



Recovery update

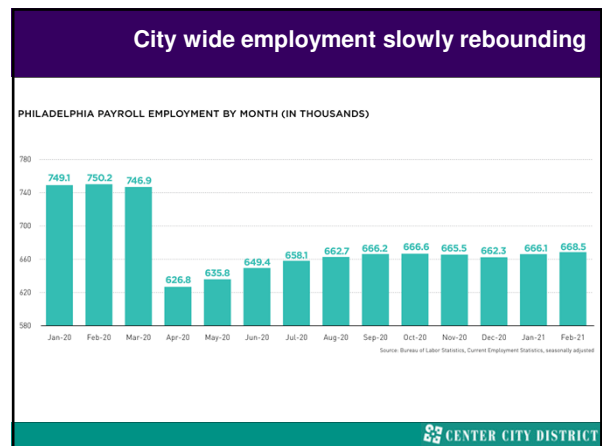
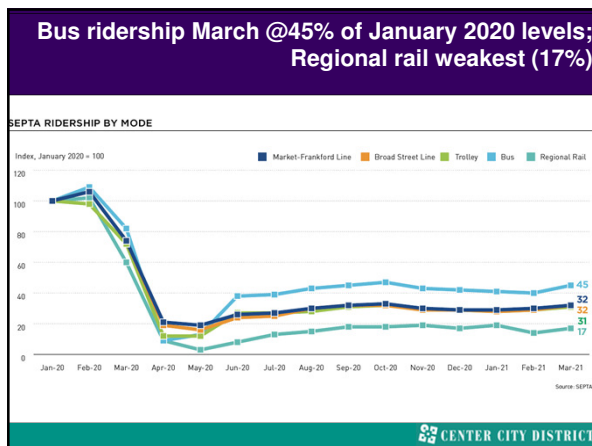
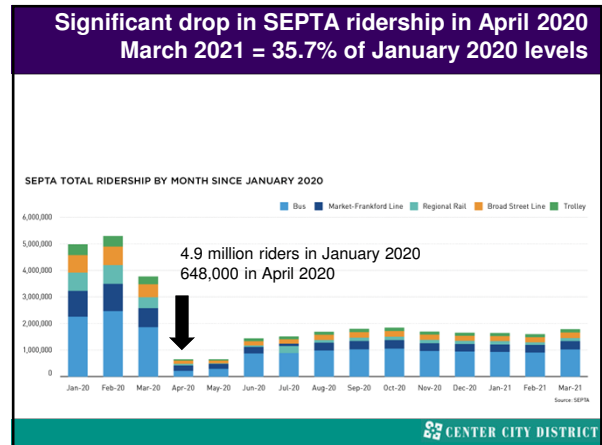
CCD on-street efforts

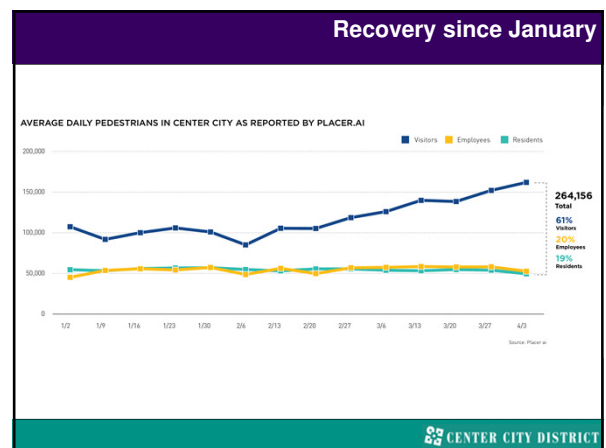
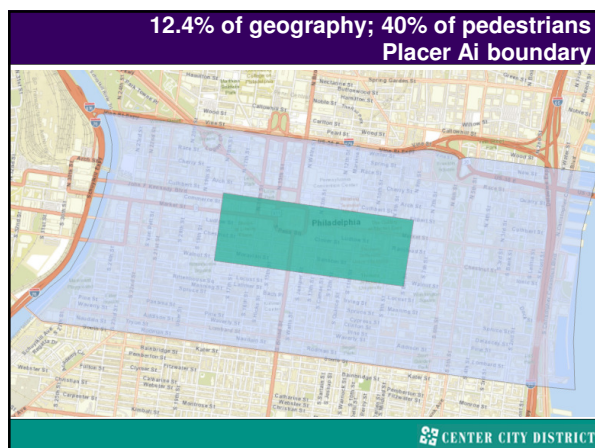
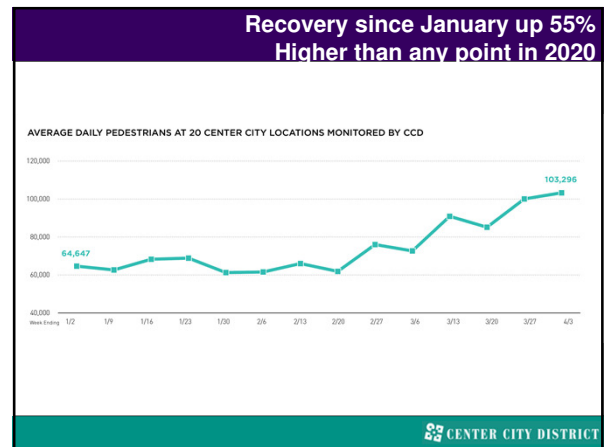
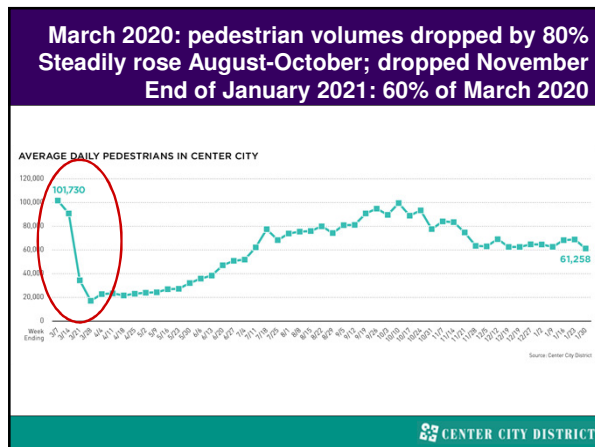
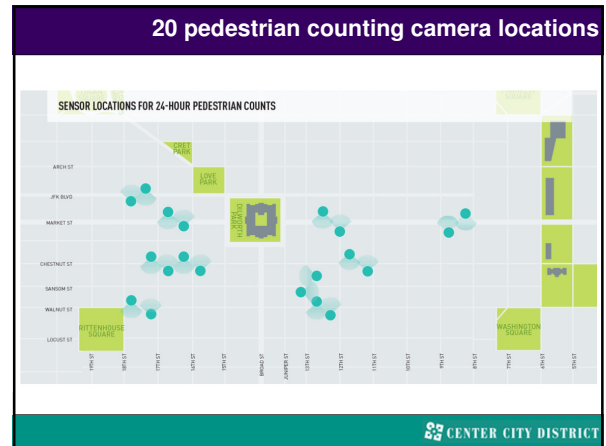
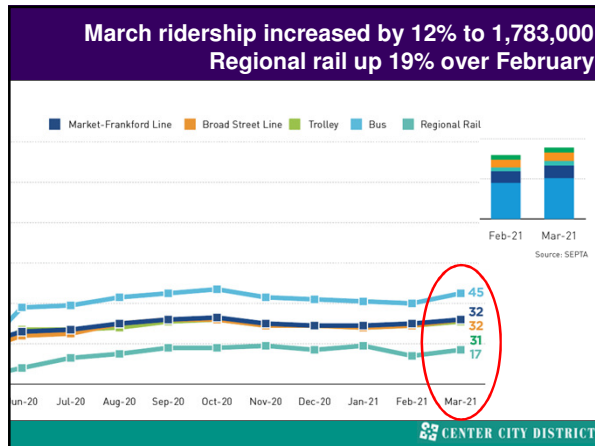
Proposed streetscape enhancements

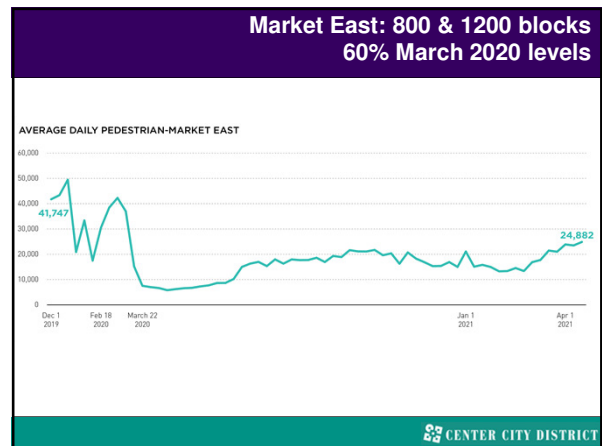
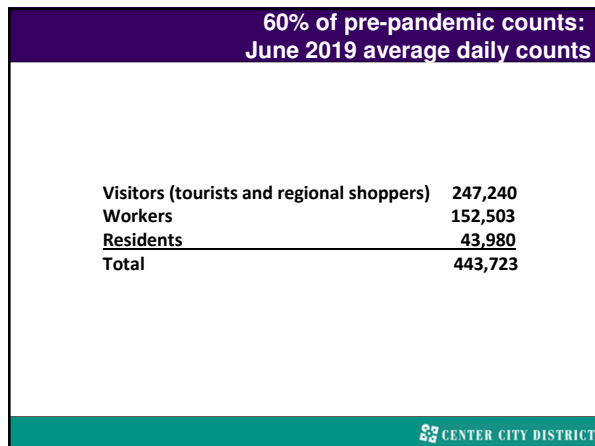
Discussion of upcoming week

2

CENTER CITY DISTRICT







Gradual return to office

Philadelphia Business Journal
April 8, 2021

End of teleworking mandate hailed as 'positive step' for Philadelphia's economic recovery

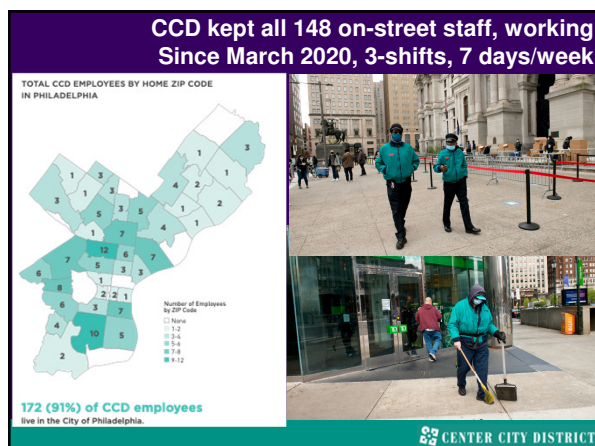
Philadelphia companies are now allowed to bring employees back to offices after state and local work-from-home mandates were relaxed.
NATALIE KOSTELNI

Pennsylvania and Philadelphia have lifted their mandates for many businesses to telework, with state officials now saying the practice is only "highly encouraged" as the commonwealth continues to make strides against Covid-19.

CENTER CITY DISTRICT

CCD On-street update

CENTER CITY DISTRICT



Pressure washing with sanitizers



Stepped up efforts to remove graffiti from building facades



Expanded contract with Graffiti Removal Experts
Hire formerly homeless individuals & Returning citizens to remove graffiti from publicly owned street furniture



Painting over graffiti on boarded storefronts



Installed artwork



Continued routine CSR sidewalk patrols



Continued CSR deployment & homeless outreach



Continued Ambassadors of Hope:
Combined outreach: CCD staff + contracts with
Project Home & Police service detail



Persuaded 300 to come off street in 2019 & 2020
Sidewalk behavior ordinance; no arrests or citations



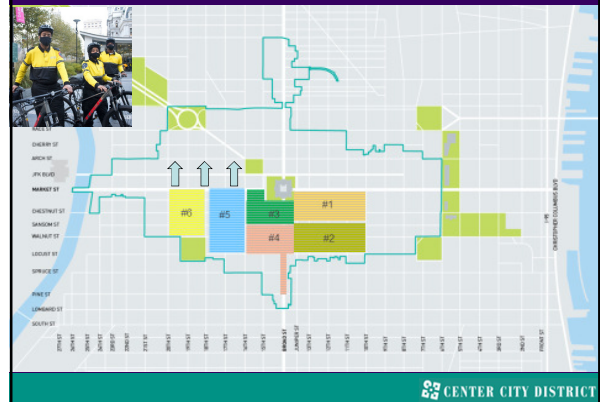
In June added overnight security patrols
with Allied Universal vans in retail districts
Shifted in August to 6 pm to midnight

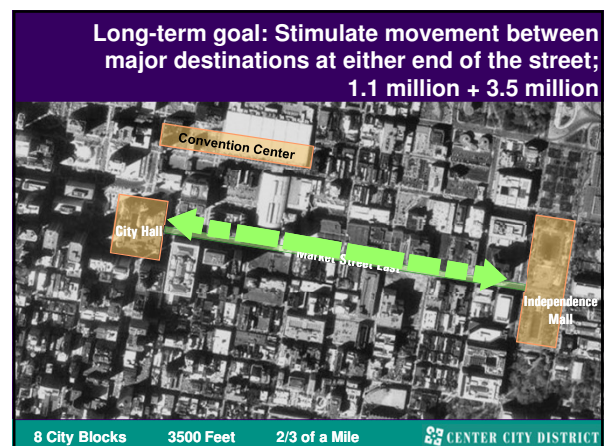
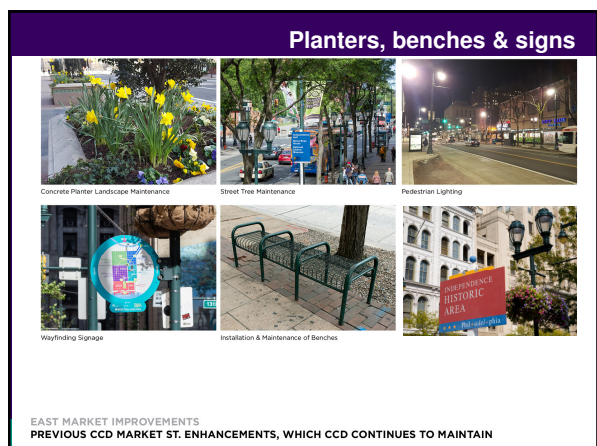
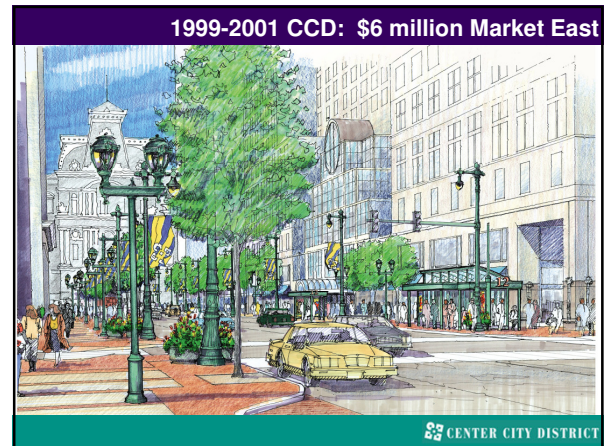
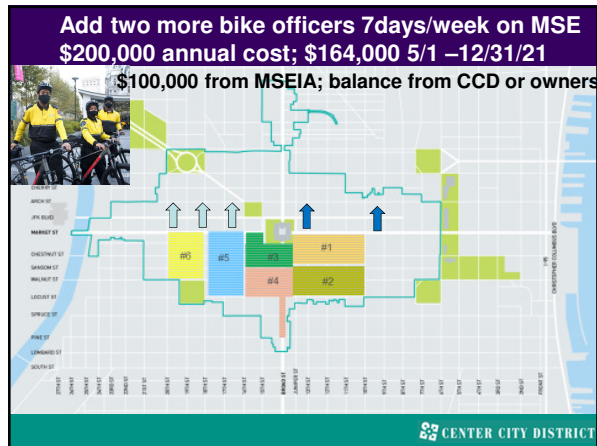


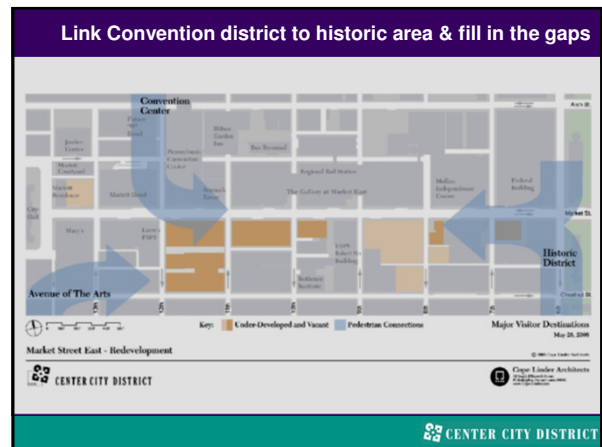
November 1 added 8 bike safety patrol officers

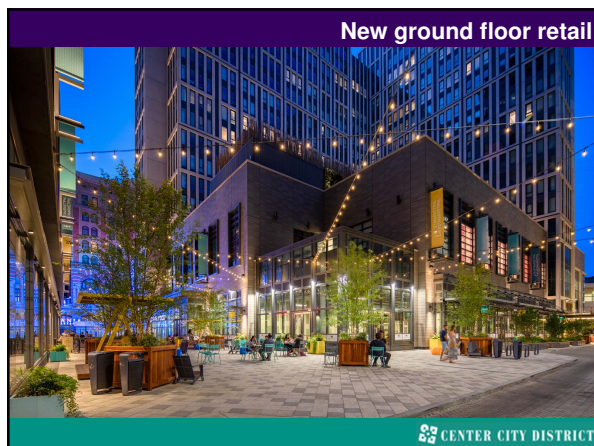


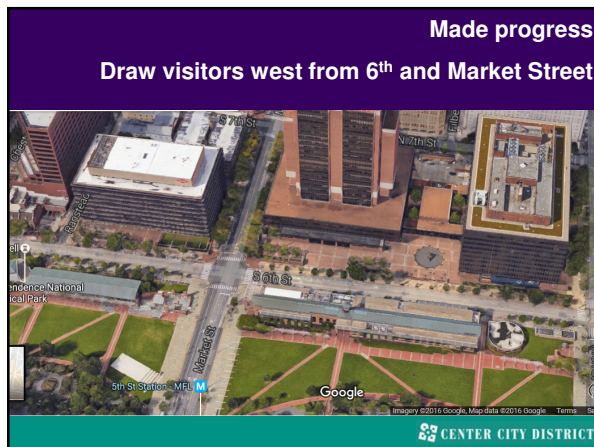
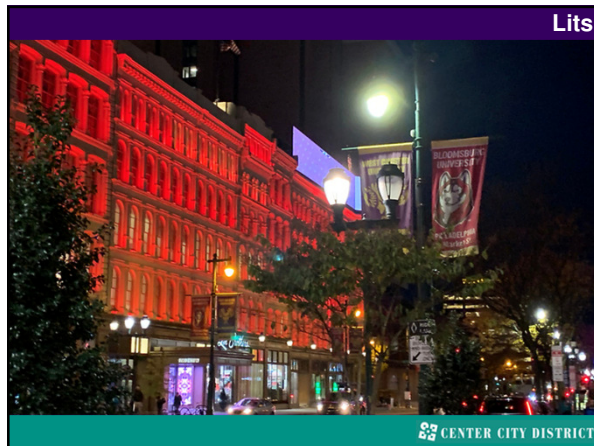
Will extend into office district as workers return



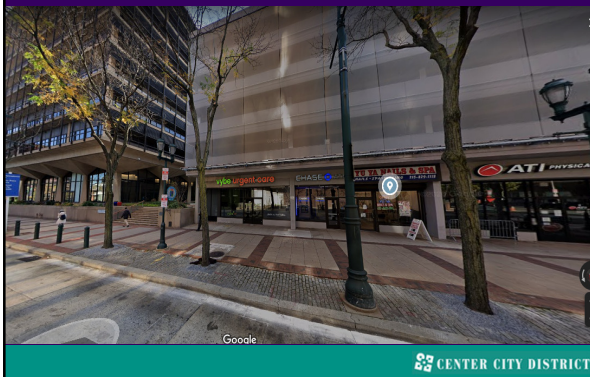








Brandywine Garage: redevelopment opportunity



CENTER CITY DISTRICT

Animate blank space



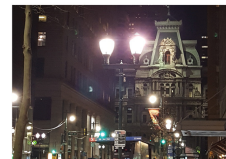
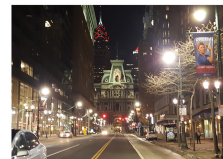
CENTER CITY DISTRICT

What can be done with streetscape enhancements?

60

CENTER CITY DISTRICT

2019-2020 completed upgrade of vehicular lighting to LED



EAST MARKET IMPROVEMENTS
LED STREET LIGHT UPGRADES (COMPLETED)

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

Improved nighttime lighting



CENTER CITY DISTRICT

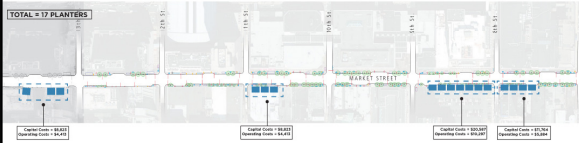
Landscape upgrades



63

CENTER CITY DISTRICT


CCD has maintained 17 existing planters since 1999



TOTAL = 17 PLANTERS

Goals:


- Upgrade planters to create greater aesthetic appeal along Market St.
- Deter litter and loitering in and around current planters
- Fabricate and install cover/screen around the planter



64

CENTER CITY DISTRICT

Proposed upgrades



OPTION A

OPTION B

65

CENTER CITY DISTRICT




CONCRETE PLANTER COVERINGS
PERSPECTIVE - 800 BLOCK MARKET ST.

66


CENTER CITY DISTRICT

Upgrade all 17 = \$50,000 from MSEIA



Goals:

- Upgrade planters to create greater aesthetic appeal along Market St.
- Deter litter and loitering in and around current planters
- Fabricate and install cover/screen around the planter



Concrete Planter Coverings (17 Units)

TOTAL PROJECT COSTS
Fabrication & Install: \$50,000
Annual Maintenance: \$25,000

67

CENTER CITY DISTRICT

Add new planters in empty spaces?



68

CENTER CITY DISTRICT

600 block planters for GSA

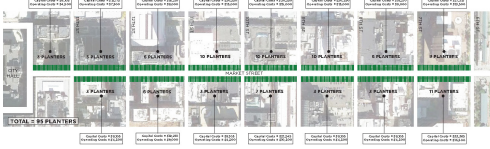
Planter Proposal
2021 03 31
Placement is Approximate



69


CENTER CITY DISTRICT

Maximum potential deployment = 95; \$3,035 each



Goals:

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



Pre-Fab Planters (95 Units)	
UNIT COSTS	
Capital Purchase:	\$1,535
First Planting & Install:	\$1,500
Total:	\$3,035
Annual Maintenance:	\$1,500

TOTAL PROJECT COSTS	
Capital Purchase:	\$145,825
First Planting & Install:	\$142,500
Total:	\$288,325
Annual Maintenance:	\$142,500
15% Contingency*	

MARKET STREET EAST
NEW PLANTER PLAN

70

CENTER CITY DISTRICT

Capital costs supported by owners?



Shared support for operating landscape maintenance costs??

NEW PLANTER POTS
POTENTIAL PLANTER TYPES

Maximum potential deployment = 95; \$3,035 each

Pre-Fab Planters (95 Units)	
UNIT COSTS	
Capital Purchase:	\$1,535
First Planting & Install:	\$1,500
Total:	\$3,035
Annual Maintenance:	\$1,500

TOTAL PROJECT COSTS	
Capital Purchase:	\$145,825
First Planting & Install:	\$142,500
Total:	\$288,325
Annual Maintenance:	\$142,500
15% Contingency*	

72


CENTER CITY DISTRICT

Wrap trees with lighting \$80,000-\$100,000: Discontinuous



CENTER CITY DISTRICT

Design new holiday banner: 44 locations



CENTER CITY DISTRICT

Supported by sponsor recognition: 40 locations



Fabrication = \$165
Installation = \$160
Total = \$325 each

Sponsor recognition



CENTER CITY DISTRICT



6 additional locations

Goals:

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

TOTAL PROJECT COSTS
Hard & Soft Costs: \$5,000,000

78 CENTER CITY DISTRICT





**Funds now go to City General Fund
Important enough for all to lobby to return to MSE?**



88  CENTER CITY DISTRICT



Promotion of events at all locations?

- Virtual brochure that can be shared on all websites
- Press event/release to announce Market East promotion
- Promote key attractions all along the street
- Digital Bus shelters
- Promoted on Banners?
- Musical entertainment on street
- Joint social strategy





 CENTER CITY DISTRICT

Coordinated Holiday promotion: Wednesday night?
Discounted food & drink; hotel room prices?



 CENTER CITY DISTRICT

Coordinated digital screens for December holidays


Goals:

- Coordinate digital screens for holiday promotion

DIGITAL HOLIDAY PROMOTION
LOCATION PLAN

Potential enhancements

- Increase security: two bike officers, 7 days/week 3 pm to 11 pm
- Planters
 - Upgrade existing
 - Add new with property owner participation
- Improve subway headhouses (grant funds)
- Holiday banners (sponsor opportunity)
- Coordinate Winter shopping promotion

 CENTER CITY DISTRICT