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

= Citywide Vision + District Plans
Neighborhoods:
Fox Chase
Bell's Corner
Burholme
Rhawnhurst
Lexington
Lawndale
Castor Gardens
Upper Northwood
1950s Development Boom

Center City: Oldest developed area of the city.

Northeast: Newest developed area of the city. Significant development begins in the 1950s and progresses concurrently with the Mid-century Modern style.

Roosevelt Boulevard: The roadway was completed by 1914 and facilitated the mid century development boom in the northeast.
Lit Brothers
Corner of Cottman and Castor Avenues, 1954

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

- Angular, geometric storefront
  8720 Baltimore Ave

- Asymmetrical storefront
  6428 Rising Sun Ave

- Curved facade element
  6425 Rising Sun Ave

- Modular building material
  6432 Rising Sun Ave

Philadelphia City Planning Commission
Commercial Architectural Vocabulary

Canopies and Projecting Roofs

- Projecting roof line, pedestrian oriented
  1800 block of Callowhill Ave
  2200 block of Callowhill Ave

- Canopy, key architectural feature
  2014 Callowhill Ave

- Angled roof line
  7311 E气息 St

- Canopy, automobile oriented
  1630 Callowhill Ave

Philadelphia City Planning Commission
Commercial Architectural Vocabulary

Façade Materials

- Brick, plate glass
- Glazed brick
- Treaded concrete, plate glass
- Smoothed stone
- Glazed brick, aluminum cornice
- Vitrified glass block, sinulated stone
- Glass block, blonde brick
- Mason tile, aluminum doors
- Tile, plate glass, sinulated stone

Philadelphia City Planning Commission
Commercial Architectural Vocabulary

Signage

1900 Callow Ave
Source: Ben Leech Preservation Alliance

7119 Raing Sun Ave

7124 Raing Sun Ave

7112 Raing Sun Ave

Projecting signs

For signs

Architectural signs

2045 Callow Ave

8300 Busleton Ave

8326 Busleton Ave

Signs with individually-mounted letters

1620 Callow Ave

Neon with visible tubing

6901 Callow Ave

Philadelphia City Planning Commission
Recommendations for Preserving and Promoting Resources
Central Northeast District

Priorities for Implementation:
- Plan recommendations
- Nominations – Ott Camera
- Cottman Avenue Improvements
District Plan Organization

> THRIVE

- Economic Development
  Make Philadelphia more competitive in the metropolitan region

- Neighborhoods
  Improve neighborhood livability

- Land Management
  Capitalize on land assets

> CONNECT

- Transportation
  Improve transportation safety, efficiency, and convenience

- Utilities
  Adapt utility services to changing technology and consumption patterns

> RENEW

- 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

Philadelphia City Planning Commission
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
City-Owned Facilities Streetscape
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
2000 block of Cottman Avenue
Existing Conditions 1800 block of Cottman Avenue

Illustrative Improvements 1800 block of Cottman Avenue
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
Key Mid-century Modern Resources recommended for nomination to the Philadelphia Register of Historic Places

1. District Health Center #10, 2230 Cottman Avenue
2. Northeast Regional Library, 2228 Cottman Avenue
4. Ott Camera, 6901 Castor Avenue
2228 Cottman Avenue
CENTRAL NORTHEAST & main street modernism
Rediscovering an architectural vocabulary through the planning process

PHILADELPHIA 2035