



Market Street East

A Place for All

Market Street East Vision Plan

October 2023

Prepared for the Market Street East Improvement Association



SASAKI

Contents

- 1. Introduction: Everyone on Market**
- 2. Market Street East Today**
- 3. Market Street East: A Vision for the Future**

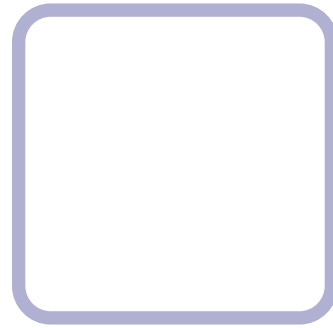
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Introduction

Everyone on Market

Everyone on Market

In the pre-automobile era of the early 20th century, after a hundred years of industrial growth from its colonial origins, the Market East district emerged as the region's premier shopping destination, served by an extensive network of trains, trolleys, and subways. In the mid-20th century, however, automobile-driven suburbanization spurred the creation of 17 shopping malls throughout the region, undermining the primacy of Market East as Philadelphia's Main Street.



Beginning in the 1980s, a significant number of historic buildings, including the Lits and Wanamaker buildings and the Reading Terminal Headhouse, were renovated and repurposed. The opening of the Convention Center in 1994 prompted the conversion of several more historic buildings into hotels and the construction of the 1200 Marriott hotel. Only after 2000 were residential buildings added to the street, fostering greater land-use diversification, but even then, office tenants continued to downsize.

The proposed 76ers arena creates the possibility to further diversify land-use and spur new development on Market East, re-energizing a major urban corridor and helping Market Street East become a *place for all*.



Image sources: Library of Congress, <https://www.loc.gov/item/2016794842/> (top); Center City District (bottom)

Market Street Through History

Philadelphia
Population

2 million

1.5 million

1 million

500,000

Focal point. East Market Street, originally named High Street, was one of Philadelphia's original main streets, a 100-foot-wide thoroughfare laid out in William Penn and Thomas Holme's 1682 city plan. It was an economic and civic anchor of the American colonies and new United States.

1790s

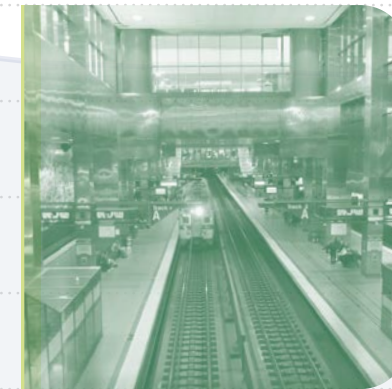
Market Street west from Eighth
Source: Library of Congress



Postwar decline. After World War II, increasing suburbanization caused a decline in Market Street's vitality, with many large department stores closing and the downtown residential population atrophying. The street was altered to prioritize automobile movement.

1960s

Jefferson (formerly Market East) Station
Source: Wikipedia Commons



Empty storefronts. The early 21st century has seen increasing residential development around East Market Street, but the COVID-19 pandemic caused a decline in daily worker presence and transit ridership and an increase in office and retail vacancies.

2020s

2 million

1.7 million

1.6 million



Second Street north from Market Street
Engraving by William Birch
Source: Library of Congress

1900s

Markets and trolleys. As the city expanded westward over the 19th century, the street grew into the bustling commercial and transportation center of an industrial metropolis. Market sheds and trolley tracks lined its blocks from the Delaware River to the new 1901 City Hall.



Market Street east from Twelfth
Source: Center City District

1980s

Transit hub. With regional transit and rail integrated under SEPTA in the 1960s, significant investment in public transportation made East Market Street the heart of the region's transit system, a status cemented by the opening of the Center City Commuter Connection.



1000 block of Market Street
Source: Philadelphia Business Journal

Sources

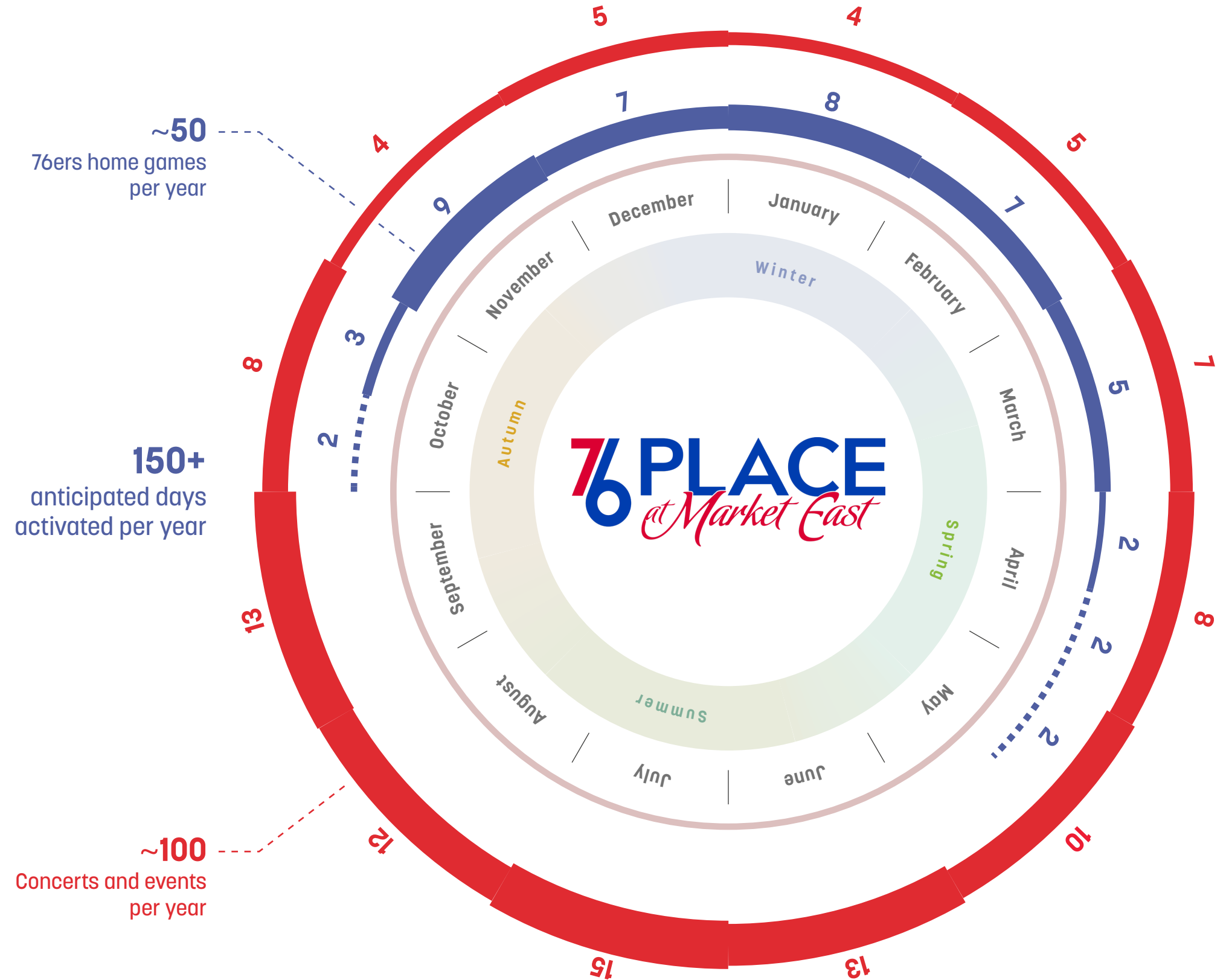
- Center City District, *State of Center City* (2023)
- Cope Linder Architects and Center City District, *Planning for Growth: East Market Street* (2006)
- John Hepp, "Public Transportation," *The Encyclopedia of Greater Philadelphia*, Rutgers University (2014)
- Stephen Nepa, "Market Street," *The Encyclopedia of Greater Philadelphia*, Rutgers University (2017)

New Opportunities

150+ Events Per Year

With 76 Place's projected **2–4 new events each week**, how might the broader neighborhood of Market East respond to the influx of pedestrians, traffic, and increased transit ridership?

- » How will the Arena and its users contribute to and catalyze a renewed **Identity** for Market Street?
- » How can **Mobility** be improved for those who live, work and play on Market Street?
- » What **Communities** are served by Market Street?
- » How does the Arena complement other **Destinations** along Market Street?



Legend

- 76ers regular-season home games
- 76ers pre- and postseason home games
- Concerts and events
- Arena tour (daily, year-round)

Sources: Philadelphia 76ers, Wells Fargo Center

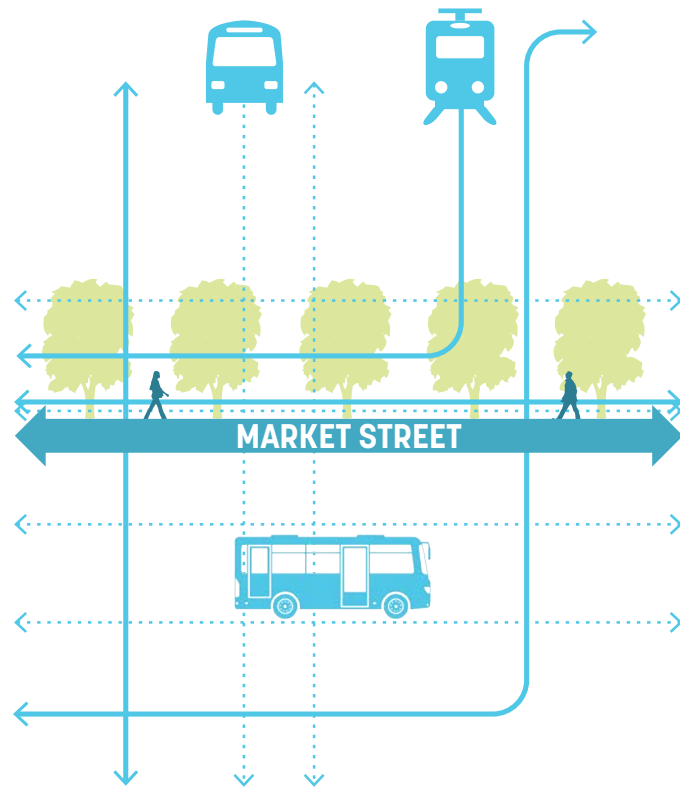
Vision for Market Street East

Four Themes

1 Identity
Diversifying uses on Market Street and filling in the gaps



2 Mobility
Enhancing access to and along Market Street



3 Communities
Sustaining and connecting nearby neighborhoods

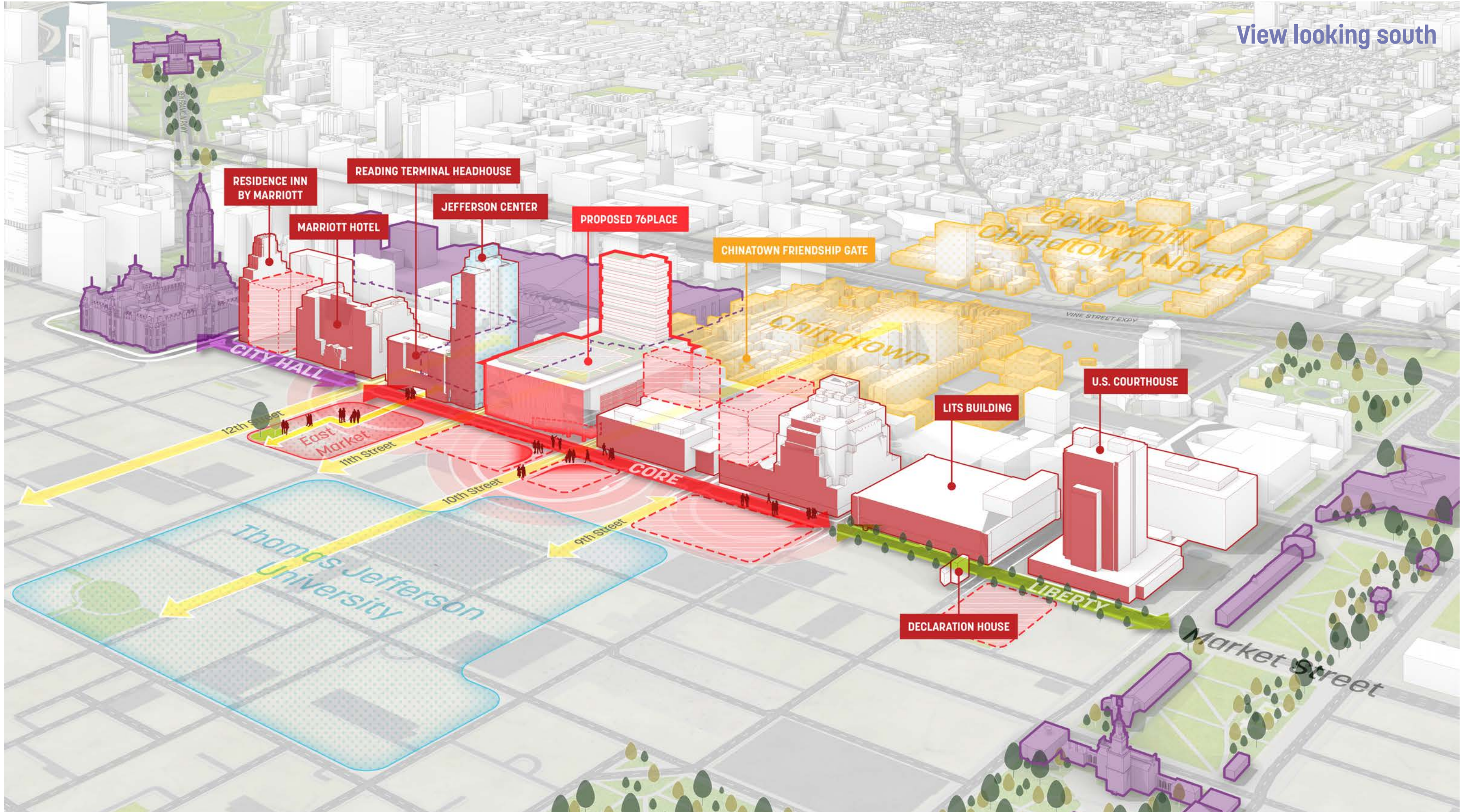


4 Destinations
Connecting iconic destinations and vibrant public spaces



Vision for Market Street East

A Vibrant Mixed-Use Corridor



View looking south

2

Market Street East

Today

Identity

Historic Assets



1 Residence Inn by Marriott



2 Wanamaker Building



3 PSFS Building







4 Reading Terminal Headhouse

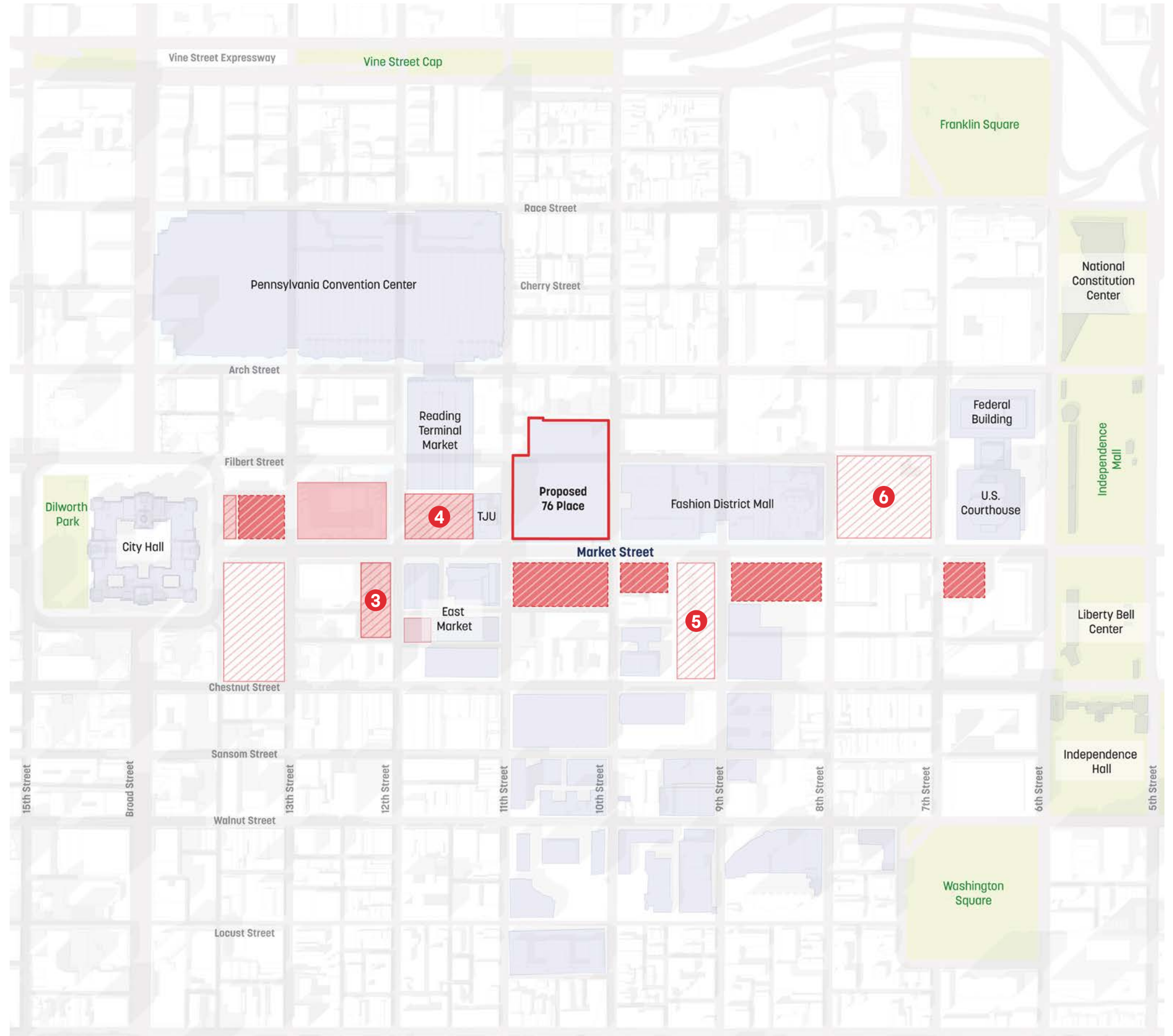
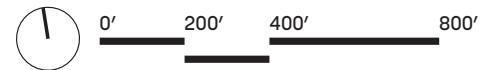


5 Nix Courthouse



6 Lits Building

-  Historic assets
-  Hotels/historic assets
-  Hotels
-  Potential development sites



Identity Hotels



1 Residence Inn by Marriott



2 Marriott Downtown







3 Loews Philadelphia

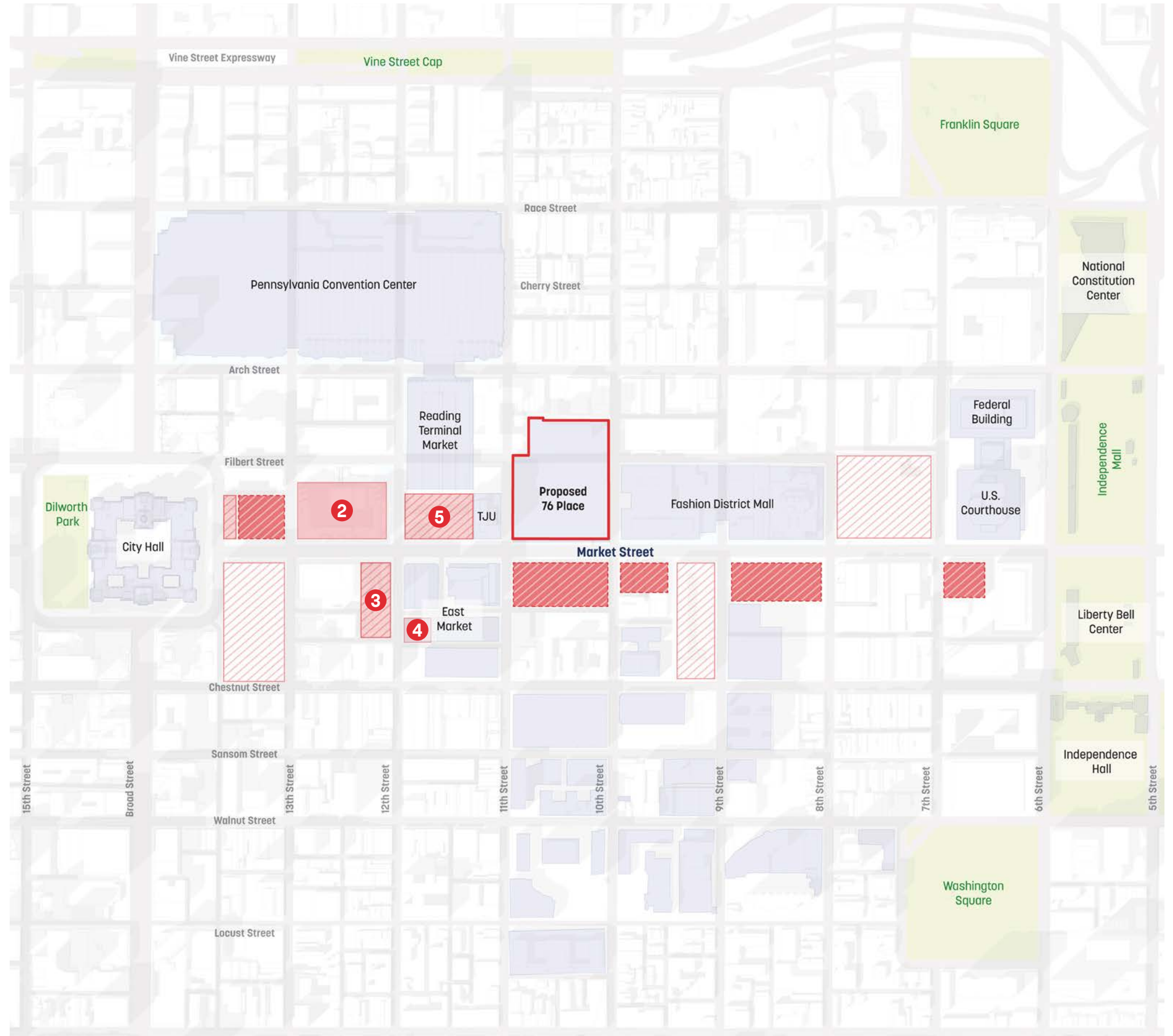
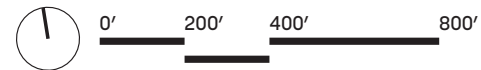


4 Canopy by Hilton



5 Marriott (Reading Headhouse)

-  Historic assets
-  Hotels/historic assets
-  Hotels
-  Potential development sites

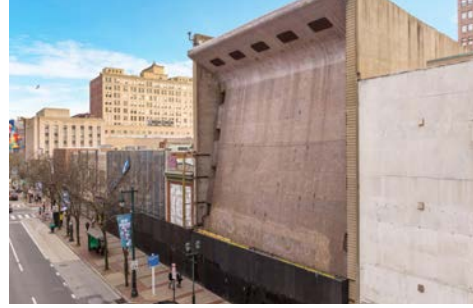


Identity

Potential Development Sites



1 1300 Block



2 1000 Block







3 900 Block

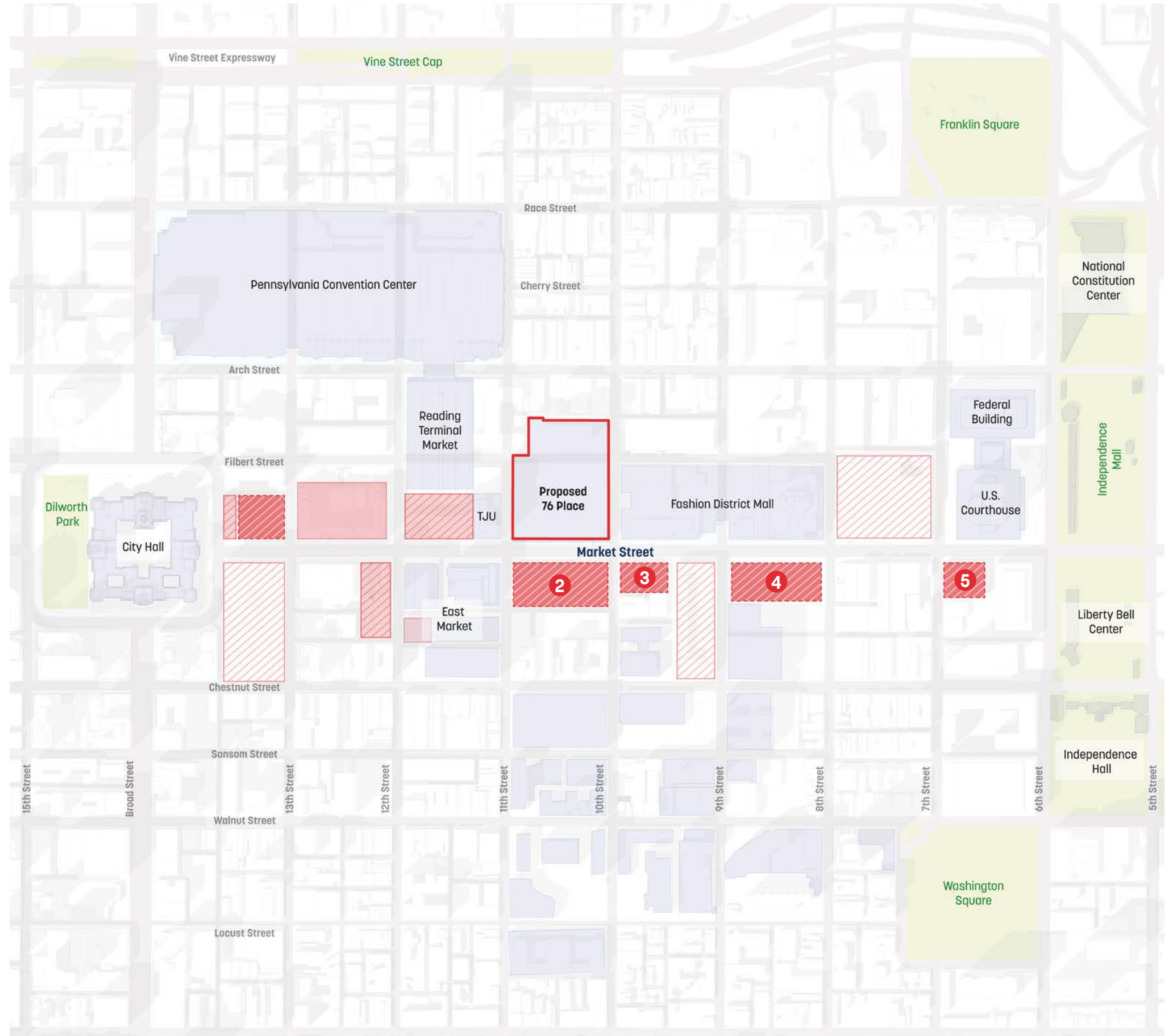
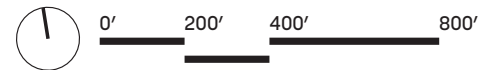


4 800 Block



5 600 Block

-  Historic assets
-  Hotels/historic assets
-  Hotels
-  Potential development sites







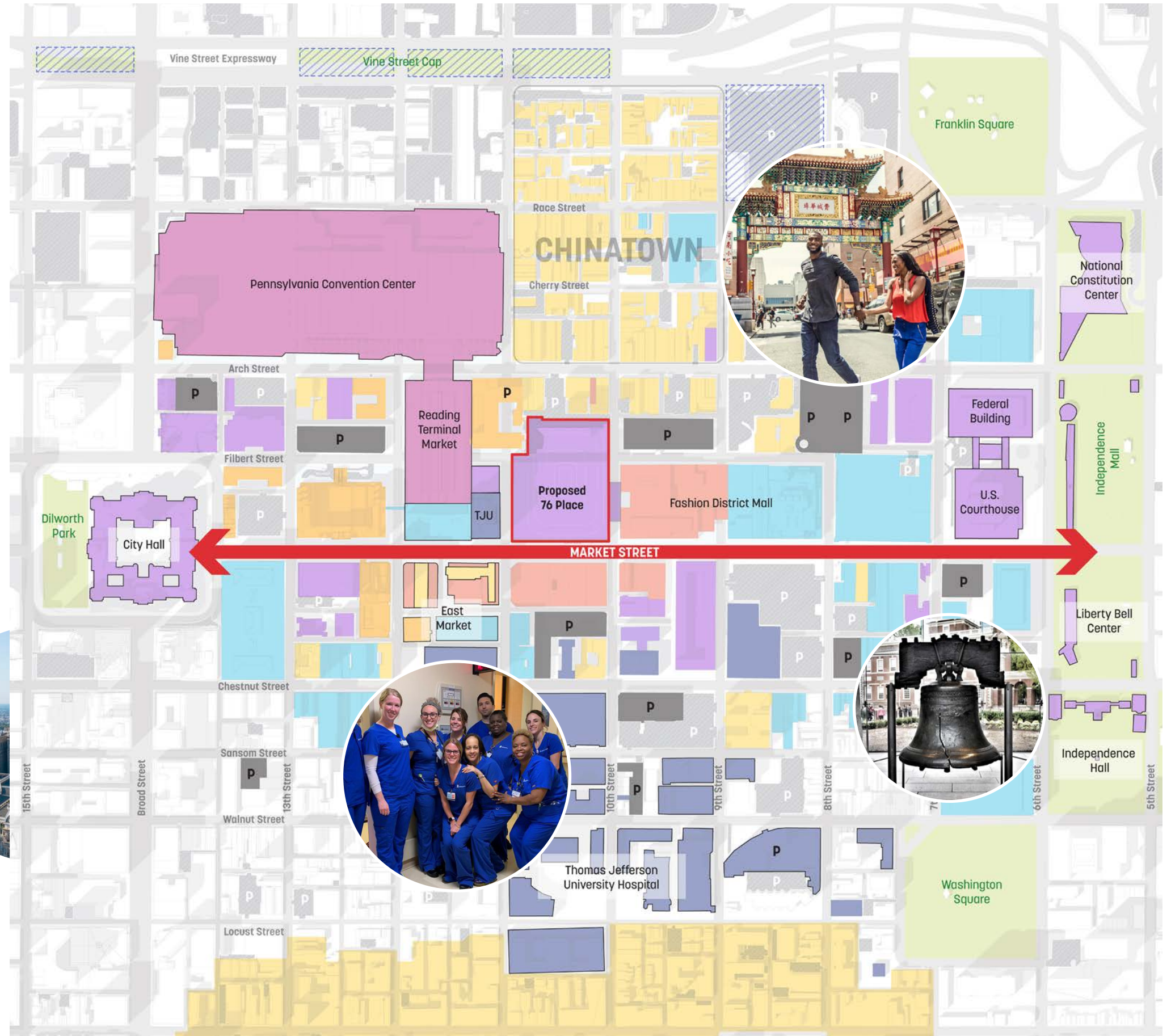
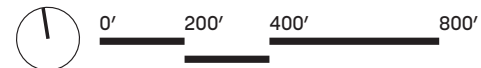
Identity

Building Uses

- » Market East currently has a negative image, with a changing retail landscape and declining office occupancy making it less active and attractive
- » The district contains many single-use buildings and low residential density
- » There is currently limited temporal activation on Market East: the street is quiet on evenings and weekends

LEGEND

-  Planned development sites
-  Major buildings
-  Residential
-  Hotel / Hospitality
-  Retail
-  Convention Center
-  Civic / Cultural / Government
-  Office / Commercial
-  Medical / Health
-  Parking garage
-  Surface parking
-  Transit lines
-  Station below



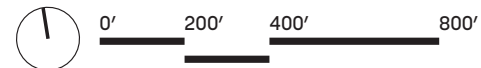
Identity

Retail Frontage and Parking

- » Spotty retail frontage creates inconsistent street activation
- » Most Fashion District retail premises are only accessible from the interior of the mall
- » Many surface parking lots and structures disrupt the pedestrian experience
- » A high concentration of bridges over streets north of Market creates physical and perceptual barriers

LEGEND

- Arena entry point
- 10-minute walk from arena
- Walking route from parking to arena
- Active frontage
- Window-display frontage
- Inactive frontage
- Parking structure
- Surface parking
- Bridge above street



Mobility Transit

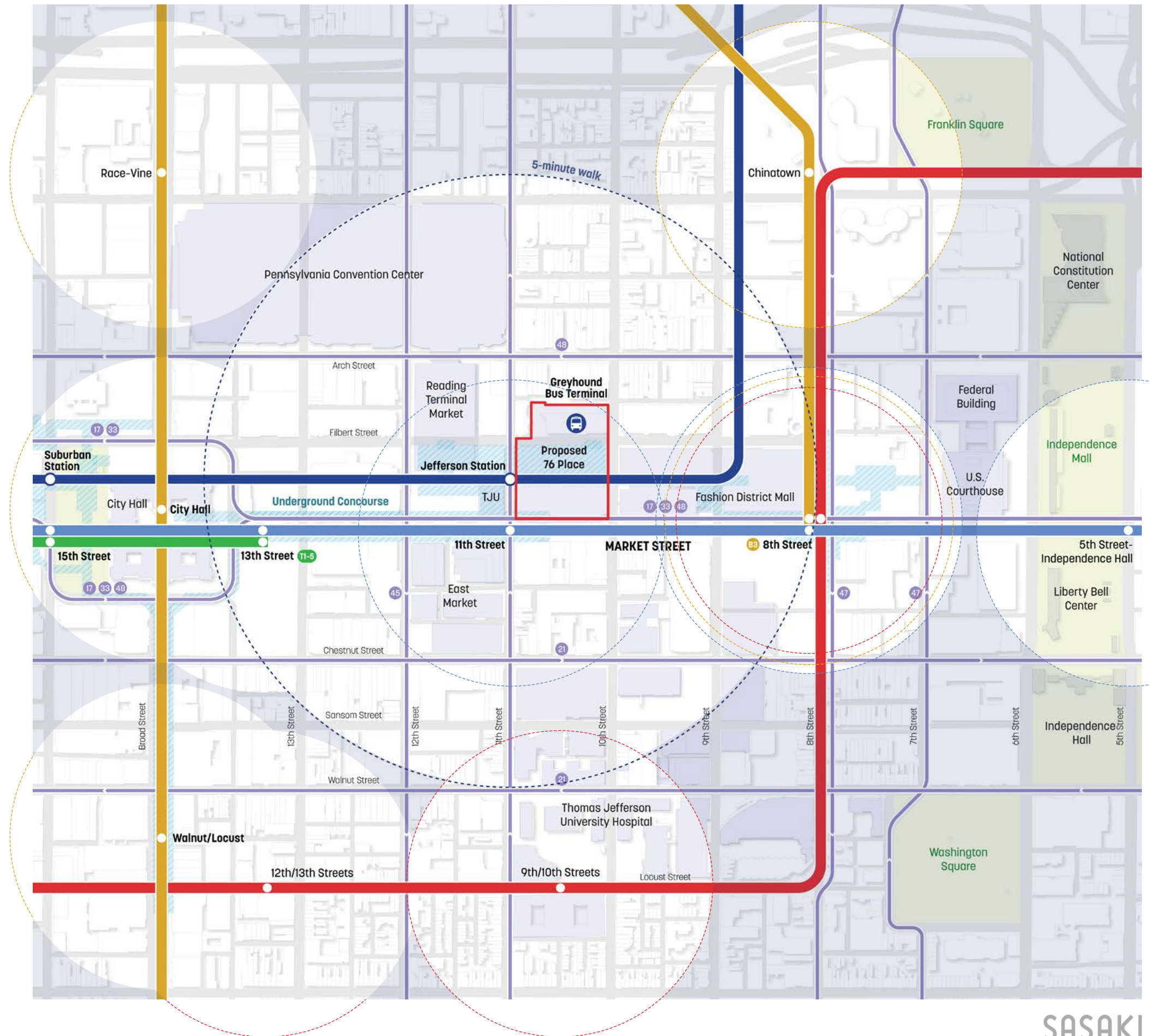
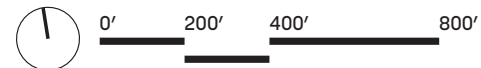
- » Market Street is very well served by transit, and host to a large volume of bus and rail traffic, with connections to both local and regional destinations
- » The vast majority of the surrounding area is within a 2½-minute walk of transit
- » There is currently poor transit visibility on Market East: subway headhouses and bus shelters are in poor condition, and Jefferson Station has inadequate signage on Market Street itself
- » Market Street’s functional role as major bus corridor diminishes the pedestrian experience
- » The transit ridership decline since COVID and SEPTA’s budget issues pose more systemic problems for mobility

64,227
SEPTA Regional Rail average daily ridership (2023)

Source: SEPTA

LEGEND

- Market-Frankford Line
- Broad Street Line
- Trolley Lines
- PATCO High-Speed Line
- Regional Rail
- Key Bus Routes



Mobility

76 Place Access

- » The new Arena has the potential to substantially increase transit ridership and mode split for large events
- » There are over 20 large public parking facilities within two or three blocks of East Market Street
- » Significant increases in pedestrian traffic, especially in the evenings, has the potential to reinvigorate the surrounding neighborhoods

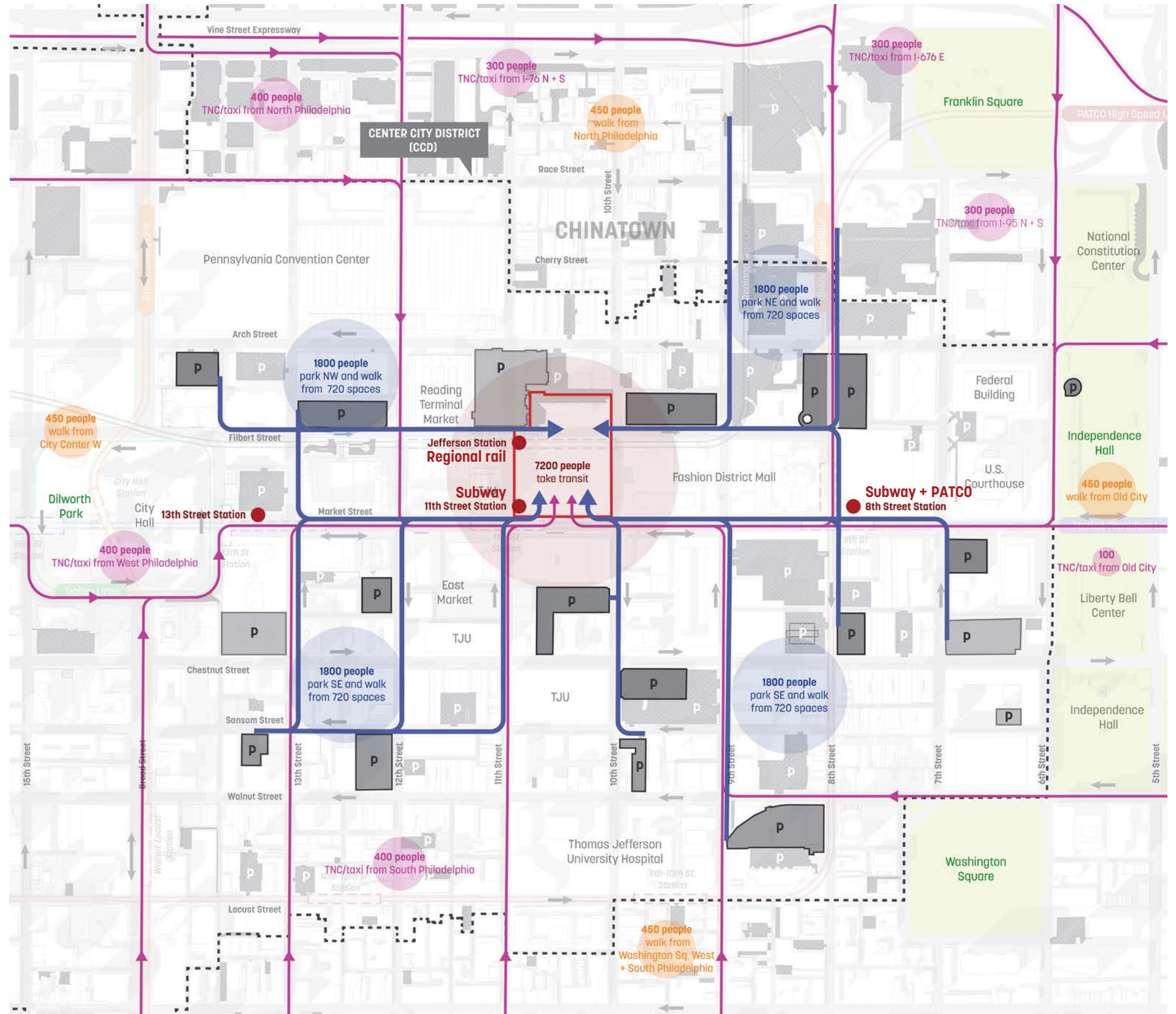
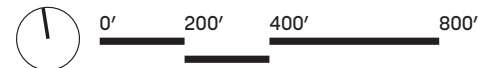
- 40% Transit
- 40% Drive
- 10% Walk
- 10% Ride-hailing or taxi

Source: Philadelphia 76ers estimate

+/- 11,000 parking spaces in vicinity of arena

LEGEND

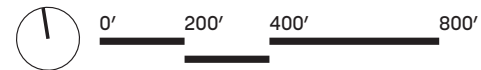
- Parking structure
- Podium parking
- Surface parking
- 500 people
- Transit station
- Walking route from parking facility to arena
- Ride-hailing service/taxi route to arena



Communities

A Disconnected District

- » Market Street is not currently a place where communities come together: it is more a divider than a uniter
- » Various large, blank building walls on the north side of Market Street—along with many bridges over streets—create a physical and perceived barrier between Chinatown and Market Street
- » Chinatown has expressed concern that the Arena may prompt gentrification and displacement in their community
- » The Washington Square West neighborhood and, to a lesser extent, Thomas Jefferson University Hospital, lack a sense of connection to Market Street
- » New developments on Market East should reinforce north-south connections to neighborhoods and adjacent institutions



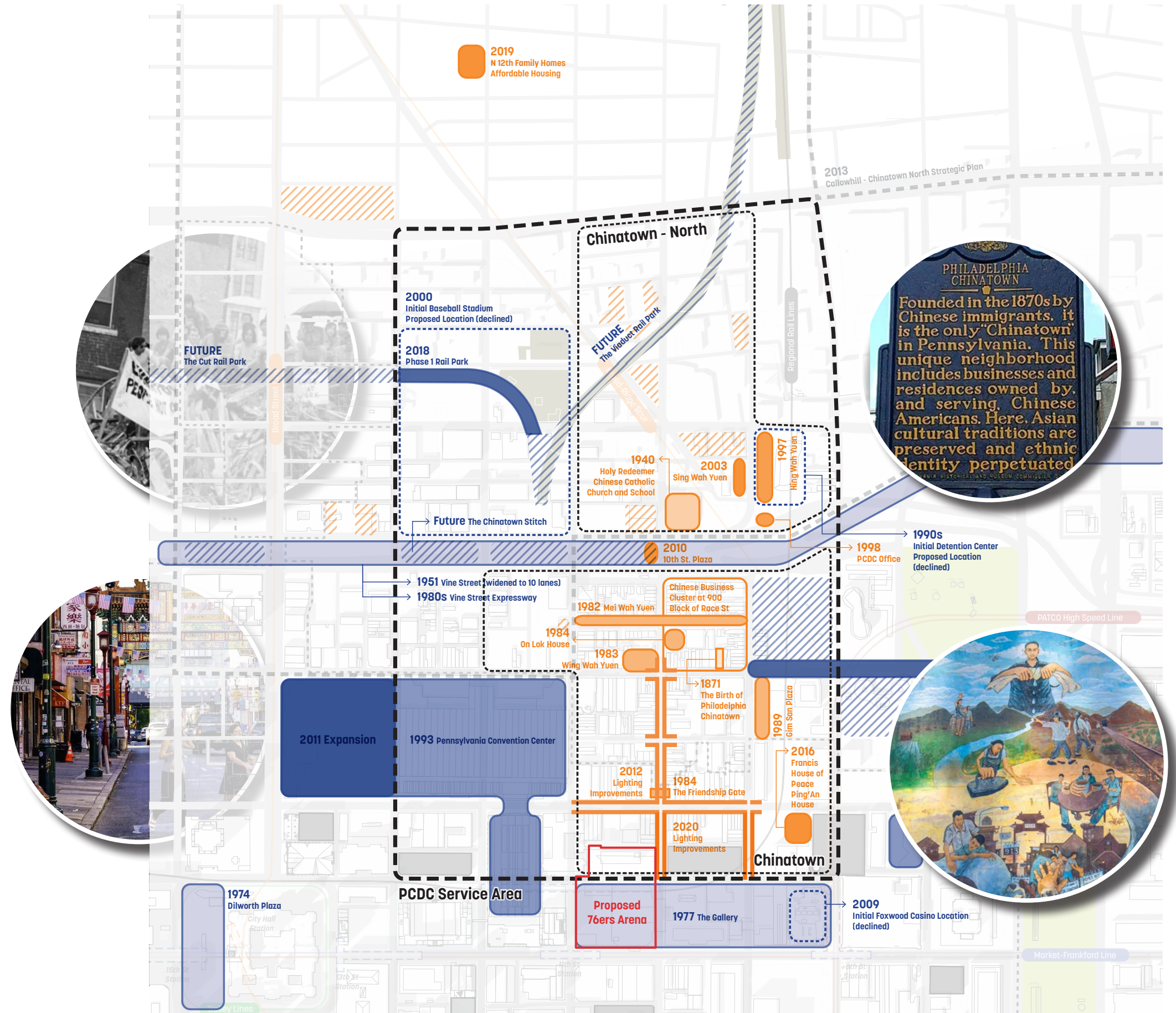
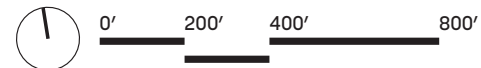
Communities

Chinatown's Story

- » From a single laundry store opened by Lee Fong on Race Street in 1871, Chinatown has grown to become a robust neighborhood and commercial area with a strong community identity
- » As it expanded in the 20th century, and in response to varied public and private development, Chinatown has advocated for the preservation of its neighborhood integrity both north and south of Vine Street
- » Today, the proposed Vine Street cap is an opportunity to reconnect across the 1980s expressway
- » New development around Franklin Square, including the improvement of intersections and sidewalks, will benefit pedestrians in and around Chinatown

LEGEND

- Chinatown boundary as defined by PCDC
- PCDC service area as defined by PCDC
- Proposed Arena
- Planned Development sites
- Chinatown Adjacent Interventions (From old to recent)
- Chinatown Specific Interventions (From old to recent)



PHILADELPHIA CHINATOWN
 Founded in the 1870s by Chinese immigrants, it is the only "Chinatown" in Pennsylvania. This unique neighborhood includes businesses and residences owned by, and serving, Chinese Americans. Here, Asian cultural traditions are preserved and ethnic identity perpetuated.

Data and image source: Philadelphia Chinatown Development Corporation, <https://chinatown-pcdc.org/about/history/>

Destinations

Isolated Anchors

- » The Market East district contains several large destinations attracting tourists and visitors, but they are not well linked
- » Independence Mall is isolated from Market Street by unwelcoming federal buildings
- » The Fashion District is a destination, but a challenged one: its inward focus does not help activate Market Street
- » There is a gap in arts and cultural institutions between the Broad Street/Parkway Museums clusters and Old City





Market Street East

Vision for the Future

Vision for Market Street East

Identity

- » Create a **vibrant mixed-use district** by developing underutilized blocks and adding new housing, retail, and cultural venues that thrive on game day and every day

Mobility

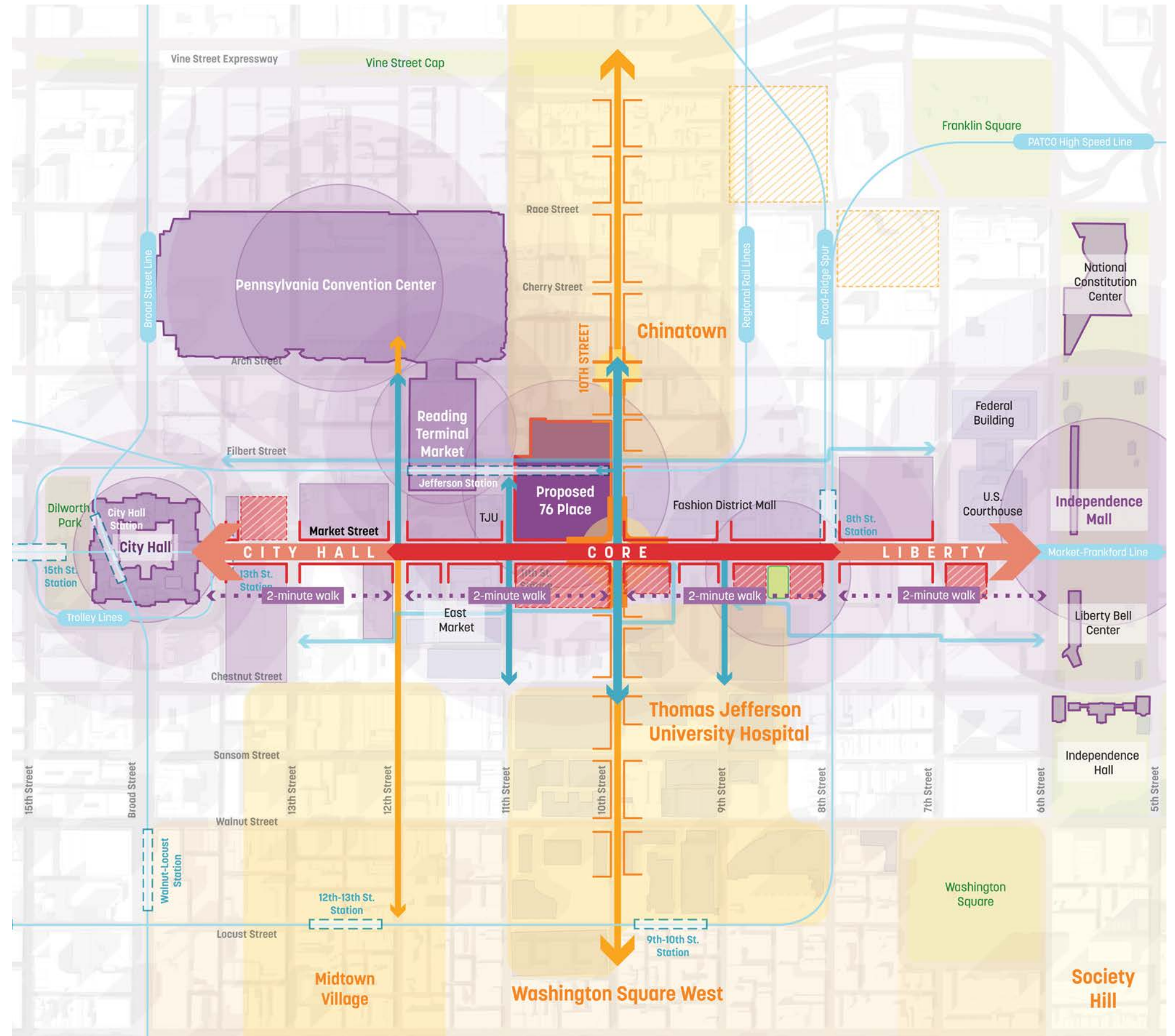
- » Increase the **visibility of access points to transit**, including Jefferson Station and the subway, via Market Street headhouses
- » **Improve the streetscape** along Market Street with new paving, planters, trees, hanging baskets, and banners to enhance pedestrian comfort and safety

Communities

- » Coordinate streetscape improvements along 10th and 11th Streets to **enhance connection** between neighborhoods north and south of Market Street
- » **Limit bridges and visual obstructions** across 10th Street to celebrate the connection to Chinatown

Destinations

- » Create a **new destination at the core of Market Street**, leveraging the Arena to redevelop the four corners at the intersection of 10th and Market around a new civic plaza

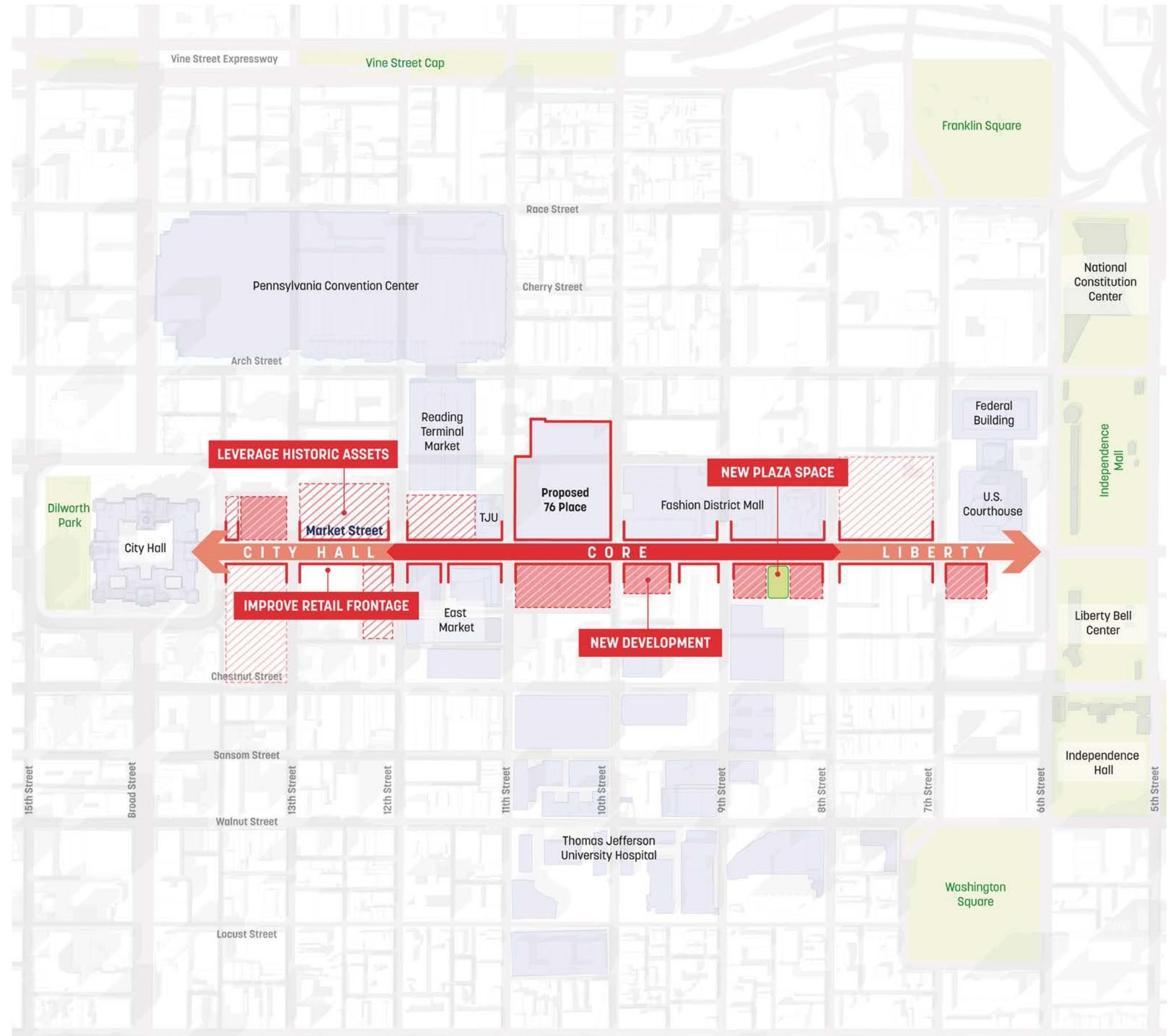


Identity

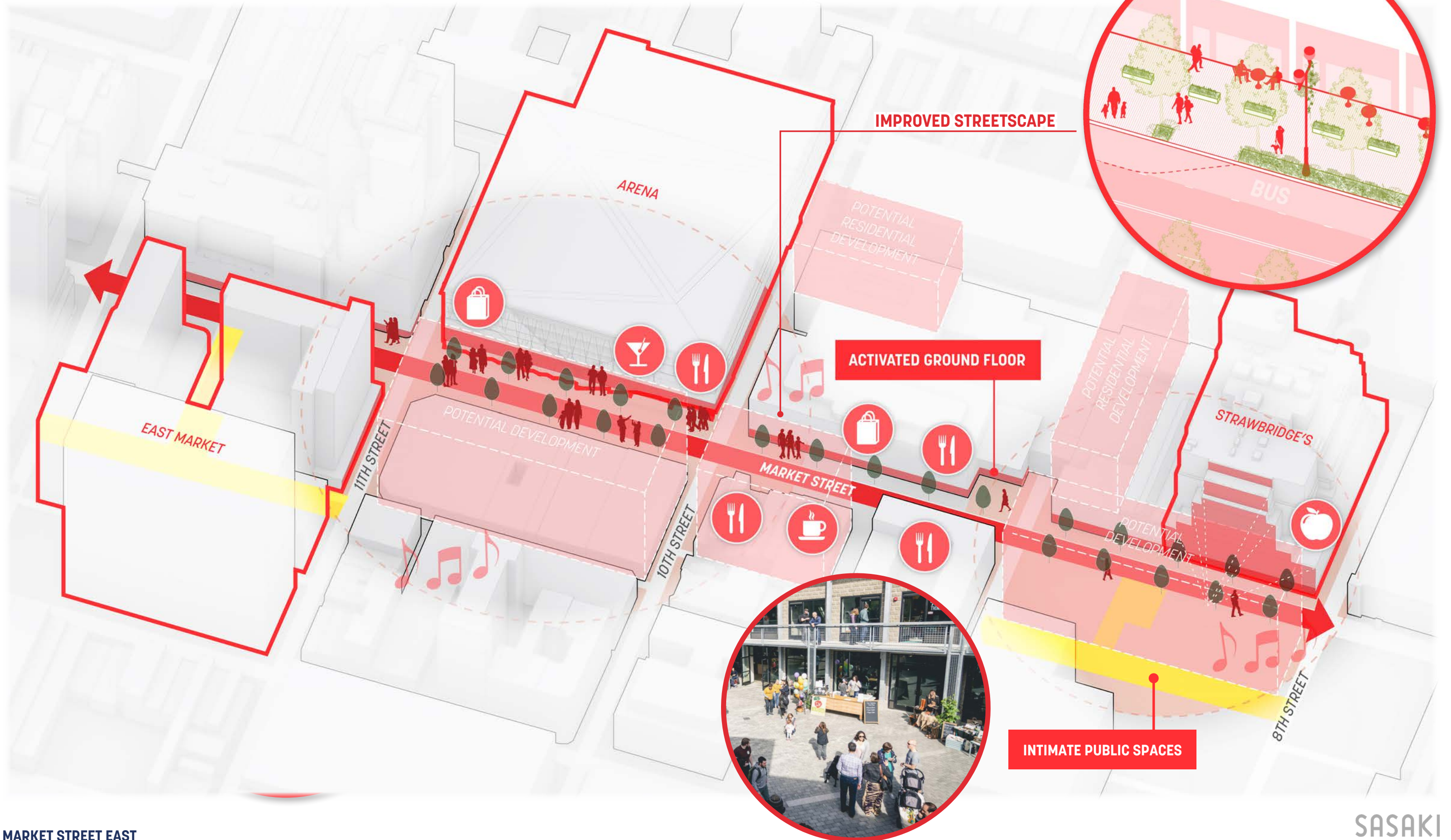
A Place to Be

The following interventions should be prioritized to help transform the identity of Market Street into a place where people want to live, work, and play:

- » The Arena should not be considered a free-standing project but rather one that **stimulates a broader process of revival** on Market East
- » Curate a **retail strategy unique to Philadelphia** and Market Street that features local businesses and communities
- » Introduce **temporary open space** on the surface parking lot between 8th and 9th while encouraging new development here to fill in the gap
- » Incentivize the **redevelopment of underutilized parcels** along the street, and encourage residential and mixed-use buildings that will help create 24-7 activity
- » Foster a culture around non-sports related events that will take place at the Arena, such as concerts, by creating **smaller-scale, complementary arts and music venues**
- » Look for moments throughout the year when Market Street or nearby street sections might be temporarily narrowed or closed to through traffic to host **holiday markets or weekend festivals**
- » Invite people to walk along Market Street by creating **more transparency and access** in the opaque and closed facades of the Fashion District and other buildings



Identity A Place to Be

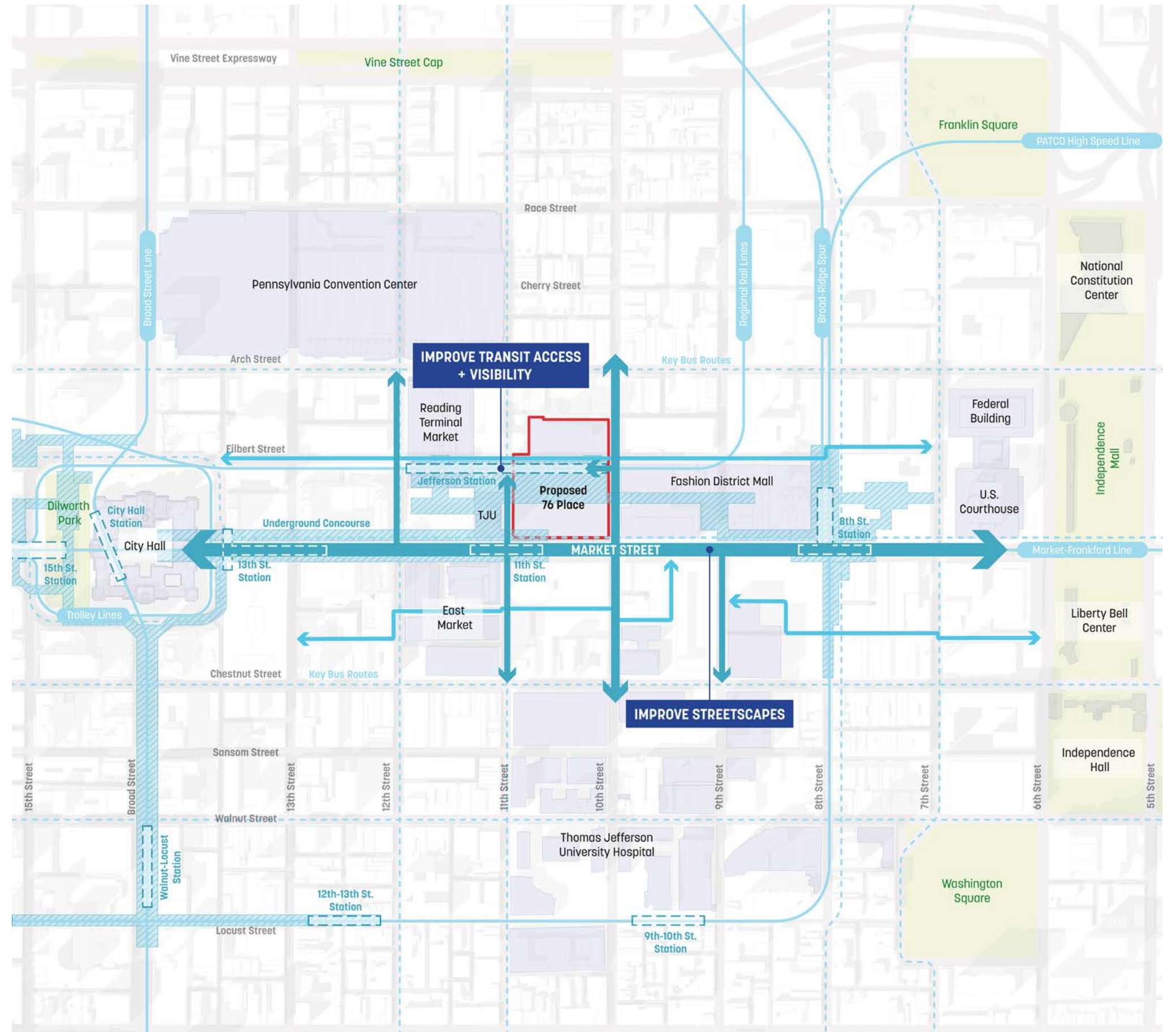


Mobility

Getting To and Moving Through

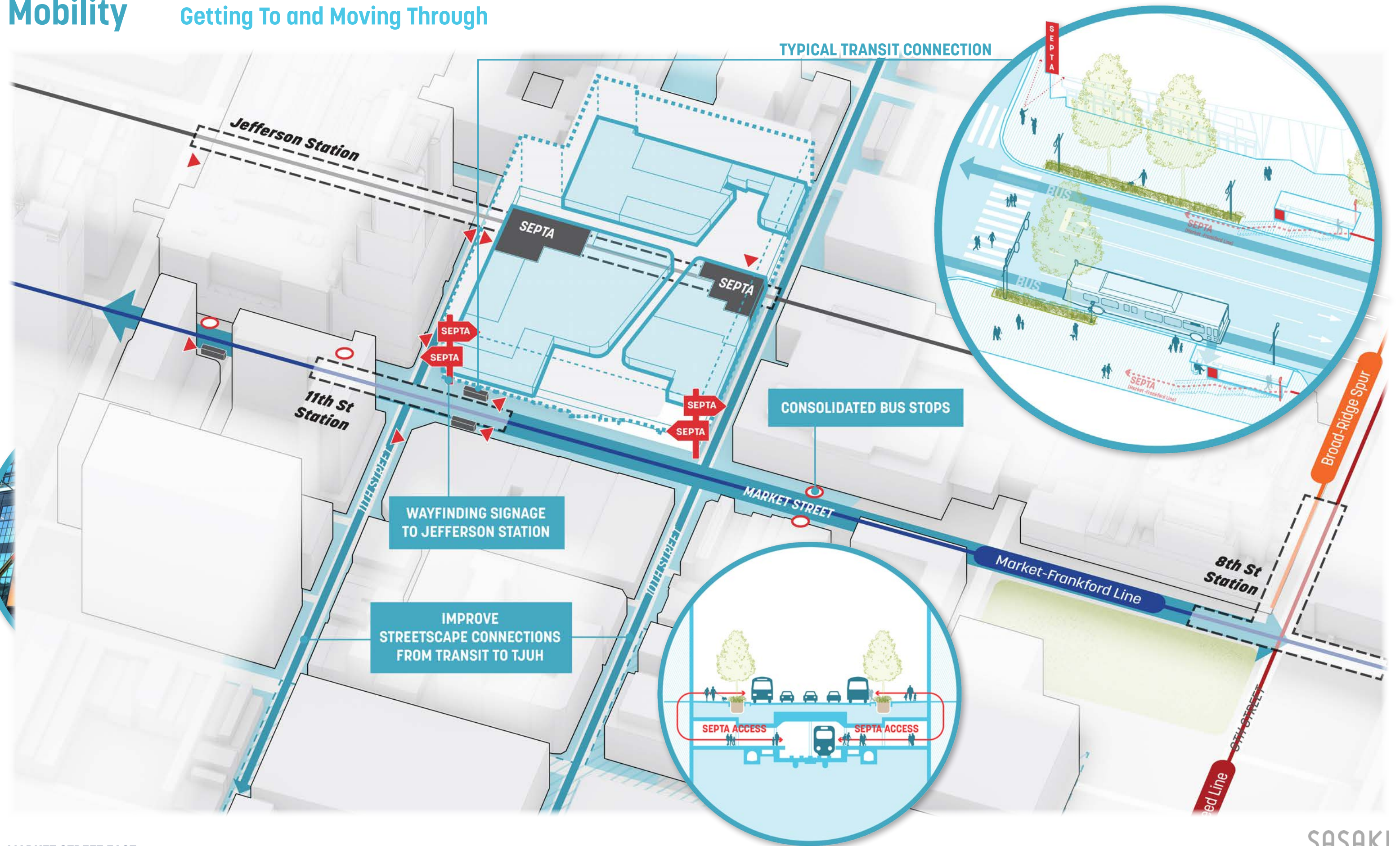
Market Street plays a major role in the Philadelphia's transit system, with numerous train and bus routes serving residents, workers, and visitors alike. This functionality should be improved through new investment in infrastructure and operations, in conjunction with new development opportunities:

- » Improve **signage and accessibility** to Jefferson Station along 10th and 11th
- » Add **raised crossings** to enhance pedestrian comfort at key intersections
- » Consolidate and **streamline bus service** and stops along Market Street
- » Invest in **new subway headhouses and bus stops** to create a consistent identity and improved access for public transportation
- » Invest in new, **improved street furniture**
- » Add **more greenery** with new street trees, planters, and hanging baskets
- » Commission **public art and murals** on blank walls to enliven the pedestrian experience and visual identity of the street
- » Enhance **secondary east-west connections** in alleyways north and south of Market Street to build on the scale of spaces created by the East Market project



Mobility

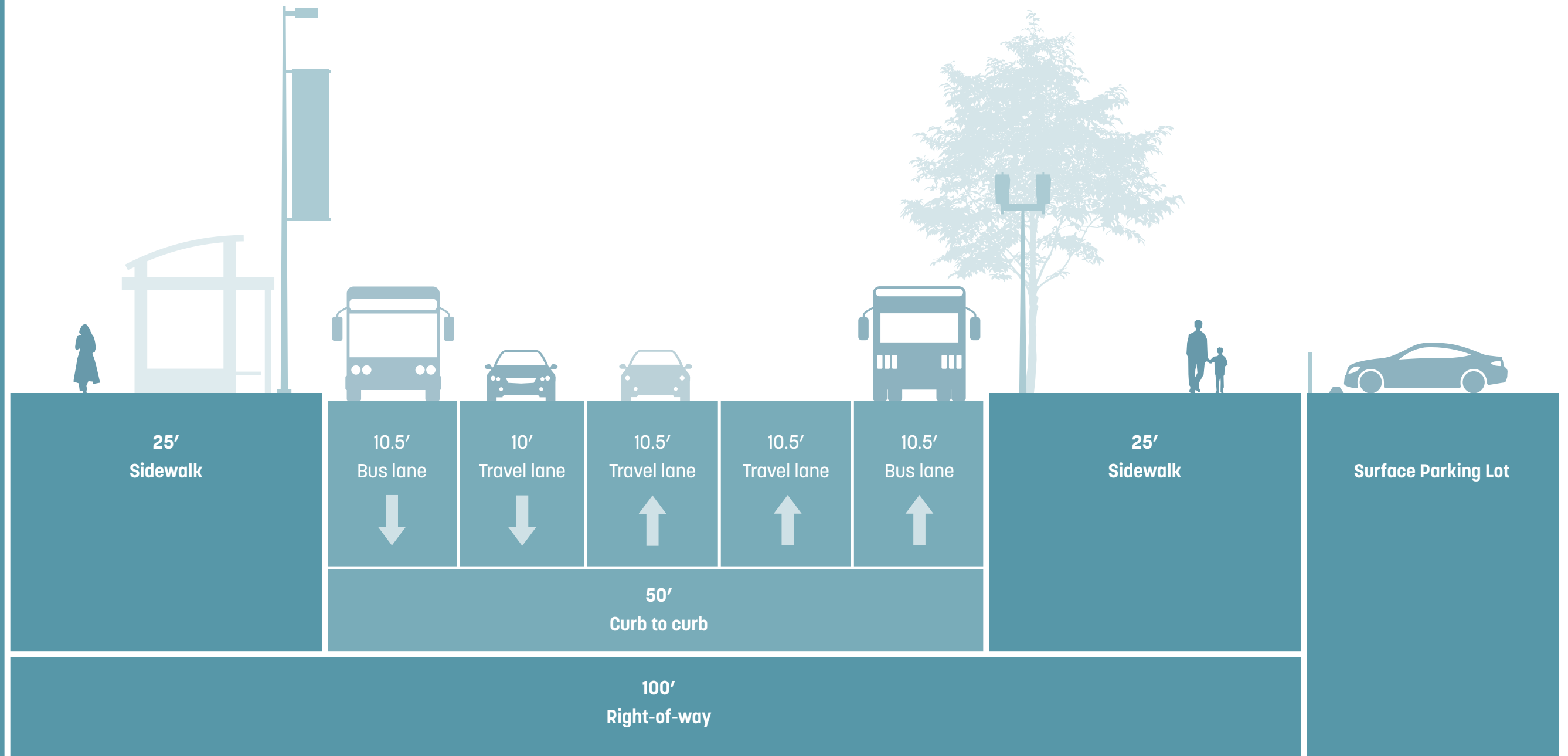
Getting To and Moving Through



Mobility

Typical Section: Existing

The existing streetscape is comprised of an inconsistent mix of paving motifs and fixtures from a variety of eras. Coupled with the vacant lots and empty storefronts, the street lacks a cohesive identity and the kind of activity that makes for a comfortable public realm. Safety is also a concern, with minimal separation between the high volume of bus traffic and sidewalks.



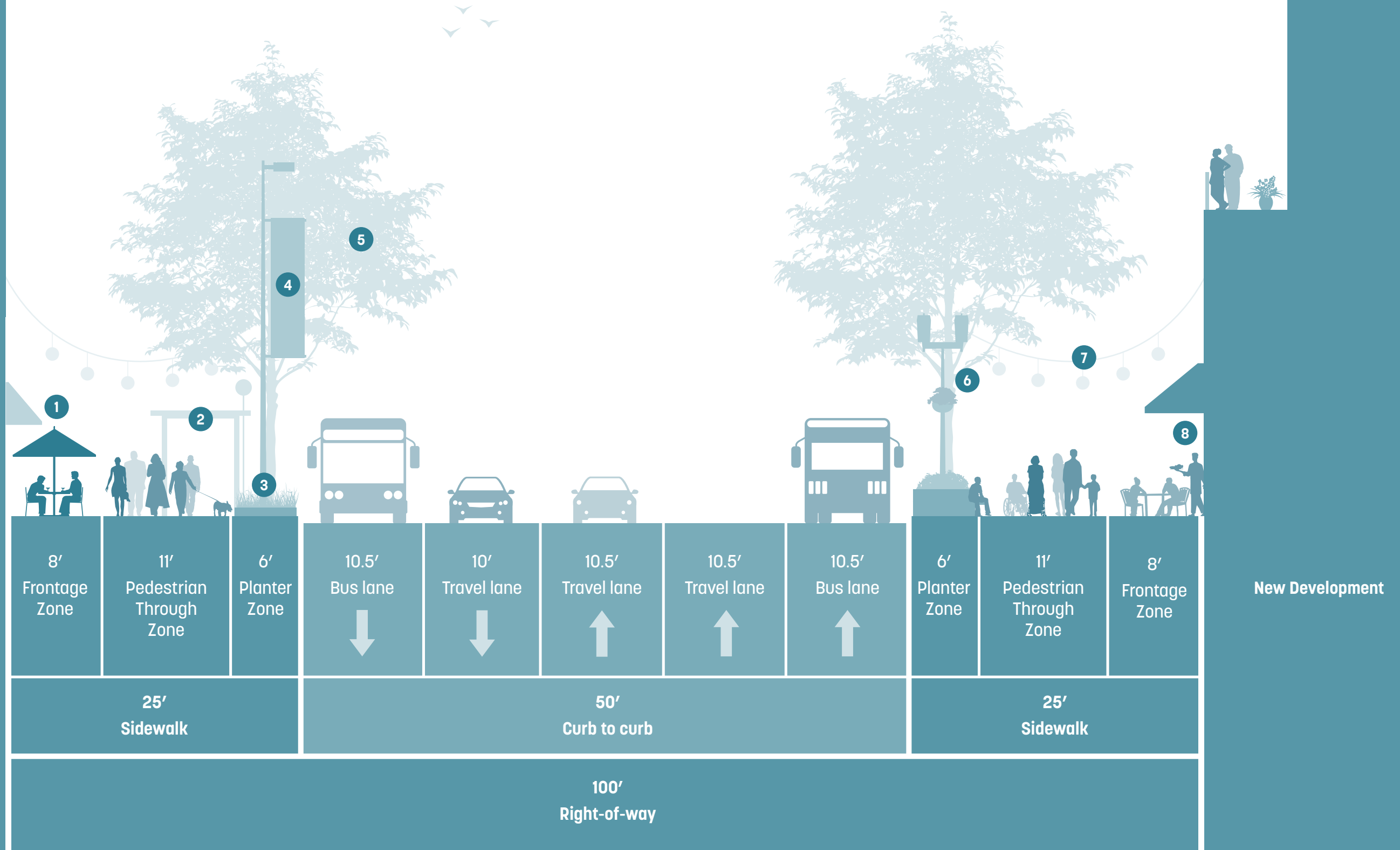
Typical dimensions;
exact section varies

Mobility

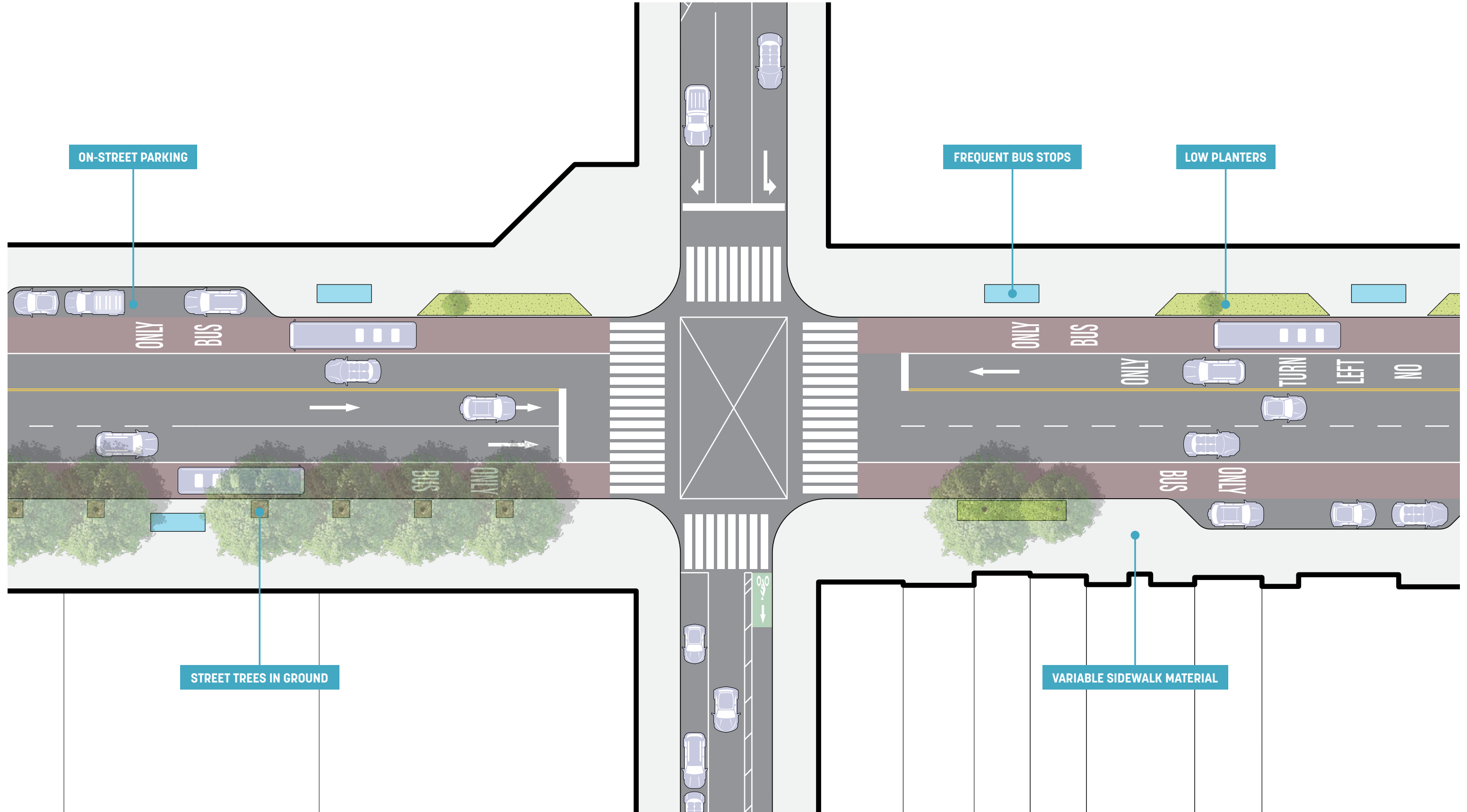
Typical Section: Proposed

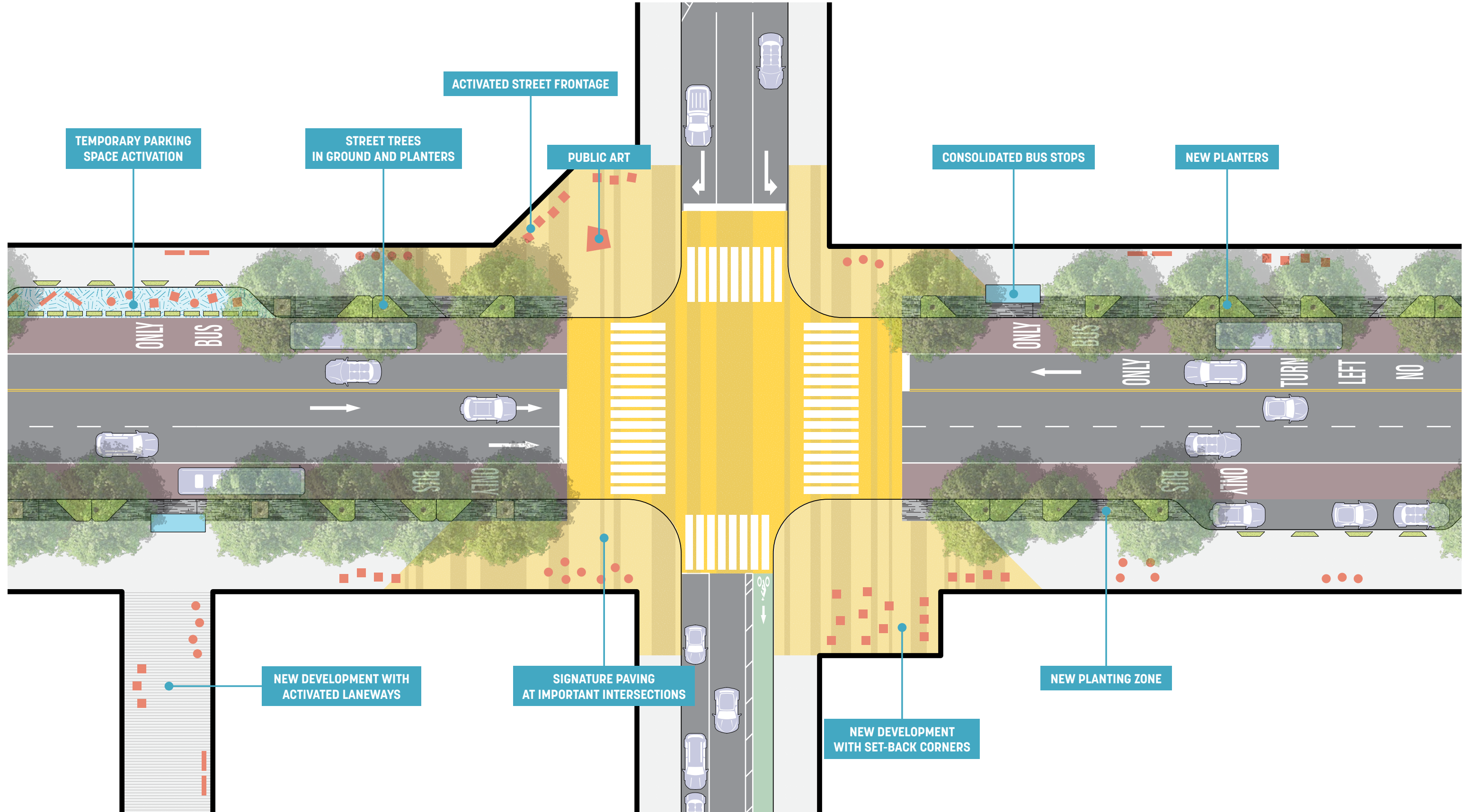
Recommended improvements

- 1 Activated frontage zone with consistent paving
- 2 New consistent headhouses and bus shelters
- 3 New consistent planters and paving in curbside buffer zone
- 4 Consistent banner program conveying Market East identity
- 5 New street trees in planters and ground
- 6 Consistent hanging baskets on light poles
- 7 Hanging lights on sidewalks
- 8 New development with active ground-floor uses



Typical dimensions;
exact section varies



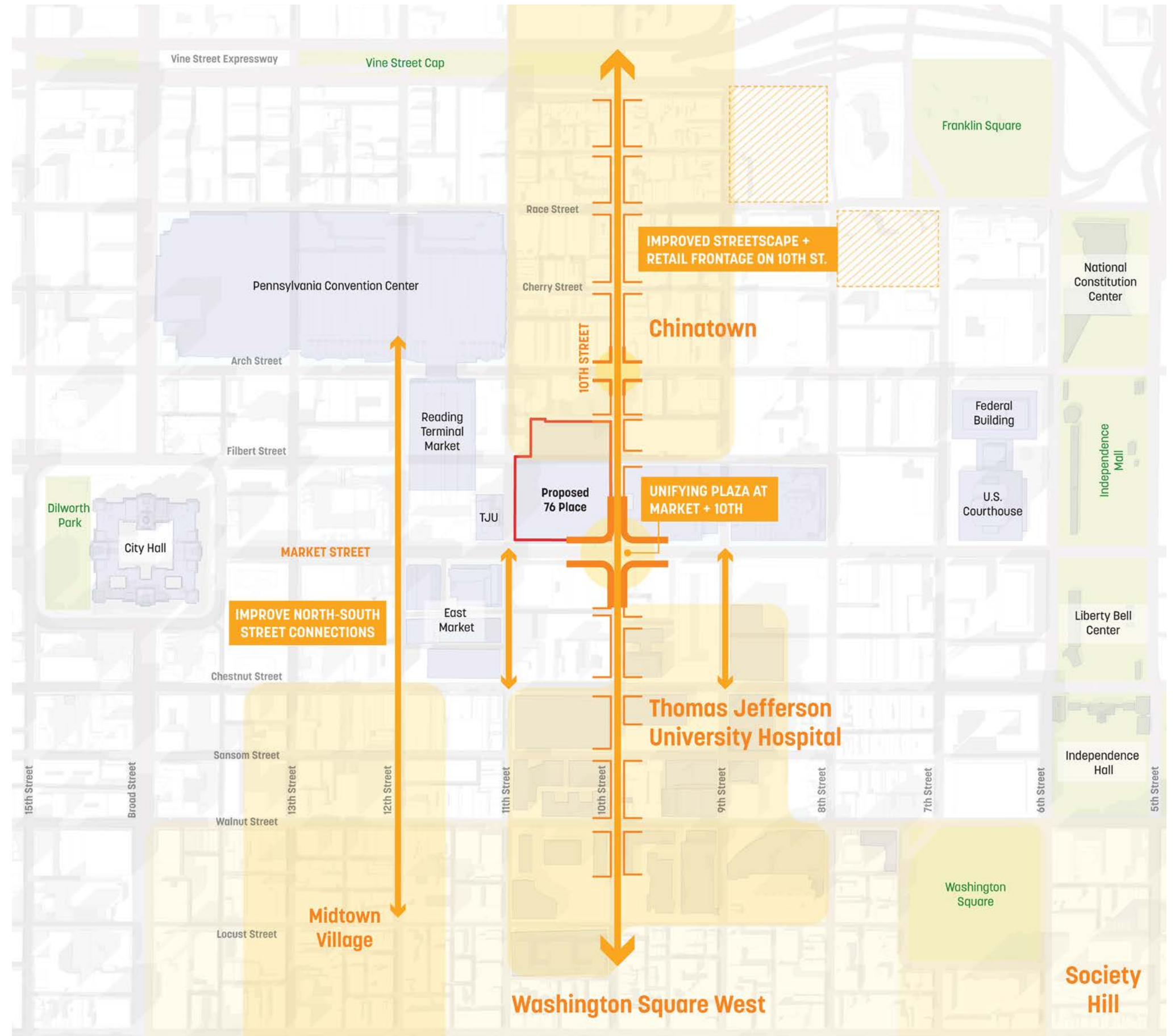


Communities

Sustaining People

The east-west orientation of Market Street is reinforced by many of the large-footprint buildings and their associated sky bridges, which physically and visually isolate areas to the north and south of Market. New interventions should celebrate, connect, and sustain the various communities that meet on Market.

- » Invest in **major streetscape improvements** along 10th Street, linking Chinatown and Thomas Jefferson University Hospital, with environmental graphics, paving, striping, curbs, lighting, trees, signage and furniture
- » Reduce or **re-imagine the sky bridges** over 10th Street to enhance the visual connection between Chinatown and Market Street
- » Provide **curbside or ground-level venues for lunch and coffee** along 8th and 9th streets to create a more welcoming experience for TJUH employees and visitors going to and from Market Street
- » Invest in streetscape improvements along 12th Street focused on creating an active street frontage, environmental graphics, and updated furniture, lighting, and paving, better linking the Convention Center to Midtown Village



Communities Connecting Neighborhoods

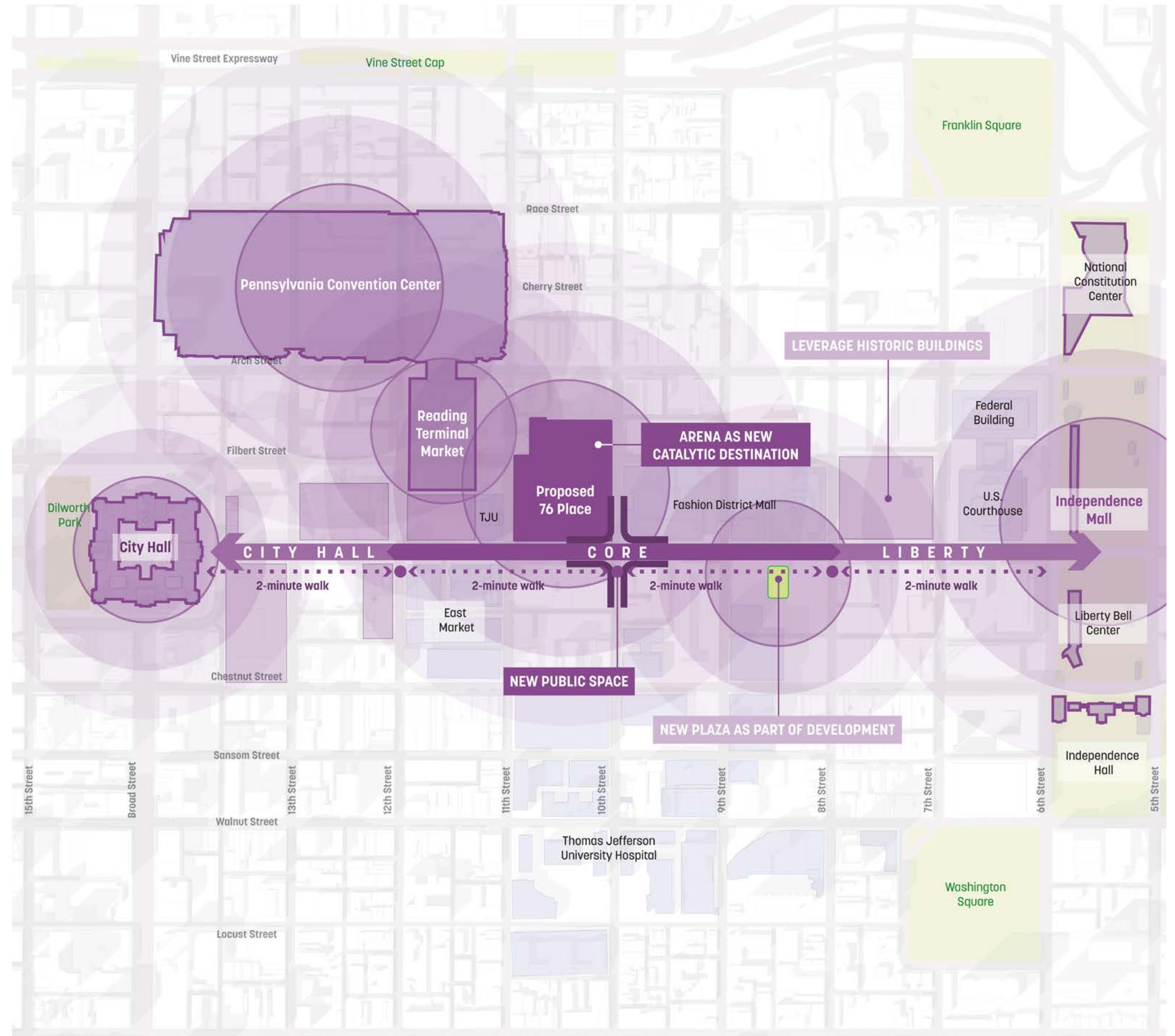


Destinations

The Arena as a Potential Catalyst

The proposed 76 Place Arena, located at the midpoint of the street between City Hall and Independence Mall, has the potential to become a new civic destination at the heart of Market Street. To ensure that this endeavor is successful and contributes to the overall vitality of the city, the following should be achieved:

- » Ensure that the arena is designed as a **great urban building** on Market Street and contributes to the vitality of the street both on game day and every day
- » Position the arena and reinvigoration of the Fashion District as a way to reactivate the street, and **break down north-south barriers**
- » Design and build a **new civic plaza** at the intersection of 10th and Market in conjunction with redevelopment of the four street corners
- » Introduce another significant destination between the arena and Independence Mall to **entice people to walk** along the eastern end of Market Street



76 Place Arena



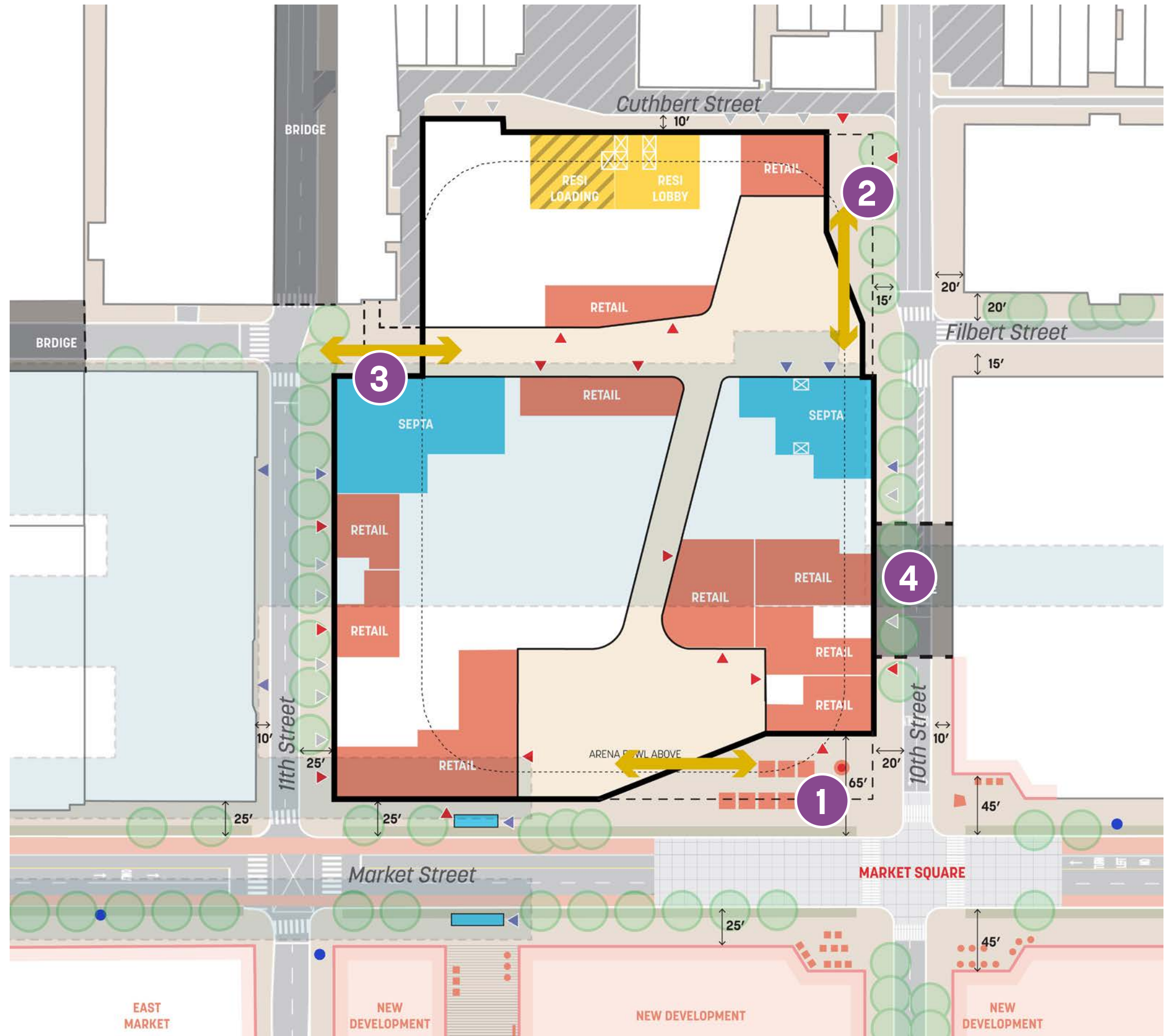
76 Place Arena

Suggested Adjustments

Ground Floor Plan

These suggestions will minimally affect the program area but will create the greatest urban design impacts for the ground level and community:

- 1 Create a plaza and gathering place for the Market Street entrance.
- 2 Pull back the northeast corner at ground level on 10th Street to create new public space.
- 3 Pull back the entrance on the west-side Filbert Street entrance to enhance access to and natural light in Jefferson Station.
- 4 Reduce length of the bridge over 10th Street, and increase transparency to provide a better visual connection between Chinatown and Market Street. (We understand the Sixers do not currently have rights to do so, but we would advocate for those rights being granted or obtained.)



1 10th and Market Pull back corner to create plaza

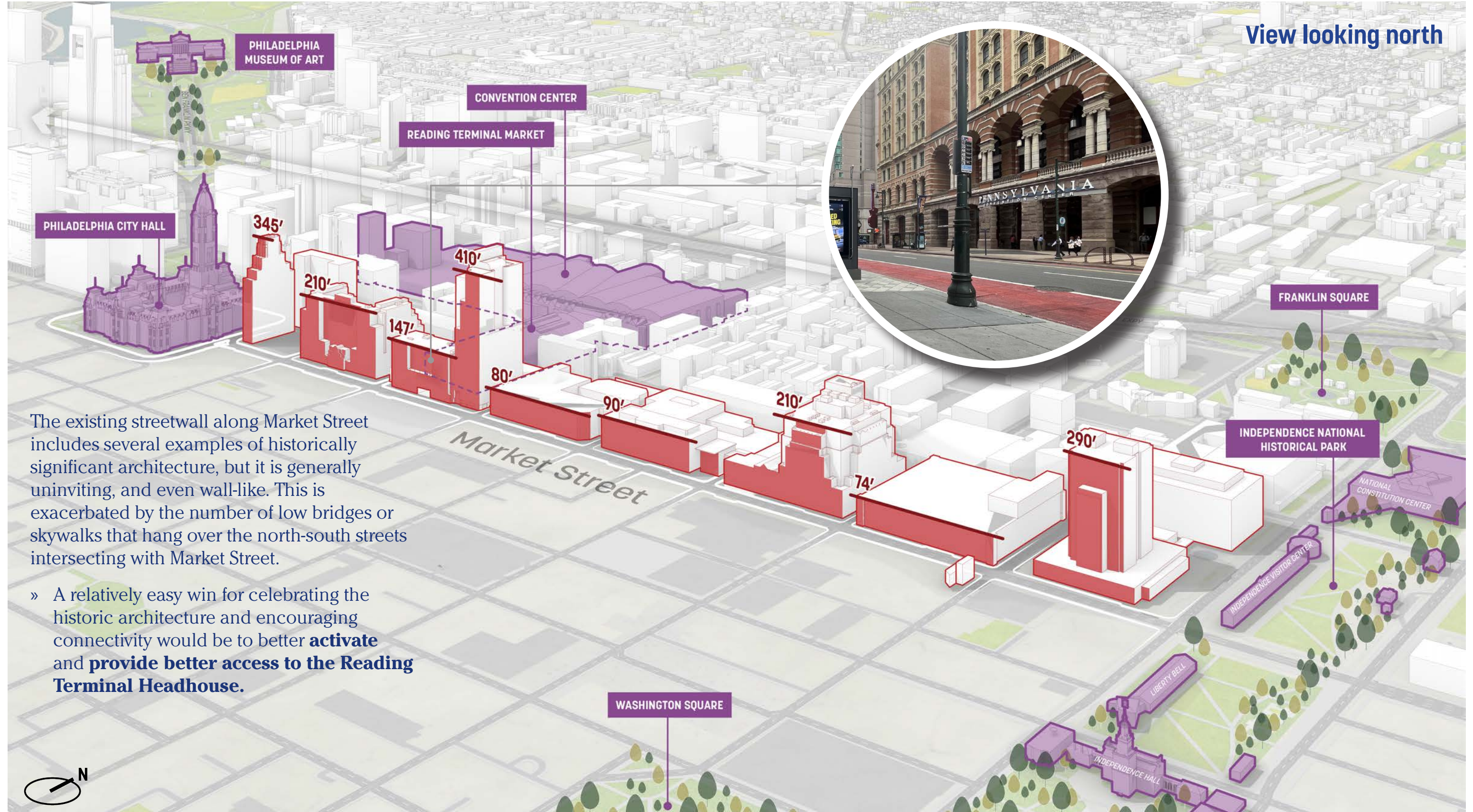


4 10th Street Bridge

Current proposal expands sky

bridge, a visual and experiential barrier to Chinatown

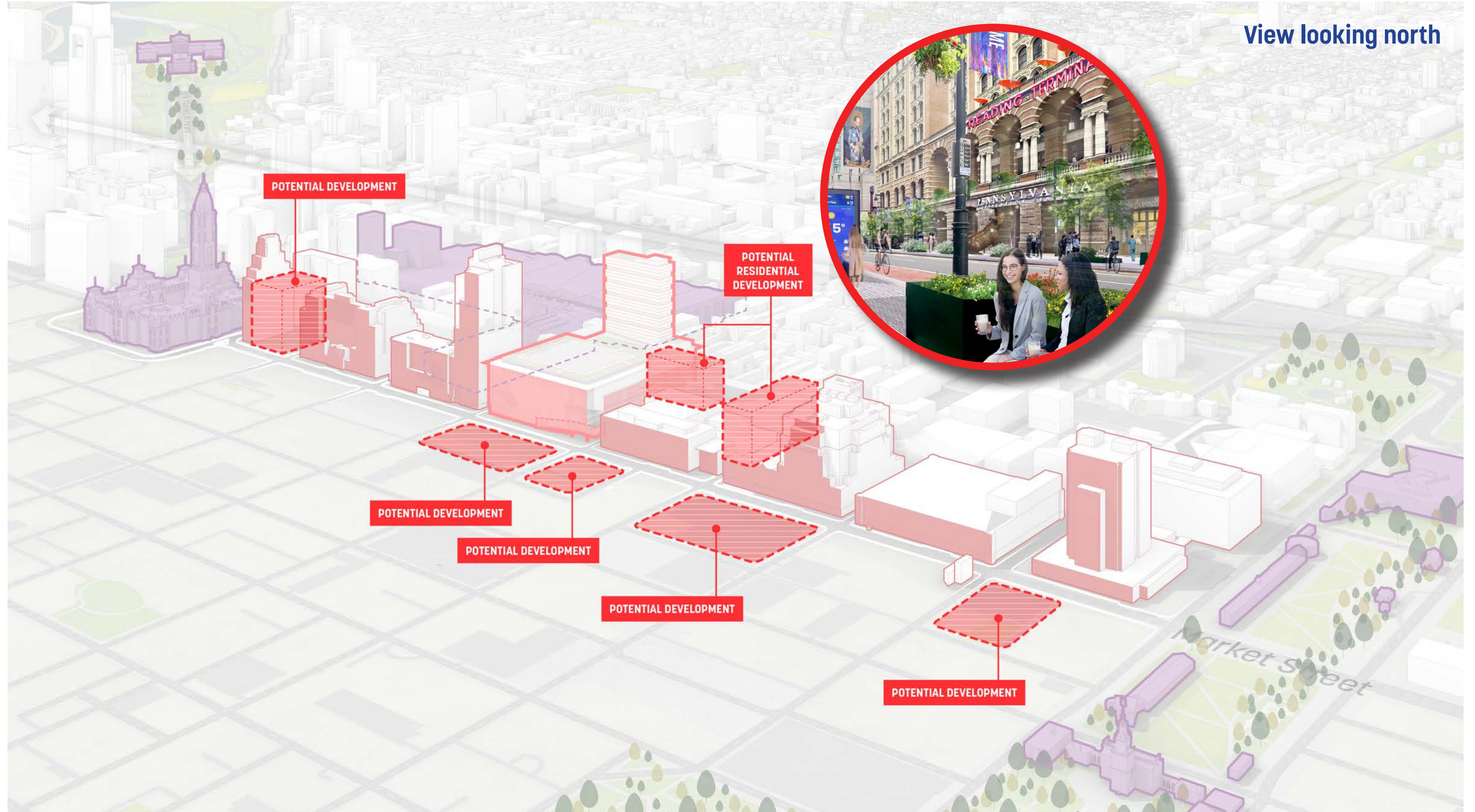




View looking north

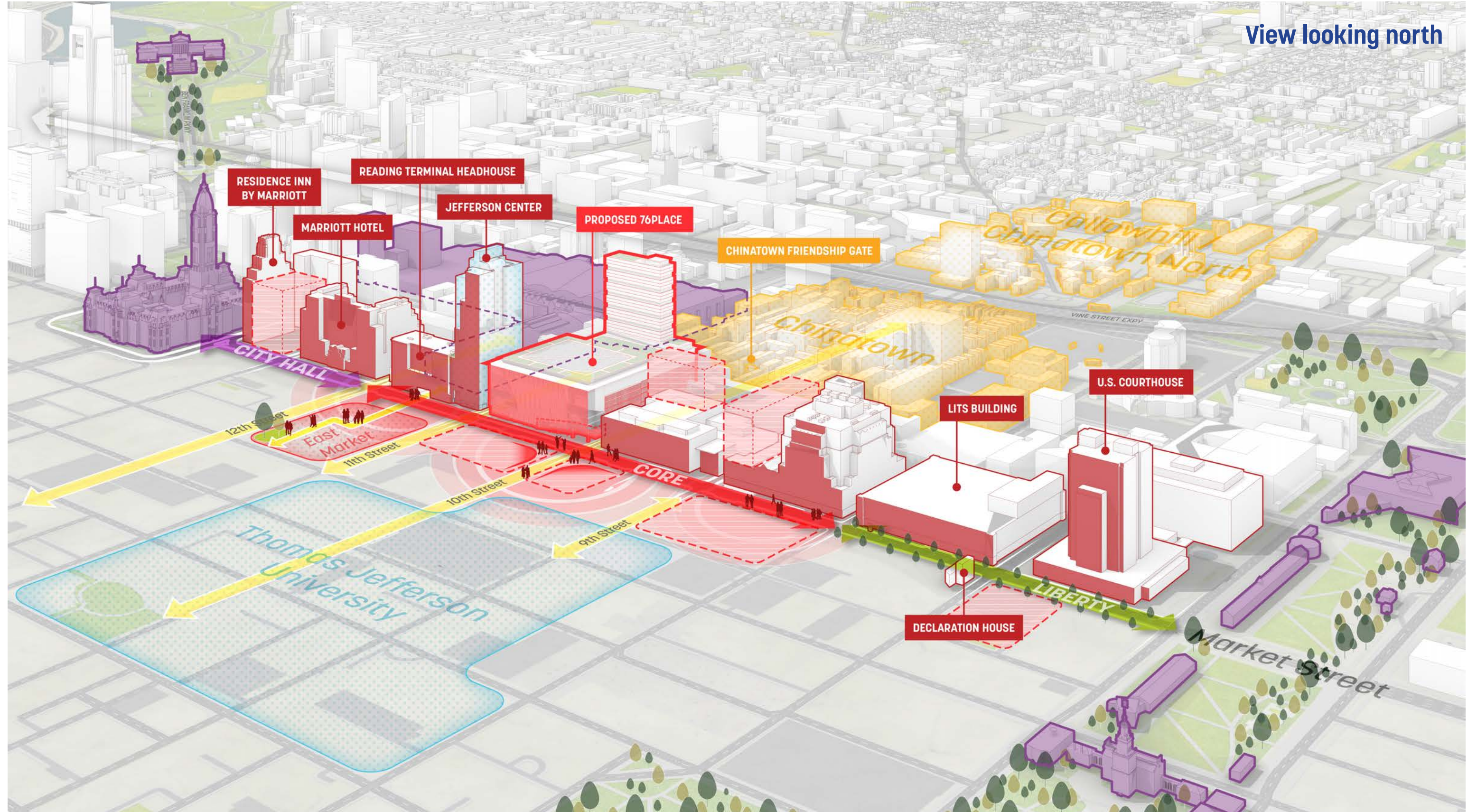
The existing streetwall along Market Street includes several examples of historically significant architecture, but it is generally uninviting, and even wall-like. This is exacerbated by the number of low bridges or skywalks that hang over the north-south streets intersecting with Market Street.

- » A relatively easy win for celebrating the historic architecture and encouraging connectivity would be to better **activate** and **provide better access to the Reading Terminal Headhouse**.



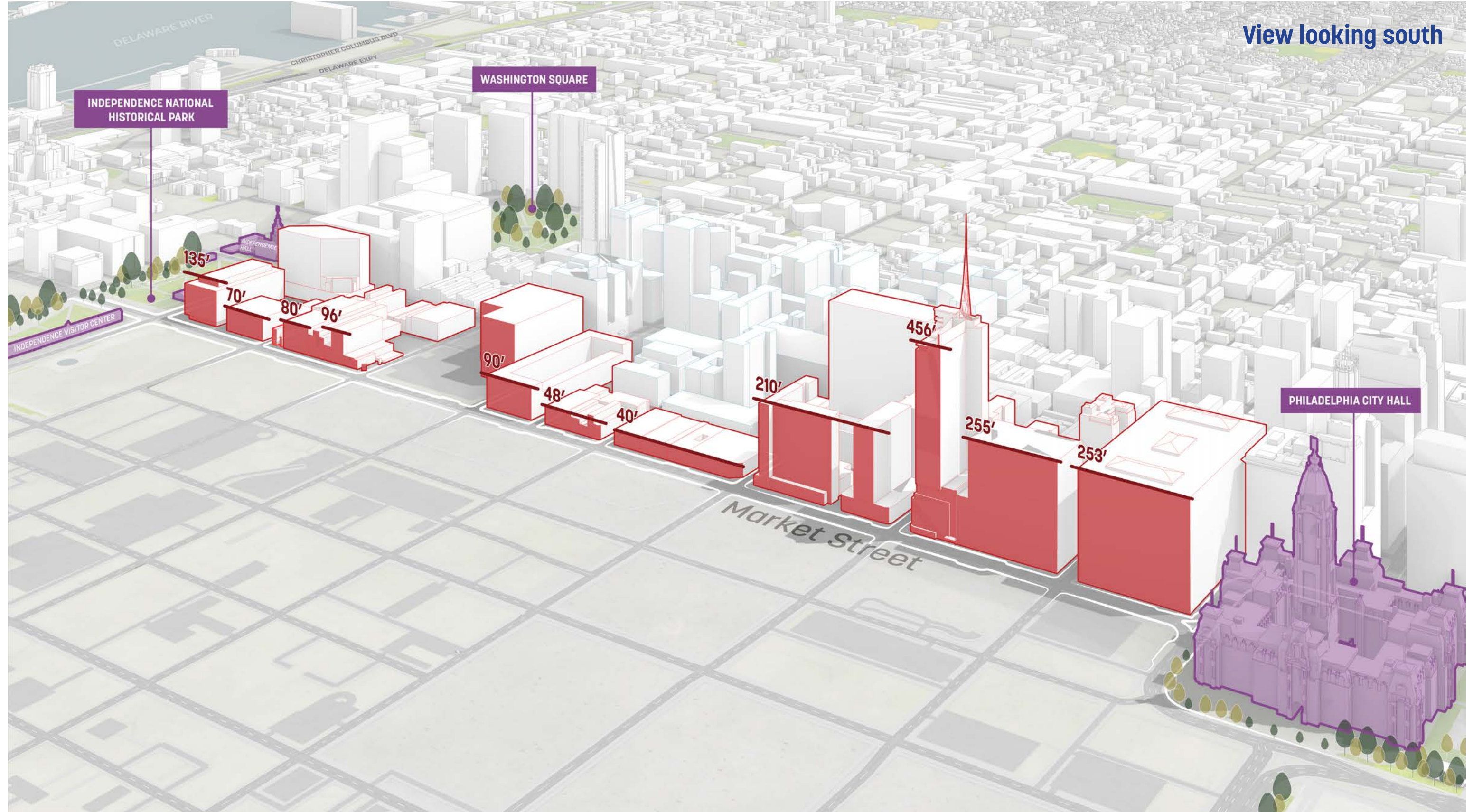
Market Street East

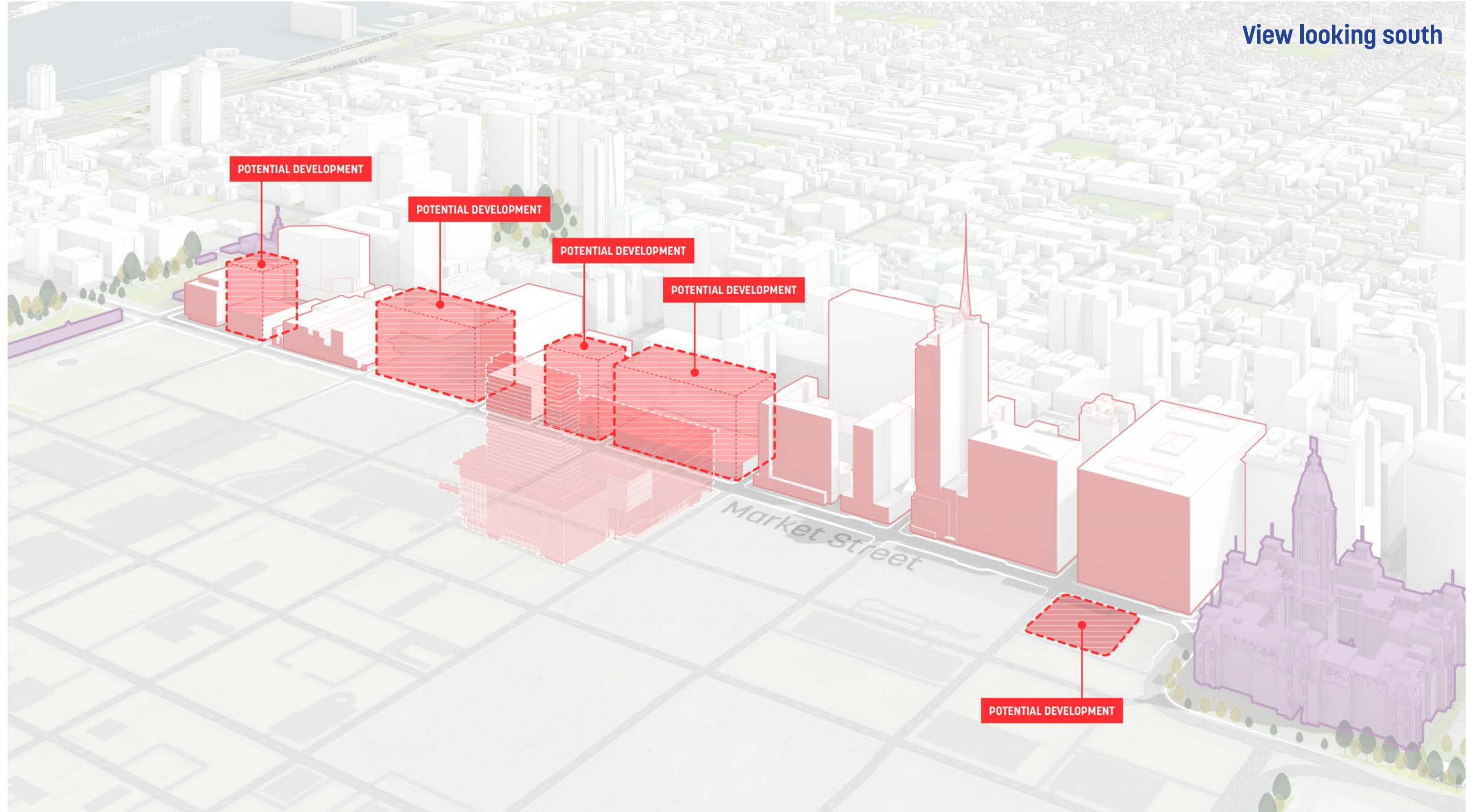
A Vibrant Mixed-Use Corridor



Market Street East

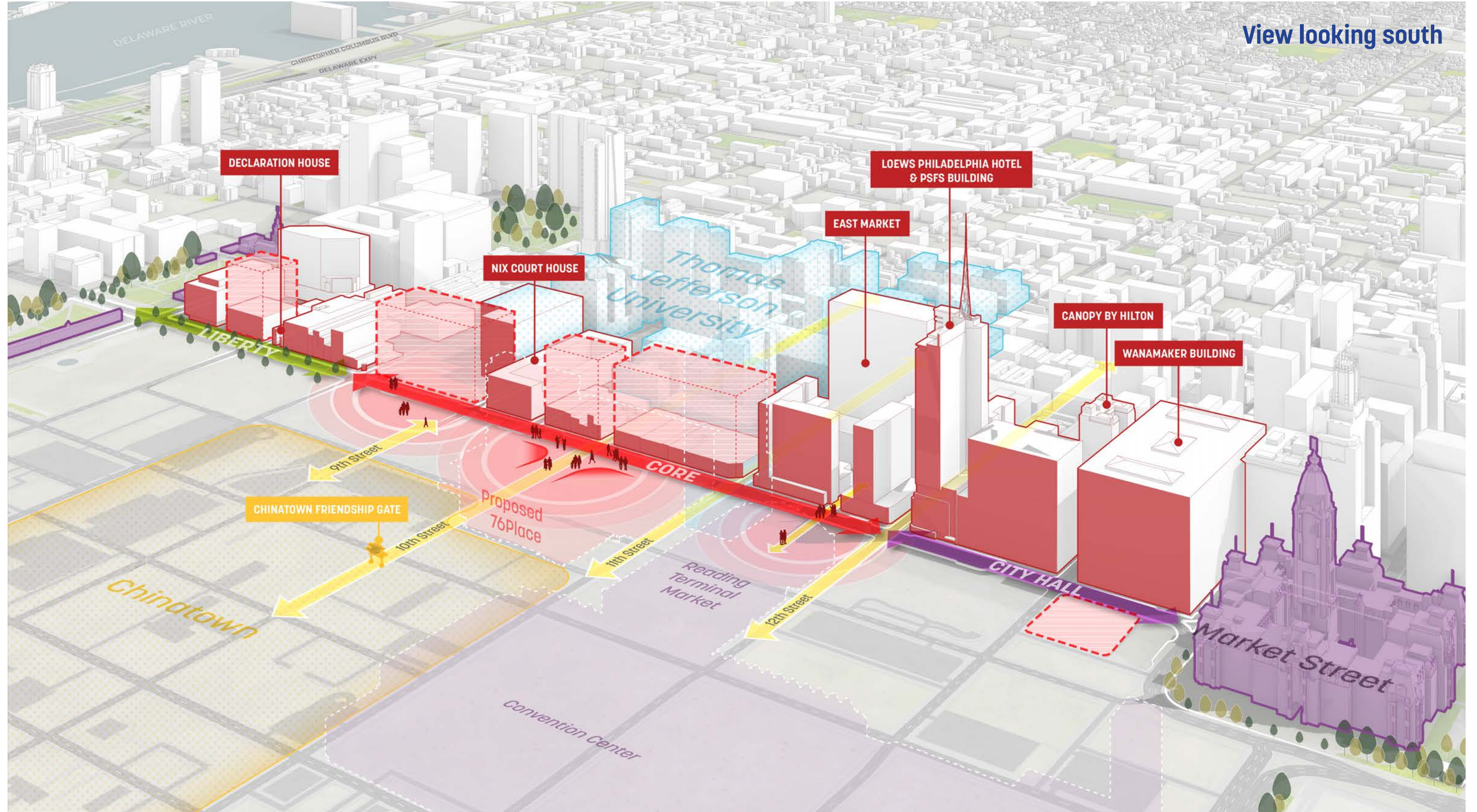
Existing Streetwall





Market Street East

A Vibrant Mixed-Use Corridor





Market Street East

A Vibrant Mixed-Use Corridor





Market Street East

A Vibrant Mixed-Use Corridor





Market Street East

A Vibrant Mixed-Use Corridor



Market Street East Vision Plan

October 2023

Prepared for the Market Street East Improvement Association



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