Spruce Hill Neighborhood Plan

Community Visioning

December 13, 2012

WORKSHOP REPORT

Spruce Hill Neighborhood Plan

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Spruce Hill Community Trust

Spruce Hill Community Vision

Spruce Hill is a thriving urban neighborhood where people come to live, learn, work, shop, and play. New development continues to add life to our historic buildings and streets. Public spaces support an active community life for people of all ages and backgrounds. Trees and landscaping add to the beauty of our neighborhood. Green development and infrastructure contributes to environmental sustainability. We take care of our public spaces and private buildings. Our neighborhood works together in cooperation with surrounding neighborhoods and nearby institutions to improve the quality of life for everyone.

Spruce Hill Neighborhood Placemaking Principles

An Urban Neighborhood with a Vibrant Street Life – Development in Spruce Hill should reflect its identity as an urban **neighborhood**, with an intimate character combined with vibrant urban life. The high rises of downtown and the low-slung buildings and parking lots of suburbia do not reflect the character of Spruce Hill. Mixed-use and commercial streets at a human scale complement dense residential streets.

Mix of Walkable Uses – Spruce Hill should include a mix of housing sizes, types, and costs, with higher density housing located closer to campuses and on mixed-use corridors with commercial development and single- and two-family housing concentrated on neighborhood streets. Neighborhood-serving retail and mixed-use and commercial corridors should support diverse, small-scale businesses.

Traditional and New – Historic buildings should be preserved and new infill development should blend with the historic character.

Public Space – Public spaces of all kinds (streets, plazas, parks) should provide a venue for community interaction of all ages.

Visual Appeal – All elements of the built environment in Spruce Hill should be visually appealing, reflected in well-designed architecture, quality materials, and design details.

Trees, Landscaping, and Green Amenities – Public and private spaces should include mature trees, lush plantings, and environmentally beneficial design features.

Walkable Streets – Development patterns should shape a high-quality public realm, with buildings that relate to the street and sidewalk. Streets should be designed to accommodate pedestrians, bicyclists, and transit in a safe and comfortable way. Streets should not be too wide.

Maintenance and Cleanliness – Buildings, landscaping, and public spaces should be clean and well-maintained. Designs for infrastructure or buildings should consider ongoing maintenance needs.

Low-Impact Parking – Parking should be provided in a way that minimizes its visual impact. Structured parking, on-street parking, and surface parking lots with adequate landscaping are desired. Excessive expanses of pavement should be discouraged.

On December 13, 2013, about 90 people interested in Spruce Hill's future participated in a Community Visioning Workshop sponsored by the Spruce Hill Community Trust. Let by Jennifer Hurley, a planning consultant hired by the Trust, participants engaged in discussions about a series of visual images from across the country to identify their preferences for the future direction of placemaking and community building in Spruce Hill.

Base on listening to the small group discussions and reviewing participants' written notes and dot voting preferences, we have drafted a Community Vision statement and a set of placemaking principles for the neighborhood. This statement and principles were discussed and refined by the Spruce Hill Neighborhood Trust and Spruce Hill Community Association boards at a meeting on February 12, 2012.

The full workshop report with the draft vision and principles is being made available on the Spruce Hill Community Association website in preparation for a public action planning meeting scheduled for February 27, 2012. Following that public meeting, a Draft Neighborhood Plan will be prepared.

Key Themes

- Spruce Hill has an urban neighborhood character: it's not too downtown, and it's not suburban.

- Appropriate densities are important: not too low, not too high.

- Aesthetics are very important, and many comments reflect attention to detail.

- Participants show a strong appreciation of:

  o Traditional architectural character

  o Natural and high-quality materials

  o Trees, landscaping, and green / environmental features

  o Public space, especially non-commercial public space

  o Active street life with diverse retail

- Participants show a high concern with maintenance and cleanliness.

Key Topics to Address in Plan

- Development: mixed-use, commercial/retail, housing / key sites

- Litter, maintenance, & community appearance

- Public Space

- Transit / Bikes

- Lighting

- Environmental sustainability

- Public safety

- Parking: amount, location, design

- Zoning

- Schools

- Community coordination & cooperation

- Historic preservation

High Levels of Agreement

The image dialogue dot voting results reflect a high degree of agreement about what people like vs. what they do not like. Two of the highest rated images received zero negative votes, while three of the lowest rated images received zero positive votes.

The written comments also reflect a high degree of agreement about what people like vs. what they do not like. There were very few specific elements that were viewed positively by some people but negatively by other people.

Images that received conflicting dot votes only received a few votes, which indicates that not very many people felt strongly about these images. The images with the most number of votes were images that received almost uniformly either positive or negative votes.

Areas of Disagreement

Density: Results reflect an appreciation of urban densities, but there is some diversity in how dense is too dense. Some people appreciated the "low density" of two-three-story attached buildings (which in many communities would be considered high density). Some people liked four-five-story buildings, while others thought these were too dense. The only buildings that were uniformly rated as too dense were eight stories or more. Parking configuration had a stronger impact on people's comments and ratings than the specific density.

Parking: Images that show parking prominently, especially in large lots or in front of buildings, were uniformly given low scores and negative comments. However, the results also reflect some concern about access to parking, with comments that show appreciation for parking garages or concern with removing parking.

Most Positive

The images below received the most positive (blue) dots

|	🙂 **Selected Positive Comments**	🙁 **Selected Negative Comments**
	✓ Brick paving, benches, trash cans, hanging baskets, planters ✓ Awnings add interest and look welcoming – better than large signs ✓ Illuminated from within the stores ✓ Trees create an edge ✓ Safe – storefront windows with eyes on the street ✓ Can't this be 40th Street?	✗ Too precious & white ✗ Lack of diversity of shops – all restaurants?
	✓ Fountain / sound of water ✓ I like the central square / circle effect ✓ Mixed use – retail with offices / residences above ✓ Anyplace that attracts families or moms & kids, or people socializing – that appeals to me ✓ Buildings in scale with space ✓ Restored brick, cobblestones	✗ Not enough green ✗ Potentially messy, unkempt, not used ✗ Lack of street seating
	✓ Eco approach to stormwater: pavers allow good drainage for plants ✓ Green & soft & cared for planting – lovely ✓ Eco awesome ✓ High density housing ✓ Street lighting ✓ Trees protected from car doors opening	✗ A little sterile ✗ Maintenance questionable ✗ No street life ✗ Too much on-street parking: we want fewer people to own cars ✗ Need enough space to walk ✗ Not well coordinated
	✓ Porches for sitting are keeping an eye out! ✓ Nice to have high density single family homes ✓ Stone building – solid, beautiful ✓ Mature trees ✓ No trash in alley ✓ We already have a lot of this – this is what we are!	✗ Needs maintenance – expensive, a challenge ✗ Plants are too messy ✗ Garbage collects in alleys

Most Negative

The images below received the most red (negative) dots
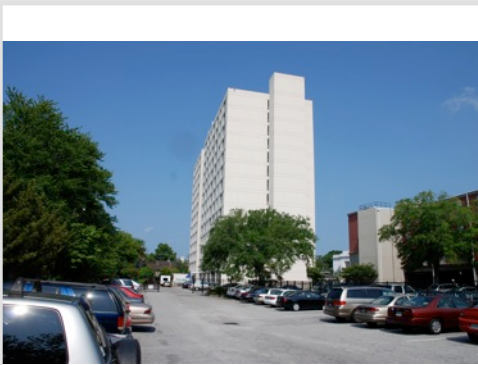
	☺ **Selected Positive Comments**	☹ **Selected Negative Comments**
	✓ Nice mature trees	✗ Soviet block architecture ✗ Empty, soulless space ✗ Wasted space in parking lot ✗ Lonely – nowhere to go ✗ Out of scale ✗ Huge parking lot is too big ✗ No landscaping ✗ Not for our neighborhood
	✓ Access to food ✓ Need more grocery options ✓ Welcoming green space in background ✓ Availability of convenience store ✓ Open 24 hours	✗ Convenience store traffic ✗ Eyesore ✗ Siding is atrocious ✗ Unattractive signage ✗ Yuck ✗ Poor pedestrian access ✗ Parking on front of store ✗ No landscaping
	✓ Useful support business, but careful where it's located ✓ Local business	✗ Run down ✗ Barbed wire or chained link fence ✗ Not in Spruce Hill ✗ Poor quality building materials ✗ Awful! Never! ✗ Not appropriate for residential ✗ Hostile ✗ Industrial
	✓ Affordable lodging ✓ Trees	✗ Generic & awful suburban sprawl ✗ Rail around parking ✗ Sign – too big for space ✗ Stark – nothing visually interesting ✗ Concrete jungle ✗ Industrial looking buildings ✗ Excessive need for parking doesn't apply to our neighborhood, with trolleys, buses, bikes, walk to work

Most Conflicted

The images below received the most equally distributed blue (positive) and red (negative) dots

 Selected Positive Comments   **Selected Negative Comments**

Selected Positive Comments	Selected Negative Comments
✓ Encourage biking ✓ Yay bike lanes! ✓ Yes! But safety is still a work in progress ✓ Street trees ✓ Enough space for the bike lane ✓ Wide open drive and bikeway enhances pastoral feel	✕ Could paint color in bike lane ✕ Very wide street ✕ Not connected, not neighborhoodish – a through-way ✕ Boxy design of buildings ✕ Bland
✓ Every storefront is filled ✓ Streets trees and flowerboxes ✓ Consistent commercial corridor ✓ Mixed use ✓ Pedestrian lighting and benches ✓ Parking garage over retail has appropriate-scaled building elements ✓ Like hidden garage	✕ Devoid, boring ✕ Scale of windows too square for residential neighborhood ✕ Mixed heights would add to scene ✕ Corporate identity ✕ Looks cheap ✕ Not enough space between buildings and street ✕ Upper floor windows are blank
✓ Excellent maintenance ✓ Historic rehab / adaptive reuse ✓ We love our murals ✓ Nice inclusion of windows in mural ✓ Public art ✓ Oooh! I love the color! ✓ Grass! ✓ Fun	✕ Just shoot me ✕ Jarring visuals ✕ Grass lawns – high maintenance, ugly all winter, dog poop repository ✕ The two walls don't go well together ✕ Uninhabited ✕ Mural conflicts with architecture ✕ Tired of mural-style

Spruce Hill Community TRUST

Image Elements That Received Frequent Positive Comments

- Appreciation of public space, especially non-commercial public space
- Bikes, transit, walking
- Cleanliness/maintenance
- Diversity, especially diversity of ages
- Historic preservation combined with new infill
- Human scale
- Mixed-use
- Pedestrian amenities: wide sidewalks, benches, attractive, small-scale signage, pedestrian lighting, etc.
- Quality materials: stone, brick, cobblestones, pavers, Belgian block
- Small businesses, local businesses, diversity of retail
- Street life
- Trees and landscaping

Image Elements That Received Frequent Negative Comments

- Cheap materials
- Concern about maintenance
- Elements commonly associated with sprawl: low density, large areas of parking, parking in front of buildings, wide roads, lots of cars, strip centers
- Sterile, boring, devoid of life, corporate, cookie-cutter, monotonous, isolated, generic, stark, industrial looking

Comments regarding Planning Process

- Since we are expressing preferences, how will they be translated to action, and how?
- Have any decisions already been made? Is there a template of a zoning map that has already been made that will be adjusted based on likes/dislikes of this community?
- Will the large institutions trump changes we prefer?
- How does this plan for Spruce Hill fit into the broader West Philly Initiative?
- Who will interpret what the "likes" and "dislikes" mean?
- Not enough info provided about the past plan and how the new plan will be put together, how input will be used
- Not enough info provided about how this fits with City Planning process

Visioning Workshop Evaluation

- Overall, the ratings are generally more positive than negative.
- Lots of uncertainty/confusion about what the "Spruce Hill Neighborhood Plan" is (the old or the new)
- Lots of positive comments about the turnout and level of participation
- A few comments expressing cynicism that any of this will make a difference
- A couple of suggestions to use fewer photos to allow more time to discuss each one (I think this is because the tables ended up having more than 5 people – with 5 people at a table, you can discuss more in a shorter amount of time)
- One request for more diversity of photos
- Several positive comments about the workshop design, organization, and facilitation, with one complaint that the format is "predictable" and used "ad nauseum"
- One complaint that the process was confusing because they arrived late and didn't get a good explanation
- One suggestion that they would have rather worked together the whole time in one group rather than switching

Issues to Address in the Plan (from dialogue notes and comments on comment forms)
NOTE: Comments relevant to multiple topics appear in multiple places.

- Mixed-Use
  - Mixed housing and mixed commercial corridors, i.e. Baltimore Ave
  - More mixed use, like 44th corridor between Spruce & Locust
  - Change zoning to allow more mixed use with storefronts mixed with residential
  - Revitalize 40th Street, Market to Baltimore
  - Mixed use high density
- Retail/Commercial
  - Stability
  - Commercial corridor management: coordinate development, management, maintenance
  - Diversity of retail
  - Local businesses
  - Preserve affordable commercial
  - More independent businesses / limit chain stores
  - Good supermarket would be nice
  - Restrict commercial zoning
  - Support existing commercial space (much of which is empty)
  - Must keep Earth Cup and places like that
  - Only local businesses on Baltimore?
  - The neighborhood is underserved by organic business development
  - Not enough commerce/retail: doctors, dentists, bakery, etc.
  - Need for gas stations, auto repair, retail, hospitality
  - Don't need garages & gas stations
  - 46th & Walnut, 46th & Chestnut, 46th & Baltimore, Powelton
- Parking
  - Reduce surface parking lots
  - Parklets in parking spaces
  - Public transit expansion to reduce parking issues
- Lighting
  - Increase pedestrian lighting
  - Add lighting at transit stops
  - LED street lighting

- Housing
  - Balance between home ownership and institutional/rental
  - Student housing on campus
  - Limit zoning to single- and two-family
  - Preserve affordable housing
  - Maintenance of house fronts
  - Consolidate multi-family zoning (students) near campus and commercial areas, then bolster blocks to spruce things up
  - More single-family homes
  - Some group houses skirt the law by putting in kitchenettes on the 3rd floor
  - Want universities for build cheap but good quality high rise housing closer to campus to reduce the demand for "rooming houses" in the neighborhood.
  - Better aging in place opportunities
  - Increase home ownership
  - Develop sense of stewardship with everyone
  - More diverse housing options – in terms of size and cost
- Transit / Bikes
  - Add elevators & other amenities at 40th, 34th
  - Improve security at El stops
  - Add lighting, retail, amenities near transit stops
  - Reduce private bus use to add activity on the street
  - Extend bike pods to 52nd St
  - More bike lanes
  - Extend boundaries for bike sharing
  - More bus shelters
  - Public transit expansion to reduce parking issues
- Schools
  - Enlarge Penn Alexander
  - Better & more schools
  - Keep schools open
  - Concerned about capacity at Penn Alexander and lack of quality high school options
  - Funding for schools
  - Better school equity
  - Local & walkable elementary schools

Issues to Address in the Plan (from dialogue notes and comments on comment forms)
NOTE: Comments relevant to multiple topics appear in multiple places.

- Zoning
  - Get the zoning right and stick to it
  - Limit zoning to single- and two-family
  - Zoning code enforcement
  - Consolidate multi-family zoning (students) near campus and commercial areas, then bolster blocks to spruce things up
  - Maintain / preserve zoning standards via community involvement
  - Restrict commercial zoning
  - Change zoning to allow more mixed use with storefronts mixed with residential
  - Development intensity (some like density, others concerned about overdevelopment)
  - Building height restrictions
  - Scale-appropriate development
  - Better protections for neighborhood character / history / preservation
- Litter, Maintenance, & Community Appearance
  - Solar compactor recycling/garbage stations of various sizes
  - Enforcement of apartment building trash regulations
  - City street cleaning – need solutions
  - Maintenance and zoning code enforcement
  - Maintain / preserve zoning standards via community involvement
  - Problems with litter in the streets
  - Problems with overflowing trash cans (i.e. Clark Park)
  - More strict enforcement of L&I
  - Assistance with maintenance for low-income families
- Public Safety
  - More street lights, bike patrols, and neighborhood watch to help reduce crime
  - Walking escorts for Cedar Park
- Historic Preservation
  - Respect character of neighborhood / façade preservation
  - Preservation of historic buildings
  - Better protections for neighborhood character / history / preservation

- Public Space
  - More trees
  - More public spaces
  - Parklets in parking spaces
  - Better recreation facilities
  - Community gardens in vacant lots
  - More public art
  - Green Lancaster Ave Corridor
  - Maintenance of sidewalks
  - Expand green space, parks, and greenways along river
  - Add green elements, like porous paving
  - Convert part of Clark Park to a public dog park
  - Problems with overflowing trash cans (i.e. Clark Park)
  - Athletic fields & programs
  - Stormwater management (more permeable surfaces, etc.)
  - Funding for public space maintenance / parks
- Environmental Sustainability
  - Community compost centers
  - More renewable energy
  - Retrofitting buildings for better sustainability
  - Add green elements, like porous paving
  - Vision for integrated renewable energy improvements (e.g. tasteful solar panels)
  - More solar energy
  - More coordinated energy audits to encourage more energy efficiency
  - Stormwater management (more permeable surfaces, etc.)
  - Sustainable/Green development
  - Local green energy production
- Development at key sites
  - 43rd and Baltimore:
    - should be a well-funded community center with affordable pool
    - I'll take a Trolley Car Diner
    - A restaurant that serves high-end burgers
    - Single-family housing
    - Mixed-use development
  - Triangle lot at 45/46 and Baltimore
  - Wisson

😊 ✓✓✓✓✓✓✓✓✓✓✓
✓✓✓✓✓✓✓✓✓✓

- ✓ Brick paving, benches, trash cans, hanging baskets, planters
- ✓ Dense but welcoming
- ✓ Nice, albeit varied, signage
- ✓ Awnings add interest and look welcoming – better than large signs on shops
- ✓ Pedestrian traffic – people all the time
- ✓ Variety of retail
- ✓ Clean
- ✓ Local retail
- ✓ Human-scale, walkable
- ✓ Illuminated from within the stores
- ✓ Mix of historic & new infill
- ✓ Trees create an edge
- ✓ Safe – storefront windows with eyes on the street
- ✓ Mixed use
- ✓ Can't this be 40th Street?

☹ ✗✗

- ✗ Too precious & white
- ✗ Lack of diversity of shops – all restaurants?

☺ ✓✓✓✓✓✓✓✓✓✓✓
✓✓✓✓

- ✓ Fountain / sound of water
- ✓ Large, open public space
- ✓ I like the central square / circle effect
- ✓ Mixed-age neighborhood
- ✓ Food carts
- ✓ Mixed use – retail with offices / residences above
- ✓ Anyplace that attracts families or moms & kids, or people socializing – that appeals to me
- ✓ Public seating
- ✓ Cobblestones
- ✓ Buildings in scale with space
- ✓ Clean
- ✓ Non-commercial public space
- ✓ Restored brick, cobblestones
- ✓ Pavers allow good drainage
- ✓ No cars

☹

- ✕ Not enough green
- ✕ Potentially messy, unkempt, not used
- ✕ Lack of street seating

🙂 ✓✓✓✓✓✓✓✓✓✓✓✓ ✓✓✓✓

- ✓ Eco approach to stormwater: pavers allow good drainage for plants
- ✓ Trees & well-maintained plantings
- ✓ Space next to cars designed into streetscape
- ✓ Green & soft & cared for planting - lovely
- ✓ Belgian block sidewalks
- ✓ Eco awesome
- ✓ High density housing
- ✓ Street lighting
- ✓ Trees protected from car doors opening

🙁 ✗

- ✗ A little sterile
- ✗ Maintenance questionable
- ✗ No street life
- ✗ Too much on-street parking: we want fewer people to own cars
- ✗ Need enough space to walk
- ✗ Not well coordinated

🙂 ✓✓✓✓✓✓✓✓✓✓✓
✓✓✓

☹

✓ Welcoming – curb appeal

✓ Porches for sitting are keeping an eye out!

✓ Nice to have high density single family homes

✓ Stone building – solid, beautiful

✓ Rear yard space, yet dense and compact

✓ Architecturally pleasing / well-preserved

✓ Mature trees

✓ No trash in alley

✓ We already have a lot of this – this is what we are!

× Needs maintenance – expensive, a challenge

× Plants are too messy

× Garbage collects in alleys

😊

✓✓✓✓✓✓✓✓✓✓✓✓✓✓   ✗✗
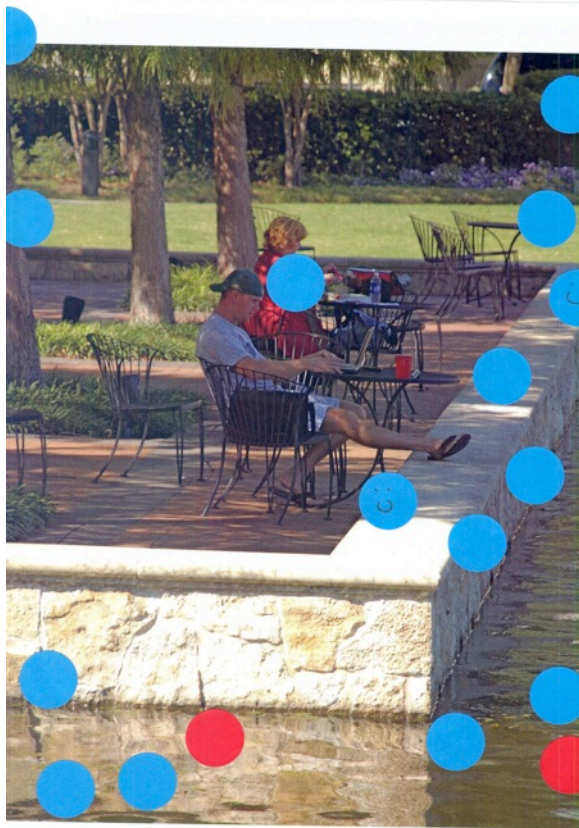
✓ Comfy, welcoming open space for people to hang out

✓ Attractive, serviceable chairs & tables

✓ Proximity to the natural environments

✓ Public greenery - grass, plantings, trees

✓ Non-commercial public space

✓ Peace, relaxation, quiet

✓ Use of water

✓ Human scale but simple

✓ Moveable furniture

✓ Sitting wall

✓ Like the moat around the garden – maybe a use for Clark Park's bowl!

✓ Mix of materials, light & shade, hard & landscape

✓ Well-maintained

✗ Water is an open hazard

☺ ✓✓✓✓✓✓✓✓✓✓✓   ☹ ✗✗

- ✓ Curb appeal, homey, friendly, gracious
- ✓ Multi-family dwelling
- ✓ Compatible with both single- & small multi-family buildings
- ✓ Healthy, established trees, variety of living species
- ✓ Well-maintained historic house
- ✓ Big lawn set back from sidewalk
- ✓ Interesting light pole
- ✓ Residential building being used for residence
- ✓ Front porch
- ✓ Variety of form and materials
- ✓ Architectural details

- ✗ Not dense enough
- ✗ Urban sprawl?
- ✗ Too suburban
- ✗ Too much front lawn
- ✗ Maintenance
- ✗ External mailbox poorly done
- ✗ Big lawn challenging for an urban area with density
- ✗ Seems to be cut up into apartments – perhaps 6 – too many!

☺ ✓✓✓✓✓✓✓✓✓✓

- ✓ Yay solar panels!
- ✓ Yay bikes!
- ✓ Like shade over bikes
- ✓ We must do this <u>but</u> it must be beautiful
- ✓ Reasonable architecture for institutional building
- ✓ Sidewalks
- ✓ Possible bike sharing, solar port
- ✓ Institutional lawn for picnics

☹

- ✕ Junky
- ✕ Environmentally sound but really ugly
- ✕ Scale too large
- ✕ Lack of adequate bike racks
- ✕ Grass should have been rain gardens
- ✕ Solar is good but building is iffy

☺ ✓✓✓✓✓✓✓✓✓

- ✓ Trolleys good
- ✓ Multi-modal transportation
- ✓ Planters
- ✓ Clean, excellent maintenance
- ✓ Looks quiet
- ✓ Paving & wide sidewalks
- ✓ Appropriate lighting fixtures
- ✓ Well landscaped
- ✓ Well-marked pedestrian crossing
- ✓ Good vision for 40th & Baltimore: electric, not diesel
- ✓ Like the pedestrian bridge

☹ ✗

- ✗ Train interactions with pedestrian walkways dangerous
- ✗ Not enough greenery
- ✗ Transit looks super modern – may not fit in SHCA
- ✗ Architectural style of buildings
- ✗ Pink crosswalks
- ✗ Dumb looking pediment / mini-roof / awning stuck on old buildings during cheap renovation
- ✗ Don't like the pedestrian bridge

☺ ✓✓✓✓✓✓✓

- ✓ Great place to play
- ✓ Kid-friendly residential area in city
- ✓ Excellent maintenance – no graffiti or garbage
- ✓ Safe
- ✓ Very colorful
- ✓ Colorful playspace
- ✓ Kids need public play space to interact
- ✓ Fun
- ✓ Soft playground surface

☹

- ✗ Sterile
- ✗ How about more wood, less plastic
- ✗ Inharmonious colors
- ✗ Too busy pavement
- ✗ Generic
- ✗ Too dark
- ✗ Style of playground equipment
- ✗ Ugly and old fashioned
- ✗ Hard surface playground

😊 ✓✓✓✓✓✓✓✓

- ✓ Historic architectural detail
- ✓ Attention to detail & preservation of old style
- ✓ Well-kept trees
- ✓ Preserving & using older buildings
- ✓ Height
- ✓ Appropriate density
- ✓ Mixed use: residential over retail
- ✓ Well-proportioned, scaled to street
- ✓ Good historic restoration

☹

- ✗ I like this – but not in Spruce Hill
- ✗ No pedestrians
- ✗ Extra-wide streets
- ✗ Too tall for Spruce Hill
- ✗ Poor signage aesthetic
- ✗ Isolated

🙂 ✓✓✓✓✓✓✓
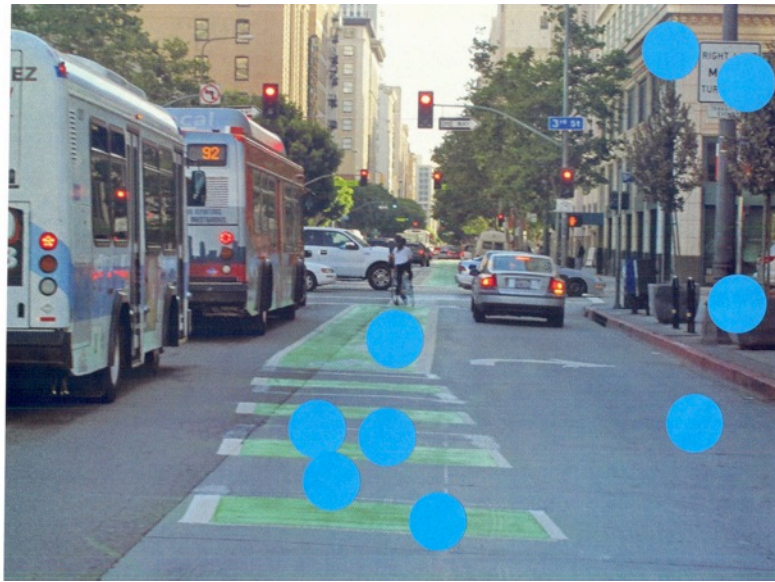
- ✓ Painted bike lane
- ✓ Yay bike lanes!
- ✓ Good public transit
- ✓ Density
- ✓ Green stripes make it feel safer as a biker
- ✓ Multi-modal transit corridor
- ✓ Looks like a real downtown
- ✓ Coherent streetscape, pedestrian-friendly scale
- ✓ Green lanes are very identifiable

🙁

- ✗ Trees in containers
- ✗ Too overtaken by traffic
- ✗ Painting road green makes it slippery!
- ✗ Road seems wide
- ✗ More difficult to drive
- ✗ How safe are the bike lanes when positioned between auto lanes?
- ✗ Cluttered

☺ ✓✓✓✓✓✓✓✓

- ✓ Appealing street life
- ✓ Outdoor seating
- ✓ Street cafes
- ✓ Parklets extend the sidewalk into the street
- ✓ Pedestrian space increases
- ✓ Pedestrian traffic
- ✓ Cozy
- ✓ Invites walkers to stop
- ✓ Great – we like this!
- ✓ Doesn't belong to one store – uses different visual language than the stores it faces
- ✓ Like expansion of sidewalk into street

☹ ✗✗✗

- ✗ Loss of parking
- ✗ Some people dislike temporary, other people like it
- ✗ Hate unleashed dogs
- ✗ All-student neighborhood, uniformity of young residents
- ✗ Shouldn't be placed where parking is blighted
- ✗ Shouldn't be pre-empted by one store
- ✗ Ugly fence, tacky, shoddy construction
- ✗ Don't like expansion of sidewalk into street

🙂 ✓✓✓✓✓

- ✓ Mixed-use housing & retail
- ✓ No cars
- ✓ Fountains & flowers!
- ✓ Excellent maintenance
- ✓ Public space that melds pedestrians and cars
- ✓ Small businesses
- ✓ Seating, benches
- ✓ Pedestrian plaza
- ✓ Buildings are in scale with space
- ✓ Canopy and outside tables and chairs
- ✓ Hidden parking
- ✓ Controlled signage

🙁

- ✗ Fake, looks contrived
- ✗ Not in Spruce Hill
- ✗ Too many chain stores

☺ ✓✓✓✓✓

- ✓ Café society
- ✓ Nice open air eating
- ✓ Gathering place that invites passers-by to join them outdoors!
- ✓ Outdoor seating
- ✓ Widened sidewalks
- ✓ Beautiful street café / fence bollards, wrought iron
- ✓ Contemporary architecture, architectural detail
- ✓ Separation of diners
- ✓ Clear pedestrian space
- ✓ Clean, well-maintained

☹ ✗

- ✗ A little sterile
- ✗ Doesn't look friendly
- ✗ Cheesy fence is permanent
- ✗ Impermeable surfaces
- ✗ Not enough pedestrian space

🙂 ✓✓✓✓✓

- ✓ History & progress together – interesting mix of modern & traditional
- ✓ Intact windows
- ✓ Wayfinding signs: attractive, informative
- ✓ Brick sidewalks
- ✓ Residential/commercial mix
- ✓ Good density
- ✓ Street frontage is historic & human-scaled, with high-rise receding in the background
- ✓ Nice proportions & use of materials
- ✓ Being able to walk from office to lunch in a neighborhood

🙁

- ✗ Sterile, unused ground floor
- ✗ Lack of bike lanes
- ✗ Needs street trees
- ✗ Too "downtown"
- ✗ No huge skyscrapers
- ✗ Boring sidewalk space
- ✗ Cool, but not Spruce Hill

☺ ✓✓✓✓✓

- ✓ Low density, low-rise buildings
- ✓ Street parking
- ✓ Sidewalks & street trees, greenery, layered plantings
- ✓ Median strip
- ✓ Clean, well-maintained
- ✓ Bay windows, lots of windows
- ✓ Human-scaled
- ✓ Architecture has personality
- ✓ Gradation from public to private zone
- ✓ Lawn between sidewalk and street
- ✓ Street is not too wide and not too busy

☹ ✗✗

- ✗ Somewhat sterile
- ✗ Too phony – forced
- ✗ "Fake" historic architecture
- ✗ Not Spruce Hill
- ✗ Parking in front
- ✗ Lack of diversity in architectural design
- ✗ Street too wide for scale of buildings

😊 ✓✓✓✓

- ✓ Eco approach to stormwater
- ✓ Traffic calming bumpout
- ✓ Native plants
- ✓ Water reclamation
- ✓ Nice granite curbs
- ✓ Relaxing
- ✓ Rain gardens would be great in Spruce Hill
- ✓ Hardy plants that can handle the weather
- ✓ Well-maintained
- ✓ Smart drainage

☹

- ✗ Not lush plantings could be better maintained
- ✗ Overgrown
- ✗ Too much pavement
- ✗ Needs more color
- ✗ Rocks don't seem practical
- ✗ Plants look like weeds
- ✗ Looks weedy & unkempt
- ✗ Ugly
- ✗ Out of place for corner
- ✗ Maintenance budget
- ✗ Difficult to clean

☺ ✓✓✓

- ✓ Encourage biking
- ✓ Yay bike lanes!
- ✓ Yes! But safety is still a work in progress
- ✓ Street trees
- ✓ Enough space for the bike lane
- ✓ Wide open drive and bikeway enhances pastoral feel

☹ ✗✗✗

- ✗ Could paint color in bike lane
- ✗ Very wide street
- ✗ Not connected, not neighborhoodish – a through-way
- ✗ Boxy design of buildings
- ✗ Bland

☺ ✓✓

- ✓ Every storefront is filled
- ✓ Streets trees and flowerboxes
- ✓ Consistent commercial corridor
- ✓ Mixed use
- ✓ Pedestrian lighting and benches
- ✓ Parking garage over retail has appropriate-scaled building elements
- ✓ Not bad for a garage
- ✓ Like hidden garage

☹ ✗✗

- ✗ Unexciting architecture
- ✗ Devoid, boring
- ✗ Lack of local stores
- ✗ Scale of windows too square for residential neighborhood
- ✗ Mixed heights would add to scene
- ✗ Corporate identity
- ✗ Looks cheap
- ✗ Too many cars
- ✗ Too cookie cutter
- ✗ Not enough space between buildings and street
- ✗ Upper floor windows are blank

😊 ✔✔

- ✓ Mural art!
- ✓ Excellent maintenance
- ✓ Historic rehab / adaptive reuse
- ✓ We love our murals
- ✓ Creative use of color
- ✓ Nice inclusion of windows in mural
- ✓ Public art
- ✓ Oooh! I love the color!
- ✓ Grass!
- ✓ Fun

☹ ✗✗

- ✗ Just shoot me
- ✗ Pink color
- ✗ Jarring visuals
- ✗ Grass lawns – high maintenance, ugly all winter, dog poop repository
- ✗ The two walls don't go well together
- ✗ Uninhabited
- ✗ Mural conflicts with architecture
- ✗ Tired of mural-style

☺ ✓✓

- ✓ Like blue glass, but only for commercial
- ✓ Not a bad grocery store
- ✓ Respects street
- ✓ Landscape not bad
- ✓ One of the most attractive grocery stores I've ever seen
- ✓ Pedestrian lighting
- ✓ Nice signage
- ✓ Good to have grocery options
- ✓ Garage/back lot parking would be perfect!
- ✓ Airy & spacious, clean

☹ xxxxxxx

- × Undistinguished style
- × Modern kitch
- × No! Keep the charm of Spruce Hill
- × Scale too large for residential mixed use neighborhood
- × Too suburban looking
- × Really ugly building
- × Out of scale
- × Architecture doesn't match our neighborhood
- × Cold, no character, not a place to live near

☺ ✔✔

- ✓ Use of brick
- ✓ Low-rise single-family homes
- ✓ Decent high-density new development
- ✓ Staggered look
- ✓ First floor raised above the sidewalk – feels safe, but you can still see inside

☹ ✗✗✗✗✗✗✗✗

- ✗ Devoid of trees, greenery
- ✗ Boring, not unique
- ✗ Too cookie cutter
- ✗ Dirty, trash
- ✗ Monotonous
- ✗ No setback
- ✗ McRowhouses
- ✗ Cheap building materials
- ✗ Meters should be hidden
- ✗ No beauty
- ✗ Not colorful
- ✗ No pedestrian lighting

🙂 ✓
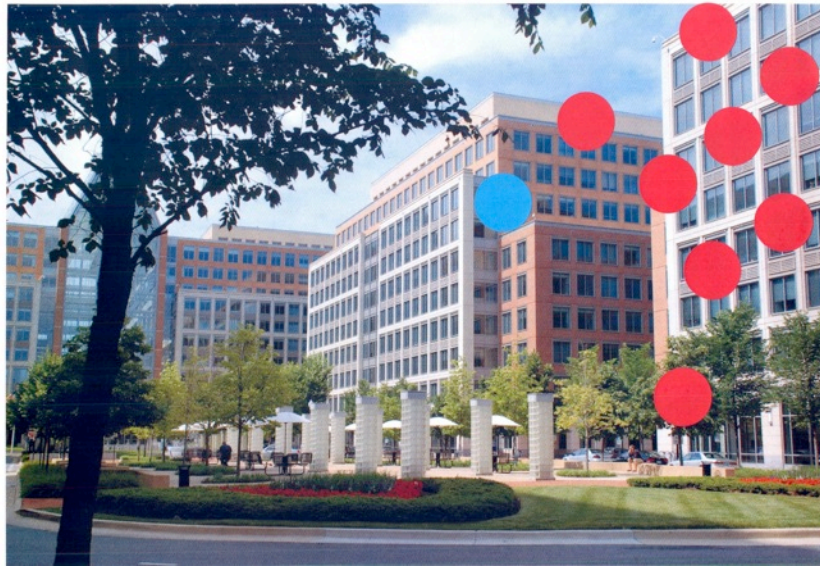
- ✓ Handsome architecture
- ✓ Outdoor seating, umbrellas
- ✓ Nice landscaping
- ✓ Nice public square
- ✓ Good economic development
- ✓ Background architecture doesn't <u>demand</u> attention
- ✓ Building materials
- ✓ Parking hidden out of sight
- ✓ Clean

☹ XXXXXXX

- ✗ Too large a scale for the neighborhood
- ✗ Blank, corporate look
- ✗ Too much glare in mid-day
- ✗ Too institutional
- ✗ Too large a site – too much at once
- ✗ Good for Center City or Drexel, not Spruce Hill
- ✗ Green space is too manicured
- ✗ Sterile

:)

☹ XXXXXXXX

✓ Trees

✓ Very sturdy and expensive-looking construction

✓ Decent attempt at disguising a parking garage

✓ Parking in structure instead of in a lot

✓ Clean

× Alienating space

× No pedestrian areas

× Generic architecture

× Boring

× Too much cement

× No lighting – dark at night

× No retail

× Narrow sidewalk

× Lack of landscaping

× Prison-like

× Structured parking is better than a lot, but this building is ugly

× Cheap looking fake stucco

× Jail for cars

😊

- ✓ Low-rise scale
- ✓ Looks affordable
- ✓ Varied architectural styles & density
- ✓ Homey
- ✓ Multi-family
- ✓ Brick is a durable and beautiful material
- ✓ Trees
- ✓ Spacious

☹ **XXXXXXXXX**

- ✗ No separation of sidewalk and parking – endless cement
- ✗ Electrical lines
- ✗ Boring, uninteresting architecture
- ✗ Driveways
- ✗ Parking in front
- ✗ Don't like cars in front yard
- ✗ Not pedestrian friendly
- ✗ Cheap materials
- ✗ Suburban
- ✗ Backing out onto street (kids)

🙂 ✔

- ✓ Safety
- ✓ Keep schools in our neighborhood!
- ✓ Small-scale local school
- ✓ Mix of architecture, diversity
- ✓ Play area
- ✓ Mural
- ✓ Love old school buildings, expecially from 50s-60s – lots of windows
- ✓ I like fences around schoolyards – it means kids can run, jump, etc.
- ✓ Ironwork is unobtrusive
- ✓ Well-maintained
- ✓ Greenery

☹ XXXXXXXXXXXX

- ✗ Looks like a prison
- ✗ Industrial
- ✗ No greenery/grass
- ✗ Ugly fencing
- ✗ Desperate need to improve the atmosphere for the school
- ✗ Barren, stark
- ✗ Style of fence makes the building look like a prison
- ✗ Lack of soft playspace

😊

- ✓ Shopping
- ✓ Controlled signage
- ✓ Nice lamppost
- ✓ Flowers and landscaping
- ✓ Healthy businesses
- ✓ Like the businesses, just no malls
- ✓ Attractive & functional

☹ **XXXXXXXXXXXX**

- ✗ Asphalt asphalt asphalt
- ✗ Faceless places
- ✗ Big box stores
- ✗ Cars/parking given prominence over pedestrians
- ✗ Doesn't promote walking
- ✗ Strip mall, not urban
- ✗ Suburban
- ✗ Not destined to age well
- ✗ Only commercial
- ✗ Don't like chain stores

🙂

- ✓ Uniformity is pleasing
- ✓ Parking
- ✓ Could be affordable
- ✓ Ample parking
- ✓ Well-maintained
- ✓ Nice to have townhouse with parking spots

🙁 **XXXXXXXXXXXX**

- ✗ Ugh – second that emotion
- ✗ Suburban generic architecture has no place in West Philly
- ✗ Needs more shade on parking
- ✗ Cookie cutter similarity
- ✗ Architecture should speak to the history and people of the area
- ✗ Isolated housing complex, not mixed-use
- ✗ No life – not dense enough
- ✗ Cars should be behind
- ✗ Boo
- ✗ Parking too prominent
- ✗ Nightmare!
- ✗ Cheap construction

🙂

- ✓ Off-street parking
- ✓ Affordable
- ✓ Full service grocery store
- ✓ Looks well-maintained and clean for a low-rent strip mall

🙁 XXXXXXXXXXXXXX

- ✗ No trees
- ✗ Strip mall
- ✗ No public transit
- ✗ Unlivable environment
- ✗ Sterile
- ✗ Too much pavement
- ✗ Not pedestrian friendly
- ✗ Chain stores
- ✗ Big paved area
- ✗ Yuck
- ✗ No landscape
- ✗ No place for this in Spruce Hill!
- ✗ Parking lot overload!
- ✗ Cheap and low-end stores

😊
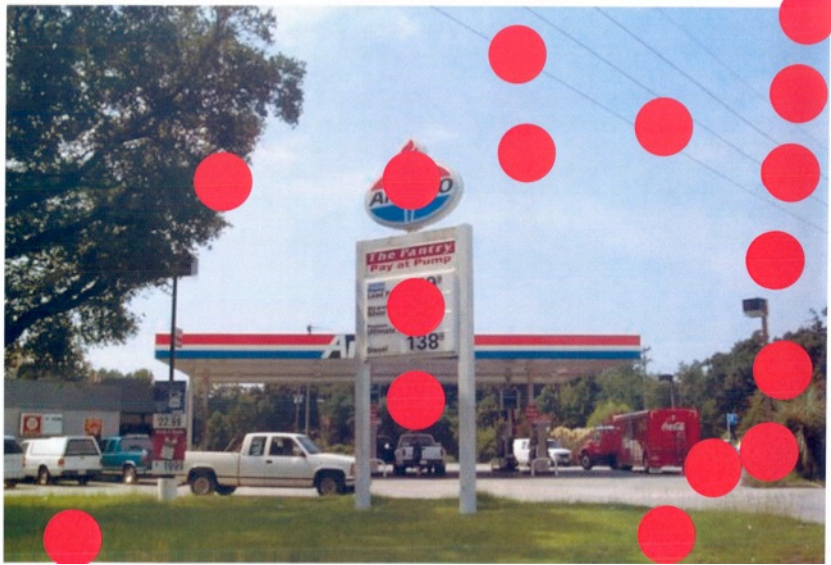
✓ Shaded and sheltered gas location

✓ Lots of trees

✓ It's a needed community amenity – convenient gas is good

✓ CHEAP GAS!

☹ XXXXXXXXXXXXXXX

× Takes up a lot of space

× Not in Spruce Hill

× Should have flowers & plantings

× Commercial with too much concrete/plastic – nothing attractive

× Suburban

× Scale of sign

× Ugly

× Signage overwhleming

☺

✓ Affordable lodging
✓ Trees

☹ XXXXXXXXXXXXXXXXX

× Generic & awful suburban sprawl
× Rail around parking
× Sign – too big for space
× Wasteful surface parking
× Stark – nothing visually interesting
× No landscaping
× Concrete jungle
× Emphasis on parking lot
× Industrial looking buildings
× Excessive need for parking doesn't apply to our neighborhood, with trollies, buses, bikes, walk to work

:)

☹ XXXXXXXXXXXXXXXXXXX

✓ Useful support business, but careful where it's located

✓ Local business

× Run down

× Barbed wire or chained link fence

× Not in Spruce Hill

× Poor quality building materials

× Awful! Never!

× Not appropriate for residential
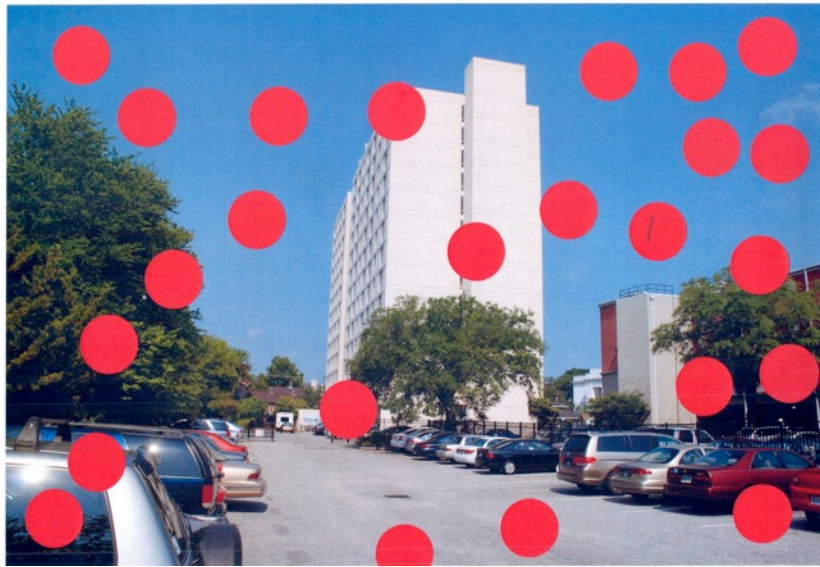
× Hostile

× Industrial

😊 ✓

- ✓ Access to food
- ✓ Need more grocery options
- ✓ Welcoming green space in background
- ✓ Availability of convenience store
- ✓ Open 24 hours

☹ XXXXXXXXXXXXXXXXXXXXXX

- ✗ Strip mall
- ✗ Convenience store traffic
- ✗ Eyesore
- ✗ Siding is atrocious
- ✗ Unattractive signage
- ✗ Yuck
- ✗ Poor pedestrian access
- ✗ Chain store
- ✗ Parking on front of store
- ✗ No landscaping
- ✗ Pan handlers

😊

✓ Nice mature trees

☹ XXXXXXXXXXXXXXXXXXXXXXX

× Soviet block architecture

× Empty, soulless space

× Wasted space in parking lot

× Lonely – nowhere to go

× Too much paved surface

× Out of scale

× Too dense in one building

× Huge parking lot is too big

× Too car heavy

× Building is out of scale to site

× Anonymous

× No landscaping

× Not for our neighborhood

× Building too tall