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

Plan and Envision

Educate and Empower

Remap and Rezone

PHILADELPHIA 2035

www.phila2035.org
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 = Citywide Vision + District Plans

Phase 1: Citywide Vision

Phase 2: 18 District Plans
Philadelphia’s Growth

- 1800: 75,000 people
- 1850: 409,000 people
- 1900: 1.29 million people
- 1960: 2.07 million people
- 2010: 1.53 million people
Strong Metropolitan Center

- Rittenhouse Square: 15 min walk
- Philadelphia Museum of Art
- Barns Foundation
- City Hall
- Convention Center
- Independence Mall
- Kimmel Center
- Market-Frankford Line
- Broad Street Line
- Washington Square: 17 min walk
- Franklin Square: 15 min walk
- Girard Ave.
- PATCO
- Penn's Landing: 20 min walk
Diverse, Authentic Neighborhoods
Industrial-Legacy Areas
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THRIE

Wayne Junction
- Grow Philadelphia’s strong institutional job sectors

City Ave
- Target industrial lands for continued growth and development
- Improve the quality and diversity of new and existing housing

North Broad
- Develop tourism and the creative economy into a leading economic sector

Far Northeast
- Manage and reduce

Market East as Main Street
- Support the growth of economic centers

Sports Complex AT&T Station TOD
- Manage all municipal support facilities efficiently
- Protect sensitive lands from over development
Connect

- 30th Street Station Gateway
- Cultural Corridor Transit
- City Hall Station Improvements
- Roosevelt Blvd. Rapid Transit
- Delaware Waterfront Light Rail
- I-95 Reconstruction
- New Market East Intermodal Transit Facility
- PHL Expansion
- Broad Street Extension to Navy Yard
- More Competitive Ports

- Existing Rail (freight and passenger)
- Proposed Transit

- Provide a safe and efficient road network that supports planned land uses
- 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
- Balance use of roadways to ensure safe and efficient travel by all modes
- Increase the use of transit to reduce environmental impacts and travel time
- Enhance the city and regional economy by reinforcing airports, seaports, and freight rail
RENEW

- Create improved access to our water fronts
- 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
- Expand tourism programs to highlight Philadelphia's cultural and historic heritage and to increase spending on heritage tourism
- 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

Centennial District Master Plan
Dilworth Plaza
Reading Viaduct
Frankford Creek
Delaware Waterfront

Primary Trail Network
Gateway Improvement
The New Zoning Code

Natalie Shieh
• 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
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
1955
First historic preservation ordinance adopted establishing the PHC with authority to designate buildings.

2008
Ordinance revised adding the authority to designate public interiors.

1985
Ordinance revised adding the authority to designate structures, sites, objects and districts.

2011
PHC’s authority preserved in the new zoning code in Chapter 14-1000.
Façade Review
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

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**Heritage Tourism**
- Development Patterns
- Urban Design
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
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
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
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
8.1.2 Rehabilitate abandoned industrial infrastructure for new uses and to create new neighborhood anchors
8.1.3 Preserve and reuse all "at risk" historic anchor buildings, commercial corridor buildings and district elements
8.1.4 Protect archaeological 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
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
- Diversification of the district and protection of the parkland

1960
- Creation of a modern commercial and suburban district

2010
- A mature community continues to evolve

1645: A Swedish expedition travels by boat up the Perkiomenville Creek toward modern-day Fairmont. This is the first European settlement in the Central Northeast.

1807: William Penn grants 500 acres to William Sturkey, laying the foundation for what would become Fox Chase.

1760s: The Fox Chase Inn opens at the intersection of Oxford and Huntingdon Pikes, serving the hunting activity in the area and soon catalyzing neighborhood development.

1840s: The district's industrial era begins. Numerous print shops, mills, and manufacturers open along the creek before declining with the formal creation of Pennypack Park.

1870s: The Philadelphia, Newtown, and New York Rail reaches Fox Chase.

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

1970s: The mid-17th Century City House is demolished, opening the district to what was believed to be the oldest surviving example of a Swedish settlement in Pennsylvania.

1990s: A large senior citizen community development known as the Gloria Dei Estates opens along Shrewsbury Street between the Roxborough and Bell's Corner neighborhoods.
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
CNE 31: Enhance the architectural integrity of commercial corridors that reflect the unique concentration, identity, and place-making value of Mid-century Modern architecture.
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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