



PHILADELPHIA
2035

FORUM 2014

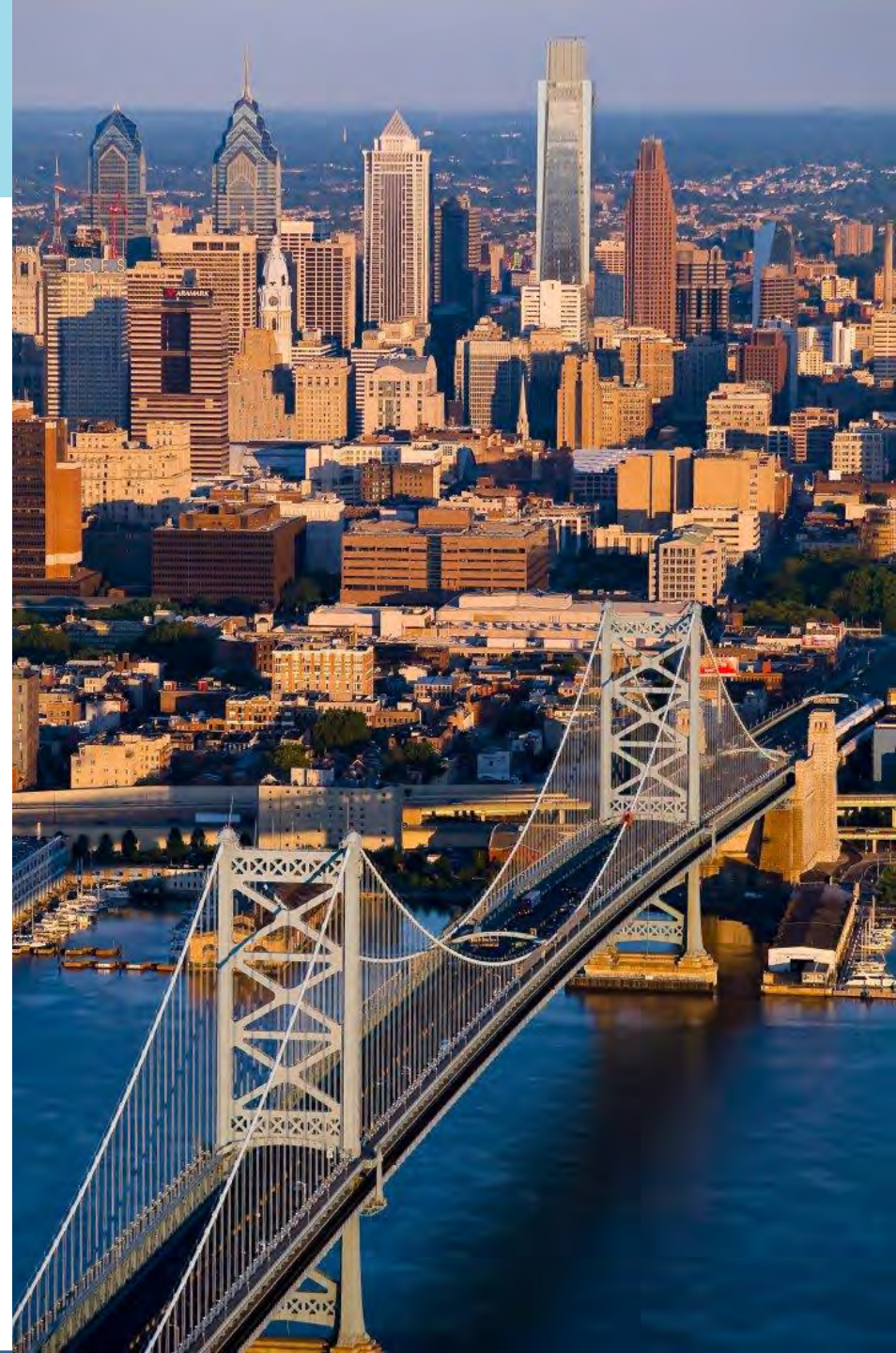


Alan S. Urek, AICP
Natalie Shieh
David Schaaf

**Incorporating Historic Preservation
into Planning and Zoning**

AGENDA

- > Integrated Planning & Zoning Process; Philadelphia2035
 - > Alan S. Urek, AICP
- > The New Zoning Code
 - > Natalie Shieh
- > Historic Preservation in the Citywide Vision and District Plans
 - > David Schaaf
- > *Question & Answer Period*



Integrated Planning & Zoning Process; Philadelphia2035

Alan S. Urek, AICP



Integrated Planning & Zoning Process



PHILADELPHIA
citizens

PLANNING INSTITUTE

Plan on it.

A Better Philadelphia

The Citizens Planning Institute's mission is to empower citizens to take a more effective and active role in shaping the future of their neighborhoods and of Philadelphia, through a greater understanding of city planning and the steps involved in development projects.





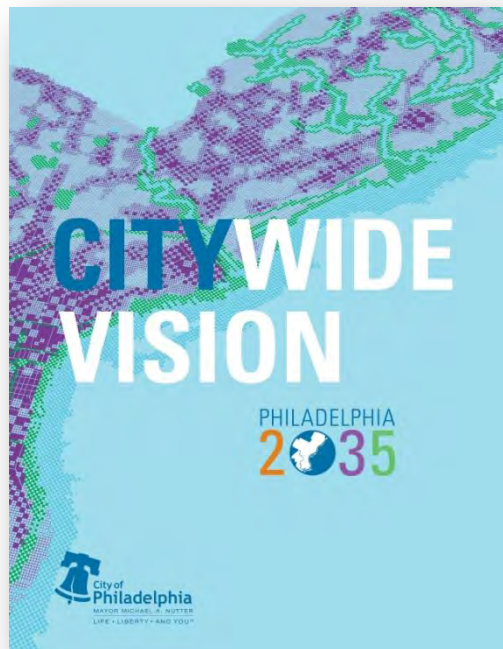
PHILADELPHIA
2035

> **STARTS HERE**



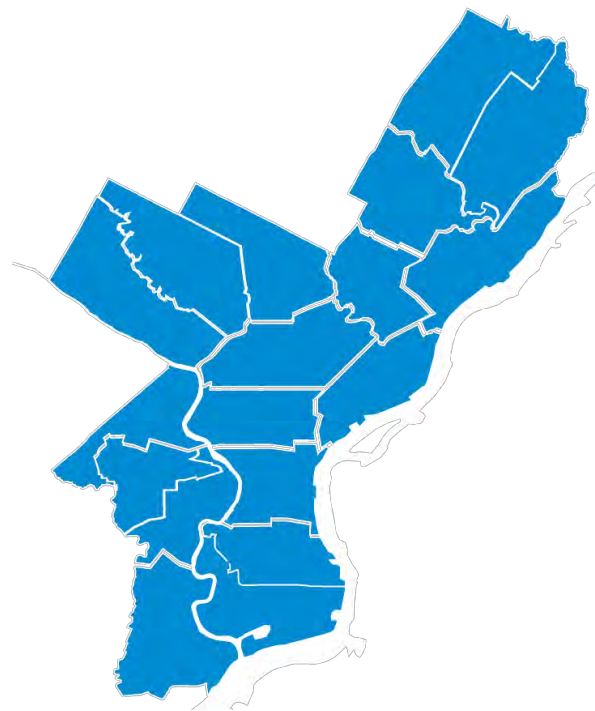
www.phila2035.org

= Citywide Vision + District Plans



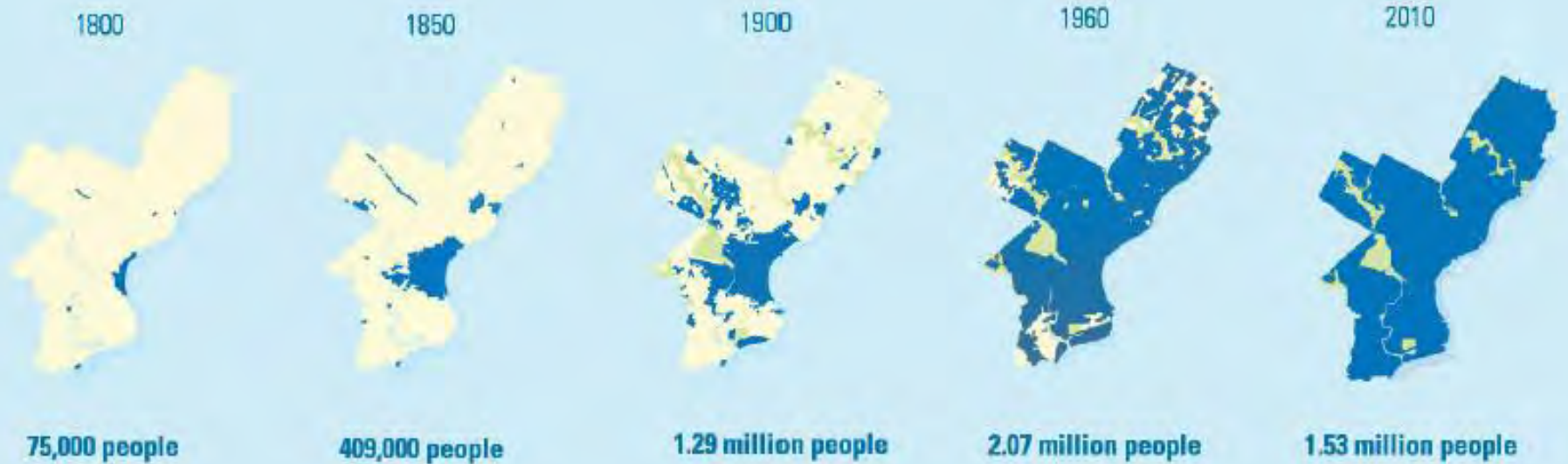
Phase 1:
Citywide Vision

+

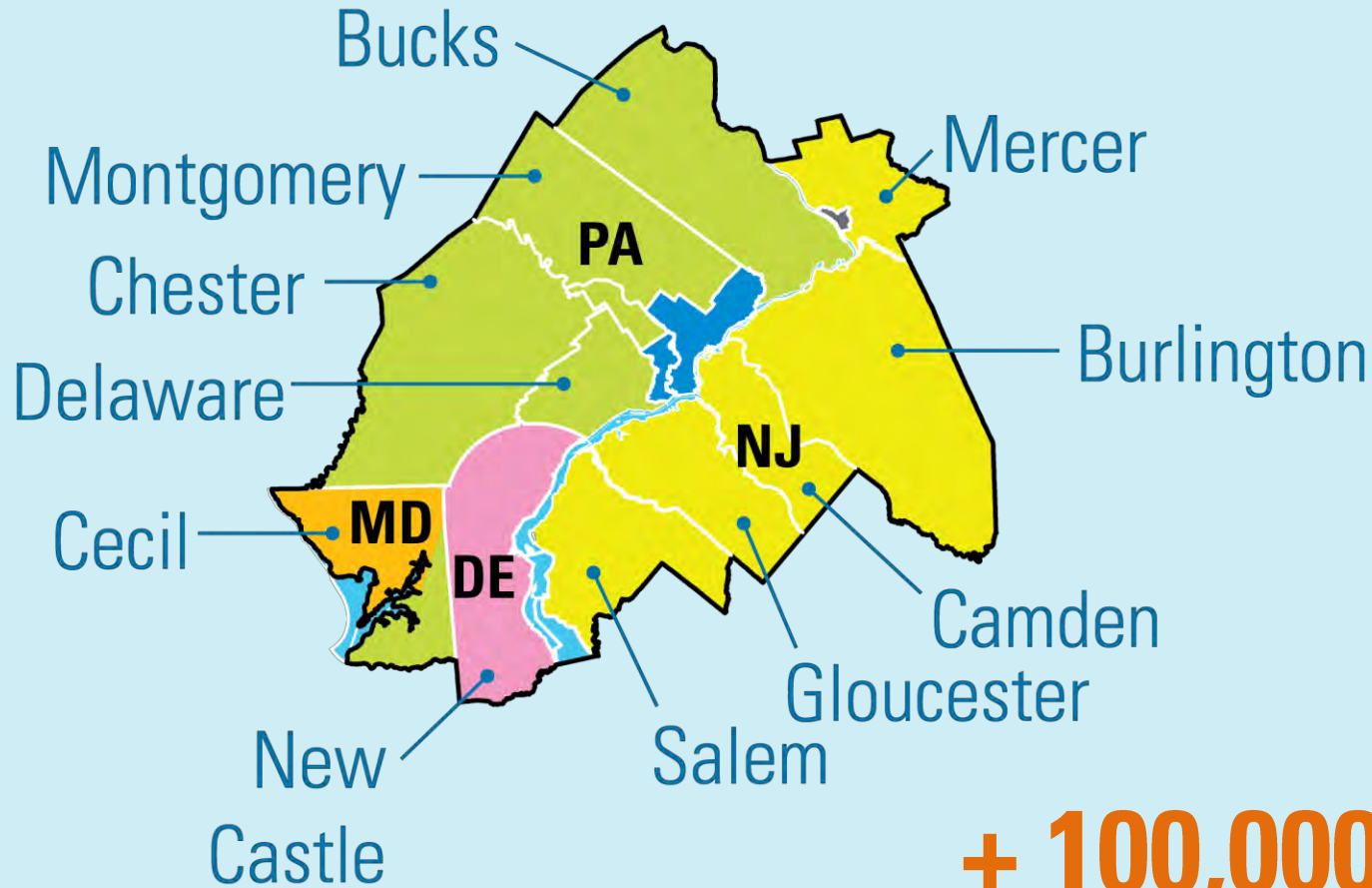


Phase 2:
18 District Plans

Philadelphia's Growth



Center of the Region



+ 100,000 people
+ 40,000 jobs

Strong Metropolitan Center



North Broad St.
Institutions



Diverse, Authentic Neighborhoods



**Opportunity
for Infill**



**Character and
Diversity**



Transit Access



Public Services



 Park and Open
Space

 Neighborhood
Corridors

Industrial-Legacy Areas



PHILADELPHIA
2035

THRIVE

CONNECT

RENEW

3 Themes

9 Elements

25 Topics

THRIVE >

Neighborhoods
Economic Development
Land Management

Neighborhood Centers
Housing
Metropolitan and Regional Centers
Industrial Land
Institutions
Cultural Economy
Vacant Land and Structures
Land Suitability
Municipal Support Facilities

CONNECT >

Transportation
Utilities

Transit
Complete Streets
Streets and Highways
Airports, Seaports, and Freight Rail
Consumption, Capacity, and Condition
Broadband Infrastructure

RENEW >

Open Space
Environmental Resources
Historic Preservation
Public Realm

Watershed Parks and Trails
Waterfronts
Neighborhood Parks and Recreation
Air Quality
Water Quality
Tree Cover
Cultural, Historical, Archeological Resources
Heritage Tourism
Development Patterns
Urban Design

THRIVE



Wayne Junction



Grow Philadelphia's strong institutional job sectors



North Broad



Develop tourism and the creative economy into a leading economic sector



Target industrial lands for continued growth and development

City Ave



Improve the quality and diversity of new and existing housing



Promote strong and well-balanced neighborhood centers



Manage and reduce



Market East as Main Street



Support the growth of economic centers



Sports Complex AT&T Station TOD



Protect sensitive lands from over development

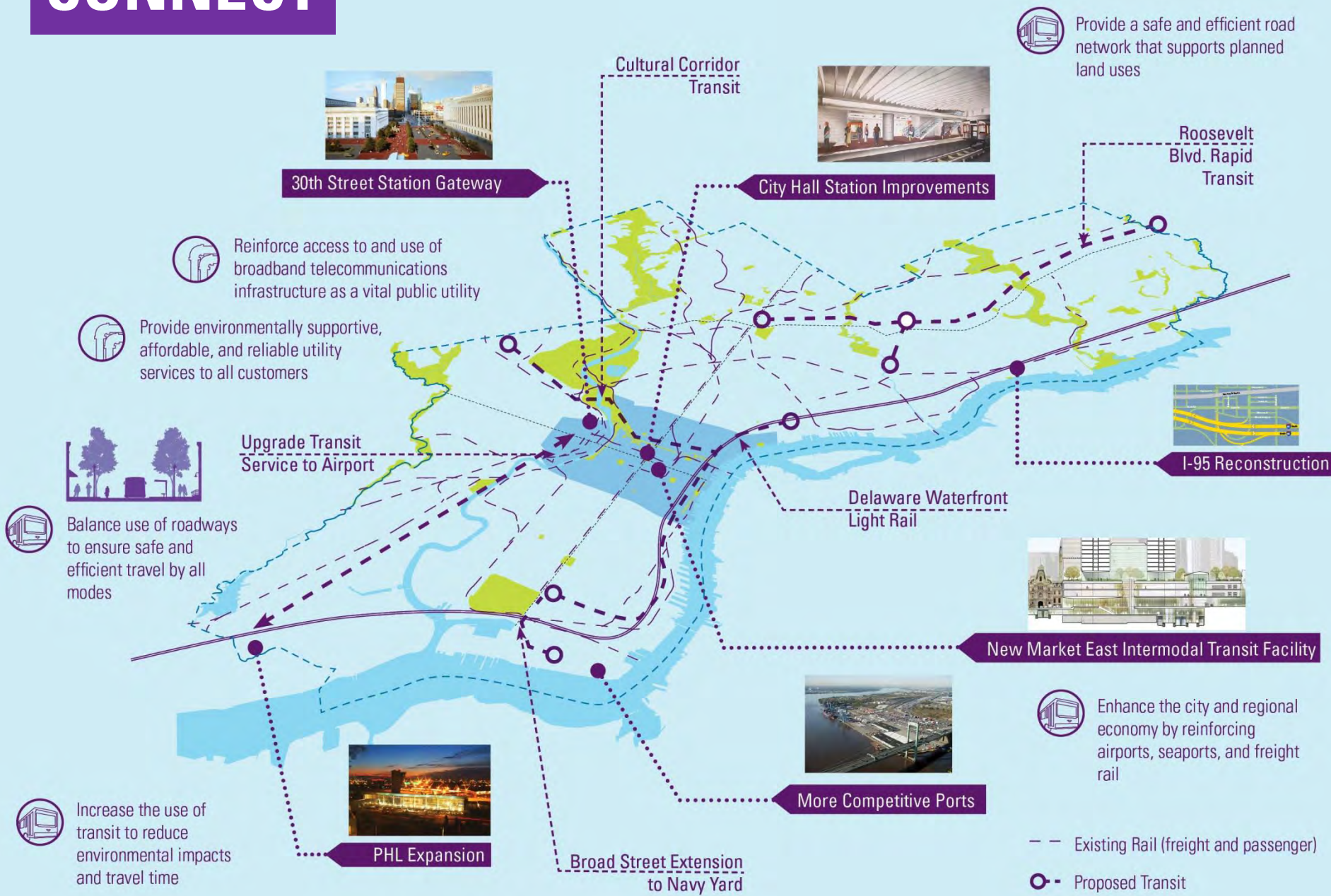


Manage all municipal support facilities efficiently

-  Metropolitan Center
-  Metropolitan Subcenter
-  Regional Center
-  Industrial-Legacy Area
-  Vacant Land Opportunity



CONNECT



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



30th Street Station Gateway



City Hall Station Improvements

Reinforce access to and use of broadband telecommunications infrastructure as a vital public utility

Provide environmentally supportive, affordable, and reliable utility services to all customers



Upgrade Transit Service to Airport

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



I-95 Reconstruction

Delaware Waterfront Light Rail



New Market East Intermodal Transit Facility

Enhance the city and regional economy by reinforcing airports, seaports, and freight rail



PHL Expansion




More Competitive Ports

Broad Street Extension to Navy Yard


Increase the use of transit to reduce environmental impacts and travel time


--- Existing Rail (freight and passenger)
 ○- Proposed Transit

RENEW

 Create improved access to our waterfronts

 Expand access to neighborhood parks and recreation

 Support sensitive development that preserves and enhances Philadelphia's multi-faceted past


 Elevate public demand for good design in the public realm



Centennial District Master Plan

Dilworth Plaza

Reading Viaduct

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




Frankford Creek


 Expand tourism programs to highlight Philadelphia's cultural and historic heritage and to increase spending on heritage tourism






Delaware Waterfront

 Increase tree coverage equitably across the city

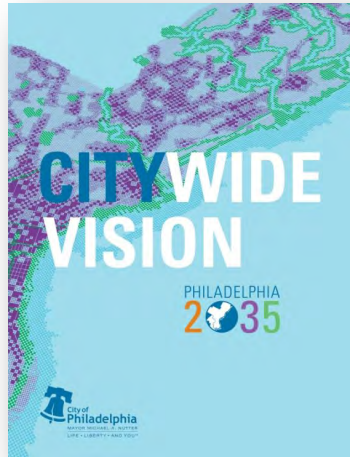
 Complete, expand, and connect watershed parks and trails in the city and the region

 Improve air quality within the city and the region

 Improve the quality and management of our water and wetland resources

 Primary Trail Network
 Gateway Improvement

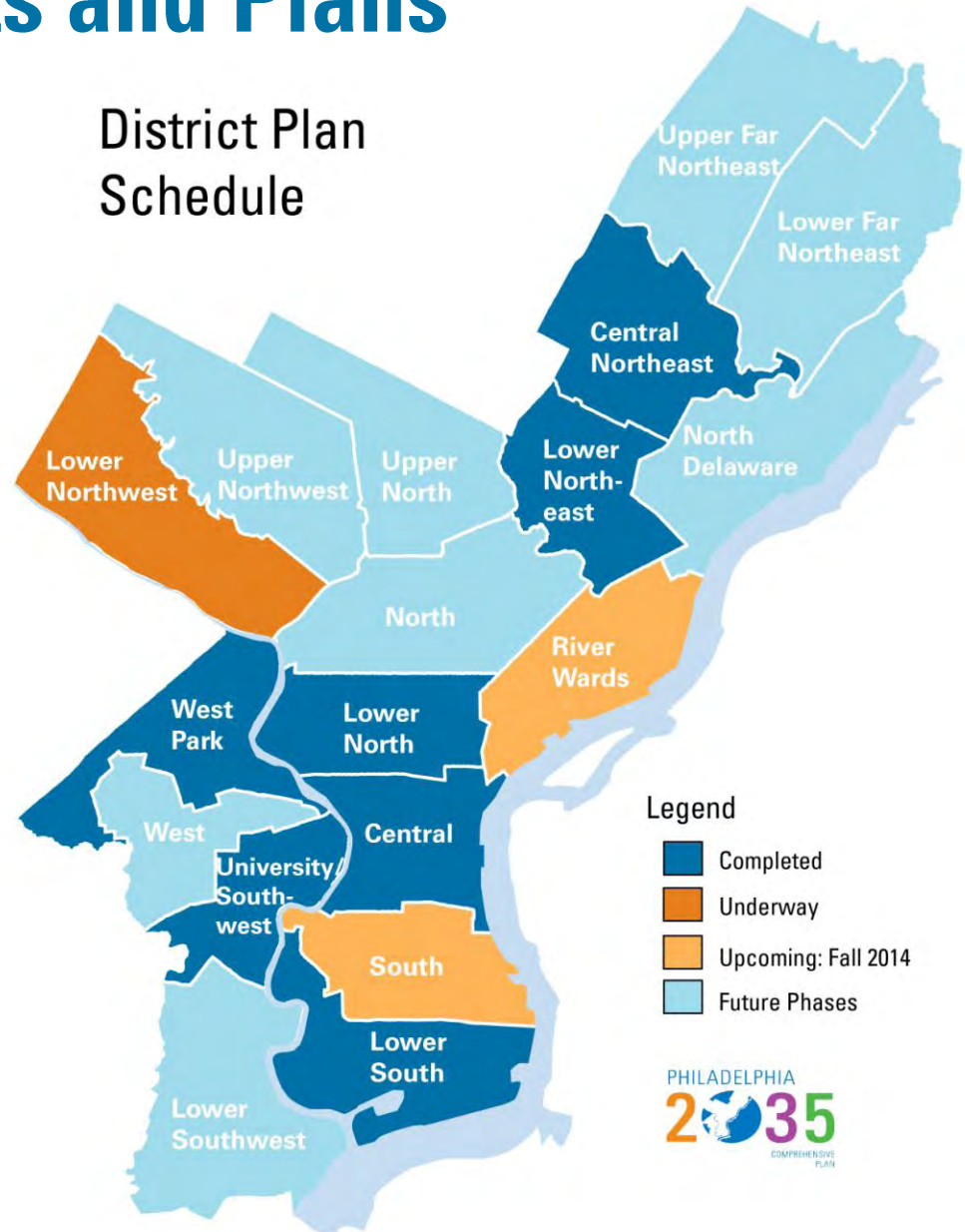
Adopted
June 2011



In Effect
August 2012



District Plan Schedule



Legend

- Completed
- Underway
- Upcoming: Fall 2014
- Future Phases

The New Zoning Code

Natalie Shieh



Zoning Code Reform Project

- The Zoning Code Commission 2007 formed through a Charter change to analyze and recommend improvements to the Philadelphia Zoning Code
- The 31-member Zoning Code Commission includes community, business, and professional representatives
- Team of local and national consultants provide a variety of resources

Dec 22, 2011 • Enactment of the New Zoning Code



ZCC Stakeholder Goals

- Provide consistency and understandability of the zoning code
- Make future construction and development more predictable
- Encourage high quality, positive development
- **Preserve the character of existing neighborhoods**
- Involve the public in development decisions

Historic Preservation Elements of the New Code

Historic
Preservation
Ordinance

Façade Review

Neighborhood
Conservation
Districts

Civic Design
Review

Historic Preservation Ordinance

1955

First historic preservation ordinance adopted establishing the PHC with authority to designate buildings.

Ordinance revised adding the authority to designate public interiors.

2008

1985

Ordinance revised adding the authority to designate structures, sites, objects and districts.

PHC's authority preserved in the new zoning code in Chapter 14-1000.

2011

Façade Review



nation maternity

HIBACHI STEAKHOUSE & SUSHI BAR 2/FL

WOK

works on paper gallery

American Apparel



DEAN'T LIST
FEMALE
PHYSICIAN
ART POOL STUDY GROUPS
ART HISTORY

Neighborhood Conservation Districts

- In 2008, authority granted to the Philadelphia City Planning Commission to administer building and site design regulations in designated “Neighborhood Conservation Districts”
- Design guidelines are specific to each district
- Two existing districts: Queen Village, Overbrook Farms



Civic Design Review

Creation of a new Civic Design Review Committee as a sub-committee of PCPC to assess the public realm impacts of “major” development projects

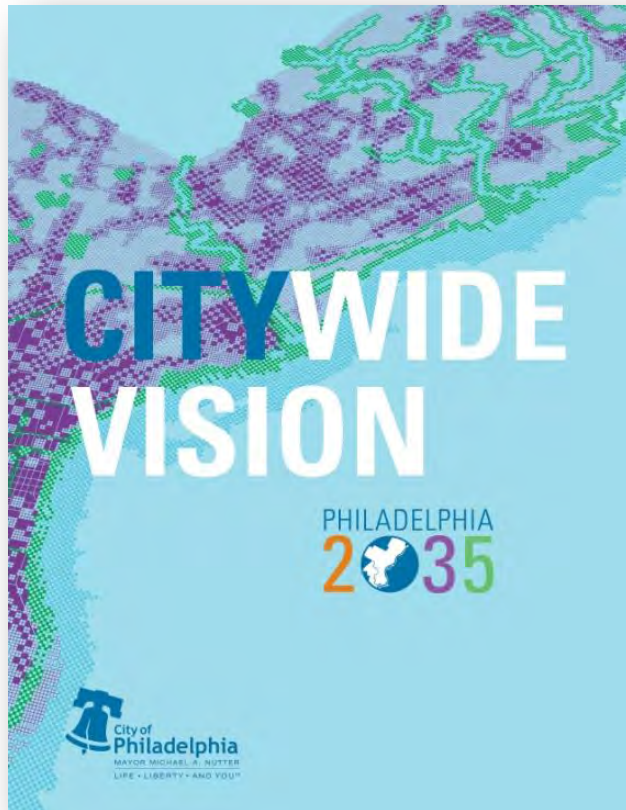


Evaluation criteria: site design, building design, parking design, open space, sustainable design elements

Integrating Historic Preservation

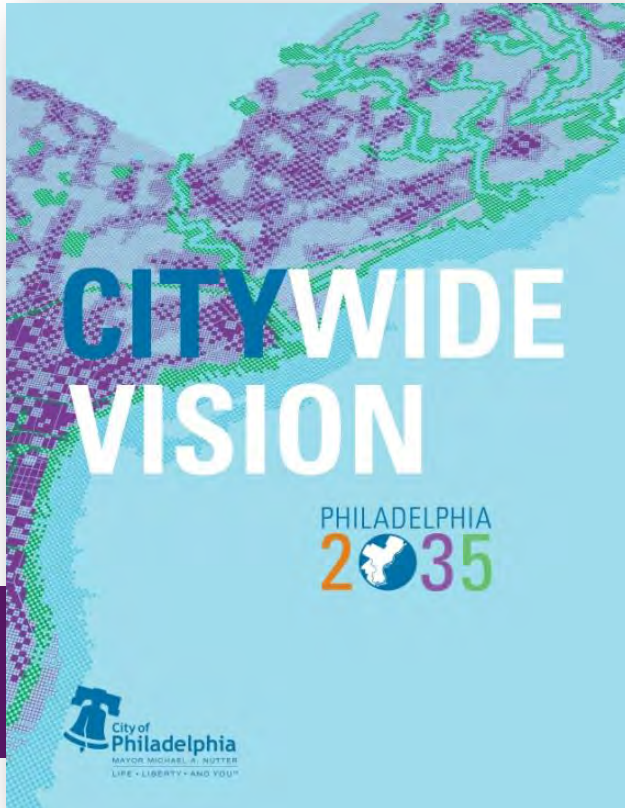
David Schaaf





Historic Preservation

Implicit or Explicit?



Historic
Preservation

Implicit or Explicit?

BOTH

Philadelphia2035 Topics

3 Themes and 9 Elements

25 Topics with Goals

> THRIVE

Neighborhoods
Economic Development
Land Management

Neighborhood Centers
Housing
Metropolitan and Regional Centers
Industrial Land
Institutions

Cultural Economy
Vacant Land/Structures
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Municipal Facilities

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> RENEW

Open Space
Environmental Resources
Historic Preservation
Public Realm

Watershed Parks and Trails
Waterfronts
Neighborhood Parks and Recreation
Air Quality
Water Quality
Tree Cover
Cultural & Historic Resources

Heritage Tourism
Development Patterns
Urban Design



Neighborhoods

1.1 Strengthen neighborhood centers by:

- > clustering community-serving public facilities
- > developing viable commercial corridors
- > promoting transit-oriented development

1.2.1 Stabilize and upgrade existing housing stock

1.2.3 Promote new affordable housing developments to strengthen existing neighborhood assets





Land Management

3.1.2 Prevent abandonment of land and structures

3.1.3 Reuse vacant land and structures in innovative ways

> Promote adaptation of vacant buildings for creative, mixed-use development





Transportation

4.1.1 Invest in existing transit infrastructure to improve service and attract riders

- > Improve transit stop and stations
- > Rehabilitate City Hall/15th Street Station
- > Expand intermodal transit center at 30th Street Station





Historic Preservation

8.1.1 Preserve culturally, historically, architecturally significant buildings, sites, structures and districts

- > Create & maintain a preservation plan
- > Promote tax incentives for rehabilitation of locally designated resources
- > Create a public source of information on how to rehab and repair older homes
- > Ensure adequate funding for city-owned historic properties





Historic Preservation

8.1.2 Rehabilitate abandoned industrial infrastructure for new uses and to create new neighborhood anchors





Historic Preservation

8.1.3 Preserve and reuse all “at risk” historic anchor buildings, commercial corridor buildings and district elements





Historic Preservation

8.1.4 Protect archaeological sites



Source: URS





Historic Preservation

8.1.5 Ensure maintenance and management of cemeteries and religious properties.





Historic Preservation

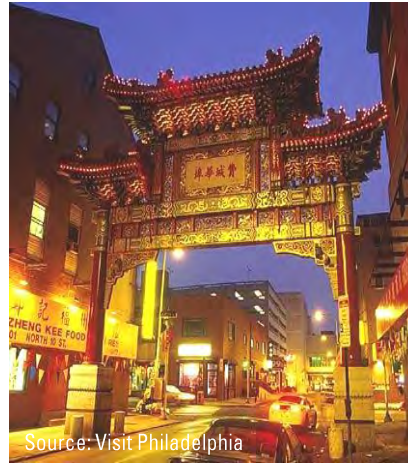
8.1.6 Preserve historically significant viewsheds and landscapes





Historic Preservation

8.1.7 Preserve cultural and ethnic traditions, places and resources



Source: Visit Philadelphia

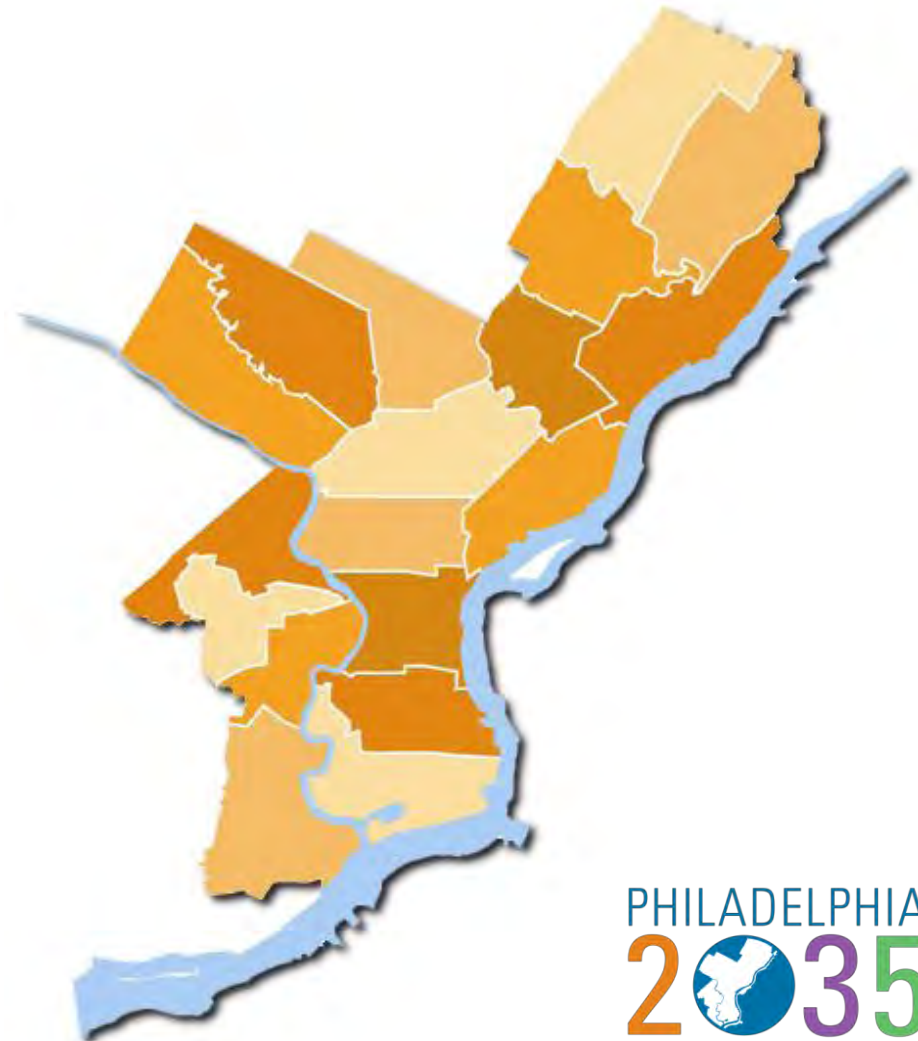
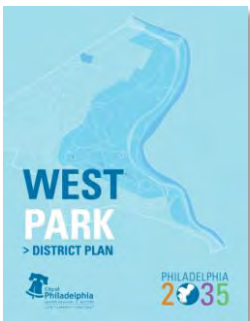
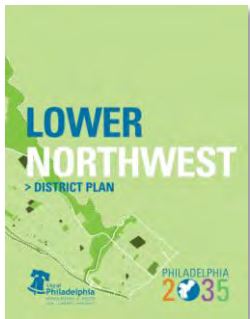
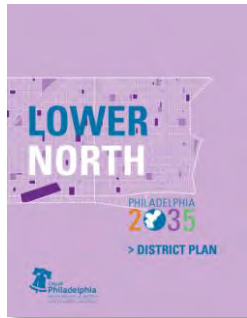
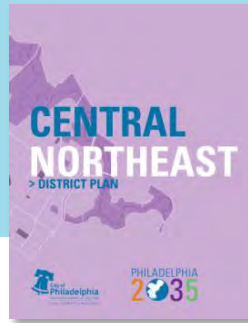


Source: Uwishunu



Source: Visit Philadelphia

18 District Plans



Timeline: showing development of the district

1700

Early Swedish and Welsh residential, religious, and industrial development



1760

Growth of villages and manufacturing



1840

Era of connectivity to the larger Philadelphia landscape



1920

Densification of the district and protection of the parkland



1960

Creation of a modern commercial and suburban district



2010

A mature community continues to evolve



Neighborhoods and Development

1645: A Swedish expedition travels by boat up the Pennypack Creek toward modern day Pine Road. This is the first European settlement in the Central Northeast.

1681: William Penn grants 500 acres to William Stanley, laying the foundation for what would become Fox Chase Farm.

1705: The Fox Chase Inn opens at the intersection of Oxford and Huntington Pikes, serving the hunting activity in the area and soon catalyzing neighborhood development.

1687: Gwynne's Mill, the second oldest Swedish grist mill in Philadelphia, is constructed along Pennypack Creek.

1697: Pennypack Mill is established. It continues to operate for nearly 200 years alongside the Pennypack Creek.



1688: The Pennypack Baptist Church, the oldest surviving Baptist congregation in Pennsylvania, is established by Welsh settlers.

1711: A new site is built for the Trinity Episcopal Church (1699) at the site of a former Oxford Society of Friends meetinghouse. Subsequent renovations include additions by architect Frank Furness.

1770s: The junction of contemporary Cottman, Rising Sun, and Oxford Avenues grows into a thriving village known as Five Points.



1780: The district's industrial era begins. Numerous printers, mills, and manufacturers operate along the creek before declining with the formal creation of Pennypack Park.

1790s: Gwynne's Mill is refashioned into a stone mill by early industrial tycoon Robert Verree as a lynchpin in his prosperous working community, Verreeville, along Pennypack Creek.



1822: Stanley's estate is transferred to the Wistar family. The land assumes the name of Fox Chase Farm.

1859: Construction begins on Burholme, a county estate alternately known as the Ryerss Mansion.

1879: Frank Furness designs Knowlton Mansion for banker William Rhawn.



1878: The Philadelphia, Newtown, and New York Rail reaches Fox Chase.



1889: Oxford Turnpike is planked over by local farmers to secure the trade route between Five Points and Frankford in the Lower Northeast.

1840: The Oxford Pike Racing Association opens a racetrack at Five Points. The track operates well into the 20th century until the wealthy Jeanes family purchases the land to eradicate vice from the district.

Three decades later the oldest horse sanctuary in the US is established on the Ryerss family's estate. The sanctuary operates today just beyond the district's lines as the Ryerss Farm for Aged Equines.

1940: Mid-century modern architectural styles come to the district through residential and commercial growth during the development boom following World War II.



1902: Mayor Ashbridge campaigns for a boulevard connecting northern neighborhoods to the city center.

1926: Roosevelt Boulevard is integrated into the Federal Highway System as US Route 1, initiating a micro-tourism economy along the route.

1929: Paving of Cottman Avenue creates a link to the Tacony-Palmyra Bridge and lays the foundation for the development of Cottman as a primary corridor.

1901: The Friends Asylum for the Insane (Friends Hospital) purchases Fox Chase Farm to supply dairy to the institution.

1905: The land along Pennypack Creek is granted to the Fairmount Park Commission to protect it from unrestrained development.

1905: Heir to the Ryerss family estate confers the property of Burholme to the City for the creation of a park and library.

1928: Jeanes Hospital opens in Fox Chase on the Jeanes family estate.

1973: The mid-17th century Ury House is demolished, divesting the district of what was believed to be the oldest surviving example of a Swedish settlement in Pennsylvania.



1950s: Commercial development of Cottman Avenue is bolstered by the introduction of a Lit Brothers' department store at Castor Avenue in 1954 and Gimbels Great Northeast at Bustleton Avenue in 1958.

1966: Electrified trains begin operating from Fox Chase to Newtown in the north.



1957: Northeast High School (1890) moves from North Philadelphia to a newly constructed mid-century modern building in the Rhawnhurst neighborhood.

1958: Inspired by the local pursuits of ornithologists Alexander Wilson and John James Audubon, the current Pennypack Park Environmental Center opens as a bird sanctuary.

1970: The Pennypack Ecological Restoration Trust is established.

1999: A large senior citizen community development known as the Gloria Dei Estates opens along Rhawn Street between the Rhawnhurst and Bell's Corner neighborhoods.



1981: SEPTA launches the experimental Fox Chase Rapid Transit Line between Fox Chase and Newtown, which is taken out of service just two years later.

2008: SEPTA installs new trackless trolleys for Routes 59, 66, and 75 to replace aging vehicles. The new trolleys feature an off-wire capability to allow for better maneuverability.

2010: SEPTA rebuilds the Fox Chase Station using funds from the American Recovery and Reinvestment Act.

1980: The Fairmount Park Commission purchases Fox Chase Farm and brokers a lease with the School District of Philadelphia so that the land may be used for agricultural education.

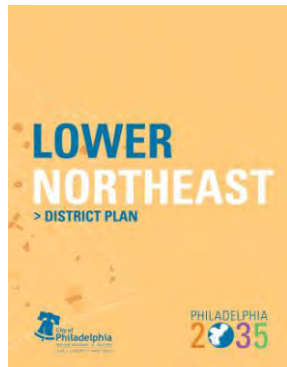


2007: Following an unsuccessful attempt to expand onto a portion of Burholme Park, Fox Chase Cancer Center is acquired by Temple University Health System.

Industries and Transportation

Parks and Institutions

District Plans

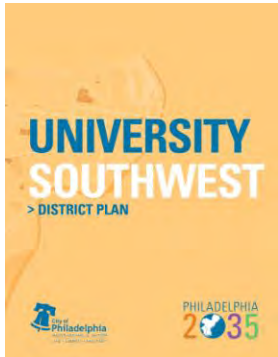


LNE 40: Protect the character of the Northwood neighborhood through:

- > Designation of the “Lower Northeast Suburban Development Thematic Historic District”
- > Develop a Neighborhood Conservation Overlay



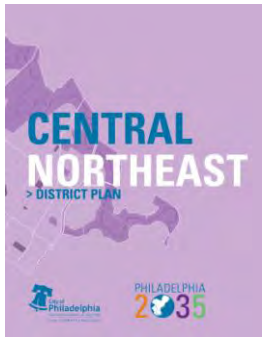
District Plans



LNE 40: Create a strategic plan for the reuse and stabilization of Mount Moriah Cemetary



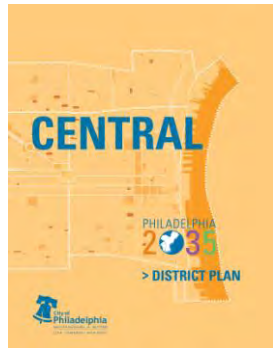
District Plans



CNE 31: Enhance the architectural integrity of commercial corridors that reflect the unique concentration, identity, and place-making value of Mid-century Modern architecture.



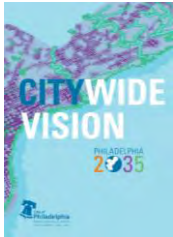
District Plans



CTR 63 Issue RFPs for the preservation and reuse of defunct and vacant school properties



Implementation



CW 8.1.2.b Promote reuse of industrial infrastructure for new uses, such as the Reading Viaduct



WP 77 Designate the Japanese House and Gardens to the Philadelphia Register

WRAP UP

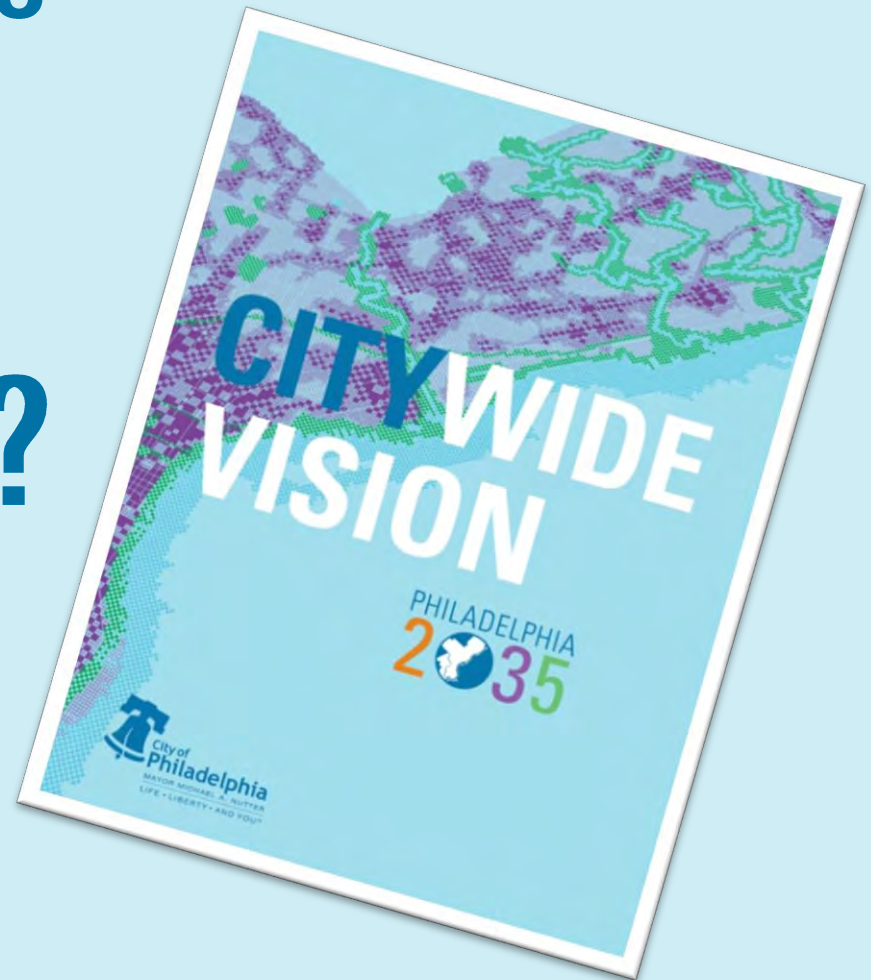
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THANK YOU

QUESTIONS?



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