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

And to look at a broader surrounding area.

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

Discuss impact, challenges & potential if the City of Philadelphia approves a new Sixers arena on Market East.
We look back at where we came from

Look forward to what the street should be

Market Street East
Vision for the Future

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

And trains

Brought volumes of workers & shoppers downtown

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

Market Street: prime shopping street in region

In the era when people dressed up
to go downtown

Market East has great historic assets

1960s Market Street went into decline
Lost market share to suburban malls

1983: Deteriorated storefronts & facades; stores closed

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

Historic buildings altered as retail trended down-market

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

Linked to transit & parking garages
Demolition & clearance began in early 1970s

1977: The Gallery was a national first

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

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

Strawbridge & Clothier anchored the east end
Highly successful interior mall

Largely inward facing orientation with a lot of blank walls

Active corners; but didn’t animate mid-blocks

Market East still has vacant sites & boarded up properties

1980s: Brickstone renovated Lits

Brickstone: historic renovation of Wanamaker’s
1984: Linked Pennsylvania & Reading Railroad into integrated regional rail system

Center City commuter tunnel

Market East has best transit connectivity in the region

1994 Pennsylvania Convention Center opened
Major investment in the hospitality industry

Reading train shed converted …..

Gateway to Pennsylvania Convention Center

Headhouse becomes a Marriott hotel
1994: 1200 room new Marriott

Prompted private investment in more hotels: Reused vacant buildings & created thousands of new jobs

Loews Hotel opened in 2000

Market East has 5 major hotels

2000s: Major investments on Independence Mall

2001: Independence Visitors Center
2003: New home for Liberty Bell

2003: Constitution Center

National Museum of American Jewish History

President's House Memorial: 2010

2017: Museum of the American Revolution

For two decades development objective
Stimulate movement between major destinations at either end of the street: 1.1 million + 3.5 million
Fill in the gaps & link Convention district to historic area

Let's take a 15-minute walk from Independence Mall
From 6th Street to………. to City Hall
We find a Market East that remains incomplete
Gaps in quality retail & pedestrian experience
Significant number of blank walls; papered over windows
Legacy of 2020 and 2021

Blank walls of the federal courthouse

8th & Market vacant since 1977 when Gimbels moved

Lits has lost tenants

Historic architecture, no retail
Further west: obsolete low-rise structures

South side of 900 block

South side of 1000 block

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

Promise of overbuild residences or hotels
Restoring density to the street

Opened 60% occupied and collided with COVID shutdown
Unfinished leasing: legacy of 2020

Not their fault, not their failure; this is a citywide recovery challenge

Signs of success: Giant Heirloom at 801 Market Street

Significant number of blank walls; papered over windows

Marriott's primary access is on Filbert street

Wawa closed at 12th & Market street

13th & Market vacant since 1982
Residents, workers & visitor recovery continuing upward
More people live today in Center City than in 2019

But by October 16, 2023, regained 81% of October 2019

This is the time to shape the street we want

Link visitor destinations together

Strengthen north/south connections to surrounding neighborhoods
Overcome the walled in feeling on Market east

National’s full block re-development is one successful model

Breaking up the superblock

With mid block walkways

Pedestrian amenities

Mixed-use development with office….
Canopy Hotel

New Jefferson Clinical Care building & public plaza

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

Overcome the walled-in effect of 1970s Market East
The proposed Sixers arena should be a catalyst to strengthen north/south connections from Chinatown to Washington Square West. Enhance the vibrancy of businesses in Chinatown with 13th Street reinforcing the connections to the Convention Center & Midtown Village.
149 Enhance the vibrancy of businesses in Midtown Village

150 12th street should enhance visibility of Reading Terminal Market

151 Perhaps Reading Terminal Market has a front door…

152 …on Market East

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

154 Can Market East accommodate an arena That occupies on full city block?
**Comparison of seating capacity**

Sixers proposing 18,500 in Center City

**How do Sixers propose visitors will arrive?**
- 40% by transit
- 40% of 18,500 by car = 7,400
- If 2 people per car = 3,700

**Foot traffic increased from 16,000 to 31,000/day in February/March 2023 without significant traffic challenges**

**Flower Show attracted 26,000 people/day in 2023**
Tattoo, Wizard World drew crowds of 25,000 to 30,000/day
Proposed arena: 18,500 for games & concerts: The difference is concentrated arrivals & departures

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

Concern is about the potential for gridlock

Existing surface parking lots Around the Wells Fargo Center

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

5-7 minute walk across surface parking lots
Broad Street subway station & one transit line
Overlay of the Wells Fargo Center parking lots on the proposed arena site on Market East

6,500 parking spaces also exist within a 5-7 minute walk

Game & concert goers will walk by hundreds of shops & restaurants
Coming to & leaving from the arena: a chance to stop

About 11,000 parking spaces if you expand to 10 minute walk

“Any public facility can be successful as long as revenues exceed expenses. But for a public facility to be beneficial to the rest of the city, it must attract a critical mass of customers & yet be located & designed so that their market requirements can not be fully accommodated within the facility. Only then will customers have a reason to spend their money elsewhere.” Alex Garvin

Entire SEPTA regional rail system + subway lines immediately within
These suggestions will minimally affect the program area but will create the greatest urban design impacts for the ground level and for the community.

1. Pull back the northeast corner at ground level on 10th Street to create new public space.

2. Remove or reduce bridge over 10th Street.

3. Strong promotion of SEPTA as mode of arrival:
   - Prepay before departure & receive map that shows the route.

4. Parking app to reserve garage space & pre-pay:
   - To eliminate search & circulate & lines on leaving.

5. Improvement to entrances to Jefferson Station.
179

Former primary entrance to NY Penn Station

180

Think of the grandeur of Moynihan station

181

Boston's North Station

182

Prominent part of the Boston Garden

183

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

184

Other steps recommended
to enhance positive impact of the arena
(4) Retail ground floor should be open on non-game days
Active, animated street level presence

(5) Enhance the 10th and Market entrance

Open up corners & create gateway to regional rail
Create clear view of Chinatown gate on 10th Street

(5) Reduce impact of the bridge
Obscures Chinatown
Proposed 10th Street Bridge

Improve transparency and find other ways to enhance visibility of Chinatown; signage

10th St. (6) Improve 10th street from Market to Arch
Existing view south on 10th; add active retail

Original proposal

Pull retail back to create plaza & improved visibility to the south

Interior of Jefferson Station
Original proposal blocked natural light to Jefferson Station

(7) Pull back doors on 11th to create plaza & bring natural light into station

(8) Create civic plaza at 10th & Market street

To celebrate Sixers’ wins

(9) Create 2nd civic plaza at 10th & Arch street

To celebrate Lunar New Year
Reinforce 10th Street as north/south link to neighborhoods

A network of small streets that encourage exploration

Chinatown has a strong regional draw; 59% from city; 22% within region; 19% from outside region

(10) Reinforce Filbert street as a pedestrian walkway Highlighting Reading Terminal Market

(11) Chinatown needs to be reinforced & protected In advance as a community & as a place of business

59% from within city: important center for Asian community
Marketing campaign should begin in 2024
To raise visibility of Chinatown

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

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

Triggering new connections & development momentum

Make Market East a high-density mixed-use street

Market East has at least 6 vacant or potential redevelopment sites
View Looking South
MARKET STREET EAST

South side: at least 4 development sites

Add mixed use density & more customers to the street

North side: one vacant lot & two overbuild sites
Over the Fashion District

North side becomes a vibrant mixed use corridor
Hotels, residential & office

Follow the model on the 1100 block
With mid-block breaks
Mark East: residential, hotel or office upstairs

Current conditions: 900 & 1000 blocks

Current conditions: 600 block

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

We need to capture more of that density on Market East

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

Short-term improvements: 2026

Need a comprehensive streetscape refresh

MSEIA: 1980s trolley islands removed

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

Uniform sidewalk paving plan

1999-2001 CCD: $6 million Market East refresh
Upgraded lighting, landscaping & signage

Renovated of transit shelters & headhouses

With dedicated transit shelter revenue we maintained all streetscape amenities

We provided hanging baskets

Annual holiday lighting

Arrangement ceased after 12 years: April 2, 2011:

CCD ceased to maintain most of streetscape furnishings

12 years lack of maintenance
Headhouse & transit shelters
Graffiti removal not as frequent: glass not well-maintained

Sidewalks crumbling in places & should be repaired

Complete all streetscape improvements by 2026

Headhouses block visibility of retail storefronts

CCD can apply for state & federal grants leveraged by Sixers investment

CCD currently maintains trees, planters, signs, banners & pedestrian scale lighting
CCD maintains integrated vehicular & pedestrian wayfinding system

In 2021 CCD upgraded all pedestrian lighting to LED

We need to upgrade transit shelters for the entire public

National redesigned upgraded one shelter

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

*CCD maintained from 1996-2012. Maintenance has significantly deteriorated.

Goals:
- Upgrade Headhouses from 120V to 120-240V
- Commission architect to produce exhaustive design

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

TOTAL PROJECT COSTS
Maintenace = $190,000

TOTAL PROJECT COSTS
Pole & Basket = $8 million

TOTAL PROJECT COSTS
Restoration = $1.5 million

TOTAL PROJECT COSTS
Eastern Basin = $225,000
Goals:
• Fill open spaces along Market St. curbs with large pre-fab planters
• Select durable planters that complement other streetscape furnishings
• Match proposed Ore planters on West Market

Upgrade planters that have not been improved

With new covers installed elsewhere on the street

A street with generous landscaping

New transit shelters; more outdoor cafes

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

TOTAL = 95 PLANTERS
Update & refresh wayfinding for Market East
Direct visitors in 2026 to all local destinations

Overcome the challenge of disconnected destinations

With a high-quality public environment

Need a new comprehensive streetscape maintenance funding mechanism so things don’t fall apart again

We need on-going support for the vitality of Chinatown

We need incentives to create an animated, mixed-use high-density street
To reposition Market East from Independence Mall to City Hall for 2026

Maintain momentum 2026-2031

Market Street East
Vision for the Future