

Single Application for Assistance

Web Application Id: 8333219

Single Application Id: 201907266399

Applicant: Center City District

Program Selected: Multimodal Transportation Fund

Applicant Information

Applicant Entity Type:	Government
Applicant Name:	Center City District
NAICS Code	9261
FEIN/SSN Number	XXXXXXXXXX
DUNS Number:	859393183
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Pennsylvania Department of Community and Economic Development

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This page must accompany all required supplemental information **Mail to:**

**Pennsylvania Department of Community and Economic Development
Commonwealth Keystone Building
Attn: Customer Service Center
400 North Street, 4th Floor
Harrisburg, PA 17120-0225**

I hereby certify that all information contained in the single application and supporting materials submitted to DCED via the Internet, Single Application # 201907266399 and its attachments are true and correct and accurately represent the status and economic condition of the Applicant, and I also certify that, if applying on behalf of the applicant, I have verified with an authorized representative of the Applicant that such information is true and correct and accurately represents the status and economic condition of the Applicant. I also understand that if I knowingly make a false statement or overvalue a security to obtain a grant and/or loan from the Commonwealth of Pennsylvania, I may be subject to criminal prosecution in accordance with 18 Pa.C.S. § 4904 (relating to unsworn falsification to authorities) and 31 U.S.C. §§ 3729 and 3802 (relating to false claims and statements).



Signature: Katie Andrews

The Pennsylvania Department of Community and Economic Development reserves the right to accept or reject any or all applications submitted on the Single Application for Assistance contingent upon available funding sources and respective applicant eligibility.

MULTIMODAL TRANSPORTATION FUND APPLICATION

Center City District: Penn Center Plaza Transportation Gateway

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Exhibit 1: Project Description



The Center City District (CCD), a private-sector sponsored business improvement district, authorized under the Commonwealth's Municipality Authorities Act, seeks to improve the open area and entrances to public transit between the two original Penn Center buildings, bounded by Market Street and JFK Boulevard and 15th and 16th Streets.

In 2014, the CCD completed the transformation of Dilworth Park into a first class gateway to transit and a welcoming, sustainably designed civic commons in the heart of Philadelphia. In 2018, the City of Philadelphia completed the renovations of LOVE Park, between 15th and 16th Street, JFK Boulevard and Arch Street. The adjacent Penn Center open space should be a vibrant pedestrian link between the office district and City Hall, a prominent gateway to transit and an attractive setting for businesses seeking to capitalize on direct connections to the regional rail and subway system. However, it is neither well designed nor well managed. While it is perceived and used as public space, its divided ownership between the two adjacent Penn Center buildings and SEPTA has long hampered efforts for a coordinated improvement plan. The property lines runs east/west through the middle of the plaza with Two Penn Center owning the northern half, 1515 Market owning the southern half and neither party willing to make improvements without their neighbor making similar improvements.

Since it opened in the early 1960s, Penn Center plaza has never lived up to its full potential. The site was created during urban renewal with the demolition of the above ground, Broad Street Station and the elevated train tracks that ran west to 30th Street. Two and Three Penn Center were the first new office buildings constructed in Philadelphia since the PSFS building opened in 1930. During the 1970s and 1980s, 90% of all new office development occurred in the land cleared for Penn Center and new additions now include Liberty Place, Commerce Square, the BNY Mellon Center, the Blue Cross Building, and the Comcast Center. Nearly all these buildings enjoy direct access to the underground transit concourse. But while Penn Center was envisioned as a vibrant gateway to transit flanked by skyscrapers and connecting to the subways and regional rail, in reality the space between has served as a large concrete desert punctuated with exposed plazas and walkways that are underutilized—and often the setting for illegal or anti-social behavior that discourages access to transit.

To address these challenges, CCD has worked in partnership with the two adjacent building owners and SEPTA to prepare a comprehensive and integrated physical improvement and management plan for the open spaces that provide the connections to transit, adding two new stairways and a state-of-the-art, handicapped-accessible elevator to the concourse. CCD will lease the northern half of the site from the ownership of Two Penn Center, coordinate physical, transit gateway improvements with those being financed by 1515 Market Street and then will enter into a maintenance plan with both owners to manage the outdoor spaces in a coordinated manner. These improvements will not only improve public access to the regional rail lines, subway and trolley lines that serve the southeast region of Pennsylvania, they will also improve the economic competitiveness of the two office buildings and expand economic opportunity and job creation for the underground retail tenants who serve SEPTA customers.

Penn Center Plaza's revitalization will occur in two phases: first, physical improvements and enhanced management of the plaza-level transit gateway will be carried out in conjunction with both property owners; then in the second phase, prominent new and accessible entrances will be created to significantly improve underground transit access.

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Phase 1: The first phase involves the installation of a coordinated plan of site improvements, amenities and additional signage for transit in the area between 15th and 16th Streets, starting in February 2020 and being completed by May 1, 2020. This will include new orientation signs for transit, 26 planters with canopy trees and perennials, overhead market lighting in certain areas, an increase in chairs and tables, planters with built-in benches, and new bike racks for commuters and students—all funded by private property owners and the CCD. CCD's Community Service Representatives will then patrol the area for safety, CCD maintenance crews will sweep no less than three times a day, and the plaza will be visited routinely by the Ambassadors of Hope, a combined outreach effort involving both the Philadelphia Police and social service provider, Project HOME, performing outreach to the homeless. Again, private property owners will fund the improvements that will create a welcome passage to transit and CCD will enter a lease and management agreement with the building owners to maintain the cleanliness and safety of the space.

Phase 2a: The addition of a new stairway at the northwest end will create a new, high visibility gateway to the regional rail lines at Suburban Station, which is across the street, and vastly improve the commuting experience for thousands of workers, as well as for students attending Temple University's Center City campus. Increased foot traffic to the concourse below will enhance business opportunities for smaller retailers, animating an area that has struggled to secure steady tenants and patronage. The new stairwell will lead into the below-grade courtyard, which houses Lifelines, the public artwork by Barbara Grygutis that was installed as part of renovations carried out by SEPTA to Suburban Station in 2006. In addition to increasing access to transit, the stairs will keep the plaza more continuously active, increasing the space's vibrancy, deterring crime, and reducing anti-social behavior. CCD will add new prominent gateway signage that indicates access to transit, will repair the fencing around the opening, and will renovate Lifelines as well as the courtyard, bringing it to life once more. These improvements will take place from fall 2020 to summer 2021.

Phase 2b: Working in conjunction with SEPTA, CCD will remove the cramped, outdated, enclosed head house on the southwest end of the plaza and enlarge the opening, add a new set of stairs, clearly visible to those entering Penn Center Plaza from the east end, making access to transit and shops below more distinct. The larger opening will provide more natural light to pedestrians underground and present an unobstructed view of majestic City Hall as commuters emerge from the subterranean walkway. CCD will relocate and upgrade the current elevator, enveloping it in glass, ensuring that the concourse and plaza remain fully accessible. These upgrades will occur in the spring of 2021.

CCD has had significant success with creating parks on publicly owned land that it leases long term. With Dilworth Park, CCD took a totally failed space and activated it through major renovation, continual programming and active, hands-on management. These public space improvements significantly increased the use of transit that is accessed from the park. However, Philadelphia has several prominent open spaces with fragmented private and public ownership that are not well managed and which have a deleterious impact on access to transit and on adjacent properties, businesses and their clients and customers. CCD has learned through experience that problems like this must be addressed comprehensively, with both physical improvements and ongoing management and programming. With this effort, CCD will be implementing a new, holistic approach that involves the coordination of design, improvements, and management with two different commercial buildings owners and with SEPTA.

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The revitalization of Penn Center Plaza dovetails with the City of Philadelphia’s 1988 *Plan for Center City* and CCD’s own 2005 plan, *Investing in a Walkable City*, both of which sought to fill in gaps in the walkable, pedestrian-friendly fabric of Philadelphia as well as make both City Hall and Penn Square a hub for public activity, thereby fulfilling William Penn’s original vision for Philadelphia’s Centre Square.

CCD has played a central role in the renaissance of downtown’s public spaces with the renovation and redesign of Cret, Sister Cities and Dilworth Parks. These improvements to Penn Center represent the next critical step in overcoming the disconnect between office district and Market East as well as between Avenue of the Arts and the Convention Center expansion. These improvements will add to the improvements made at Comcast Corporation’s expansive plaza at 17th and JFK and the City of Philadelphia’s overhaul at LOVE Park, creating a network quality public spaces for both business and residential attraction as well as for tourism.

More recently, Center City District’s plans to improve Penn Center Plaza aligns with larger goals set forth by the City and SEPTA as part of *Philadelphia 2035* – the comprehensive strategy for managing growth and development in the City of Philadelphia. The overarching themes for the plan are “thrive,” “connect,” and “renew,” with a specific objective to invest in and rehabilitate City Hall in conjunction with SEPTA’s City Hall and 15th Street subway stations. By adding entirely new ingress and egress points for transit, CCD will further bolster the city’s expansive master plan that benefits all Philadelphians and visitors. All of the CCD’s efforts in the vicinity over the last decade have been about activating, animating, connecting, and improving access to transit. Centre Square’s property owners are upgrading the plaza at 1500 Market Street, and the CCD is working jointly with the City on landscaped bike lanes on West Market and JFK.

To initiate these improvements, Accesso, the owners of 1515 Market Street, will undertake a major reinvestment in the southern half of Penn Center Plaza. Using the same design team, CCD has entered into a 10-year lease with the owners of Two Penn Center to make improvements to their property in concert with improvements being made by Accesso, creating a welcoming passageway to transit. CCD will then enter into management agreements with both owners for cleaning, maintenance, public safety and homeless outreach in the plaza. Once the phase one improvements are made in spring 2020, CCD will work with SEPTA on phase two—improvements to transit—expanding our successful partnership with SEPTA at Dilworth Park onto private property at Penn Center. This is a new venture for CCD that will test new approaches to transit enhancements, partnerships with adjacent owners and outreach to those in need of social services.

This project will enable CCD to expand public space improvement and management services into other highly visible, but underperforming plazas in Center City—improving access to transit and enhancing the quality of the public environment for everyone who comes to Center City.

Revitalizing Penn Center will result in increased transit accessibility and have a positive impact on business and retail in the plaza and surrounding corridors. Workers, pedestrians, and commuters who, at present, actively take steps to avoid the space will gravitate to this enhanced commons—grabbing lunch or a snack, relaxing on a newly installed bench, or using the stairs to access vendors below ground and utilize a new route to subway and regional rail transit. CCD’s plan will support 1515 Market Street

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and Two Penn Center's efforts to attract and retain tenants, including anchor occupant Temple University Center City, whose students and staff rely heavily on our public transit system.

CCD has a proven track record of transit enhancements and economic development in the immediate vicinity – since Dilworth Park's reopening in September 2014, as the number of visitors to park has increased from 8 million to 10.8 million in 2018, transit ridership at City Hall has increased and there has been a 30% increase in the assessed value of buildings facing the park. We expect that further development and animation will only drive those values higher and attract more density to the plaza and surrounding buildings.

CCD is committed to enhancing the vitality of downtown Philadelphia, the prime driver of Philadelphia's economy. Situated atop a major multimodal regional system that brings 100,000 people to Suburban, City Hall, and 15th Street Stations each day, the plans for Penn Center Plaza will connect people to jobs, education and services, as well as attract business and retail, and beautify a long neglected space serving people from all walks of life. The project will serve the full cross section of the 500,000 people who are in Center City each day to work, shop, study or visit medical and social services.

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Exhibit 3: Preliminary Design Drawings



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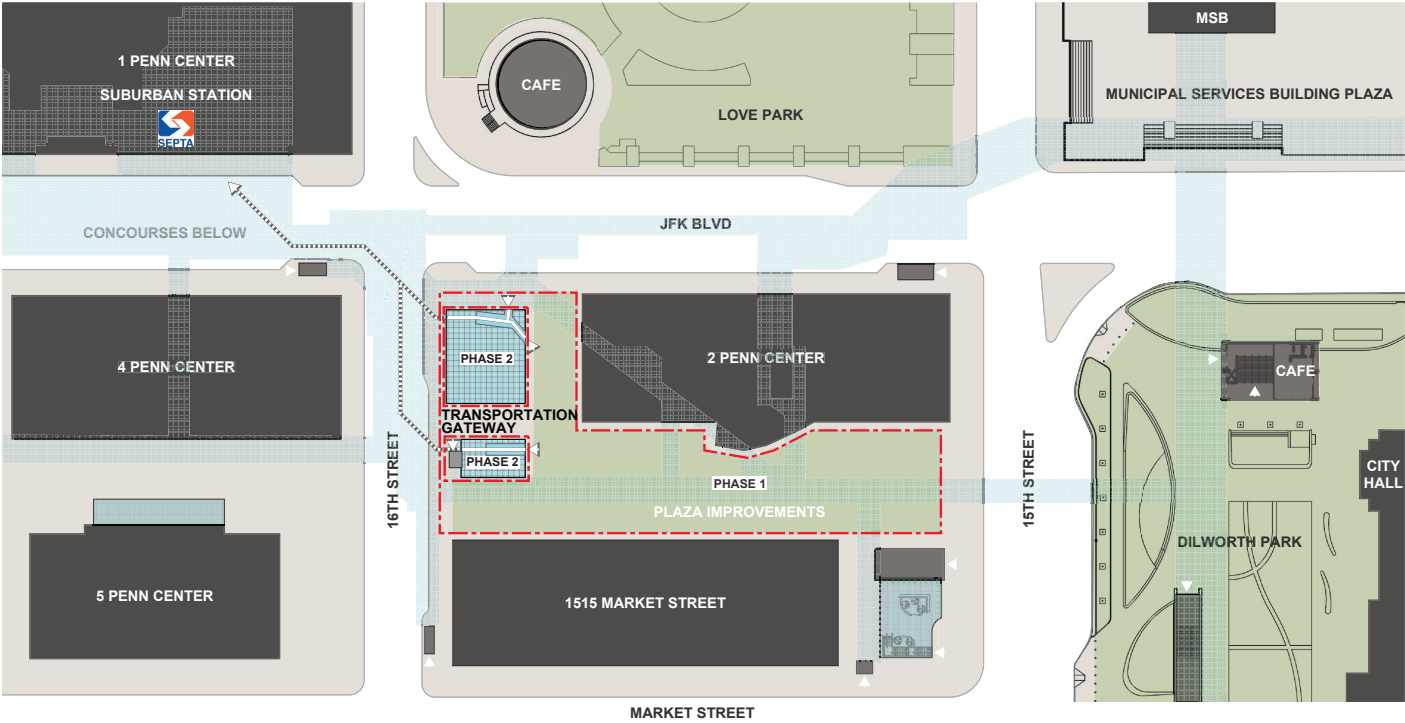
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Exhibit 3: Preliminary Design Drawings



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Exhibit 5: Color-Coded Map



PENN CENTER PLAZA TRANSPORTATION GATEWAY

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Exhibit 5: Color-Coded Map



EXISTING CONDITIONS