



## Ideas from Spring 2010 Public Meetings

PHILADELPHIA  
2035  
comprehensive  
PLAN

AUGUST 2010





PHILADELPHIA2035 is a place of transformative change. Time and time again, meeting participants clustered their ideas in physical locations, or “nodes.” These nodes represent many of Philadelphia’s transformative ideas, areas of the City where change is welcomed and desired and potential is envisioned.

## Nodes are jobs

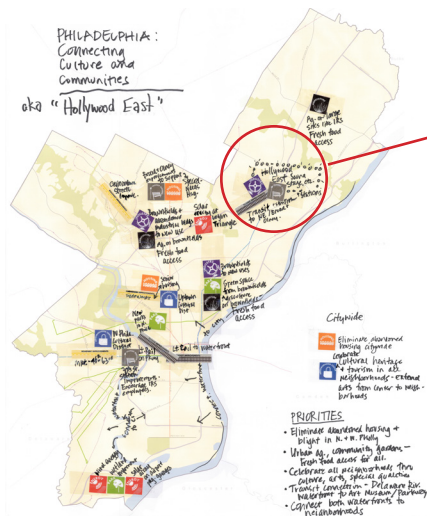
In PHILADELPHIA2035, areas formerly underutilized and inaccessible become new centers of clean industrial jobs, energy production and food distribution. Transit extensions to both the Navy Yard and Northeast Airport are seen as crucial to the development of these areas as job centers. American Street and Kensington, historically vibrant centers of the “Workshop of the World”, are revitalized with creative industries, artist housing and urban agriculture into a place where people live and work again.

*“New dense housing mixed with park and agricultural uses near American Street, infill vacant industrial land that’s no longer viable for industrial use.”*

## Nodes are destinations

Development nodes build upon existing assets, such as rivers, parks, and transit to create and bolster major destinations. Poor access is seen as the primary barrier to both the Central Delaware Waterfront and the Centennial District in becoming major visitor attractions. On the Delaware Waterfront, new parks, signature destinations and recreational trails work together with inter-modal transit and a capped or buried Interstate 95. New transit connects an improved Centennial District and Zoo to Center City creating a family focused hub. Housing, cultural, and commercial development paired with transit station upgrades at North Philadelphia Station continue to transform the Temple University area into a neighborhood center for students, workers, residents and visitors.

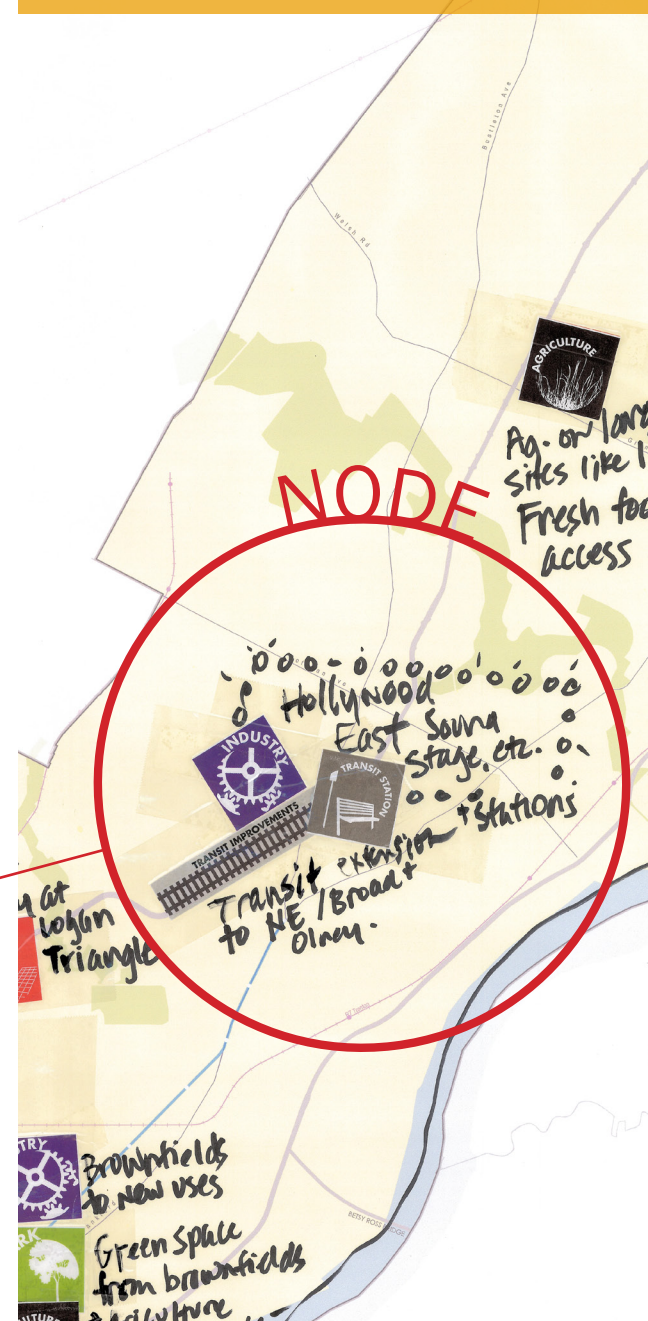
*“Create an urban cultural district around Uptown Theatre on North Broad Street.”*



# Nodes



**NODE IDEA:**  
**NORTHEAST AIRPORT HUB**  
Participants envision the Northeast Airport as a new neighborhood and job center made possible by the extension of rapid transit along the Roosevelt Boulevard. Transit connects workers to clean industrial jobs and a new neighborhood center is created at the Northeast Airport transit station with shops and housing.



# Neighborhood Centers



**NEIGHBORHOOD IDEA: COMPLETE NEIGHBORHOODS**  
Philadelphians want to live in a complete neighborhood. The planning element of a Neighborhood Center was widely used in conjunction with other elements, including housing, transit, open space and agriculture. Philadelphians are envisioning strong neighborhoods in 2035 in which they can work, reside and shop.



Neighborhood Centers in PHILADELPHIA2035 are dynamic, accessible by transit and provide citizens with increased access to retail and cultural resources. By providing a wide variety of amenities and uses, Neighborhood Centers add new life to emerging neighborhoods and strengthen established corridors and community.

## Neighborhood Centers define communities

Participants are divided between reinvesting in existing neighborhood centers and creating new centers. The goal and definition of neighborhood centers, whether they were new or not, was the same: vibrant, unique hubs that are mixed-use and transit-oriented. Neighborhood centers can anchor emerging neighborhoods or define areas of future development. In North Philadelphia near Temple University, one strong neighborhood center is revitalized with new housing and a focus on transit connections. At the Navy Yard, a new neighborhood center is possible with an extension of the Broad Street Subway and an expansion of job opportunities and new housing options.

*"Locate housing, shopping and jobs along transit stops in North Philadelphia."*

## Neighborhood Centers are destinations

From the Centennial District to Penn's Landing, participants' neighborhood centers ideas are synonymous with creating or enhancing destinations. These neighborhood centers focus on entertainment, cultural attractions, dining and shopping. Using local favor and attractions, different neighborhoods are highlighted and their unique character promoted. Neighborhood centers are perfect locations to encourage the development of the arts and venues that strengthen our tourism market.

*"Establish local urban farms and create and produce food locally."*

## Neighborhood Centers improve our quality of life

Many participants envision that social service needs and civic facilities will be provided in neighborhood centers, providing easy access for residents. Facilities such as hospitals, community centers, libraries and schools are all located in neighborhood centers. In PHILADELPHIA2035, many public schools are combined with community centers creating multi-use buildings for recreation, adult education, mentoring, and community workshops.

Food access is another important part of neighborhood centers for participants. Ideas range from supermarkets to small scale community agriculture and gardening. Many Philadelphians feel that increased access to food, particularly fresh food, is an important component of creating and invigorating neighborhood centers citywide.

*"Use neighborhood schools as multi-use community centers for adult education, workforce training, art centers, etc."*



Housing in PHILADELPHIA2035 restores our neighborhoods and strengthens our transit. Philadelphia invests in existing infill housing. New housing is located near transit and other amenities such as parks and shopping.

## Housing is improved in traditional residential neighborhoods

Meeting participants envision that new housing will occur mostly in traditional residential neighborhoods, filling in vacant lots and restoring existing structures. Current high levels of vacancy in Philadelphia's residential neighborhoods lead participants to conclude that there is limited demand for new neighborhoods or major residential developments. Participants' first priority is to stabilize the existing housing stock and neighborhoods and then, to accommodate additional demand for housing, shift focus to new housing developments and communities. The most frequently mentioned neighborhood for housing reinvestment is North Philadelphia.

*"Emphasis on INFILL first, NEW development second."*

## Housing is transit-oriented

Much of the new housing proposed by participants is located near new or existing transit stations. Participants support locating housing near transit stations so residents can enjoy a short trip to work, shopping and other destinations. This transit-oriented housing is also envisioned to be higher density than the surrounding neighborhoods. Stations along the Broad Street Subway and the new rapid transit on the Roosevelt Boulevard are chosen as prime sites for transit-oriented housing.

*"Build new housing near stations on the rapid transit expansion to Northeast."*

## Housing is mixed-use

Housing is often combined with other ideas, creating a mix of land uses. Unlike new tract housing developments elsewhere, participants want to live near jobs, shopping, parks, community-based agriculture and neighborhood facilities in addition to transit. Neighborhoods in PHILADELPHIA2035 are complete communities with daily needs, services and recreation within walking distance.

*"Encourage new immigrant communities in Hunting Park with parks, agriculture, neighborhood centers, and industry."*



# Housing



**HOUSING IDEA:  
NORTH BROAD**  
Participants see Temple University as an important catalyst in North Philadelphia's revitalization effort.





# Industry

INDUSTRY IDEA: NAVY YARD

The most frequently suggested location for clean industry was the Navy Yard, which is envisioned as a green energy production node. Some participants even included food production and the cruise ship industry in this node.



Industry in PHILADELPHIA2035 is clean, green, and creative. Many participants envision accommodating industry in their daily routine, passing by or working in an alternative energy production center in their neighborhood or perhaps living in a building that also caters to artisanal manufacturing.

## Industry is clean and green

The most recurring interpretation of industry is “clean and green” industry. Industry is often grouped with energy ideas to create a new, green production hub. These suggested hubs can include methods of collecting energy, manufacturing the equipment needed for alternative energy, or growing food. The most frequent choice is the Navy Yard for a green industry hub. North Philadelphia, in areas such as Hunting Park West, was the second most common location and included light manufacturing in its mix of land uses.

*“Clean and modern industry in Hunting Park West.”*

## Industry is creative

Many participants imagine unique, creative activities not traditionally categorized as industrial to define industry in PHILADELPHIA2035. Introducing the entertainment “industry” to several locations in the city is a creative suggestion for reusing many under-developed buildings and land. Of these creative industries, the film industry is mentioned most frequently, while the cruise-ship industry and artisanal-goods industry are also envisioned. Often these ideas are grouped together under the umbrella of “cultural anchors”.

*“New film industry or studio space in vacant warehouses.”*

## Industry is a component of daily living

Integrating industrial uses with residential uses is a consistently proposed idea. Traditionally incompatible, envisioning how industrial and residential uses could benefit each other is a transformative idea for a city once known as the “Workshop of the World”. Participants imagine industry in PHILADELPHIA2035 as small-scale, local workplaces that create jobs within existing neighborhoods. Some of the suggestions include live-work, mixed-used buildings in areas such as Germantown/Wayne Junction, American Street and along the Delaware River.

*“Create mixed-use housing and live-work spaces along the Central Delaware.”*



## TRANSIT IMPROVEMENTS

Transit in PHILADELPHIA2035 is more extensive, serving locations beyond the current stations. Many participants envision being less automobile dependant in the future. "Transit improvements" consist of new transit lines or extensions of existing lines.

### Transit runs along Roosevelt Boulevard

Providing rapid transit along the Roosevelt Boulevard is the most agreed-upon transit idea. Participants envisioned subway, elevated rail and at-grade light rail alternatives. The Boulevard is "intermodal", having space allocated for bicycles and rapid transit. New transit stations often coincide with new neighborhood centers.

*"New light rail along Roosevelt Boulevard connecting to both Broad Street Subway and Market/Frankford EI."*

### Transit means subway and light rail extensions

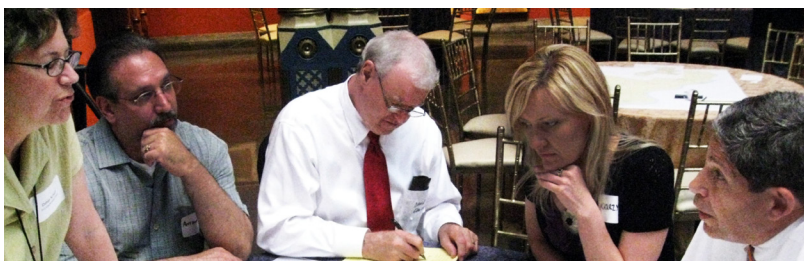
Subway and light rail are the most recommended transit modes to support the existing transit system. Extending the Market-Frankford EI to the Northeast and extending the Broad Street Subway to the Navy Yard are two transit extensions most frequently envisioned. A new transit loop to the Centennial District from Center City is also a popular idea. These transit extension ideas illustrate the need to provide convenient connections from where people live to the city's employment and cultural nodes.

*"Transit loop at Navy Yard connecting to Central Delaware Riverfront transit extension to the east."*

### Transit accesses the Delaware River

Many participants agree that the Delaware River waterfront should have public transit access, particularly from Center City south to the sports stadiums and to a new Broad Street Subway station at the Navy Yard. Suggestions include all transit types from a monorail to an energy-efficient trolley. A new transit line along the River will connect the parks, trails, and other attractions supporting the continuous riverfront trail system.

*"Build a monorail along the Delaware River."*



# Transit Improve -ments

TRANSIT IMPROVEMENT IDEA:  
WATERFRONT TO NAVY YARD LINK

Waterfront light rail linking to the Pattison Avenue subway stop and potentially the Navy Yard would create a new transit loop for the city. This suggestion builds on two popular ideas for new neighborhood centers by connecting them with transit.



# Transit Station



**TRANSIT IDEA: NAVY YARD**  
The most frequent idea for transit stations is a new station at the Navy Yard, as the southern terminus of the Broad Street Subway. Many see this as crucial for the development of the Navy Yard.



Transit stations in PHILADELPHIA2035 are multi-modal, community hubs that allow residents and commuters to make numerous connections as they travel through the city. Multi-modal transit stations offer various transportation options.

## Transit stations are community hubs

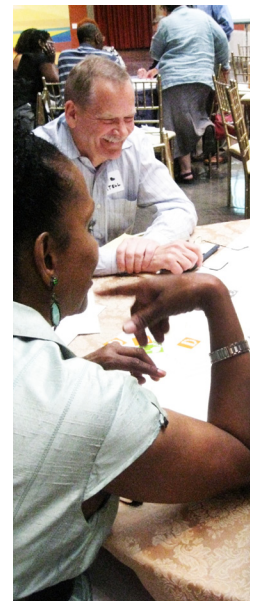
Participants support transit stations as important assets for complete neighborhood centers that allow for multi-modal transportation. These hubs attract commercial and residential investment, offering safe and convenient transportation options for residents and commuters.

*“Improve the trolley lines leading to a ‘showcase’ center in Southwest Philadelphia, related to urban agriculture, a park and a neighborhood center.”*

## New transit stations are created along existing and new transit lines

Many participants support modern stations along the suggested transit lines along the Roosevelt Boulevard and along the Delaware waterfront. Creating a southern and northern terminus at the Navy Yard and Cheltenham Avenue, respectfully, is seen as an important upgrade to the existing transit system. These stations have modern amenities, including real-time arrival and departure information.

*“Upgrade the station at Broad and Erie to connect local and regional transportation lines, especially a new extension of the Broad Street Subway through the Northeast.”*



## Existing transit stations are maintained and upgraded

Frequently participants lament the condition of various stations throughout the transportation system, including several that have been closed. West Philadelphia, especially, advocates for a reopened 52nd Street station in Parkside to serve the Centennial District. Several participants want to see the PATCO station at Franklin Square reopened. Others desire upgrades to existing facilities, including the Market East station, North Philadelphia station and City Hall station, among others.

*“Reopen and improve the 52nd Street station for better access to the Centennial District.”*





# Roadway Improvements

ROADWAY IDEA: I-676 AND I-95

Participants see both I-676 and I-95 as major barriers visually and physically. Burying, capping or otherwise mitigating I-676 and I-95 through Center City is a popular, but very costly idea.



## ROADWAY IMPROVEMENTS

Roadways in PHILADELPHIA2035 are safe, bicycle and pedestrian friendly and well-maintained. Bike lanes, trails and roadways create complete streets providing excellent access to our rivers, parks, neighborhoods and workplaces.

### Roadways are well-maintained

Ensuring that Philadelphia's existing roadways are well-maintained for vehicles, bicycles and pedestrians is an important priority. Maintenance and upgrades to roadways are closely tied to safety issues. Participants recommend safety improvements from Schuylkill Expressway ramps to local roads and trails. Expansion of existing roadways or new roadways is not a high priority for meeting participants.

*"Make citywide roadway improvements; use new technology for better surfaces that absorb water, stay cool, and eliminate potholes."*

### Roadways accommodate trails and bicycle lanes

Participants want dedicated bicycle lanes or routes on existing roadways and new multi-use trails. These lanes and routes are located throughout the City; the most common specific idea is for more north/south routes. Participants see bicycles physically separated from cars by bollards or parking lanes to improve safety. Multi-use recreational trails for bicyclists, pedestrians and skaters line the entire length of both the Schuylkill and Delaware Rivers connecting to nearby neighborhoods and trails beside the Pennypack, Tacony/Frankford and Cobb's Creeks.

*"Create citywide bicycle improvements on roadways and easy connections to transit."*



### Roadways are pedestrian friendly

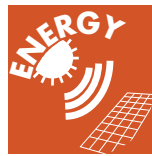
Pedestrian safety and comfort are very important to participants. Participants desire major roadways like Roosevelt and Columbus Boulevards to be "humanized," and neighborhood commercial corridors improved with better lighting, trees and repaired sidewalks. Supporting a more pedestrian-friendly city goes hand-in-hand with creating complete neighborhoods with a mix of housing, shopping, jobs, parks and amenities.

*"Create more pedestrian-friendly crossings of I-95 and Columbus Boulevard."*

# Energy

## ENERGY IDEA: SOLAR PANELS

Installing solar panels over parking structures or parking lots increases the productivity of these expansive, underutilized spaces. Participants suggest the Sports Stadium District parking lots as a potential location.



Energy in PHILADELPHIA2035 is renewable and is collected in large facilities at the city scale and in small lots at the neighborhood scale.

## Energy from solar panels

The idea of solar energy is the most frequently occurring concept. Some suggestions include installing solar panels on street lights, placing panels on large parking garages and lots such as the airport and sports stadium parking lots and even on individual rowhouse roofs.

*“Solar power on parking garages near stadiums.”*

## Energy at the citywide scale

The reoccurring theme of having “green” or “clean” energy in Philadelphia is often paired with the idea of creating energy production centers at a citywide scale. These centers often include agriculture and industry activities as well as energy production. The Philadelphia Airport area, the Navy Yard, and along I-95 are proposed energy-center locations. Participants envision wind, hydroelectric, and tidal as possible renewable energy sources.

*“Re-use vacant industrial land on North Delaware River for green energy jobs.”*

## Energy at the neighborhood scale

Neighborhood clean energy production ideas are as equally supported as the city-wide ideas. Many participants want incentives for homeowners to invest in energy-efficient materials and technologies. Specific ideas included using open space in Upper Roxborough for wind turbines and bio-fuel collection and creation in Hunting Park. Generally, participants imagine vacant lots and buildings as ideal targets for neighborhood-level energy production sites.

*“Make neighborhood-based energy production possible by making vacant land and surface parking lots available specifically for these purposes.”*



# Parks



**PARK IDEA: CONTINUOUS WATERFRONT TRAIL**  
In all of the public meetings, the most common suggestion is a series of parks along the Delaware River. These green spaces would feature various types of park space in different neighborhoods and would be linked by a continuous recreational trail.



The park system in PHILADELPHIA2035 consists of a mix of well-maintained signature parks and community-oriented green spaces. Residents will easily access these parks by a network of trails and transit.

## Parks provide green space in all neighborhoods

Whether in North Philadelphia, South Philadelphia, or along the Delaware Riverfront, participants emphasize that many neighborhoods do not have adequate open and green park space. These neighborhoods require new parks (large-scale and small pocket parks, community gardens and recreation areas) that cater to the neighborhood residents. Many participants suggest converting vacant lots or brownfields to create the desired community green space.

*“Build smaller, landscaped parks on current vacant lots in West Philadelphia”*

## Parks are easily accessible

Many park suggestions include having a strong trail and transit network that would link park spaces with the surrounding neighborhood and beyond. Residents want to walk easily to park space, even if it's a small pocket park, and be able to get to larger recreation and park spaces without having to drive.

*“Bring parks into neighborhoods by using trails.”*

## Existing parks are maintained and improved

While participants are excited about ideas for new parks, an equal number emphasize the need to maintain and upgrade existing parks. Fairmount Park, Cobbs Creek Park and parkland along the Benjamin Franklin Parkway are in need of improvement. These upgrades could be new recreational opportunities, more amenities (such as cafes) or simply better maintenance.

*“Upgrade Fairmount Park with lighting, security and better connections to the cultural amenities.”*

## Signature parks attract visitors

Although many participants want smaller, neighborhood-oriented parks, they also want large, signature parks that draw visitors from around the region. Like Millennium Park in Chicago, these signature parks spur economic development and interest in various neighborhoods. Specific locations include the Delaware River, abandoned industrial structures and the North Philadelphia Station area redevelopment.

*“Transform the Reading Viaduct into park space, like the Highline in NYC.”*



# Agriculture

## AGRICULTURE IDEA: ROOFTOP GREENHOUSES

An interesting idea of utilizing existing infrastructure is to create greenhouses on the rooftops of large Center City buildings. These greenhouses could incubate seedlings and grow vegetables throughout the year.

SOUTHWARK/  
QUEEN VILLAGE  
COMMUNITY GARDEN



Agriculture in PHILADELPHIA2035 is a viable economic driver with small, community-oriented farms. Philadelphians in all neighborhoods will have easy access to fresh food.

## Agriculture is a community amenity

The common thread among participants' ideas for agriculture is that it be community-based. Participants see community gardens or neighborhood-based, small-scale farms as the best way to take advantage of small parcels of vacant land and ensure that agriculture has direct connection with residents. Most participants see agriculture as a venue for community involvement and beautification.

*"Each neighborhood should have an urban garden."*

## Agriculture is access to fresh food

Most participants emphasize the need for all communities to have access to fresh food. In PHILADELPHIA2035, farmers markets, corner grocery stores or bodegas, and larger commercial spaces will have an abundance of fresh, healthy produce and other local foodstuffs in every neighborhood.

*"Develop farmers markets throughout the city."*

## Agriculture converts vacant land and brownfields

Many participants name vacant lots and former industrial land as ideal places for agricultural uses. Although many of these lots may be small in size, participants view this as an advantage since they emphasize more small-scale farming rather than commercial agricultural uses that occupy many acres. Agriculture is seen as an appropriate land use in just about every part of the city, however particularly in North, Southwest and Northeast Philadelphia.

*"Have farming on suitable and available vacant land throughout the city."*

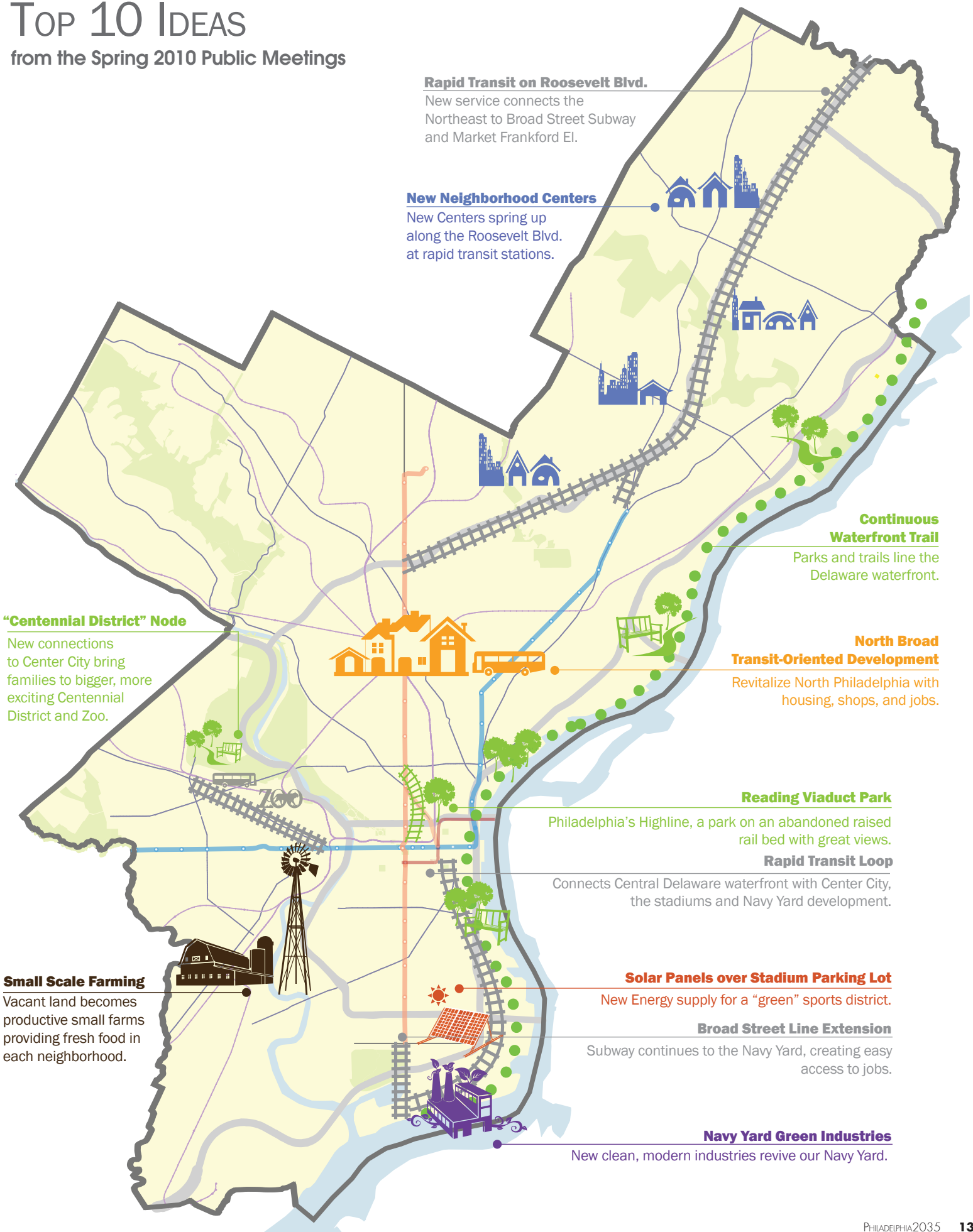
## Agriculture yields various products

The types of agricultural products that participants mention in the public meetings varied widely. Some of the possible crops include mushrooms, flowers, vegetables, and fruit or orchards. There is also a call for an agricultural production center, such as packaging and distribution of locally grown food, and an agricultural education center so communities can learn the benefits and basics of locally grown food.

*"Create an agricultural production center at the Northeast Airport."*

# TOP 10 IDEAS

from the Spring 2010 Public Meetings





City of Philadelphia  
Mayor Michael Nutter



Philadelphia City  
Planning Commission

