



# MLS Philadelphia Union Stadium District Master Plan

*Chester, Pennsylvania*

Hunden Strategic Partners worked with planning and design professionals at NBBJ to prepare a master plan for a section of the Delaware River Chester waterfront. The goal of the plan was to build upon the existing assets in the area, including the Delaware River, Subaru Park, the Commodore Barry Bridge and Barry Bridge Park, and the 1.5-mile Chester Riverwalk. Hunden completed a comprehensive market demand analysis to determine the opportunity for the following development uses:

- Hotel
- Office
- Retail and Restaurant
- Outlet Centers
- Residential
- Meetings and Event
- Entertainment
- Youth Sports
- Amusement Park/Water Park

The Riverfront Alliance was looking to transform the area into more than just a place to go to work or to see a soccer game. The specific target area extended from Highland Avenue to the Delaware River, from Norris Street to Route 291. In addition, major corridors, such as Flower and Engle Street, providing direct connections to the waterfront were considered as part of the planning area. The master plan addressed in-depth market conditions and reuse options, land use, parking demand and analysis, transportation and trail alignment and connections, environmental and maritime issues, landscape architecture and enhancement of public spaces. Since concluding the master planning process, the client has moved forward with a youth sports complex as the first phase of development implementation.

**Client:** Riverfront Alliance of Delaware County

**Time Period:** 2019