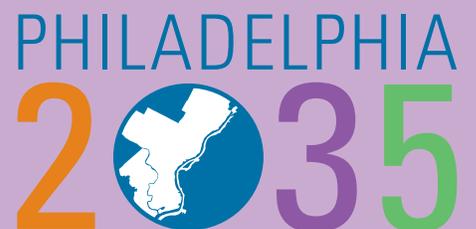
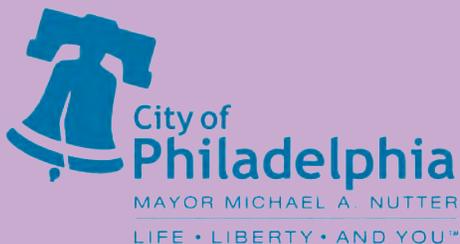


DRAFT JANUARY 2014

CENTRAL NORTHEAST

> DISTRICT PLAN



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 development.



***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 an ambitious 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.

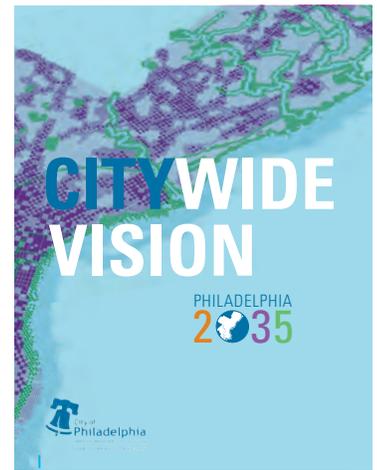
> DISTRICT PLANS

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 ten-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 NORTHEAST DISTRICT PLAN**. It was adopted by the PCPC on March 18, 2014.



+100,000
people
in 2035

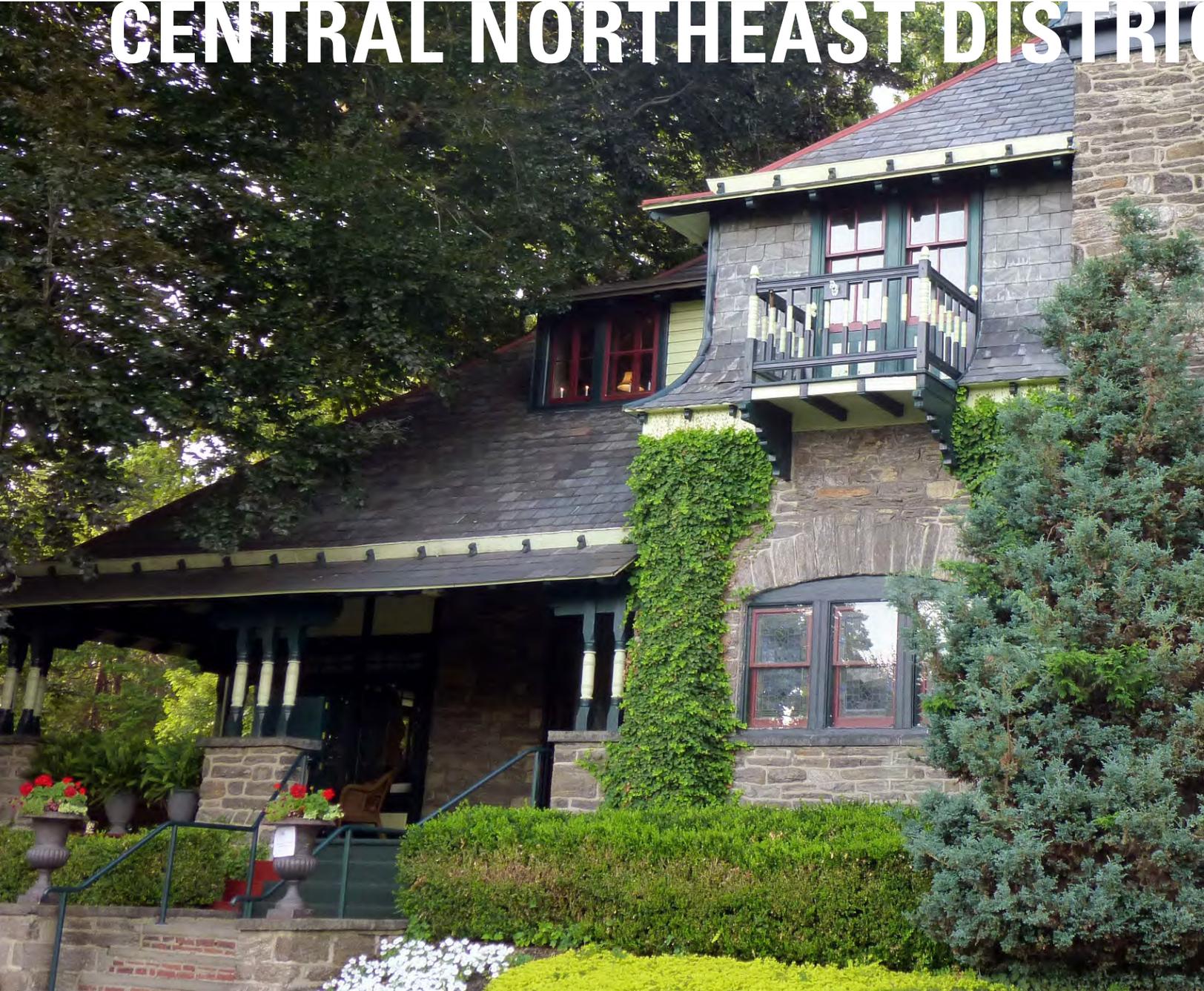
+40,000
jobs
in 2035



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 NORTHEAST DISTRICT



Knowlton Manor

DISTRICT PLAN

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- 14 | Celebrating Mid Century Commercial Corridors
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> FRAMING OUR FUTURE

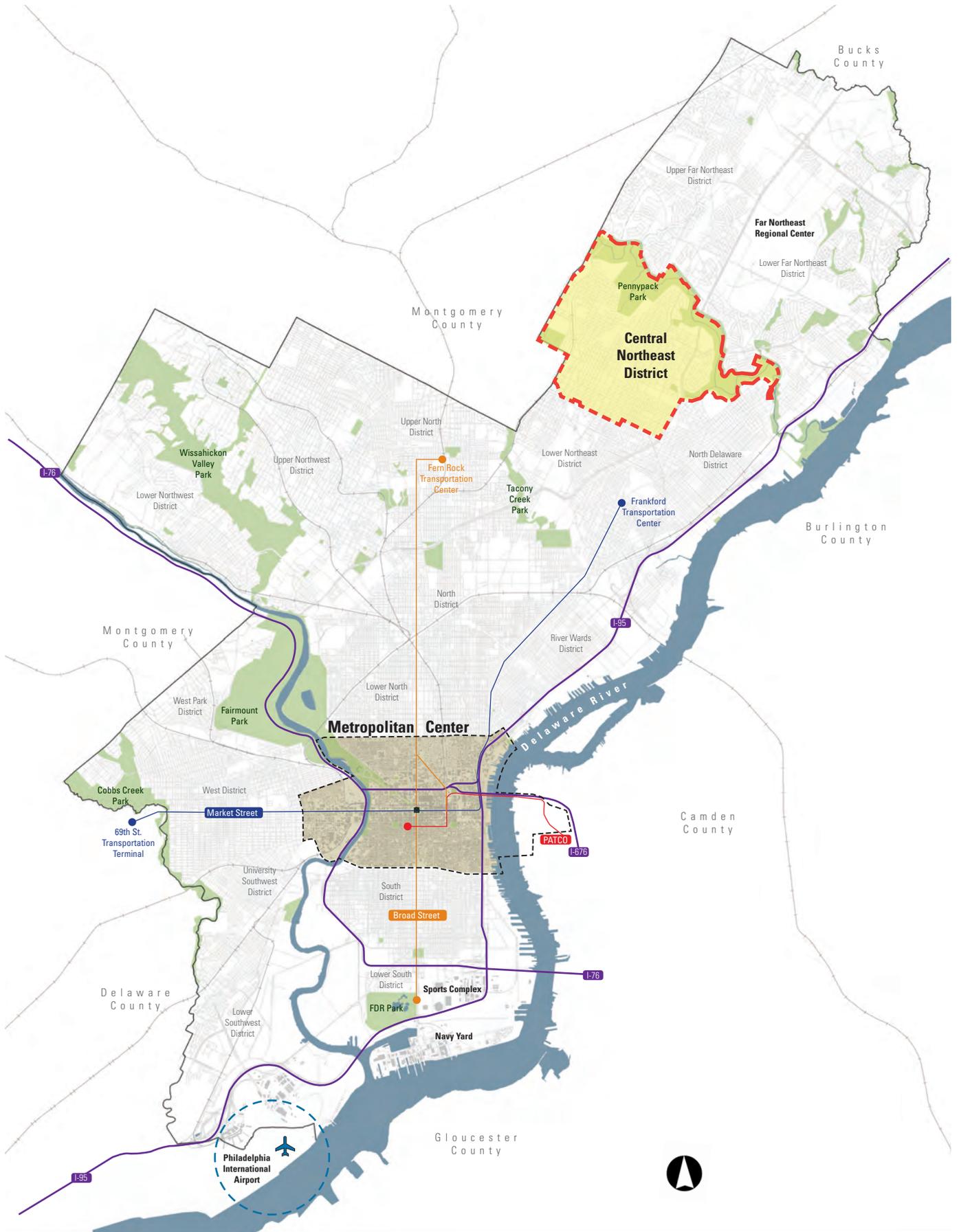
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CENTRAL NORTHEAST DISTRICT

The Central Northeast District (CNE) covers an area of 6.51 square miles and has a total population of 78,266 residents (2010 Census). This district is one of the fastest growing and most ethnically diverse in the city, and is home to a large percentage of residents who are foreign-born. The district includes the neighborhoods of Fox Chase, Bells Corner, Burholme, Rhawnhurst, Lexington, Lawndale, Castor Gardens, and Upper Northwood. Most of the 1,600 acre Pennypack Creek Park is within the district.



1700

Early Swedish and Welsh residential, religious, and industrial development



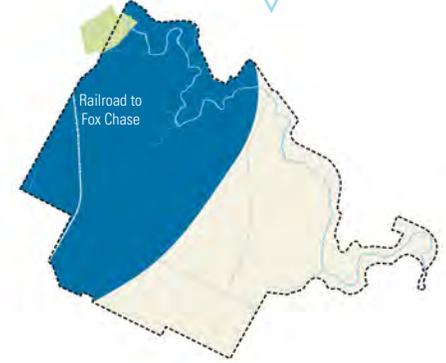
1760

Growth of villages and manufacturing



1840

Era of connectivity to the larger Philadelphia landscape



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.

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



Five Points Smyth, 1925

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.



Knowlton Mansion, 1883

Industries and Transportation

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.



Verree Mill, date unknown

1780: Beginning of the district's industrial era, in which numerous printers, mills, and manufacturers operated 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.

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



Fox Chase Rail Station, date unknown

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

Parks and Institutions

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 (1698) at the site of a former Oxford Society of Friends meeting house. Subsequent renovations would include additions by architect Frank Furness.



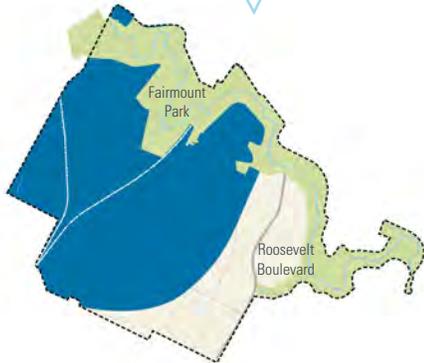
Pennypack Baptist Church, 1960

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.

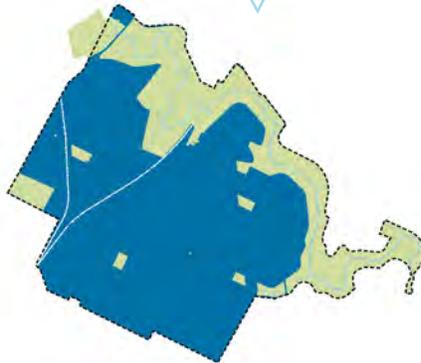
1920

Densification of the district and protection of the parkland



1960

Creating a modern commercial and suburban district



2010

A mature community continues to evolve



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



Cottman Avenue, 1967

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) purchased Fox Chase Farm to supply dairy to their 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: The 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.



Ury House, date unknown

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.



Lit Brothers on Cottman Avenue, 1954

1970: The establishment of the Pennypack Ecological Restoration Trust.

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.

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



Gloria Dei Estates, 2013

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.

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

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.

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.



Fox Chase Farm, 1968

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

BUILDING ON OUR STRENGTHS



Rhawnhurst Housing

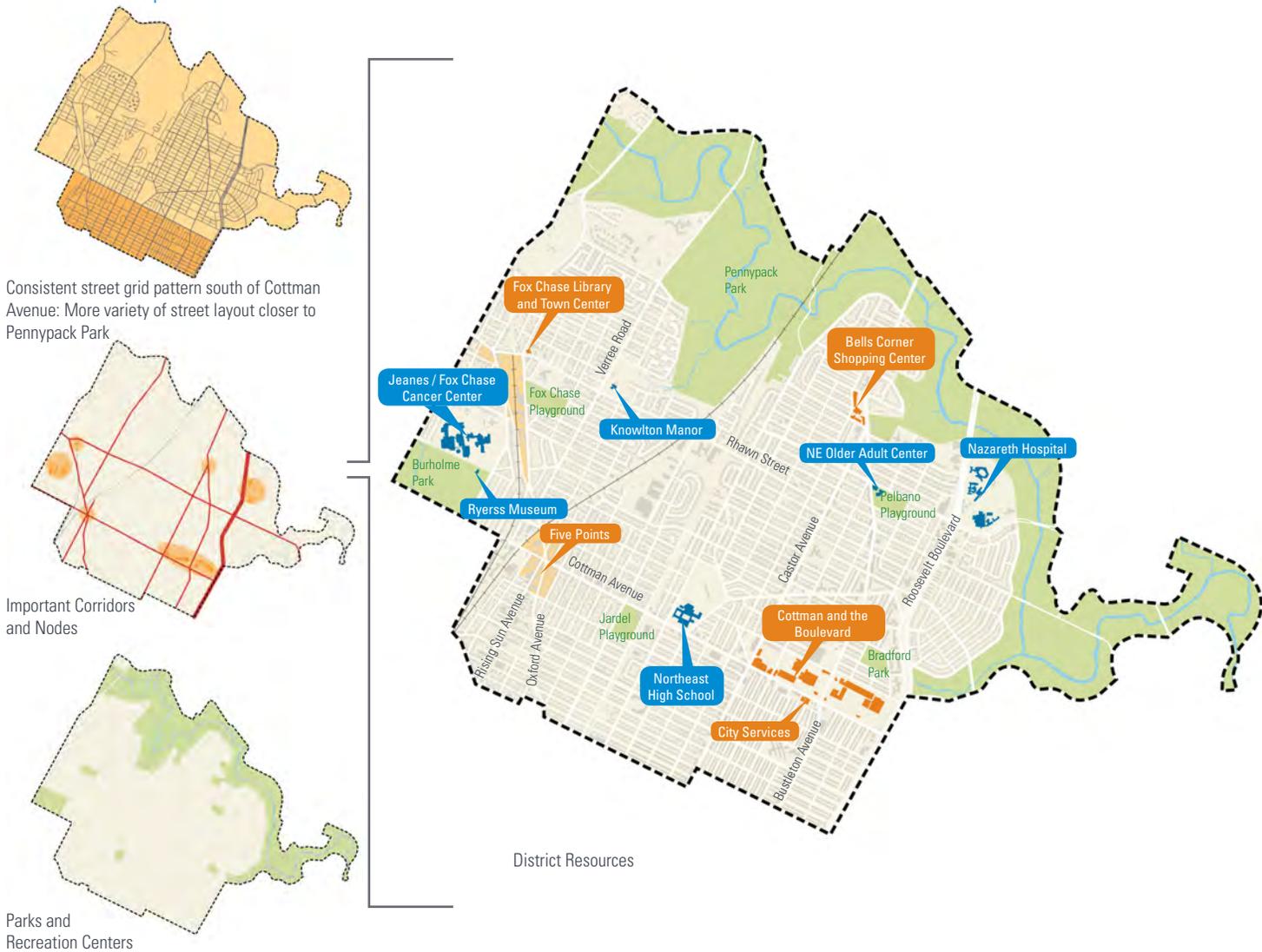


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A Strong Community Evolves to Meet New Demands

As the district's neighborhoods welcome a younger and more ethnically diverse mix of households, and as the district's commercial centers and hospitals modernize, the Central Northeast is looking to accommodate new demands while preserving the unique character of the existing building stock and maintaining the high quality of life enjoyed by residents. Much of the development in the Central Northeast occurred in the middle decades of the 20th Century, so the district abounds with iconic Mid-century Modern architecture. Buildings in this celebrated style are generally sited along a urban grid pattern below Cottman Avenue and along a more suburban street pattern in newer neighborhoods closer to Pennypack Park.

The Central Northeast has for half a century supported a stable mix of residential rowhomes, twins and detached houses, apartments, regional shopping, neighborhood commercial corridors, rail and bus transit service, parks and recreation centers, and institutions. The Central Northeast continues to attract investment, while the district's connections with other parts of the city and region provide convenient and competitive access for commuters and customers. Opportunities to further strengthen the Central Northeast include existing and new partnerships with Montgomery County communities and innovative improvements to the Roosevelt Boulevard.



Preliminary studies for the district plan identified a number of specific areas where existing assets and recent trends suggest opportunity to build on the area's strengths. These include:

> **1. Bells Corner**

The intersection of Castor and Bustleton Avenues forms a commercial node that is adjacent to the terminus of some of the busiest bus routes in the district. Recent public investment in a nearby recreation center and the potential for a new access point to the park create opportunities for improving the public realm.

> **2. Cottman and the Boulevard**

Ongoing reinvestment in this 1.6 million square foot regional shopping destination could be enhanced by a coordinated effort to improve the

shopping center's overall condition, image, mix of uses, and accessibility for drivers, transit riders, and pedestrians.

> **3. Castor Gardens**

This area is experiencing some of the fastest population growth in the district. It is served by commercial corridors, schools, and wide arterial streets such as Tyson, Bustleton, and Castor Avenues. Investments in improved streetscapes, traffic and parking management, and public facilities can help sustain private investment. These amenities, together with high-density housing create an opportunity area.

> **4. Five Points**

The commercial corridor around the busy Cottman, Oxford, and Rising Sun intersection could be more attractive and pedestrian-friendly. Improved access to the Ryers Station on the Fox Chase line can help strengthen the commercial district.

> **5. Fox Chase Town Center**

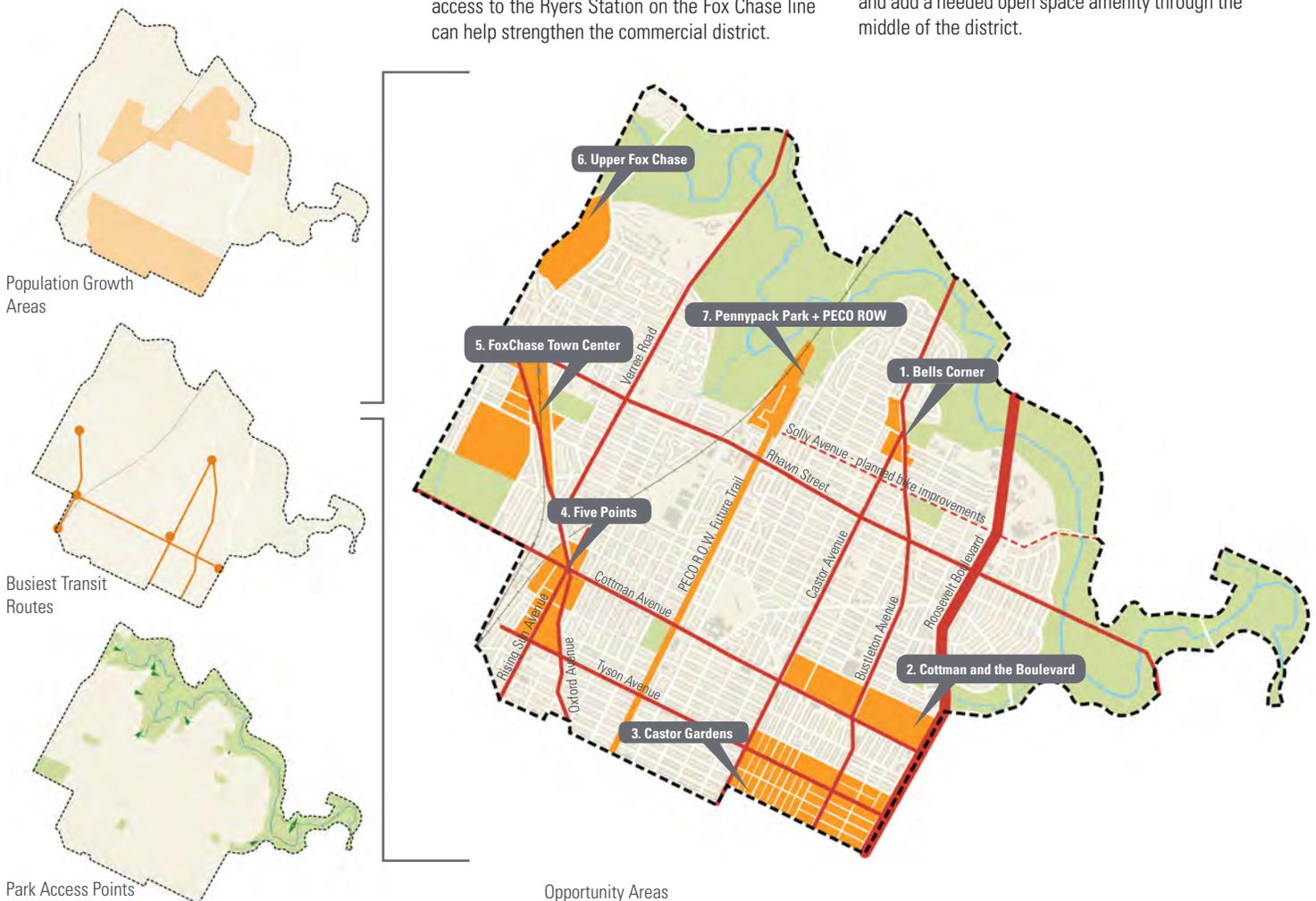
This neighborhood's town center has opportunities to increase walkability and benefit from transit-oriented development.

> **6. Upper Fox Chase**

A large site has potential for additional, low density residential development. This type of use would strike a balance between proximity to the Fox Chase Regional Rail station and the green space resources of Pennypack Park and Fox Chase Farms.

> **7. Pennypack Park and PECO Right of Way**

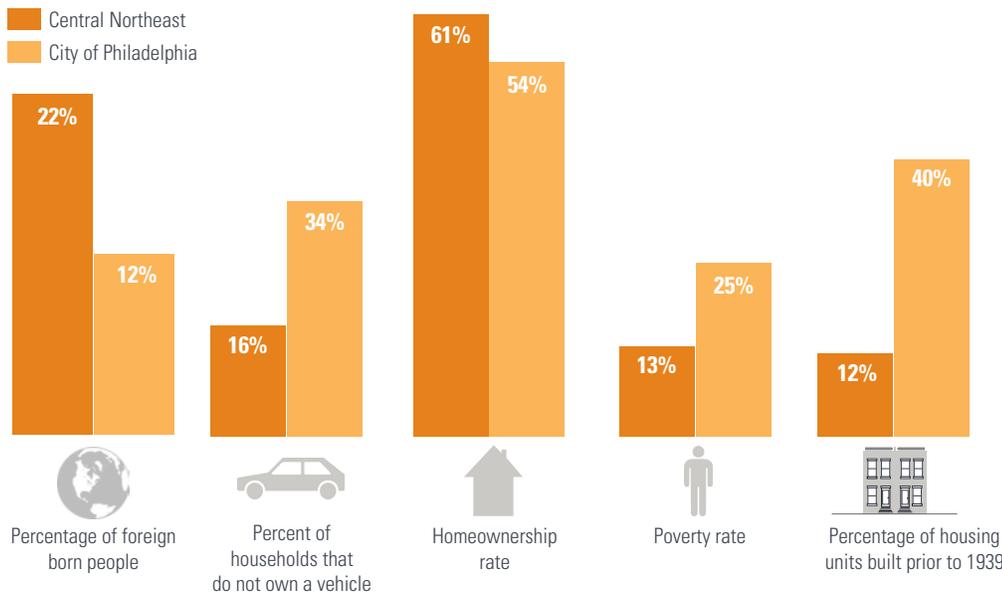
The entire right of way (ROW) under the transmission line has potential to accommodate a recreation trail. This can increase access to Pennypack Park, connect with other bike trails, and add a needed open space amenity through the middle of the district.



A Growing and Diversifying Population

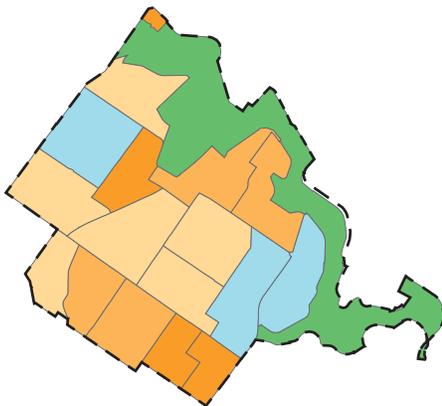
The district population was 78,266 in 2010. From 1980 to 2010, population increased eight percent (5,846 people) with forecasts for continued moderate growth (another 3,000 by 2020). The Central Northeast District is one of the more diverse districts in the city. The percentage of foreign born population is 22 percent, almost double the percentage of the city. Over the past 30 years the African American, Asian, and Latino populations increased in every census tract in the district. The district's 2010 Census racial composition was 11 percent each for Latino, Asian and African American and 67 percent White.

Key Comparisons between the Central Northeast and the City of Philadelphia

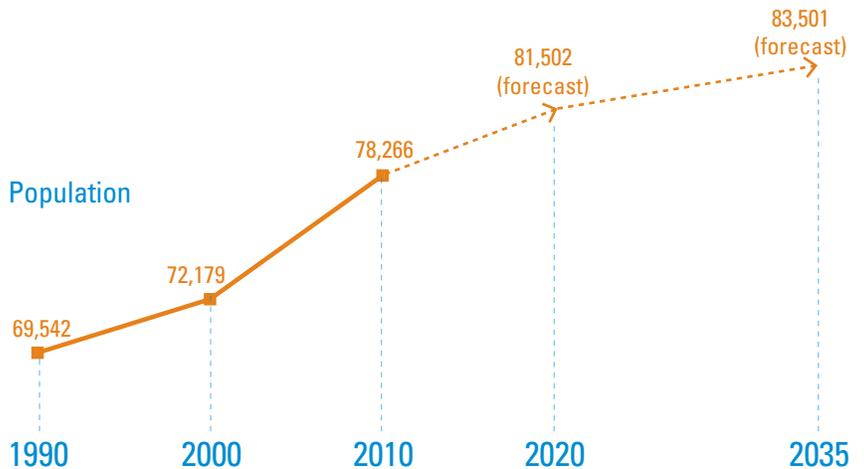


Most housing developments are suburban in design, typically having a front yard setback and driveway.

Population Change by Census Tract, 2000-2010



Total Population



> Trends

The age distribution of the district is changing. In 2010 the Central Northeast had a larger percent of residents 20 years and younger and a smaller percent of residents 65 years and older than in 1980. The proportion of elderly residents dropped to 16 percent of the total population over that 30-year period. As a result, the median age of population in the district is now five years younger, from 43.6 to 38.7 years in 2010. The youngest section of the district is in the northern portions of Lawndale, Upper Northwood and Castor Gardens. These changes have increased demand for schools and recreation center programs. The largest concentration of older residents is found in Lexington and the northerly section of the Fox Chase communities.

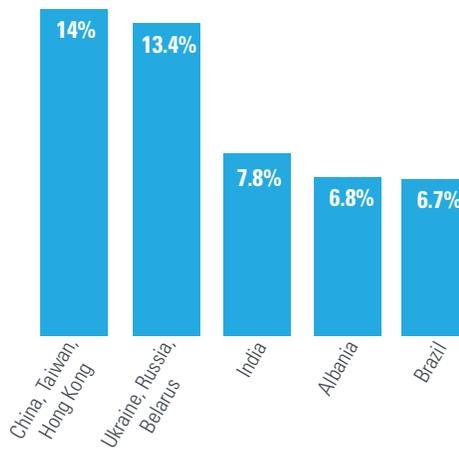
The vast majority (88 percent) of housing units in the district were built after 1939. Over 60 percent of the post-1939 houses were built between 1950 and 1970. By 1970 the area was mostly built out. Most housing developments provide off-street parking to accommodate automobiles. More than three out of four of all Central Northeast households own a car.

The poverty rate is well below the citywide average. While renter occupancy and housing vacancy rates have increased, the homeownership rate remains above the city-wide average.

> Foreign Born Population

The district has a significant percentage of total population that is foreign-born. In the district, 21.93 percent of the population is foreign-born as compared to a citywide percentage of 11.65 percent. Eastern Europe, Latin America, Eastern Asia, and South Central Asia are well-represented among total foreign-born population in the district.

Top Five Origins of Foreign Born Population in the Central Northeast

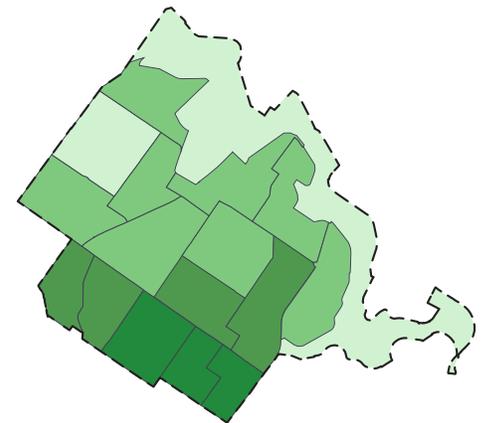


Source: ACS 2007-2011

Diversity Index Graphic, 2010



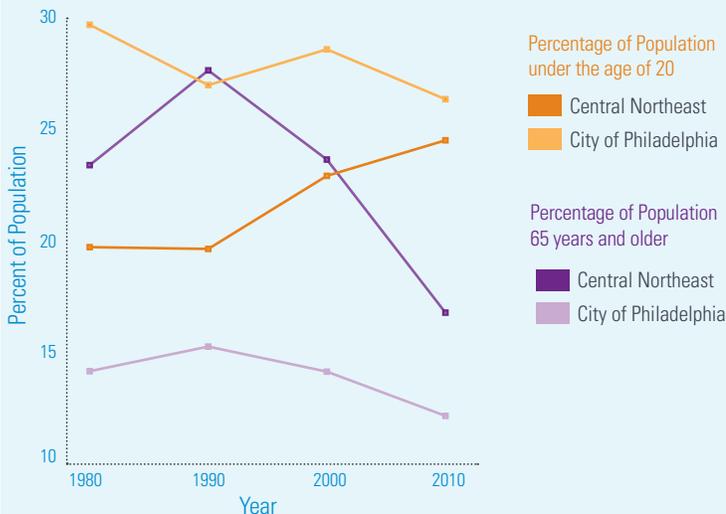
A higher index represents more racial and ethnic diversity in an area, while a lower index indicates more racial and ethnic uniformity.



The greatest diversity of race and ethnicity is located in the southerly section of the district in the areas generally located south of Cottman Avenue and east of Castor Avenue.

Index creators: Brewer and Suchan, 2001

Population Age Distribution, 1980 - 2010



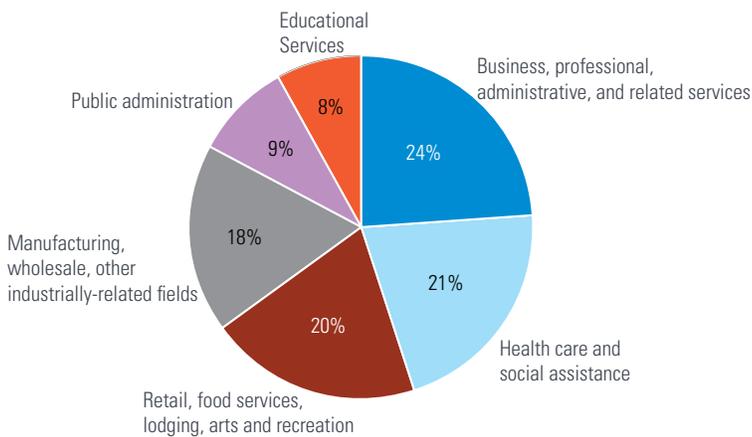
A Stable Economy

The Central Northeast District hosts several large employers that provide goods and services to people from beyond the district. These include the Fox Chase Cancer Center and Jeanes Hospital complex, Nazareth Hospital, and the regional commercial center at Cottman and the Boulevard. However, the Central Northeast District primarily serves as an attractive residential community for workers who desire convenient access to jobs in other parts of the city and region.

The Central Northeast is home to 28,200 resident workers. Almost 2,000 hold jobs within the district and 26,300 commute to jobs in other parts of the city and region. The largest single destination of out-bound work commuters is to the Metropolitan Center. About 15,600 workers travel into the district to work from elsewhere.

Resident Workers Employment by Sector, 2010

Source: U.S. Census Bureau, OnTheMap Application



> Resident Employment

Residents of the Central Northeast are employed primarily in four sectors: business, professional, and administrative services (24 percent); health care and social assistance (21 percent); retail, food services, lodging, arts, and recreation (20 percent), and; manufacturing, wholesale, and other industrially-related fields (18 percent). The district's 10.5 percent unemployment rate in 2010 was below the city's overall rate of 13.4 percent but above the metropolitan area's rate of 8.9 percent rate of the multi-county Philadelphia metropolitan region.

> Regional Shopping

Since the 1950s, Cottman Avenue between Roosevelt Boulevard and Castor Avenue has been a retail destination serving shoppers in Northeast Philadelphia and nearby communities. Currently

anchored by Macys, Sears, and Target department stores, the Cottman and the Boulevard area now consists of approximately 1.6 million square feet of commercial space and provides as many as 2,000 full and part-time jobs during peak shopping seasons. The Central Northeast is also home to a number of other, smaller commercial corridors whose businesses primarily serve the needs of surrounding neighborhoods. Regional Shopping

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Largest Employers in Central Northeast, 2010

Source: Philadelphia City Planning Commission/DVRPC

Employer	2010 Estimated Jobs
Fox Chase Cancer Center	2,700
Nazareth Hospital	1,200
Jeanes Hospital	1,000
Baptist Home of Philadelphia	375
Sears	350
Golden Slipper Uptown Home	300
Evangelical Manor	230
Other Employers	11,345
TOTAL	17,500

> Health Care

Significant health care institutions remain the largest employers in the Central Northeast. The Fox Chase Cancer Center and Jeanes Hospital, now both part of the Temple University Health System, are major economic anchors in the Fox Chase section of the district. Nazareth Hospital, part of the Mercy Health System, is a major landmark and job provider along Roosevelt Boulevard. Numerous other medical services are located throughout the community, primarily along commercial corridors. The Central Northeast is also home to a number of facilities for senior living and care, with overall combined employment of more than 1,300 workers.

> Industrial Corridors

The Central Northeast district has relatively little employment-generating industrial land at present. One notable industrially-zoned area is between Dungan Road and the CSX freight line. A second area of industrial activity is along Rockwell Avenue in Fox Chase.

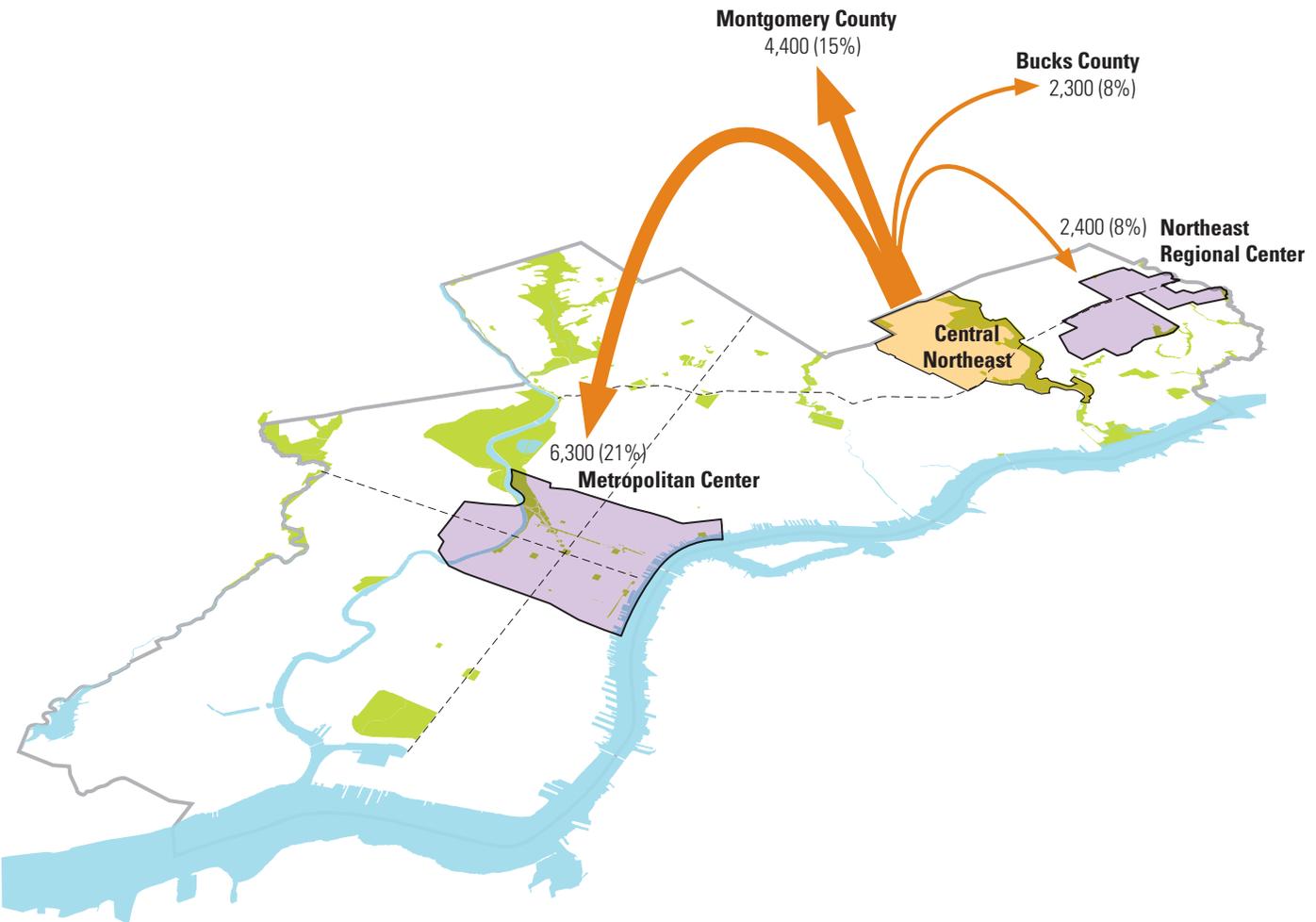
> Resident Commuting Patterns

Sixty two percent of the Central Northeast’s 28,200 working residents are employed within the City of Philadelphia, with seven percent of working residents employed in Central Northeast itself.

The largest share of resident workers, more than 40 percent, commute to jobs located southwest of the district, with 21 percent of residents destined for jobs in the Metropolitan Center formed by Center City and University City. Eighty percent of the district’s working residents travel to work by automobile and thirteen percent travel to jobs using public transportation.

Fifteen percent of working residents travel to jobs in Montgomery County, principally in nearby Abington and Lower Moreland Townships. Another eight percent of district residents are employed in Bucks County. Zip codes around the nearby Northeast Regional Center alone host eight percent of the jobs held by Central Northeast residents. Other working residents are employed in locations distributed throughout the city and region.

Major Job Destinations for Central Northeast Residents, 2010
 Source: US Census Bureau, OnTheMap Application



Celebrating Mid-Century Commercial Corridors

As commercial areas in the Central Northeast became increasingly auto-oriented, businesses sought to grab the attention of passing drivers with increasingly eye-catching signage and storefront design. However, businesses also considered the pedestrian experience by providing stores with generous canopies and large windows along the sidewalk.

> Central Northeast Commercial Corridors and Mid-Century Modern Architecture

The period following World War II was an optimistic, forward-looking time in American popular culture. The architectural style of this time period is known as Mid-Century Modern. Designers embraced the optimistic spirit of the time, experimenting with the newest technologies and materials in building, and incorporating “futuristic” elements.

The Central Northeast District developed rapidly during this era, as automobiles made it easier for residents to settle here and commute to Center City and other job centers. Commercial development took off with the opening of the Lit Brothers department store on the corner of Castor and Cottman Ave in 1954, and progressed rapidly through the 1950s and 1960s.

Mid-Century Modern architecture is just now being recognized for its architectural and historic merit. Because designers of this time period were looking toward the future and focused on the use of new, modern technologies, the mid-century modern style is completely distinct from earlier styles more traditionally thought of as “historic”. As a result, this style has often been under-appreciated, and many fine examples have been altered or destroyed. Now, the Mid-Century Modern style is increasingly being recognized as unique, innovative, and emblematic of its own time.

The Central Northeast district is dotted with one-of-a-kind, iconic buildings from this time period, in particular commercial buildings, banks and institutions. Elements of the mid-century modern style can be found throughout the Rising Sun, Bustleton, Cottman and Castor Avenue commercial corridors, ranging from some remarkable individual buildings to more everyday commercial facades.

As these corridors are revitalized, the most iconic buildings of the mid-century should be protected and preserved. Restoring the Mid-Century Modern style of more typical commercial buildings will also help build and strengthen the identity of commercial corridors in the Central Northeast. Preserving and restoring architecturally significant buildings and commercial corridors will help the district THRIVE and RENEW its identity.



Verree Road and Ripley St, 1956



Verree Road and Ripley St, 2013

Many full blocks of typical mid-century commercial architecture remain intact in the Central Northeast. These blocks can be further enhanced by compatible improvements to facades, lighting, and signs.

Elements of Mid-Century Modern Commercial Architecture

> PROJECTING METAL CANOPIES



Cottman and Frontenac

> ICONIC, CUSTOM SIGNS



2014 Cottman Ave

6901 Castor Ave

> ASYMMETRICAL ANGLES

> LARGE PLATE GLASS WINDOWS



Rising Sun near Cottman

> CURTAIN WALL CONSTRUCTION



Firsttrust, 1919 Cottman Ave

> Iconic Mid-Century Modern Buildings

*SEPTA Bus Turn-around
Bustleton and Castor, 2000s*

*Shoppers World Sign
8500 Bustleton, circa 1950s*

*First Federal Savings (now Firsttrust)
1919 Cottman Ave. built 1956*

*Northeast Library
2228 Cottman Ave, built 1963*

*District Health Center #10
2230 Cottman Ave, built 1974*

*Fidelity Drive-In Cleaners
1620 Cottman Ave, circa 1950s*

*Ott Camera
6901 Castor Ave. built 1955*

Land Use and Zoning

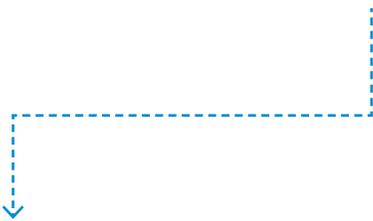
What Is Land Use?

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 uses can occur (use), where buildings can be located on a property (area), and the size of the buildings (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

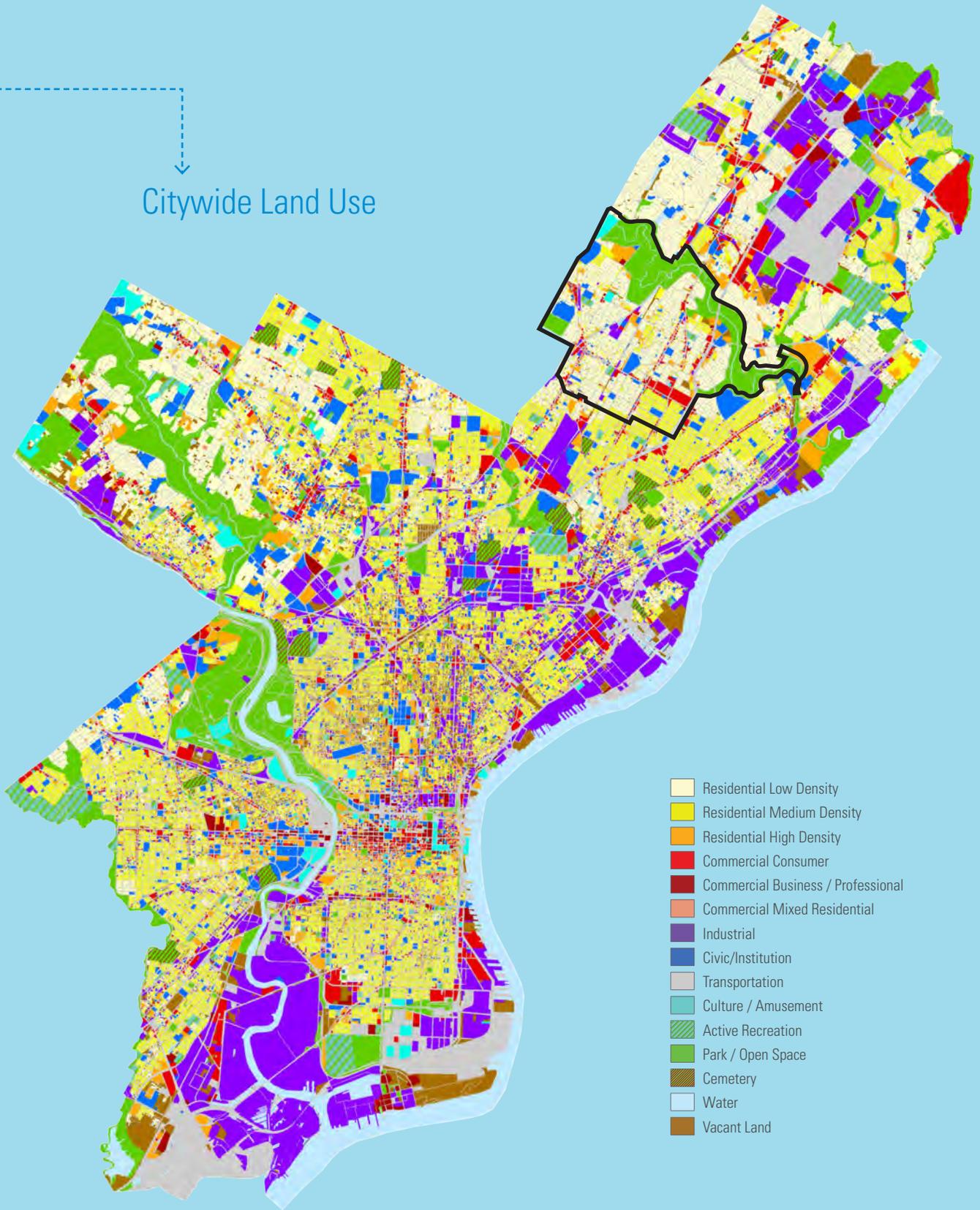
When analyzed together, land use and zoning inform planners if a property or area is zoned correctly for current conditions or if zoning changes are necessary to either reflect existing conditions or bring about changes to future physical development. Over time, changes in land use may require remapping,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

Adoption of the New Zoning Code

On December 22, 2011, Mayor Nutter signed Bill No. 110845, enacting into law the first comprehensive rewrite of the Philadelphia Zoning Code in 50 years. The new code took effect on August 22, 2012. Better organized and easier to navigate, the new code sets clear rules and expectations for land use, preserving neighborhood character, protecting open space, and encouraging investment and jobs.

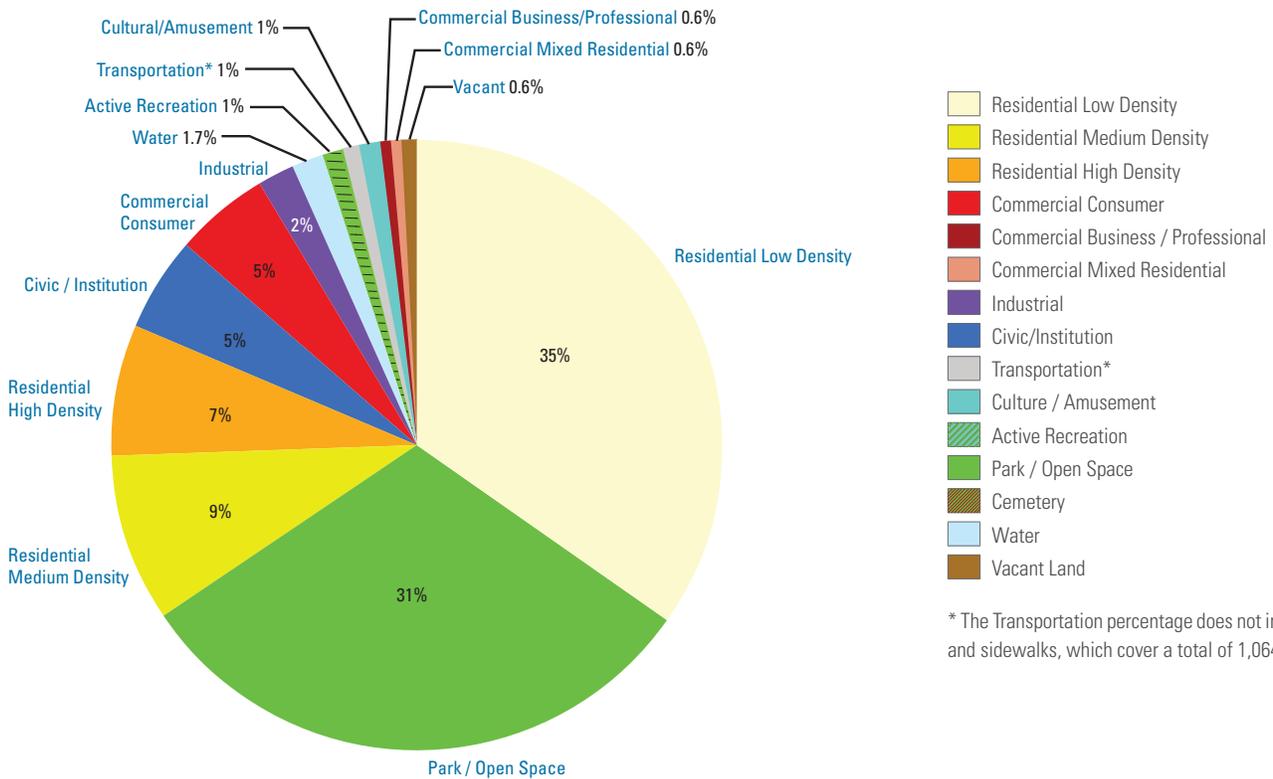
The zoning code rewrite is part of Philadelphia's integrated planning and zoning process, which also includes the zoning map revision process. District plans guide the zoning map revision process by providing land use and zoning recommendations, ensuring that the new code is properly mapped to reflect both existing and future land use needs. This will reduce the number of developments requiring relief from the Zoning Board of Adjustment.

Citywide Land Use



Existing Land Use

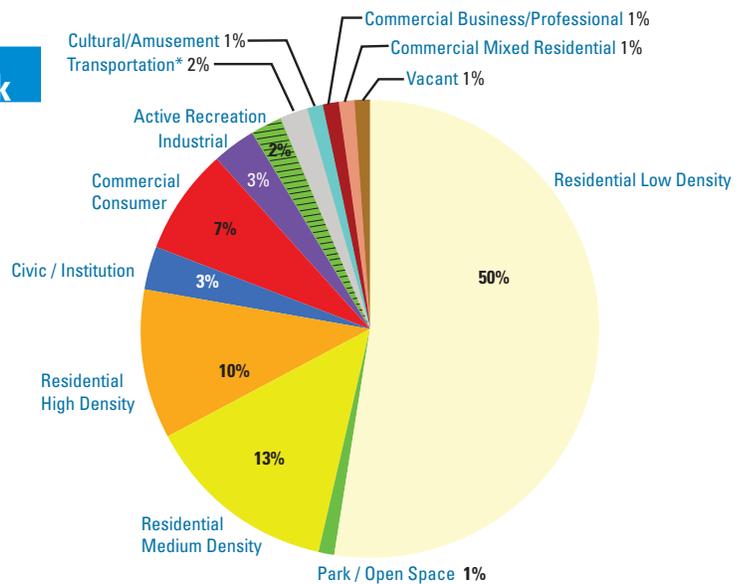
Land use is important to understanding the character of an area and serves as the foundation for planning its future. A detailed land use survey of the Central Northeast District was completed in the spring of 2013. To collect this information, a working land use map was created from various city sources including the Office of Property Assessment and then verified by field surveys conducted by PCPC staff. The land use data is stored in a geographic information system (GIS) database maintained by the PCPC. Color codes are used to represent 15 major categories of land use.



* The Transportation percentage does not include streets and sidewalks, which cover a total of 1,064 acres.

> Analysis Excluding the Pennypack Park

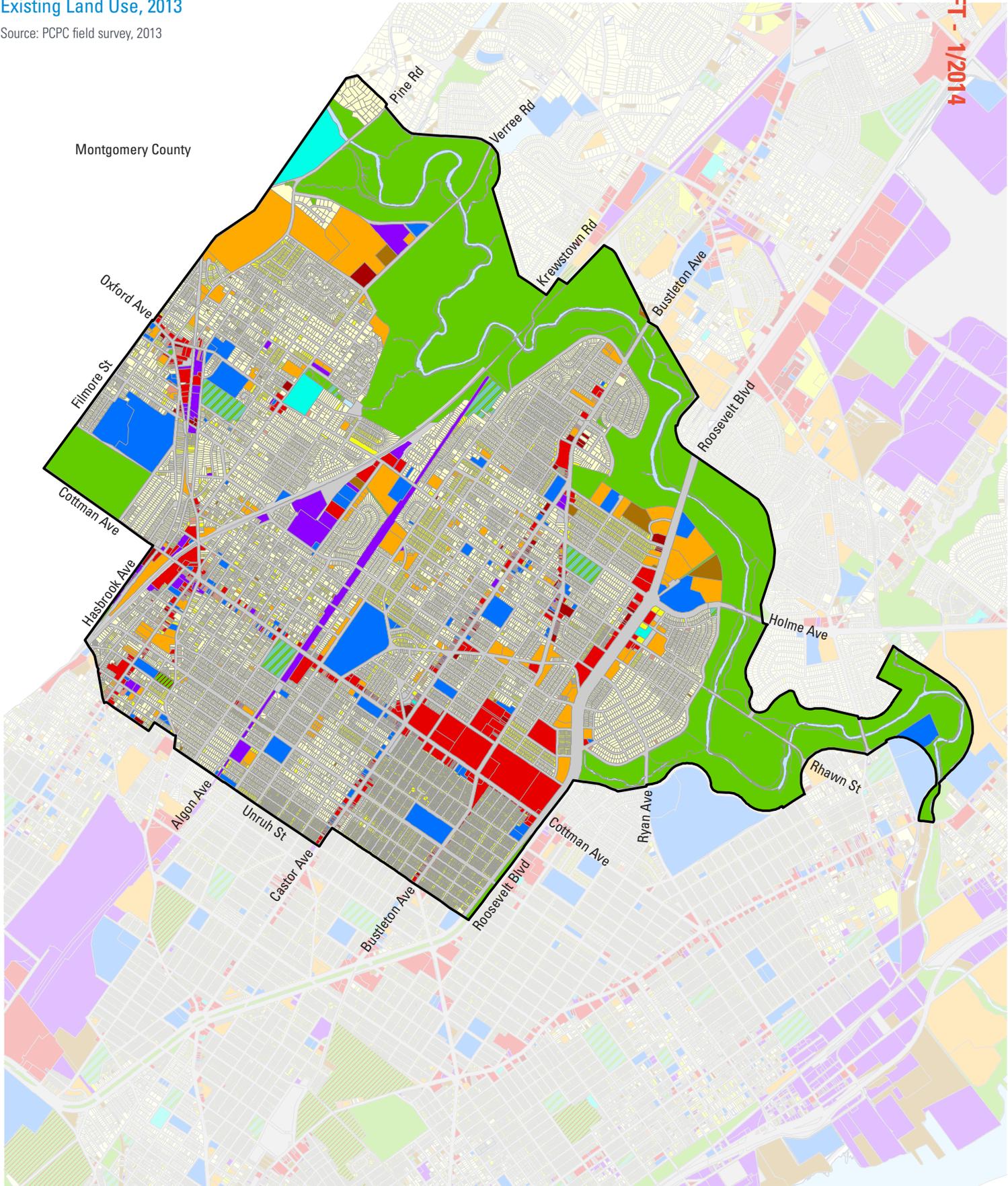
The ratio of land uses within the district shifts significantly when the acreage of the Pennypack Park is excluded from the land use analysis. The percentage of the district comprised of residential land uses increases greatly, from 51 percent of the district when park land is included in the calculation to 73 percent when the park land is excluded from the calculation. Similarly, the total percentage of commercial activity in the district's overall land use also increases, from 6 percent to 9 percent, once the Pennypack Park is excluded. These proportional increases reflect the dominant residential and commercial character of the Central Northeast.



Existing Land Use, 2013

Source: PCPC field survey, 2013

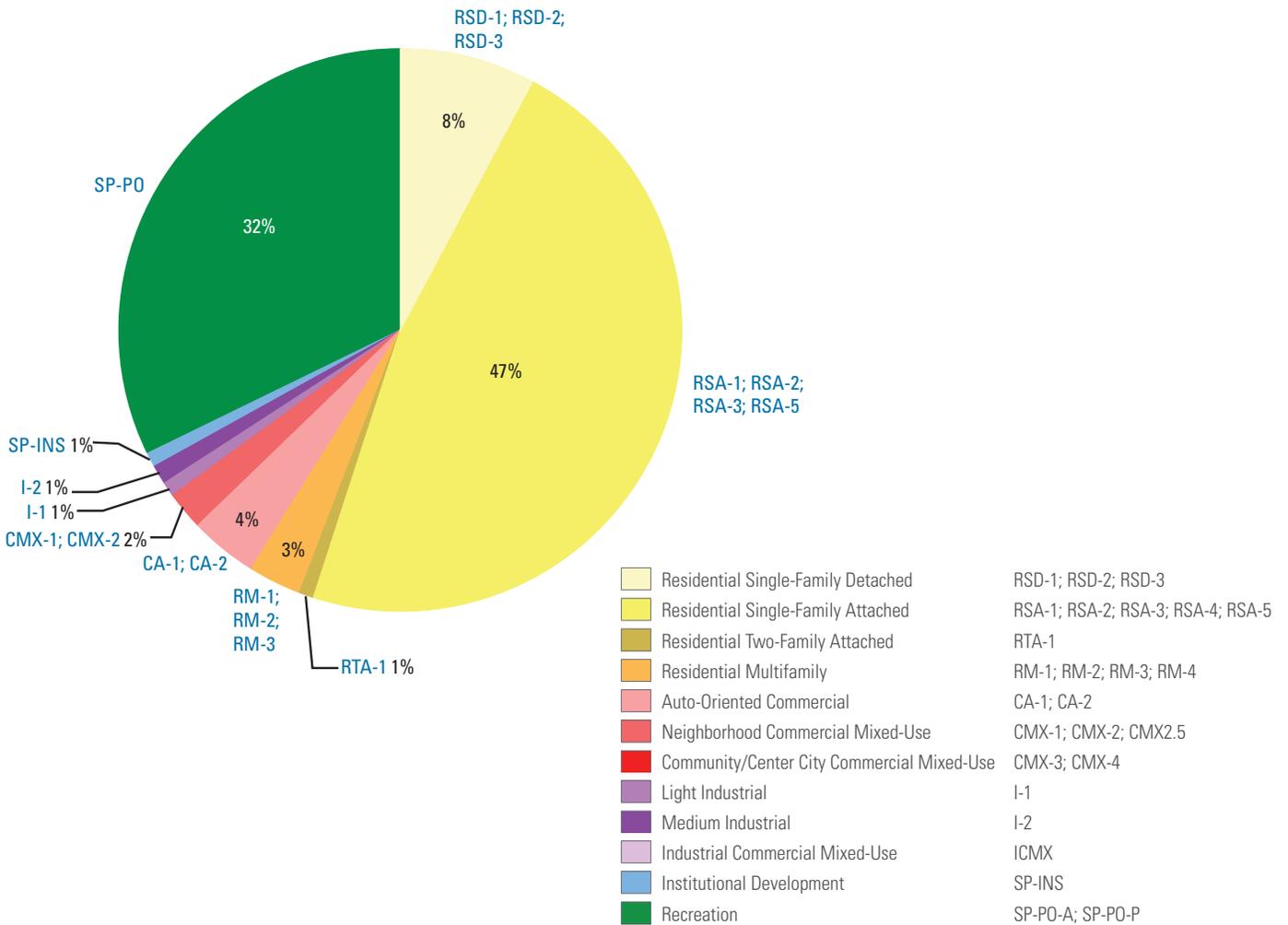
DRAFT - 1/2014

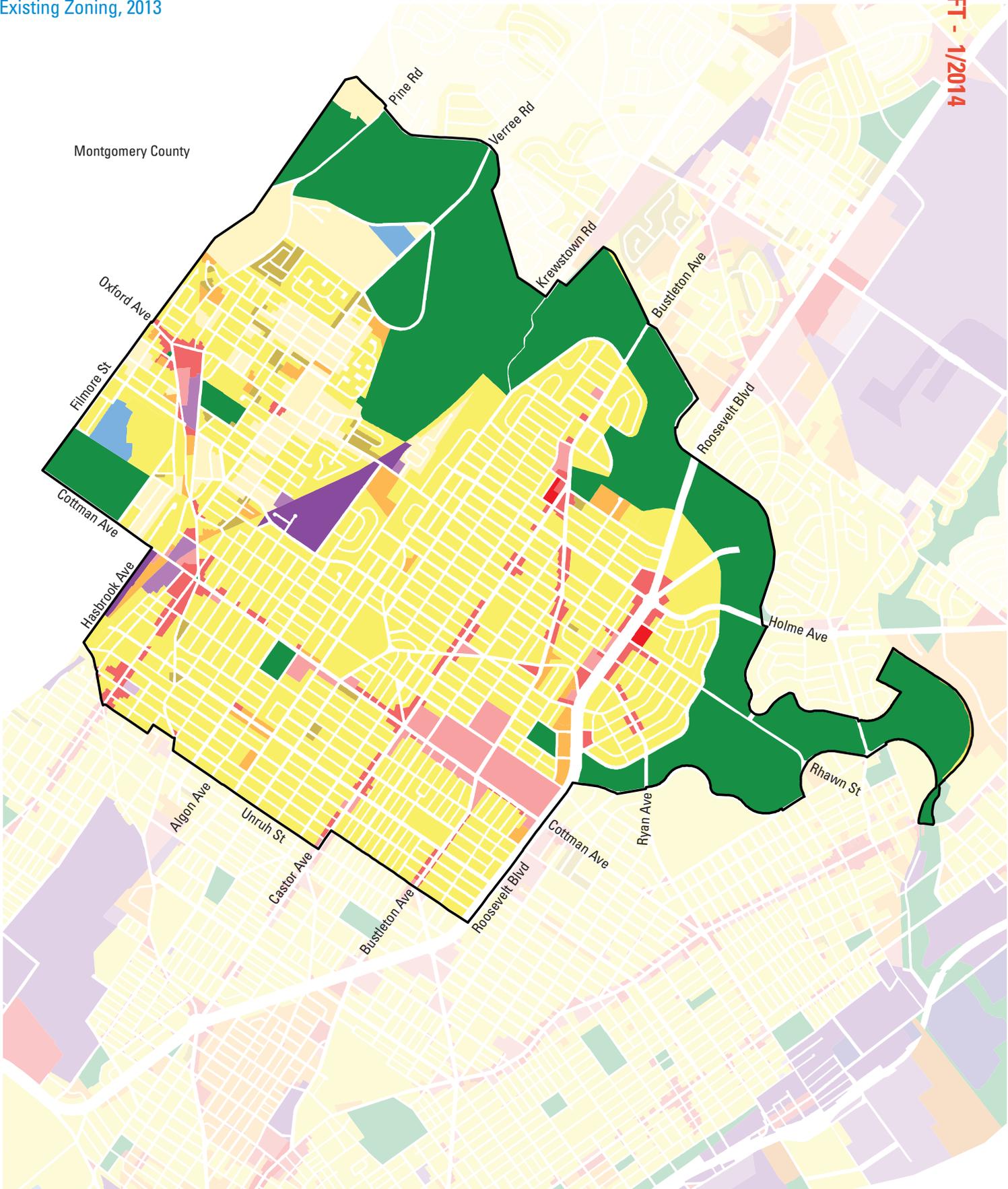


Montgomery County

Existing Zoning

The Central Northeast district is mainly a mix of residential, commercial, and active recreational zoning districts. Residential zoning covers fifty nine percent of the district, with the RSA-3 zoning district, residential low-density single-family detached/semi-detached, accounting for 37 percent of all zoning. Thirty-two percent of land area is zoned SP-PO-A, which includes Pennypack Creek Park, Burholme Park, Fox Chase Recreation Center, Jardel Recreation Center, and Bradford Park. Commercial zoning accounts for six percent of land area, and it is generally concentrated around major corridors. Industrial zoning accounts for just two percent of the district, and there are two institutional areas that take up one percent of the district (see zoning chart). There are also a series of zoning overlays such as a steep slope control area along the Pennypack Creek Park; environmental controls on Fox Chase Farm; Northeast Airport height controls; Roosevelt Boulevard controls (signs); and two family day care overlays.





FRAMING OUR FUTURE



Northeast Regional Library, 2228 Cottman Avenue



24 | Focus Areas

26 | Cottman and the Boulevard

32 | Fox Chase Town Center

38 | Five Points

44 | Recommendations

46 | THRIVE

52 | CONNECT

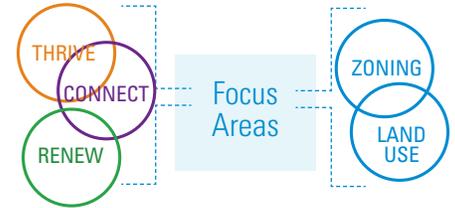
56 | RENEW

Focus Areas

Focus areas are strategically located sites with the potential to benefit the entire district, or even the city as a whole. They are catalysts for their larger context.

Focus areas illustrate many of the recommendations from the **THRIVE**, **CONNECT**, and **RENEW** sections of this plan. They show how individual recommendations work together to transform a place comprehensively.

Focus areas often have underutilized land or inappropriate zoning classifications, which make them suitable for land use and/or zoning recommendations.



> Identifying the Focus Areas

The process of “discovering” the focus areas is extensive. The PCPC strives to select locations for more intensive planning study that have a strong contextual framework yet do not function to their highest capacity. After completing the land use survey, the district can be analyzed in terms of use, vacancy, and zoning in order to then find the areas with the greatest potential for redevelopment within the next ten years. The focus area analysis diagram is the result of input from the PCPC staff, the district’s steering committee, and community members. After several iterations of feedback from all these stakeholders, the focus areas to the right were identified.



Cottman and the Boulevard Focus Area

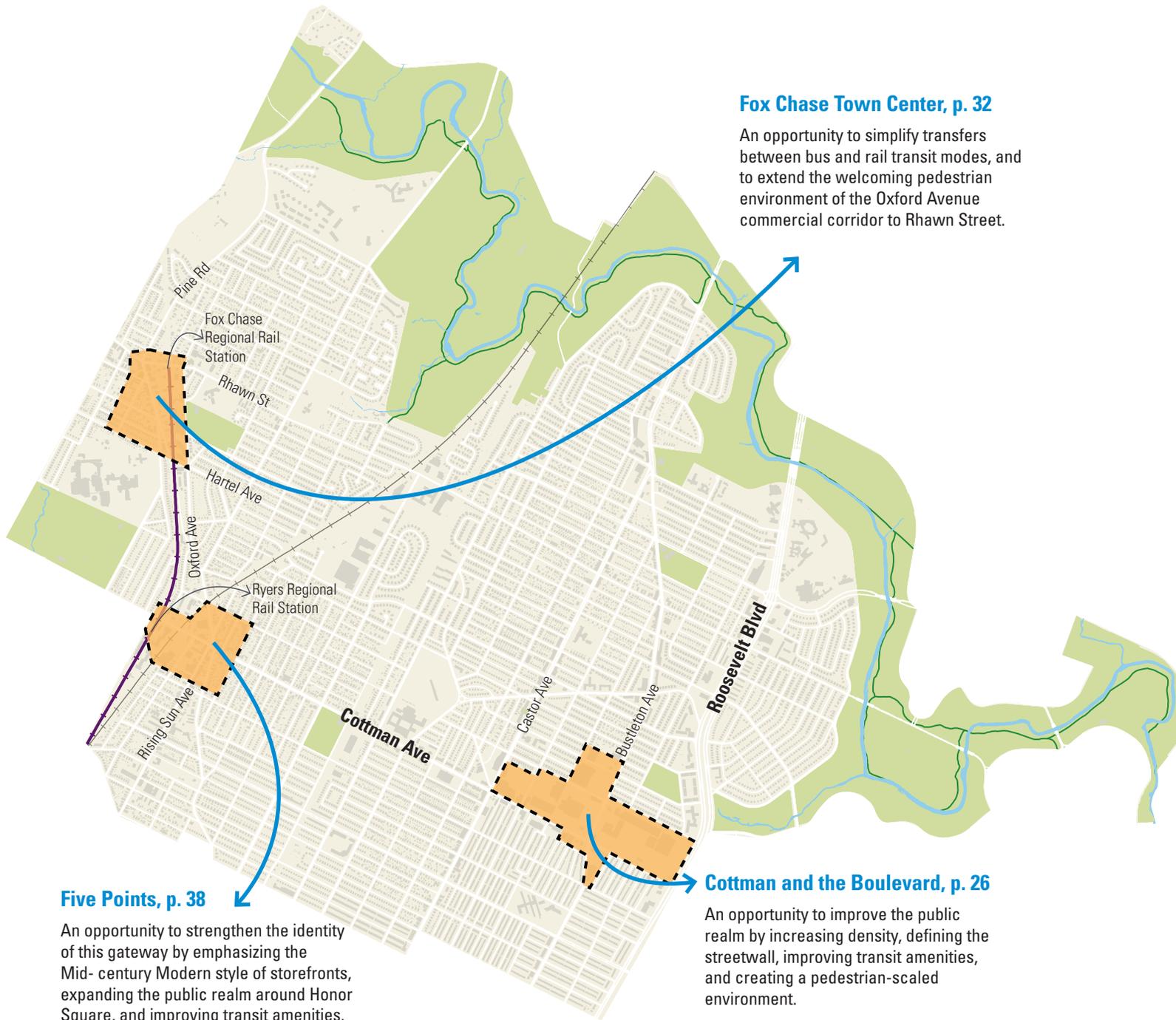


Fox Chase Town Center Focus Area



Five Points Focus Area

Three focus areas emerged from the Central Northeast district analysis. Their boundaries are identified below. The individual characteristics of each neighborhood lay the groundwork for reimagining the areas as more competitive, attractive and functional. The illustrative visions in the following pages provide inspiration and a framework for gradually transforming the areas over time.



Fox Chase Town Center, p. 32

An opportunity to simplify transfers between bus and rail transit modes, and to extend the welcoming pedestrian environment of the Oxford Avenue commercial corridor to Rhawn Street.

Five Points, p. 38

An opportunity to strengthen the identity of this gateway by emphasizing the Mid-century Modern style of storefronts, expanding the public realm around Honor Square, and improving transit amenities.

Cottman and the Boulevard, p. 26

An opportunity to improve the public realm by increasing density, defining the streetwall, improving transit amenities, and creating a pedestrian-scaled environment.

FOCUS AREA >

Cottman and the Boulevard

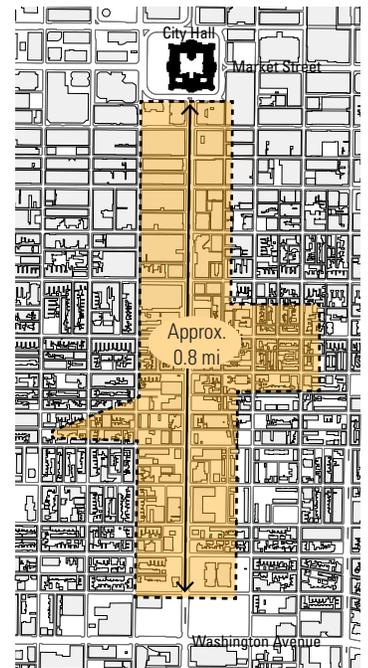
Transforming a Shopping Area into a Vibrant Town Center

What Works

- The retail environment has strong anchor tenants and a good variety of stores
- Several major roadways, seven bus routes, and a trackless trolley provide excellent access for a regional as well as local base of customers
- Cottman Avenue has several good examples of Mid-century Modern architecture that give the street a special identity

What Needs Improvement

- The streetscape could be more attractive and welcoming for pedestrians and motorists
- Transit amenities are minimal despite high ridership numbers
- Large parking areas do not meet modern standards for landscaping and stormwater management



Layering the Cottman and the Boulevard shopping area over a section of Center City illustrates the enormity of the shopping district. It is comparable to the length of Broad Street from City Hall almost to Washington Avenue.



The Cottman and the Boulevard shopping area is one of the most successful retail concentrations in the city, but its physical environment has become outdated. The pedestrian shopping environment in particular is deteriorated, which is in sharp contrast to the well-maintained neighborhoods that surround the shopping area. Improving the pedestrian shopping experience is a short term goal of this focus area.

Cottman Avenue is the spine of the shopping area. It provides access for local as well as regional shoppers, transit riders and automobile drivers. It is an important transition between the public realm of the city's street network and the private commercial space of the shops. The shopping complex, together with the Northeast Regional Library and the District Health Center #10, combine to create an unofficial "town center" of the Northeast. Creating an identity and a sense of place along this section of Cottman Avenue is a long term goal for this focus area.

FOCUS AREA > Cottman and the Boulevard

**Hiding in plain sight,
Mid-century Modern
architecture dots
both sides of Cottman
Avenue**



2230 Cottman Avenue



2228 Cottman Avenue



2200 Cottman Avenue



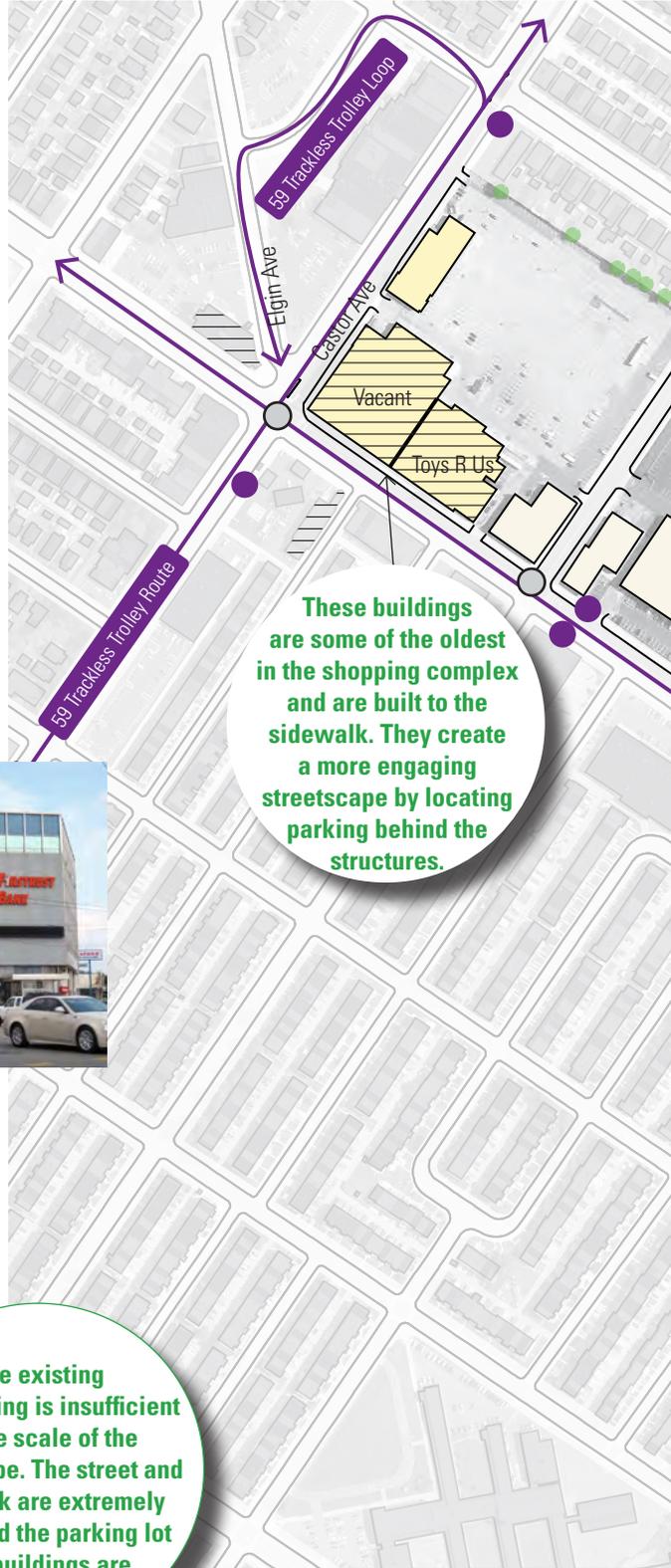
2014 Cottman Avenue



2045 Cottman Avenue



1919 Cottman Avenue



**These buildings
are some of the oldest
in the shopping complex
and are built to the
sidewalk. They create
a more engaging
streetscape by locating
parking behind the
structures.**



Mall Parking Lot

Narrow Planting Strip

Cottman Avenue Sidewalk

**The existing
landscaping is insufficient
for the scale of the
streetscape. The street and
sidewalk are extremely
wide, and the parking lot
and buildings are
very large.**



The commercial district has strong anchor tenants and a good overall variety of stores

The community voiced safety concerns about the intersection of Cottman and Bustleton Avenues at the PCPC's second public meeting

Loading areas face residential blocks

Parking lots lack pedestrian amenities

The regional library and health center form a cluster of community-serving facilities

Cottman Avenue lacks pedestrian amenities

The 70 bus route is the busiest in the district

90,000 vehicles/day on Roosevelt Boulevard: A study of transit enhancements is underway

- Community Serving Facility
- Building size, location, and/or design suggests future potential for redevelopment
- Septa Bus Stop
- Mid-century Modern architecture, all are built to the sidewalk and oriented towards Cottman Avenue
- Traffic Signal

Short Term: Increase Pedestrian Safety

Strategic landscaping, both on Cottman Avenue and within the shopping center's parking lots can simultaneously increase pedestrian safety and create a more visually attractive destination for both drivers and pedestrians. Priority intersections are Cottman and Bustleton Avenues and Cottman Avenue and Oakland Street. All greening efforts should connect sidewalks to store entrances, thereby acknowledging pedestrian "desire lines."

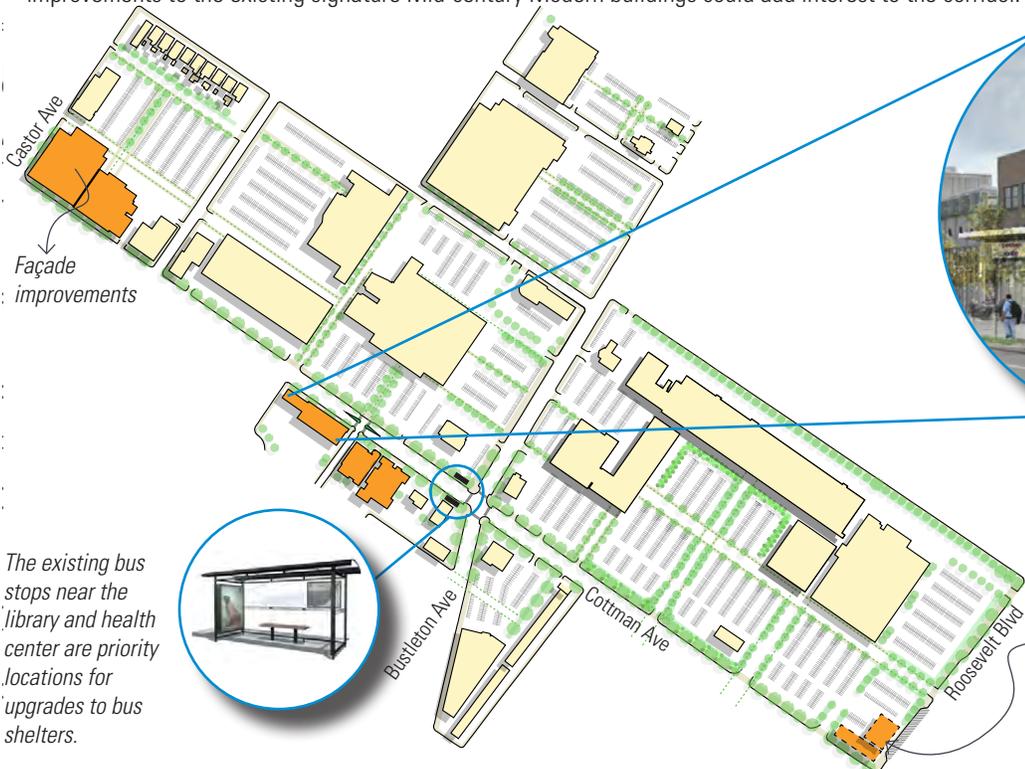


Pedestrian crossing improvements at the two priority intersections, such as curb extensions, street medians, and crosswalk paint, could enhance Cottman Avenue's safety and aesthetics.

Cooperation among public agencies and private businesses makes the most of available resources and increases the impact of maintenance, safety, marketing, and beautification initiatives. Stakeholders should explore the establishment of a business association and, eventually, a business improvement district.

Medium Term: Increase Transit Amenities and Improve Storefronts

Within the next five to fifteen years, Roosevelt Boulevard could have increased public transit service, creating a need for retail that caters to a high volume of commuters. In the same time frame, façade improvements to the existing signature Mid-century Modern buildings could add interest to the corridor.



Renovating Mid-century Modern façades to highlight their architectural style will give the streetscape a memorable identity.

The existing bus stops near the library and health center are priority locations for upgrades to bus shelters.



Opportunity site for mixed use development that supports transit accessibility and commuter retail needs

Orange Box Building Improvement or New Building

Long Term: Create a Mixed-Use Regional Center

In the longer term, the district has potential to evolve into a more diversified regional center. Across the country, centers of similar vintage are complementing their traditional retail attractions with compatibly-designed and appropriately-scaled residential, business service, hospitality, and public service uses. Centers are also incorporating enhanced public gathering spaces and transit access. The centrally-located intersection of Cottman and Bustleton Avenues has under-developed sites that could accommodate mixed-use development.

ZONING

The existing street network and transit system could support more density within the commercial district. A mix of uses would further strengthen the regional center. See page 68 for detailed zoning recommendations that support this long term vision.



CASE STUDY: Friendly Center

In 2013 a portion of the Friendly Center, located in Greensboro, NC, was renovated for the first time in 20 years. The retail portions of the Friendly complex consist of two areas, one originating in the 1950s and one built in 2006. In order to create a more cohesive appearance, the property managers made improvements to the older section's storefronts, lighting, landscaping, and signage. Similar in age to Cottman and the Boulevard, the Friendly Center has a mix of anchor departments stores, smaller shops and restaurants, business and professional offices, and lodging. The newer section features many more pedestrian amenities such as an outdoor gathering space.



Storefronts before renovation



Storefronts after renovation



Storefront from the 1950s faces a parking lot



Storefront from the 2000s faces a pedestrian seating area

FOCUS AREA >

Fox Chase Town Center

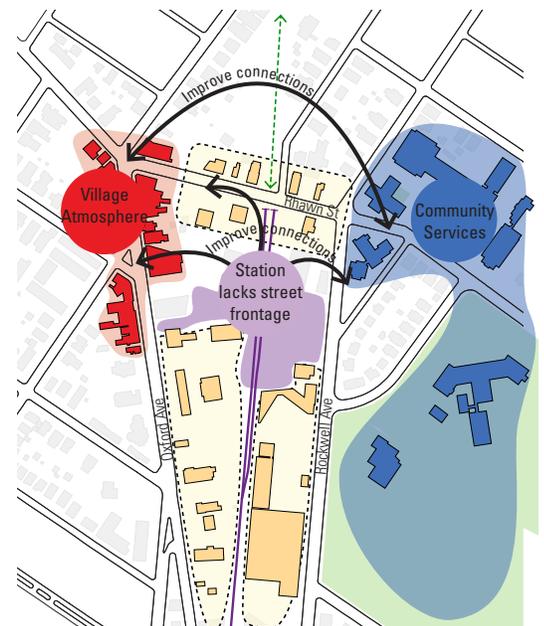
Integrating Transit, Retail, and Recreation

What Works

- The recent streetscape improvements around the park are successful
- The train station is adjacent to bus stops, commercial, and community activities, enhancing walkability and convenience

What Needs Improvement

- Some uses, such as auto repair, warehouse, and storage facilities, generate little pedestrian activity within the town center
- Parking demand is higher than capacity
- Some areas still need streetscape improvements. A section of Oxford Avenue lacks sidewalks, and a billboard on Rhawn Street should be removed



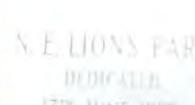
The physical connections between functions need strengthening



The Fox Chase Town Center is centered around Oxford, Rhawn, and Rockwell Avenues, a central green space, and the Fox Chase Regional Rail Station. Together, these elements create the framework for a vital, village atmosphere. The three streets each provide an entrance to the Fox Chase station, located in the interior of the block and mostly hidden from the view. Fox Chase and the adjoining Montgomery County borough of Rockledge have for several years cooperated in marketing and physically improving their connected Oxford Avenue and Huntingdon Pike commercial corridors.

The commercial corridor is anchored on Oxford Avenue by the Hop Angel Restaurant, in continuous use since 1683; the American Legion Banquet Hall; a bus turnaround area; and a passive park with amenities that include trees, planters, benches, clock, and gazebo. A cluster of community service facilities is adjacent to the area and includes the Fox Chase Library; two large enrollment schools, Fox Chase Elementary and St. Cecilia's; two religious institutions; and the Fox Chase Recreation Center, with day care, pool, sprinkler and picnic areas.

The close proximity of these activities creates a strong neighborhood node, but a cohesive urban design strategy could improve connectivity through streetscape improvements, efficient transportation interchanges, and clear pedestrian routes. The capacity and organization of the parking lots surrounding the station merit particular attention.



FOCUS AREA > Fox Chase Town Center

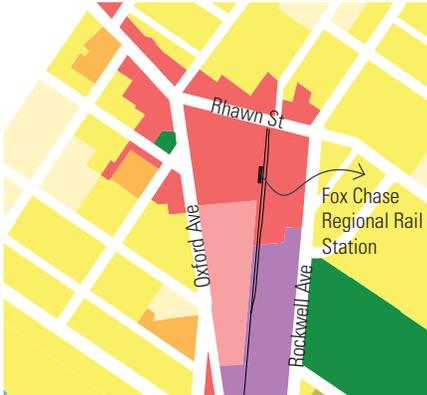


Existing land use



> ZONING AND LAND USE

Several key, commercially-zoned properties surrounding the station are not fully developed for commercial activity, while other sites are zoned and used for auto-oriented or industrial activities that are not conducive to pedestrian-friendly connections.



- CMX-2** - meant for neighborhood-serving retail and service uses
 - CA-1** - meant for auto-oriented commercial uses
 - I-1** - meant for light industrial uses
- ↪ Could rezone to **CMX-2** to strengthen commercial blocks
↪ Could rezone to **ICMX** to allow for a mix of commercial and light industrial use



Examples of light industrial-zoned properties in the focus area



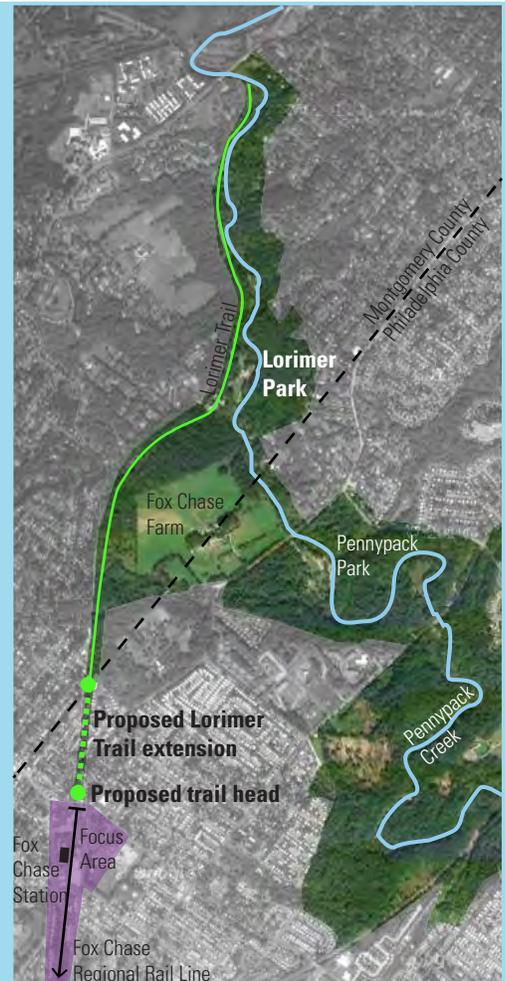
Example of CMX-2 zoned property in the focus area

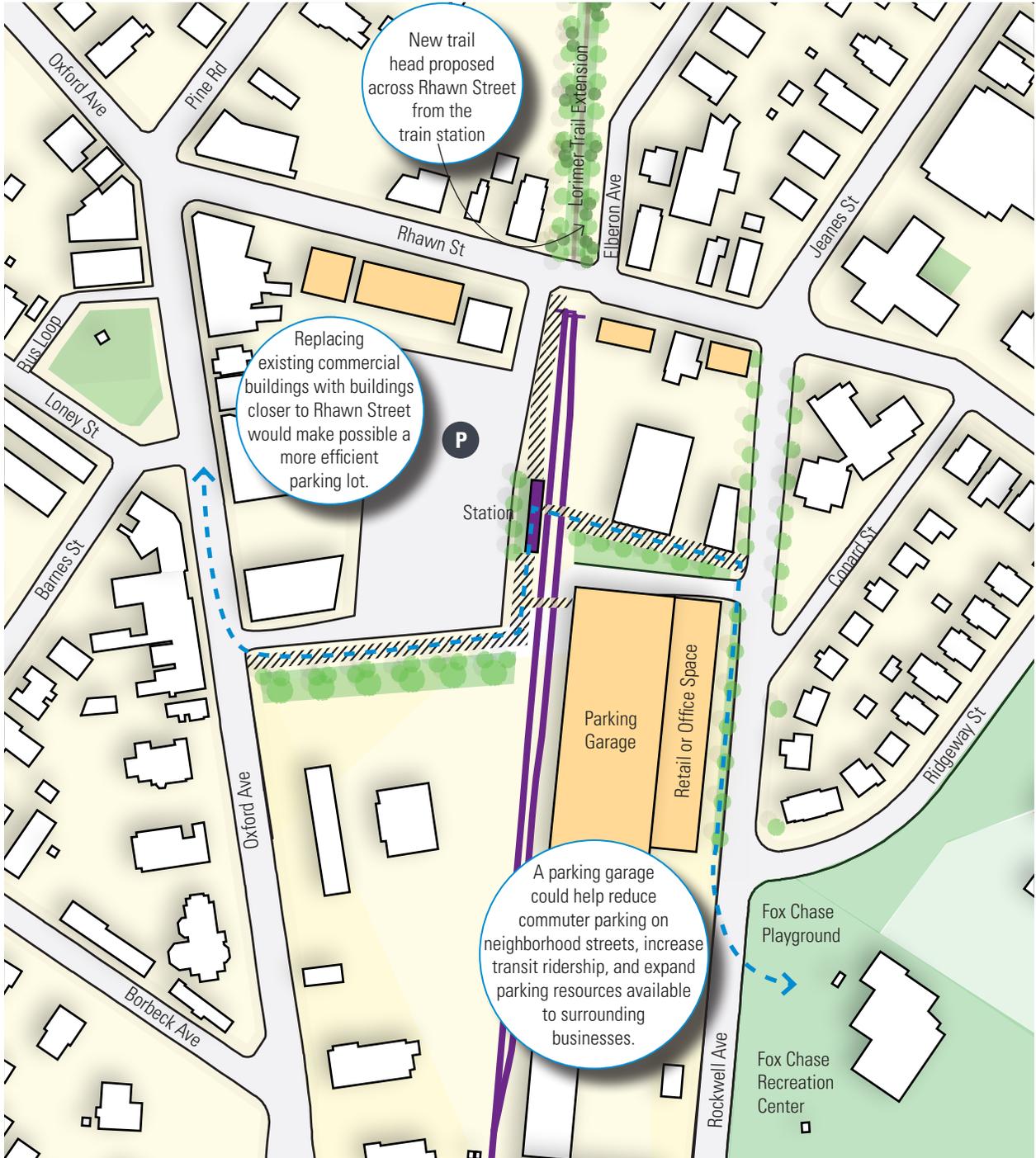
> CASE STUDY: Lorimer Trail

Lorimer Park, located just outside Philadelphia in Montgomery County, comprises 230 acres of open space connected to Pennypack Park. Within Lorimer Park, 1.8 miles of the former Fox Chase-Newton rail line has already been converted to a recreation trail. The approximately half-mile unimproved portion of the same former rail bed should also be converted to provide an essential link between the two counties and between modes of alternative transportation.



Proposed Lorimer trail head looking north from the end of the Fox Chase train line across Rhawn Street





New trail head proposed across Rhawn Street from the train station

Replacing existing commercial buildings with buildings closer to Rhawn Street would make possible a more efficient parking lot.

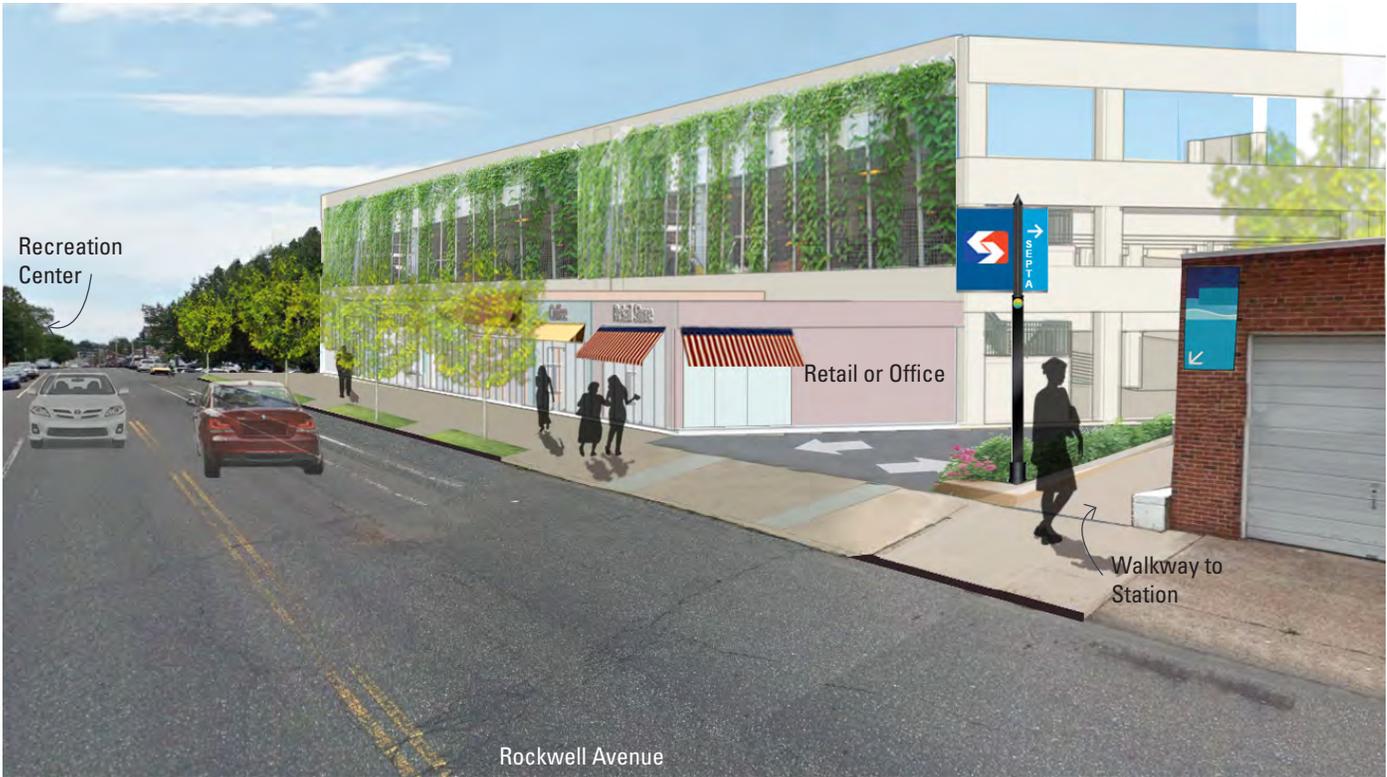
A parking garage could help reduce commuter parking on neighborhood streets, increase transit ridership, and expand parking resources available to surrounding businesses.

 **Proposed infill**

The proposed infill could accommodate businesses relocated from the parking lot area. This creates a stronger streetscape on Rhawn Street as well as creates an opportunity for a more efficient parking lot.

 **Proposed walkways to station**

Clear pedestrian routes to and through the train station, including landscaping, lighting, and sidewalks, will increase safety and enhance convenience and walkability.



Conceptual illustration of parking garage, Rockwell Avenue looking south

Proposed parking garage

In the long term, a parking garage could help to alleviate neighborhood streets from the parking pressures of commuters and those using the recreation center.

A multi-level parking garage, illustrated above, would more than double the amount of parking available on the east side of the railroad tracks. In this location, the first level of the parking could be partially below grade set into the downward slope between Rockwell Avenue and the station. To reduce the visual impact of any above ground parking, commercial spaces suitable for office or retail businesses could be incorporated into the facility's frontage on Rockwell Avenue. Well-designed sidewalks and facades could further strengthen pedestrian connections between the garage, the station, and the nearby cluster of public- serving facilities.



Existing Rockwell Avenue streetscape and parking lot

FOCUS AREA >

Five Points

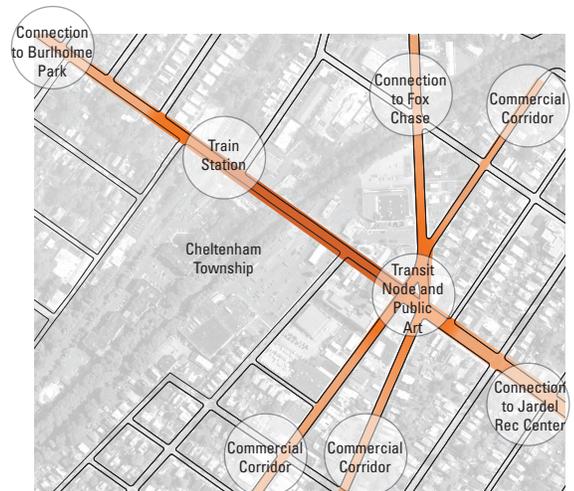
Bringing a Unified Streetscape to a Complex Intersection

What Works

- Recent improvements to Ryers Station and the CSX bridge over Cottman Avenue are attractive and functional
- The Honor Square War Memorial is a local landmark that reflects community pride and sense of place
- The commercial area has several newer, modern anchor stores

What Needs Improvement

- Parts of the commercial corridor need improved maintenance and a better mix of stores
- Excessive and poorly planned curb cuts discourage pedestrian activity
- Varied building setbacks detract from the pedestrian environment
- Parking demand is higher than capacity





Five Points is a distinctive historic area, with positive features such as the well-cared for Honor Square, anchor stores, and multiple transit nodes as well as challenging features such as traffic congestion and large billboards. The greater Five Points area can be strengthened as a neighborhood center through zoning and urban design that encourages development that builds to the street line. Enhancing the pedestrian connections between the rail station, bus stops, and the commercial corridors will help transform the core blocks of Cottman, Rising Sun, and Oxford Avenues into a more desirable place to spend time and money. Public realm improvements to Honor Square will complement other proposed streetscape improvements.

FOCUS AREA > Five Points



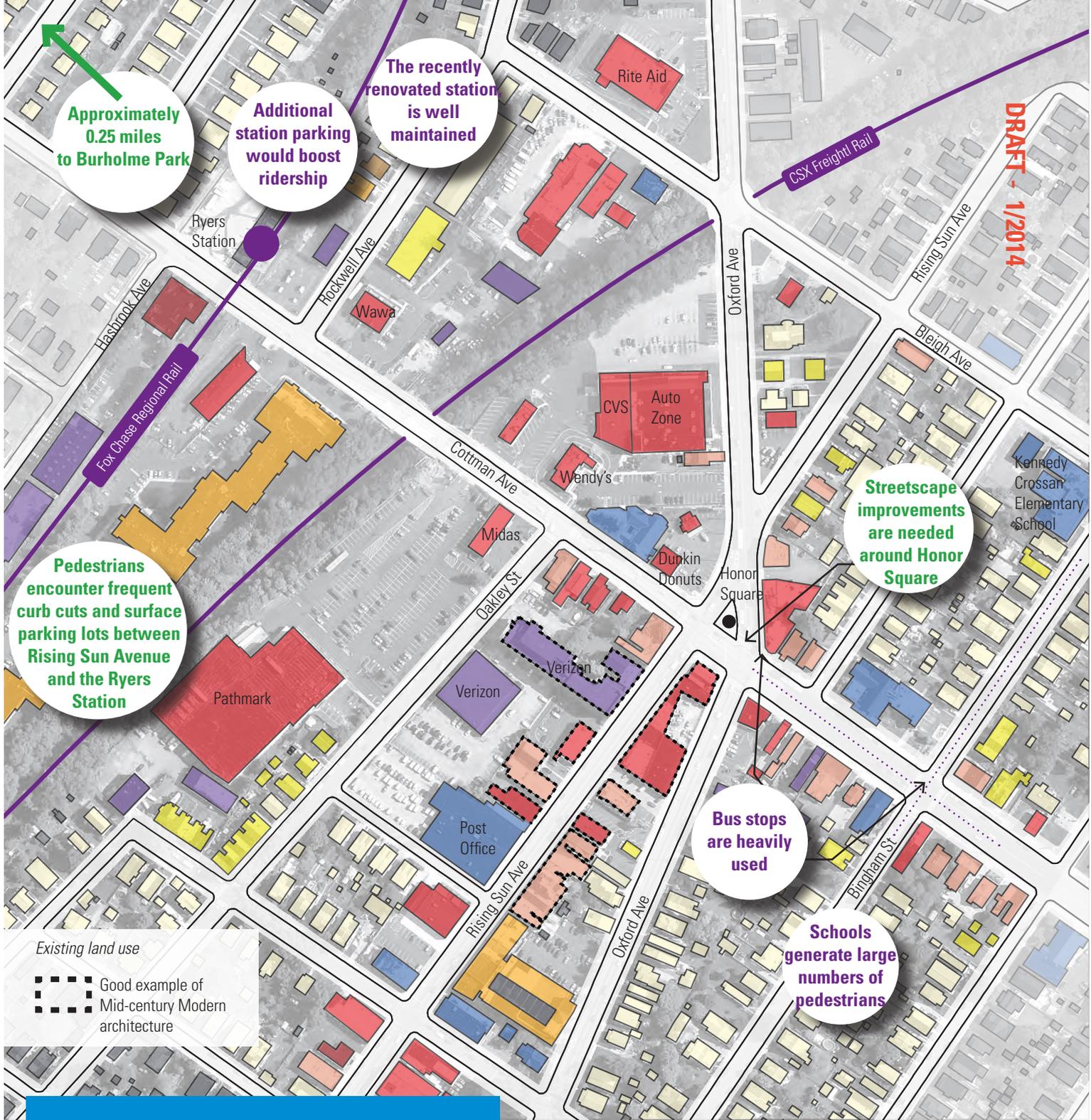
Rising Sun Avenue has the strongest pedestrian streetscape of the three avenues



Cottman Avenue near Ryers Station has an automobile scaled streetscape



*Five Points intersection, looking northeast from Rising Sun Avenue
The pedestrian becomes insignificant within this automobile-scaled streetscape*



DRAFT - 1/2014

Approximately 0.25 miles to Burholme Park

Additional station parking would boost ridership

The recently renovated station is well maintained

Pedestrians encounter frequent curb cuts and surface parking lots between Rising Sun Avenue and the Ryers Station

Streetscape improvements are needed around Honor Square

Bus stops are heavily used

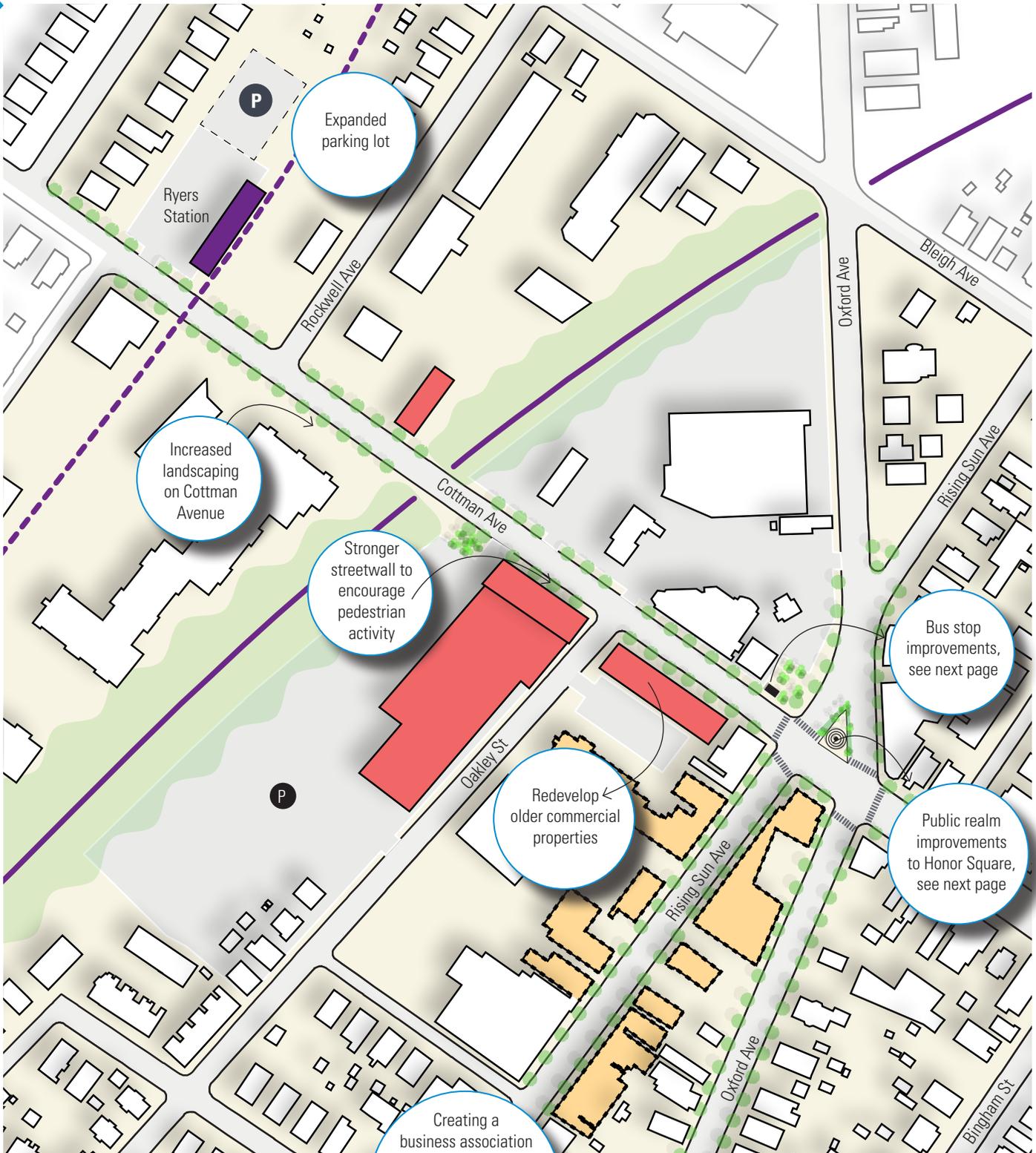
Schools generate large numbers of pedestrians

Existing land use
 [Dashed Box] Good example of Mid-century Modern architecture

> Rising Sun Avenue Storefronts and Signs

Rising Sun Avenue has an engaging mix of storefronts and associated signs that make the corridor a unique place to shop. Many of the facade elements are great examples of mid-20th century styles and should be preserved and highlighted.





Expanded parking lot

Increased landscaping on Cottman Avenue

Stronger streetwall to encourage pedestrian activity

Bus stop improvements, see next page

Redevelop older commercial properties

Public realm improvements to Honor Square, see next page

Creating a business association is an important step in attracting resources to implement and maintain streetscape improvements.

Creating design guidelines for signage is another preliminary step for improving Rising Sun Avenue and other commercial corridors.

Future Vision

-  New retail, CMX-2
-  Preserve Mid-century Modern architecture



Excess cartway space that could be transformed into a green space to improve the streetscape and pedestrian safety.



Existing Five Points intersection, looking north at Cottman and Rising Sun Avenues



Conceptual illustration of public realm improvements such as billboard and sign removal, landscaping, and installation of bus shelter

> Transit Amenities and Improvements



Transit First

The City has a Transit First policy which includes a variety of methods to make the movement of transit vehicles more efficient. One method proposed for Cottman Avenue is to give buses priority through signalized intersections.



Bus Shelter

Install a bus shelter on the northwest corner of Rising Sun and Oxford Avenues.



Public Space

A landscaped seating area and improved crosswalk could be created in conjunction with the bus shelter upgrade.

Recommendations

Land use and zoning recommendations of the Central Northeast district plan 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 seven elements from the *Citywide Vision* that address the major issues, opportunities, and unique qualities of the Central Northeast. Each element is further refined 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.



46 | Neighborhoods
Improve neighborhood livability



52 | Transportation
Improve transportation safety, efficiency, and convenience



56 | Open Space
Expand access to our open-space resources



50 | Economic Development
Promote growth and development in our institutions and regional center



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



59 | Historic Preservation
Preserve historic resources



60 | Public Realm
Improve the public realm in commercial corridors



Philadelphians THRIVE in the center of a competitive metropolitan region

The strengths of the Central Northeast district include a stable housing stock, three major hospitals, a large regional shopping center and a series of intact commercial corridors. The population is growing, in part due to an influx of new residents, many who are foreign-born. The Central Northeast is now one of the most diverse districts in the City. Recommendations build on these strengths while addressing the needs of new populations, aging residents and changing lifestyles.



Philadelphians CONNECT seamlessly to the region and the world

The Central Northeast is marked by a high reliance on automobiles, although transit assets include three stations on the Fox Chase regional rail line and an extensive network of bus routes. Continued high demand for automobile travel has highlighted safety and congestion issues on Roosevelt Boulevard and other roads originally designed for smaller traffic volumes. Recommendations focus on improvements to traffic flow, including enhancing the safety and convenience of the transit, bicycle and pedestrian networks.



Philadelphians RENEW valuable resources to sustain a bright future

The Central Northeast is home to the large regional Pennypack Park, intact recreation centers and pocket parks and a strong stock of Mid-century Modern architecture. As these assets account for a significant portion of the area within the district, improvements can preserve and enhance the district's character and create better pedestrian connections and user experiences for residents and visitors alike. Recommendations in the remainder of the district include making improvements to streetscapes, expanding the tree canopy, supporting cultural resources and enhancing stormwater management features, where feasible.



THRIVE > Neighborhoods



Philadelphia2035
Citywide Vision

Goal 1.1:
Promote strong and well
balanced neighborhood
centers.

Neighborhood Centers: Commercial Corridors

The Central Northeast district's neighborhood commercial corridors and nodes appear to be well occupied and maintained overall, considering the lingering effects from the recession in Philadelphia, and broader industry trends that put pressure on traditional retail stores. These corridors are "Main Streets" for the district's neighborhoods. Corridors provide important retail, business, professional, and public services to surrounding communities. However, there are some troubling signs, including increased vacancy in some areas and persistent concerns about crime. Most of the pedestrian-scaled corridors in the district have had their character altered by new auto-centric retail located just outside of, and in some cases scattered throughout, the traditional corridors. Larger-scale shopping centers in the city and suburbs, and internet sales, have captured increasing amounts of retail spending. As a result, some corridors built in the 1940s to 1960s are showing wear and tear and require focused attention. For example, Five Points has experienced a decrease in the range of goods and services offered. The Bustleton Avenue and Castor Avenue corridors have pockets of vacancy and poor maintenance. Along most of the district's commercial corridors, sidewalks appear old and are near the end of their useful life.

PhilaShops

The PCPC has taken periodic inventories of commercial corridors, centers, and districts since 1988. These PhilaShops inventories focus on characteristics such as area location, size, anchor establishments, physical condition, vacancy, establishment mix, and parking. Information from the inventories can help communities, businesses, and public officials make informed decisions to serve the needs of residents, workers, and visitors.

Commercial Corridors, Centers, and Districts. Central Northeast. 2012

Source: Philadelphia City Planning Commission. Philashops update for Central Northeast

	Corridor Name	Gross Leasable Area (square feet)	# of Commercial Spaces (2012)	Vacancy Rate
1	Bustleton and Harbison	89,000	55	9.1%
2	Castor and Tyson	75,000	41	12.2%
3	Castor and Magee	200,000	134	19.4%
4	Oxford and Unruh	43,000	1	0.0%
5	Lawndale	235,000	141	14.2%
6	Five Points	275,000	135	14.8%
7	Fox Chase	100,000	64	4.7%
8	Rhawn and Verree	20,000	13	0.0%
9	Dungan Road	82,000	21	23.8%
10	Bustleton and Castor	105,000	54	31.5%
11	Pennypack Circle	160,000	45	6.7%
12	Bustleton Ave-Rhawnhurst	82,000	62	8.1%
13	Castor and Rhawn	45,000	37	13.5%
14	Castor and Glendale	94,000	77	11.7%
15	Cottman/Loretto-Pennway	57,000	30	10.0%
16	Cottman and the Boulevard	1,600,000	209	16.3%
17	Roosevelt/Cottman-Tyson	254,000	62	8.1%

Commercial Corridors, Centers, and Districts. Central Northeast. 2012



1800 block of Cottman Avenue



7800 block of Castor Avenue



7900 block of Oxford Avenue



THRIVE > Neighborhoods



Philadelphia2035
Citywide Vision

Goal 1.1:
Promote strong and well
balanced neighborhood
centers.

Corridor Management Program

Vibrant commercial corridors contribute to strong neighborhoods. They provide a place to work, shop, and meet your neighbors. A corridor manager brings planning and resources to the corridor, provides assistance to businesses, oversees activities to make the corridor clean and safe, and works to attract new businesses to the area. Through the Targeted Corridor Management Program the City supports the redevelopment of commercial corridors by providing funding to community based development organizations to hire corridor management staff.

Neighborhood Centers: Commercial Corridors

Recommendations

1. Strengthen Fox Chase/Rockledge as a neighborhood center [see [Focus Areas](#), p.34].
 - Encourage redevelopment of underutilized properties along the 7900 blocks of Oxford and Rockwell Avenues for mixed-use commercial and for parking to support both town center establishments and transit ridership.
 - Explore development of a bed and breakfast or similar type of lodging to serve visitors to the Fox Chase/Jeanes medical campus as well as the broader community.
 - Support the continuing efforts of the Fox Chase Community Development Corporation to beautify the commercial corridor.
 - Emphasize retention and development of commercial mixed-use buildings that front directly on the sidewalk by rezoning to commercial mixed-use CMX 2.5 where appropriate, such as the northwest corner of Rhawn Street and Oxford Avenues.
 - Improve the streetscape along Rhawn Street by upgrading transit related signs, building facades, stormwater management, and landscaping, and by reducing curb cuts.
 - > Implementing Agencies: Commerce, PCPC, City Council | CW Objective 1.1.2
2. Improve the public realm at Five Points [see [Focus Areas](#), p.40].
 - Emphasize development that is compatible with the traditional neighborhood commercial corridor and holds the street line without setbacks [see [RENEW-Historic Preservation/Mid-century Modern](#)].
 - Reinforce existing commercial and mixed use zoning and apply corrective zoning to 840 Cottman Avenue (Pathmark and Midas sites) and rezoning the south side of the 900 block of Cottman Avenue.
 - Improve the Honor Square Memorial [see Recommendation 35].
 - > Implementing Agencies: PCPC, Commerce, City Council | CW Objective 1.1.2
3. Create a welcoming space at the intersection of Bustleton and Castor Avenues in Bells Corner
 - Add landscaping at the public space at this corner.
 - Encourage higher density redevelopment than currently zoned at the vacant parcel at Bustleton Avenue and Hoffnagle Street. Change zoning to Residential Mixed Use (RM 3).
 - > Implementing Agencies: PCPC, Streets, Commerce | CW Objective 1.1.2
4. Support the viable Castor and Bustleton Avenue commercial nodes that serve Rhawnhurst.
 - Implement improvements to Rhawnhurst corridor as identified during a 2013 site visit by staff from the Planning Commission, Commerce Department, and Mayor's Office.
 - Promote installation of benches and destination signs
 - Rezone the area around Castor and Glendale Avenues to Commercial Mixed-Use CMX 2.
 - Emphasize development that is compatible with the traditional scale of commercial development and that holds the street line (see [RENEW-Historic Preservation/ Mid-century Modern](#)).
 - > Implementing Agencies: PCPC, Commerce, City Council | CW Objective 1.1.2



THRIVE > Neighborhoods

Housing

Residents in the Central Northeast district generally enjoy high quality housing with ample parking, lawns, gardens and yards for children to play, good schools and fields for sports and physical exercise, and convenient access to walkable neighborhood commercial corridors. Sixty percent of the district's housing stock consists of single-family homes occupied by their owners. Forty percent of the district's housing units are occupied by renters. Seventy-eight percent of all Central Northeast residential units are single family. The Lexington and Upper Fox Chase neighborhoods have the highest percentage of elderly residents and the lowest amount of new growth in the district.

An issue voiced by residents and members of the steering committee is the increase of multifamily units in the southerly sections of the District (e.g., Castor Gardens). Corrective zoning is needed to preserve existing single family areas and direct multi-family housing to locations near transit and consumer services. Slightly increasing the density of development along many "Main Streets", especially with transit service such as Cottman, Castor and Bustleton Avenues, could add additional high quality housing to support protected growth. In order to meet new housing demand as well as revitalize commercial corridors, there is a need for more creative development that could update one and two story mixed use/commercial buildings and in some cases permit taller three to five story buildings.

The Central Northeast district does not have a large supply of available underutilized land ready for repurposing. So, to meet housing needs for projected population growth we recommend mixed – use zoning to accomodate long term growth and community benefit.

Recommendations

5. Preserve single family housing stock through zoning and marketing of home improvement resources including incentives for home rehabilitation (see text box below). Promote retrofits to improve energy efficiency.
 - > Implementing Agencies: OHCD, City Council, PCPC, PHDC, ECA | CW Objective 1.2.1
6. Support residential living above stores on transit-served commercial corridors and promote storefront improvements that are compatible with residential uses on upper floors.
 - > Implementing Agencies: Commerce, PCPC | CW Objective 1.2.2
7. Support a wider mix of new housing types to serve changing markets. This should include modern apartments or condominiums that offer a mix of uses and units. Potential markets include seniors, aging-in-place programs and accessory housing, as well as modern condominiums and apartments that offer younger households low maintenance living.
 - > Implementing Agencies: PCPC, PHA, PHDC, Commerce, City Council | CW Objective 1.2.2



**Philadelphia2035
Citywide Vision**

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



Typical twin housing in the district

Home Improvement Programs

Listed below are three examples of incentive programs offered through the city. These are particularly relevant to homeowners in the CNE district because the housing stock generally dates from the 1950's and there is a high percentage of seniors living in the district.

Basic Systems Repair Program

The Philadelphia Housing Development Corporation's Basic Systems Repair Program (BSRP) is available to low-income homeowners and provides free repairs to the electrical, plumbing and heating systems of owner-occupied homes in Philadelphia.

Energy Coordinating Agency (ECA)

ECA is a leader in the development and delivery of energy efficient affordable and market rate housing and sustainable building practices. Energy efficiency saves money while increasing comfort, health and safety, durability, and value of a building. The ECA coordinates residential and commercial building loans, holds green job training, and has stormwater management programs.

Senior Housing Assistance Repair Program (SHARP)

SHARP is a program for minor home repairs for homeowners 60 years and older in Philadelphia, and consumers can apply for services every 5 years. Examples of the type of work SHARP can do are: install exterior doors with dead bolt locks, window locks, repair steps or replace basement steps. Install smoke alarms, weather-strip doors, replace electrical switches, outlets and fixtures, repair leaky faucets and toilets, install shut off valves.





THRIVE > Economic Development



Philadelphia2035
Citywide Vision

Goal 2.1:
Support the growth of
economic centers.

Definition | Regional Center

Regional centers are destinations with significant employment bases that occupy over one million square feet, such as large malls and office complexes. Regional Centers serve multiple municipalities, and, specific to Philadelphia, serve multiple neighborhoods.

Regional Centers

The planning process has brought together stakeholders to begin a dialogue about the “Cottman and Boulevard” regional shopping district. The intention is for public and private sector interests to work together to improve conditions for private investment and to develop a framework for long term improvement. Targeted interventions based on physical place-making strategies are recommended to improve the shopping area and strengthen its appeal to a regional base of customers. The dialogue includes an on-going study by the Delaware Valley Regional Planning Commission (DVRPC) of potential transit improvements on Roosevelt Boulevard. The study will identify likely transit stops, possibly including Cottman and the Boulevard, and start discussion with stakeholders about potential opportunities for complementary changes in land uses around station locations.

Recommendations

8. Strengthen Cottman and the Boulevard as a competitive regional center [see [Focus Areas](#), p. 28]
 - Improve building and streetscape through façade improvements.
 - Enhance security through environmental design features.
 - Activate area during non peak hours by holding and marketing special events.
 - Continue to study the feasibility of a Business Improvement District (BID).
 - Improve access to the community serving uses in the Northeast Regional Library and Health Center #10.
 - Explore opportunity sites for retail development that supports transit accessibility and a mix of uses, rezone to commercial mixed-use districts as appropriate (i.e. Southeast corner of Bustleton and Cottman)
 - > Implementing Agencies: Commerce, Council | CW Objective 2.1.3



Grove Supply

Industrial Land in the District

The Central Northeast has relatively little industrial land at present. One industrially zoned area is between Dungan Road and the CSX freight rail line. This area is currently zoned I-2, although significant frontage on Dungan Road has been converted to retail use and the headquarters for units of the Police Department. Additionally, a portion of land along Rockwell Avenue in Fox Chase is zoned I-1. This land is currently used for automotive service, construction contractors, custom iron work, and distributors. Maintaining these industrially-zoned areas could help retain and attract new and more diverse employers for the Central Northeast and accommodate locally – serving uses that need industrially – zoned land. Some industrial zoned land is currently used as commercial (retail, etc.) and may be considered for corrective zoning (e.g., commercial / industrial mixed use (ICMX) or residential / industrial mixed use (RCMX)).



Institutions and Cultural Economy

Cultural and tourism activities play a relatively small role in the Central Northeast economy. There are no hotels and venues that regularly draw significant attendance from outside the district. However, there are a number of smaller-scale resources that do contribute to the economy and the cultural life of the district. Pennypack Environmental Center and Fox Chase Farm provide educational and community programs on environmental protection and agriculture. The Pennypack amphitheater provides a popular, seasonal venue for outdoor entertainment. Knowlton Mansion is a historic building with large, modernized event space that serves a regional clientele. In Fox Chase, Ryerss Museum and Library houses artifacts from around the world. Fine Arts classes are offered by the Blooming Artist Studio. Neighborhood commercial districts feature stores, restaurants, and worship spaces that reflect the changing ethnicity of surrounding neighborhoods and also serve as venues for activities. Northeast High School has a large stadium and hosts special events such as the annual Central vs. Northeast football game on Thanksgiving Day and a large stage in the auditorium that hosts musicals and local concerts.

An opportunity exists for hospitals within the Central Northeast District to work with the City Planning Commission, Commerce Department and elected officials to develop long range master plans and "place making strategies" for the public realm. The Special Purpose - Institutional (SP-INS, see sidebar) zoning classification presents such an opportunity. The Fox Chase Town Center could play a stronger role in serving staff and visitors to the Fox Chase Cancer Center and Jeanes Hospital.

The Central Northeast District includes eight public schools as well as a few private and charter schools. Some of the schools have recently completed greening projects and Northeast High School hosts special events on its 35 acre campus.

Recommendations

9. Rezone Jeanes Hospital and Nazareth Hospital so that each campus is a Special Purpose Institutional (SP-INS).
 - > Implementing Agencies: PCPC, Council | CW Objective 2.3.1
10. Encourage Central Northeast Schools to activate after hours usage, increase availability for recreation and community meetings.
 - > Implementing Agencies: SDP | CW Objective 6.3.1, 6.3.3, 8.1.7
11. Create and bolster existing cultural facilities along commercial corridors and neighborhood centers. Incentivize sponsorship of programs by existing businesses.
 - > Implementing Agencies: MOACCE, Philadelphia Cultural Fund | CW Objective 2.4.2
12. Support Pennypack Amphitheater and Ryerss Museum with enhanced programming and sponsorship.
 - > Implementing Agencies: PPR | CW Objective 2.4.2



*Philadelphia2035
Citywide Vision*

Goal 2.1:
Grow Philadelphia's strong institutional job sectors.

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



Pennypack Amphitheater Show
Source:

SP-INS

The SP-INS, Institutional (Special Purpose) district is intended to encourage the development of institutional uses, commercially-related facilities to service the institutional complex and area, and certain other nonresidential uses in accordance with an approved master plan.

Welcoming Center for New Pennsylvanians

The nonprofit Welcoming Center for New Pennsylvanians is an economic development resource for American-born and immigrant entrepreneurs across the city. The Center's small business resources include a multilingual "Opportunity Calls" monthly phone announcement for business owners; practical workshops; guidance on city regulations; "How to Start a Business" guides; and English for Entrepreneurs classes to improve customer service and resolve potential conflicts (www.welcomingcenter.org).

**Welcoming
Center for
NEW PENNSYLVANIANS**

*Connecting immigrants, employers,
and communities*



CONNECT > Transportation



Philadelphia2035 Citywide Vision

Goal 4.1:

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

Philadelphia2035 Citywide Vision



The *Citywide Vision* proposes a new transit line on the Boulevard connecting to the Broad Street and Market-Frankford Lines.

Definition | Transit First

A SEPTA and City program aimed to improve the quality of life in the city by significantly improving travel times for transit patrons. This can be accomplished by targeted capital improvements, changes in operating strategies, and better traffic law enforcement.

Transit

Public transit may not seem like an important topic in a district where eighty-four percent of Central Northeast district households own at least one vehicle and where 80 percent of all households use an automobile to get to work. However, transit service is increasingly important to the management of highway congestion, to accessibility for workers and customers from within and outside the district, and to older and younger generations. District residents are less likely to use transit, walk, or bike to work than the average City resident.

The Central Northeast transit system is not well connected to the Metropolitan Center of Center City and University City. With the exception of the Fox Chase Regional Rail Line, all other transit routes connect to Center City require a multiple seat ride. Furthermore, surface transit lines that serve the Central Northeast District travel in mixed traffic with cars and trucks and are therefore subject to the same traffic congestion as automobiles. Incremental transit improvements should be part of the future of the Central Northeast, especially along the Roosevelt Boulevard and the commercial corridors along Cottman, Bustleton, Castor, Oxford and Rising Sun Avenues.

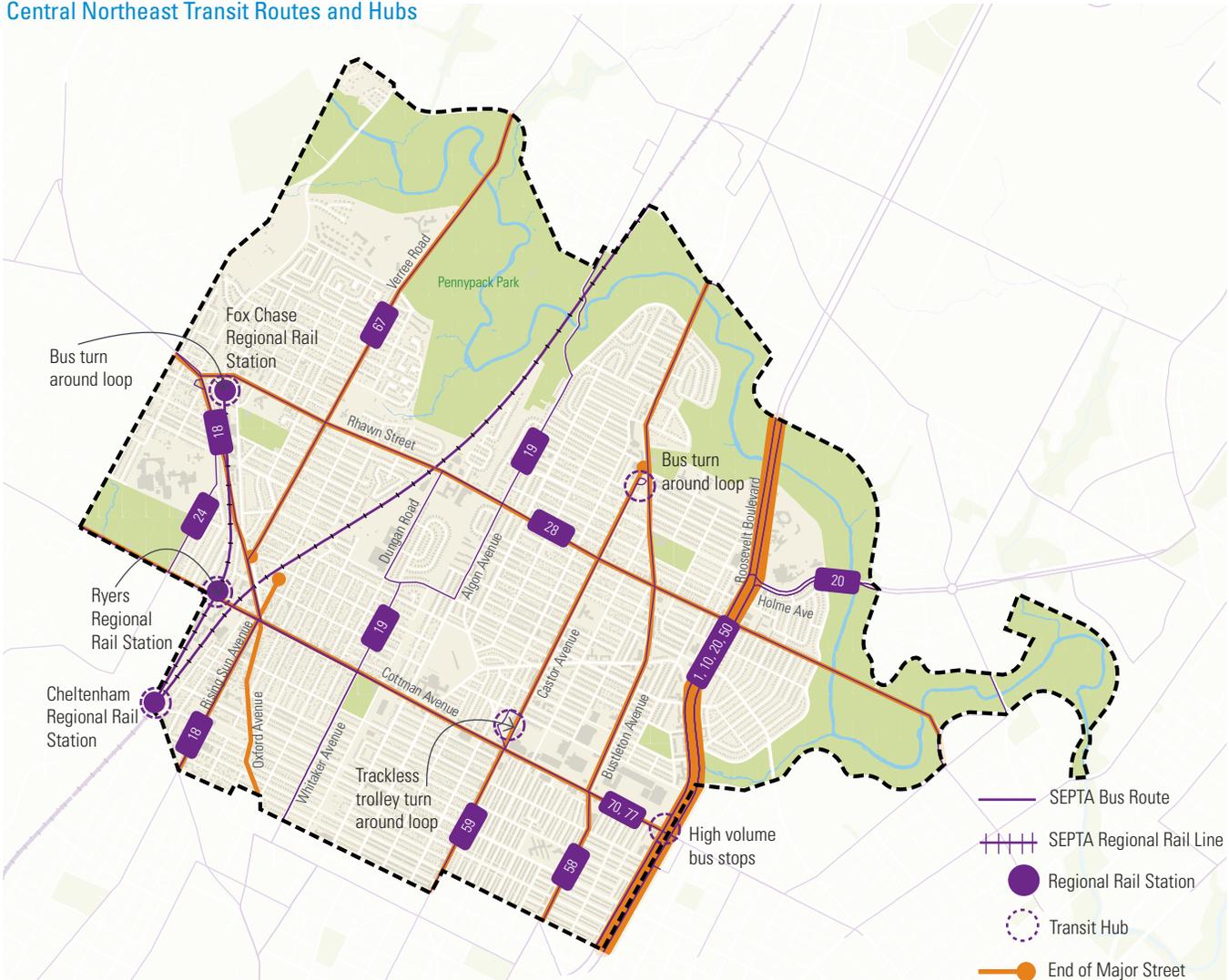
Originally envisioned as a grand boulevard, the right-of-way of Roosevelt Boulevard carries 75,000 to 90,000 vehicles per day, and connects the Far Northeast to central Philadelphia. The Boulevard bisects the district, creating a barrier for pedestrians and cross traffic. Its generous right-of-way, 80-foot central median, and intersection with Broad Street make it a prime candidate for transit expansion in the Northeast. Improving the safety and efficiency of the Boulevard, while adding increased transit options, will ensure that residents have safe and reliable access to their destinations.

Twelve surface transit routes (11 bus and one trackless trolley) operate within the district. Eight of twelve routes connect to the Market-Frankford Elevated line at Frankford Transportation Center. Route 70 has the highest ridership (6,617 daily riders) of district bus lines and runs along Cottman Avenue with a connection to the Broad Street subway at the Fern Rock Transportation Center. The Fox Chase Regional Rail Line runs along the western edge of the district with three stations: Cheltenham, Ryers and the Fox Chase, which together serve 4,082 daily riders. The Fox Chase Station is now the end of the regional rail line that formerly extended to Newtown in Bucks County. Reestablishment of rail service to Newtown is not anticipated at this time, and the Fox Chase-Newtown segment of the rail right-of-way is recommended for reuse by the proposed Lorimer Trail (see section under [Renew](#)).

Recommendations

13. Implement the recommendations of DVRPC's *Alternatives Development for Roosevelt Boulevard Transit Enhancements* study in order to incrementally transform Roosevelt Boulevard into a multi-modal corridor with expanded transit service, automobile circulation improvements, and pedestrian and bicycle upgrades.
 - At selected service stops, encourage long-term, transit oriented land use changes that may both support transit ridership and enhance surrounding communities and establishments.
 - > Implementing Agencies: DVRPC, PennDOT, SEPTA, MOTU, PCPC | CW Objective: 4.1.1
14. Work with SEPTA to increase parking at Fox Chase, Ryers and Cheltenham Regional Rail Stations. [see [Focus Areas](#), P. 34].
 - > Implementing Agencies: SEPTA, PIDC, Streets, Public Property, MOTU | CW Objective 4.1.1
15. Work with SEPTA to add bus shelters at high volume bus stops such as:
 - Rhawn Street and Roosevelt Boulevard
 - Cottman Avenue and Roosevelt Boulevard
 - Cottman Avenue and Oakland Street
 - > Implementing Agencies: SEPTA, MOTU | CW Objective: 4.1.1
16. Expand Transit First programs along Castor Avenue for route 59 and Cottman Avenue for routes 67, 70, 77 and 88.
 - > Implementing Agencies: SEPTA, MOTU | CW Objective: 4.1.1

Central Northeast Transit Routes and Hubs



Ryers Regional Rail Station:
Well-maintained and recently renovated



Bells Corner bus loop:
Good example of mid-century modern architectural style



Fox Chase Regional Rail Station:
The end of the line



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.

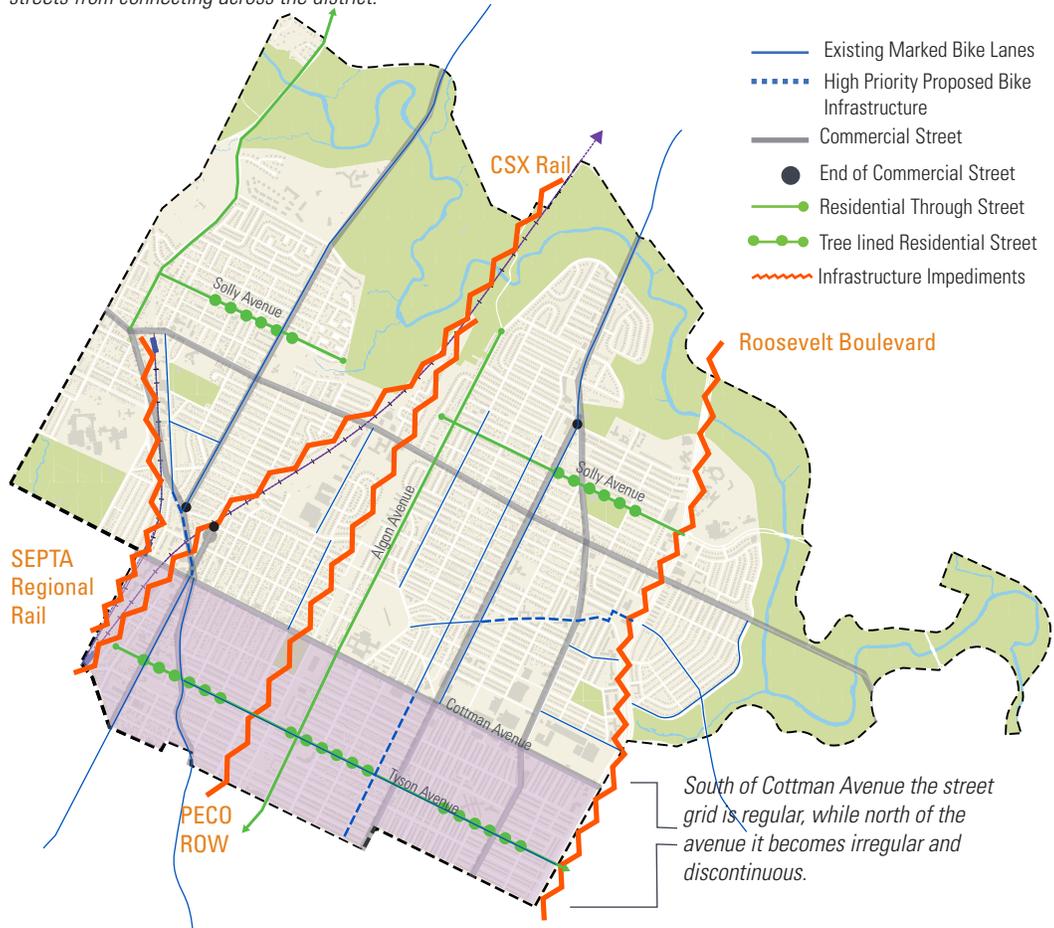
Complete Streets and Highways

Streets and highways dominated the layout of residential and commercial development in the Central Northeast district during the post World War II development boom. Many streets in the Central Northeast were designed to provide generous rights-of-way and most residential streets have shared rear-access driveways. Over 1,000 acres, or 20 percent, of the land in the Central Northeast District is used for streets and sidewalks. By removing Pennypack Park's 1,300 acres from the calculation, the percentage of land used for streets rises to 37 percent, well above the citywide percentage of 28 percent.

Pedestrian and bicycle accidents on busy streets is a significant problem in the Central Northeast. District-wide barriers to pedestrian and bicycle safety include auto-oriented development patterns, numerous overly wide curb cuts, and heavy traffic volumes. Barriers to connectivity include railroads, Pennypack Park, and the Roosevelt Boulevard. Developing complete streets in the Central Northeast will facilitate mobility by establishing safe walking and biking routes between transit stations and other key destinations such as schools, recreation centers, access points to Pennypack Park, neighborhood centers, and commercial corridors. The plan recommends improving many streetscapes to make travel safer and more pleasant for pedestrians, transit users, cyclists and automobiles. Improvements for safer pedestrian accommodation on the Roosevelt Boulevard, including a pedestrian/bicycle shared-use path, as well as other streets identified along commercial corridors are necessary.

Street Connectivity

Infrastructure barrier lines such as railroads, utility rights of way, and major highways prevent many east-west streets from connecting across the district.



Philadelphia Pedestrian and Bicycle Plan

The PCPC has adopted a *Pedestrian and Bicycle Plan* for the city in 2012. Improving pedestrian and bicycle safety and mobility is an important element of the city's ongoing efforts to become more sustainable and healthy.

Recommendations

17. Implement high-priority bicycle network improvements as identified in the *Pedestrian and Bicycle Plan*.
 - Glendale Avenue from Castor Avenue to Roosevelt Boulevard.
 - Borbeck Avenue from Bradford Street to Ryan Avenue
 - Bradford Street from Hartel Avenue to Borbeck Avenue
 - Oxford Avenue from Cottman Avenue to Rockwell Avenue
 - Loretto Avenue from Robbins Street to Cottman Avenue
 - > Implementing Agencies: PCPC, Streets, MOTU | CW Objective 4.2.2
18. Explore an additional bicycle and pedestrian linkage across the CSX right-of-way near Napfle Avenue.
 - > Implementing Agencies: PCPC, Streets, CSX | CW Objective 4.2.2
19. Construct the sidepath on the east side of the Roosevelt Boulevard as proposed in the *Pedestrian and Bicycle Plan* and the *Trails Master Plan*.
 - > Implementing Agencies: PennDOT, MOTU, Streets | CW Objective 4.2.2
20. Install additional traffic signals on Cottman Avenue at the intersection with Leonard Street and at the mall entrance opposite Health Center #10 to improve pedestrian safety. [see [Focus Areas](#), P. 28].
 - > Implementing Agencies: Streets | CW Objective 4.3.4
21. Complete sidewalks and bike lane segments on Oxford Avenue from Shelmore Street to Hartel Street and on Verree Road through Pennypack Park.
 - > Implementing Agencies: Streets, MOTU | CW Objective 4.2.2
22. Replace and upgrade sidewalks and street trees along the Cottman, Bustleton, Castor, Oxford and Rising Sun Avenue commercial corridors.
 - > Implementing Agencies: PPR, PennDOT, Streets, Commerce | CW Objective 4.2.2

Definition | Sidepath

Bicycling on sidewalks is generally prohibited in Philadelphia for all over the age of 12. A widened sidewalk can be designated as a sidepath by the City, thereby allowing the use of bicycles. Sidepaths are generally operated as shared-use facilities, but in some locations with high volumes of activity, it may be appropriate to separate bicycle and pedestrian traffic.

Ten feet is the minimum recommended width for sidepaths. In areas with low anticipated use, side paths may be as narrow as eight feet where there are significant constraints.

Complete Streets Design Handbook

Complete streets are designed to provide safe and comfortable travel for all users. In June of 2009, Mayor Nutter signed an executive order that established Philadelphia as the first city in Pennsylvania to have a complete streets policy. In 2013 the Complete Streets Handbook was adopted, providing guidance to agencies, professional, and communities. With supporting City Council legislation, Philadelphia's complete streets initiative has multiple objectives:

- Give full consideration to accommodation of the safety and convenience of all users
- Balance the needs of all users in planning, design, construction, maintenance, and operation; and
- Prioritize the safety of children, the elderly, and persons with disabilities.

The Handbook will inform all projects that impact the public right-of-way in Philadelphia, including construction of new streets and improvements to existing streets. While the guidance in this Handbook will not supercede any existing federal, state, or city laws, rules, or regulations, the Streets Department and the PCPC will review projects for consistency with the Handbook.



The Complete Streets Design Handbook can be downloaded at: <http://philadelphiastreet.com/complete-streets.aspx>



RENEW > Open Space



*Philadelphia2035
Citywide Vision*

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



Philadelphia Trail Master Plan

The City Planning Commission, in collaboration with other city agencies and trail development partners, completed the Philadelphia Trail Master Plan in 2013. It was adopted by the Commission in July 2013. There are more than 70 proposed trails in Philadelphia, which will link with the existing trail network to connect parks, waterfronts, and employment centers not currently served by the trail facilities. Completion of this plan fulfills Objective 6.1.1 of the Citywide Vision.

Watershed Parks and Trails

Pennypack Park is used by thousands of people each month. The watershed park consists of about 1,800 acres in the valley of the creek, as it winds its way from Fox Chase Farm to the Delaware River. The park is the northern boundary of the Central Northeast district. Philadelphia Parks & Recreation (PPR) is responsible for implementing recommendations from the Pennypack Master Plan, and with the Water Department (PWD), for implementation of the Pennypack Creek Watershed River Conservation Plan.

Recommendations in this plan seek to improve and develop connections to the park and its trail network from the surrounding neighborhoods, including the proposed development of a trail within the PECO right-of-way that will connect, where feasible, not only to Pennypack Park, but also to Tacony Creek and Poquessing Creek Parks.

Recommendations

23. Complete the Fox Chase Lorimer Park Trail as prioritized by the Trail Master Plan.
 - > Implementing Agencies: PPR, SEPTA, Montgomery County Planning | CW Objective 6.1.2, 6.2.1, 4.2.2
24. Update the 2001 Pennypack Park Trail Master Plan.
 - > Implementing Agencies: PPR, PWD, Friends of Pennypack Park | CW Objective 6.1.1, 6.3.3, 7.2.1, 7.2.2
25. Conduct a feasibility study for the Tacony/Pennypack Connector trail along the PECO right-of-way to connect Tacony Creek Park with Pennypack Park.
 - > Implementing Agencies: PCPC, PPR, DVRPC, PECO | CW Objectives: 6.1.2, 6.3.2

Tacony Pennypack Connector Trail

The Tacony Pennypack Connector is a conceptual trail alignment along the PECO right-of-way spanning over nine miles between the Poquessing and Tacony Creek Parks. A trail along this alignment would create a linear connector between two important regional parks and connect many neighborhoods to each other and to park and trail amenities. There are several significant challenges along the alignment, including waterways, Roosevelt Boulevard, a shopping center, and the Naval Support Activity employment center.



PECO R.O.W.



Neighborhood Parks and Recreation

Neighborhood parks and recreation centers afford residents of all ages passive and active recreation opportunities, often within walking distance of their homes, offices, and schools. The *Citywide Vision* recommends expanding open space so that all Philadelphians live within a half-mile (10-minute) walk of a neighborhood park or recreation center. Open space gaps were noted in the following areas: the intersection of Oxford and Rising Sun Avenues, westward; along Pine Road near the Medical Mission Sisters Home; the area to the north of Northeast High School to Rhawn Street; and the center of the district south of Cottman Avenue to Knorr Street.

The Central Northeast is home to a variety of neighborhood parks and recreation centers, including Burholme and Bradford Parks, the Jardel, Pelbano, and Fox Chase Recreation Centers, and the Northeast Older Adult Center. Due to the number and variety of neighborhood parks and recreation centers in the district, this plan recommends incremental improvement of existing facilities through targeted upgrades and renovations. In conjunction with the recommendations in the *Watershed Parks and Trails* and *Water Quality and Tree Cover* sections, these recommendations will improve access to, and quality of, green spaces throughout the District. Park and recreation assets most in need of improvements were identified by Park and Recreation staff through interviews and firsthand observation.

Recommendations

26. Ensure that Pennypack Park is maintained in a state of good repair:
 - Provide PPR staff with appropriate equipment to assist in the removal of downed trees;
 - Repair the bridge over the creek at Little City parking area near the Lexington neighborhood;
 - Install signage to alert users of areas prone to flooding;
 - Add a new trailhead at Susquehanna Road; and
 - Enhance maintenance near the Frankford Avenue bridge.
 - > Implementing Agencies: PPR | CW Objective 6.3.3
27. Provide needed improvements to public recreation facilities:
 - Fox Chase Recreation Center: replace heating system and sprinkler systems, resurface hockey rinks;
 - Pelbano Playground: install air conditioning and explore additional parking options. The property should also be rezoned from RSA-3 Residential to Special Purpose Parks Open Active (SPPOA) (see [Zoning Recommendations](#), p. 66);
 - Jardel Recreation Center: repair leaks near gymnasium door, make improvements to prevent flooding near the hockey courts, and install additional benches near playground;
 - Burholme Park: replace missing playground equipment and repair playground surface. Replace Ryerss Museum Roof;
 - Ryerss Mansion: replace roof.
 - > Implementing Agencies: PPR, PCPC | CW Objective 6.3.3



Philadelphia2035
Citywide Vision

Goal 6.3:
Expand access to
neighborhood parks and
recreation.

Case Study | Northeast Older Adult Center

The Northeast Older Adult Center at 8101 Bustleton Avenue is a community center for active, independent adults providing wellness and health programs, as well as recreational, educational, and cultural opportunities for individuals fifty-five years of age and over. The congregate meal program is very popular. In addition to weekly activities, the center has other events such as concerts, day trips, overnight travel, picnics and musical variety shows.



Northeast Older Adult Center



Water Quality and Tree Cover

Renewing environmental resources is essential to the health of our city and region. The recommendations in the *Citywide Vision* build on the environmental goals in two plans: *Greenworks Philadelphia*, established by the Mayor's Office of Sustainability in 2009, and *Green City, Clean Waters*, published by the Philadelphia Water Department in 2009. Additionally, this plan supports recommendations included in the *Pennypack Creek Master Plan (2000)* and the *Pennypack Creek Watershed Restoration Plan (2005)*. Employing the various strategies in these plans such as additional tree cover, green stormwater infrastructure, and improving and stabilizing stream banks will advance environmental goals and improve water quality.



**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.

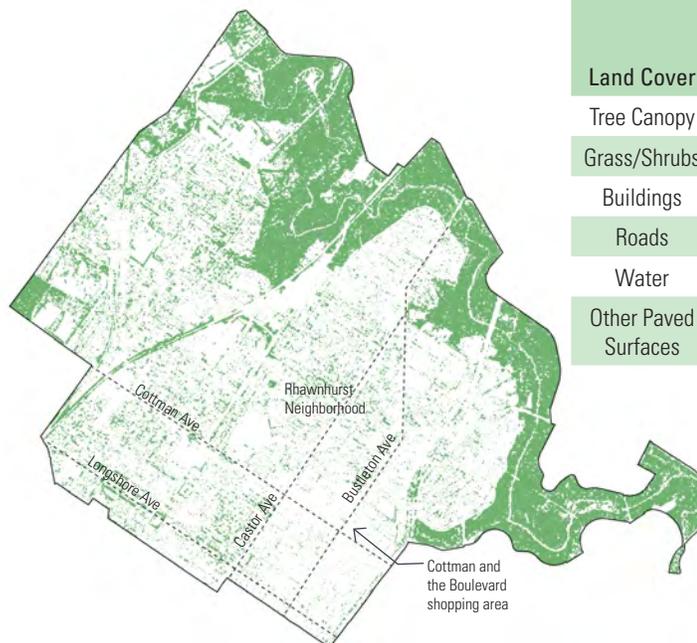


Tyson Avenue canopy

Recommendations

28. Install stormwater management infrastructure to control stormwater runoff from large commercial, institutional, and industrial uses. Encourage large property owners who face increased PWD stormwater fees to consider parcel reinvestment strategies that improve stormwater management and lower these fees.
 - > Implementing Agencies: PWD, Streets, landowners | CW Objective 7.1.3, 7.2.3, 9.1.1

29. Increase the tree canopy in the Central Northeast, prioritizing:
 - Cottman, Bustleton, Castor, and Avenues;
 - Rhawnhurst Neighborhood;
 - Cottman and the Boulevard shopping area; and
 - Publicly owned properties.
 - > Implementing Agencies: PHS, Streets, PPR | CW Objective 7.1.3, 7.2.3, 9.1.1



CNE Tree Canopy, PCPC GIS Land Cover dataset, 2008



RENEW > Historic Preservation

Cultural, Historical, and Architectural Resources

The Central Northeast district neighborhoods consist not only of houses but commercial corridors, schools, places of worship, and parks. All of these elements reflect the area’s history and culture and provide important services to the community. The district contains several individual historic properties including colonial-era buildings such as the Verree and the Krewstown houses. Identifying and preserving multiple Mid-century Modern architecture areas in the district will help communicate a more comprehensive story of the neighborhood’s history. Mid-century Modern architecture has unique building design elements and materials that warrant historical evaluation. Many of these neighborhood commercial areas consist of genuine 1950s and 1960s era structures that could use additional storefront improvement resources to reestablish a sense of place.

While the PCPC supports ongoing efforts to designate significant resources, the goal of this plan is not to assign designation priorities to individual properties or areas and commercial corridors just for the sake of adding another layer of review, but instead to identify historic preservation opportunities that strengthen existing community assets and advance the long-term vision of the district. By leveraging historic preservation together with other recommendations, there is a better chance of stimulating development that is sensitive to its existing context.

Recommendations

- 30. Nominate historic resources of extraordinary value to the Philadelphia Register of Historic Places:
 - Hop Angel, 7980 Oxford Avenue
 - Ott Camera, 6901 Castor Avenue
 - Fox Chase Farm, 8500 Pine Road
 - > Implementing Agencies: PHC | CW Objectives: 8.1.1, 8.1.2, 8.1.3

- 31. 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., thematic district, to enable property owners to access financial incentives.
 - > Implementing Agencies: PHC, PCPC, Commerce | CW Objectives: 8.1.1, 8.1.2, 8.1.3



*Hop Angel, 7980 Oxford Avenue
In continuous operation since 1683 in
this location*



Ott Camera, 6901 Castor Avenue



Fox Chase Farm, 8500 Pine Road



*Philadelphia2035
Citywide Vision*

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

Definition | *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 in the National Register of Historic Places or of properties that are contributing resources within a National Register Historic District may be eligible for a 20 percent investment tax credit for the rehabilitation of the historic structure. If federal money or a federal permitting process is involved, Section 106 of the National Historic Preservation Act of 1966 is invoked.

Definition | *Philadelphia Historical Commission*

Created by City Council ordinance in 1955, the 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.



RENEW > Public Realm

Development Patterns and Urban Design



*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.

The Central Northeast District’s public realm is characterized by an automobile-oriented environment with mid-to-low density residential neighborhoods. Many of these neighborhoods are separated from each other by wide connector streets and by railroad and utility rights-of-way. The Central Northeast district separates further from its adjoining districts by hard edge boundaries including Roosevelt Boulevard, and the meandering Pennypack Creek Park. These patterns and characteristics are intrinsic to the Central Northeast’s post World War II development pattern. The plans of the era delineated areas for residential, commercial and recreational uses. A few deviations to these patterns, such as diagonal colonial-era streets and historic churches, and industrial mill structures occur within an otherwise predictable public realm.

The district’s public realm is generally of a higher quality in residential areas than in its commercial corridors. Residential areas are extremely well-cared for and the pride residents take in the place where they live and the upkeep of the houses and the sidewalks. The appearance of some of the commercial corridors is in sharp contrast. Signage, sidewalks, facades, and landscaping look haggard and have inconsistent street frontage, creating a visually cluttered streetscape with low pedestrian usage. It is not easy to walk great distances between or within these retail areas due to the lack of public amenities like landscaped buffers and pedestrian-friendly intersections. The public realm could benefit from expanded multi-modal transportation opportunities across the entire district including improved pedestrian and vehicular circulation at key commercial intersections.

The Central Northeast has much less public art compared to other districts. Going forward, public art should be linked with major capital initiatives and can be used to emphasize the many gateways already within the district. Existing public works of art, such as the Honor Square War Memorial at Five Points and the totem-like sculpture, titled “Family” by Evelyn Keyser, located near Cottman and Bustleton Avenues, could create a stronger sense of place if given more significant streetscape treatments such as landscaping, lighting, and space for reflection.

Definition | Gateway

A landmark gateway is a prominent entrance into the city of a passage between two regions within the city that has a distinguishing physical or visual feature.

General Development Patterns, Central Northeast

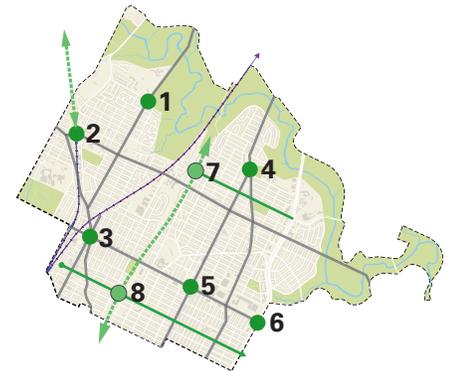


Recommendations

32. Improve the public realm through well-marked curb cuts, sidewalks, driveways, and refuge islands in order to improve walkability.
 - Cottman Avenue sidewalks from Roosevelt Boulevard to Castor Avenue
 - Cottman Avenue and Oakland Street intersection
 - Bustleton Avenue and Castor Avenue intersection (see illustration below)
 - > Implementing Agencies: SEPTA, PennDOT, MOTU, Streets | CW Objective 9.1.1
33. Redesign Honor Square at Five Points [see [Focus Areas](#), p. 40]
 - Restore War Memorial
 - Reduce visual clutter
 - Evaluate traffic flow to make area more pedestrian friendly
 - Add landscaping and seating areas.
 - > Implementing Agencies: PCPC, MOTU, MOAACE, PennDOT | CW Objective 9.2.1, 9.2.2, 9.2.3, 9.2.4
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, Commerce | CW Objective 9.1.1
35. Evaluate traffic flow on Roosevelt Boulevard, the Focus Areas and along other commercial corridors to make area streets and sidewalks more pedestrian friendly.
 - Utilize leading pedestrian intervals and other pedestrian-friendly signals and markings at appropriate locations.
 - > Implementing Agencies: Commerce, Streets, MOTU, DVRPC | CW Objective 7.1.3, 7.2.3, 9.1.1
36. Provide gateways at the following locations: 1. Verree and Susquehanna Roads; 3. Five Points; 4. intersection of Bustleton and Castor Avenues; 6. Roosevelt Boulevard and Cottman Avenue. Propose new gateways at the following locations: 5. Castor and Cottman, 7. Solly Avenue at proposed PECO right-of-way recreation trail; 8. Tyson Avenue at proposed PECO recreation trail; 2. entrance to proposed trail near Rhawn and Rockwell Streets.
 - > Implementing Agencies: PennDOT, Streets, DVRPC | CW Objective 7.1.3, 7.2.3, 9.1.1

Gateways

The Central Northeast has numerous opportunities for the enhancement of existing gateways and for the creation of new gateways because of the long perimeter of the park and the numerous corridor intersections within the district.



Definition | Leading Pedestrian Interval

A pedestrian walk signal precedes the green light by a few seconds, allowing pedestrians to start crossing before cars can begin their turn. This promotes yielding to pedestrians and decreases pedestrian/motor vehicle conflicts.

Potential public realm enhancements at the intersection of Bustleton and Castor Avenues



Existing conditions



Proposed enhancements

MAKING IT HAPPEN



Northeast v. Central Thanksgiving Day Football Game
Source: Northeast High School



64 | Implementing the District Plan

65 | Priority Recommendations

66 | Proposed Zoning

Implementing the District Plan

> Public Process for Zoning Map Revisions

After the Central Northeast District Plan is adopted by the PCPC, 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 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

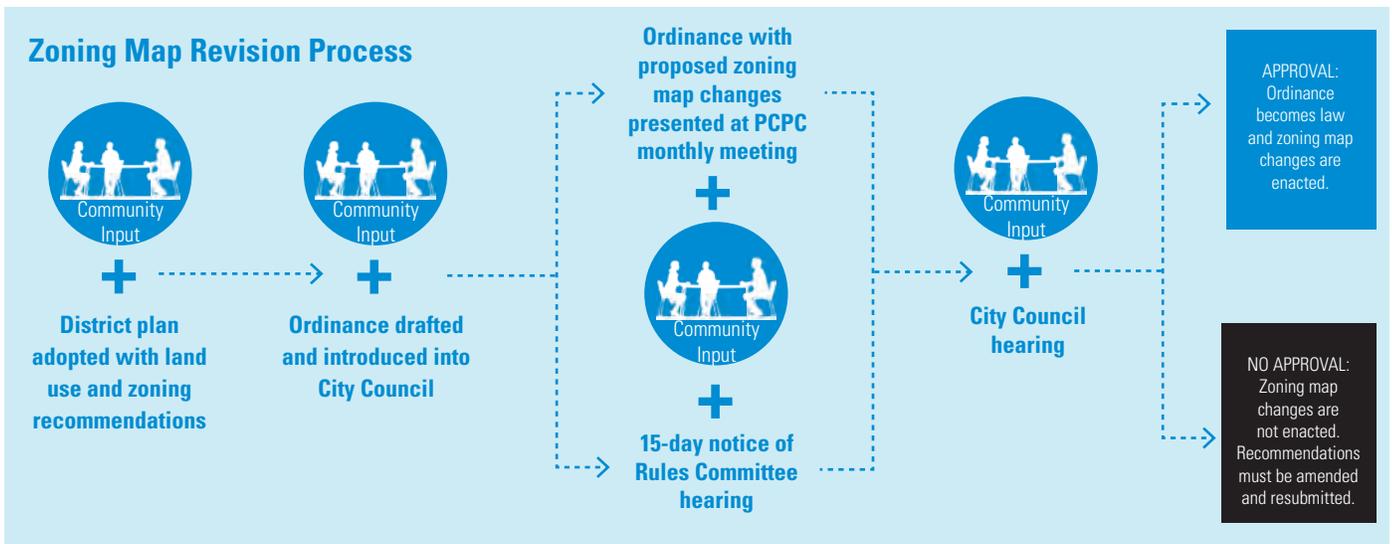
The Capital Program is the City's six-year investment strategy for public improvements, infrastructure and facilities. The first year of the six-year program is known as the Capital Budget. Both the Capital Budget and Capital Program are introduced by City Council as ordinances. Once the Capital Program is approved by City Council and signed by the Mayor, the City is permitted 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.

The City's last comprehensive look at public facilities was in 1960. That analysis did not anticipate the significant population decline that took place between 1960 and 2000, and created a legacy of public facilities and infrastructure built for a much larger 1960s-era population. Recent population growth in Philadelphia has

not altered that legacy significantly, but with a 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.

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. 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

> THRIVE

- CNE 1** Strengthen Fox Chase/Rockledge as a neighborhood center.
- CNE 4** Support the viable Castor and Bustleton Avenue commercial corridors that serve Rhawnhurst.
- CNE 6** Support residential living above stores on commercial corridors and promote storefront improvements, especially near transit nodes.
- CNE 8** Strengthen Cottman and the Boulevard as a competitive regional center.

> CONNECT

- CNE 13** Implement the recommendations of DVRPC's *Alternatives Development for Roosevelt Boulevard Transit Enhancements* study in order to incrementally transform Roosevelt Boulevard into a multi-modal corridor with expanded transit service, automobile circulation improvements, and pedestrian and bicycle upgrades.
- CNE 14** Work with SEPTA to increase parking near Regional Rail Stations.
- CNE 16** Expand Transit First initiatives along Castor Avenue for Route 59 and Cottman Avenue for Routes 67, 70, 77, and 88.

> RENEW

- CNE 24** Update the 2001 Pennypack Park Trail Master Plan.
- CNE 31** Enhance the architectural integrity of commercial corridors that reflect the unique concentration, identity, and place-making value of Mid-century Modern architecture.
- CNE 33** Redesign Honor Square at Five Points.

In addition to the zoning map revision process, implementation efforts include advancing priority recommendations contained within the district plan. 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.

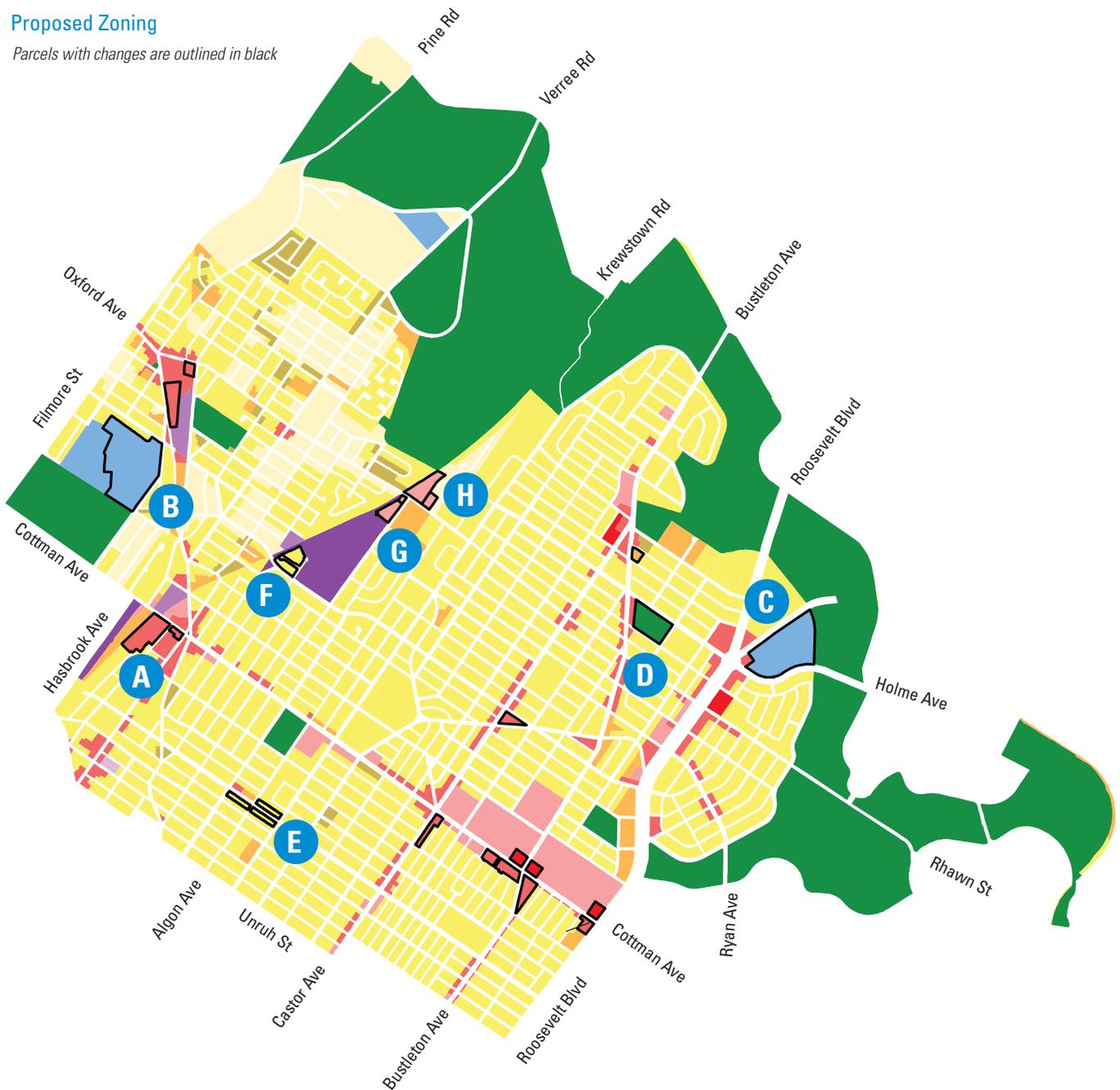
The priority recommendations of the district plans support the 73 objectives of the *Citywide Vision* (See Appendix for the complete list). PCPC is measuring progress on citywide objectives through an annual progress report for *Philadelphia2035*, which can be found at www.phila2035.org.

Zoning Recommendations

The zoning of a parcel is analyzed to ensure that it is consistent with the planned future use of the land. Zoning is the primary tool to regulate land use (use), where a building can locate on the property (area), and building size (bulk). The zoning in most of the district will remain since many of the uses are appropriate and should continue into the future. In some areas, the zoning does not match the existing and proposed 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*.

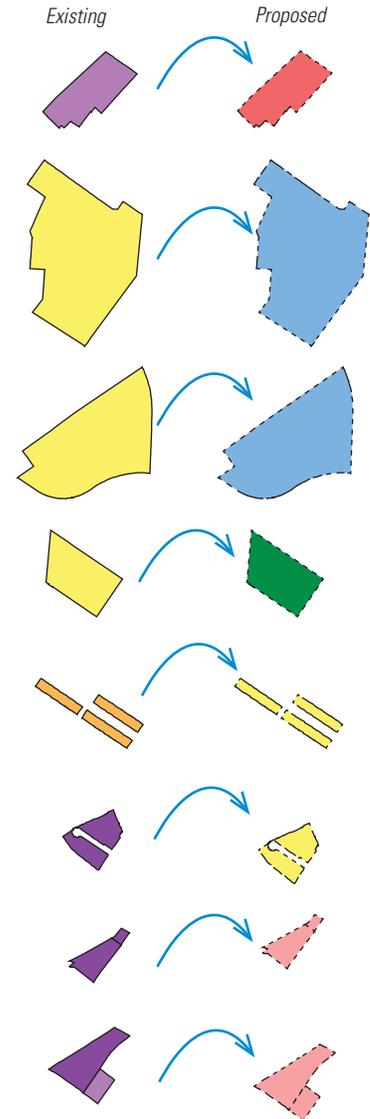
Proposed Zoning

Parcels with changes are outlined in black



> Corrective Zoning

- A** Rezone the Pathmark supermarket and Midas auto repair, located on the south side of Cottman Avenue and on the west side of Oakley, from I-1 Industrial to CMX-2 (see p. 50).
- B** The Jeanes Hospital along Central Avenue is zoned RSA-1 Residential and could be changed to Special Purpose Institutional (SP-INS) (see p. 52).
- C** The Nazareth hospital is zoned RSA-3 and could be zoned SP-INS (see p. 52).
- D** Rezone the parcel of land that includes the Pelbano Recreation Center, generally bounded by easterly side of the Northeast Older Adult Center and the Tennis Court, Solly Avenue, Eastwood and Stanwood Streets, from RSA-3 Residential to Special Purpose Parks Open Active (SP-POA).
- E** Change the zoning along Tyson Avenue between Algon and Whitaker Avenues from existing zoning RM-1 Multi-family Residential to RSA-5 Single-family Residential. This change would be consistent with the single-family row houses on these blocks located in the Upper Northwood community.
- F** A new subdivision was constructed using zoning variances at Tabor Lane and Tabor Avenue. The subdivision was constructed on land zoned I-2 Industrial. The zoning should be changed to RSA -3 Residential to reflect the semi-detached single-family houses built here.
- G** South of Rhawn Street on the west side of Dungan, change existing zoning from I-2 Industrial to CA-1 Commercial to correct for the Holiday grocery store development.
- H** Rezone the north side of Rhawn above the intersection of Dungan change I- 1 and I-2 Industrial to CA – 1 Commercial to account for the new development that includes an auto-centric CVS and offices.



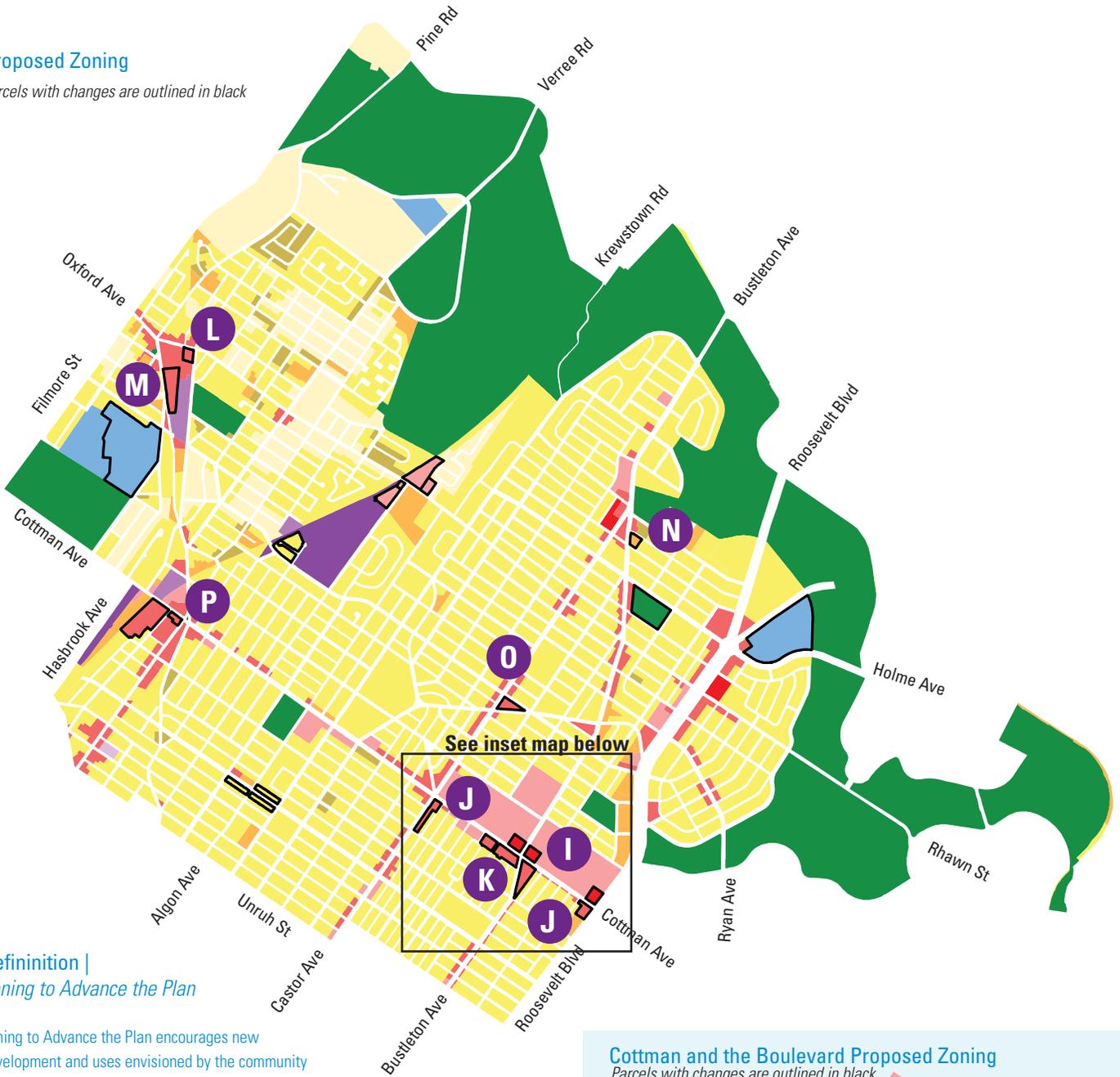
 Residential Single-Family Detached	RSD-1; RSD-2; RSD-3
 Residential Single-Family Attached	RSA-1; RSA-2; RSA-3; RSA-4; RSA-5
 Residential Two-Family Attached	RTA-1
 Residential Multifamily	RM-1; RM-2; RM-3; RM-4
 Auto-Oriented Commercial	CA-1; CA-2
 Neighborhood Commercial Mixed-Use	CMX-1; CMX-2; CMX2.5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

Definition | Corrective Zoning

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

Parcels with changes are outlined in black



Definition |

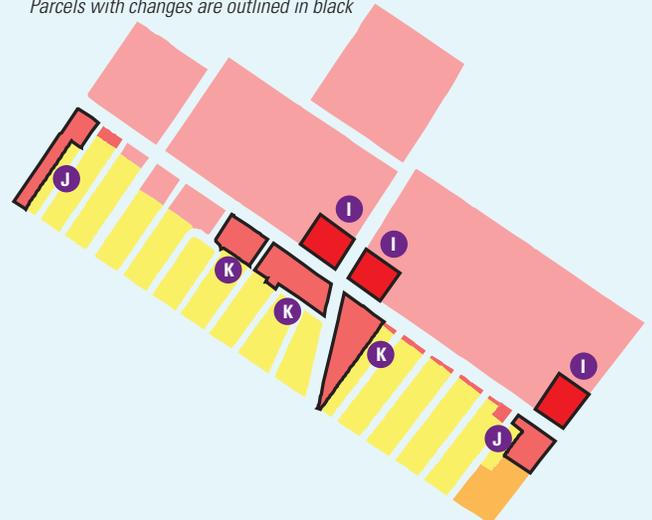
Zoning to Advance the Plan

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.

	Residential Single-Family Detached	RSD-1; RSD-2; RSD-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
	Light Industrial	I-1
	Medium Industrial	I-2
	Industrial Commercial Mixed-Use	ICMX
	Institutional Development	SP-INS
	Recreation	SP-PO-A; SP-PO-P
	Zoning Change	

Cottman and the Boulevard Proposed Zoning

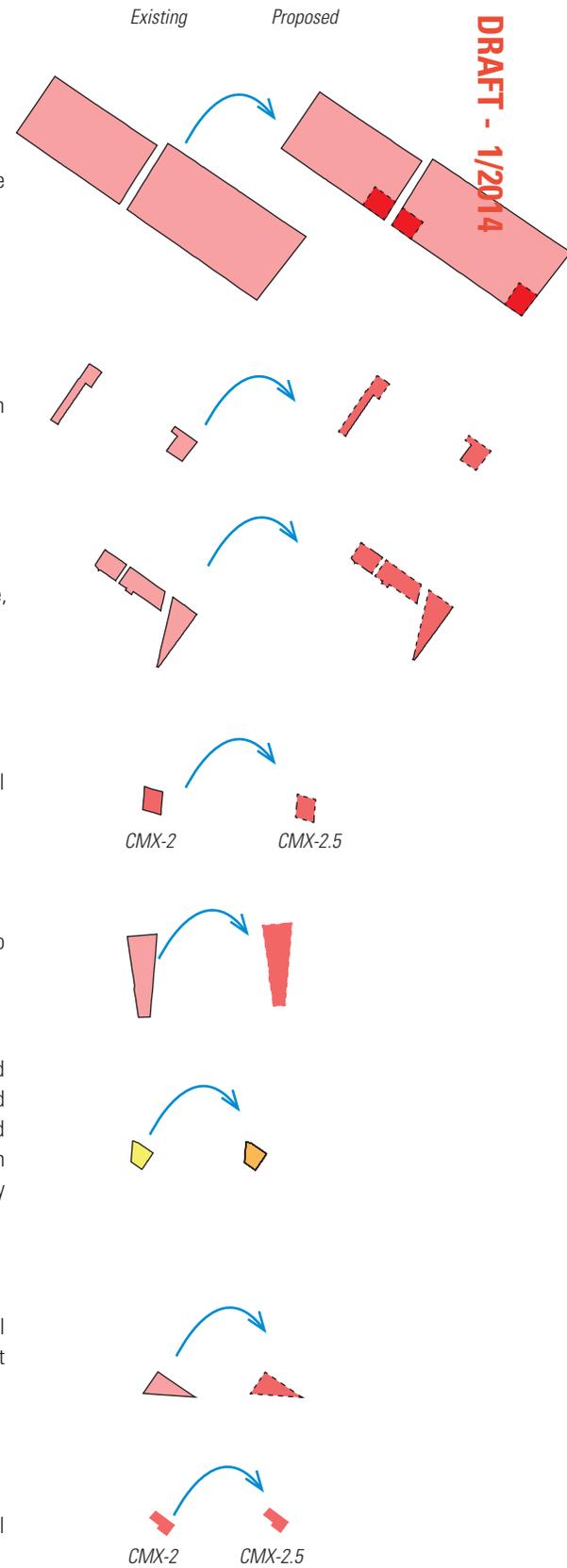
Parcels with changes are outlined in black



These zoning recommendations would allow more intensive commercial and mixed use activities to occur at the regional center, and create a more vibrant Cottman Avenue. See page 31 for more details.

> Zoning to Advance the Plan

- I** Recommend changing CA-2, neighborhood shopping district, to CMX-3 Commercial Mixed-Use district as indicated.
- J** Recommend changing CA-1 to CMX-2. This zoning would better accommodate active, pedestrian-friendly retail and service uses.
- K** Recommend changing CA-1 to CMX-2.5. This zoning would better accommodate active, pedestrian-friendly retail and service uses.
- L** Rezone the Alert Moving and Storage parcel with frontage on Rhawn Street between Rockwell Avenue and the Rail line, in the Fox Chase Town Center, from CMX-2 to CMX-2.5.
- M** Change CA-1 zoning on the east side of Oxford Avenue to CMX-2 to allow more activities to support the town center near the Fox Chase Regional Rail station (see p.50).
- N** The vacant parcel of land, located on the easterly side of Bustleton Avenue, between Benson and Hoffnagle Streets was formerly a 51 unit apartment building. The building was demolished and rezoned RSA-3. This parcel is located on a transit node between the intersection of Bustleton and Castor Avenues and the Older Adult and Rec Center. It is also in close proximity to several high rise residential buildings. The proposed zoning is RM-4 Residential, which would support elderly housing (see p.50).
- O** Changing the zoning on Glendale Avenue from Castor Avenue to Large Street from CA-1 Commercial to CMX-2 Commercial. This location is along a busy transit / commercial corridor and is adjacent to medium concentration residential development (see p. 50).
- P** Change CMX-2 on the southerly side of Cottman Avenue to CMX-2.5 to support the traditional neighborhood commercial corridors on Rising Sun Avenue (see p. 52).



APPENDIX



Rhawn Street Bridge



72 | Summary of Public Meetings
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78 | Agency Names and Abbreviations
80 | Acknowledgments

Summary of Public Meetings

The PCPC held three 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.

July 13, 2013: Knowlton Mansion, 8001 Verree Road

September 24, 2013: Northeast Regional Library, 2228 Cottman Avenue

December 3, 2013: Northeast High School, 1601 Cottman Avenue

These public meetings were open to all interested citizens, regardless of their ties to the district. Physical development within the Central Northeast District can have citywide and regional implications given its location and role as an employment, commercial and open space asset.

More information about these meets is available on the website: www.phila2035.org on Central Northeast District Plan page.

> First Community Meeting: Building on our Strengths

The first public meeting was held on July 11, 2013 at the Knowlton Mansion, 8001 Verree Road. This meeting attracted over 80 guests to the beautiful mansion. At the meeting, staff from the PCPC introduced the planning process and presented information about existing conditions.

The public then participated in a mapping exercise facilitated by PCPC staff. Small groups identified planning focus or opportunity areas by noting destinations, barriers, areas of change, and areas of stability on a map.

To identify areas of stability and change, facilitators asked participants to imagine the Central Northeast District in ten years and identify which areas would stay the same and which would change and how. Reaching consensus was not part of the exercise; some planning focus areas were viewed with differing perspectives from participants.



Community meeting, July 11, 2013

> Second Community Meeting: Focus Areas

The second public meeting was held on September 24, 2013 at the Central Northeast Regional Library, at 2228 Cottman Avenue. Planning Commission staff provided guests with a detailed analysis of the three draft Focus Areas.

The first part of the meeting was devoted to the Fox Chase Town Center and the Five Points War Memorial intersection. Community members reviewed existing conditions and aerial photos for these two Focus Areas and were asked to prioritize pedestrian, vehicular and transit concerns for these areas.

Following a presentation, guests were engaged in an interactive exercise. The purpose was to envision future development and public realm improvements for the Cottman and Boulevard Shopping Center area.



Community meeting, September 24, 2013

> Final Open House: Refining Recommendations

The final public meeting was a well attended open house held at Northeast High School. Participants were free to talk individually with PCPC staff, to view graphics and maps, and to review draft recommendations. Existing conditions, planning focus areas, priority recommendations from **THRIVE**, **CONNECT**, and **RENEW**, and future land use and zoning recommendations were presented at various stations. Staff documented comments for each topic which will help define the plan prior to it being finalized.

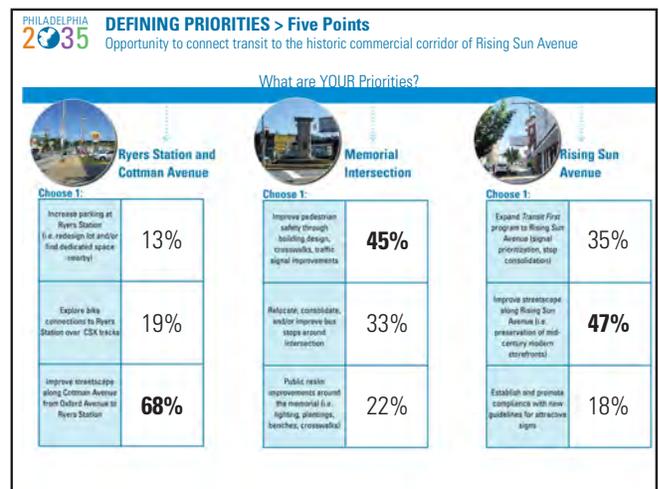
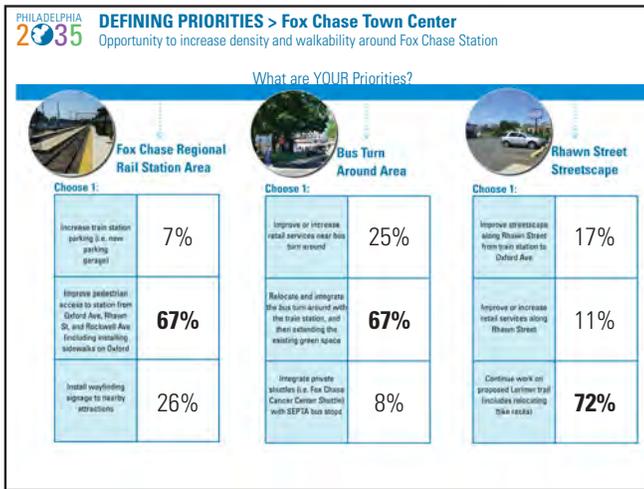


Community meeting, December 3, 2013

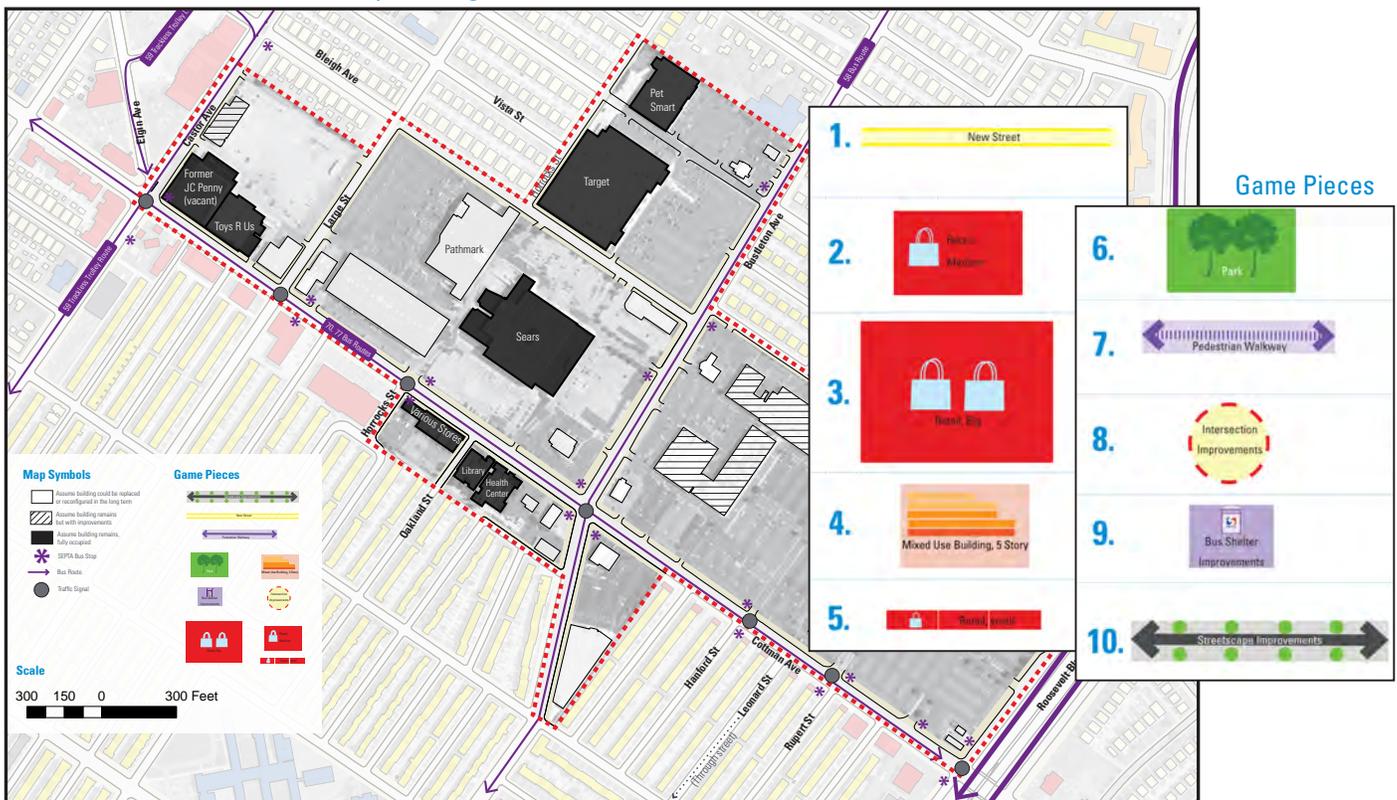
The following are copies of meeting materials that were used as an exercise to help prioritize the community of users concerns for the Fox Chase Town Center and Five Points area. The percentage of votes in support of each idea is tallied below.

Attendees prioritized physical improvements around Cottman and the Boulevard by placing game pieces that represented a variety of land uses and streetscape improvements on the map. The resulting site plans indicated to the PCPC staff the areas that the community has the most interest in changing.

Materials from the Second Community Meeting



Materials from the Third Community Meeting



Central Northeast Health Profile

The Built Environment and Public Health

There are strong associations between land use, transportation, and issues of public health. 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 walking. As a partner in the Get Healthy Philly initiative, with the Department of Public Health (PDPH), PCPC considers the health impacts that the implementation of District Plan recommendations can have on the city's residents.

> Access to Healthy Foods

The PDPH measured and analyzed walkable access to sources of healthy food citywide in 2010 and 2012. The purpose was to identify areas of inadequate access and to determine where the most vulnerable populations live, as defined by those who both lack convenient walking access and live in areas of high poverty.

The Central Northeast District is strongly oriented toward automobile access rather than pedestrian access. The District is served by as many as 12 supermarkets, all of which are situated in suburban-style settings, yet it is important to consider that not all residents drive or have access to a car. This is particularly true of older residents, those younger than 16 years of age, and those with limited incomes. For these residents of the Central Northeast, the (PDPH) and the City Planning Commission support and promote the ability to access healthy food and other goods and services on foot.

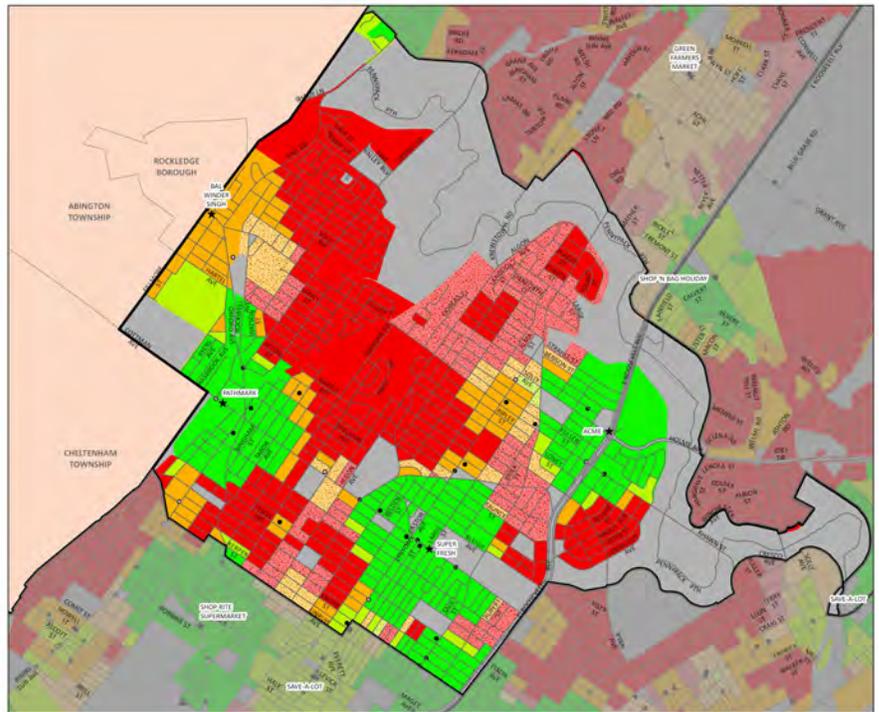
As of 2012, Department of Public Health analysis indicated two small areas in the Central Northeast District that combine low-to-no pedestrian access Census blocks with Census blocks of high poverty: The very northern edge of the Bells Corner neighborhood and the easternmost corner of the Castor Gardens neighborhood. In both areas, opportunities may be considered for healthy food options to be placed within a short walk of residents.

Definition |

Walkable Access to Healthy Food

The Philadelphia Department of Public Health considers the different sizes, hours, and offerings of different retail food outlets in calculating food access scores for census blocks across the city.

Supermarkets of several sizes and categories, corner stores, farmers' markets, and produce carts are all factored into the scoring system. Walking distances to each source correlate with its size and selection. The map shows access scores at the census block level.



Walkable Access to Healthy Food in Central Northeast



> **Overweight/Obesity and Chronic Disease**

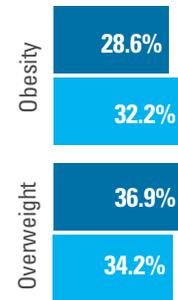
Over 65 percent of Central Northeast District resident adults were estimated to be either overweight or obese in 2010. This rate was comparable to the citywide average of 66 percent, a rate that gives Philadelphia the unenviable distinction of having one of the highest proportions of overweight or obese residents among major US cities. Rates of diabetes, hypertension, and asthma are all lower in the Central Northeast than in the city as a whole, but a high percentage of district residents nevertheless suffer from these chronic conditions. Further contributing to negative health outcomes among district adults are a relatively high percentage of residents who smoke and a relatively low percentage of residents who get regular, sustained exercise.

National data and studies indicate that physical environments that enable and promote healthy physical activity can help reduce or delay chronic disease. Physical improvements may include safe and convenient pedestrian connections as well as access to well-maintained parks and trails. Physical enhancements should be complemented by local outreach and education programs to help residents choose healthier lifestyles and further reduce the incidence of chronic diseases.

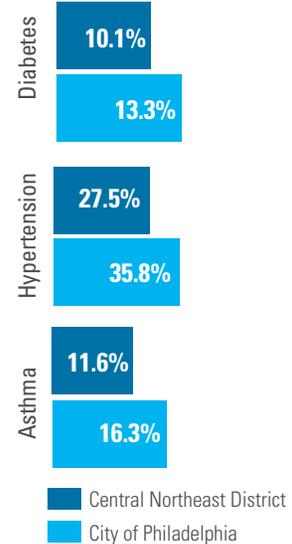
> **Active Transportation**

Active transportation refers to modes that encourage physical activity— namely, biking, walking, and public transit that involves walking or biking to stations and final destinations. Currently, active transportation options are limited by the Central Northeast’s land use patterns and infrastructure. Distances from the Central Northeast to major job centers also play a role in limiting the viability of walking or bicycling to work. However, several streetscape and trail recommendations promise better hiking and walking opportunities and connections to current and planned destinations in the Central Northeast. These include improved sidewalks in commercial corridors, the Roosevelt Boulevard Sidepath, and the Lorimer Trail connecting the Fox Chase town center to the Pennypack Creek Park. Incorporation of a trail into the PECO right-of-way would further expand opportunities for active recreation and cross-city commuting. Bus and rail transit improvements by SEPTA continue to reduce commuting times and encourage ridership. The Delaware Valley Regional Planning Commission (DVRPC) is completing a study expected to recommend new enhancements to transit on the Roosevelt Boulevard. A major goal of these enhancements would be to give commuters and visitors more competitive, and healthy, transportation options.

Overweight/Obesity Comparison (adults)



Chronic Disease Comparison



Source: 2010 PHMC Household Health Survey



Bells Market - regional shopping destination



Evergreen Produce Market - located at Veree Road and Oxford Avenue



Fox Chase Rail - potential for recreational trail

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.

Economic Development

Metropolitan and Regional Centers

- 2.1.3 Encourage the growth and development of both existing and emerging Regional Centers.

Industrial 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

- 2.4.2 Provide ample resources to cultural institutions to enrich the city's quality of life.

Land Management

Vacant Land & Structures

- 3.1.3 Reuse vacant land and structures in innovative ways.

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.
- 4.3.4 Improve pedestrian connections across major rights-of-way.

Airports, Seaports, and Freight Rail

- 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.
- 5.1.3 Modernize and bring the condition of existing utility infrastructure to a state of good repair.

Broadband Infrastructure

- 5.2.2 Expand affordable access to broadband and promote digital literacy programs among low-income populations.

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.

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.

Citywide Vision Objectives

- 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, objectives and recommendations found in the Central Northeast District Plan 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
<i>State Agencies</i>		<i>City Agencies</i>	
Pennsylvania Department of Transportation	PennDOT	Department of Public Property	DPP
		Free Library of Philadelphia	Library
		Philadelphia Housing Authority	PHA
		Philadelphia Historical Commission	PHC
		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 Planning Commission	PCPC
		Philadelphia Department of Commerce	Commerce
		Philadelphia Department of Licenses and Inspections	L&I
		Philadelphia Department of Public Health	PDPH
		Philadelphia Parks and Recreation Department	PPR
		Philadelphia Streets Department	Streets
		Philadelphia Water Department	PWD
		School District of Philadelphia	SDP
<i>Regional Agencies</i>			
Delaware Valley Regional Planning Commission	DVRPC		
Southeastern Pennsylvania Transportation Authority	SEPTA		
<i>Quasi-Governmental Agencies</i>			
Philadelphia Housing Development Corporation	PHDC		
<i>Service Provider</i>			
Energy Coordinating Agency	ECA		
PECO			
Pennsylvania Horticultural Society	PHS		
CSX (Railroad) Transportation	CSX		

Acknowledgments

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