

# CENTRAL

PHILADELPHIA



> DISTRICT PLAN



City of  
**Philadelphia**

MAYOR MICHAEL A. NUTTER

LIFE • LIBERTY • AND YOU™

**The future begins with *Philadelphia2035*.** It builds on our city's recent achievements and long-established assets to guide physical development for the next 25 years and beyond.

>The Philadelphia Home Rule Charter requires the Philadelphia City Planning Commission(PCPC) to adopt and maintain a comprehensive plan. *Philadelphia2035* is our two-phase comprehensive plan. The *Citywide Vision* portion was adopted by the PCPC in June 2011. Over the next several years, the PCPC will complete 18 strategic district plans, taking many of the broad-brush objectives of the *Citywide Vision* and applying them at the local level.



**Phase 1:  
Citywide Vision**

> Informs District Plans



**Phase 2:  
District Plans**

> Informs zoning map revisions

>The PCPC also prepares the Capital Program, a six-year funding plan for public facilities and infrastructure such as transit lines, highways, parks, playgrounds, libraries, health centers, and other municipal facilities. Specific recommendations for these facilities are included in the district plans.

>*Philadelphia2035* is part of an integrated planning and zoning process that includes zoning reform and the Citizens Planning Institute. A new zoning code was signed into law in December 2011. The new code is user-friendly and consistent with today's uses and development trends. The Citizens Planning Institute offers classes in planning, zoning, and government.



***Philadelphia2035* is our blueprint for a 21st-century city** that thrives with new growth and opportunities, connects to the region and the world, and renews its valued resources for future generations.

## > CITYWIDE VISION

The *Citywide Vision* lays out broad, far-reaching goals for the future under the themes of THRIVE, CONNECT, and RENEW.

These themes and their related goals are described through specific objectives across the nine planning elements of neighborhoods, economic development, land management, transportation, utilities, open space, environmental resources, historic preservation, and the public realm.

The *Citywide Vision* builds on our strengths of a strong metropolitan center, diverse neighborhoods, and industrial legacy areas by recommending goals that contribute to a stronger economy, a healthier population, and a smaller environmental footprint.

The *Citywide Vision* also includes a forecast for population and employment in 2035 of an additional 100,000 people and 40,000 jobs.

Implementation of the *Citywide Vision* is ongoing. Progress is tracked at regularly scheduled “Exchange Meetings” with City agencies and partners. The PCPC will also provide an annual update on progress to the public.

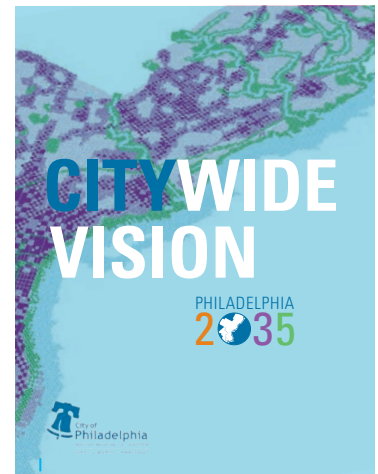
## > DISTRICT PLANS

There are three major products of the district plans: land use plans, planning focus areas, and capital program recommendations.

The 18 district plans are focused on a shorter time frame than the 25-year *Citywide Vision*. While the majority of the land use and development recommendations are meant to be accomplished within a 10-year period, some of the recommendations are early action items designed to lay the foundation for longer-term proposals. Strategic recommendations for municipal facilities, infrastructure, and City-owned land are addressed because of PCPC’s leadership role in the Capital Program process. The district plans present priority planning focus areas to illustrate the written recommendations and suggest visionary changes in these areas. The district plans’ land use maps guide the zoning map revisions, a public process that begins after each district plan is complete.

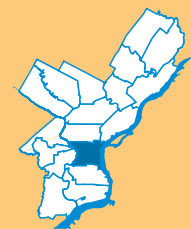
The civic engagement planning process for each district plan includes three public meetings, frequent Steering Committee meetings, and several public presentations to the PCPC. When the PCPC completes all 18 district plans, the entire *Philadelphia2035* planning process will be revised and updated, thereby maintaining a current comprehensive plan for the city.

This is the **CENTRAL DISTRICT PLAN**. It was adopted by the PCPC in June 2013.



+100,000  
people  
in 2035

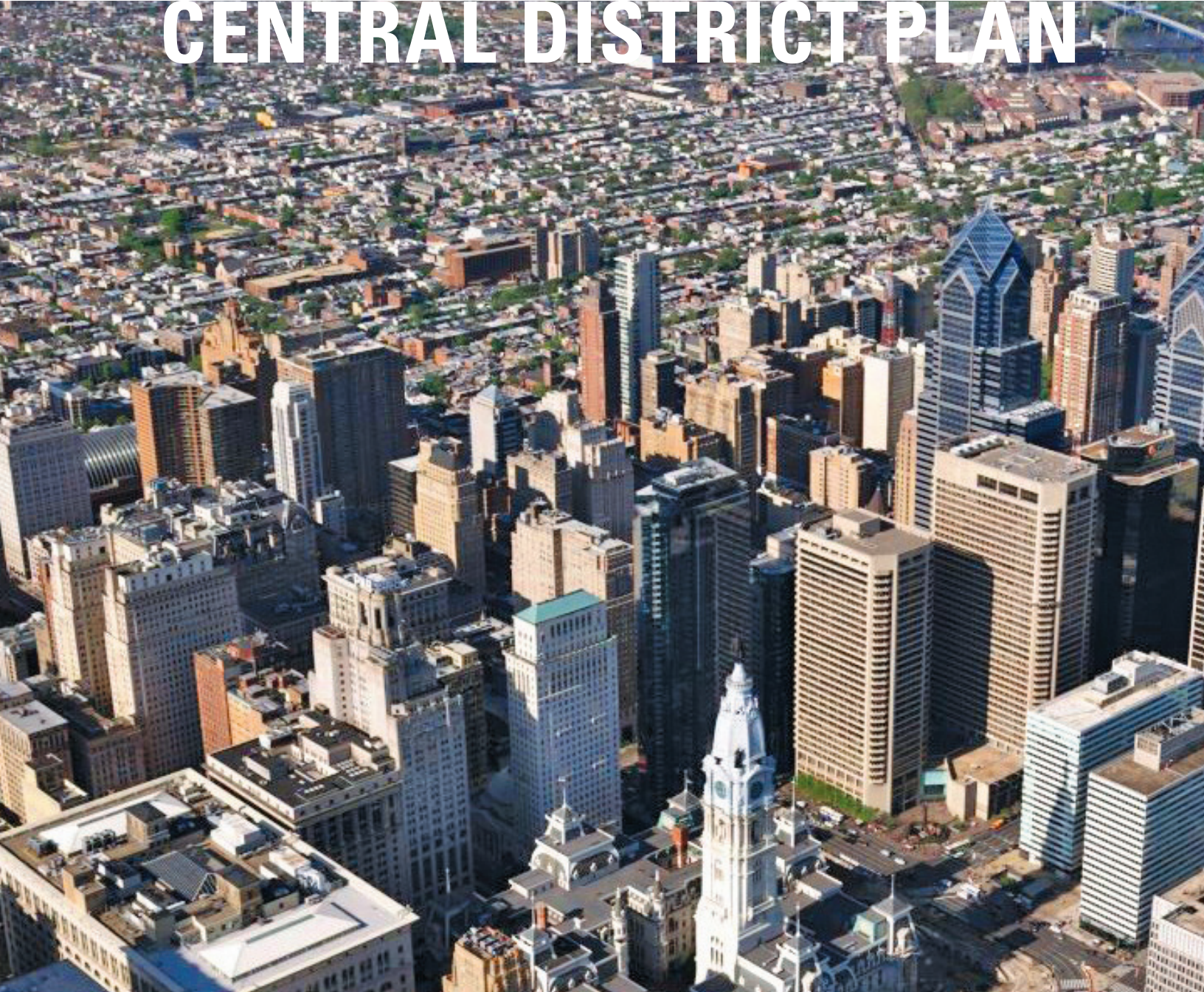
+40,000  
jobs  
in 2035



### THE 18 DISTRICTS

**CENTRAL**  
**CENTRAL NORTHEAST**  
**LOWER FAR NORTHEAST**  
**LOWER NORTH**  
**LOWER NORTHEAST**  
**LOWER NORTHWEST**  
**LOWER SOUTH**  
**LOWER SOUTHWEST**  
**NORTH**  
**NORTH DELAWARE**  
**RIVER WARDS**  
**SOUTH**  
**UNIVERSITY/SOUTHWEST**  
**UPPER FAR NORTHEAST**  
**UPPER NORTH**  
**UPPER NORTHWEST**  
**WEST**  
**WEST PARK**

# CENTRAL DISTRICT PLAN





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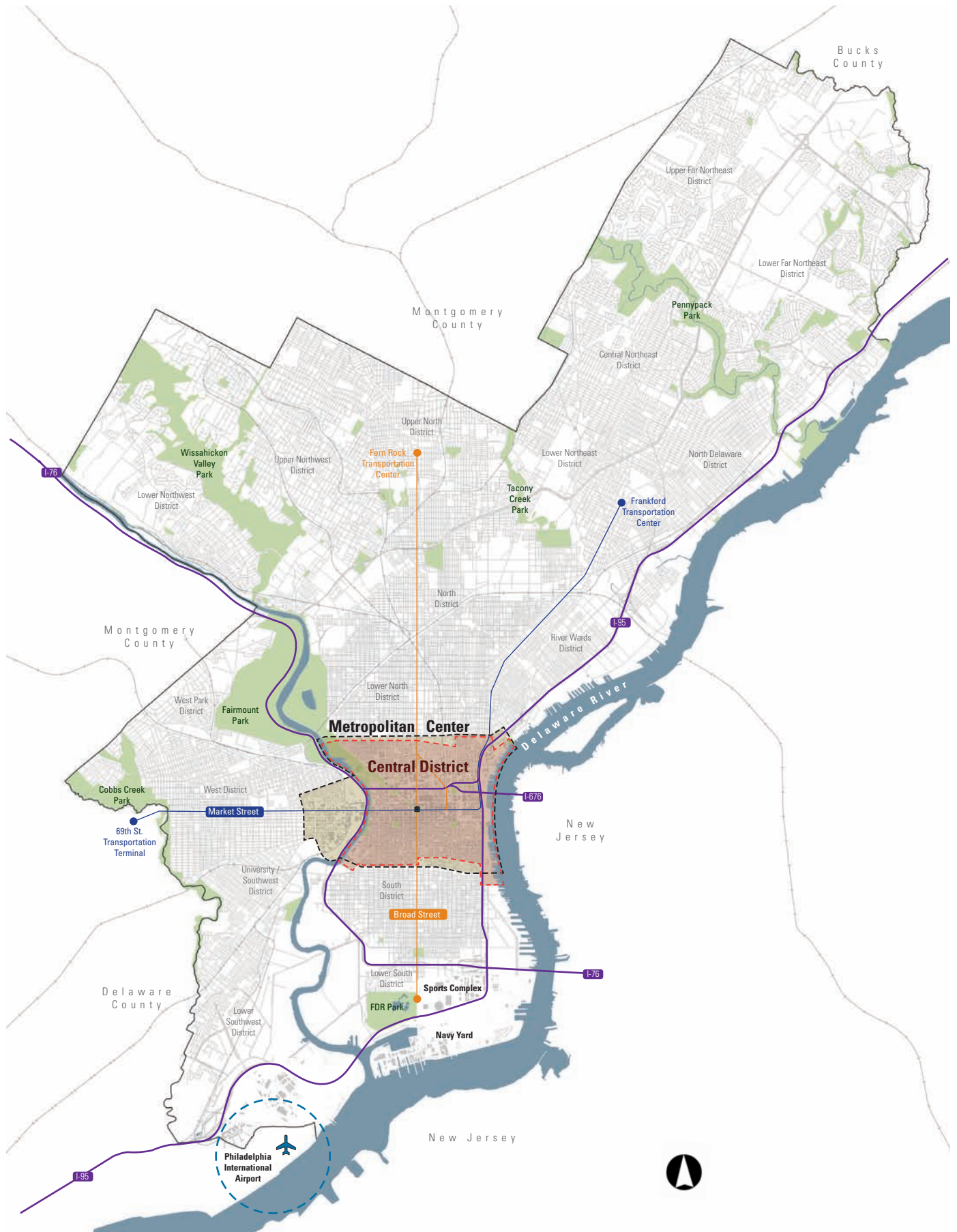
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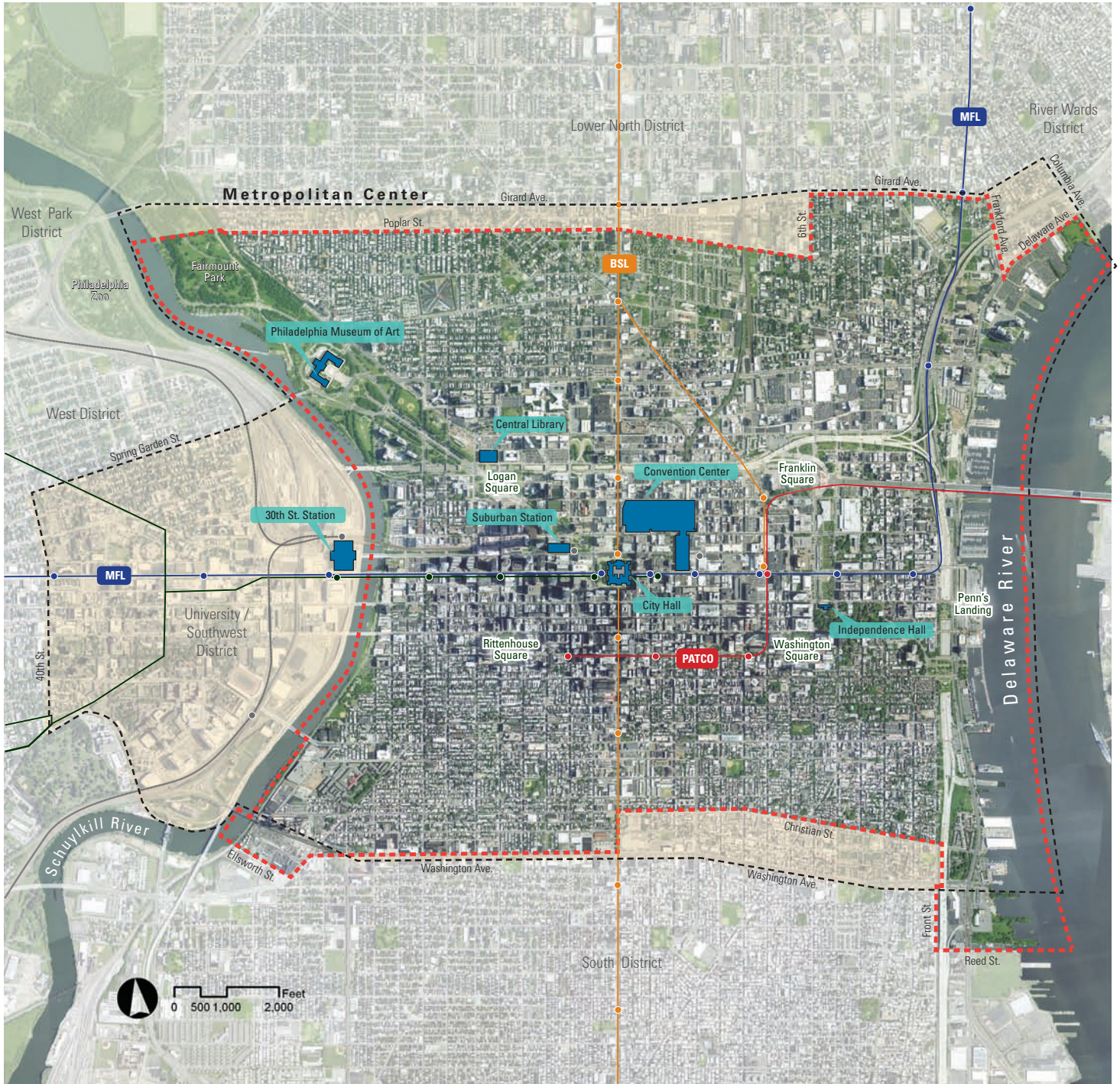
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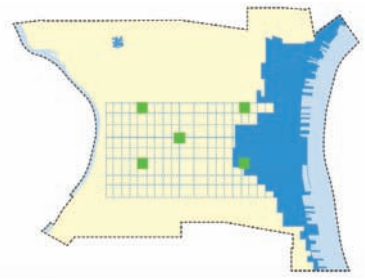
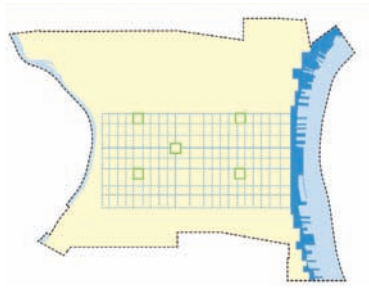


# CENTRAL DISTRICT

The Central District covers 5.67 (6.4 with water) square miles and has a total population of 117,132, according to the 2010 census. The Central District— also commonly referred to as Center City is a part of the region’s metropolitan center — which also includes a portion of University City. Center City is a highly dense, compact, mixed-use area that is the primary hub of the region’s economic, educational, and cultural activities. Center City is the home of Philadelphia’s historic core, as well as a dynamic area of growth that is attracting new residents, businesses, and visitors to the city.



# Development History



1630

*Founding the city and establishing the layout and intentions of early development*

1790

*Shifting focus to public works, health, and safety during post-revolutionary governance*

1830

## Philadelphia Society & Neighborhood Development

**1638:** Swedish settlers establish the neighborhood of Wiccaco, making Queen Village (Southwark) the Central District's — and Philadelphia's — first neighborhood.

**1754:** Christ Church opens in Old City.  
*Engraving of Christ Church*  
(Source: Free Library of Philadelphia)



**1790s:** Yellow Fever outbreak and aftermath begets a new attention to healthy drinking water.

**1800:** The population of Philadelphia reaches almost 70,000, nearly tripling in size in less than 50 years.

**1820:** Marks the beginning of fifty years of speculative development of the Rittenhouse Square-Fitler neighborhood.

## Institutions & The Civic Realm

**1701:** William Penn signs the Charter of Privileges, which formalizes the Pennsylvania government and guarantees religious freedom. The Charter also establishes Philadelphia as a city.

**1751:** Philadelphia becomes the first city in the United States to have a police force.

**1787:** The US Constitution is authored in Philadelphia during the Constitutional Convention.

**1824:** The Franklin Institute of the State of Pennsylvania for the Promotion of the Mechanic Arts (or as it is known today, the Franklin Institute) is founded.

**1829:** Eastern State Penitentiary opens in the northwest section of Philadelphia and functions for the next 140 years. The prison's design is based on Quaker principles, secluding criminals to encourage them to repent.

## Commerce & Industry

**1676:** European settler James West operates a shipyard in the northeast corner of Old City, establishing the neighborhood's historic maritime character.

**1720:** Philadelphia's first market sheds open on High (Market) Street between Front and Second Streets. (Over the next century, the market will extend as far as Penn Square.)

**1766:** The Board of Port Wardens is founded to supervise the waterfront trade in the 18th century. The group is succeeded by the Wharves Department in 1907.

*Eastern State Penitentiary*  
(Source: Free Library of Philadelphia)



**1792:** Philadelphia is the site of the new nation's first mint.

**1812:** Fairmount Water Works, the first municipal water system in the United States, is completed. The engineering marvel of the time quickly became a tourist destination along the Schuylkill River waterfront.

## Transportation & Engineering Advancements

*Covered Market on High Street*  
(Market Street)  
(Source: Department of Records)



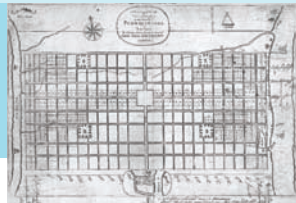
## City Planning

**1682:** William Penn, along with his Surveyor-General, Thomas Holme, designs Philadelphia's grid layout. It is organized around five main public squares that still exist today.



*Fairmount Water Works*  
(Source: Free Library of Philadelphia)

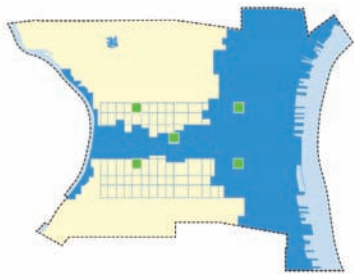
## Public Open Space & Waterfronts



*Thomas Holme Survey Map*  
(Source: Athenaeum of Philadelphia)

**1825:** The five original squares shed their directional titles (Northeast, Northwest, Central, Southeast, and Southwest) and take the names of prominent Philadelphians (Franklin, Logan, Penn, Washington, and Rittenhouse).





1830

*Philadelphia's march into industrialization, start of development boom, and manufacturing transportation*

**1830:** Philadelphia's largest period of urbanization begins. The fast-paced, three-decade development boom establishes Philadelphia as a large, modern city.

**1850:** Speculative development of the Spring Garden neighborhood furthers the extent of Penn's original urban grid.

**1854:** The City-County Consolidation Act increases the city's boundaries to what they are today.

**1824:** Jefferson Medical College (now Thomas Jefferson University) opens in the Washington Square West neighborhood.

**1833:** Girard College is founded for poor, white orphan boys. The school would not desegregate until 1968.

*Girard College, 1869  
(Source: Free Library of Philadelphia)*



**1832:** The Merchant's Exchange Building opens at the junction of Dock, Walnut, and 3rd Streets, and quickly becomes the business hub for the entire city.

**1831:** Baldwin Locomotive Works is founded and begins to develop a strong industrial presence.

**1850:** Philadelphia becomes the largest textile manufacturer in the US.



*Baldwin Steam Trolley Prototype  
(Source: Free Library of Philadelphia)*

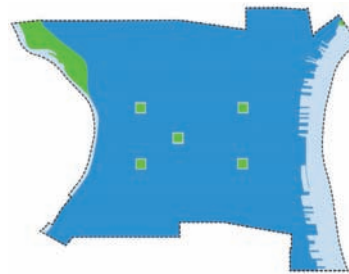
**1834:** Construction of the Philadelphia and Columbia Railroad is completed, and its tracks begin to operate just south of Spring Garden Street.

**1836:** Philadelphia's main streets are illuminated with gaslights.

**1854:** Pennsylvania Railroad initiates freight service between Philadelphia and Pittsburgh.

*Lemon Hill  
(Source: Department of Records)*

**1844:** Fairmount Water Works begins purchasing land, starting with the Lemon Hill Estate, to protect the integrity of the city's drinking water. These acquisitions become the foundation for Fairmount Park.



1860

*End of development era, the economics of the Civil War, and life with transportation advancements*



**1890:** Coaches of the Omnibus Company start to run on Broad Street, while streetcars operated by the Philadelphia Traction Company go into service on Christian and Bainbridge Streets.

*Mother Bethel A.M.E. Church  
(Source: Department of Records)*

**1889:** Mother Bethel A.M.E. Church is built to serve the established black community in Society Hill.

**1897:** Daniel Burnham designs the Land Title Building, one of the city's first skyscrapers, kick-starting the City Beautiful Movement.

*Land Title Building  
(Source: Department of Records)*



**1891:** The Philadelphia Bourse (commodities exchange) is founded at Chestnut and 5th Streets.

**1881:** The Pennsylvania Railroad Company opens the Broad Street Station at 15th and Market Streets. The massive track creates a barrier to neighborhood development until its demolition in 1953.

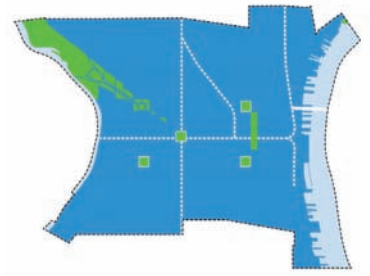
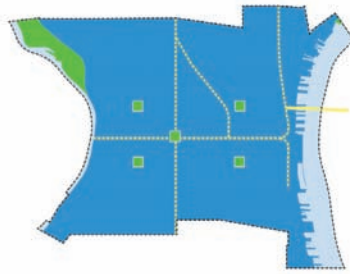
**1891:** The Reading Railroad negotiates a deal to build a station at the site of a continuous open air market on Market Street. The Reading Terminal was declared a National Historic Landmark in 1976, and closed to rail traffic in 1984.

**1907:** Construction begins on the Benjamin Franklin Parkway — some 45 years after its initial conception — to link City Hall and Fairmount Park.

*Pennsylvania Railroad Station, 1889  
(Source: Free Library of Philadelphia)*



**1893:** Penn Treaty Park opens on the Delaware River. Despite its position in the midst of the industrialization of the early 20th century, the park still exists today.



1900

*Preamble to the City Beautiful Movement and focus on city aesthetics*

1940

*Philadelphia as a metropolis, technological advances, and mid-20th century wartime life*

1960

**Philadelphia Society & Neighborhood Development**

**1948:** Father Divine and the Divine Peace Mission Movement assume ownership of the Lorraine Apartments on North Broad Street, making the Divine Lorraine the first integrated residence in Philadelphia.

**Institutions & The Civic Realm**

**1901:** Construction is completed on City Hall at the site of Central (Penn) Square.

**1911:** Construction begins on the Free Library of Philadelphia, adjacent to the proposed Benjamin Franklin Parkway.

**1926:** The Delaware River Bridge — since renamed the Benjamin Franklin Bridge — is completed.

**1929:** The Rodin Museum along the Parkway is completed.

**1930:** Construction begins on the new building for the Franklin Institute along the newly completed Benjamin Franklin Parkway.

**1956:** Independence National Historic Park is established to preserve the historic sites within the newly formed district. Although the park was conceived of as early as 1915, and INHP was established by Congress in 1948, it wasn't officially constructed until the late 50s.

**Commerce & Industry**

**1910:** Curtis Center is built in the Beaux Arts style at Washington Square. It is the main office building for Curtis Publishing, adding to an already established hub of publishing in the city.



*Curtis Center Publishing Building (Source: Free Library of Philadelphia)*



*Construction of Independence Mall - 1952 (Source: Free Library of Philadelphia)*

**Transportation & Engineering Advancements**

**1922:** The Market-Frankford Line is completed with new stations in Northern Liberties, serving the commuter needs of that manufacturing neighborhood.

**1928:** The Broad Street Line opens, serving communities between City Hall and Olney Avenue. Extension and service to South Philadelphia begins in subsequent years.

**1956:** The Federal Interstate Highway Act approves the development of I-95 along the western bank of the Delaware River.

**1959:** The first phase of the Vine Street Expressway (I-676) opens to traffic below grade from the Schuylkill River to 18th Street.

**City Planning**

**1934:** The first comprehensive plan of Philadelphia is published with the assistance of the Works Progress Administration.

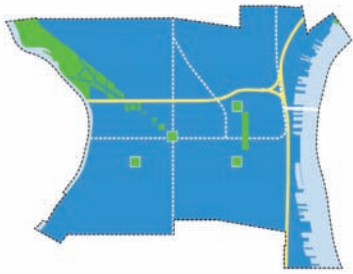
**1952:** PCPC, headed by Edmund Bacon, announces plans to demolish the stone viaduct and develop a multiuse downtown with open spaces and an underground concourse, creating Penn Center.

**1958:** Washington Square East Urban Renewal Plan is put in motion by PCPC, the Redevelopment Authority, and the Philadelphia Historical Commission to enhance the existing urban fabric. It becomes the first urban renewal project to use federal dollars for "neighborhood reinvestment" as opposed to "slum clearance."

**Public Open Space & Waterfronts**



*Delaware Waterfront, 1924 (Source: Department of Records)*



1960

*Revisionary planning, urban renewal, and the "era of Bacon"*

**1966:** Independence National Historic Park becomes the first National Historic District in Philadelphia.



**1974:** Dilworth Plaza is built on the west side of City Hall, expanding the Penn Square site.

**1993:** The Pennsylvania Convention Center opens at its new location in the heart of Center City.

*Edmund Bacon on the cover of TIME Magazine (Source: TIME Magazine)*

**1987:** In the midst of the office building boom of the 80s, One Liberty Place becomes the first structure to be built taller than City Hall and breaks the so-called "gentleman's agreement."

**1997:** With the construction of the new Pennsylvania Convention Center, Reading Terminal Headhouse reopens to the public with a variety of other businesses and restaurants.

**1963:** PCPC's Center City Plan proposes the Crosstown Expressway, a highway that would cut through the city at South Street. [The idea is officially discarded 10 years later.]

**1974:** SEPTA uses the \$85 M federal grant allocated originally to the Crosstown Expressway to purchase hundreds of new commuter and subway railcars, buses, and trolleys.

**1963:** PCPC's Center City Plan proposes some of the most iconic changes to Philadelphia's urban landscape.

**1998:** The Hawthorne neighborhood receives Hope VI grant funding to replace the high density Martin Luther King Plaza with lower density, New Urbanism housing.

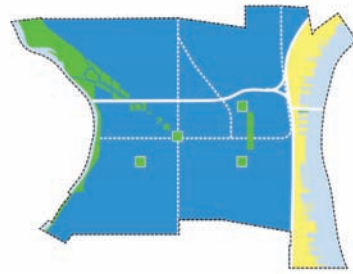


*Society Hill Towers Development (Source: Department of Records)*

**1967:** Redevelopment of Penn's Landing is an effort to activate the city's waterfront.



*Penn's Landing (Source: Department of Records)*



2000

*Contemporary urban planning efforts and the surge of community development*

**2005:** The Waterfront Square Condominium development begins construction on the Delaware waterfront, signaling the push of significant residential development on the waterfront.

**2003:** The Liberty Bell is moved to its current location to better accommodate thousands of visitors each year.

**2011:** Expansion of the Pennsylvania Convention Center is completed, bringing the amount of convention space to approximately one million square feet.

**2012:** The Barnes Foundation opens in its new Central District location along the Benjamin Franklin Parkway.



*The Barnes Foundation*



*Liberty Place Towers*

**1990s:** A formalized bike lane network is introduced into the grid system of streets.

*Schuylkill River Park*

*(Source: Philadelphia City Planning Commission)*



**2012:** PCPC's *Citywide Vision* is adopted, becoming the first comprehensive plan in over five decades.

**2012:** After five years of work and a robust civic engagement process, Philadelphia's new Zoning Code goes into effect.

**2001:** Schuylkill River Park is completed nearly five decades after first proposed by Bacon.

**2006:** Almost 50 years after being dubbed "Skid Row Park" by Jane Jacobs Franklin Square receives a major facelift from Historic Philadelphia, Inc.

# BUILDING ON OUR STRENGTHS





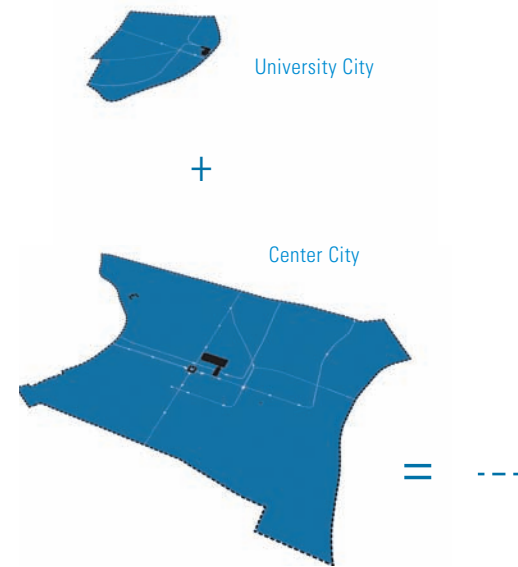
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# A Strong Metropolitan Center

The Metropolitan Center, consisting of the area between the Delaware River and 40th Street and from Girard Avenue to Washington Avenue, is the economic center of Philadelphia and its twelve-county region. It encompasses all of the Central District, also known as Center City, and the eastern end of the University Southwest District. Over 50 percent of all jobs within the city remain based in the Metropolitan Center, along with diverse neighborhoods, strong commercial areas, and many of the city's cultural and tourist attractions. This vibrant mix of uses provides an energetic and creative environment for residents, workers, and visitors and one that is continuing to attract businesses.

The Metropolitan Center has seen a growth of 12,000 jobs over the last decade and PCPC forecasts an additional 20,000 jobs over the next few decades. Compared to other metropolitan centers in the Northeast, Philadelphia's offers the most cost-efficient location for office space. Class A office space in the Metropolitan Center averages \$28 per square foot, compared to \$42 in Boston, \$53 in Washington, DC, and \$73 in New York City.

Over the last few years of nationwide economic decline, the Metropolitan Center's office market has proven to be remarkably resilient and boasts higher office occupancy rates in comparison to the suburbs. Although the job sectors of education and medicine, "eds and meds," dominate the number of jobs in the Metropolitan Center, traditional office sector professions have a long history in the heart of the Central District. New sectors, such as the technology industry, also are finding the area to be an excellent setting for their companies. North 3rd Street in Old City and Northern Liberties is the epicenter for these growing companies and now called "N3rd Street."





During the last decade, the residential population in the Central District has grown by over 17,000 residents, making it the third-largest residential downtown in the country. Residents between the ages of 21 and 44 account for almost 80 percent of the surge, and almost two-thirds of residents now have college-level degrees. This increase in well-educated young professionals provides a strong pool of talent for companies in all sectors, and they are now influencing where companies locate.

The transportation system is also an important aspect of the Metropolitan Center's success. SEPTA operates regional rail and bus service that easily brings commuters into the city center. The highway system passes through the Metropolitan Center, linking it to other parts of the state and region. The tight grid of streets offers pedestrians an animated walk from inner-circle neighborhoods and a growing network of bike lanes offers commuters yet another manner of getting to work. Few locations within the surrounding counties can offer such diverse and convenient ways of commuting.

Active commercial corridors such as Walnut Street or South 13th Street, a variety of housing options from rental apartments to traditional rowhouses, and accessibility to all modes of transit make the Metropolitan Center well-positioned to attract new firms and talent to Philadelphia.

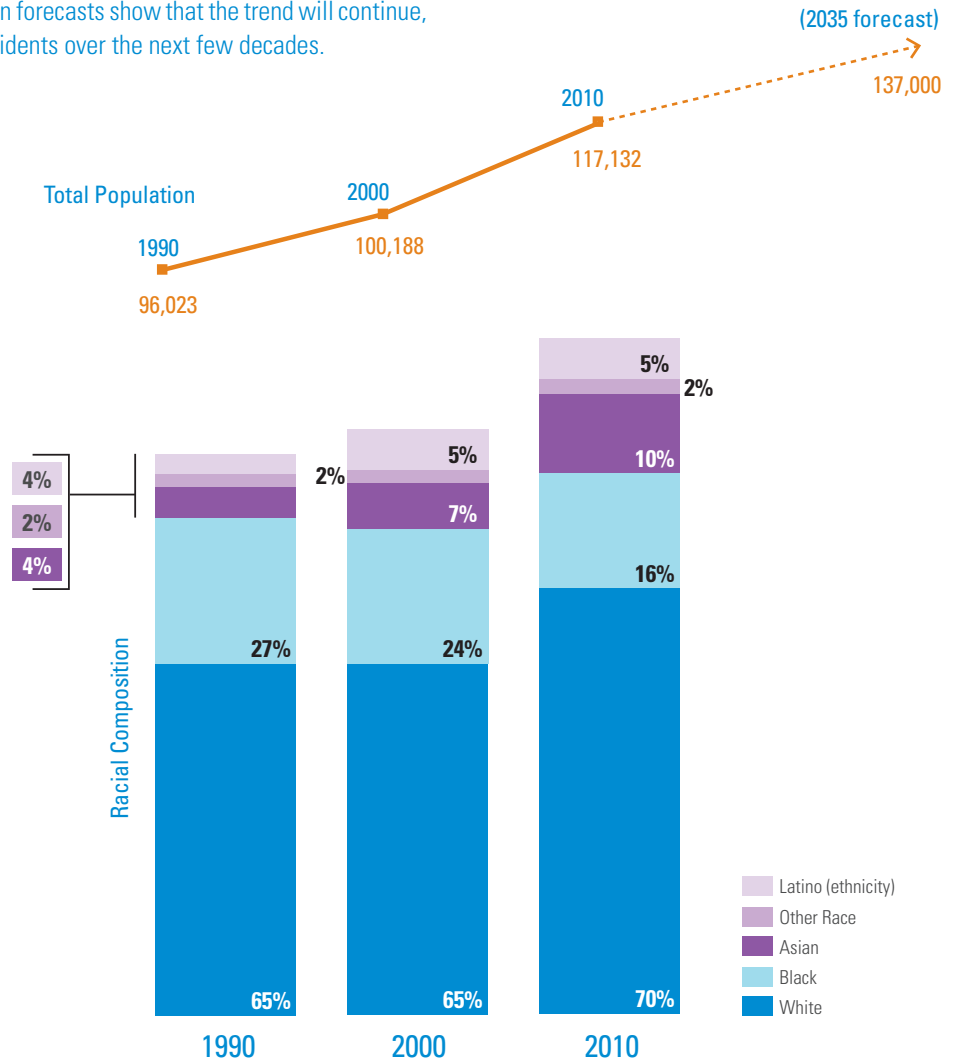
# A Growing Population

Philadelphia's Central District has cemented its stature as a residential destination of choice over the past 10 years. Its ability to attract new residents has transformed not only the neighborhoods within the district boundaries, but Philadelphia's entire population outlook. The Central District's 17 percent population increase between 2000 and 2010 is a major driver of the city's nearly 1 percent population increase reported in the 2010 census, the first census since 1950 to report a reversal of the city's population decrease. Central was not the only planning district to grow during that decade, but it showed the largest numeric increase in population, growing by approximately 17,000 people. Population forecasts show that the trend will continue, with the Central District attracting 20,000 new residents over the next few decades.

## > Racial Composition

New Asian, Latino, and white residents are primary contributors to this larger population. Looking back to 1980, the district's Asian population has increased six-fold. The proportion of Latino residents remains unchanged since 2000, meaning this population has also grown, keeping pace with the district as a whole. Meanwhile, black population has declined 23 percent since 1980, currently making up 16 percent of the district population. The growth in Latino and Asian residents is consistent with Philadelphia's citywide gains in these segments as reported in the 2010 census, but at 70 percent white, the Central District differs sharply from the city at large, where black and white populations are much closer in number and percentage.

The Central District grew by approximately **17,000** residents since 2000



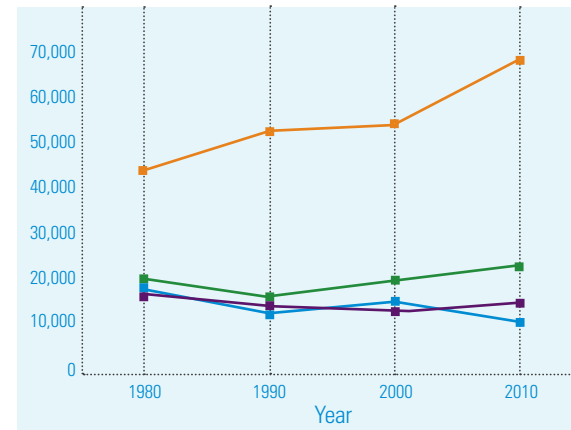
Data Source: US Census Bureau



### > Age Trends and Goals

Currently, the enthusiasm for Center City living is not shared by every age and demographic group. In fact, the district's growth is more than 80 percent attributable to 21–44 year olds. While this statistic holds great promise for Philadelphia, the number of children decreased precipitously over the last 30 years, despite a 40 percent uptick in the number of 0–5 year olds over the last 10 years. The senior population rose in numbers between 2000 and 2010, but the overall percentage of the population has dwindled, indicating that the Central District may not be as attractive a location for those 65 and older as it could be. The Central District's predominantly mixed-use character and concentration of financial and medical institutions are age-friendly strengths that can be leveraged. The district's walkability and density can be leveraged to create an area that can accommodate all age groups.

Population by Age



Data Source: US Census Bureau

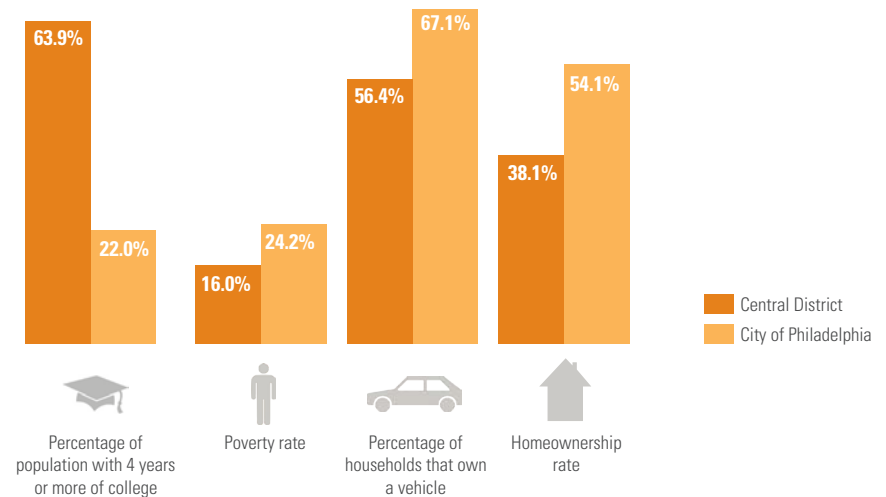
- Under 20 yrs.
- 21 – 44 yrs.
- 45 – 64 yrs.
- 65 + yrs.

### > Income and Education

Central District residents are three times as educated (64 percent hold bachelor's degrees or higher) and twice as employed (district unemployment rate of 6.25 percent) as compared to citywide averages. A lower percentage of residents live in poverty in Central (16 percent) than in Philadelphia as a whole (24 percent).

Since 2000, the divide has also widened between Center City and the rest of Philadelphia in terms of median household income: in 2000, the district's median household income was 15 percent higher than the rest of the city. As of 2010, household income was 54 percent higher than citywide. It is a positive sign that the city can attract and retain high-income and well-educated residents, and it is not surprising that many of these residents would choose to live in the amenity-rich environment of the Central District. However, the Central District's socioeconomic profile shows a reduction in diversity at a time when most of the city is becoming more diverse.

### Key Comparisons Between the Central District and the City of Philadelphia



Data Source: US Census Bureau

The Central District's recent demographic history is a typical example of several national trends: the revitalization of core urban areas; the return of previously shrinking populations, such as young professionals, whites, Asians, and to a lesser degree, seniors, to central cities; and the growing popularity of walkable, mixed-use places as places to live, own homes, and recreate.

### > Housing

Strong housing growth continues, with more than 3,000 residential units under development within the Central District's boundaries. The densely developed district already contains more of the city's housing stock (11 percent) than any other, with a total of 73,000 units. Unlike all other planning districts, more than half of Central's households consist of a single person, with the district average at 1.7 person per household. This correlates with the growth of the 21–44 age group, which includes many unpartnered young professionals and students.

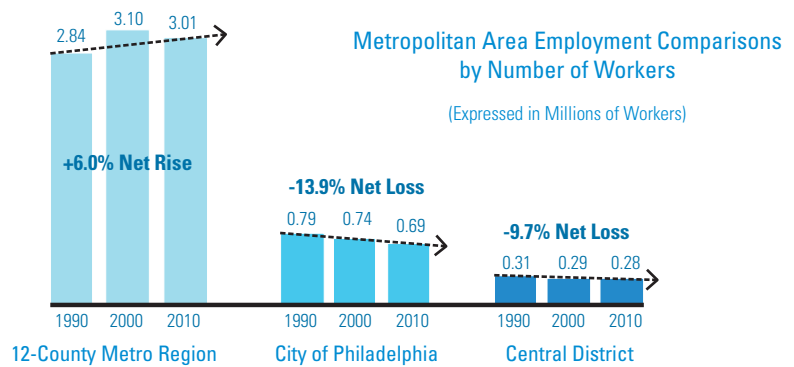
# A Changing Economy

The Central District's economic profile bears little resemblance to the positive story of residential growth over the last 10 years. Despite the growth of the Metropolitan Center as a whole, over the last few decades, the Central District has seen a decline in the number of office jobs as companies moved to the suburbs or other parts of the city.

The share of those jobs created by private, office-based services now accounts for only one-third of all jobs in the district. As recently as 2002, private office jobs made up 43 percent of the pie. Although there have been considerable investments in tourism and hospitality and a major increase of new dining destinations within the district, culture/hospitality and retail trade jobs still provide the same number of jobs (approximately 9 percent in each sector) that they did 10 years ago.

As real estate taxes have risen considerably in many suburban areas and with some municipalities instituting their own wage taxes, the disparity in the cost of doing business between the Central District and suburban areas has shrunk. While there is still a cost of doing business in the Metropolitan Center, those costs are offset by the dynamic surroundings of an urban environment.

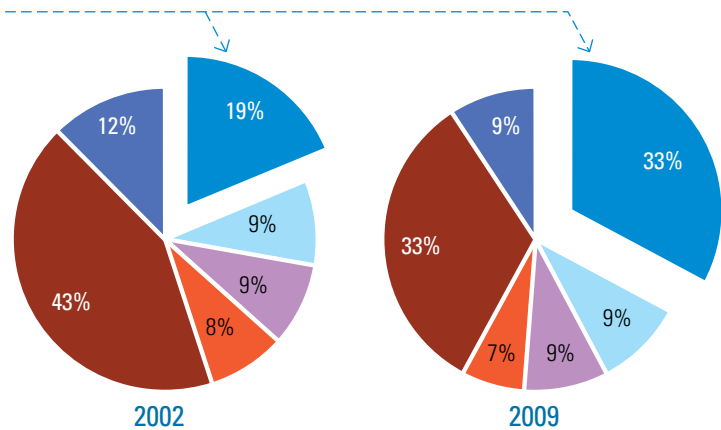
Center City and University City contain 51% of all jobs in Philadelphia



Data Source: US Bureau of Economic Analysis

## > Eds and Meds

"Eds and meds" remain the exception to Philadelphia's chronic job loss: Between 2002 and 2009, this sector surged forward in the Central District, growing from 19 percent to 33 percent of all employment. With recent and planned expansions on the part of major medical and research institutions including the Hospital of the University of Pennsylvania (HUP), Children's Hospital of Philadelphia (CHOP), and Jefferson University Hospital, this sector promises to remain a growth sector in the coming years.



- Eds and Meds
- Culture, Recreation, and Hospitality
- Industrial, Industrially Related
- Retail Trade, Other Services
- Private, Office-Based Services
- Public Administration

> Office Market

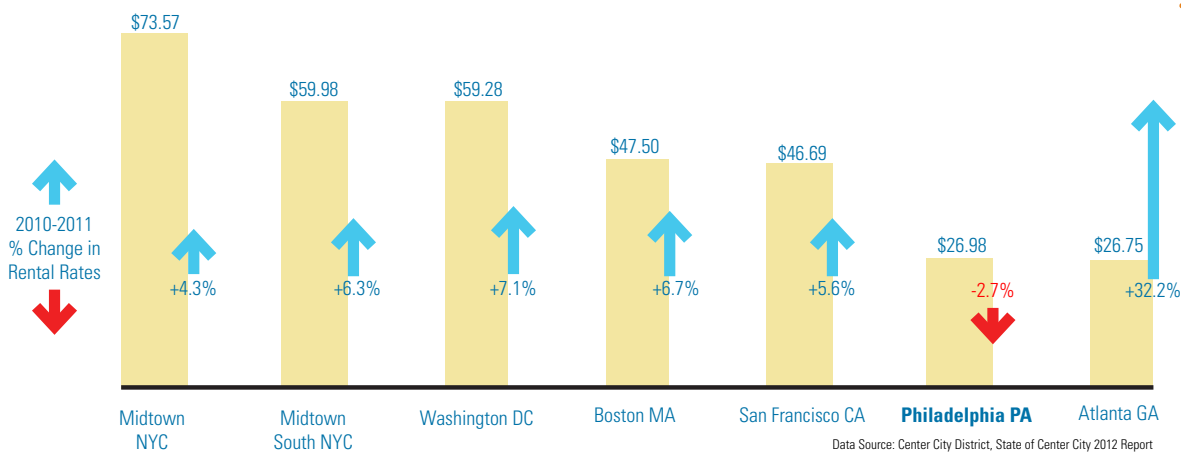
The amount of office space in the Central District has declined along with employment levels. On a positive note, the delivery of trophy buildings to the market between 1990 and 2010, such as Liberty Place, Commerce Square, and the Comcast Center, offered companies updated, well-designed spaces as signature locations. Conversions of the former Class B and C office space into apartments, condominiums, and college dormitories eliminated much of the empty office space, allowing commercial rents to stay stable and helping to accommodate the growing population.

The district's near-term prospects for future office space and related job growth hinge largely on citywide tax policy, something that this plan does not directly address given its emphasis on land use and physical development. However, an increasingly mixed-use district that maximizes density at transit nodes and provides a full live-work-play environment for people of all ages offers businesses an energetic environment that cannot be matched in other locations.

Between 1990 and 2010, the Central District had a net loss of office space



Rental Rates Per Square Foot of Class A Commercial Office Space



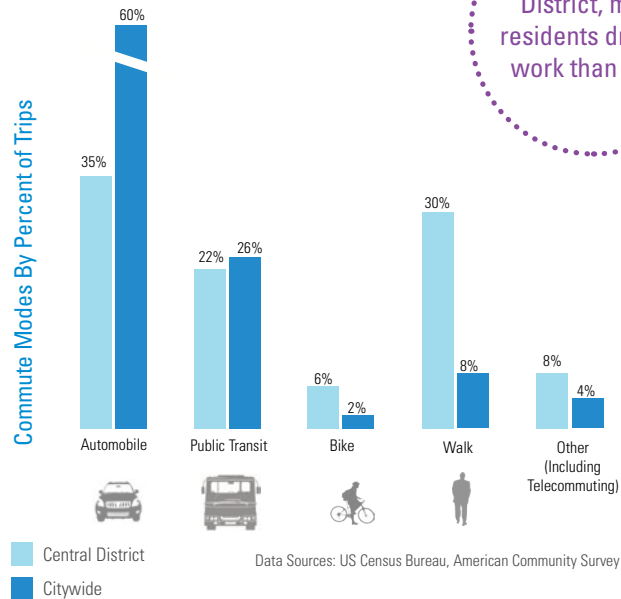
Office rents in Washington DC are more than twice as high per square foot than in Central Philadelphia

# A Diverse Transportation System

The nexus of the city and region’s transportation system sits within the Central District with all modes moving through or connecting within parts of the district. The 17th-century street grid, as first designed by William Penn and Thomas Holme, creates an environment perfectly scaled for pedestrians. Layered onto this grid are two major highways (I-95 and I-676), a growing network of bike lanes and a public transit system that includes trains, subways, trolleys, and buses.

## > Commuting

For commuting, Central District residents take advantage of all modes. Almost one-third commute by walking to work and over 20 percent use public transportation. The fastest-growing commute mode is by bicycle, with over 6 percent biking to work. The surprising statistic is that over one-third of all commuters drive to their work locations, indicating that while the district is attractive to live, many jobs are outside of Center City.



In the Central District, more residents drive to work than walk

## > Car Access

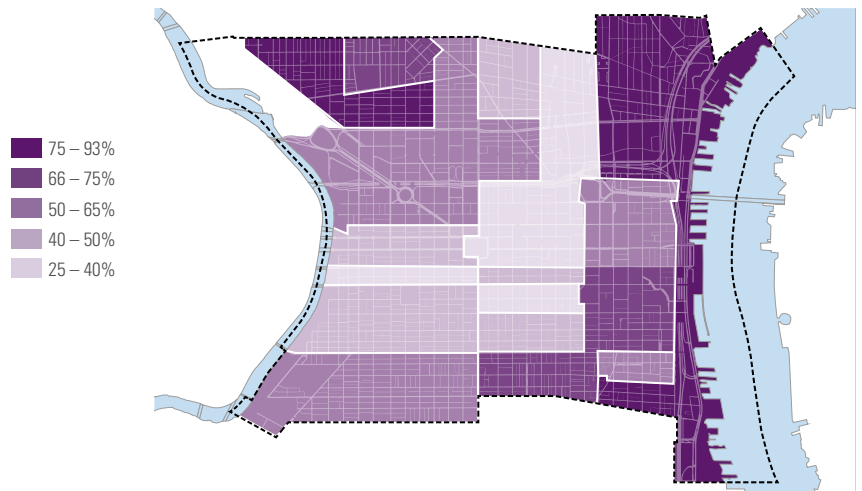
In recent years, the proportion of households with access to cars has gone up in the Central District despite the area’s walkability, transit infrastructure, and growth of commercial amenities in neighborhood nodes. Although the district remains less car dependent than the city at large (across Philadelphia, approximately two-thirds of households have access to cars), 57 percent of residents in the Central District now have access to a car. The rise in carshare popularity has contributed to this growing number. Also, new housing units, both rowhouse and high-rise, are built with parking, with the result that more of the district can accommodate the car than in years past.

57% of households have access to a car

## > Parking

Parking is always a concern, not only for residents but also workers, tourists and day-trippers to the city. In the core of the Central District, between Spring Garden and South Streets, there are over 68,000 off-street parking spaces, not including individual residences or parking facilities with less than 30 spaces. Of these, 50,000 are open to the general public, with the remaining 18,000 limited to residents, employees, or visitors of specific buildings. In a 2010 PCPC study, the average occupancy of the lots and garages at mid-day on a weekday in the summer was 74 percent. That occupancy rate drops after primary work hours and on the weekends.

Percent of Households that Have Access to at Least One Vehicle

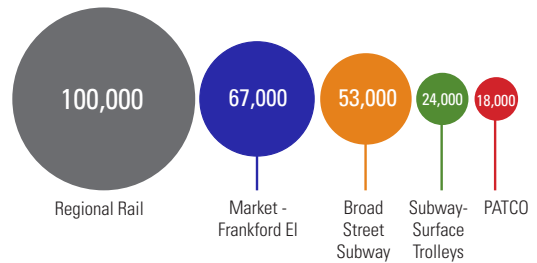


> Mass Transit

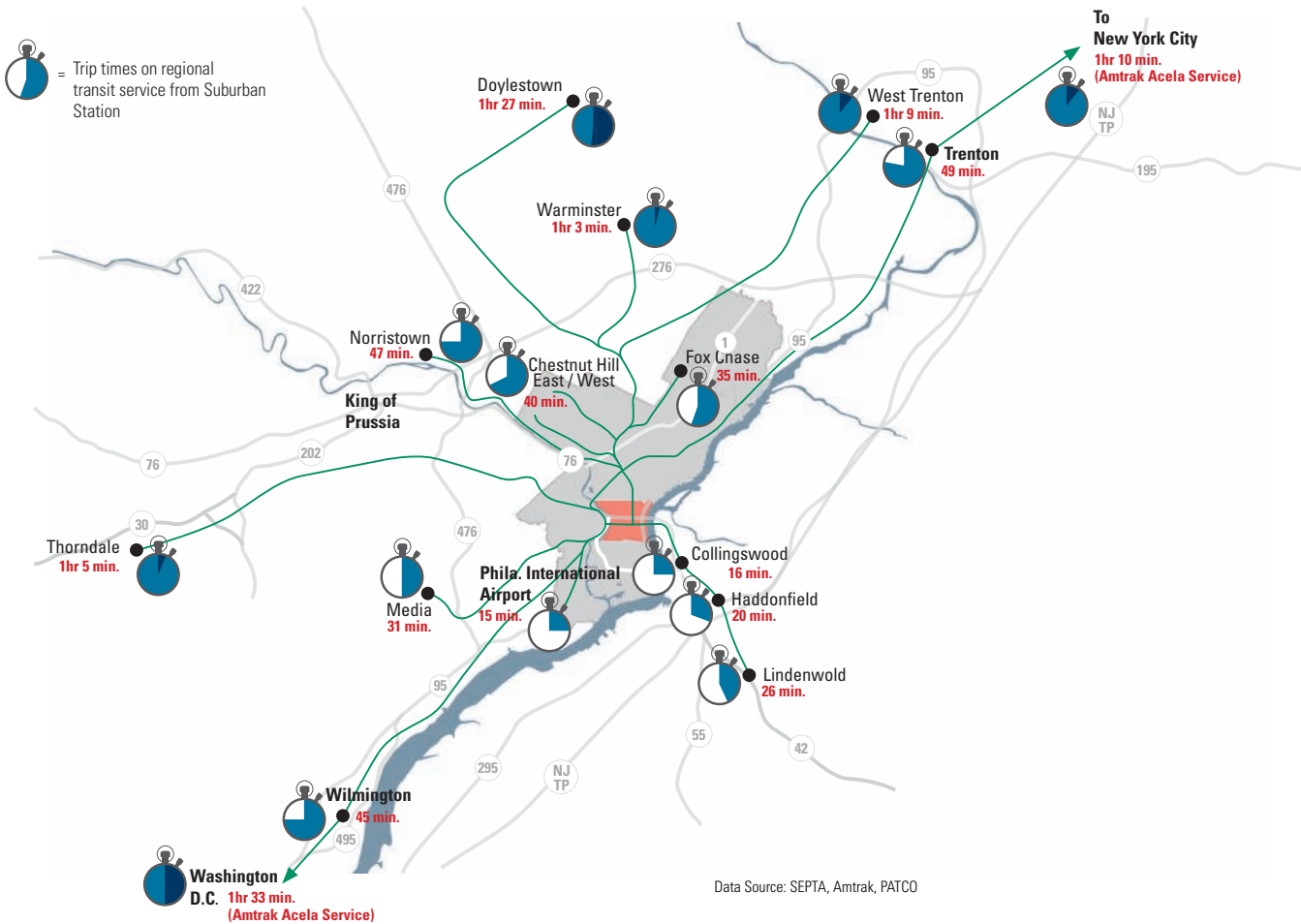
Mass transit forms the backbone of transportation in the Central District. Over 300,000 people board the various buses, trains, and trolleys from stops located in the district. Some of the most used bus routes pass through the Central District, especially Route 23, which carries 21,500 daily riders, and Route 47 with 18,000 daily riders. Of the Regional Rail Lines, the most used — Paoli/Thorndale — moves over 20,000 passengers a day. The Greyhound bus terminal at 10th and Filbert Streets is the sixth busiest terminal in North America, and fourth busiest in the US; however, the current facility is far too small for its operations.

Philadelphia, particularly Center City, is well served by a comprehensive regional rail system that provides convenient connections within the city as well as employment centers and large residential communities well beyond the city's boundaries. A recent SEPTA analysis shows that in the 10-year period from 2002 to 2011 there was an overall general upward ridership trend in every mode of public transit, including Regional Rail that grew 8 percent.

Average Daily Ridership within the Central District



Data Source: SEPTA, PATCO



Data Source: SEPTA, Amtrak, PATCO

# Land Use and Zoning

## What Is Land Use?

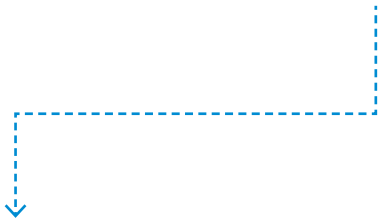
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Planners categorize and map land use to document and understand the current state of development. Land use refers to broad categories such as residential, commercial, or industrial, and can be broken out into more detail such as high-density residential, office commercial, or warehousing/distribution. Maps can help planners identify potential uses that, if developed, could enhance the quality of life or economic productivity of an area. Intensity or type of land use also impacts infrastructure needs such as transit or utilities. Most importantly, land use impacts development regulations such as zoning.



## What Is Zoning?

Zoning is the primary tool for regulating land use. Zoning is a set of regulations governing land development and permitted uses for property. These laws regulate what type of activities can occur (use), where buildings can be located on a property (area), and the size of the building (bulk). Existing properties may not conform with zoning regulations if they have received a variance for their use, area, or bulk, or if they legally existed prior to the zoning laws being enacted.



## Zoning Map Revision Process

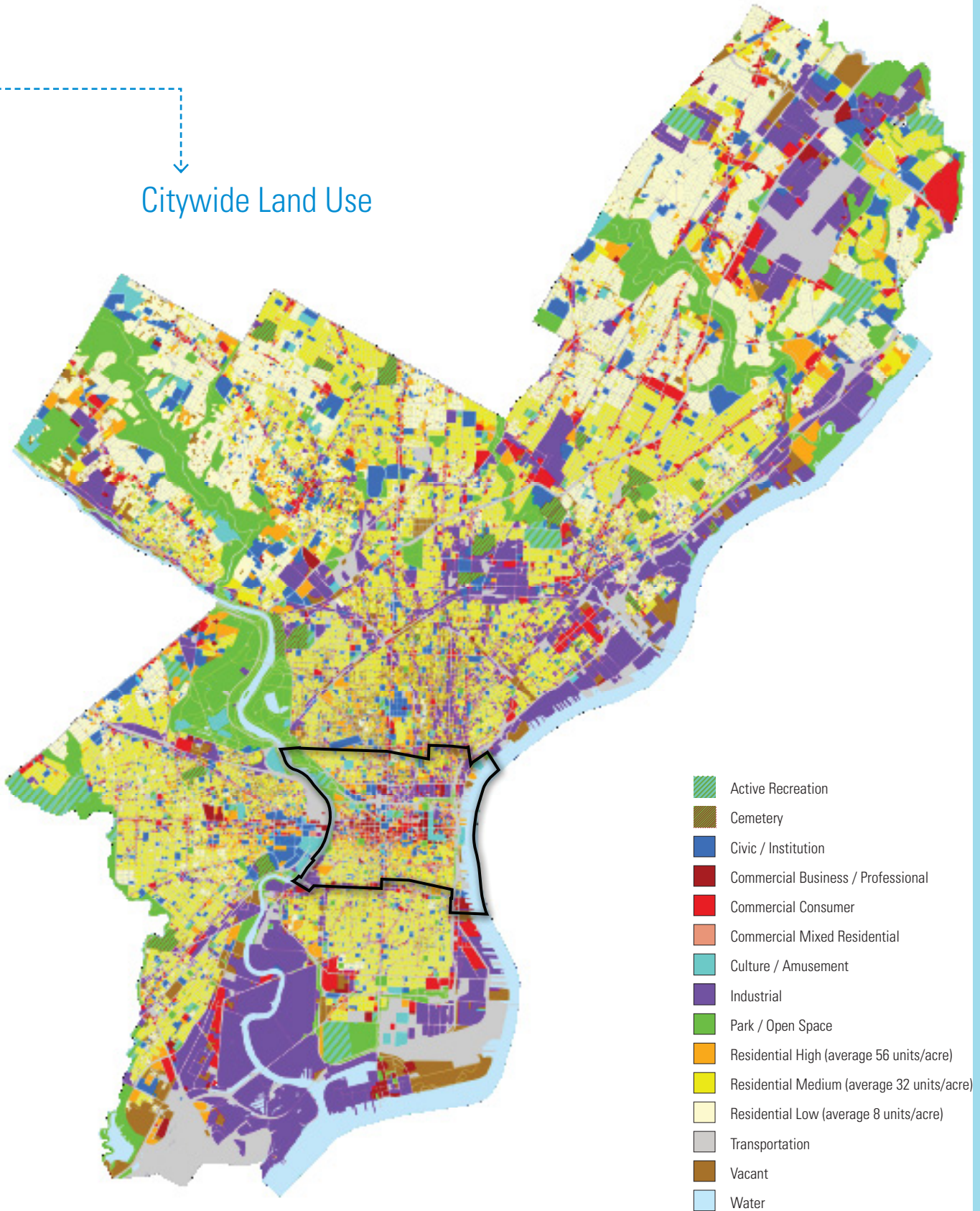
When analyzed together, land use and zoning inform planners if a property or area is zoned correctly for current conditions or if zoning changes are necessary either to reflect existing conditions or bring about changes to future physical development. Over time, changes in land use may require a remapping, or a change to a property's zoning district classification as shown on the official zoning map. Zoning map revision is a public process for updating and revising the zoning in an area and requires an action by City Council.

## Adoption of the New Zoning Code

In August 2012, following a four-year process to create the first comprehensive rewrite of the Philadelphia Zoning Code in 50 years, the revised zoning code took effect. The new zoning code is better organized and easier to navigate. The purpose of the zoning code is to set clear rules and expectations about land use, preserve neighborhood character, protect open space, and encourage investment and jobs.

The zoning code rewrite was the first part of the zoning reform process; the other major part is making zoning map revisions. This district plan is key to the zoning map revision process by providing land use and zoning recommendations. These recommendations ensure that the new code is properly mapped to reflect both existing and future land use needs.

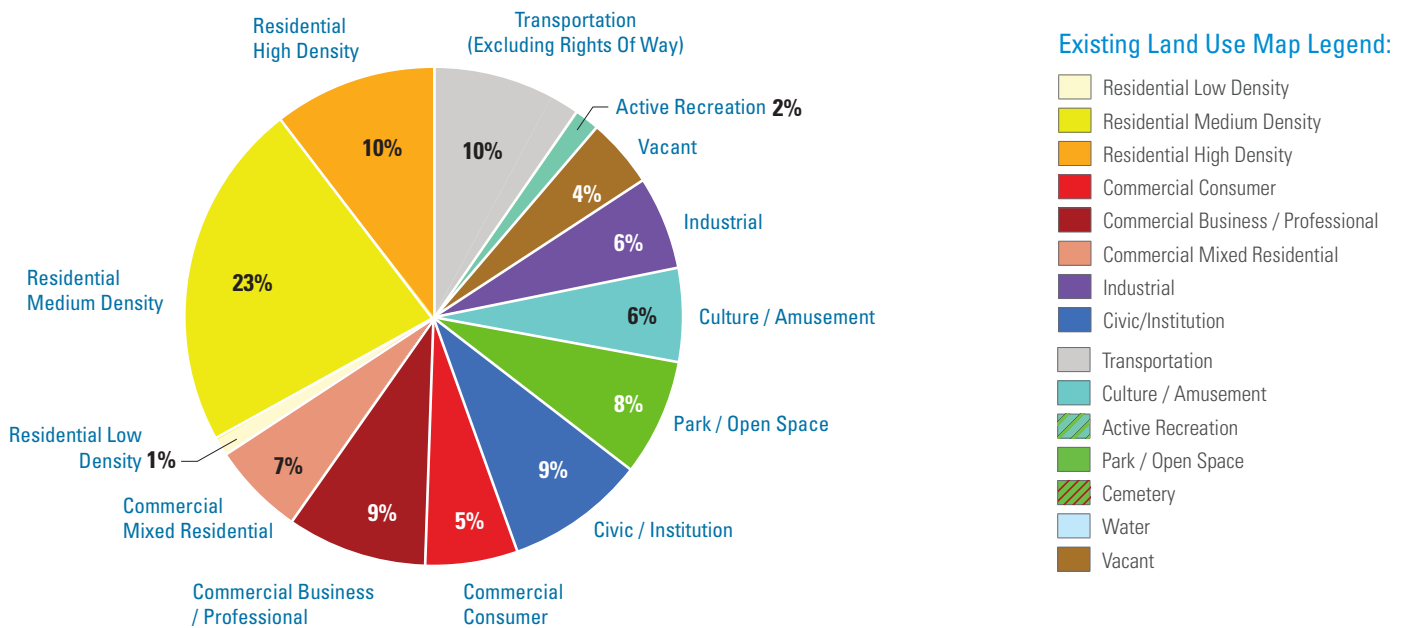
Citywide Land Use



# Existing Land Use

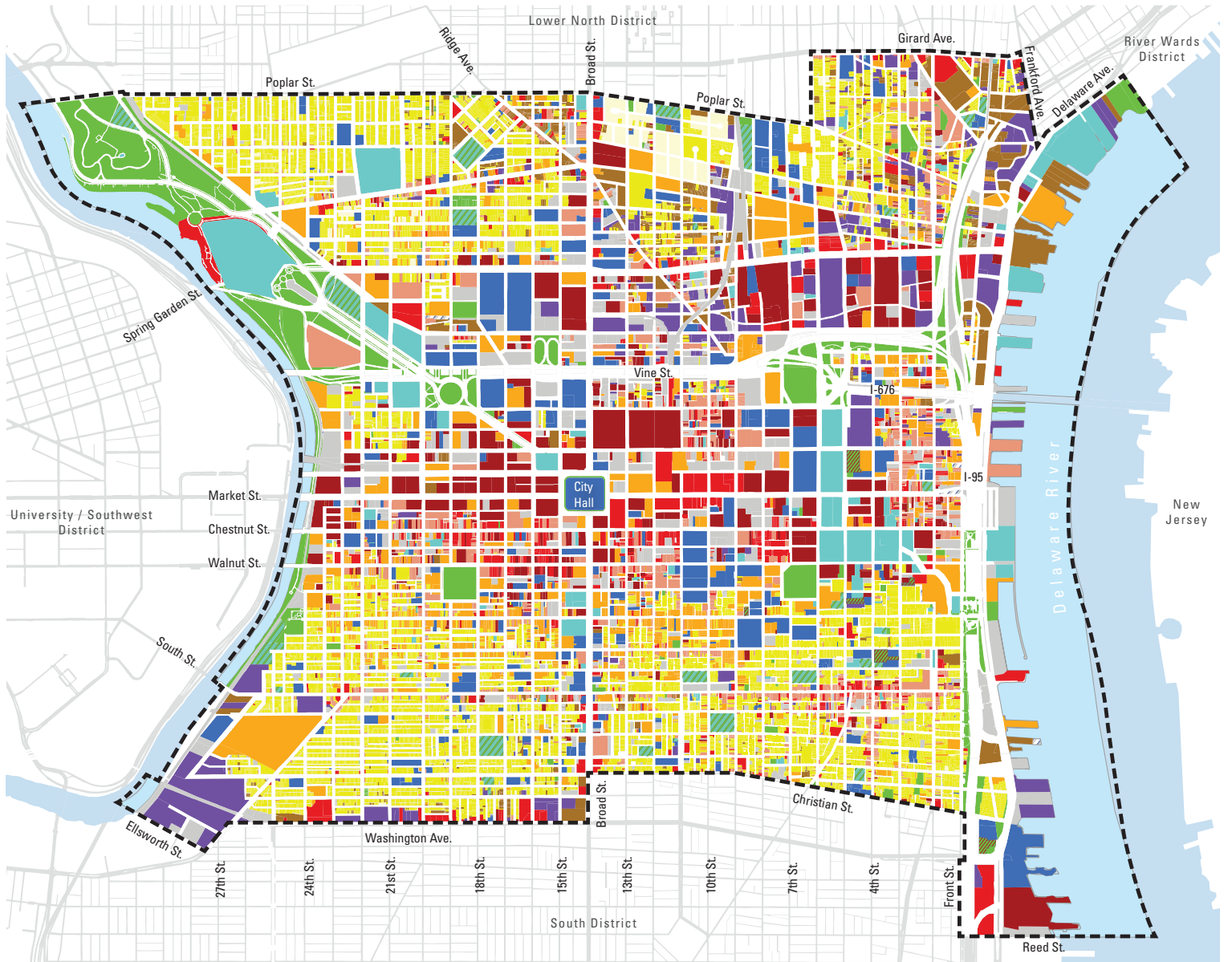
This survey of Center City land use was completed in 2012. To collect this information, a working land use map was created from various City sources, including the Office of Property Assessment, and was then verified by in-field surveys conducted by PCPC staff. The land use data is stored in a geographic information system (GIS) database maintained by PCPC. Color codes are used to represent 15 major categories of land use.

The Central District is a dense mosaic of land uses, unlike other districts where there are homogenous stretches of residential, open space, or industrial land use. A mix of residential and commercial land uses predominate the Central District with more high-density, intense land use at the core radiating out to medium density uses. These residential and commercial uses are supported by an infusion of transportation, park and open space, civic and institutional, and cultural uses. Residential uses are the most common land use at 35 percent, followed by commercial uses at 21 percent, and transportation (not including rights-of-way) at 10 percent. The amount of residential land so close to the city's core makes Philadelphia unique among US cities.



\* The Transportation percentage does not include streets and sidewalks, which cover a total of 928 acres.



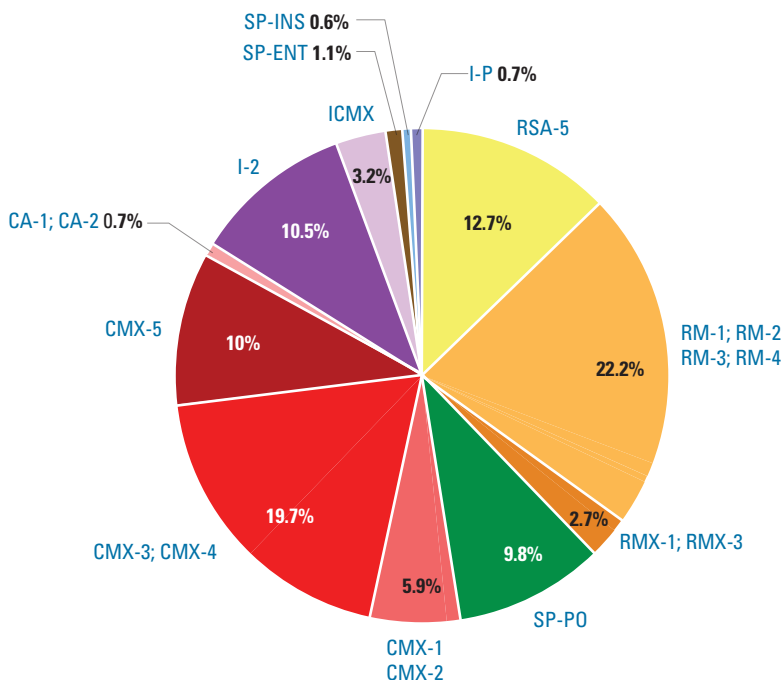


# Existing Zoning

On December 22, 2011, Mayor Nutter signed into law the first comprehensive rewrite of the Philadelphia Zoning Code in 50 years. The new zoning code went into effect on August 22, 2012.

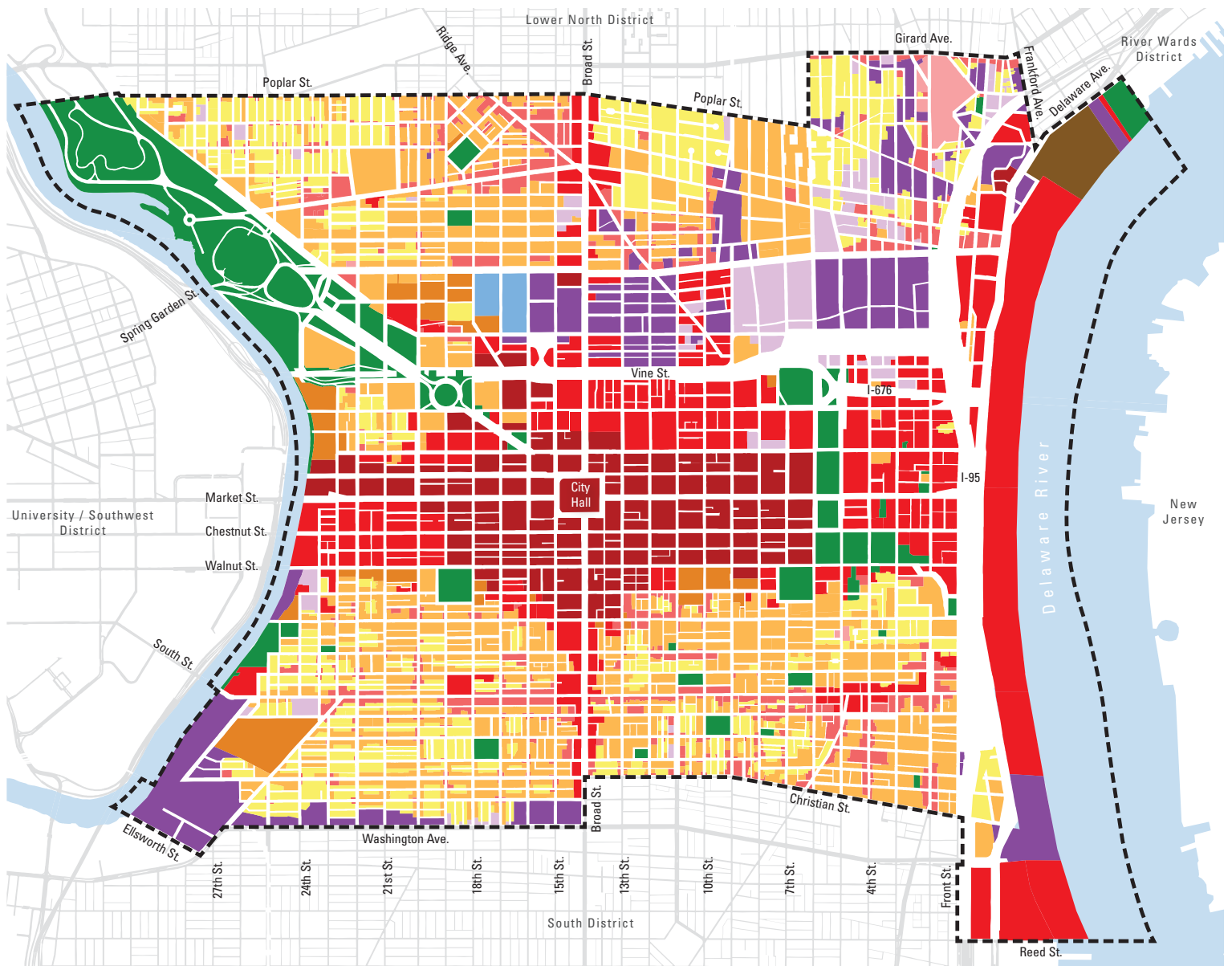
Zoning in the Central District is unique, allowing for most dense, mixed-use development opportunities. The existing zoning of the Central District is generally consistent with the existing land use. With large swathes of the Central District zoned for commercial mixed uses at high densities (CMX-4 and CMX-5), a wide-range of residential, commercial, institutional, and cultural uses are permitted. CMX-4 and CMX-5 are the highest density, mixed-use zoning classification in the Zoning Code and are perfectly suited for high-rise development in Philadelphia’s “downtown”. These designations often cover full-city blocks and often permit more dense development than what currently exists.

The zoning also created Center City’s elegant transition to mid-rise and low-rise development in surrounding neighborhoods with spines of higher density zoning designations along Broad Street, Market Street and John F. Kennedy Boulevard. However, as the zoning classifications become more fine-grained and less permissive outside the core, zoning and land use do not align as well. Recurrent areas of mismatch in the Central District neighborhoods include single-family use areas zoned to allow multifamily, open space and recreation uses zoned incorrectly, and a variety of commercial and residential uses zoned industrial. Specific zoning recommendations are outlined in the “Making It Happen” section of this plan and the Zoning Appendix.



## Existing Zoning Map Legend

	Residential Single Family Attached	RSA-5		Medium Industrial	I-2
	Residential Multifamily	RM-1; RM-2; RM-3; RM-4		Port Industrial	I-P
	Residential Mixed-Use	RMX-1; RMX-3		Industrial Commercial Mixed-Use	ICMX
	Auto-Oriented Commercial	CA-1; CA-2		Commercial Entertainment (Casinos)	SP-ENT
	Neighborhood Commercial Mixed-Use	CMX-1; CMX-2		Institutional Development	SP-INS
	Community/Center City Commercial Mixed-Use	CMX-3; CMX-4		Recreation	SP-PO-P
	Center City Core Commercial Mixed-Use	CMX-5			



# FRAMING OUR FUTURE



*Lenfest Plaza*



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# Room for Planned Growth

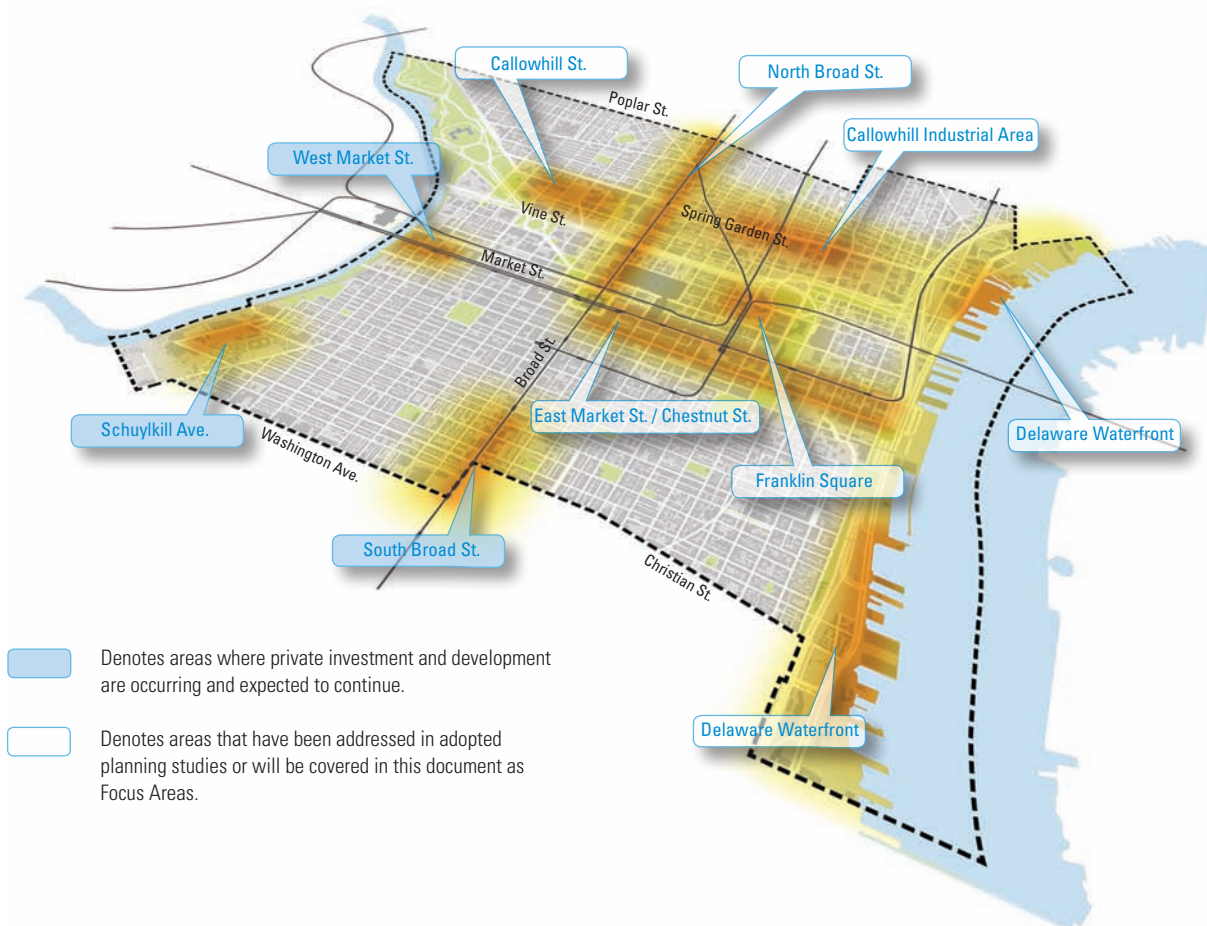
Although the Central District and the Metropolitan Center as a whole have improved greatly over the last decade, there are still parts of the district that are underutilized and have high rates of vacancy. These areas have the potential for continued growth and offer unique opportunities for new development. As the map below shows, most of these areas cluster along major corridors — Broad Street, Market Street, Delaware Avenue, and areas where the urban fabric has eroded, such as around Franklin Square and in the former Callowhill Industrial District.

Many of these locations have the capacity to absorb greater densities than what is currently in place. With the Broad Street Line subway and the Market-Frankford El, these corridors can support large-scale, mixed-use developments that offer a variety of housing and commercial options. The “super blocks” portion of the former Callowhill Industrial District has lot sizes that can accommodate nontraditional office development to cater to the market’s desire for creative office space. The Delaware waterfront offers room for a mix of development types from rowhouses to mid-rise, mixed-use projects.

Several of these areas already have robust strategic plans to guide their future development and growth. Others, such as South Broad Street and West Market Street, are starting to see renewed interest by the private sector that will soon develop the gaps. The sections of **THRIVE**, **CONNECT**, and **RENEW** offer recommendations to help all of these areas achieve their full potential and the accompanying Zoning Appendix outlines zoning recommendations to help facilitate development.

As these areas develop, the Central District will become a seamless, well-developed, mixed-use district that appeals to all types of residents, businesses, and institutions.

## Areas with Development Potential



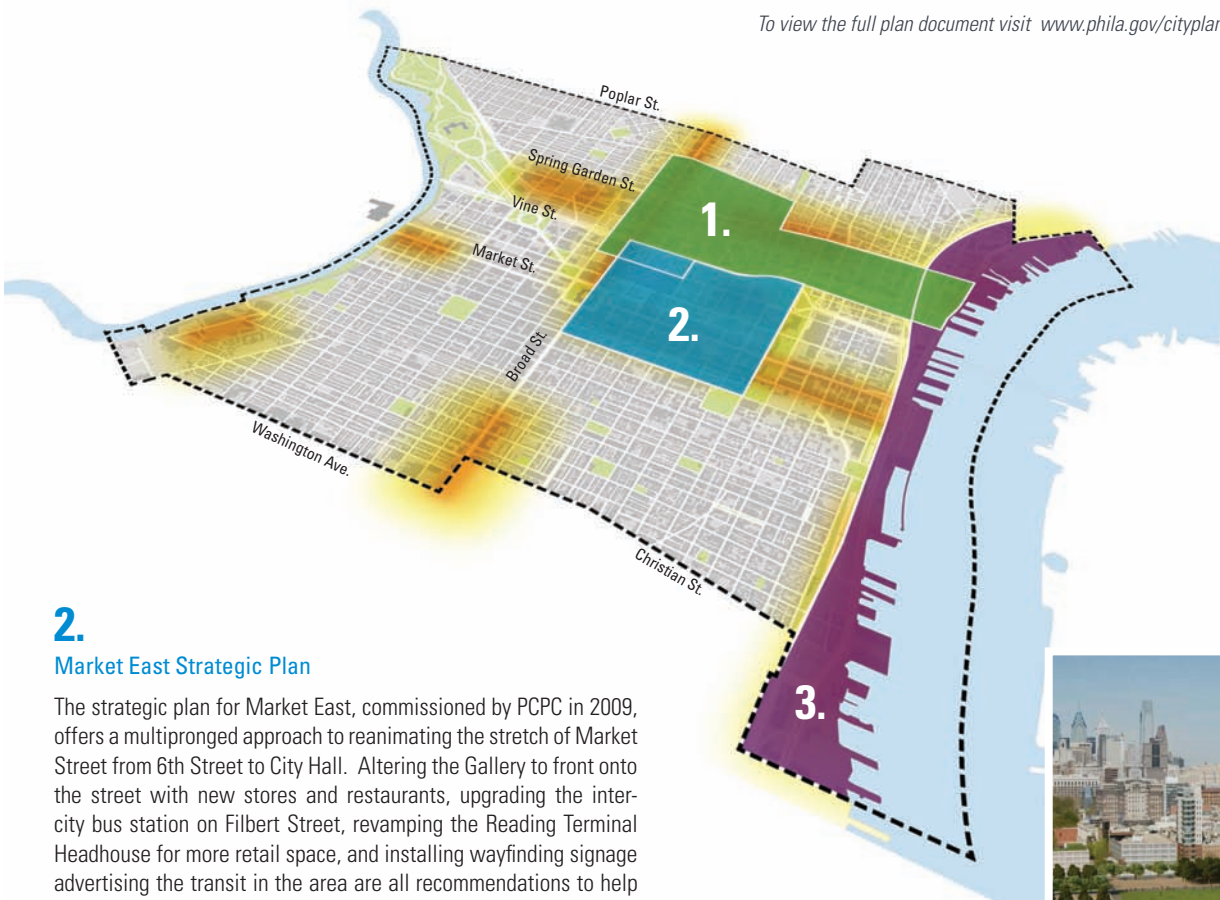
These plans have been adopted by the Planning Commission and are considered part of the City's Comprehensive Plan. Therefore, we do not repeat recommendations from these plans in this document.



## 1. Callowhill-Chinatown North Strategic Plan

In its 2010 Industrial Land Use Survey, the Philadelphia Industrial Development Corporation acknowledged that the Callowhill Industrial Area (area between 2nd and 9th Streets, Vine and Spring Garden Streets) had transitioned to other uses in many parts. This strategic plan evaluated the former industrial area and the neighborhoods around the Reading Viaduct to direct zoning and land use for future development. Recommendations include building new parks and stormwater infrastructure, changing the current zoning to industrial/mixed use and commercial/residential mixed use zoning, and preserving the 19th-century industrial core.

To view the full plan document visit [www.phila.gov/cityplanning/plans](http://www.phila.gov/cityplanning/plans).



## 2. Market East Strategic Plan

The strategic plan for Market East, commissioned by PCPC in 2009, offers a multipronged approach to reanimating the stretch of Market Street from 6th Street to City Hall. Altering the Gallery to front onto the street with new stores and restaurants, upgrading the inter-city bus station on Filbert Street, revamping the Reading Terminal Headhouse for more retail space, and installing wayfinding signage advertising the transit in the area are all recommendations to help bring pedestrians and shoppers to the area.



To view the full plan document visit [www.phila.gov/cityplanning/plans](http://www.phila.gov/cityplanning/plans).

To view the full plan document visit [www.delawareriverfront.com](http://www.delawareriverfront.com).



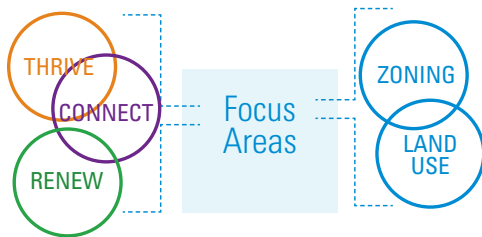
## 3. Master Plan for the Central Delaware

The Delaware River Waterfront Corporation commissioned a master plan for the central Delaware waterfront, stretching from Penn Street to Pier 70. The 2011 plan outlines major public investments, such as a park every one-half mile, extension of city streets to the river, and creation of a trail along the river, to leverage private residential and mixed-use development. DRWC will spearhead the implementation of many of the recommendations.

# Focus Areas

Focus Areas identify locations in the district that have the potential to stimulate positive change for their larger context through redevelopment. These areas, illustrate how multiple recommendations from **THRIVE**, **CONNECT**, and **RENEW** might work together to have a transformative effect.

Along with areas that have adopted plans, and those with growth potential that have private sector investment, these areas will help the long-term development of the Central District to reach its potential.



## > Focus Areas

Reimagining these areas as more dynamic economically, aesthetically, or functionally can have a transformational effect. These long-term visions provide inspiration and a framework for smaller improvements to occur incrementally.

Planning focus areas typically have the following characteristics:

- Focus areas could have underutilized land or have an inappropriate zoning classification. Therefore, focus areas have land use and/or zoning recommendations in the plan.
- Focus areas illustrate the written recommendations from **THRIVE**, **CONNECT**, and **RENEW**. They show how individual recommendations work together to transform a place comprehensively.
- Focus areas are catalysts for their larger context. They are strategically located sites with the potential to benefit the entire district, or even the city as a whole.



# Focus Areas

**Transforming West Callowhill's Connections**  
p. 36



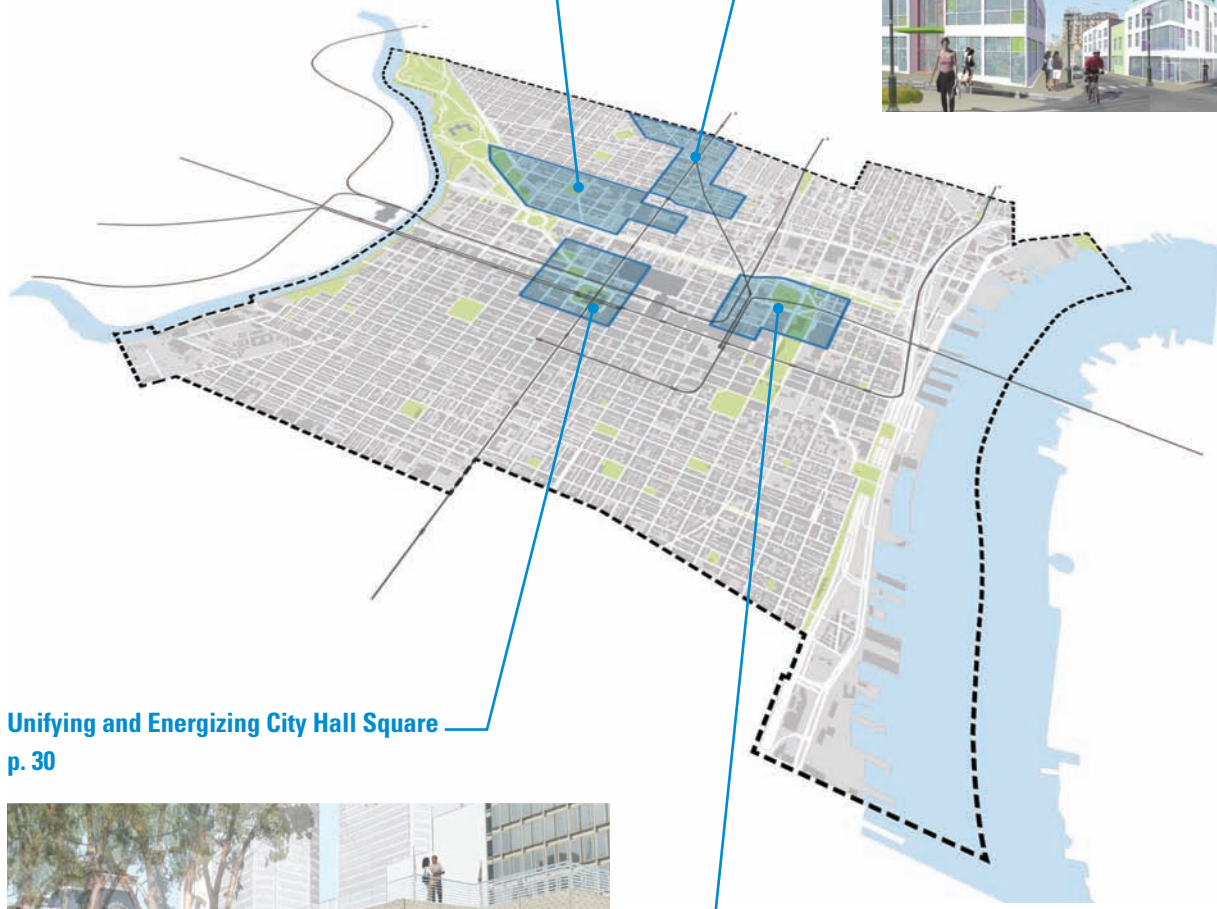
**Revitalizing Ridge Avenue and North Broad Street**, p. 40



**Unifying and Energizing City Hall Square**  
p. 30



**Bringing Chinatown to Franklin Square**  
p. 44

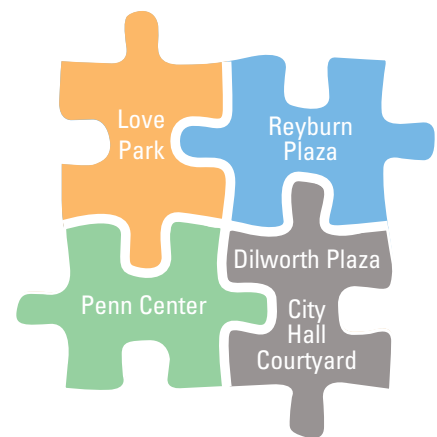


## FOCUS AREA >

# Unifying and Energizing City Hall Square

### Focus Area Goals

- > Create a cohesive network of public spaces
- > Build on recent successes and investments: Lenfest Plaza, Dilworth Plaza, Sister Cities Park
- > Provide spaces and programs that appeal to potential users
- > Create safe environments that are active throughout the day and into the night





The City Hall Square focus area addresses public realm conditions at the city's figurative heart, the area around City Hall. This area represents one of the busiest areas within the Central District. The intensity with which this area is used is evidenced by the amount of vehicular traffic on the surrounding streets, the volume of pedestrians on the crowded sidewalks, and the deteriorating conditions within the public spaces.

The City Hall Square area possesses a plethora of public gathering spaces. Some are successful but in need of refurbishment, such as LOVE Park, and some are underperforming like Rebyburn Plaza. These spaces are places we collectively use and visit whether we are just passing through to catch a train home, queuing to order lunch from the food trucks, or gathering to enjoy the Mummers parade. Despite the quantity of spaces, they lack unity. Although clustered, they are disconnected by busy roadways, making connections difficult. Further, there are few elements or programs in the design of the spaces that suggest they are part of a larger set.

The recommendations outlined in this focus area address these issues with the intent of creating unity between the pieces to create a more lively and inspired system of parks, plazas, and spaces.

# FOCUS AREA > Unifying and Energizing City Hall Square



Narrow sidewalk on JFK Blvd.

## > Reclaim Excess Vehicular Realm as Pedestrian Space

Although the various civic spaces are located in proximity to one another, they lack unity. This in some instances is created by excessively wide, heavily trafficked street crossings. There are areas where excessive roadway widths have been provided at the expense of the pedestrian. The illustrative plan proposes specific instances where excessive roadway widths can be returned to the pedestrian, creating safer crossings and more pleasing pedestrian spaces.

## Bicycle Infrastructure Additions with Map Location Symbol

### > Centralized Bike Station

A full-service bike station, centrally located within the downtown, would provide secured bike parking, maintenance services, and shower and changing facilities for commuters and recreational cyclists. A successful model exists in Millennium Park in Chicago.



### > Market St. / JFK Blvd. Separated Bikeway

The proposed bicycle enhancement project for JFK and Market from 15th to 20th Street would transform these two corridors into an attractive space for pedestrians, improve accessibility for bicyclists, and maintain vehicular traffic flow and loading.



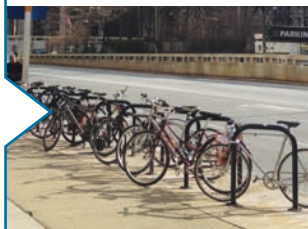
### > Bikeshare Stations

Once implemented, the city's bikeshare program will likely have a large presence within the focus area. Bikeshare access pods should be strategically located near transit stations, popular destinations, and existing bike routes.



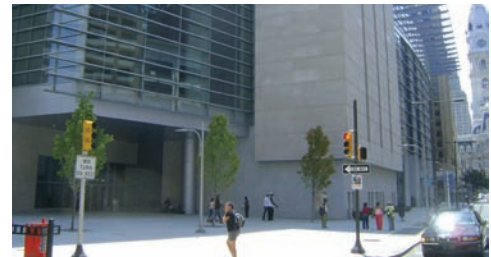
### > High-Capacity Bike Parking

There is an increased demand for bike parking within the focus area, particularly near the entrances to large office towers. Concentrated curb-side bike parking should be accommodated where generous sidewalks and demand exist.



## > Reconfigure Convention Center Entrance Plaza on North Broad Street

The expansion of the Pennsylvania Convention Center created the opportunity to have its main entrance on North Broad Street. The building's architecture successfully demonstrates this intent; however, little effort was given to distinguishing the front plaza space as the primary arrival zone. A redesigned plaza, consistent in materials to Lenfest Plaza across Broad Street, is needed to clearly mark the Convention Center's front door.

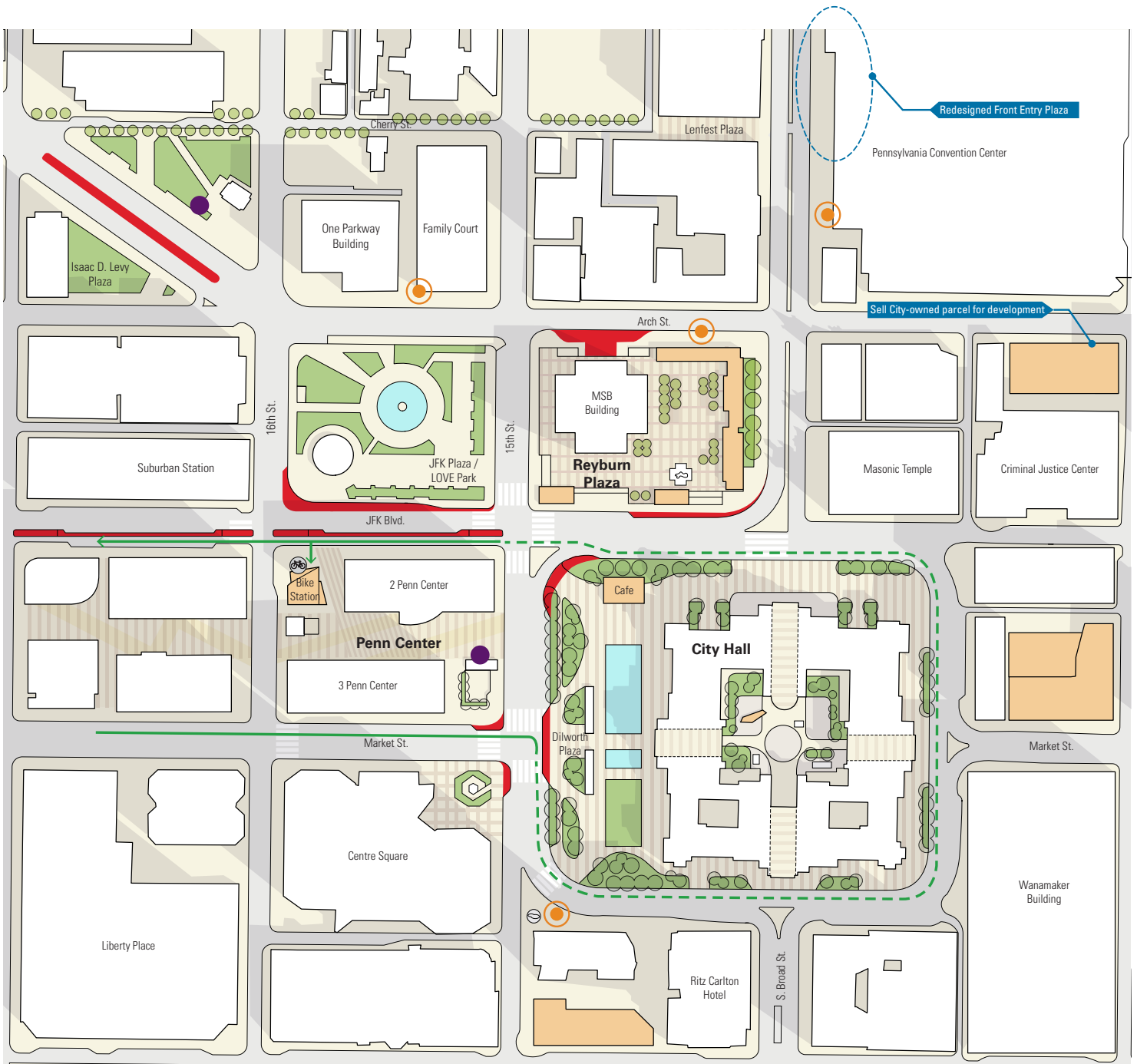


## > Reimagine JFK Plaza / LOVE Park

The opportunity to enhance JFK Plaza (LOVE Park) has arisen because improvements to the waterproofing membrane of the parking garage below are anticipated in 2014. In order to maximize the project's benefits for the public realm, reconsideration of the design of the park's pedestrian environment should start now.

JFK Plaza is a complex urban space and therefore its redevelopment must differentiate between components of the park that will simply be replicated, components that must be preserved in their original state and location, and components that could be fully redesigned in order to improve the overall quality of the park.





- 1. Reyburn Plaza
- 2. City Hall Courtyard
- 3. Penn Center Plaza

### 3 Big Ideas →

In addition to the recommendations identified here, three underperforming spaces — Reyburn Plaza, Penn Center Plaza, and City Hall Courtyard — have been investigated in greater detail. The recommendations for these spaces are intended to have a larger, more transformative impact in creating vibrant public spaces.

# FOCUS AREA > Unifying and Energizing City Hall Square

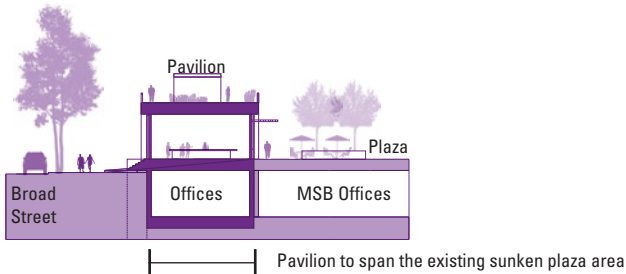
3 Big Ideas > *Reyburn Plaza / City Hall Courtyard / Penn Center Plaza*

## 1. Reyburn Plaza

In its current configuration Reyburn Plaza does not function as a desirable public destination. Recommendations focus on creating a better frontage along Broad Street and generating activity that would enliven the plaza space. Proposed improvements include the addition of a pavilion-styled structure along the eastern edge of the plaza designed to accommodate retail and/or restaurants. These active fronts would create a better interface with a smaller, more defined and better ornamented plaza space. This would make the walk along Broad Street so much more appealing than seeing the large, blank wall that is there now. Partnerships for the construction and operation may be the mechanism for realizing this idea, similar to what was accomplished at Sister Cities Park.

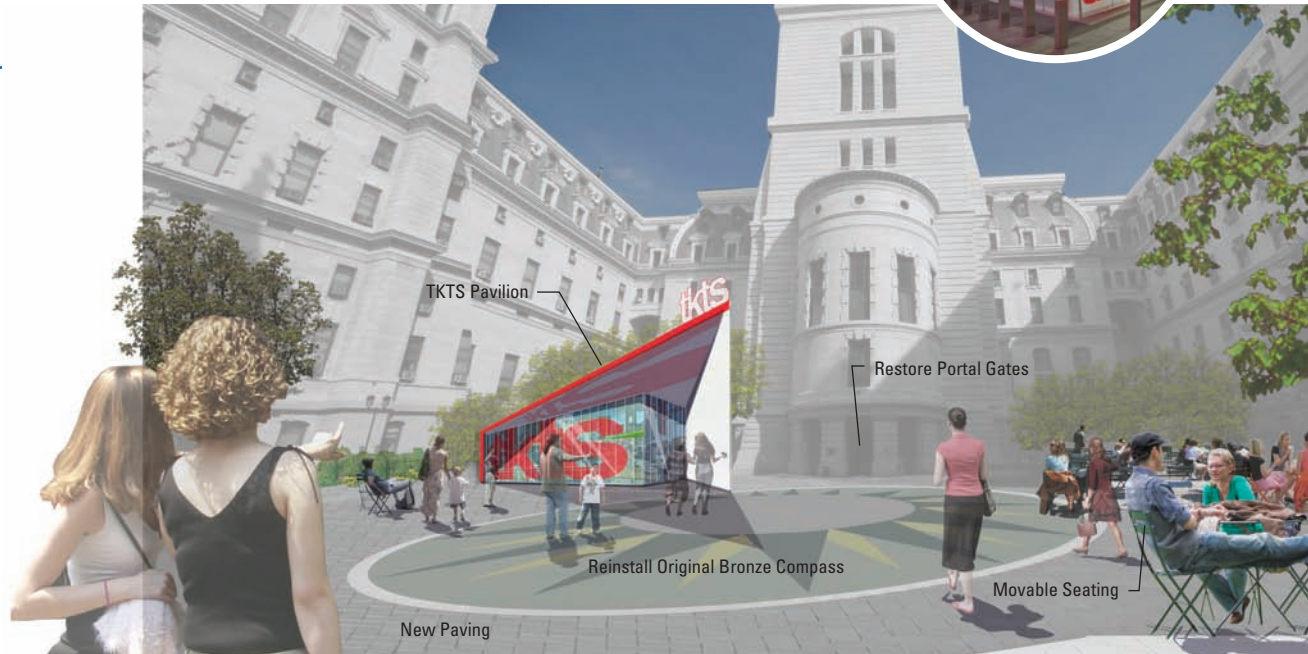


The site presents many obstacles below grade including tunneling for the Broad Street subway and the SEPTA commuter line (in red).



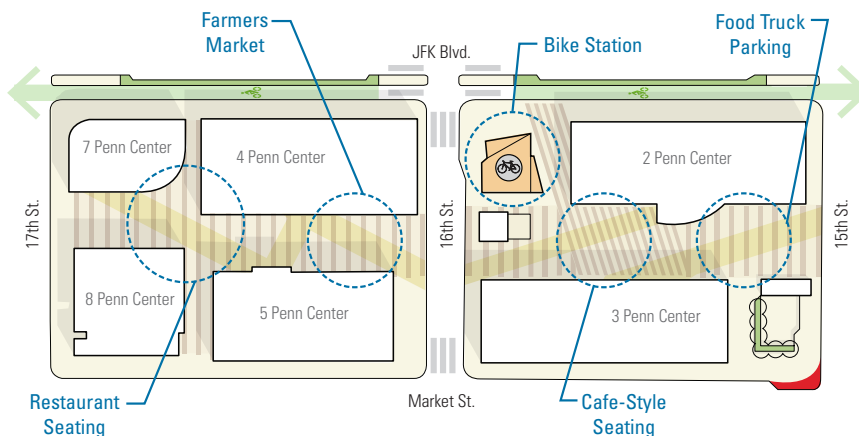
## 2. City Hall Courtyard

Proposed Improvements for the Courtyard include new paving that is consistent with the quality of materials used in the building itself, movable seating and tables that can be positioned in response to shade and sun patterns, and restored portal gates that replace the existing chain link barriers. A privately managed TKTS-style kiosk within the courtyard could function as a one-stop venue for purchasing tickets to a multitude of concerts, performances, art venues, and museums throughout the Central District. Other commercial uses may also help activate this prime urban space.



## 3. Penn Center Plaza

Penn Center Plaza, while not City-owned, could accommodate a number of uses and programs without significant built interventions. A restaurant within one of the office buildings in the shadow of City Hall tower, a seasonal farmers market, and dedicated food truck parking could individually or collectively share space at Penn Center Plaza, activating the space throughout the day and evening. A more ambitious proposal is a central bike station equipped with secured parking, maintenance stations, and showers.

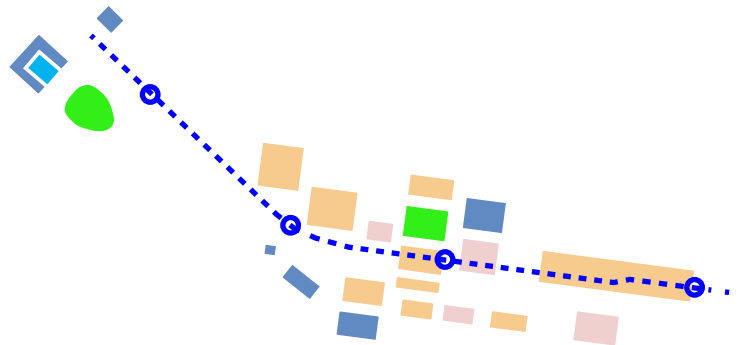


# FOCUS AREA >

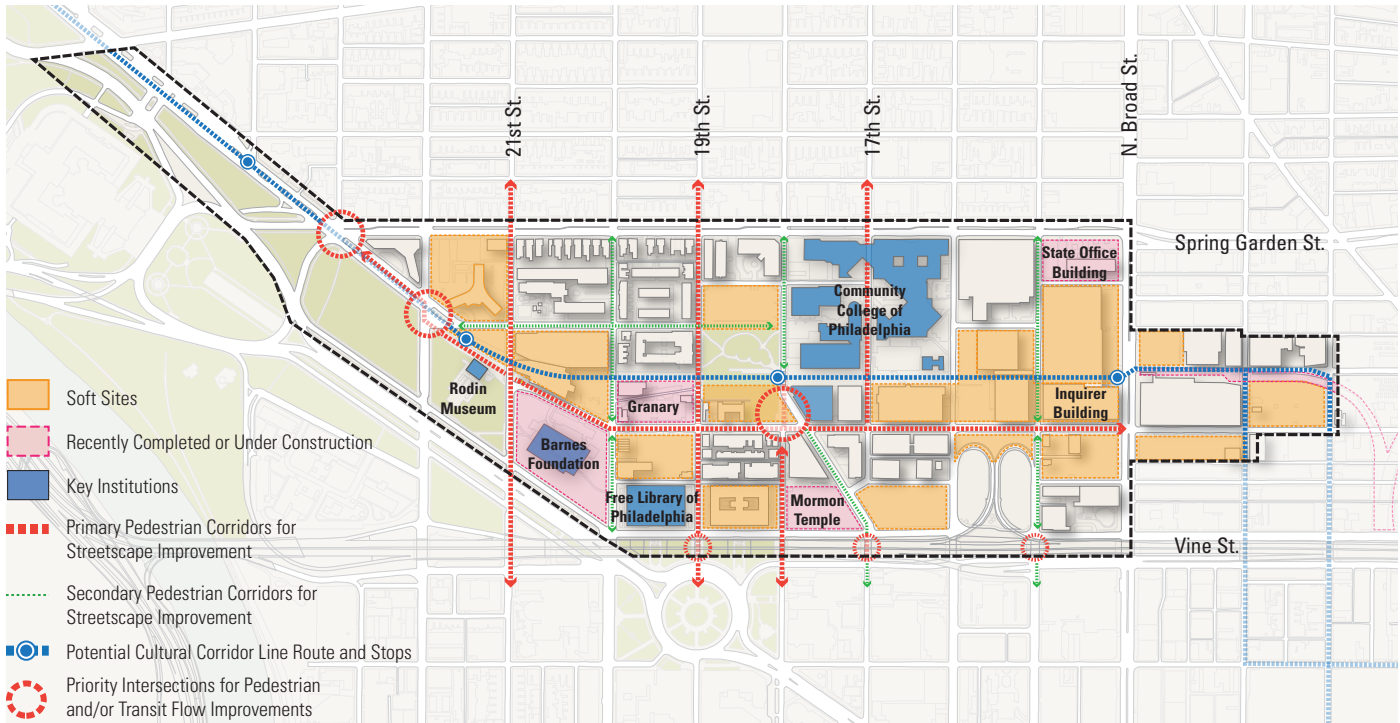
## Transforming West Callowhill's Connections

### Focus Area Goals

- > Leverage transit access provided by the proposed Cultural Corridor Line to guide new development
- > Establish a consistent urban scale in the area
  - Encourage moderate heights that recreate or reinforce street walls
  - Encourage an even spread of density on redevelopment sites
- > Modify key intersections to improve pedestrian access
  - Shorten pedestrian crossings
  - Clarify oblique turns and awkward sight lines
- > Prioritize the Callowhill Street-Pennsylvania Avenue corridor for local commercial and retail development
  - Encourage restoration of commercial edges
  - Encourage building arrangements that frame clear sightlines and create easy pedestrian access





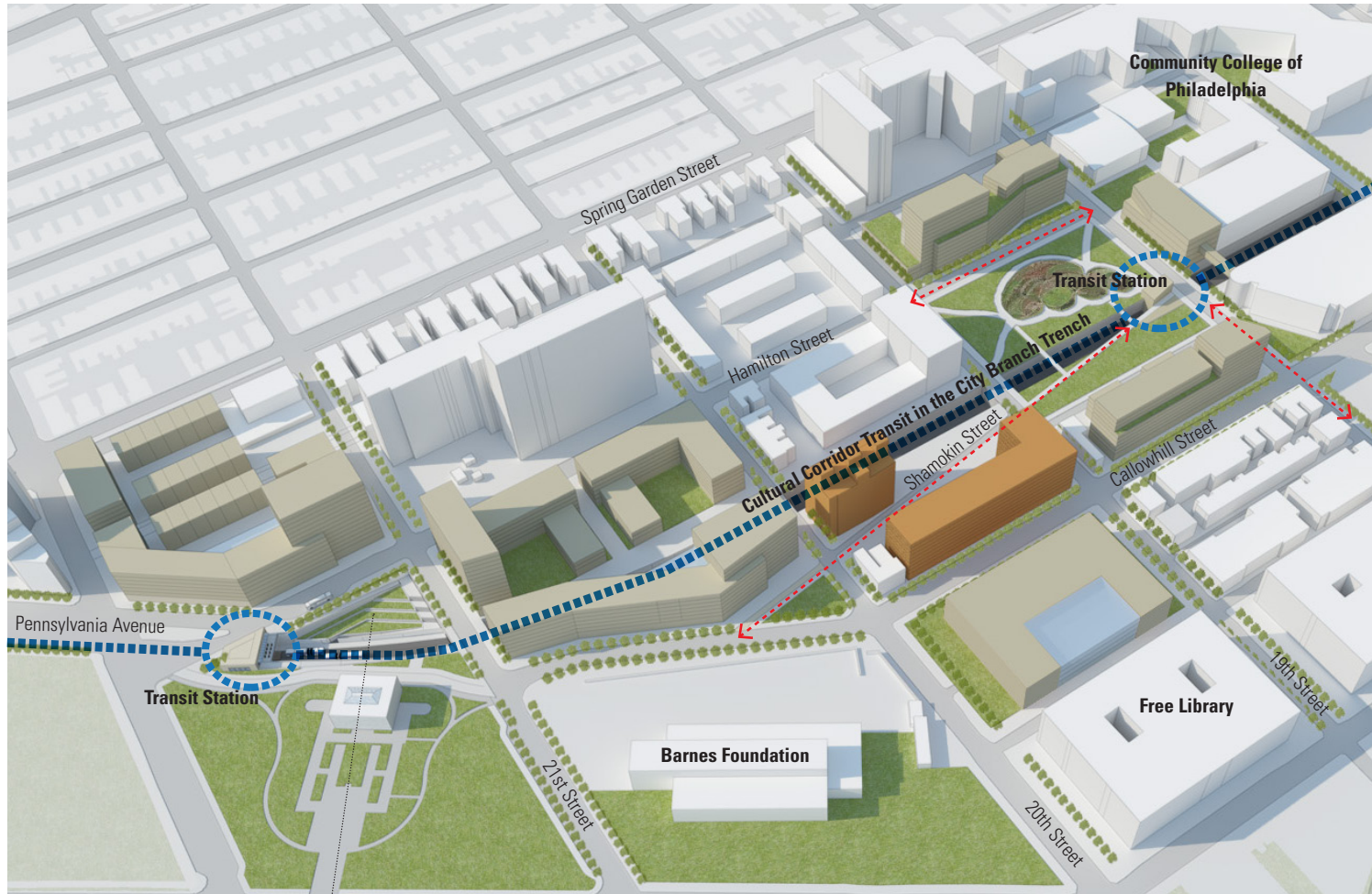



This often-undervalued portion of Logan Square boasts recent development of both institutions and apartments, with several other sites ripe for new construction. The presence of the City Branch rail trench is an important hidden feature in the area. These provide a unique opportunity to continue growth while also defining the future character of this promising neighborhood.

The *Logan Square Neighborhood Plan* of 2009 calls for the revitalization of Callowhill Street for local retail. Additionally, SEPTA is looking at ways to preserve the City Branch rail cut for transit, including the Cultural Corridor Line, which will connect neighborhoods to cultural assets on the Benjamin Franklin Parkway and destinations, such as the Philadelphia Zoo, Please Touch Museum, and the Mann Center for the Performing Arts. However, there are intersections with difficult pedestrian crossings and street frontages that remain bleak, with surface parking lots and walled-off properties. New development should reactivate critical corridors, such as Callowhill Street, with ground-floor activities and uses that will engage the public. Additionally, the number and size of potential development opportunities indicates that several hundred or more units can be added to the area with moderate-scale buildings that hug street walls, while also allowing adequate light and air.

# FOCUS AREA > Transforming West Callowhill's Connections

Vision for Area - Redevelopment shows over 1.6 million square feet and 1250 housing units.



Streets and pedestrian routes recommended for extension or restoration 



*Proposed transit station behind the Rodin Museum*

The Cultural Corridor Line can do more than simply provide a convenient and efficient connection. It also presents an opportunity to raise the image of transit and the neighborhood through dedicated branding and well-designed station architecture. The cut behind the Rodin Museum offers a special opportunity, with the convergence of new development sites, the museum, and a major opening in the railway trench. New development along the streetwalls can frame a potential green space that forms a special point of arrival at 21st and Hamilton Streets.



See pages 64-65 for more information on the Cultural Corridor Line.

*Behind the Rodin Museum, Existing Conditions*



At Mathias Baldwin Park, a combination of small interventions can greatly enhance development potential and the public realm. Restoring the full North-South alignment of 18th Street allows for a clearer traffic pattern and safer pedestrian connection, as well as an opportunity for a new entry plaza at the Community College of Philadelphia. Moderate scale development along Callowhill Street can further establish it as a commercial corridor, while similar development along a restored Hamilton Street can complete the framing of Mathias Baldwin Park and connect the Community College to points east and west.



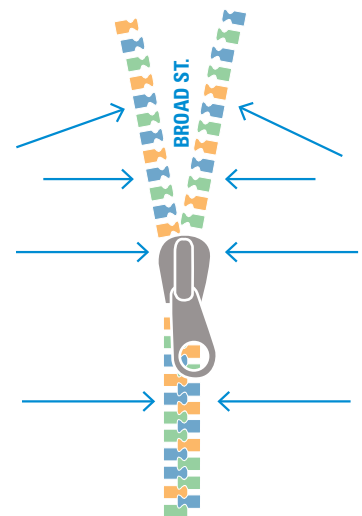
Existing View of Mathias Baldwin Park

# FOCUS AREA >

## Revitalizing Ridge Avenue and North Broad Street

### Focus Area Goals

- > Improve the public realm
  - Enhance the quality of the streetscape
  - Green the Ridge Avenue Corridor
  - Build distinctive identity
- > Reinforce and leverage existing assets
  - Encourage density around transit stations
  - Position Ridge Avenue as a viable commercial corridor
  - Adaptively reuse existing buildings
  - Define connections to existing anchors



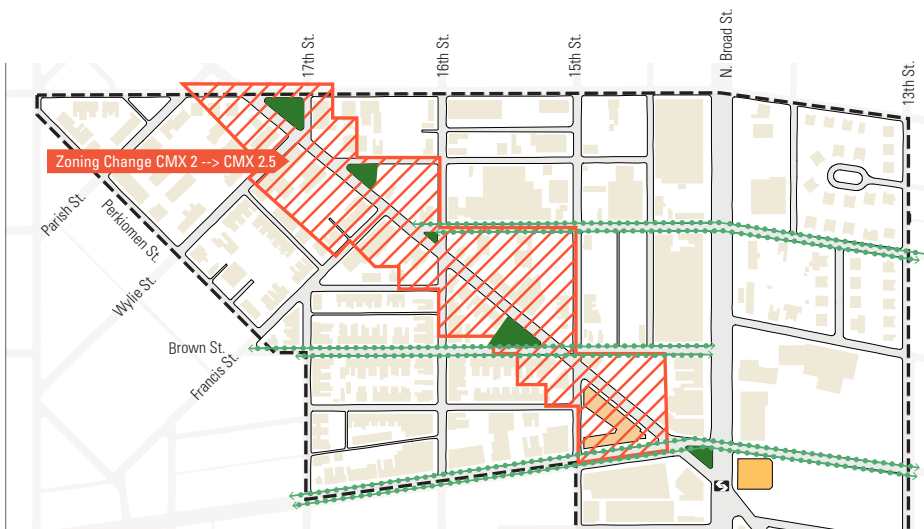


This focus area is situated halfway between Temple University and the densest core of Center City. It is on the periphery of desirable established neighborhoods and neighborhoods that are experiencing significant growth. North Broad Street, the focus area's most visible commercial corridor, has been the recipient of attention in terms of planning and physical enhancements. Despite these influences, the areas to the east and west of Broad Street, particularly along the Ridge Avenue corridor, suffer from vacancy and abandonment. Deteriorated sidewalks, vacant lots, curb cuts, and surface parking have a negative effect on the public realm.

Recent developments, including the mixed-use project at 600 North Broad Street and newly opened Tower Place in the former state office building, have added significant new population to the area. This population is expected to grow with the anticipated development of the Divine Lorraine building and its neighboring vacant sites. Vacant and underutilized sites should be redeveloped into a mix of single-family homes, apartments, and commercial space. These actions will create a seamless transition of energy from Center City into the neighborhoods to the north.

# FOCUS AREA >

## Revitalizing Ridge Avenue and North Broad Street



### > Right-Sizing the Commercial Corridor

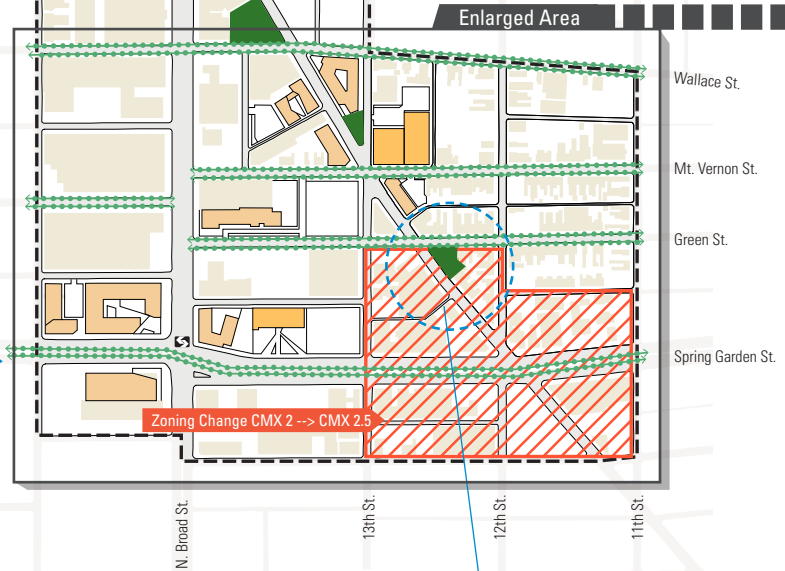
To imagine Ridge Avenue as Main Street in Manayunk, with continuous retail end to end, may be an unrealistic vision for this section of the avenue. Instead successful corridors can have moments or nodes of commercial density spaced between residential and other uses. These nodes should be located close enough together that a feeling of commercial continuity is established.

### > Commercial Zoning

Remapping the zoning along Ridge Avenue to CMX-2.5 will help in achieving the desired commercial presence along the corridor. The CMX-2.5 (Neighborhood Commercial Mixed-Use) district is primarily intended to accommodate active, pedestrian-friendly retail and service uses in commercial nodes and along commercial corridors. This higher-density zoning will help provide additional residents who can then support the commercial businesses.

### > Build Strong East / West Connections

Streetscape improvements that are visually appealing and create connections that are perceived as safe are necessary in attracting visitors from Broad Street to explore and support the businesses along Ridge Avenue. These basic improvements are critical to Ridge Avenue's sustained economic success as a commercial corridor. The proposed Spring Garden Greenway, a 2.2-mile separated bikeway, will help link the city's two riverfronts and connect neighborhoods.



### > Greening the Corridor

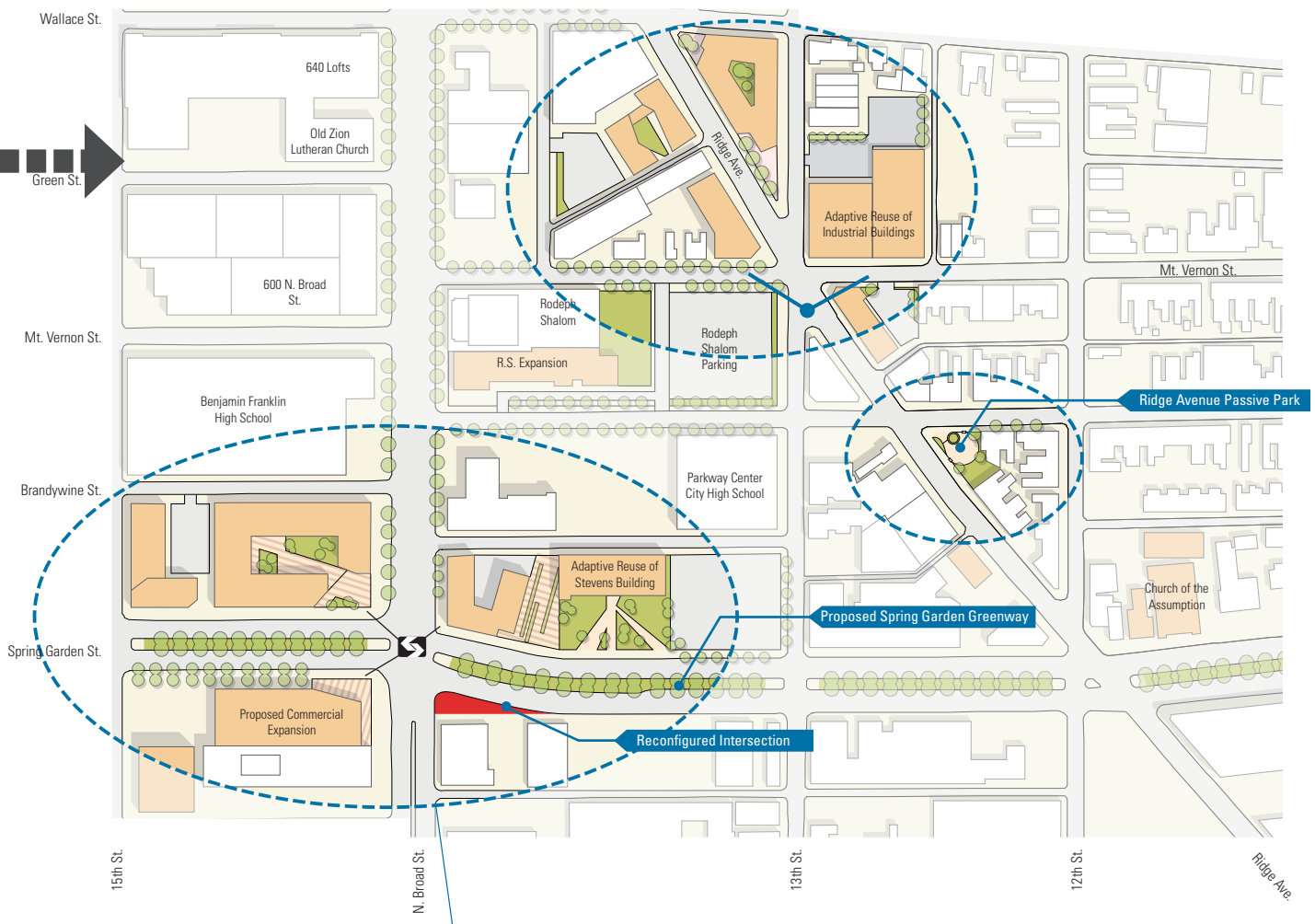
The diagonal alignment of Ridge Avenue as it snakes across the typical grid pattern of blocks creates acute triangular parcels that often in this area are vacant lots. These parcels, more difficult to develop than standard rectangular parcels, present a unique opportunity to incorporate public open space in a neighborhood that is growing and largely underserved by parks.

The presence of the Broad-Ridge spur SEPTA tunnel under Ridge Avenue makes it difficult and costly to implement standard green street practices. These low-intensity, off-street pocket parks provide an alternative method for capturing stormwater runoff.





A reenvisioned commercial node at Ridge Avenue and Mt. Vernon Street



**> Allow Higher Density at Transit Nodes**

Large vacant or underutilized parcels along Broad Street create opportunities to redevelop into dense, active nodes supporting residential and commercial uses. The Central District Plan recommends strategically rezoning parcels immediately adjacent to Broad Street subway stations to allow for higher density and to encourage developers to use density bonus incentives that would benefit the surrounding public realm.

For zoning recommendations see page 94.

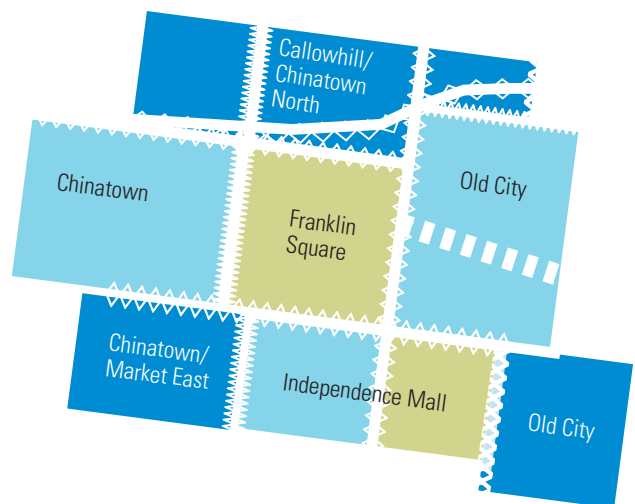


# FOCUS AREA >

## Bringing Chinatown to Franklin Square

### Focus Area Goals

- > Restore pedestrian connections
  - Reintroduce streets
  - Narrow roadways
  - Improve crossings
- > Encourage appropriately scaled urban infill
  - Introduce a variety of parcel sizes and frontages
  - Introduce shared parking
  - Restore street walls and urban enclosures
  - Encourage street-activating ground floor uses







*Franklin Square and Surroundings, 2012 Aerial*



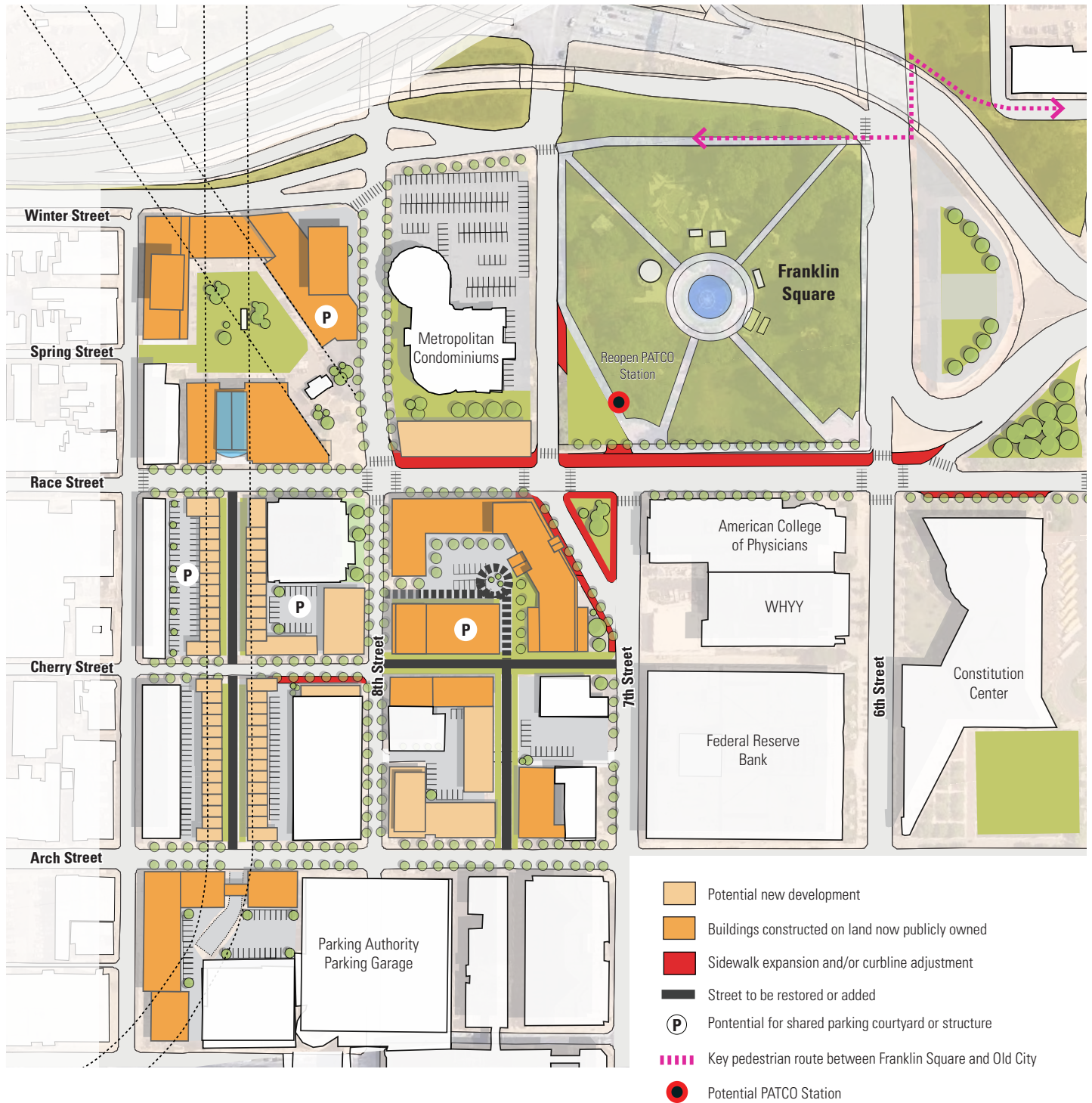
*Franklin Square, 1910*

Franklin Square was once well connected to a network of surrounding neighborhoods characterized by walkable streets and complete blocks filled with a variety of densities and uses.

While Franklin Square was recently restored and once again attracts many to its lawns, playgrounds, and other amenities, its connections to the surrounding neighborhoods remain poor. There are excessive roadway widths, difficult crossings, and unwelcome frontages of surface parking lots and utility bays. Large, closed-off institutions and underground railway infrastructure have resulted in wholesale demolitions and block consolidations, further eroding the pedestrian scale and mixed-use grain of the area. However, some of these large surface parking lots and aging institutions are ripe for redevelopment and many of these soft sites are under the control of public agencies. This creates an opportunity to plan for future uses while also restoring pedestrian connectivity between neighborhoods. There is also an ability to introduce a variety of parcel sizes, thereby encouraging a range of developers to participate in the rebuilding of the neighborhood.

# FOCUS AREA > Bringing Chinatown to Franklin Square

*Restoring the Urban Fabric*



## > Neighborhood Circulation and Development Sites — Limitations and Opportunities

While some sites, such as the Police Headquarters and the 800 block of Race Street, are likely candidates for redevelopment, other locations, such as the Federal Reserve Bank and the Metropolitan Condominiums are likely to remain. Additionally some streets, such as Race, 7th, and Cherry, can be modified or extended while others, such as 6th and 8th Streets, must remain to accommodate traffic. To enhance pedestrian connections, street modifications and new streets are introduced where possible: reducing the width of Race Street, reintegrating the Southwest corner of Franklin Square, extending Cherry Street, and introducing new north-south connectors.

> Range of Development Possibilities



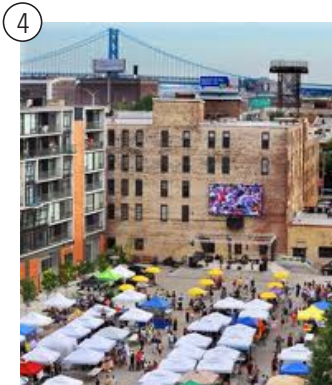
1 Rowhomes with Gardens



2 Perimeter Apartment Blocks



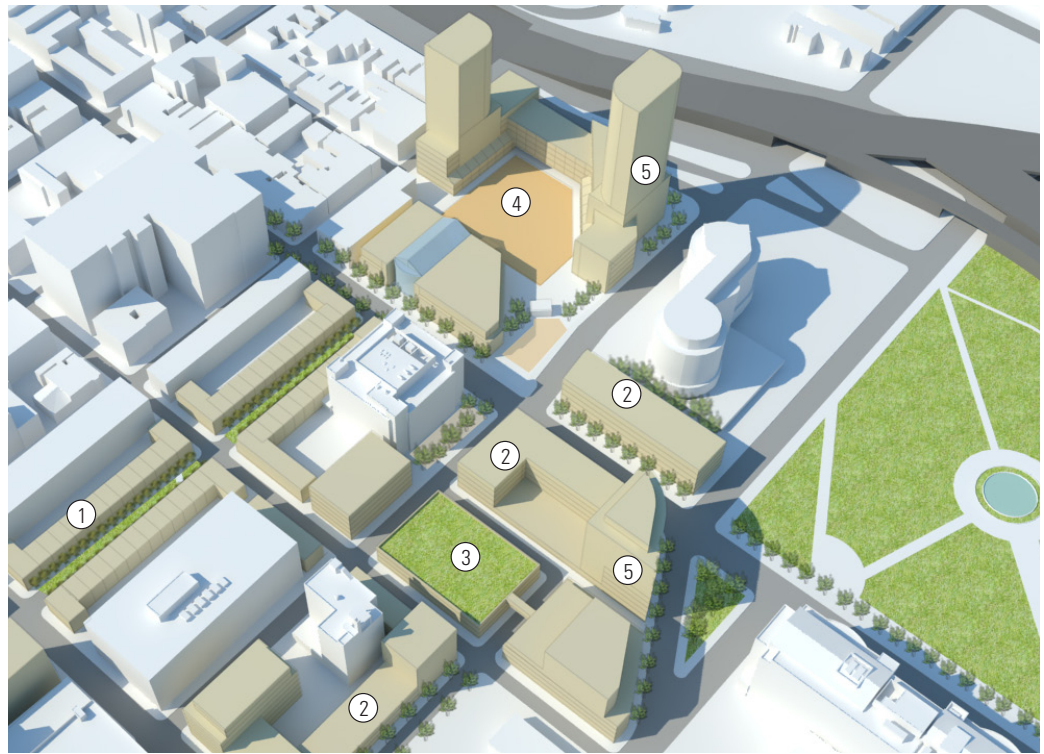
3 Shared Garage with Green Roof



4 Public Plaza over Tunnels



5 High-Rise Residential

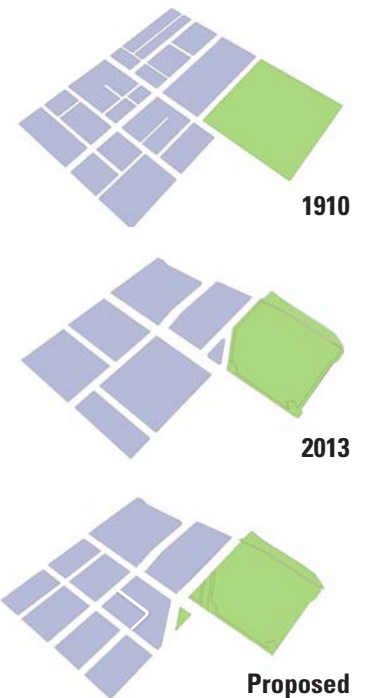


The large range of available development parcels can result in a variety of new housing types and uses. By restoring portions of the street grid that existed in 1910, more linear feet of frontage are added to the neighborhood. This creates more and better development sites.

Reintroducing streets also results in a variety of parcel sizes that can foster a range of scales. This can include the more moderate rowhomes and corner stores that are consistent with much of the existing fabric of Chinatown, apartment buildings on Race Street, and larger high-rise projects that are more appropriate for sites addressing Franklin Square or the Vine Street Expressway.

Additionally, while the confluence of two underground rail tunnels between 8th and 9th Streets north of Race Street presents a challenge to surface development, it also creates a unique opportunity for a public plaza similar in nature to the Piazza in Northern Liberties. In contrast to the passive recreation of Franklin Square, this plaza can serve as a needed event space for night markets, concerts, local festivals, and more.

> Evolving Block Patterns and Densities at Franklin Square



# FOCUS AREA > Bringing Chinatown to Franklin Square

## Right-Sizing Streets and Replacing Streetwalls

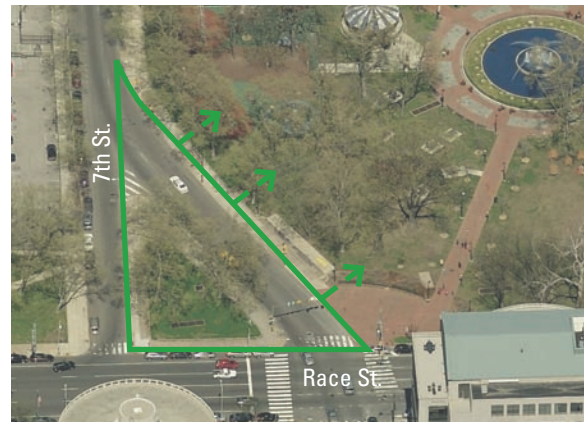
Race Street is an important corridor that connects Franklin Square to both Old City and Chinatown, two of the most prominent and populated adjacent neighborhoods. However, for the last few decades, the street has also served as a traffic feeder into the eastbound lanes of the Benjamin Franklin Bridge. Roadways have been repeatedly widened, often compromising sidewalks, adjusting or removing pedestrian crossings, and ultimately cutting off pedestrian connections from the square to Old City. Additionally, the southwestern corner of Franklin Square was cut off to accommodate the realignment of 7th Street, complicating connections to Chinatown. The proximity to I-676, I-95, and the bridge has led to an excess of roadway capacity on Race Street. Considering the planned relocation of the Police Headquarters, this is an opportune time to reclaim roadway space for pedestrian travel, restore the edges of the square, and reinstitute street walls to right-size Race Street for all users and functions.



> 8th and Race Streets, with narrower roadway and new construction



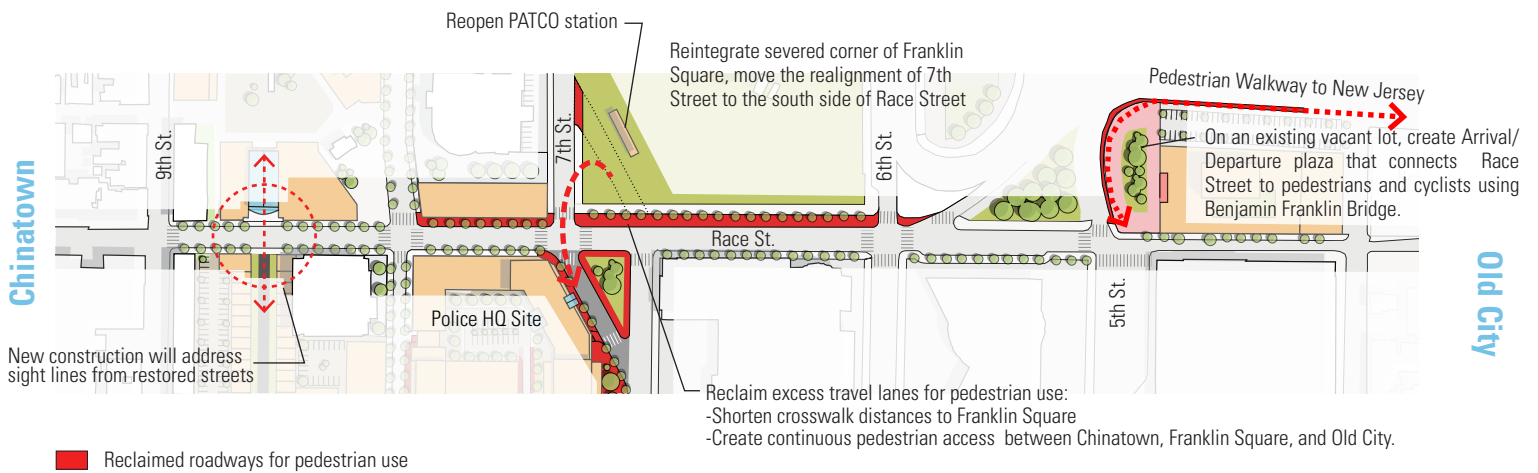
8th and Race Streets looking south, 1914



Recovered corner to be integrated back into Franklin Square



8th and Race Streets, looking east, 2012



# Recommendations

Land use and zoning recommendations are organized into three forward-looking themes: **THRIVE**, **CONNECT**, and **RENEW**. These themes reflect the goals and strategies of the *Citywide Vision*.

Within the three themes are eight elements from the *Citywide Vision* that address the major issues, opportunities, and unique qualities of the Central District. Each element is broken into topics that include a description of existing conditions, district-specific recommendations, responsible implementing agencies, and references to applicable objectives from the *Citywide Vision*. A complete list of objectives from the *Citywide Vision* is provided in the Appendix.



Center City **THRIVES** by providing varied housing options in diverse, mixed-use neighborhoods, strengthening its commercial corridors, and right-sizing capital facilities to serve the growing Central District population.



**52 | Neighborhoods**  
Improve neighborhood livability



**57 | Economic Development**  
Make Philadelphia more competitive in the metropolitan region



**60 | Land Management**  
Capitalize on land assets



Center City **CONNECTS** workers, residents, and visitors to places where they live, work, and play with a modern and efficient transportation infrastructure that accommodates all users — pedestrians, bicyclists, transit riders, and drivers.



**62 | Transportation**  
Improve transportation safety, efficiency, and convenience



Center City **RENEWS** its resources by providing access to its waterfronts and recreational facilities and preserving its cultural, historic, and architectural assets.



**74 | Open Space**  
Increase equitable access to our open-space resources



**78 | Environmental Resources**  
Fulfill city obligations to meet ambitious federal environmental standards



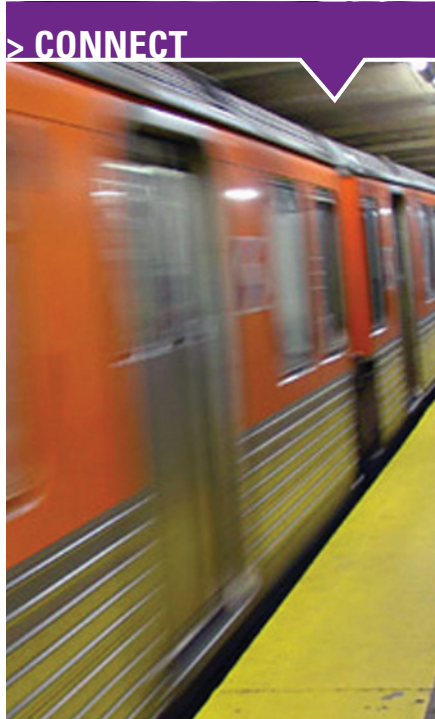
**80 | Historic Preservation**  
Preserve and reuse historic resources



**94 | Public Realm**  
Achieve excellence in the design and quality of Philadelphia's built environment



The Central District has strong residential neighborhoods that focus on commercial nodes and corridors. However, as housing demand increases, it is crucial to provide opportunities for mixed-income, multi-generational housing so that choices exist for all age groups and incomes. Strong commercial areas of office and retail support not only neighborhood development, but also the region's economy. Demand for commercial space is critical to keep these sectors growing. The Central District contains more capital facilities than any district in the city. Right-sizing and updating these facilities will continue service to the public and provide energy and cost savings to the City.



As the hub for the region's transportation system, the Central District has a wealth of regional rail, bus, subway, and highway access. Expanding service with the Cultural Corridor Line and providing real-time information will expand the number of users and improve the transit experience. Narrow 18th-century streets present challenges in providing space for all users. An expansion of the bike lane network, pedestrian improvements, and parking strategies will help accommodate all modes of transportation.



The Central District has a large number of natural and recreational assets, including two waterfronts and many parks and open spaces; however, not all neighborhoods have access to these amenities. Creation of a new recreation area in the Callowhill/Chinatown North area will fill a critical gap. Development of planned trails along the Schuylkill and Delaware waterfronts will further enhance the district's development. Stormwater management and increased tree cover will create greener, more pedestrian-friendly connections to the various open spaces in the area. The Central District has many individual properties and districts that are recognized as historic. Listing all eligible sources on the Philadelphia Register of Historic Places will ensure their long-term protection from inappropriate alterations or demolition.



# THRIVE > Neighborhoods



Philadelphia2035  
Citywide Vision

Goal 1.2:  
Improve the quality and  
diversity of new and  
existing housing.

## Definition | *Transit-Oriented Development (TOD)*

Mixed-use development, including residential, commercial, and institutional uses, centered at transit stations to maximize access to and ridership of public transportation. TOD generally encourages higher density and reduced parking requirements.

## Housing and Transit-Oriented Development

The Central District is experiencing strong residential demand and significant development response to that demand. Ongoing investments in parks, trails, bike lanes, transit facilities, and other quality-of-life-related infrastructure are helping to sustain interest in the Central District as a place to live. In turn, the growing population is fueling an expansion of leisure and entertainment offerings. The City can support and extend these positive trends by creating opportunities for new residential development in the Central District. Locating the highest-density residential and mixed-use developments at transit nodes and along major corridors is a critical strategy for growing the district's population without creating negative side effects such as increased congestion and projects that are out of scale with their surroundings. Concentrating residents and diverse uses to support living, working, and playing at these locations improves the walkability and transit accessibility of the district.

Another policy issue to address in the coming years is the ability of the Central District to accommodate all sizes and types of families: low-income and high-income, young and old, and employed and retired persons. Encouraging density in the transit nodes that can most easily accommodate it is a strategy for increasing housing supply and managing housing costs. Concentrations of commercial uses and services in nodes also creates favorable environments for children, seniors, and others for whom mobility is limited by various factors. The disposition of City-owned land for residential mixed-use projects will be an important tool for influencing the growth and development patterns of the Central District in the years to come.

Finally, the City must leverage its own land holdings in areas where strong market fundamentals can support the conversion of underutilized City property into tax-generating developments. In so doing, the city can reinforce its own policies about compact development patterns, reduced reliance on automobiles, and walkable mixed-use areas. Land disposition and parcel assemblage efforts should focus on the public and institutional land holdings in the following locations:

- Girard Avenue Station on Market-Frankford Line
- Lombard-South Station on Broad Street Line (many of the functions currently housed in the city's Health Center at 500 South Broad will relocate to 4601 Market Street)
- Chinatown Station on the Ridge Avenue Spur (see Franklin Square Focus Area)
- 2100-2200 blocks of West Market Street



Paseo Verde - under construction

## Case Study | *Paseo Verde*

This mixed-use, mixed-income development at 9th and Berks Streets in North Philadelphia is a strong example of public-private collaboration. Philadelphia Gas Works (PGW) relinquished ownership of the underutilized site to a private development team that saw the potential to reuse the parcel in a way that provides multiple benefits: transit-oriented residences and commercial outlets, environmentally friendly building design, and increased density to improve neighborhood safety and commercial viability. There are multiple public agencies with redevelopable sites in the Central District where many of the same goals can be achieved.



## Recommendations

1. Upon relocation of Police Headquarters issue RFP for redevelopment of site. [see [Focus Areas](#), p. 44]
  - RFP should require mixed-income, multigenerational housing
    - > Implementing Agencies: DPP, PCPC | CW Objectives: 1.1.1, 1.2.2, 1.2.3
2. Sell four nonfunctioning municipal parking lots, requiring mixed-use, multigenerational housing.
  - 697 N. Broad Street
  - 719 – 23 Christian Street
  - 700 Fitzwater Street
  - 1006 Buttonwood Street
    - > Implementing Agencies: DPP, PCPC | CW Objectives: 1.1.1, 1.2.2, 1.2.3
3. Create TOD overlays to incentivize mixed-income housing and reduce parking. [see [Zoning Appendix](#)]
  - Fairmount Station on Broad Street Line
  - Lombard-South Station on Broad Street Line
  - Spring Garden Station on Market-Frankford Line
  - Girard Avenue Station on Market-Frankford Line
    - > Implementing Agencies: PCPC, City Council | CW Objectives: 1.1.3, 1.2.2

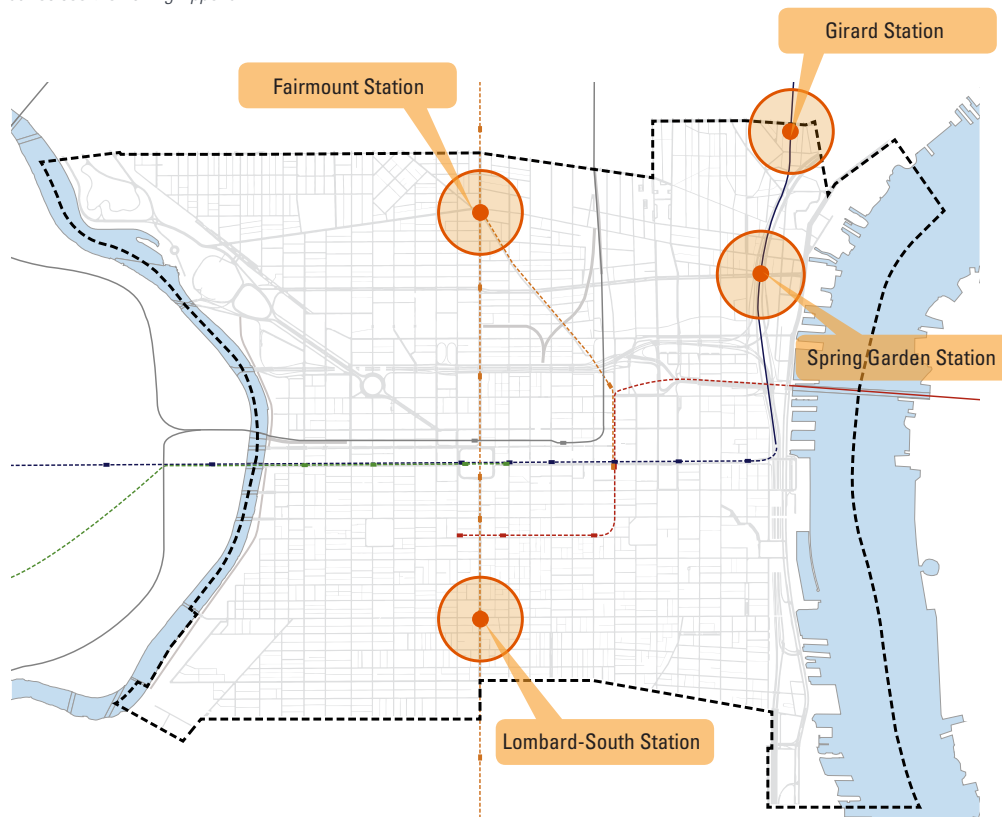
## Transit Oriented Development/Overlay

Transit Oriented Development (TOD) is a type of community development that locates housing, commercial, entertainment, retail, and services around a transportation hub. TODs are walkable communities where the pedestrian right-of-way is protected and high-speed, high-frequency transit service is the basis for urban life.

A TOD zoning overlay allows for special design and use controls within a certain proximity of a transit stop or node. This includes bonuses for density, prohibition of auto-oriented uses, and walkable streetscapes.

## Stations for Recommended TOD Overlays

For specific TOD boundaries see the [Zoning Appendix](#)





# THRIVE > Neighborhoods



Philadelphia2035  
Citywide Vision

Goal 1.1:  
Promote strong and well-balanced neighborhood centers.

## Definition | Community-Serving Facilities

Community-serving facilities are city facilities that serve the general public. Examples include recreation centers, neighborhood parks, libraries, and health centers.

## Definition | Municipal Support Facilities

Municipal support facilities are facilities that serve municipal operations and are generally not used by the public, such as fuel sites or salt yards.

## Municipal and Community-Serving Facilities

The Central District has over 150 City-owned or managed facilities, the most of any planning district. As the Metropolitan Center, many of these facilities serve the entire city, not just Center City. The *Citywide Vision* recommends col locating, consolidating, and modernizing city facilities to ensure that they are conveniently and appropriately located and are in an energy-efficient, good state of repair. With so many city facilities in the Central District, this plan focuses on facilities that have specific, necessary interventions beyond the general goal of the *Citywide Vision*.

### Police Stations and Operations

The Central District has two police stations, the 6th District (11th and Vine Streets) and the 9th District (21st and Hamilton Streets). The 6th District is in very poor condition and the 9th is in rented space. Issues with aging and failing building systems and poor working conditions have been documented by the Department of Public Property (DPP) and by the Pennsylvania Intergovernmental Cooperation Authority (PICA). Both sites also lack adequate parking and staging equipment space for policing major events such as concert and parades. The 9th District has an additional issue: its space is leased and when this private property is redeveloped the station will need to relocate. Finding a large and centrally located site to relocate and combine the two police districts is the best solution and one supported by the Philadelphia Police Department. This solution can result in cost savings by eliminating leases and reducing energy costs. The 6th District site could also be sold and redeveloped thus generating revenue for the City.

### Libraries

There are four branch libraries in the Central District: the Independence Branch and Philadelphia City Institute Library, in addition to the Central Branch of the Free Library and the Library for the Blind and Physically Handicapped. In 2011, these branch libraries served over 143,000 visitors; this is significantly above the citywide average. The Independence Branch (7th and Market Streets) is constrained in its current space and is seeking a new location within the Market East corridor. The only library of its kind in the region, the Library for the Blind and Physically Handicapped (919 Walnut Street) serves the entire Greater Philadelphia area and four nearby states. It is in a leased space currently and the lease will expire by 2017.

The Central Branch has planned to expand into the surface parking lot to the north of its current site for several years. Expansion plans should include public parking, as the Parkway institutions and neighboring areas are underserved by parking facilities.

### Administration Offices

The planned reuse of the 4601 Market Street site in West Philadelphia as a new public health and safety campus will provide a new home for the Police Administration Headquarters (7th and Race Streets). The Health Administration offices (Broad and Lombard Streets) will also be able to move the majority of its current operations to 4601 Market. In addition to these consolidations, still more city administrative offices could be combined at the municipal triplex (City Hall, Municipal Services Building, One Parkway). The City currently leases offices at 22 different sites in Center City. The Mayor's Facilities Task Force is identifying leases that could be relocated to the municipal triplex under a space management plan.



4601 Market Street

### 4601 Market Street

The site of the former Provident Mutual Life Insurance Headquarters is being adaptively reused to create a Public Safety and Health Campus. This iconic and historic site will house a number of Police and Health Department functions. At 365,000 square feet, 4601 Market will enable interrelated departments to work together at one site, allow the City to sell inefficient and inadequate sites to private developers, and allow several leases to be terminated. The area around 46th and Market Streets is a Focus Area of the University Southwest District Plan.

## Recommendations

4. **Build new combined 6th and 9th Police District building on a major street north of City Hall to replace inadequate facilities.**
  - Incorporate the Probation Office of the First Judicial District
  - Include adequate structured parking to accommodate police vehicles
  - Relocate city refueling site from 21st and Hamilton Streets to the new location
    - > Implementing Agencies: Police, DPP, PCPC | CW Objectives: 1.1.1, 3.3.1
5. **Expand facilities for the Free Library.**
  - Build addition to Central Branch to provide additional programming space and public parking
  - Move the Independence Branch to a location on Market East that can accommodate the collection and provide programming space
  - Move the Library for the Blind and Physically Handicapped to a new location that can accommodate the collection and serve the regional users
    - > Implementing Agencies: Library, PPA | CW Objective: 1.1.1
6. **Consolidate city operations out of leased space in private buildings into City-owned properties like the Triplex and the future 4601 Market Street complex.**
  - > Implementing Agencies: DPP | CW Objective: 3.3.1
7. **Build new cogeneration plant for City-owned buildings on the Benjamin Franklin Parkway.**
  - > Implementing Agencies: DPP | CW Objective: 5.1.3



Free Library of Philadelphia - Independence Branch



9th Police District Building on 21st Street

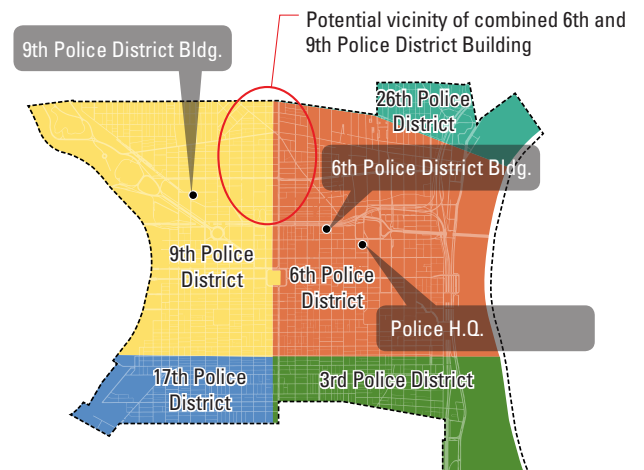


23rd District Police Station, Chicago  
(Source: Public Building Commission of Chicago)

### Case Study | Combined Police Districts

The City of Chicago recently completed a 44,000-square-foot state-of-the-art police facility that accommodates a staff of 450 over three shifts. The combined 19th and 23rd Districts now have advanced technology for the officers including a high-tech call room, fiber optic network for more efficient 911 communications, secure viewing and line up rooms, electronic security consoles in detention facilities, and video arraignment rooms. The building also offers a community room for group functions, an employee counseling room, and updated locker facilities.

The new station also has a 361-space, four-story parking structure, which was designed for shared parking with a nearby school. The Police Department believes that this will create a savings of \$5 million a year in operating costs.





# THRIVE > Neighborhoods



Philadelphia2035  
Citywide Vision

**Goal 1.1:**  
Promote strong and well-balanced neighborhood centers.

## Commercial Corridors

Population growth in the Central District strengthens the viability of commercial areas in its neighborhoods. Unlike most other planning districts, Central’s commercial offerings cater not only to its own residents, but also to employees, visitors, and convention-goers. Additionally, the agglomeration of nationally known retailers and locally run retail outlets gives the district status as a regional shopping destination. These strengths allow the district to attract new types of retail that previously avoided the dense, urban environment, including pedestrian-friendly versions of large-format, “big-box” stores, that carry home goods, home improvement, electronics, and other basic goods that large residential populations demand. This plan proposes that east Market Street can indeed absorb such retailers, which can serve as anchors for existing and planned mixed-use projects, designed according to emerging best practices for the urban environment (see Case Study). The west side of Market Street also provides development sites suitable for more moderately sized large-format retailers within dense mixed-use developments.

Looking at the neighborhood-serving retail corridors, their viability is directly tied to the density and accessibility of the surrounding population. This plan proposes several zoning remappings that would strengthen existing and emerging corridors by colocating residential on the commercial streets themselves, and increase the density, where appropriate, in surrounding sites. Through zoning, the city can also strengthen the market fundamentals from a retailer’s perspective, creating more certainty through the delivery of a built-in customer base. The more walkable and mixed-use the city allows corridors to be, the less likely it is that neighborhoods will struggle with parking and congestion.

Without sufficient density, some commercial corridors will not be able to sustain consistent retail uses along their entire length. This is particularly true of those commercial areas that serve largely local populations that cannot rely on steady business from office workers, convention-goers, or tourists. In these cases, zoning changes should allow for the strengthening of key nodes along corridors, while weaker blocks can revert to a primarily residential use pattern.

### Recommendations

8. Reinforce West Callowhill Street and Pennsylvania Avenue as complete commercial corridors by implementing CMX zoning on adjacent vacant parcels and underutilized sites. [See zoning appendix] [see [Focus Areas](#), p. 36]
  - > Implementing Agencies: PCPC, City Council | CW Objective: 1.1.2
9. Strengthen South Broad Street as the Avenue of the Arts by conveying public land for development, diversifying programming, and revitalizing streetscape.
  - > Implementing Agencies: Streets, PRA, PIDC, nonprofits | CW Objective: 1.1.2
10. Create sidewalk vending in Chinatown in compliance with the Complete Streets regulations.
  - > Implementing Agencies: Commerce, MOTU, nonprofits | CW Objective: 1.1.2
11. Focus Market East and West as locations for large-format retailers currently missing from Center City’s retail mix.
  - > Implementing Agencies: Commerce, CCD | CW Objective: 1.1.2
12. Up-zone west Market Street to CMX5 to encourage large-scale, mixed use development.
  - > Implementing Agencies: PCPC, City Council | CW Objective: 1.1.2



The Home Depot - Manhattan  
(Source: urbanworks blog)

### Case Study | Urban Big Box Retail

Stores once thought of as exclusively suburban are adapting to urban settings in response to population shifts. Major changes from their suburban prototypes include buildings shared with other retail tenants, often at the base of residential towers; delivery services to replace the need for parking; and layouts that are either smaller than suburban locations or split onto multiple floors.

Market Street both east and west of City Hall offers the most readily available sites for such stores, which would fill home goods, home improvement, electronics, and other underserved market niches in the walkable core of Center City. On Market East, sites include the upper floors of a redeveloped gallery at Market East, or inclusion into new developments on the 800 and 1100 blocks. On Market West, a more likely scenario would be slightly smaller store types at the base of mid- or high-rise buildings.



# THRIVE > Economic Development

## Institutions and Cooperative Relationships


Many institutions, such as universities and hospitals, have their campuses in the Central District. They not only contribute to the economic vitality of the district, but also greatly impact the development of the area. Drexel University opened its medical school at Race and 15th Streets in partnership with Hahnemann University Hospital. Just last year it announced another joint venture with the Academy of Natural Sciences on Logan Square. Branding the connection between these campuses along Race Street is a way for Drexel to show its presence in the Central District.

Thomas Jefferson University and Hospital occupies several blocks in the Washington Square West neighborhood. Campus development greatly affects the commercial corridors and residential blocks of that area. A master plan for the campus as it grows is essential to ensure that the needs of the institution are met, while being responsive to the surrounding community. The recent streetscape improvements at Jefferson show that investment in the university's physical space can have a positive impact on the neighborhood.

The Children's Hospital of Philadelphia (CHOP) plans to expand to the eastern side of the Schuylkill River with a new research and office facility on Schuylkill Avenue in Southwest Center City. It has already begun discussions with the community as it creates its master plan for campus expansion.

Retaining and attracting families in Center City is a key way to continue population growth and ensure that residents in the Central District are invested in the long-term physical, cultural, and political health of the city. Schools are perhaps the most important factor in retaining families in the Central District. Although the population of the district has grown considerably in the last 30 years, the population of school-age children has dropped dramatically.

Many public schools in the district have some of the best reputations in the city and state, including Masterman Middle and High Schools and Meredith Elementary School. Parents' groups are growing at many of the other schools in an effort to create top-notch academic institutions. However, the populations of some schools are above capacity while others struggle for full classrooms. Realigning elementary school catchment areas to reflect population trends and fostering cooperation relationships between local schools and communities can raise achievement levels, encourage population growth, and resolve capacity issues.



*Philadelphia2035  
Citywide Vision*

**Goal 2.3:**  
**Grow Philadelphia's strong  
institutional job sectors.**



*Branding Drexel's Center City Campus  
(Source: Drexel University)*

## Recommendations

13. **Improve pedestrian experience along Race Street linking Drexel's Center City campuses.**
  - > Implementing Agencies: Streets | CW Objective: 2.3.1
14. **Create SP-INS and Master Plan with Thomas Jefferson University and Hospital for its campus.**
  - > Implementing Agencies: PCPC, City Council | CW Objective: 2.3.1
15. **Work with the School District of Philadelphia to increase elementary school capacity within the district.**
  - Update catchment areas for district schools
  - Identify new location (or additional space) for Masterman Schools
    - > Implementing Agencies: SDP, PCPC | CW Objective: 2.3.2
16. **Strengthen relationships between community organizations and public schools to provide support for neighborhood schools and create shared spaces for multiple uses.**
  - > Implementing Agencies: SDP, nonprofits | CW Objective: 2.3.2



# THRIVE > Economic Development



*Philadelphia2035  
Citywide Vision*

**Goal 2.2:**  
Target industrial lands  
for continued growth and  
development.

## Industrial Districts

### IRMX

The IRMX (Industrial Residential Mixed-Use) zoning district is primarily intended to accommodate a mix of very low-impact industrial uses, including artists and artisan industrial, residential, and neighborhood-oriented commercial uses.

### ICMX

The ICMX (Industrial Commercial Mixed-Use) zoning district is primarily intended to accommodate commercial and industrial uses. The district can provide a buffer between industrial districts and commercial and residential districts.

### I-1

The I-1 (Light Industrial) district is primarily intended to accommodate low-impact, employment-generating land uses, such as light industrial, assembly, fabrication, offices, research and development, small-scale wholesaling, local distribution, and similar activities that generate few adverse operational impacts (e.g., noise, traffic).

### I-2

The I-2 (Medium Industrial) district is primarily intended to accommodate light industrial uses, moderate-impact uses, and employment activities such as manufacturing, distribution, processing, industrial parks, and other activities that may generate noise, odor, vibration, after-hours activities, or traffic impacts well beyond the subject properties.

## Industrial Land

Over 14 percent of the district is zoned for industrial use, with many parcels reflecting the late 19th and early 20th century industries that were the economic engines for the city. However, as those companies have either closed or relocated, only 6 percent of the land is now used for industrial purposes. Almost all of the industry that has remained in the Central District consists of light manufacturing or distribution — industrial uses that are compatible with the growing residential and commercial populations. Much of the industrially zoned land, though, remains vacant or underutilized.

Industrial zoning is concentrated along the waterfronts, in the former Callowhill Industrial District, in the Northern Liberties neighborhood, and along Washington Avenue. While these areas are transitioning to more residential and commercial uses, more than 15 percent of the zoning in these areas allows for heavy, general industrial uses. The Philadelphia Industrial Development Corporation’s *2010 Industrial Land and Market Study* noted that none of these areas need to be preserved as industrial areas and specifically called out the Callowhill Industrial District as one that is transitioning to other uses.

## Recommendations

- Promote IRMX and ICMX at locations on historically industrial corridors to foster industrial uses that are compatible with surrounding commercial and residential areas. [See Zoning Appendix]
  - Washington Avenue
  - Northern Liberties
  - Callowhill district
    - Implementing Agencies: PIDC, PRA, Commerce, PCPC, Council| CW Objective: 2.1.1



### Case Study | Industrial Land Conversion

Hazelwood, a neighborhood within Pittsburgh, has actively focused on redeveloping the former 178 acre Steel Mill and Industrial area within its boundaries. The land is close to the river and highways and is adjacent to the Oakland neighborhood that is home to several hospitals and universities. Less than 40 years ago it was home to over 200 neighborhood businesses.

The site is currently occupied by several research and light industrial uses, including the Field Robotics Center at Carnegie Mellon, a robotics research facility, and GTECH Strategies, Inc. Additionally, there is currently a pilot project onsite for the purpose of greening the site while researching biofuel production and brownfield reclamation on urban vacant lots. At the end of 2011, Almono LLC, the consortium of foundations that owns the former LTV coke works in Hazelwood, began raising \$25 million in order to begin building new infrastructure on the 178-acre site, planned for housing, retail, offices and clean manufacturing.



# THRIVE > Economic Development

## Cultural Economy

The City of Philadelphia has earned a reputation as a vibrant city that attracts the creative class. The artistic, educational, historic, and cultural institutions all contribute to the innovative attractions in the city. The Central District itself has a large concentration of cultural institutions, tourist attractions, historical sites, and hotels that make it stand apart in the region. Along with the hospitality industry, the cultural economy creates 9 percent of all jobs in the Central District. Secondary spending, such as at restaurants or retail establishments, further benefits the region's economy.

The Benjamin Franklin Parkway is the nexus of visual arts in the city, with the Philadelphia Museum of Art, Moore College of Art and Design, the Rodin Museum, and the Barnes Foundation along its length. The Avenue of the Arts is the site for many of the performing arts organizations with the Academy of Music, Kimmel Center, and several stage theaters. Although both of these corridors are well developed and vibrant, each can benefit from complementary development that fills in the gaps. The Parkway needs additional pedestrian-oriented attractions and amenities between Logan Square and the Art Museum to activate the area. Both North and South Broad Street have underutilized sites that can accommodate additional residential and commercial development and bring more users to the attractions.

All of the cultural venues in the city would benefit from a single, one-stop shop for tickets, such as TKTS stand as in New York. A central box office in a prominent location will help not only the larger venues to fill seats for that particular day, but also highlight smaller organizations that have events.

Of all of the historical venues in the city, none showcase the archaeological treasures of the city. The Independence National Historic Park, run by the National Park Service, has an outstanding collection of archaeological artifacts, but does not have a publicly accessible location for them. This part of the city's history deserves its own venue so that locals and visitors get a more well-rounded history of the city's development.

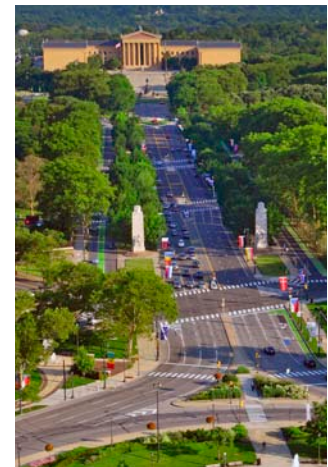
### Recommendations

18. **Create a TKTS-style kiosk or storefront in a prominent location such as City Hall courtyard for tickets to museums, events, and shows.** [see [Focus Areas](#), p. 30]
  - > Implementing Agencies: Commerce, MOACCE, nonprofits | CW Objectives: 2.4.1, 2.4.2
19. **Promote small-scale commercial development on the Parkway to increase resident and visitor amenities.**
  - > Implementing Agencies: PPR, Commerce, nonprofits | CW Objective: 2.4.2
20. **Increase residential population on the Avenue of the Arts (North and South) through new zoning and RFP guidelines for City-owned sites such as Broad and Lombard Streets and Broad Street and Washington Avenue.** [See Zoning Appendix]
  - > Implementing Agencies: PCPC, PIDC | CW Objective: 2.4.2
21. **Find a permanent home for the Independence National Historical Park Archaeological Center that allows for public access.**
  - > Implementing Agencies: INHP, MOACCE | CW Objectives: 2.4.2, 8.4.1



*Philadelphia2035  
Citywide Vision*

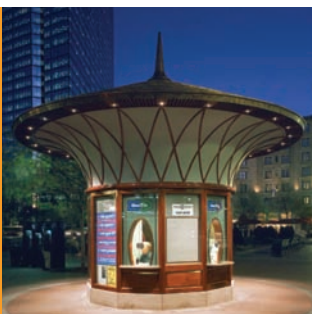
**Goal 2.4:**  
Develop tourism and creative economy into leading economic sectors



*Benjamin Franklin Parkway  
(Source: GPTMC)*

### More Park, Less Way

The Benjamin Franklin Parkway has seen its fair share of planning, the latest effort being headed by PennPraxis and Philadelphia Parks and Recreation. The *More Park, Less Way Plan* builds off the successes of Aviator and Sister Cities Parks and makes recommendations for greenspaces, pedestrian crossings, bike lanes, and plantings.




*BosTix Pavilion  
(Source: Thoughtforms Builders)*

### Case Study | BosTix

BosTix is a part of ArtsBoston and provides a discounted ticketing service with both an online presence and two locations in Boston: Copley Square and Faneuil Hall Marketplace. ArtsBoston is a non-profit organization that serves more than 170 arts organizations in theater, music, dance, visual arts, comedy, and family programs throughout Greater Boston by helping them grow audiences, providing strategic and capacity-building resources, and serving as a collective voice for the arts.



## Vacant Land and Structures



*Philadelphia2035:  
Citywide Vision*

**Goal 3.1:  
Manage and reduce  
vacancy.**

Despite a strong real estate market and growing residential population, the Central District has surprising pockets of vacant land and structures. Concentrations of vacancy can be seen in Northern Liberties, Callowhill/Chinatown North, Francisville, and to a lesser extent, south of South Street and Old City. Based on a 2012 survey, nearly 108 acres or 4.6 percent of all land in the Central District is vacant. Approximately 900 structures are fully or partially vacant or 5 percent of all structures in the district. Most of the structural vacancy was found on industrial and commercial properties. Often commercial-mixed use properties are partially vacant and either seeking a commercial tenant on the ground floor or an upper-floor use such as apartments.

The *Citywide Vision* lays forth a three-pronged approach to the city’s vacancy issue. First, create a transparent and market-based land disposition policy for the City with a comprehensive vacant property database. Second, adopt policies to prevent further abandonment. Third, discover creative ways to reuse vacant land and structures. The first prong has been tackled at the citywide level. One of the main ideas of the second prong is to target owners of high-visibility vacant properties.

The “No Use-->New Use!” Task Force is a concept that builds on this recommendation. With so many privately-owned vacant parcels and structures, not all properties can receive individual outreach by the City. Marquee vacant properties or singular vacancies can be identified for multifaceted, multiagency interventions. The program can include information on redevelopment programs and resources, and stepped-up enforcement consequences. The Central District with its healthy real estate market is an excellent location for this program to be piloted.



*Old City Vacancy*



*East Chestnut Vacancy*



*Parking lot on 1300 block of Arch Street*

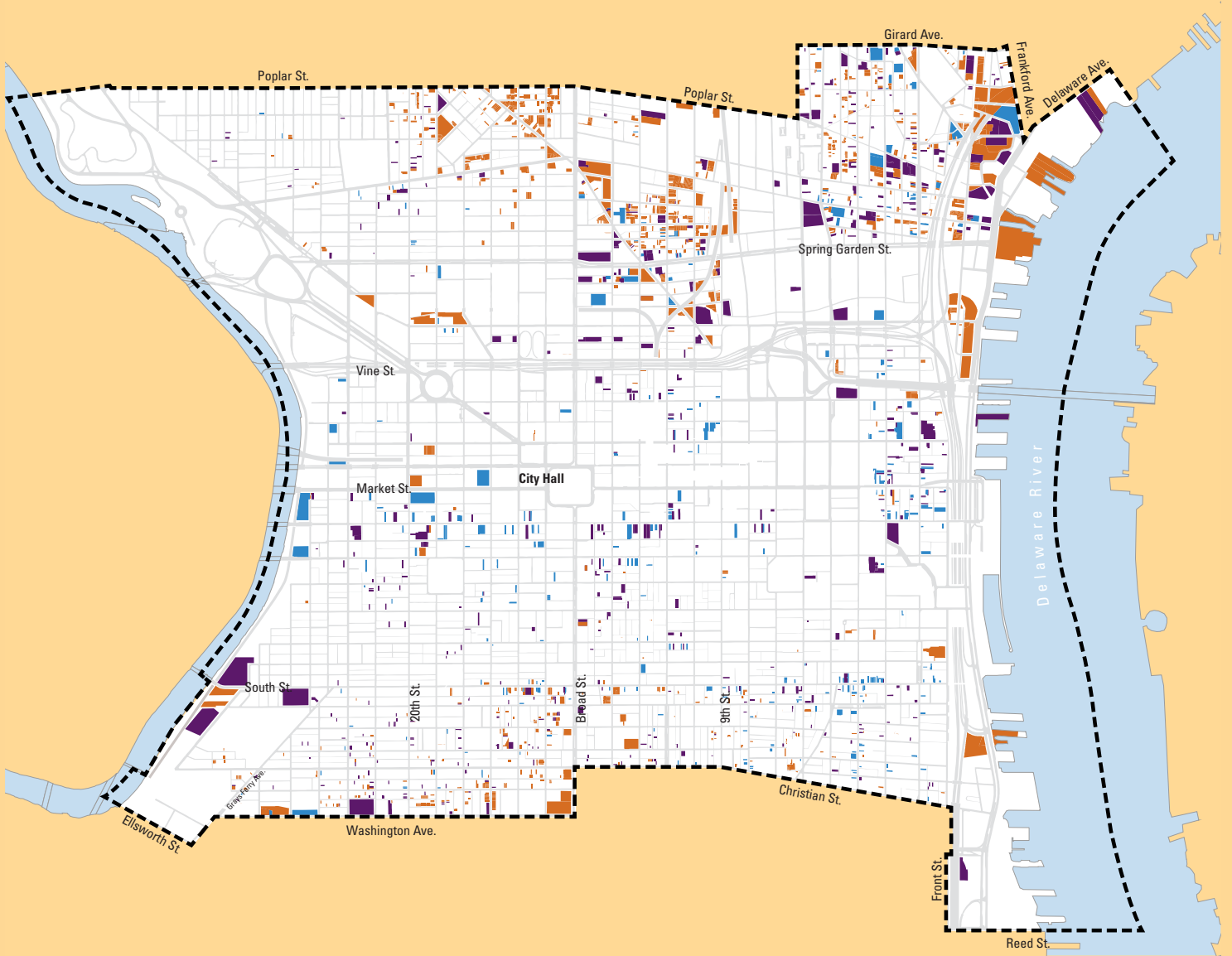
### Recommendations

22. Create a “No Use --> New Use!” Task Force to marshal the forces of various city agencies to compel owners of high-profile, chronically vacant properties to improve or sell for development. Prioritize efforts in:
  - Old City
  - East Chestnut Street
  - South Street
  - Northern Liberties

> Implementing Agencies: MDO, L&I, PCPC, Commerce, Law, Revenue, Sherriff | CW Objective: 3.1.1
23. Sell three City-owned, nonoperating park sites, prioritizing community gardens as a new use.
  - 110 Fairmount Avenue
  - 10th Street and Fairmount Avenue
  - 2123 Montrose Street

> Implementing Agencies: DPP, PPR, PCPC | CW Objectives: 1.1.1, 1.1.4, 6.3.3
24. Subdivide the surface parking lot on the 1300 block of Arch Street from the Criminal Justice Center parcel and sell for development. [see [Focus Areas](#), p. 33]
  - > Implementing Agencies: DPP | CW Objective: 3.3.1






### Vacant Land and Structures

- Vacant Land - Land with no development or active uses (such as parking lots)
- Partially Vacant Building
- Fully Vacant Building

*\* Vacancy recorded as part of the land use survey completed in the summer of 2012 by PCPC staff*



# CONNECT > Transportation



*Philadelphia2035  
Citywide Vision*

**Goal 4.1:**  
Increase the use of transit to reduce environmental impacts and travel time.

## Definition | Transit First

The City's Transit First policy is defined as "the prioritization of safe, comfortable, reliable and efficient movement of transit vehicles and riders." The City and SEPTA are collaborating on implementing Transit First through a variety of methods that have the potential to positively impact all components of the city's transit network. As part of the concept, the City is considering strategies such as modifying and consolidating bus stops and reallocating parking spaces.

## Bus

Bus transit service within the Central District is extensive. Bus operators include SEPTA, NJ Transit, Greyhound and several other providers that offer intercity service.

On a local level, buses provide connectivity between neighborhoods and the downtown core, between other modes, and to some extent, between destinations within the district itself. SEPTA's surface transit routes that operate through the district are among the busiest in the nation, carrying greater passenger loads than most new light-rail systems around the country.

The primary bus transit corridors in the district are those with the highest number of transit vehicles using the street on an average weekday. East-west streets with extraordinarily high volumes of SEPTA vehicles (one every 4.8 minutes, on average) include JFK Boulevard, Market, Chestnut, and Walnut Streets. Service is somewhat more dispersed on north-south streets, but there are high volumes of SEPTA vehicles nonetheless (one every 9.6 minutes on average) along 8th, Broad, 19th and 20th Streets, and sections of 2nd, 11th, and 16th Streets. Despite excellent service on some corridors, the many attractions of the Central District are spread over large areas, thus, very often transit riders must transfer from one route to another to reach their destination.

NJ Transit operates 17 bus routes into the Central District, including two seasonal routes and two others that operate only during weekday peak periods. Together, these routes deliver an average of about 3,300 passengers to the district each weekday. They generally follow one of two routing alignments: the "loop" which uses 6th, Market, Broad, and Vine Streets and the "Greyhound," which serves the intercity bus terminal at 10th and Filbert Streets.

Greyhound's terminal is the sixth busiest in North America, and fourth busiest in the nation. Its location is well situated for visitor destinations, and is in very close proximity to other transit assets including the Market-Frankford Line, Market East Station, PATCO, and SEPTA and NJ Transit buses. However, the facility is too small to allow for expanded intercity bus operations, as well as improved connections to other modes clustered along east Market Street. MegaBus, along with BoltBus, operates out of the 30th Street Station area. MegaBus also has a stop within the district at 6th and Market Streets for its New York City service. Intercity bus travel is an expanding mode of transportation, and the Central District should capitalize on the location and asset of the Greyhound bus terminal going forward.

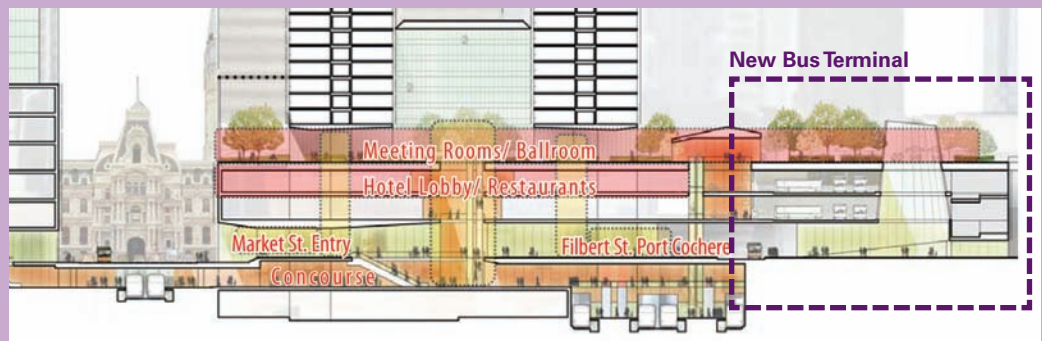
Some areas of the Central District could be better served by surface transit, including the Delaware waterfront and the cultural destinations along the Benjamin Franklin Parkway and beyond. The current structure of primarily east-west and north-south routes makes certain types of travel difficult without transferring from one route to another. Overall, travel within the district could be improved through introduction of new routes and operational improvements to existing ones, and SEPTA's introduction of new fare payment technologies, set to begin in 2014, will help commuters with easier movement from one mode or bus to another.

## Recommendations

25. Create a Cultural Corridor transit service, such as Bus Rapid Transit (BRT), that connects Center City to the Centennial District, utilizing the City Branch rail cut. [see [Focus Areas](#), p. 36]
  - Perform a feasibility study to determine ridership and propose route and mode options
    - > Implementing Agencies: SEPTA, MOTU, Streets | CW Objectives: 4.1.2, 6.2.1
26. Reorganize and expand bus routes within the Metropolitan Center to connect Center City residential growth areas, new Center City employment centers, and University City employment centers.
  - Study existing and forecasted origin and destination patterns to identify routes that service existing transit corridors, such as Lombard Street and Washington Avenue
  - Identify appropriate new routes, turnarounds, and a location for bus layovers
  - Identify Transit First opportunities to optimize service
    - > Implementing Agencies: SEPTA, MOTU, Streets, PCPC | CW Objective: 4.1.1
27. Redevelop an intercity bus station according to the recommendations of the *Market East Plan*.
  - > Implementing Agencies: Greyhound, MOTU, PCPC, SEPTA | CW Objective: 4.1.1

### Multimodal Transit Hub on Market East

Market East has a confluence of several forms of transit, including subway, regional rail and a regional bus station. The *Market East Plan*, completed in July 2009, calls for a new multimodal station that retains and enhances the connections between these vital services.



Source: *Market East Plan*, PCPC in conjunction with Ehrenkrantz Eckstut and Kuhn



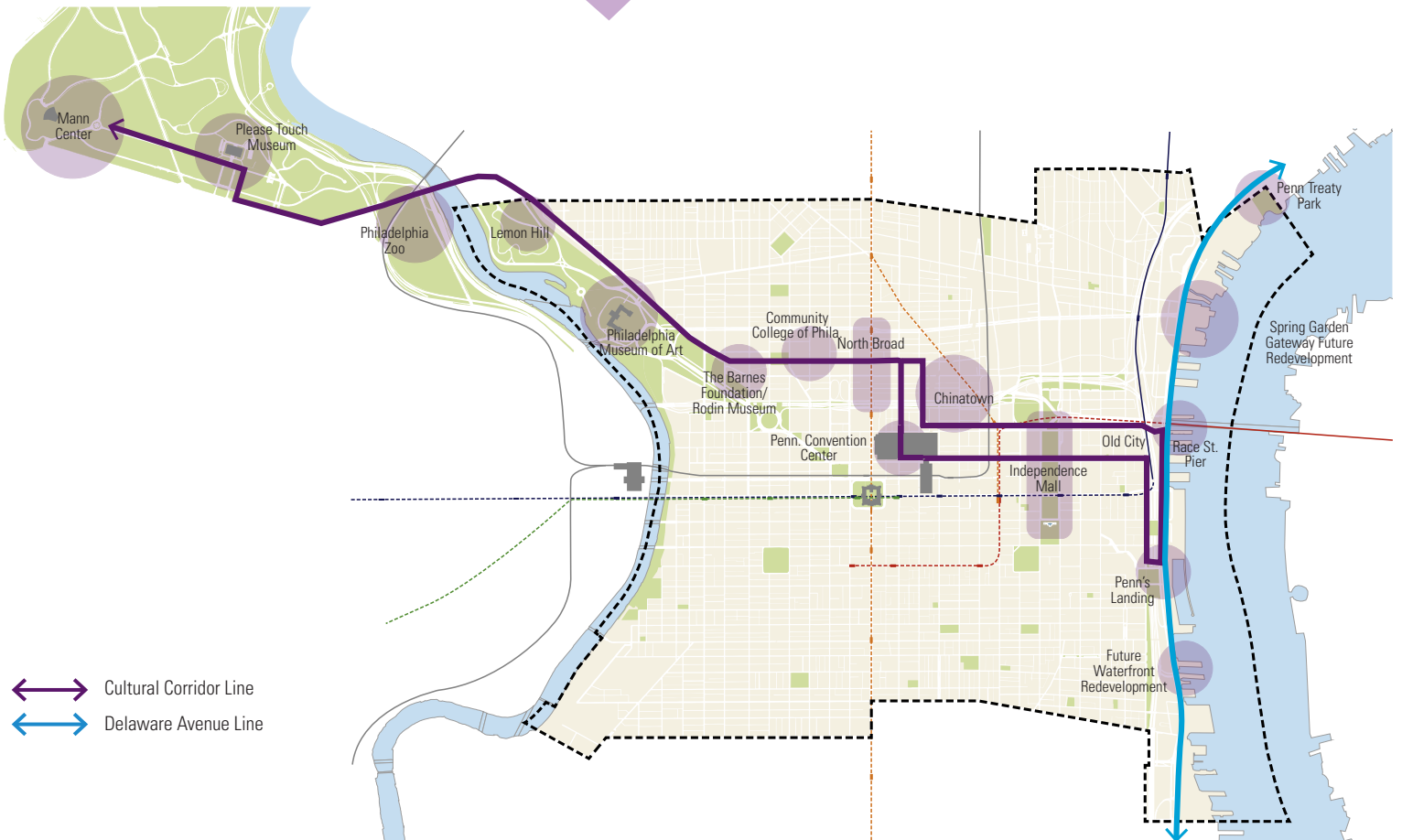
# CONNECT > Transportation

## Cultural Corridor Transit Line

The City of Philadelphia lacks clear, efficient, and dedicated transit connections between neighborhoods and important cultural destinations, such as the Philadelphia Museum of Art and the Philadelphia Zoo. Also there are no direct connections between Center City and key growth locations on the Delaware waterfront.

For these reasons and others, a cultural corridor transit line was proposed in the *Philadelphia2035: Citywide Vision* (4.1.2.c), connecting Center City with Philadelphia’s great wealth of historic destinations and civic activities. A dedicated Bus Rapid Transit (BRT) corridor may provide the most cost effective way to achieve these connections while also enhancing Philadelphia’s image as a welcoming and accessible destination, consistent with a major seat of American heritage.

A BRT corridor would address a number of particular transit needs in the Central District. For example, when the Benjamin Franklin Parkway is closed for an event, attendance at the Philadelphia Museum of Art drops by 75 percent. There are few visible transit connections between the Pennsylvania Convention Center and Independence Mall, and it takes multiple transfers on bus and trolley lines to reach the cultural destinations of the Centennial District including the Philadelphia Zoo, the Please Touch Museum, and the Mann Center for the Performing Arts. Additionally, while the Delaware waterfront has begun to see multiple development proposals since the adoption of a new Master Plan in 2011, there is no direct transit connection between Center City and along the waterfront connecting various sites.



The initial phases of this transit corridor can be served by the existing City Branch rail cut, a dedicated sunken right-of-way that can allow fast and efficient transit service between Center City and destinations along the Benjamin Franklin Parkway, including the recently completed Barnes Foundation. Originally part of a freight rail system, most of this right-of-way is already under the control of SEPTA, who has conducted previous studies to use the trench for rail transit. Unfortunately, rail transit along the full length of the corridor would have associated costs and complexities such as the rebuilding of streets where rails run on the surface and creating a new catenary system for power. These may not be achievable in the near term. However, a dedicated Bus Rapid Transit or BRT may achieve many of the goals of such a transit network while also laying the foundation for a future light rail system, should heavy ridership justify additional public investment.

Like other cities that have instituted BRT, a dedicated line could also be branded with particular graphics, stations, lighting, signage, and other amenities, helping to provide a recognizable and unique identity for those visiting Philadelphia. Such a system would not only establish needed connections, but also raise the image of Philadelphia and the prominence of the rich destinations within it.



*City Branch rail cut*

## Case Studies



### HealthLine (formerly the Silver Line), Cleveland, OH

The HealthLine, operated by the Greater Regional Cleveland Transit Authority, runs on a 6.8 mile route from Public Square in downtown Cleveland to the Louis Stokes Station at Windermere in East Cleveland. The service includes a fleet of 21 articulated vehicles run on a diesel-electric hybrid motor system that produces 90 percent less emissions than regular buses. The buses use GPS that allows automated signal priority at high-traffic intersections. Most of the 59 stations along the line have raised platforms that align with the floor of the vehicle for quicker and easier boarding and alighting. A recent report from the Institute for Transportation and Development Policy (ITDP) awarded Cleveland the highest rating of any American BRT system.




### Friends of the Rail Park

In 2012, the Community Design Collaborative gave a grant to the Friends of the Rail Park to investigate the possibility of using the City Branch rail cut as a linear park. The plan, released in April 2013, calls for a landscaped park and trail with various access points and gathering spaces. The primary purpose of this former transportation link should continue to be transit; however, there may be enough room to accommodate both transit and a linear path with landscaping. While this needs further study, this pairing may offer users multiple modes to experience this rare space in Center City.



# CONNECT > Transportation

## Rail



*Philadelphia2035  
Citywide Vision*

**Goal 4.1:**  
Increase the use of transit  
to reduce environmental  
impacts and travel time.

By design, Center City is the hub of a complex system of rail transit lines, most of which serve major stations along East Market Street and at Suburban Station (15th Street). As such, the district is ideally positioned for rail-transit users to access other parts of the city, the region, and much of the Northeast US via easy connection to Amtrak's 30th Street Station, immediately across the Schuylkill River from the district.

Rail transit that serves the regional population consists of SEPTA's subway and elevated lines and trolleys serving neighborhoods of Philadelphia, SEPTA's regional rail network that extends to the Pennsylvania suburbs and into Delaware and New Jersey, and PATCO's subway and elevated line connecting Center City to southern New Jersey. Together with bus transit, these constitute the nation's fourth-largest transit system, and one of the most modally diverse. For the ten-year period ending in 2011, SEPTA ridership (all modes) in Center City increased by 11 percent, and there were slightly more than 300,000 average weekly boardings (all modes) within the district.

Some areas of the Central District could be enhanced by expanding or improving rail access and improving the public information and public environment faced by the rail transit user. For example, there is an existing, but closed, PATCO station at Franklin Square that could help to transform that part of the district if reopened. Delaware Avenue may also be a good candidate and the Delaware River Port Authority has done preliminary studies.



*Concourse at Comcast Center  
(Source: Di Bruno Bros.)*

Also within the Central District is the nation's first planned underground walkway system or concourse. It extends for 3.5 miles and connects multiple rail transit routes and modes to each other and to several major office buildings and other commercial activities. Although it serves as a convenient means of getting around, particularly in bad weather, the concourse is in poor condition lacking in "amenities" for the transit user including public information, convenient retail services, and more access to buildings with existing concourse connections. Other improvements to areas of the concourse are warranted to enliven its spaces and improve its connectivity among buildings, modes of travel, and the street.

Although access to rail transit is extensive within the district, the "interface" between the customer and the transit provider is often lacking in the level of information and service considered standard across world-class systems. Helping customers locate transit stations, negotiate their route from an on-street portal to ticketing and the platform, and keeping them informed of schedules and service in real time, are all areas that could be improved. This is particularly true for the concourse area and for major stations in the district including City Hall/15th Street.

On a longer-term schedule, the Central District may ultimately serve as the location for the city's principal station for Amtrak's high-speed Northeast Corridor rail service. As planning for this service moves forward, and a location of the station is studied and finalized, the City should be prepared to examine and respond to the significant land-use implications such development would have.

### Amtrak's High-Speed Northeast Corridor Rail Service

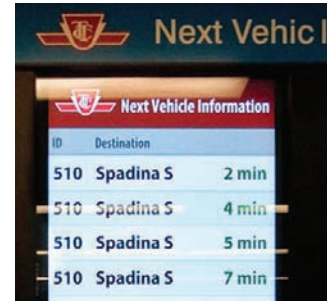
Amtrak's plan for high-speed rail could be a boon for the Metropolitan Center by greatly shortening the time of travel between major East Coast destinations. Station improvements and the influx of business travelers and tourists could greatly enhance commercial corridors and new developments.



*(Source: Amtrak)*

## Recommendations

28. Upgrade physical appearance of 19th and 22nd Street trolley station entrances to attract riders.
  - Prioritize real-time travel information as part of physical improvements
  - Install canopies and highlight entrances
    - > Implementing Agencies: SEPTA, Streets | CW Objective: 4.1.1
29. Install real-time and route information kiosks to improve user experience at transit stations and bus shelters.
  - > Implementing Agencies: SEPTA, DPP | CW Objective: 4.1.1
30. Rehabilitate City Hall/15th Street subway station. [see [Focus Areas](#), p. 30]
  - > Implementing Agencies: SEPTA, MOTU, DPP | CW Objective: 4.1.1
31. Reopen the PATCO station at Franklin Square. [see [Focus Areas](#), p. 44]
  - > Implementing Agencies: DRPA, DPP | CW Objective: 4.1.1
32. Activate concourse areas:
  - Expand wayfinding system for entire concourse network
  - Determine feasibility and cost of running utilities to support concourse development
  - Reopen concourse connections into buildings along South Broad Street
  - Work with major property owners to create incentives to activate storefronts along concourse network
  - Investigate extending a concourse connection to 19th Street trolley stop
    - > Implementing Agencies: SEPTA, DPP, CCD | CW Objective: 4.1.1
33. Extend Center City District (CCD) lollipop signage program to entirety of district.
  - > Implementing Agencies: SEPTA, CCD, DPP | CW Objective: 4.1.1
34. Work with Amtrak to implement high-speed Rail at the Market East Station.
  - > Implementing Agencies: Amtrak, PCPC, SEPTA, MOTU | CW Objective: 4.1.2
35. Implement a new transit line along Delaware Avenue.
  - Finalize route and stops to maximize ridership
    - > Implementing Agencies: DRPA, MOTU, Streets, PCPC | CW Objective: 4.1.2



Real-Time Signage  
(Source: metro-urbanspacesandplaces.com)

### Definition | Real-Time Signage

Real-time signage allows public transportation agencies to communicate to transit riders live updates about their fleet in terms of arrivals and departures.

Real-time signage, which improves the user experience, has been a frequent request of participants at public meetings



Center City District's Transit Markers



### Amtrak's High-Speed Northeast Corridor Rail Service

Amtrak's proposal, a 30-year vision, would cut travel times between hubs in Baltimore, New York City, Philadelphia, and Washington in half or better.



# CONNECT > Transportation



Philadelphia2035  
Citywide Vision

**Goal 4.2:**

Balance the use of roadways to ensure safe and efficient travel by all modes.

**Goal 4.3:**

Provide a safe and efficient road network that supports planned land uses.

## Complete Streets

The Central District sees heavy use of its streets from a large variety of users and modes of travel. The street pattern was originally developed for the transportation needs of the 18th and 19th centuries. This compact grid with its small parcels and varied uses provides for a wealth of high-quality urban experiences and destinations. Museums, residences, office towers, public parks, and small commercial corridors all are within short walks of each other on a contiguous and mostly intact network of streets and sidewalks. In a few key places, such as at City Hall, Franklin Square, and around the Vine Street Expressway, transportation infrastructure has disrupted or degraded some of this accessible network. Recent planning efforts have often sought a way to improve the accessibility, safety, and experience of all modes of travel while continuing to support the finely grained and rich asset of urban living that is Philadelphia’s streets.

Philadelphia’s streets have been platted, developed, and redeveloped over more than a 300-year period, resulting in a variety of street characteristics. The Central District, which contains some of the city’s oldest settlements, has a wide diversity from small residential lanes designed for horses and carts, to local commercial corridors, to grand processional ways that can accommodate parades and mass events. The recently completed *Complete Streets Handbook* supports all of these street typologies with dimensional standards and recommended features to make sure that there is room of everyone, including pedestrians, bicycles, automobiles, and transit.

Within the Central District, there are some unique opportunities to address this inclusive mission. Bike use has continued to rise, now representing more than 6 percent of commuters, one of the highest in the nation, while ongoing improvements, such as the reconstruction of Dilworth Plaza, Sister Cities Park, and the Race Street Pier ensure the multiplicity and intensity of existing destinations for casual cyclists. While automobile use continues, there are indications that there is excess vehicle capacity within some of Center City’s largest thoroughfares. This presents opportunities to repurpose portions of the public right-of-way for pedestrian and bicycle facilities, as well as reconfiguring intersections to improve connections to key destinations such as Franklin Square and LOVE Park. Adding amenities such as bike corrals, bike share programs, seating areas, and improved monument signage can help to create a complete and seamless public realm worthy of a great American city.

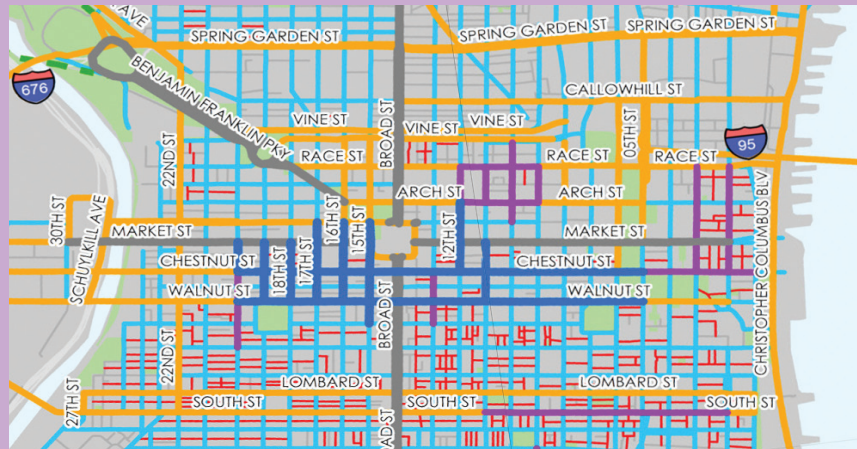
With all of the existing and planned amenities in the public realm, it is essential that adequate space is reserved for people to move comfortably. This is a key goal of the *Complete Streets Handbook*.

### Definition | Complete Streets

Complete streets design considers the interaction of many different roadway users. Elements of street design, and surrounding land uses to ensure that each of these are considered during project design

#### Street Type

- High-Volume Pedestrian
- Auto-Oriented Commercial/Industrial
- Civic/Ceremonial
- Walkable Commercial Corridor
- Urban Arterial
- Park Road
- Scenic Drive
- City Neighborhood
- Lower-Density Residential
- Shared Narrow
- Local



The *Complete Streets Handbook* builds on the street type classification developed in the *Pedestrian and Bicycle Plan*. Each street type has specific planning and design treatments.



## Recommendations

36. **Implement a bikeshare program.**
  - Choose locations based on demand and availability of land for pods or bike docking stations
    - > Implementing Agencies: Streets, MOTU | CW Objectives: 4.2.1, 4.2.2, 4.2.3, 4.3.4
37. **Expand the bike network as laid out in the *Pedestrian and Bicycle Plan*.**
  - Install separate bikeways on West Market Street and JFK Blvd that connect with City Hall [see [Focus Areas](#), p. 30]
  - Expand north/south bicycle connections
    - > Implementing Agencies: Streets, MOTU | CW Objectives: 4.2.1, 4.2.2, 4.2.3
38. **Build a bike station in the City Hall area.** [see [Focus Areas](#), p. 30]
  - > Implementing Agencies: Streets, DPP | CW Objective: 4.2.2
39. **Improve pedestrian and/or bicycle connections with wayfinding, pavement markings, streetscaping, especially at these locations:**
  - On 15th and 16th Streets near I-676 exit and entrance ramps and Vine Street
  - Across Schuylkill River bridges on Market and Chestnut Streets
  - 22nd Street and Fairmount Avenue intersection
  - Northern Liberties: Tip Top Playground, Liberty Lands, The Piazza, Canal Street
  - Dock Creek Heritage Walk
  - Cherry Street arts corridor, Broad Street to the Parkway
  - Market Street and JFK Boulevard corridors
  - City Hall courtyard and apron
  - Eakins Oval
  - Pennsylvania Avenue
    - > Implementing Agencies: Streets, MOTU, DPP, PennDOT, PPR, PCPC, nonprofits | CW Objectives: 4.2.3, 4.3.1

## Bicycle Infrastructure



(Source: treehugger.com)

### Bike Share Programs

Recently initiated in several United States cities such as this [Washington, DC](#) example, bike share programs reduce reliance on automobiles and provide transportation to commuters and visitors.

### Bike Station

This is a large-scale parking facility for bikes. Often they include showers and lockers to accommodate commuters who bike to work.



McDonald's Cycle Center  
(Source: City of Chicago)

### Case Study | *McDonald's Cycle Center*

The McDonald's Cycle Center in Chicago was constructed as part of the Millennium Park project constructed in 2004. The indoor facility serving bicycle commuters and utility cyclists provides sheltered parking for 300 bikes, lockers, showers, a snack bar, bike rental, and bike repair. Use of the facility is accessible by membership and day passes. Funding for the facility's construction and operations is provided by sponsorships and private and public partnerships. Planning for the Cycle Center was part of the larger "Bike 2010 Plan," in which the city aimed to make itself more accommodating to bicycle commuters.



# CONNECT > Transportation

## Complete Streets

### Recommendations (Cont.)

#### Definition | Arterial Streets

Urban arterials are major and minor arterials that carry high volumes of through traffic. These streets usually have surface transit routes and must provide adequate pedestrian facilities to allow safe and comfortable access and waiting areas for transit users.

#### 40. Remove travel lanes to accommodate pedestrians and bicycles, prioritizing:

- Race Street between 5th and 8th Streets
- Market Street between 15th and 20th Streets
- JFK Boulevard between 15th Street and the Schuylkill River
- North and west sides of City Hall
- Pennsylvania Avenue
- North 5th Street above Callowhill Street

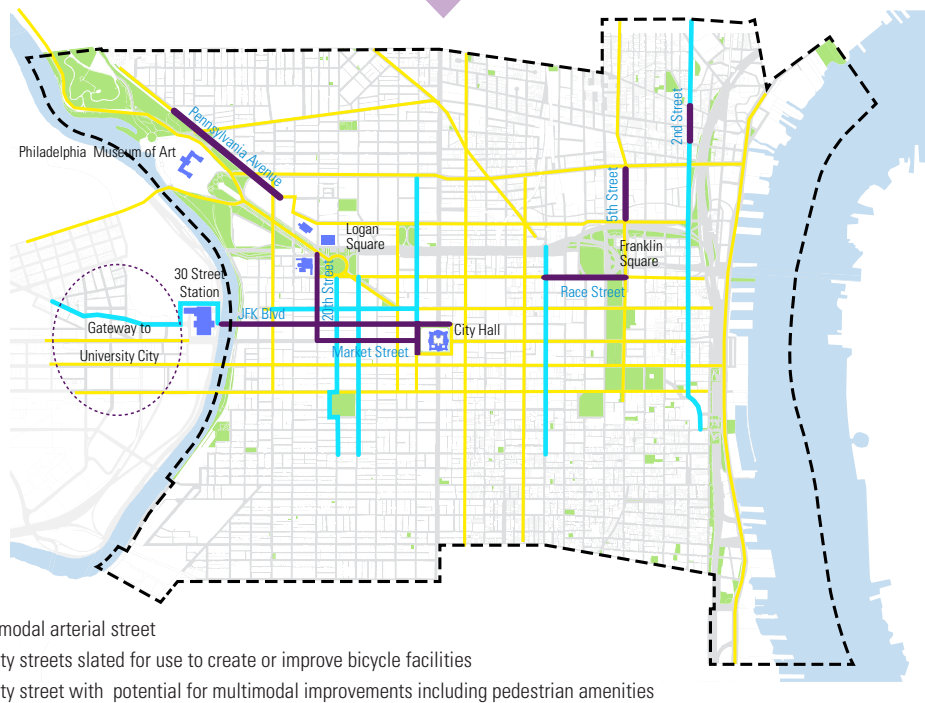
> Implementing Agencies: Streets, PennDOT, MOTU | CW Objectives: 4.2.1, 4.2.2, 4.2.3



Excess Vehicular Capacity on JFK Blvd.

#### Streets with Excess Capacity

Several arterial streets that connect significant cultural institutions, employment centers, and public open spaces have excess roadway capacity, such as JFK Boulevard shown to the left. The extra lanes can be repurposed for wider sidewalks, improved crossings, and/or new bikeways to enhance the pedestrian and bicycle accessibility between key destinations.



## Recommendations (Cont.)

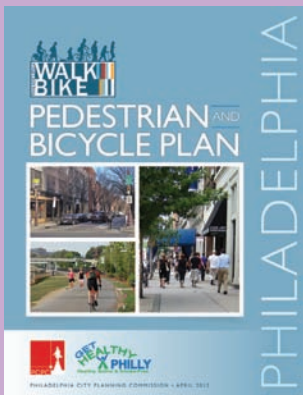
41. Close some streets to vehicular traffic on a seasonal / weekend basis, making them “pedestrian only streets.” Possible locations:
  - 13th Street between Walnut and Chestnut Streets
  - 18th Street from Locust to Chestnut Streets
  - South Street
    - > Implementing Agencies: Streets, Commerce, PennDOT | CW Objectives: 4.2.1, 4.2.2, 4.2.3
  
42. Install pedestrian plazas and walkways highlighting the history of the public space:
  - Southern block of Headhouse Square
  - Passyunk Avenue between South and Bainbridge Streets
  - Grays Ferry Avenue at South Street
  - Bainbridge Street between 3rd and 5th Streets
  - Christian Street at Moyamensing Avenue
  - Canal Street on the central Delaware waterfront
    - > Implementing Agencies: MOTU, Streets, PWD, community orgs. | CW Objectives: 4.2.1, 4.2.2, 4.2.3, 4.3.4
  
43. Install low-cost safety and traffic calming measures to tame speeds. Prioritize:
  - Callowhill Street east of 12th Street
  - North 5th Street
  - Corinthian Avenue
  - Vine Street Local
    - > Implementing Agencies: Streets | CW Objective: 4.2.2



Pedestrian Plaza at 42nd and Woodland Streets (Source: uwishunu.com)

### Pedestrian Plazas and Walkways

Converting underutilized roadways and parking areas to plazas and parklets with landscaping will beautify local streets as well as attract visitors and residents to make more use of them. The example above shows the recently completed pedestrian plaza at 42nd Street and Woodland Avenue.



### Philadelphia Pedestrian and Bicycle Plan

Adopted in 2012, the plan identifies strategies and specific recommendations to increase the number of people walking and bicycling in the City by improving the safety, connectivity, convenience, and attractiveness of the pedestrian and bicycle networks.

The plan assists City departments in prioritizing pedestrian and bicycle improvements, and will help to guide the implementation of the Complete Streets policy. The plan includes analysis of the existing pedestrian and bicycle networks, recommendations for policies and programs affecting bicyclists and pedestrians, a citywide sidewalk inventory, new street types and sidewalk design standards, and recommended pedestrian and bicycle network improvements.



# CONNECT > Transportation



Philadelphia2035  
Citywide Vision

Goal 4.2:  
Balance the use of  
roadways to ensure safe  
and efficient travel by all

## Parking

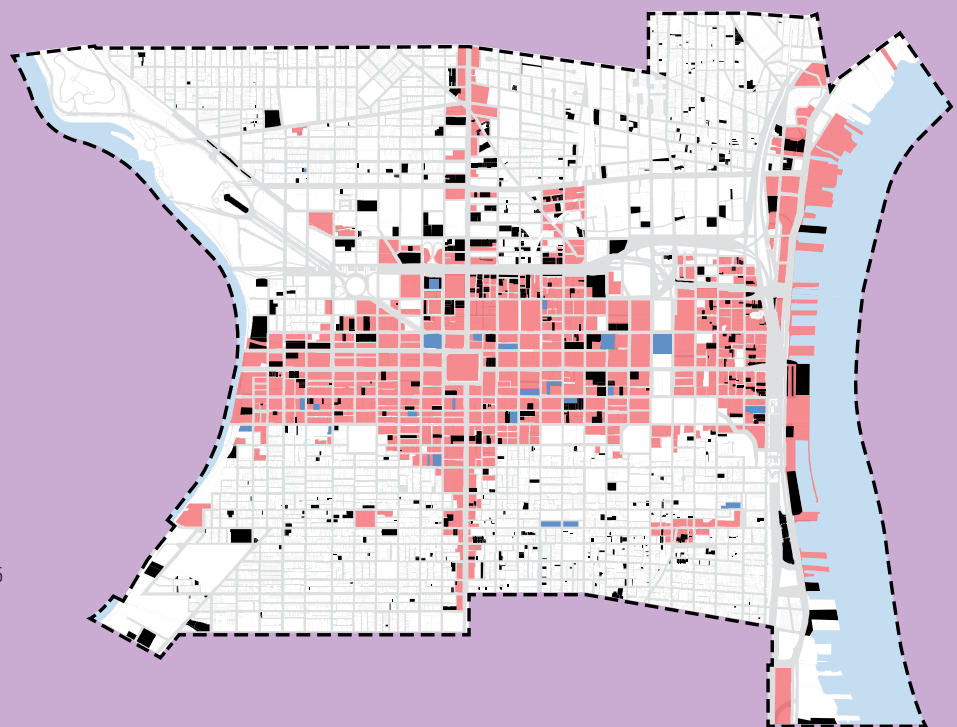
Although many destinations within the Central District are heavily patronized by automobile commuters, much of the Central District has more off-street parking than it needs. A 2010 parking inventory conducted by PCPC staff indicated that much of Center City uses less than 80 percent of its off-street parking during peak hours. Some of this is due to the poor condition and appearance of existing structured parking garages. Conversely, within residential neighborhoods close to Center City, the low cost of on-street permit parking has led local households to keep multiple cars on-street, resulting in a severe lack of parking for visitors. Both of these conditions, an oversupplied Center City core and undersupplied residential neighborhoods, have caused an excessive number of surface parking lots. These lots could be repurposed for new development supporting workers, visitors, and residents, adding to the growing vitality of the Central District.

There are a number of strategies that would restore surface lots to the market while addressing ongoing parking needs. Many surface parking locations in the Central District are well served by transit, suggesting that as the district continues to add population, alternative modes of transportation are available. Amending the zoning code to create parking maximums for new construction in high-density areas would lead to a reduction in automobile use, which would encourage transit use and reduce parking demand. This would also allow developers to create more active uses, such as residential or commercial spaces that otherwise would be dedicated to the car. Large, publicly owned surface lots should be redeveloped with projects that incorporate structured parking and shared parking that supports the new development as well as relieving pressure on adjacent parcels. Moderately raising the costs of residential permit parking would reduce the number of households that park multiple cars on the street, making more on-street parking available to visitors, and in some instances freeing parking spaces for other needed amenities such as bicycle corrals and pedestrian parklets at prominent corners.

### Non-Accessory Surface Parking and High-Density Zoning

Within the portions of the Central District zoned for high densities and intensive uses, there are several large lots whose sole use is for surface parking. Many of these locations could be used for new development. This process could be augmented by setting parking maximums, thereby insuring that dense development does not encourage the perpetuation of large parking sites and structures.

- Current areas of high-density zoning, CMX3-CMX5
- Non-accessory surface parking lot
- Non-accessory parking garage



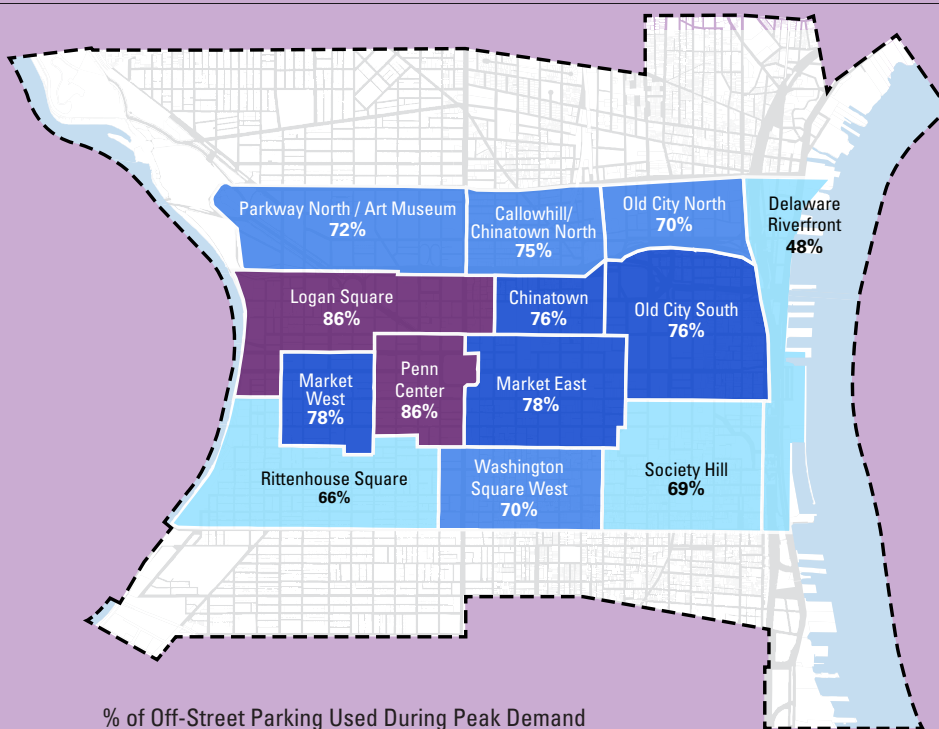
## Recommendations

44. Reevaluate and institute vehicular parking maximums for zoning classifications CMX-3, CMX-4, and CMX-5.
  - > Implementing Agencies: PCPC, City Council | CW Objective: 4.3.2
45. Evaluate parking pricing within the district to manage congestion.
  - Implement dynamic meter pricing
  - Install real-time availability signage at parking garages
  - Raise residential parking permit fees
  - Standardize parking rate signage
  - Create pricing structures in garages to accommodate short-term parking
    - > Implementing Agencies: PPA, MOTU, L&I | CW Objectives: 4.3.2
46. Install an underground parking garage as part of the Central Library Branch expansion to address Parkway parking issues. [see [Focus Areas](#), p. 36]
  - > Implementing Agencies: PPA, DPP, Library | CW Objective: 4.3.2
47. Remove on-street parking spaces at select corners to increase pedestrian space and accommodate bike corrals.
  - > Implementing Agencies: PPA | CW Objective: 4.3.2



### Definition | Dynamic Metering

Dynamic metering allows for parking meter payment from a credit or debit card. It adjusts prices based on availability and time of day. A pilot program in San Francisco has shown an overall increase in revenue and reduction in parking tickets.



% of Off-Street Parking Used During Peak Demand


### 2010 Parking Capacity Study

In 2010, the PCPC conducted a parking capacity survey in the core of the Central District. Publicly available, off-street parking areas of lots and garages with more than 30 spaces were identified and counts were taken to determine how much of the parking was used during periods of peak demand. The resulting map shows excess parking capacity in several areas that are growing or ripe for new development, including Callowhill/Chinatown North and the Delaware Riverfront, among others. This suggests that parking maximums, transit overlay districts, and other measures are appropriate in these areas. The goal is to replace parking lots with buildings that improve the pedestrian experience.



# RENEW > Open Space

## Watershed Parks and Trails and Waterfronts



*Philadelphia2035  
Citywide Vision*

**Goal 6.1:**  
Complete, expand, and connect watershed parks and trails in the city and the region.

Recreation is a commodity. Cities across the country are continually trying to attract new residents and businesses as a means to support city functions. Many cities have found tremendous success in marketing their city through re-imagined waterfronts that provide recreation, entertainment and relaxation opportunities. Philadelphia has recognized that it has a desirable product to market: two distinct waterfronts. Major segments of its two primary waterfronts, the Schuylkill River and the Delaware River, lie within the boundaries of the Central District.

The Schuylkill River’s eastern bank has established itself as a locally and regionally significant park. The linear recreation trail, the centerpiece of the park, is a huge success. On any given week 16,000 cyclists, walkers, and runners use the trail for recreation and commuting, all sharing a common ribbon of trail. Construction of the Schuylkill River Trail continues its push south. The stretch of trail that will run from its current terminus at Locust Street to South Street is under construction and is expected to be completed by late 2014. Planning and feasibility analysis for the expected connection between South Street and the already-completed Grays Ferry Crescent segment continues. An expanded trail will connect more neighborhoods and users to the recreational opportunities available in the greater Fairmount Park system.



*Race St. connector  
(Source: Plan Philly)*

The Schuylkill Banks, the name given to the stretch of the waterfront park from just south of Martin Luther King Jr. Drive to Locust Street, adds amenities to the trail such as areas for fishing, designated watercraft launch areas, and spaces that allow passive enjoyment. The Schuylkill River Development Corporation (SRDC), the organization that manages Schuylkill Banks along with Philadelphia Parks and Recreation, is instrumental in creating a park that is appealing to a diverse set of users. The park recently welcomed a new group of users as Paine’s Park opened as a mixed-use public space designed for skateboarders.

The Delaware waterfront, although not as well-used as the Schuylkill waterfront, possesses some of the same opportunities and transformative qualities. The adoption of the *Master Plan for the Central Delaware* by the Delaware River Waterfront Corporation (DRWC) established a clear guide for the future growth of the waterfront. Among the plan’s recommendations is the desire to create public parks along the waterfront spaced every one-half mile. The development of the Race Street Pier in 2011 and future improvements envisioned for Penn Treaty Park, Penn’s Landing, and Festival Pier are integral pieces in achieving this goal.

### Definition | Connector Streets

Identified in the *Master Plan for the Central Delaware*, connector streets are streets that connect the city and the river itself.

Because they play a key role in providing access from adjacent neighborhoods substantial improvements are needed to provide safe pedestrian and bicycle passage.

The creation of a continuous, dedicated multiuse recreational trail is a long-standing goal for the Delaware waterfront. Conceptual design plans have been developed by DRWC for the portion of trail between Washington Avenue and Spring Garden Street. Completion of the dedicated trail will be implemented in phases as funds and partners are identified. The first segment that is fully designed, funded, and under construction is from Spring Garden Street to Penn Street and will link with the existing riverfront trail at Sugarhouse Casino.

Successful redevelopment of the central Delaware waterfront must begin with strong connections to existing neighborhoods. The Master Plan identifies eight primary connector streets within the boundaries of the district that require significant improvements so that they may adequately facilitate desirable connections. The completed Race Street Connector provides a model for how other identified connector streets should be improved.

One other potential trail project of note is the Spring Garden Greenway, a 2.2-mile separated bikeway along Spring Garden Street. This project will connect the Delaware River with the Philadelphia Museum of Art as a part of the East Coast Greenway.

## Recommendations

48. Complete the Schuylkill River Trail from South Street to the Grays Ferry Crescent, and the Delaware River Trail from Penn Street to Washington Avenue.
  - Negotiate easements for remaining trail segments
  - Identify funding sources to construct missing links
    - > Implementing Agencies: SRDC, DRWC, PPR | CW Objective: 6.1.1
  
49. Construct well-designed connector streets between the neighborhoods and the Delaware River as a part of the I-95 reconstruction:
  - Columbia Avenue, Frankford Avenue, Spring Garden Street, Callowhill Street, Race Street, South Street, and Christian Street
    - > Implementing Agencies: DRWC, PennDOT | CW Objectives: 6.2.1, 4.3.1

### Southward Extension of the Schuylkill River Trail

There are many projects afoot for extending the Schuylkill River Trail south to fill the missing trail link between Locust Street and the recently completed Grays Ferry Crescent section. Construction is underway and will be completed in 2014 for the section of trail from Locust Street to the South Street Bridge that will extend over the river on a boardwalk. The portion of the proposed trail from South to Christian Streets is currently under feasibility analysis. Land ownership was transferred to the City from Children’s Hospital of Philadelphia (CHOP) and PECO, allowing this project to move forward. The next segment to the south from Christian Street to Grays Ferry is more complicated due to loading, freight, and water-dependent uses and will be studied at a later date.



Existing Schuylkill River Trail south of the Philadelphia Museum of Art




Trail access bridge connecting Schuylkill River Park to the Trail  
(Source: SRDC)



Boardwalk section from Locust Street to South Street currently under construction  
(Source: SRDC)



## Neighborhood Parks and Recreation



*Philadelphia2035  
Citywide Vision*

**Goal 6.3:**  
Expand access to  
neighborhood parks  
and recreation.

The Central District has a comprehensive system of parks, recreation centers, playgrounds, green spaces, memorial areas, and gardens. Some of these represent the city’s most iconic, most visited, and most used public spaces that, in addition to serving district residents, are attractions for citywide, regional, national, and international users. The district also includes smaller park and recreation spaces on the periphery of the central core that serve the more immediate community. While perhaps not as prestigious as their more well-known counterparts, they serve an equally important role of providing park and recreation opportunities in areas with dense populations.

In general and compared with other districts, residents in the Central District are well served by parks and recreation facilities. The most pronounced gaps in service exist in the Callowhill/Chinatown North neighborhood. Proposed zoning recommendations outlined in this district plan position this neighborhood for growth, particularly in the number of residents. The transformation of the Reading Viaduct into a linear greenway park is an obvious solution to fill this gap; however, the costs to build this transformative project make it a long-term solution. More immediate solutions are needed so that new transplants and long-time residents in the area have adequate space to exercise, garden, play, or simply enjoy a passive park.

Overall, the condition of the district’s open spaces is good, as these spaces endure a tremendous amount of use. Fortunately, many of the district’s park and recreation facilities have strong support from sophisticated “Friends-of” park groups, civic associations, and nonprofits. These organizations routinely assist Parks and Recreation in cleaning, fundraising, greening, and providing activities and amenities. These partnerships must be sustained and expanded for the continued health of the spaces. Pursuing uses and operations that are complementary in parks and at recreation sites provides further opportunity to leverage funding in a time when constrained operating budgets are expected to continue.

The Central District has experienced a renaissance in terms of the quality of its public space assets. The amount of investment expended towards renovating existing facilities and creating new public spaces is unmatched in the district’s recent history. Renovations to Sister Cities Park, creation of new parks including the Race Street Pier and Hawthorne Park paired with the ongoing reconstruction of Dilworth Plaza and improvements to the Benjamin Franklin Parkway as well as the anticipated upgrades to LOVE Park are just a sampling of the investment being made to the district’s open spaces in a span of five years. These additions will continue to create a positive and healthy image for visitors while making the district more livable and enjoyable for its residents. Great cities are known for their great public spaces. The Central District’s collection of historic and contemporary parks undoubtedly contributes to Philadelphia’s reputation as a premier, first-tier city.



*Sister Cities Park  
(Source: Plan Philly)*



*Race Street Pier*



*Hawthorne Park (Source: Plan Philly)*

### Case Study | Hawthorne Park

Despite an economic recession, the number of new parks opened between 2011–2012 in the city and particularly in the Central District is impressive. Hawthorne Park, located at 12th and Catharine Streets, represents one of the new additions to the park system. The investment in new parks and the refurbishment of existing parks have been successful economic development tools spurring investment in the surrounding neighborhoods.



## Recommendations

### 50. Install new neighborhood parks and recreation facilities in underserved areas.

- Create playgrounds in the Callowhill-Chinatown North / Old City area to accommodate all ages
- Support creation of the Chinatown Community Center at 10th and Vine Streets
- Incorporate recreational facilities in development of parcels around Franklin Square
  - > Implementing Agencies: PPR, PCPC, PWD | CW Objectives: 6.3.1, 1.1.1

### 51. Upgrade distressed park and recreation facilities.

- Rehabilitate Cianfrani Park with new sidewalks, benches, and stormwater management infrastructure
- Investigate service overlap at Tip Top playground and Northern Liberties park spaces, exploring the potential for transformation from active to passive uses
- Upgrade LOVE Park after rehabilitation of underground garage, including the renovation of the Visitors Center
- Upgrade sidewalks and lighting in Rittenhouse Square
  - > Implementing Agencies: PPR, DPP, PWD, PCPC | CW Objectives: 6.3.3, 1.1.1

### 52. Animate public spaces with programming and events.

- Conduct overarching study of programming of public spaces in Central District
- Investigate the usage of Independence National Historic Park for addition programming
- Schedule programmed events to animate public spaces, such as City Hall courtyard, along the Benjamin Franklin Parkway, and neighborhood parks [see [Focus Areas](#), p. 30]
  - > Implementing Agencies: MDO, PPR, INHP, MOACCE, nonprofits | CW Objectives: 6.3.3, 2.4.1

### 53. Rehabilitate the elevated portion of the Reading Viaduct into a neighborhood park.

- > Implementing Agencies: CCD, PPR | CW Objectives: 8.1.2, 6.1.2



Tip Top Playground

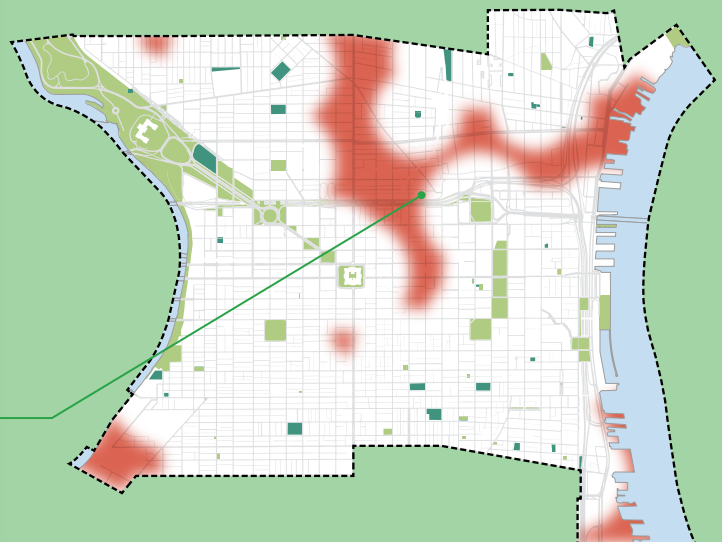


Cianfrani Park

## Access to Public Open Space

The district as a whole is well served by public parks and recreation centers, however there are pockets, particularly at the southern corners of the district, along North Broad Street and in the Poplar and Callowhill neighborhoods, where the population is underserved. Although these areas are less populated as other neighborhoods, they are experiencing residential growth.

The accompanying map shows an analysis of the existing open space conditions. The swathes highlighted in red represent areas that require more than a 10-minute walk to publicly accessible open space and therefore are considered underserved.



Rendering of Chinatown North Community Park

The *Callowhill - Chinatown North Strategic Plan* proposes 21 acres of new open space that will put 90 percent of residences and businesses in the area within one-quarter mile of open space, versus 38 percent today.



Philadelphia2035  
Citywide Vision

**Goal 7.2:**

Improve the quality and management of our water and wetland resources.

**Goal 7.3:**

Increase tree coverage equitably across the city.

### Definition | Green Streets

Green street projects capture rain and melting snow (stormwater) from the impervious street surface in an effort to reduce combined sewer overflows and overall pollution of our city's waterways. Tree trenches, stormwater planters, and stormwater bump-outs are three types of technologies found on green streets that utilize landscaping to manage stormwater runoff. Another type of green street uses a pervious surface that permits the immediate infiltration of stormwater.

### Definition | CSO's

A combined sewer system brings wastewater from homes, businesses and industry, and stormwater from the storm drains on our streets through a single-pipe system to a Water Pollution Control Plant.

Under heavier rainfall conditions, the flow in combined sewers may be more than the pipe or treatment plant can handle. This means that some of the wastewater and stormwater may flow directly to a nearby stream or river to prevent the flooding of homes and streets. This is what is known as a Combined Sewer Overflow (CSO).

## Tree Cover and Stormwater Management

The Central District is one of most complex and costly areas to introduce green infrastructure for stormwater mitigation and improving the overall ecological health of the district. The district is one of the most densely developed districts in the city with impervious surfaces making up more than 76 percent of the total land cover. Below grade is a massive and complex system of infrastructure including subsurface concourses, subway tunnels, and steam pipes that limit the locations for interventions as well as increasing their associated costs. Being within the Metropolitan Center comes with inherent high land values and increased construction costs, causing developers to maximize their developments with many income-producing uses on privately held land. These intrinsic conditions require implementing greening projects that individually may be small in scope, but collectively will have transformative results.

Schoolyards within the Central District present a promising opportunity for greening and are an important strategy for achieving district and citywide environmental goals. There are 18 public schools located within the district, most of which can be easily identified by their expansive paved sites. Investing in green schoolyards not only provides for the obvious environmental benefits, but also includes added social benefits, most importantly better environments for the district's schoolchildren to learn, play, and grow in. Leveraging funding for green schoolyards is attainable as exhibited in the successful greening of the Central's own Albert M. Greenfield School. Partnerships that combine federally mandated stormwater funds, city and state funds, and private philanthropy as well as foundation monies have been established and leaders have stepped up to champion this important initiative that benefits everyone.

Rising sea levels are gradually increasing the risk of flood and inundation for low-lying properties and infrastructure along the Delaware and Schuylkill River waterfronts of the Central District. Waterfront development policies and plans must begin to recognize the potential impacts of sea level rise and consider adaptive measures to ensure that uses, structures, and facilities are appropriately located and designed. The central Delaware waterfront is another key area within the Central District identified for targeted green infrastructure projects and environmental management practices. The *Master Plan for the Central Delaware* identifies policy and public realm recommendations that serve as solid foundation for making green infrastructure a defining characteristic within the redevelopment of our waterfront. Connector streets identified in the plan are opportunities for implementing a green streets program. This greening policy includes planting street trees, infiltration trenches, and porous paving to create desirable park-like links to inboard neighborhoods, while at the same time lessening the burden put on the district's combined sewer system.

As the most developed district, it is understandable that tree cover within Central is significantly lower compared to other districts in the city. Tree canopy coverage maps documented in the *Citywide Vision* and *Greenworks Philadelphia* clearly identify the neighborhoods of Francisville, Callowhill, Chinatown, and Southwest Center City as areas lacking tree canopy. As areas experiencing significant growth, it is important that these neighborhoods adopt greening and stormwater projects consistently to offset some of the impacts of development. In 2011 Philadelphia Parks and Recreation developed a partnership with the Center City District to identify existing empty tree pits and target tree planting at these locations within the central core. Programs and partnerships similar to this should be created and expanded districtwide to achieve desired and consistent tree canopy coverage.

The recommendations of this section seek to advance the tremendous amount of work already completed on this subject including the goals of *Greenworks Philadelphia*, *Green City*, *Clean Waters*, and the *Citywide Vision* through targeted interventions that increase tree cover, capture stormwater, and increase access to green space throughout the district.

## Recommendations

54. **Improve schoolyards at McCall, Bache-Martin, Nebinger, and Laura Waring Schools with greening and programming to create recreation and stormwater management amenities.**
  - > Implementing Agencies: PSD, PWD, nonprofits | CW Objective: 6.3.1
55. **Target the Delaware waterfront, Francisville, Callowhill, Chinatown, and Southwest Center City neighborhoods for tree planting programs.**
  - > Implementing Agencies: PPR, PHS, nonprofits | CW Objective: 7.3.3
56. **Create green streets to encourage pedestrian activity and help with stormwater management.**
  - Possible locations: Ridge Avenue, 22nd Street, Callowhill Street (between 2nd and 7th Streets) and Washington Avenue.
  - > Implementing Agencies: Streets, PWD | CW Objectives: 7.2.3, 4.3.1
57. **Beautify streets that cross I-676 and I-95.**
  - Expand the control of the Interstate Land Management Corporation (ILMAC) to the west and north
  - Prioritize 3rd, 4th, 7th, 8th, 15th, 18th, and Spring Garden Streets
  - > Implementing Agencies: PennDOT | CW Objectives: 7.3, 4.3.4
58. **Create stormwater management parks and open space in the former Callowhill Industrial District to help manage the area's stormwater and incentivize development.**
  - > Implementing Agencies: PWD, PPR | CW Objectives: 7.3, 4.3.4



Albert M. Greenfield Playground (Source: PWD)

### Case Study | *Greening Greenfield*

Greening Greenfield is a multiphase plan initiated to improve the environmental sustainability of the school's exterior, one that will give Greenfield students a opportunity to learn the important lessons of environmental stewardship and also provide the surrounding community with a green open space in the heart of the city. The success at Greenfield has provided a model for future greening projects at other public schools. The City and a national conservation group are partnering with the School District to green as many as 10 schoolyards and recreation centers.



Laura Waring School




Bache-Martin School

### Improve Public School Yards

Public schools in the district should follow the successful greening model implemented at the Albert M. Greenfield Public School. Replacing impervious asphalt with permeable surfaces, plants, trees and rain gardens creates a better environment for schoolchildren to learn and play.



## Cultural, Historical, and Architectural Resources



*Philadelphia2035  
Citywide Vision*

**Goal 8.1:**  
Support sensitive development that preserves and enhances Philadelphia’s multifaceted past.

### National Register of Historic Places

The National Register of Historic Places is the federal government’s official list of districts, sites, buildings, structures, and objects deemed worthy of preservation. Owners of income-producing properties listed individually on the National Register of Historic Places or of properties that are contributing resources within a National Register Historic District may be eligible for tax credits for the rehabilitation of the historic structure.

### Philadelphia Register of Historic Places

Philadelphia Historical Commission (PHC) is responsible for ensuring the preservation of historically significant buildings, structures, sites, objects, interiors, and districts in the city. The Commission identifies and designates historic resources, listing them on the Philadelphia Register of Historic Places. It regulates preservation through the City’s building and other permitting processes.

Philadelphia’s inheritance of buildings, representing more than three centuries of construction, has yielded a handsome, complex city, especially in the Central District. The buildings and urban infrastructure of Center City are at the same time mundane and exalted, repetitive and unique—all characteristic of life in Philadelphia. Philadelphia has one of the most complete collections of buildings from almost all periods of architectural design in this nation, and many of the examples are in the Central District itself.

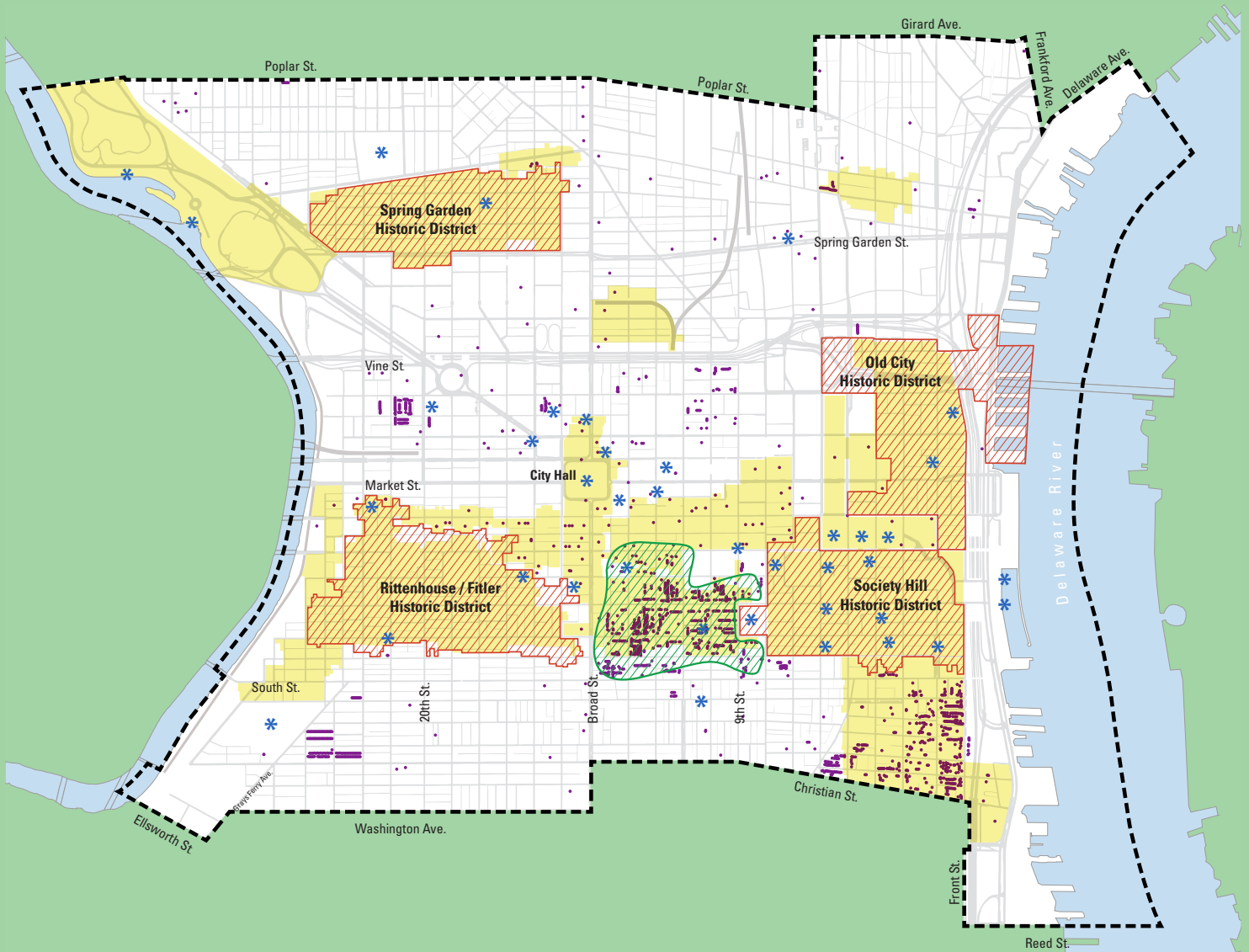
For decades now, the Central District has experienced reinvestment in its building stock. The practice of adaptive reuse of the city’s older structures, out of favor just a little more than a generation ago, is generally embraced as a sensible and sustainable strategy. In addition, reuse offers developers an economical way to showcase the built heritage of Philadelphia that has almost universal appeal to homebuyers and commercial interests.

Special emphasis must be placed on identifying historic resources and broadening our understanding of the buildings and structures that might be certified historic. While the Central District already includes one of the greatest concentrations of local historic districts in the city, protection for historic industrial resources may yet yield results in furthering the interpretation of Philadelphia’s legacy as “The Workshop of the World.”

Philadelphia’s neighborhoods have long been anchored by schools and churches that are now either vacant or underutilized. Since these buildings were often designed to high standards, and built of materials that could hardly be afforded today, their continued function in giving identity and character to a neighborhood is critical. Churches and schools often define a community — and these structures were built well to underscore that role. Repurposing these structures, or enhancing a partially used church or school with new functions must be a priority in furthering neighborhood viability.

Some neighborhoods or pockets of neighborhoods became associated with particular ethnic groups that tended to settle together—Italians, Jews, African Americans, Poles, for example. These ethnic enclaves, perhaps now not so well-defined or intact, should be identified, and their key assets protected and interpreted. Neighborhood assets that are associated with these early ethnic settlements can be recognized through historical designation, reuse with appropriate interpretation and effective signage.

Philadelphia’s City Hall, a National Historical Landmark, is a uniquely significant building and demands continuing maintenance, as well as some thoughtful repurposing that will enable it to be even more useful to city staff, citizens, and tourists. Built at the intersection of the widest streets of William Penn’s plan, its location alone underscores its urban grandeur. Over the last decade and a half, City Hall has been cleaned on the exterior, reroofed, and some of its significant detailing, in both iron and stone, has been restored, but the work is ongoing. The four entrance portals of the building must be cleaned, repaired, and better lit to become more attractive and useful to those working in and visiting the building as well as creating attractive entrances to the courtyard.



### Historic Resources

- Philadelphia Register of Historic Places
- ▨ Historic District - Philadelphia Register of Historic Places
- \* National Historic Landmark (N.H.L.)
- Nationally Registered Historic District
- ▨ Nominated Washington Square West Historic District

- Old City
- Society Hill
- Independence National Park
- Washington Square West
- Center City East
- Broad Street
- Center City West
- Rittenhouse Square
- Schuylkill (Ramcat)
- Spring Garden
- Callowhill Industrial
- Fairmount Park
- Southwark (Queen Village)
- Northern Liberties



## Cultural, Historical, and Architectural Resources

### Recommendations



City Hall



JFK Bridge over the Schuylkill River

59. Invest in and rehabilitate City Hall to a level that is commensurate with its National Historic Landmark status. [see [Focus Areas](#), p. 30]
  - Hire an “Architect of City Hall” to oversee all changes/renovations to the building
  - Clean and restore the four entrance portals and corner stair entrances
  - Restore circulation patterns on the first and third floors
  - Explore opening some of the ground floor space for commercial use to generate revenue and animate the area
  - Explore investment in sustainable building upgrades and stormwater management infrastructure
    - > Implementing Agencies: DPP, PHC, PCPC, PWD, MOS | CW Objective: 8.1.1
60. Identify and designate important industrial buildings in Northern Liberties and Callowhill neighborhoods to the Philadelphia Register of Historic Places.
  - > Implementing Agencies: PHC, nonprofits | CW Objective: 8.1.2
61. Identify and designate historic resources in key areas to the Philadelphia Register of Historic Places:
  - Along commercial corridors of Chestnut Street, Walnut Street, Broad Street, Ridge Avenue, North 4th Street and North 5th Street
  - Early 20th century commercial buildings
  - Pier buildings along the Delaware River
  - Schuylkill River bridges
  - Civic buildings, such as fire station at 11th and South Streets
    - > Implementing Agencies: PHC, nonprofits | CW Objective: 8.1.3
62. Designate a historic district in the Washington Square West area to the Philadelphia Register of Historic Places.
  - > Implementing Agencies: PHC | CW Objective: 8.1.1
63. Issue RFPs for building preservation and reuse of defunct or vacant school buildings:
  - Old Spring Garden School on Poplar Street
  - Philadelphia High School of Business Technology
  - Benjamin Franklin High School
  - William Pierce School
    - > Implementing Agencies: SDP, PHA | CW Objective: 8.1.3
64. Facilitate partnerships to utilize underused religious buildings.
  - Partner arts organizations with congregations with large facilities
  - Provide flexibility in the building code to accommodate uses other than religious services in existing buildings
    - > Implementing Agencies: MOACCE, L&I, nonprofits | CW Objective: 8.1.5
65. Identify and designate historic resources based on ethnic and cultural importance to the Philadelphia Register of Historic Places.
  - > Implementing Agencies: PHC, nonprofits | CW Objective: 8.1.7



# RENEW > Historic Preservation

## Heritage Tourism

The Central District offers visitors a comprehensive look at one of America’s premier colonial capitols. Two of the most iconic treasures of the nation’s early history, Independence Hall and the Liberty Bell, are located here. Nearly all Americans know that and millions of visitors come to Philadelphia to see them. However, the city has so much more than colonial heritage.

If the 18th century represents Philadelphia as the seat of the American Revolution and capital of the new nation, 19th-century Philadelphia is characterized by the advent and flowering of the Industrial Revolution, a time in which Philadelphia earned the nickname of “Workshop of the World.” Though industrial heritage has not been underscored in attracting tourists to the city, it could be. Philadelphia is the city where Benjamin Franklin made his first experiments concerning the properties of electricity, and it is also the city where the first all-purpose digital computer was invented, heralding the “Information Age” that defines our time.

Besides its breadth of history, Philadelphia is also important for its role in the arts. The Benjamin Franklin Parkway links many of the well-known institutions, such as the Philadelphia Museum of Art, Rodin Museum, and the Barnes Foundation. Performing arts have had a long history in Philadelphia. The Central District is home to a number of performing arts venues, including the Kimmel Center, the Walnut Street Theatre, and the Fringe Festival as well as many smaller performing-arts groups and venues. The district also boasts of one of the most vibrant theater concentrations in the nation.

To assist tourists with all that the Central District offers, and the list above is far from complete, wayfinding and historic information would be extremely helpful and would add to the visitor experience. Tours, locations, routes, rates, ticket availability, and times that the venues open and close can all be offered through traditional signage at key locations as well as handheld or smartphone technologies. In addition, a TKTS-style kiosk, perhaps within the courtyard of City Hall, would offer not only the foregoing information, but would be a real-time venue for the purchase of tickets to a multitude of concerts, performances, art venues, and museums throughout the Central District.

The Benjamin Franklin Parkway has been overburdened by the number of celebrations that are hosted there each year. Admittedly, it is a very handsome location. However, the Parkway has just been relandscaped and relamped, in addition, beautifully paved sidewalks and bike lanes have been added. The many celebrations on the Parkway continually lead to substantial degradation to its handsome streetscape. Philadelphia has other venues that can host the city’s many events and parades, including Independence Mall, the Centennial District, Franklin Delano Roosevelt Park, and the Schuylkill River Trail.

## Recommendations

- 66. **Add historic district designations to standard street signs.**
  - > Implementing Agencies: Streets | CW Objective: 8.2.1
- 67. **Create overall interpretive signage system for historic sites throughout the district.**
  - Replace and expand on existing physical signs found throughout Society Hill
  - Create a digital information program that could be accessed by smartphones and other technology
    - > Implementing Agencies: DPP, Streets, INHP, nonprofits | CW Objective: 8.2.1
- 68. **Relocate major events to occur in various locations around the city to relieve the overburdened Benjamin Franklin Parkway.**
  - > Implementing Agencies: MDO, PPR | CW Objectives: 8.2.2, 6.3.3



### Case Study | Grand Rapids QR Tours

Grand Rapids, Michigan implemented an interactive historic walking tour using QR codes posted at historic sites throughout the downtown. The codes are scannable with any QR barcode reader applications installed on an internet enabled smartphone. Once scanned, they connect visitors with facts about the location, a gallery of historic photos and an audio history related to the site.



Philadelphia2035  
Citywide Vision

**Goal 9.1:**

Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks.

**Goal 9.2:**

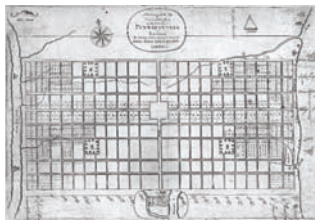
Elevate public demand for good design in the public realm.

## Development Patterns and Urban Design

The Central District has at its core the street grid of the original plan for Philadelphia, surveyed by Thomas Holme in 1682-83. That grid has been the template for the growth of the Central District, to the north, south, and west for much of its history. This city plan diagram is so well known as to be in almost every textbook concerning urban design in North America. Having been laid out at a time when one either walked or rode a horse, or rode in a horse-drawn carriage, there is an intimacy engendered by the ancient grid that allows the pedestrian a measure of comfort in the lengths of the blocks, and hence the overall scale of the Central District. Moreover, the widths of the streets — even the grandest of streets — Market and Broad, are not so challenging for pedestrians to cross.

However, the grid could not go on uninterrupted forever. Even in the 17th and early 18th centuries, there were creeks to be bridged, marshes, and ponds to be avoided and challenging topography to be negotiated. Moreover, trails already existed through the Central District — trails established by the Lenni Lenape tribe that lived on the site of Philadelphia for thousands of years before those from continents other than North America arrived here. Those trails became streets in the city and inform the rectilinear grid with their diagonals — streets that live on into our time because they proved so useful. Roads and avenues such as Ridge Avenue, Frankford Avenue, Germantown Avenue, and Passyunk Avenue, to name a few within the Central District, were included in the grid that easily accepted them.

As Philadelphia industrialized in the 19th and early 20th centuries, railroads, interstate highways, and utility rights-of-way sliced across the grid, oftentimes destroying its integrity — leaving pockets of land that were difficult for developers to use, and isolating portions of neighborhoods that had been connected to the greater city. Those isolated pockets of neighborhoods in today’s city are among the most distressed, simply because their access is so poor. Reestablishing the street grid in places where it can be accomplished is of the highest priority, allowing stranded and abused land to become reengaged with the energy of the city grid once more. Land that was once owned by railroads, parts of defunct rights-of-way, or even land beneath highway overpasses can be repurposed to reestablish all the benefits, including enhanced reinvestment possibilities, of a continuous grid system.



1682 Thomas Holme Plan

## Recommendations

**69. Extend existing streets to reinstate grid connections.**

- Prioritize Noble Street in Callowhill and Cherry Street from 7th to 8th
- Reconfigure Hamilton Street from 18th to 19th Streets; 18th Street at Callowhill Street; 7th Street at Race Street; and the intersection of Ridge and Fairmount Avenues intersection [see [Focus Areas](#), p. 36]
- Permanently reopen Germantown Avenue from 2nd Street to Delaware Avenue
  - > Implementing Agencies: Streets, PCPC, PWD, City Council | CW Objective: 9.1.1

**70. Improve pedestrian connectivity around Franklin Square.**

- Narrow Race Street and expand sidewalk [see [Focus Areas](#), p. 44]
- Improve connections to Old City (under the I-676 bridge to Wood St)
  - > Implementing Agencies: Streets, MOTU | CW Objectives: 9.2, 4.2.3

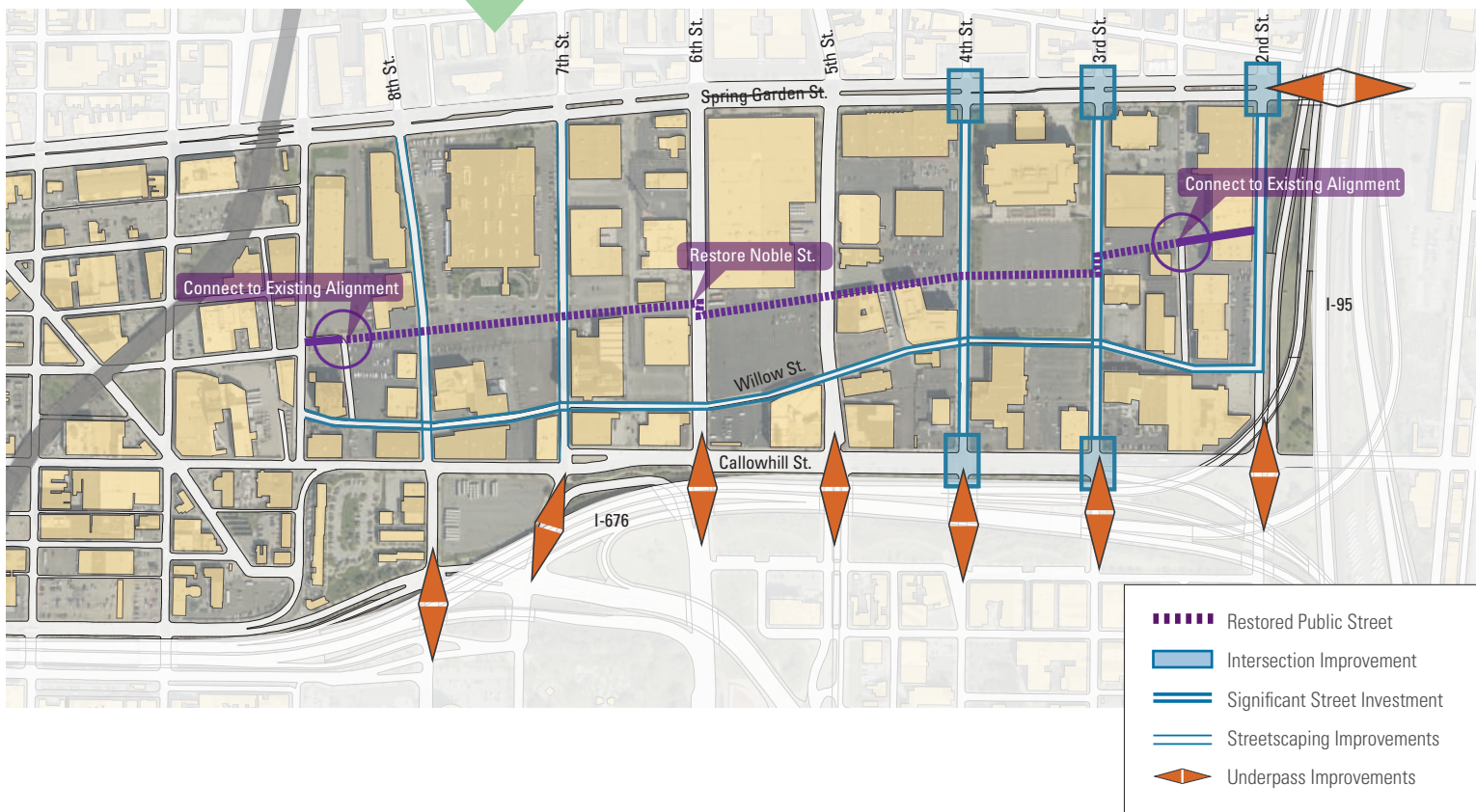
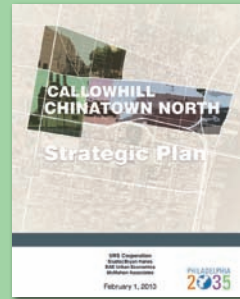


## Callowhill Public Realm Recommendations

One of the challenges in the Central District that is of prime importance is to reestablish the street grid of the Callowhill District. The fine-grain street network of the 17- and 18th-century streets was effectively destroyed in the early 1960s when the City decided to create superblocks in the area of Center City between Callowhill Street on the south, Spring Garden Street on the north, 2nd Street on the east, and 9th Street on the west. Because the city was never able to attract sufficient suburban-style office uses or light industrial functions on the large, elongated rectangular blocks, that it had wished, much of the land remained either vacant or was repurposed for large parking lots. The largest purchasers of this newly prepared land, such as the Social Security Administration, located along Spring Garden Street, but not within the interior of the new district. Because this repurposing did not work, the possibility of recreating some of the fine-grained streetscapes with pedestrian scale, is still possible and offers hope for the graceful expansion of the burgeoning Central District.

### Reinstating Noble Street

East of 9th Street, many east/west streets were removed in the 1960s, creating a system of superblocks intended to create opportunities for large-scale industrial development. Though the streets have been removed, utility easements have been maintained for some of the historic streets, specifically Noble Street. Reintroducing Noble Street could increase pedestrian access through the area, and increase street frontage to support new development without major impacts to existing tenants.



# Proposed Land Use

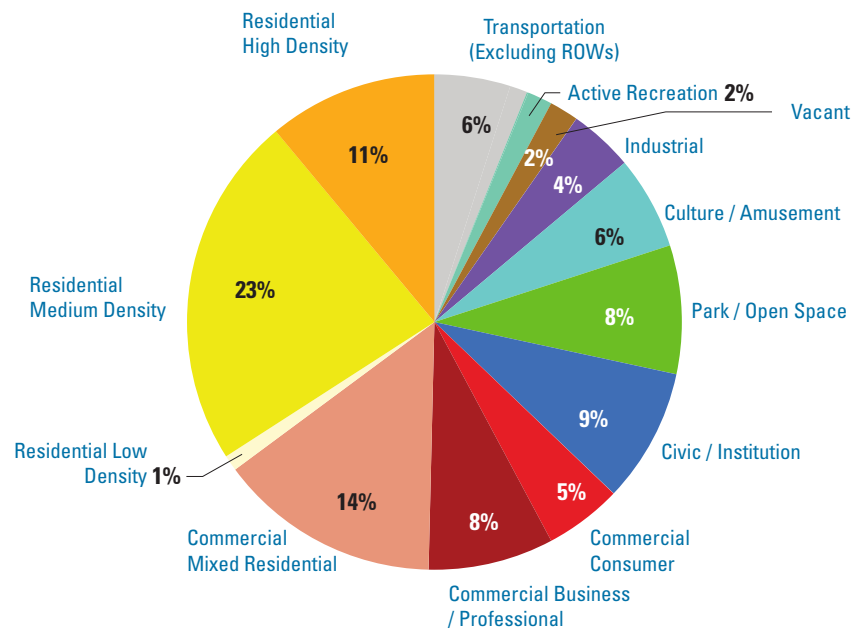
The Central District is forecast to see moderate growth over the next 10 years. These proposed changes to the land use of the district take into account not only places that are stable, such as the residential neighborhoods and some commercial areas, but also where growth should and can be accommodated. Taking into account the recommendations from the *Citywide Vision* as well as previously existing plans and community feedback, this proposal looks to distribute density around areas of concentrated transit access, capital facilities, and cultural amenities.

The land use plan typically addresses the following issues:

Future land use determinations reinforce existing land use that should continue into the future. Many areas, such as residential neighborhoods or commercial corridors, function well and should continue.

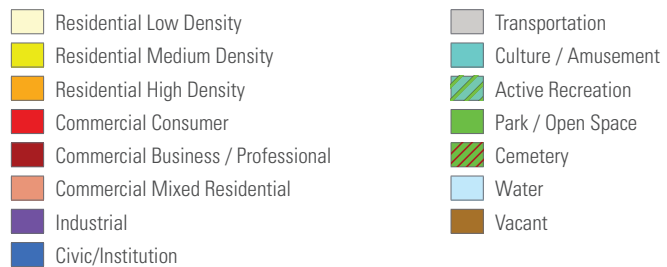
Future land use sets long-term use for vacant land. Technically, vacancy is a land use, but not one that should continue. The future land use prescribes what the future use should be as those vacant parcels return to active use.

Future land use sets the long-term vision for new development. As the city grows, the future land use determines where those changes should be and what new development should occur throughout the city. For example, an obsolete industrial parcel may be changed to commercial development.

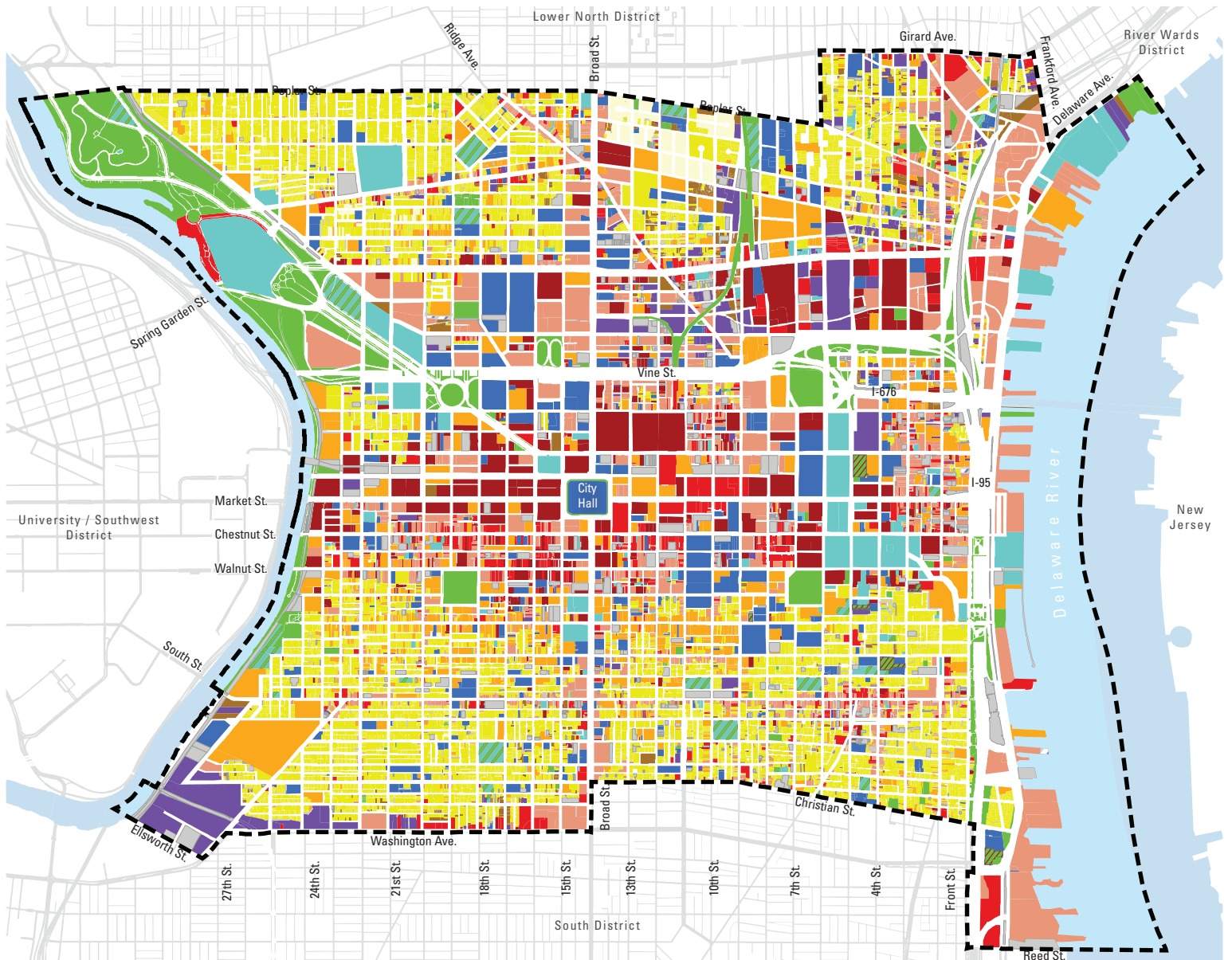


\* The Transportation percentage does not include streets and sidewalks, which cover a total of 928 acres.

## Proposed Use Map Legend



# Proposed Land Use



# MAKING IT HAPPEN



Construction in the Central District (Source: Kait Privitera)



90 | Implementing the District Plan

91 | Priority Recommendations

92 | Proposed Zoning

# Implementing the District Plan

## > Public Process for Zoning Map Revisions

With adoption by the Commission, civic engagement will continue to ensure that the zoning recommendations in this plan are appropriate and implemented.

The PCPC will use the district plan's future land use map and zoning recommendations to prepare draft zoning maps and ordinances. After discussion with the Steering Committee, City Council and input from public meetings, the PCPC will make revisions to the draft maps and ordinances and then submit final versions to City Council for introduction as a bill.

Both the PCPC and City Council will host public hearings to discuss the zoning legislation. If the bills pass Council, they will go to the mayor for approval. After the bill is enacted into law with the mayor's signature, PCPC will change the official City zoning maps to reflect the new revisions.

## > Making Proactive Investments with the City's Capital Program

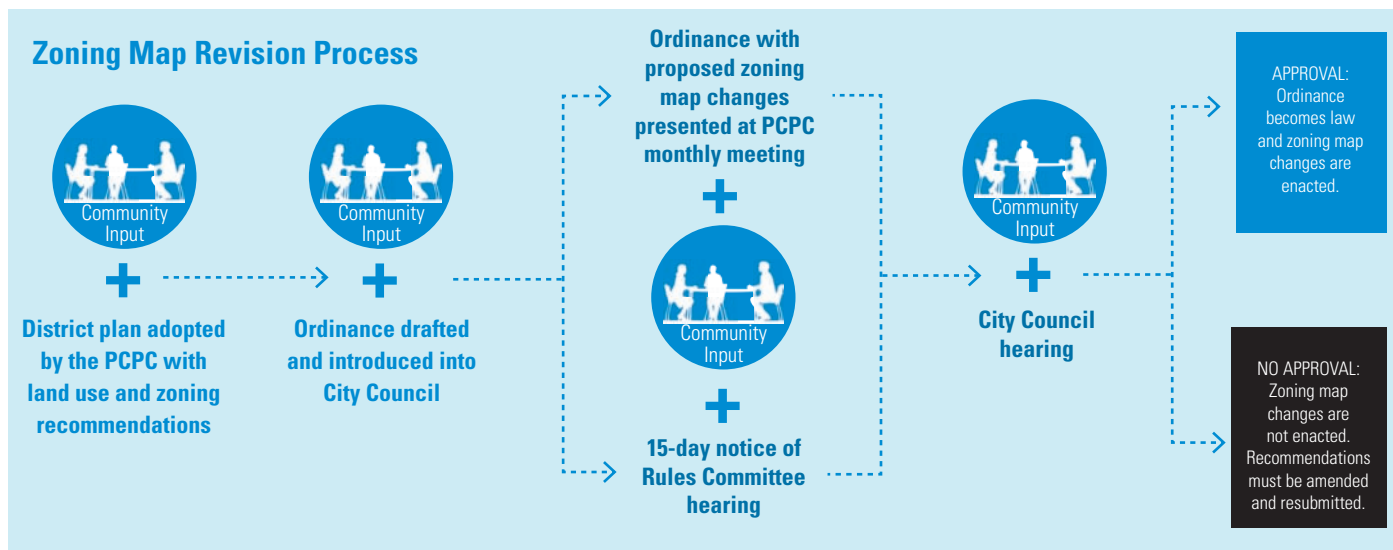
Each district plan identifies opportunities for improved delivery of city services through new, renovated, and/or consolidated public facilities. The annual Capital Program process, coordinated by the PCPC, will help implement recommendations for public facilities contained in the district plans.

The Capital Program is the City's six-year investment strategy for infrastructure and facilities. The first year of the six-year program is known as the Capital Budget. Both the Capital Budget and Capital Program are ordinances enabling the City to spend funds on public improvements.

The Capital Program plays an important role in strategic planning for City government. It can be an effective tool for aligning scarce resources with the needs of Philadelphia's diverse population and its use of City facilities, and can aid in decision-making about the future of those facilities. In recent years, however, without the benefit of an up-to-date comprehensive plan, the Capital Program has served as a reactive mechanism for dealing with deferred maintenance and has had little influence on the planning of facilities based on current and future needs.

With our new comprehensive plan, *Philadelphia2035*, the City now has the means for making proactive investment decisions. The PCPC, Department of Public Property, and the Department of Finance — the agencies most involved in preparing the Capital Budget and Program — can use the recommendations of *Philadelphia2035* as a framework for future capital projects.

Additionally, by Executive Order in summer 2011, Mayor Nutter established the Mayor's Task Force on City facilities. Its charge is to develop specific recommendations for improving the financial efficacy of and delivery of services by the City's vast inventory of owned and leased facilities. The PCPC is a member of the task force and will ensure that its recommendations align with those of *Philadelphia2035*.



# Priority Recommendations

CTR corresponds with Central District. Each district has its own three-letter designation.  
# corresponds with the recommendation number in the plan.

- CTR 4**
- Build new combined 6th and 9th Police District building on a major street north of City Hall to replace inadequate facilities.
  - Incorporate the Probation Office
  - Include adequate structured parking to accommodate police vehicles
- CTR 5**
- Expand facilities for the Free Library.
  - Build addition to Central Branch to provide additional programming space
  - Move the Independence Branch to a location on Market East that can accommodate the collection and provide programming space
  - Move the Library for the Blind and Physically Handicapped to a new location that can accommodate the collection and serve the regional users
- CTR 22**
- Create a “No Use --> New Use!” Task Force to marshal the forces of various city agencies to compel owners of high-profile, chronically vacant properties to improve or sell for development.
  - Old City / East Chestnut Street / South Street / Northern Liberties
- CTR 25**
- Create a Cultural Corridor Line that connects the Delaware Waterfront to the Centennial District, utilizing the City Branch rail cut.
  - Perform a feasibility study to determine ridership and propose route and mode options
- CTR 28**
- Upgrade physical appearance of 19th and 22nd Street trolley stations entrances.
  - Prioritize real-time travel information as part of physical improvements
  - Install canopies and highlight entrances
- CTR 29**
- Install real-time and route information kiosks to improve user experience at transit stations and bus shelters.
- CTR 30**
- Rehabilitate City Hall/15th Street subway station.
- CTR 36**
- Implement a bikeshare program.
- CTR 44**
- Reevaluate and institute parking maximums for zoning classifications CMX-3, CMX-4, and CMX-5.
- CTR 50**
- Install new neighborhood parks and recreation facilities in underserved areas.
  - Create playgrounds in the Callowhill-Chinatown North / Old City area to accommodate all ages
  - Support creation of the Chinatown Community Center at 10th and Vine Streets
- CTR 53**
- Rehabilitate the elevated portion of the Reading Viaduct into a neighborhood park.
- CTR 59**
- Invest in and rehabilitate City Hall to a level commensurate with its National Historic Landmark status.
  - Hire an “Architect of City Hall” to oversee all changes/renovations to the building
  - Clean and restore the four entrance portals and corner stair entrances
  - Restore circulation patterns on the 1st and 3rd floors
  - Explore opening some of the ground floor space for commercial use to generate revenue and animate the area
- CTR 69**
- Extend existing streets to reinstate grid connections.
  - Prioritize Noble Street in Callowhill and Cherry Street from 7th to 8th Streets
- CTR 70**
- Improve pedestrian connectivity around Franklin Square.
  - Narrow Race Street and expand sidewalk
  - Improve connections to Old City (under the I-676 bridge to Wood Street)

In addition to the zoning map revision process, implementation efforts include advancing priority recommendations contained within the district plan. Through its *Philadelphia2035* Exchange Meeting process, PCPC will coordinate with relevant agencies and organizations and help to facilitate the next steps. The recommendations listed are identified as priorities because of factors such as:

- Master plans or feasibility studies indicate need and strong public support;
- Zoning map revisions will facilitate development;
- Availability of resources; and
- Multiphase planning or development processes require initial studies.

The priority recommendations of the district plans support the 73 objectives of the *Citywide Vision* (See Appendix for the complete list). PCPC is measuring progress on citywide objectives through its Exchange Meetings with city agencies responsible for implementation. Additionally, the PCPC is preparing annual progress reports for *Philadelphia2035* to indicate how district plan recommendations contribute to overall *Citywide Vision* goals and objectives.

# Proposed Zoning

The zoning of a parcel is analyzed to ensure that it can implement the desired future land use. Zoning is the primary tool to regulate land use, where a building can locate on the property (area), and building size (bulk). The zoning in most of the district will remain as is since many of the uses are appropriate and should continue into the future. In some areas, the zoning does not match the existing and future land use and, therefore, requires **Corrective Zoning**. Other areas are targeted for long-term transition to new uses and development as envisioned by the community through the planning process. These zoning revisions are referred to as **Zoning to Advance the Plan**.

On the next pages, proposed priority recommendations are called. Additional zoning changes are outlined in the Zoning Appendix.



## Corrective Zoning

*Matches zoning with existing land use.*

These are areas where the mismatch may cause unnecessary zoning variances or certificates, or allow an inappropriate use.

### Proposed Zoning Map Legend

		Existing Zoning	Proposed Zoning	Reason for Rezoning
<b>Corrective Zoning</b>	1. Multiple Locations	RM-1	RSA-5	Align zoning to the existing land use. These are areas where the mismatch may cause unnecessary zoning variances or certificates or allow an inappropriate use.
	2. Northern Liberties	I-2 and ICMX	mixed	
	3. Chinatown	CMX-3	CMX-2	
	4. Old City	ICMX	CMX-3	

	Residential Single-Family Attached	RSA-1; RSA-2; RSA-3; RSA-4; RSA-5
	Residential Two-Family Attached	RTA-1
	Residential Multifamily	RM-1; RM-2; RM-3; RM-4
	Auto-Oriented Commercial	CA-1; CA-2
	Neighborhood Commercial Mixed-Use	CMX-1; CMX-2; CMX2.5
	Community/Center City Commercial Mixed-Use	CMX-3; CMX-4
	Center City Core Commercial Mixed-Use	CMX-5
	Light Industrial	I-1
	Medium Industrial	I-2
	Industrial Commercial Mixed-Use	ICMX
	Industrial Residential Mixed-Use	IRMX
	Institutional Development	SP-INS
	Recreation	SP-PO-A; SP-PO-P
	Zoning Change	





# Proposed Zoning - Priority Recommendations

The zoning of a parcel is analyzed to ensure that it can implement the desired future land use. Zoning is the primary tool to regulate land use, where a building can locate on the property (area), and building size (bulk). The zoning in most of the district will remain as is since many of the uses are appropriate and should continue into the future. In some areas, the zoning does not match the existing and future land use and, therefore, requires **Corrective Zoning**. Other areas are targeted for long-term transition to new uses and development as envisioned by the community through the planning process. These zoning revisions are referred to as **Zoning to Advance the Plan**.

## Zoning to Advance the Plan

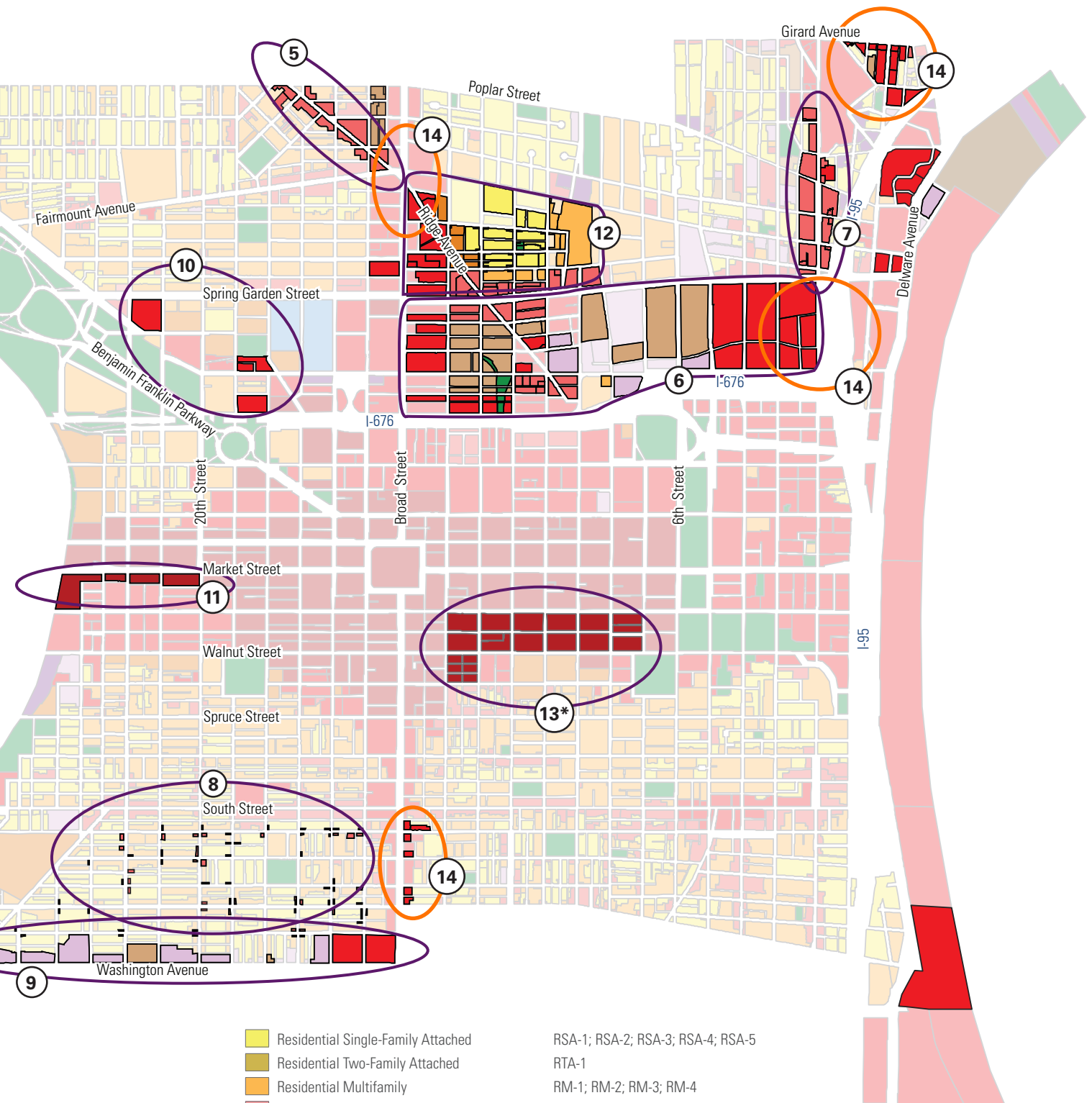
*Encourages new development and uses envisioned by the community through the planning process.*

These are areas where revisions to the zoning code will enable development as recommended by this plan. These recommendations are based on the Future Land Use map (p.86), not what exists today.

### Proposed Zoning Map Legend

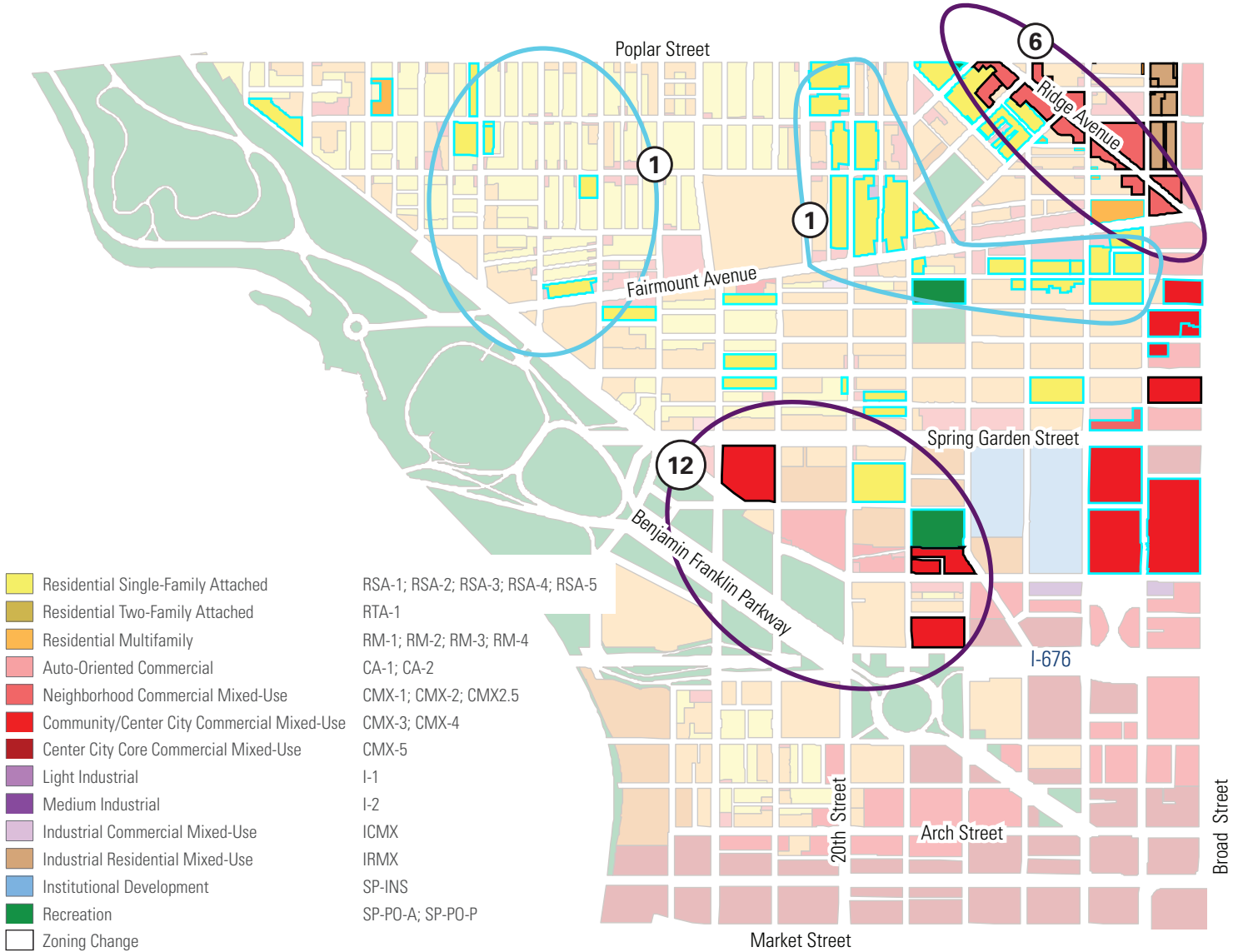
Proposed Zoning Map Legend		Existing Zoning	Proposed Zoning	Reason for Rezoning
<b>Zoning to Advance the Plan</b>	5. Ridge Avenue Corridor, Francisville	CMX-2	CMX-2.5	Create density along commercial corridors
	6. Callowhill/Chinatown North/Old City	ICMX, I-2	ICMX, IRMX, CMX-3	Encourage corridor to rebuild by allowing slightly higher density
	7. Second Street Corridor, Northern Liberties	varied	CMX-2.5	Reinforce existing commercial corridor
	8. Corner Stores, Southwest	CMX-1	CMX-2	Require commercial uses to preserve corner stores
	9. Washington Avenue Corridor	I-2, ICMX	ICMX, IRMX, CMX-3, CMX-4	Allow industrial sites to transition to mixed use and commercial use
	10. Callowhill Street Area, Logan Square	RMX-4, CMX-2	CMX-3	Continue development momentum with mixed use
	11. West Market Street	CMX-4	CMX-5	Allow greater density within the core of the Central Business District
	12. Poplar	RM-1, RM-2, CMX-2	RSA-5, CMX-4, CMX-3, CMX-2.5, RMX-3, RM-1	Create density along commercial corridors to preserve single family areas
	13*. East Walnut and Chestnut Streets	CMX-5	Consider changing to CMX-4	Right size development to better transition from high-rise Market Street to rowhouse neighborhood
	14. Spring Garden El Station, Girard Avenue El Station, Lombard and Broad Street Line, Fairmount and Broad Street Line	varied	TOD Overlay	Support affordable housing and reduced parking near transit





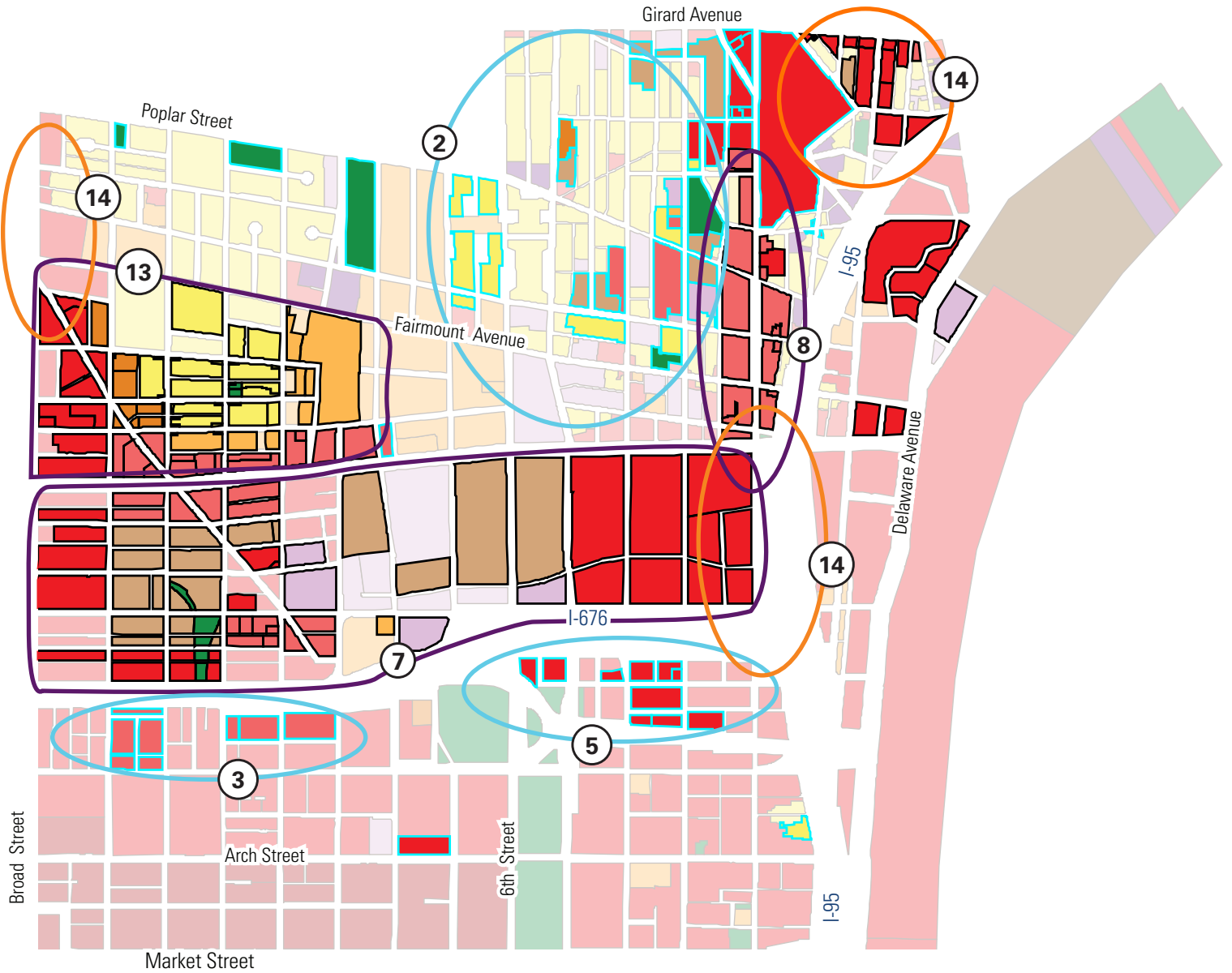
- |   |                                   |
|---|-----------------------------------|
| <span style="display:inline-block; width:15px; height:15px; background-color:#ffff00; border:1px solid black;"></span> Residential Single-Family Attached         | RSA-1; RSA-2; RSA-3; RSA-4; RSA-5 |
| <span style="display:inline-block; width:15px; height:15px; background-color:#999999; border:1px solid black;"></span> Residential Two-Family Attached            | RTA-1                             |
| <span style="display:inline-block; width:15px; height:15px; background-color:#ffcc00; border:1px solid black;"></span> Residential Multifamily                    | RM-1; RM-2; RM-3; RM-4            |
| <span style="display:inline-block; width:15px; height:15px; background-color:#ff9999; border:1px solid black;"></span> Auto-Oriented Commercial                   | CA-1; CA-2                        |
| <span style="display:inline-block; width:15px; height:15px; background-color:#ff6666; border:1px solid black;"></span> Neighborhood Commercial Mixed-Use          | CMX-1; CMX-2; CMX2.5              |
| <span style="display:inline-block; width:15px; height:15px; background-color:#ff3333; border:1px solid black;"></span> Community/Center City Commercial Mixed-Use | CMX-3; CMX-4                      |
| <span style="display:inline-block; width:15px; height:15px; background-color:#990000; border:1px solid black;"></span> Center City Core Commercial Mixed-Use      | CMX-5                             |
| <span style="display:inline-block; width:15px; height:15px; background-color:#996699; border:1px solid black;"></span> Light Industrial                           | I-1                               |
| <span style="display:inline-block; width:15px; height:15px; background-color:#663399; border:1px solid black;"></span> Medium Industrial                          | I-2                               |
| <span style="display:inline-block; width:15px; height:15px; background-color:#cccccc; border:1px solid black;"></span> Industrial Commercial Mixed-Use            | ICMX                              |
| <span style="display:inline-block; width:15px; height:15px; background-color:#996633; border:1px solid black;"></span> Industrial Residential Mixed-Use           | IRMX                              |
| <span style="display:inline-block; width:15px; height:15px; background-color:#99ccff; border:1px solid black;"></span> Institutional Development                  | SP-INS                            |
| <span style="display:inline-block; width:15px; height:15px; background-color:#339933; border:1px solid black;"></span> Recreation                                 | SP-PO-A; SP-PO-P                  |
| <span style="display:inline-block; width:15px; height:15px; background-color:#ffffff; border:1px solid black;"></span> Zoning Change                              |                                   |

# Priority Recommendations — Northwest Quadrant



		Existing Zoning	Proposed Zoning	Reason for Rezoning
<b>Corrective Zoning</b>	1. Multiple Locations	RM-1	RSA-5	Align zoning to the existing land use. These are areas where the mismatch may cause unnecessary zoning variances or certificates or allow an inappropriate use.
	6. Ridge Avenue Corridor, Francisville	CMX-2	CMX-2.5	Create density along corridor
<b>Zoning to Advance the Plan</b>	12. Callowhill Street Area, Logan Square	RMX-4, CMX-2	CMX-3	Continue development momentum with mixed use

# Priority Recommendations — Northeast Quadrant

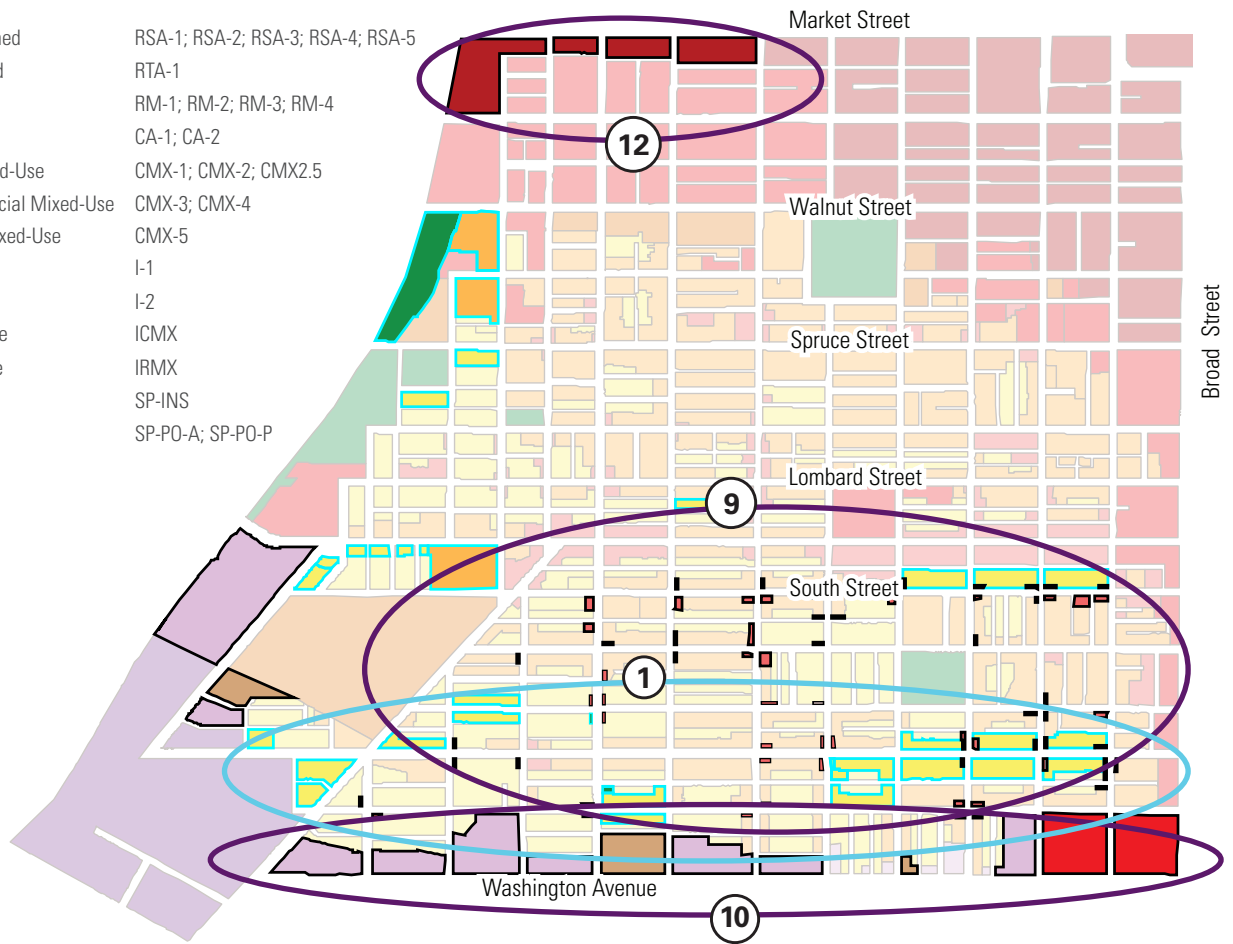


		Existing Zoning	Proposed Zoning	Reason for Rezoning
<b>Zoning to Advance the Plan</b>	2. Northern Liberties	I-2 and ICMX	mixed	Align to the existing land use
	3. Chinatown	CMX-3	CMX-1	
	5. Old City	CMX-1	CMX-3	
	7. Callowhill/Chinatown North/Old City	ICMX, I-2	ICMX, IRMX, CMX-3	Encourage corridor to rebuild by allowing slightly higher density and mixed uses
	8. Second Street, Northern Liberties	varied	CMX-2.5	Reinforce existing commercial corridor
13. Poplar	RM-1, RM-2, CMX-2	RSA-5, CMX-4, CMX-3, CMX-2.5, RMX-3, RM-1	Create density along commercial corridors to preserve single family areas	
14. Fairmount and Broad Street Line, Spring Garden El Station, Girard El Station	varied	TOD Overlay	Support affordable housing and reduced parking near transit	

# Priority Recommendations — Southwest Quadrant

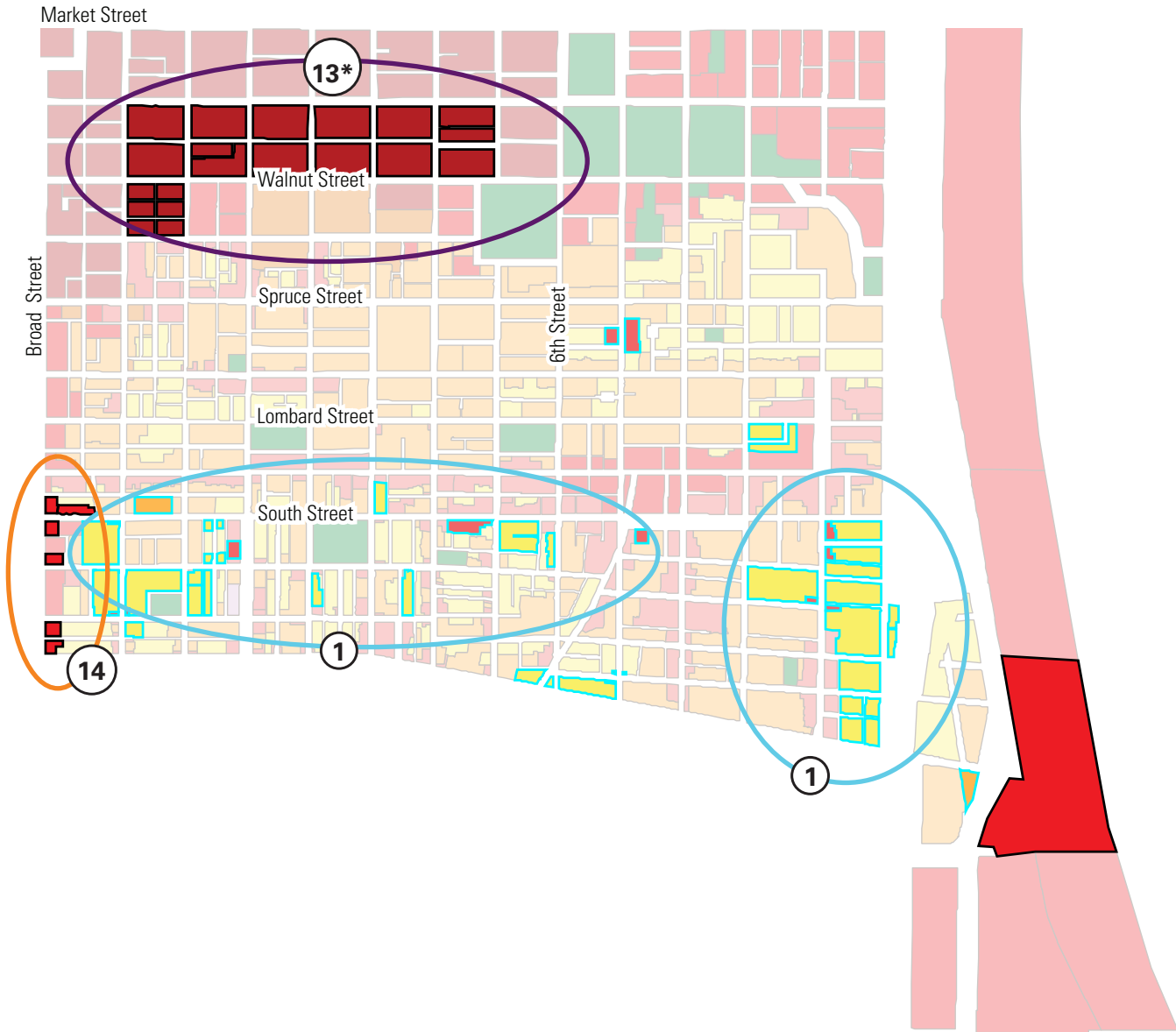
- Residential Single-Family Attached
- Residential Two-Family Attached
- Residential Multifamily
- Auto-Oriented Commercial
- Neighborhood Commercial Mixed-Use
- Community/Center City Commercial Mixed-Use
- Center City Core Commercial Mixed-Use
- Light Industrial
- Medium Industrial
- Industrial Commercial Mixed-Use
- Industrial Residential Mixed-Use
- Institutional Development
- Recreation
- Zoning Change

- RSA-1; RSA-2; RSA-3; RSA-4; RSA-5
- RTA-1
- RM-1; RM-2; RM-3; RM-4
- CA-1; CA-2
- CMX-1; CMX-2; CMX2.5
- CMX-3; CMX-4
- CMX-5
- I-1
- I-2
- ICMX
- IRMX
- SP-INS
- SP-PO-A; SP-PO-P



		Existing Zoning	Proposed Zoning	Reason for Rezoning
<b>Zoning to Advance the Plan</b>	9. Corner Stores, Southwest	CMX-1	CMX-2	Require commercial uses to preserve corner stores
	10. Washington Avenue Corridor	I-2, ICMX	ICMX, IRMX, CMX-4	Allow industrial sites to transition to mixed use and commercial use
	12. West Market Street	CMX-4	CMX-5	Allow greater density within the core of the Central Business District

# Priority Recommendations — Southeast



		Existing Zoning	Proposed Zoning	Reason for Rezoning
Zoning to Advance the Plan	13*. East Walnut and Chestnut Streets	CMX-5	Consider Changing to CMX-4	Right size development to better transition from high-rise Market Street to rowhouse neighborhood
	14. Lombard and Broad Street Line TOD	varied	TOD Overlay	Support affordable housing and reduced parking near transit
Corrective Zoning	1. Multiple Locations	RM-1	RSA-5	Align zoning to the existing land use. These are areas where the mismatch may cause unnecessary zoning variances or certificates or allow an inappropriate use.

# APPENDIX

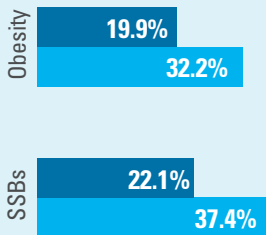




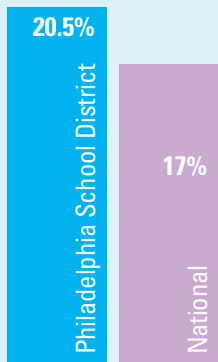


102 | Health Profile  
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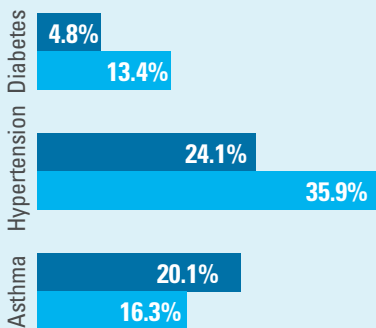
# Central District Health Profile



Obesity and Sugar Sweetened Beverage (SSB) Consumption Comparison



Childhood Obesity Rate



Chronic Disease Comparison



## The Built Environment and Public Health

There are strong associations between land use, transportation, and public health outcomes. Land use decisions determine proximity of jobs, parks, fresh food, and essential services to residents, affecting levels of physical activity, nutrition, and the likelihood of chronic disease. Transportation infrastructure helps determine residents' decisions to travel via car, transit, bike, or on foot. These decisions have wide-reaching implications for air quality, respiratory health, and levels of physical activity.

As a partner in the Get Healthy Philly initiative with the Department of Public Health, PCPC considers the health impacts that the implementation of district plan recommendations can have on the city's residents. A screening of the Central District reveals the following health-related issues.

### > General Health Indicators

Across Philadelphia, one-third of the adult population is obese, and one-quarter of all adults smoke. Citywide rates of hypertension (nearly 36 percent) and diabetes (13.4 percent) remain troublingly high. New data on children's weight collected within the Philadelphia School District shows that, despite some recent improvement, the district's student population is more obese than the national average. The data are insufficient to determine whether school district students within the Central District fare better or worse than the city at large, but a decreasing correlation between home address and the choice of school make such a comparison problematic.

In other health measures, the Central District's population comes out ahead of citywide averages, following the consistent correlation of public health outcomes to income levels. Central has the lowest rates of adult obesity (19.9 percent), hypertension (24.1 percent), and diabetes (4.8 percent) of all the planning districts, as well as the lowest rates of smoking among adults (14.1 percent). Only 6 percent of adults lack insurance coverage in the district, and subsequently we see fewer adults foregoing care for cost reasons (6.5 percent) than the rest of Philadelphia (14 percent).

New data from the Public Health Management Corporation on the rate of sugar sweetened beverage (SSB) consumption reveal an interesting

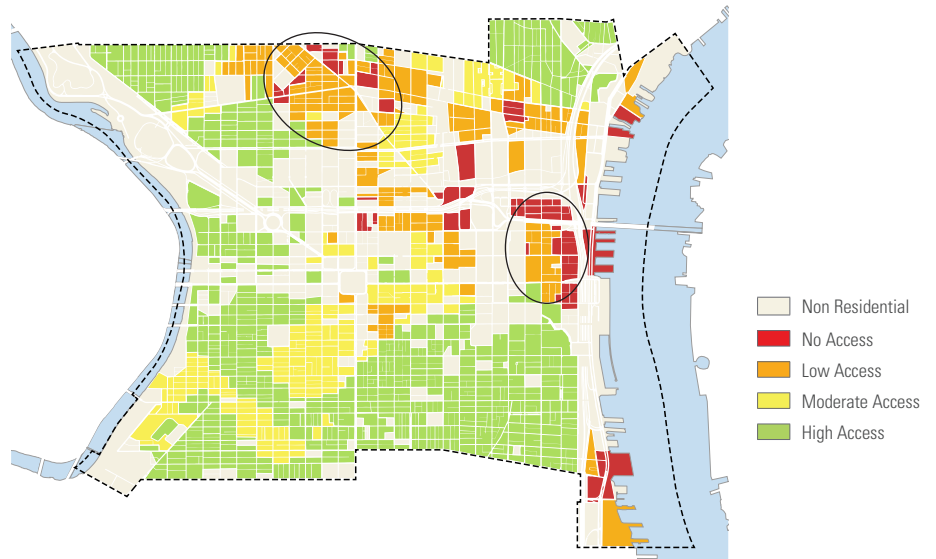
trend in Central and other districts: obesity and overweight levels correlate closely with reported consumption of soda and other sweetened beverages. At 22.1 percent, Central District residents consume far fewer SSBs per year than the rest of Philadelphia. The reasons for this are unclear, though it is possible that both income level and availability of other choices are significant factors.

A notable exception to this otherwise encouraging district health profile is asthma: the Central District reports a higher rate (20.1 percent) than every district except the North District. There are many likely contributors to this, including high volumes of automobile and truck traffic that contribute to harmful air pollutants. In fact, nearly 60 percent of all harmful air pollutants in the Philadelphia area come from motor vehicle emissions.

As a center for commerce, employment, and tourism, a certain level of traffic and congestion is desirable and unavoidable from an economic perspective. That said, the Central District is well positioned to convert some automobile trips to other modes, especially in cases where residents, visitors, and workers might have choices for getting around. Lowering vehicle miles traveled will remain an essential strategy for improving the health outcomes of the Central District and the rest of the city.

## Walkable Access to Healthy Food

Central District residents have better than average walkable access to sources of healthy foods. North Broad Street in Francisville and Poplar and portions of Old City remain underserved.



### > Physical Activity

In terms of access to spaces for physical activity, the district's lowest-access neighborhoods are Poplar, Callowhill, and Chinatown. Recommendations in the Open Space element of this plan and more specific recommendations in the Callowhill/Chinatown North Plan seek to address this void.

Recommendations in the transportation element can also begin to address issues of mode share and air quality affecting the district's higher-than-average asthma rates. Several of the plan's Focus Areas highlight opportunities to improve the pedestrian experience. Reintroduction of the street grid, sidewalk widening, road diets, and pedestrian plazas can all encourage walking in a district that already has one of the highest walk-to-work rates in the country.

Ongoing build-out of the district's bicycle infrastructure, including stronger connections to jobs in University City, more bicycle parking in residential and office buildings, a central parking facility near City Hall, and citywide bikeshare will all support higher modeshare for cycling.

Finally, transit investments, including new service and improved experiences in the existing system, can reduce auto-dependence and ownership to further improve air quality in the Metropolitan Center and beyond.

### > Healthy Food Access

The district's dense walkable environment is a contributing factor to its population's better-than-average vital statistics. Growing populations in areas that had previously experienced significant population and income loss, such as Northern Liberties and Brewertown, have helped make the case for new full-service supermarkets in those areas. With a Superfresh and Bottom Dollar now open at opposite ends of Girard Avenue (2nd and 31st Streets, respectively), food deserts (areas with low walkable access to healthy foods) have decreased significantly.

North Broad Street remains a low-access area for much of its length within the district, though anticipated development at key nodes including Spring Garden Street and Fairmount Avenue would provide the necessary density, mix of uses, and parcel sizes to address this issue. The lower southwest corner of the district also records low walkable food access scores. In this area, only Washington Avenue presents parcels large enough to accommodate full-service grocery stores, making healthy corner stores and farmers' markets important components of the food access picture in this part of the district. As with North Broad, anticipated increases in density, as proposed in this plan, could attract healthy food retailers to South Broad Street near Washington Avenue.

# Summary of Public Meetings

The PCPC held three rounds of public meetings to solicit ideas, priorities, recommendations, and feedback at various stages of the planning process. Each of these meetings was held within the district. The Central District has attractions and destinations not only for Philadelphians, but for the region as well. These public meetings were open to all interested citizens, regardless of their ties to the district.

## > First Round of Community Meetings: Defining the Context

The first round of public meetings hosted on June 18 and 20, 2012 was open house, with content organized between five stations each dealing with different high-level topics — big ideas, demographics, economy, transportation, and public space. On display at each station was an over-arching question intended to evoke discussion and comments from the public.

An “Idea Depot” station was set up to capture any ideas that did not fit within the defined topics. This station became a popular location for comments focused around zoning, tax policy, and general governmental procedures.

## > Second Round of Community Meetings: Priority Projects

On October 22 and 25 staff hosted its second round of public meetings. The event was structured as a facilitated map-based exercise. Participants worked in teams to determine from a list of selected capital projects that they thought should be given the highest priority. Given a budget of approximately half of the total amount of all the projects, teams had to work together to determine which projects to fully fund, partially fund or not fund at all. The results provided staff with a fairly good understanding on what specific projects residents desire and what they believe are needed to make the Central District a better place in which to live, work, and visit.

In a second exercise, participants were polled on four different policy topics: open space, parking, vacant land, and tourism. They were presented with a menu of options and were asked to cast one “vote” for their most preferred choice.

## > Final Open House: Recommendations

The final public meeting was an open house held at Conversation Hall in City Hall. Participants could arrive at any time during the meeting, talk individually with PCPC staff, view graphics and maps, and review draft recommendations. Existing conditions, demographic projections, public meeting summaries, planning focus areas, recommendations from **THRIVE**, **CONNECT**, and **RENEW**, and future zoning recommendations were presented at various stations. Staff documented comments for each topic.

## > Special Thanks

We would like to acknowledge the generosity of our meeting hosts. Each venue donated or greatly reduced their fees to allow for superb meeting locations:

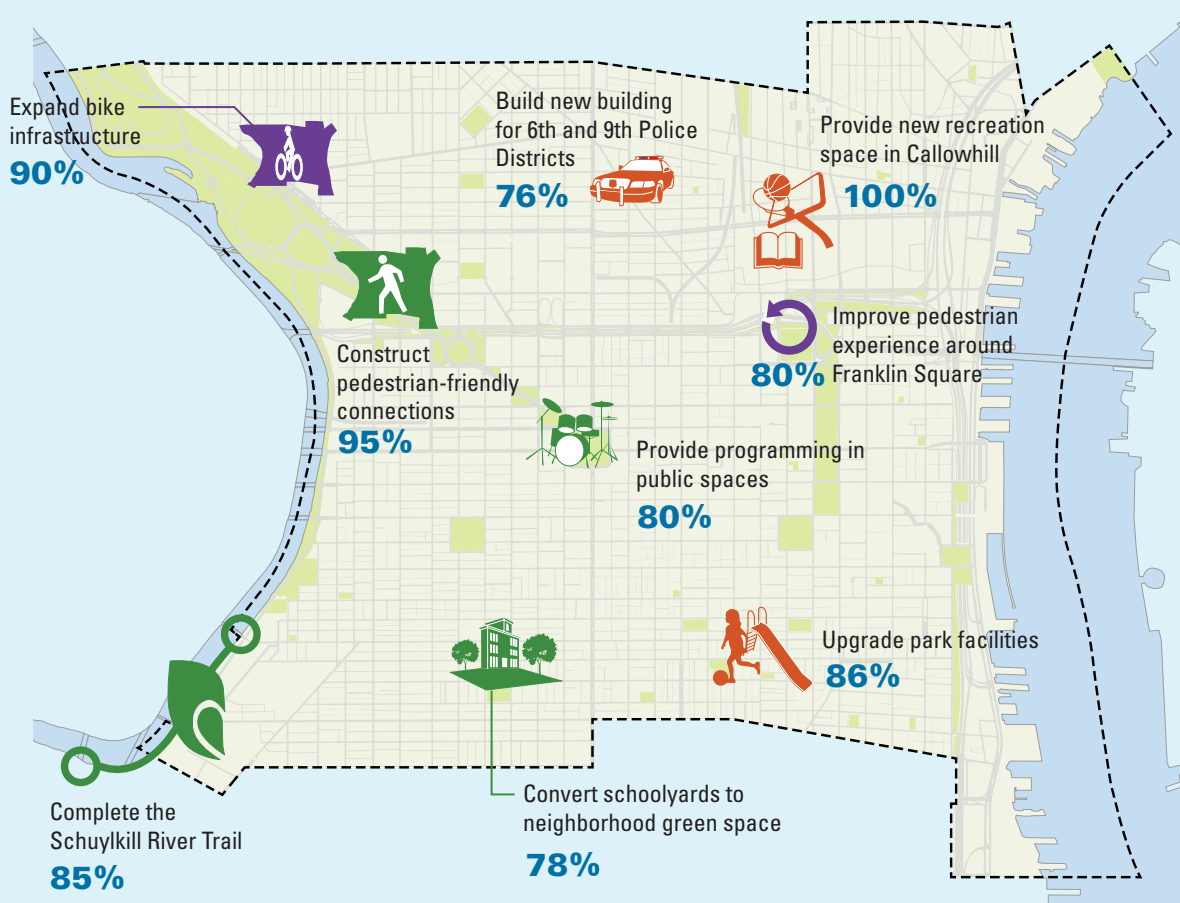
- German Society of Pennsylvania
- Kimmel Center
- Trinity Memorial Church
- Independence Visitors Center



In October 2012, Planning Commission staff had an interactive exhibit as a part of DesignPhiladelphia. With easels set up in Penn Center, users of the space and passersby gave feedback and comments on ways that the public spaces around City Hall could be activated. Many of the ideas have been incorporated into the recommendations for the Civic Center Focus Area.

## Results of the Second Round of Community Meetings

Highest priority projects identified by participants.



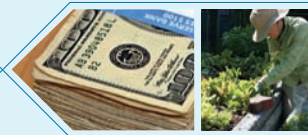
### ? I would visit and use public space more if it had:

- Passive park amenities
- Retail kiosks
- Classes
- Food vendors or cafes — 59%**
- Musicians
- Playgrounds



### ? City-owned property that is vacant should be:

- Sold to the highest bidder for money — 36%**
- Developed for affordable housing
- Developed for senior housing
- Used as a community garden — 30%**
- Used as a pocket parking lot
- Configured for stormwater management



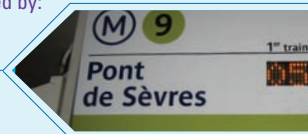
### ? I would sacrifice an on-street parking space for:

- Bike corral — 32%
- Rain garden
- Pedestrian space — 35%**
- Newsstand
- Public toilet
- Car parking only



### ? A visitor's experience would best be improved by:

- Wayfinding signage
- Real-time information for transit — 37%**
- Multi-Language signage
- Dedicated year-round transit
- Public restrooms
- Bike share program



# Citywide Vision Objectives

## THRIVE

### Neighborhoods

#### Neighborhood Centers

- 1.1.1 Strengthen neighborhood centers by clustering community-serving public facilities.
- 1.1.2 Strengthen neighborhood centers by developing viable commercial corridors.
- 1.1.3 Strengthen neighborhood centers by promoting transit-oriented development around stations.
- 1.1.4 Provide convenient access to healthy food for all residents.

#### Housing

- 1.2.1 Stabilize and upgrade existing housing stock.
- 1.2.2 Ensure a wide mix of housing is available to residents of all income levels.
- 1.2.3 Promote new affordable housing development to strengthen existing neighborhood assets.

### Economic Development

#### Metropolitan and Regional Centers

- 2.1.1 Support and promote Center City/University City as the primary economic center of the region.
- 2.1.2 Strengthen metropolitan subcenters.
- 2.1.3 Encourage the growth and development of both existing and emerging Regional Centers.

#### Industrial Land

- 2.2.1 Ensure an adequate supply and distribution of industrially zoned land.
- 2.2.2 Reposition former industrial sites for new users.

#### Institutions

- 2.3.1 Encourage institutional development and expansion through policy and careful consideration of land resources.
- 2.3.2 Create cooperative relationships between institutions and neighbors.

#### Cultural Economy

- 2.4.1 Maintain Philadelphia's strong role in the national and international tourism market.
- 2.4.2 Provide ample resources to cultural institutions to enrich the city's quality of life.

### Land Management

#### Vacant Land & Structures

- 3.1.1 Centralize land management in a single City agency to track and dispose of surplus land and structures, and return publicly owned vacant parcels to taxable status.
- 3.1.2 Prevent abandonment of land and structures.
- 3.1.3 Reuse vacant land structures in innovative ways.

#### Land Suitability

- 3.2.1 Use topography to direct land development.

#### Municipal Support Facilities

- 3.3.1 Reduce expenditures for municipal support facilities.

# Citywide Vision Objectives

## CONNECT

### Transportation

#### Transit

- 4.1.1 Invest in existing infrastructure to improve service and attract riders.
- 4.1.2 Extend and introduce new technological advances to the transit network to serve new markets.
- 4.1.3 Coordinate land use decisions with existing and planned transit assets to increase transportation choices; decrease reliance on automobiles; increase access to jobs, goods, and services; and maximize the economic, environmental, and public health benefits of transit.

#### Complete Streets

- 4.2.1 Implement a complete streets policy to ensure that the right-of-way will provide safe access for all users.
- 4.2.2 Expand on- and off-street networks serving pedestrians and bicyclists.
- 4.2.3 Improve safety for pedestrians and bicyclists and reduce pedestrian and bicycle crashes.

#### Streets and Highways

- 4.3.1 Upgrade and modernize existing streets, bridges, and traffic-control infrastructure to ensure a high level of reliability and safety.
- 4.3.2 Control automobile congestion through traffic management and planning.
- 4.3.3 Improve highway access for goods movement.
- 4.3.4 Improve pedestrian connections across major rights-of-way.

#### Airports, Seaports, and Freight Rail

- 4.4.1 Strengthen the airports' global and local connections.
- 4.4.2 Elevate the competitive position of Philadelphia ports on the Eastern Seaboard.
- 4.4.3 Modernize freight rail assets to ensure efficient goods movement to and through Philadelphia.

### Utilities

#### Consumption, Capacity, and Condition

- 5.1.1 Reduce electric, gas, and water consumption to reduce financial and environmental costs.
- 5.1.2 Ensure adequate utility capacity to serve customers.
- 5.1.3 Modernize and bring the condition of existing utility infrastructure to a state of good repair.

#### Broadband Infrastructure

- 5.2.1 Prepare a long-term plan for maintenance and use of City-owned broadband infrastructure and wireless assets.
- 5.2.2 Expand affordable access to broadband and promote digital literacy programs among low-income populations.
- 5.2.3 Encourage technical innovation and recruitment of high-tech businesses.

## RENEW

### Open Space

#### Watershed Parks and Trails

- 6.1.1 Create a citywide trails master plan to coordinate the planning and construction of trail systems within Philadelphia.
- 6.1.2 Create a corridor network that connects parks, neighborhoods, and trails citywide.
- 6.1.3 Connect citywide parks to the existing protected natural areas of the regional green-space network.

#### Waterfronts

- 6.2.1 Improve and increase waterfront recreation opportunities.
- 6.2.2 Expand use of rivers for passenger transportation.

# Citywide Vision Objectives

## Neighborhood Parks and Recreation

- 6.3.1 Ensure that all Philadelphians live within a 10-minute walk of a neighborhood park or a recreation center.
- 6.3.2 Connect neighborhood parks and trails to neighborhood centers and major public facilities.
- 6.3.3 Ensure proper maintenance and vibrancy of parks and recreation facilities.

## Environmental Resources

### Air Quality

- 7.1.1 Reduce overall and per capita contributions to air pollution.
- 7.1.2 Reduce overall and per capita greenhouse gas (GHG) emissions by 45 percent by 2035.
- 7.1.3 Reduce air temperature during the warm season in the city.

### Water Quality

- 7.2.1 Improve the quality of city and regional water sources.
- 7.2.2 Restore and create urban stream banks and tidal wetlands along watersheds.
- 7.2.3 Support stormwater regulations set by the Philadelphia Water Department to capture stormwater on-site and reduce flooding damage.

### Tree Cover

- 7.3.1 Increase the overall tree canopy across the city to 30 percent.
- 7.3.2 Enhance the city's forests to create a total of 7,200 acres.
- 7.3.3 Support tree planting and stewardship within the city.

## Historic Preservation

### Cultural, Architectural, and Historic Resources

- 8.1.1 Preserve culturally, historically, and architecturally significant buildings, sites, structures, and districts.
- 8.1.2 Rehabilitate abandoned industrial infrastructure for new uses and reuse industrial buildings to create new neighborhood anchors.
- 8.1.3 Preserve and reuse all "at risk" historic anchor buildings, commercial corridor buildings, and districts' elements.
- 8.1.4 Protect archeological sites.
- 8.1.5 Ensure maintenance and management of cemeteries and religious properties.
- 8.1.6 Preserve historically significant viewsheds and landscapes.
- 8.1.7 Preserve cultural and ethnic traditions, places, and resources.

### Heritage Tourism

- 8.2.1 Create new and enhance existing tourism programs based on various cultural experiences unique to Philadelphia.
- 8.2.2 Demonstrate sustainability practices in visitor activities and facilities.

## Public Realm

### Development Patterns

- 9.1.1 Preserve the walkable scale of the city.
- 9.1.2 Ensure that new development reinforces the urban scale.

### Urban Design

- 9.2.1 Apply sound design principles to guide development across the city.
- 9.2.2 Create welcoming, well-designed public spaces, gateways, and corridors.
- 9.2.3 Link public art with major capital initiatives.
- 9.2.4 Ensure maintenance and protection of public works of art.



# Agency Names and Abbreviations

As noted in the Framing Our Future section, the goals and objectives found in *Philadelphia2035* will be accomplished with the partnership of various agencies and organizations. Below is a listing of organizations and government agencies at the federal, state, regional, and local levels that will play a role the implementation of the *Citywide Vision*. The abbreviations correspond with those used in the *Citywide Vision*.

Full Name	Abbreviation	Full Name	Abbreviation
<b>State Agencies</b>		<b>City Agencies</b>	
Pennsylvania Department of Transportation	PennDOT	Department of Public Property	DPP
Pennsylvania Department of Environmental Protection	PADEP	Free Library of Philadelphia	Library
Pennsylvania Housing Finance Agency	PHFA	Managing Directors Office	MDO
		Mayor's Office of Arts, Culture, & the Creative Economy	MOACCE
		Mayor's Office of Sustainability	MOS
		Mayor's Office of Transportation and Utilities	MOTU
		Office of Housing and Community Development	OHCD
		Philadelphia City Council	City Council
		Philadelphia City Planning Commission	PCPC
		Philadelphia Department of Commerce	Commerce
		Philadelphia Department of Licenses and Inspections	L&I
		Philadelphia Department of Public Health	PDPH
		Philadelphia Fire Department	PFD
		Philadelphia Historical Commission	PHC
		Philadelphia Housing Authority	PHA
		Philadelphia Parking Authority	PPA
		Philadelphia Parks and Recreation Department	PPR
		Philadelphia Police Department	Police
		Philadelphia Redevelopment Authority (formerly known as The Redevelopment Authority of Philadelphia; RDA)	PRA
		Philadelphia Revenue Department	Revenue
		Philadelphia Sheriff's Office	Sheriff
		Philadelphia Streets Department	Streets
		Philadelphia Water Department	PWD
		School District of Philadelphia	SDP
		Zoning Board of Adjustment	ZBA
<b>Regional Agencies</b>			
Delaware Valley Regional Planning Commission	DVRPC		
Southeastern Pennsylvania Transportation Authority	SEPTA		
Delaware River Port Authority	DRPA		
<b>Quasi-Governmental Agencies</b>			
Philadelphia Industrial Development Corporation	PIDC		
Philadelphia Housing Development Corporation	PHDC		
Delaware River Waterfront Corporation	DRWC		
Schuylkill River Development Corporation	SRDC		
<b>Other</b>			
Center City District	CCD		
Independence National Historic Park	INHP		
New Jersey Transit	NJT		
Old City District	OCD		
Pennsylvania Horticultural Society	PHS		
Port Authority Transit Corporation	PATCO		
South Street Headhouse District	SSHD		

# Acknowledgments

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PHILADELPHIA CITY PLANNING COMMISSION

