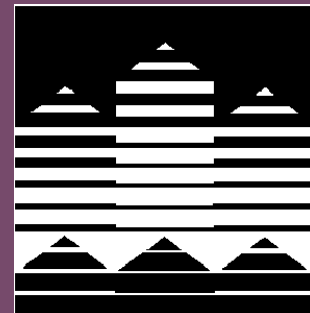
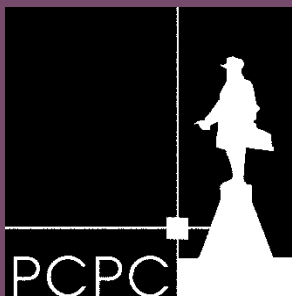


Making TOD Work for Older Neighborhoods

October 6, 2009

Pennsylvania Chapter of the American Planning Association

2009 Annual Conference





Panel

Jennifer Barr, PCPC

- Community Planner
- Project Manager

Paula Brumbelow, PCPC

- Development and Zoning Planner

Laura Seaman, RDA

- Community Planner



Presentation Contents

- Case Study Overview
- Process
- Implementation
 - Parking
 - Zoning
 - Historic Preservation
 - Redevelopment
- Discussion

JACKSON SQUARE AT SAN MARCO

PROPOSED BY
CRVI PHILLIPS LLP



Downtown Jacksonville

Kings Avenue
Station

San Marco
Downtown District

Proposed Transit
Extension

San Marco
River Front

East San Marco

5 Minute
Walk

Transit
Station

FEC
Park

San Marco
Promenade

Bishop Kenny
High School

New Signal

Hendricks Ave.

River Oaks Rd.

Regional
Water Plant

Proposed
Commuter
Rail

Phillips Hwy

White Ave.

Atlantic Blvd.

Douglas Anderson
School of the Arts

San Diego Rd.





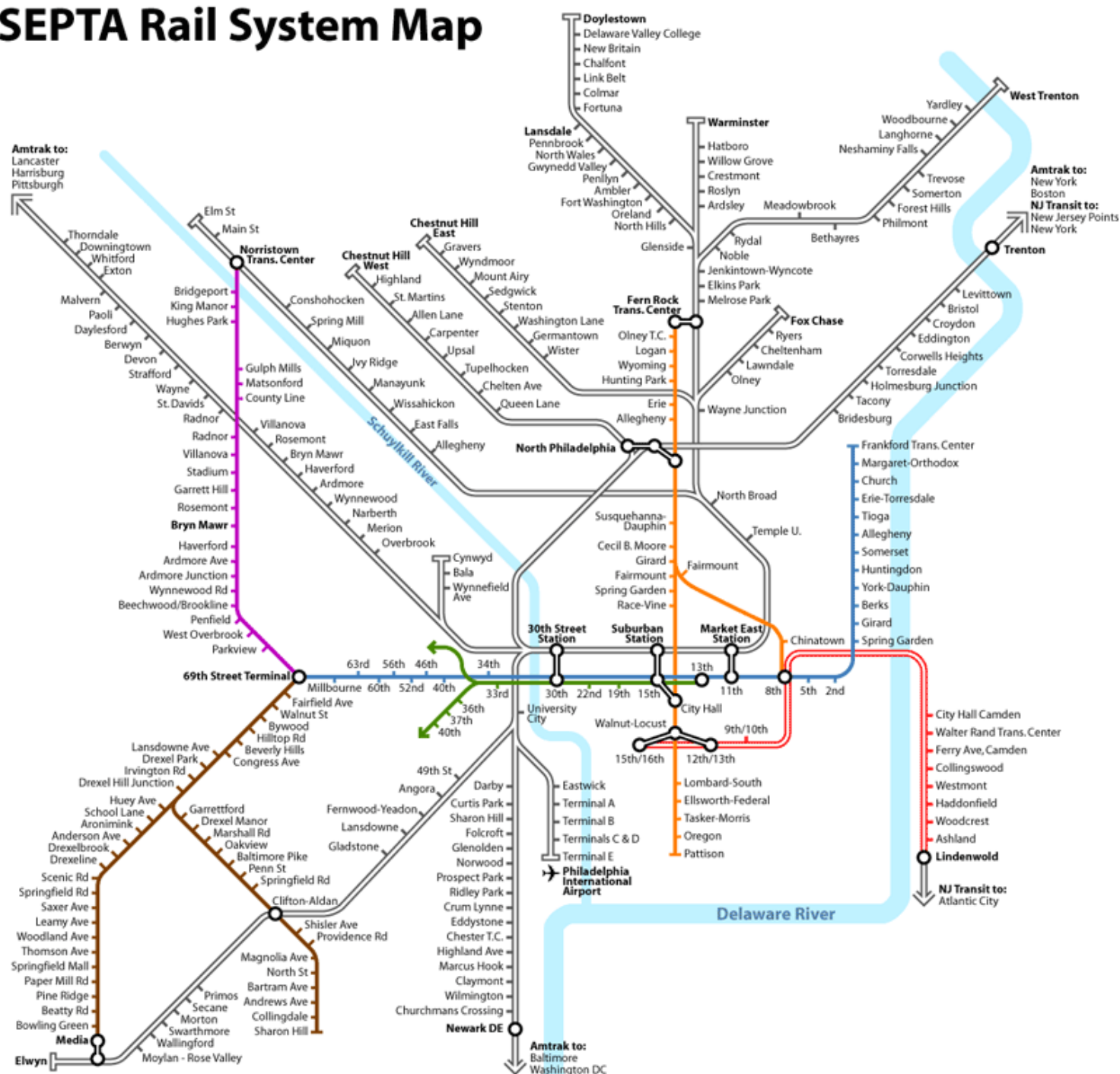
TOD in Older Neighborhoods

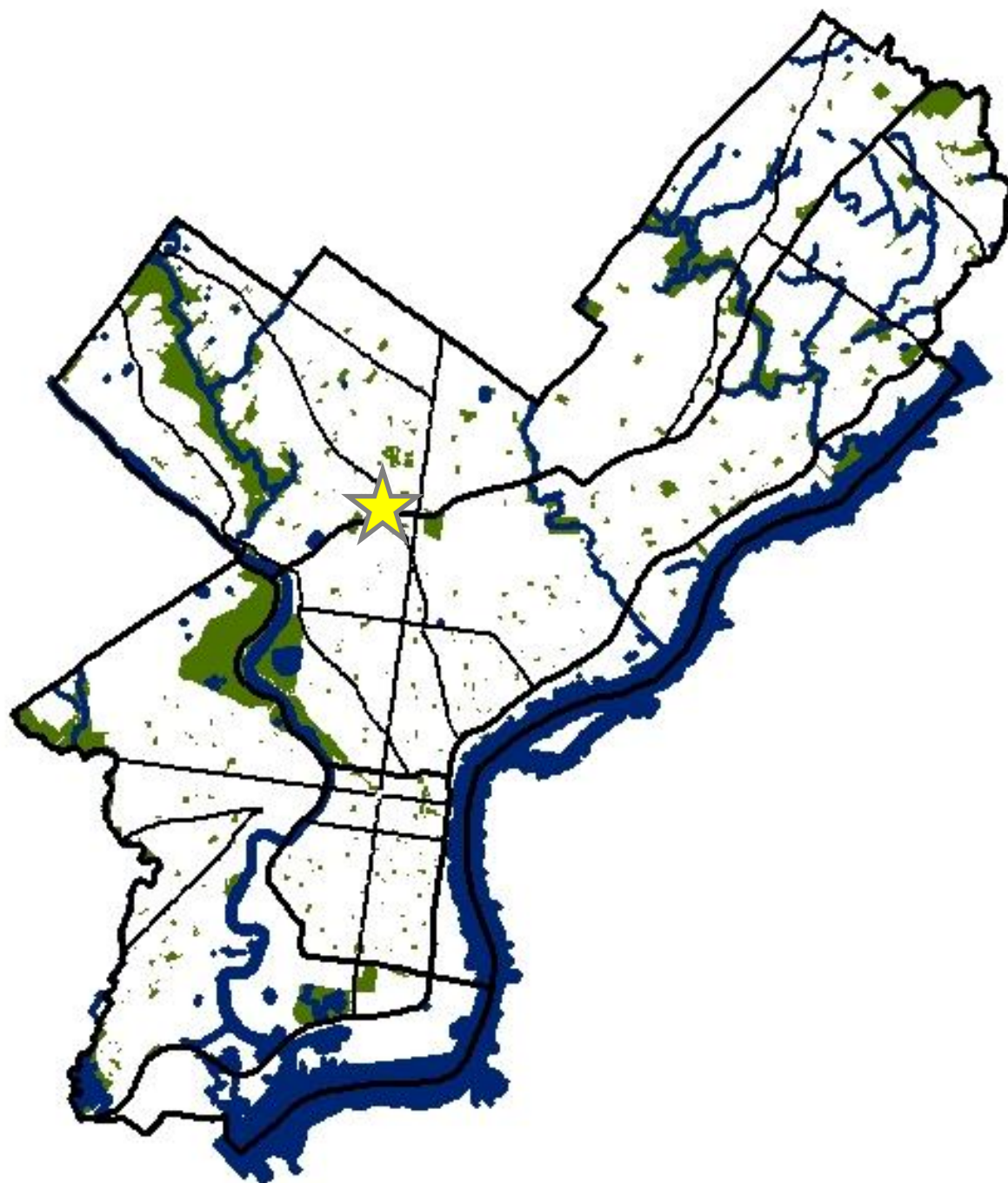
Too often the case studies we see are built on new transit lines, green fields or large brown fields, but how can older communities capitalize on this trend?

TOD for older communities is

- Green
- Builds upon pre-existing infrastructure
- Brings economic development and revitalization
- Allows for mixed-use and mixed-income development
- Higher Density

SEPTA Rail System Map







Wayne Avenue

Wayne Junction Station

Windrim Avenue

Germantown Avenue

Rt. 1 Roosevelt Extension











WAYNE MILLS
SINCE 1847
INDUSTRIAL PARK & OFFICE BUILDING
OFFICE AT OTHER END OF BLOCK







TO STENTON MUSEUM

GATEWAY SIGNS
"Welcome to Nicetown"
"Welcome to Germantown"

COASTAL GAS STATION

ADAPTIVE REUSE

ADAPTIVE REUSE

WAYNE MILLS

NEW DEVELOPMENT

WINGHOCKING

DEVELOPMENT OPPORTUNITY

ADAPTIVE REUSE

FUTURE PARK-AND-RIDE OPPORTUNITY

GATEWAY SIGNS
"Welcome to Nicetown"
"Welcome to Germantown"

OPEN SPACE AND SKATE PARK

FROM ROOSEVELT EXPRESSWAY



SAVE OUR ABANDONED GERMANTOWN COMMUNITY!

ALERT

IMPORTANT COMMUNITY MEETING

THURSDAY, SEPTEMBER 13, 2007



FIRST PRESBYTERIAN CHURCH
35 WEST CHELTEN AVENUE
6:30 P.M.

*Germantown and Wayne Junction
Transit-Oriented Neighborhood Plan*

INVITED GUESTS
Philadelphia City Planning Commission
The Department of Commerce
Neighborhood Transformation Initiative (NTI)

Now is the time to be heard!
Be a part of the Germantown Planning!

Vital issues to be discussed:

- 
- 
- Germantown Neighborhood's Housing
 - Commercial Corridors
 - SEPTA Transit Stations
(Wayne Junction, Germantown, Wister, Cheltenham and Queen Lane)
 - Creation of Jobs
 - Economic Growth
 - And...

Revitalization and Stabilization of Germantown is in your Hands!!!

WISTER NAC OFFICE
5007 GERMANTOWN AVE • PHILA, PA 19144 • 215-843-6565

SAVE OUR ABANDONED GERMANTOWN COMMUNITY!



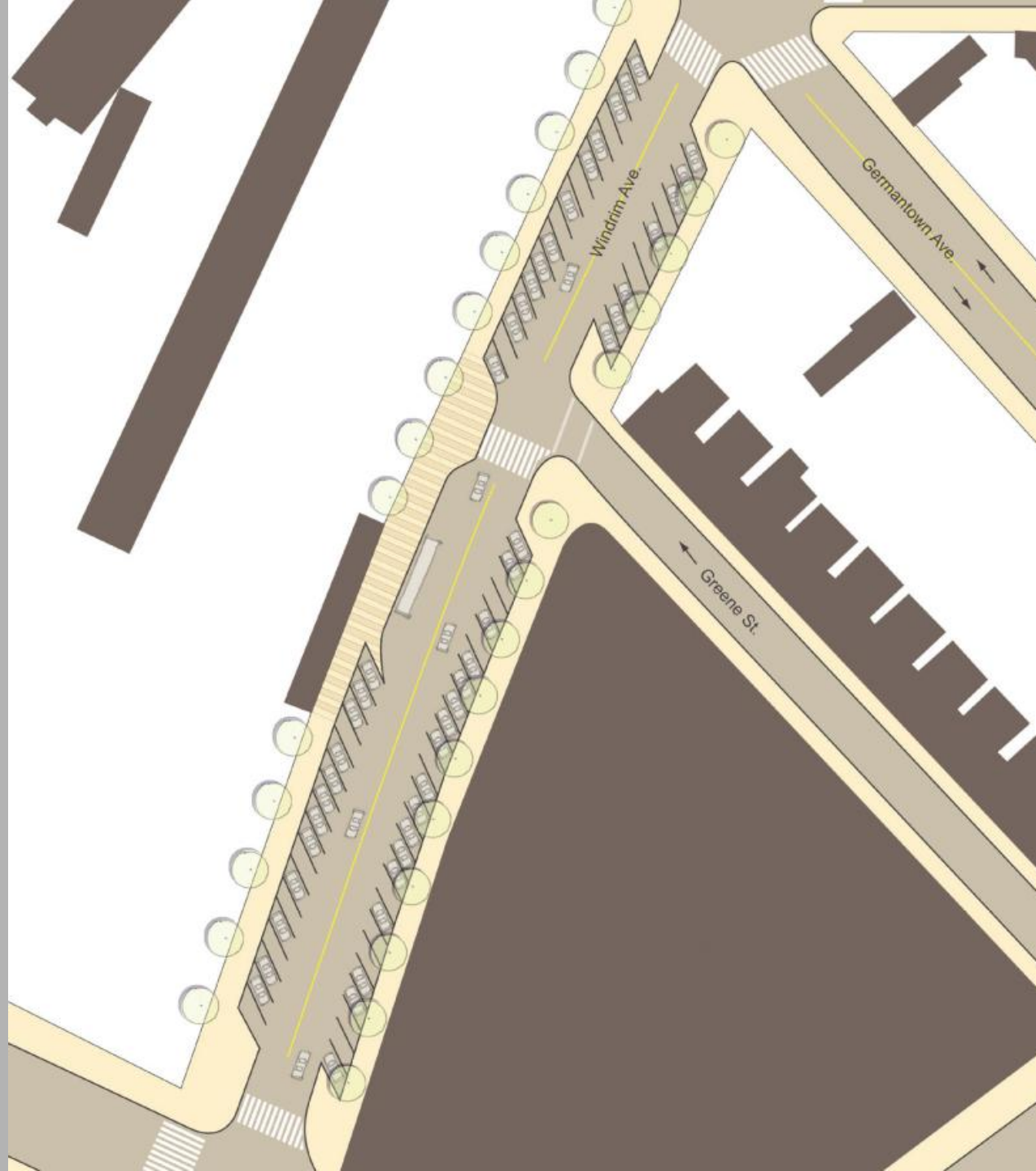
Community Engagement

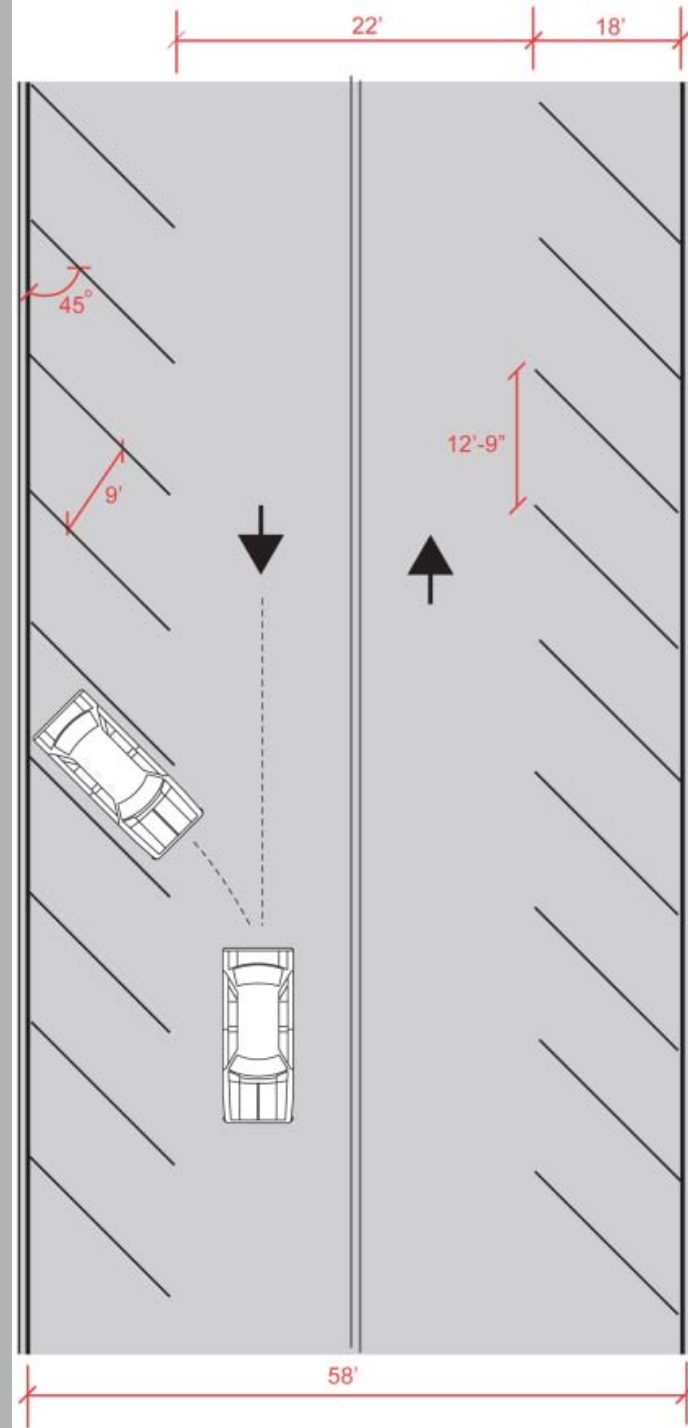
- Advisory Committee
 - Large, grew as project progressed
- Implementers and community at the same table
 - Inclusive as possible
- Germantown's community organizations are fractured
- Misunderstandings
 - Bid process
- **What is a plan?**
 - **When a plan is finished, it is just the beginning, not the end of a process**

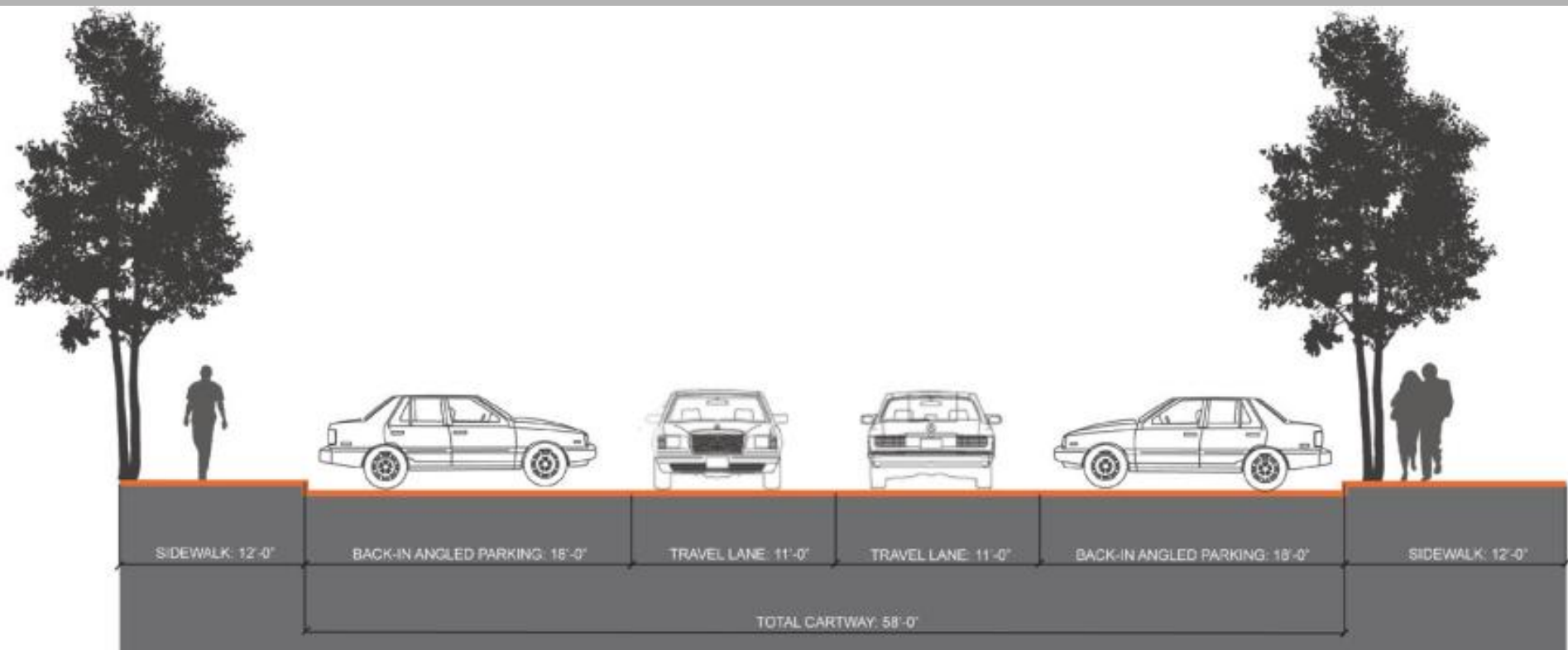


Implementation

Parking









Historic Preservation & Zoning



Various Early 19th to Early
20th Century Industrial

Wayne Mills

Wayne Avenue

Max Levy
Autograph

Wayne Junction Station

Windrim Avenue

The Brown
Instrument
Company

Germantown Avenue

Rt. 1 Roosevelt Extension



Max Levy's Screens

Still remain the Standard.



Special Screens for Three-Colour Work :

The circular screen fitted in Levy's rotary aluminium holder, guarantees accuracy in duotype, three and four-colour work.

Economic Screens :

Ruled but not etched. Valuable for extra large sizes, special rulings, or for occasional use. Price one-half list on Engraved Screens.

Large Sizes :

A new machine is completed, capable of ruling up to 72×72 inches.



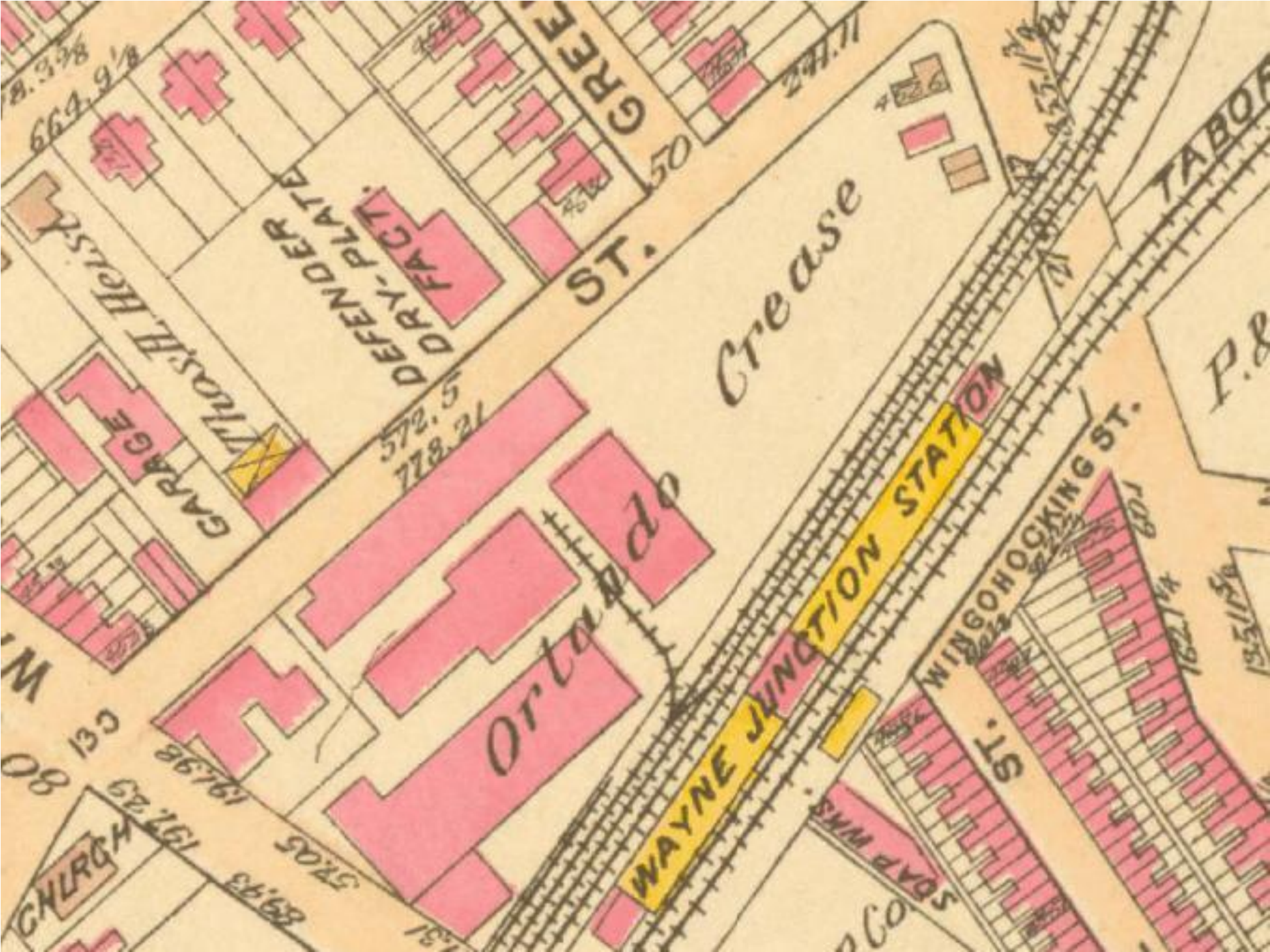
MAX LEVY,

Wayne Avenue and Berkley Street, Wayne Junction,
PHILADELPHIA, Pa., U.S.A.

FOREIGN SELLING AGENTS :

ENGLAND : A. W. Perrose & Co., Ltd., London.
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AUSTRALIA : Midglove Brothers, Sydney.
SOUTH AMERICA : H. Stein, Buenos Ayres.





The Custom Frame Art
215-849-9152

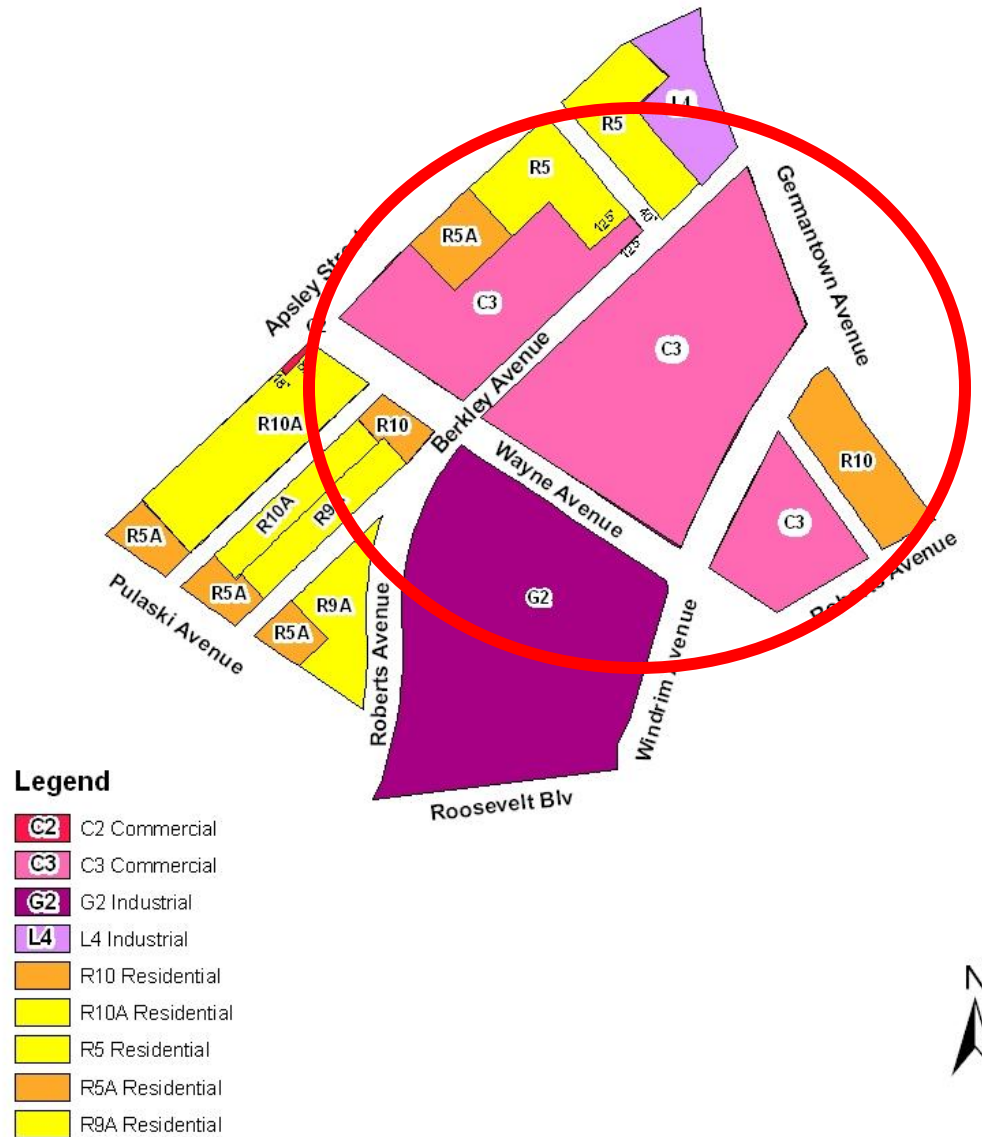
May's
M-Ko-Ed
Call Home: 215-849-9152

International Martial Arts Academy
JUDO KARATE
TAE KWON DO
JIT KUNG FU
Call Home: 215-849-9152

THE MOUNTAIN
BY
BLOOMING
215-849-9152

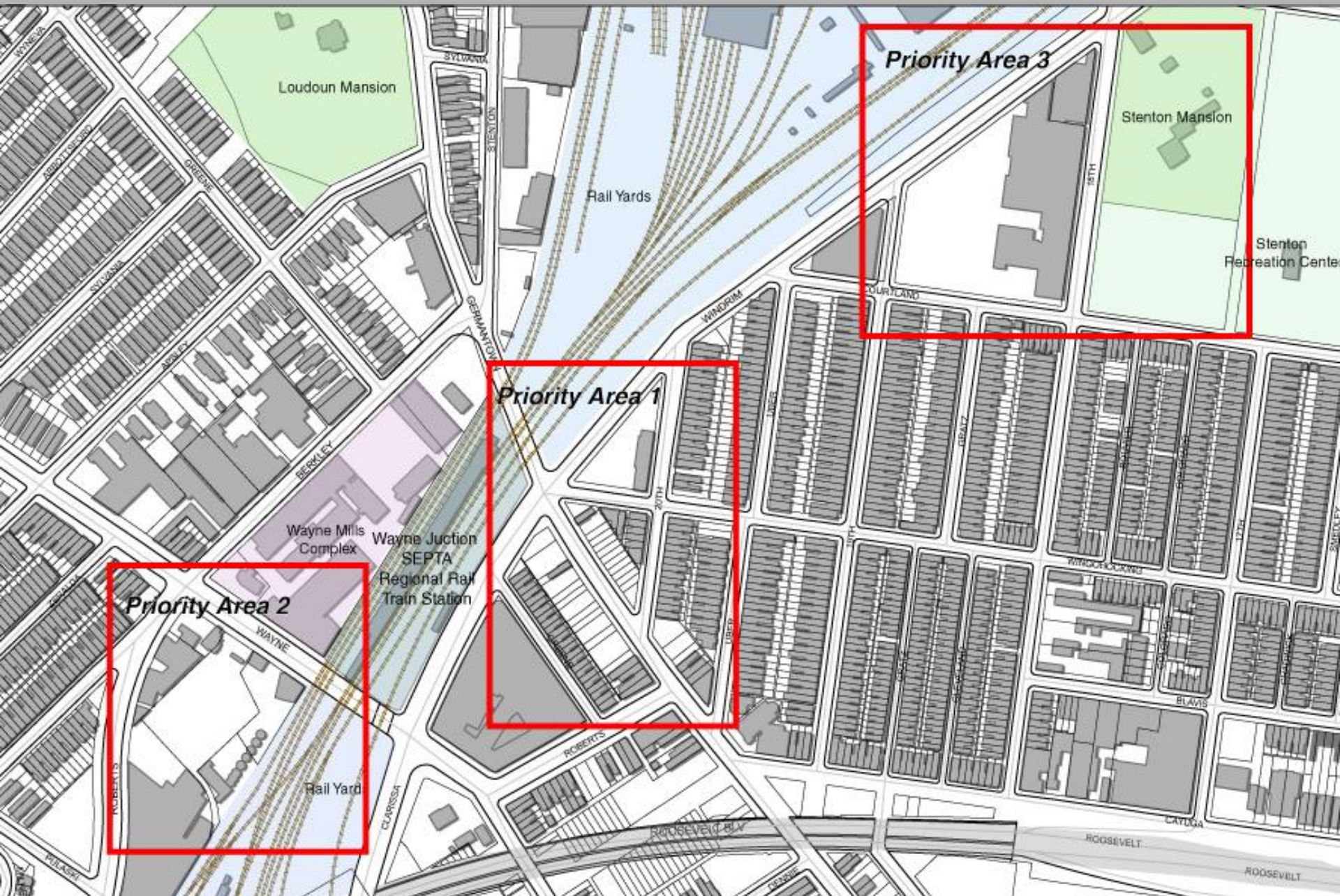
Martial Arts
Call Home: 215-849-9152

WAYNE JUNCTION - PROPOSED ZONING





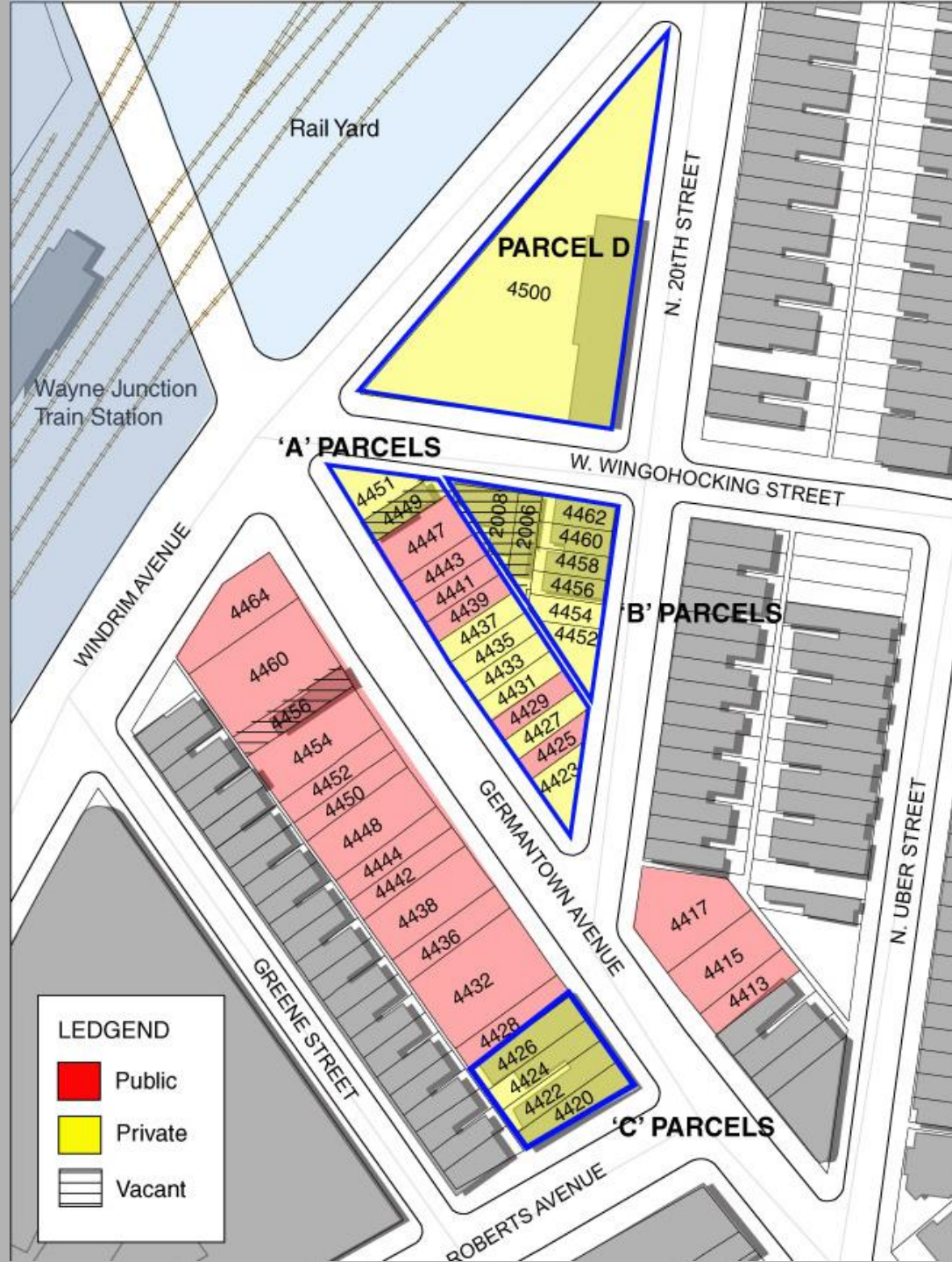
Redevelopment Plans & Zoning

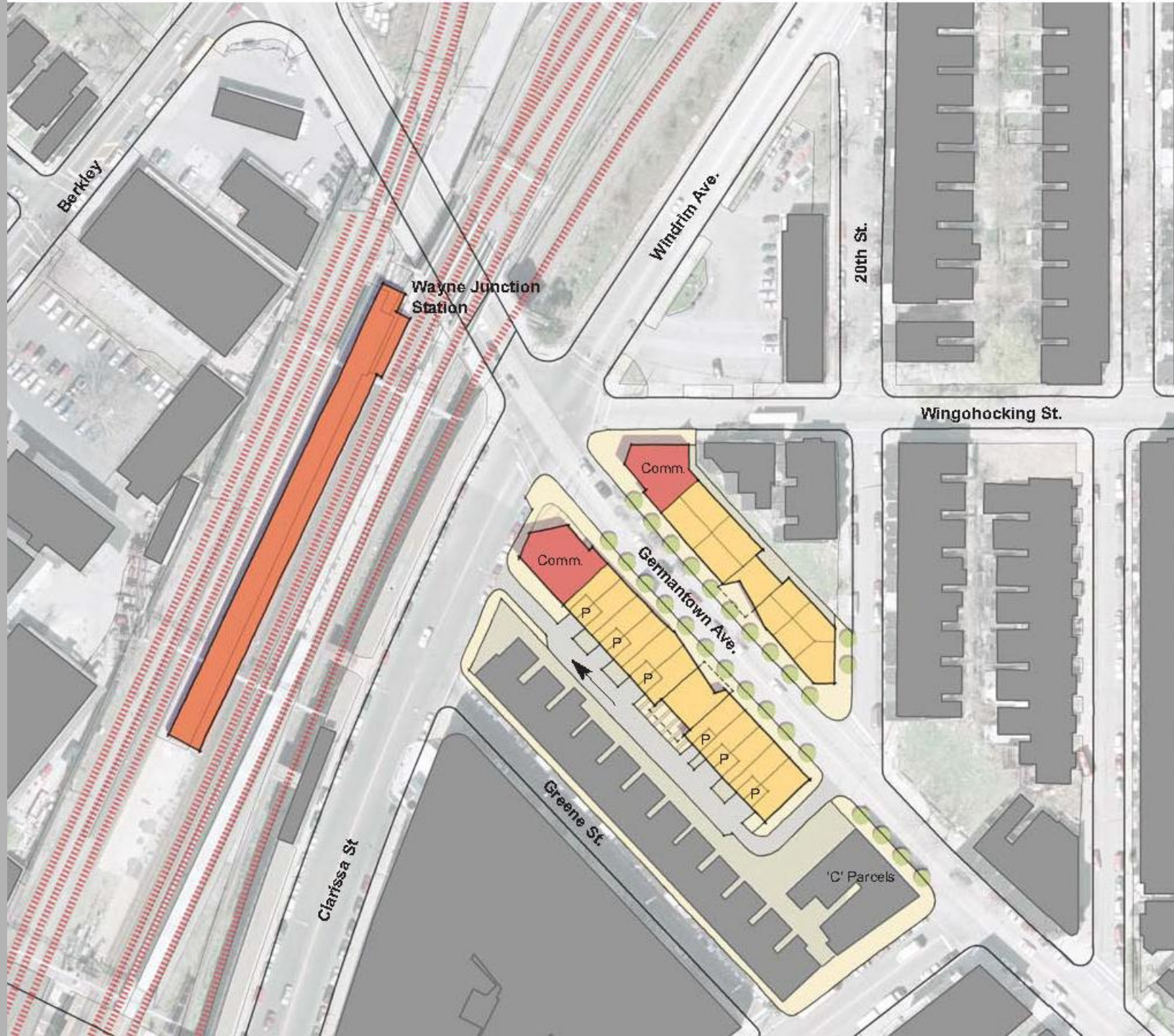


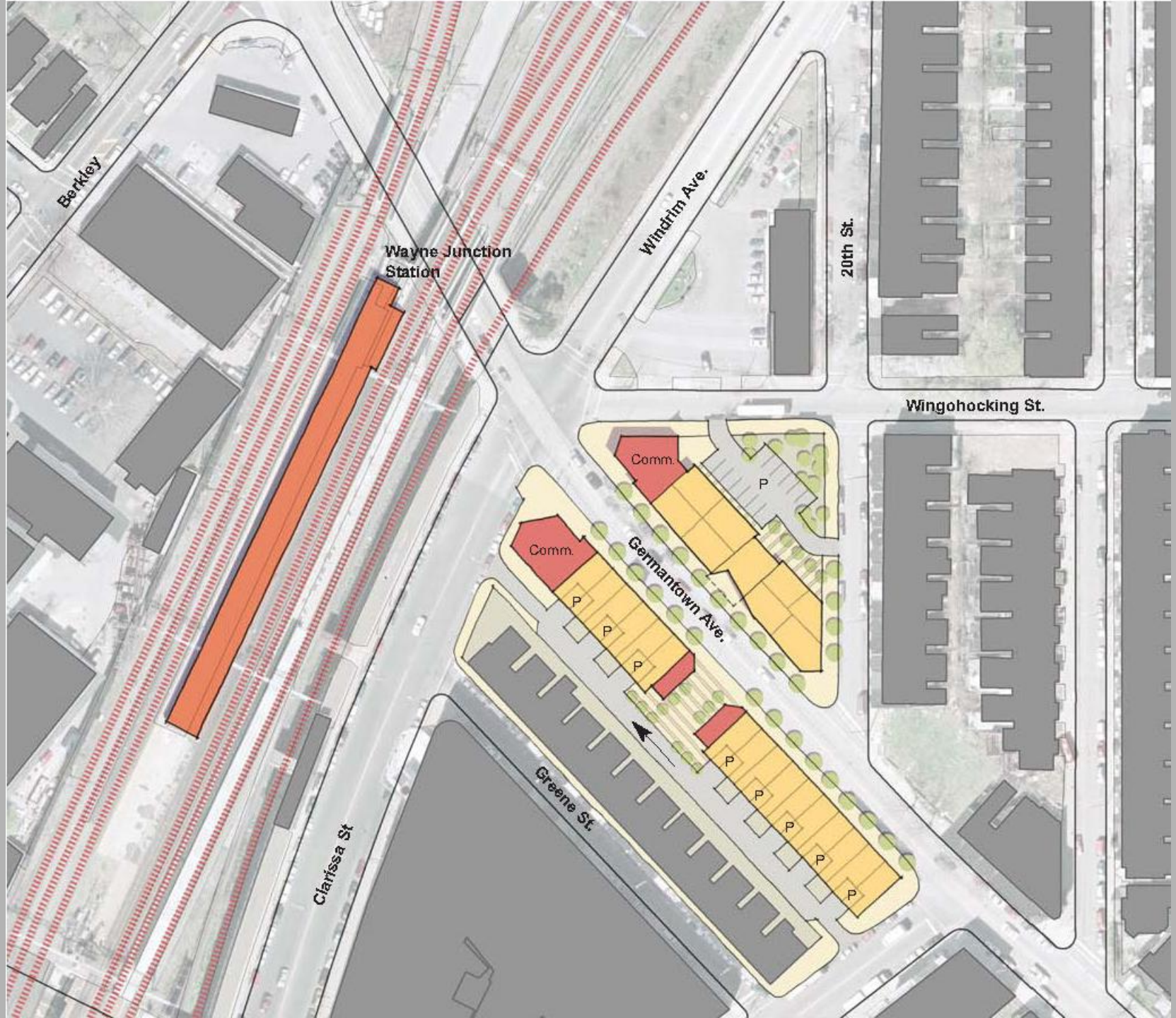
Priority Area 3

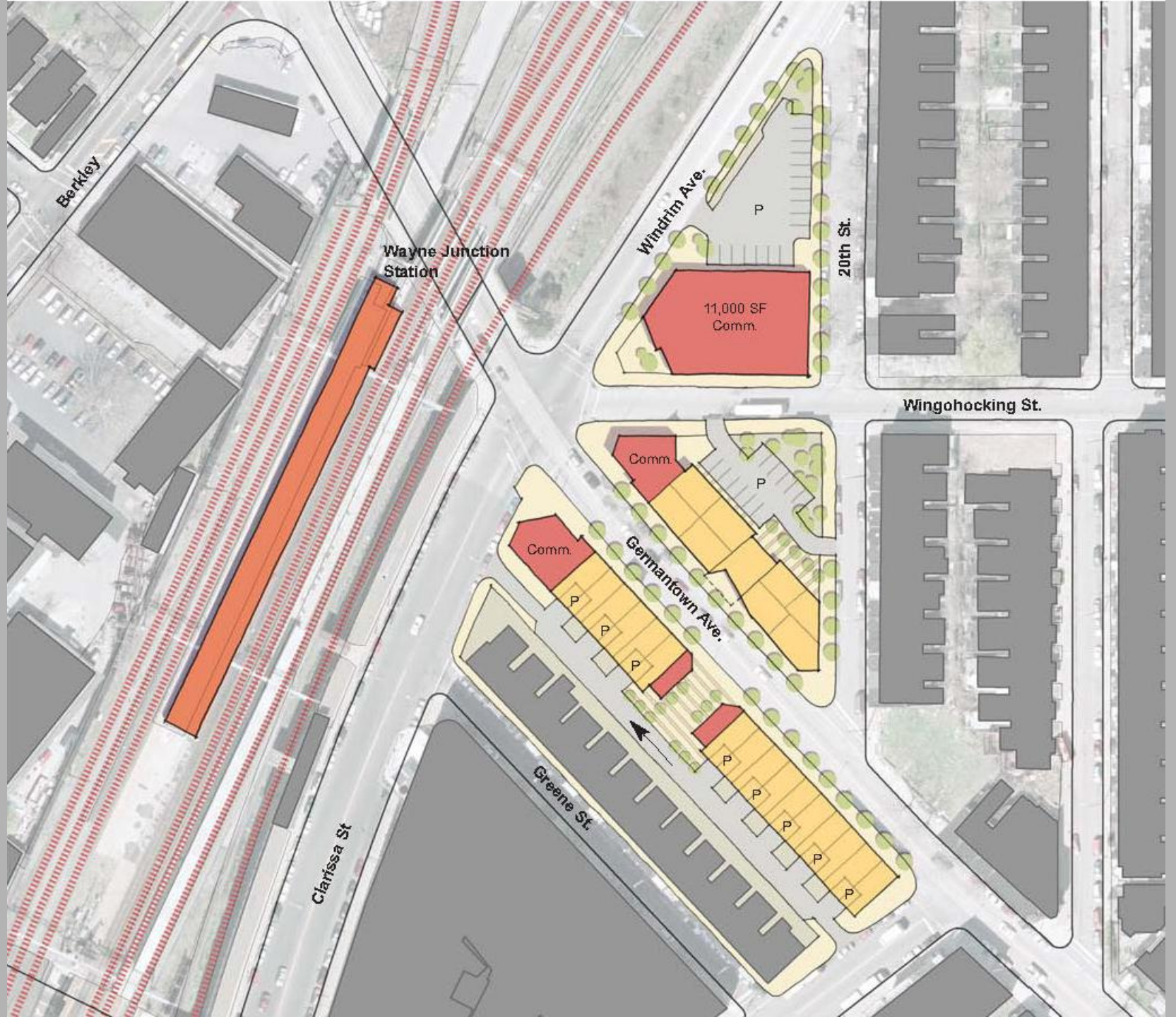
Priority Area 1

Priority Area 2

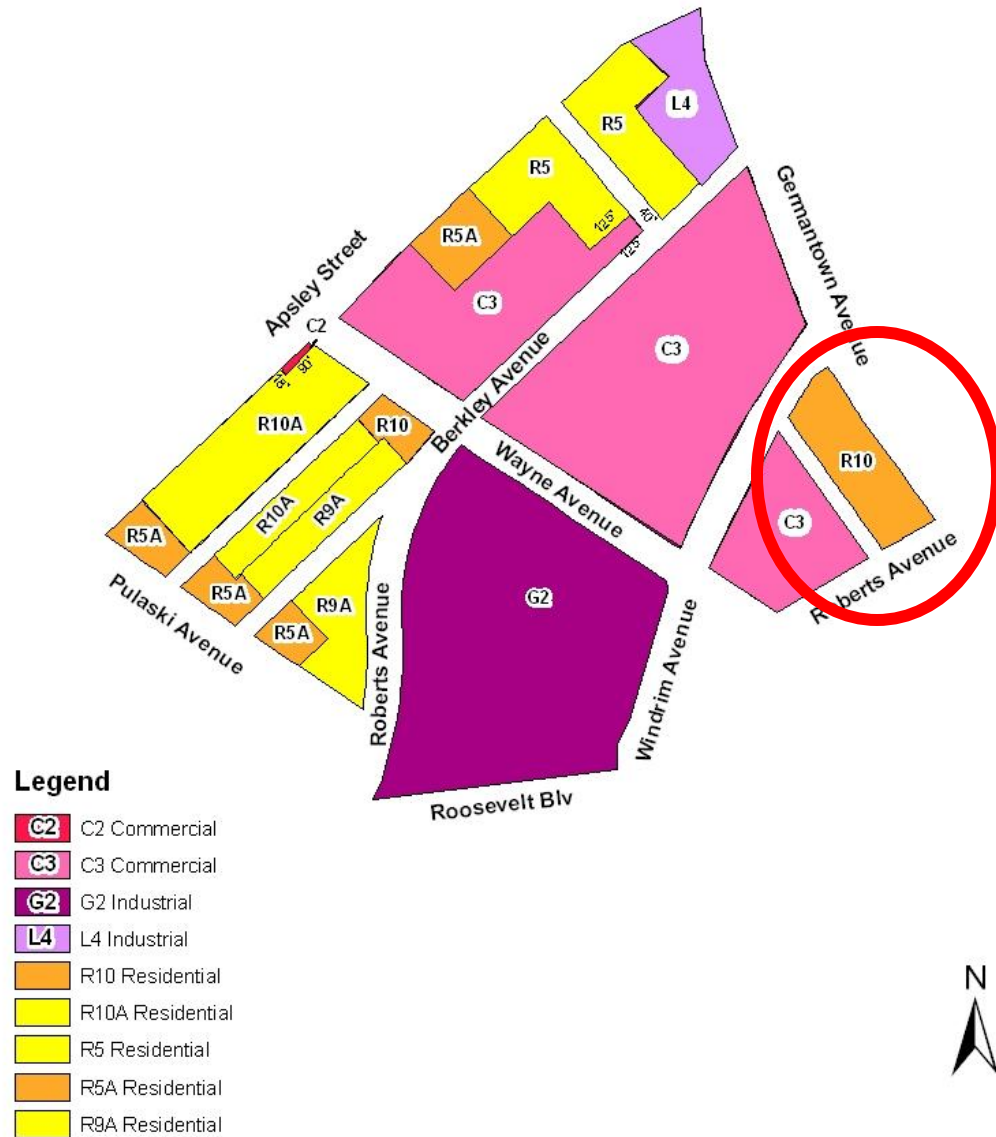


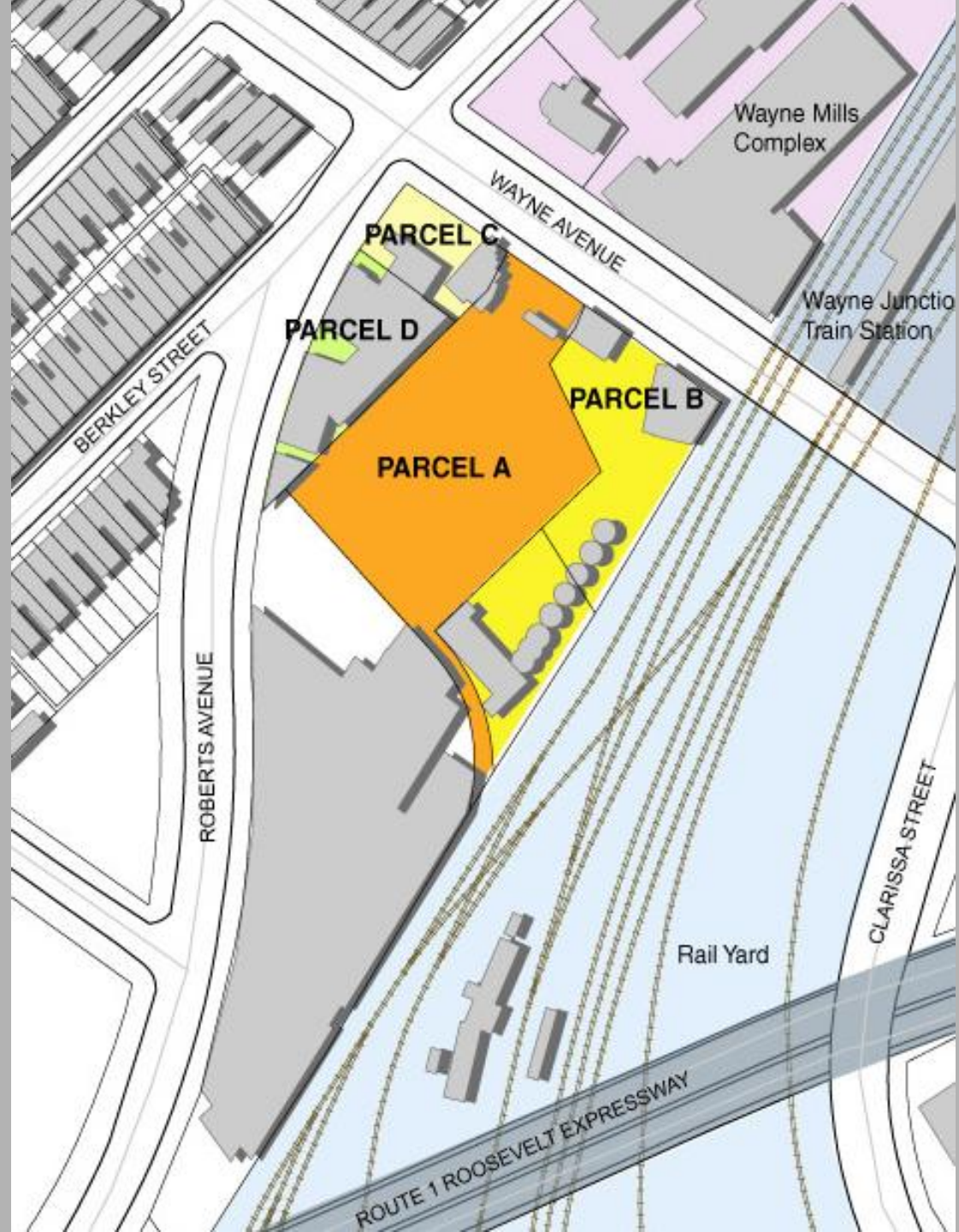




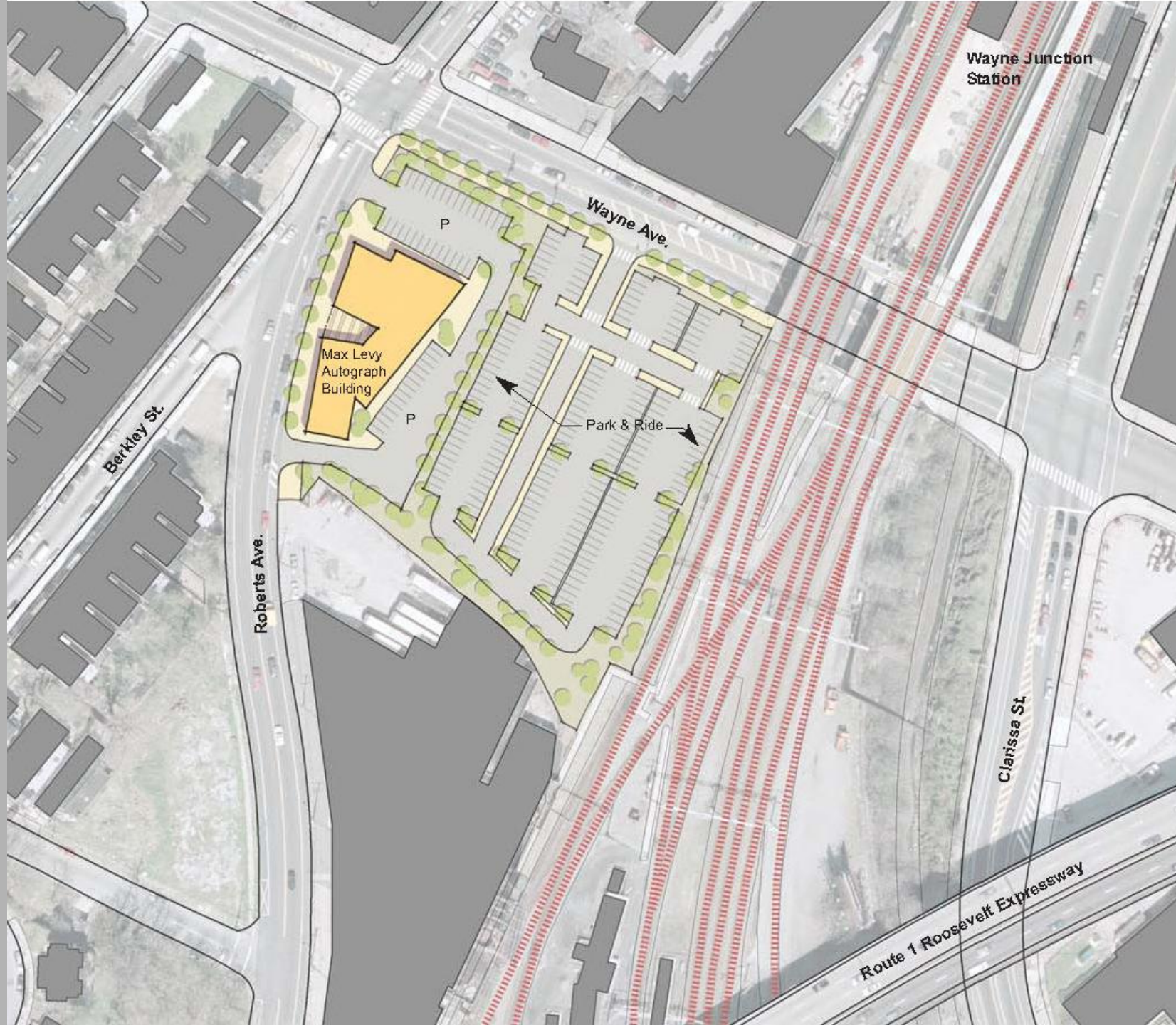


WAYNE JUNCTION - PROPOSED ZONING









Wayne Junction
Station

Wayne Ave.

Max Levy
Autograph
Building

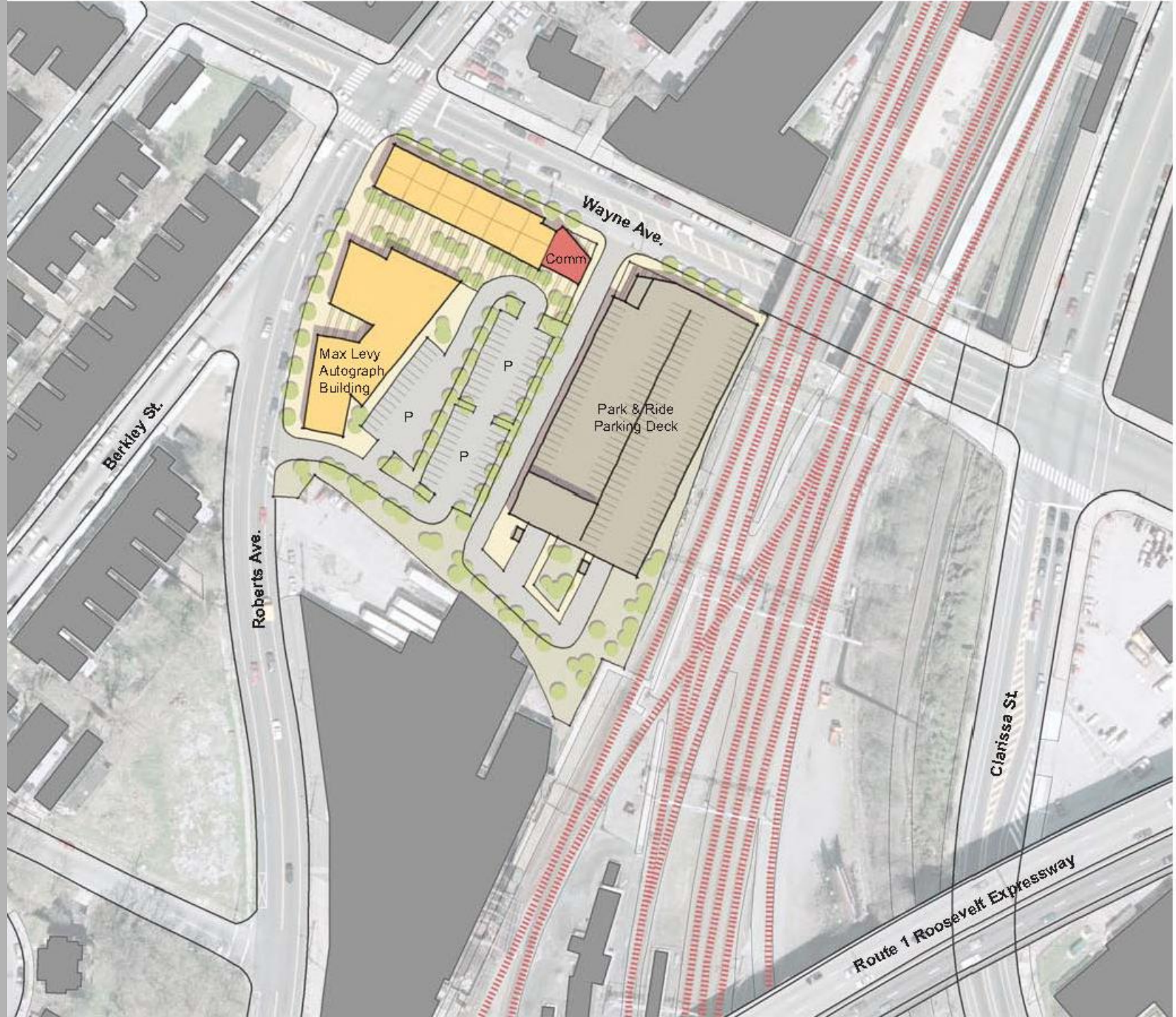
Park & Ride

Berkeley St.

Roberts Ave.

Clarissa St

Route 1 Roosevelt Expressway



Berkley St.

Roberts Ave.

Wayne Ave.

Comm

Max Levy
Autograph
Building

P

P

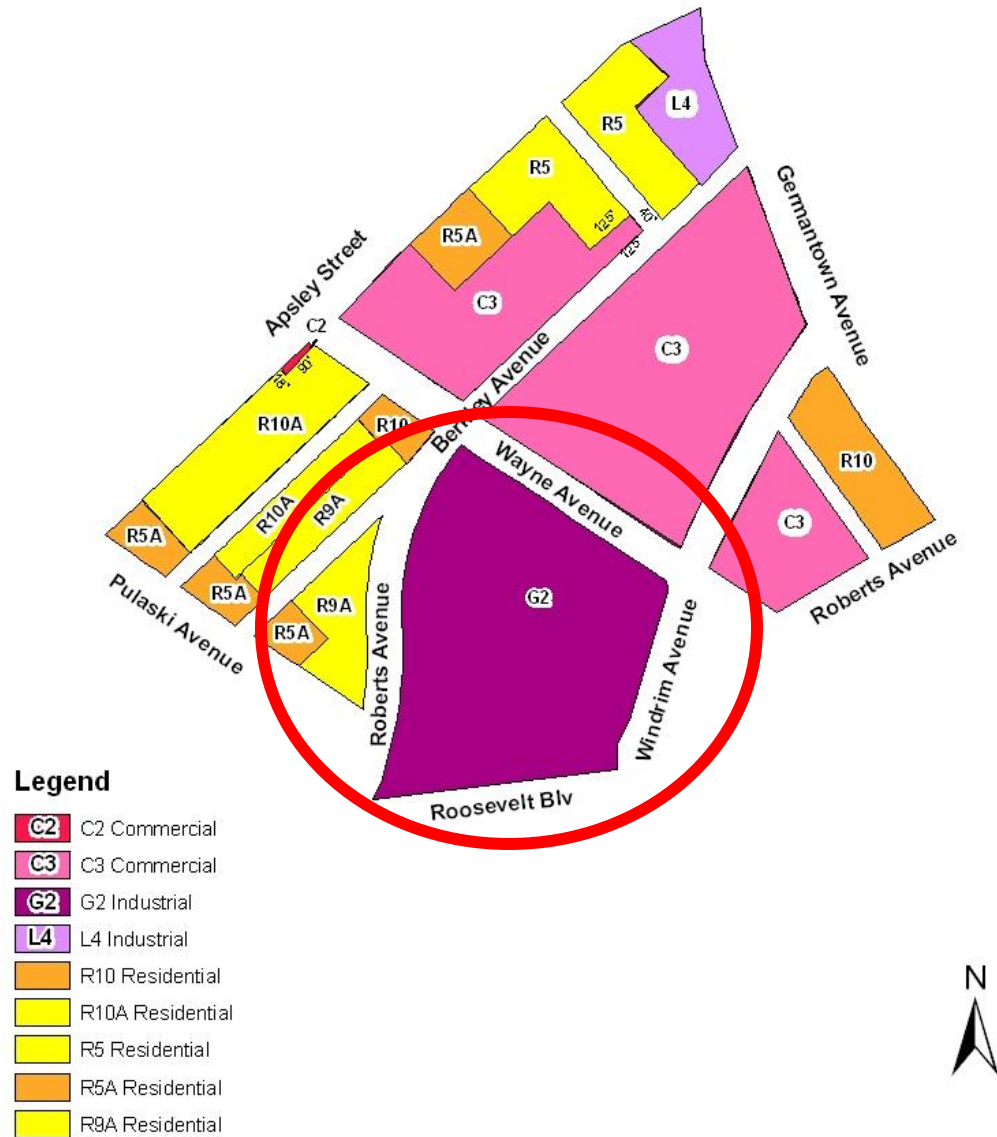
P

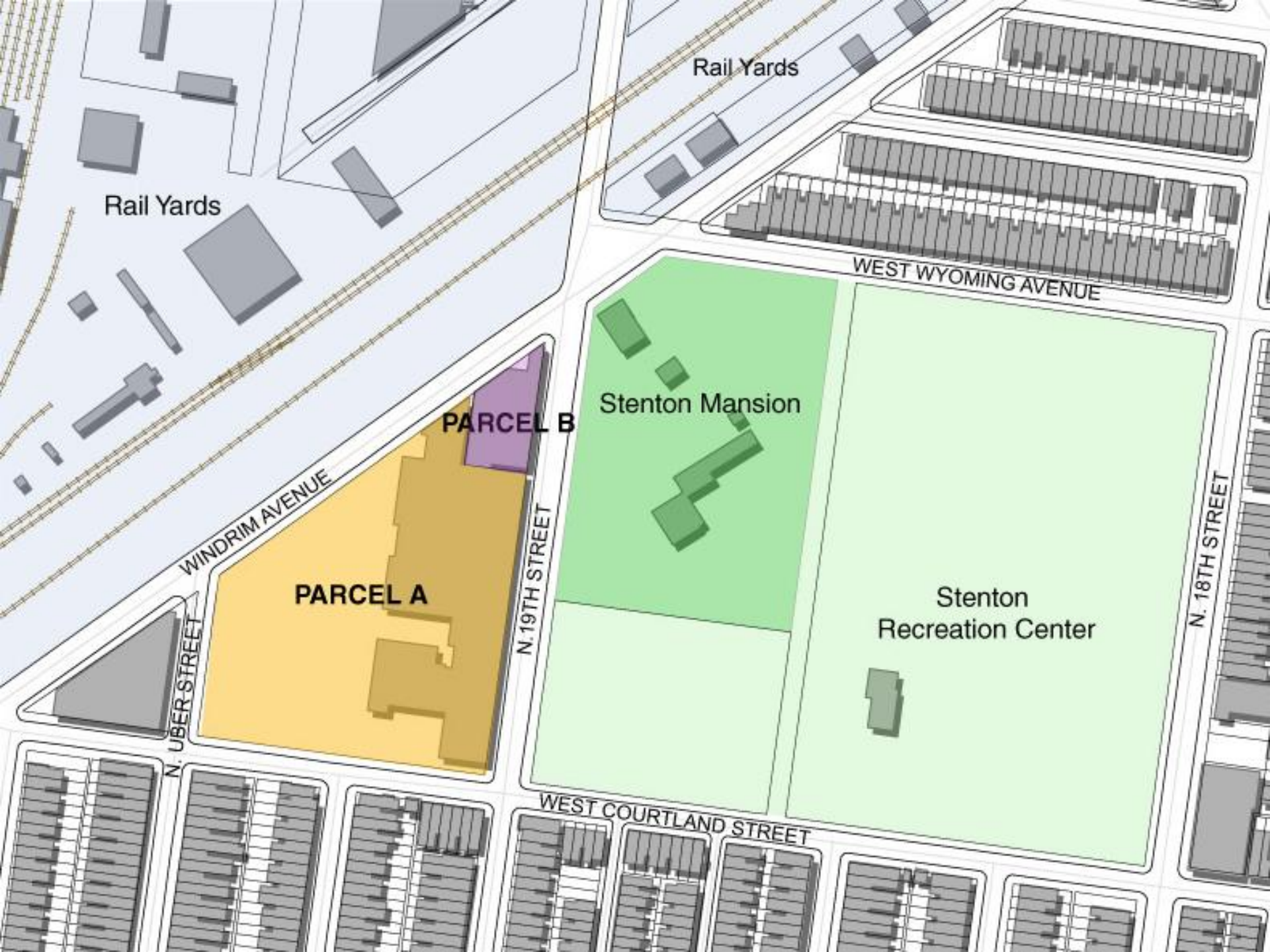
Park & Ride
Parking Deck

Clarissa St

Route 1 Roosevelt Expressway

WAYNE JUNCTION - PROPOSED ZONING





Rail Yards

Rail Yards

WEST WYOMING AVENUE

Stenton Mansion

PARCEL B

PARCEL A

Stenton
Recreation Center

WINDRIM AVENUE

N. 19TH STREET

N. 18TH STREET

N. UBER STREET

WEST COURTLAND STREET



Stenton







Windrim Ave.

Support Bldg. /
Produce Stand

Urban Agriculture
Site A

Urban Agriculture
Site C

Urban Agriculture
Site B

Stenton
Mansion

Stenton
Recreation
Center

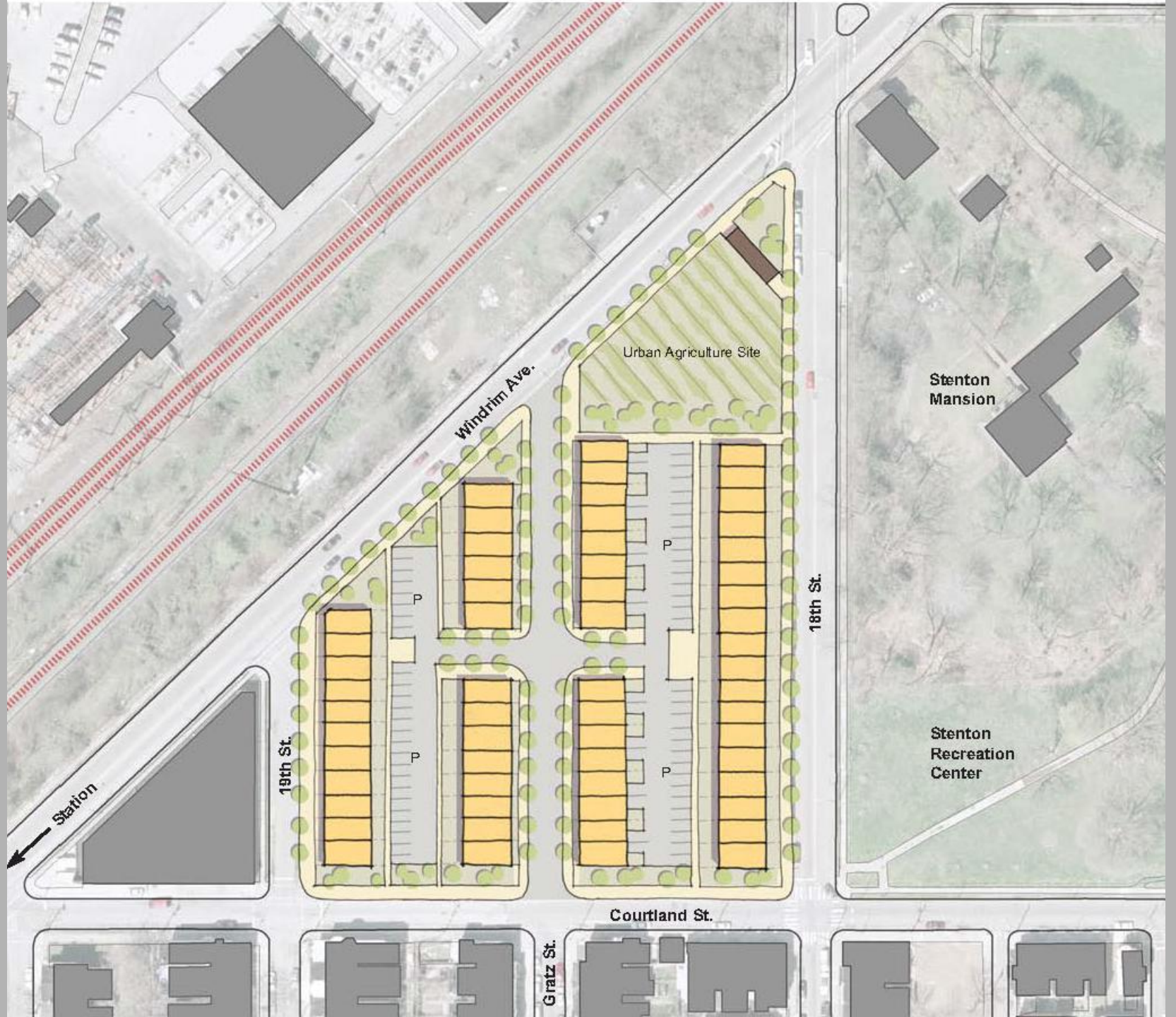
Station

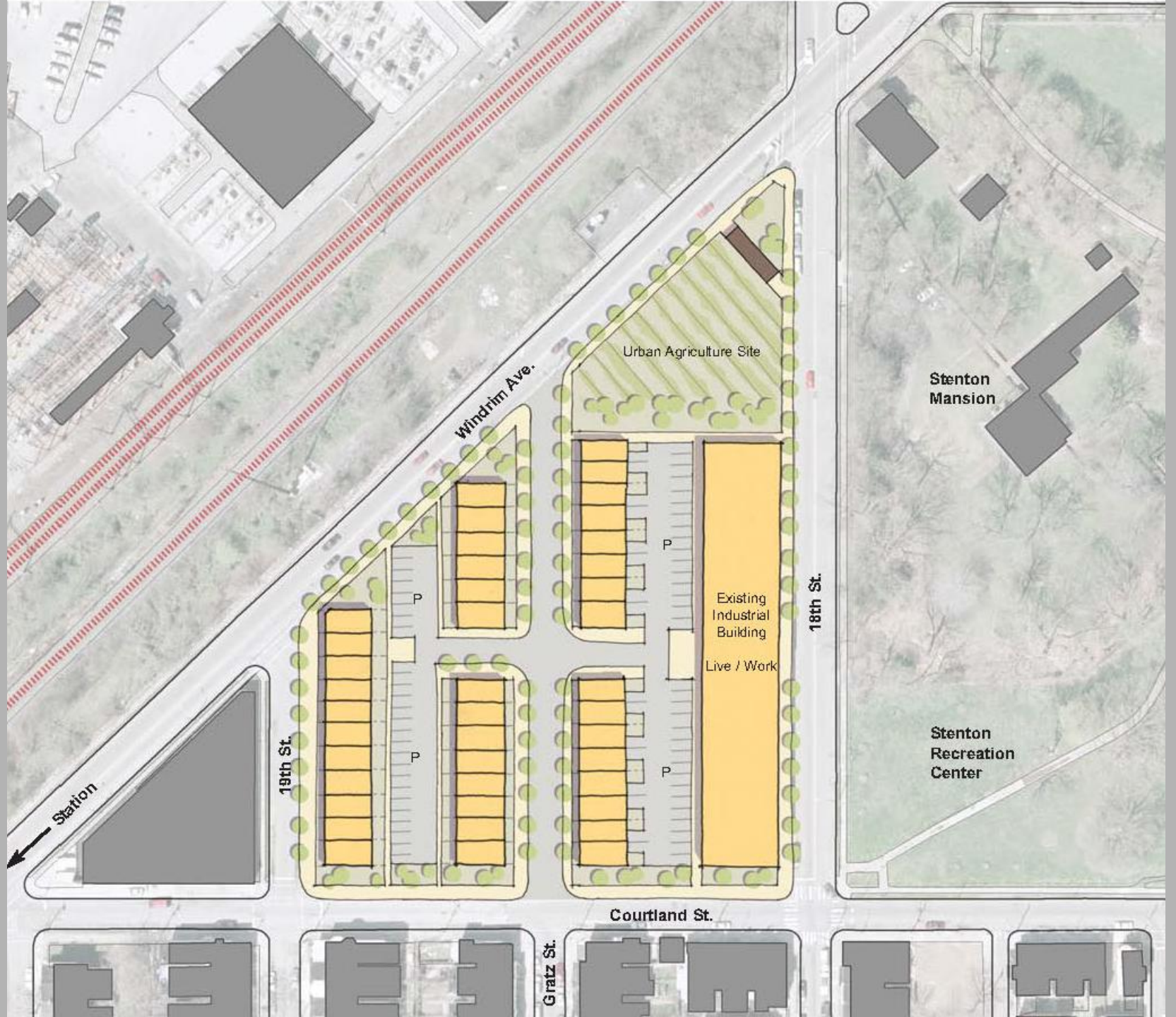
19th St.

18th St.

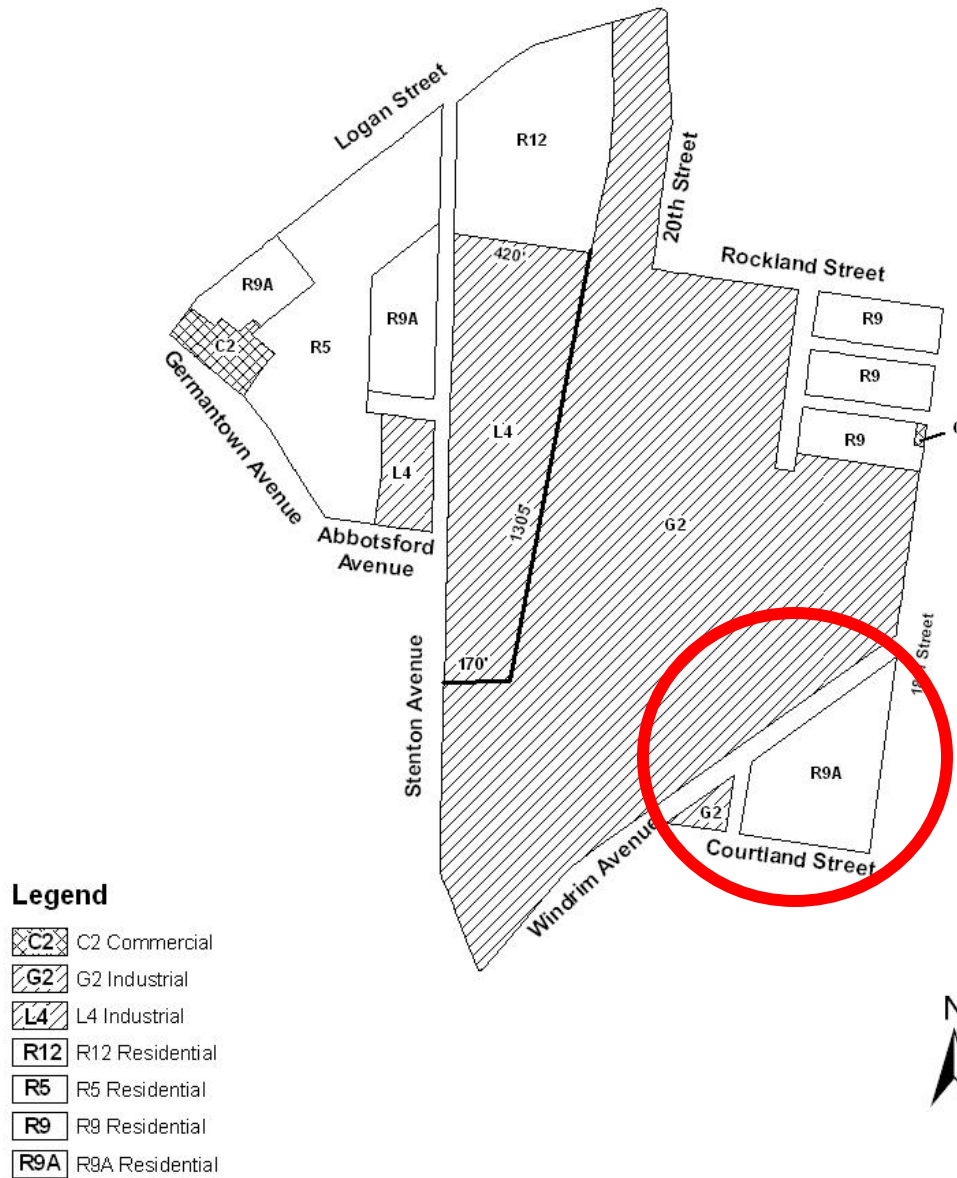
Courtland St.

Gratz St.





MAP B - PROPOSED ZONING





Contact Information

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City Planner

Community Planning Division
Philadelphia City Planning Commission
215-683-4672

jennifer.barr@phila.gov

[http://www.philaplanning.org/cpdiv/
Neighborhood_Plans/germantown.html](http://www.philaplanning.org/cpdiv/Neighborhood_Plans/germantown.html)