

LISC CORRIDORS OF RETAIL EXCELLENCE (CORE)

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Sandy Salzman, Executive Director, New Kensington CDC

CORE Program Goals

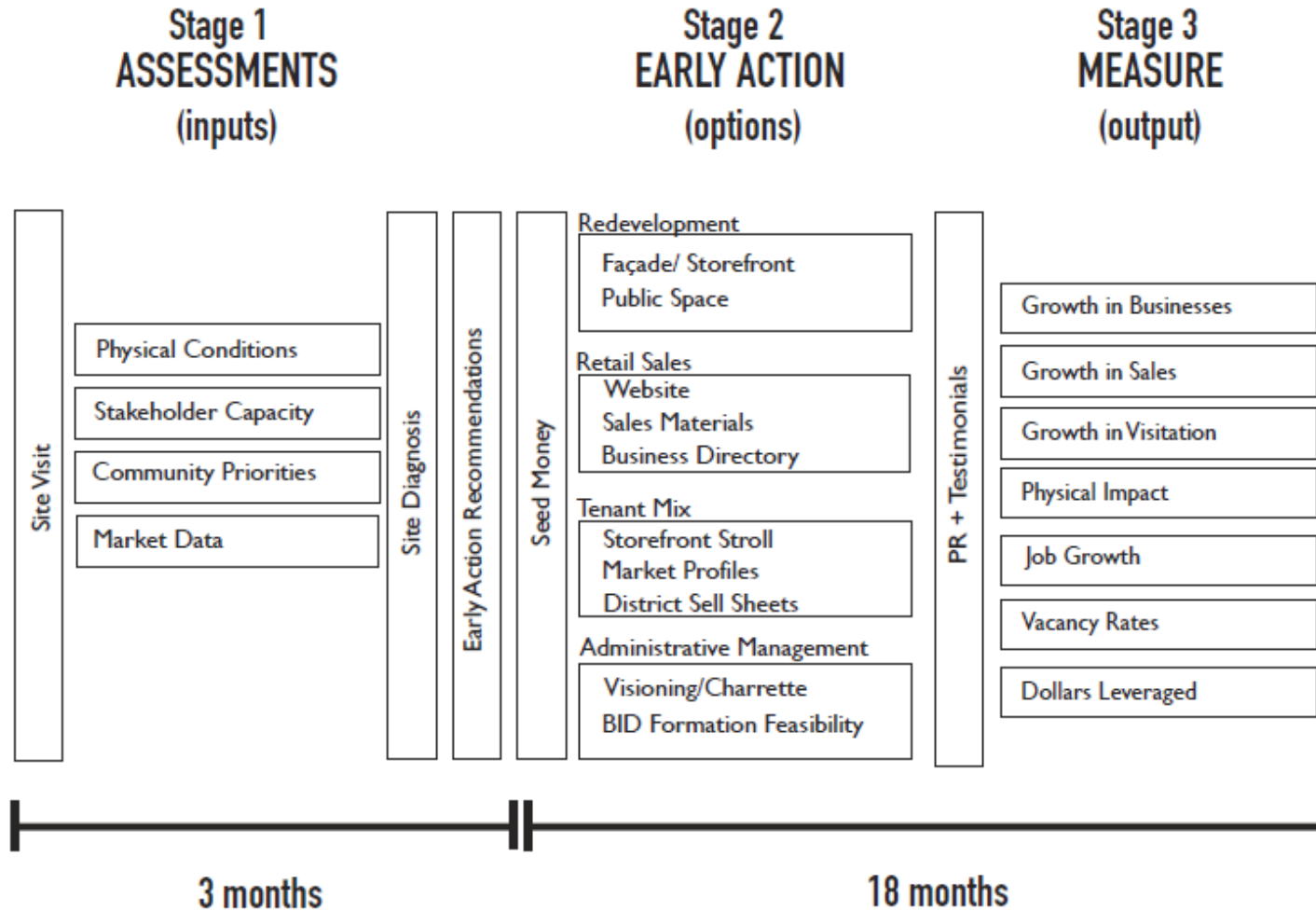
- **Jump start new economic activity through strategic, high impact/low cost tactical interventions**
- **Drive retail sales and support existing businesses**
- **Enhance creditability for partner organization**
- **Leverages additional funding for future efforts**

CORE Partners

- **Funder: PNC Bank**
- **Technical Assistance Provider: LISC MetroEdge**
- **Intermediary: Local LISC office**
- **Client: Local CDC**

Program Overview

VISION: _____



Phase 1: Inputs



- **Walking Tour (2 hours)**
 - Physical conditions
 - Density (residential and retail)
 - Retail synergy
- **3-5 Interviews with local leaders and business owners (4 hours)**
- **Market Scan**

Phase 2: Options - Early Action

- **Administrative Capacity**
- **Physical Conditions**
- **Business Environment**
- **Market Scan**

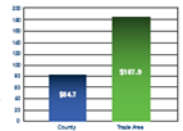
Mount Washington

Phase I: Assessment &
Early Action Recommendations

June 2012

Prepared by Larisa Ortiz, Larisa Ortiz Associates

LISC MetroEdge and Corridors of Retail Excellence (CORE) are programs of the Local Initiatives Support Corporation (LISC). They work in urban markets nationwide assisting CDC's, local governments, developers and business associations to define their market potential and develop and implement strategies to achieve that potential.



CONNECTING INFORMATION
TO DEVELOPMENT



LISC

Phase 3: Outputs - Measure

- **Scribe articles**
- **Measurement of impact**
 - **New businesses**
 - **Pedestrian counts**
 - **Leveraged investments**
- **Local news coverage**



What makes the program unique?

- **Diagnosis as a tool for engagement**
- **Competitive selection of service providers through a transparent RFP process**
- **Communications as project outcome**
- **Action and outcome oriented: the best can sometimes be the enemy of the good**

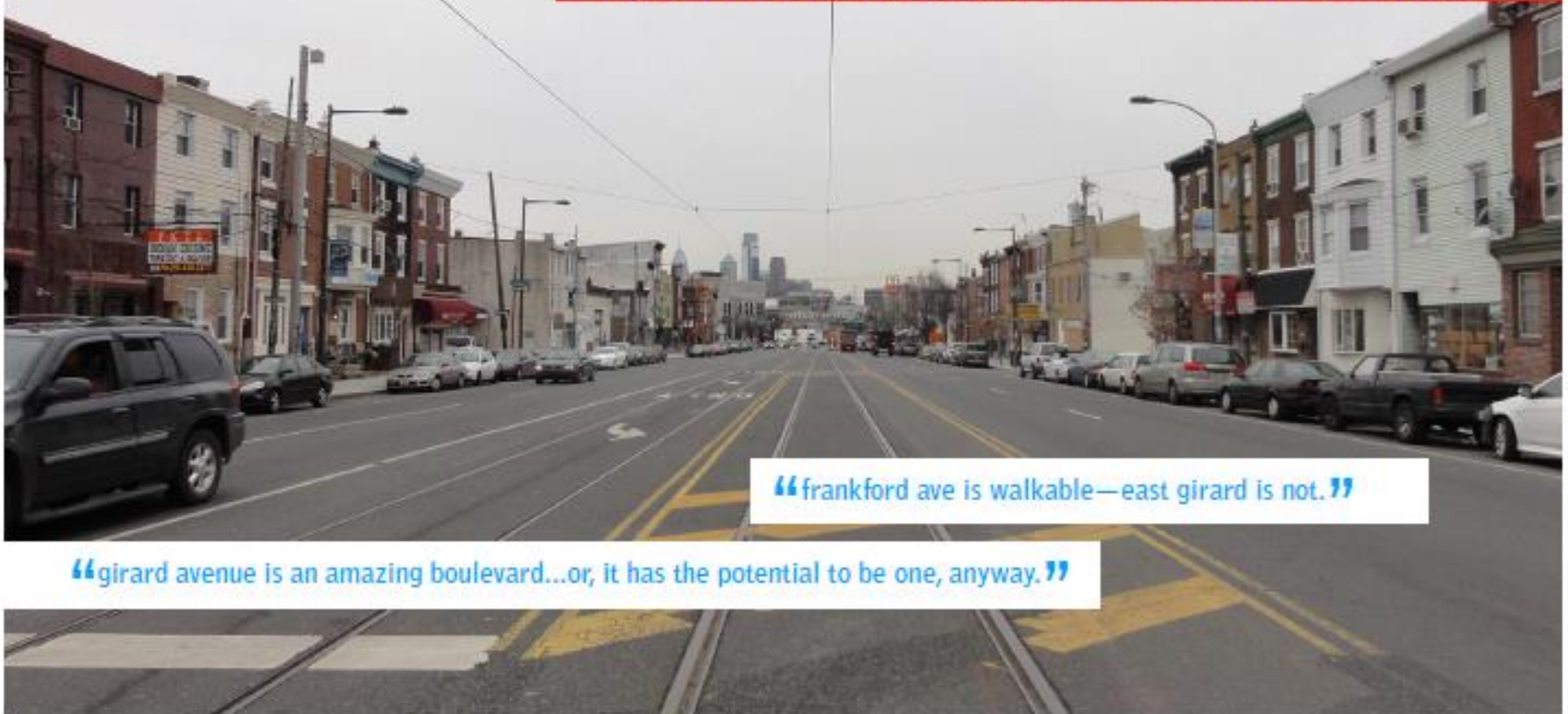
← 1100 N 1200 →
FRANKFORD AV
S ARTERIAL N

← 200 E 100 →
GIRARD AV
E ARTERIAL W



+ SCALE OF STREET CREATES POTENTIAL FOR “BOULEVARD” CHARACTER

- PERCEPTION THAT EAST GIRARD ISN'T PEDESTRIAN-FRIENDLY



“frankford ave is walkable—east girard is not.”

“girard avenue is an amazing boulevard...or, it has the potential to be one, anyway.”

Physical Conditions

Sidewalk Conditions



Gaps in pedestrian environment

Street Conditions



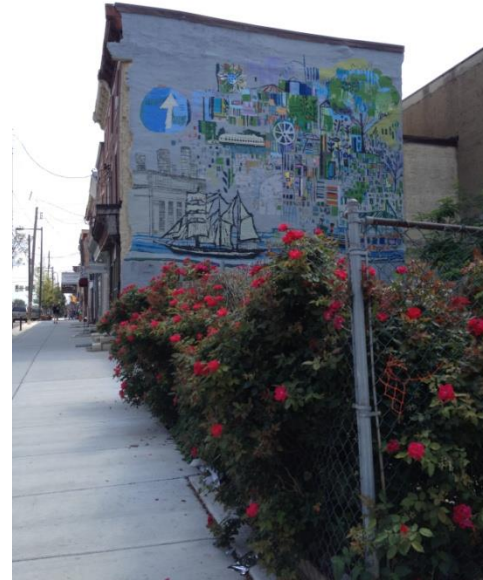
Wide street, difficult to cross

Physical Conditions

Streetscape Conditions



Streetscape Conditions



Physical Conditions

Streetscape Conditions



Buildings



Physical Conditions

Vacancies



Vacancies



Opportunities

**Activate a key “connector”
block**



**Mitigate gaps in pedestrian
environment**



Menu of Options

5. Early Action Options

- ▶ **Option 1: Placemaking: Temporary Gathering Space and Programming**
 - ▶ Objective: Activate a vacant lot with temporary uses
 - ▶ Create a temporary park space with moveable furniture, food truck, green space, etc.
 - ▶ Program the space with events that reflect the character of the district
 - ▶ Work with Community Design Collaborative to design the space
- ▶ **Option 2: District Marketing Effort**
 - ▶ Objective: Build the Fishtown/East Girard Brand; Get more people to the district
 - ▶ Solicit matching funds from SugarHouse or FNC
 - ▶ Updated marketing brochure and banners
 - ▶ District map and shopping guides in trolley stations and given to residents
 - ▶ District directory smart phone App
- ▶ **Option 3: Model Block (E. Girard from E Oxford – Marlborough)**
 - ▶ Objective: Reduce vacancies in the short and long term
 - ▶ Temporarily fill windows of vacant spaces with artwork or pop-up stores
 - ▶ Use storefronts as canvas to brand the district
 - ▶ Engage the community in storefront clean ups
 - ▶ Develop a long term plan for retail attraction and reducing vacancy rates

Within one month, NKCDC acted on this recommendation by applying for and receiving a \$25k city grant for a marketing plan.

▶ **DRAFT**

LISC



Model Block

“We have restaurants and bars as anchors on either end of the street, and now with this we have an anchor in the middle. It will draw traffic to us from either end.”

- Business owner Katherine Jennings at the Model Block unveiling

Project Goals

slow down speed
fill vacancies
attract programs



Architects: MAKE Architecture + Planning

Storefront Assessments + Recommendations

brian Szymanik Architects | david Quadrini Architect
A JOINT VENTURE

LISC CORE – Model Block

**Model Block & Visual
Merchandising Manual**
for EAST GIRARD AVENUE

NKCDC

make.architec
ture+planning



LISC CORE – Model Block





Model Block - BEFORE



One Full Time Business

Before selection of model block option, the CDC gauged property owner interest

Model Block - BEFORE

GIRARD AVENUE ASSESSMENT

THOUGH THERE IS NO ONE SINGLE BUILDING TYPE ON THE AVENUE THERE ARE DISTINGUISHABLE FEATURES THAN CAN EASILY BE FOUND BETWEEN FRANKFORD AVENUE AND BERKS STREET. SINCE THE AVENUE IS NOT A HISTORICALLY REGISTERED THOROUGHFARE, THERE IS OPPORTUNITY TO CREATE NEW ELEMENTS THAT REINFORCE THE CORRIDOR AS WELL AS IMPROVE THE OLD ELEMENTS.

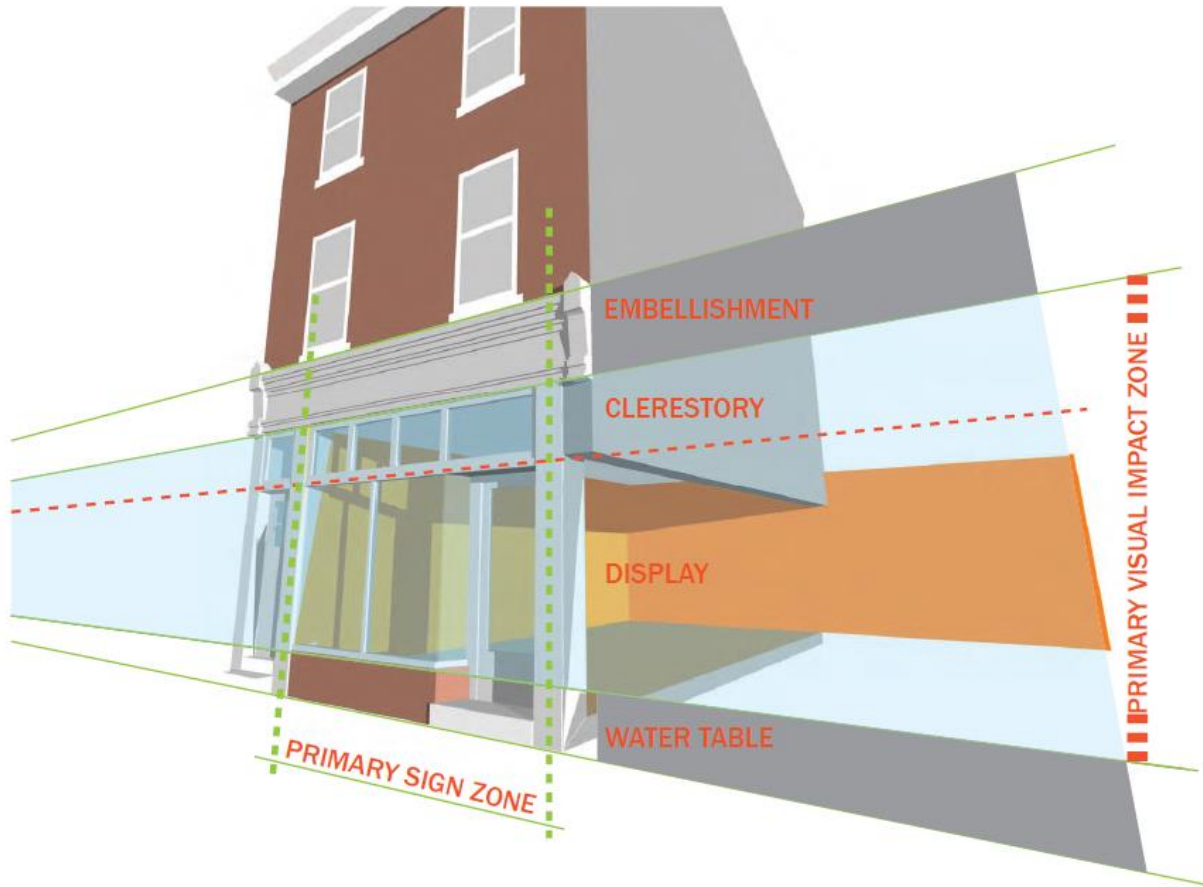
KEY PROPERTY FEATURES:

WATER TABLE
DOESN'T REQUIRE SIGNIFICANT IMPROVEMENT

DISPLAY
LARGE EXPANSE OF TRANSPARENT GLASS AT EYE LEVEL; IDEAL FOR BOTH PEDESTRIAN AND VEHICULAR TRAFFIC; ALLOWS FOR "EYES ON THE STREET"

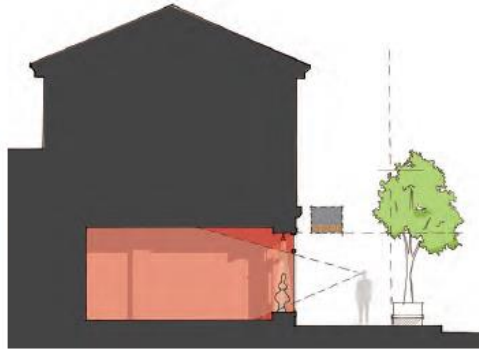
CLERESTORY
A SECOND LEVEL OF GLASS WHICH BRINGS DAYLIGHT DEEPER INTO COMMERCIAL SPACES; DOESN'T IMPACT DISPLAY AREA.

EMBELLISHMENT
CORNICE - IDENTIFIABLE FEATURE/ EMBELLISHMENT ON THE AVENUE; VISUALLY DELINEATES COMMERCIAL AND RESIDENTIAL; VISUALLY BRINGS THE EYE DOWN; IS AN EXTENSION OF THE COMMERCIAL SPACE AND SIGNAGE.



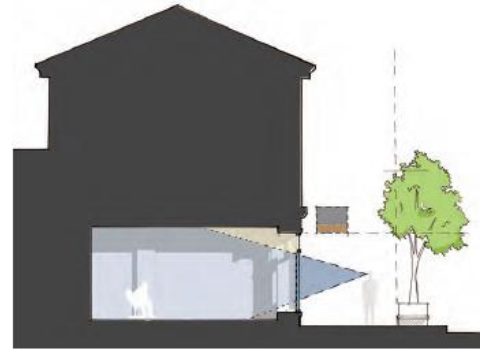
LOOK IN! RETAIL

- ALLOW PEOPLE TO **LOOK INTO** YOUR STORE.
- PUT A GREAT OBJECT OR PRODUCT IN YOUR **DISPLAY WINDOW** TO DRAW ATTENTION
- MAKE SURE PEOPLE CAN STILL SEE INTO YOUR STORE.
- USE **ADJUSTABLE DISPLAY LIGHTING** TO LIGHT YOUR WINDOW



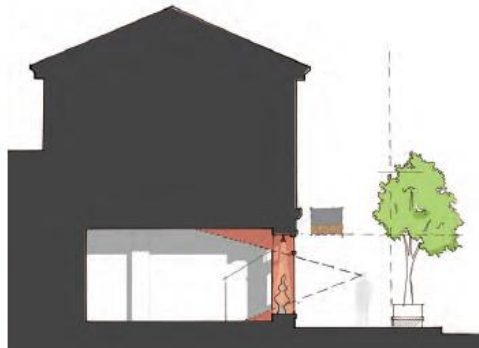
LOOK AT. OFFICE

- IT'S HARD TO WORK WHEN PEOPLE STARE AT YOU THROUGH A WINDOW.
- DON'T BLOCK** THE DISPLAY WINDOW
- LET DAYLIGHT IN!** IT MAKES A GREAT PLACE TO WORK.
- COPY LOOK AT! RETAIL** OR INSTALL **TRANSLUCENT FILM** ON GLASS.



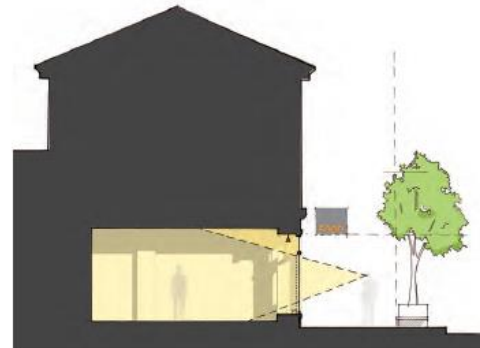
LOOK AT! RETAIL

- PUT A GREAT OBJECT OR PRODUCT IN YOUR **DISPLAY WINDOW**.
- ALLOW PEOPLE TO **LOOK AT YOUR PRODUCT** LIKE A SIGN.
- PLACE SOMETHING TRANSLUCENT IN THE BACK OF YOUR DISPLAY.
- USE **ADJUSTABLE DISPLAY LIGHTING** TO LIGHT YOUR WINDOW.
- PROMOTE **DAYLIGHT** AND MAKE SURE PEOPLE KNOW YOU ARE **OPEN!**



LOOK IN. FOOD

- RESTAURANTS AND CAFES DO BETTER WHEN PEOPLE CAN SEE IN AND OUT.
- KEEP THE **DISPLAY WINDOW** AS **OPEN** AS POSSIBLE
- YOUR CAFE FULL OF **PEOPLE** IS A **SIGN** FOR YOUR BUSINESS.
- IF YOU NEED TO BLOCK THE DISPLAY WINDOW, MAKE IT **ADJUSTABLE** SO YOU CAN OPEN AND CLOSE IT AS NEEDED.



STOREFRONT STRATEGIES

OPTION A

PIN LETTERING:
TYPICALLY PLASTIC OR METAL
MANY COLORS AVAILABLE.
MANY FONT OPTIONS AVAILABLE.
LIMIT COPY TO **COMPANY NAME ONLY**.
OMIT: TAG LINES, PHONE NUMBERS, ETC
NOT REQUIRED TO BE CENTERED ON FACADE.
PLACE LETTERS CLOSER TO STORE ENTRANCE &
AWAY FROM RESIDENTIAL DOOR



OPTION B

PROJECTING BLADE SIGN:
REFER TO INFO **BELOW** ON HOW/WHERE TO LOCATE.
MATERIALS CAN BE WOOD, PLASTIC, OR METAL.
COLOR OPTIONS VARY WIDELY BASED ON MATERIAL.
OMIT BACK-LIT SIGNS
LOCATE SIGN NEAR COMMERCIAL ENTRANCE.
LIMIT COPY TO **COMPANY NAME ONLY**.
OMIT TAG LINES, PHONE NUMBERS, ETC



AVOID

AVOID THE FOLLOWING:
TOO MUCH INFO ON SIGN - THIS CAN BE **DIFFICULT** TO READ
LOCATING PROJECTING SIGNS **TOO CLOSE TO PROPERTY LINE** - THIS CAN
PUT SIGNS TOO CLOSE TO ADJACENT COMMERCIAL ENTRANCES



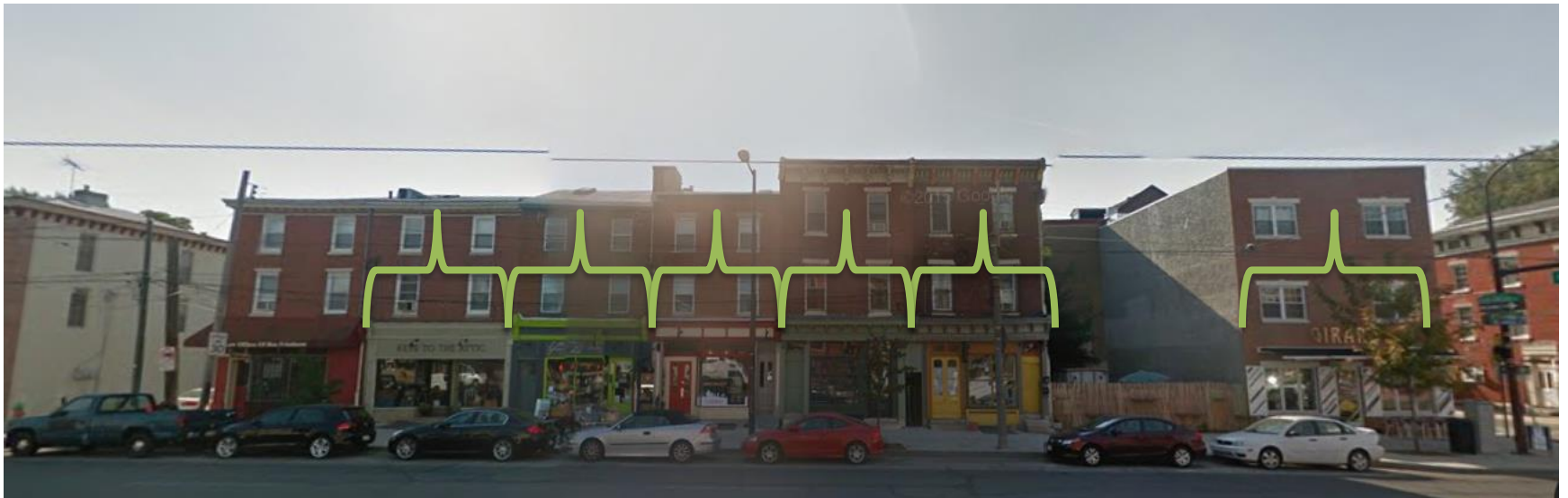
STORE SIGN INFO

The making of a destination

At beginning of project – 1 existing retail business
Antiques

Over course of project – 2 new retail businesses
Nick knacks
Gifts, local crafts

Within 12-18 months of projects
One new mixed-use development
A total of three new restaurants

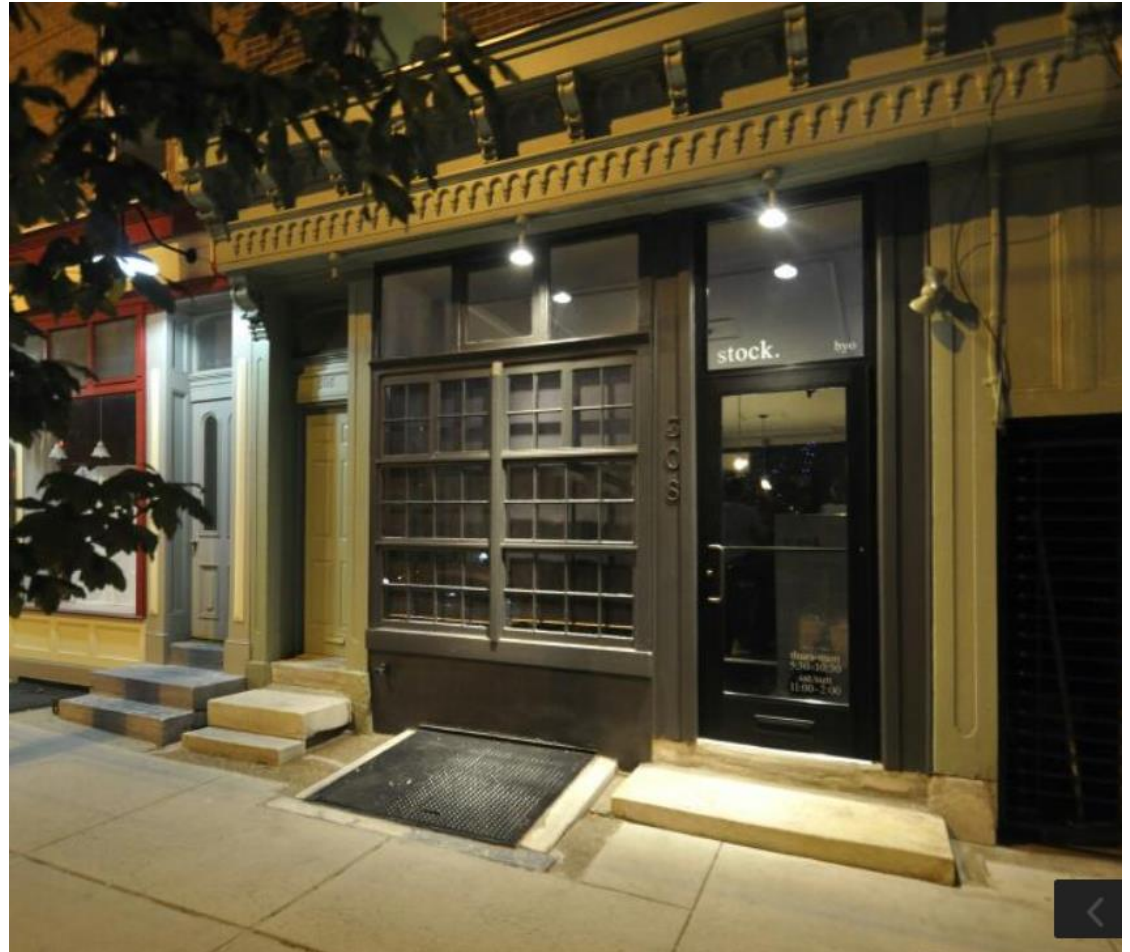




Model Block – ADDITIONAL UNINTENDED OUTCOMES

New business in vacant storefront and improvements to non-participating property

BEFORE



AFTER

Former vacant lot redeveloped into mixed use building with ground floor restaurant

BEFORE



AFTER

The 300 block as a collective destination and brand

Merchant collaboration

Girard Brasserie & Bruncherie, NicNacs4Peanuts & Street Glitter Gallery

300 Block of E Girard

Collaboration with DC Brau – Beer, giveaways, art and treats!



Girard Brasserie, Street Glitter, Nic Nacs for Peanuts, and DC Brau have teamed up for an event at the 300 Block of East Girard avenue for First Friday, June 7. Stop by Girard Brasserie between 5-9pm to purchase a \$12 ticket. The ticket will then be good for 3 complimentary beers by DC Brau (DCBrau.com), a different one being served at each of the 3 spots and goodies from each of the 3 stores. Ticket holders will receive sweet and savory Beignets at Girard Brasserie, any LP record of their choosing from the dollar bin at Nic Nacs for Peanuts, and a free light plate cover at Street Glitter. Please contact 267 457-2316 with any questions.



Model Block - PRESS

Local news outlets, blogs and social media



HOME

SEARCH PROPERTIES

BUYERS

SELLERS



Model Block program coming to E. Girard Ave. in Fishtown

Posted by [Dale Archdekin](#) on Tuesday, January 29th, 2013 at 2:00pm.

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Wanted: An Identity For East Girard

FEBRUARY 18, 2013 | BY DOMINIC MERCIER | NEWS | FISHTOWN, GIRARD AVENUE, NEW KENSINGTON CDC, NORTHERN LIBERTIES, URBAN DESIGN

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Upcoming Events

September 21, 2013 1:00 pm –

September 21, 2013 3:00 pm

[Exploring Powelton, Tour 1](#)

September 21, 2013 4:00 pm –

September 21, 2013 6:00 pm

[Exploring Powelton, Tour 2](#)

September 22, 2013 3:00 pm –

September 22, 2013 5:00 pm

[Death & Life at Mt. Moriah Cemetery--
SOLD OUT](#)

September 28, 2013 10:30 am –

September 29, 2013 12:30 pm

[Wissahickon Bike tour](#)

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nkcdc rebrands and redefines east girard avenue

TUESDAY, JANUARY 22, 2013

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East Girard Avenue in Fishtown has the bones of a great commercial corridor. The blocks between Front Street and I-95 feature a tight knit collection of businesses and great architecture, with easy access to public transit. The booming development in the surrounding neighborhood has led to an influx of restaurants, shops and bars.

The New Kensington Community Development Corporation ([NKCDC](#)) is working hard to steward that development. Recent tangible accomplishments include a hyper-pedestrian streetscape plan and "Take Me to the River," a gateway feature connecting East Girard to nearby Penn Treaty Park. Now, with

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Philly stake

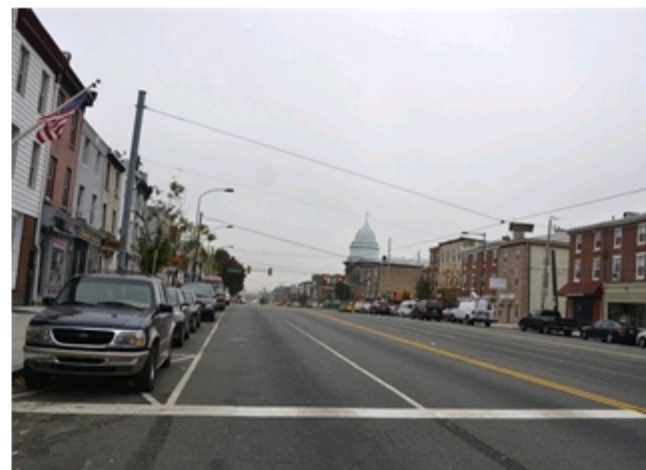
Pam Thomas

Published: January 28, 2013

Stand on the trolley tracks in the center of East Girard Avenue and you can see the Philadelphia skyline. That's how close this stretch of the Fishtown neighborhood is to the gleaming city center.

Fishtown is just over two miles northeast of where tourists admire the Liberty Bell and politicians close deals in City Hall. Yet it's never quite managed to bloom to its potential.

Although one primary Fishtown corridor, Frankford Avenue, has experienced a recent uptick in commercial success, nearby East Girard Avenue is still an inconsistent work in progress, sprinkled with both thriving businesses and many vacancies.



East Girard Avenue in Fishtown, where downtown Philadelphia is a few miles away.

And so, a newly launched commercial corridor revitalization effort is focusing on East Girard.