

PHILADELPHIA NEIGHBORHOOD RECOVERY TOUR

INTRODUCTORY PAGES

Status

A few words of explanation. . .

The Philadelphia Neighborhood Recovery Tour (PNRT) is a work-in-progress. Although all of the 27 tour stops have been selected, funding is being sought to complete development of the Web site. We welcome contributions from individuals and businesses, which will be used to leverage funds available from charitable foundations. For information on supporting PNRT, please contact:

John Kromer jkromer@sas.upenn.edu (215/573-7240), author of the book *Neighborhood Recovery*, or

Linda Dottor cdesignc@cdesignc.org (215/587-9290), program manager at the Community Design Collaborative.

The Community Design Collaborative

The Community Design Collaborative of AIA Philadelphia is a community design center serving nonprofit organizations in the Philadelphia region. The Collaborative offers pro bono preliminary design services to nonprofits, offers design professionals a unique way to volunteer their expertise, and promotes best-design practices in community development.

Support for the Collaborative comes through grants from PNC Bank, individual and corporate donors, and others.

For more information, visit the Collaborative's Web site: www.cdesignc.org

Overview

The Philadelphia Neighborhood Recovery Tour is a Web-guided tour of 27 real-estate development ventures located within the boundaries of the city. Each stop has at its heart one important principle: Collaboration between municipal governments and the communities they serve can produce valued new assets. These ventures enhance and invigorate urban neighborhoods that have struggled—or continue to struggle—with economic disinvestment.

The tour was designed for both residents of the region and people from far away. You can take the virtual tour right now on the Web and/or you can make an actual visit later to the real places. Print options are provided on the tour's home page and on the pages of each tour stop.

To create this tour, the Community Design Collaborative worked with John Kromer, author of *Neighborhood Recovery: Reinvestment Policy for the New Hometown*. We all share the following goals for your "visit":

- To INFORM** the public about successful public-private efforts to improve urban neighborhoods
- To PROMOTE** principles of good urban design as an important element of neighborhood reinvestment
- To ENCOURAGE** citizens to support and participate in current and future partnerships between municipal bodies and community-based organizations
- To ADVOCATE** for better urban planning and for the most effective use of public funding

Acknowledgements

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Contents

BOOK LINK gives you information about *Neighborhood Recovery: Reinvestment Policy for the New Hometown*, a book by John Kromer

LIST OF TOUR STOPS includes the name and address of each development venture on the tour

GENERAL REFERENCE MAP shows all the tour stops

TRAVEL ADVISORY provides information and common-sense cautions about taking the Philadelphia Neighborhood Recovery Tour

TOURISM LINKS supplies connections to travel-oriented Websites

PRINT OPTIONS gives easy choices about how much to put on paper

TOUR STOP 1, READING TERMINAL, begins the tour.

Book Link

The Philadelphia Neighborhood Recovery Tour was inspired by *Neighborhood Recovery: Reinvestment Policy for the New Hometown* (Rutgers Press, 2000) by John Kromer. In that book, Kromer describes his experiences as Philadelphia's director of housing, a post to which he was appointed in 1992 by former mayor Edward G. Rendell. (He also served under current Mayor John Street, until taking a position with the University of Pennsylvania, Fels Center of Government, in 2001.) Part war-story and part how-to manual, *Neighborhood Recovery* advocates a blending of public-sector leadership and community initiative to produce successful and lasting results in distressed neighborhoods. Topics Kromer addresses include strategic planning, homeownership and financing, housing for homeless people and others with specialized needs, as well as job-readiness training for neighborhood residents.

More information about the book *Neighborhood Recovery* can be obtained at www.neighborhoodrecovery.com/.

List of Tour Stops By Name

ARTISTS VILLAGE

Tour Stop 23
17th and Bainbridge Streets
working title and address

ASSOCIATION OF PUERTO RICANS ON THE MARCH

Tour Stop 7
6th and Diamond Streets

BRENTWOOD APARTMENTS

Tour Stop 17
4th Street and Parkside Avenue

CARIBE DEVELOPMENT ZONE

Tour Stop 9
100-Block West Allegheny Avenue at Front
Street

CECIL B. MOORE HOMEOWNERSHIP ZONE

Tour Stop 13
18th Street between Cecil B. Moore and
Montgomery Avenues
working title and address

CHINATOWN NORTH

Tour Stop 26
800-Block Callowhill Street
working title and address

CITY HALL

Tour Stop 27
Broad and Market Streets

DIAMOND STREET CORRIDOR

Tour Stop 14
17th and Diamond Streets
working title and address

H.E.L.P. PHILADELPHIA

Tour Stop 18
4900-Block Wyalusing Avenue
working title and address

JOHNNIE TILLMON TOWNHOUSES

Tour Stop 6
Germantown Avenue and Master Street

KENSINGTON AND FISHTOWN

Tour Stop 10
Cumberland and Gaul Streets

KING PLAZA

Tour Stop 24
13th and Christian Streets
working title and address

LEHIGH PARK CENTER

Tour Stop 8
Lawrence Street between Huntingdon Street
and Lehigh Avenue

LUDLOW VILLAGE

Tour Stop 12
Franklin Street and Cecil B. Moore Avenue
working title and address

NORRIS SQUARE HOUSING REHABILITATION

Tour Stop 11
Howard Street between Diamond Street and
Susquehanna Avenue
working title and address

READING TERMINAL

Tour Stop 1
12th and Market Streets

ROWAN HOUSE

Tour Stop 16
3900-Block Baring Street
working title and address

SARAH ALLEN HOMES

Tour Stop 19
4000-Block Parrish Street

SOCIETY HILL

Tour Stop 2
4th and Spruce Streets

SOUTHWARK PLAZA

Tour Stop 25
5th Street and Washington Avenue
working title and address

ST. ANTHONY'S SENIOR HOUSING

Tour Stop 21
2300-Block Carpenter Street
working title and address

ST. ELIZABETH'S--PROJECT H.O.M.E.

Tour Stop 15
2700-Block Diamond Street
working title and address

UNIVERSAL COURT

Tour Stop 22
15th and Christian Streets
working title and address

UNIVERSITY CITY REHABILITATION

Tour Stop 20
818 South 48th Street
working title and address

WASHINGTON SQUARE WEST

Tour Stop 3
11th and Spruce Streets

WEST POPLAR

Tour Stop 5
13th and Poplar Streets

YORKTOWN

Tour Stop 4
12th and Jefferson Street

List of Tour Stops by Number

1. **READING TERMINAL**
12th and Market Streets
2. **SOCIETY HILL**
4th and Spruce Streets
3. **WASHINGTON SQUARE WEST**
11th and Spruce Streets
4. **YORKTOWN**
12th and Jefferson Streets
5. **WEST POPLAR**
13th and Poplar Streets
6. **JOHNNIE TILLMON TOWNHOUSES**
Germantown Avenue and Master Street
7. **ASSOCIATION OF PUERTO RICANS ON THE MARCH**
6th and Diamond Streets
8. **LEHIGH PARK CENTER**
Lawrence Street between Huntingdon Street and Lehigh Avenue
9. **CARIBE DEVELOPMENT ZONE**
100-Block West Allegheny Avenue at Front Street
10. **KENSINGTON AND FISHTOWN**
Cumberland and Gaul Streets
11. **NORRIS SQUARE HOUSING REHABILITATION**
Howard Street between Diamond Street and Susquehanna Avenue
working title and address

- 12. LUDLOW VILLAGE**
Franklin Street and Cecil B. Moore Avenue
working title and address
- 13. CECIL B. MOORE HOMEOWNERSHIP ZONE**
18th Street between Cecil B. Moore and Montgomery Avenues
working title and address
- 14. DIAMOND STREET CORRIDOR**
17th and Diamond Streets
working title and address
- 15. ST. ELIZABETH'S-PROJECT H.O.M.E.**
2700-Block Diamond Street
working title and address
- 16. ROWAN HOUSE**
3900-Block Baring Street
working title and address
- 17. BRENTWOOD APARTMENTS**
4th Street and Parkside Avenue
- 18. H.E.L.P. PHILADELPHIA**
4900-Block Wyalusing Avenue
working title and address
- 19. SARAH ALLEN HOMES**
4000-Block Parrish Street
- 20. UNIVERSITY CITY REHABILITATION**
818 South 48th Street
working title and address
- 21. ST. ANTHONY'S SENIOR HOUSING**
2300-Block Carpenter Street
working title and address
- 22. UNIVERSAL COURT**
15th and Christian Streets
working title and address
- 23. ARTISTS VILLAGE**
17th and Bainbridge Streets
working title and address
- 24. KING PLAZA**
13th and Christian Streets
working title and address
- 25. SOUTHWARK PLAZA**
5th Street and Washington Avenue
working title and address
- 26. CHINATOWN NORTH**
800-Block Callowhill Street
working title and address
- 27. CITY HALL**
Broad and Market Streets

General Reference Map omitted because it is an image

Travel Advisory

The places on the PHILADELPHIA NEIGHBORHOOD RECOVERY TOUR are, for the most part, very different from well-known Philadelphia attractions such as the Liberty Bell and Independence Hall. Many are "off the beaten track" and not ordinarily seen by visitors to Philadelphia. Please be prepared for the following differences between the Philadelphia Neighborhood Recovery Tour and more conventional experiences.

No Mickey Mouse

You will encounter real urban environments. Although none of the tour stops is inherently unsafe, most of them are located in communities that are "in transition" and have experienced a high degree of economic hardship and need for social assistance. When you visit these places, be attentive and careful, as you would in any unfamiliar section of a big city. Directions are provided for travel by car and by mass transit. Please examine the options, print out the directions, and follow them wisely. Acquiring a street map or mass-transit map is a good idea. We suggest that first-time visits be made during daytime hours and that, in many cases, your walks be limited to the vicinity of the tour site.

No Park Rangers

Because most of the tour stops were not developed with visitors in mind, they do not offer the amenities one would expect on a conventional tour. There are no information centers, tour guides, rest rooms, snack bars, or gift shops. On the other hand, most of the stops are located near places that routinely accommodate visitors. For example, the Philadelphia Zoo is a few minutes' drive from the Brentwood Apartments (Tour Stop 17). Temple University is across the street from the northern boundary of Yorktown (Tour Stop 4). As you browse the tour-stop section of the Philadelphia Neighborhood Recovery Tour, click on the tab "Nearby Points of Interest," which provides links to other places you may wish to visit.

No Guest Relations

Nearly all of the tour stops are located on residential blocks where streets and sidewalks are the only public places. Except for the first and last stops, the tour sites are in fact private property. Please be considerate of the residents. Also bear in mind that curious visitors may be a rarity in these neighborhoods. Although community members may be surprised by your presence, it is very unlikely that anyone will react negatively to a visitor who is respectful and not intrusive. You may even find the opportunity for some information conversation. Typically, Philadelphians are proud of their neighborhoods and enjoy sharing their thoughts and knowledge.

No Manicured Landscapes

Most of the stops are formerly vacant and neglected locations within once-thriving residential communities. These areas experienced a catastrophic loss of jobs and population during the late-20th century. As you travel from one stop to another, you will find that deterioration and abandonment are still very much in evidence. You may be surprised by the amount of investment still needed to improve the many blocks between our showcased ventures.

No Yellow Brick Roads

All of the tour stops fall within Philadelphia's city limits. West Philadelphia and North Philadelphia are loose geographic locations, not separate municipalities. Nonetheless, do not plan to travel on foot (except for in or near Center City) nor to complete the tour in one day. Some tour stops are separated by only a few blocks, but many are a mile or more apart. For a leisurely half-day visit, try a selection of four to six stops, allowing time to look over each development venture and its contextual streetscape.

Tourism Links

INDEPENDENCE VISITOR CENTER

6th and Market Streets
 Philadelphia, PA 19106
 800/537-7676 or 215/965-7676 voice
 215/925-6106 fax
www.gophila.com

PHILADELPHIA CONVENTION AND VISITORS BUREAU

1515 Market Street, Suite 2020
 Philadelphia, PA 19102
 215/636-3300 voice
 215/636-3327 fax
www.pcvb.org

ADDITIONAL WEBSITES:

www.philadelphia.about.com
www.libertynet.com
www.philadelphia.worldweb.com
www.philadelphia.citysearch.com

Print Options

Listed is printed without print icons. Options for each listing include printing text only or text with images.

ENTIRE TOUR

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