



# **Philadelphia City Planning Commission**

May 20, 2014



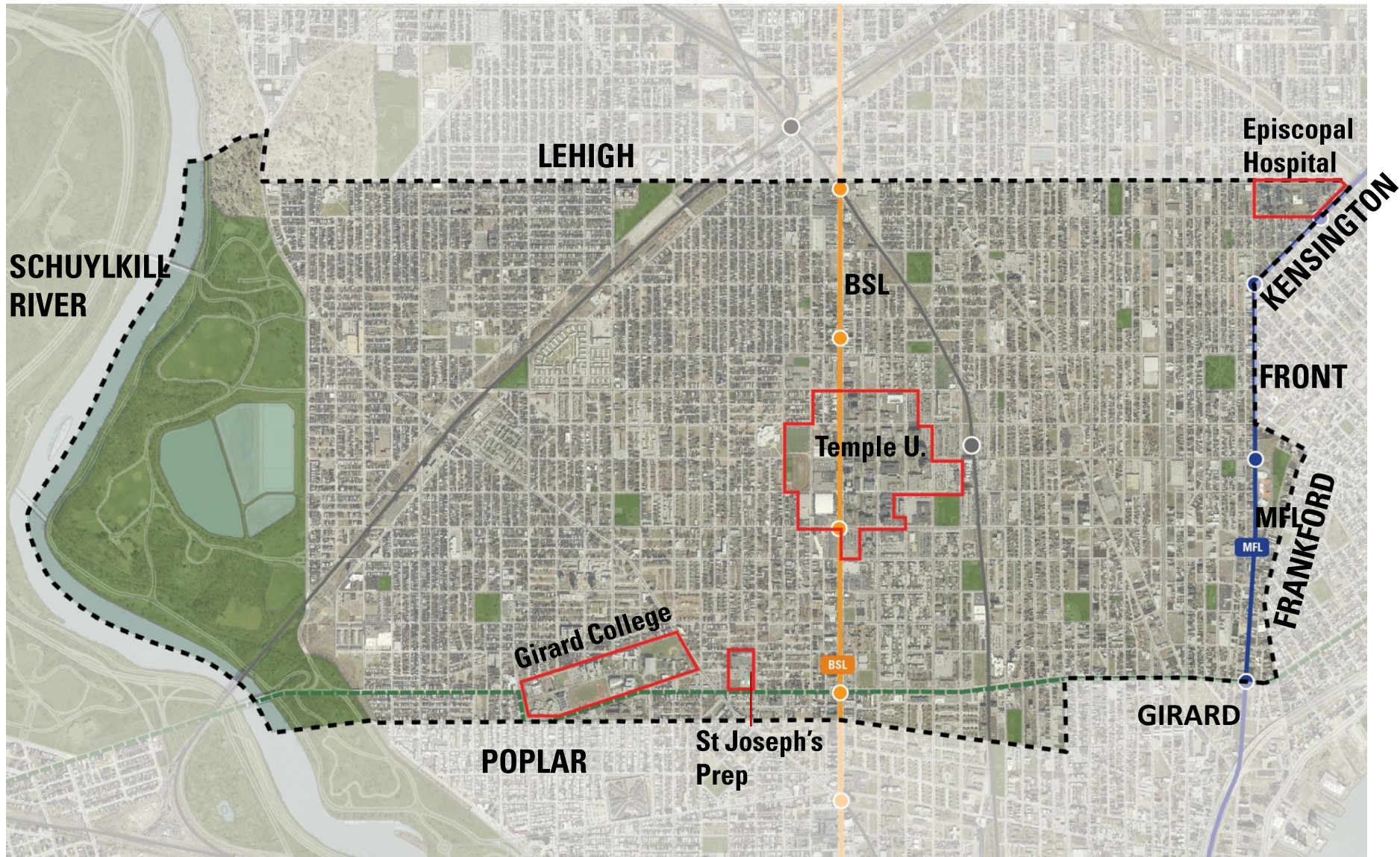
## ACTION ITEM

### **6. Adoption of Philadelphia2035 Lower North District Plan**

Presented by Octavia Howell



# District Boundaries



# District Plan Comments

- > Water Department, Streets Department  
Mayor's Office of Transportation and Utilities,  
Commerce Department
- > SEPTA, DVRPC
- > 7<sup>th</sup> District City Council Office
- > Steering Committee members
  - Six civic associations
  - Temple Area Property Association
  - Preservation Alliance for Greater Philadelphia
  - St. Joseph's Prep
- > Penn Praxis
- > Three individuals



# THRIVE > PRIORITY RECOMMENDATIONS

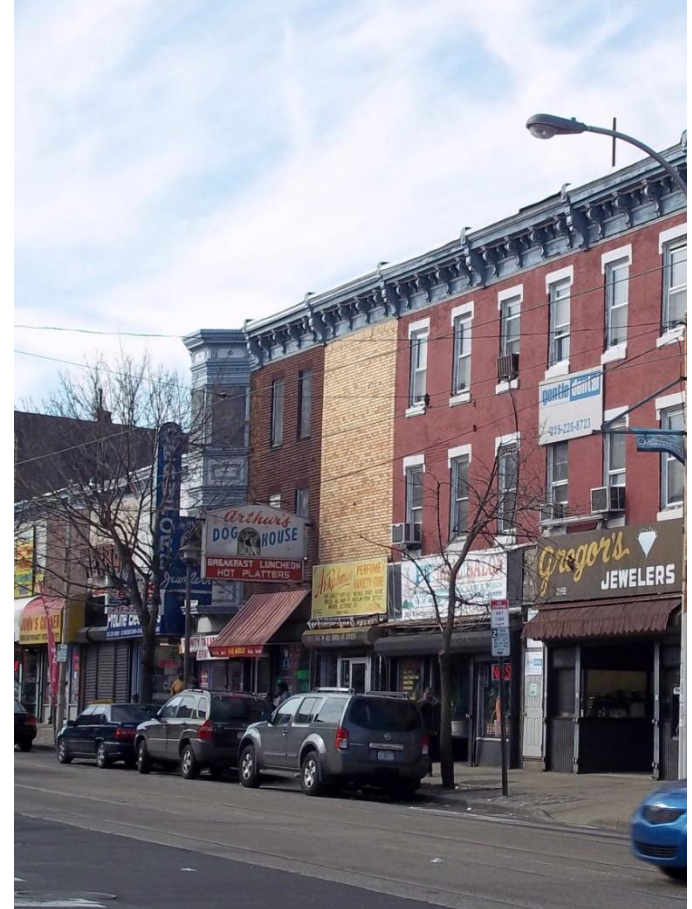
Fortify residential blocks where homeownership is dominant.

Commission a study to determine what impacts, if any, values have on current renters and homeowners.



# THRIVE > PRIORITY RECOMMENDATIONS

Invest City resources into viable commercial districts where private investment is occurring including: Germantown and Lehigh, Front and Kensington, Broad & Cecil B Moore and West Girard Avenue.



# CONNECT > PRIORITY RECOMMENDATIONS

Implement transit first policies along high-volume bus routes 7, 32, and 48.

Improve and expand Route 15 trolley service, in conjunction with fleet modernization.

Implement high priority bicycle infrastructure from the *Pedestrian and Bicycle Plan* including on: 2<sup>nd</sup>, 5<sup>th</sup>, 13<sup>th</sup> and 15<sup>th</sup> streets and Cecil B Moore Avenue.





# RENEW > PRIORITY RECOMMENDATIONS

Construct a New Martin Luther King Older Adult Center at 21<sup>st</sup> Street and Cecil B Moore Avenue

Improve public recreation facilities including the Cecil B Moore (a.k.a. Connie Mack) Recreation Center and Waterloo Playground.





# RENEW > PRIORITY RECOMMENDATIONS

Pursue nomination for the following sites to the Philadelphia Register of Historic Places:

- The Pyramid Club;
- Teatro Puerto Rico (Diamond Theater);
- Church of the GESU;
- Poth Brewery;
- the townhomes at 1416-32 W Girard Avenue;
- The Legendary Blue Horizon; and
- Berean Presbyterian Church



# Additions / Major Changes

Thrive

Maintain Industrial or Industrial Commercial Mix zoning on American Street and specific areas to the east and west, from Master Street to Lehigh Avenue.

- Allow vacant industrial parcels off of American Street to transition to other uses.
- Explore a zoning overlay for site design, building design and use.
- Before creating an overlay, review current land uses and define existing activity in a way that is agreeable to City staff and neighborhood associations.

Thrive

Redevelop the Blumberg Apartments into lower scale houses while reintroducing rights-of-way through the former superblock. Include green spaces as place-making elements.

# Additions / Major Changes

## Connect

Prioritize the following SEPTA stations for capital improvements: Girard BSL, North Philadelphia BSL and Girard MFL. Improvements should include: ADA accessibility upgrades, Art in Transit, bicycle parking and storage, landscape and streetscape treatment, and lighting and signage upgrade to complement proposed TOD zoning.

## Connect

Change the traffic direction on certain street segments to improve traffic flow and safety:

- 8<sup>th</sup> Street from Girard Avenue to Thompson Street;
- Germantown Avenue between Girard Avenue and Berks Street;
- Germantown Avenue at 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> Streets;
- Oxford Avenue between Front Street and 6<sup>th</sup> Street;
- 30<sup>th</sup> Street between Susquehanna and Diamond Street;
- 4<sup>th</sup> and Dauphin Streets.



# Additions / Major Changes

## Thrive > Neighborhoods

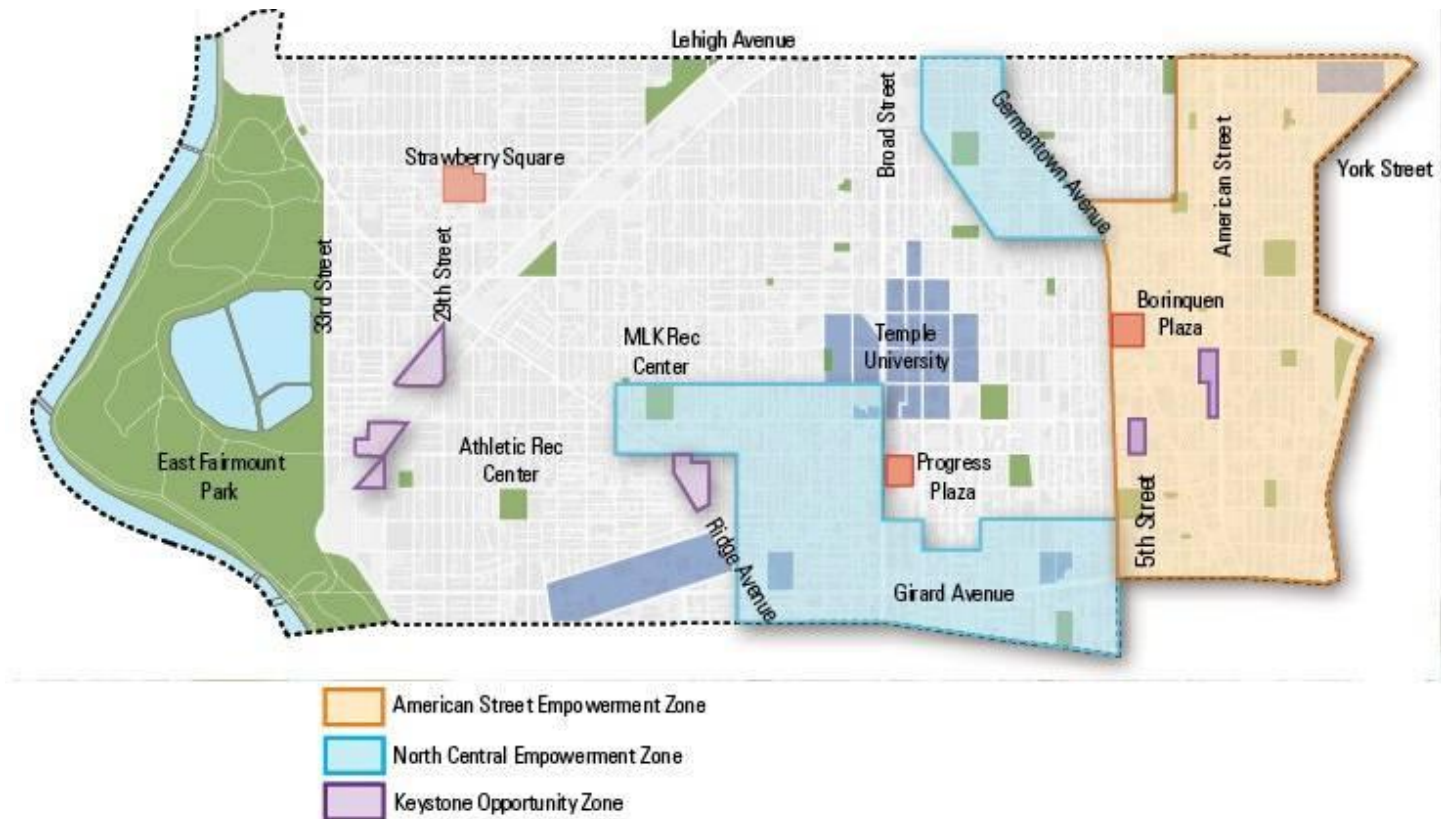
- Added the Broad & Susquehanna commercial corridor to the recommended areas for commercial district improvements and expanded the boundaries for Front and Kensington



# Additions / Major Changes

## Thrive > Neighborhoods

- Added a section describing job creation incentives in Lower North (Empowerment Zones and Keystone Opportunity Zones)



# Additions / Major Changes

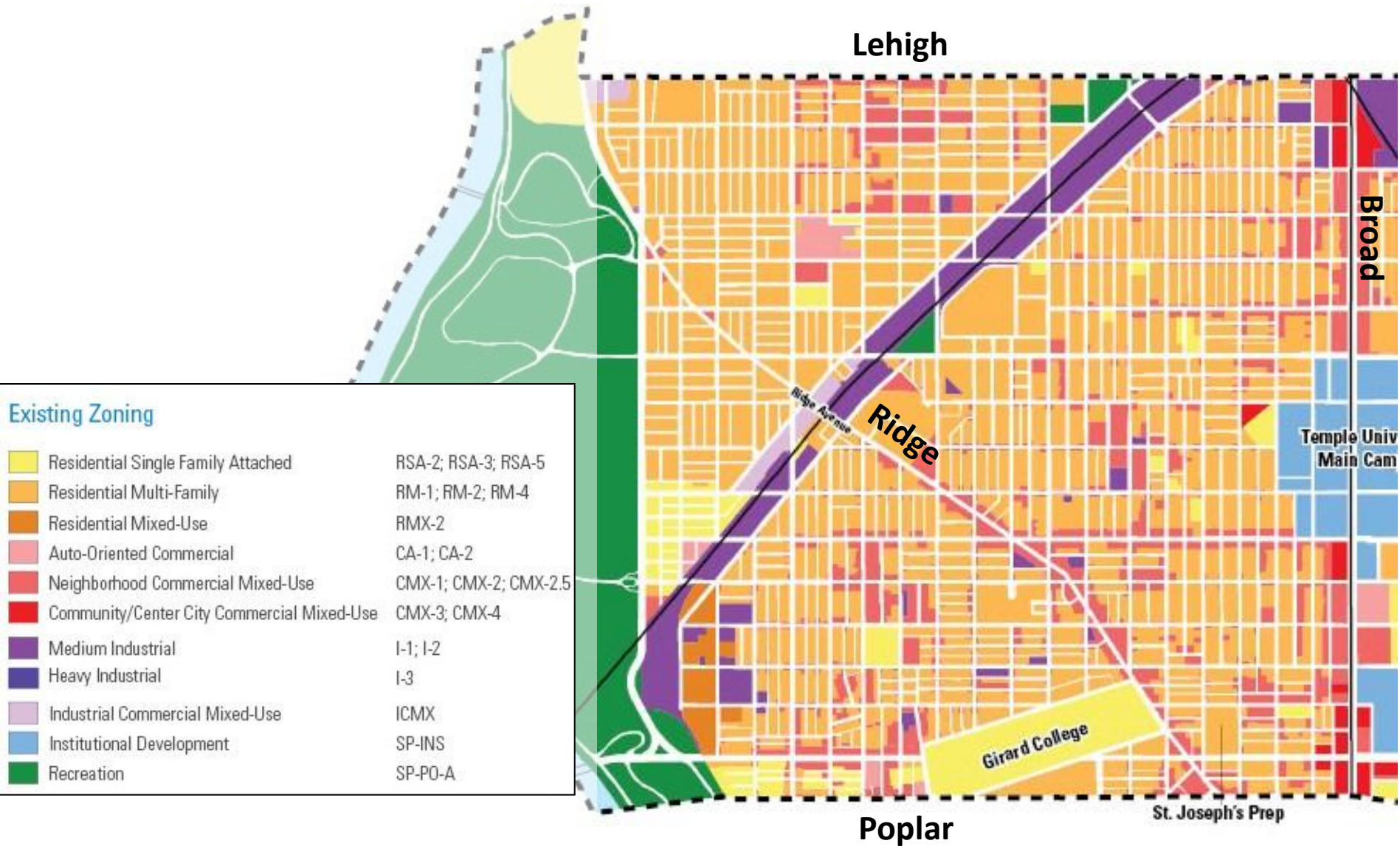
## Focus Area > Vacant Property

- Further analyzed vacancy at the block level and created recommendations for three types of blocks.



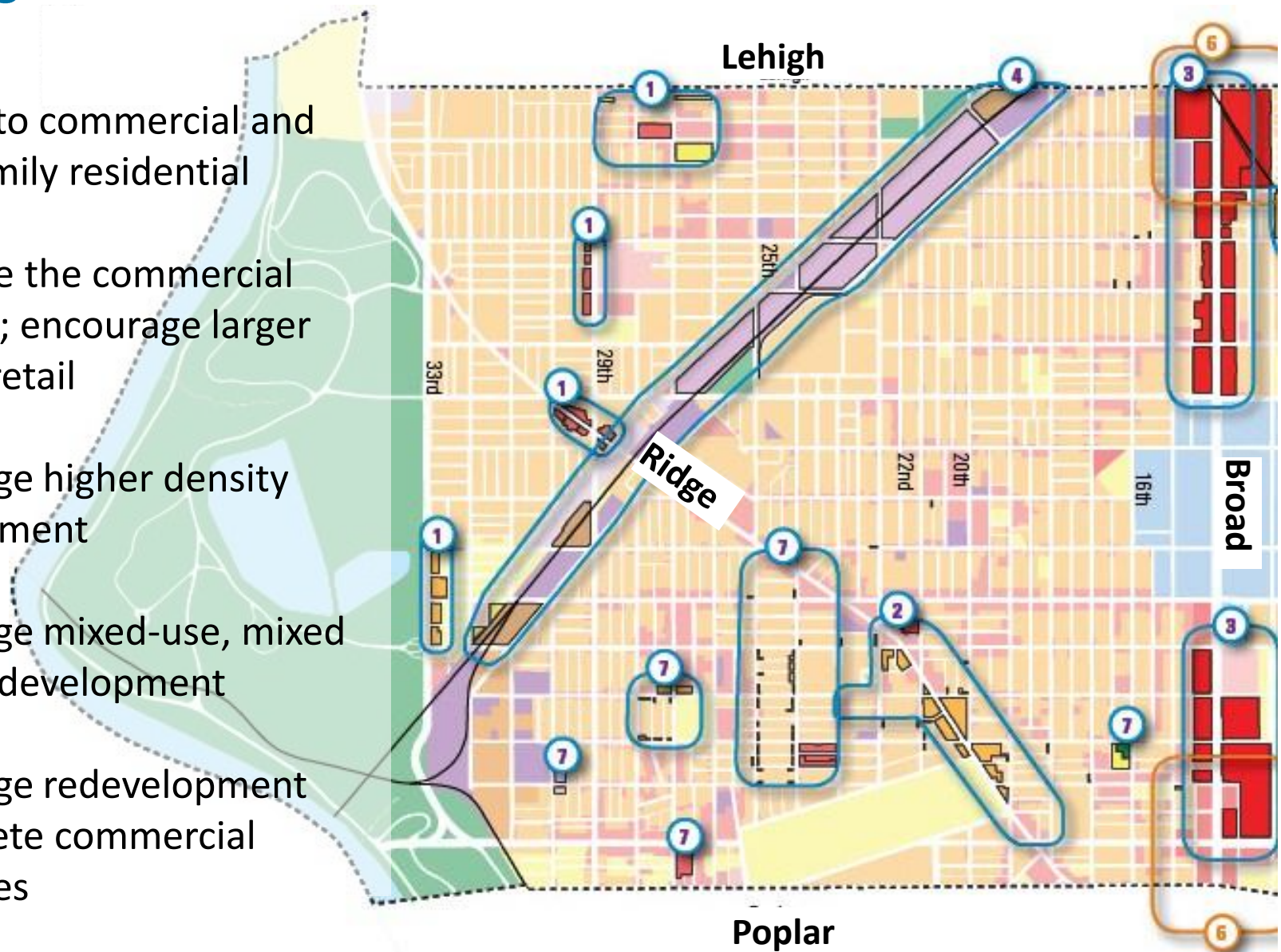


# Current Zoning: West of Broad Street



# Zoning to Advance the Plan: West of Broad Street












- 1 Upzone to commercial and multi-family residential
- 2 Right size the commercial corridor; encourage larger format retail
- 3 Encourage higher density development
- 6 Encourage mixed-use, mixed income development
- 7 Encourage redevelopment of obsolete commercial properties

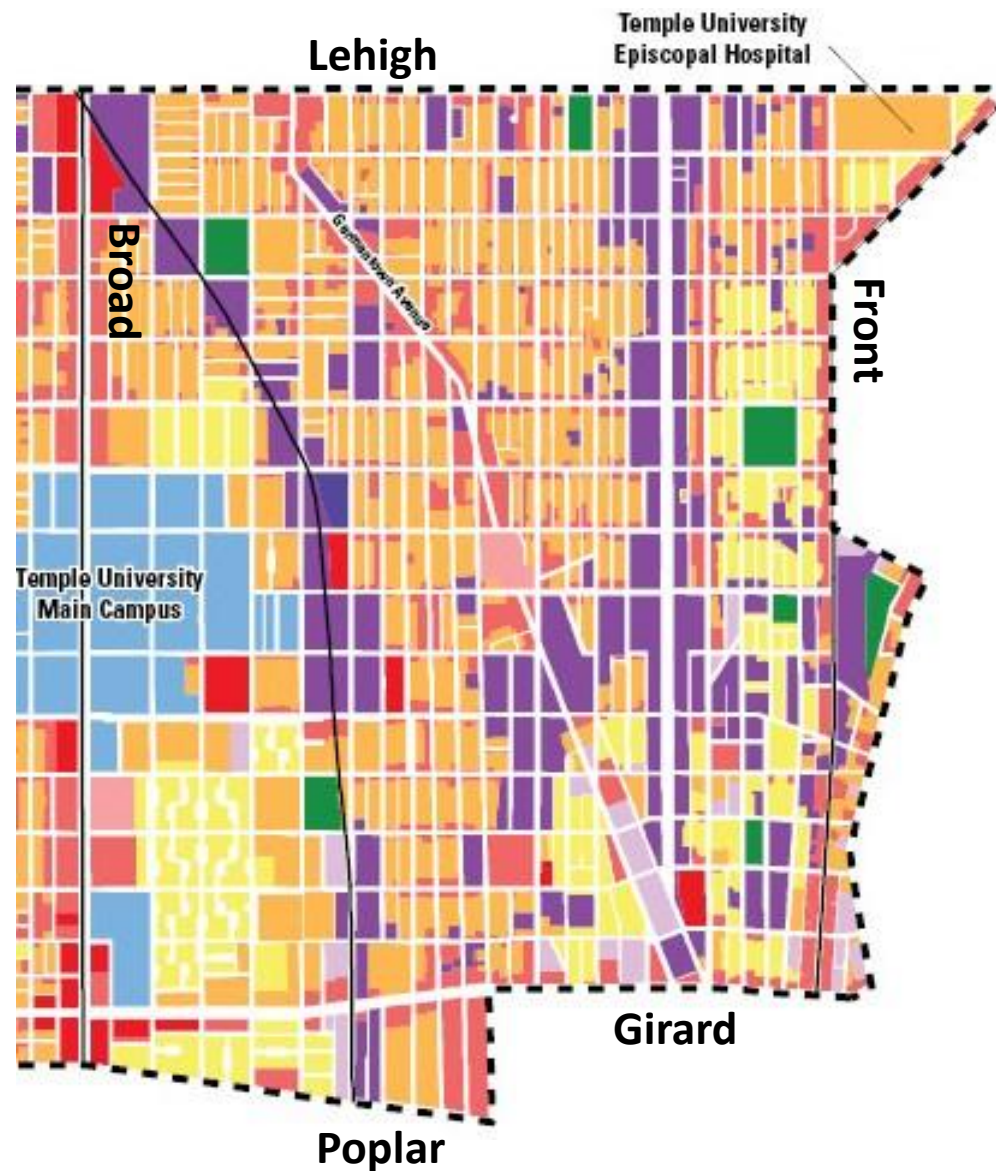




# Current Zoning: East of Broad Street

## Existing Zoning

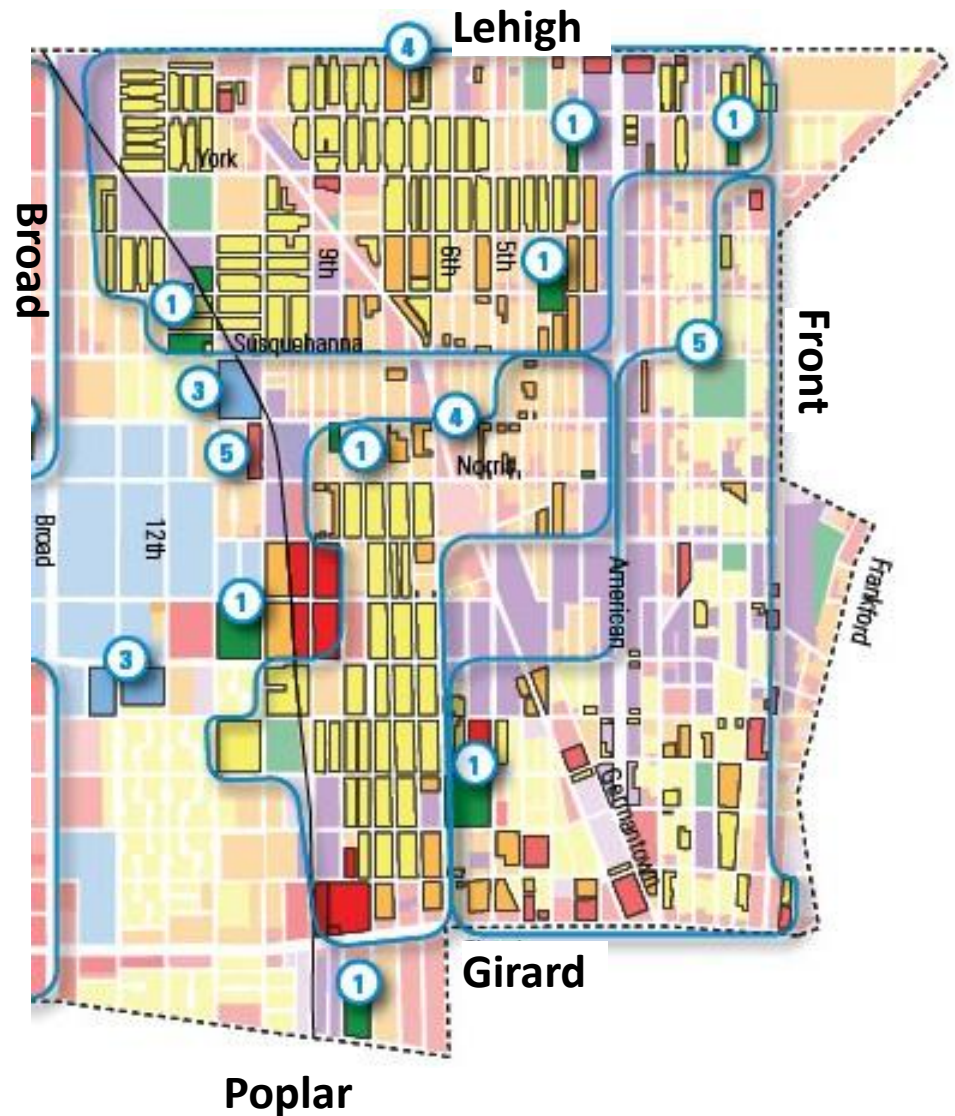
	Residential Single Family Attached	RSA-2; RSA-3; RSA-5
	Residential Multi-Family	RM-1; RM-2; RM-4
	Residential Mixed-Use	RMX-2
	Auto-Oriented Commercial	CA-1; CA-2
	Neighborhood Commercial Mixed-Use	CMX-1; CMX-2; CMX-2.5
	Community/Center City Commercial Mixed-Use	CMX-3; CMX-4
	Medium Industrial	I-1; I-2
	Heavy Industrial	I-3
	Industrial Commercial Mixed-Use	ICMX
	Institutional Development	SP-INS
	Recreation	SP-PO-A





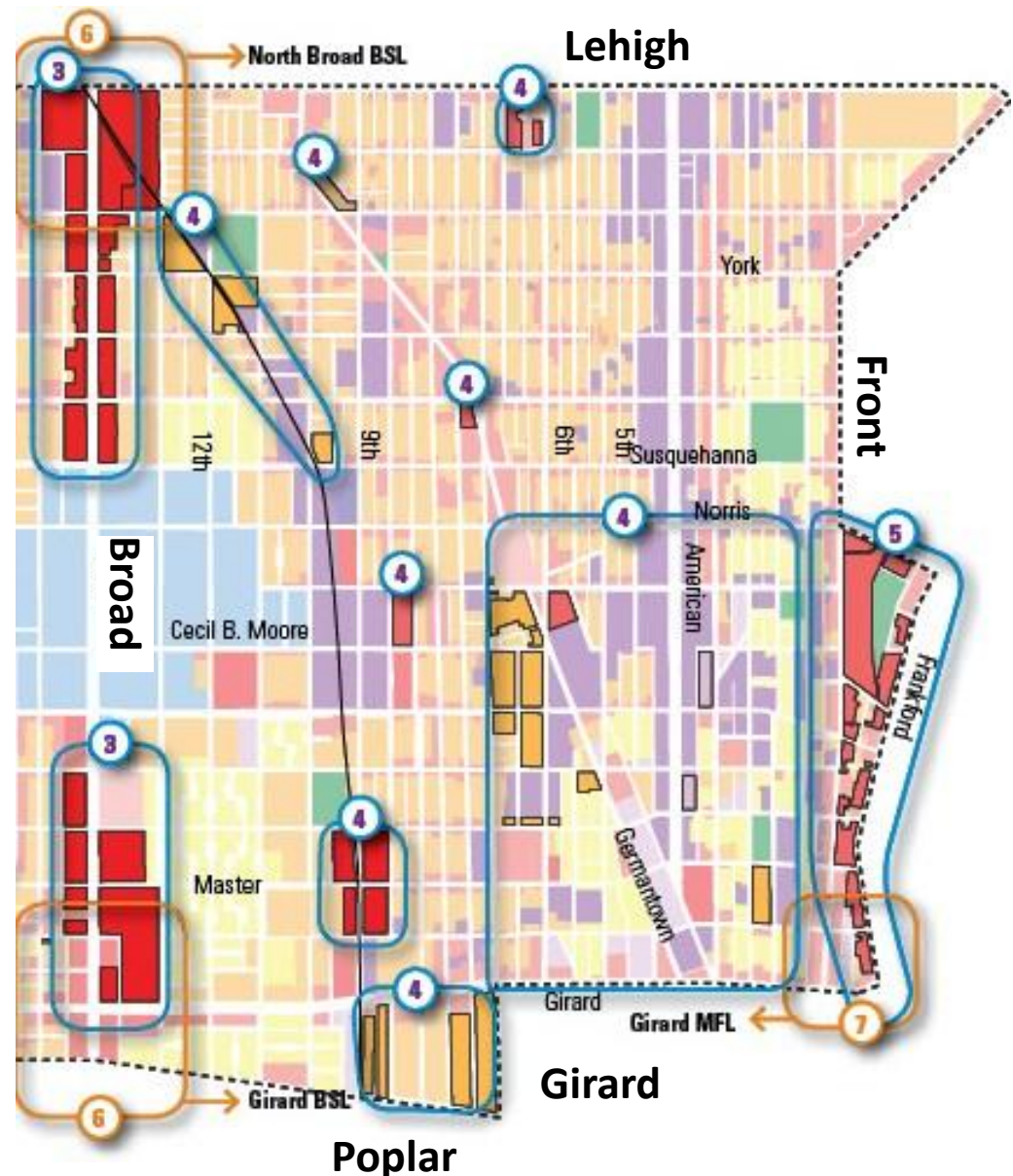
# Corrective Zoning: East of Broad Street

- 1** Rezone parks and open spaces to reflect their current use
- 3** Add to SP-INS
- 4** Downzone to fortify single family residential blocks
- 5** Rezone from industrial to residential, commercial or industrial-commercial mix



# Zoning to Advance the Plan: East of Broad Street

- 3 Encourage higher density development
- 4 Transition obsolete industrial land to residential, residential, commercial, or an industrial-commercial mix
- 6 Encourage mixed-use, mixed income development
- 5 Transition obsolete industrial land to commercial mixed use
- 7 Encourage redevelopment of obsolete commercial properties





## **Lower North District Plan**

**The final plan will be  
on the Philadelphia  
2035 website  
in May 2014**

**The printed plan will  
be available by  
Summer 2014**





## **STAFF RECOMMENDATION: APPROVAL**

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