

Philadelphia City Planning Commission

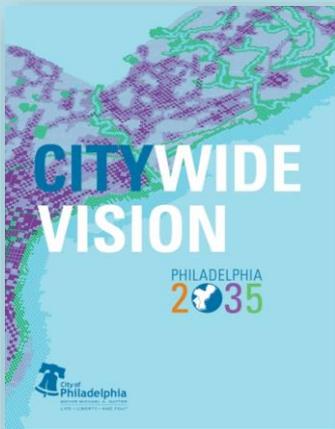


# CENTRAL NORTHEAST main street & modernism

*Rediscovering an architectural vocabulary through the planning process*

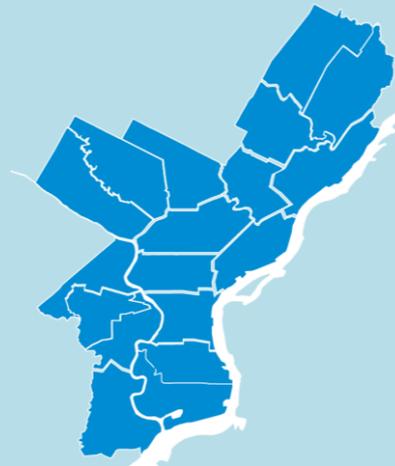


PHILADELPHIA  
**2035** = Citywide Vision + District Plans



**Phase 1:**  
Citywide Vision  
(2011)

+



**Phase 2:**  
18 District Plans  
(on going)

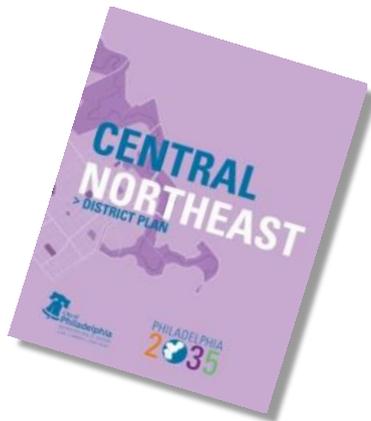
- Central
- Central Northeast
- Lower Far Northeast
- Lower North
- Lower Northeast
- Lower Northwest
- Lower South
- Lower Southwest
- North
- North Delaware
- River Wards
- South
- University Southwest
- Upper Far Northeast
- Upper North
- Upper Northwest
- West
- West Park



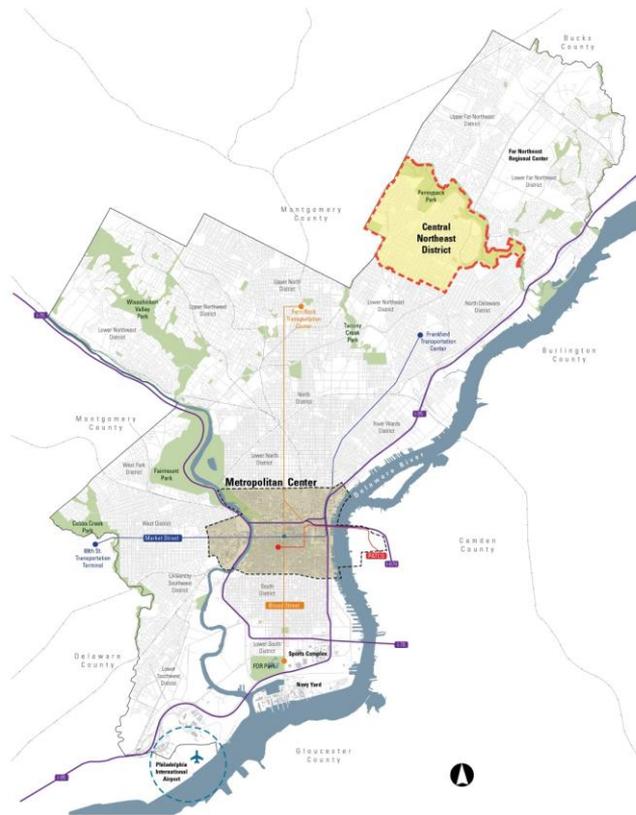


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**Neighborhoods:**  
 Fox Chase  
 Bell's Corner  
 Burholme  
 Rhawnhurst  
 Lexington  
 Lawndale  
 Castor Gardens  
 Upper Northwood



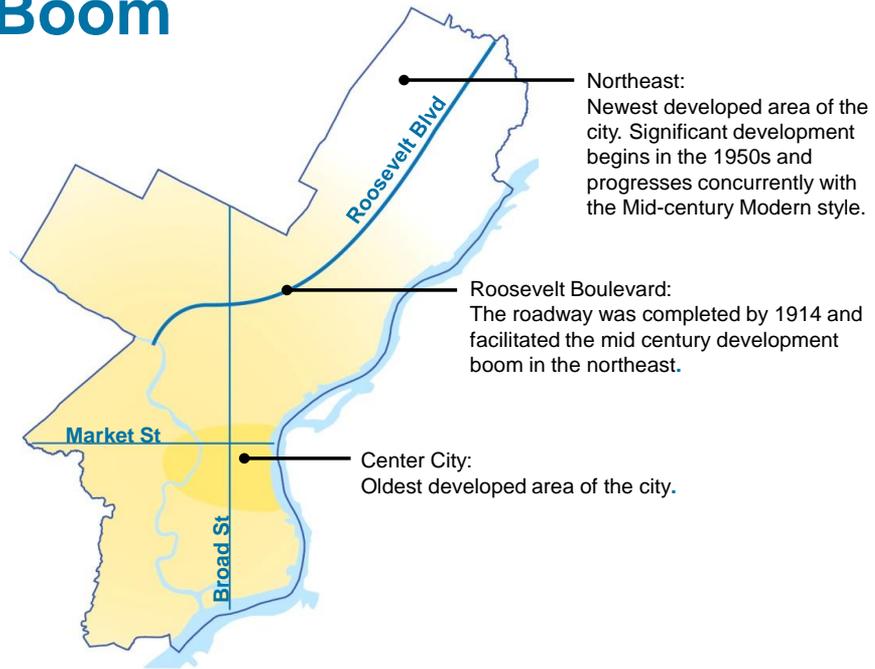
Philadelphia2035: Central Northeast District Plan

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# 1950s Development Boom



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Verree Road and Ripley Street, 1956



Verree Road and Ripley Street, 2013

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Lit Brothers  
Corner of Cottman  
and Castor Avenues,  
1954



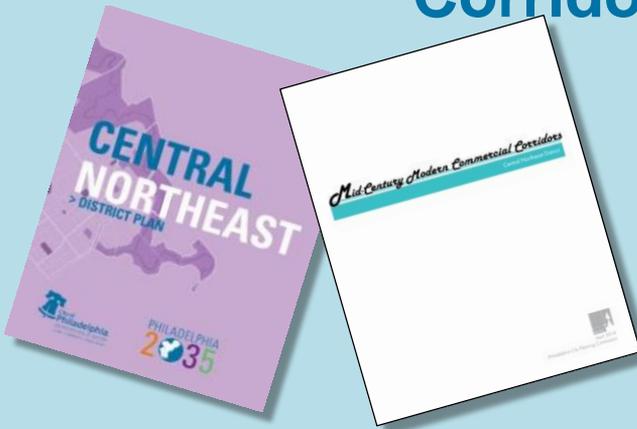
Vacant (soon to be occupied)  
Corner of Cottman and Castor  
Avenues, 2013

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# Mid-Century Modern Commercial Corridors

Central Northeast District



#### Commercial Architectural Vocabulary:

- Plate Glass Windows and Curtain Wall Construction
- Storefront Canopies and Project Roofs
- Modular Façade Materials
- Signage

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Commercial Architectural Vocabulary  
**Façade Geometry**



Angular, geometric storefront  
8720 Bustleton Ave



Asymmetrical storefront  
6428 Rising Sun Ave



Curved facade element  
6425 Rising Sun Ave



Modular building material  
6432 Rising Sun Ave



Commercial Architectural Vocabulary  
**New Glazing Technology**



Plate glass windows



7267 Rising Sun Ave  
7251 Rising Sun Ave



Curtain wall construction



1919 Cottman Ave  
6647 Bustleton Ave



Fixed windows, geometric

2206 Cottman Ave  
7601 Castor Ave

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Commercial Architectural Vocabulary  
**Canopies and Projecting Roofs**



Source: Ben Luech, Preservation Alliance

Projecting roof line, pedestrian oriented



1800 block of Cottman Ave  
2200 block of Cottman Ave



Canopy, key architectural feature  
2014 Cottman Ave



Angled roof line  
7311 Elgin St



Canopy, automobile oriented  
1620 Cottman Ave



Commercial Architectural Vocabulary  
**Façade Materials**



Brick, plate glass



Formed concrete, plate glass



Simulated stone



Glazed brick



glazed brick, aluminum cornice



Vitrolite, glass block, simulated stone



mosaic tile, aluminum details



Tile, plate glass, simulated stone



Glass block, blonde brick

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Commercial Architectural Vocabulary  
**Signage**

Projecting signs



1936 Cottman Ave  
Source: Ben Leach,  
Preservation Alliance



7119 Rising Sun Ave



7124 Rising Sun Ave



7112 Rising Sun Ave

Post signs



2014 Cottman Ave



8500 Bustleton Ave

Architectural signs



2045 Cottman Ave



6826 Bustleton Ave

Signs with individually-mounted letters



1620 Cottman Ave



Neon with visible tubing



6901 Catson Ave

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# Recommendations for Preserving and Promoting Resources

Central Northeast District



## Priorities for Implementation:

- Plan recommendations
- Nominations – Ott Camera
- Cottman Avenue Improvements

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# District Plan Organization



## Economic Development

Make Philadelphia more competitive in the metropolitan region



## Neighborhoods

Improve neighborhood livability



## Land Management

Capitalize on land assets



## Transportation

Improve transportation safety, efficiency, and convenience



## Utilities

Adapt utility services to changing technology and consumption patterns



## Open Space

Increase equitable access to our open-space resources



## Environmental Resources

Fulfill city obligations to meet ambitious federal environmental standards



## Historic Preservation

Preserve and reuse historic resources



## Public Realm

Achieve excellence in the design and quality of Philadelphia's built environment

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## RENEW

PUBLIC  
REALM

### Recommendation

**#34** Improve the streetscape at the locations where commercial corridors transition to well-maintained residential blocks.

- Improve trash management, landscaping, paving and lighting where appropriate.
- Work with community and business associations to increase capacity on code enforcement issues.

Implementing Agencies: Streets, L&I, CLIP, City Council, Commerce | CW Objective 9.1.1





Residential Streetscape



Commercial Streetscape

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City-Owned Facilities Streetscape

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**RENEW**  
**HISTORIC**  
**PRESERVATIO**  
**N**

**Recommendation #31 – PRIORITY for implementation**

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

- Coordinate applications for the Commerce Department's Storefront Improvement Program for eligible addresses
- Create a historic preservation plan that supports commercial and mixed-use reinvestment in the district, including recommendations for zoning, conservation tools, marketing, and designation strategies, e.g. Mid century Modern thematic district to enable property owners to access financial incentives.

Implementing Agencies: PHC, Preservation Alliance, PCPC, Commerce  
 | CW Objectives: 8.1.1, 8.1.2, 8.1.3

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2000 block of Cottman Avenue

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**Existing Conditions** 1800 block of Cottman Avenue



**Illustrative Improvements** 1800 block of Cottman Avenue

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**RENEW**  
HISTORIC  
PRESERVATIO  
N

### Recommendation #30

**Nominate historic resources of extraordinary value to the Philadelphia Register of Historic Places:**

- ✓ **Ott Camera, 6901 Castor Avenue**
- **Northeast Regional Library, 2228 Cottman Avenue**
- **District Health Center #10, 2230 Cottman Avenue**
- **Philadelphia Savings Fund Society, Northeast Branch, 2014 Cottman Avenue**
- Hop Angel, 7980 Oxford Avenue
- Fox Chase Farm, 8500 Pine Road (resources located within the Philadelphia city boundary only)
- Engine 71 Fire Station, 1900 Cottman Avenue
- World War I Memorial, intersection of Rising Sun, Oxford and Cottman Avenues
- Evangelical Home for the Aged, 8401 Roosevelt Boulevard
- Maternity BVM Roman Catholic Church, Old Bustleton and Winchester Avenues (Pennypack Park)
- Verreeville Houses, Verree Road House and Kline House, 8600 Verree Road (Pennypack Park)

Implementing Agencies: PHC, Preservation Alliance | CW Objectives: 8.1.1, 8.1.2, 8.1.3

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6901 Castor Avenue

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2228 Cottman Avenue

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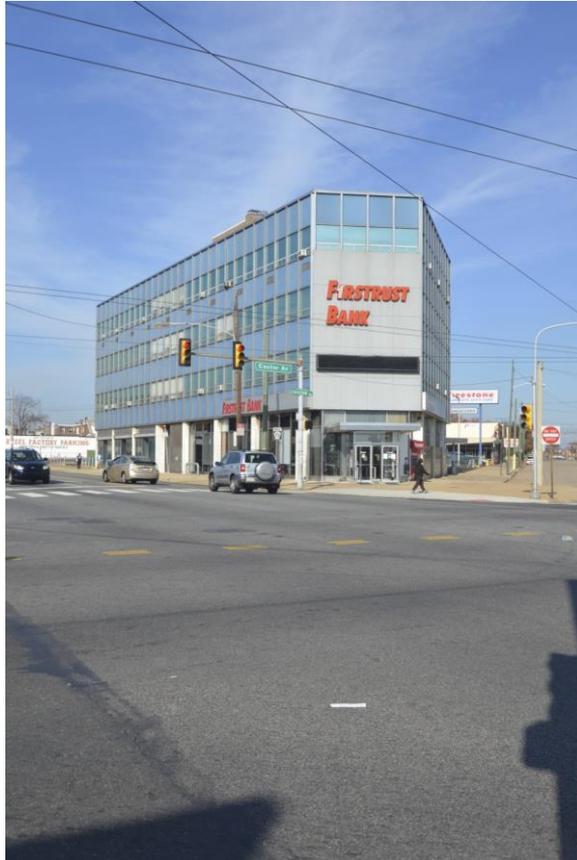




2230 Cottman Avenue

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1919 Cottman Avenue

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