

FAIRMOUNT PARK

CONSERVANCY

Who We Are

The Fairmount Park Conservancy exists to champion all of the parks in Philadelphia.

We believe:

- **Parks can be catalysts for positive change in our city.**
- **Better parks make individual lives healthier, neighborhoods safer, and our region more competitive.**



What We Do

- We work with our partners at Philadelphia Parks & Recreation to develop and spearhead signature capital projects throughout the Fairmount Park system.
- We lead and collaborate on programs that strengthen and stabilize neighborhoods, promote public health and environmental sustainability, and contribute significantly to our quality of life.

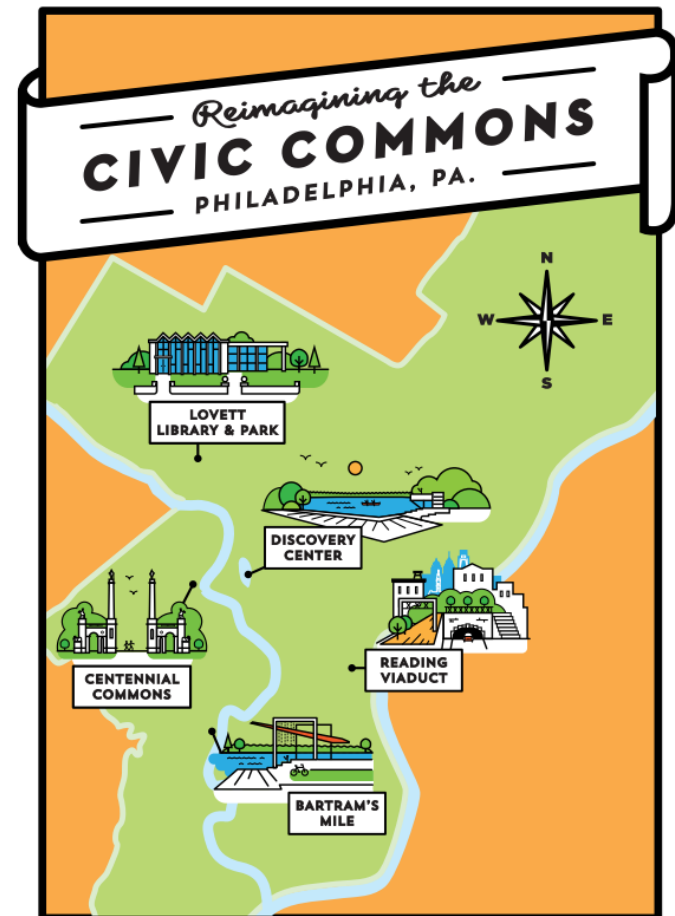


Reimagining the Civic Commons

In 2014 the Knight Foundation & William Penn Foundation approached the Fairmount Park Conservancy about serving as a lead convener for a pilot initiative in Philadelphia

\$11 million investment includes:

- direct project support
- capacity support to convene project partners, collaborate on programming, share knowledge and resources, and measure and document project impacts on the community



Reimagining the Civic Commons

WHAT IF??

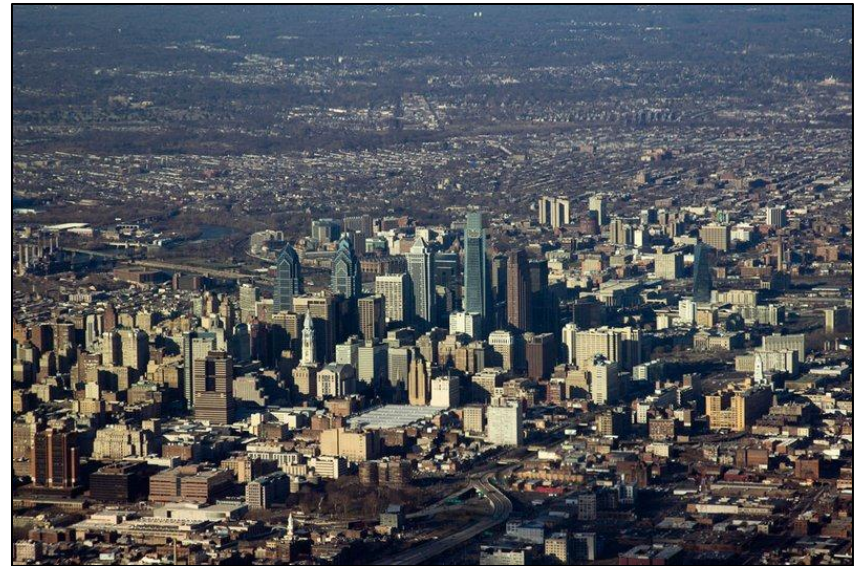
- Civic assets (parks, libraries, rail lines, reservoirs) could be “re-imagined” to catalyze positive engagement and “community-making” in rapidly changing neighborhoods
- Formerly insular public space operators found new ways to collaborate and share resources/knowledge
- Re-imagined civic assets and a “collective” of partners could advance the public space policy agenda for our city



Reimagining the Civic Commons

WHY PHILLY??

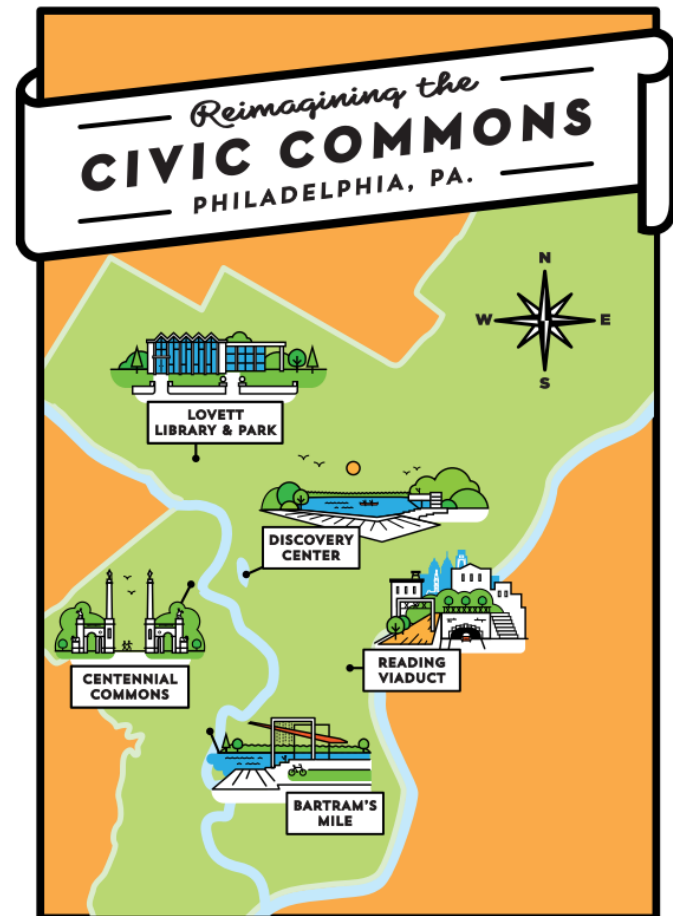
- **Underutilized urban infrastructure**
- **Booming Millennial population**
- **High levels of economic segregation**
- **Willing institutional funding partners**
- **Five projects in “seam” neighborhoods in need of “last money in” investment**



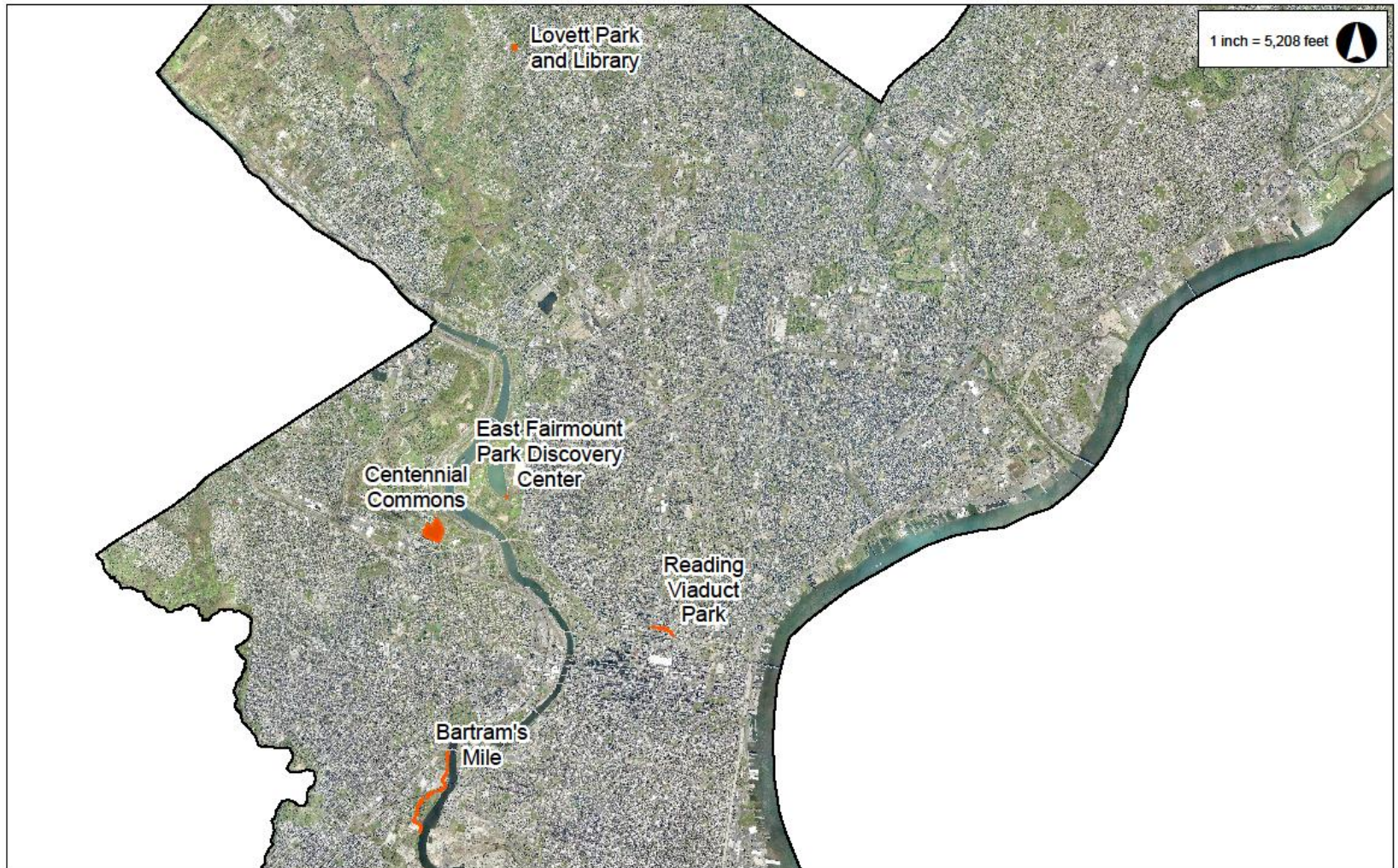
Reimagining the Civic Commons

THE CIVIC COMMONS COLLECTIVE WHO ARE WE?

- **Fairmount Park Conservancy- Centennial Commons Project**
- **Free Library of Philadelphia AND Mt. Airy USA- Lovett Library and Park**
- **Outward Bound and Audubon PA- Discovery Center**
- **Schuylkill River Development Corp. AND Bartram's Garden- the Bartram's Mile**
- **Center City District- Reading Viaduct/Rail Park**
- **Reading Terminal Market**



Reimagining the Civic Commons



Reimagining the Civic Commons

OPPORTUNITIES FOR COLLABORATION

- **Research/data collection**
- **Storytelling (qualitative data collection)**
- **Operational/management practices**
- **Programming**
- **Advocacy/policy**
- **Technology**
- **Staffing**
- **Funding**



Reimagining the Civic Commons

STRUCTURE FOR CIVIC COMMONS COLLECTIVE CONVENINGS

- Meetings every other month
- Learning labs- presentations and discussions with national and local thought-leaders/practitioners
- Learning journeys- trips to regional projects



The Civic Commons Projects

Centennial Commons Neighborhood: East Parkside



Centennial Commons

Neighborhood: East Parkside

Place

Density, Persons Per Square Mile: 212

Primary Land Use: Mixed

Walk Score of Site Location: 69

Transit Score of Site Location: 65

Businesses

Count of Indicator Businesses: 21

Independent Businesses: 5

Percent Independent Owned Business: 100%

Jobs in Creative Industries in Zip: 400

Housing

Average Home Value, Single Family in Zip: NA

Median Rent in Zip: \$1,195

Housing Units: 1458

Percent Owner Occupied Housing Units: 30.8%

Diversity

Racial & Ethnic Diversity Index: 19.3

Rank: 1070 of 1477 (low)

Majority: Black (89.6%)

Income

Mixed Income, Middle Income Index: -43.2

Rank: 1420 of 1477 (very low)

Median Family Income: \$33,194

Per Capita Income: \$16,308

Poverty Rate: 39.3%

Employment & Education

Employment Rate: 42.3%

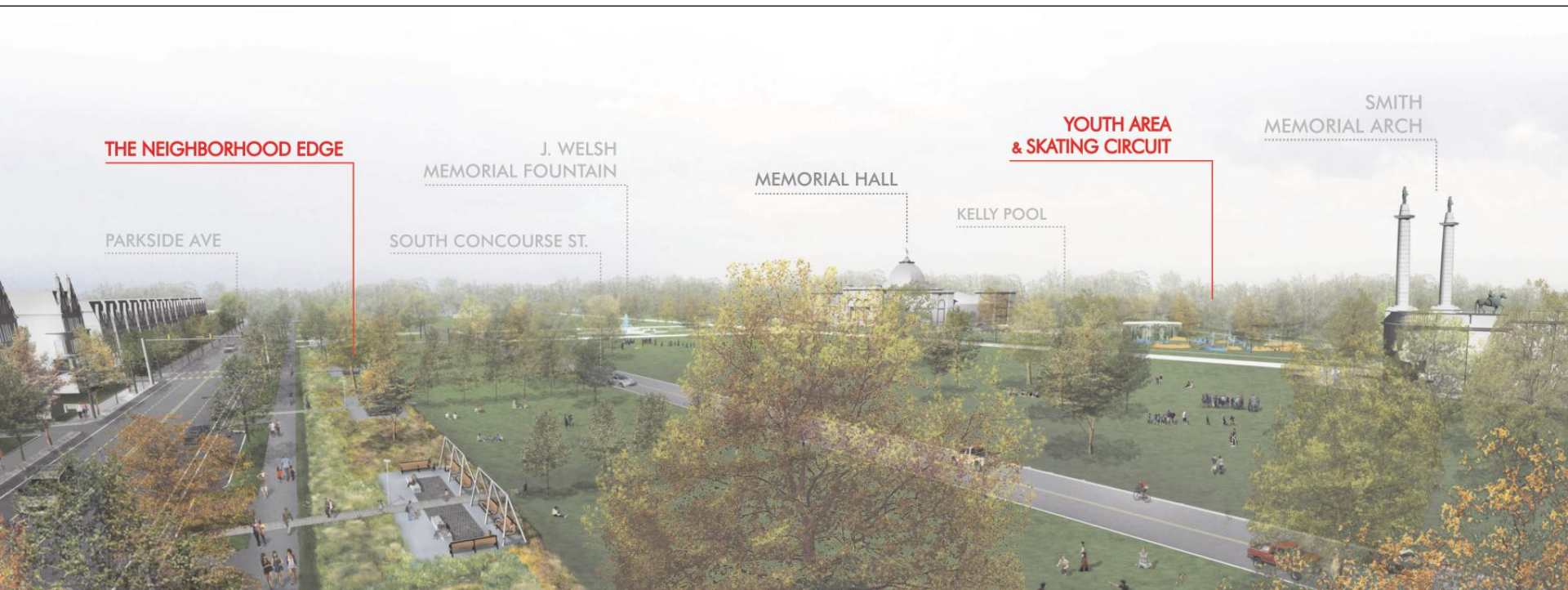
Percent High School Graduates: 66.7%

Rank: 1414 of 1477 (very low)

Percent 4-Year Degree Holders: 20.7%

Rank: 965 of 1477 (low)

Centennial Commons



Centennial Commons



Centennial Commons



Centennial Commons



Centennial Commons



Discovery Center

Neighborhood: Strawberry Mansion



Discovery Center

Neighborhood: Strawberry Mansion

Census Tracts

137 / 149 / 151.01 / 151.02

Place

Density, Persons Per Square Mile:

11236 / 10141 / 16290 / 11111

Primary Land Use: Residential / Mixed / Mixed / Mixed

Walk Score of Site Location: 80 / 78 / 67 / 78

Transit Score of Site Location: 62 / 62 / 59 / 61

Businesses

Count of Indicator Businesses: 71 / 45 / 10 / 39

Independent Businesses: 16 / 13 / 1 / 9

Percent Independent Owned Business:

84% / 100% / 100% / 100%

Jobs in Creative Industries in Zip: 14 / 30 / 6 / 19

Housing

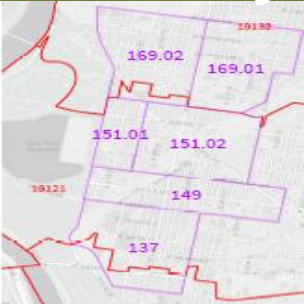
Average Home Value, Single Family in Zip: n/a / \$138,700 / \$138,700 / \$138,700

Median Rent in Zip: n/a / \$1,650 / \$1,650 / \$1,650

Housing Units: 1845 / 1445 / 853 / 1822

Percent Owner Occupied Housing Units:

53% / 34% / 32% / 31%



Diversity

Racial & Ethnic Diversity Index: 44.8 / 33.7 / 10.4 / 9.2

Rank: 478 of 1477 (high) / 701 of 1477 (average) / 1336 of 1477 (very low) / 1370 of 1477 (very low)

Majority: Black 70% / 80% / 95% / 95%

Income

Mixed Income, Middle Income Index: -24.8 / -17.2 / -26.1 / -58.7

Rank: 1296 of 1477 (very low) / 1223 of 1477 (very low) / 1311 of 1477 (very low) / 1463 of 1477 (very low)

Median Family Income: \$29,314 / \$39,682 / \$42,705 / \$19,368

Per Capita Income: \$20,861 / \$17,020 / \$16,161 / \$12,005

Poverty Rate: 37% / 34% / 41% / 53%

Employment & Education

Employment Rate: 45% / 37% / 42% / 34%

Percent High School Graduates: 81% / 74% / 79% / 71%

Rank: 1201 of 1477 (very low) / 1345 of 1477 (very low) / 1256 of 1477 (very low) / 1392 of 1477 (very low)

Percent 4-Year Degree Holders: 26% / 4% / 14% / 11%

Rank: 800 of 1477 (average) / 1442 of 1477 (very low) / 1177 of 1477 (low) / 1276 of 1477 (very low)

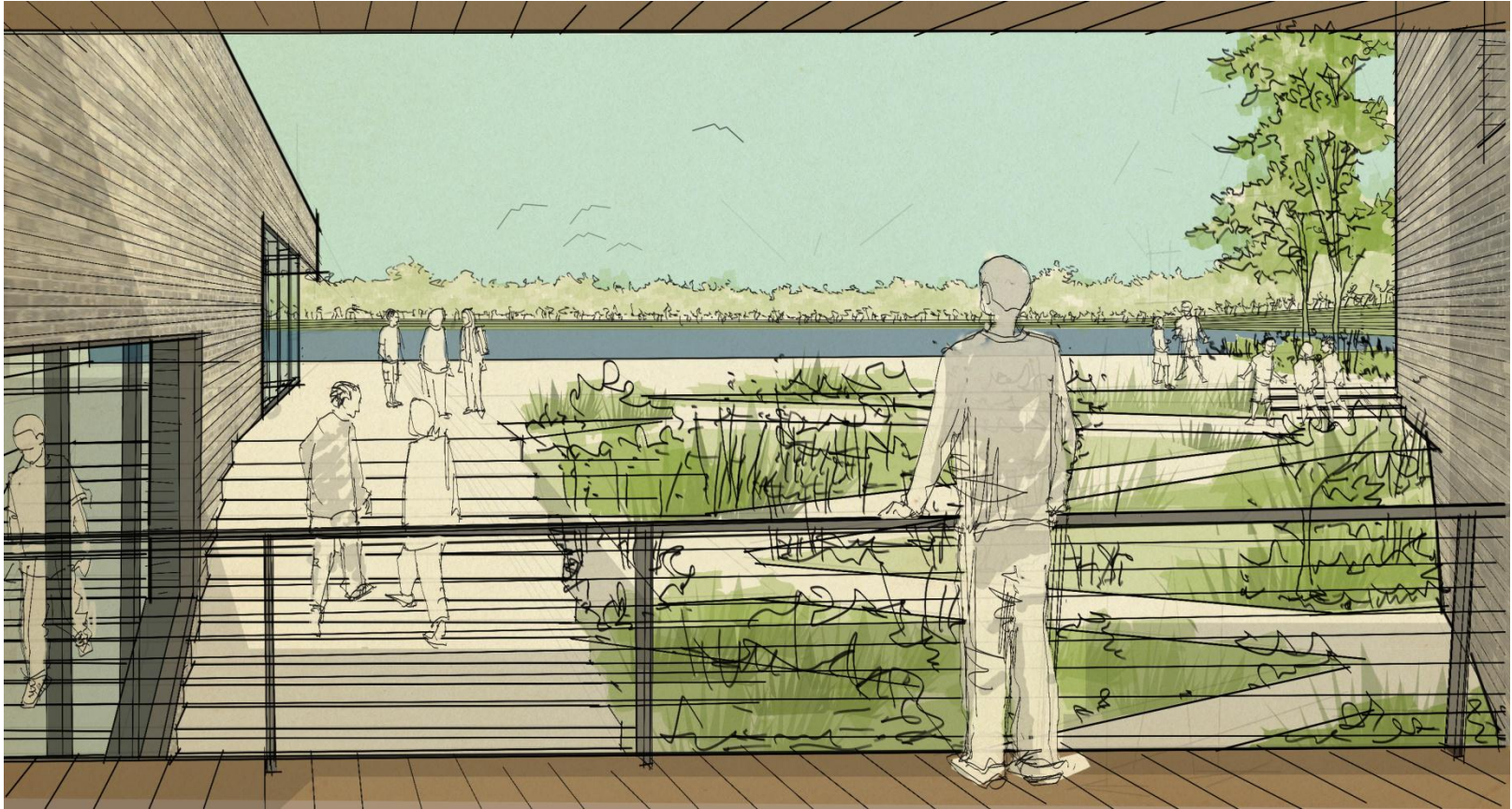
Discovery Center



Discovery Center



Discovery Center



The Viaduct Neighborhood: Chinatown / Loft District



The Viaduct

Neighborhood: Chinatown / Loft District

Place

Density, Persons Per Square Mile: 1012

Primary Land Use: Mixed

Walk Score of Site Location: 95

Transit Score of Site Location: 100

Businesses

Count of Indicator Businesses: 87

Independent Businesses: 18

Percent Independent Owned Business: 94.7%

Jobs in Creative Industries in Zip: 411

Housing

Average Home Value, Single Family in Zip: \$800,200

Median Rent in Zip: \$1,595

Housing Units: 1008

Percent Owner Occupied Housing Units: 21.1%

Diversity

Racial and Ethnic Diversity Index: 72.7

Rank: 11 of 1477 (very high)

Majority: White (39.4%)

Income

Mixed Income, Middle Income Index: 28.0

Rank: 537 of 1477 (high)

Median Family Income: \$56,091

Per Capita Income: \$26,302

Poverty Rate: 28.2%

Employment & Education

Employment Rate: 62.5%

Percent High School Graduates: 80.9%

Rank: 1217 of 1477 (very low)

Percent 4-Year Degree Holders: 43.1%

Rank: 443 of 1477 (high)

The Viaduct



The Viaduct



The Viaduct



Bartram's Mile Neighborhood: Southwest Philadelphia



Bartram's Mile

Neighborhood: Southwest Philly

Place

Density, Persons Per Square Mile: 95

Primary Land Use: Residential

Walk Score of Site Location: 54

Transit Score of Site Location: 74

Businesses

Count of Indicator Businesses: 13

Independent Businesses: 3

Percent Independent Owned Business: 100%

Jobs in Creative Industries in Zip: 24

Housing

Average Home Value, Single Family in Zip: \$122,300

Median Rent in Zip: \$893

Housing Units: 976

Percent Owner Occupied Housing Units: 30.9%

Diversity

Racial & Ethnic Diversity Index: 9.6 (of 100)

Rank: 1354 of 1477 (very low)

Majority: Black (95.0%)

Income

Mixed Income, Middle Income Index: -51.4

Rank: 1446 of 1477 (very low)

Median Family Income: \$20,469

Per Capita Income: \$9,732

Poverty Rate: 53.4%

Employment & Education

Employment Rate: 37.1%

Percent High School Graduates: 76.4%

Rank: 1307 of 1477 (low)

Percent 4-Year Degree Holders: 2.8%

Rank: 1455 of 1477 (very low)

Bartram's Mile



Lovett Library and Park Neighborhood: Mount Airy



Lovett Library and Park Neighborhood: Mount Airy

Place

Density, Persons Per Square Mile: 853

Primary Land Use: Mixed

Walk Score of Site Location: 85

Transit Score of Site Location: 56

Businesses

Count of Indicator Businesses: 24

Independent Businesses: 6

Percent Independent Owned Business: 100%

Jobs in Creative Industries in Zip: 49

Housing

**Average Home Value, Single Family in Zip:
\$288,900**

Median Rent in Zip: \$900

Housing Units: 1099

Percent Owner Occupied Housing Units:
76.2%

Diversity

Racial and Ethnic Diversity Index: 54.8

Rank: 268 of 1477 (very high)

Majority: Black (60.6%)

Income

Mixed Income, Middle Income Index: 31.2

Rank: 469 OF 1477 (high)

Median Family Income: \$98,304

Per Capita Income: \$36,499

Poverty Rate: 6.5%

Employment & Education

Employment Rate: 64.3%

Percent High School Graduates: 91.9%

Rank: 628 of 1477 (average)

Percent 4-Year Degree Holders: 40.3

Rank: 495 of 1477 (high)

Lovett Library and Park



Civic Commons Learning Agenda

WHAT CAN WE LEARN ABOUT:

- **Visitation/Utilization of assets**
- **Perception of asset/neighborhood/city**
- **Economic integration in asset/neighborhood**
- **Real estate values in neighborhood**
- **Political/public support for asset/neighborhood**
- **Civic engagement/voting in neighborhood/city**
- **Talent attraction/retention in neighborhood/city**
- **Collaborations among Collective partners**
- **Growth of Collective**

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