Focus Areas & Priority Recommendations

Focus Areas

Focus areas are places in the district that offer multiple opportunities for transformation: economically, aesthetically, and functionally. These long-term visions provide inspiration and a framework for achieving many objectives incrementally over time.

Point Breeze Avenue Focus Area

Reinvigorate a neighborhood commercial corridor with small-scale interventions for each block.

Focus Area Goals

• Restore the Avenue to a consistent neighborhood commercial corridor.
  • Rehabilitate existing storefronts with stormwater improvement program and replace those converted to residential uses.
  • Promote commercial activity at the ground floor from Tasker Street to Federal Street.
  • Restore active commercial or residential uses to upper floor levels.
  • Improve pedestrian experience with street trees, lighting and a uniform system of corridor signage.

• Create gateways and open spaces along the avenue.
  • Broad 20th Street between Washington Avenue and Federal Street as a “gateway” corridor to Point Breeze Avenue.
  • Develop a network of open spaces along the corridor at Tasker, Reed, Dickinson, and Tasker Streets.
  • Create open space gateway at the southern end of Point Breeze Avenue at Tasker Street.

Municipal Complex Focus Area

Improve the pedestrian experience through better connections.

Focus Area Goals

• City-owned facilities offer opportunities to spur development and improve functionality.
  • Relocate Fire Department to expanded and improved facility adjacent to Police Building.
  • Relocate Post Services to a more conveniently located facility.
  • Redevelop vacant land for mixed-use and residential uses.
  • Develop a new senior center with housing on expanded Older Adult Center site.
  • Improve parking and access for existing users.

• Improve the pedestrian experience.
  • Create safe pedestrian connections through auto-oriented commercial properties.
  • Create new pedestrian pathways through large blocks to foster connections to Road Street and Columbus Square.
  • Install street trees, low plantings and decorative impermeable paving areas.
  • Enhance safety of intersections with high pedestrian usage.

Broad Street Focus Areas

Build on existing strengths and fulfill potential as the district’s grand boulevard.

Focus Area Goals

• Unify the public realm and elevate the quality of green space.
  • Unify the public realm of Broad Street across the entire South District with pedestrian-scaled lighting, planters, consistent paving materials and curb bumpouts for pedestrian safety.
  • Make improvements to Marconi Plaza reverence existing design while improving the pedestrian experience, establish connections with surrounding neighborhoods and amplify the circulation of automobiles and pedestrians around the perimeter.
  • Implement the South Philadelphia High School Greening Master Plan.

• Redevelop underutilized commercial land with appropriately scaled mixed-use development.
  • Limit the presence of auto-oriented commercial and parking lots/curb cuts along Broad Street.
  • Recessed/pavement designed entrance to the Broad Street Line at Oregon Avenue and offer opportunities for development of the northern headhouse site.

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