



Cobbs Creek Neighborhood Plan



CPLN 600 Planning Workshop
Spring 2022
Weitzman School of Design,
University of Pennsylvania

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Itay Porat, Julian Turley, Ran Wang, Yuchen Wang

Instructor: Miles Owen



Agenda

I NEIGHBORHOOD OVERVIEW

DEMOGRAPHICS

HOUSING

EMPLOYMENT

TRANSPORTATION

II ISSUES AND OPPORTUNITIES

LIVE

WORK

PLACE

III GOALS

III STRATEGIES



IMAGE CREDITS: FRIENDS OF COBBS CREEK



EXISTING CONDITIONS

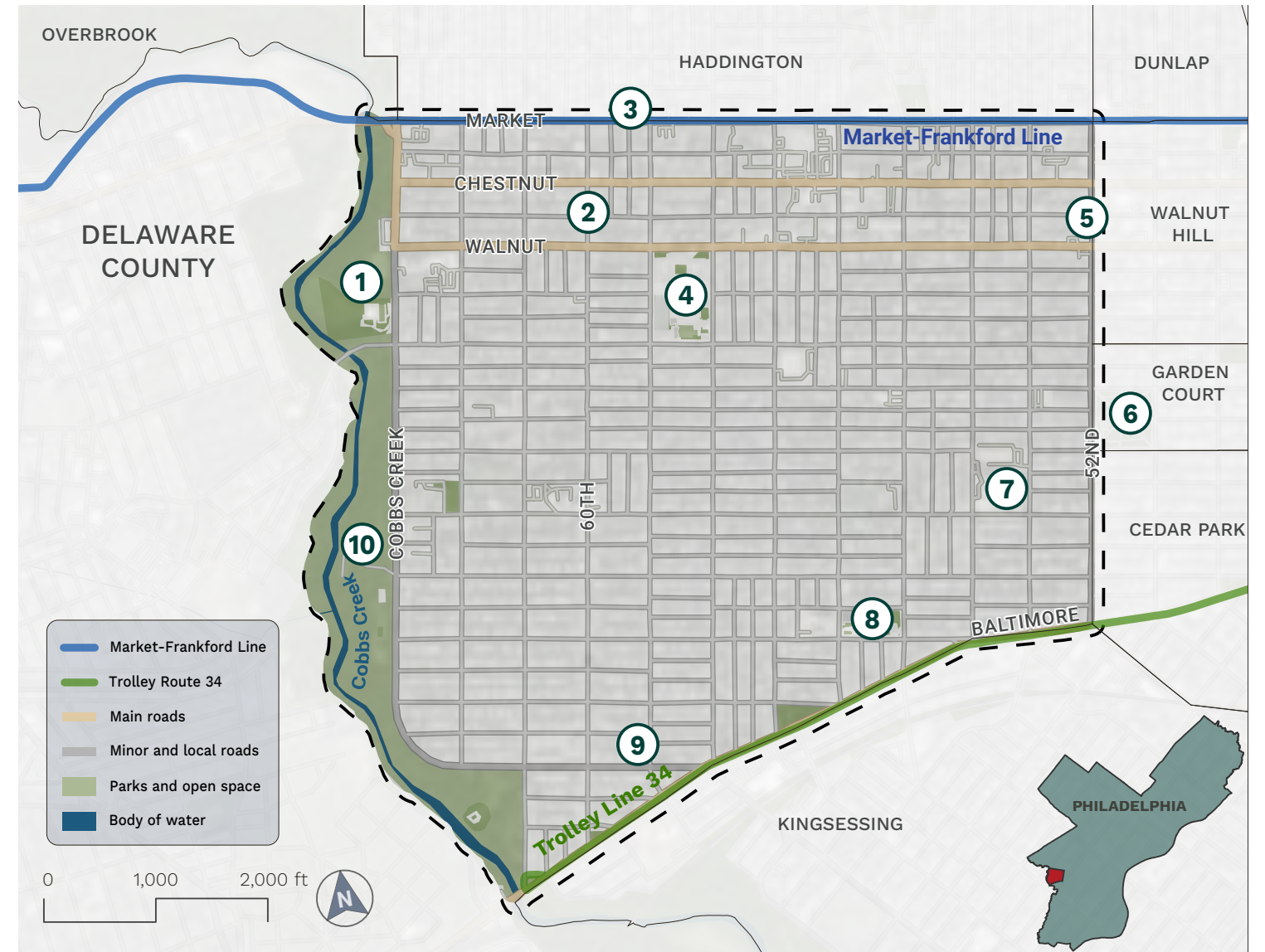


Overview

Neighborhood Context

NEIGHBORHOOD PLACES AND INSTITUTIONS

- 1 Cobbs Creek Park
- 2 60th Street Corridor
- 3 New Market West
- 4 Sayre High School
- 5 52nd Street Corridor
- 6 Malcolm X Park
- 7 Penn Hospital
- 8 Christy Recreation Center
- 9 Blanche A. Nixon Public Library
- 10 Cobbs Creek Environmental Center



Demographics

Overall Composition

Cobbs Creek is a young, predominantly African American, and majority female neighborhood home to nearly 40,000 residents.



90% African American
(36,000)



56% Women
(18,400)



27% Under 18
(10,800)

Housing

Stock Type and Quality



Lived in House
Since 1939
or Earlier

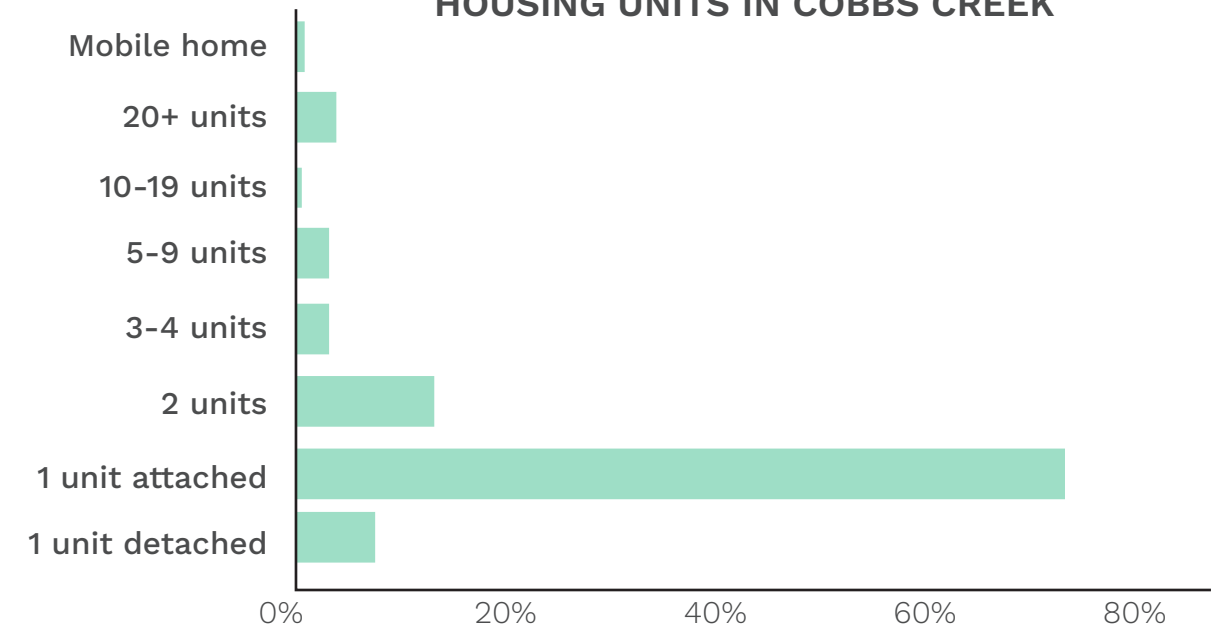


Housing Units
Built Prior
to 1950



Home
Ownership

HOUSING UNITS IN COBBS CREEK



Employment

Where Residents Work



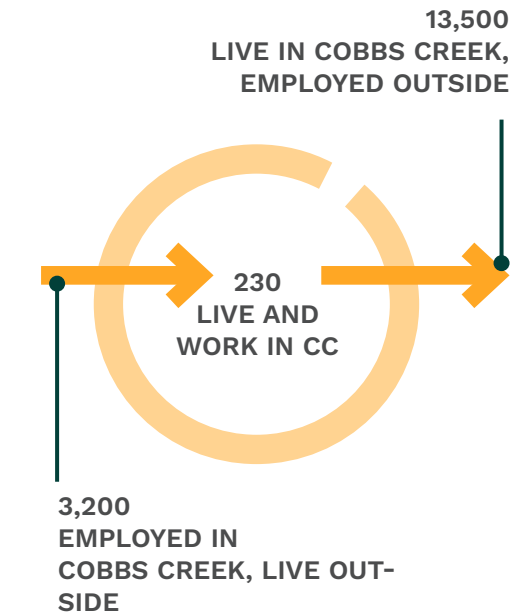
Persons Living in Poverty



Average Household Income



Average Family Median Income

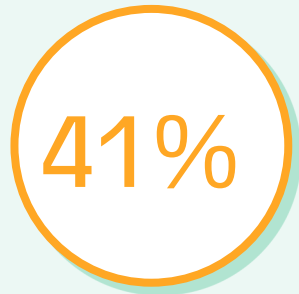


Legend

- 1,051 - 1,866 jobs/sq. mi.
- 471 - 1,050 jobs/sq. mi.
- 121 - 470 jobs/sq. mi.
- 5 - 120 jobs/sq. mi.
- ① University City
- ② Center City
- ③ Airport

Transportation

Transit Options and Trends



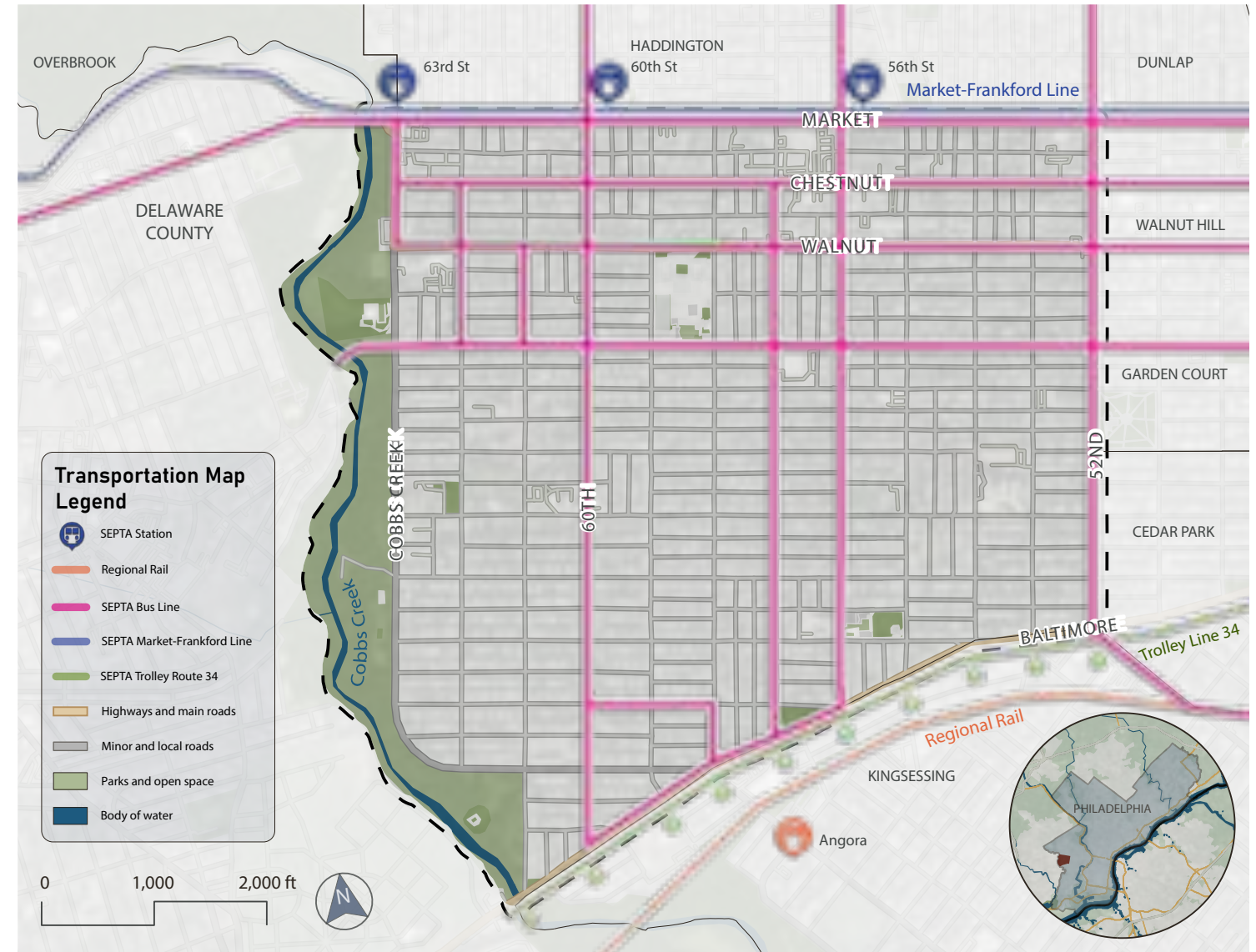
Residents Commute by Transit



Residents Commute Longer Than 1 hour



Residents Without a Vehicle





LIVE



**Issues
Opportunities**

IMAGE CREDIT: JOHN L. PUCKETT

History of State Violence and Mistrust



Development Pressures

3
New Permits

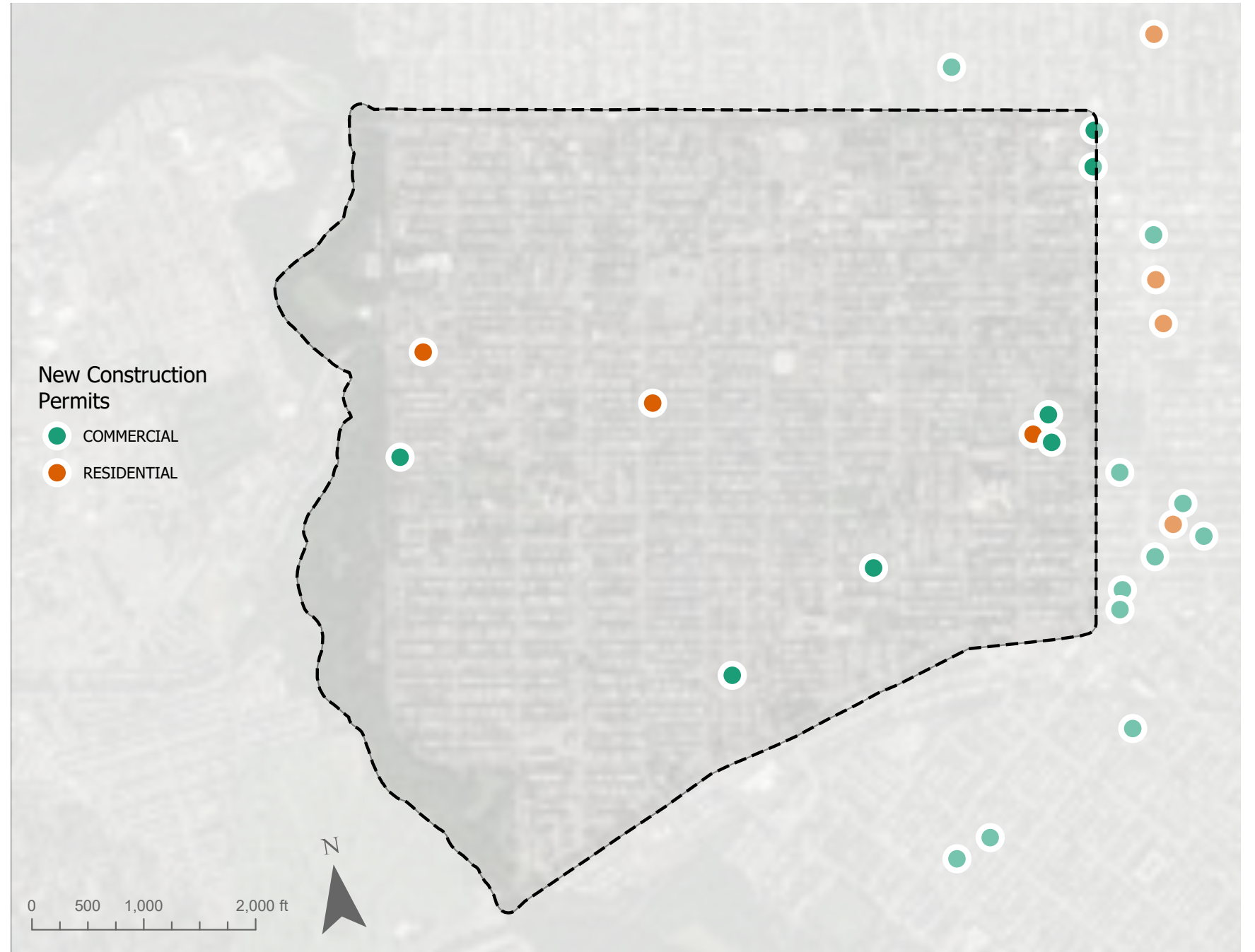
2016



Development Pressures

9
New Permits

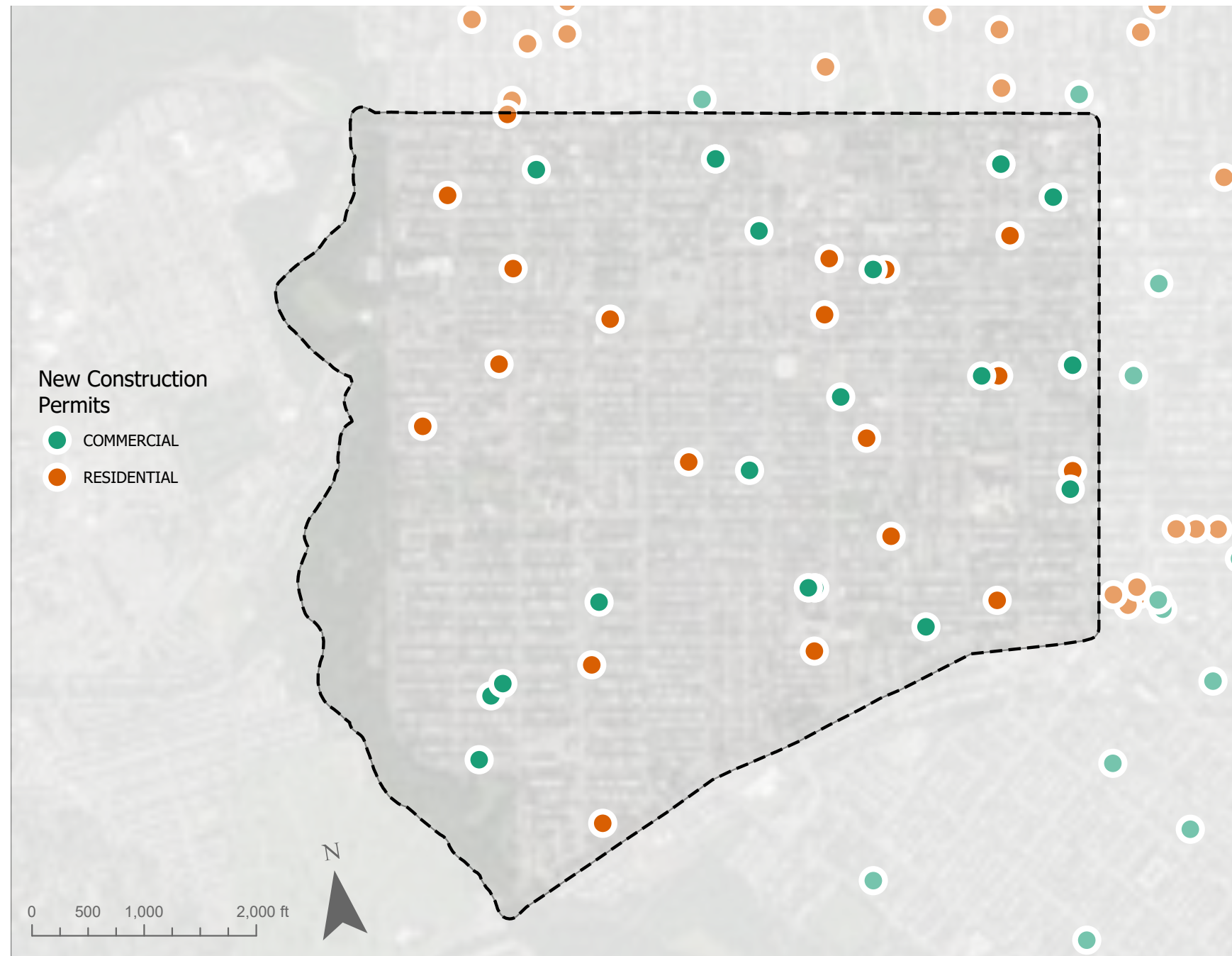
2017



Development Pressures

41
New Permits

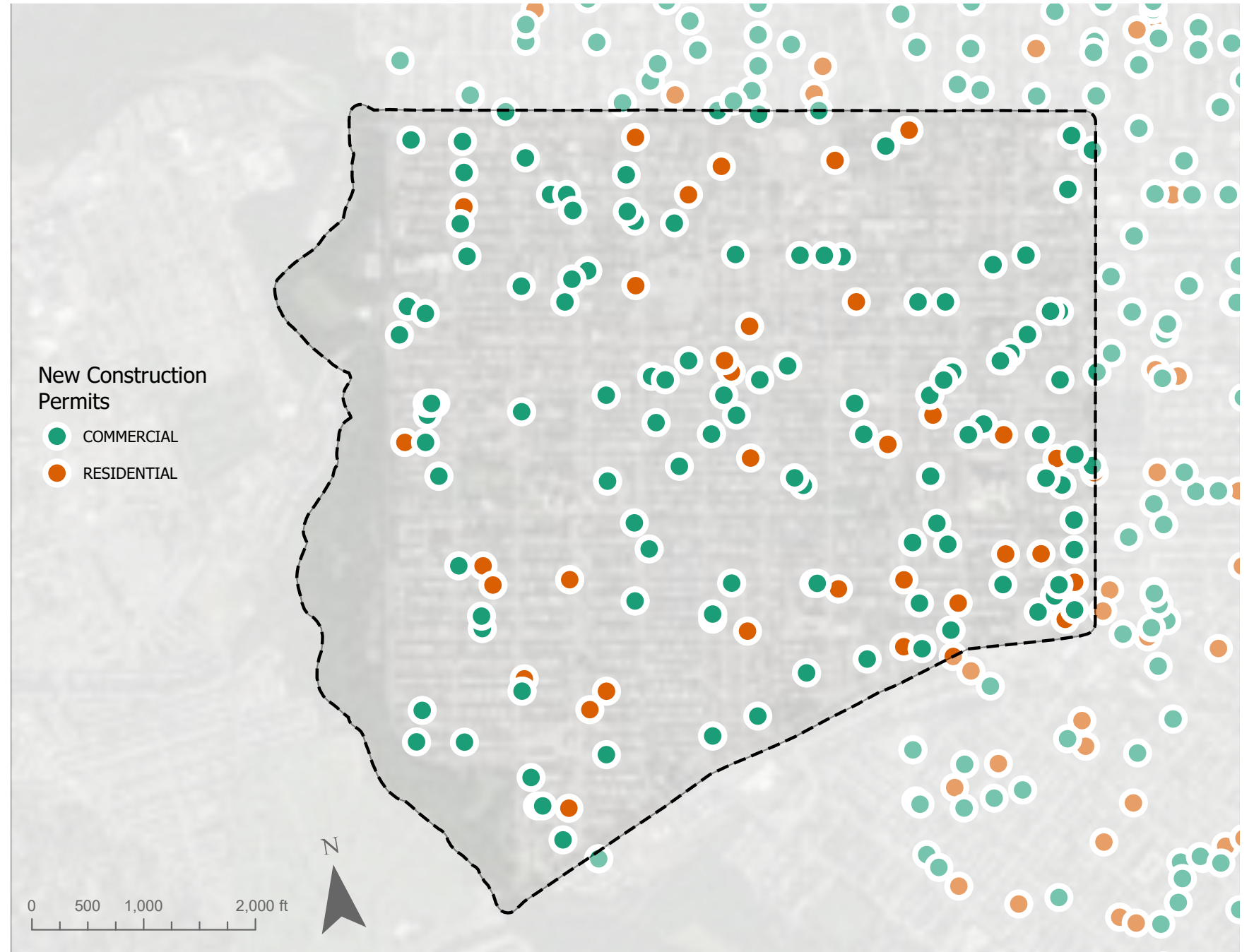
2018



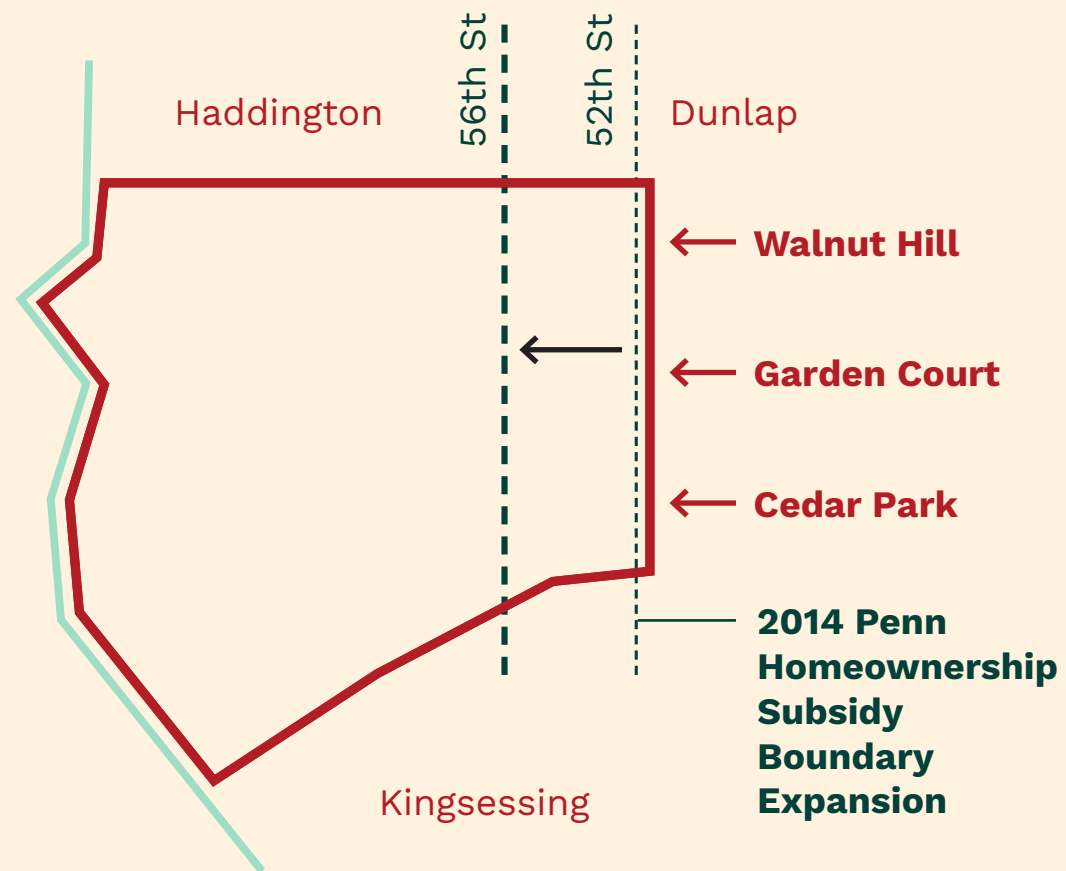
Development Pressures

201
New Permits

2019



Development Pressures



Tangled Titles and Predatory Speculation



10,400

**Estimated Tangled
Titles in Philadelphia**



\$1 billion

**Inaccessible
Wealth to Heirs**



Education Infrastructure

4:3

Ratio of Public : Charter Schools

\$4,000 more per

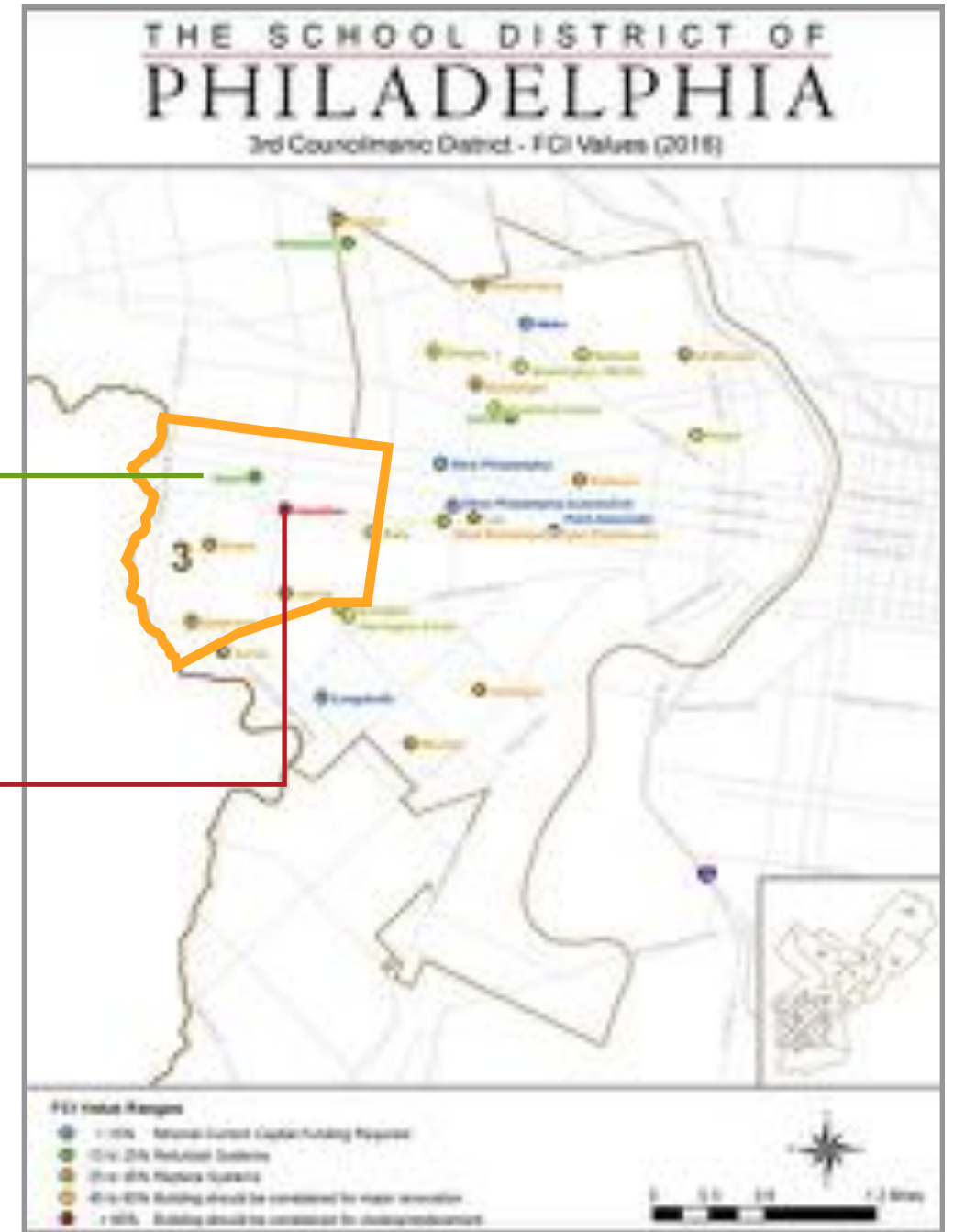
Annual Cost for the School District When Public Schools are Converted to Charters



SAYRE HIGH SCHOOL
415 Students



ANDREW HAMILTON K - 8
522 Students



Blanche A. Nixon Public Library Reinvestment





WORK

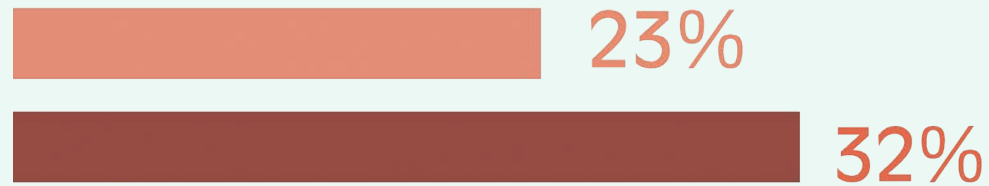
Issues

Opportunities

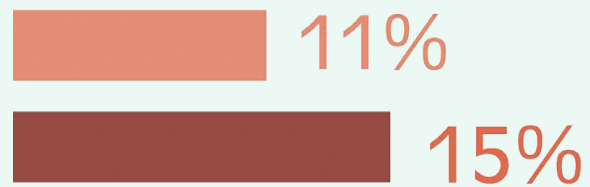
IMAGE CREDIT: THE PHILADELPHIA CITIZEN

Disadvantaged Economic Status

Residents in Poverty



Residents in Deep Poverty



Median Household Income



Cobbs Creek



Philadelphia

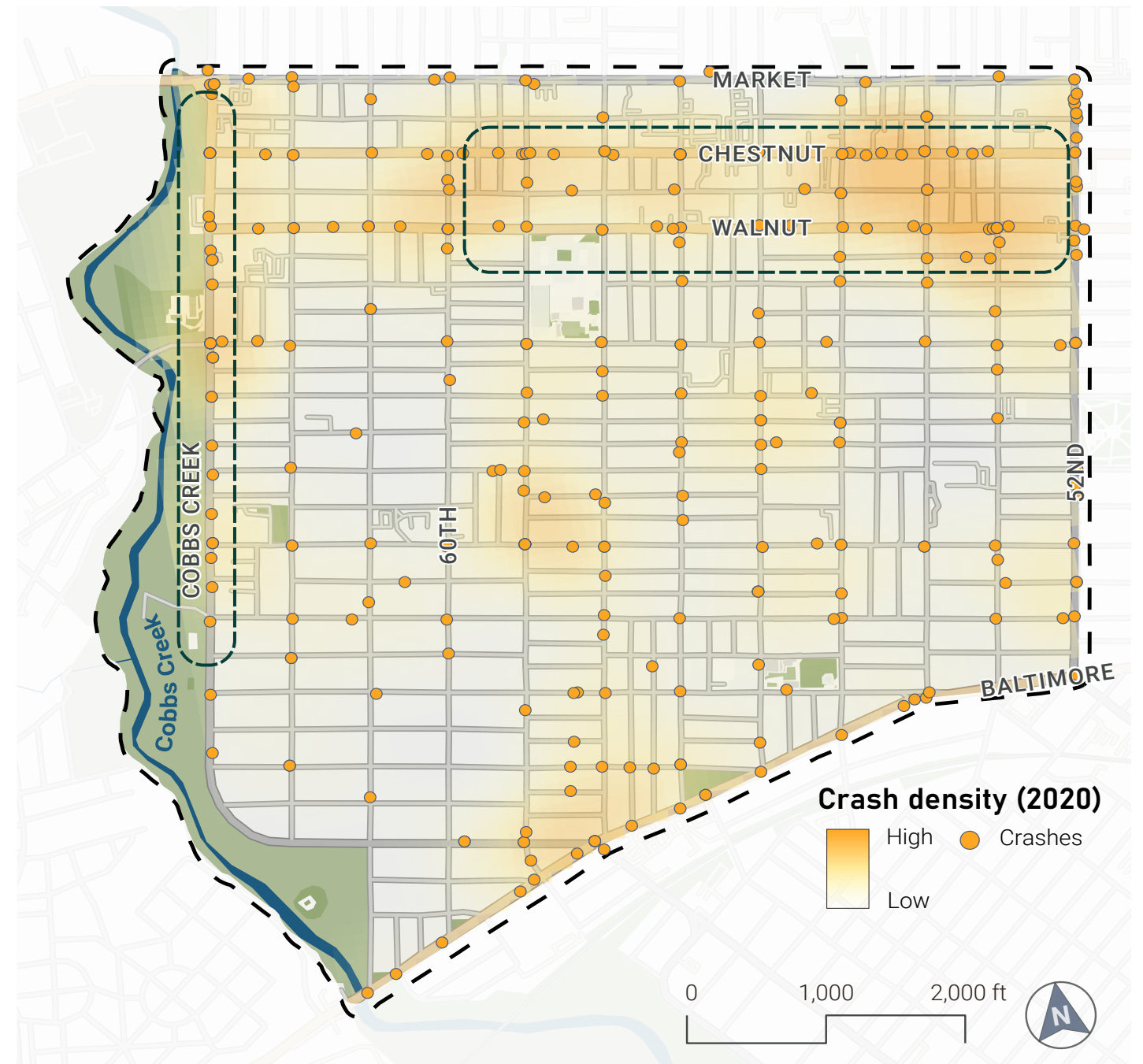
Traffic Safety and Accessibility

304

Crashes in 2020

3

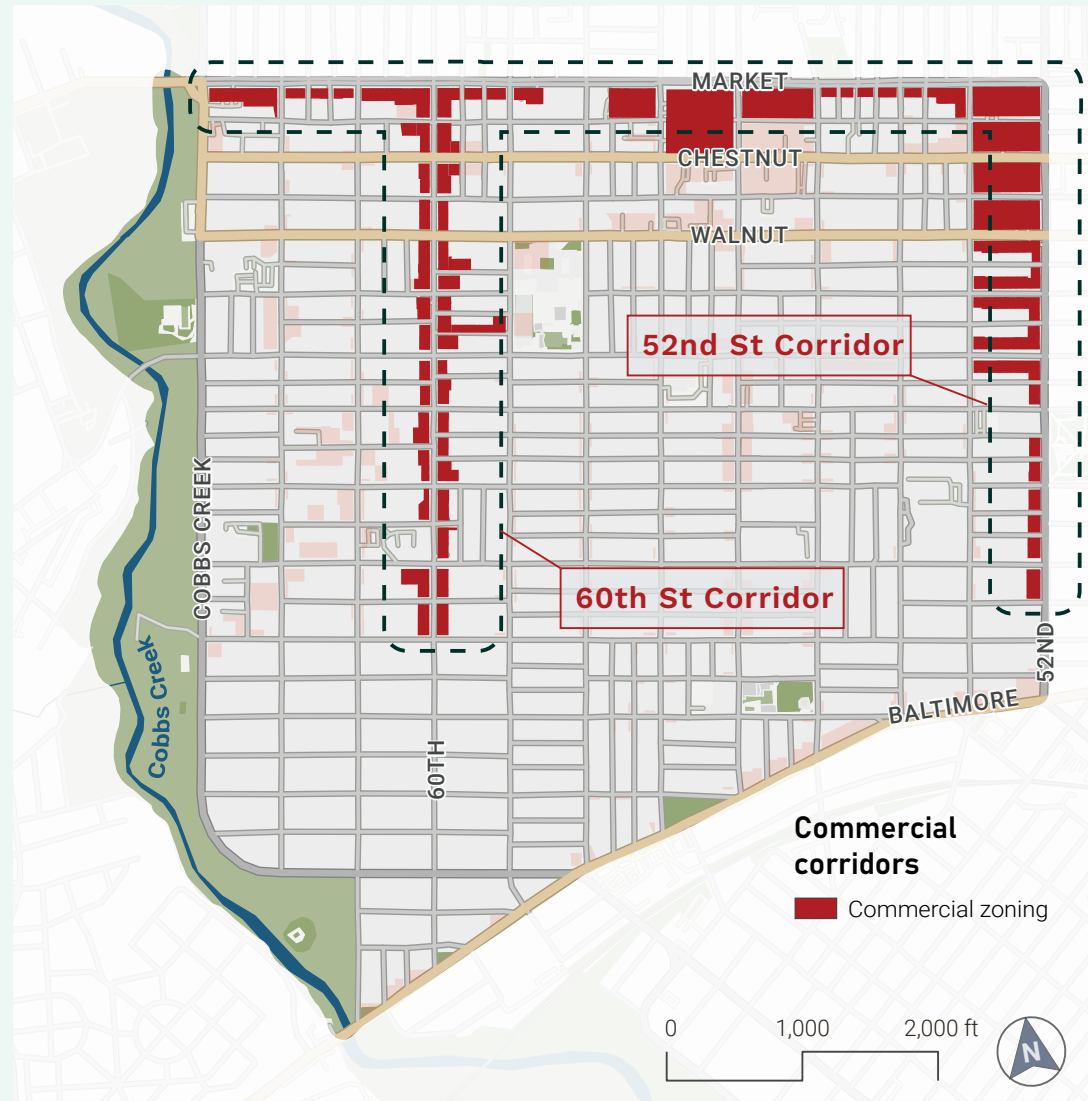
Traffic Fatalities in 2020



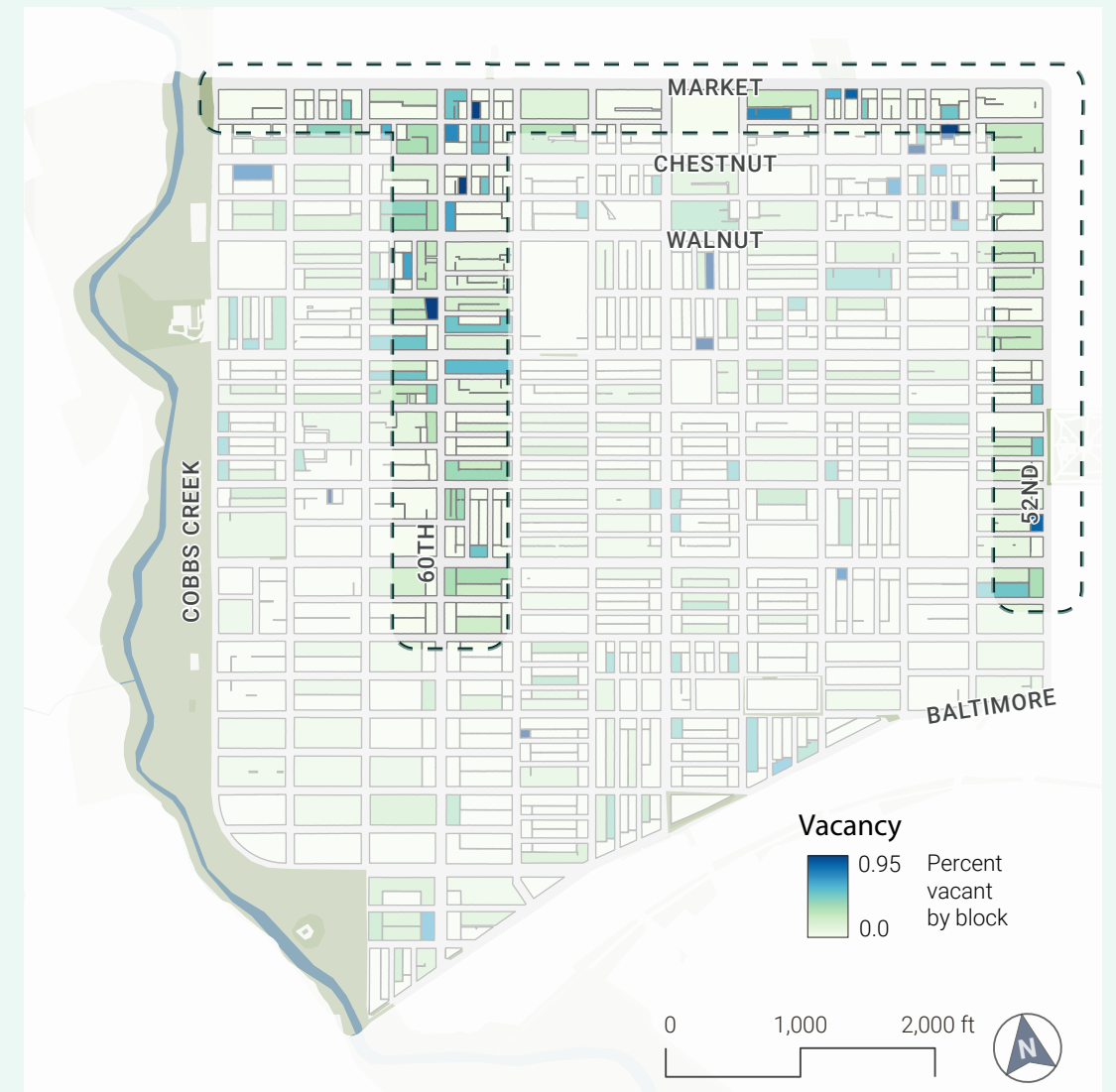
Traffic Safety and Accessibility



Commercial Corridors



60TH STREET AND 52ND COMMERCIAL CORRIDORS



PERCENT VACANCY BY BLOCK IN COBBS CREEK

Development Potential





Place

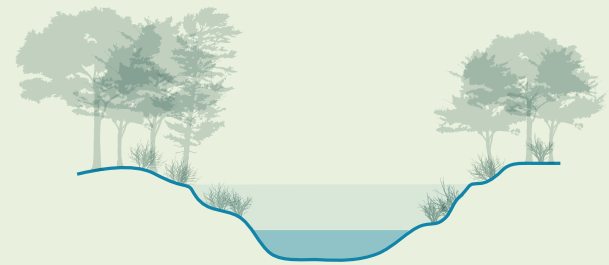


Issues

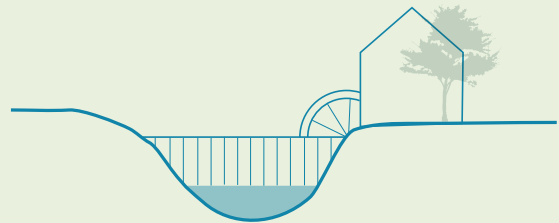
Opportunities

IMAGE CREDIT: FRIENDS OF COBBS CREEK

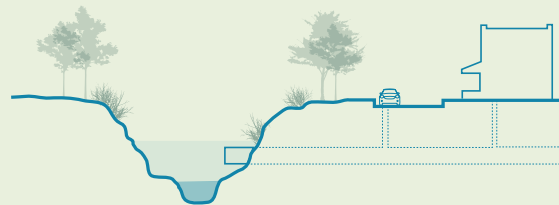
Environmental Degradation



PRE-COLONIAL ERA



INDUSTRIALIZATION



URBANIZATION

CREEK AND STORMWATER
INFRASTRUCTURE DEVELOPMENT



STACEY GORDON IN COBBS CREEK PARK
CREDIT: PHILADELPHIA TRIBUNE

Stewardship



COBBS CREEK COMMUNITY ENVIRONMENTAL CENTER



POWERCORPS COBBS CREEK PARK CLEANUP

Environmental Justice



COBBS CREEK STREETScape



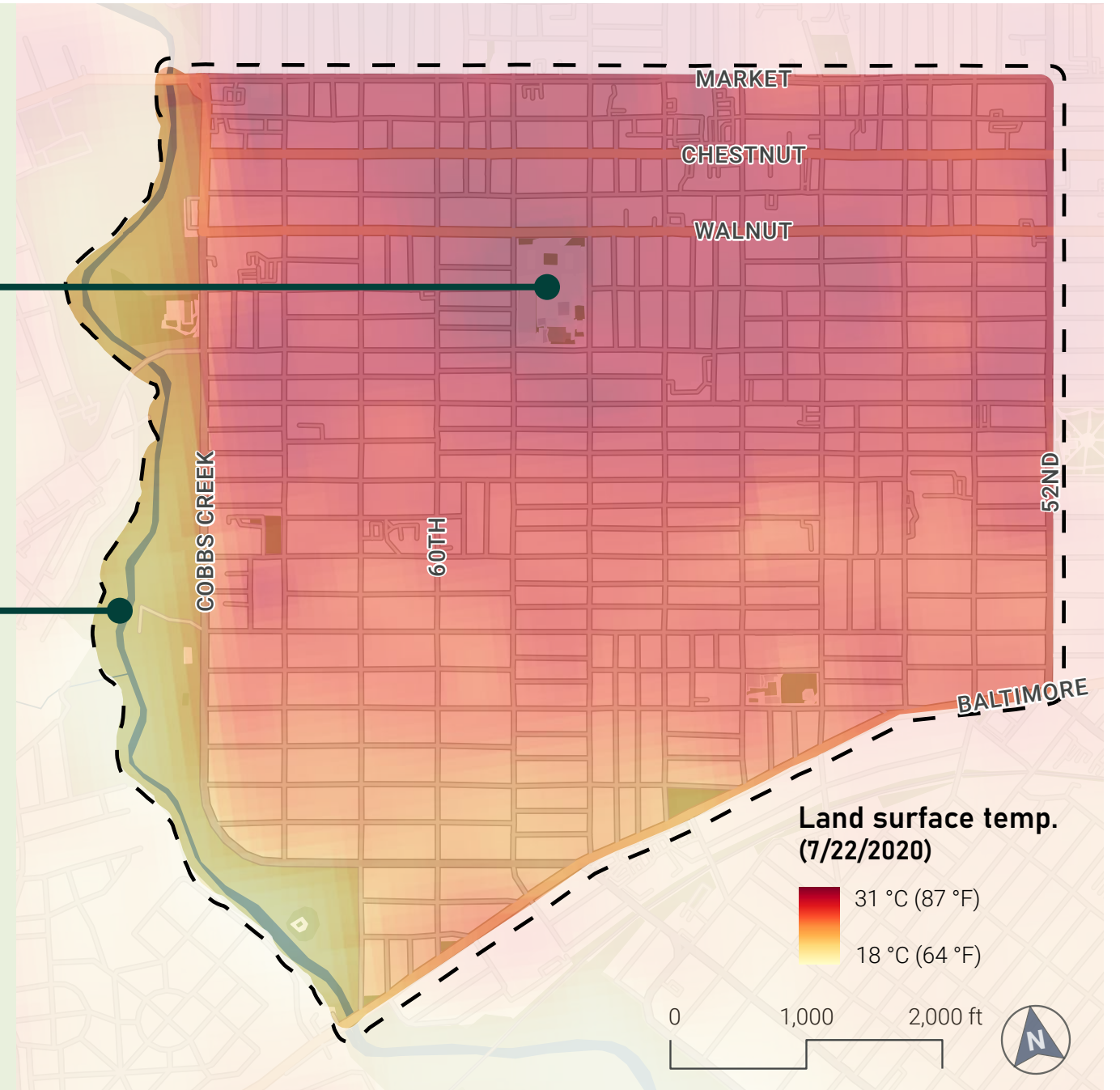
Environmental Justice

23°F

Difference Between
Cobbs Creek Park and
Sayre High School

87° F
Sayre High School

64° F
Cobbs Creek Park



Greening Efforts



GREEN STORMWATER INFRASTRUCTURE
ALONG COBBS CREEK PARKWAY



GREEN STORMWATER INFRASTRUCTURE
PROJECT MAP CREDIT: PWD

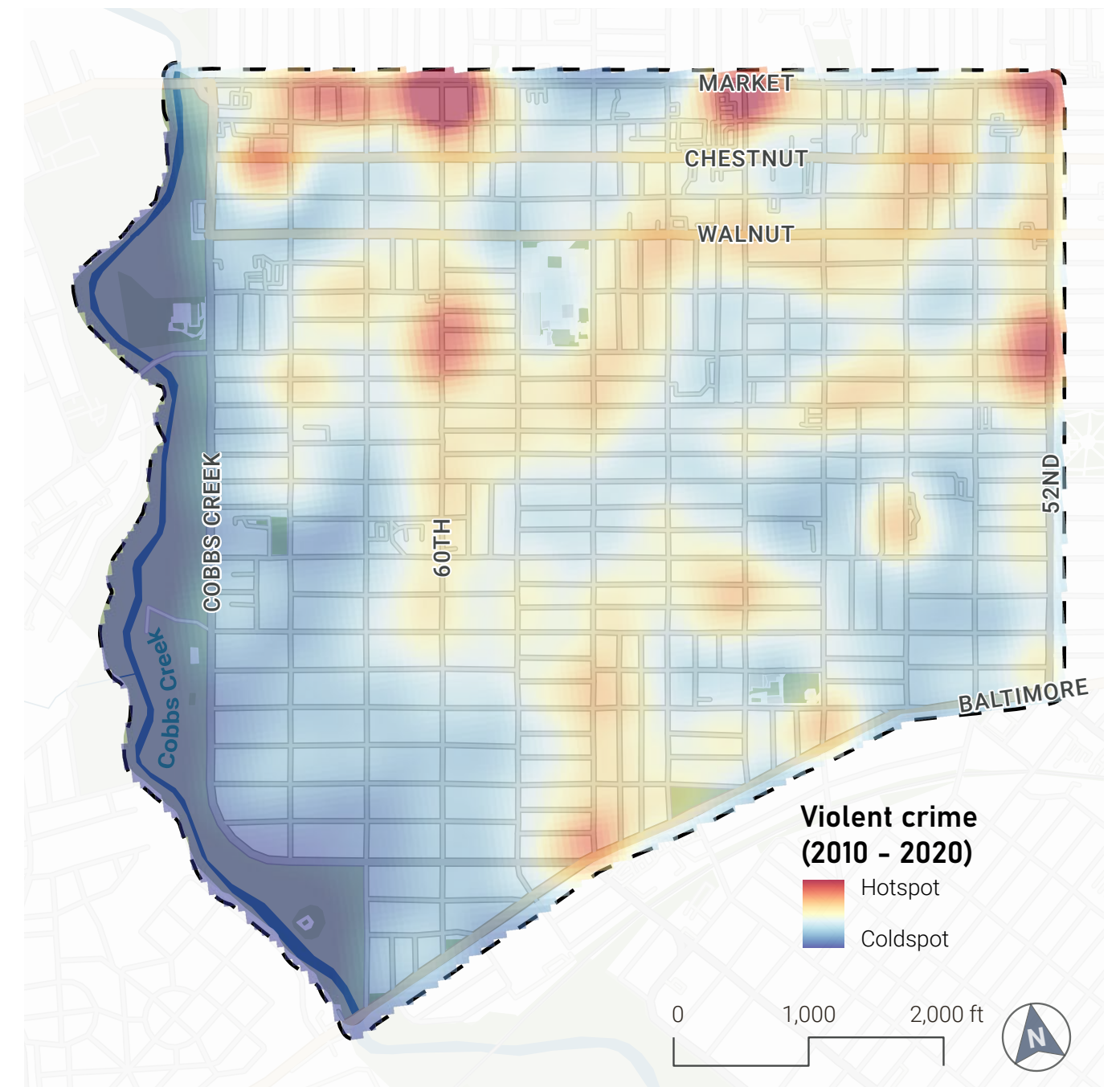
Crime and Violence

8,910

Violent Crimes Over Past 10 Years

20

Violent Crimes Per 1,000 People - 2019



Safe Spaces for Recreation



PHILADELPHIA URBAN
RIDING ACADEMY



PUBLIC EVENTS AT
MALCOLM X PARK



COBBS CREEK
YOUTH STEWARDS



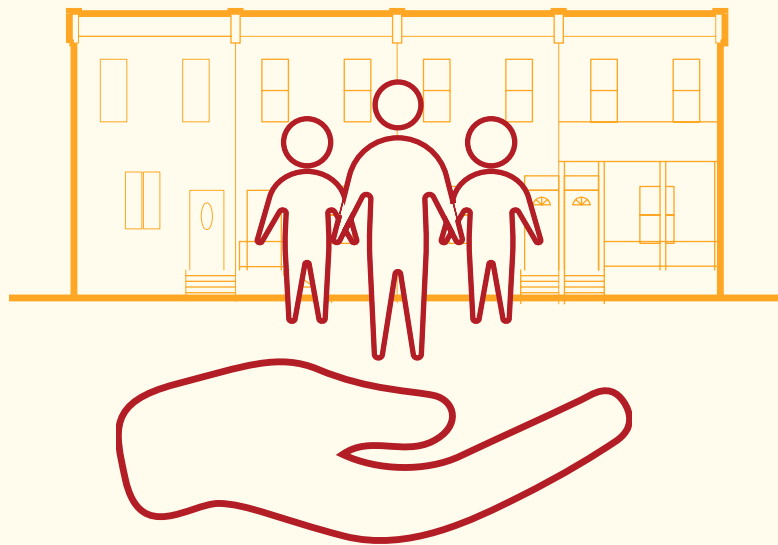
COBBS CREEK
GOLF COURSE

COBBS CREEK
CAN SURVIVE...

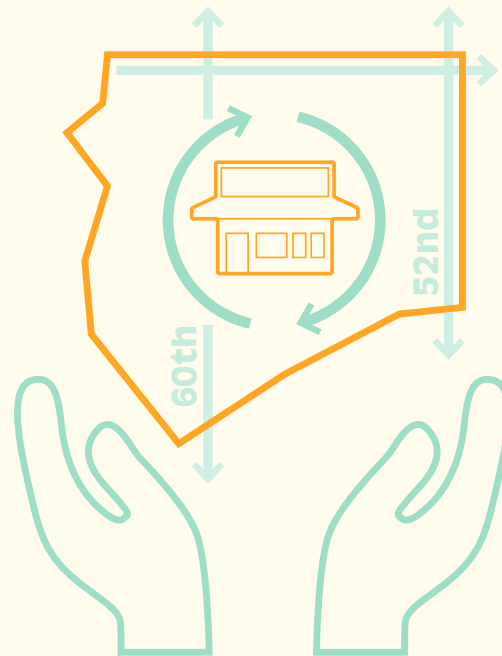
AND THRIVE.

Goals

LIVE:
Secure



WORK:
Support



PLACE:
Soothe



Live Goals

Secure: Amplify Neighborhood Agency

1

Preserve residential character and expand community ownership as a means for generational wealth building

2

Expand access to education, childcare, and youth development to support the next generations



Issues

History of State
Violence and Mistrust
Development Pressures
Tangled Titles &
Speculation
Aging Housing Stock
Educational
Infrastructure & Funding

Opportunities

Residential character,
homeownership, tenure
The Next Generation
Library Reinvestment

Work Goals

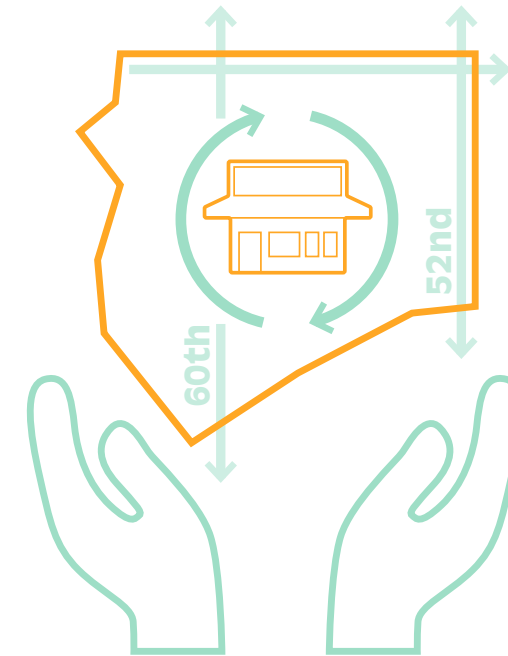
Support: Grow Opportunities for All

3

Stimulate commercial corridor activity and create economic opportunities within the neighborhood

4

Increase career development resources and exposure to employment opportunities



Issues

Disadvantaged economic status
Traffic safety and accessibility
Commercial corridors

Opportunities

Commercial corridors
Development potential
Strong connectivity
Career development programs

Place Goals

Soothe: Foster a safe, healthy, and just neighborhood

5

Nurture safety and wellness through stewardship of the public realm

6

Enhance infrastructure and public space to address environmental injustice



Issues

Environmental degradation
Environmental justice
Public realm
Crime and violence

Opportunities

Stewardship
Golf Course Renovation
Greening opportunities
Beautification
Safe spaces for recreation

STRATEGIES



Secure

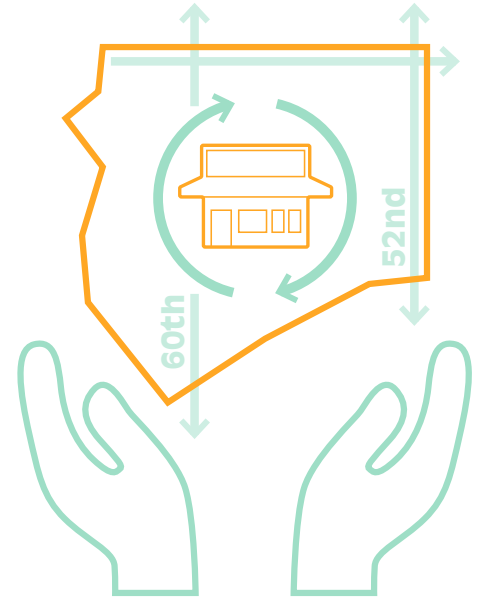


1
Community
Ownership



2
Next
Generation

Support



3
Economic
Opportunity



4
Career
Development

Soothe



5
Stewardship



6
Environmental
Justice

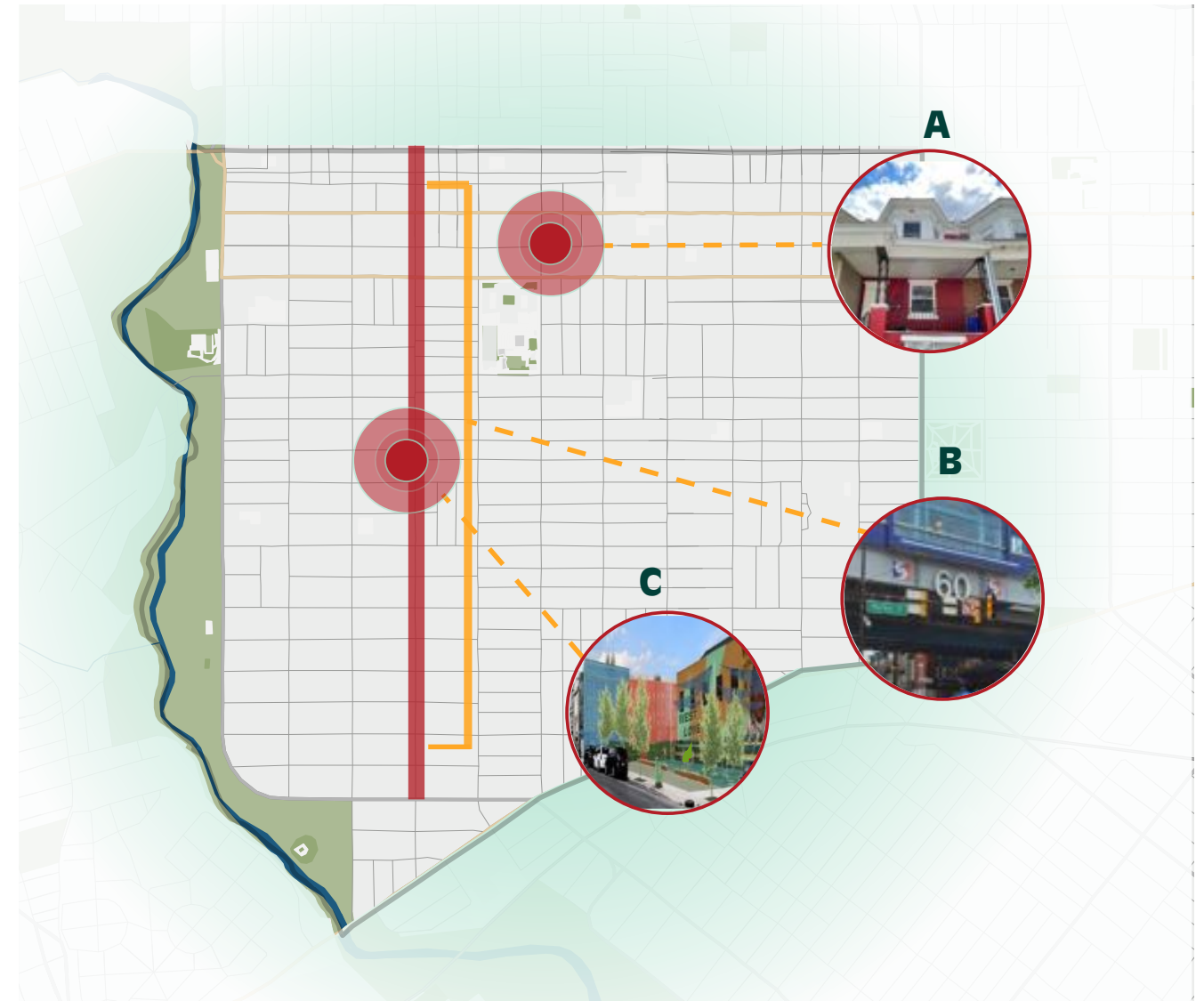
Strategies

SECURE

A Secure Homes

B 60th Street Corridor Investment

C West Love Development



Strategy A: Secure Homes

Actions

A1 Establish a Housing Counseling Agency

A2 Create a Master Plan for Developing Vacant Lots

Partners

- City of Philadelphia
- Mission First
- Achievability
- Black Squirrel Collaborative

Goals



1
Community
Ownership



Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.

Duration



\$
0 - 500k

\$\$
500 - 1M

\$\$\$
1M - 2M

\$\$\$\$
2M +

Budget



SECURE HOMES

A1 Establish a Housing Counseling Agency

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



\$
0 - 500k

\$\$
500 - 1M

\$\$\$
1M - 2M

\$\$\$\$
2M +



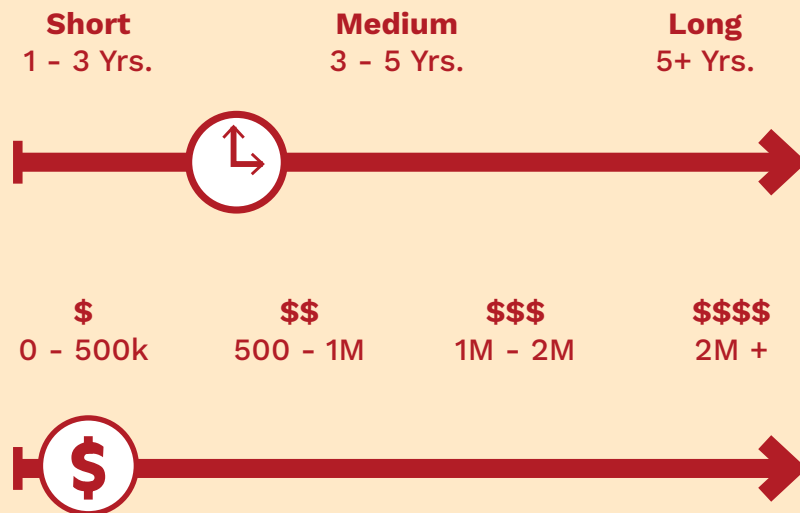
Partners

- Mission First
- Achievability



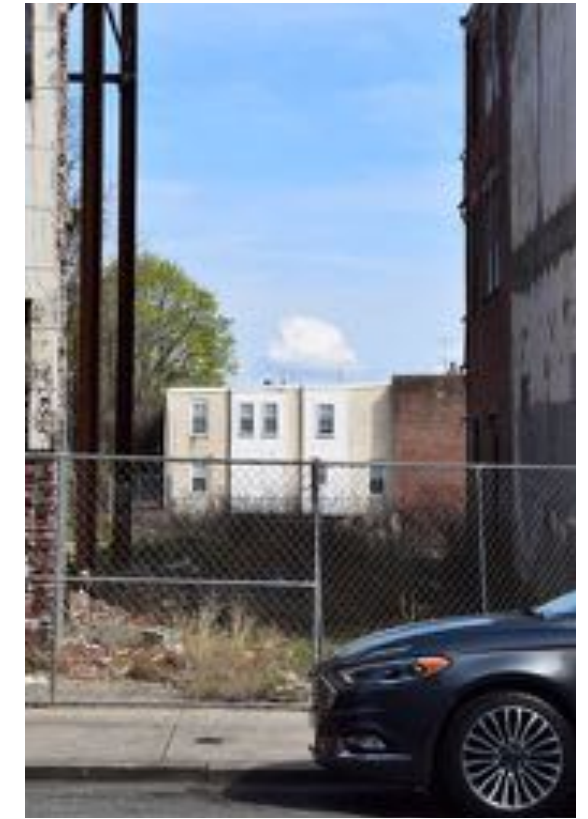
SECURE HOMES

A2 Create a community plan for developing vacant lots



Partners

- City of Philadelphia - PHDC and Land Bank
- Black Squirrel Collaborative



Strategy B: 60th Street Corridor Investment

Actions

- B1** Establish a Keystone Opportunity Zone
- B2** Expand and increase access to existing programs

Partners

- City of Philadelphia

Goals



Duration



Budget



60TH STREET INVESTMENT

B1 Establish Keystone Opportunity Zone

Short 1 - 3 Yrs. **Medium** 3 - 5 Yrs. **Long** 5+ Yrs.

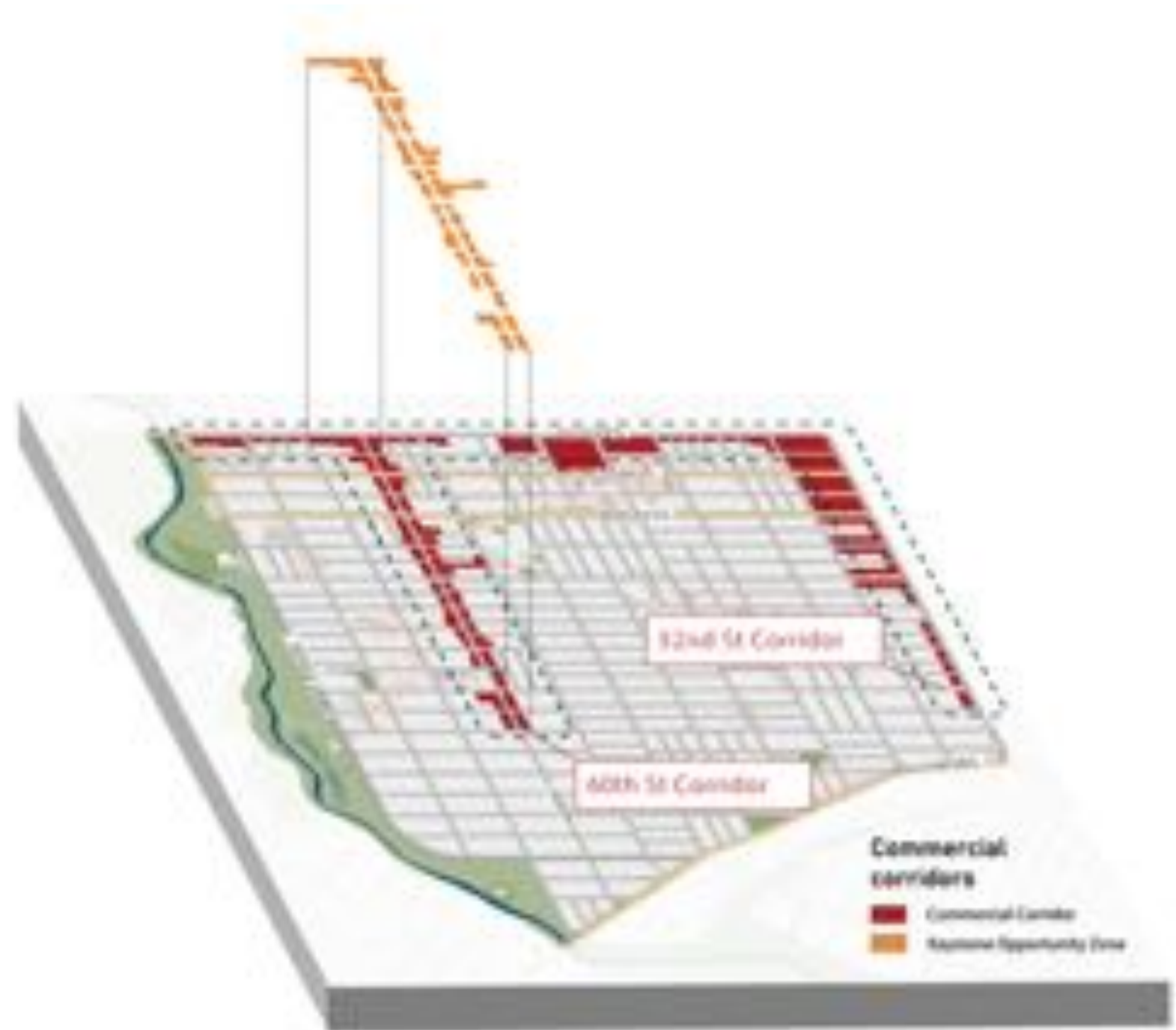


\$ 0 - 500k **\$\$** 500 - 1M **\$\$\$** 1M - 2M **\$\$\$\$** 2M +



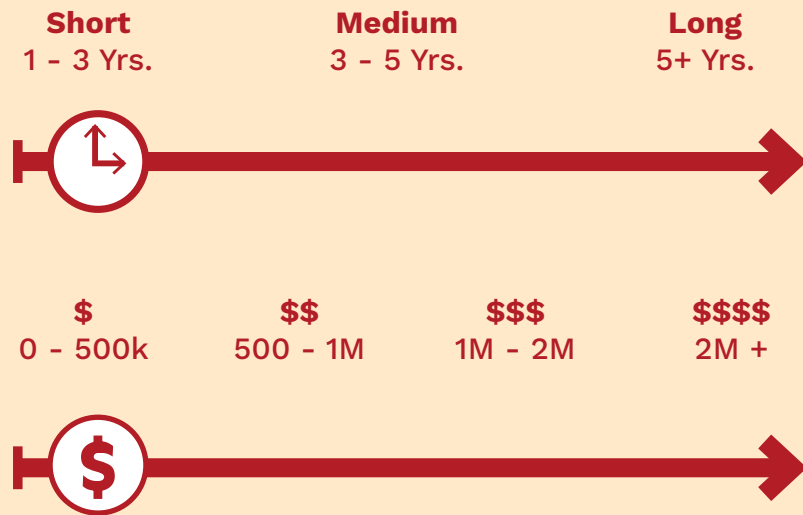
Partners

- City of Philadelphia - PHDC and Land Bank
- Black Squirrel Collaborative



60TH STREET INVESTMENT

B2 Expand existing programs



Partners

- City of Philadelphia



60th Street Facades After Storefront Improvement Program

Strategy C: West Love Development

Actions

- C1** Restore imperial theater
- C2** Build a housing and career development center
- C3** Create a community-programmed public space

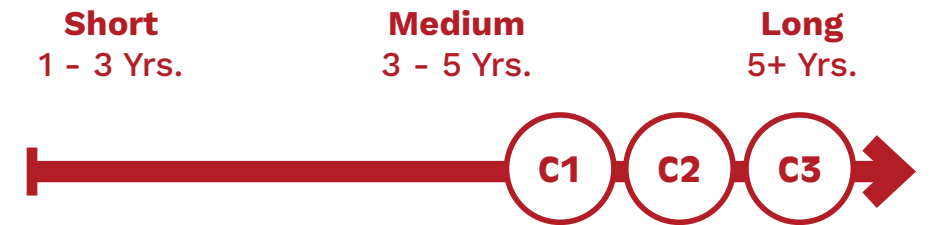
Partners

- Philadelphia Industrial Development Corporation

Goals



Duration



Budget

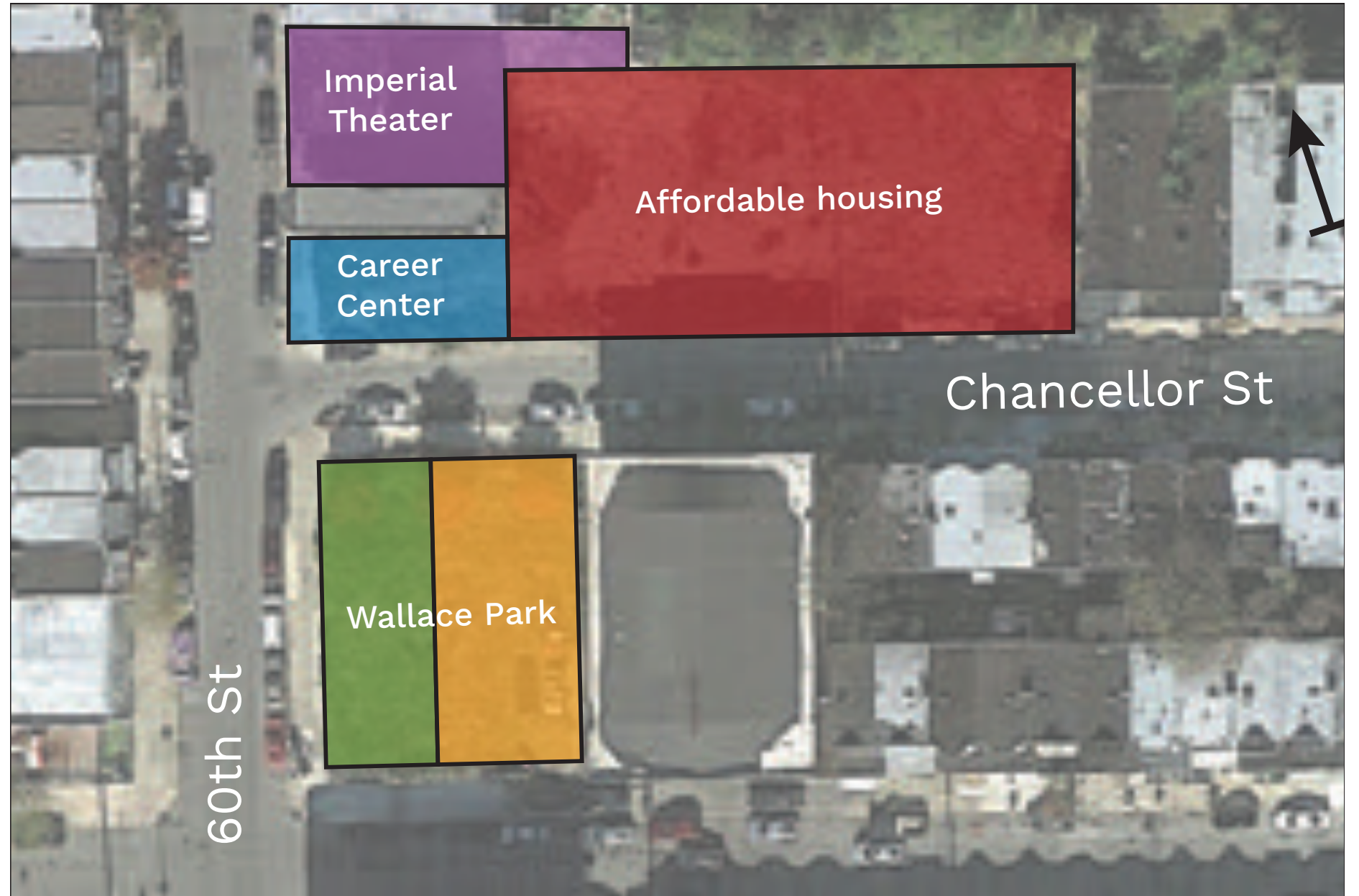
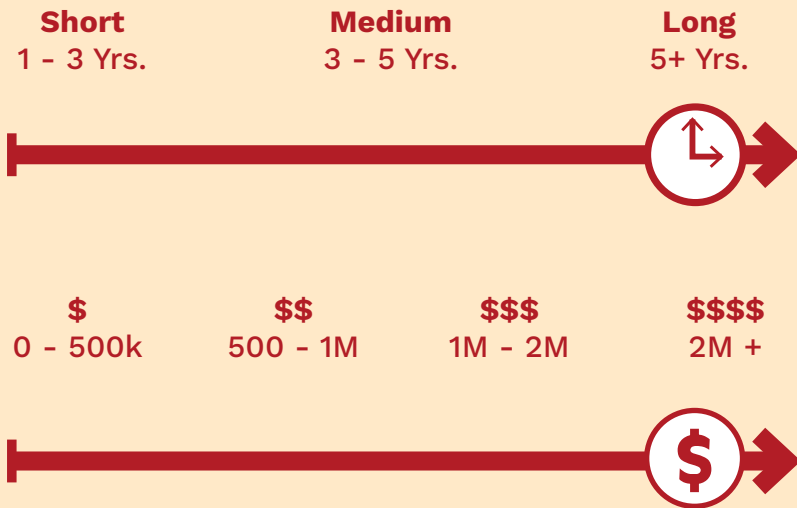


WEST LOVE

C1 Restore the Imperial Theater

C2 Build a housing and career development center

C3 Create a Community-programmed Public Space



WEST LOVE

IMPERIAL THEATER

CAREER CENTER

AFFORDABLE HOUSING

WALLACE PARK



Strategies

SECURE

A Secure Homes

B 60th Street Corridor Investment

C West Love Development



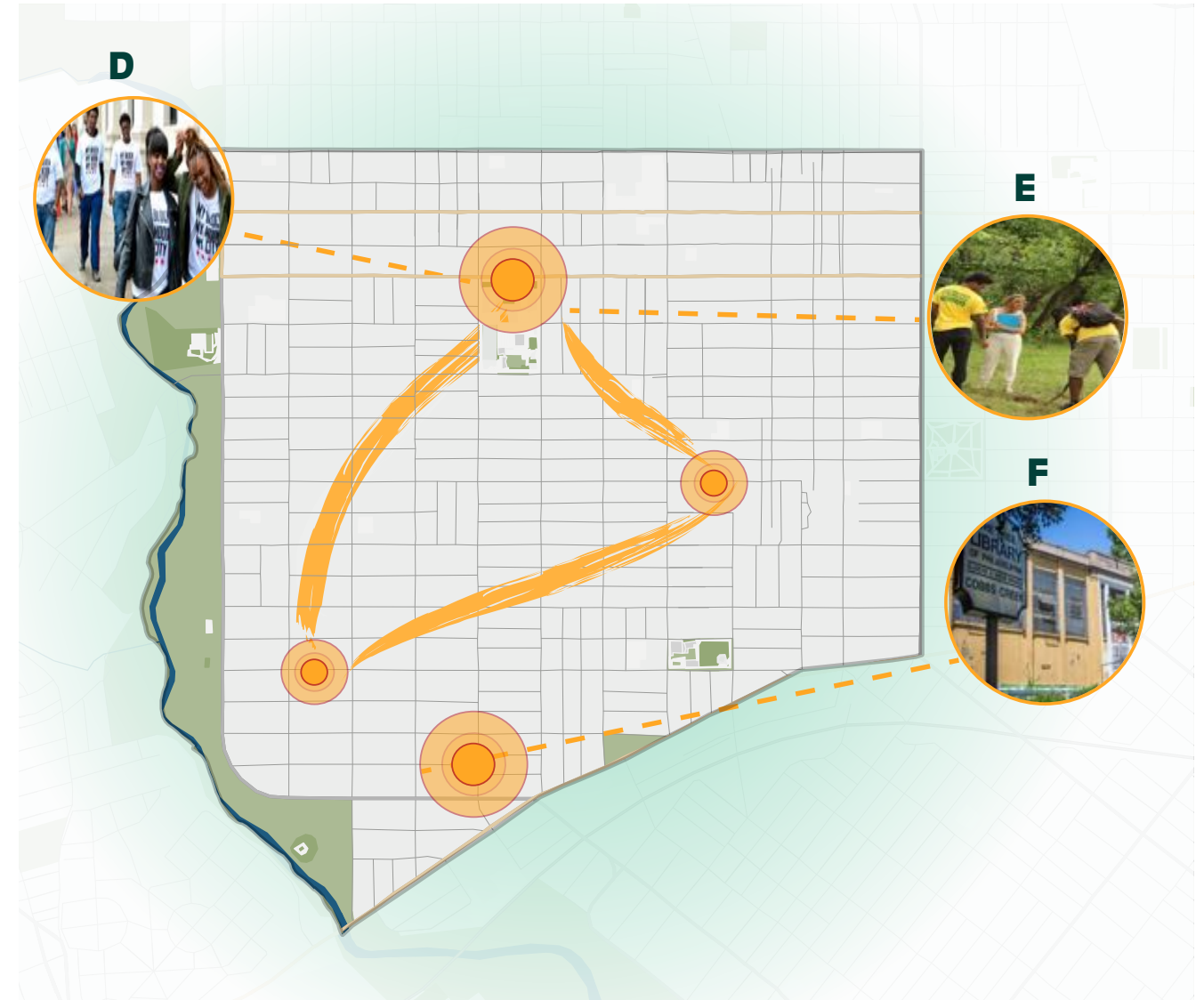
Strategies

SECURE

- A Secure Homes
- B 60th Street Corridor Investment
- C West Love Development

SUPPORT

- D Youth Development and Programming
- E Urban Farm Network
- F Community Library



Strategy D: Youth Development and Programming

Actions

- D1** My Block, My Hood, My City
- D2** Establish digital literacy program
- D3** Manage and scale youth programming

Partners

- YEAH Philly
- Sayre High School
- Blanche A. Nixon/Cobbs Creek Library

Goals



Duration

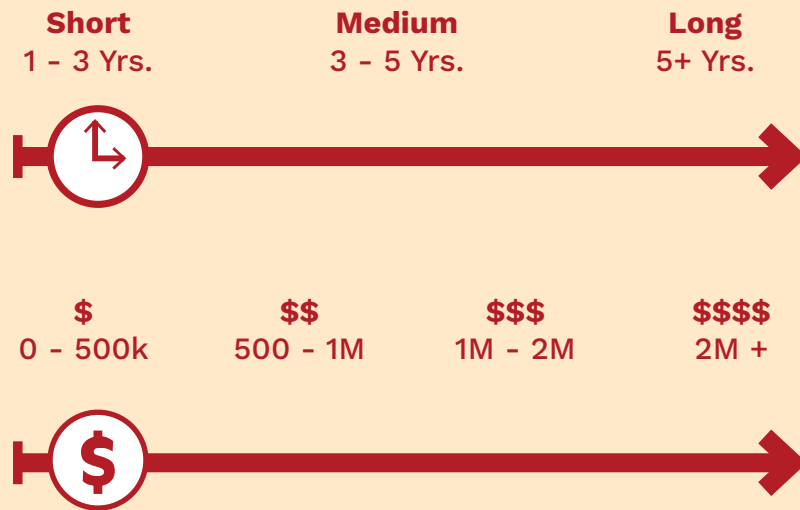


Budget



YOUTH DEVELOPMENT

D1 My Block, My Hood, My City



Partners

- City of Philadelphia

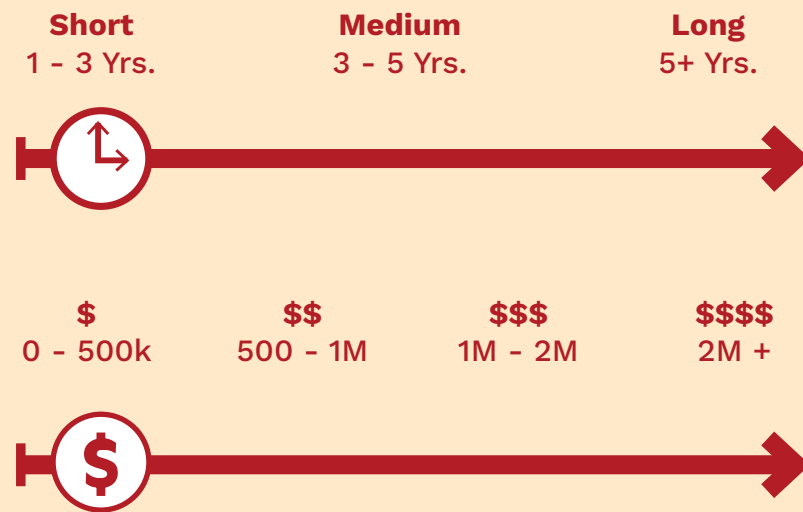


Youth-Led Community Walks

Credit: My Block, My Hood, My City

YOUTH DEVELOPMENT

D1 Manage and Scale Youth Programming



Partners

- YEAH Philly
- Sayre High School
- Cobbs Creek Library



YEAH Philly

Credit: NPR - WHY Philadelphia

Strategy E: Urban Farm Network

Actions

- E1** Increase Sayre’s capacity
- E2** Incubate food entrepreneurs
- E3** Expand, connect, and steward the network

Partners

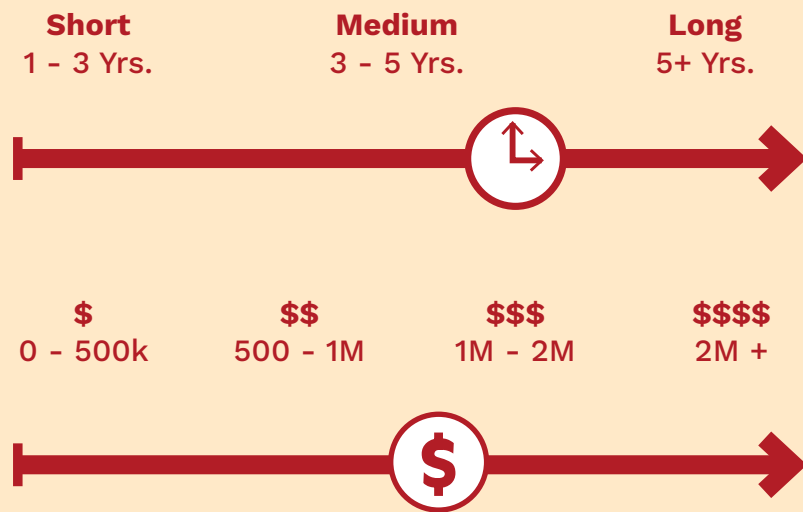
- University of Pennsylvania Netter Center for Community Partnerships
- Sayre High School
- Sayre Johnson Health Center
- Enterprise Center Center for Culinary Enterprises
- Cobbs Creek Environmental Center
- Sankofa Farm

Goals



URBAN FARM NETWORK

E1 Increase Sayre's Capacity



Partners

- UPenn Netter Center
- Sayre High School



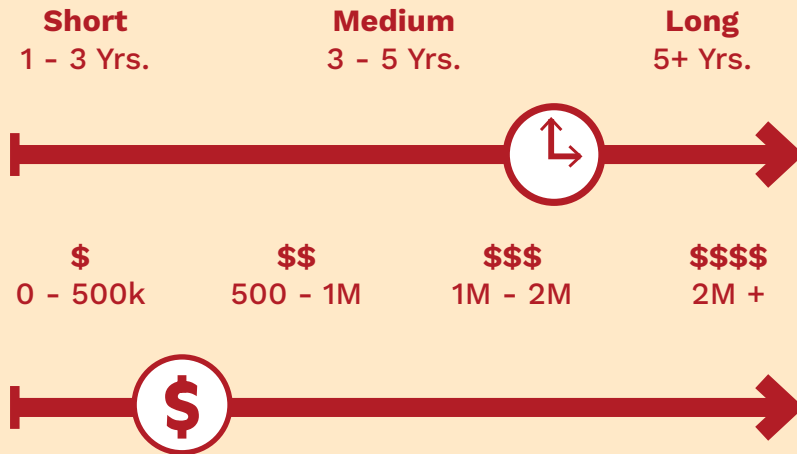
Sayre High School Garden



URBAN FARM NETWORK

E2 Incubate Food Entrepreneurs

E3 Expand, Connect, and Steward the Network



Partners

- Enterprise Center
- Cobbs Creek Environmental Center
- Sankofa Farm



Good Food Bag distribution at the Sayre Health Center (right)

Credit: Netter Center AUNI

Rebel Ventures food stand (bottom)

Credit: Rebel Ventures



Strategy F: Community Library

Actions

- F1** Increase community autonomy
- F2** Analyze current library programming and resources
- F3** Establish a Community Benefits Agreement

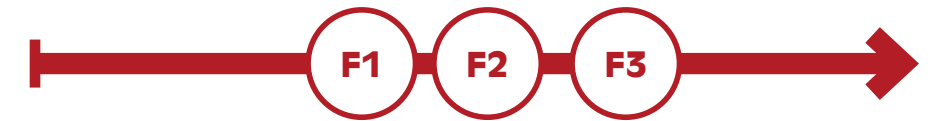
Partners

- Free Library of Philadelphia
- Rebuild Initiative

Goals



Duration

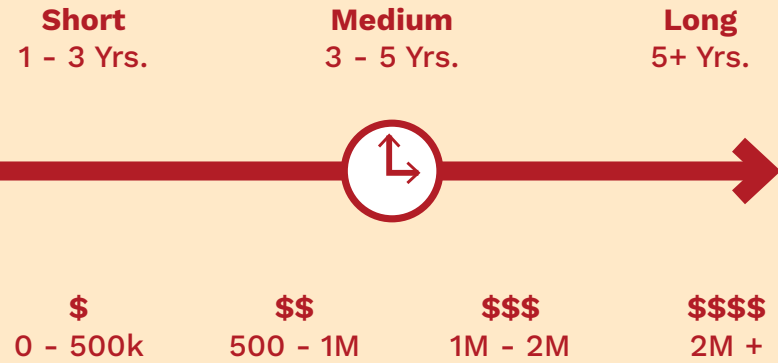


Budget



COMMUNITY LIBRARY

F1 Increase Community Autonomy



Partners

- Free Library of Philadelphia
- Rebuild Initiative



Blanche A. Nixon library

Credit: Cobbs Creek Neighbors

COMMUNITY LIBRARY

F3 Establish a Community Benefits Agreement

Short 1 - 3 Yrs. **Medium** 3 - 5 Yrs. **Long** 5+ Yrs.



\$ 0 - 500k **\$\$** 500 - 1M **\$\$\$** 1M - 2M **\$\$\$\$** 2M +



Partners

- Free Library of Philadelphia
- Rebuild Initiative



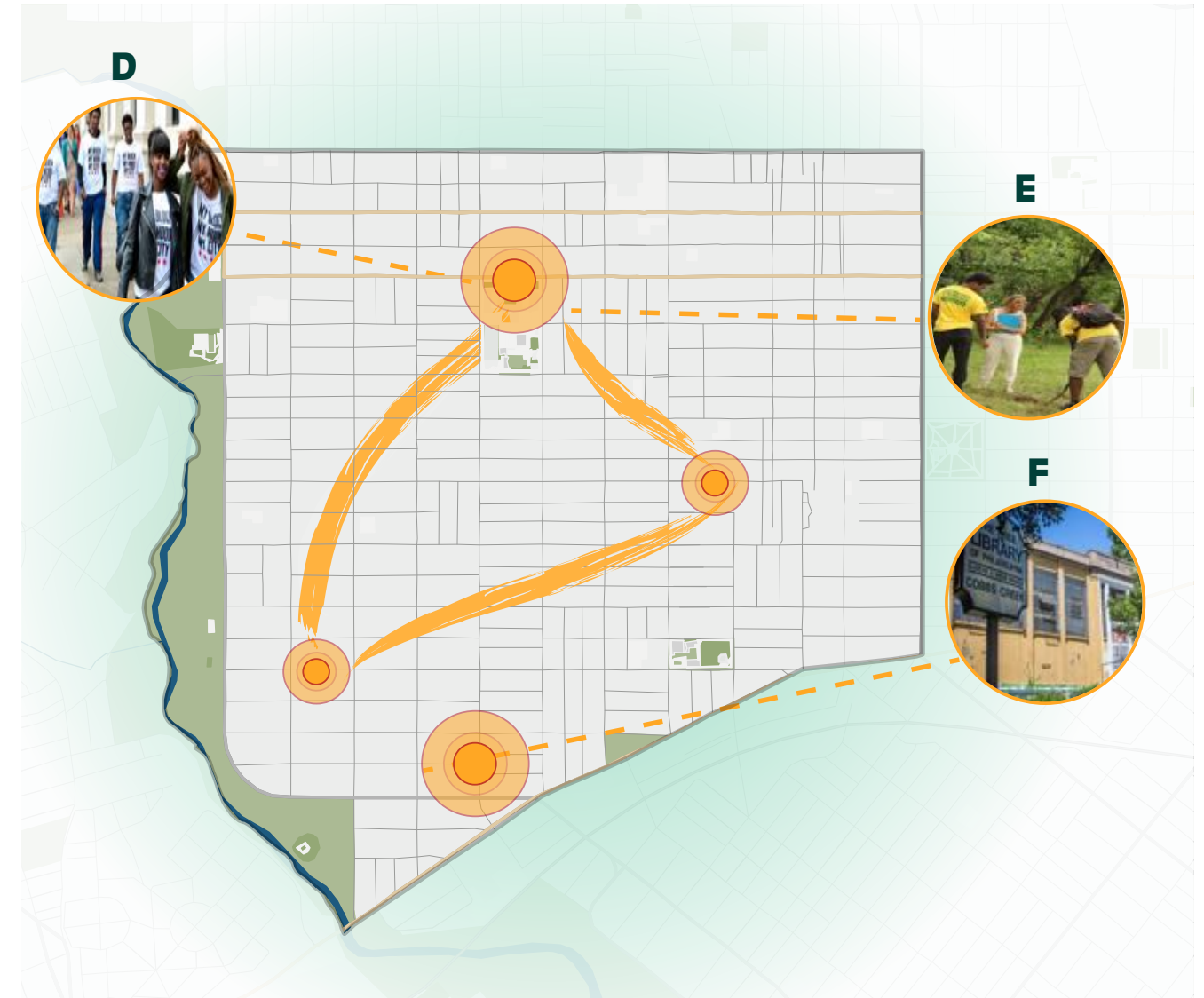
Strategies

SECURE

- A Secure Homes
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SUPPORT

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Strategies

SECURE

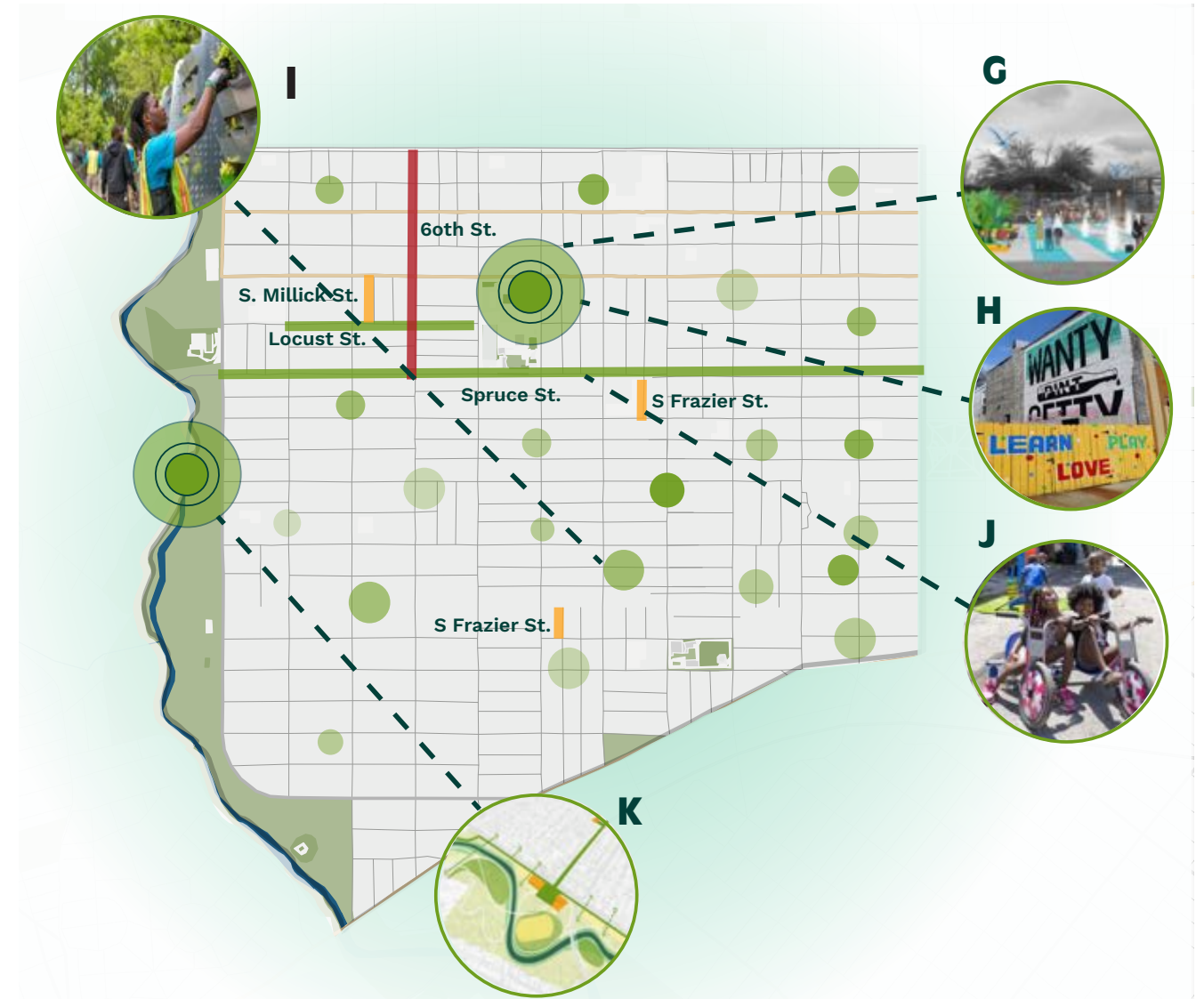
- A Secure Homes
- B 60th Street Corridor Investment
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SUPPORT

- D Youth Development and Programming
- E Urban Farm Network
- F Community Library

SOOTHE

- G Sayre Splashpad
- H Community Healing
- I Cooling Down
- J Streets for Everyone
- K Reconnecting the Park



Strategy G: Sayre Splashpad

Actions

G1 Improve public infrastructure for resident recreation

G2 Apply for Philadelphia Water Department (PWD) funding for programming

Partners

- Trust for Public Land Foundation
- PWD’s Stormwater Grant Program
- Sayre High School

Goals



1
Community
Ownership



2
Next
Generation



5
Stewardship



6
Environmental
Justice

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.

Duration



\$
0 - 500k

\$\$
500 - 1M

\$\$\$
1M - 2M

\$\$\$\$
2M +

Budget



SAYRE SPLASHPAD

**G1 Improve Public Infrastructure
for Resident Recreation**

**G2 Apply for PWD Funding for
Programming**

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



\$
0 - 500k

\$\$
500 - 1M

\$\$\$
1M - 2M

\$\$\$\$
2M +



Partners

- Trust for Public Land Foundation
- PWD's Stormwater Grant Program
- Sayre High School



Strategy H: Community Healing

Actions

- H1** Develop and elevate art culture
- H2** Apply for a community evening resource center
- H3** Heal trauma through public art

Partners

- City of Philadelphia Community Evening Resource Centers Program Award
- Mural Arts Porch Light

Goals



Duration



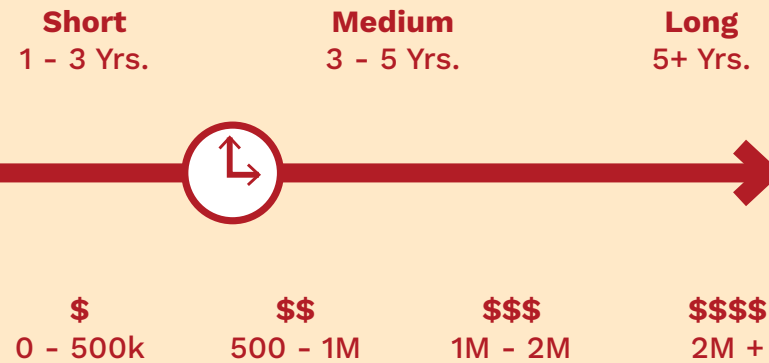
Budget



COMMUNITY HEALING

H1 Develop and Elevate Art Culture

H2 Apply for a Community Evening Resource Center



Partners

- City of Philadelphia
- 60th Street Strong Coalition

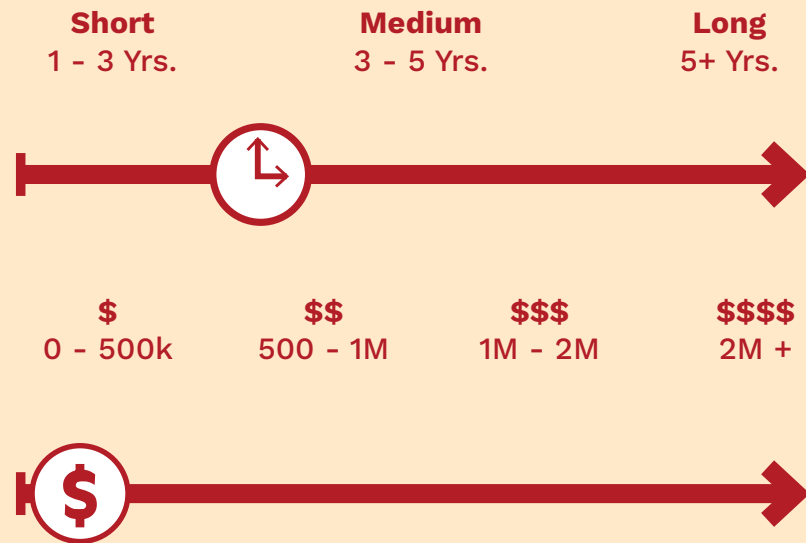


Philadelphia Chalk Festival

Credit: NPR - WHY Philadelphia

COMMUNITY HEALING

H3 Heal Trauma through Public Art



Partners

- Mural Arts Porch Light
- Arts Church of West Philadelphia



Steve Powers A Love Letter for You Mural Series

Credit: Mural Arts

Strategy I: Cooling Down

Actions

- I1** Expand tree stewardship program
- I2** Heat relief network

Partners

- Philadelphia Department of Parks and Recreation
- Philadelphia Office of Sustainability
- UC Green

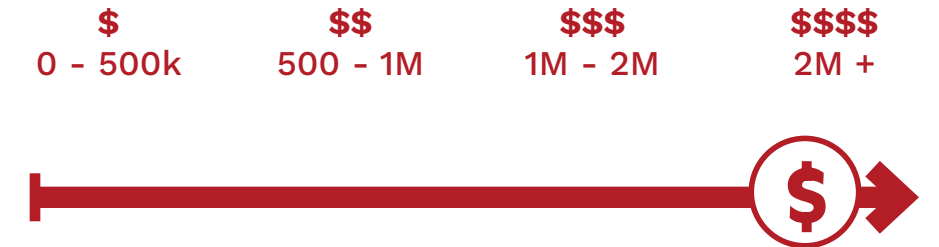
Goals



Duration

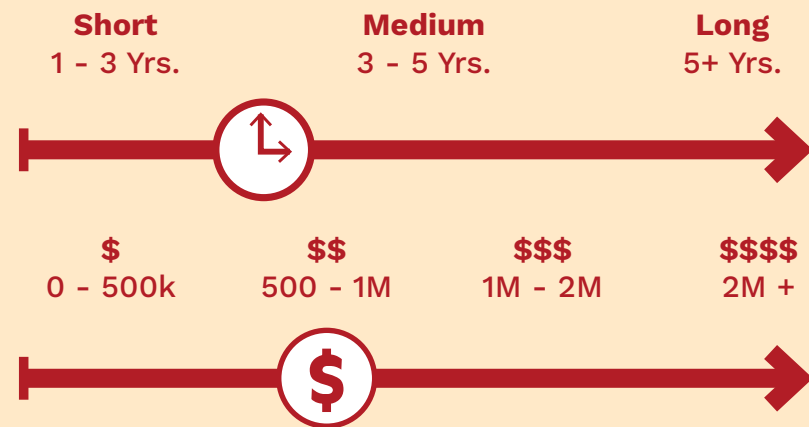


Budget



COOLING DOWN

I1 Expand Tree Stewardship Program



Partners

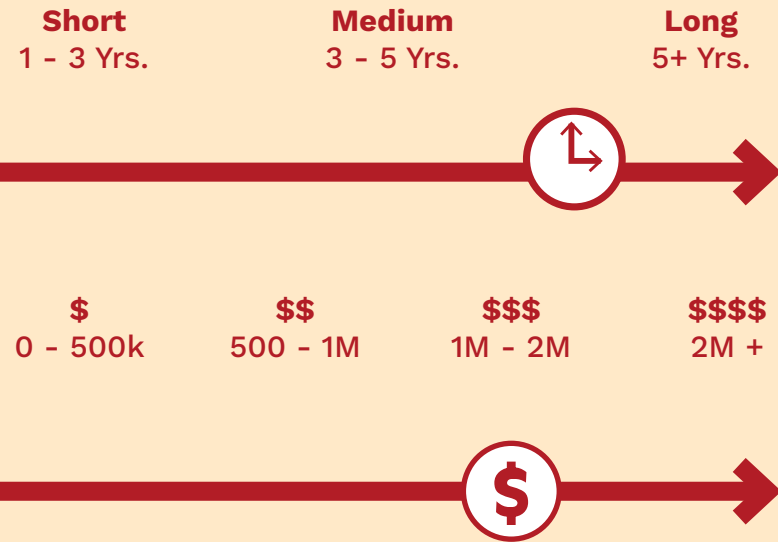
- PWD Green Stormwater Infrastructure
- UC Green
- Pennsylvania Horticultural Society
- Philadelphia Department of Parks and Recreation



UC Green Spring Planting Event

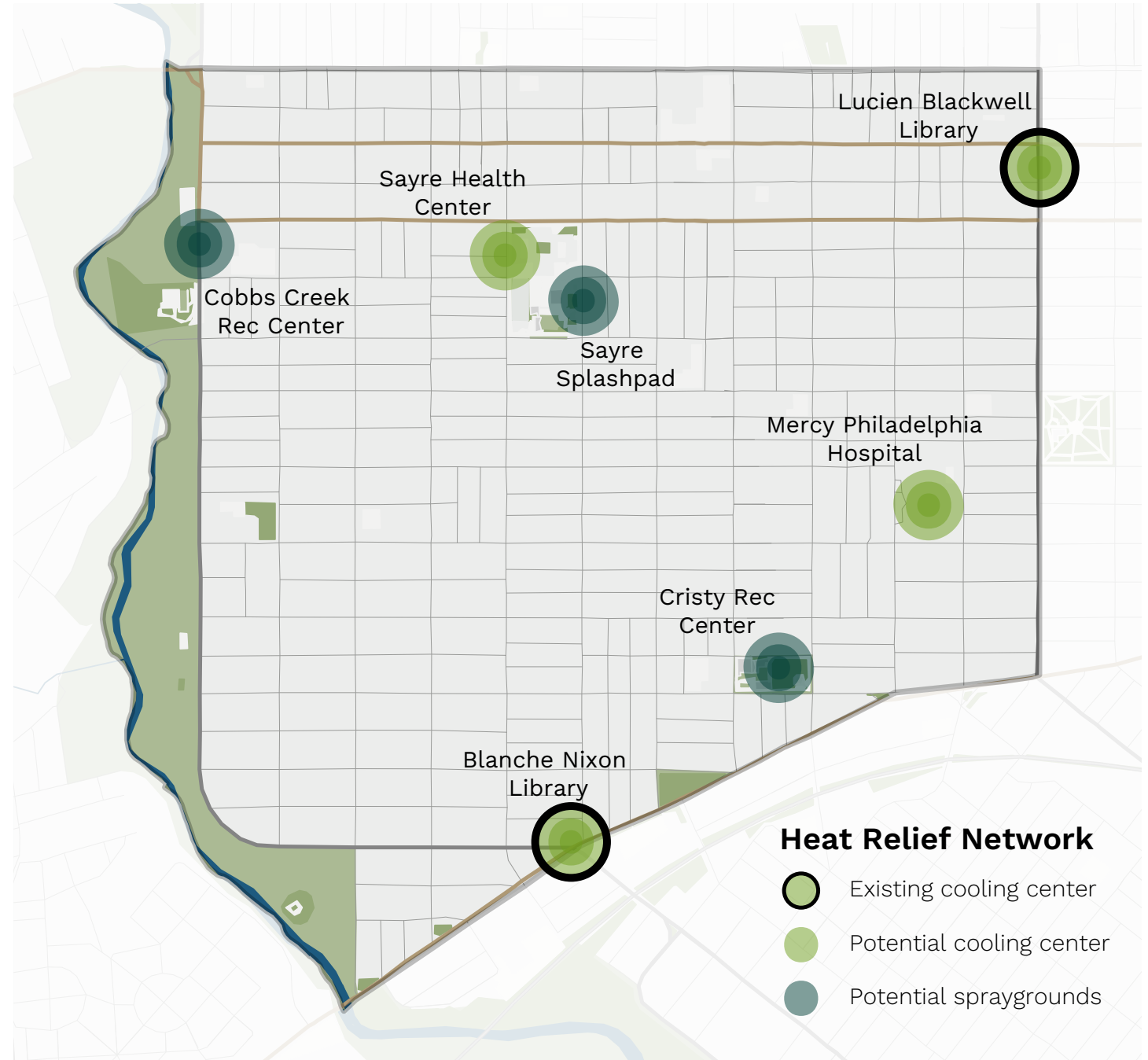
COOLING DOWN

12 Heat Relief Network



Partners

- Philadelphia Office of Sustainability



Strategy J: Streets for Everyone

Actions

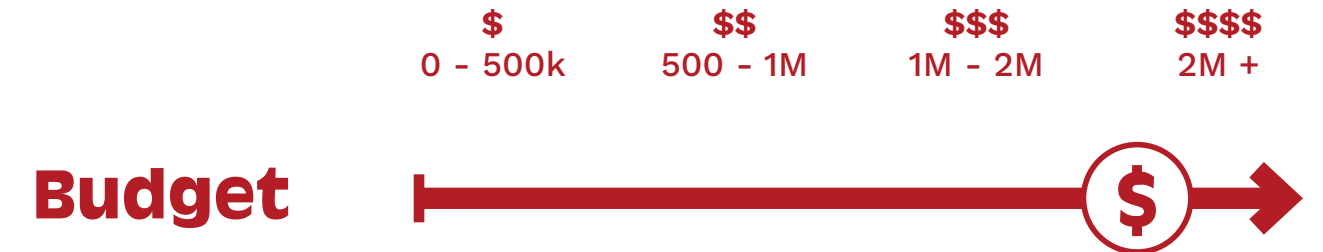
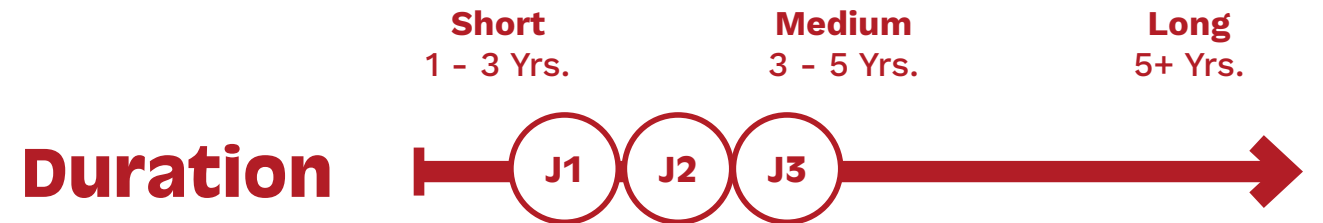
J1 Redesign complete streets

J2 Promote biking culture

J3 Open streets

Partners

- Pennsylvania Department of Transportation
- Philadelphia Streets Department
- Bicycle Coalition of Greater Philadelphia
- Councilmember Jamie Gauthier
- Philadelphia Department of Parks and Recreation



STREETS FOR EVERYONE

J1 Redesign Complete Streets

Short
1 - 3 Yrs.

Medium
3 - 5 Yrs.

Long
5+ Yrs.



\$
0 - 500k

\$\$
500 - 1M

\$\$\$
1M - 2M

\$\$\$\$
2M +



Partners

- PennDOT Transportation Alternatives Set-Aside
- Federal Safe Routes to Schools Program
- Philadelphia Complete Streets



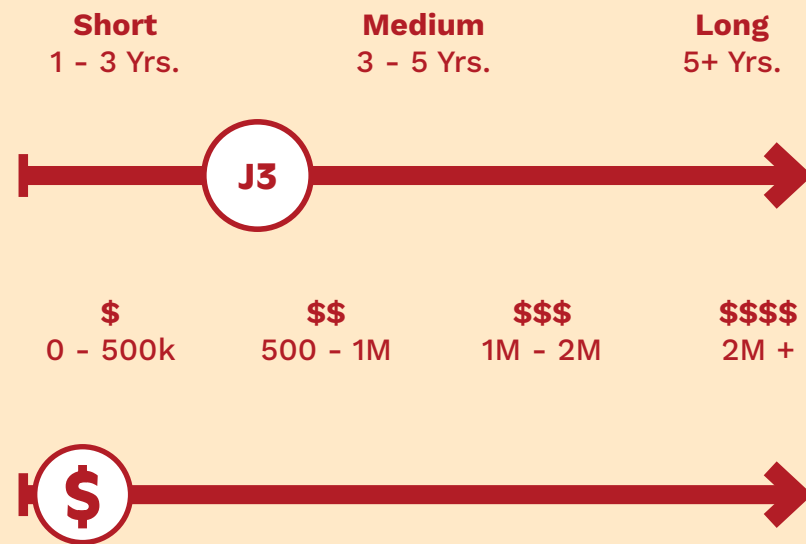
Spruce Before



Spruce After

STREETS FOR EVERYONE

J3 Open Streets



Partners

- PennDOT Transportation Alternatives Set-Aside
- Federal Safe Routes to Schools Program
- Philadelphia Complete Streets



Philadelphia Summer Playstreet (Left)

Woodlawn Street Market (Right)

Credit: Philadelphia Recreation & Alabama News Room Center

Strategy K: Reconnecting The Park

Actions

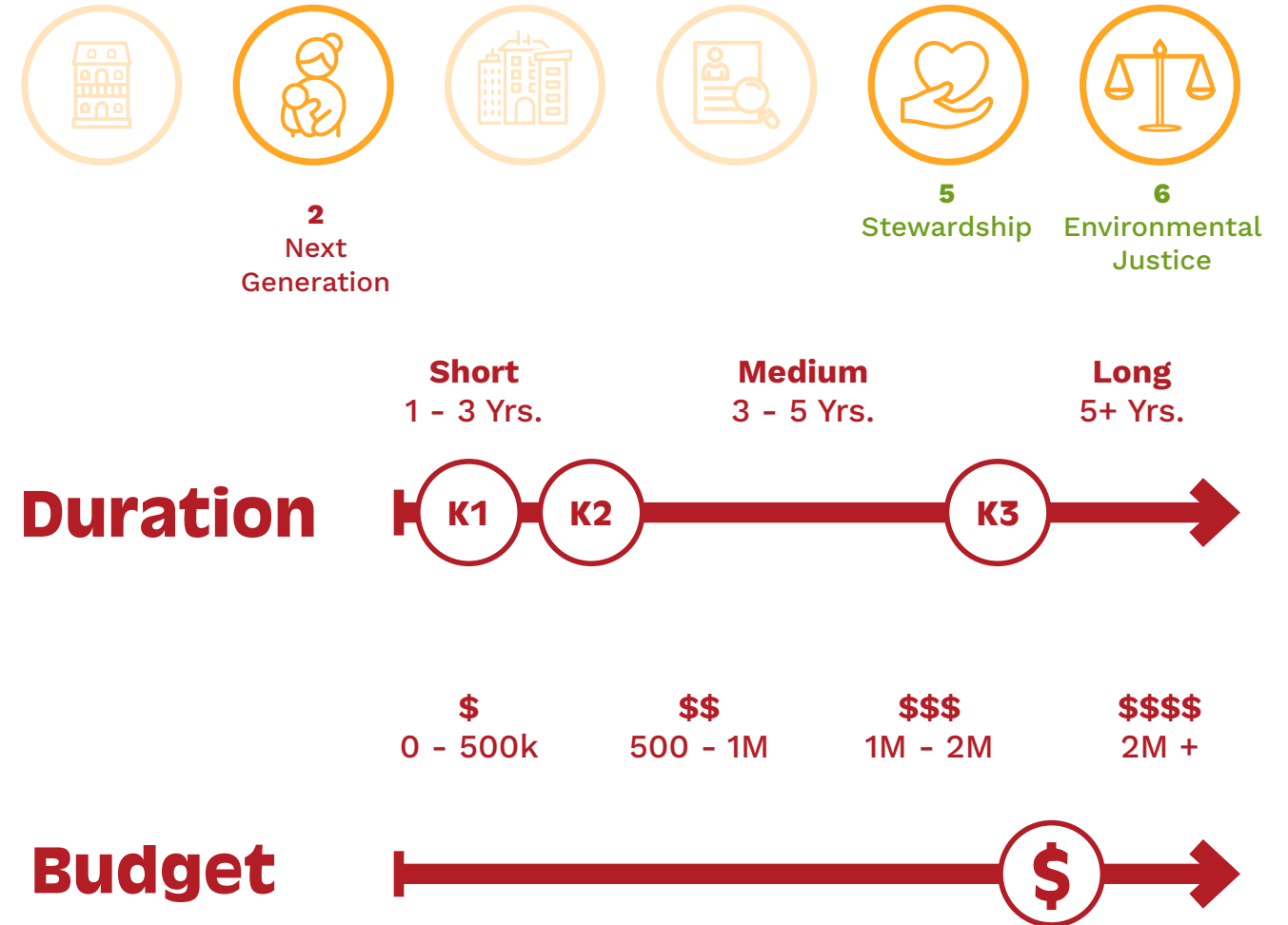
K1 Parkway safety improvements

K2 Active programming

K3 Re-envision with the community

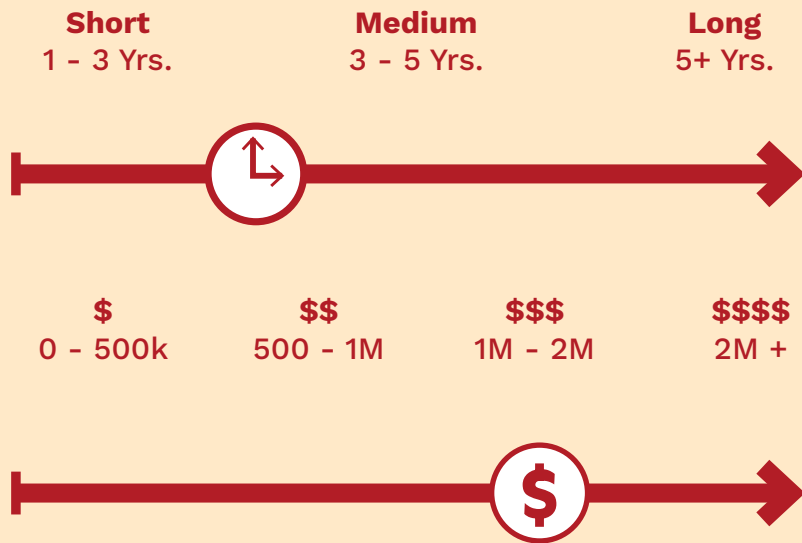
Partners

- Department of Streets
- Department of Parks and Recreation
- Ars Nova Workshop
- Theatre in the X



RECONNECTING THE PARK

K1 Parkway Safety Improvements



Partners

- Department of Streets

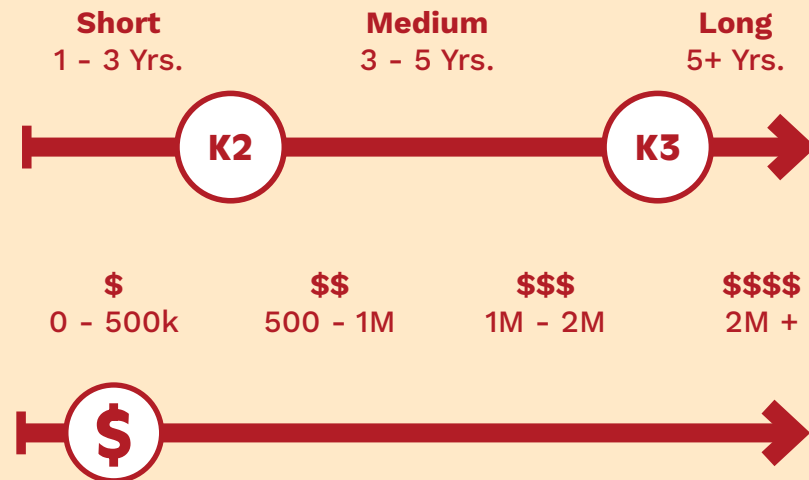
-  Sidewalk
-  Crosswalk
-  Raised Intersection
-  Parking Lane



Cobbs Creek Parkway & Locust St. Intersection

RECONNECTING THE PARK

K2 Active Programming K3 Re-Envision with the Community



Partners

- Department of Parks and Recreation
- Ars Nova Workshop
- Theatre in the X



Potential Reconnection Strategies

Strategies

SECURE

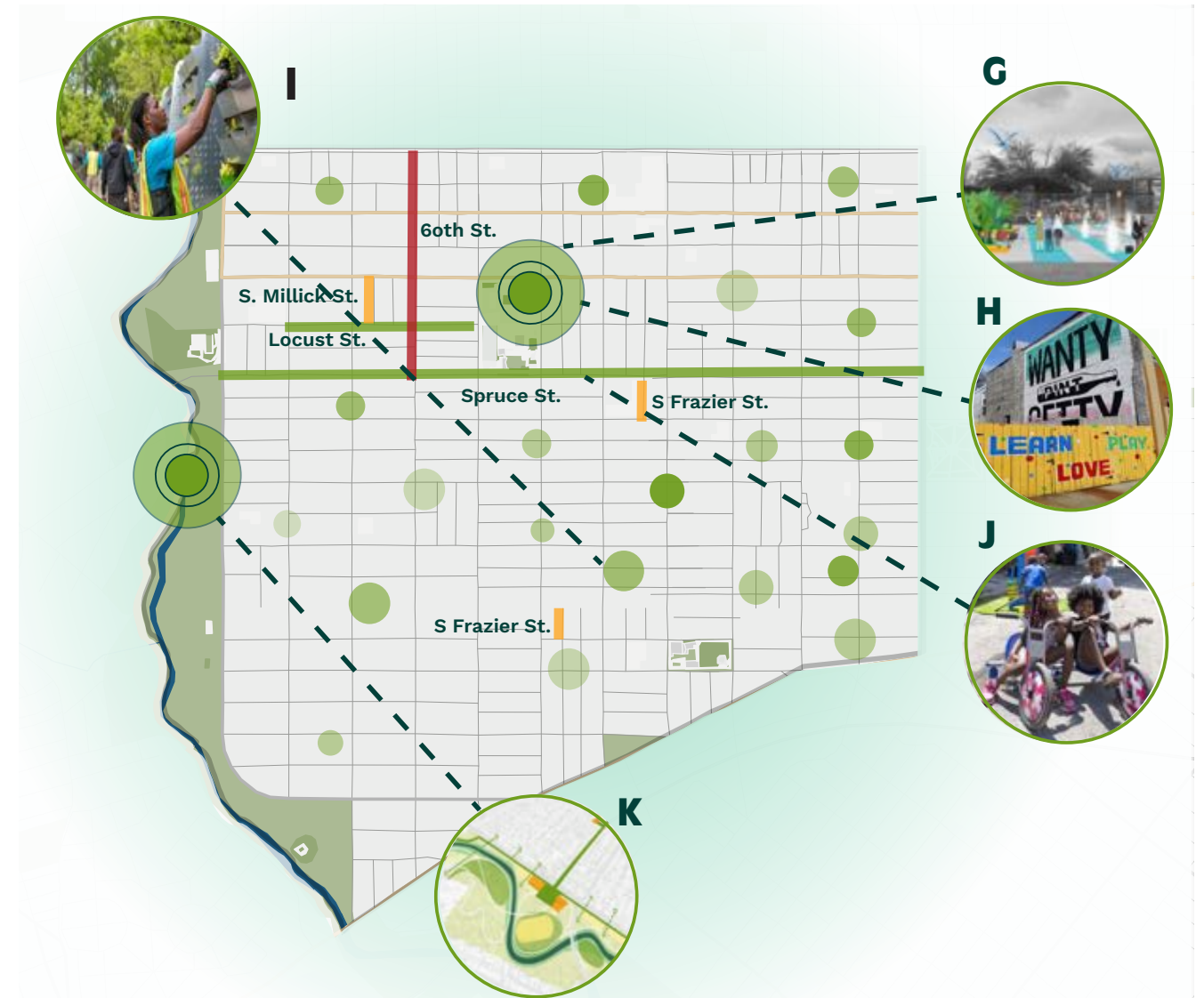
- A Secure Homes
- B 60th Street Corridor Investment
- C West Love Development

SUPPORT

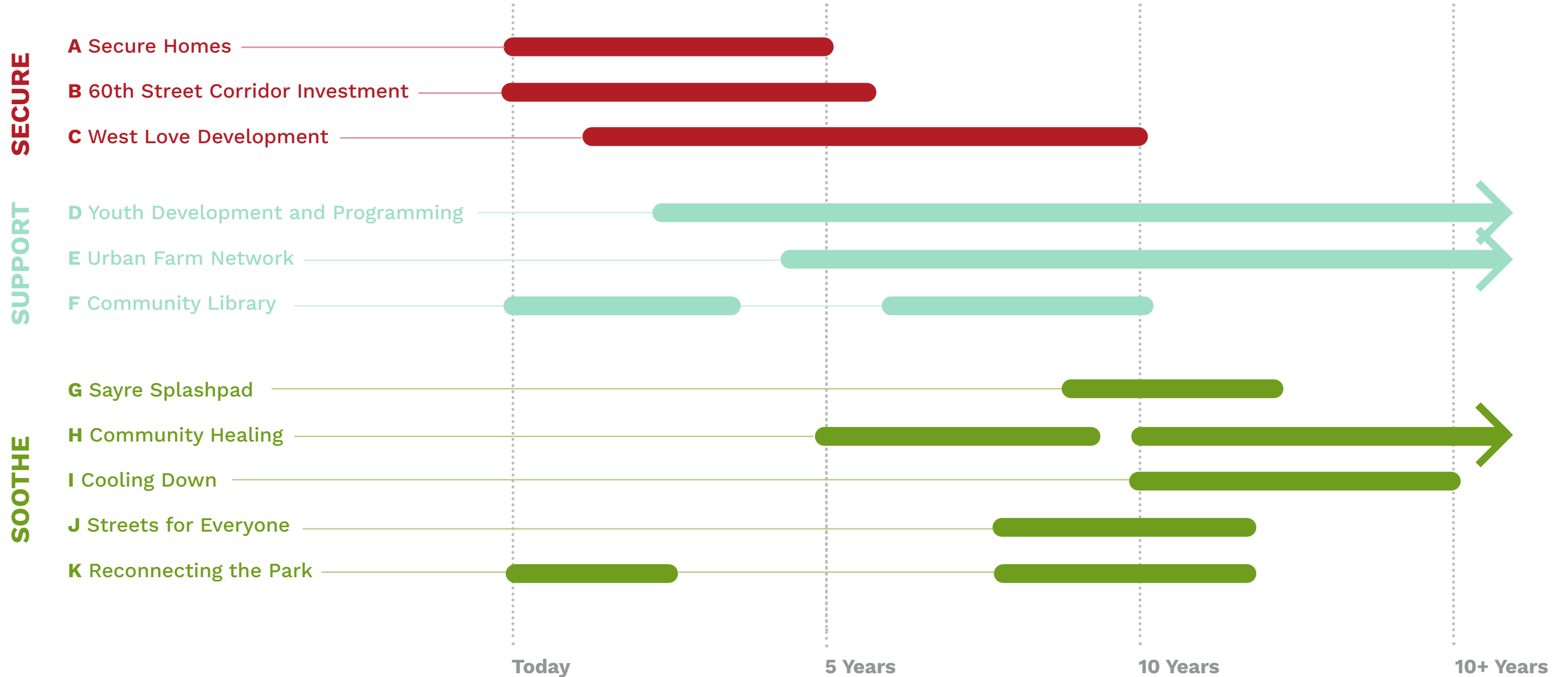
- D Youth Development and Programming
- E Urban Farm Network
- F Community Library

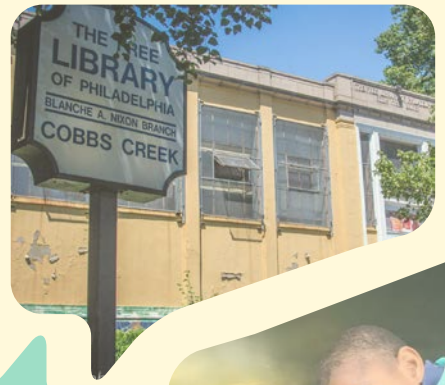
SOOTHE

- G Sayre Splashpad
- H Community Healing
- I Cooling Down
- J Streets for Everyone
- K Reconnecting the Park



Implementation Timeline







**thank
you!**