASSOCIATION CONSOLIDATES FAMILY AND BUSINESS ASSOCIATIONS

1951

1900 ASIAN AMERICANS UNITED (AAU)

1985 FRIENDSHIP GATE

1984

DYNASTY COURT HOUSING (RACE & 10-11TH STREETS)

1983

1920



HOLY REDEEMER CHURCH AND CHINESE CHRISTIAN CHURCH & CENTER ESTABLISHED

1940

1941

VINE STREET WIDENING BEGINS TO ACCOMMODATE EXPRESSWAY

1949

1960

IMMIGRATION & NATIONALITY ACT

1965

VINE ST EXPRESS PROJECT PROPOSED

1966



1980

1982 MEI WAH YUEN HOUSING (SPRING & 9-11 TH STREETS)

2009 CASINO PROPOSAL DEFEATED

1977 GALLERY AT MARKET EAST

2012 *CALLOWHILL CHINATOWN NORTH STRATEGIC PLAN



1972 YELLOW SEEDS PUBLISHED 1ST NEWSPAPER

1969 PCDC INCORPORATED

*CHINATOWN NEIGHBORHOOD PLAN

2004

COMING SOON

2005

2007 FOLK ARTS AND CULTURAL TREASURES CHARTER SCHOOL

2010 10TH ST PLAZA



2011 CONVENTION CENTER EXPANSION

2013 *CENTRAL DISTRICT PLAN

2015 810 ARCH ST. HOUSING (PROJECT HOME)

2018 RAIL PARK PHASE 1



20XX EASTERN TOWER



Chinatown is the economic and cultural center of the Chinese and Asian community, even for those who live elsewhere in the city and region.



44% of neighborhood survey respondents live outside of the study area

64% of visitor survey respondents live outside of the study area and

44% come from outside of Philadelphia

52% of visitor survey respondents come to Chinatown at least once a week

CHINATOWN'S STATUS AS A GATEWAY FOR IMMIGRANTS IS CHANGING AS THE STUDY AREA FOLLOWS CENTER CITY GROWTH IN HIGHER INCOME MILLENNIALS

The study area is rapidly changing, particularly north of Vine Street. The population grew dramatically by 129.7% between 2000 and 2010, becoming more socio-economically diverse and less predominantly Asian. The Asian share of population declined 25%, compared to a growth in the share of all other groups. Similarly the share of the foreign-born population has declined slightly as immigrants move to cheaper neighborhoods in the Northeast and South Philadelphia.

Upon closer examination, the trends south and north of Vine are very different. North of Vine is becoming more of a destination for immigrants. Between 2009 and 2015, the foreign-born population, of which Chinese make up the largest proportion, grew north of Vine and declined south of Vine. North of Vine also has a higher proportion of new immigrants, 20% of the foreign-born population came to the US after 2010 versus 11% south of Vine. There is a growing population of Hispanic residents, who made up 8% of the study area population in 2015³, and workers, particularly for back of shop restaurant and manufacturing jobs, as well as a significant homeless population. The Chinese immigrant population has also diversified over the last 15 years, with a now-significant Fujianese population. Whereas previously Cantonese was the main spoken dialect, there are now several different spoken Chinese dialects which create cultural and communication barriers.

Even with these demographic shifts, Chinatown retains the highest proportion of foreign-born Chinese in the city and is considered the economic, social and cultural center of the community, even for those who live elsewhere in the city and region.

The study area's prime location on the edge of Center City has led to the same development pressure toward high end residences targeted to the millennial market and real estate prices have more than doubled over the last 15 years. In Callowhill prices are increasing the fastest, where they are four times 2000 levels. Prices for the city as a whole were only twice as high over that same time period. Median incomes rose sharply between 2000 and 2010 especially compared to the Philadelphia median which declined by 7%. Upon closer look however, this is a result of a growing income inequality in the study area: there has been growth in both the high income population and the low income population, but a hollowing out of the low to middle income population. High poverty rates persist, particularly for immigrants, older adults and working age residents. Without intervention, these population groups are in danger of being further diminished.



"This community has many members beyond its geographic boundaries. They come to Chinatown because it is a hub of bilingual jobs, services, healthcare, socializing, education..."

³ ACS 5-year estimates

ASIAN POPULATION CHANGE

Source) Census (2000, 2010) via Reinvestment Fund

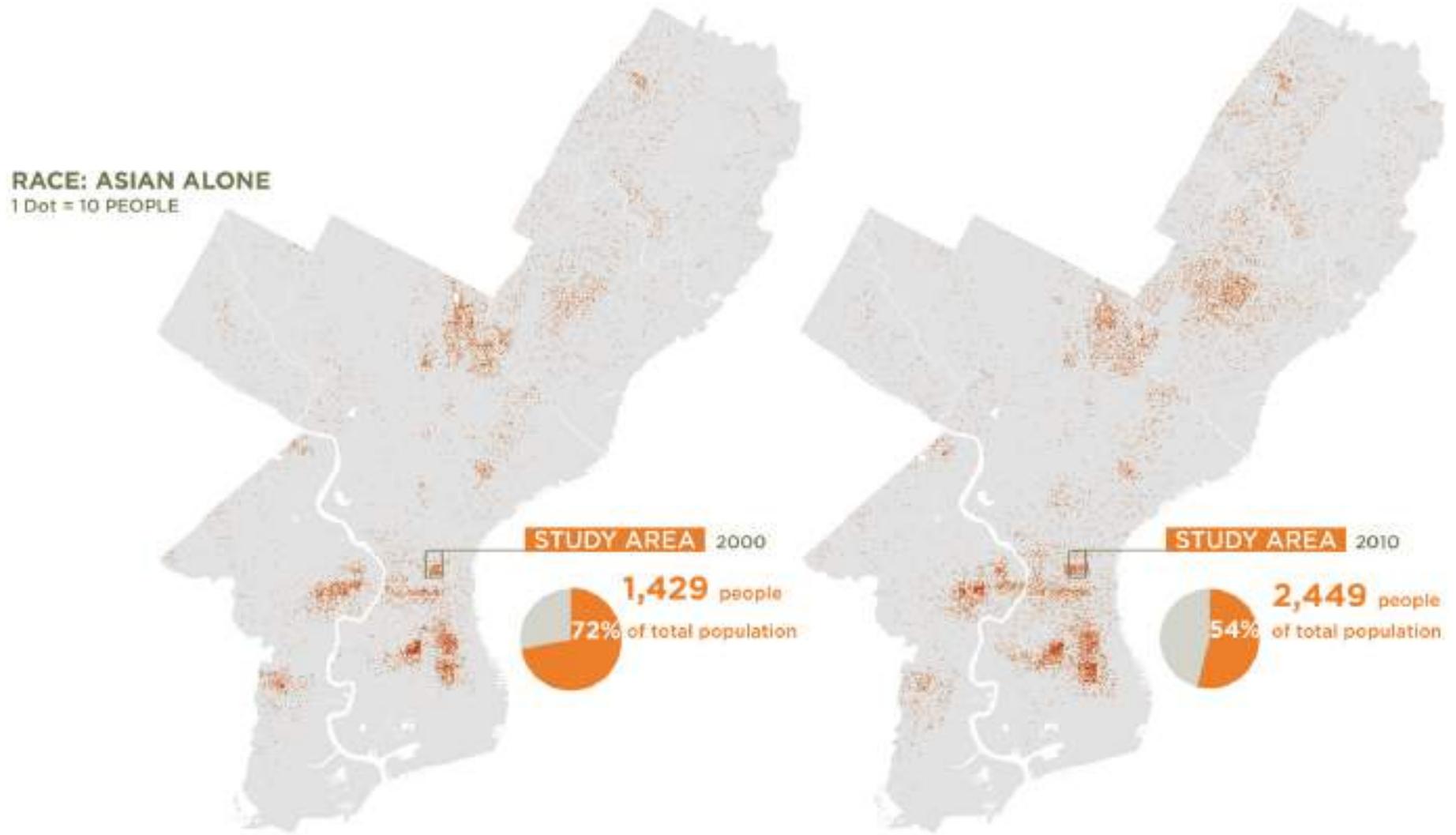


Figure 5. Asian Population Change in Philadelphia

POPULATION CHANGE OVER TIME - RACE & ETHNICITY

Source) Census (2000, 2010) via Reinvestment Fund

The study area is rapidly changing, particularly north of Vine Street. The population grew dramatically by 129.7% between 2000 and 2010, becoming more socio-economically diverse and less predominantly Asian.

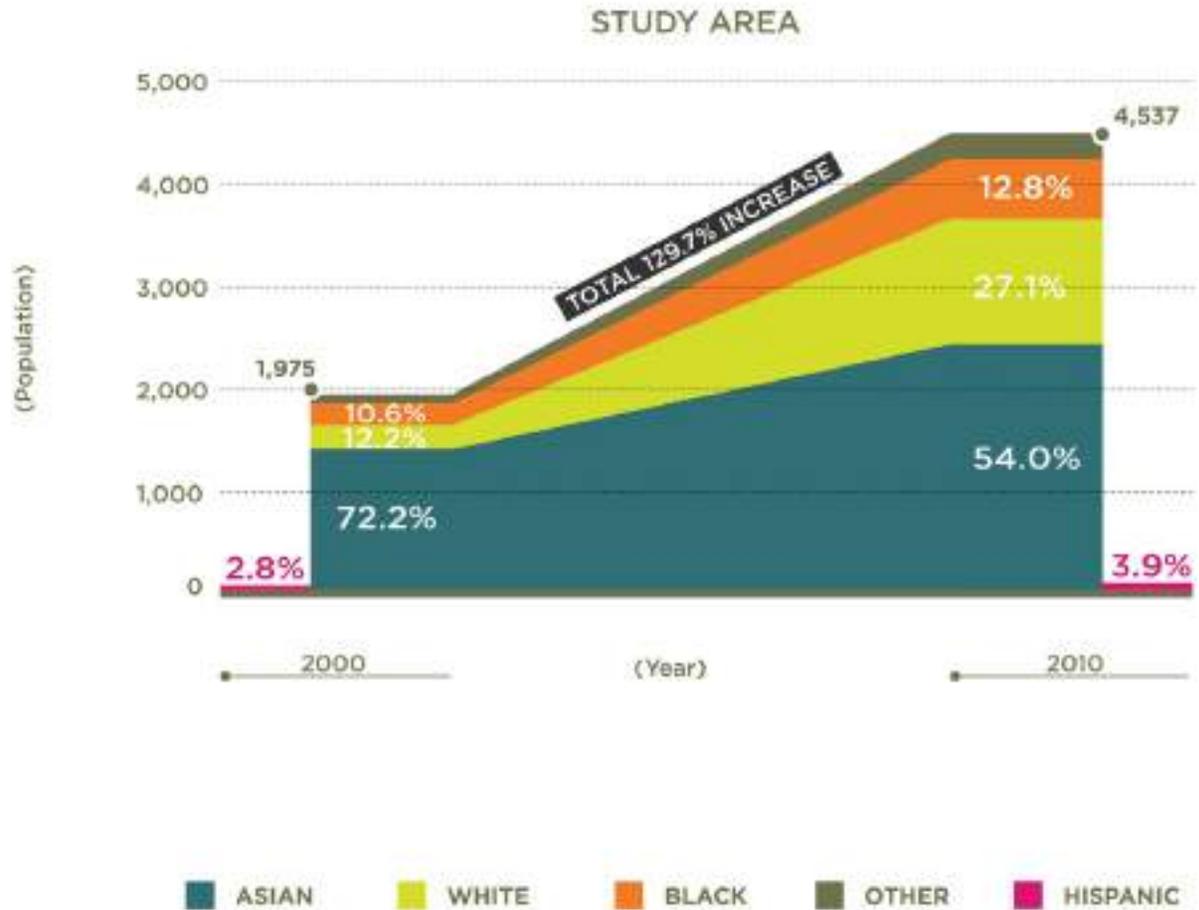
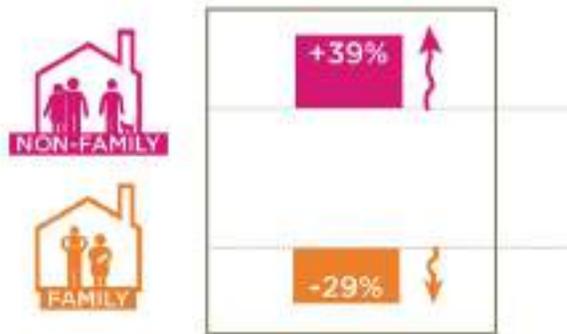


Figure 6. Population Change Over Time in Study Area

AGE AND HOUSEHOLD TRENDS

HOUSEHOLD CHANGE BETWEEN 2000-2010 AS A % OF ALL HOUSEHOLDS



AGE DISTRIBUTION CHANGE BETWEEN 2000-2010 AS A POPULATION



Figure 7. Age and Household Change in Study Area

Non-family households are more common in the study area. Between 2000 and 2010;

- The share of non-family households increased

39%

- The share of family households decreased

29%

Nevertheless the number of children and seniors continues to grow.

Source) Census (2000, 2010) via Reinvestment Fund

HOUSEHOLD INCOME TREND BETWEEN 2009 AND 2015

*Household Income is described relative to Chinatown AMI of \$51,387

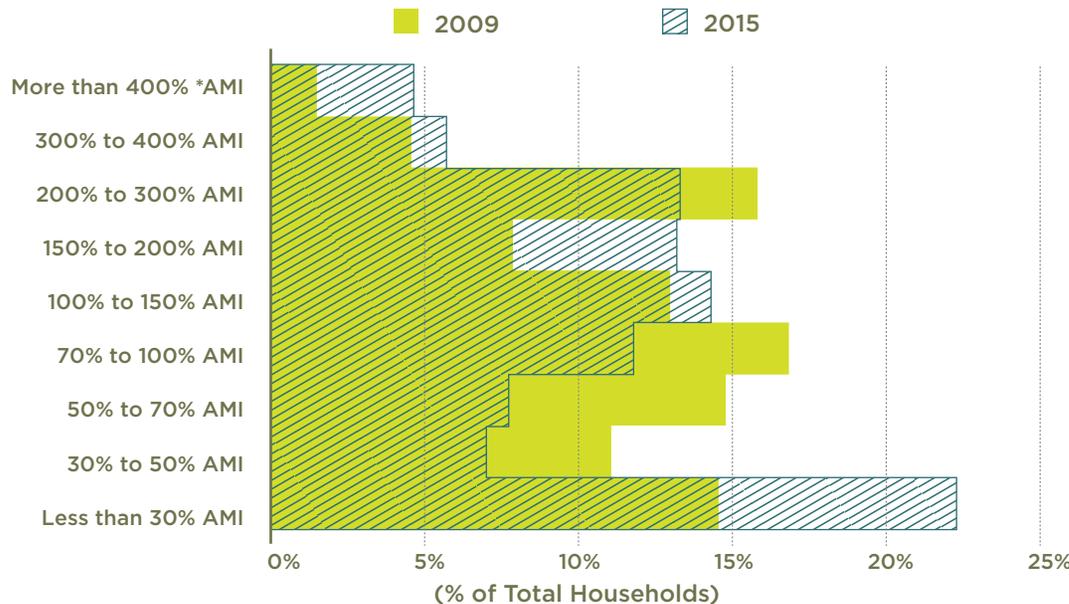


Figure 8. Household Income Trend 2009 & 2015

There is a growing income inequality in the study area: there has been growth in both the high income population and the low income population, but a hollowing out of the low to middle income population.

22.3% of households in Chinatown live on less than \$15,000 a year.

Source) ACS 5-yr estimates (2010, 2014) via Econsult Solutions

IN 2014,
White households earned 79%
more than Asian households and
147% **more than black**
households.

Source) Census (2000, 2010) , ACS 5-yr estimates (2010, 2014)

The percentage of people living below poverty increased in the study area between 2010 & 2014.

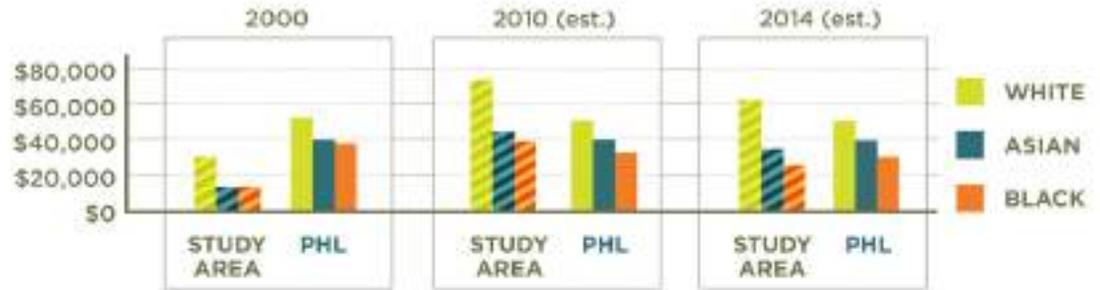
Poverty rates were highest for black residents but tripled for Asian residents between 2010 & 2014.

Source) ACS 5-yr estimates (2010, 2014) via Econsult Solutions

MEDIAN HOUSEHOLD INCOME

Source: Census (2000), ACS 5-yr estimates (2010, 2014)

MEDIAN HOUSEHOLD INCOME BY RACE



POVERTY OVER TIME & BY RACE

Source: Census (2000), ACS 5-yr estimates (2010, 2014)

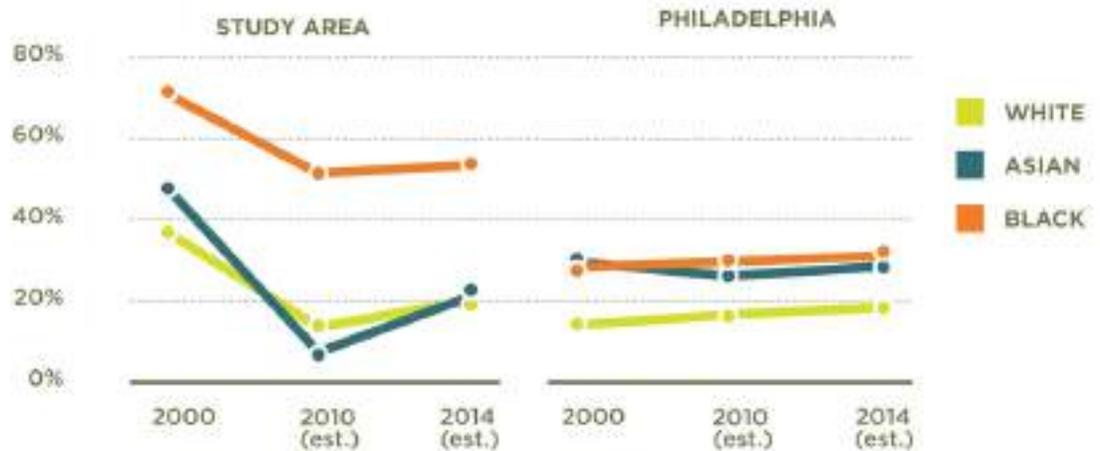
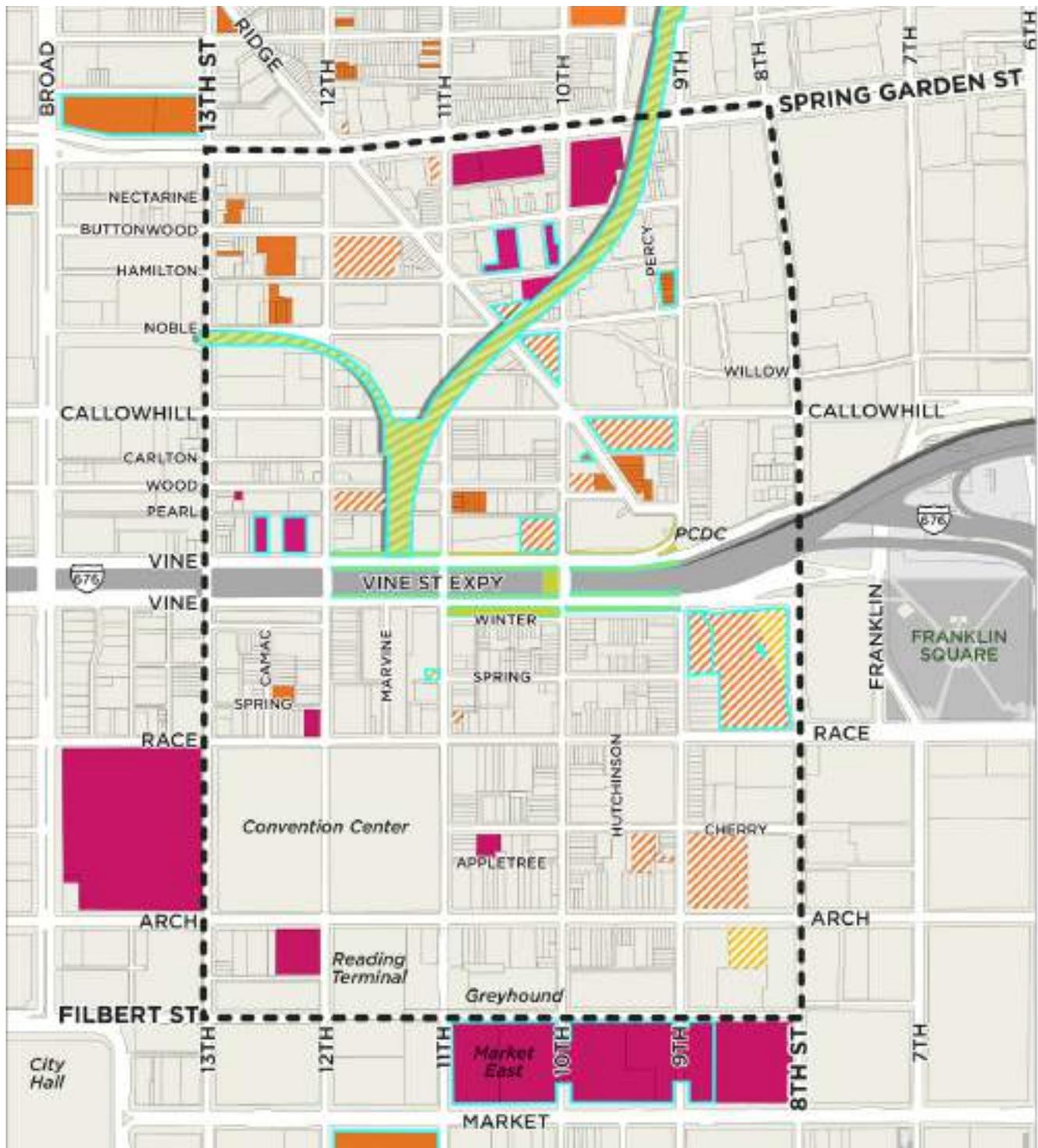


Figure 9. Income and Poverty by Race



RECENT/PROPOSED DEVELOPMENT

Source: PCDC, Interface Studio

-  STUDY AREA
-  PROPOSED/IN-PROGRESS
-  MIXED USE
-  MARKET RATE HOUSING
-  AFFORDABLE HOUSING
-  COMMERCIAL
-  OPEN SPACE

Figure 10. Recent Development Map

Historic Asian American Pacific Islander Communities - Shared histories and common issues

The issues that impact Philadelphia's Chinatown are shared by historic Asian American Pacific Islander communities around the country. To better understand Philadelphia's Chinatown in the national context, a snapshot was created of other historic Asian American Pacific Islander Communities and a conference call was held with representatives from Boston, Chicago, Los Angeles, Oakland, San Francisco, and Seattle to discuss common issues and strategies. Common issues include impacts and loss of land from large-scale urban redevelopment and infrastructure, real estate pressure with speculation and rising prices leading to displacement, and poor health outcomes due to social displacement both from home countries and from neighborhoods that lead to chronic stress, social isolation and vulnerability to related chronic disease.

Historic AAPI communities call participants:

- Debbie Chen, Asian CDC (ACDC), Boston
- C.W. Chan, Coalition for a Better Chinese American Community (CBCAC), Chicago
- Debbie Liu, CBCAC, Chicago
- Roy Chan, Chinatown CDC, San Francisco
- Valerie Tran, InterIm CDA, Seattle
- Grant Sunoo, Little Tokyo Services Corp., Los Angeles
- An Hyunh, Seattle Chinatown International District Preservation and Development Authority (SCIDPDA), Seattle
- J. Simon, East Bay Asian Local Development Corporation (EBALDC), Oakland
- Anj Chaudhry, National Coalition for Asian Pacific American Community Development (CAPACD)



Boston Chinatown
Source) boston-chinatown.info/



Chicago Chinatown
Source) www.gazettechicago.com



Little Tokyo Los Angeles
Source) littletokyostories.wordpress.com



San Francisco Chinatown
Source) cdn3.gbtimes.com



Oakland Chinatown
Source) blog.sfgate.com



Seattle Chinatown-International District
Source) engaging-cities.com

HISTORIC ASIAN AMERICAN PACIFIC ISLANDER COMMUNITIES

Location	Philadelphia, PA	New York City	Boston, MA	Chicago, IL	Seattle, WA	Los Angeles, CA	San Francisco, CA	Oakland, CA
Affiliated Organization	Philadelphia Chinatown Development Corporation (PCDC)	Chinatown Partnership Local Development Corporation	Asian Community Development Corporation (ACDC)	Coalition for a better Chinese American Community (CBCAC)	Seattle Chinatown International District Preservation & Development Authority (SCIDpda), Interim CDA	Little Tokyo Services Corporation	Chinatown Community Development Center (CDC)	East Bay Asian Local Development Corporation (EBALDC)
Statistics								
Total Population (Chinatown area only)	4,537 (2010)	116,722 (2010)	2,843 (2010)	6,798 (2010)	3,244 (2013)	16,661 (2010)	34,557 (2013 est.)	4,422 (2010)
Population Trend	▲	▼	▲	▲	▲	▲	-	▲
Asian Share of Population Trend	▼	▼	▼	▲	-	▼	▼	▼
Strategies								
Type of Strategies:	<ul style="list-style-type: none"> ■ Business ■ Family Support ■ Homeownership ■ Zoning ■ Advocacy ■ Coalition Building ■ Political Empowerment ■ Public Health Approach ■ Acquisition & Rehabilitation Financing <p>Business district initiative, family support services, homeownership initiative</p>	<ul style="list-style-type: none"> ■ Zoning <p>restrictions on height and use to discourage speculation and support small businesses, Chinatown Business Improvement District, Advocacy through place marking/public history project</p>	<ul style="list-style-type: none"> ■ Coalition building <p>for political leverage for return of land and moral site control over land impacted by highway infrastructure</p>	<ul style="list-style-type: none"> ■ Advocacy <p>through anti-displacement map and walk, political empowerment, expand boundary and conception of Chinatown as more than just commercial district</p>	<ul style="list-style-type: none"> ■ Public health approach <p>to community programs, coalitions and partnerships</p>	<ul style="list-style-type: none"> ■ Coalition building <p>for political leverage for moral site control over area impacted by Civic Center expansion, small business support</p>	<ul style="list-style-type: none"> ■ Zoning <p>restrictions on height and use to discourage speculation and support small businesses, acquisition and rehabilitation financing to stabilize and convert existing housing to affordable</p>	<ul style="list-style-type: none"> ■ Public health approach <p>to community programs, acquisition funding to convert existing housing to affordable</p>
Source	Census 2000, 2010	Asian American Legal Defense and Education Fund (AALDEF)	Asian American Legal Defense and Education Fund (AALDEF)	CMAP, Chinatown Community Vision Plan	Downtown Seattle Association	Census 2000, 2010, LA Department of Planning	Community Innovations, UC Berkeley	Census 2000, 2010

Figure 11. Comparison of historic Asian American Pacific Islander communities

PLANNING CONTEXT

Multiple plans and studies have been conducted within and around Chinatown since the last neighborhood plan in 2004. This plan builds on the foundation established by this earlier work and seeks to bring together current planning efforts including: a **Cultural Plan** led by Asian Arts Initiative and a **Vine Street study** led by the Delaware Valley Regional Planning Commission (DVRPC). **Chinatown's Affordable Housing**, recently completed by Econsult, also serves as a companion study to this work and forms the basis for the housing recommendations.

Vine Street Reconnecting Communities - Short-Term Action Plan for Chinatown (2003)

Prepared for PCDC by Project for Public Spaces. This plan studied opportunities to improve the pedestrian environment of Vine Street and redesign the street, create new public spaces and landscaping, strengthen the identity of Chinatown, and activate existing public spaces.

Chinatown Neighborhood Plan, including Callowhill (2004)

Prepared for DVRPC by Kise Straw & Kolodner, Brown and Keener Urban Design, Urban Partners and Gannet Flemming. This neighborhood strategic plan for Chinatown covers the area bounded by Broad Street, Spring Garden Street, Filbert Street, and 8th Street. The current neighborhood plan updates and builds on this earlier plan and carries through some of the key recommendations including covering the Vine Street Expressway, creating new open space, closing off Ridge Avenue near 10th and Callowhill, expanding Chinatown north of Vine, and creating strong gateways.

Philadelphia Market East Strategic Plan (2009)

Prepared for the Philadelphia City Planning Commission by Ehrenkrantz Eckstut & Kuhn Architects and Parsons Brinckerhoff. This plan proposed to revitalize Market East. A number of strategies sought to connect Chinatown better as the anticipated developments along Market Street attract more investments and visitors. Some of these proposals include rerouting the New Jersey Transit commuter buses to Filbert Street instead of Market Street, a proposed intermodal transit station at the current Greyhound location, which is a prime location to connect with SEPTA's Jefferson Station.

Callowhill-Chinatown North Strategic Plan (2013)

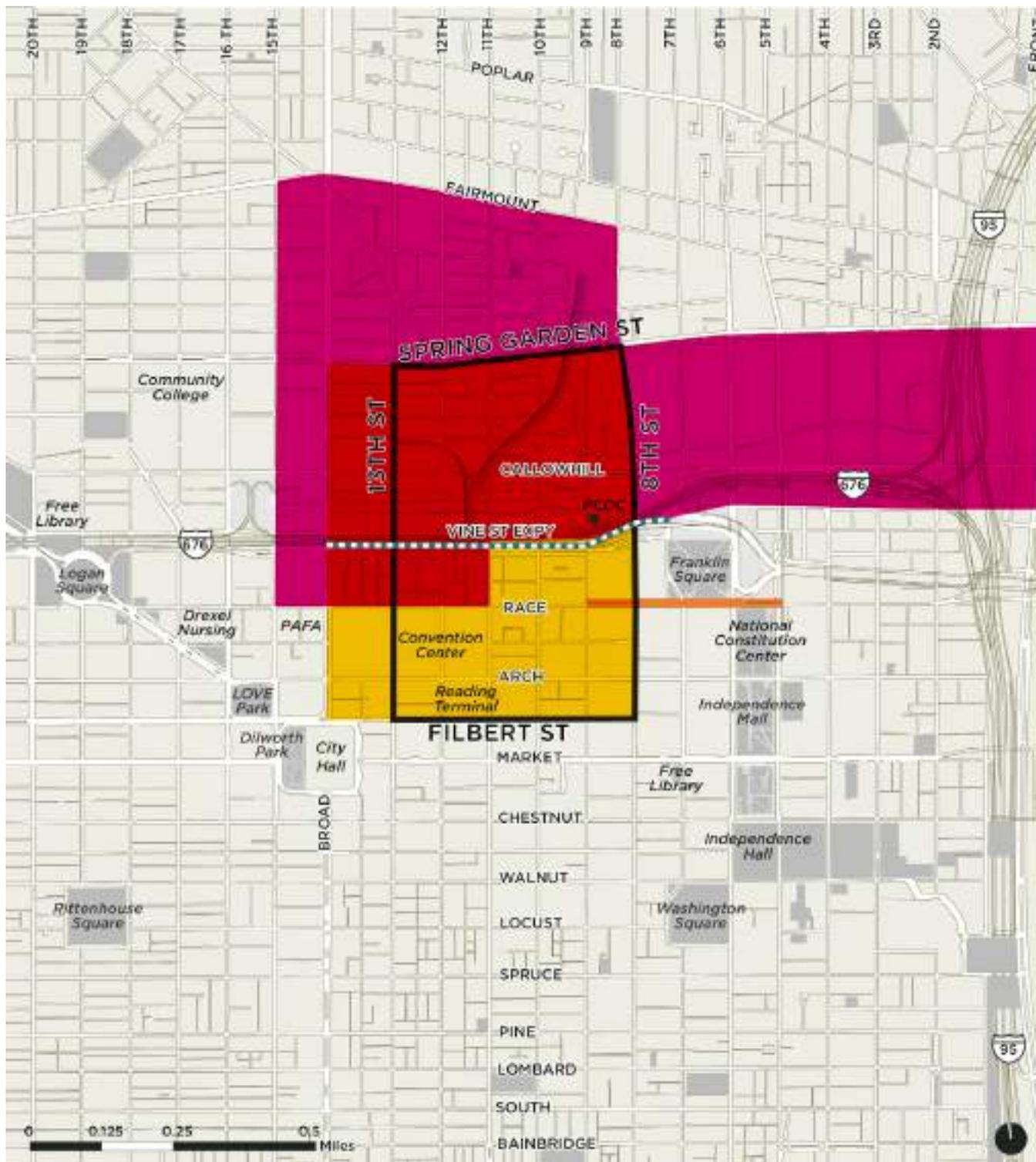
Prepared for the Philadelphia City Planning Commission by URS, Studio Bryan Hanes, BAE Urban Economics, and McMahon Associates. This plan was developed to support PHILA2035's Central District Plan and is divided into five subareas; Poplar, Callowhill, Chinatown-North, Superblocks, and Waterfront. Only Callowhill and Chinatown-North subareas are relevant to the current plan's boundary. Since the adoption of the plan, most of the industrial-only (I-2) zoning districts have been changed to encourage mixed-use development, while preserving industrial uses.

Renewing Race Street - A Mobility Analysis (2015)

Prepared by DVRPC. This mobility analysis examines Race Street, from 5th Street to 9th Street. An important east and west street, which connects all the way to the Delaware River, this segment of Race Street is overly wide and unsafe for pedestrians. The study proposes lane reductions, bike lanes, pedestrian amenities and safety measures for better access to Franklin Square.

U.S. DOT Every Place Counts Design Challenge (2016)

In July 2016, the U.S. DOT conducted a 2-day workshop to brainstorm how Vine Street Expressway, a physical constraint that divides surrounding neighborhoods, can be improved. The workshop focused on the expressway from Broad Street to 7th Street. Participants and stakeholders identified safe connectivity, green open space, green infrastructure and landscaping as main goals and explored various scenarios for open space and development, including capping of the Vine Street Expressway.



Source: City of Philadelphia

- STUDY AREA**
- 2004 CHINATOWN NEIGHBORHOOD PLAN**
- 2013 CALLOWHILL CHINATOWN NORTH STRATEGIC PLAN**
- 2015 RENEWING RACE STREET**
- 2016 U.S. DOT EVERY PLACE COUNTS DESIGN CHALLENGE**

Figure 12. Map of previous plans

PLANNING PROCESS

Steering Committee

The planning process was led by a Steering Committee organized by PCDC to reflect key perspectives in the neighborhood. The Steering Committee included:

- **John Chin**, Philadelphia Chinatown Development Corporation
- **Margaret Chin**, Philadelphia Chinatown Development Corporation board
- **Michael Chow**, Sang Kee Restaurant
- **Nancy Goldenberg**, Center City District
- **Philip Lai**, Coffee Cup
- **Ian Litwin**, Philadelphia City Planning Commission
- **Karin Morris**, Delaware Valley Regional Planning Commission
- **Mark Squilla**, Councilman, City of Philadelphia
- **Gerry Wang**, Chinatown resident
- **Sarah Yeung**, Philadelphia Chinatown Development Corporation

The steering committee met at key points every other month to guide the process:

- **November 9, 2016:** project kick-off and discussion of key themes
- **January 4, 2017:** review findings of analysis
- **March 1, 2017:** review initial public input
- **May 3, 2017:** review public forum input, vision and goals
- **July 12, 2017:** review recommendations

Community Partners

Many neighborhood institutions and businesses were instrumental in stakeholder engagement. The Chinese Christian Church and Center generously provided space for our public forums and many other organizations hosted additional community input sessions, helped us spread the word and provided valuable input. We would like to thank them:

- Arts & Crafts Holdings
- Asian Americans United
- Asian Arts Initiative
- Asian Bank
- Azavea
- Bubblefish Tea & Sushi
- Callowhill Neighborhood Association
- Children's Village
- Chinatown Clinic
- Chinatown Learning Center
- Chinese Benevolent Association
- Chinese Christian Church and Center
- Chinese Gospel Church
- Dim Sum Garden
- Drexel Public Health
- Holy Redeemer Church and School
- Neff Pharmacy
- Nine Ting
- Ocean Harbor
- Old Shoe Factory
- On Lok House
- On Lok Senior Services
- Parada Maimon
- QT Vietnamese Sandwich
- Rising Tide
- Sang Kee Peking Duck House
- Sunday Breakfast Rescue Mission
- Terakawa Ramen
- The Trestle Inn
- The Pearl Condominiums

Community Engagement

A wide-ranging outreach approach was needed to engage a traditionally hard-to-reach population, including low-income and limited to no English proficiency immigrants. This included employing bilingual PCDC staff and volunteers providing interpretation in both Mandarin and Cantonese, meeting people at the places they naturally congregate in the neighborhood, and using smaller group formats to make residents more comfortable speaking up. All written communication was provided in English and Chinese, and additionally social media content was provided in Chinese. The following community engagement tools were used:

ON THE STREET ENGAGEMENT

Over the fall of 2016, several on-the-street activities were conducted to gather input about Chinatown from community members and visitors with the aim of meeting people out in the community. These activities included:

- **349 community surveys** were conducted through in-person and online surveys of residents and community members. Key locations and institutions participated in distributing the surveys, including 990 Spring Garden, Asian Americans United, Azavea, Beaux Arts, Callowhill Neighbors Association, Chinatown Learning Center, Chinese Christian Church and Center, Holy Redeemer Church, On Lok House and Senior Center, Neff Pharmacy, Old Shoe Factory, Pearl Condos, PCDC, and Wolf Building, as well as on-street surveys.
- **337 visitor surveys** were conducted to capture visitors and customers through in-person surveys at key businesses including Dim Sum Garden, Ocean Harbor, Rising Tide, Sang Kee, Terakawa Ramen, and Trestle Inn, as well as on-street surveys.
- **239 collaborative map** responses were collected that gathered input on favorite places and where people would spend money for improvements.



Community Surveys and Collaborative Map Card

COMMUNITY SURVEY (TOTAL: 349 PARTICIPANTS)

WHAT DOES CHINATOWN MEAN TO YOU? 華埠對你意味着什麼?

convenience 便利
 food 美食
 culture/heritage/traditions 文化/遺產/傳統
 community 社區全體居民
 home/home away from home 家/遠離家鄉的家
 shopping 購物
 work/business 工作/商業

Figure 13. Community Survey Results, What does Chinatown mean to you?



- 1** “Viaduct with community space designed into it for all demographics.”
 “在廢棄的高架鐵路上設計修建受到各類人群歡迎的社區活動空間。”
 - 2** “76 expressway overpass between 10th and Broad (cover).”
 “在76號高速公路上10街和Broad街之間的天橋(覆蓋).”
 - 3** “More senior housing.”
 “更多老年人住房.”
 - 4** “Cleaner streets and storefronts.”
 “更乾淨的街道與店面.”
 - 5** “More development north of Vine to satisfy demand from south of Vine.”
 “在萬安街以北進行更多的建設與開發，從而滿足來自萬安街以南的需求.”
-  **HOME**
你住在哪裡？
 -  **FAVORITE PLACE**
你最喜歡的地方是什麼？
 -  **MONEY FOR IMPROVEMENTS**
你會在這裡花錢改進。你會花費什麼？

Figure 14. Collaborative Map Results



Figure 15. Collaborative Map Results, Favorite Place



Figure 16. Collaborative Map Results, Money for Improvement

RESIDENT SURVEY:

A door-to-door survey was conducted by trained surveyors to gather resident perceptions of the neighborhood and garnered 163 completed surveys. Surveys were conducted to a random sampling of the residential units in the community, in English, Mandarin and Cantonese. The surveys and survey implementation methods were designed for statistical accuracy with assistance from Success Measures. The surveys were conducted door-to-door for rowhomes but conducted via mail and email for multi-family buildings.

INTERVIEWS:

The planning team conducted 8 confidential one-on-one interviews with residents, developers, community leaders, workers, and business owners.

FOCUS GROUPS:

Six focus groups were conducted to gain insight into the challenges and priorities of specific stakeholders in Chinatown. The groups were chosen to target populations with limited engagement and representation in the other public input methods such as the survey and public forums. The groups convened youth, older adults, service providers, business owners, and restaurant workers. Additionally, representatives from historic Asian American and Pacific Islander communities around the country were convened in a conference call to examine common issues and share strategies.

PUBLIC FORUMS:

Two public forums were held at the Chinese Christian Church and Center. The first was held February 26, 2017 and was attended by 48 people. The forum provided the opportunity to review the findings of the existing conditions analysis and the themes that emerged from the on-the-street engagement. Participants were asked to share their thoughts about the neighborhood and weigh in on potential areas for improvement. The second forum was held July 11, 2017 and was attended by 102 people. This meeting was both a social gathering and a chance to discuss and prioritize the recommendations in facilitated small group discussions in English and Chinese.



First Public Forum



Plan Phases

1. RESEARCH AND ANALYSIS

This phase of the project focused on collecting data and researching the existing conditions through;

- A GIS parcel-by-parcel mapping of land use and vacancy;
- An examination of the physical environment including the commercial and retail mix, the industrial business types, local circulation, storefront language types, transit and pedestrian/bicycle experience;
- Census research to analyze the demographic and socio-economic change over time;
- A review of historic maps and planning documents from previous efforts, whose boundaries overlap with the study area;
- A public outreach initiative to provide an overview of the existing conditions and obtain inputs from residents and community members;
- An analysis of the collected information to identify opportunities and challenges pertaining to the study area.

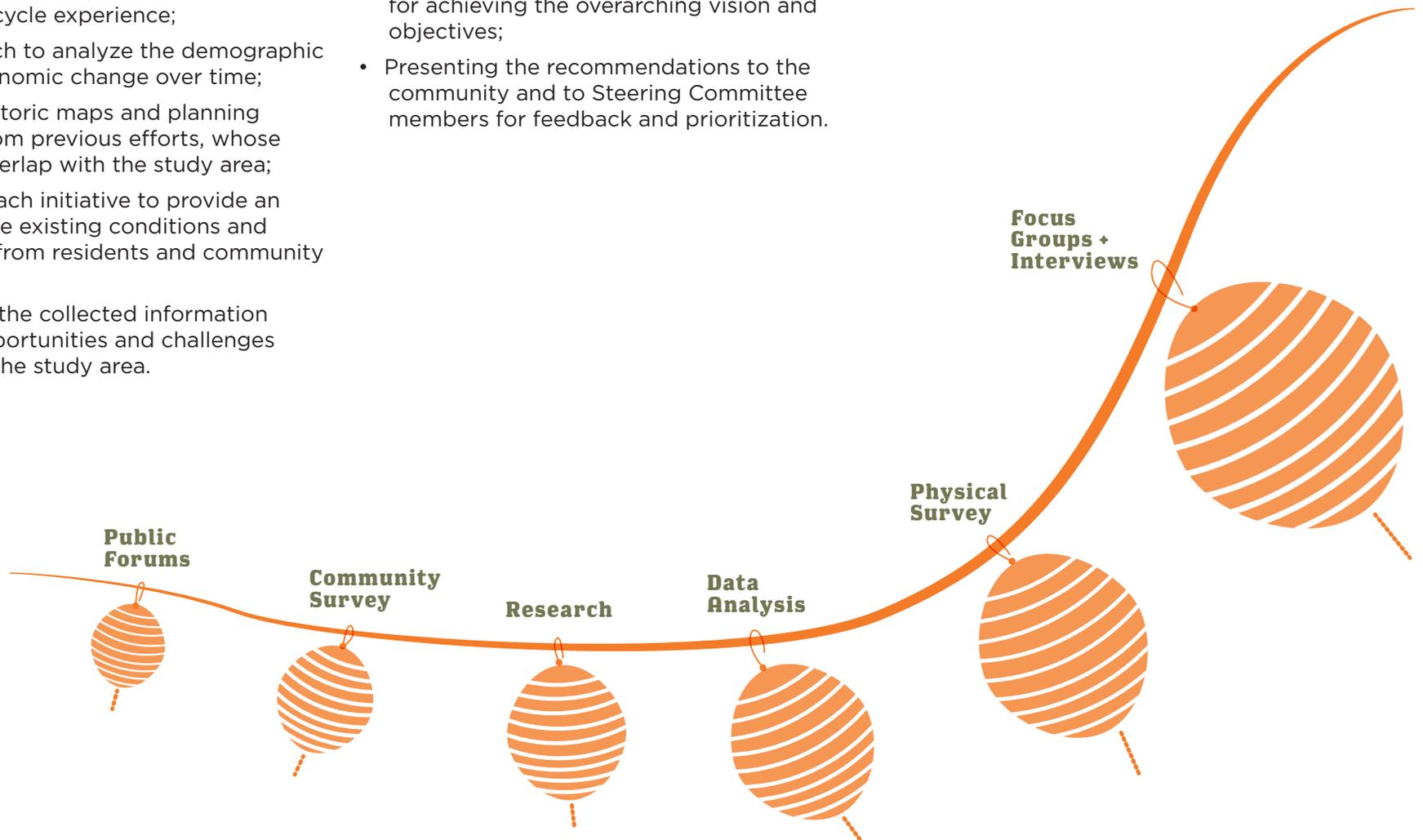
2. VISION AND GOALS

In the second phase, the planning team reviewed the findings from the first phase to develop a list of recommendations that are tailored to the community. This phase included;

- Compiling precedents and best practices that illustrate successful planning strategies;
- Developing a vision and objectives based on public input and research findings;
- Creating preliminary recommendations for achieving the overarching vision and objectives;
- Presenting the recommendations to the community and to Steering Committee members for feedback and prioritization.

3. PLAN DEVELOPMENT

The final phase of the project focused on refining the recommendations based on the public input and comments from the Steering Committee. The revised recommendations and the analysis that were obtained through the planning process are included in this report, along with an implementation strategy to guide the stakeholders and the community forward as they seek to achieve the proposed goal.



VISION & GOALS



A VISION FOR CHINATOWN AND CHINATOWN NORTH/CALLOWHILL

We are:

- **AN AUTHENTIC CULTURAL HUB WITH A STRONG ENTREPRENEURIAL SPIRIT** – we continue to be a home away from home for immigrants in Chinatown and regionally where they can connect to their culture and history as well as a destination for tourists and a thriving community of small businesses;
- **AN INCLUSIVE AND ENGAGED COMMUNITY THAT SUPPORTS WORKING CLASS IMMIGRANTS** – we are multicultural and multigenerational, and work together for equitable development;
- **A CONNECTED, COHESIVE, HEALTHY PLACE THAT BRIDGES THE DIVIDE** – we are a unified community with streets and public spaces that are clean, safe, and beautiful.



GOALS & RECOMMENDATIONS

How the plan is organized: A framework of health and equity

In recent years, the fields of public health and planning have joined forces to develop place-based approaches to health as 60% of health determinants are related to our physical, social and economic environments. Where one lives has an outsized impact on physical and mental health; it is now widely cited in public health circles that a person's zip code is a greater determinant of health than any other factor.⁴ It determines access to opportunity through proximity to assets, transportation, jobs, services and schools, and forms the basis of one's social network. Such a public health approach is a particularly powerful framework for Chinatown as many of the cultures represented in the community respond more to a holistic concept of health that encompasses well-being and wellness.

The Centers for Disease Control describe social determinants of health as the conditions in the places where people live, work, learn and play. The social determinants of health include:⁵

- **Neighborhood and built environment:** quality housing, transportation, recreation and clean environment;
- **Economic stability:** quality jobs, adequate income;
- **Education:** quality schools;
- **Social and community context:** social networks, sense of community, political voice;
- **Health and health care:** access to preventive and medical care.

These are the building blocks of health and equity that serve to organize the recommendations of this plan.

The following chapters detail recommendations to support the vision and are organized by the following focus areas that underscore the connection of health and our physical, social and economic environments.

⁴ <https://www.hsph.harvard.edu/news/features/zip-code-better-predictor-of-health-than-genetic-code/>

⁵ Healthy People 2020, Office of Disease Prevention and Health Promotion. <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

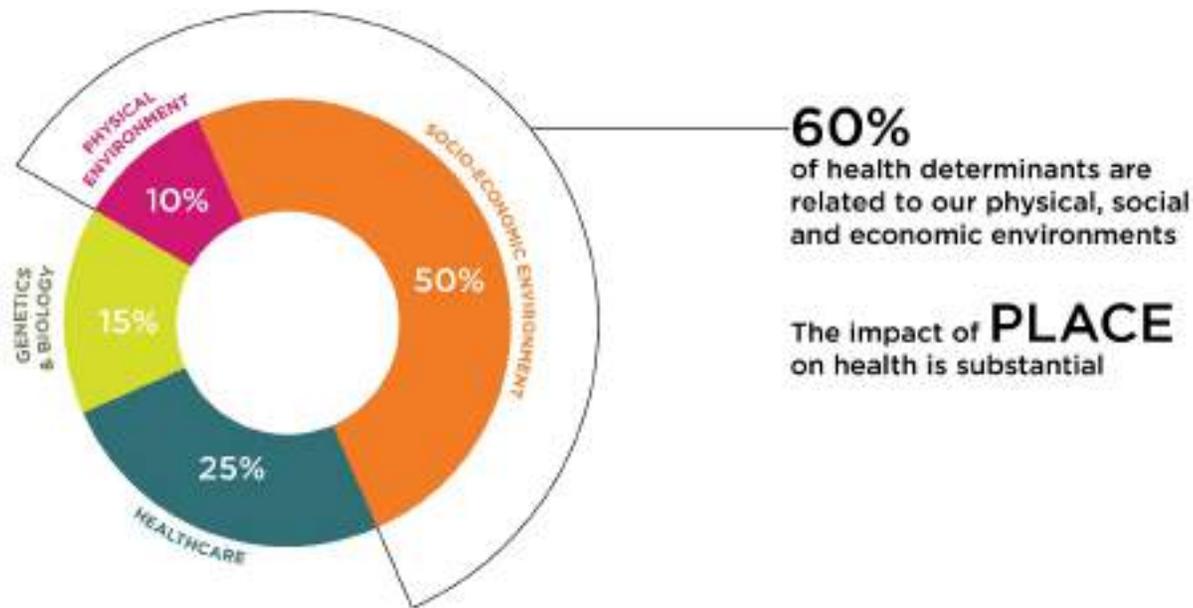


Figure 17. Health Determinants Chart

Source) Canadian Institute for Advanced Research, Health Canada, Population and Public Health Branch AB/NWT 2002

Built Environment

- 1 Housing
- 2 Connectivity
- 3 Open Space



Economic Opportunity

- 4 Small Business & Manufacturing



Community Life

- 5 Community Wellness
- 6 Coalition Building



Built Environment



- 1 HOUSING**
- 2 CONNECTIVITY**
- 3 OPEN SPACE**



HOUSING

High poverty persists, particularly for immigrants, older adults and working age residents.

- **Working age adults make up the greatest number of those living in poverty and are most at risk of displacement.**
- **32.5%** of residents in the study area live in poverty (earning below \$15,000/year) compared to **26.4%** in Philadelphia
- **54.9%** of foreign-born residents in the study area live in poverty compared with **38.1%** in Philadelphia
- **38.8%** of older adults in the study area live in poverty more than double the rest of Philadelphia

Why this is important

To remain viable as an authentic Chinatown and not just a restaurant district, it is important to strengthen the neighborhood as a place where everyone, including working-class immigrants, can live.

Chinatown has historically been an immigrant gateway and remains a destination for immigrants, mainly Chinese, who regard it as their “home away from home.” The study area is rapidly changing, becoming more socio-economically diverse, but at the same time becoming too expensive for low-income and working class residents. Proximity to Center City means Chinatown is experiencing similar development pressure toward high end residences targeting the millennial market. Housing construction and prices have surged since 2000, especially north of Vine, where prices are over four times 2000 levels and 200% increase in housing units.⁵



"The City values us for our great restaurants and our commercial corridor, but [we are] still not fully recognized as a community of residents with housing needs."



"People and friends I came to know since kindergarten are here."

⁵ Econsult (2017). *Chinatown's Affordable Housing*.

The importance of housing to an authentic Chinatown cannot be understated and has an economic impact: as residents leave, the businesses that serve them and employ them will eventually leave as well.

According to Econsult's report on housing affordability, a limited supply of housing of all types is helping to drive up prices and more housing is needed that ensures everyone who wants to live in the neighborhood can. New housing production is overwhelmingly targeted to a high-income market. Current trends show that inequality is increasing in the study area, with the lower-middle class vanishing while the wealthy and impoverished sections of the population continue to grow. These trends indicate an additional need for affordable housing to keep up with the growing population in poverty. This section address how to ensure that as the neighborhood grows, it can continue to be a home for low-income households, immigrants and older adults.

* For a more detailed analysis of affordability and housing, please see Econsult's report Chinatown's Affordable Housing, which is the underlying source for much of the data in this section.



Figure 18. Study area rents

Housing stock is limited, driving prices up.

- **Rents in Chinatown are expensive relative to the city as a whole. Over 60% of rents are more than \$1000/month, compared to only 41% of units in all of Philadelphia. Median gross rent north of Vine in Callowhill is \$1,524 or 67% more than city's median gross rent of \$915, while south of Vine is \$1,150 or 26% more than the city.**

- **A household must earn more than \$40,000 annually to afford a \$1000/month apartment.**

- **75% of residents rent putting them at risk as rent prices rise.**

- **44% of renters are burdened by housing costs that exceed 30% of their income - the benchmark for affordability.**

Source) 2010 Census, ACS 5-yr estimates (2014, 2015) from Econsult

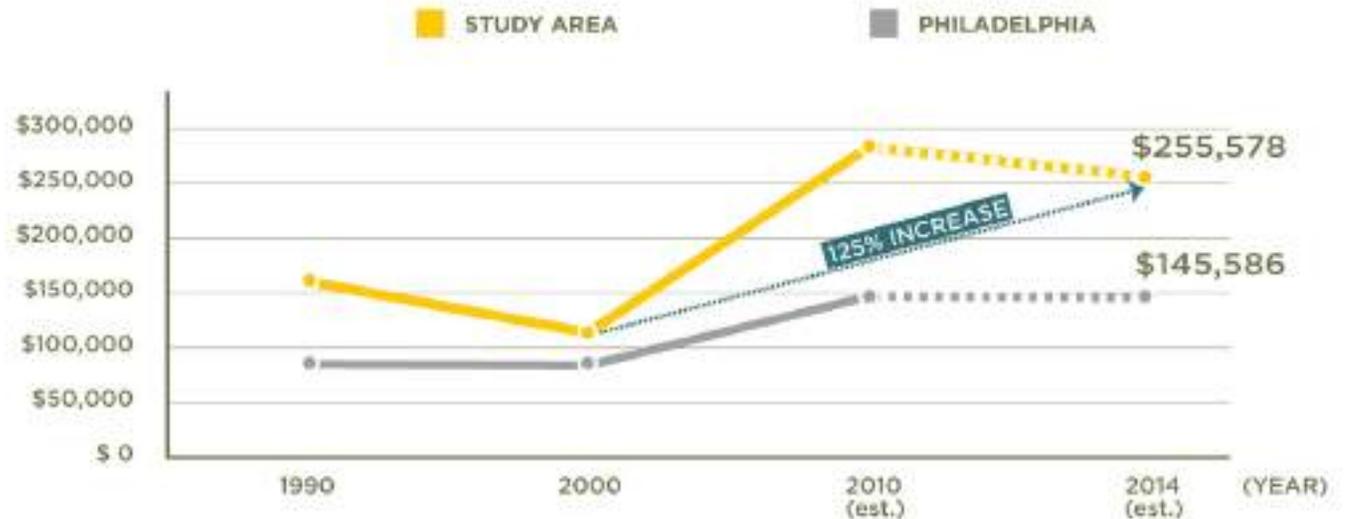
HOUSING AFFORDABILITY

Source: Census (2000), ACS 5-yr estimates (2010, 2014)

STUDY AREA HOUSING PRICES ROSE SHARPLY BETWEEN 2000 AND 2014: 125% INCREASE IN MEDIUM SALE PRICE AND 67% INCREASE IN AVERAGE RENT



MEDIAN SALE PRICE FOR OWNER-OCCUPIED HOUSING UNITS (IN 2014 \$)



AVERAGE MONTHLY RENT (IN 2014 \$)

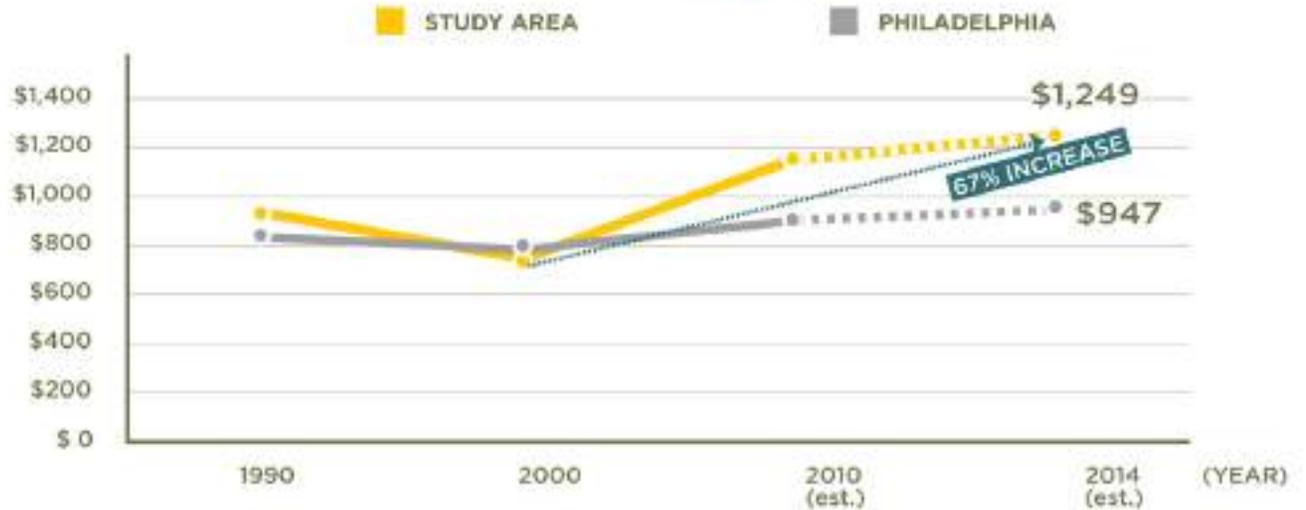


Figure 19. Housing Affordability - Sale Price & Rent

1.1: PRESERVE AND UPGRADE EXISTING AFFORDABLE HOUSING

PCDC has developed over 290 units of affordable homeownership and rental housing in the study area. This accounts for 14% of the housing units in the study area. Other private housing in the study area is affordable to low-income households but often this is due to overcrowding or deferred maintenance. There is a need to preserve this “naturally occurring” private affordable housing by improving the condition of aging, substandard housing stock and incentivizing landlords to keep their rents affordably low to ensure access to healthy housing and help older adults, who are more vulnerable to social isolation and limited mobility, age in place. The following actions address improving and preserving existing affordable housing as a cornerstone of healthy living.



Hing Wah Yuen at 9th & Vine



Francis House of Peace at 9th & Arch
Source) Projecthome.org



"Almost all immigrants who rent in Chinatown are cost burdened. When people cannot afford the rent, it leads to accepting housing with quality issues."



Precedents

Micro-lending is a popular traditional financing tool for homeowners and small businesses. “Hui” are rotating saving and lending clubs popular in Asia and among Asian immigrant communities. They consist of a group of close friends and family who contribute money to a pool on a regular basis, usually monthly. Each contribution cycle a different member is able to bid to withdraw that cycle’s entire pool and pay interest to the group. Online platforms have emerged using this concept such as Monk and Lending Circle.

IMPROVE EXISTING SUBSTANDARD HOUSING

Substandard housing conditions have a direct impact on residents’ health. Conditions like mold, mildew, lead paint, pests, insufficient heat or air conditioning, and dangerous conditions due to deferred maintenance can sicken or injure residents. These conditions and overcrowding also add to emotional stress with impacts on mental health, domestic violence and school performance.

Homeowners who need assistance with maintenance and repairs currently have access to the Basic Systems Repair Program (BSRP) in Philadelphia, but there is a 4-year wait list. The Healthy Rowhouse Project has developed recommendations for financial resources models to supplement the BSRP, such as matching grants, low-interest loans, deferred loans, and sliding scale payments. Energy audits, weatherization, and energy efficiency programs are another way to upgrade housing and reduce energy costs. PCDC could partner with the Healthy Rowhouse Project, the Energy Coordinating Agency and utilities to pilot these solutions. Some repairs might be relatively minor but difficult for older adults to manage. A technical assistance program could be developed to help these residents by pairing them with community volunteers.

Many residents in housing needing repairs are renters. In these cases, the goal is to educate renters about their rights as tenants and encourage landlords to make repairs through code enforcement without displacement and help them with potential financial resource models such as low-interest loans and revolving loans. PCDC can serve as a clearinghouse to connect homeowners and landlords with resources and organize group discounts where possible. PCDC can also document and aggregate housing condition information to help develop policy and push for financial assistance programs.



PRESERVE EXISTING AFFORDABLE HOUSING IN DANGER OF CONVERSION TO MARKET-RATE

-----PCDC 5-year Priority

Existing affordable housing will be aging out of affordability programs, allowing owners to then convert their buildings to market-rate housing. The affordability term for Dynasty Court is expiring this year and though it will be renewed, the owner plans to sell the building, leaving it vulnerable to future market-rate conversion. With so few affordable housing units available, it is critical to preserve what already exists. PCDC should work with local housing preservation experts to organize and devise strategies for re-financing and moving units into permanent affordability.

★ 1.2: DEVELOP NEW AFFORDABLE HOUSING OPPORTUNITIES

.....Top 5 Community Priority

Senior housing ranked third most popular when community members were asked how they would spend money for improvements. With a 10-year wait list at On Lok House for senior housing, many seniors have ended up in housing elsewhere in the city but express a strong desire to be located in Chinatown. Econsult's analysis concludes that the development pressures facing Center City, and Chinatown specifically, are largely new as the Center City population has begun to grow after decades of stagnation. This means upward pressures on prices, as increasing demand leads to increasing values, and a one-time boom in construction, as Chinatown transitions from a stable, moderate income neighborhood to one with high demand. The easiest developable parcels—parking lots and underbuilt buildings—will likely be developed first and intervening in these properties now, and ensuring that they get built with affordable units, is vital to the future of Chinatown's affordable housing future.

! DEVELOP NEW AFFORDABLE HOUSING

Econsult's study shows that housing need is most acute for low-income populations earning less than 30% AMI (\$15,000/year) and for older adults. However, it is also important to build middle-income housing for residents who are ready to move up to the next level of housing. Development input should be focused on underutilized parcels. Econsult identified the areas east and north of the Chinatown core as those with the highest need and opportunity for new construction. Surface parking lots, many of which were former community sites condemned during the redevelopment and highway projects of the 1960s and 1970s, are now a blighting influence and should be targeted for development with consideration for affordable housing and community uses. Surface parking lots comprise 15 acres of developable land. Parcels with vacant or 1-story buildings zoned for higher density, comprise 10 acres of developable land, and are also susceptible to change and should be targeted. Plans to move the Philadelphia Police Department headquarters to the former Inquirer building at Broad and Callowhill in 2020 open up opportunities for new affordable housing at the police headquarters at 750 Race

Street, a large site and important connection between Franklin Park, Chinatown's commercial district and the new development at 8th and Vine; and also at the Sixth District Station and parking lot located on 11th Street, one of main streets in Chinatown's commercial core.

! FACILITATE THE INCLUSION OF NEW AFFORDABLE HOUSING IN NEW DEVELOPMENT AND FOCUS ON POSITIVE COMMUNITY IMPACT FOR UNDERUTILIZED PARCELS

The limited supply of housing in the study area is driving up prices, indicating a need to develop housing of all types to meet demand and ease the market pressures on prices. Callowhill and Chinatown North offer the greatest opportunity for high-density residential development to satisfy the housing need. Creating affordable housing through new development will entail ensuring new construction include affordable units through tools such as Councilwoman Maria Quiñones-Sánchez's inclusionary housing bill.

PCDC and community partners should work with the City and developers to develop projects which will have direct community benefits. Publicly owned parcels, underutilized parcels, and major projects should be proactively targeted so that community priorities around affordable housing, small business development, workforce development, public space and design can be communicated as early as possible. For projects already under development, such as the Rail Park and redevelopment at the Gallery and at 8th and Vine Streets, community stakeholders should increase efforts to communicate local priorities and work with developers to secure commitments and implement positive community impact in the project.



"[I want] a place where Asian Americans and immigrants still live with affordable housing."

"I think a lot of the residents want to see [the neighborhood] developed and see more people."



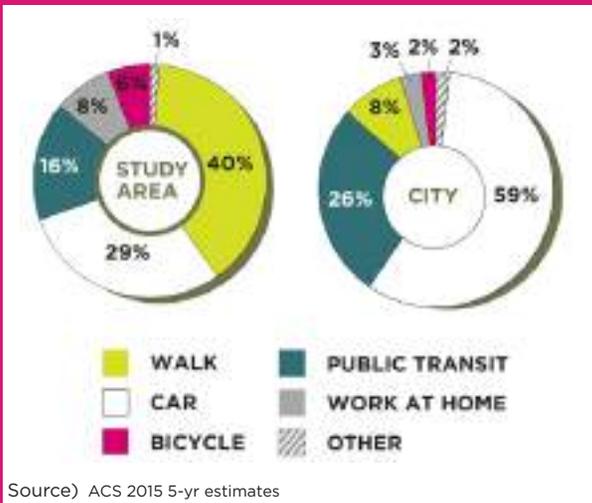


CONNECTIVITY



92% of residents surveyed said access to transportation was very good or good, ranking it highest among all quality of life aspects.

A full **40%** of workers walk to work, compared to only **8%** of workers in the City as a whole, and almost **half** of the households in the study area do not own a car.



Source) ACS 2015 5-yr estimates

Figure 20. Modes of Commute

Why this is important

Chinatown is centrally located with excellent transportation but there are serious barriers to getting around.

Chinatown, Chinatown North and Callowhill form the northern limit of Center City and benefit from the central location and range of transit options. Being so close to Center City, more people choose to get around without a car; a full 40% of workers walk to work, compared to only 8% of workers in the City as a whole, and almost half of the households in the study area do not own a car. However,

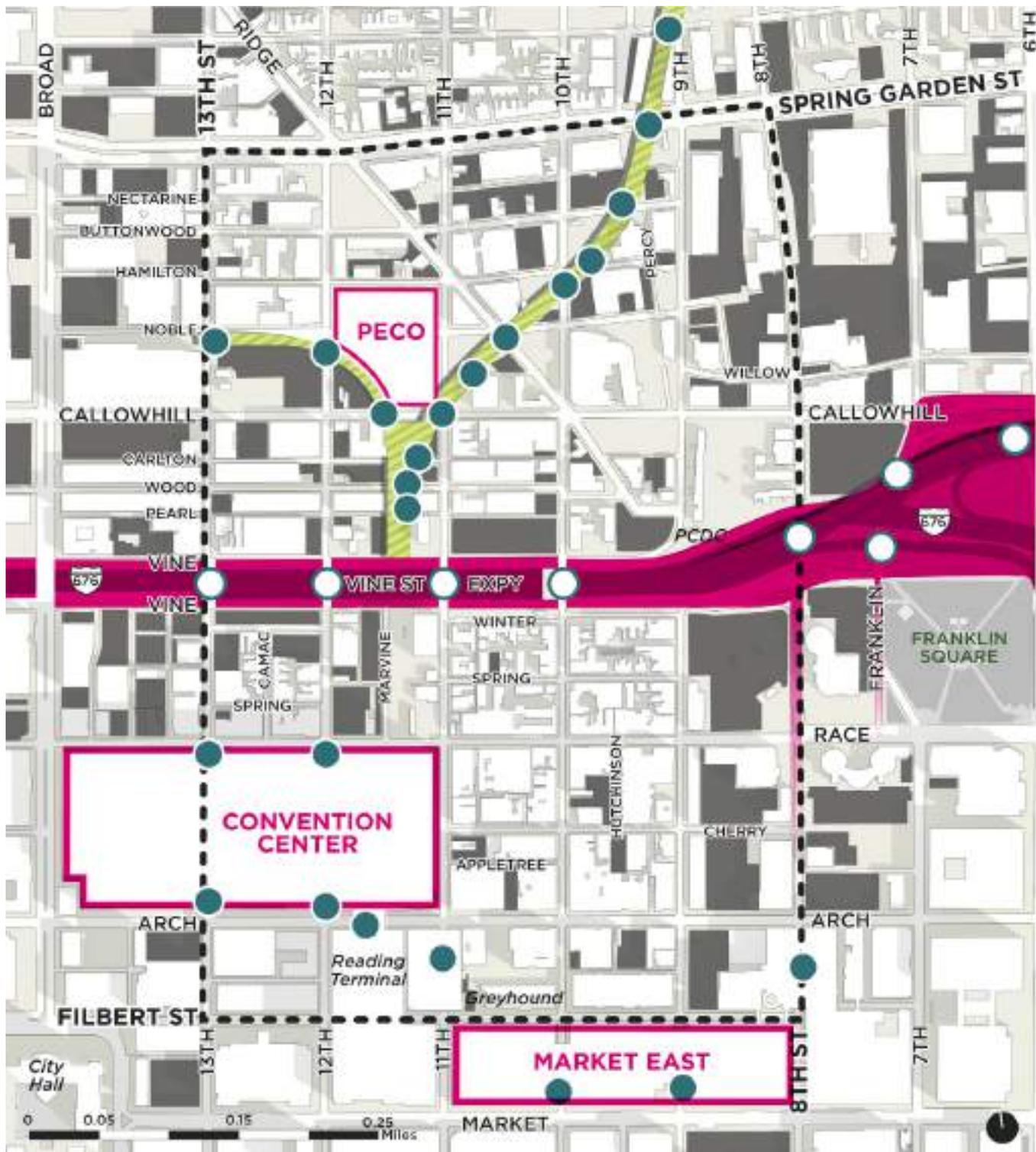
walking or biking in the study area is not easy or pleasant, and is sometimes even dangerous. The Vine Street Expressway forms a hard edge to Center City and bisects the community. This and other streets hinder healthy forms of mobility by encouraging and privileging car use, often at speeds that pose a danger to pedestrians and bicyclists. The pedestrian experience of the study area is further challenged by numerous surface parking lots, broken sidewalks, poor underpass conditions, and blank and inactive facades. This section addresses how to connect the study area to achieve the vision of a cohesive and walkable community that promotes health.



"Better walking...less cut off from the city."



Vine Street Crossing (top-left)
Viaduct Underpass (middle-left)
Surface Parking Lot (middle-right)
Sidewalk Conditions (right)



Source: City of Philadelphia, Interface Studio

- STUDY AREA**
- LARGE STRUCTURAL BARRIER**
- VINE STREET**
- SURFACE PARKING LOT**
- **UNDERPASS**
- OVERPASS**

Figure 21. Barriers to Walkability Map



2.1: BRIDGE THE COMMUNITY ACROSS VINE STREET AND THE EXPRESSWAY

The Vine Street Expressway and Vine Street (local) consist of 13 lanes of traffic, measuring approximately 190 feet across from curb to curb. They have been the subject of numerous planning projects (including the 2003 Vine Street Action Plan, 2004 Chinatown Plan, the 2016 USDOT Every Place Counts design challenge and a current DVRPC study), and the public has repeatedly expressed a desire to create a seamless connection across it and make it safer. Numerous community institutions serving populations that include children and seniors line Vine Street, including PCDC, Holy Redeemer Church and School, Chinese Christian Church and Center, Asian Arts Initiative, Sunday Breakfast Rescue Mission, Roman Catholic High School, and the future

Eastern Tower. But the east and westbound Vine Streets (local) are overly wide and fast, feeling more like part of the expressway than a city street. The average annual daily traffic on east and westbound Vine Street (as low as 7,200 and topping out under 20,500) does not warrant so many travel lanes at all times and encourages speeding over the posted 25 MPH limit. The following actions aim to make the street safer to encourage healthy forms of mobility and re-connect neighborhoods on either side of the expressway.

"It's hard to cross Vine Street Expressway."



Pedestrian Crossing at Vine Street

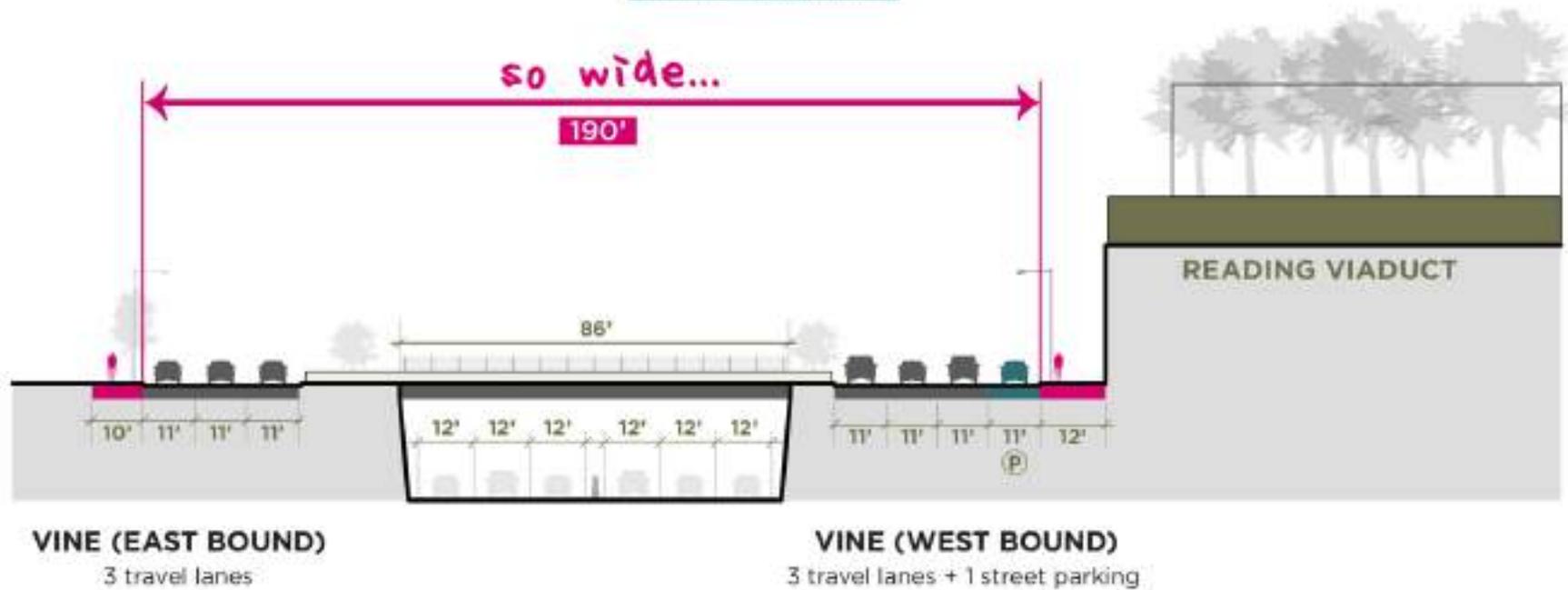


Figure 22. Existing Section of Vine Street

New York, NY



PILOT TRAFFIC CALMING MEASURES (PHASE 1)

The first phase of intervention does not change the lane configuration of the roadway but helps to make it safer and more comfortable for pedestrians by reducing crossing distances, slowing traffic, and adding pedestrian amenities. The following measures are recommended and should incorporate findings and recommendations from the DVRPC study:

- As a first step, implement recommended PHS design measures at 10th and Vine Streets, including pedestrian lighting at the plaza and on Vine between 9th and 11th streets, raised intersections, extended crossing times and bumpouts.
- Formalize street parking on both east and westbound Vine Street and consider additional spaces. The parking lane on eastbound Vine Street can be used as a travel lane during peak hours to maintain existing capacity.
- Pilot curb bumpouts on westbound Vine Street using paint, bollards and/or planters to reduce the crossing distance and provide additional pedestrian space
- Improve 8th and Vine under the expressway. 8th Street passes under the Vine Street Expressway and connects the residents north of Vine to Franklin Square and Chinatown. This intersection is the 3rd most dangerous for crashes within the study area with 18 crashes recorded by PennDOT between 2010-2015.



example of rush hour restricted parking in Washington, DC

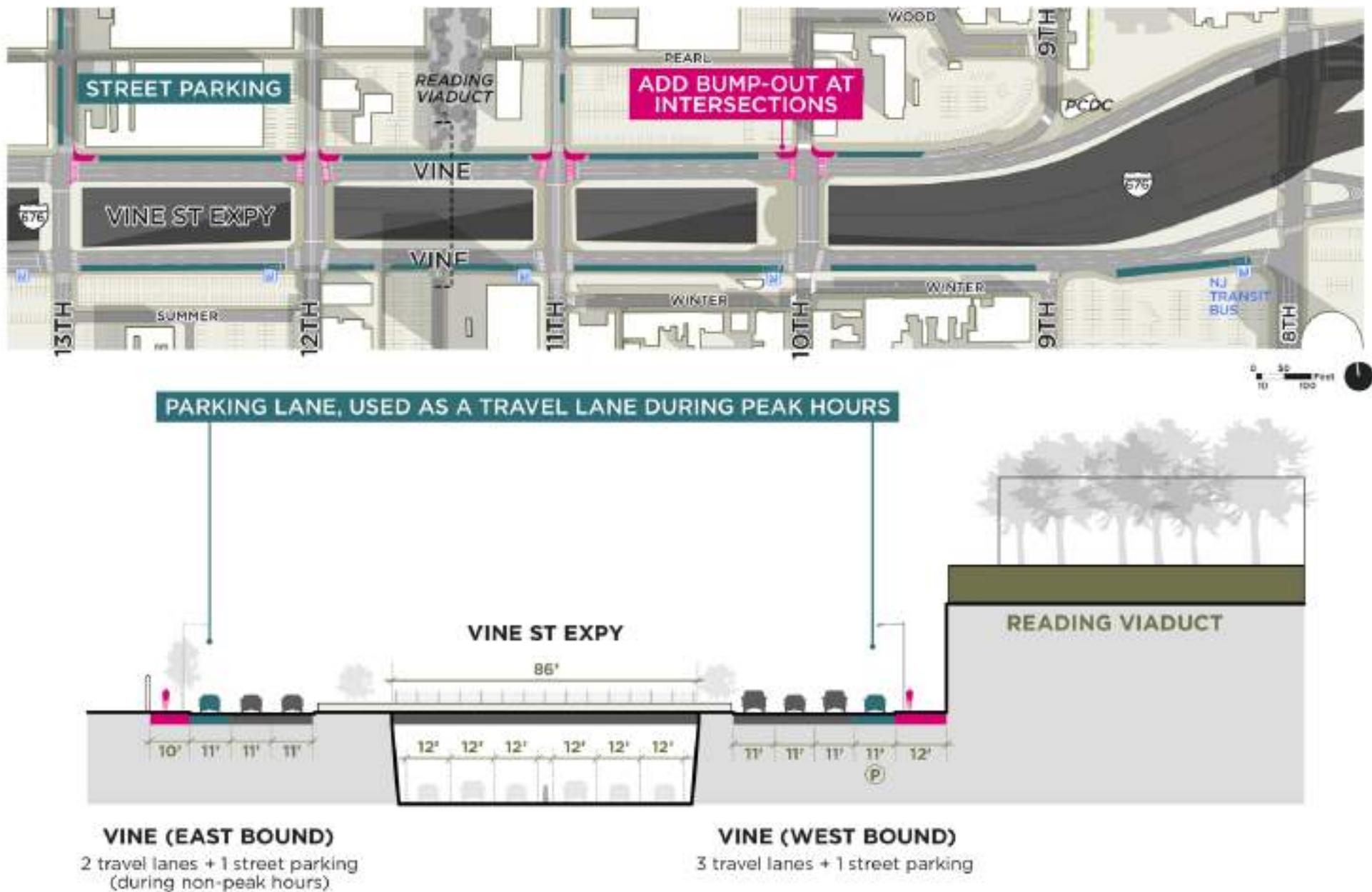


Figure 23. Proposed Vine Street Phase 1



REDESIGN VINE STREET (PHASE 2)

The second phase of intervention reduces the number of travel lanes to make more space for pedestrian and bicycle amenities. The following measures are recommended and should incorporate findings and recommendations from the DVRPC study:

- Implement PHS design measures piloted at 10th and Vine at the remaining intersections along Vine Street.
- Reduce travel lanes on westbound Vine Street from 3 travel lanes and 1 parking lane to 2 travel lanes and 1 parking lane. During peak hour traffic, the parking lanes on both eastbound and westbound Vine Street can be used as travel lanes. Removing a westbound travel lane provides the opportunity to create more space for pedestrians and bikes.
 - Option 1: Widen sidewalks to create more room for trees, lighting, street furniture, and activity such as parklets and street vendors.
 - Option 2: Create a 2-way protected cycle track. There is currently no marked east-west bike facility between Spring Garden Street and Arch Street.
- Re-align the curb lines at 9th and Vine Streets to calm traffic and create a gateway plaza. This is an important entrance to Chinatown and there is an opportunity to expand on the existing streetscape enhancements in front of PCDC and Holy Redeemer. The intersection at 9th and Callowhill Streets has already been re-aligned to reduce speeds down the residential street. Improving 9th and Vine is a logical next step to redesign the street as less of a highway ramp and more of a neighborhood street. [See also Connectivity recommendation 2.4 on page 59 and Open Space recommendation 3.1 on page 76.]
- Replace the wall that lines eastbound Vine Street from 9th to 11th Streets and from 12th to 13th Streets with a more permeable option, such as a green barrier. Built to mitigate the impact of the expressway, the walls now symbolically wall off Chinatown from the north. As Vine Street improves, replacing the walls will connect the two sides across Vine and provide the opportunity to create a green front door to Chinatown with wider sidewalks and room for pedestrian amenities.

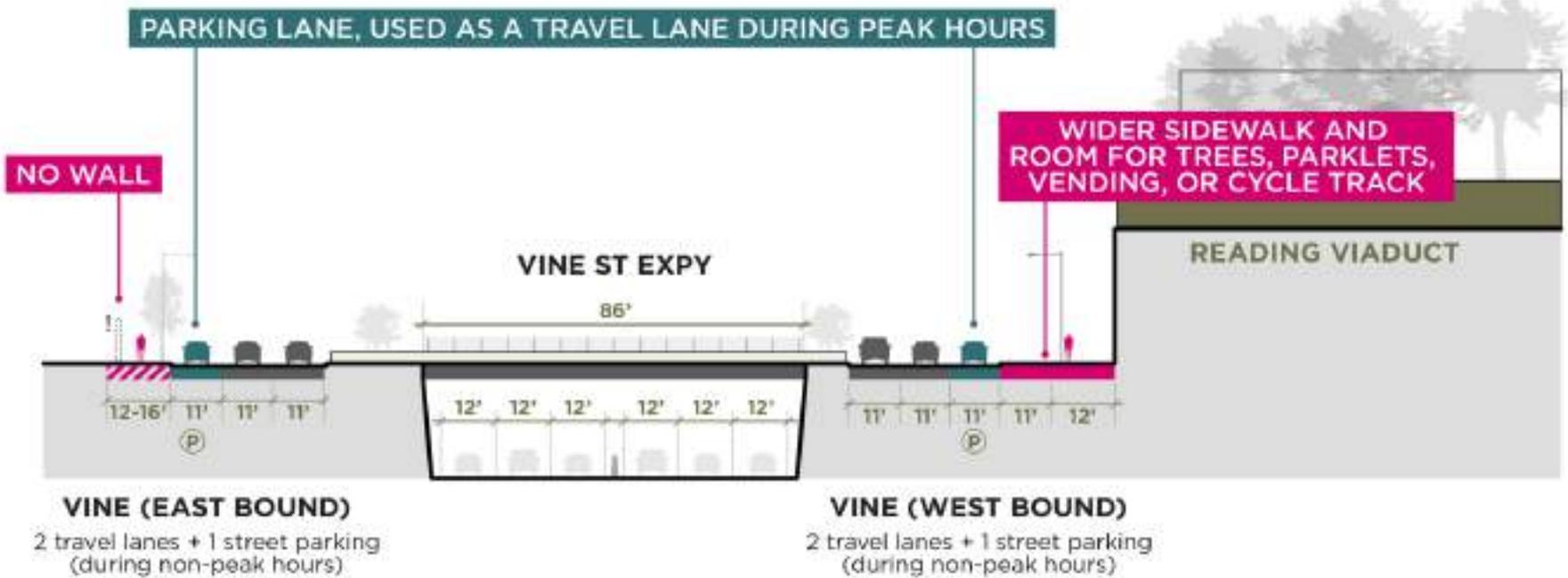
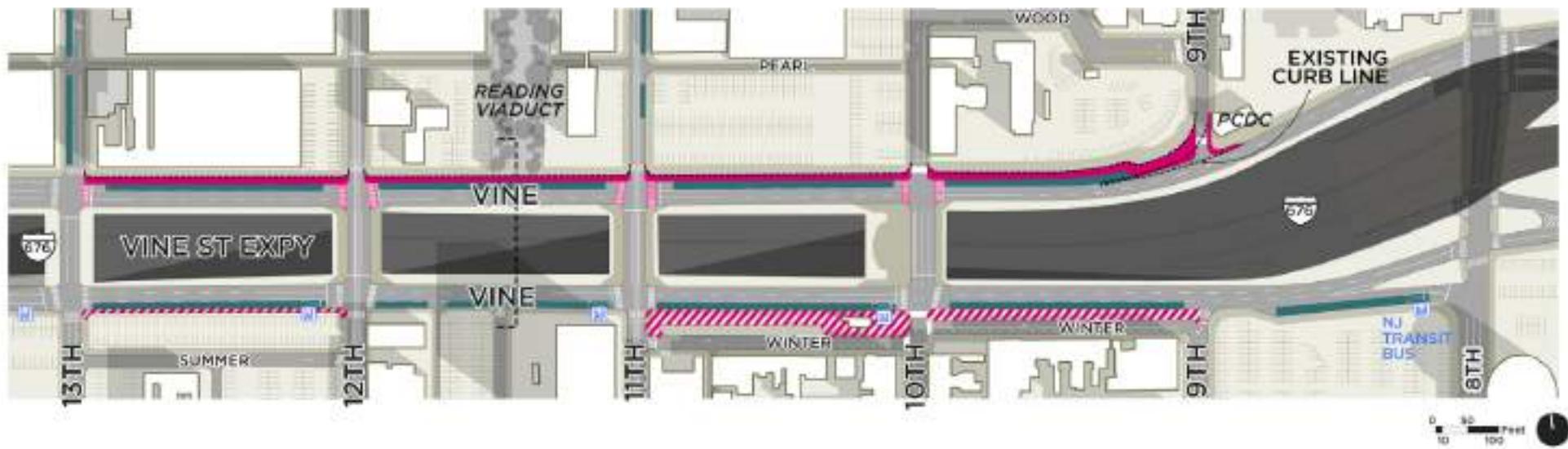


Figure 24. Proposed Vine Street Phase 2

Atlanta, GA



Columbus, OH



CAP THE EXPRESSWAY (PHASE 3)

The third phase of intervention involves capping portions of the expressway to create open space and development opportunities. Capping the expressway in phases starting from 10th to 11th Street creates green space and development opportunities that forge a seamless north-south connection. While there is community interest in fully capping the expressway from 10th to Broad, the cost is prohibitive. A flexible approach is recommended which explores various options, including both full and partial capping that can leverage private development to help fund the cost of the cap and create and maintain

open space. Further research, including DVRPC pedestrian counts, and discussions with PennDOT and the City of Philadelphia will be needed to determine the best locations and interventions. Shown is a proposed scenario that envisions open space extending from the existing 10th Street Plaza with development on partial caps flanking the north-south streets. 10th Street is prioritized as it builds on the existing plaza, the future Eastern Tower, and provides a way to extend Chinatown's commercial corridor north along 10th Street. [See also Small Business & Manufacturing recommendation 4.2 on page 88].

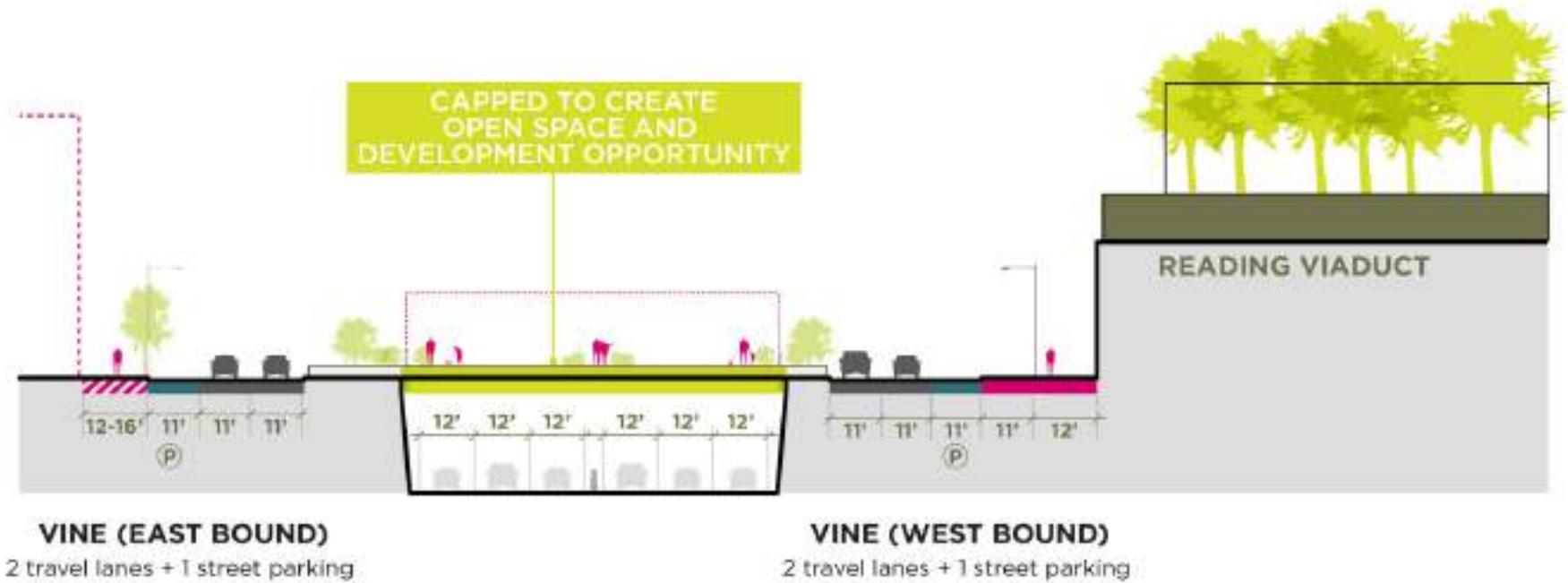
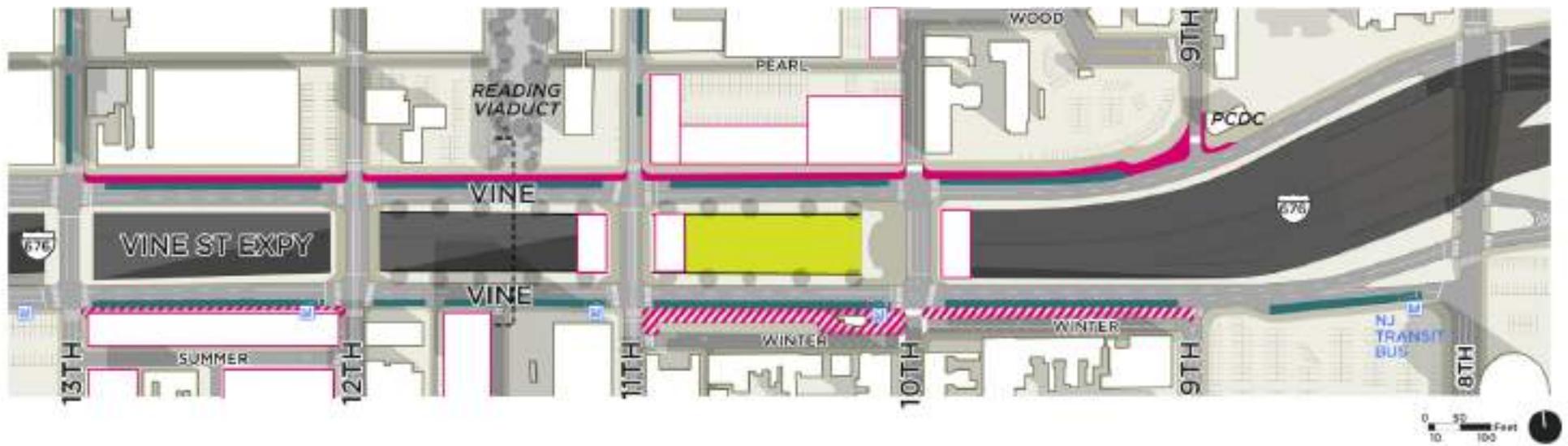


Figure 25. Proposed Vine Street Phase 3

2.2: MAKE IT SAFER AND EASIER TO WALK AND BIKE

Speeding cars, excess roadway, poor sidewalk conditions and a disconnected bike network make walking and biking a challenge. The percent of children and older adults are growing in the study area, and many more regularly come from outside the neighborhood to attend school, religious services, youth and

senior programs. Designing safe streets for the most vulnerable populations benefits everyone and encourages healthy mobility. The following actions call for redesigning streets for people and filling the gaps in the pedestrian and bicycle network.



WHAT WOULD MAKE IT EASIER TO GET AROUND?



Figure 26. Top pedestrian improvements from Public Forum 1

! IMPROVE CALLOWHILL STREET

Callowhill Street is one of the busiest and most dangerous streets in the study area and the city. The Vision Zero Plan cites the blocks of Callowhill within the study area as part of the city's "High Injury Network" - the 12% of Philadelphia's streets where 50% of traffic-related deaths and severe injuries occur. East of the study area Callowhill is very wide and feels like an extension of the highways it feeds into and from. The right-of-way begins to narrow at 6th Street and again at 8th Street but cars continue to speed. Crash data spanning 2010-2015 show hotspots at every intersection in the study area except for 9th Street, with 12th and Callowhill registering the 2nd highest number of crashes in the study area (19 crashes between 2010-2015). Traffic calming measures are needed to make Callowhill safer and improve

the pedestrian experience, as well as signal to drivers that they are entering Chinatown North and Callowhill. Improvements include the following:

- Fill in the gap in tree cover by focusing on the blocks between 8th and 12th Streets.
- Provide better lighting through street lighting and commercial outdoor lighting.
- Further enhance the plaza at 9th and Callowhill as the eastern gateway to Chinatown North and 10th and Callowhill as the northern gateway. Potential treatments may include seating and shade, decorative lighting, signage and public art. [See also Connectivity recommendation 2.4 on page 59 for more detail.]

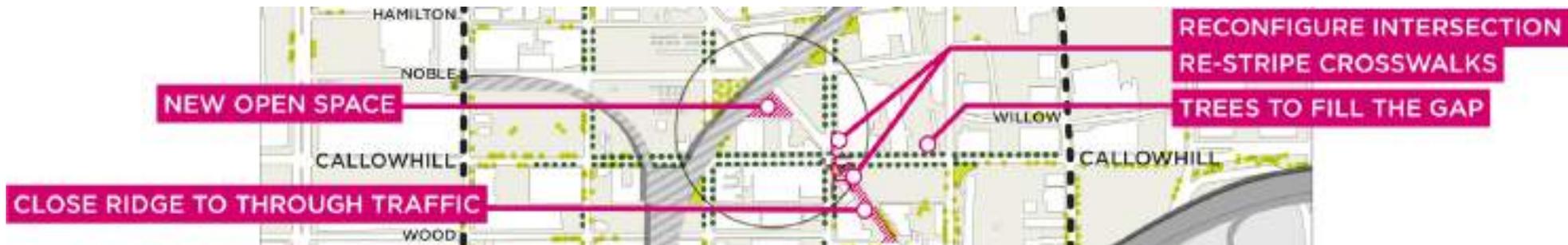


Figure 27. Proposed Plan of Callowhill Street

CLOSE RIDGE AVENUE BETWEEN CALLOWHILL AND WOOD, AND REDESIGN INTERSECTION OF RIDGE, 10TH AND CALLOWHILL

The intersection of Ridge Avenue, 10th Street and Callowhill Street is a confusing and difficult to cross 6-way intersection. The segment of Ridge between Callowhill and Wood is the final block of Ridge and is northbound only. Closing this segment of Ridge to through traffic allows for a better gateway at 10th and Callowhill.

This segment of Ridge can be designed as a shared street that prioritizes pedestrian safety and space but allows access for residents and businesses facing the street. More room can be converted at the intersection for a green gateway and a safer intersection can be created by re-aligning curbs and re-stripping crosswalks for shorter and more direct crossings.

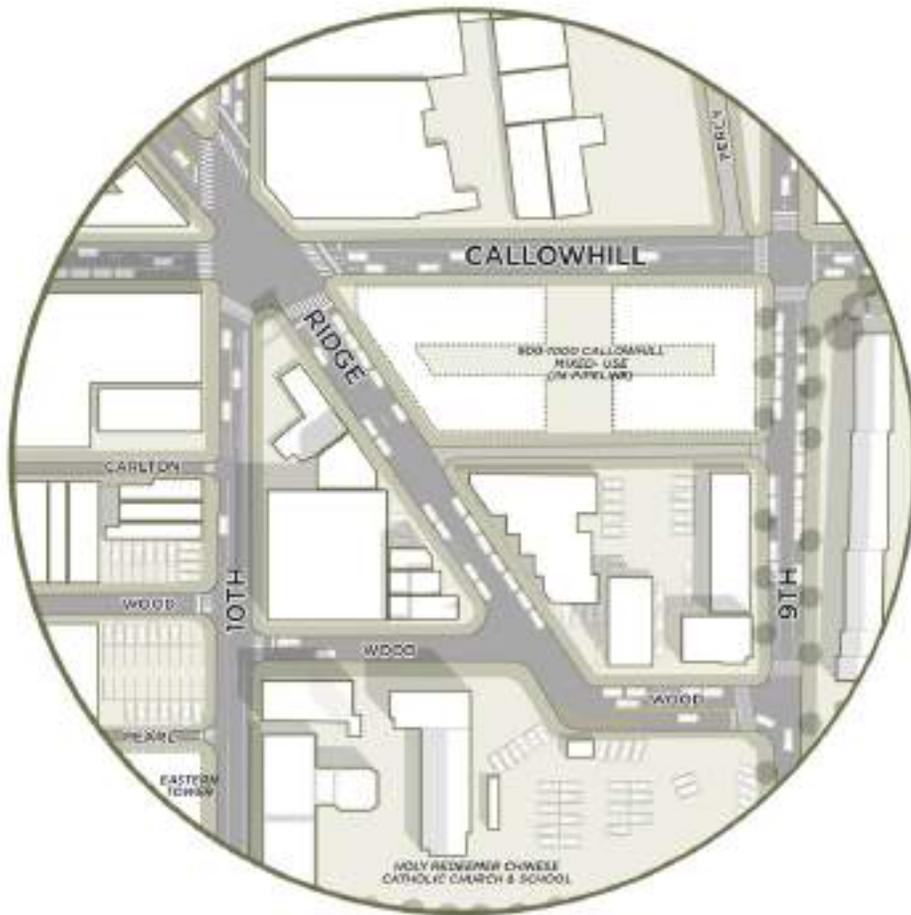


Figure 28. Plan View of Existing Callowhill, Ridge, and 10th



Figure 29. Plan View of Proposed Callowhill, Ridge, and 10th

IMPROVE RACE STREET CONNECTION TO FRANKLIN SQUARE

Franklin Square is the community's closest park but the design of Race Street makes it difficult to access. At Franklin Square, Race Street widens to 4 travel lanes with a crossing distance of 70 feet. The park is used daily by local seniors and the students at three area schools and four local daycares. The plan supports DVRPC's redesign of Race Street as it approaches Franklin Square to reduce the crossing distance and reduce speeding by reducing travel lanes and adding a protected bike lane. The plan process identified pedestrian improvements as a priority, particularly better sidewalks, longer pedestrian signals, and accessibility for those with mobility challenges and strollers.



Race Street near Franklin Square



"Better pedestrian access to Franklin."

"Easy way to get a stroller to and from."

Memphis, TN

Public assistance to property owners who meet one of the several qualifications:

- 1) They have a total combined income of \$25,000 or less;
- 2) They are 100 percent disabled; or
- 3) They fall below the federal poverty line.

Minneapolis, MN

Property owners can “finance” sidewalk repairs by using a city-selected contractor and paying off the cost through higher property taxes.



Well-maintained sidewalk condition

IMPROVE SIDEWALK CONDITIONS

Broken or missing sidewalks are an all too common feature of the study area and pose a challenge to pedestrians, especially children, seniors, those with wheelchairs and strollers. Fixing the sidewalks ranked in the top 5 improvements community members identified. Indeed a survey by Feet First Philly, a pedestrian advocacy group, found that poorly maintained sidewalks was the top pedestrian complaint in the city. Sidewalks are the responsibility of property owners in Philadelphia, but there is little enforcement or incentive for repairs. In 2016, a proposal was floated to put more pressure on those who can afford to make repairs.⁶ For those who cannot afford repairs, however, assistance will be needed. Other cities may provide models for Philadelphia to consider, but at the community level, a creative approach could be used to help property owners. PCDC can consider an approach developed by South of South Neighborhood Association to share the costs of sidewalk maintenance by identifying top priority areas in need of repair, organizing property owners and packaging them together to get a cheaper rate.⁷

The following sidewalks are in greatest need of repair and should be considered as priorities for improvement:

- 10th Street – this is also a priority for all street and streetscape improvements [see also Connectivity recommendation 2.4 on page 59, Small Business Recommendation 4.1 on page 84 and 4.2 on page 88]
- Callowhill Street- this is also a priority for all street and streetscape improvements [see also Connectivity recommendation 2.2 on page 49]
- 13th Street – this is also a priority for all street and streetscape improvements and has one of the only existing bike lanes in the study area
- Under the viaduct – this also a priority for public realm improvement [see also Connectivity recommendation 2.4 on page 62]
- Ridge Avenue
- North-south streets north of Vine
- Spring Garden Street



"Better sidewalks!"

"...Paved streets all around, pothole free."

"Clean streets."

⁶ <https://nextcity.org/daily/entry/philadelphia-sidewalks-repair-pedestrian-safety>

⁷ <http://www.phillymag.com/citifed/2015/04/03/philadelphia-sidewalks-horrible-shape/>



Source: Interface Studio Field Survey 2016

- **BROKEN SIDEWALKS**
- **PRIORITY CORRIDORS**

Figure 30. Sidewalk Conditions Map

EXPAND BIKE NETWORK

The existing bike network provides east-west connections along Spring Garden Street and westbound on Callowhill and Arch Streets, and north-south connections on 10th and 13th, and partially on 12th Street. A new Indego bike station at 12th and Callowhill points to the growing bikeability of the neighborhood. The re-striping and improvement of existing bike infrastructure should be prioritized, especially along 13th Street. Expansion of the network is explored in the City's 2012 Pedestrian and

Bicycle Plan, DVRPC's 2015 Race Street mobility analysis, and the 2016 USDOT design challenge. Opportunities for additional bike facilities include:

- A 2-way cycle track on Vine Street local with a sharrow connection between 8th and 9th Streets.
- Bike lanes or sharrows on 10th Street, 9th Street south of Vine.
- Sharrows on Race Street with a buffered bike lane east of 9th Street.
- Sharrows on 8th Street, Ridge Avenue, Noble Street and Willow Street.

EDUCATE RESIDENTS AND WORKERS ABOUT BICYCLING

Bicycling is a cheap and healthy form of transportation. For low-income residents and workers who do not own a car bicycling is an important transportation option from an equity perspective. In addition to expanding bicycle infrastructure and bike share in the neighborhood, it is important to offer bike workshops to help residents and workers feel comfortable riding in the city. The Bicycle Coalition and Indego Bike Share program offer free classes and workshops for adults learning to ride and urban bicycling safety that could be a good Chinatown partnership and model.



Buffered Bike Lane (top-left) Source) LA.streetsblog.org
Philadelphia Indego Bikeshare Station at 12th and Callowhill (middle-left)
A Sharrow Lane near Broad Street in Philadelphia (middle-right) Source) Bicyclecoalition.org
Cycle Track in New York City (bottom-right) Source) NYC.gov



Plan (2012), Callowhill Chinatown North Strategic Plan (2013), Renew Race (2015), Every Place Counts (2016)

- EXISTING BIKE LANE
- - - EXISTING SHARROW
- PROPOSED CYCLETRACK
- PROPOSED BIKE LANE
- - - PROPOSED SHARROW

Figure 31. Proposed Bicycle Network Map

2.3: IMPROVE CONNECTIONS WITH TRANSIT

40%



of residents surveyed said proximity to public transit was what they like BEST about the community

25%



of visitor survey respondents get to Chinatown via public transit

16%

of residents commute to work by public transit



"Driving isn't that big of an issue because we can also take transit."

The study area is very well served by public transit and 40% of residents surveyed said that proximity to public transit was what they like best about the community. Both subway lines, SEPTA Regional Rail, SEPTA buses, and intercity buses have stops in the study area. The Market-Frankford Line (MFL) stations on Market Street are among the busiest on the line: the stations at 8th, 11th and 13th Streets are in the top 7 for ridership, while the Spring Garden

Station on the Broad Street Line (BSL) ranks 5th highest for ridership, according to 2015 data. Other BSL stations in the study area are ranked in the bottom half in terms of ridership, with the Chinatown Station on the BSL spur ranking the lowest. Increasing ridership will be necessary to bring about station and service improvements. The following section addresses encouraging ridership by better connecting the community to their transit resources.

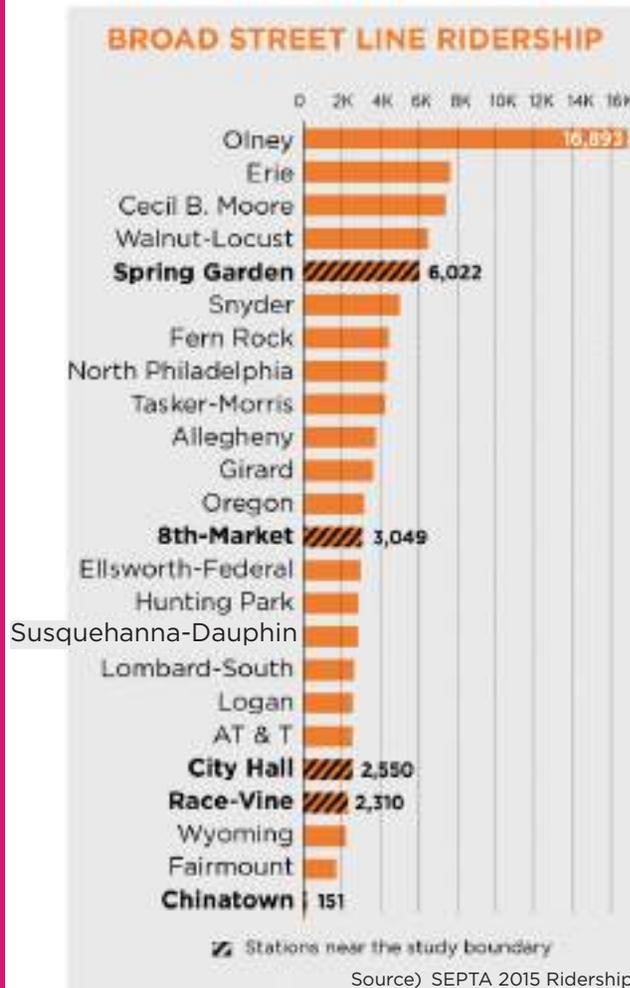


Figure 32. Broad Street Line Ridership Chart



Figure 33. Market Frankford Line Ridership Chart

IMPROVE NEIGHBORHOOD CONNECTIONS TO GREYHOUND AND JEFFERSON STATION

The Philadelphia Market Street East Strategic Plan provides extensive recommendations on improving the link between the multiple modes of transportation along Market Street and creating an intermodal transit center in place of the existing Greyhound Bus Terminal. This idea is a long-term endeavor but there are more immediate steps that can be taken to make a stronger connection between the multiple modes of transportation:

- Deploy wayfinding signage and design elements along Filbert, 10th and 11th Streets to connect passengers to other transit options and nearby neighborhoods and attractions,
 - Add secure bike parking such as bike lockers.
 - Improve lighting in and around the stations.
- Improve intersections at 10th/Filbert and 11th/Filbert. These are important gateways to Chinatown and the city as a whole, especially for intercity passengers. [See also Connectivity recommendation 2.4 on page 59]

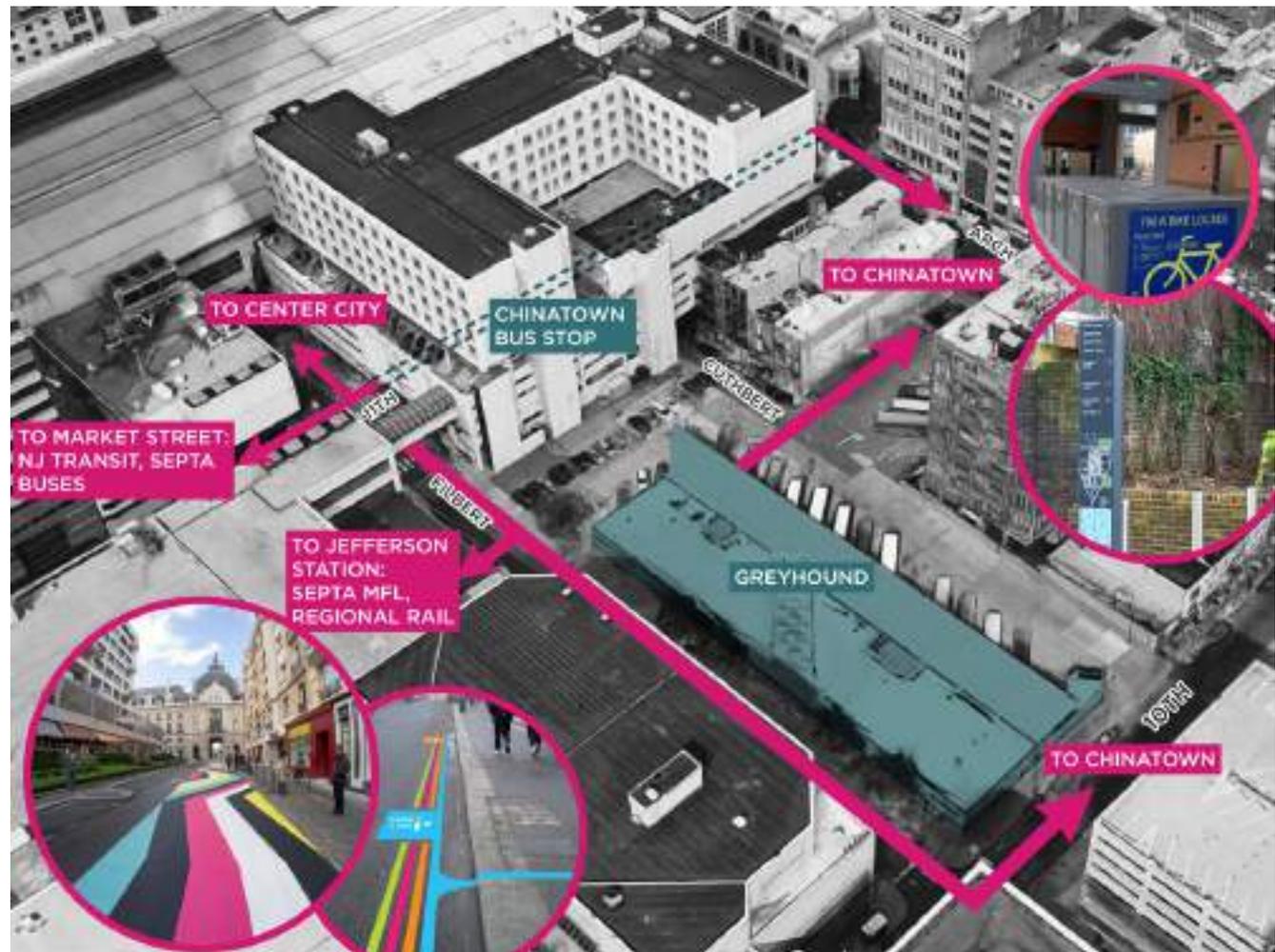


Figure 34. Proposed diagram of Greyhound and Jefferson Station transit hub improvements

Philadelphia, PA



SEPTA bus shelter
Source) Screenmediadaily.com



Shared Public Spaces initiative
Launched by Mayor Kenney last year with the Office of Homelessness Services, addresses panhandling and chronic homelessness in the city's shared public spaces. The public-private workgroup includes business, hospitality and civic community leaders, and city agencies. The PA Convention Center, Center City District, and Project HOME are members within the study area.



New York MTA's translated subway signs

IMPROVE BSL CHINATOWN STATION PLAZA AS PUBLIC SPACE

The Chinatown Station plaza is used mainly as a surface parking lot. This is a missed opportunity to create an active plaza that adds much needed open space to the neighborhood and an inviting entrance to the station. Improvements could include added landscaping, lighting, street furniture, and programming. Currently, the least used station on the BSL, the community has voiced concern that the station feels unsafe. Increasing activity around the station and boosting ridership will make the station feel safer and less isolated. [See also Open Space Recommendation 3.1 on page 76]

IMPROVE NEIGHBORHOOD CONNECTIONS TO BROAD STREET LINE (BSL) AND MARKET FRANKFORD LINE (MFL)

Streets leading to the MFL and BSL stations on Market and Broad Streets include Spring Garden, Vine, 8th, 10th and 13th Street. Each of these streets presents challenges to pedestrians and should be prioritized for improvements. Spring Garden Street and Vine Street (local) can be improved with traffic calming, bike infrastructure and trees as described in Recommendation 2.1 above and the Spring Garden Greenway Plan. The number streets are impacted by structures that cover the street resulting in underpasses that are dark and unpleasant. These underpasses can be improved with better lighting, design elements, enhanced cleaning, enforcement of anti-idling laws, and addressing homelessness and panhandling. [See also Connectivity recommendation 2.4 on page 62]

INSTALL BUS SHELTERS AT 11TH/RACE AND 10TH/VINE

The route 23 bus stop at 11th and Race Street is in the heart of Chinatown's commercial district, and within a block of the Convention Center and On Lok Senior Center. The NJ Transit bus stop at 10th and Vine is at the entrance to Chinatown's main commercial corridor and two blocks from On Lok Senior Center. Older transit users and shoppers with heavy bags are in need of a more comfortable place with seating to wait for the bus. The City has recently rolled out new ad-sponsored bus shelters but an opportunity also exists to enlist local developers and designers to collaborate on lighting and seating that reinforces Chinatown branding and highlights the neighborhood.

ADVOCATE FOR MORE TRANSLATED TRANSIT AND WAYFINDING INFORMATION

Immigrants and low-income residents are more likely to use public transit, and new immigrants, in particular, due to structural and socio-economic constraints, are less likely to own a car and more likely to depend on public transit.⁸ However, these same groups often have limited English proficiency and encounter challenges to understanding the transit system. More can be done to educate immigrants in how to understand and navigate the transit system and provide key information in Chinese. Facilitating immigrant use of transit both boosts mobility and adaptation and also boosts ridership numbers in the community.

⁸ Nationally, 38% of foreign-born urban residents regularly use public transportation versus 18% of native-born urban residents, according to the Pew Research Center (<http://www.pewresearch.org/fact-tank/2016/04/07/who-relies-on-public-transit-in-the-u-s/>)

2.4: CREATE AN INVITING AND BEAUTIFUL PUBLIC REALM

The study area is a destination for art, food and entertainment, and exhibits unique character that combines a historic Chinatown core, an industrial legacy and architecturally interesting structures. The public realm – streets, sidewalks, and public spaces – should connect these assets and support a vibrant street life, by providing an excellent pedestrian experience. Instead, the public realm feels neglected and the physical condition of the public realm ranked the lowest among quality of life aspects by residents surveyed. Improving the public realm is an opportunity to reflect community identity and streetscape design and public art should engage with and acknowledge the community. The following actions serve to create streets that delight and invite people to explore the neighborhood.

! DEVELOP GATEWAYS AT KEY LOCATIONS

Different gateway opportunities exist in the study area that call for different treatments. All are an opportunity to signal arrival in a playful and interesting way that contributes to the public realm through interventions such as signage, landscape, public art and street furniture. The following interventions are recommended to lead people through the neighborhood and offer interesting and engaging moments of discovery:

- Enhance the plazas at 9th/Callowhill, 9th/Vine, and 10th/Callowhill as public space: The intersections of 9th and Callowhill and 9th and Vine are eastern gateways to Chinatown, Chinatown North and Callowhill. The intersection of 10th and Callowhill is the northern gateway to Chinatown and an important link in the expansion of the commercial district north of Vine Street.



Figure 35. Proposed Gateway at 10th and Callowhill Street

New York, NY



Kiosk in New York City

Sydney, Australia



Kiosk in Sydney

As Callowhill Street is improved and the intersection of Ridge, 10th and Callowhill is reconfigured, additional space can be reclaimed from the roadway to create a gateway. Potential treatments may include seating and shade, landscaping, decorative lighting, signage and public art. [See also Connectivity recommendations 2.1 on page 44 and 2.2 on page 49, and Open Space recommendation 3.1 on page 76]

- Improve the intersection of 12th/Spring Garden: This busy intersection marks the northern entrance to Callowhill and Chinatown North. With plans to improve Spring Garden Street, additional improvements should be considered for this important intersection.
- Improve the intersections of 10th/Filbert and 11th/Filbert: as the gateway to Chinatown, Center City and Philadelphia these intersections are good candidates for more intensive improvements and creative public art and wayfinding. [See also Connectivity recommendation 2.3 on page 57]
- Use the improvements to the viaduct and its conversion to a park to provide a canvas for artistic signage and public art.
- Add “Chinatown” to existing wayfinding signs around the Convention Center, Reading Terminal Market, the Fashion Outlets, and the Greyhound/SEPTA transit hub.
- Install a Chinatown information kiosk at one of the key 10th Street gateways such as 10th/Callowhill or 10th/Filbert. Alternately, a mobile information booth could be deployed at various locations to test the concept.



Figure 36. Map of Proposed Public Realm Improvements

! IMPROVE THE UNDERPASSES

The underpasses created by the viaduct and the large multi-block developments to the south – the Convention Center, Reading Terminal, and forthcoming Fashion Outlets – are dark, dirty, and community members reported feeling unsafe. The spaces under the viaduct and those under buildings require different treatments but all could be improved. The viaduct underpasses should be envisioned as public spaces associated with the future Rail Park that will run above them. Basic maintenance is needed first to repair sidewalks, clean up litter and trim back overgrowth. Beyond that, interventions

can include artistic lighting and public art. The underpasses beneath the Convention Center, Reading Terminal, and the Fashion Outlets are an important connection between Chinatown and the rest of Center City. These are also important citywide destinations that generate high volumes of foot traffic from visitors across the city and country. These could be improved with lighting, public art, enhanced cleaning, and panhandling/homeless outreach. [See also Connectivity recommendation 2.3 on page 58 and Community Wellness recommendation 5.1 on page 98]



Underpass Lighting at 8th & Arch



Pearl Street Underpass Improvement



"We need more lighting in Chinatown."

INCREASE STREET TREE COVER

Street trees provide a wealth of benefits to a community. These include more attractive corridors, better air quality, traffic calming, shade and cooling, reduced energy costs, and stormwater management. Recent research has also found a strong correlation between street trees and health, with significant improved health perceptions and health outcomes for cardio-metabolic conditions such as diabetes and heart disease that compare with demographic health determinants such as age and wealth.⁹ Greening the public realm has been found to support stress reduction and healthy behaviors such as walking and biking. With very little green space and uneven street tree cover, the study area is in need of a strong push to increase street tree cover, particularly north of Vine Street. The following streets have been identified as a priority for tree planting

as key corridors that connect assets and have adequate sidewalk widths:

- Vine Street and Expressway
- Callowhill Street
- Race Street, east of 9th Street
- Arch Street, east of 10th Street
- 10th Street, north of Vine
- 11th, 12th and 13th Streets fill in gaps



Tree canopy along a street in Philadelphia



In 2027, I want Chinatown to have...

*"Cleaner streets and sidewalks."
"More green space."*

⁹ <https://www.washingtonpost.com/news/energy-environment/wp/2015/07/09/scientists-have-discovered-that-living-near-trees-is-good-for-your-health/>

44%



of visitor survey participants come from outside of Philadelphia.

43%



of visitor survey respondents get to Chinatown by car.

19%



of visitor survey respondents cited more or better parking as something that would make them spend more time in Chinatown.

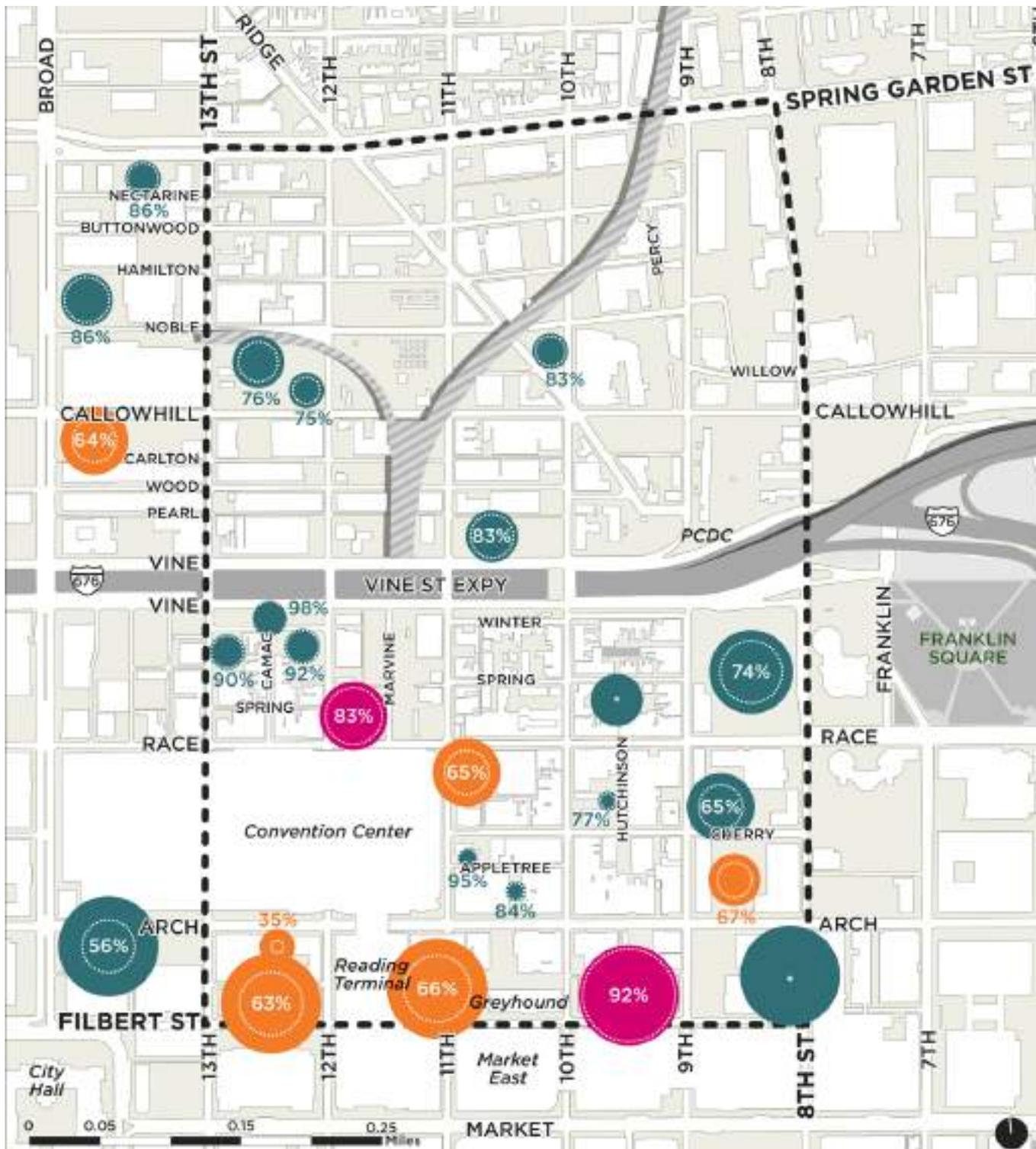
2.5: MANAGE PARKING IN THE COMMERCIAL CORE TO SUPPORT BUSINESSES AND ACTIVITY

As with many commercial districts in Center City, parking is a key concern in Chinatown. Affordable and convenient parking is crucial for businesses, especially as many customers are coming from outside of Philadelphia. Parking must be better managed to make it easier to park while also maintaining active streets that are not broken up by surface parking lots and the blank walls of parking garages. The densely built stores and restaurants of Chinatown's commercial core are the draw

that bring people from all over the city and beyond. Many of the existing surface parking lots are poorly maintained and have a blighting effect on the neighborhood. Several of the parking lots and garages in Chinatown are underutilized. A multi-pronged approach to the parking problem is needed that combines the promotion of existing assets with efficiency gains as well as a push to increase the number of people who travel by means other than car.



Parking Garage (top-left)
Surface Parking Lots near 9th and Arch (middle)
Surface Parking Lot at 10th and Ridge Ave. (top-right)



Source: PCPC Parking Study 2015

STUDY AREA

1 HOUR PARKING PRICE

\$ 4 - \$ 10

\$ 11 - \$ 20

\$ 21 - \$ 25

PARKING SPACE CAPACITY

30 - 50

51 - 100

101 - 150

151 - 300

301 - 450

451 - 1,250

451 - 1,250

451 - 1,250

PARKING SPACE UTILIZATION

% OCCUPANCY

• DATA UNAVAILABLE

Figure 37.

Map of Current Parking Availability and Pricing

EXPAND PCDC DISCOUNT PROGRAM

PCDC partners with PPA to provide a validated parking discount for customers making a transaction at participating businesses. While PCDC's parking discount program has grown over the years, many businesses and customers remain unaware of the program. Launch a promotional campaign to target businesses through outreach and customers through a media ad campaign. As the program grows, partnerships with additional garages throughout the neighborhood can be pursued.

DEVELOP PARKING PROGRAM FOR SMALL BUSINESSES AND EMPLOYEES

Small business owners expressed a need to provide safe parking for their employees. While some employees travel to work by transit, others drive or combine transit use with driving. A program similar to PCDC's discount program could be developed that connect small businesses with parking lots and garages to provide group discounts.



CREATE LOADING/DROP OFF ZONES FOR BUSINESSES AND INSTITUTIONS

Chinatown's commercial core is densely packed with businesses and institutions. Cars and trucks are often double parked while making deliveries or dropping off passengers, blocking traffic. PCDC should work with businesses and institutions to determine locations for loading zones and passenger drop-off zones, particularly shared ones throughout the district, to ensure smooth traffic flow through the commercial area.



BUILD AWARENESS OF UNDERUTILIZED PARKING GARAGES

Information about parking locations and pricing is not easy to find and discourages some customers from coming to Chinatown more often. Educating customers about their parking options will help to ease these concerns and more efficiently use existing parking spaces. Two main actions will help promote underutilized parking garages:

- Improve and standardize parking signage to display basic pricing information and a live count of available spaces.
- Launch a promotional campaign to distribute information about parking locations and pricing through online and paper maps.

SUPPORT CITY EFFORTS TO USE PARKING MANAGEMENT TECHNOLOGY

The City's 2015 Center City Parking Inventory provides recommendations on how new technology can positively impact the parking experience in Center City and reduce traffic and congestion. Ideas from the study that are applicable to Chinatown include:

- Introducing the use of apps that allow drivers to reserve and pay for parking ahead of time.
- Providing real-time information on the availability of street parking and dynamically adjusting pricing based on demand and supply to increase efficient use of spaces.



Parking Garage at 8th and Arch Street

Precedents

San Francisco, CA



SFPark

SFPark provides real time data on the precise location of available spaces and adjusts parking pricing dynamically depending on demand and supply. (SFPark.org)



OPEN SPACE

All residents in the study area live within a 10 minute walk to an open space - Franklin Square and/ or 10th Street Plaza.

However, the amount of open space per resident is scarce.

There are only 0.04 acres of open space per 1,000 residents in Chinatown.

There are 6.9 acres of open space per 1,000 residents for the City of Philadelphia.

Source) The Trust for Public Land, 2016 City Park Facts

Why this is important

The community has little open space and a large low-income and immigrant population that is particularly vulnerable to poor health outcomes and in need of public living space.



"Chinatown has always been an underserved community."

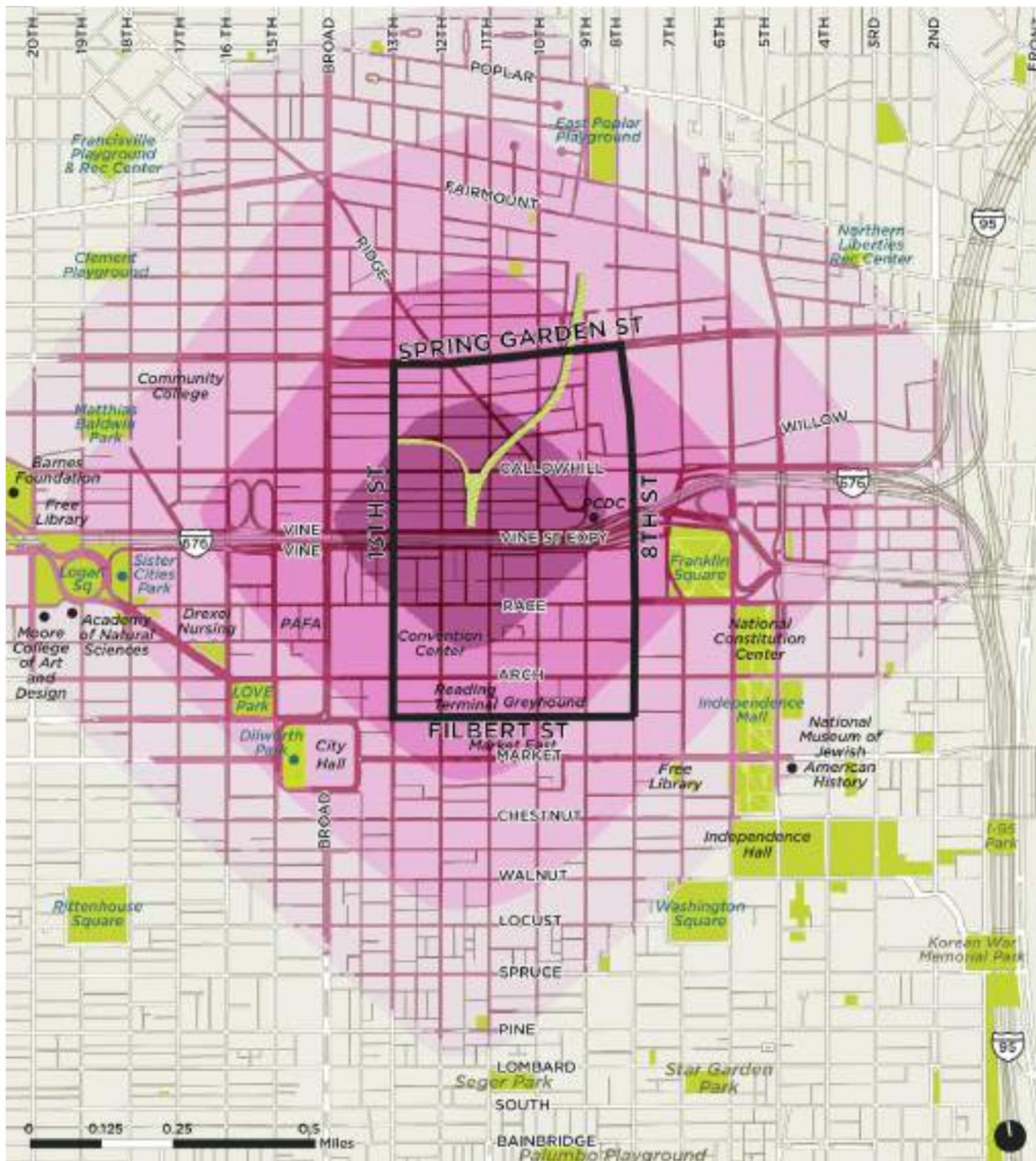
Welcoming and accessible open space is vital to the health of this community. Chinatown is not only lacking in open space but it can be argued that it is even more desperately needed here given the significant low-income, immigrant population, and a growing number of children and older adults. Low-income immigrants are particularly vulnerable to poor health outcomes and in need of public living space as they are more likely to live in overcrowded, substandard housing, lack the resources to use private spaces as places for

gathering and recreation, and have a higher risk of social isolation.

Franklin Square just beyond the study area boundary is the closest open space, but fast-moving traffic and dangerous conditions on Vine and Race Streets make it very difficult to access. Phase 1 of the Rail Park is underway and anticipated to open in early 2018. It is eagerly anticipated by many and ranked among the top things people would spend money on to improve in a collaborative mapping exercise. However, there are also community concerns that the park is spurring real estate speculation and displacement; developers cite the park as one of the reasons for building new housing geared toward high-income earners and some landowners are sitting on vacant property until it peaks in value. There is also concern that the Rail Park will obscure the need for additional public spaces in other parts of Chinatown. This section addresses how to ensure the community has access to spaces that promote physical and mental health through physical activity and social engagement.



"Will [the Rail Park] cause rent and property values to increase and displace residents and businesses in the neighborhood?"



Source: City of Philadelphia

-  **STUDY AREA**
-  **PARK**
-  **READING VIADUCT**
-  **5 MINUTE WALK**
-  **10 MINUTE WALK**
-  **15 MINUTE WALK**
-  **20 MINUTE WALK**

Figure 38. Walkshed Map



Franklin Square entrances from Chinatown are among the most dangerous around the study area: the intersection of Franklin Street & Vine Street had a total of 41 crashes and 7th Street & Race Street had 32 crashes in 2015.

Source) PennDOT, 2010-2015

Figure 39. Map of Crash Data

★ 3.1: CREATE MORE PUBLIC SPACE AND PROGRAMMING FOR COMMUNITY USE

The forthcoming Rail Park and existing 10th Street Plaza are the only public spaces within the study area. There is a great need to create new spaces and offer activities that appeal to the diverse members of the community. Capping the Vine Street Expressway offers the best opportunity for a larger park and active recreation, but available land is limited in the near term. Nevertheless, there are creative opportunities to transform smaller spaces into a variety of passive and active open spaces, and use programming to maximize the potential of existing and new sites. Community members expressed greatest interest in spaces with seating for socializing, opportunities for exercise for all ages including older adults, and play spaces for children. The following actions aim to create community-driven spaces that are welcoming to all.



"We need community public spaces."

"Safe places for kids to play."



10th Street Plaza



10th Street Plaza activities

! PROGRAM THE RAIL PARK FOR COMMUNITY USE

The first phase of the Rail Park is nearing completion and as its community engagement plan is formulated it will be important to reach out to the local community, especially the low-income communities of color in the neighborhood, to ensure the park is welcoming to all. Populations such as children, youth and seniors are particularly in need of space for recreation and outreach to nearby schools, daycares, youth and senior programs will help refine these needs. Through the community engagement process of this plan, several open space and recreational priorities were identified, including: family-friendly and senior-friendly cultural and heritage-focused programming, such as tai chi classes, spaces for games such as chess and mahjong, outdoor exercise equipment for adults, and playspaces for children.



"I ♥ the Rail Park - can't wait!"



The biggest hope for the new Rail Park is that it will be for everyone:

"welcoming for all...racially, socio-economically and for all ages" with "programming that is for the whole neighborhood"

Stakeholders were most interested in these top 3 types of open space activities:

- Spaces for Games & Socializing (top two)
- Exercise Spaces and Equipment (middle two)
- Playspaces (bottom two)

! PROVIDE MORE PROGRAMMING FOR 10TH STREET PLAZA

This space over the Vine Street Expressway and flanked by Vine Street local is a difficult location to program. Nevertheless, PCDC has seen success with annual projects such as the Yeshi Night Market and Chinese New Year Flower Market that draw visitors and residents alike, and last summer's weekly pop-up programming. With the upcoming Eastern Tower rising at the northwest corner of the intersection and PHS improvements to the plaza and intersection, pedestrian traffic is anticipated to increase. The time is ripe to ramp up programming at the plaza and forge a stronger connection between Chinatown and Chinatown North. In addition to maintaining the larger-scale annual events, there is an opportunity to produce more smaller-scale but higher-frequency programming. Ideas generated through the public process of this plan include cultural performances, a street vendor project and cultural crossover classes/workshops focused on food, art and language exchange to facilitate social interactions and community building. [See also Small Business recommendations 4.1 on page 87 and 4.2 on page 88, and Community Health recommendation 5.1 on page 99 for more detailed descriptions of these programming ideas.]

Both the Rail Park and 10th Street Plaza are perceived as being more strongly associated with one group versus another and both are somewhat separate from the more active areas of the neighborhood. Community members voiced concerns about going to these places given the current lack of foot traffic as well as lack of a compelling reason to go. A broad range of programming is needed to generate activity, and foster social mixing and a stronger sense of belonging and shared ownership of these neighborhood public spaces. Many community organizations in the study area have programs that are at capacity but have little space for expansion. Programming at the Rail Park and 10th Street Plaza could be linked to the needs of these organizations, providing additional capacity and space, while also offering opportunities for different segments of the community to engage with each other.



! Precedents

New York, NY

Pop-up Reading Room

This style of all-in-one pop-up space has numerous applications for programming. It could also be a mobile outpost in Chinatown of the Independence Branch of the Free Library at 7th and Market.



Source) <https://www.theuniprject.org/>



1) PROGRAM 10TH ST PLAZA AND RAIL PARK FOR COMMUNITY USE



2) ROOFTOP RECREATION AND GARDENS



3) INDOOR COMMUNITY SPACE



4) POCKET PARKS AND LINEAR PARKS



Figure 40.

Open Space & Recreation Map

DEVELOP VERTICAL SPACES SUCH AS ROOFTOP RECREATION AND GARDENS

Community organizations and institutions in need of space for expansion can look into developing vertically to create open space programming. Flat rooftops with weight-bearing capacity can be developed for recreation, gardening and social spaces. PCDC can help community organizations identify potential rooftops, develop plans for their active use, and connect to implementation resources.



Rooftop Community Garden
Source) www.houselogic.com

Precedents

San Francisco, CA 555 California



Source) www.thrillist.com

Philadelphia, PA Cira Green Rooftop Park



Source) Curbed Philadelphia

New York, NY**W.O.W. Project**

This project offers a place for community dialogue about the issues and concerns of gentrification in Manhattan's Chinatown. It is housed in the oldest store in Chinatown, a family-run porcelain shop, and offers community programming that includes panel discussions, movie screenings, workshops, and artist residency.



Source) <http://www.wingonwoand.co/aboutwowproject>

SUPPORT DEVELOPMENT OF EASTERN TOWER COMMUNITY CENTER AND EXPLORE ADDITIONAL OPPORTUNITIES FOR INDOOR COMMUNITY SPACES

Chinatown is in need of indoor as well as outdoor community space. The closest public indoor spaces are the Free Library branch on 7th Street south of Market and the Northern Liberties Recreation Center on Fairmount near 4th Street, both of which are about a 20-minute walk. The community center at Eastern Tower will provide much needed indoor community space for recreation, community gathering and programs, but other opportunities in the study area should also be explored in the short-term. Community organizations, institutions or businesses may have space that is not fully used and could be opened up for community use on an occasional or regular basis. PCDC can work with community partners to identify spaces and opportunities for shared uses, and develop a shared calendar of availability.

CONVERT PAVEMENT TO POCKET PARKS, PLAZAS AND PLAY SPACES

At-grade open space can be created by converting pavement to parks and designing them to serve different purposes based on their location, specific qualities and interested partners. Opportunities include seating, game tables, outdoor fitness, tot lots, gardens, green stormwater infrastructure, and outdoor vending. Potential sites and ideas include:

- triangles along the viaduct which could be at-grade tie-ins to the future Rail Park;
- excess pavement at 9th/Vine, 9th/Callowhill, 10th/Callowhill which are neighborhood gateways [see also Connectivity recommendation 2.4 on page 59];
- Holy Redeemer and Chinese Christian Church and Center which could be greened and present a more public face as Vine Street improves;
- Chinatown Station plaza which could be enhanced as a gateway to the commercial district [see also Connectivity recommendation 2.3 on page 58];
- Play streets for one-way residential streets such as Spring Street which also houses the Chinatown Learning Center.
- Playable sidewalks that incorporate playable street furniture, sidewalk games and public art to encourage exercise and play.



Grays Ferry Triangle Park, Philadelphia
Source) Project for Public Spaces



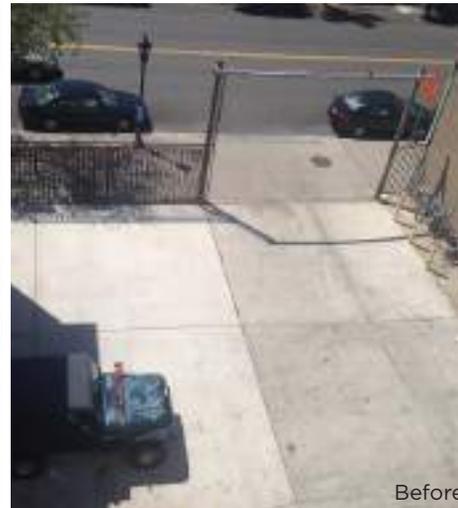
"Happy Lane," Telegraph Hill Neighborhood Center, San Francisco
Source) <https://kaboom.org>

Philadelphia, PA

Play Streets
Play Streets block off one-way residential streets to through traffic from 10 am to 4 pm during the summer. Parks and Recreation administers the Play Streets program to provide safe places for kids to play, especially in areas where there is no rec center or park nearby. The program also includes a meal program with lunch and a snack that helps low-income families who rely on free school lunch.



Pocket Park, San Diego
Source) RAD LAB



Before



Source) Planphilly.com

Philadelphia, PA

Playable Sidewalk
Playable street furniture was installed on the Lancaster Avenue commercial corridor in 2015 to explore what happens when play and exercise happens outside traditional parks and playgrounds and happens right on the sidewalk. Public Workshop led a participatory design-build process to produce playful street furniture.

Source) <http://publicworkshop.us/blog/2015/12/24/co-creating-playable-street-furniture-to-bring-play-exercise-to-the-sidewalk/>



Seating Installation by el ultimo grito, Mexico City
Source) <http://designboom.com>



3.2: IMPROVE ACCESS TO EXISTING AND NEW SPACES

Better and safer sidewalk and pedestrian conditions topped the list of community concerns when asked what would make it easier to access parks. Older adults, young children, people in wheelchairs and strollers were cited as having additional access challenges with both existing and planned spaces. In addition to the need for physical improvements, however, there is a need to raise awareness of spaces within the community. The following actions aim to remove barriers to access by designing and marketing for inclusivity.



The biggest concerns about the new Rail Park are access and safety:

*"Who will use it?"
"How will the elderly or
handicapped get up to the park?"*



Harold Henry Park, Los Angeles

! IMPROVE CONNECTIONS TO FRANKLIN SQUARE

In addition to redesigning Race and Vine Streets, connections to Franklin Square could be improved through other lighter and faster interventions. These might include greening, shade, seating, art installations, and temporary artistic wayfinding such as street paint to connect the heart of Chinatown to the park. Organized outings, such as exercise groups and community playdates, and events, such as the lantern festival, also bring more people to the park, creating safety in numbers and additional motivation to visit the park. [See Connectivity recommendation 2.1 on page 42 and 2.2 on page 51 for more detail on street redesign].

ENGAGE ALL COMMUNITY MEMBERS IN OPEN SPACE DESIGN, MARKETING AND PROGRAMMING

To break down barriers and increase awareness of new and existing spaces, an outreach and marketing campaign should be launched to invite all community members to participate in ensuring the Rail Park and other open spaces are integrated into the local community. This effort will need to use various communication platforms and languages to be effective. Traditional and social media campaigns should include ethnic media and community organizations should be tapped to spread the word about parks and programming on the ground, as word of mouth is a main source of information in the community. Signage is another important awareness-raising step and important information should be bilingual. These include entrance and directional signs, as well as temporary signs advertising programming. [See also Coalition Building recommendation 6.1 on page 103]

DESIGN ENTRANCES FOR NEW SPACES FOR ACCESSIBILITY

Entrances to parks should be designed to provide easy access for all users, including those with limited mobility, in wheelchairs, and pushing strollers. Multiple entrances for larger spaces can help draw people from different parts of the community and reduce the distances they need to walk to access the site. Safety is also a concern for community members. Entrances should be sited where there is adequate activity for users to feel safe, and have good sight lines and lighting for visibility.

The community voiced concerns about access to the Rail Park. In its initial phase, there will be an at-grade entrance at Broad and Noble and a staircase at 13th Street. Both are far for neighborhood seniors and students to walk especially given existing barriers to walkability. In future phases of the Rail Park, accessible entrances closer to the southeast end of the park will help make connections with community organizations such as FACTS Charter School and the churches, where students, families and seniors congregate.

Economic Opportunity



4 SMALL BUSINESS & MANUFACTURING



SMALL BUSINESS & MANUFACTURING

Chinatown is a key component of small business and workforce growth in the city.

In Philadelphia between 2000-2013, immigrants make up

- **13%** of population
- **18%** of all growth in small business owners
- **96%** of growth in Main Street businesses
- **75%** of workforce growth

Source) Kallick, D. (2015). Bringing Vitality to Main Street



Visitor survey respondents said "food" and "restaurants" were their favorite things about Chinatown, and primarily come to Chinatown for restaurants and bars (40%).

Nevertheless, "more variety" was cited by many as something that would make them spend more in Chinatown.

Why this is important

Industry types have shifted but small businesses are still crucial to the health and identity of Chinatown and Chinatown North/Callowhill.

Philadelphia is one of the few cities in the country with a historic Chinatown. Its unique and authentic commercial district provides the experience of visiting a "city within a city" that has bloomed over the last 5 years into one of the city's most vibrant dining destinations, making it a strong tourism draw. But beyond its reputation for dining, Chinatown's authenticity relies on a broad range of goods and services that are not just for tourist consumption.

Diverse small businesses provide local goods and services to residents and workers, as well as other businesses. This includes a small but vital Chinese manufacturing and supply sector that serves the restaurant industry and provides local jobs for immigrants with limited English.

The supple, peer-to-peer advantages of small urban manufacturing keep costs low and allow for the fast turnaround and distribution of specialized goods and services. Chinatown North/Callowhill is home to these and other light industrial businesses but rising real estate values are causing many existing food manufacturing and supply uses to be priced out. The following section addresses the need to strengthen small businesses as the backbone of a thriving Chinatown that supports economic growth in the city.



"We have everything in Chinatown. I can get everything locally within 10 minutes."

2 WHAT DO YOU DO IN CHINATOWN? 你在華埠做什麼?



Figure 41. Visitor Survey Results, What do you do in Chinatown?

5 WHAT IS YOUR FAVORITE THING ABOUT CHINATOWN? 你最喜歡什麼會讓你花更多的時間在唐人街是什麼?



Figure 42. Visitor Survey Results, What is your favorite thing about Chinatown?

4.1: STRENGTHEN CHINATOWN'S COMMERCIAL CORE

Chinatown's commercial core is compact and vibrant, with a recent surge in new restaurants and bars that serve an expanding clientele. Restaurants are the dominant business type, especially south of Vine Street. With new more affluent customers, both Asian and non-Asian, Chinatown is evolving. Nevertheless, customers and community members surveyed about the business district found that it could be improved through more events and attractions, more variety in offerings, cleaner streets, and better advertising. The following actions aim to amplify the strengths of the commercial district and help it maintain a multidimensional authenticity as it grows.



Stores and services in Chinatown

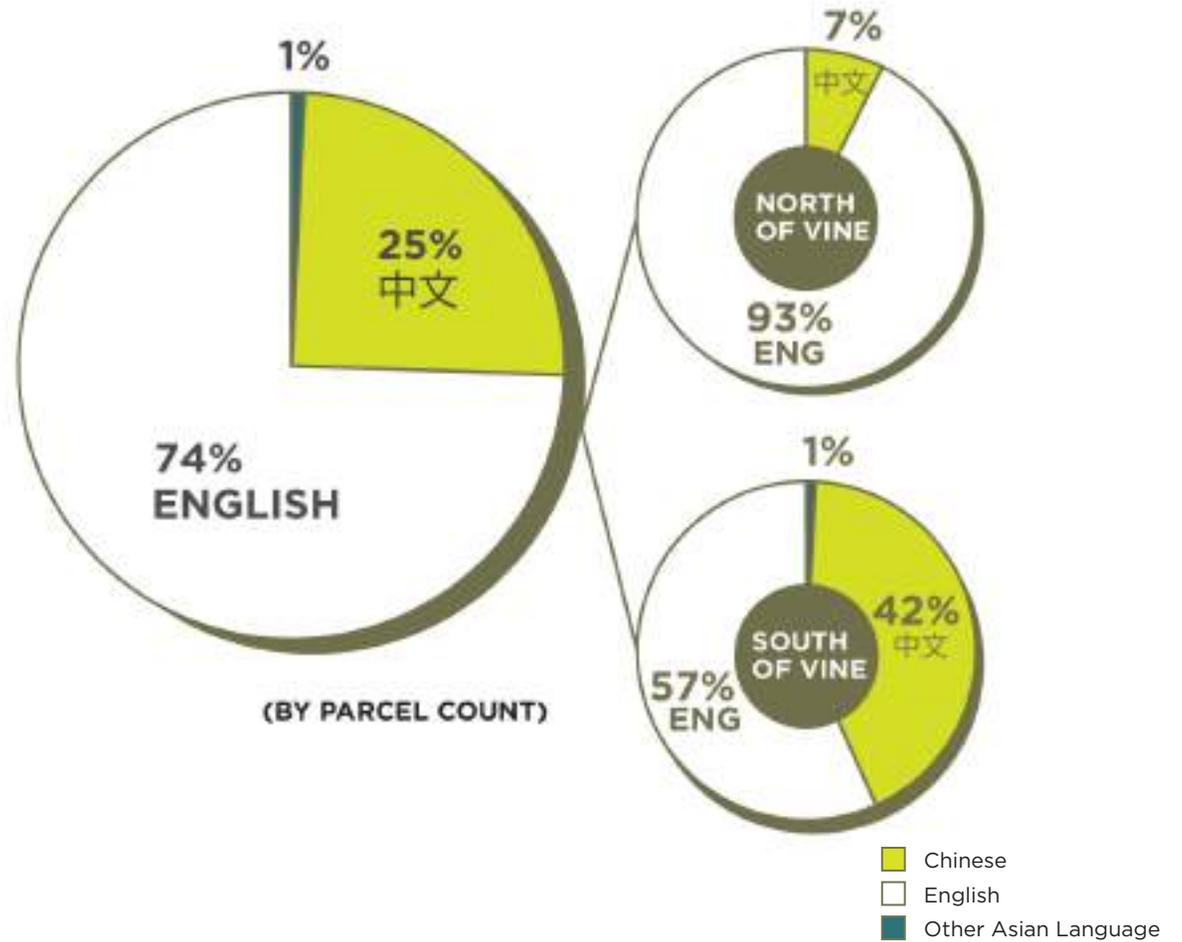
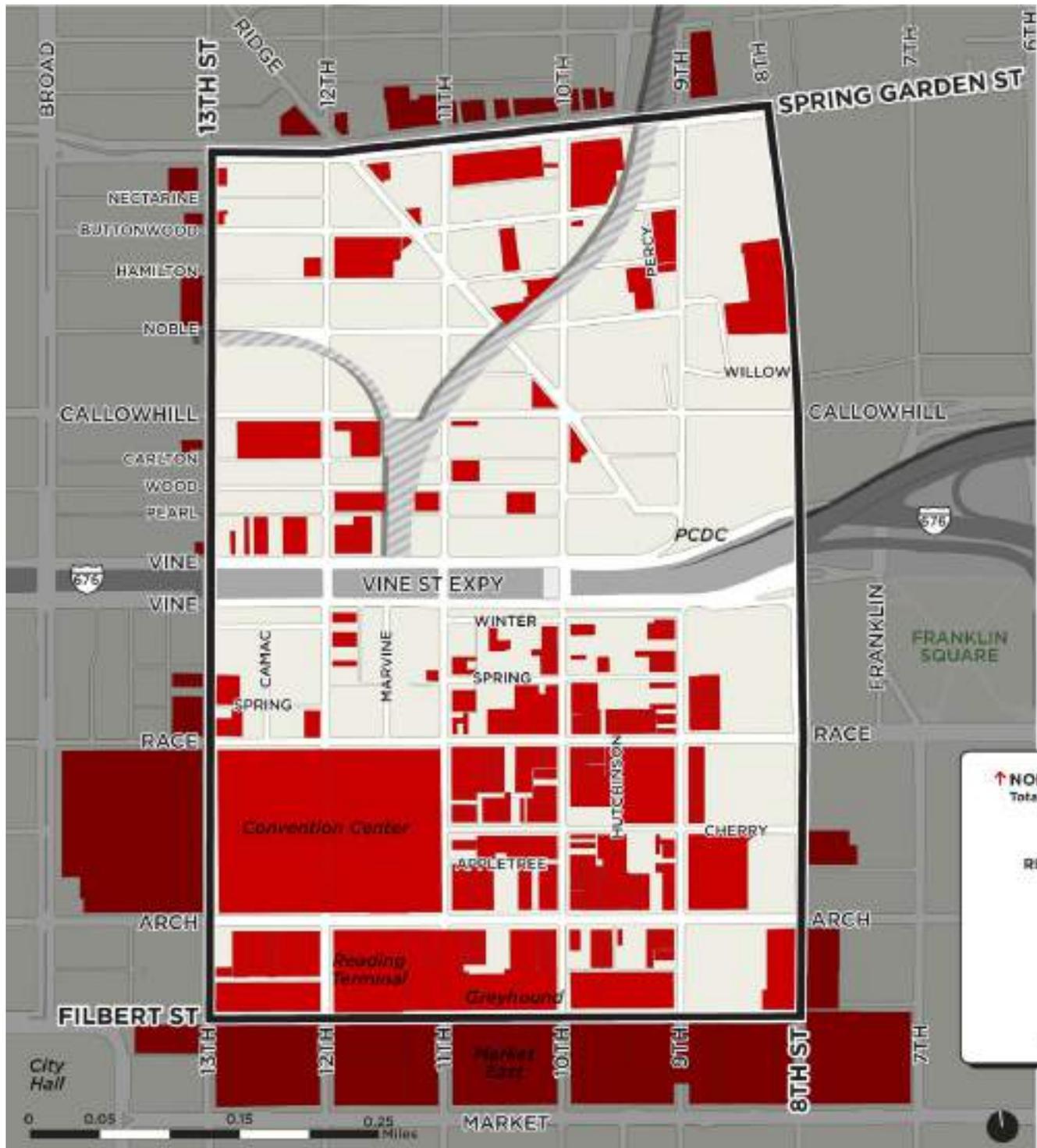


Figure 43. Storefront Language Types



Source: City of Philadelphia, Interface Studio Field Survey 2016

- STUDY AREA
- READING VIADUCT

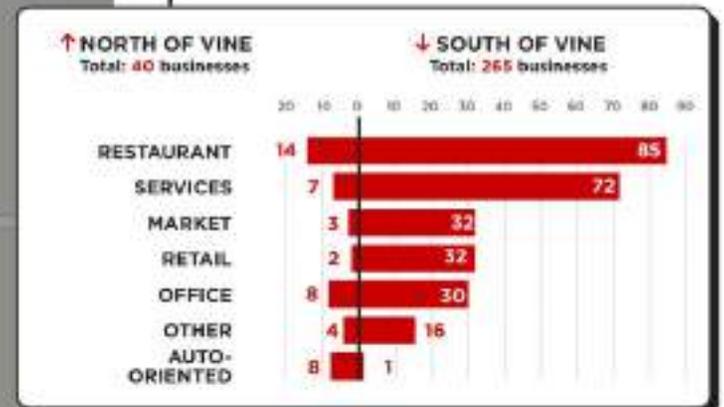


Figure 44. Commercial Land Use Map



Precedents

New York, NY

Sponsor-a-Basket, Chinatown: Businesses, non-profit organizations, community and civic groups can sponsor a public trash can and increase their organization's visibility and support of Chinatown. Sponsors can have their name and logo imprinted on the can and may choose the location of the can subject to City approval. Sponsorships last for 2 years and cover the costs of trash bag liners, maintenance, cleaning and emptying of the baskets. Sponsorship rates are \$2000 for business and corporate sponsors and \$1000 for non-profits and community organizations.

Source) Chinatownpartnership.org



FORM A BUSINESS IMPROVEMENT DISTRICT (BID)

A BID organizes businesses around common goals to improve the business district and help it grow. For Chinatown, a BID can help strengthen small business by supporting neighborhood retail and encouraging a mix of businesses, developing partnerships, facilitating access to capital and resources, and providing a voice to local government. Other common services and improvements of BIDs include creating an excellent experience for customers through sanitation and maintenance, security and hospitality, marketing and promotion, and landscaping and beautification. The BID can help implement many of the recommendations in this section. To begin the process of starting a BID, PCDC should work with property owners, the Commerce Department and Councilman Squilla's office to determine the feasibility of a BID and develop a district plan. Some factors to consider include:

- The geographic extent of the BID;
- Assessment rates;
- An assessment of additional PCDC capacity required for the district plan and BID management;
- How to develop the district plan - whether a consultant or university studio project should be brought in to help.

IMPROVE COMMERCIAL DISTRICT PUBLIC REALM

Cleanliness has improved since the last community survey in 2010 due to measures such as cameras and anti-dumping signs and fees. However, cleanliness and the condition of the public realm is still in need of improvement. Cleaner streets came up multiple times through different public input channels. In focus groups, residents and business owners described a lack of public trash cans, illegal dumping of household trash, and overcrowded and poorly maintained sidewalks. Business survey respondents cited cleaner streets as something that would make them spend more time in Chinatown, and it was one of the top things people would spend money on to improve in the collaborative mapping exercise. The following measures are recommended to improve the commercial district and can be managed and implemented by a BID:

- Ramp up public education campaign for clean, well-maintained sidewalks;
- Develop sidewalk repair assistance program to help property owners who cannot afford repairs [see also Connectivity recommendation 2.2 on page 48];
- Expand PCDC \$1-a-day cleaning program;
- Launch Adopt-A-Can program for sponsored public trash cans, liners and maintenance;
- Formalize pilot outdoor vending program for existing storefronts.



"Cleaner streets and storefronts."

WHAT CAN YOU DO TO MAKE CHINATOWN BEAUTIFUL?

BUSINESS OWNERS

RESIDENTS

PROPERTY OWNERS

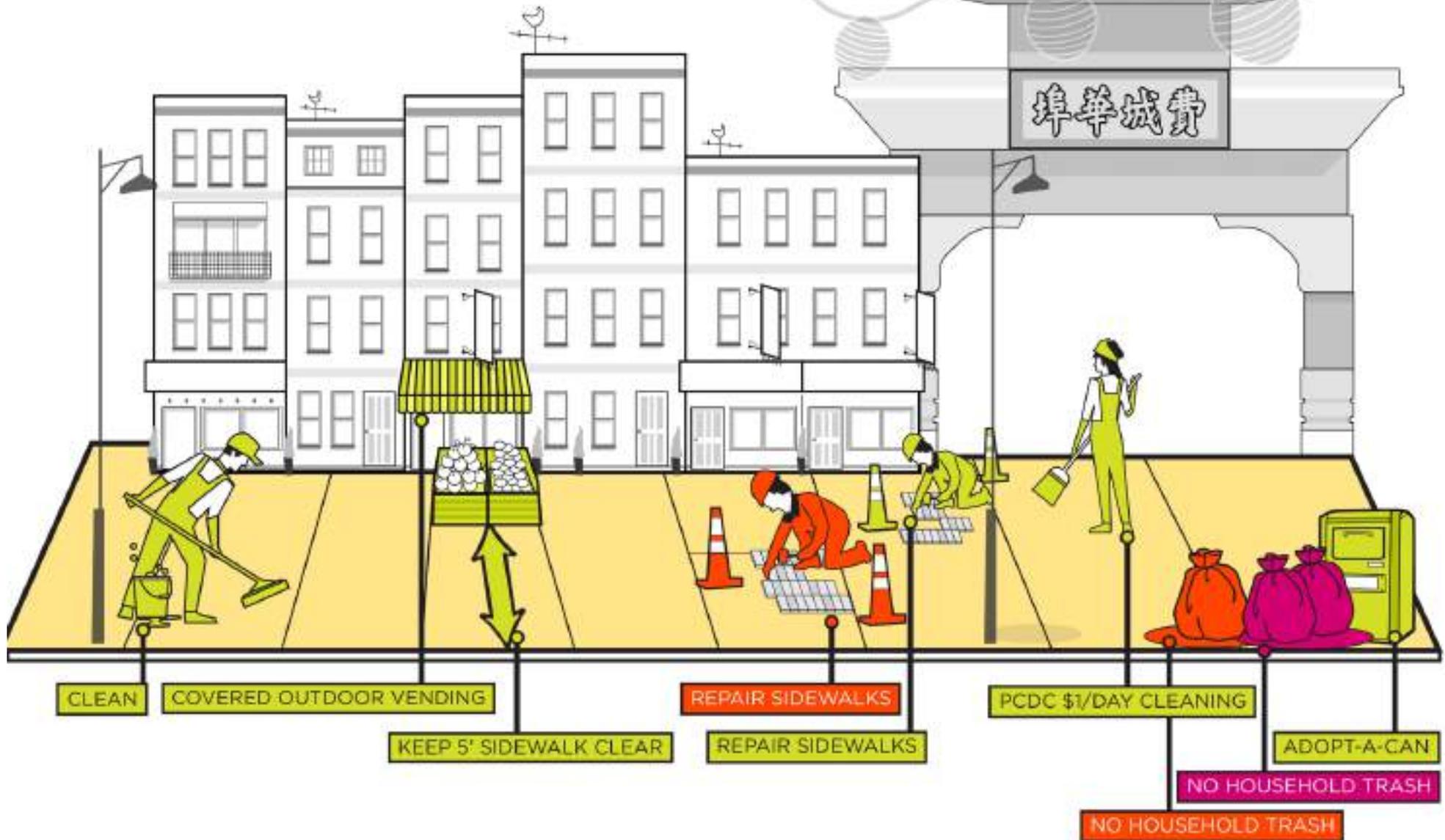


Figure 45. Diagram of Commercial District Public Realm Improvements

ENCOURAGE A MORE DIVERSE MIX OF BUSINESSES

Chinatown has emerged as a top restaurant district in the city. In a business focus group, restaurant owners said the trend of younger Asian customers and good foot traffic made them feel confident investing in the restaurant business in the commercial core. At the same time, they felt it would be good to maintain diversity in the mix of commercial establishments and preserve neighborhood-serving retail. In the resident surveys, satisfaction with the variety of goods and services declined from 81% in 2010 to 65% in 2016. A BID could help to recruit and advocate for diverse businesses as well as enforce zoning and related regulations regarding businesses.

FOCUS INFILL AND REDEVELOPMENT IN COMMERCIAL CORE TO FILL IN GAPS

Chinatown's commercial district is compact and has very active street frontage, however there are still some surface parking lots that break up the continuity of the district and have a blighting impact that walls off Chinatown. These sites are the main development opportunities within the core district and should not only strengthen and enlarge Chinatown's commercial core but also connect Chinatown to neighboring areas. PCDC and the BID should actively engage developers to ensure that development is context sensitive and supports street activity with ground floor commercial.



*"[We need] more variety!
Currently, everything is
food-based."*

MARKET CHINATOWN AS THE HUB OF THE ASIAN COMMUNITY

While Chinatown's restaurants and bars have become the main event for many visitors, there is a lot more to explore: history, culture, events, and other hidden treasures. Chinatown should be marketed as the cultural, social and economic hub that it is for the Asian community. This means creating opportunities for Asians looking to connect to their culture as well as visitors looking for cultural exchange. Ideas for marketing Chinatown to a broad audience include:

- Launching an "Explore Chinatown" campaign with off-the-beaten path in-person or downloadable audio guided tours, and online and printed itineraries and maps;
- Developing crossover programs, classes and workshops to encourage social engagement and exchange such as English/Chinese language exchange, cooking classes, food clubs, cultural classes in art, music, calligraphy, martial arts. New and existing open spaces described in the Open Space section are ideal locations for these programs [see Open Space recommendation 3.1 on page 72-73];
- Strengthening ties with neighboring commercial hubs such the Convention Center, Reading Terminal Market, Fashion Outlets and hotels;

- Connecting with other marketing agencies such as VisitPhilly and resources such as universities to expand existing capacity and offer small business assistance, BID design and marketing assistance.
- Leading the promotion of Asian small businesses across the city, making the link with Chinatown as a hub. There are opportunities for cross-promotion and partnerships through programs and events led by PCDC in Chinatown. These include the popular Yeshi Night Market and Lantern Festival, but also new programs as described above.



San Francisco, CA

Chinatown Alleyway Tours: These are youth-run, youth-led walking tours that emerged from the Youth Development Program at the Chinatown Community Development Center. The guides take visitors into the alleyways to learn about the daily life, rich history, and modern-day issues of San Francisco's Chinatown, highlighting the struggles and triumphs of the community, and sharing personal stories about preserving Chinatown.



Source) <http://www.chinatownalleywaytours.org>

Vancouver, Canada

Saturday School: Place-based language learning that uses Chinatown's streets and shops as its classroom. The class uses guided field studies to learn about Chinatown history and practical language skills to go shopping and order a meal.

Source) <http://ycc-yvr.com/saturday-school>



4.2: EXPAND COMMERCIAL DISTRICT NORTH OF VINE STREET

Chinatown's main commercial core is almost fully built out. Hemmed in on three sides, the most logical direction for expansion is north, with a focus along 10th Street which is Chinatown's main street. The current lack of foot traffic, however, has made it difficult to be the pioneer business. Business owners described the need for more people – workers and residents – before they would feel comfortable making the investment north of Vine. Safety, an improved public realm, and traffic calming on Vine were also important to creating a good business environment. The following actions take an incremental approach to generating activity and building the conditions for expansion.

PILOT A STREET VENDING PROJECT AT 10TH STREET PLAZA

Street vendors are a common site in Chinatowns around the country. In Philadelphia, there is an ad-hoc, informal vendor culture that contributes to the lively hustle and bustle of the commercial district. However, there is little space in the Chinatown core and vendors sometimes compete with storeowners for space. Taking a cue from this entrepreneurial spirit, a more organized approach to street vending could be piloted first at 10th Street Plaza, then along locations at 10th and Vine Streets to generate activity and test the market for commercial expansion north of Vine. A critical mass of vendors would create a market destination and provide a platform for budding entrepreneurs. Ideas for launching a street market include:

- Developing an entrepreneurial program to identify budding entrepreneurs and help them bring their product to market with shark tank-style pitch events and technical assistance and support for winners,
- Marketing the market to make it a new destination,
- Linking the market with 10th Street Plaza programming to build foot traffic [see Open Space recommendation 3.1 on page 73],
- Expanding street market activity in conjunction with early Vine Street improvements to create more pedestrian space.



Precedents

Taipei, Taiwan

Jianguo Weekend Jade and Flower Market:

This popular market takes place on weekends underneath a highway overpass that functions as a parking lot during the week.



Outdoor marketplace for local entrepreneurs in Brooklyn, NY

Seoul, South Korea

Ssamji-Gil

This versatile market is a 4-story building that offers food, local artists' crafts, outdoor venue, and many seasonal events.



Source) teacherspage.files.wordpress.com



Source) www.inspirock.com

DEVELOP AN INDOOR MARKET/SHOPPING CENTER

Over time, the street market could evolve into a unique indoor food and shopping center. The community has long expressed a desire for a regional shopping center that can compete with the large Asian shopping centers on Washington Avenue. However, there is an opportunity for Chinatown to distinguish itself with an urban market featuring a mix of products emerging from the entrepreneurial street market that can also accommodate manufacturing spaces for entrepreneurs. In contrast with the suburban-style shopping centers outside of Center City, such an urban market should be designed with active street frontage and provide structured rather than surface parking.

ENCOURAGE GROUND FLOOR COMMERCIAL DEVELOPMENT ON 10TH AND VINE STREETS

Eastern Tower will anchor the northwestern corner of 10th and Vine and further commercial development should radiate from there along 10th Street and Vine Street. Vine Street improvements are important to making way for the expansion of Chinatown north as “too much car traffic is not good for foot traffic.” Additionally, streetscape, greening, and public realm improvements should be focused along 10th Street to support its role as Chinatown’s main commercial corridor. [See also Connectivity recommendations 2.1 and 2.2 on pages 40 and 52]

4.3: SUPPORT JOB-PROVIDING SMALL BUSINESSES AND MANUFACTURING

Small manufacturing provides jobs and supports other local businesses. However local manufacturing and industrial jobs have declined 43% between 2009 and 2014. In 2014, they accounted for 1, 175 (7%) of all local jobs. Most of the industrial businesses are located north of Vine. In 2015, PCDC conducted a North Chinatown business survey finding that industrial businesses accounted for 21% of all businesses north of Vine. Twenty of these parcels, which account for 80% of all industrial parcels north of Vine Street, are threatened

by zoning changes and susceptible to change away from industrial uses. Small businesses and manufacturers are important because they provide jobs and local purchasing but they face challenges in the study area: changing demographics with regard to residents and customers, real estate pressures, and auto-oriented commercial centers in South Philadelphia and the suburbs. The following actions reinforce the continued value of small neighborhood-serving businesses and manufacturers.

Local manufacturing and industrial jobs have declined 43% between 2009 and 2014, and made up 7% of all local jobs in 2014.

Source) US Census Bureau Longitudinal Employer-Household Dynamics, 2014. Job categories for manufacturing and industrial include: construction, manufacturing, wholesale trade, transportation & warehousing.



"Light manufacturing is still a valuable resource to the community."



Existing small manufacturing businesses North of Vine (top, middle)
Creative space and loft development North of Vine (bottom)



Source: City of Philadelphia, Interface Studio Field Survey 2016

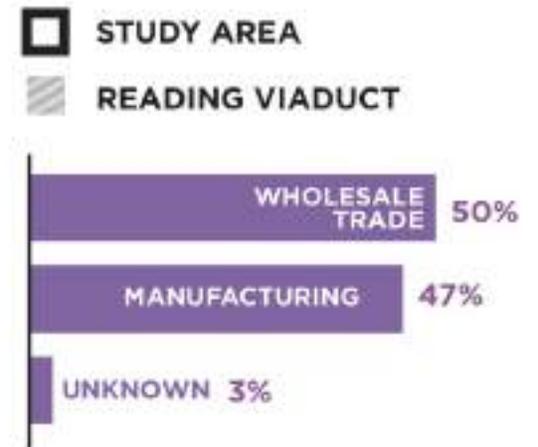


Figure 47. Industrial Land Use Map

Precedents

New York, NY

Greenpoint Manufacturing and Design Center:
GMDC is a non-profit real estate development organization dedicated to the preservation and creation of permanent affordable manufacturing space for small and medium-sized industrial firms.



Source) <https://gmdconline.org>

SUPPORT ZONING TO MAINTAIN SMALL BUSINESS AND MANUFACTURING

Following the adoption of the 2013 Callowhill-Chinatown North Strategic Plan, the neighborhood was re-mapped to transition from industrial-only uses to mixed-use development. Many small industrial businesses were re-zoned CMX, which does not preserve industrial use, and others were rezoned IRMC and ICMX that preserves light industrial uses. To some extent, this measure validated the importance of keeping industrial businesses in the neighborhood, however, there is strong pressure to redevelop many of these businesses for residential use. It is important to preserve the overall industry here, developing those lighter industrial IRMX zoning districts appropriately and preserving those limited corridors retained as ICMX. The small manufacturing and distribution businesses in North Chinatown and Callowhill are important to the community because they employ working class immigrants and provide cheap, fast and supple local sourcing for the local restaurant industry. PCDC should work with neighborhood Registered Community Organizations to reinforce the value of preserving these businesses as part of the mixed-use transformation of the neighborhood and improve the enforcement and preservation of industrial use in mixed areas as described in the new zoning.

STRENGTHEN LOCAL FOOD INDUSTRY AND CONNECT WITH THE LARGER NETWORK WITHIN THE CITY

While Chinatown is well-known as a restaurant and food destination, the local food industry that supports it is hidden. This industry supplies local restaurants but is also part of a larger network of food manufacturing, supply and distribution throughout the city. Chinatown should be branded as a light manufacturing district that is a valuable part of Philadelphia's food industry. PCDC should work with city agencies, nonprofits and CDCs to strengthen the connection between the food industry in Chinatown and the city, and develop industrial strategy, business development and expansion to support it.

EXPLORE NON-PROFIT COMMERCIAL DEVELOPMENT AND MANAGEMENT

Preserving small businesses and manufacturing in the face of increasing real estate pressure requires creative intervention. Small family-run operations that are the hallmark of Chinatown are difficult to maintain as the next generation moves on and declines to take over the business. PCDC should explore the establishment of third-party non-profit management and/or ownership of production spaces with a mission of preserving industrial space. Such an entity could create economies of scale for small businesses and strengthen the local food industry by combining forces with other Asian retail areas to advocate for saving central industrial space and storage, and creating cost-saving efficiencies through shared management and services.

Community Life



5 COMMUNITY WELLNESS

6 COALITION BUILDING



COMMUNITY WELLNESS



"It's been hard to refer our patients to other places that are outside of service scopes."

"Chinatown became my home away from home as a Chinese immigrant and where I found my social network."

Why this is important

The study area north of Arch Street is designated by the Health Resources and Services Administration as a Federal Medically Underserved Area, meaning it has too few primary care providers, high infant mortality, high poverty, and/or a high elderly population, and having Medically Underserved Populations, areas where a specific population group is underserved, including groups with economic, cultural, or linguistic barriers to primary medical care. The Chinatown Clinic is moving from Washington Avenue to 7th and Callowhill, which will improve access to healthcare for Chinese and other Asian limited English proficiency populations in the city.

The most vulnerable populations include low-income residents, immigrants, and the homeless. Access to health care is an important health determinant, accounting for an estimated 25% of impacts on health. Between 2011 and 2015, 22% of the Asian population in the study area did not have health insurance compared to 1.2% of the white population and 15.6% of the black population.¹¹ This rate is higher than the 18.4% of Asians citywide without health insurance.

In addition to healthcare access, social support and community networks are key social determinants of health and well-being. People with strong social connections who have a strong sense of belonging tend to live longer and healthier lives, have fewer mental health issues, and are more likely to engage in healthy behaviors. On the flip side, people who are socially isolated are two to five times more likely to die from all causes than those with strong social ties.¹² Social isolation and loneliness have been found to be as great a risk to health as being a smoker and alcoholic, and has greater health risks than obesity.¹³

Immigrants, seniors and the homeless are at the greatest risk for being socially isolated and without a strong sense of belonging. The 2016 resident survey shows a decline in interactions between neighbors from the 2010 survey. In 2010, 38% of respondents spoke to 7 or more of their neighbors regularly, whereas in 2016 only 15% did. The percentage of respondents who did not speak to any of their neighbors regularly jumped from 16% in 2010 to 27% in 2016. This section aims to connect people to the programs that support their health and wellness, as well as ensure the organizations that provide these services are able to do their work effectively.

¹¹ PolicyMap

¹² Project for Public Spaces. (2016). The Case For Healthy Places: Improving Health Outcomes Through Placemaking.

¹³ Brigham Young University. "Loneliness and social isolation are just as much a threat to longevity as obesity." ScienceDaily. 11 March 2015. www.sciencedaily.com/release/2015/03/150311160521.htm

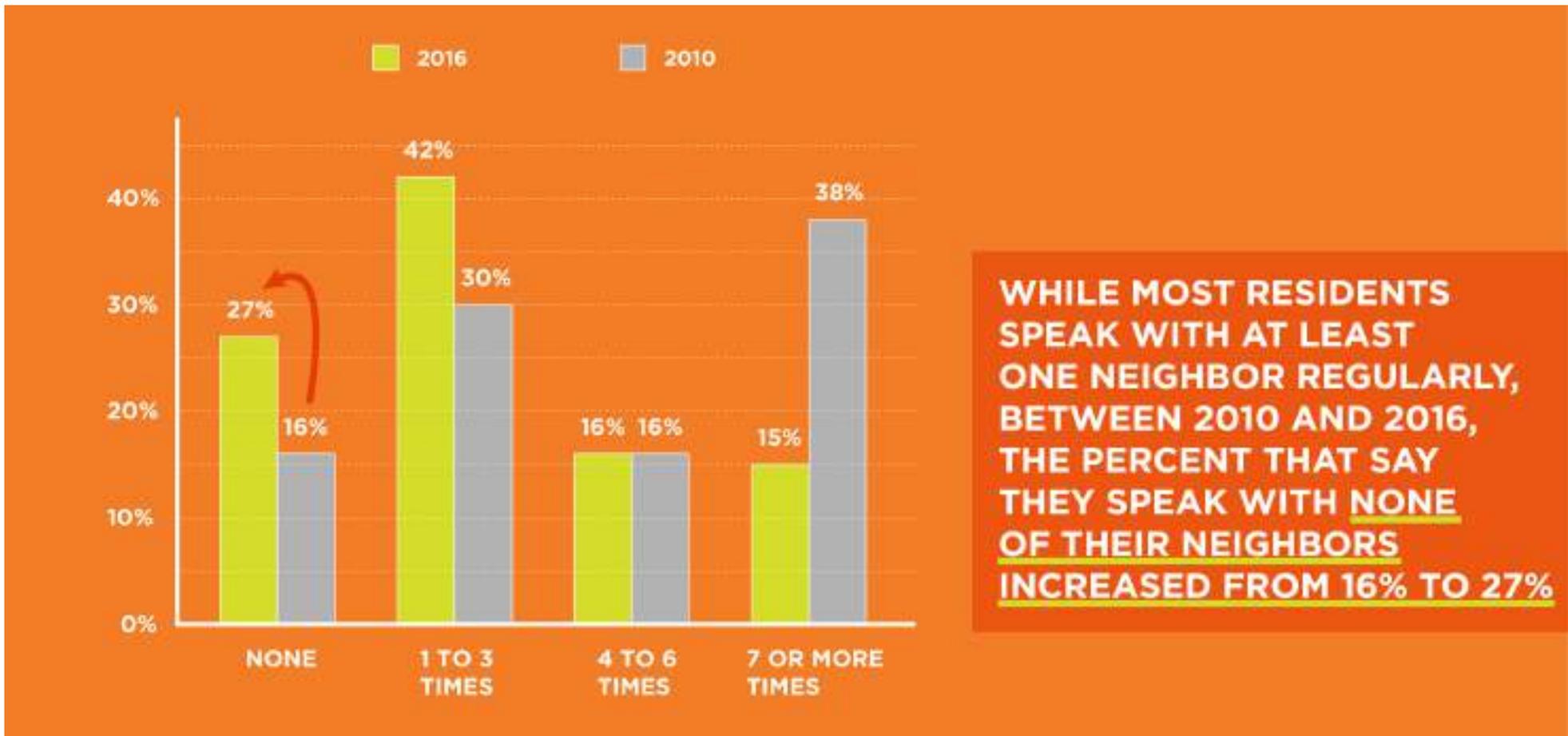


Figure 49. Success Measure Survey, Sense of Community

 **Precedents****Chicago, IL****Day for Change:**

After a successful pilot to connect homeless individuals with services and temporary employment, the city has made this jobs program permanent. The city dispatches work vans to targeted areas in the Central Business District with a large concentration of panhandlers, approaching them with an opportunity to earn a fair wage for a set amount of work, focused on landscaping, cleaning and other improvements on high-traffic corridors in the CBD. Participants earn a modest income and receive meals, transportation, behavioral health services, job preparedness training, healthcare screenings, hygiene care, and interim housing.

Source) City of Chicago

 **5.1: PROMOTE COMMUNITY WELLNESS AND HEALTH**

An approach to health and mental health for Chinatown's most vulnerable populations entails a paradigm shift. Limited access to medical services, lack of insurance, mental health issues, homelessness, and language and cultural barriers present particular challenges to outreach and care provision. Chinese-speaking immigrants come from all over the city to access Chinese-language services in Chinatown, and the area hosts a concentration of service providers for the homeless. Due to access barriers and stigmas related to health and mental health, many vulnerable community members do not take preventive health measures but seek care only when a situation has become severe. Minority groups and immigrants also have different perspectives on mental health and tend to manifest physical symptoms to mental health issues rather than psychological ones. Within the health sector, a culturally competent approach to health and mental health in marginalized groups and immigrant children and families is promoted. The following actions bring a broad understanding of health and wellness to bear on connecting people to services and boosting their resilience.

 **COORDINATE CARE TO PROMOTE HEALTH AND WELLNESS**

Addressing the health and wellness needs of the most vulnerable populations – immigrants, the homeless, and low-income residents – must focus on barriers to care that include language, insurance, and culture, and will require an all-encompassing approach that includes medical providers, service providers, institutions, businesses and city agencies. Ideas to improve and coordinate care include:

- Identifying community health needs and barriers;
- Strategizing on actions and partnerships to enhance and expand existing services through a health and wellness working group;
- Expanding the capacity of the Chinatown Clinic, a volunteer-based clinic affiliated with Drexel Medicine that offers limited services to the uninsured;
- Expanding outreach through existing homelessness programs and developing expanded day programming to link homeless individuals to health/mental services, jobs and training, and case management;
- Developing space for health and wellness activities that are integrated into the community, such as Eastern Tower, where social services are combined with other wellness-inducing social and recreational spaces.

DEVELOP HEALTH AND WELLNESS MESSAGING AND OUTREACH

Messaging to reach vulnerable populations must be tailored to their perceptions, cultures, and realities on the ground. An approach that diffuses fear, de-stigmatizes and presents a low threshold to participation is needed that meets people where they are in their daily lives and offers practical and compelling paths into services and programs. A holistic approach that views health in the broadest sense means various points of contact can be opportunities for outreach, not just medical and service providers, but also employers, schools, police, religious institutions, and other community organizations. The existing network of health and service providers can share best practices through the proposed health and wellness working group and devise and test new messaging and outreach methods.

DEVELOP PUBLIC EDUCATION PROGRAMS

The stresses of homelessness, poverty and the displacement experienced by immigration impact mental health in various ways and often these groups have very little support network to turn to for even simple things. There is a strong need for public education workshops to support multigenerational and multicultural wellness, such as cultural adaptation strategies, healthy parenting, and stress management to provide resources and support to those most in need. The community health needs assessment described above can help flesh out specific programs and partners.

ENSURE THAT PUBLIC SPACES AND PROGRAMMING ENCOURAGE SOCIAL INTERACTION

In all recommendations regarding public space design and programming, it is important to be intentionally inclusive and create multicultural and multigenerational opportunities for social engagement that strengthens social and community ties. The populations most at-risk of social isolation and its related health impacts are most in need of places and programs to connect them to community life. A coalition of health and wellness organizations could be organized to provide input on the connection between health and the built environment, similar to the Healthy Communities model. [See also Open Space recommendation 3.1 on page 71].



"We try to educate the families. It always boils down to education."

5.2: STRENGTHEN INSTITUTIONS THAT PROVIDE CRITICAL SERVICES AND SERVE AS A HUB OF COMMUNITY

Local institutions play an important role in the lives of residents and form a larger community that extends far beyond the study area boundaries. Local churches, schools, daycares, and non-profit organizations serve thousands of low-income residents and visitors every week, providing crucial services and a center of community life. These organizations attract people from all over the city; 44% of the community members surveyed at local institutions and organizations hailed from other parts of the city and even outside the city. The following actions aim to help these institutions in their mission and grow.



"I am a new immigrant and don't understand English. I need to come to Chinatown to shop, to see a doctor, to translate English mail."

"Churches are the community pillars."

! EXTEND CAPACITY THROUGH INFORMATION SHARING AND PARTNERSHIP OPPORTUNITIES

A service provider focus group resulted in consensus over the need to develop a communication network that allowed for resource and information sharing. With providers stretched to capacity, a streamlined approach will be needed. Some potential forms of communication and information sharing include:

- Piggybacking off existing community gatherings to share information;
- Holding service provider roundtables;
- Setting up an online forum;
- Developing a resource directory.

! EXPLORE OPPORTUNITIES FOR PHYSICAL AND PROGRAMMATIC EXPANSION OF EXISTING COMMUNITY ORGANIZATIONS AND SERVICES

Space, facilities, and capacity are issues for many of the organizations serving the Chinatown community. On Lok, for example, has no more capacity for either its housing or social programs. PCDC can help to coordinate a space and facilities inventory as described in Open Space recommendation 3.1 on page 71 and work with the community needs assessment in Community Wellness recommendation 5.1 on page 98 to devise strategies for expansion.



(From left to right)
Chinese Christian Church + Center Source) <http://www.cccnc.org/>
Holy Redeemer Chinese Catholic Church And School
10th Street Plaza Summer Activity
Children's Village Source) <http://childrensvillagephila.org/>

COMMUNITY SURVEY

(TOTAL: 349 PARTICIPANTS)

1 WHERE DO YOU LIVE? 你住在哪兒?

- Other 費城其他的社區
- South of Vine 萬安街以南
- North of Vine 萬安街以北



Figure 50. Community Survey, Where do you live?



COALITION BUILDING



*"How can we make
Chinatown stronger?"*

*"[We need] greater
communication and
partnerships across
businesses, associations,
non-profits and residents."*

Why this is important

Two of the fastest growing population segments in cities are immigrant communities and millennial urban professionals, and this is particularly true for Chinatown and Chinatown North/Callowhill. The socio-economic divide is wide and there are often few lines of communication or spaces of overlap between higher income professionals and lower-income immigrants. The neighborhood is also a very diverse mix of land uses with artists and creative industries, restaurants and manufacturers sharing space with residents. Building a strong and equitable neighborhood compels these different and sometimes conflicting interests to come together. This section aims to develop and strengthen community networks and leadership to ensure active and meaningful community engagement in the plan's implementation.

6.1: BUILD CIVIC ENGAGEMENT AND COMMUNITY STEWARDSHIP

From the outset of this planning process, a major goal has been to engage a traditionally hard-to-reach low-income and immigrant population, recognizing the need to draw these groups into discussions about their neighborhood and create intentional opportunities for their involvement. Additionally, stronger ties between the various groups in the neighborhood are necessary to achieve a common vision. The following actions aim to build engagement as well as a sense of belonging and ownership among community members.



"Not a lot of people are involved in the community."

"We just have to work together. Can't make it adversarial and can't make it personal."

IMPROVE COMMUNITY COMMUNICATION AND OUTREACH

To break down barriers and increase awareness of community issues and events, a communication plan should be developed that uses various communication platforms and languages. Community organizations should work together to identify the most effective communication methods for their constituents and serve as information distribution centers so that important community news can be compiled and shared widely. [See also Open Space recommendation 3.2 on page 78]

ENCOURAGE PARTNERSHIPS AND JOINT-SPONSORED, CROSS-PROMOTIONAL NEIGHBORHOOD EVENTS

Community members want to see both more events and more cooperation between community groups. When respondents to the business survey were asked what would make them spend more time in Chinatown, "more events and attractions" ranked the fourth highest among responses. The popular Yeshi Night Market, First Friday Art events, and events at music venues give the neighborhood a reputation as a destination for fun, but there is an opportunity to collaborate more fully to develop joint-sponsored events (both large and small). A collaborative approach will build relationships between community organizations and should be designed with the express goal of social engagement and mixing.



"Chinatown is a place I go for fun, it's very different from so many other neighborhoods in the city that sometimes it feels like its own adventure."

Precedents

Philadelphia, PA

On the Table:
Part of a national program to foster community dialogue and new relationships to make communities stronger, PCDC was among the hosts in May 2017. Gatherings such as these, in small groups over a meal, provide a friendly, informal way to come together and find common ground.





Precedents

San Francisco, CA

Youth Leadership Development Program, Chinatown Community Development Center:

This program engages young people in community service and leadership in several areas: alleyway tours that explore Chinatown's history; clean-up and beautification projects; youth-led campaigns on community issues, youth services to elderly tenants, including culinary and cultural exchanges and workshops between elderly Chinatown residents and youth; and recreational activities for younger children of low-income families.



Source) Chinatowncdc.org

STRENGTHEN YOUTH LEADERSHIP AND ENGAGEMENT

PCDC, Asian Americans United, and the Philadelphia Suns provide safe spaces for youth, especially immigrant youth, to socialize, build leadership skills, and develop their cultural identity. These future leaders are well-positioned to participate and lead community engagement efforts and the implementation of the neighborhood plan. Some areas for enhancing existing youth programs include:

- Developing an intergenerational community service program to help PCDC and partner organizations engage youth and older adults in programs and community projects; [see also Community Wellness recommendation 5.1 on page 99]
- Encouraging youth involvement in community plan implementation and stewardship;
- Identifying youth-led projects for community plan implementation.

STRENGTHEN PUBLIC SAFETY

Community members reported feeling unsafe in some parts of the neighborhood, especially areas north of Vine Street where there is little foot traffic. Purse snatching, home invasions, and harassment, particularly targeting older adults, were cited as concerns. Business owners reported that workers have been reluctant to report crimes like robberies to the police, citing language barriers and the mistaken assumption that reporting crime will not make a difference. More people on the street and more police presence at meetings and on the street were identified as important safety measures needed in the community. The Callowhill Neighbors Association is discussing bringing back Town Watch which community members felt would bring more eyes on the street. To encourage community members, and especially immigrants, to report crime, stronger relationships should be developed with the police by inviting police to attend meetings and events, strengthening community policing, and advocating for bilingual community police.



"Nobody reports anything in Chinatown."

"I never see policemen here in Chinatown. And I'm not sure if this is a good thing or a bad thing."

6.2: GROW AND AMPLIFY COMMUNITY VOICE

Alongside building community engagement, there is an opportunity to build coalitions across the community to push for a common vision and articulate it to a larger audience. Traditionally marginalized groups, such as low-income residents and immigrants, express frustration at being left out of decisions that affect them, but also need help understanding the issues at hand. The following actions help rally community members around the issues they care about and take action.



*"We have no political voice,
no political power, no voter
turn-out."*

PROMOTE VOTER REGISTRATION AND EDUCATION

Asian-Americans are the fastest-growing racial group in the United States but have the lowest voter participation of any group. Efforts to register voters are having an impact: between 2011 and 2016, Asian-American voter registration in Philadelphia doubled from 5,000 to nearly 10,000.¹⁴ To improve voter registration, strategies can be modeled after the recommendation for health and wellness outreach that aims to reach people through various points of contact in their daily lives, including employers, schools, religious institutions, and community organizations. In addition to registering voters, education on the importance of voting and the process is important. For immigrants from China, democracy and voting are new concepts. Civics classes to explain the process of voting and relevant local issues should be developed to help would-be voters.

The flyer is for a 'Sunday' event. At the top left is a small dragon logo with 'CHINATOWN' below it. At the top right is a logo for 'The Green House' with '1000 Locust Street Philadelphia, PA 19107' below it. The word 'Sunday' is written in large, stylized letters with a blue-to-red gradient. Below it, the text reads 'SAVE THE DATE' followed by 'SUNDAY, JULY 24TH @ 11:30AM-2:00PM' and 'CHINATOWN HOUSE OF DRAGON FIREHOUSE'. Further down, it says 'FREE ENTERTAINMENT. FIRE SAFETY. FREE GIVEAWAYS. VOTER REGISTRATION ASSISTANCE AND MUCH MORE...'. A section titled '預留您的時間' (Reserve your time) lists '7月24日, 星期天' (July 24th, Sunday) and '上午11:30 - 下午2:00' (11:30 AM - 2:00 PM) at '華埠住房消防隊 (DRAGON FIREHOUSE)'. Below that, it lists '免費娛樂活動、消防安全知識、派發免費贈品' (Free entertainment activities, fire safety knowledge, free giveaways) and '選民登記服務, 以及更多精彩內容...' (Voter registration services, and more exciting content...). The bottom section features a blue banner with 'VOTING IS POWER' and '我的聲音是 我的力量' (My voice is my strength) with a star. Below the banner is the PCDC logo and contact information: 'PCDC 華埠華埠會館', 'Philadelphia Community Development Corporation', '801 N. 6th St., Philadelphia, PA 19107', '(215) 522-2116 | www.getoutvote.org'. At the bottom right, it says '投票 | VOTE' with a globe icon.

Get Out Vote Event Flyer
Source) PCDC

¹⁴ Bunny, L. Edge, S. and Davis, H. "Asian-American population surges, but voter turnout still lags." <https://www.publicintegrity.org/2016/08/24/20081/asian-american-population-surges-voter-turnout-still-lags>

BUILD CONSTITUENCIES FOR THE PRESERVATION OF AFFORDABLE HOUSING AND BUSINESSES

The vision developed through this community planning process emphasizes the need for affordable housing and businesses to maintain an authentic mixed-use, mixed-income neighborhood. The next step is to build from this process and continue the conversation with community organizations, residents and businesses from all walks of the community to refine the vision as it translates into zoning goals. The goals as identified through the planning process include:

- Preserving Chinatown as a gateway where new immigrants live and work;
- Preserving the neighborhood's unique culture and character, while accommodating neighborhood growth;
- Promoting the sustainability and growth of small businesses and manufacturing.

GET THE STORY OUT IN CITYWIDE AND NATIONAL MEDIA

As PCDC and its partners embark on implementing this plan, they also need to communicate externally to develop public awareness of Chinatown's vision for its future and build broad-based support around it. The issues facing Philadelphia's Chinatown resonate in other historic Asian American Pacific Islander communities across the country, giving local work national relevance. PCDC should develop a social media and traditional media strategy to spread the word both citywide and at the national level to help it push for plan goals with local leadership and help shape local and state policies.



Implementation



IMPLEMENTATION APPROACH

Implementing the plan will require strong local capacity and partnerships. Members of the steering committee will be critical to successful implementation and additional community and city partners will need to be recruited. Under PCDC's leadership, this partnership will support neighborhood organizations that are already doing good work and who can work with PCDC to take ownership of elements of this plan. Equally important is the need to build capacity and leadership through the plan's implementation so that there is broader engagement and involvement throughout the community and a shared ownership in the plan.

IMPLEMENTATION PHASING AND PRIORITIES

The Implementation Matrix shown in the following pages outlines the timeframe, potential partners, and potential source of funds for all of the recommendations in the plan, and estimated costs for projects within the 5 year timeframe. It is a dynamic tool that is meant to be used as a guide for organizing and tracking the implementation process, and should be updated as new partners and funding sources are identified. The funding sources and estimated costs identified here are preliminary and subject to change. The current and future economic climate and market conditions will affect the feasibility of plan projects and their timeframe, and priorities may change as well. It is the responsibility of PCDC and its implementing partners to determine the most attainable sources of funding as projects advance and review and update the timeframe of projects regularly.

Five Year Priority Action Plan →→→

PCDC and its steering committee reviewed the goals and recommendations and identified the following proposed recommendations as priorities to focus on over the next 5 years.

BUILT ENVIRONMENT

01 Housing

1.1: PRESERVE AND UPGRADE EXISTING AFFORDABLE HOUSING

- Preserve existing affordable housing in danger of conversion to market-rate

1.2: DEVELOP NEW AFFORDABLE HOUSING OPPORTUNITIES

- Develop new affordable housing targeting senior, middle stage and very low income populations
- Facilitate the inclusion of new affordable housing in new development and focus on positive community impact for underutilized parcels

02 Connectivity

2.1 BRIDGE THE COMMUNITY ACROSS VINE STREET AND THE EXPRESSWAY

- Pilot traffic calming measures
- Redesign Vine Street

2.2 MAKE IT SAFER AND EASIER TO WALK AND BIKE

- Improve Callowhill Street

2.4 CREATE AN INVITING AND BEAUTIFUL PUBLIC REALM

- Develop gateways at key locations
- Improve the underpasses

2.5 MANAGE PARKING IN THE COMMERCIAL CORE TO SUPPORT BUSINESSES AND ACTIVITY

- Create loading/drop off zones for businesses and institutions
- Build awareness of underutilized parking garages

03 Open Space

3.1 CREATE MORE PUBLIC SPACE AND PROGRAMMING FOR COMMUNITY USE

- Program Rail Park for community use
- Provide more programming at 10th Street Plaza

3.2 IMPROVE ACCESS TO EXISTING AND NEW SPACES

- Improve connections to Franklin Square

ECONOMIC OPPORTUNITY

04 Small Business and Manufacturing

4.1 STRENGTHEN CHINATOWN'S COMMERCIAL CORE

- Form a Business Improvement District
- Improve the commercial district public realm

COMMUNITY LIFE

05 Community Wellness

5.1 PROMOTE COMMUNITY WELLNESS AND HEALTH

- Coordinate care to promote health and wellness

5.2 STRENGTHEN INSTITUTIONS THAT PROVIDE CRITICAL SERVICES AND SERVE AS A HUB OF COMMUNITY

- Extend capacity through information sharing and partnership opportunities
- Explore opportunities for physical and programmatic expansion of existing community organizations and services

06 Coalition Building

6.1 BUILD CIVIC ENGAGEMENT AND COMMUNITY STEWARDSHIP

- Improve community communication and outreach
- Strengthen youth leadership and engagement

Immediate Next Steps

IMMEDIATE NEXT STEPS	TIMEFRAME	PARTNERS
Submit the Plan to City of Philadelphia for adoption	Immediate	PCDC
Present the Plan to the Wells Fargo Regional Foundation and Submit for a Neighborhood Implementation Grant	Immediate	PCDC
Transition the Steering Committee into Implementation Committee to oversee the implementation of the Plan and recruit additional interested stakeholders	Immediate	Steering Committee
Market the Plan to the community to attract volunteers and funding to implement the plan	Immediate	Steering Committee
Initial Action Steps		
Deliver electronic copies of the Plan and printed copies of the Executive Summary to neighborhood organizations, local partners, city agencies, and foundations.		
Spread word of the plan through media including newspapers, TV, radio, and online media.		

Initial action steps

The following initial action steps are needed in the immediate timeframe in order to kick off the larger actions and recommendations.

No.	INITIAL ACTION STEP	REFERENCE ACTION NUMBER
1	Develop list of parcels for redevelopment for community benefit	1.2 Develop new affordable housing opportunities
2	Develop resources for acquisition financing for affordable housing	1.2 Develop new affordable housing opportunities
3	Create list of major projects and underutilized parcels to target for community benefit	1.2 Develop new affordable housing opportunities
4	Host meeting with public agencies to check in and move forward with Vine Street Expressway next steps	2.1 Bridge the community across Vine Street and the Expressway
5	Organize a priority sidewalk repair pool	2.2 Make it safer and easier to walk and bike: Improve sidewalk conditions
6	Implement pilot improvements on Race Street	2.2 Improve Race Street connection to Franklin Square
7	Host meeting with public agencies regarding parking management and parking needs in Chinatown	2.5 Manage parking in the commercial core to support businesses and activity
8	Develop programming for the Rail Park that is focused on community use	3.1 Create more public space and programming for community use
9	Develop programming for 10th Street Plaza	3.1 Create more public space and programming for community use
10	Conduct a space and facilities inventory to explore opportunities for expansion and re-purpose underutilized space	3.1 Create more public space and programming for community use 5.2 Strengthen institutions that provide critical services and serve as a hub of community
11	Develop a BID District Plan	4.1 Strengthen Chinatown's commercial core

No.	INITIAL ACTION STEP (Continued)	REFERENCE ACTION NUMBER
12	Create pilot expansion of \$1-a-day cleaning program north and west	4.1 Strengthen Chinatown's commercial core
13	Meet with Convention Center, Reading Terminal Market, and Fashion Outlets to develop marketing and cross-promotional opportunities	4.1 Strengthen Chinatown's commercial core: Market Chinatown as the hub of the Asian community
14	Organize a zoning retreat to discuss neighborhood values	4.3 Support job-providing small businesses and manufacturing 6.2 Grow and amplify community voice
15	Conduct community health assessment	5.1 Promote community wellness and health
16	Convene community health and wellness roundtable to explore strategies and partnerships	5.1 Promote community wellness and health
17	Create services resource directory and/or forum	5.2 Strengthen institutions that provide critical services and serve as a hub of community
18	Develop shared communication plan	6.1 Build civic engagement and community stewardship: Improve community communication and outreach
19	Identify youth-led projects that relate to elements of the plan. Potential project areas include: <ul style="list-style-type: none"> • Stewardship and improvement of public spaces • Public education workshops • Programming • Voter registration 	6.1 Build civic engagement and community stewardship: Strengthen youth leadership and engagement 2.4 Create an inviting and beautiful public realm: gateways and underpasses 5.1 Promote community wellness and health 3.1 Create more public space and programming for community use, 4.1 Strengthen Chinatown's commercial core: Explore Chinatown tours 6.2 Grow and amplify community voice
20	Identify and implement collaborative community event	6.1 Build civic engagement and community stewardship: Encourage partnerships and joint-sponsored, cross-promotional neighborhood events

IMPLEMENTATION TABLE

BUILT ENVIRONMENT | 1 HOUSING

1.1 PRESERVE AND UPGRADE EXISTING AFFORDABLE HOUSING

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
	Improve existing substandard housing	1-5	PCDC, Healthy Rowhouse Project, Habitat for Humanity, Energy Coordinating Agency, utilities	\$20,000	Basic Systems Repair Program, Healthy Rowhouse Project, Habitat for Humanity, Energy Coordinating Agency, utilities
	Initial Action Steps				
	Create a clearinghouse of resources				
	Coordinate with partners and property owners for repairs, weatherization, utility efficiency programs				
	Develop technical assistance volunteer program for minor repairs				
①	Preserve existing affordable housing in danger of conversion to market-rate	1-5	PCDC, PACDC, local housing preservation experts	-	-
	Initial Action Steps				
	Convene local housing preservation experts to strategize				

1.2 DEVELOP NEW AFFORDABLE HOUSING OPPORTUNITIES ★

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
①	Develop new affordable housing targeting senior, middle stage and very low income populations	1-10	PCDC	Development cost varies with number and type of units	-
	Initial Action Steps				
	Develop resources for acquisition financing for affordable housing				
	Focus development input for underutilized parcels				
	Develop list of parcels for redevelopment for community benefit				
①	Facilitate the inclusion of new affordable housing in new development	1-5	PCDC, PACDC	-	-
	Initial Action Steps				
	Create list of major projects and underutilized parcels to target for community benefit				

BUILT ENVIRONMENT | 2 CONNECTIVITY

2.1 BRIDGE THE COMMUNITY ACROSS VINE STREET AND THE EXPRESSWAY

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
	Pilot traffic calming measures	1-5	PCDC, PHS, DVRPC, OTIS, PennDOT	\$1,105,000	TAP, CMAQ, PennDOT
	Initial Action Steps				
	Finish DVRPC study				
	Host meeting with public agencies to check in and move forward with Vine Street Expressway next steps				
	Implement PHS design measures at 10th and Vine				
	Improve 8th and Vine under the Expressway				
	Redesign Vine Street	5-10	PCDC, PHS, DVRPC, OTIS, PennDOT, PWD	cost to depend on feasibility study and treatment	TAP, CMAQ, PWD, PennDOT
	Initial Action Steps				
	Conduct traffic engineering and design study for lane reconfiguration				
	Explore green infrastructure opportunities with PWD				
	Implement PHS design measures at other Vine Street intersections				
	Pilot new lane configurations				
	Cap the Vine Street Expressway	10-20	PCDC, PHS, DVRPC, OTIS, PennDOT	cost to depend on feasibility study and treatment	PennDOT, private development
	Initial Action Steps				
	Conduct feasibility and design study				

 Top 5 Community Priority

 PCDC 5-year Priority

BUILT ENVIRONMENT | 2 CONNECTIVITY

2.2 MAKE IT SAFER AND EASIER TO WALK AND BIKE

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
①	Improve Callowhill Street	1-5	PCDC, OTIS, Streets Dept, PWD	\$225,000	TAP, CMAQ, PWD, Streets Dept, City of Philadelphia
	Initial Action Steps				
	Explore green infrastructure opportunities with PWD				
	Close Ridge Avenue between Callowhill and Wood and redesign the intersection of Ridge, 10th and Callowhill	5-10	PCDC, OTIS, Streets Dept	Cost to depend on feasibility study and treatment	Streets Dept, City of Philadelphia
	Initial Action Steps				
	Meet with adjacent property owners				
	Conduct traffic engineering and design study				
	Improve Race Street connection to Franklin Square	1-5	PCDC, DVRPC, OTIS, Streets Dept	\$25,000	TAP, CMAQ, Streets Dept, City of Philadelphia, WFRF Implementation Grant
	Initial Action Steps				
	Implement Race Street Plan streetscape improvements with focus on early pedestrian improvements				
	Improve sidewalk conditions	1-5	PCDC, CNA, property owners	\$589,000	TAP, CMAQ, City of Philadelphia, WFRF Implementation Grant
	Initial Action Steps				
	Develop priority list and meet with property owners				
	Negotiate reduced rate for packaged repairs				
	Expand bicycle network	1-10	OTIS, Streets Dept	-	Streets Department
	Initial Action Steps				
	Prioritize re-striping and improvement of existing bike infrastructure such as 13th Street				
	Educate residents and workers about bicycling	1-5	Bicycle Coalition, Indego	-	-

BUILT ENVIRONMENT | 2 CONNECTIVITY

2.3 IMPROVE CONNECTIONS TO TRANSIT

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
	Improve neighborhood connections to Greyhound and Jefferson Station	1-5	PCDC, CCD, SEPTA, Greyhound, Streets Dept	\$17,000	City of Philadelphia, Commerce Dept, WFRF Implementation Grant
	Initial Action Steps				
	Focus on pedestrian amenities, such as wayfinding and lighting				
	Improve BSL Chinatown Station plaza as public space	1-5	PCDC, SEPTA	\$25,000	SEPTA, City of Philadelphia, Commerce Dept, WFRF Implementation Grant
	Initial Action Steps				
	Focus on improvements such as lighting, landscaping, seating and programming				
	Coordinate with development of site at 8th and Vine				
	Improve neighborhood connections to BSL and MFL	1-5	PCDC, CCD, PA Convention Center, Project HOME, OTIS, Streets Dept	\$58,000	City of Philadelphia, SEPTA, WFRF Implementation Grant
	Initial Action Steps				
	Focus on pedestrian amenities, such as wayfinding and lighting				
	Participate in Shared Public Spaces initiative to address panhandling				
	Install bus shelter at 11th/Race and 10th/Vine	1-5	SEPTA, NJ Transit	\$50,000	SEPTA, NJ Transit, City of Philadelphia, BID
	Advocate for translated transit and wayfinding information	1-5	PCDC, SEPTA, NJ Transit	-	-
	Initial Action Steps				
	Conduct focus groups to determine most needed translations and effective communication platforms				

 Top 5 Community Priority

 PCDC 5-year Priority

BUILT ENVIRONMENT | 2 CONNECTIVITY

2.4 CREATE AN INVITING AND BEAUTIFUL PUBLIC REALM

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
①	Develop gateways at key locations	1-10	PCDC, AAI, Streets Dept, PHS	varies by treatment	WFRF Implementation Grant, William Penn Foundation
	Initial Action Steps				
	Hire design consultant to coordinate with partners to develop gateway treatments and design				
	Identify and implement early action measures				
①	Improve the underpasses	1-10	PCDC, AAI, Friends of the Rail Park, Convention Center, Reading Terminal Market, Fashion Outlets	\$1,500,000	WFRF Implementation Grant, William Penn Foundation
	Initial Action Steps				
	Identify and implement early action measures				
	Increase street tree cover on key corridors connecting assets	1-10	PCDC, CNA, PHS, community organizations	-	PHS TreeVitalize
	Initial Action Steps				
	Recruit residents for Tree Tender program				
	Recruit property owners to apply for free trees through Tree Philly program				
	Organize PHS/Tree Vitalize neighborhood tree planting				
	Implement PHS design measures for 10th Street Plaza				

BUILT ENVIRONMENT | 2 CONNECTIVITY

2.5 MANAGE PARKING IN THE COMMERCIAL CORE TO SUPPORT BUSINESSES AND ACTIVITY

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
	Expand PCDC discount program	1-5	PCDC, PPA, businesses	-	-
	Develop parking program for small businesses and employees	1-5	PCDC, PPA, businesses, BID	-	-
ⓘ	Create loading/drop off zones for businesses and institutions	1-5	PCDC, PPA, Streets Dept	-	-
	Initial Action Steps				
	Poll businesses and institutions about need and identify shared locations				
ⓘ	Build awareness of underutilized parking garages	1-5	PCDC, PPA	\$25,000	PPA, Commerce Dept, BID
	Initial Action Steps				
	Standardize parking signage with real-time information				
	Launch promotional campaign				
	Support City efforts to use parking management technology	1-5	PPA	-	City of Philadelphia, PPA

- ★ Top 5 Community Priority
- ⓘ PCDC 5-year Priority

BUILT ENVIRONMENT | 3 OPEN SPACE

3.1 CREATE MORE PUBLIC SPACE AND PROGRAMMING FOR COMMUNITY USE

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
①	Program Rail Park for community use	1-5	PCDC, Friends of the Rail Park, community organizations	\$50,000	WFRF Implementation Grant, William Penn Foundation, Aetna Foundation
	Initial Action Steps				
	Conduct focus groups with community members and organizations to brainstorm potential programming				
①	Provide more programming at 10th Street Plaza	1-5	PCDC, community organizations	\$50,000	WFRF Implementation Grant, William Penn Foundation, Aetna Foundation
	Initial Action Steps				
	Conduct focus groups with community members and organizations to brainstorm potential programming				
	Develop vertical spaces such as rooftop recreation and gardens	1-5	PCDC, community institutions	\$300,000 for one 10,000 SF roof garden	WFRF Implementation Grant, Robert Wood Johnson Foundation
	Initial Action Steps				
	Conduct community space inventory				
	Support development of Eastern Tower community center and explore additional opportunities for indoor community spaces	1-5	PCDC, community institutions	-	-
	Initial Action Steps				
	Conduct community space inventory				
	Convert pavement to pocket parks and plazas	1-10	PCDC, OTIS, Streets Dept, PWD, PHS, property owners	Varies by treatment, \$20,000 for playable sidewalk interventions	WFRF Implementation Grant, Robert Wood Johnson Foundation, Aetna Foundation, William Penn Foundation, PHS, PWD
	Initial Action Steps				
	Meet with property owners				
	Explore green infrastructure opportunities with PWD				
	Develop playable sidewalk interventions				

BUILT ENVIRONMENT | 3 OPEN SPACE

3.2 IMPROVE ACCESS TO EXISTING AND NEW SPACES

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
ⓘ	Improve connections to Franklin Square	1-5	PCDC, DVRPC, OTIS, Streets Dept, PennDOT	Already included in Connectivity 2.2	-
	Initial Action Steps				
	Implement Race Street Plan streetscape improvements with focus on early pedestrian improvements				
	Design entrances for new spaces for accessibility	1-10	Parks and Recreation	-	-
	Engage all community members in open space design, marketing and programming	1-5	PCDC, Friends of the Rail Park, Parks and Recreation	\$11,000	WFRF Implementation Grant

-  Top 5 Community Priority
-  PCDC 5-year Priority

ECONOMIC OPPORTUNITY | 4 SMALL BUSINESS AND MANUFACTURING

4.1 STRENGTHEN CHINATOWN'S COMMERCIAL CORE

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
①	Form a Business Improvement District	1-5	PCDC, Commerce, Councilman Squilla's office	\$300,000	WFRF Implementation Grant, Commerce Dept, BID
	Initial Action Steps				
	Assess district feasibility				
	Apply for Commerce Department staff support				
	Develop BID district plan				
	Hire BID manager				
①	Improve the commercial district public realm	1-5	PCDC, Commerce, L&I, Councilman Squilla's office, BID	\$30,000	BID, local businesses, Commerce Dept, WFRF Implementation Grant
	Initial Action Steps				
	Create pilot expansion of \$1-a-day cleaning program north and west				
	Formalize pilot outdoor vending program for existing storefronts under BID management				
	Encourage a more diverse mix of businesses	1-5	PCDC, BID	-	-
	Focus infill and redevelopment in commercial core to fill in gaps	1-5	PCDC, BID	-	-
	Market Chinatown as the hub of the Asian community	1-5	PCDC, BID, VisitPhilly, universities, community organizations	\$50,000	BID, Commerce Dept, WFRF Implementation Grant, William Penn Foundation
	Initial Action Steps				
	Begin research for tours and itineraries				
	Meet with VisitPhilly, Convention Center, Reading Terminal, Fashion Outlet to strategize on marketing				
	Develop cross-cultural programming and events				

ECONOMIC OPPORTUNITY | 4 SMALL BUSINESS AND MANUFACTURING

4.2 EXPAND COMMERCIAL DISTRICT NORTH OF VINE STREET

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
	Pilot street vending project at 10th Street Plaza	1-5	PCDC, Welcoming Center for New Pennsylvanians, Commerce Dept	\$150,000	WFRF Implementation Grant, William Penn Foundation, Commerce Dept, crowdfund
	Initial Action Steps				
	Convene working group to develop recruitment strategy, selection criteria and develop technical assistance training for budding entrepreneurs				
	Develop an indoor market/shopping center	5-10	PCDC, private developers	-	-
	Encourage ground floor commercial development on 10th and Vine Streets	5-10	PCDC, private developers	-	-

4.3 SUPPORT JOB-PROVIDING SMALL BUSINESSES AND MANUFACTURING

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
	Support zoning to maintain small business and manufacturing	1-5	PCDC, CNA	-	-
	Initial Action Steps				
	Organize a zoning retreat to discuss neighborhood values as expressed through zoning				
	Strengthen local food industry and connect with the larger network within the city	1-5	PCDC, PIDC, Welcoming Center for New Pennsylvanians, other CDCs	-	-
	Initial Action Steps				
	Convene cross-agency working group for industrial strategy, business development and expansion				
	Brand Chinatown as light manufacturing district to spotlight the value of local industry and its connections across the city				
	Explore non-profit commercial development and management	1-5	PCDC	-	-
	Initial Action Steps				
	Meet with Greenpoint Manufacturing and Development Corporation for guidance and technical assistance				



Top 5 Community Priority



PCDC 5-year Priority

COMMUNITY LIFE | 5 COMMUNITY WELLNESS

5.1 PROMOTE COMMUNITY WELLNESS AND HEALTH

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
①	Coordinate care to promote health and wellness	1-5	PCDC, PHMC, PCA, Jefferson, Drexel, Hahnemann, Chinatown Medical Services, community organizations	\$350,000	PMHC, PCA, Robert Wood Johnson Foundation
	Initial Action Steps				
	Conduct new community health assessment				
	Host community health and wellness working group of hospitals and service providers to strategize and explore partnership opportunities				
	Expand homelessness outreach and programs				
	Develop space for health and wellness activities				
	Develop health and wellness messaging and outreach strategy	1-5	PCDC, PHMC, PCA, Jefferson, Drexel, Hahnemann, Chinatown Medical Services, Asian Health Collaborative, community organizations	\$10,000	PMHC, PCA, Robert Wood Johnson Foundation, Aetna Foundation
	Initial Action Steps				
	Develop through community health and wellness working group				
	Develop public education programs to support multigenerational and multicultural wellness	1-5	PCDC, PHMC, PCA, Jefferson, Drexel, Hahnemann, Chinatown Medical Services, community organizations	\$20,000	PMHC, PCA, Robert Wood Johnson Foundation, Aetna Foundation
	Initial Action Steps				
	Conduct new community health assessment to identify needed programs				
	Ensure that public spaces and recreational programming encourage health and social interaction	1-5	PCDC, PHMC, PCA, Jefferson, Drexel, Hahnemann, Chinatown Medical Services, community organizations	-	-
	Initial Action Steps				
	Create health coalition to advocate for healthy spaces				
	Connect area hospitals and service institutions to increased recreation opportunities				

COMMUNITY LIFE | 5 COMMUNITY WELLNESS

5.2 STRENGTHEN INSTITUTIONS THAT PROVIDE CRITICAL SERVICES AND SERVE AS A HUB OF COMMUNITY

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
	Extend capacity through information sharing and partnership opportunities	1-5	PCDC, community organizations	\$5,000	WFRF Implementation Grant
	Initial Action Steps				
	Develop a resource directory/forum				
	Explore opportunities for physical and programmatic expansion of existing community organizations and services	1-10	PCDC, community organizations	-	-
	Initial Action Steps				
	Assist organizations with space and needs inventory				

-  Top 5 Community Priority
-  PCDC 5-year Priority

COMMUNITY LIFE | 6 COALITION BUILDING

6.1 BUILD CIVIC ENGAGEMENT AND COMMUNITY STEWARDSHIP

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
①	Improve community communication and outreach	1-5	PCDC, community organizations, businesses	\$25,000	WFRF Implementation Grant, local and regional foundations
	Initial Action Steps				
	Develop shared communication plan to ensure neighborhood events are communicated through multiple outlets				
	Encourage partnerships and joint-sponsored, cross-promotional neighborhood events	1-5	PCDC, community organizations, businesses	\$50,000	WFRF Implementation Grant, William Penn Foundation
	Initial Action Steps				
	Identify and implement at least one collaborative community event per year				
①	Strengthen youth leadership and engagement	1-5	PCDC, AAU, Philadelphia Suns, schools	\$50,000 seed grant fund for projects	WFRF Implementation Grant, Philadelphia Foundation
	Initial Action Steps				
	Identify 2 youth-led projects related to plan implementation				
	Strengthen public safety	1-5	PCDC, CNA, 6th District Police	-	-
	Initial Action Steps				
	Reconstitute Town Watch or similar neighborhood-wide effort				

6.2 GROW AND AMPLIFY COMMUNITY VOICE

PRIORITY?	RECOMMENDATIONS	TIMEFRAME (Year)	PARTNERS	ESTIMATED COST	POTENTIAL SOURCE OF FUNDS
	Promote voter registration and education	1-5	PCDC, community organizations	-	-
	Build constituencies for the preservation of affordable housing and businesses	1-5	PCDC, CNA, community organizations	\$250,000	WFRF Implementation Grant, Philadelphia Foundation
	Initial Action Steps				
	Hire a community organizer				
	Organize a zoning retreat to discuss neighborhood values as expressed through zoning				
	Get the story out in citywide and national media	1-5	PCDC	-	-

LIST OF ABBREVIATIONS

- AAI** - Asian Arts Initiative
- AAU** - Asian Americans United
- CCD** - Center City District
- CNA** - Callowhill Neighborhood Association
- DVRPC** - Delaware Valley Regional Planning Commission
- OTIS** - Philadelphia Managing Director's Office of Transportation & Infrastructure Systems
- PACDC** - Philadelphia Association of Community Development Corporations
- PCA** - Philadelphia Corporation for Aging
- PCDC** - Philadelphia Chinatown Development Corporation
- PHMC** - Public Health Management Corporation
- PHS** - Pennsylvania Horticultural Society
- PIDC** - Philadelphia Industrial Development Corporation
- PPA** - Philadelphia Parking Authority
- PWD** - Philadelphia Water Department

