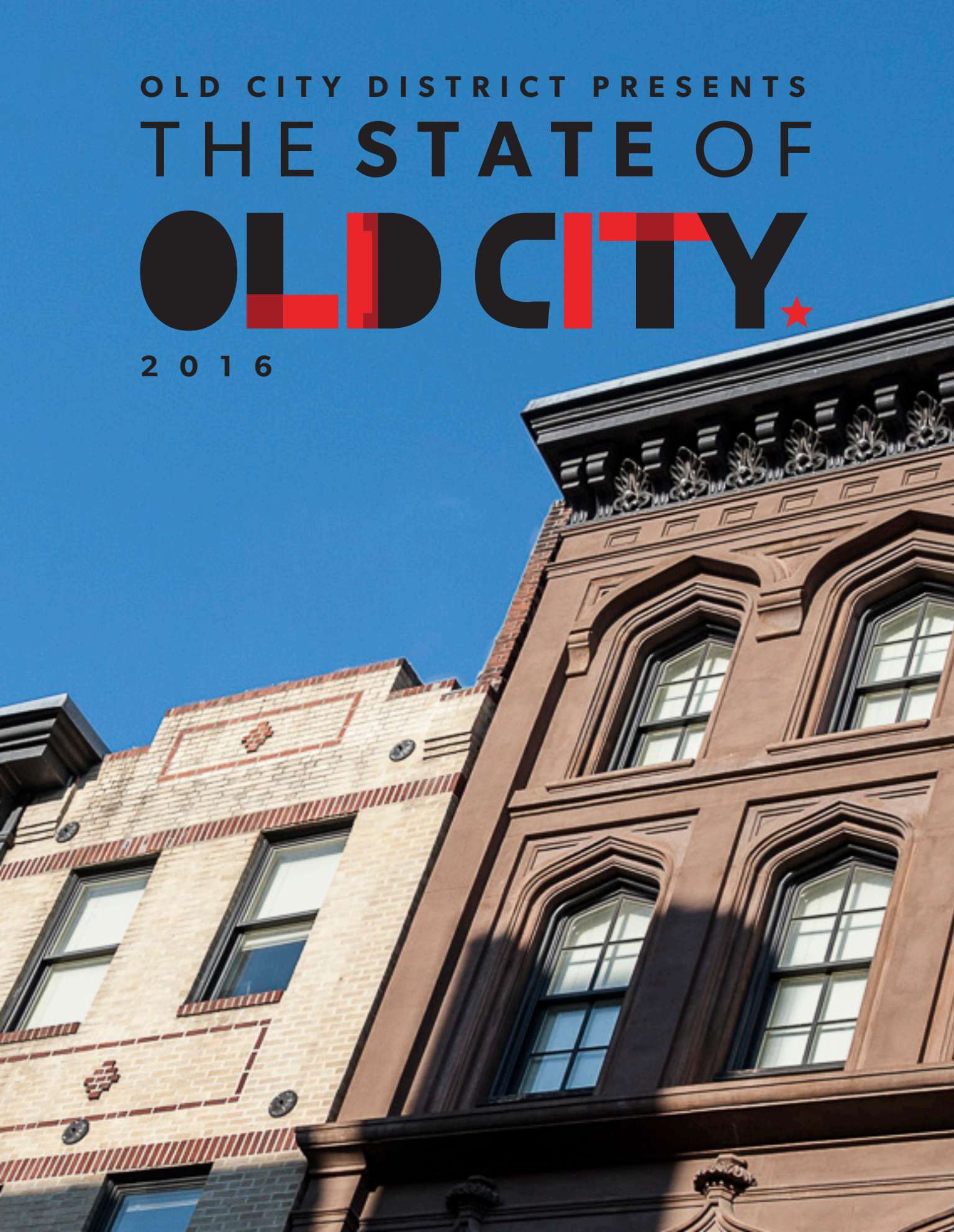
OLD CITY DISTRICT PRESENTS

THE STATE OF OLD CITY

2016



A WORD FROM THE EXECUTIVE DIRECTOR

Welcome to Old City District's first ever State of Old City report! Philadelphia is growing for the first time in decades and Old City is full of opportunity for current and future residents, workers, visitors and business owners. The State of Old City highlights the neighborhood's recent successes and shares current and upcoming opportunities. This is a very exciting time in our community and we welcome you to be a part of it.

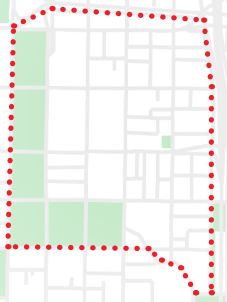
Old City is home to a robust and growing business community, and opportunities for office relocation and expansion are diverse and abundant. Traditional office buildings sit beside creative spaces; new construction complements adaptive reuse. Old City is both highly desirable and competitively priced for businesses and entrepreneurs looking to locate in the city.

There is a burgeoning tech scene in Old City, including along the N. 3rd St. corridor (or, "N3rd Street"). The University City Keystone Innovation Zone (UC KIZ) recently received approval to expand its existing boundaries to include Old City. As a result, qualifying tech companies will be able to access up to $100,000 annually in tax credits.

Old City remains Philadelphia's premier arts district. This renowned arts district is home to more than 30 art galleries and home décor showrooms, and has been named one of America's top ArtPlaces. This year also marks the 25th anniversary of First Friday, a monthly event when galleries and businesses keep their doors open late for an evening of arts and mingling, attracting new visitors and old friends alike.

Like the galleries and arts spaces, many Old City shops are independently-owned. Collectively, these boutiques make Old City one of the most popular shopping destinations in Philadelphia.

The neighborhood is also experiencing unprecedented residential growth. The number of housing units in Old City has grown dramatically and planned residential developments will introduce even more "feet on the street" to the neighborhood.



This year, Old City District developed Vision2026 - a framework to preserve community character, improve quality of life, and support continued growth in a neighborhood of midrise buildings and narrow streets. The resulting document is just the beginning of the community planning process, and in some cases implementation of Vision2026 is already underway.

We invite you to learn more about Old City and look forward to working with you to improve the neighborhood for all of its constituents!

- Job Itzkowitz, Executive Director
May 2016

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prepared by **Econsult Solutions, Inc.** with The RBA Group



Source: CJ Dawson Photography

Old City BY THE NUMBERS

33% Population Growth, 2000-2014

$86,000 Per Capita Income

$300M in Total Resident Income

80% Bachelor Degree or Higher among Residents

60% of Residents Walk, Bike or Ride Transit to Work

17,000 Jobs in Old City

34 Art Galleries and Showrooms

243 Retailers

1,765 Hotel Rooms

2,600 Housing Units

$430,000 Median Home Sale, 2014 + 2015

$342 Median Home Price per Square Foot



Source: CJ Dawson Photography

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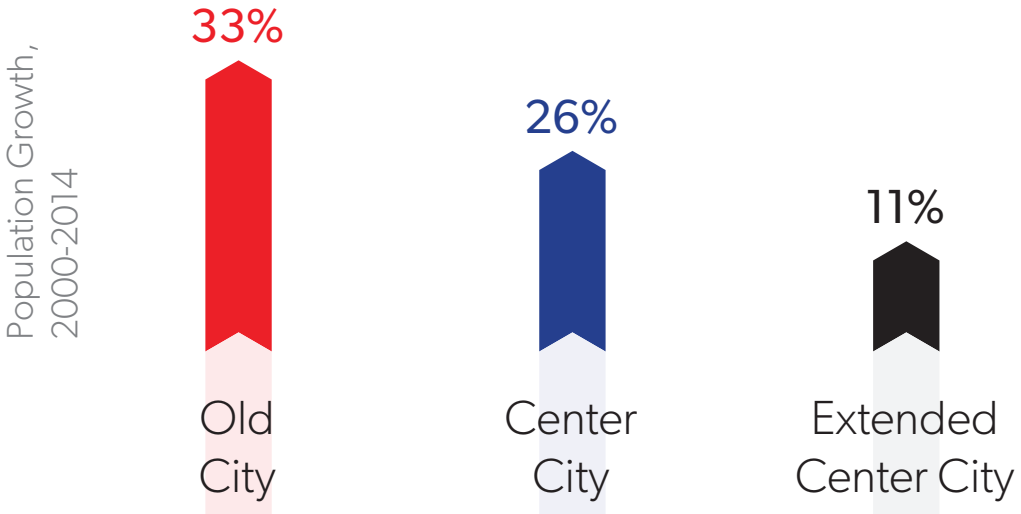
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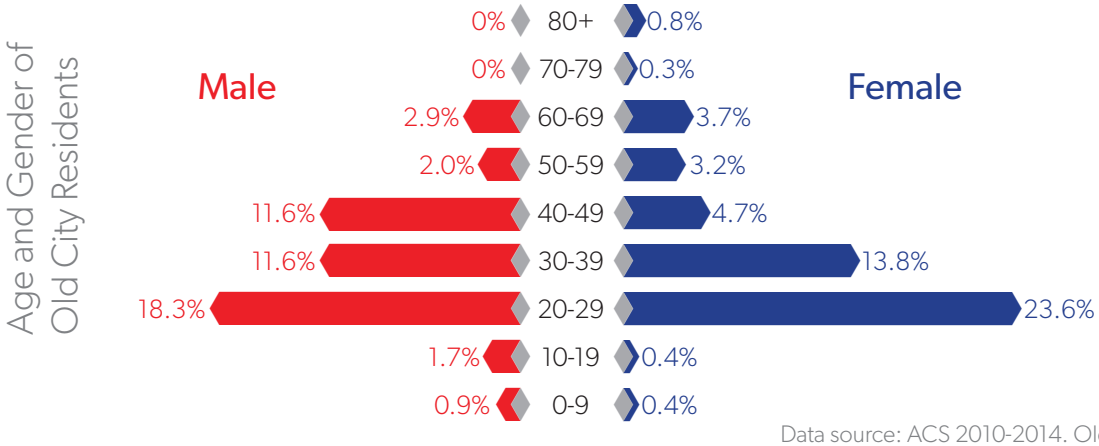
Old City Residents and Residential Development

Source: Alterra Property Group

Between 2000 and 2014, the population of Old City, represented by census tract 1, grew approximately 33 percent. Over the same time period, Core Center City grew only about 26 percent, and Extended Center City grew about 11 percent.

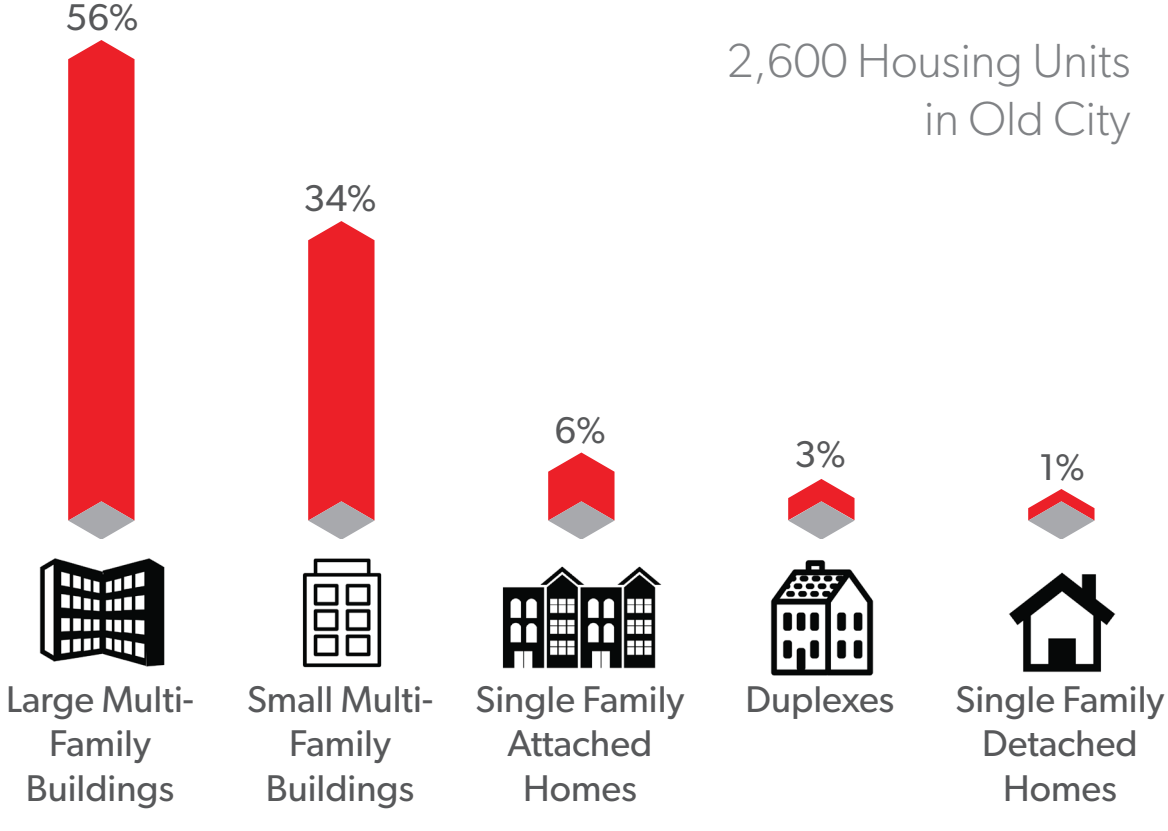


The growth of Old City has been nourished by the same cultural and lifestyle shifts that revitalized Center City as a whole. At the forefront of Old City's resurgence are young adults, who are particularly drawn to the urban environment and the standard of living afforded by the neighborhood. More than 40 percent of Old City residents are in their 20s, and almost 70 percent are between the ages of 20 and 40.



Data source: ACS 2010-2014. Old City is represented by Census Tract 1

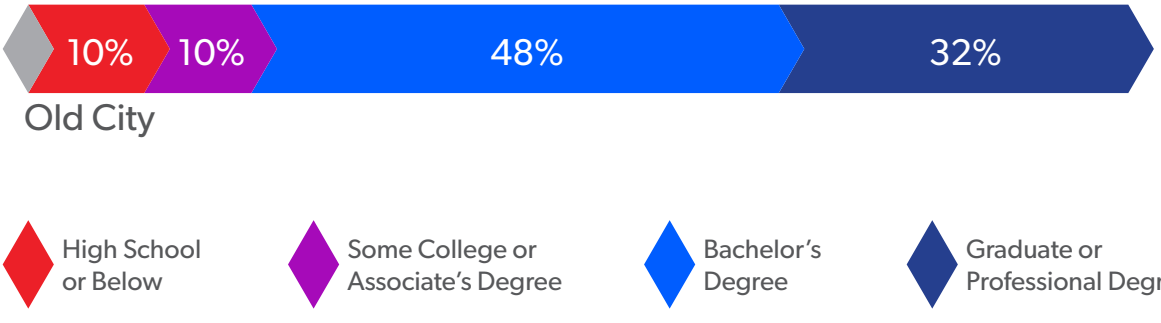
The composition of population growth in Old City reflects the unique draws of the neighborhood as an ideal environment to thrive socially and professionally. The variety and character of Old City's converted factories and lofts are distinct in Philadelphia, a city of rowhouse streetscapes. The housing market of Old City is extremely well-equipped to meet the growing demand for metropolitan living options. The majority of Old City's housing units are part of large multi-family buildings. The other half of housing units are in small multi-family buildings, with a small percentage in duplexes or single family attached houses.



Source: ACS 2010-2014. Old City is represented by Census Tract 1. Image Source: Piktochart; Julynn B (Noun Project)

Residents of Old City are well-educated and highly skilled. Thirty two percent of Old City residents have a graduate or professional degree, and another 48 percent have a Bachelor's degree, substantially higher than the city as a whole. The most common industries of employment for residents are education and medicine, finance and real estate, and arts and culture.

Educational Attainment



Source: ACS 2010-2014. Old City is represented by Census Tract 1.

Industry of Employment for Old City Residents

31% Educational services, healthcare, and social assistance

21% Professional, scientific, management, and administrative

11% Finance and insurance, real estate, and rental and leasing

11% Arts, entertainment, recreation, and accommodation and food services

5% Public administration

21% Other

Source: NAICS Industry Sector, On The Map 2014. Old City is represented by Census Tract 1.

Old City's residential market has seen significant growth in recent years. The number of housing units in the neighborhood increased approximately 37 percent between 2000 and 2014, from 1,900 units to over 2,600 (source: ACS 2010-2014). Planned residential developments will introduce about another thousand housing units, representing more than a 25 percent increase for the neighborhood.

37% Housing Growth, 2000-2014

$430,000 Median Sales Price in 2014 + 2015

$342 Median Sales Price per Square Foot in 2014 + 2015



Source: philly.curbed.com

Old City SPOTLIGHT

At 109-31 N. 2nd Street near Elfreth's Alley, the NATIONAL PRODUCTS BUILDING is being redeveloped into a six story apartment building with a mix of 193 studio, one-bedroom, and two-bedroom units. The redevelopment of the former restaurant supply store will provide ground floor retail, bike parking and an underground parking garage.

The development under construction at 205 RACE STREET (pictured) will consist of 17 stories with a mix of 146 studio, one- and two-bedroom housing units, and 14,000 square feet of retail space.

There are 216 residential units under construction at 401 RACE STREET.

The development at 230 N. Columbus Boulevard, ONE WATER STREET, will have 250 residential units ground floor amenities, and a landscaped promenade.

500 WALNUT is a luxury residential tower under construction. The 26-story tower will include 40 units of luxury condominiums.

A mixed-use infill development at 218 ARCH STREET abuts the historic cobblestone lane known as Little Boys Court. The proposed development will replace a surface parking lot with a 10-story building featuring 116 residential units and ground-level retail.



Source: Brown Hill Development



Jobs + Innovation Office Development



Source: CJ Dawson Photography

17,000 Workers contribute to foot traffic and economic vitality

And the jobs available in Old City are well-paying relative to jobs available elsewhere in Philadelphia.

37% Job growth in the last decade

60 New or expanded businesses

Between February 2015 and April 2016

Competitive rent vs the CBD

Old City office rent is generally below the $27 per square foot average for Philadelphia's Central Business District (source: Jones Lang LaSalle).

Industry of Employment for Old City Workers (extending to 7th Street)

35% Public administration

15% Arts, entertainment, and recreation, and accommodation and food services

15% Finance and insurance, and real estate and rental and leasing

13% Professional, scientific, and management, and administrative and waste management services

6% Educational services, healthcare, and social assistance

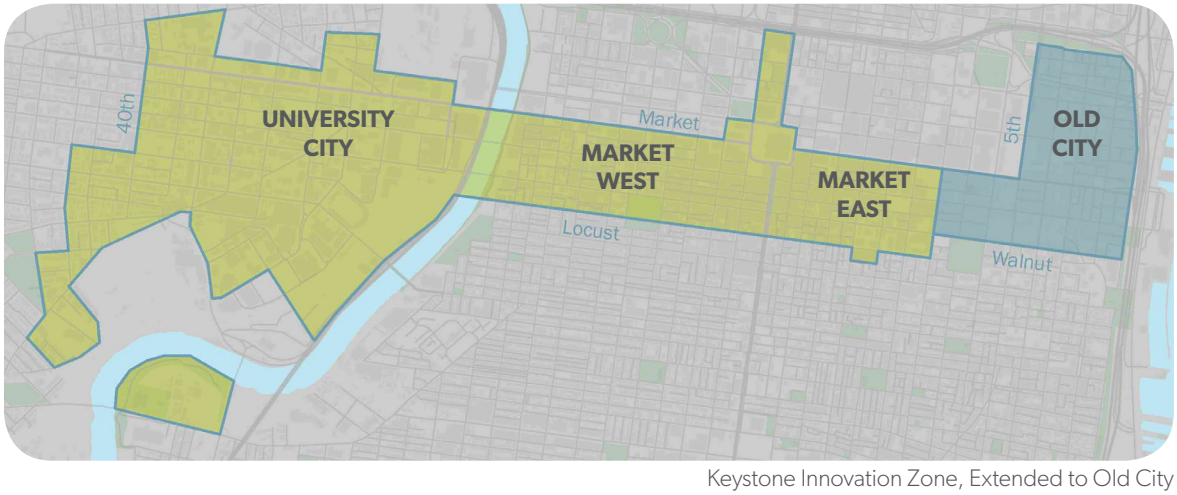
16% Other

Source: ACS 2010-2014. Old City is represented by Census Tract 1.

"This is going to be the tech center of Philly, here in Old City, in 10 years."

Chris Cera, CEO of Arcweb

Tech companies are establishing roots in Old City's industrial buildings, embracing the entrepreneurial history of the neighborhood and the urban amenities that it offers. In 2014, North Third Street was officially recognized by the City as "N3RD STREET," a name already in use by the local tech community. Entrepreneurs and leading-edge tech ventures collaborate on business opportunities in software, phone app development, IT strategy, digital media, marketing and branding, robotics and cloud communications.



Keystone Innovation Zone, Extended to Old City

The University City Keystone Innovation Zone (KIZ) was recently expanded to Old City. It now stretches from 42nd Street in University City through Center City to Front Street in Old City. The KIZ expansion will provide up to $100,000 in annual tax credits to qualifying Old City tech companies. The expansion of the KIZ will strengthen Old City's position as a local and regional tech center.

Old City SPOTLIGHT

vRIDE, a provider of commuter transportation services, relocated its corporate headquarters to Old City in 2014. The company announced it would invest more than $1.6 million to support their relocation to a 4,300-square-foot loft-style site through renovations, site improvements and new equipment. vRide also committed to creating 75 new jobs within three years. "When evaluating the ideal location for our new headquarters, we looked for a city with great talent, infrastructure and a positive approach to sustainability," vRide CEO Ann Fandozzi said

INDY HALL (pictured) is a co-working space, founded in 2007, that now houses more than 300 artists, developers, programmers, and business owners. It is now expanding its footprints in Old City after recently signing a lease for a larger space at 399 Market Street. WILDBIT, a software company, grew out of Indy Hall and now occupies the upper floors of a recent historical restoration project.

WEBLINC, an ecommerce company with 150 employees, has offices in several buildings across Old City, including in the National Mechanics building and 100 Market.

LINODE, a hosting company founded and currently operating out of South Jersey, is opening an office in the historic Corn Exchange Building. According to Chris Aker, CEO, "True innovation occurs when visionary people come together in an environment that stimulates their minds and fosters their creativity. The moment I saw this building and visited the N3RD Street community, I knew Linode's future was right here."



Source: CJ Dawson Photography

Old City is home to a robust and growing business community. The neighborhood has experienced a 37 percent growth in primary jobs over the past decade, and this growth is still occurring: 60 businesses have opened, expanded, or relocated to Old City between February 2015 and April 2016. Old City is a highly desirable and competitively priced neighborhood for businesses and entrepreneurs looking to locate in the city. The neighborhood's points of distinction that attract business and innovation include a critical mass of talent and employees, flexible loft spaces and architecture, local cultural and entertainment amenities, a spirit of cooperation and collaboration, and easy accessibility via adjacent highways/bridges and transit.

Opportunities for office development in Old City are diverse and abundant. This fact is evident in the office market. Business facilities range from modern offices to renovated colonial-era properties and converted industrial loft buildings. Work spaces with tall ceilings and big windows, wood floors and exposed brick walls are typical in the neighborhood. In addition, rents for office space in Old City are often below the $27 per square foot average for Philadelphia's Central Business District (source: Jones Lang LaSalle).



Source: CJ Dawson Photography

Old City SPOTLIGHT

TRADITIONAL OFFICE SPACE

The Old City office market contains office buildings of various sizes, rents, and amenities. Rents range from $17 to $28.

THE BOURSE is a 316,000 SF building – the largest in Old City – which stands ten stories tall and is 121 years old. It was recently acquired by MRP Realty, who announced plans for a $40M renovation.

Another large office building in Old City is 400 MARKET STREET, a 173,000 SF building that offers an upgraded lobby and common areas, efficient layouts, on-site management, energy-efficient windows, and adjacent garage parking.

The COLONIAL PENN BUILDING at 399 Market Street is a 126,000 SF office building. The building's facade and lobby were recently updated, and Indy Hall announced they would be moving in.

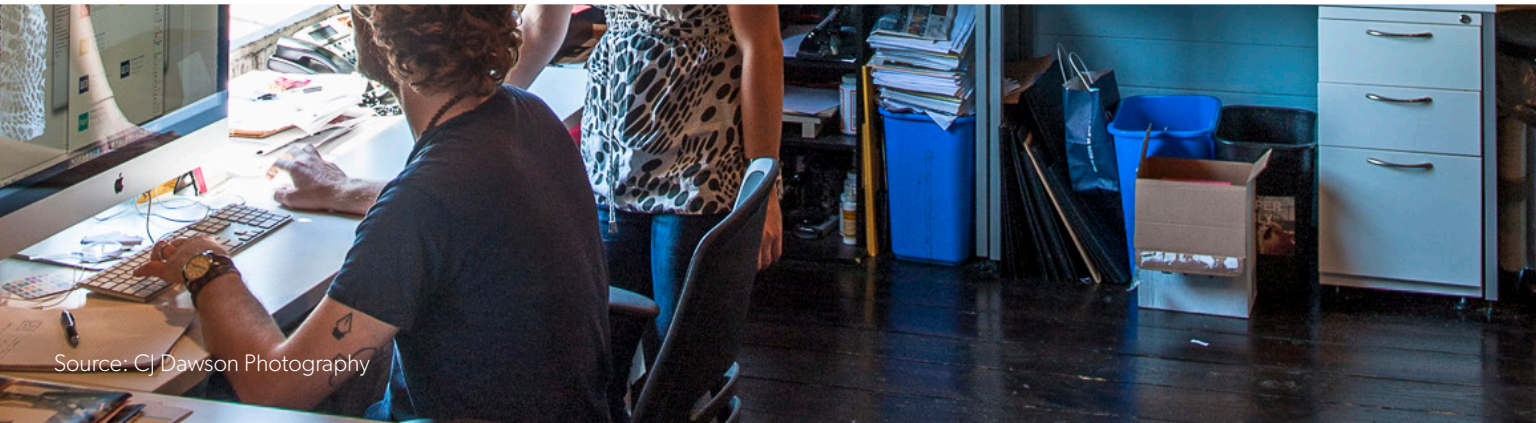
In October 2015 THE AMERICAN BIBLE SOCIETY relocated its headquarters from New York City to 401 Market Street. The American Bible Society is a non-denominational, non-profit organization which publishes, distributes, and translates the Bible. Their new headquarters will occupy over 100,000 square feet, with office space on the 8th and 9th floor of the building and a Bible Discovery Center at street level.

CREATIVE OFFICE SPACE

There are a variety of creative office spaces available throughout the Old City neighborhood. These spaces tend to be found on upper floors of the neighborhood's four to five-story commercial buildings. The size of the space is typically smaller than traditional office spaces, varying from 650 SF to more than 10,000 SF.

Creative office spaces are renting well in the Old City office market. Nontraditional office spaces in Old City tend to rent for about $15 to $24 per SF per year. Asking rents for creative office space can reach up to $28.00 per SF per year for a full-service lease.

Adaptive Re-Use



Source: CJ Dawson Photography

Across Old City, modern businesses and institutions have found abundant opportunity to adapt historic properties to modern uses. With limited land available for development, much of the growth in Old City takes place in classic buildings. What makes Old City distinct is not just the neighborhood's world-renowned historic attractions – it's how residents, visitors, and business leaders interact on a daily basis with the neighborhood's history through its institutions, its streets, and most of all, its buildings.

Old City SPOTLIGHT

THE CORN EXCHANGE BUILDING, a neoclassical building at 249 Arch Street, has undergone a series of reincarnations since its construction in 1902. The prior uses of the building are diverse and demonstrate the flexibility of the space. It has housed the Corn Exchange Bank, art galleries, and it even served as the home base for MTV's "Real World" series in 2004. The building was placed on Philadelphia's Register of Historic Places in 1977. The property was recently purchased by Linode, a cloud computing company founded and currently operating out of New Jersey.



(credit: www.phillyhomes.com)

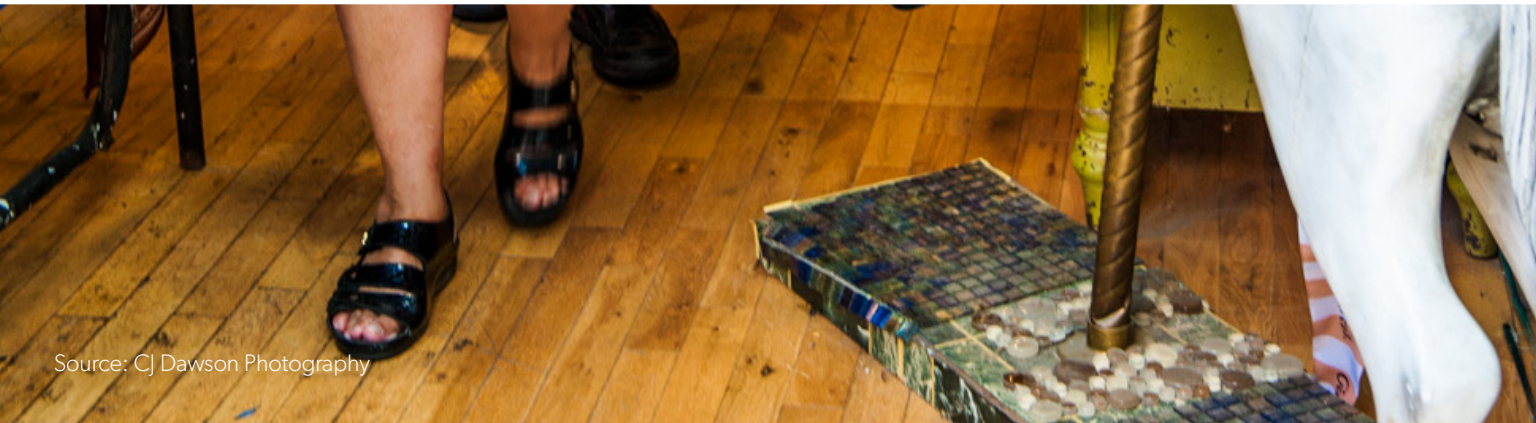
HOTEL MONACO opened in 2012 in the historic 1907 Greek Revival Lafayette Building. The hotel, which overlooks the Liberty Bell and Independence Hall, includes 268 guest rooms. The building is LEED-registered.

The Garces Group recently revitalized the landmark property that housed THE OLD ORIGINAL BOOKBINDER'S seafood house. The property, which sat vacant since 2009, now houses Olde Bar, a bar and restaurant, and two private event spaces for the Garces catering facilities.

The long-vacant INDIAN AFFAIRS COUNCIL BUILDING (225-227 Chestnut) was recently restored and now houses Wildbit, a software company, and Flyclops, a game studio. First Church of Christ Scientist occupies the first floor.

THE POTTERY, which opened in 2014 at 105 N. 2nd Street, is the adaptive reuse of a historic structure that belonged to Trenton China Pottery, a restaurant and kitchen supplier. The mixed use development includes 44 housing units for rent and 2,000 square feet of retail.

Retail + Dining



Source: CJ Dawson Photography

17,000 residents with $1.2B in spending power within 15-minute walk of the center of the district.

Old City has some of the best shopping in the entire city

The vast majority of Old City shops and boutiques are independently-owned. With shop owners often greeting customers at the front door, the Old City shopping experience is intimate and delivers a sense of community and a wide range of offerings.

45% of retail is geared toward everyday needs of residents,

including a recently opened CVS, which makes the neighborhood exceedingly livable. The development and architectural team behind the construction worked to ensure that the project is sensitive to the historic nature of the neighborhood.

A cutting-edge culinary scene with over 80 restaurants

While the neighborhood has long been famous for its trendy nightlife options, many of the city's most savvy foodies know Old City for its sophisticated, food-focused scene.

Old City SPOTLIGHT

Top 25 Women's + Men's Boutiques (Philadelphia Magazine)

Erdon

The Geisha House

Meadowsweet Mercantile

Third Street Habit

Vagabond

Briar Vintage

Sugarcube



(credit: CJ Dawson Photography)



(credit: www.pennappetit.com)

Uber's Top 3 Brunch Spots in the City

Farmacia

High Street on Market

Red Owl Tavern

Old City SPOTLIGHT

Best of Philly 2015

Best Breakfast Sandwich Pastrami Hash at High Street on Market

Best Sundae Franklin Fountain's Mt. Vesuvius

Best Revival Olde Bar at Bookbinders

Best Theater The Arden Theater Company's Children's Theater

Best Place to See New Theater FringeArts

Old City's location positions retailers to access a variety of promising consumer markets. Above and beyond the district's residential population, the district is adjacent to the dense residential neighborhood of Society Hill. About 17,000 people live within 15 minute walk of the center of the district. This represents spending power of 1.2 billion dollars. In addition, Old City's transit connections connect it to populations across the city and region, including New Jersey residents looking for recreational opportunities within the city.



(credit: CJ Dawson Photography)



Arts, Culture, + Civic Life



Source: CJ Dawson Photography

34 Art Galleries + Showrooms

Old City's industrial buildings became an epicenter to a burgeoning arts community in the 1970s. Today, the neighborhood is critical to the City's flourishing arts and culture scene.

One of America's Top 12 ArtPlaces,

According to ArtPlace, a collaboration of leading national foundations and federal agencies committed to accelerating creative place making.

25 Years of First Friday Celebrations

Brick-and-mortar galleries and businesses keep their doors open late once a month for an evening of arts and mingling, drawing new visitors all the time.



Cultural Assets per 1000 People

Source: CultureBlocks

	Old City	University City	Northern Liberties	Rittenhouse Square
Nonprofit Arts + Cultural Organizations	10.9	6.7	3.5	7.2
Cultural Businesses	31.9	1.8	13.8	15.0
Art Galleries	9.4	0.7	1.6	1.1
Cultural Events (permits)	5.8	0.3	4.9	2.0



Yoga on Race Street Pier (credit: uwishunu)

A strong focus of the Vision 2026 process was improving the public spaces that exist within the neighborhood to address the needs and interests of residents. The district is also home to prominent public spaces and landmarks, many of which are located on federal land. The Vision2026 planning process has engaged Old City residents, business owners, and visitors in envisioning how these parks can be activated and enlivened as public spaces.

Old City is bordered by many beloved parks, including Franklin Square, Washington Square, and Race Street Pier. Now in its third year, the pop-up Spruce Street Harbor Park is just a short walk from Old City, offering scenic views of the city and the waterfront.

Old City SPOTLIGHT

THE FRINGE ARTS HEADQUARTERS opened in 2013 on Race and Columbus Boulevard. The brand new waterfront headquarters features 225 seats occupancy, a rehearsal studio, La Peg restaurant, outdoor plaza with bar and the headquarters office.

THE DELAWARE RIVER WATERFRONT continues to undergo major redevelopment & investment. 2014 saw the completion of the FringeArts Headquarters and the opening of La Peg, the opening of Spruce Street Harbor Park and Winterfest at Penn's Landing. The strategic development of the Delaware waterfront as a recreational and cultural resource will connect the neighborhood with its river once again.

PAINTED BRIDE ART CENTER is a non-profit performance and gallery space that presents work by local, emerging, and established artists. Painted Bride moved to its current Old City location in 1982 and has become a Philadelphia institution renowned for presenting dynamic and innovative performances.

ARDEN THEATRE recently expanded, opening the Hamilton Family Arts Center in the fall of 2013. The Hamilton Family Arts Center will house new-play development work, a space in which the Center will rehearse plays, build sets, and foster the creativity of kids through Arden Drama School.

The second annual OLD CITY FEST attracted 20,000 visitors to a four block area that was closed to vehicular traffic – Arch Street between 2nd and 4th streets, and 3rd Street between Race and Market streets. The festival, which featured over 100 local vendors, celebrated the neighborhood's art and design, fashion and food, creativity and culture.



Art by Jay Walker Studio (credit: CJ Dawson Photography)



Tourism + Local Attractions



Source: CJ Dawson Photography

Philadelphia has been named America's first World Heritage City

In recognition of its outstanding impact on world history and as defined by UNESCO. The wealth of historic and cultural attractions in Old City, "the nation's most historic square mile," drives leisure tourism in the city.

4.3 Million Annual Visitors to Independence National Historic Park

Within walking distance of mainstay landmarks such as Independence Hall, the Liberty Bell, the National Constitution Center, and the National Museum of Jewish History, Old City has an array of dining, shopping, hotels, and entertainment options

1,765 Hotel Rooms in Old City

Old City hotels are most popular with domestic and international leisure tourists, producing visits all year round with especially high volume from April through October. Additionally, hostels like Apple and the Philadelphia House are two of the highest rated in the region for budget-conscious travelers.

Visitors spent $247M locally

while visiting Independence National Historical Park, according to the 2015 NPS Visitor Spending Effects Report. These expenditures supported nearly 4,000 jobs and generated $365.3 million in economic output.

Supply of Hotel Rooms in Old City (2015)

364 Sheraton Society Hill

364 Wyndham Philadelphia Historic District

348 Hilton Philadelphia Penn's Landing

268 Hotel Monaco Philadelphia

184 Holiday Inn Express Philadelphia - Penn's Landing

150 The Franklin Hotel at Independence Park

51 Penn's View Hotel

36 Best Western Plus Independence Park

Source: CBRE Hotels



(credit: Hotel Monaco)

Old City SPOTLIGHT

MUSEUM OF THE AMERICAN REVOLUTION, the nation's first museum dedicated to telling the entire story of the American Revolution, will open in 2016 at 3rd and Chestnut Streets. This $150 million new construction of this 32,000 SF museum will generate additional tourism.

INDEPENDENCE NATIONAL HISTORIC PARK was voted one of USA Today's Best Free Attractions in 2012. In 2015, 4.3 million tourists visited the Independence National Historical Park, which includes the Independence Visitor Center, the Liberty Bell, the National Constitution Center, and Independence Hall.

ELFRETH'S ALLEY, between Front and 2nd Streets north of Arch, is the nation's oldest continuously lived on street. Artisans and trades-people lived and operated home businesses in the thirty two buildings located along Elfreth's Alley, which were built between the 1720s and the 1830s. Elfreth's Alley Museum is one of the first to shed light on the lifestyle of Philadelphia's working class history.



(credit: www.travel.aarp.com)



Transportation

Source: CJ Dawson Photography

Walk Score: 98

Old City is a highly walkable neighborhood, with is one of the qualities that residents, visitors, and business owners most appreciate.

Transit Score: 97

Old City is served by several bus routes, and the City's busiest subway, the Market-Frankford Line, which provide easy access to jobs in Center City and University City, and bring residents of other neighborhoods to Old City.

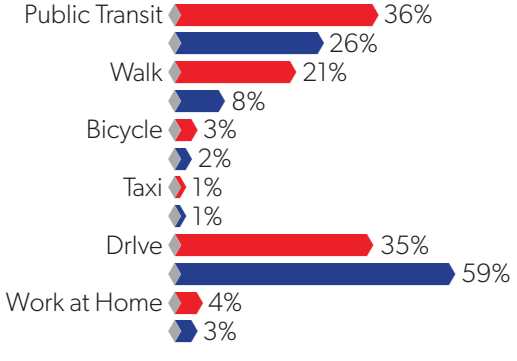
Bike Score: 92

There are five Indego Bike Stations within Old City's expanded unofficial boundaries. The Market Street station in is in the top 20% of busiest stations.

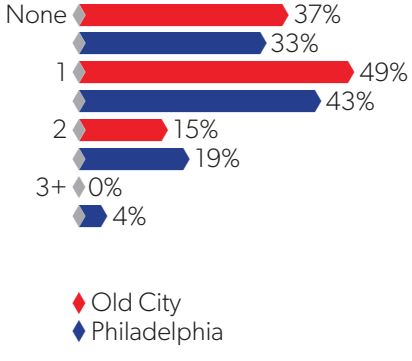
65% of Residents Commute without Driving

and 37% of households do not own a car. This is made possible by the high density of amenities and the strong connections by foot, bike, and transit. This low dependence on cars makes for a high quality of life.

Mode of Commuting by Residents



Vehicles Available to Residents

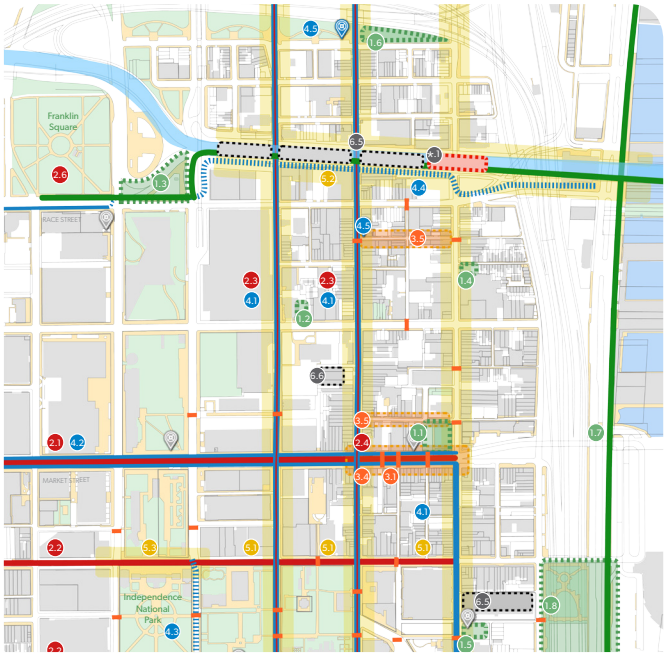


Source: ACS 2010-2014. Old City is Represented by Census Tract 1





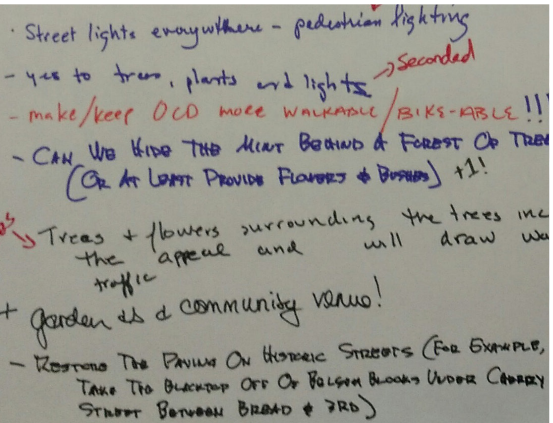






Vision2026

OLD CITY
independent by design





Charting a Path for the Future

Vision2026 began in June 2015 as a community conversation about how to make sure that as development in Old City takes place, overall quality of life is improved. This process has included several walking tours, an economic market study, review of transit and traffic data, a public survey with nearly 500 respondents, three steering committee meetings, a public open house of initial findings, presentation and discussion of draft recommendations and several interviews and briefings with public officials, property owners, and private citizens.

Recognizing that city neighborhoods are complex places where not all interests readily align, the values and aspirations below are meant to provide a set of basic tenets that reinforce each other and provide guidance when there are hard choices to be made:

- Be a **world-class walking** neighborhood
- Foster civic life through **great public space**
- **Re-Occupy** vacant buildings and unbuilt parcels
- **Clarify goals** of the neighborhood for developers
- **Cultivate people**: more residents, workers, visitors
- Enhance and protect **historic and creative** character
- Attract **neighborhood-serving retail** (especially a grocery!)
- **Connect better** to nearby neighborhoods
- Encourage **car-free travel** as the first choice of most

The Vision2026 Framework was prepared by the RBA Group and adopted in principle by the Old City District Board of Directors on 16 December 2015. It is the beginning, not the end of the planning process, and we look forward to further community engagement.

For downloadable versions of Vision2026 and its supporting documents, please visit:

www.oldcitydistrict.org/vision2026

NEXT: Key Steps in Planning + Design

Each element of the vision will require leadership, collaboration, and continued input from various stakeholders and the broader community. Equally important, each will need further **technical analysis and design development** before implementation. The six items below represent next steps in advancing key elements of Vision2026:

- Christ Church Park: Community Planning + Conceptual Design
- SEPTA Route 57: Promotion + Improvement
- Traffic + Curbside Management Plan
- More Crosswalks: Joint Traffic Study Request
- 2nd Street Station Plaza: Concept Design + Fatal Flaw Analysis
- Developers Toolkit: An Old City Design Guide

NOW: Beta-Testing Transformative Change

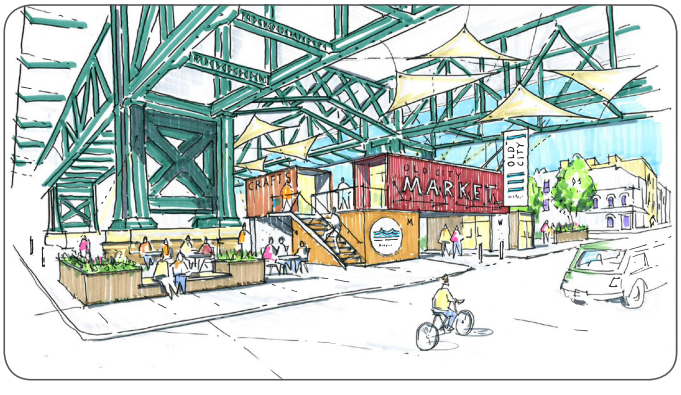
By simulating some of the proposed transformative changes of Vision2026 at relatively low cost, the District can test hypotheses, achieve early successes, build support (or draw the right criticism!), and generate publicity and interest from the neighborhood, the rest of Philadelphia, and beyond. Six beta-tests can all be conducted in the next year:

- Christ Church Park: Temporary Seating on First Fridays or N3rd Market.
- North and South of Old City, deploy 'tactical' transit wayfinding
- Pilot bike lanes using temporary material for a few hours, up to several days
- Test new crosswalks with temporary materials in up to five locations
- Bring Festivals to Market St. and participate in #openstreetsphl
- Bring a temporary farmers market to an unbuilt lot on Park(ing) Day

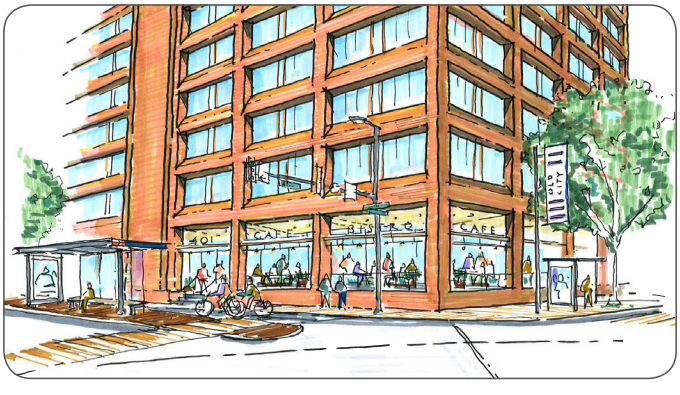
Vision2026 Elements Include:



2nd Street Station Shared-Space Plaza. Streets evolve dramatically over generations. The 200 block of Market Street, reimagined as a shared-use station plaza, reflects Old City's goals of being a world-class walking neighborhood, connecting to other neighborhoods, and promoting car-free travel. While not dependent upon it, this project can be integrated with Penn's Landing and the capping of I-95.



Life Under the Bridge. Underutilized space below the Bridge is an opportunity to create a new and unique destination for commerce and social events, as well as reframing and redefining an iconic portal to Old City.



Market Street Gateway. Market Street can be remade as a key arrival point, not just a throughway. Rather than creating a "gateway," activating ground floors of office buildings can vastly improve the pedestrian experience.



Infill Development, Commercial Loading, and Bicycling. It is essential that during their revival, urban business districts also shift their transportation paradigm. Streets should be prioritized for commercial loading and means of transportation capable of accommodating more people – walking, bicycling, and public transit.



Christ Church Park. By collaborating with the National Park Service to implement a series of tactical improvements, Christ Church Park can meet its potential. Vision2026 Christ Church Park improvement guidelines include new entrances, walking paths, seating, new trees and planting, placemaking, and keeping commerce out of the park.



Old City District

Old City District's (OCD) mission is to improve Philadelphia's historic district as a place for people to meet, work, shop and live by supplementing municipal services with maintenance, public safety, economic development and promotional programs.

Old City District was established by ordinance of Philadelphia City Council in 1998, with the support of the commercial property owners within its boundaries. In November, 2002, the City of Philadelphia authorized a 20-year extension, through the year 2022. Now in its 17th year, this public-private partnership continues to maintain and improve the dynamic Old City neighborhood. OCD serves to supplement, rather than replace, the services of the municipal government, contributing to a healthy environment for businesses to be successful, for visitors to enjoy their experience here and for residents to maintain a positive quality of life.

Old City District manages and implements programs in five core areas:

Street Cleaning and Maintenance OCD provides a 10-worker street and sidewalk cleaning crew – deployed every day – in addition to monthly sidewalk power walking and trash removal, graffiti removal and additional trash compactors and recycling units within the district. OCD's cleaning crews gather more than 7,000 bags of trash a year as part of their cleaning efforts.

Public Safety OCD works closely with the Philadelphia Police's 6th District to ensure increased police presence at priority times, and to supplement additional officer shifts during peak weekend hours. OCD also regards transportation issues as public safety issues, and works activity on transportation solutions to improve traffic flow and reduce congestion.

Economic Development OCD promotes the district's economic vitality by maintaining active ties and programs with the commercial brokerage industry, helping local business and properties owners obtain grant funding, and working with economic development agencies to attract new capital and business owners. OCD also takes an active role in community discussion about land use, zoning and development.

Marketing and Promotion OCD promotes the district's world-class assets through digital marketing and print marketing assets, and events within the district that build the community and attract visitors from across the city and region. OCD's brand for the district is featured prominently both online and on streetlight banners, district storefronts and print media.

Streetscape Maintenance and Improvements OCD serves as a liaison between the City of Philadelphia and neighborhood businesses on priority projects like street lighting, tree planted and maintenance, and construction and repair activity. OCD also provides funding and bridges financing gaps for priority projects.

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