



# Connecting Community Assets

## Conceptual Design for a Green Corridor

Cotton Street

Philadelphia, PA 19127

September 2011

• Project Number 2010-30

**COMMUNITY DESIGN**

COLLABORATIVE

1216 Arch Street, First Floor, Philadelphia, PA 19107

215.587.9290 ph 215.587.9277 fx

[cdesignnc@cdesignnc.org](mailto:cdesignnc@cdesignnc.org)

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## Conceptual Design for a Green Corridor

Cotton Street

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September 2011

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Prepared for

**Manayunk Development Corporation**

4312 Main Street

Philadelphia, Pennsylvania 19127

Jane Lipton, Executive Director

Annie Scott, Destination Schuylkill River

Prepared by

**Volunteers of the**

**Community Design Collaborative**

**Jonathan Alderson Landscape Architects, Inc.,**

Firm Volunteer

Jesse Forrester, Registered Landscape Architect

Chris Pugliese, Sr. Landscape Architectural Designer

Trevor Sell, Intern Landscape Architect

Kwatee Stamm, Landscape Architectural Designer

**Traffic Planning & Design, Inc.,** Firm Volunteer

Frank Montgomery, P.E., Traffic Engineer

Bryan Proska, P.E., Civil Engineer

Jessica Hawthorne, Civil Engineer

Benjamin Cromie, Planner

**Flatiron Building Company,** Firm Volunteer

Vince Lombardi, Cost Estimator

Reports printed by



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**COMMUNITY DESIGN**  
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## About Us

Building neighborhood visions as communities and design professionals work together; the Community Design Collaborative is a 501(c) 3 nonprofit that provides preliminary architectural, engineering, and planning services to nonprofit organizations.

Design professionals—volunteering their services *pro bono* through the Collaborative—help nonprofits communicate their goals for improving the physical and social fabric of their neighborhoods through design.

The Collaborative relies on a variety of resources to achieve its goal of assisting nonprofits in need of preliminary design services. Our programs are supported through grants from the City of Philadelphia's Office of Housing and Community Development, The William Penn Foundation, PNC Bank Foundation, Wachovia Foundation, Claneil Foundation, Connelly Foundation, AIA Philadelphia, Citizens Bank Foundation, NEA Design Arts, The Quaker Chemical Foundation and the Union Benevolent Association.

Operational support is also provided through the generosity of individual and corporate donors. The Collaborative's Annual Bowling Ball is a signature event, raising funds while offering a night of fun for firms, friends, and fans. In addition, the Collaborative's volunteers donate hundreds of hours of in-kind services each year.

To learn more about the Collaborative, visit our website at [www.cdesignnc.org](http://www.cdesignnc.org) or contact us at [cdesignnc@cdesignnc.org](mailto:cdesignnc@cdesignnc.org).

Building Neighborhood Visions...

The Community Design Collaborative's products are intended to provide visual concepts and to assist in the preliminary phase of project design and planning. All drawings and construction budgeting figures are limited to conceptual design and are neither intended nor may be used for construction. The Community Design Collaborative and our project volunteers assume no responsibility or liability for our services including the recommendations of our volunteers, the technical accuracy of our work product or for any unauthorized use.

**COMMUNITY DESIGN**  
COLLABORATIVE

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## **Introduction**

## **Products**

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- Photos and Plans

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- Proposed Transportation and Traffic Design
- Opinion of Probable Cost

## **Description of Services**

*Value of Services Donated*

*Letter of Agreement*

*Client Application*

Downtown Manayunk boasts many fine regional attractions. Main Street, the neighborhood's commercial corridor, offers fine dining, boutique shopping, entertainment and many quirky one-of-a-kind shops. To highlight and augment these amenities, the Manayunk Development Corporation (MDC) presents several special events throughout the year. In addition, the Schuylkill River Trail, which runs from Center City through the Manayunk Canal to Valley Forge is the star and lynchpin of the regional multi-use trail network. This combination of both a regional commercial and regional recreational corridor attracts many thousands of visitors to and through Manayunk every year.

Pretzel Park, located within a block of Main Street, is a very popular neighborhood park, with a playground, dog park, trails and seating. However, Pretzel Park tends to serve a much smaller neighborhood audience and draws little activity from nearby Main Street and the Schuylkill River Trail. More recently, MDC has sought to attract a more diverse population to the park as a means of better engaging the various local and regional user groups within Manayunk. It is recognized that by strengthening the relationship of Pretzel Park to Main Street, it could bolster the regional attractiveness of the commercial and recreational corridors. Previous programming efforts were designed to help create a better connection but have proven insufficient, so the MDC requested the assistance of the Community Design Collaborative (Collaborative) to develop the *Connecting Community Assets: Conceptual Design for a Green Corridor* project.

This project proposes design elements that improve connectivity between the park, Main Street, and the Schuylkill River Trail, running alongside the canal. The project area is bounded by the southern edge of Pretzel Park along Cresson Street, Roxborough Avenue, Main Street, and the stretch of Cotton Street connecting the park to the Schuylkill River Trail/Canal Tow Path. The site faces physical challenges of topography and visibility, as well as social concerns regarding limited neighborhood parking and the behavior of Manayunk's late night bar crowds.

The key obstacle keeping Main Street and canal visitors from appreciating Pretzel Park is grading. The steep hills of Manayunk, famed for challenging even the heartiest athletes, reduce the desire for casual visitors to venture into the neighborhood north of Main Street. The interventions proposed in this study have been designed to soften the extreme changes in grading and to beautify the streetscape, which will encourage shoppers, bikers, joggers and all other visitors to explore Pretzel Park.

MDC, which encourages economic development to benefit the neighborhood through various capital projects, festivals and events, put together a community task force for this project, consisting of members of the Friends of Pretzel Park, neighboring businesses and residents. The Collaborative design team consisted of an Urban Planner, Traffic Engineers, and Landscape Architects. Through site visits, two meetings with the MDC, and two task force meetings, the design team has identified the major priorities: improving visibility of the park and better activating connecting streets, especially Cotton Street.

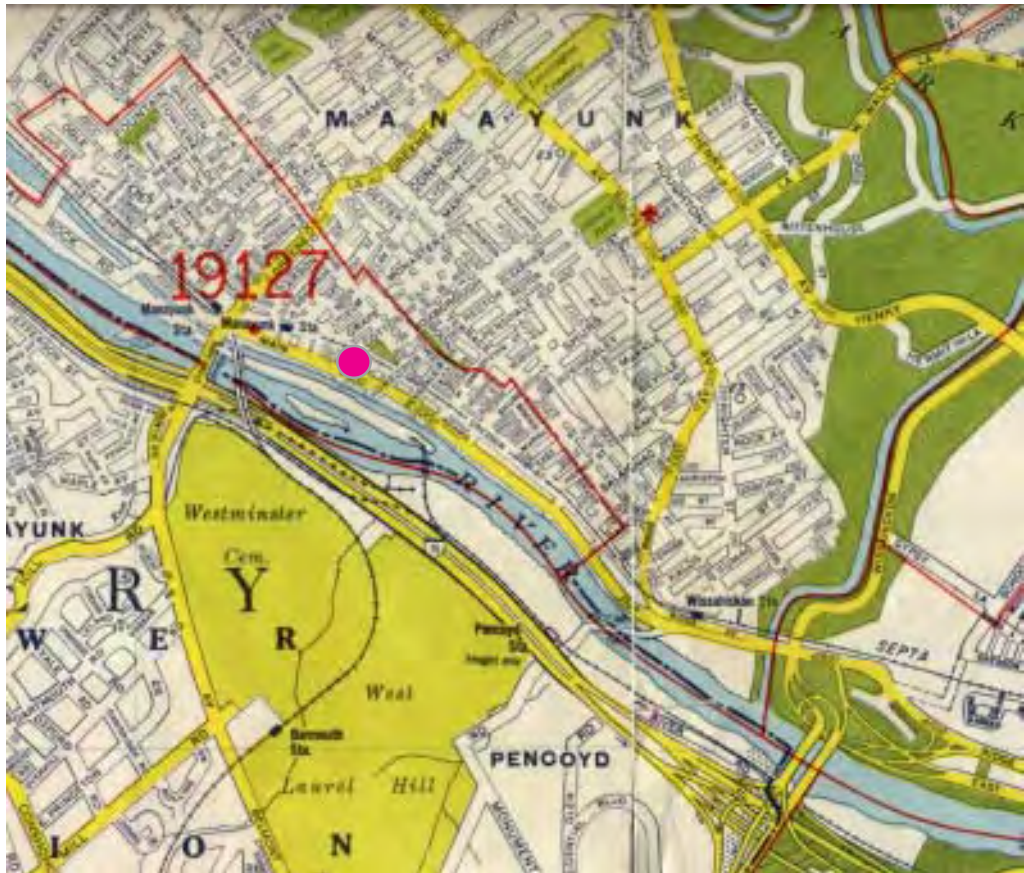
This report will assist MDC in building support for the improvements, as well as be used for fund-raising efforts in order to develop further design documentation and ultimately implement the Connecting Community Assets project. The opinion of probable cost for this project is \$2,251,805, however, individual components of this proposal could be developed as the MDC sees appropriate. The reconfigured stairs to the park on Cresson and Cotton Streets, for example, would have a major impact on the park independent of the other elements in this plan.

# Project Location

**Connecting Community Assets**

**Conceptual Design for a Green Corridor**

**2010-30**



Connecting Community Assets  
Manayunk Canal, Main Street, Pretzel Park  
*Manayunk*  
*Northwest Philadelphia*

Organization: Housing and Community Development  
Facility Type: Commercial Corridor/  
Recreational Public Space





# Neighborhood Context

## Connecting Community Assets

### Conceptual Design for a Green Corridor

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Bridge to Venice Island at the Canal



Canal and towpath



Looking north from the canal toward Main Street and beyond



View looking east on Main Street from Cotton Street



View looking west on Main Street from Cotton Street

# Neighborhood Context

(cont.)

**Connecting Community Assets**

**Conceptual Design for a Green Corridor**

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View looking south on Cotton Street toward Main Street and beyond



View of the intersection at Kresson and Cotton Streets looking south



View of Cotton Street adjacent to Pretzel Park



View looking east on Cresson Street adjacent to Pretzel Park



View looking southwest from Pretzel Park



# Existing Conditions

**Connecting Community Assets**  
**Conceptual Design for a Green Corridor**  
**2010-30**

Photos and  
Plans



# Existing Conditions

## Relative Locations:

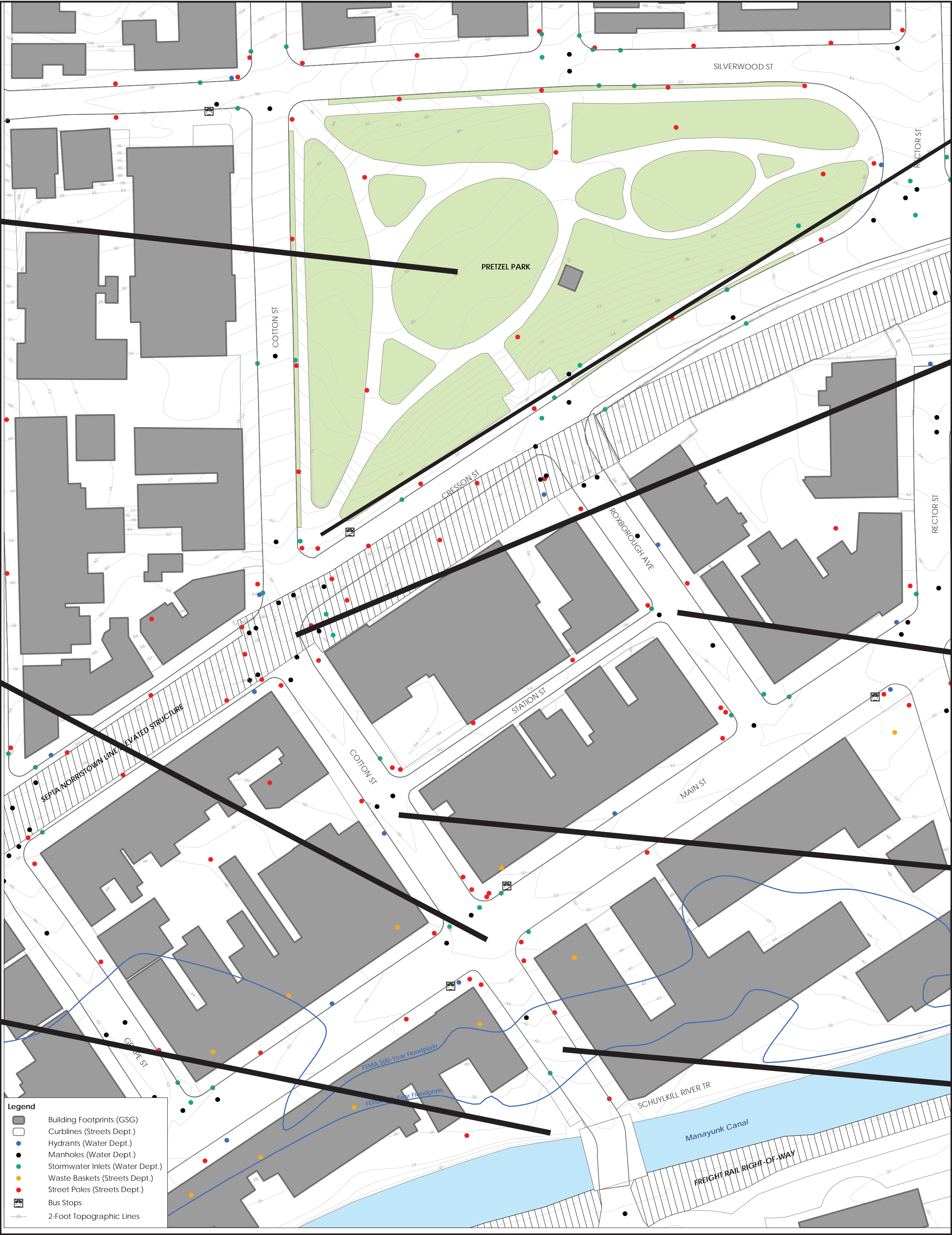
### Connecting Pretzel Park



### To Main Street Manayunk



### And The Schuylkill River Trail



## Assets and Challenges:



The **steep grade** from the **Schuylkill River Trail** and **Main Street** is the most significant impediment to pulling commercial and recreational foot traffic up to Pretzel Park.



The **SEPTA passenger rail tressel** casts a dark and forboding mood over the **wide and ambiguous crosswalk** across Cresson Street.



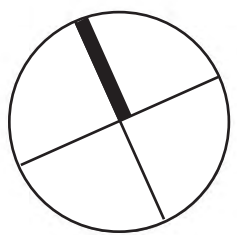
Roxborough Avenue between Cresson and Main is a **lovely residential street** with a distant but **clear view of a grand set of steep steps** into Pretzel Park.



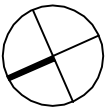
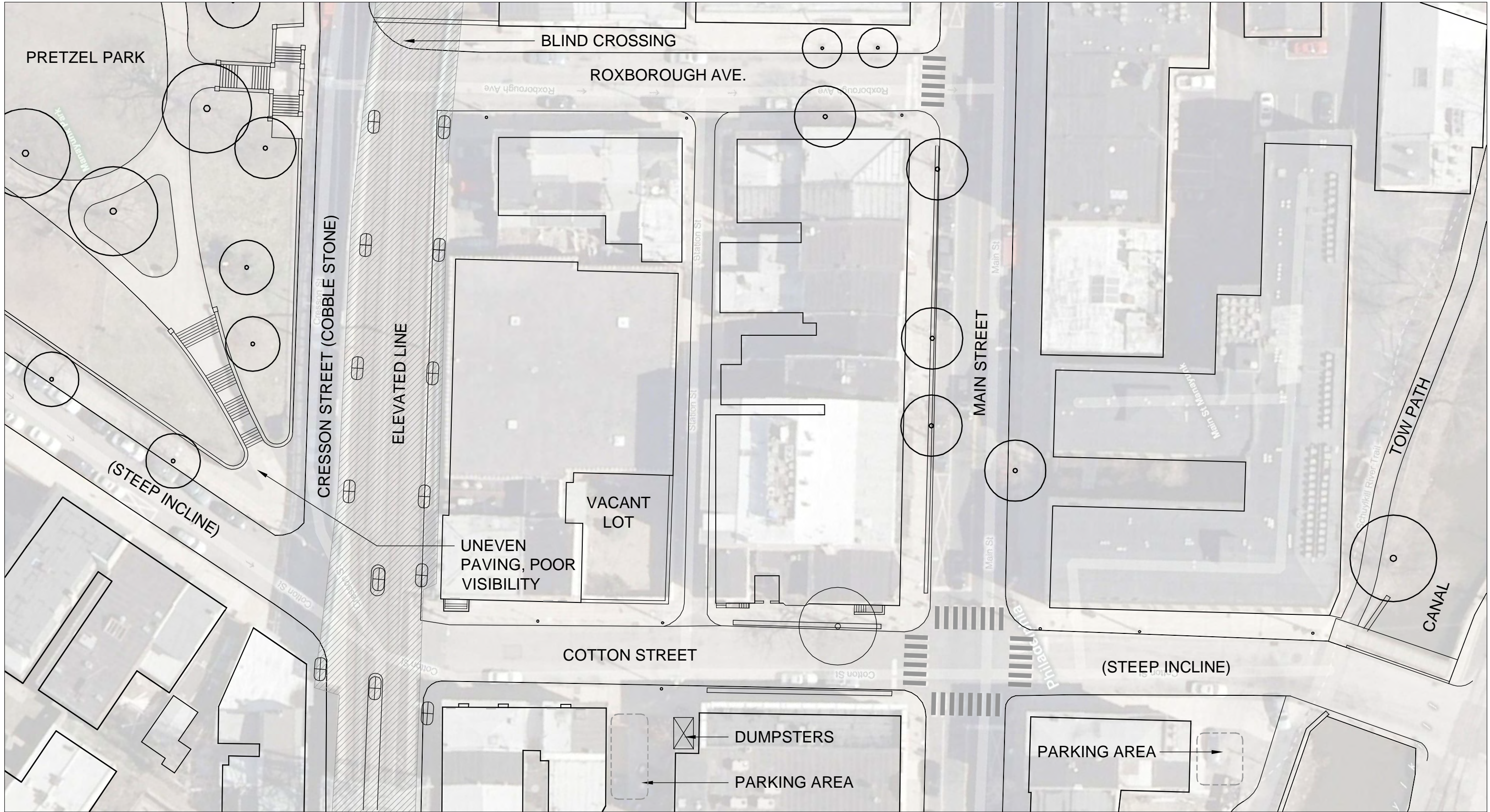
The **blank walls**, **overflowing dumpsters**, and **narrow sidewalks** along Cotton Street are not encouraging pedestrians to visit any of the **stores and restaurants** there, let alone enticing them to make the climb up to Pretzel Park.



This look from **Main Street** down Cotton Street to the **Manayunk Canal** shows another **steep slope** separating Pretzel Park from the **Schuylkill River Trail** and **Venice Island**.









## Landscape Narrative Architectural Design

The major priority for improving connectivity to Pretzel Park is improving visibility of the park. To access the park from the Schuylkill River Trail, one walks up Cotton Street, first climbing 12' to Main Street, crossing Main and Cresson, and ascending 12' of stairs into the park itself. Due to the steep topography, tall walls, and presence of the elevated line, at no point can a visitor actually see into the park and witness the activity going on there.

A few opportunities exist to better highlight the park's presence through signage, artwork, and opening up the park's edge. Kiosks are recommended to be located on Cotton Street, both on the trail and at the Main Street intersection. At these key points, the park's location and scheduled activities can be advertised. A street mural will extend from the entrances of the park, winding its way down Cotton Street and Roxborough Avenue, giving users a playful path to follow from the Tow Path. Murals on the elevated line and its columns create additional landmarks signifying the presence of the park beyond. Future design efforts should consider a unifying motif for the site. Ivy, Paw Prints, or abstract designs have all been discussed, but no single motif was defined during this phase.

A broad, terraced set of stairs will open up views into the park from Cotton Street, replacing the existing steep steps and high walls. These terraced areas create space for activity to occur, places to sit, and enough openness to reassure a first-time visitor that they are entering a safe place. The stairs on Roxborough Avenue will be reconfigured as well, so that one sees the first flight of stairs looking up from Main Street, rather than a stone wall.

Improvements to the pedestrian experience approaching the park is a second priority, setting the stage for more activities adjacent to the park and providing the potential for a series of events flowing between Main Street and Pretzel Park.

Cotton Street is seen as the key connecting street to the park, as it has a direct connection to the trail and is commercial in character, whereas Roxborough Avenue is mainly residential. The pedestrian experience on Cotton will become a more comfortable experience by a proposed widening of the sidewalk, bump-outs at intersections and improved crossings at Cresson and Main. The additional space will make room for more seating, pedestrian activity, and ultimately more chances for people to pause on Cotton Street and discover the park.

Crossings, in particular, should be improved. Bump outs will be used to shorten crossing distances, and material changes will help slow down traffic. Stamped or colored asphalt could replace cobbles at Cresson Street crossings as a more comfortable walking surface than the existing cobbles and as a means of reducing ambiguity at crossings. Alternatively, unit pavers or concrete could be considered. Downlighting of the columns at these crossing points will further improve visibility and crossing comfort at night. Such lit crossings could be repeated, creating a series of lit "events" all the way down Cresson Street under the elevated line.

Additional measures to improve the general appearance of Cotton Street and the park entrance are suggested to make the overall experience leading to the park more welcoming. Planters are suggested by the design team, but need to be considered further in terms of maintenance and vandalism concerns. These can both bring



## Landscape Architectural Design      Narrative (cont.)

beauty to the street and screen key areas, such as the dumpsters on the midblock vacant space. Flowering plantings on the bankside adjacent to Cresson Street will also help catch people's attention and make the park more welcoming. Street trees were discussed with the MDC, but should be considered further with property owners and residents to ensure willingness to maintain these trees. Future stormwater management requirements may be an added incentive for street tree installation and should be explored in future design phases.

Additional lighting is proposed to improve cohesiveness of the site and improve security and comfort. A few approaches have been suggested by the design team, but need to be explored further. One option is to light Cotton Street with the MDC's current lighting standards, a modern white fixture. An alternate approach would be to use the more classic style fixtures found on the Tow Path, to start to unify Manayunk's interior with the waterfront. A third possibility could be a play-off of the use of Christmas Lights found throughout Manayunk's Main Street. Strings of lights could hang over Cotton Street from the Tow Path to the Park.

Accessibility should be considered further as well. Currently the slopes on Cotton Street and Cresson Street, adjacent to the park, are not ADA accessible, and making an accessible approach from below would require major intervention beyond the measures proposed in this plan. Curb ramps are limited on the upper level and only one ramp coincides with an ADA accessible route into the park. Accessible parking spaces occur on both Cotton and Rector Streets but seem best suited to the churches on these streets. Accessible parking and a midblock curb ramp on Silverwood Street may better serve the park and should be considered.

Future studies should also consider use of the vacant lot on Cotton Street. This lot is currently privately owned and for sale. MDC has indicated that this site is practically unbuildable and will probably not be used for a structure. Ideal future uses for this site would include a pocket park or outdoor seating for a restaurant in order to further activate Cotton Street. Use of this site for parking should be discouraged as it would detract from the pedestrian character of the street.

Other considerations beyond the scope of this work include treatment of the park's interior: additional seating, possible use of the existing maintenance structure for a café or food stand, and a continued effort at programming events that coordinate with Cotton Street and Main Street activities should all benefit the park and draw a more varied user group.

# Conceptual Design

**Connecting Community Assets**

**Conceptual Design for a Green Corridor**

**2010-30**

Landscape  
Architectural Design

Proposed Drawings









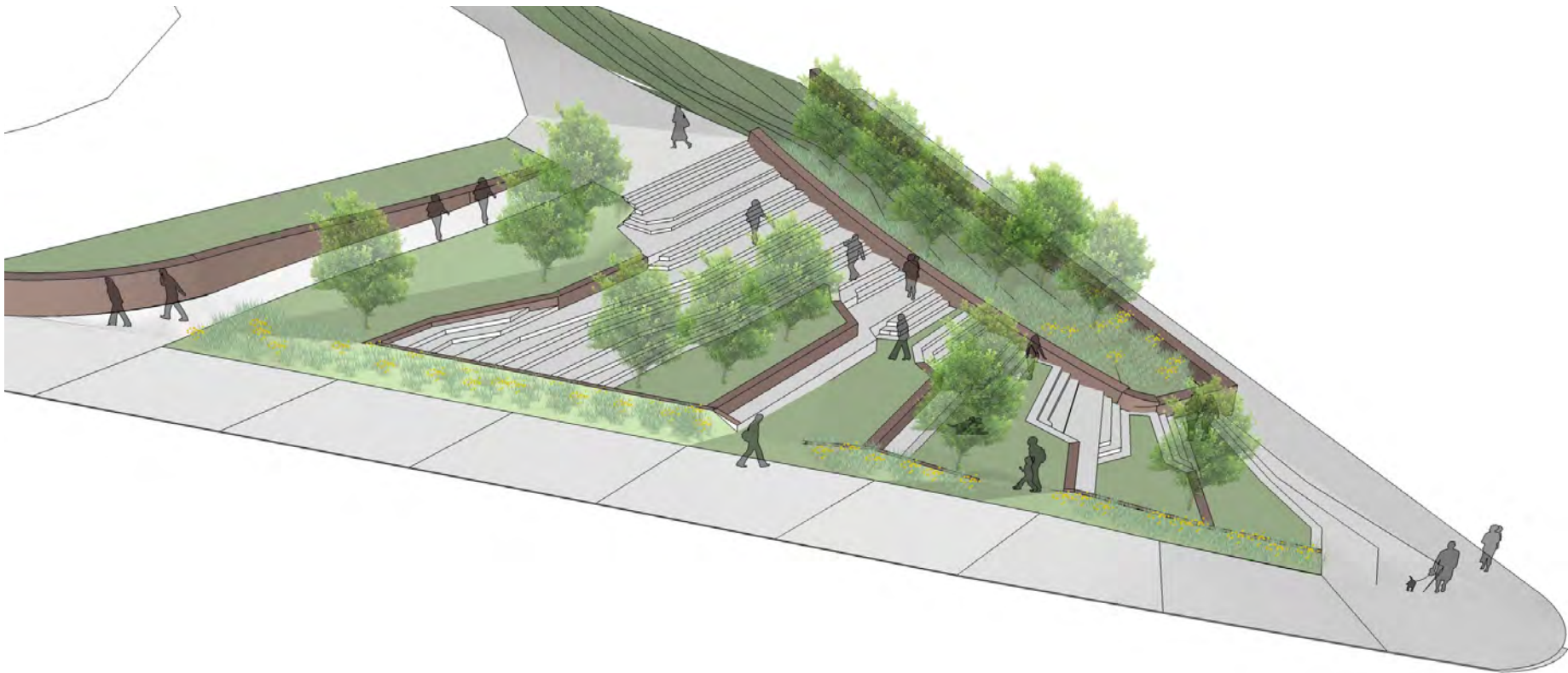
PLAN VIEW OF IMPROVEMENTS TO STEPS



EXISTING STEPS AT COTTON AND CRESSON



EXISTING STEPS AT COTTON AND CRESSON



AERIAL PERSPECTIVE OF IMPROVEMENTS TO STEPS



PERSPECTIVE OF IMPROVEMENTS TO STEPS





PLAN VIEW OF IMPROVEMENTS TO STEPS



EXISTING STEPS AT COTTON AND CRESSON



EXISTING STEPS AT COTTON AND CRESSON



AERIAL PERSPECTIVE OF IMPROVEMENTS TO STEPS



PERSPECTIVE OF IMPROVEMENTS TO STEPS





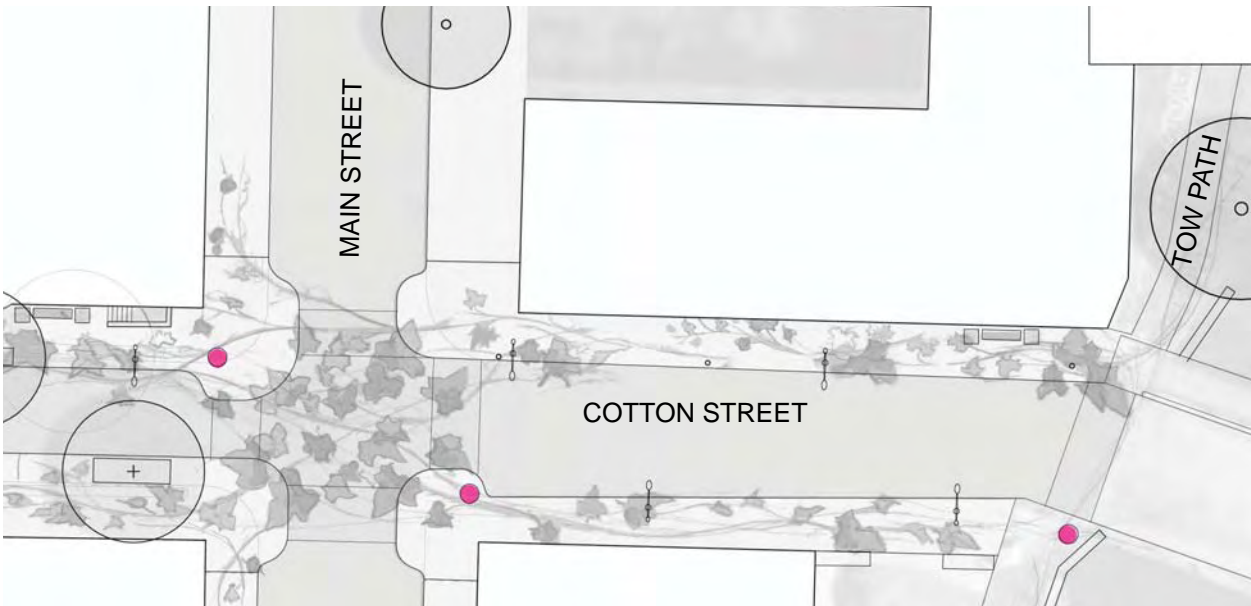
STREET MURAL



EXAMPLE OF INTERSECTION MURAL



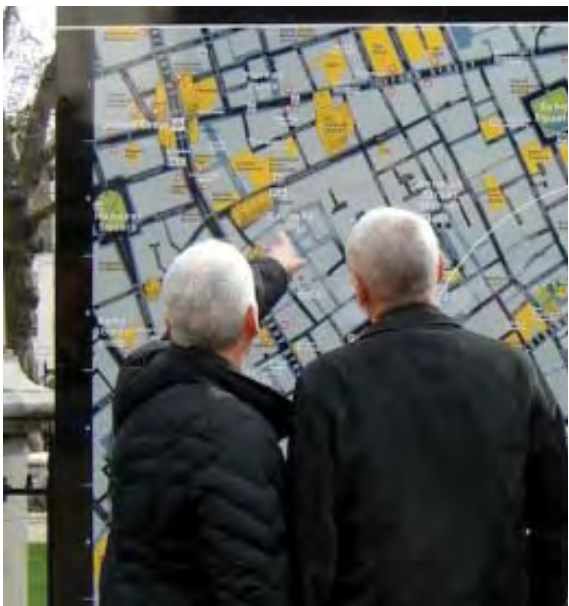
STREET MURAL AT UCSF



MAPS/KIOSKS LOCATIONS

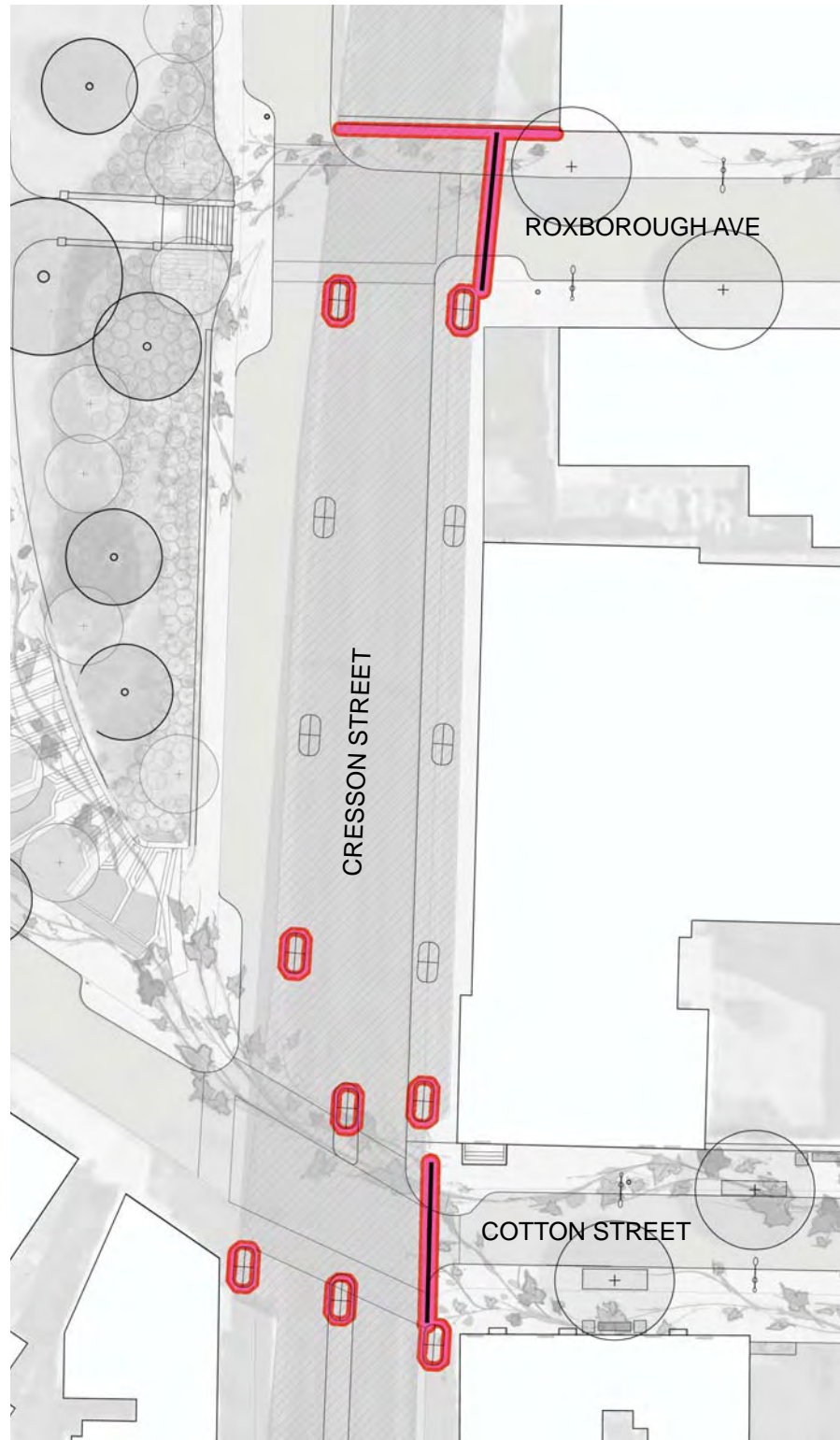


VIEW OF COTTON FROM THE TOW PATH



MAP KIOSK IN LONDON





MURAL LOCATIONS



PERPSECTIVE OF ELEVATED MURAL LOCATION AT ROXBOROUGH



GREEN MURAL - PHILLY MURAL ARTS PROGRAM



PERPSECTIVE OF ELEVATED MURAL LOCATION AT COTTON



MURAL ON UNDERPASS AT GARDINER EXPRESSWAY, TORONTO





IMPROVED CROSSWALK AT CRESSON AND COTTON



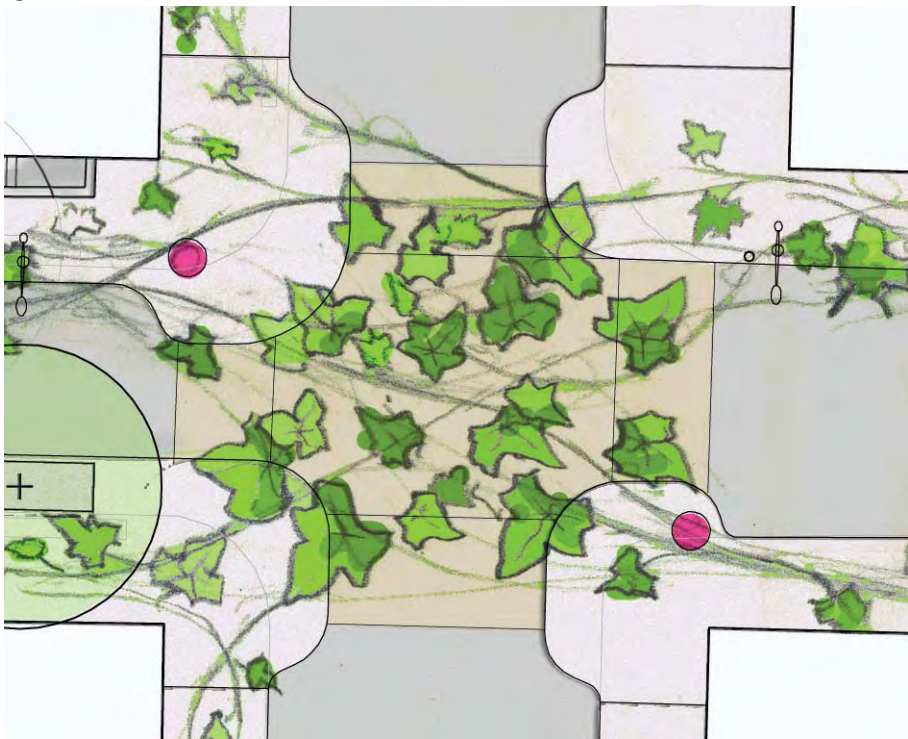
EXISTING INTERSECTION AT CRESSON AND COTTON



PROPOSED CROSSWALK IMPROVEMENT



IMPROVED CROSSWALK AT CRESSON AND ROXBOROUGH

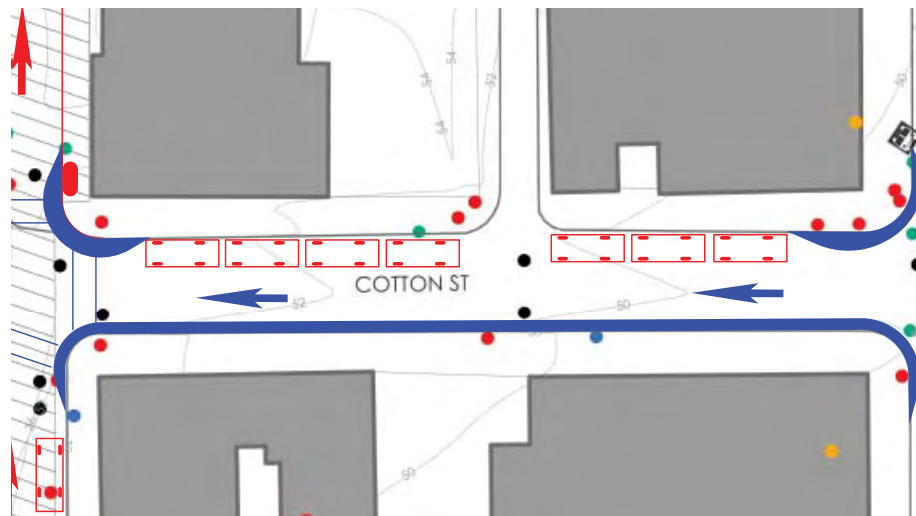


IMPROVED CROSSWALK AT MAIN AND COTTON

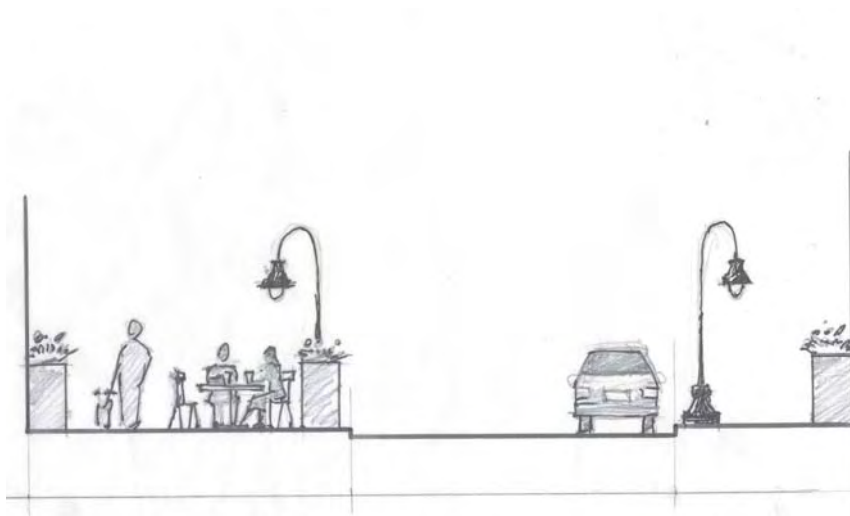


LIGHTING UNDER ELEVATED LINE

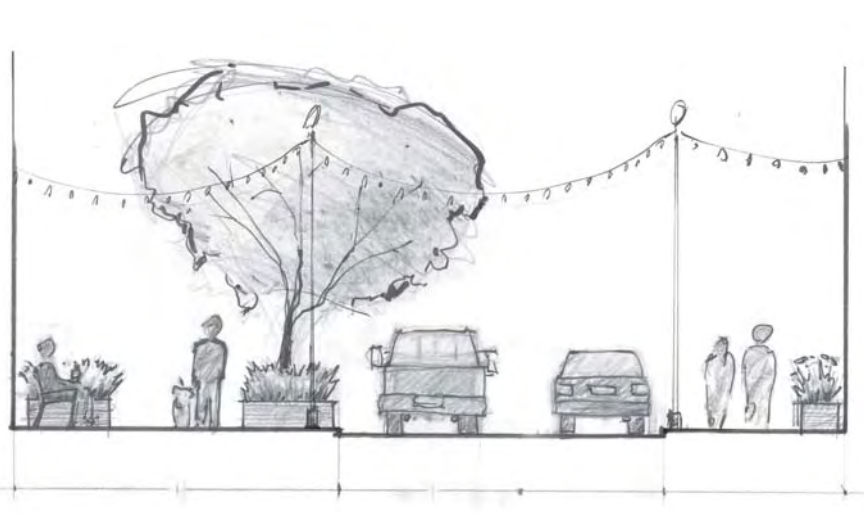




WIDENED SIDEWALK ON COTTON STREET



SECTION OF WIDENED SIDEWALK (CLASSIC TOW-PATH STYLE LIGHTS SHOWN)



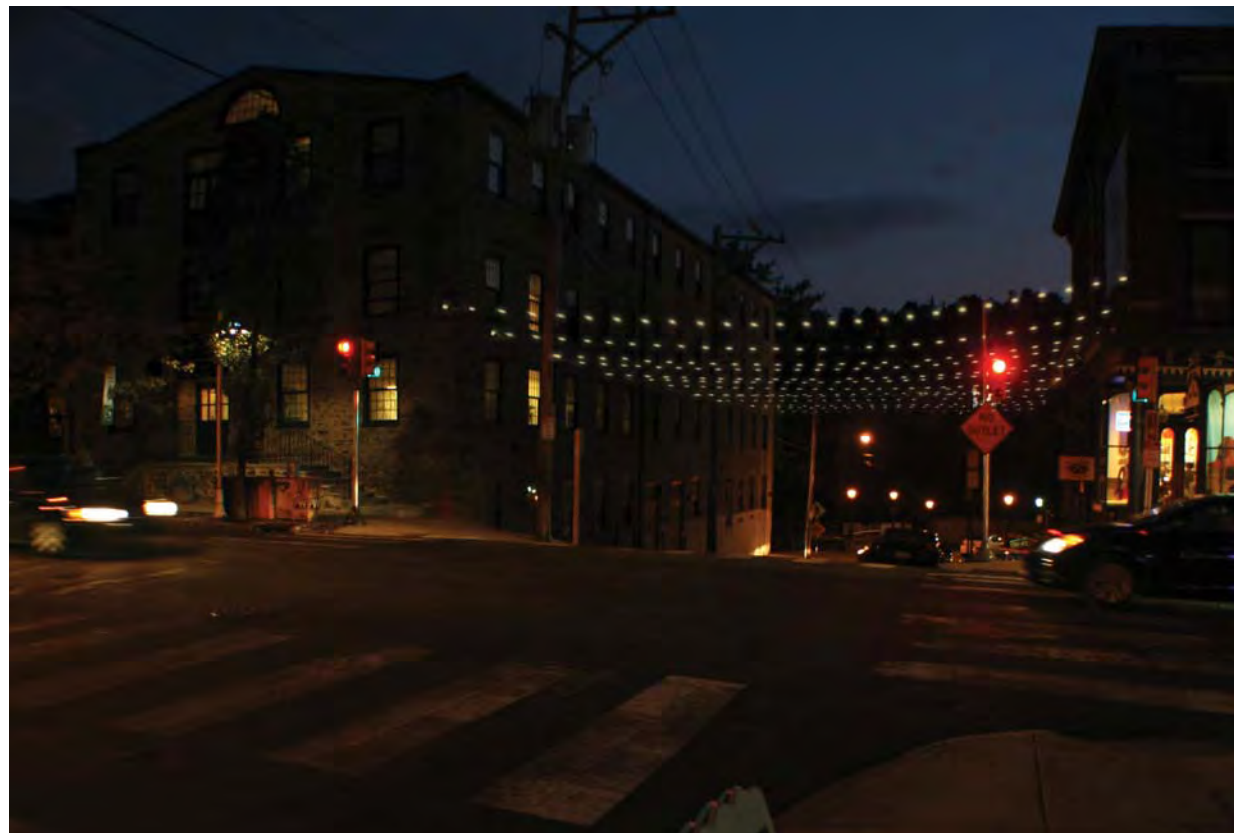
SECTION OF WIDENED SIDEWALK ("CHRISTMAS LIGHT" OPTION SHOWN)



EXPANDED SIDEWALK AND FURNISHINGS IN WEST CHESTER, PA



TOW PATH LIGHTS



"CHRISTMAS LIGHTS" OVER COTTON STREET





PLANTINGS ON EMBANKMENT



EXISTING CONDITION OF CRESSON STREET EMBANKMENT



EXAMPLES OF NATIVE PERENNIAL PLANTINGS



PLANTINGS ON STREET FOR SCREENING,  
MIDBLOCK COTTON STREET



EXPOSED TRASH ON COTTON



STREET PLANTINGS IN CHICAGO



## Transportation and Traffic Design Narrative

To facilitate the green corridor conceptual design associated with connecting the canal, Main Street, and Pretzel Park, modifications to the existing roadway infrastructure will be needed throughout the study area. A majority of the roadway infrastructure improvements are concentrated to the Cotton Street roadway segment between Main Street and Cresson Street to accommodate the identified streetscape enhancements. The operation of Cotton Street will need to be revised from two-way to one-way street operation with appropriate signage, in accordance with applicable standards, needed to reflect the change. The modification of on-street parking will be needed to shift parking from the west-side to the east-side of Cotton Street with the direction reversed. This modification would result in no loss of parking spaces.

Additional roadway infrastructure recommendations specific to intersection locations to facilitate the green corridor conceptual design are outlined below:

### Transportation Recommendations – Study Area Intersection-Specific

At the intersection of Main Street and Cotton Street, the following roadway improvements should be investigated:

- Construct curb extensions (bump-outs) where feasible at the intersection to reduce the crossing distance for pedestrians;
- Revise the traffic signal equipment as needed to reflect the operational changes proposed to the northern leg of Cotton Street;
- Install pedestrian signal upgrades to include countdown equipment for all legs of the intersection;
- Upgrade the pedestrian accommodations, to include ADA-compliant curb ramps, as required with the traffic signal upgrades identified;
- Re-stripe existing, fading pedestrian crosswalks.

At the intersection of Cotton Street and Cresson Street, the following roadway improvements should be investigated:

- In conjunction with the operational changes to the southern leg of Cotton Street, reconfigure the southbound Cresson Street approach to provide right-turn movements only. Appropriate signage, in accordance with applicable standards, will be needed to reflect this change.
- Construct curb extensions (bump-outs) where feasible at the intersection to reduce the crossing distance for pedestrians;
- Provide clearly-marked pedestrian crosswalks. To facilitate a more pedestrian-friendly crossing of Cresson Street on the eastern side of the intersection, construct a pedestrian refuge island with ADA-compliant pedestrian accommodations at the centerline elevated structure support.

At the intersection of Cresson Street and Roxborough Avenue, the following roadway improvements should be investigated:

- Construct curb extensions (bump-outs) where feasible at the intersection to reduce the crossing distance for pedestrians;

## Transportation and Traffic Design      Narrative (cont.)

- Provide an all-way stop control at the intersection given the existing geometric deficiencies. Appropriate signage, in accordance with applicable standards, will be needed to reflect this change.
- Restripe the eastbound Cresson Street approach to provide separate through and right-turn lanes;
- Provide clearly-marked pedestrian crosswalks at the intersection.

At the intersection of Main Street and Roxborough Avenue, the following roadway improvements should be investigated:

- Construct curb extensions (bump-outs) where feasible at the intersection to reduce the crossing distance for pedestrians;
- Re-stripe existing, fading pedestrian crosswalks.



# Conceptual Design

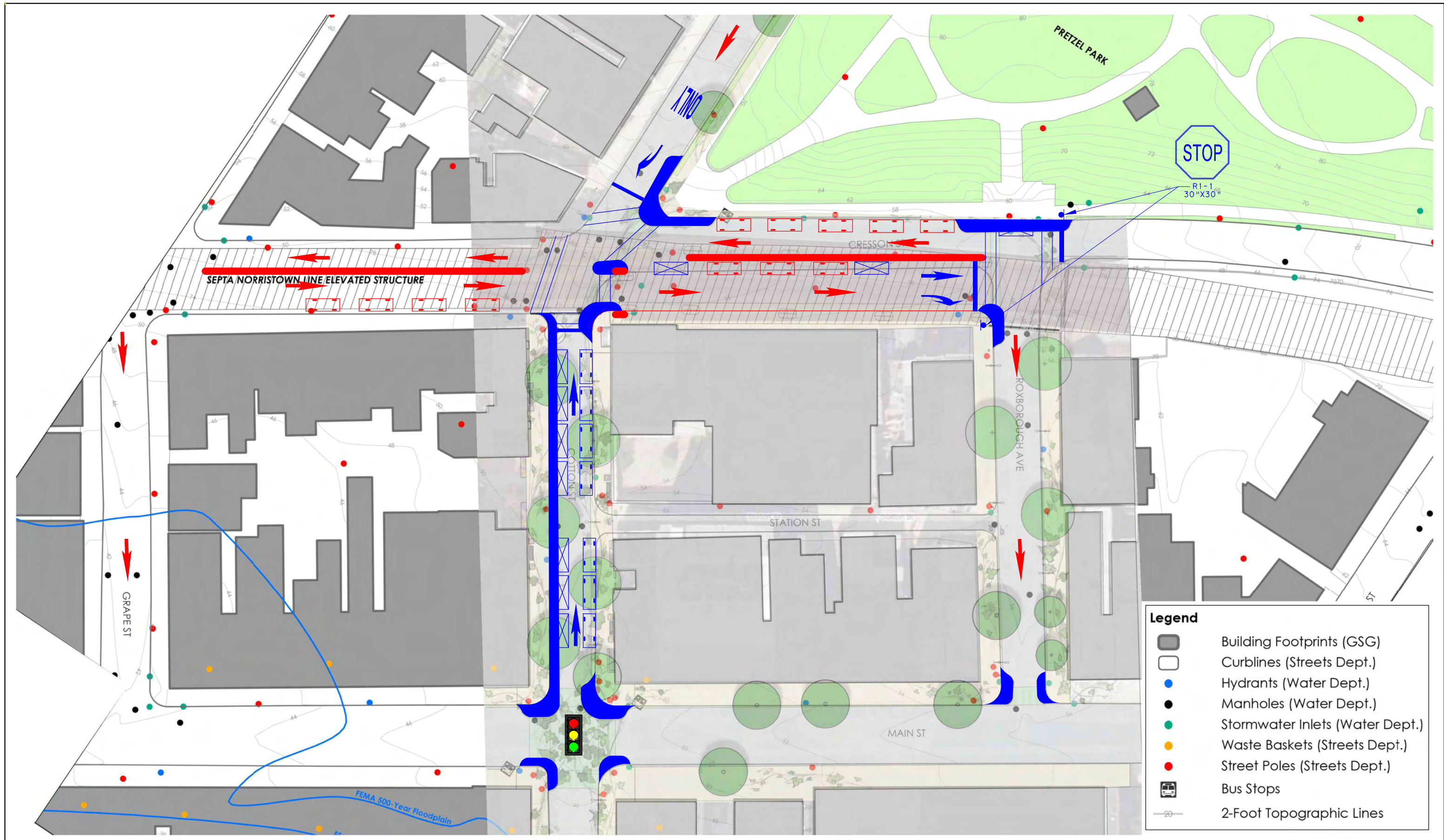
**Connecting Community Assets**

**Conceptual Design for a Green Corridor**

**2010-30**

Transportation and  
Traffic Design

Proposed Plan



**Legend**

- Building Footprints (GSG)
- Curblines (Streets Dept.)
- Hydrants (Water Dept.)
- Manholes (Water Dept.)
- Stormwater Inlets (Water Dept.)
- Waste Baskets (Streets Dept.)
- Street Poles (Streets Dept.)
- Bus Stops
- 2-Foot Topographic Lines

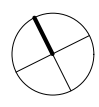
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COLLABORATIVE**

Project number  
2010-30  
Date  
08/26/2011  
Scale  
1"=50' @ 11x17

**Connecting Community Assets:**  
Conceptual Design  
for a Green Corridor  
TRAFFIC PLAN

**LEGEND:**  
— - EXISTING  
— - PROPOSED

- SIDEWALK EXTENSIONS  
 - PROPOSED CROSSWALKS  
 - PROPOSED STOP BAR



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# Conceptual Design

## Connecting Community Assets

### Conceptual Design for a Green Corridor

2010-30

## Opinion of Probable Cost

Item No.	CSI	Description	Total by Category	Cost Per SF	% of Total Cost	Remarks
1		General Conditions	\$190,000.00		8%	Supervision, Project Management, Daily Clean-up, Final Clean up, Etc.
2		Sitework	\$10,000.00		0%	Temporary Barriers, Barricades, Detour Signage, Temporary Fencing, Etc.
3		Landscape	\$56,511.00		3%	Plantings (See attached Planting List).
4		Seeding and Sodding	\$1,500.00		0%	Based upon 1,500 sq. ft.
5		Selective Demolition	\$0.00		0%	Included within relative line items below.
6		Asphalt Paving (13 sq. yds.)	\$15,600.00		1%	Inclusive of removal and replacement/Patch Paving.
7		Crosswalk Specialty Paving (Street Print)	\$157,500.00		7%	Based upon 9'-0" wide x 350'-0" lineal feet. (See attached)
8		Concrete Curbs (2,400 lf.)	\$228,000.00		10%	Inclusive of removal and replacement.
9		Concrete Sidewalks (30,000 sf.)	\$420,000.00		19%	Inclusive of removal and replacement.
10		Concrete Light Pole Foundations (13 ea.)	\$15,600.00		1%	24" diameter x 36".
11		Monumental Stairs at Cresson and Cotton	\$600,000.00		27%	We have included \$315,000.00 in labor, and \$285,000.00 for materials.
12		Stairs at Cresson and Roxborough	\$100,000.00		4%	We have included \$90,000.00 in labor, and \$10,000.00 for materials.
13		Map Kiosks (4 ea.)	\$6,000.00		0%	Allowance of \$1,500.00 ea.
14		Park Benches (5 ea.)	\$5,950.00		0%	(3) seater bench with premium wood and aluminum.
15		Planter Boxes (14 ea.)	\$9,590.00		0%	Powder coated metal planter with drain holes.
16		Mural Panels (8 ea.)	\$8,000.00		0%	Allowance of \$1,000.00 ea.
16		Electrical (Trestle Lighting-24ea.)	\$24,000.00		1%	Allowance of \$1000.00 per fixture, supplied and installed.
17		Electrical (Pole Lights)	\$65,000.00		3%	Supply and install (13) Light Poles. (Mat. Allowance of \$2,700 per fixture)
<b>SUBTOTAL</b>			<b>\$1,913,251.00</b>			
BUILDER'S CONTINGENCY (10%)			\$191,325.10			Estimating Contingency
BUILDING PERMIT FEES			\$10,000.00			Allowance
PERFORMANCE & PAYMENT BOND			\$30,000.00			Optional
GENERAL CONTRACTOR'S FEE (5%)			\$107,228.81			
<b>GRAND TOTAL</b>			<b>\$2,251,804.91</b>			

# Description of Services

**Connecting Community Assets**

**Conceptual Design for a Green Corridor**

**2010-30**



# Value of Services Calculation Sheet

## Connecting Community Assets

*Conceptual Design for a Green Corridor*  
2010-30

September 2011

<b>VOLUNTEER</b>	<b>PROFESSION</b>	<b>HOURS</b>	<b>RATE*</b>	<b>VALUE</b>
Jesse Forrester, RLA, ASLA	Registered Landscape Architect	61	\$110	\$6,710
Chris Pugliese, ASLA	Sr. Landscape Arch. Designer	10	\$110	\$1,100
Trevor Sell	Intern Landscape Arch Designer	3	\$50	\$150
Kwatee Stamm	Landscape Arch. Designer	37	\$70	\$2,590
Benjamin Cromie, AICP	Planner	20	\$100	\$2,000
Frank Montgomery, P.E.	Traffic Engineer	21	\$135	\$2,835
Bryan Proska, P.E.	Civil Engineer	11	\$105	\$1,155
Jessica Hawthorne	Civil Engineer	2	\$85	\$170
Vince Lombardi	Cost Estimator	16	\$95	\$1,520
<b>STAFF</b>				
Heidi Segall Levy, AIA, Project Manager	Senior Architect	35	\$100	\$3,500
<b>TOTAL VALUE OF DESIGN SERVICES</b>				<b>\$21,730</b>

\* Billable Hourly Rates in the Philadelphia area for 2008

Principal (\$125 to \$220)  
 Senior Architect/Designer (\$100 to \$135)  
 Architect/Designer (\$70 to \$90)  
 Intern Architect/Designer (\$50 to \$65)  
 Senior Landscape Architectural Designer (\$100 to \$135)  
 Landscape Architectural Designer (\$70 to \$90)  
 Intern Landscape Architectural Designer (\$50 to \$65)  
 Planner (\$90 to \$115)  
 Historic Preservationist (\$90 to \$115)  
 Engineer (\$100 - \$150)  
 Cost Estimator (\$100 to \$135)  
 Senior Interior Designer (\$90 to \$135)  
 Interior Designer (\$50 to \$80)

Billable hourly rates are based on the 2005 American Institute of Architects Compensation Report and a survey of a representative sample of local design professionals. Revised in January 2008.

**COMMUNITY DESIGN**  
COLLABORATIVE

November 30, 2010

Garrett Elwood  
Board Member  
Manyaunk Development Corporation  
4312 Main Street  
Philadelphia, PA 19127

Garrett Elwood  
President  
Friends of Pretzel Park  
4300 Silverwood Avenue  
Philadelphia, PA 19127

RE: Project 2010-30  
Connecting Community Assets: Conceptual Design for a Green Corridor

Dear Mr. Elwood:

We are pleased to inform you that your application for services has been accepted. We understand that Manyaunk Development Corporation (MDC) is in support of the Friends of Pretzel Park's goal to create a connection between existing community assets - Pretzel Park, Main Street and the canal. It is our understanding that Friends of Pretzel Park is interested in exploring the potential of creating a green corridor which would benefit the entire community – residents, businesses and visitors.

This letter outlines the work that the Collaborative will perform for Friends of Pretzel Park and MDC. Design professionals volunteering through the Collaborative will provide the services and products listed below. Your project will require a team of 5 volunteers – 2 landscape architects, one of whom will act as Lead Volunteer; an urban designer/planner; a traffic engineer; and a cost estimator.

**Collaborative volunteers will provide the following products and services:**

1. Attendance at two meetings with a community task force as defined by Friends of Pretzel Park – the first, to discuss the group's issues and concerns with the volunteers and to reach a consensus in terms of their priorities for creating a connection between assets. The volunteers will use the direction given at this meeting, as documented in meeting minutes provided by Friends of Pretzel Park, as a basis for their preliminary design. At the second meeting, the volunteers will present their preliminary scheme to the task force for feedback. The volunteers will use the direction given at this meeting, as documented in meeting minutes provided by Friends of Pretzel Park, as a basis for the completion of their design.
2. If requested by Friends of Pretzel Park, the team may make one presentation of their final proposal to either a group of stakeholders, or to the general community, immediately following completion of the final report.
3. An 8 ½" x 11" bound report including:
  - a) Written Introduction: Providing background information on the client organizations, the task force members and the Collaborative project
  - b) Project Location Map: Indicating site location within the city
  - c) Photographs: Photographs of the focus area and its surrounding context
  - d) Site Context Map: Existing context map at an appropriate scale to be presented no larger than 11" x 17" format. This map will show the focus area within the neighborhood context and will identify streets, adjacent sites and their uses, including recreational, commercial, institutional, and residential.



- e) Focus Area Plan: Existing Conditions: Based on a City building and lot line map, field investigation and plans provided by MDC and Friends of Pretzel Park, and drawn to an appropriate scale to be presented no larger than 11" x 17" format. This plan will include the existing conditions of the focus area, bounded by the canal and Pretzel park, Cotton Street and Roxborough Avenue, as well as the immediate adjacent properties. Parcel lines, building footprints, streets and street names, addresses, institutions, businesses, and existing streetscape conditions and elements, such as sidewalks, pedestrian and vehicular areas, lighting, street furnishings, and trees will be included. The photographs of the existing conditions may also be incorporated into this base plan.
- f) Proposed Color-Rendered Streetscape/Site Plan: Based on the existing focus area plan and drawn to an appropriate scale to be presented no larger than 11" x 17" format. This plan will indicate the proposed comprehensive plan for the area including streetscape and site design. The plan will address the potential for making a green connection, creating a community gathering space or node, and creating a cohesive identity. The plan will include landscaping, trees, paving, furnishings, lighting, signage and sustainable strategies, as well as recommendations for vehicular and pedestrian circulation. The plan will also indicate the potential for phasing.
- g) Conceptual Plan Detail Drawings: As appropriate, to illustrate specific aspects of the streetscape/site plan and to be presented in 11" x 17" format.
- h) Color-rendered perspective drawing: To illustrate an aspect of the proposed design and to be presented in 11" x 17" format.
- i) Opinion of Probable Cost: A preliminary cost estimate based on the proposed conceptual plan. The estimate will reflect the proposed phasing, as appropriate.

**Friends of Pretzel Park/MDC will be responsible for providing the following:**

1. Creation and coordination of the community task force; ***a list of the task force members is to be provided to the Collaborative prior to the in-house team kick-off meeting***
2. Scheduling of meetings with the Collaborative volunteers and the task force
3. Written information about the organizations and the task force members, to be included in the introduction of the final report
4. A copy of the neighborhood strategic plan, retail mix study and any other relevant studies
5. A copy of the plans for Venice Island Recreation Center
6. A hard copy and/or electronic site plan, if available (of the focus area and Pretzel Park)
7. Precedent images
8. Meeting minutes from the two task force meetings
9. Attendance at a follow-up meeting at the Collaborative to review the final report
10. Completion of a questionnaire evaluating the performance of the Collaborative staff and volunteers

We expect this work to take approximately six (6) months to complete after the volunteer team gets started. It must be noted that inclement weather and unforeseen circumstances in a volunteer's schedule could delay this project. All professional and technical services provided by the Collaborative volunteers are *pro bono* and we estimate the value of these *pro bono* services to be approximately \$12,000 - \$20,000.

Work on your project will begin after this letter of agreement is signed and returned with a check made payable to the "Community Design Collaborative" in the amount of \$1,000.00 for direct costs. ***This letter must be returned within thirty (30) days of the date of this letter to remain eligible for the services described.***

The Collaborative's products are intended to provide visual concepts and to assist in the preliminary phase of project design and planning. All drawings and construction budgeting figures are limited to conceptual design and are neither intended nor may be used for construction.

Although we will endeavor to provide the highest quality volunteer services for this project, the Community Design Collaborative and our project volunteers assume no responsibility or liability for our services including the recommendations of our volunteers, the technical accuracy of our work product or for any unauthorized use. In addition, Friends of Pretzel Park and Manayunk Development Corporation agree to indemnify, defend and hold harmless the Collaborative and its officers, directors, employees, agents and volunteers (including, but not limited to, any firm or other business entity which provides services or products as a volunteer, or which permits its employees to provide volunteer services or products) (collectively the "Collaborative volunteers") from and against all claims, demands, losses, suits, damages and expenses (including attorneys' fees and court or other costs) arising from any act or omission, or services or products, provided by Collaborative volunteers under this letter of agreement or otherwise.

The Collaborative shall be deemed the author of all reports, drawings, specifications and other documents prepared by the Collaborative volunteers for this project and, as such, shall retain all common law, statutory and other reserved rights, including copyrights, in and to them. Your organization will be provided with copies of the final report, which you may retain and use for information, reference and distribution in connection with this project. You may not, however, alter, revise or amend the report, either directly or indirectly, or use it for any purpose other than for this project, without the express written consent of the Collaborative. The Collaborative shall have the right to use the report, and to distribute copies of it, for educational, promotional or other purposes.

If you have any questions regarding the agreement outlined above, please contact me at the Collaborative offices at 215-587-9290.

Sincerely,

**Accepted and agreed:**

Heidi Segall Levy, AIA  
Project Manager  
Community Design Collaborative

Garrett Elwood	Date
Board Member/President	
Manayunk Development Corporation/ Friends of Pretzel Park	



## Service Grant Application

Date:

9/20/10

Mail Completed  
Application to:COMMUNITY DESIGN  
COLLABORATIVE1216 Arch Street, 1st Floor  
Philadelphia, PA 19107

## ORGANIZATIONAL PROFILE

1. Organization Name: Manayunk Development Corporation
2. Address: 111 Grape Street  
City: Philadelphia State: PA Zip: 19128
3. Phone: 215-482-9565 4. Fax: 215-487-9137
5. Website: www.Manayunk.org
6. Executive Director: Jane Lipton
7. Project Contact: Garrett Elwood Title: Board member  
Phone (day): N/A Phone (eve): N/A  
Phone (cell): 610-437-0060 Email: Garrett.Elwood@me.com  
Fax: N/A
8. Briefly state your mission and describe your services:

The concept is to create a community "node" that connects Pretzel Park to Main Street Manayunk and the Canal. The possibility of fully or partially closing cotton street should be explored.

9. Does your organization have a Board of Directors? ☒ yes ☐ no  
Board Chair: Bruce Cooper Financial Officer: Rob Neducsin
10. When was your organization founded? 1985
11. Does your organization have 501(c)(3) status? ☒ yes ☐ no  
What year was 501(c)(3) status established? 1985
12. Operating budget for current year: 1.06 Million
13. Total number of staff: 9 Full Time: 7 Part Time: 2 Volunteer:
14. What are your organization's current sources of funding?  
Member fees, Parking, Arts Fest
15. What neighborhood(s) does your organization serve? Manayunk
16. Total number of clients served by your organization in the last fiscal year: total community
17. What organizations, public agencies, and/or elected officials have assisted your organization?  
William Penn Foundation, City Council, Commerce Dept and more
18. Has your organization ever received services from an architect, landscape architect, planner or engineer?  
☒ Yes ☐ No  
If yes, identify who and describe services:  
unknown, Not for the scope of work we are proposing.
19. Has your organization completed other capital development projects?  
List projects with completion dates:  
No

Questions?

Contact us at:

215.587.9290 ph

215.587.9277 fx

cdesignnc@cdesignnc.org

www.cdesignnc.org

rcold 4/30

COMMUNITY DESIGN

• COLLABORATIVE •

Building neighborhood visions...

## Service Grant Application

### ORGANIZATIONAL PROFILE

Date: \_\_\_\_\_

Mail Completed

Application to:

COMMUNITY DESIGN

COLLABORATIVE

1216 Arch Street, 1st Floor  
Philadelphia, PA 19107

1. Organization Name: Friends of Pretzel Park
2. Address: 4300 Silverwood ave  
City: Philadelphia State: PA Zip: 19127
3. Phone: 610-937-0060 4. Fax: N/A
5. Website: www.FriendsOfPretzelPark.org
6. Executive Director: None / Garrett Elwood: President
7. Project Contact: Garrett Title: President  
Phone (day): 610-937-0060 Phone (eve): "  
Phone (cell): " Email: Garrett\_Elwood@me.com  
Fax: N/A

8. Briefly state your mission and describe your services:

Friends of Pretzel Park strives to serve the park users by creating a sense of community through projects & programming.

9. Does your organization have a Board of Directors? ☒ yes ☐ no  
Board Chair: Garrett Elwood Financial Officer: Jessica Grewell
10. When was your organization founded? 1998 original / 2010 current
11. Does your organization have 501(c)(3) status? ☒ yes ☐ no  
What year was 501(c)(3) status established? 9/30/2007
12. Operating budget for current year: \_\_\_\_\_
13. Total number of staff: 0 Full Time: 0 Part Time: 0 Volunteer: 25
14. What are your organization's current sources of funding? Memorial Brick Sales / Happy hours
15. What neighborhood(s) does your organization serve? Mangyunk / East Falls / Roxborough
16. Total number of clients served by your organization in the last fiscal year: unknown; hundreds
17. What organizations, public agencies, and/or elected officials have assisted your organization? PHS, MDC, MNC, Academy of Mangyunk
18. Has your organization ever received services from an architect, landscape architect, planner or engineer?  
☒ Yes ☒ No  
If yes, identify who and describe services: Parks Steering Committee member 215-988-988-388  
"Fresh Water Project" Grant / Leslie Schuster
19. Has your organization completed other capital development projects?  
List projects with completion dates: Installed water line for fountain in Dog run. Completed May of 2010.

Questions?

Contact us at:

215.587.9290 ph

215.587.9277 fx

cdesignc@cdesignc.org

[www.cdesignc.org](http://www.cdesignc.org)



# Service Grant Application

## PROJECT PROFILE

20. Project Title: Community Master Plan
21. Describe the project's scope, timetable, and importance to your organization:
- The project seeks to develop a Master Plan that will serve to connect the park to the Business District and Canal.
22. What preliminary design services are you seeking?
- Task Force, Design, Landscape architecture, Urban Planning
23. Project Address: 4300 Silverwood - cotton & Main Street  
 City: Phila State: PA Zip: 19127  
 Neighborhood: Manayunk Census Tract: \_\_\_\_\_
24. Project Type (check all that apply) ☐ New Construction ☐ Renovation ☐ Expansion ☒ Other
25. Lot and/or building size: \_\_\_\_\_
26. Current Use: Park
27. Do you: ☐ Lease ☒ Own ☐ Plan to Acquire city of Philadelphia
28. If you lease, note the property owner and term of the lease: \_\_\_\_\_
29. If you plan to acquire, list the current property owner(s) and describe your acquisition strategy and timetable: \_\_\_\_\_
30. Do you have plan drawings of the lot and/or building? ☐ Yes ☒ No
31. Proposed project budget: TBD  
 How did you determine this? \_\_\_\_\_
32. Is funding available for the project? ☒ Yes ☐ No  
 If yes, please note funding sources and amounts:  
FOPP, MDC, MNC, City Council
33. What other fundraising strategies are being considered?:  
as needed
34. Are there fundraising deadlines or other time constraints related to this project?  
No
35. Has your organization contacted other groups, consultants, or contractors to assist you with the project?  
No
36. Who referred you to the Community Design Collaborative?  
PHS - Leslie Sheuster

Mail Completed  
Application to:

COMMUNITY DESIGN  
COLLABORATIVE

1216 Arch Street, 1st Floor  
Philadelphia, PA 19107

Questions?

Contact us at:

215.587.9290 ph

215.587.9277 fx

cdesignnc@cdesignnc.org

[www.cdesignnc.org](http://www.cdesignnc.org)