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.
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
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
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
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
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
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