SOUTH

> DISTRICT PLAN 2015

City of Philadelphia
MAYOR MICHAEL A. NUTTER
LIFE • LIBERTY • AND YOU™

PHILADELPHIA 2035

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.

PHILADELPHIA
2035
www.phila2035.org

***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

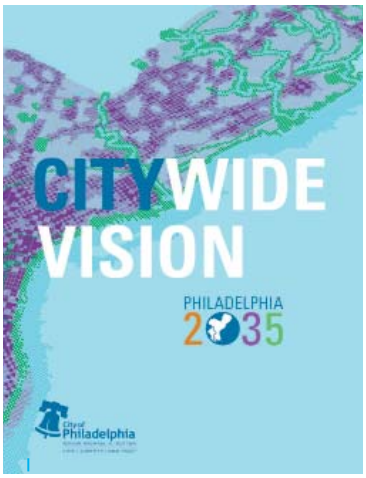
The *Citywide Vision* lays out broad, far-reaching goals for the future under the themes of THRIVE, CONNECT, and RENEW.

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.



+100,000 people in 2035

+40,000 jobs in 2035

> 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 **SOUTH DISTRICT PLAN**. It was adopted by the PCPC on June 9, 2015.

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

SOUTH DISTRICT PLAN

The South 9th Street Italian Market

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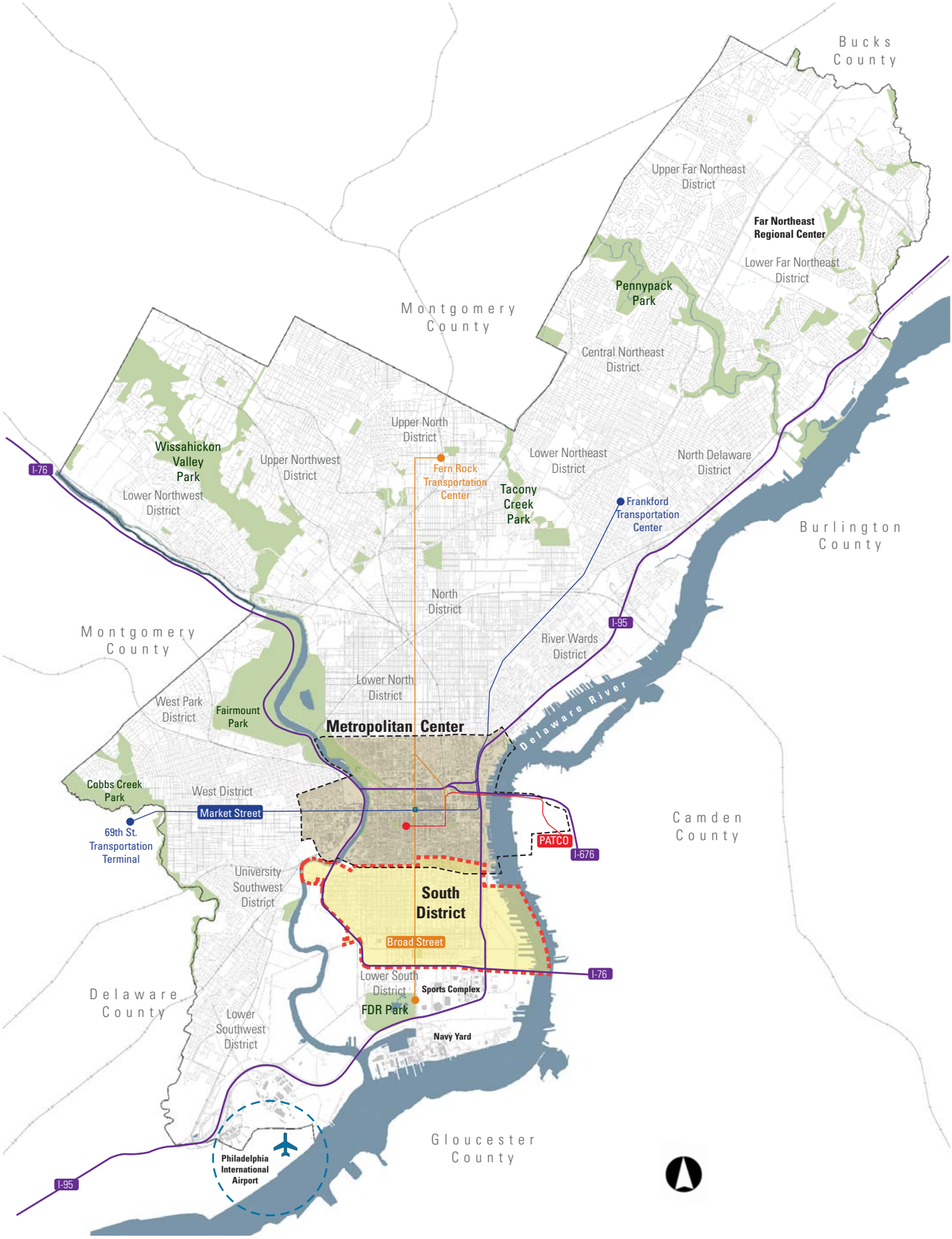
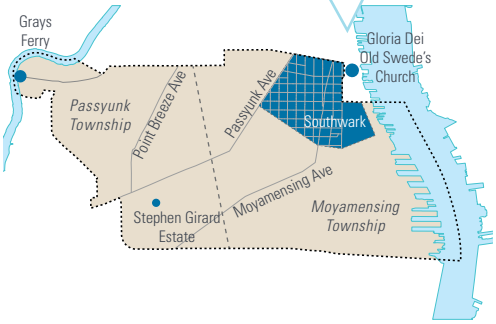

Bucks County
Upper Far Northeast District
Far Northeast Regional Center
Lower Far Northeast District
Pennypack Park
Montgomery County
Central Northeast District
Upper North District
Wissahickon Valley Park
Upper Northwest District
Fern Rock Transportation Center
Lower Northeast District
North Delaware District
I-76
Lower Northwest District
Tacony Creek Park
Frankford Transportation Center
Burlington County
North District
I-95
Montgomery County
River Wards District
Lower North District
West Park District
Fairmount Park
Metropolitan Center
Delaware River
Cobbs Creek Park
West District
Market Street
69th St. Transportation Terminal
PATCO
I-676
Camden County
University Southwest District
South District
Broad Street
I-76
Lower South District
Sports Complex
FDR Park
Delaware County
Lower Southwest District
Navy Yard
Philadelphia International Airport
Gloucester County
I-95

SOUTH DISTRICT

The South District covers an area of 3.98 square miles and has a total population of 133,000 residents (2010). Directly south of the region's Metropolitan Center, the district is densely developed and primarily residential. Almost half of the land in the district is used for residential purposes. The district encompasses many neighborhoods, including East Passyunk, Girard Estates, Grays Ferry, Lower Moyamensing, Pennsport, Point Breeze, and Whitman. The district is a dynamic and growing area that is well connected to Center City and attractive to new residents.

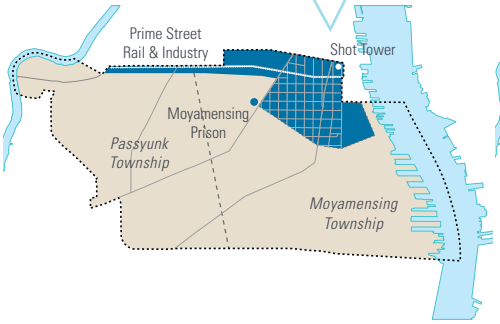
Pre-1800

As Lenni Lenape Indians are displaced, European settlement begins in Philadelphia



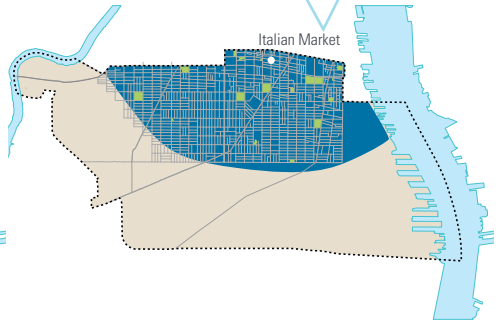
1800

Prime Street (now Washington Avenue) is a growing industrial corridor



1850

William Penn's city grid expands into South Philadelphia



Settlement Patterns

Pre-European Settlement: Lenni Lenape Indians occupy Philadelphia almost 10,000 years before Europeans arrive. Some of their paths persist as streets in the district.

1642-1650: Swedish settlers arrive in the district, with the Dutch following shortly after.

1682: William Penn is granted land by King Charles II, creating the proprietary colony of Pennsylvania. He establishes Southwark, and divides the district into two townships: Passyunk and Moyamensing.

Early 1800s: European immigration and African American migration to the district surges.

1840-1870s: Irish immigrants settle here partially due to a famine in their homeland.

1880s: A wave of Southern Italian immigrants establishes a vibrant commercial corridor on 9th Street (today's Italian Market).

*The Italian Market, 9th and Washington 1915**

1887: Lebanese immigrants settle near 10th and Ellsworth Streets, and establish St. Maron's Church.

Industry and Transportation

1700s: Moyamensing township becomes a shipbuilding and merchant community.

Preparation for WAR to Defend Commerce, William Russell Birch, 1800

1777: A floating bridge replaces one of three original ferry sites across the Schuylkill River. The bridge is near the site of the original Grays Ferry,

1837: The Philadelphia, Wilmington & Baltimore Railroad is extended across the Schuylkill River at Grays Ferry.

1838: PW&B Railroad expands along Prime Street (present Washington Avenue) to a junction with the Southwark Railroad at Broad and Prime Streets. The connection fosters industrial development along the corridor.

1856: A passenger rail station is built for the PWB Railroad at Broad and Washington that operates during the Civil War. The Pennyslvania Railroad acquires the station in 1881

*Train Station at Broad and Washington, 1914**

1858: Streetcars run from Kensington Avenue and Cumberland Street, south to Mifflin Street riding on steel rails and pulled by horses.

Neighborhoods and Assets

1698-1700: Gloria Dei Church is dedicated at its current site. The congregation here has been in existence since 1677.

1797: Wealthy merchant Stephen Girard purchases 500 acres of land for his estate 'Gentilhommiere' which still stands today.

*Gentilhommiere Date unknown**

Moyamensing Prison, image credit: Library Company of Philadelphia

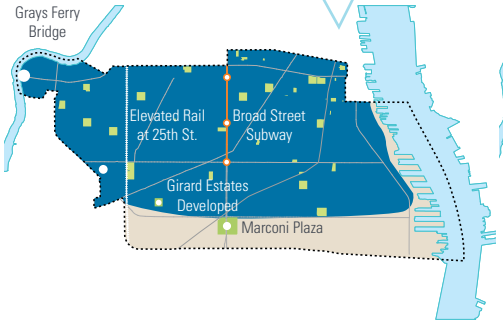
1835: Moyamensing Prison, the district's first penal institution, is built at the corner of 10th and Reed. The facility is in use until 1963 and is demolished in 1968.

1854: Passyunk and Moyamensing Townships are incorporated into the city of Philadelphia. The city grid system spreads into Southwark.

*Partial Map of Philadelphia before 1854 consolidation**

1900

Freight and passenger rail expand to serve new industries and population



*Sesquicentennial celebration at what is now Marconi Plaza, 1926**

1901: A new bridge at Grays Ferry replaces the narrow "Newkirk Viaduct."

1926-28: The 25th Street elevated rail line is constructed to establish a connection with the Pennsylvania Railroad on the west side of the Schuylkill River. It is still in use today by the CSX corporation.

1938: The Broad Street subway is extended from Lombard/South station to Snyder Avenue.

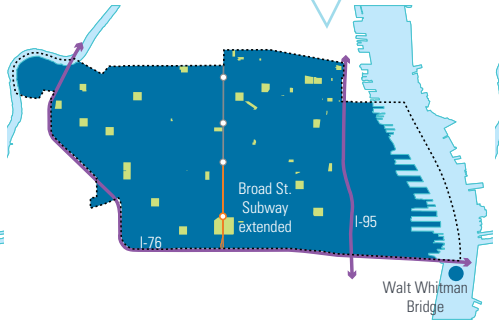
1906-13: The trustees of the Girard Estate hire architects James H. and John Windrim to design a neighborhood of "ideal city homes" in the southwest portion of the district. Philanthropist Andrew Carnegie funds the construction of a library on the grounds.

1914: Oregon Plaza (now Marconi Plaza) is built on Broad Street. With a design by the Olmstead brothers, it serves as an entrance to the 1926 Sesquicentennial celebration.

1942: Tasker Homes at 29th and Morris Streets opens with 1,077 units across 44 acres

1950

A new wave of Vietnamese and Mexican immigrants continues the district's legacy as a melting pot



1970s-1980s: Vietnamese immigrants and refugees establish businesses in the Italian Market area

1990s: Mexican immigrants begin to arrive, particularly along Washington Avenue, 8th and 9th Streets.

1950s: The Schuylkill Expressway is constructed.

1957: The Walt Whitman Bridge is constructed to alleviate congestion on the Benjamin Franklin Bridge.

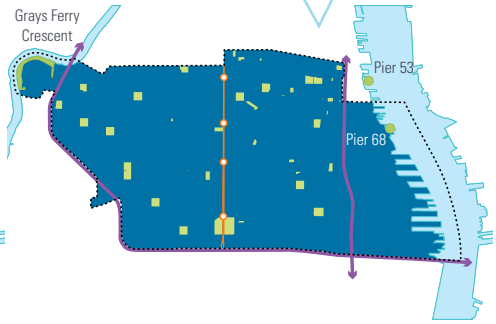
*Walt Whitman Bridge under construction, 1955 **

1967-early 1980s: The construction of Interstate 95 clears a neighborhood along Front Street, severing residential neighborhoods from the Delaware waterfront.

1973: The Broad Street subway expands past Snyder Avenue to include Oregon Station and Pattison Station (now AT&T Station) at the Sports Complex.

TODAY

An established and diverse community must acclimate to new needs and development pressures



2000s: Immigration to the district is strong, with a growing number from Asia and Mexico.

South 7th Street commercial area, 2014

2000s: Improvements and expansions continue to be made at the Philadelphia Port while industrial corridors in the neighborhood adjust to a changing economy.

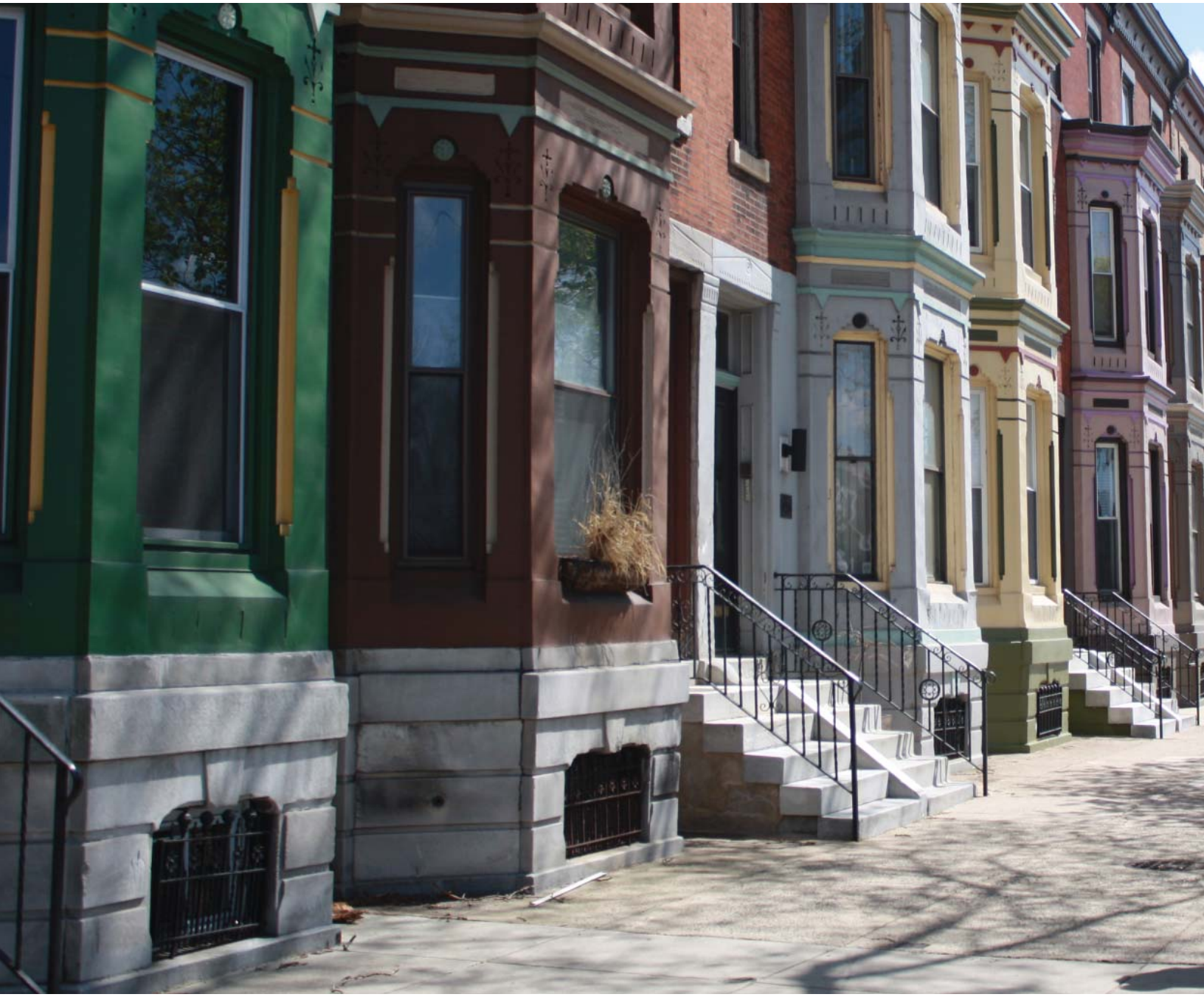
Master Plan for the Central Delaware, Delaware River Waterfront Corporation, 2011

2004: The Philadelphia Housing Authority begins the process of reconstructing Tasker Homes at a lower density level.

2010s: Master plans for the Delaware and Schuylkill waterfronts strive to reconnect the South District's residential neighborhoods to the riverfronts and provide needed space for development and recreation.

** Images courtesy of phillyhistory.org, a project of the Philadelphia Department of Records.*

BUILDING ON OUR STRENGTHS



Grand rowhomes line the 1400 block of South Broad Street

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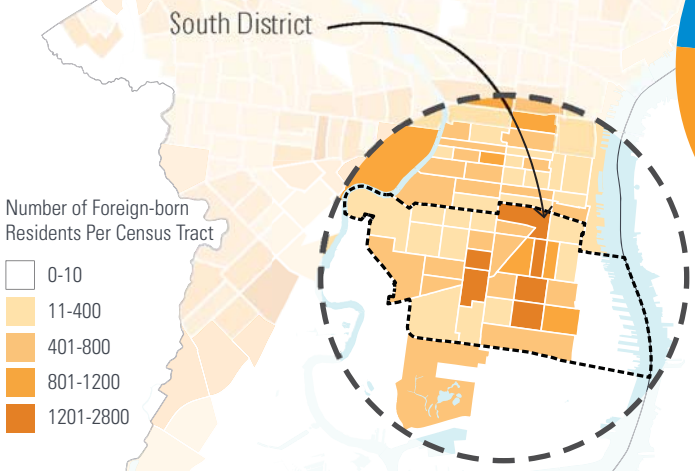
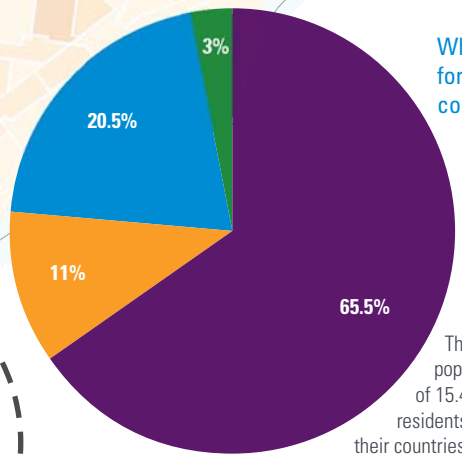
A Diverse Community of Migrants and Immigrants

South Philadelphia's history has made it one of the most culturally rich districts in Philadelphia. The original Lenni Lenape tribe influenced South Philadelphia via a series of diagonal footpaths and their language, which would come to describe both streets and districts. Beginning in 1648, Dutch, Swedish, British, Irish, Lebanese, and Italian groups changed the landscape by bringing their own traditions and cultures. Neighborhoods began to develop a village-like feel, and as the population grew, so did the system of gridded streets, with period-appropriate housing, industrial structures, churches, and institutions. Newer waves of Mexican and Asian immigrants have strengthened the community with their own churches, festivals, events, and traditions. They have brought with them unique sports such as caneball, celebrations such as Chinese New Year, and have created new options to shop and dine on the commercial corridors of Washington Avenue, the Italian Market, and South 7th Street.



Map showing concentration of foreign-born residents in Philadelphia



Where do the district's foreign-born residents come from?

The South District's population is composed of 15.45% foreign-born residents. The graph above shows their countries of emigration. Major contributing countries include China, Hong Kong/Taiwan, Vietnam, Cambodia, Mexico and Italy.

Above: The Washington Avenue Immigration Station. Right: Italian Market in 1954. Images courtesy of phillyhistory.org, a project of the Philadelphia Department of Records

> Early Immigration

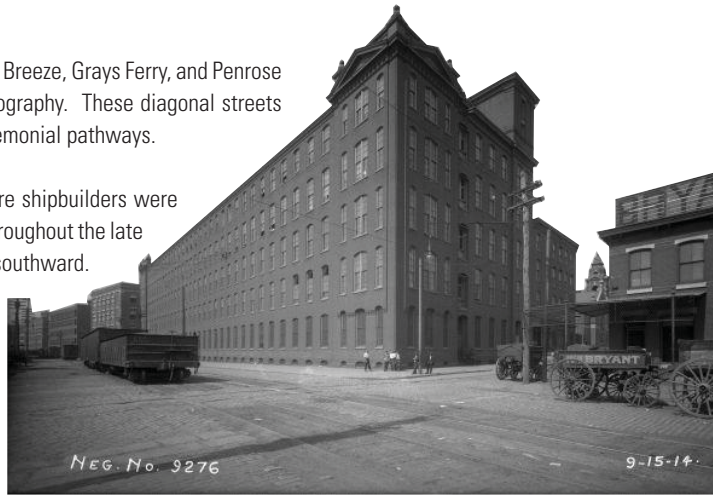
The Washington Avenue Immigration Station welcomed immigrants from its location just outside the district at Washington Avenue and the Delaware Riverfront from 1873 to 1915. An estimated 1 million new Americans first arrived at Philadelphia through this portal.

In the 19th Century, Irish immigrants were drawn to South Philadelphia by jobs like coal heaving. During this period, racial and ethnic segregation was common and led to conflict. The complexity increased as Italian immigration flourished in the late 1880's and as Jewish settlers laid claim to neighborhoods in the early 20th Century. These groups have left a visible footprint on South Philadelphia's culture, lifestyles, and built environment.

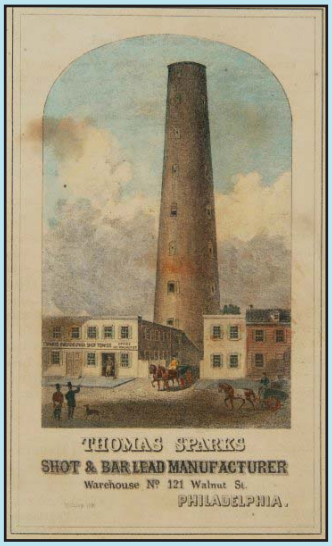
> Development Patterns

Original Native American paths known today as Moyamensing, Passyunk, Point Breeze, Grays Ferry, and Penrose Ferry Roads predated formal development and were built following local topography. These diagonal streets offer unique viewsheds and break up the gridded street system with wide ceremonial pathways.

Gridded streets entered the district beginning in the northeast quadrant where shipbuilders were located and where residents could walk easily to work. As industry expanded throughout the late 18th and 19th centuries, the gridded street system expanded westward and southward. By 1910, the district was built out nearly to 25th Street and Oregon Avenues. The street grid today governs transportation patterns and offers residents the benefits of pedestrian-scaled streets.



C.J. Milne factory at 10th and Washington Ave, 1914 (demolished). Image courtesy of Phillyhistory.org, a project of the Phila Dept. of Records



The Sparks shot tower was built in 1808 by Thomas Sparks and John Bishop. As the country's first shot tower, it revolutionized the production of musket balls and other round projectiles. Today, it is the site of a city playground.

> Preservation Opportunities

Preservation opportunities abound and include late 18th and 19th Century row houses emblematic of a historic wayfaring and shipbuilding community, the country's first shot tower for manufacturing gunshot, archeological artifacts from the first manufacturer of gas pipe in the country, Jewish and Lutheran burial grounds, a bit of the Moyamensing Prison Wall, and factories and mills along Washington Avenue. Numerous resources also survive from waves of German, African American, Italian, Jewish, Eastern European, and other settlers and can be found in residential communities along South Broad Street, 17th Street, Tasker Street, Moyamensing Avenue, and Girard Estate.

> Cultural Corridors

Today's landscape in the South District is changing, as new waves of Mexican and Asian immigrants bring their own customs and cultures. The public realm is impacted through unique places of worship, eating establishments, small businesses, cultural events and activities.

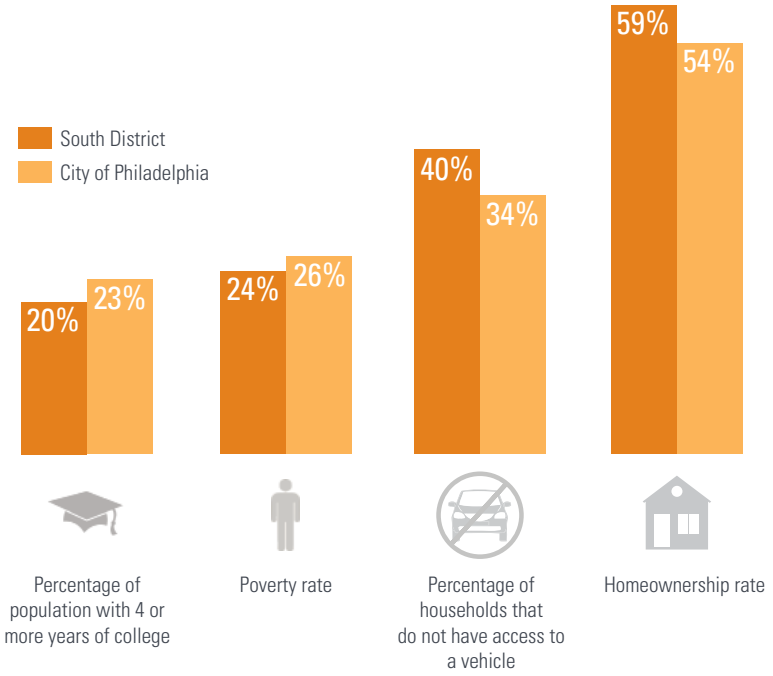
The 'Italian Market' along 9th Street has diversified to include a variety of Mexican and Southeast Asian specialty shops. The South 7th Street commercial corridor is predominated by Cambodian, Laotian, Burmese, Bhutanese, and Nepali businesses, and is anchored by a Cambodian temple that serves the local communities.

Preah Buddha Rangsey Cambodian Temple at 6th and Ritner Streets

A Dynamic and Growing Population

The South District has historically been composed of a strong working-class population made up of a variety of long-term residents and new residents from different races, religions, and ethnicities. Despite their differences, the residents shared the common theme that they came for work. The influx of immigrants, mainly Asian and Latino, continues today, into this working class population, allowing for the district population to remain stable, despite a loss of white residents. The community also enjoys a robust housing market, with a great deal of existing housing under home ownership. Newer residents are bringing higher educational attainment and higher incomes, spurring new construction in an already strong housing market and disposable incomes to a diverse retail market.

Key Comparisons between the South District and the City of Philadelphia



> Solid Existing Residential Community

While educational attainment is slightly below city averages, that dynamic is shifting as more people with higher education attainment move into the district. The housing market is strong with high rates of homeownership and the incidence of poverty is slightly lower than the city as a whole. Just as Philadelphia is a city of neighborhoods, South Philadelphia is no exception, and many of the demographic and social indicators are clustered in specific areas. Many South Philadelphians do not own vehicles, a testament to the strength of the pedestrian and transit network.

South District Housing Typologies

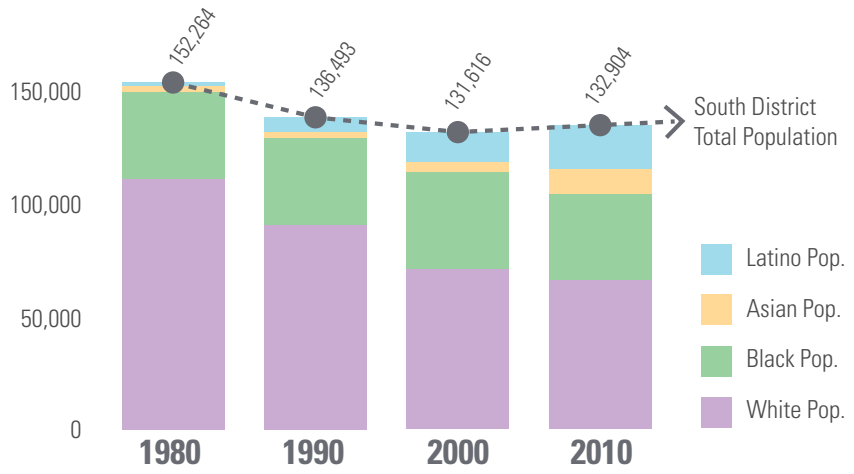
Most housing in the district is made up of 2 and 3-story row houses with no front yard setbacks.

Some row homes built in the mid-20th Century have front yard setbacks. This type of row house often has garage access from the rear

The district also contains a number of semi-detached twins and detached single homes. This type of housing is most common in the Girard Estates neighborhood.

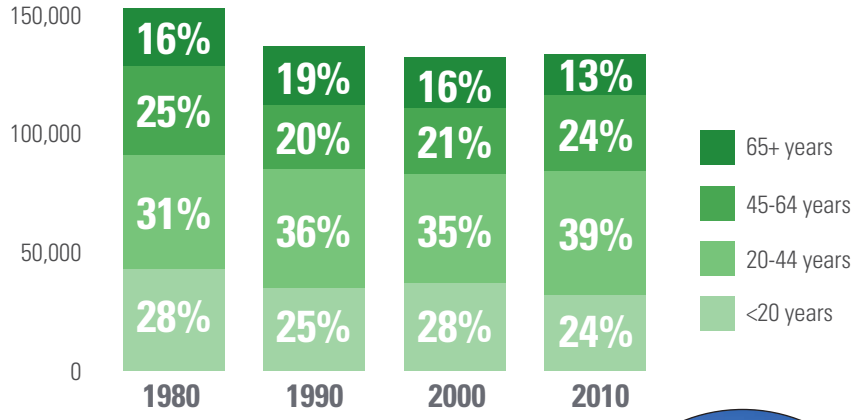
> Growth and Diversity

The South District experienced population growth over the last decade for the first time in half a century. Much of this growth is due to a high rate of immigration, with foreign-born residents accounting for 15 percent of the population. While the total population of the district increased only marginally over the past decade, the foreign-born population has increased significantly, mainly in the Asian and Latino communities.



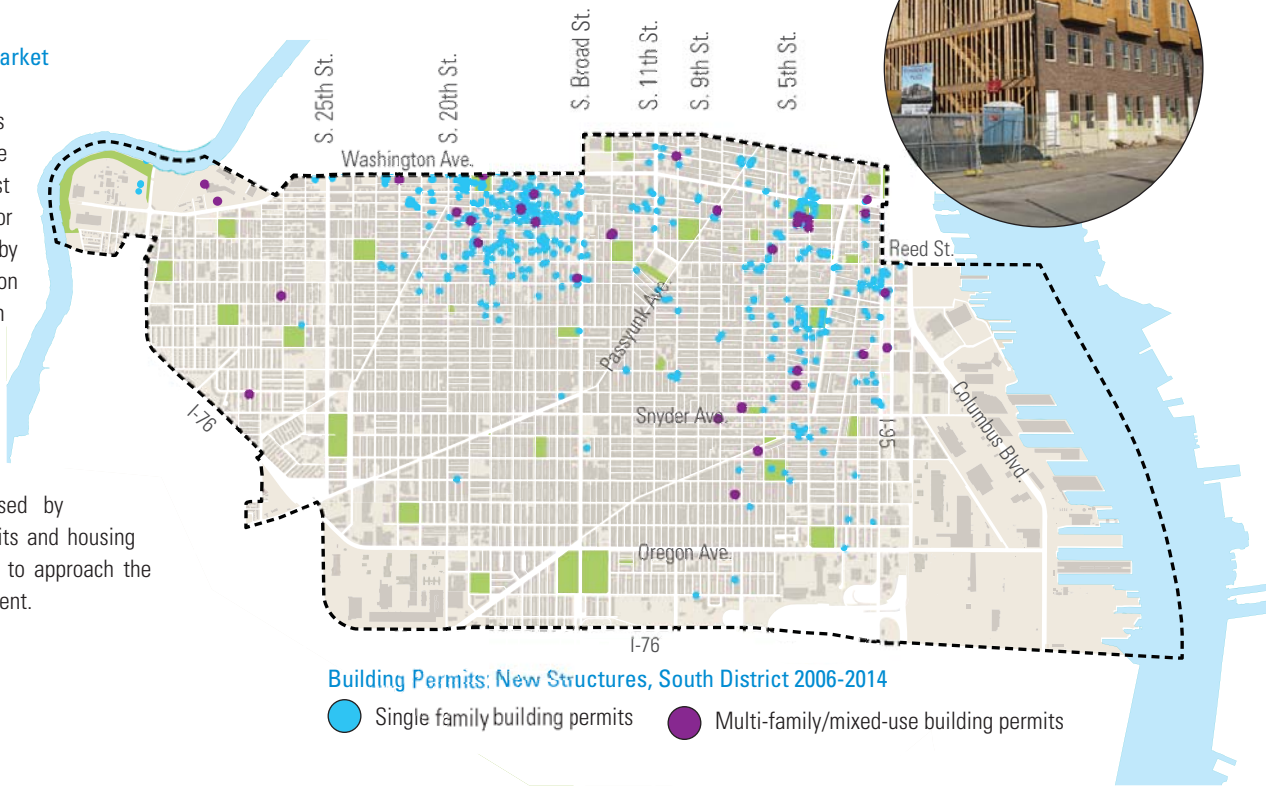
> Expanding Working Age Population

Historically a working-class community of long-term residents with families, demographics of the South District remain strong as young educated people enter the district. Three decades ago, only four percent of district residents had a college education, but that percentage has now soared to 20 percent. Working age residents aged 20-64 have increased to make up 63 percent of the population, while the percentage of children and the elderly are shrinking. The poverty and unemployment rates within the district remain below city averages.



> Strong Housing Market

The South District has a greater rate of home ownership than the rest of the city. Demand for housing is apparent by the new construction and rehabilitation activity spilling over from the expanding Metropolitan Center. Between 2000 and 2010 the number of housing units increased by 0.8 percent or 477 units and housing occupancy rates grew to approach the city average of 89 percent.



A Thriving Local Economy

The South District is uniquely positioned near regional and local employment centers. Sandwiched between the city's Metropolitan Center (Center and University Cities), the Metropolitan Sub-Center of the Sports Complex, Navy Yard, and Philadelphia International Airport, and the port-related activity along the Delaware River, South Philadelphia residents have many employment options within a short distance. Residents are also well served by a variety of industrial, retail, institutional and service industries all distributed throughout the district.

Major Job Destinations for South District Residents

Largest Employers in South District, 2010

Source: Philadelphia City Planning Commission/DVRPC

Employer	2010 Estimated Jobs
Philadelphia School District	2,200
Methodist Hospital (Jefferson)	900
Pathmark (2)	470
IKEA	400
Home Depot (2)	400
Philadelphia Police Dept.	300
Shop Rite Supermarkets (2)	300
JPC Group Engineering/ Const.	270
St. Agnes Continuing Care	250

> Regional and Local Employment

The South District has roughly 50,000 employed residents and 28,000 jobs within the district. Employment has increased in the past decade by approximately six percent.

Of the residents who are employed, 69 percent work within the city boundaries, 35 percent work within the city's Metropolitan Center, and 11 percent work within the district itself. A high level of employment within the district is a testament to the variety and accessibility of jobs located within a short commute.

There is no single dominating industry in the district. Jobs are distributed along the major arterials and commercial corridors mainly in the sectors of transportation and warehousing, retail trade, health care and social assistance, accommodation and food services, and educational services, all of which account for 73 percent of total jobs.

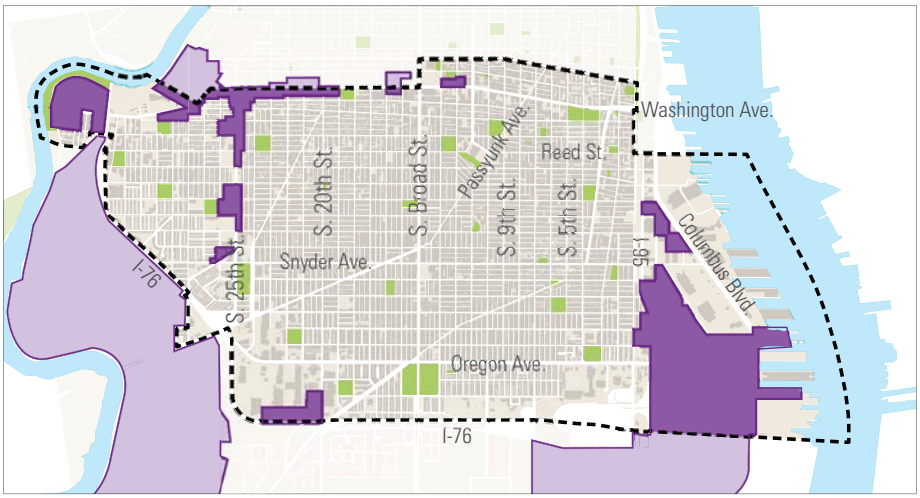
> Cultural Economy

The rich cultural history and accomplishments in the South District are assets that support and promote economic development. Unique venues for eating and drinking, commercial corridors with international flair, and specialty shops make the South District a destination for shoppers.

The publicly-supported 'Avenue of the Arts' extends from Center City just to the north of the district and the Philadelphia High School for Creative and Performing Arts and the Philadelphia Performing Arts Charter School both operate within the district.

Distinctive events, such as the Italian Market Festival, East Passyunk food tastings, Mummer's performances, and the Cambodian Association's New Year's celebration draw visitors from a wide variety of destinations.

(Left) Citizens take part in the procession of saints as part of the annual Italian Market Festival.



Industrial Areas In and Near South District

> Industry

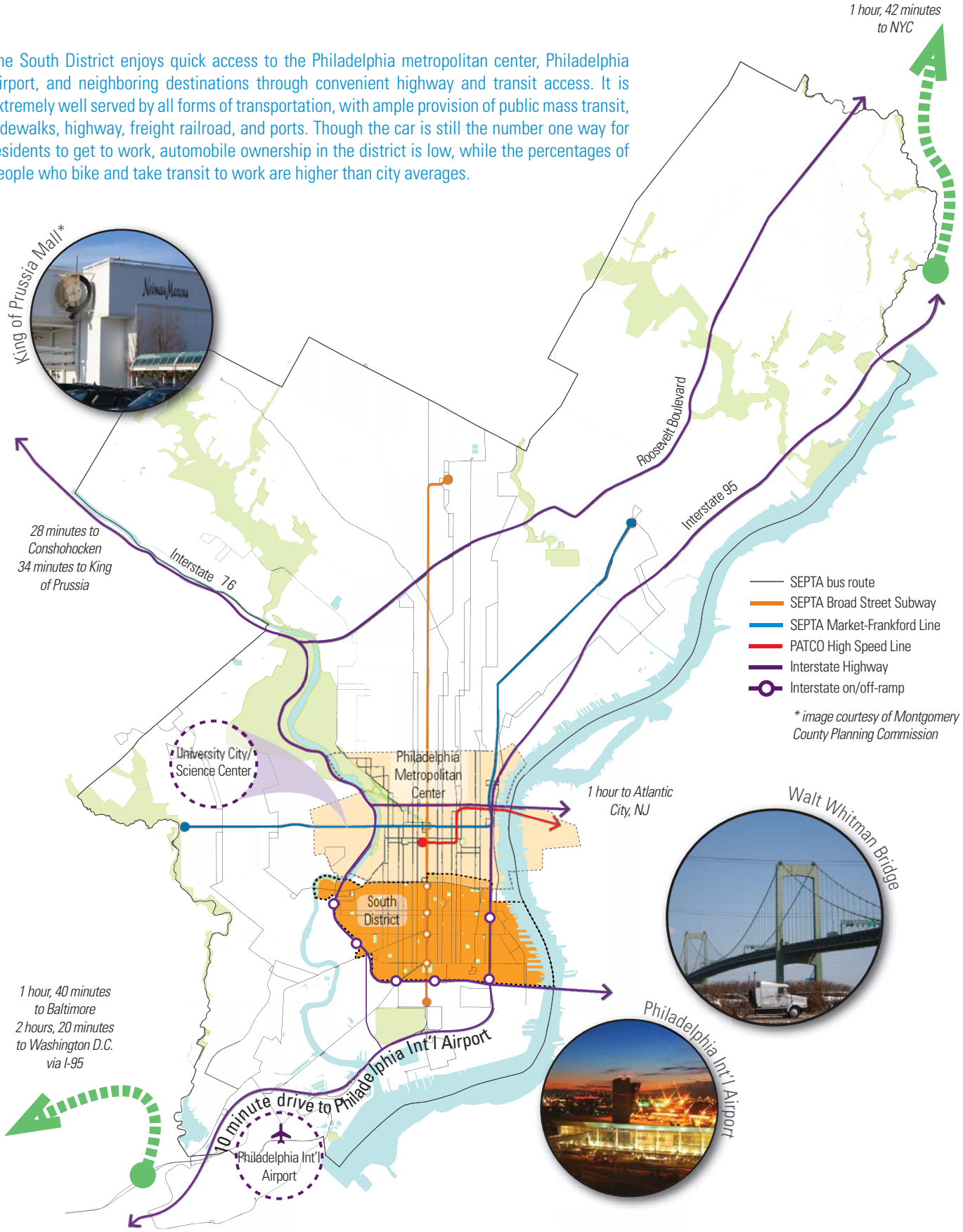
Industrial uses account for approximately 5,000 jobs or 24 percent of all employment in the South District. Industrial uses line the waterfronts, the freight rail line along 25th Street, and the former freight rail line along Washington Avenue.

These industries provide jobs, so it is a high priority of the City to preserve land where production, distribution, and repair activities are viable. In the South District, these industries are mainly located east of I-95 along the Delaware River. Modernization and reuse of unique industrial assets such as piers and related warehouses on the Delaware waterfront, the 'Innovation District' parcels along the Schuylkill River, Washington Avenue, and the Defense Realty Business Center at 20th and Johnston Streets can help strengthen and diversify the district's economy while providing job opportunities accessible to nearby residents.

Industrial facilities East of Interstate 95.

A Well Connected District

The South District enjoys quick access to the Philadelphia metropolitan center, Philadelphia Airport, and neighboring destinations through convenient highway and transit access. It is extremely well served by all forms of transportation, with ample provision of public mass transit, sidewalks, highway, freight railroad, and ports. Though the car is still the number one way for residents to get to work, automobile ownership in the district is low, while the percentages of people who bike and take transit to work are higher than city averages.

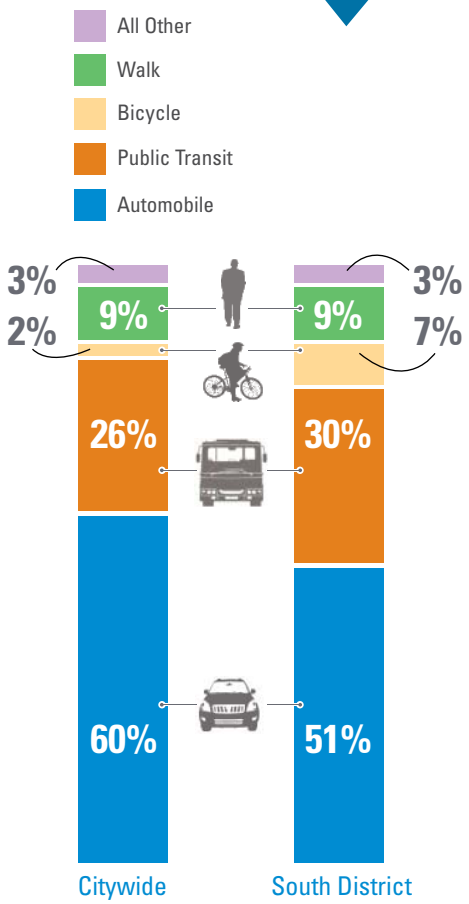


> Highways and Goods Movement

Residents and business owners have excellent highway access that provides convenient proximity to major destinations. The South District is bounded by major interstate highways on three sides, and includes numerous interchanges.

Roadway improvements within the district include rehabilitating the Grays Ferry Avenue Bridge and Passyunk Avenue Drawbridge over the Schuylkill River, reconstructing Swanson Street between Delaware Avenue and Oregon Avenue, and utilizing Automated Red Light Enforcement funds to make improvements along East Passyunk Avenue.

How Residents Commute to Work



Source: US Census Bureau, American Community Survey 2008-2012

> Transit Service

Nearly all of the South District's residential areas are within a two block walk of a bus or subway stop. The Broad Street Subway (BSL) allows for nearly 38 million trips per year, second only to the Market Frankford Line in Philadelphia. The presence of the BSL enables residents to live in densely developed 19th Century neighborhoods without significant need for personal automibile ownership and provides comvenient access to employment centers such as Center City, University City, Temple University, Hahnemann Hospital, and Temple Hospital.

Sixteen different SEPTA bus routes run throughout the district, carrying 21 percent of commuters to their places of work. Bus ridership is very high and is equally popular a commuter choice to Center City as the BSL. In addition to SEPTA, New Jersey Transit also runs seasonal bus service from Broad and Snyder to South Jersey shore points such as Atlantic City, Wildwood and Cape May. Several locations host private bus company service to Atlantic City casinos. Sugarhouse Casino also provides a South Philadlephia route that runs along Oregon Avenue and makes stops at Broad & Snyder, as well as along Washington Avenue.

> Transit Plans

There are several recent. ongoing, and proposed transit plans and studies in the district. These include new modes, restoration of service or mode, new lines, and extension of service.

In 2012 the Delaware River Port Authority completed the *Philadelphia Waterfront Transit Expansion Alternatives Analysis*. The preferred alternative uses the existing Belt Line Freight track to run light rail primarily along Columbus Boulevard from Girard Avenue to Pier 70.

Recently, the Delaware Valley Regional Planning Commission completed the *Vehicle Technology Analysis for SEPTA Routes 29 and 79* report. The study recommended piloting electric bus service to determine whether it would be a cost-effective and sustainable alternative to trackless trolley or diesel-electric hybrid bus service.

A resident boards the 57 bus on Moyamensing Avenue. The district is well served by public transportation.

Narrow Streets with Many Users

Streets in the South District were largely constructed for a walking, horse-drawn or transit served population prior to the widespread availability of the automobile. They are often narrow, which gives them a quaint appeal and have traffic calming effects, but adds to the challenge of accommodating multiple types of users, such as walkers, bikers, transit riders, and motorists. District residents use their streets as an extension of the public realm, particularly during the summer months when local streets are closed for block parties and festivals.

> Pedestrians and Bicycles

The South District's historic 19th Century street grid, proximity to multiple employment centers, local "main streets" and shopping centers, transit stops, schools, health centers, and neighborhood and regional parks makes it a "walker's paradise." Nine percent of residents walk to work, and their trips are made more interesting by locally characteristic treatment of the public realm, such as plantings along the sidwalk or window displays. Many small residential streets change traffic direction from block to block, calming traffic and making streets safer for pedestrians, and during the summer months, it is not uncommon for entire blocks to be closed for block parties and other residential activities. Many commercial corridors and homes in the district are built to the street line and include window treatments, displays and first floor entrances, making them more accessible to visitors traveling by foot. Pedestrian plazas, crosswalks, and bumpouts all create safer environments for these travelers.

The flat topography, low rates of vehicle ownership, and low speed streets contribute to a high rate of bicycle commuting in the district. At 7% mode share district wide, there are census tracts in the South District that have some of the highest rates of people biking to work in the country. Several major east-west roadways have bicycle facilities, including Washington, Snyder, and Oregon Avenues. 22nd Street has a dedicated northbound bicycle lane and a section of Moyamensing Avenue and Columbus Boulevard have bicycle lanes in both directions.

The district boasts several walkable commercial corridors, including East Passyunk Ave., where triangular intersections create opportunities for small plazas.

A walker's paradise, this sidewalk is especially pleasant, aided by the shade, colors, and scents provided by these plants at Dickinson Square.

Right: Washington Avenue is home to a number of bike boxes that allow both vehicles and bicycles to execute turns at intersections safely.

> Automobiles and Parking

Often a challenge for district residents, additional parking is necessary as advancements are made in efficient use of roadways. The introduction of head-out-angled parking to the district has made better use of excess road space, discouraging double parking, and adding safety for users.

Additional opportunities for innovative parking strategies include examining residential permit rates, enforcing parking controls, and identifying private lots for shared public parking.

Head-out angled parking along 11th Street allows a higher volume of cars to park safely along the street.

> Other Unique Uses of the Public Realm

Outdoor space is at a premium in certain parts of the South District so every square inch counts. Acknowledging this fact, many South Philadelphians have maximized their precious outdoor space by cleverly annexing public space in front of their homes.

A basic element of the public realm on any given South Philadelphia residential street is the stoop. The front stoops of homes in the South District often function as front porches for residents. These small porches foster social interaction among neighbors, creating a communal outdoor living room. Many residents have modified or enlarged their front stoops to further enhance this feature.

These treatments all contribute to the South's unique pedestrian experience.

A: Holiday light displays drape over the streetscape throughout the district drawing onlookers from throughout the city. **B:** Awnings, which are prevalent throughout the district, extend the home's living space and offer cover and shade. **C:** Outdoor garden arrangements come in all shapes and sizes in the district. **D:** Sculpture and other art works along the street edge provide for an interesting and varied pedestrian experience.

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

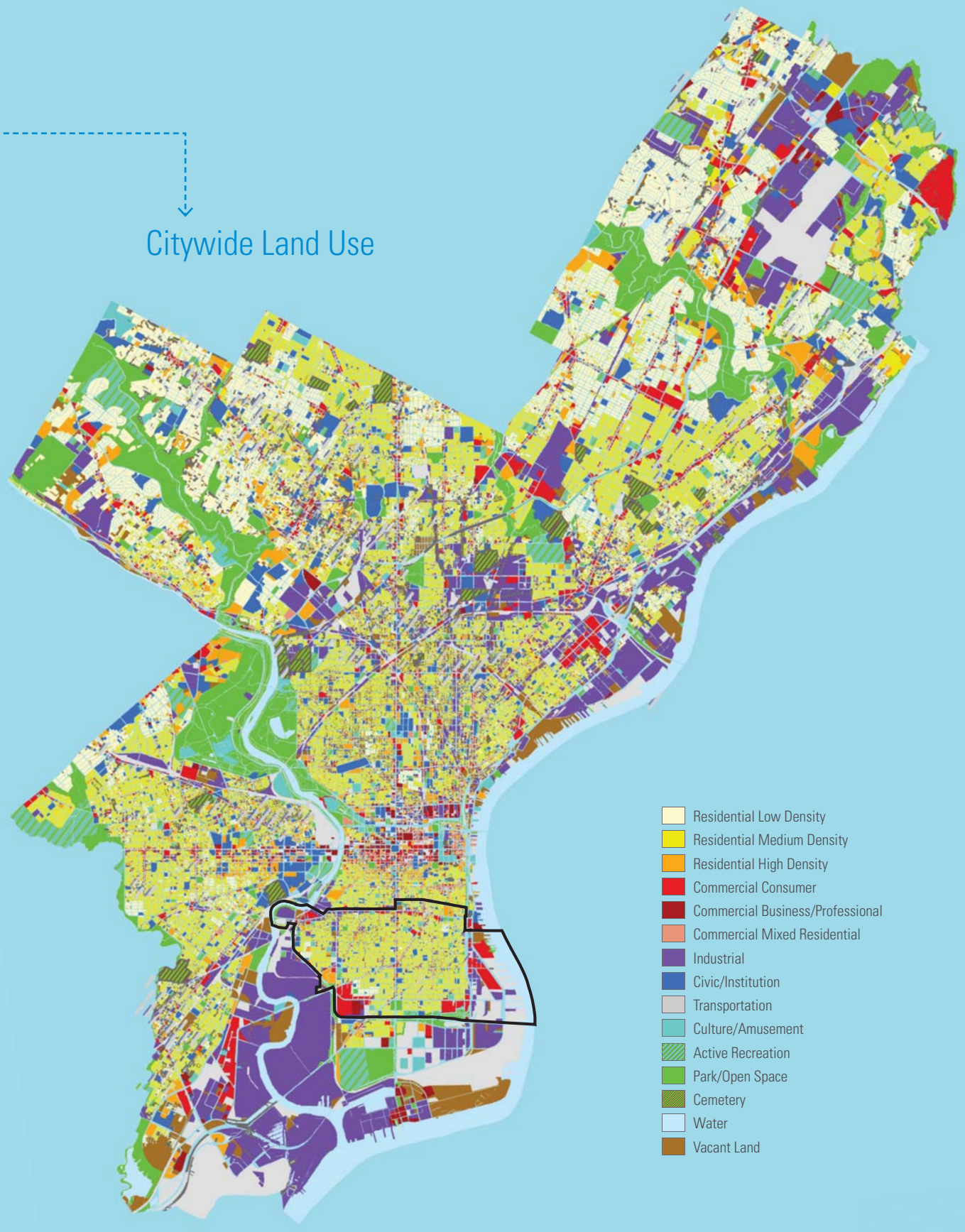
When analyzed together, land use and zoning inform planners if a property or area is zoned correctly for current conditions or if zoning changes are necessary to either reflect existing conditions or bring about changes to future physical development. Over time, changes in land use may require remapping, 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.

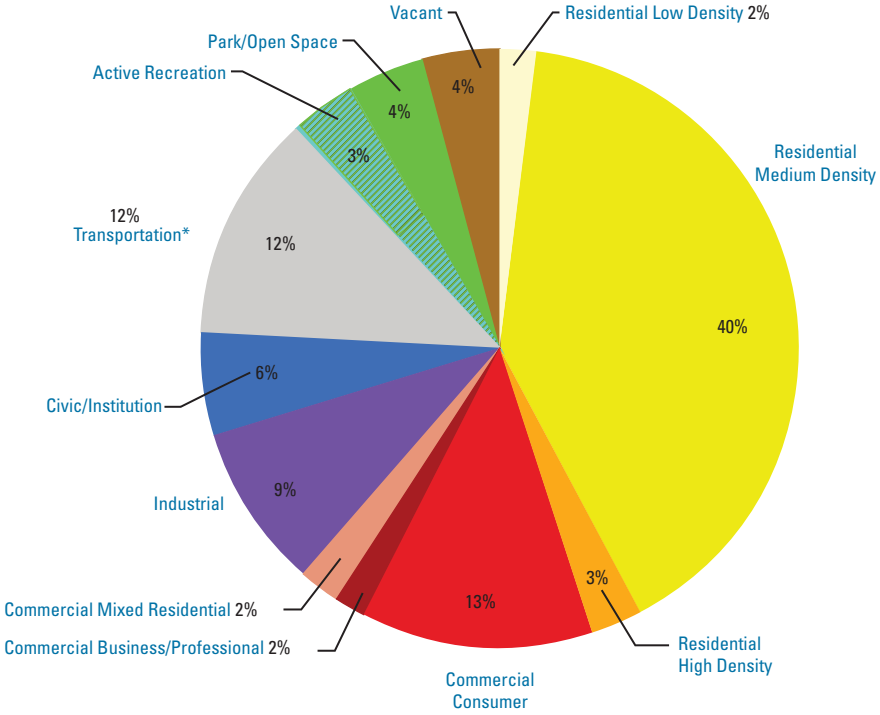
Citywide Land Use

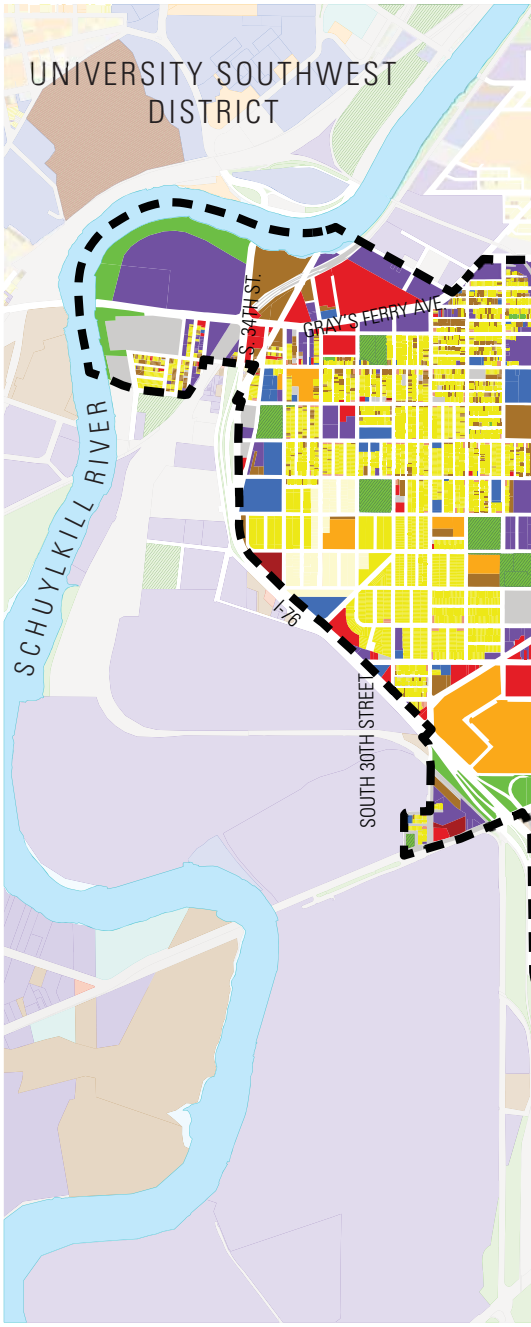


Existing Land Use

A survey of South District land use was completed in 2014. To collect this information, a working land use map was created from various city sources, including the Office of Property Assessment, and was then verified by in-field surveys conducted by PCPC staff. The land use data is stored in a geographic information system (GIS) database maintained by PCPC. Color codes are used to represent 15 major categories of land use.

Land use in the South District is predominated by residential, making up 45 percent of all land uses in the district. Commercial, transportation, and industrial collectively make up 38 percent of all land uses, and cluster predominantly along the Delaware and Schuylkill Rivers and major arterials. All other land uses each represent less than five percent of total land area. There are 104 acres of vacant land making up four percent of all land use, but this is relatively minimal compared to other planning districts in the city. Only two percent of buildings are vacant within the district. There is a particularly small amount of park/open space in the district, at four percent.

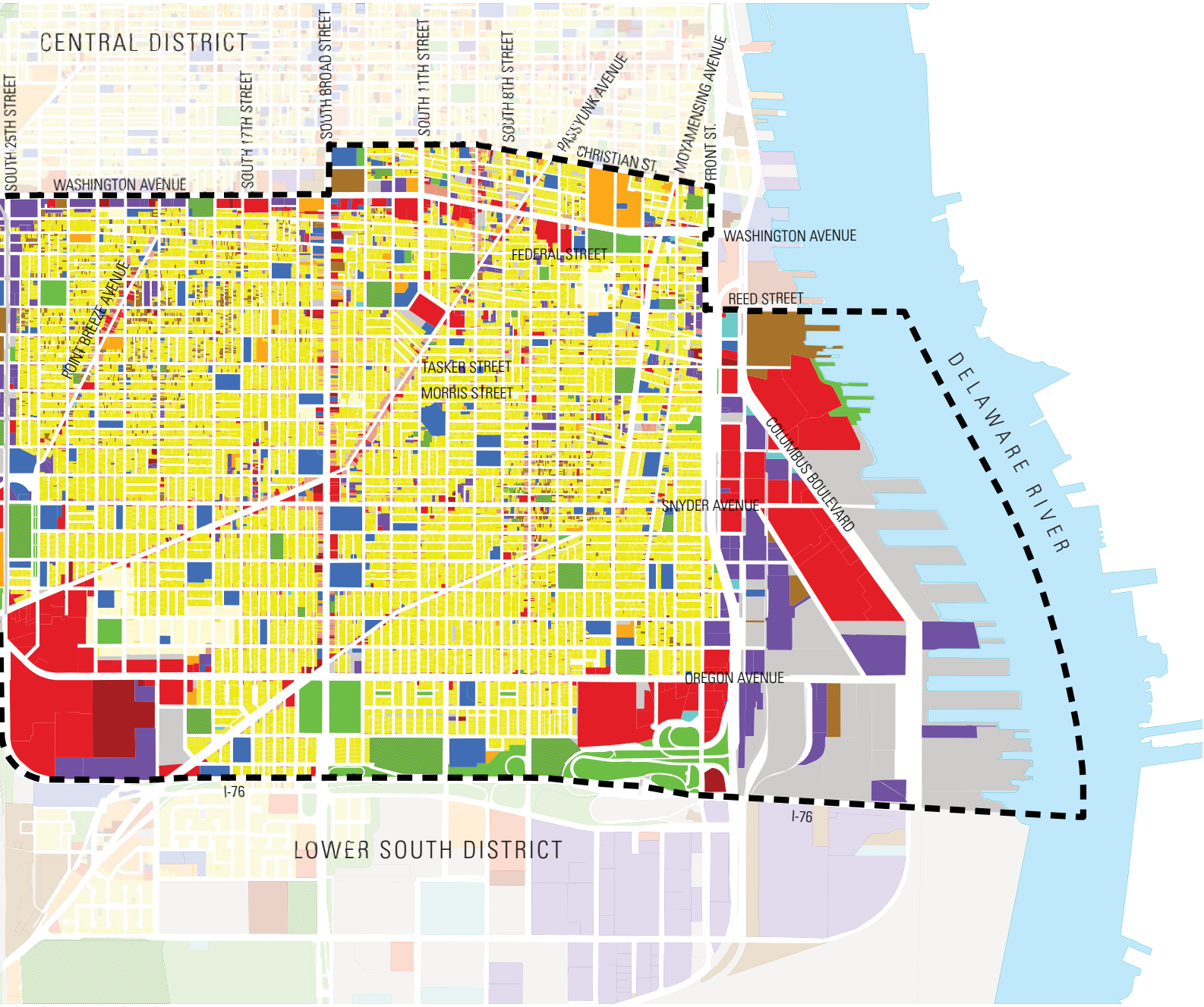




- Residential Low Density
- Residential Medium Density
- Residential High Density
- Commercial Consumer
- Commercial Business/Professional
- Commercial Mixed Residential
- Industrial
- Civic/Institution
- Transportation/port *
- Culture/Amusement
- Active Recreation
- Park/Open Space
- Cemetary
- Water
- Vacant Land

* The transportation percentage does not include streets and sidewalks, which cover a total of 1,190 acres.

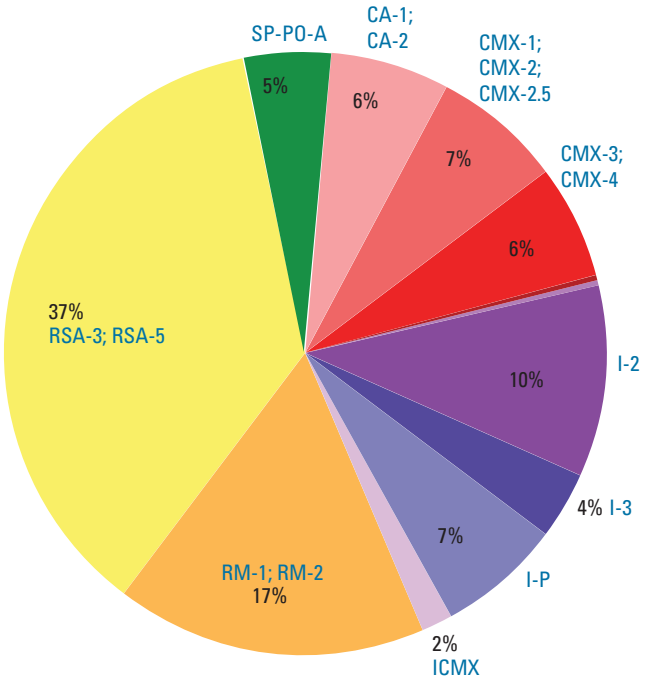
Existing Land Use, 2014

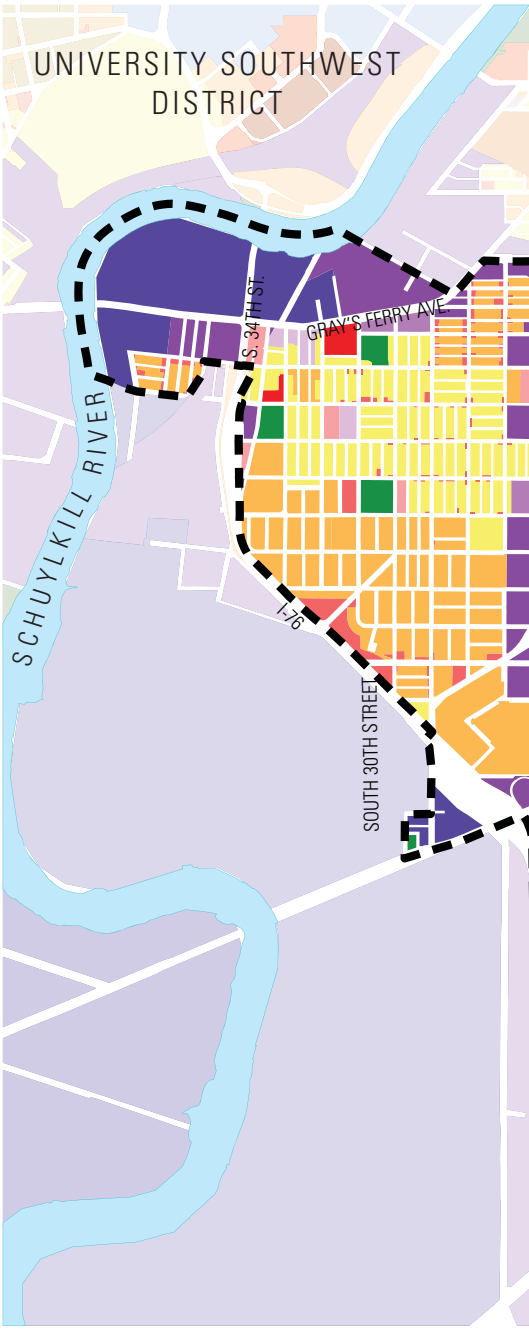


Existing Zoning

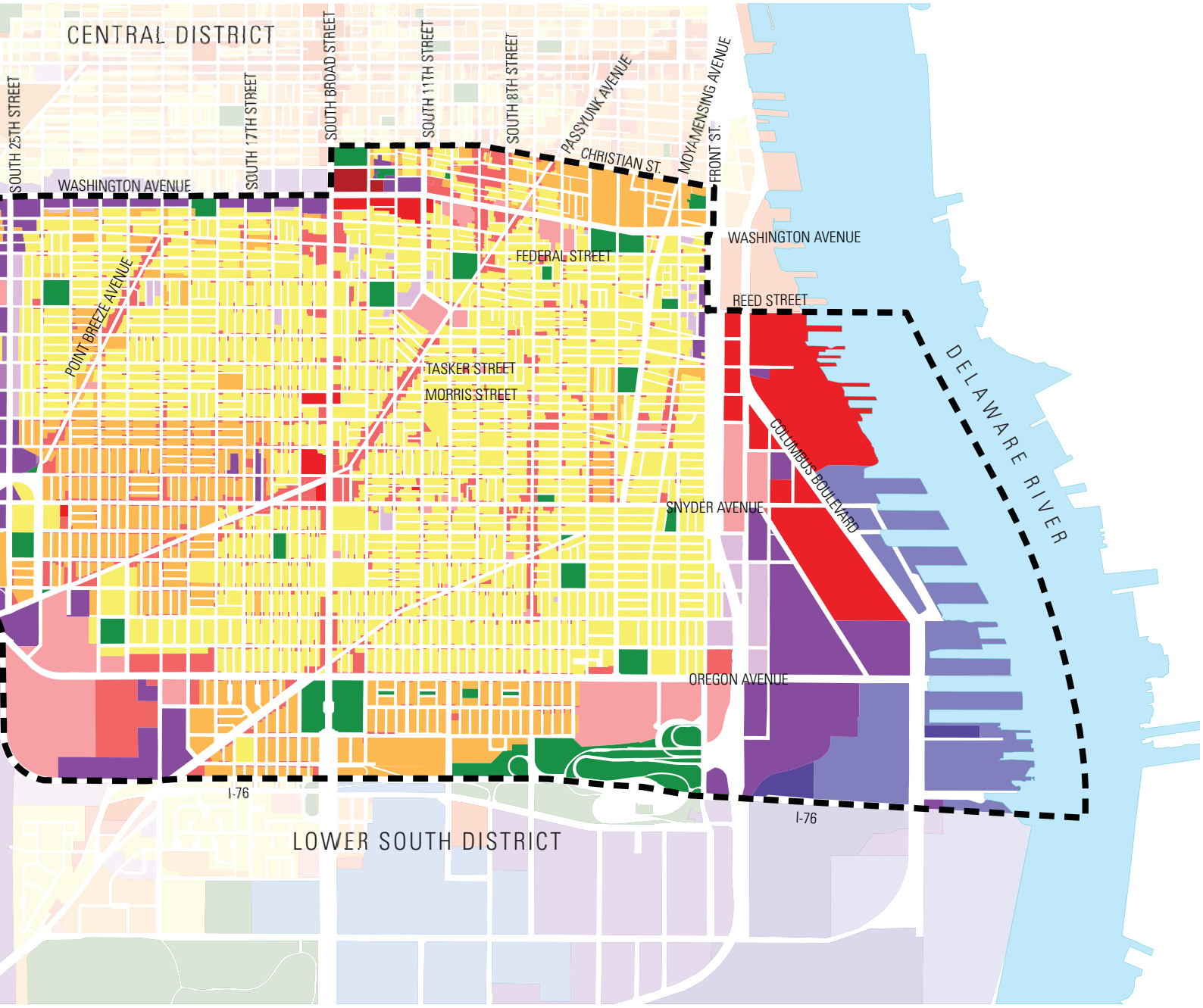
Zoning in the South District is mixed, but is predominated by residential single family attached, and residential multi-family accounting for 54 percent of all zoning categories. Industrial, and various forms of commercial rank second and third most prevalant.

There are four different zoning overlays in the South district; however, many of these overlays only affect small portions of the district. The Center City Overlay places controls on use, parking, signs, and façade reviews, but this district only applies to parts of Washington Avenue. Other overlays in the district include the Queen Village Neighborhood Conservation Overlay, Delaware Riverfront controls on uses, setbacks, parking, plans of development, and trail requirements, and an airport hazard control overlay district that places height controls on developments near the Philadelphia International Airport.





Existing Zoning, 2014



Residential Single-Family Detached	RSD-1; RSD-2; RSD-3	Light Industrial	I-1
Residential Single-Family Attached	RSA-1; RSA-2; RSA-3; RSA-4; RSA-5	Medium Industrial	I-2
Residential Multifamily	RM-1; RM-2; RM-3; RM-4	Heavy Industrial	I-3
Auto-Oriented Commercial	CA-1; CA-2	Port Industrial	I-P
Neighborhood Commercial Mixed-Use	CMX-1; CMX-2; CMX2.5	Industrial Commercial Mixed-Use	ICMX
Community/Center City Commercial Mixed-Use	CMX-3; CMX-4	Industrial Residential Mixed-Use	IRMX
Center City Core Commercial Mixed-Use	CMX-5	Recreation	SP-PO-A; SP-PO-P

FRAMING OUR FUTURE

Police Station at 11th and Wharton

26 | Focus Areas
- 28 | Broad Street Intersections
- 40 | Municipal Complex at 11th and Reed
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54 | Recommendations
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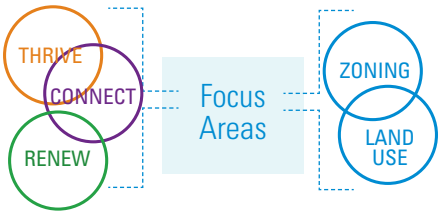
Focus Areas

Focus areas are strategically located sites with the potential to benefit the entire district, or even the city as a whole. They can be catalysts for thoughtful reinvestment in the larger community.

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.



> Focus Areas

Reimagining these areas as more dynamic economically, aesthetically, or functionally can have a transformational effect. These long-term visions provide inspiration and a framework for smaller improvements to occur incrementally.

> 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 three focus areas to the right were identified.

Focus Area 1
Broad Street Intersections (at Snyder and Oregon)

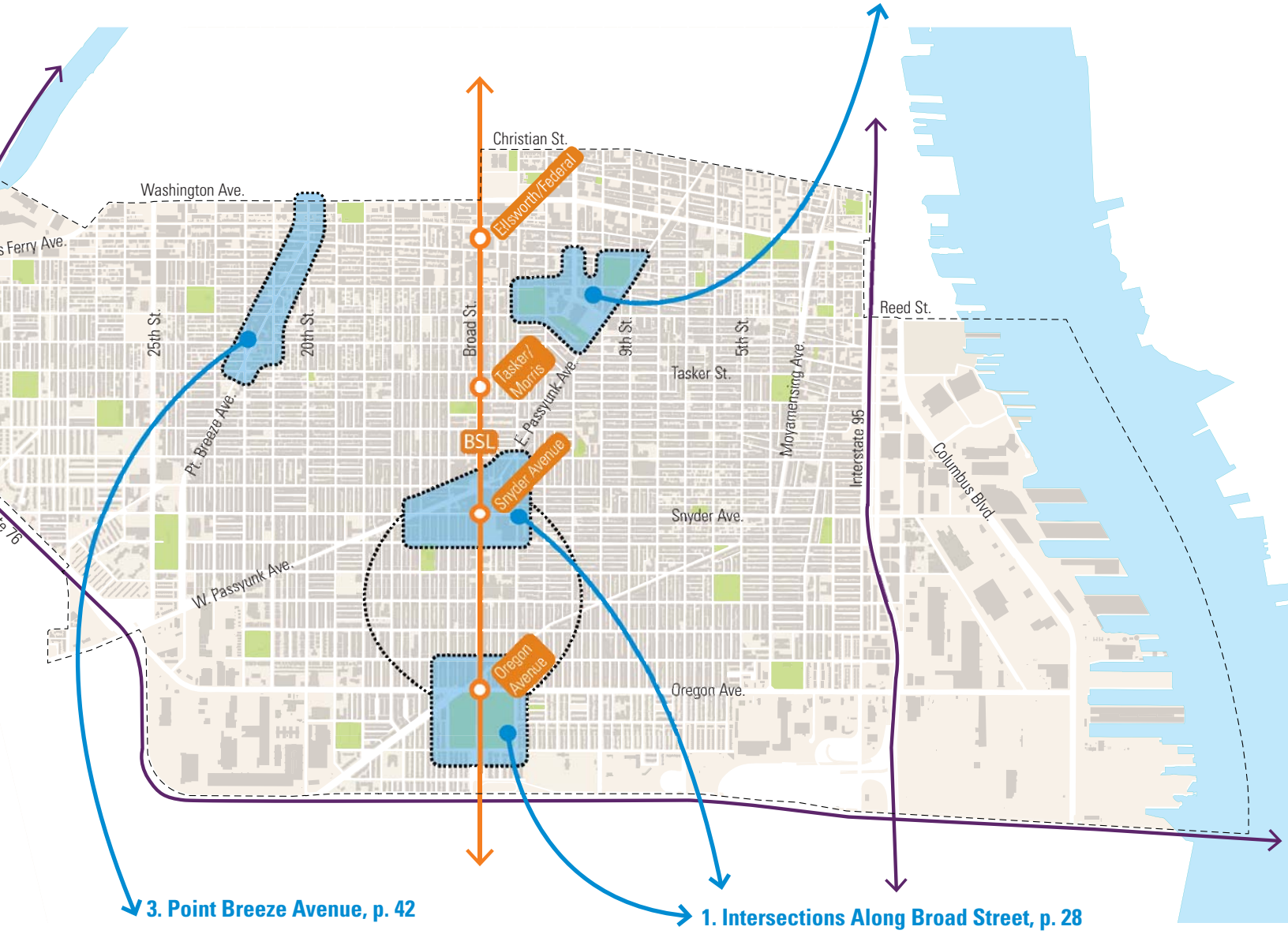
Focus Area 2
Municipal Complex at 11th and Reed

Focus Area 3
Point Breeze Avenue and South 20th Street

Three focus areas emerged from the South District analysis. Their boundaries are identified below. The individual characteristics of each neighborhood lay the goundwork 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.

2. Municipal Complex, p. 38

An opportunity to consolidate and reorganize several municipal facilities, create opportunities for future development, make intersection safety improvements, and better connect Columbus Square to 11th Street and E. Passyunk.



3. Point Breeze Avenue, p. 42

An opportunity to revitalize this commercial corridor and improve the public realm through physical improvements to the streetscape, the creation of a gateway at the origin of the avenue, and enouraging the extension of commercial activity all the way to Dickinson Street.

1. Intersections Along Broad Street, p. 28

An opportunity to improve the public realm by implementing streetscape improvements down the entire street. Additional opportunities are to direct higher density development to the street, simplify intersections and provide quality green space for all users.

FOCUS AREA 1 >

Broad Street Transit Nodes

Build on existing strengths & fulfill potential as the district's grand boulevard.

South Broad Street is extremely well served by public transportation.

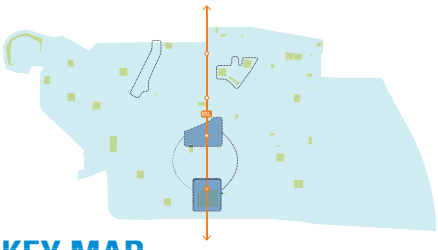
Some properties along South Broad Street are underdeveloped based on their current or proposed zoning.

What Works

- High concentration of jobs and residents nearby.
- Great access to public transit.
- Historically significant buildings.
- Good access to and opportunities to improve green space.
- Wide street with adequate walking zone and pedestrian space.

What Needs Improvement

- Underdeveloped commercial mixed-use zoned properties.
- Intersections are challenging for pedestrians and bicyclists.
- Increase green open space.
- Unify public realm with plantings, lighting, and curb safety improvements.
- Auto-oriented developments and parking/curb cuts fronting Broad Street.



KEY MAP

Broad Street is the back bone of South Philadelphia. Home to the Broad Street subway, several bus routes, and commercial areas, it is a vital, well-connected, yet at times, underutilized thoroughfare in the South District. Highlighted in this focus area are the intersections of Broad Street with Snyder Avenue and Oregon Avenue. Broad Street has a set of strengths and weaknesses exemplified by the two intersections highligted in this focus area but it requires attention as a whole to live up to its full potential.

The focus area of Broad Street at Snyder Avenue and Oregon Avenue was chosen as a set of two unique locations with an overlapping set of issues and circumstances. Additional recommendations in the plan allow for improvements to Broad Street throughout the South District.

BROAD STREET FOCUS AREA >

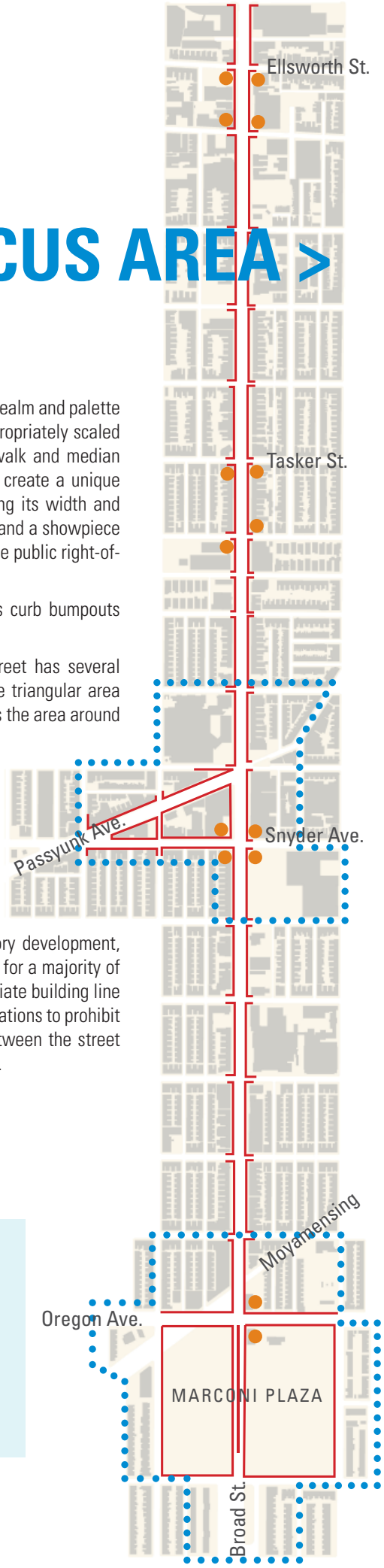
Unify the Public Realm.

The Broad Street corridor could benefit by a concerted effort to unify its public realm and palette of materials and furnishings. A consistent installation of street lights, appropriately scaled to the grand boulevard but also to the pedestrian, as well as unified sidewalk and median paving treatments and the installation of planters and plant material would create a unique aesthetic identity. It would also give the street its own character, celebrating its width and grand architecture, and celebrating it as the main thoroughfare of the district and a showpiece for the city. Enforcement of the Streets code prohibiting trash receptacles in the public right-of-way would further benefit the pedestrian experience along the street.

In addition to aesthetic improvements, pedestrian safety measures such as curb bumpouts would make the street easier and safer to traverse on foot.

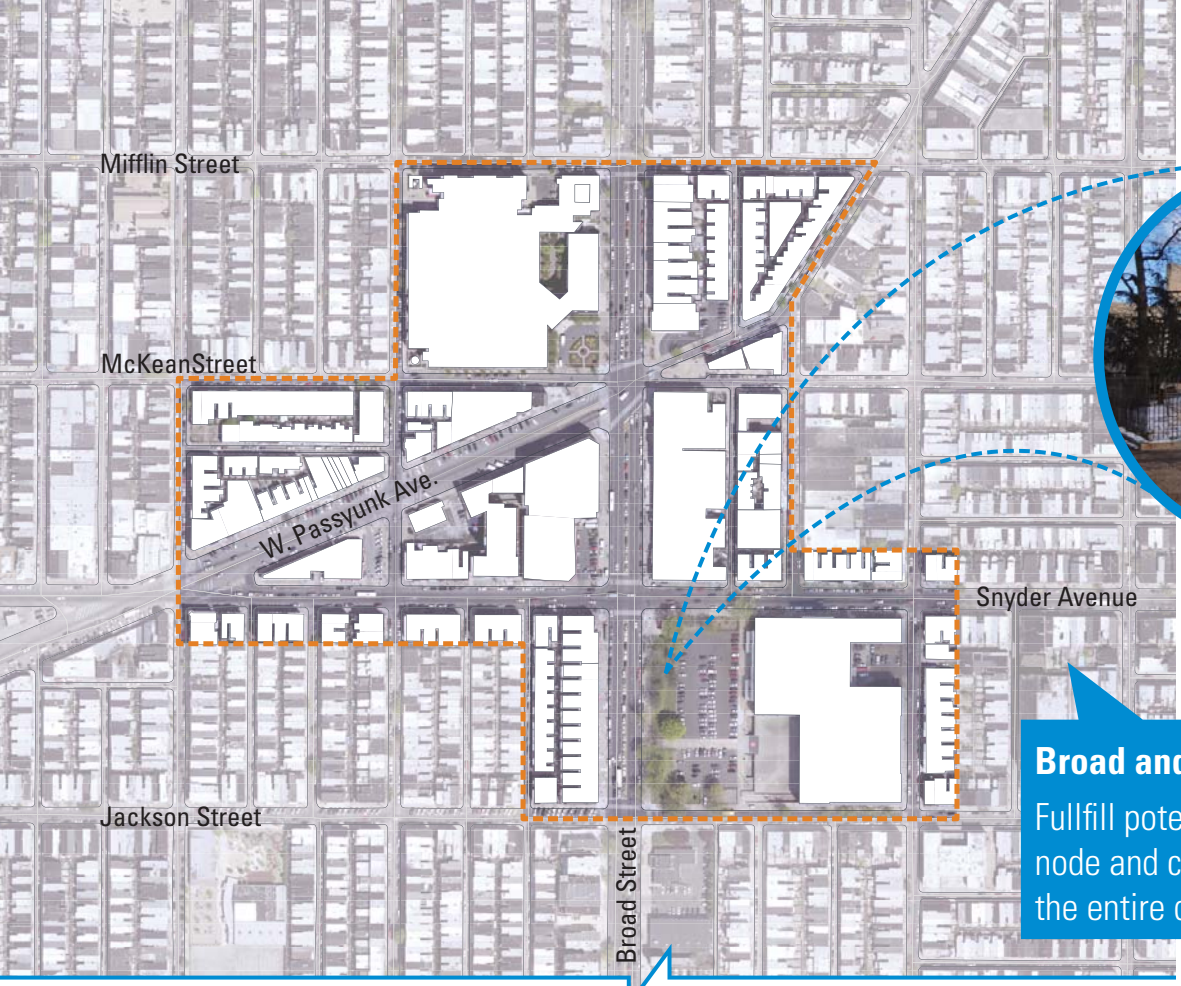
Over its length between Washington Avenue and Bigler Streets, Broad Street has several locations to expand and celebrate its unified public realm. These include the triangular area created by Snyder Avenue, West Passyunk Avenue and Broad Street as well as the area around the perimeter and through the center of Marconi Plaza.

This plan recommends extending the Center City Overlay, which contains supplemental use and parking controls for a portion of South Broad Street between City Hall and Washington Avenue, through the South District or creating a similar one for Washington Avenue south through Oregon Avenue. The South Broad Street overlay intends to preserve the integrity of existing neighborhoods, promote and help guide appropriate development, and encourage the revitalization of the South Broad Street corridor. The overlay will establish a minimum building height to prevent low density single story development, create setback regulations that require structures to be built to the street line for a majority of a lot's frontage along South Broad Street to maintain a consistent and appropriate building line along the length of South Broad Street, and establish parking and loading regulations to prohibit vehicular ingress/egress along Broad Street and prohibit surface parking between the street line and the building line along Broad Street to maintain a vibrant streetscape.



Key Map Legend

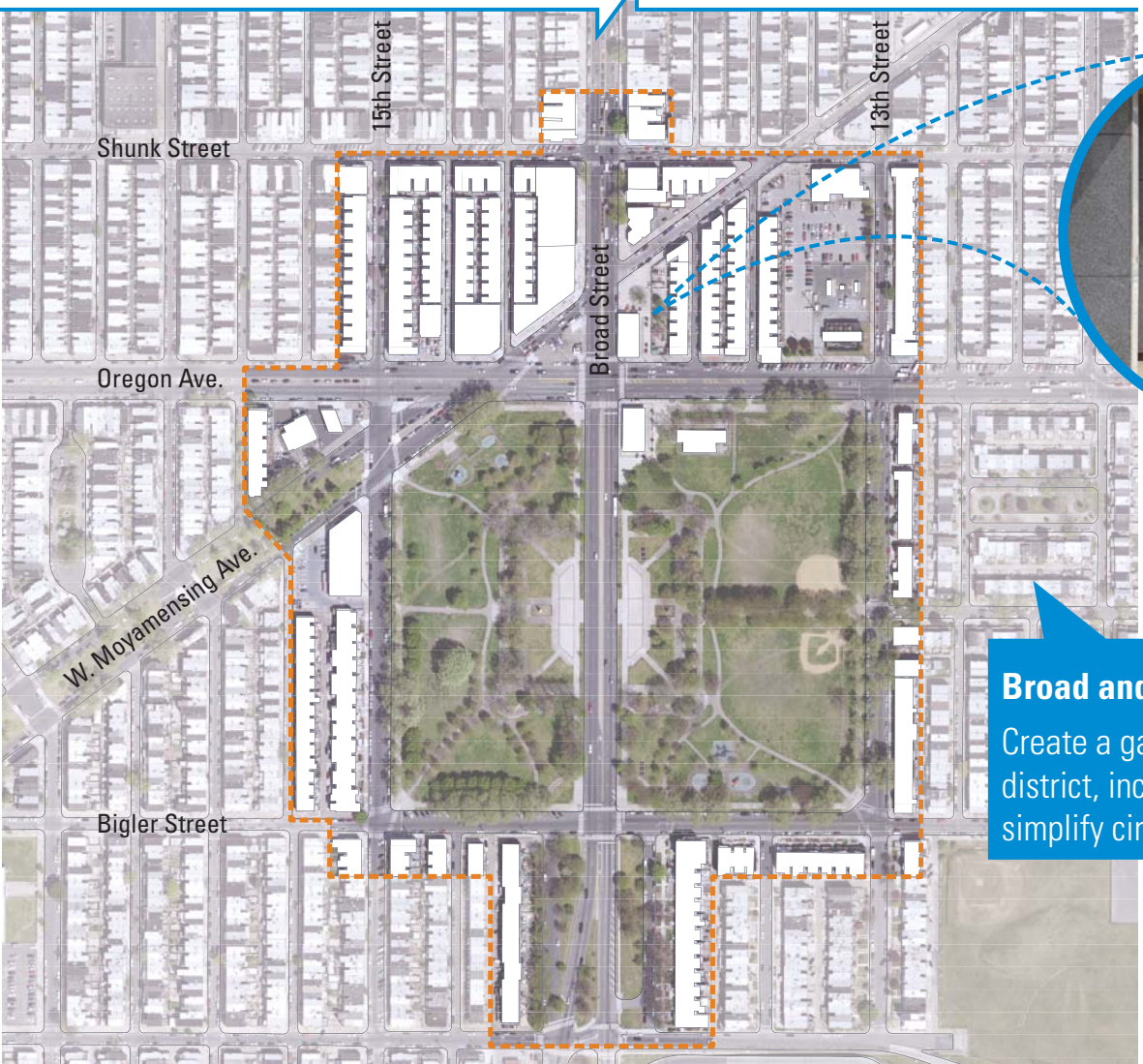
- *Focus Area Boundaries*
- *Install consistent pavements, pedestrian oriented lighting fixtures, planters, and curb bumpouts.*
- *Broad Street Subway entrance*



South Philadelphia High School's front yard contains green space that is separated from the public right of way by a metal fence.

Broad and Snyder

Fullfill potential as a transit node and commercial hub for the entire district.



Oregon Station's headhouses are poorly sited around the intersection and only the Southeast corner serves as an entry.

Broad and Oregon

Create a gateway to the stadium district, increase density, and simplify circulation routes.

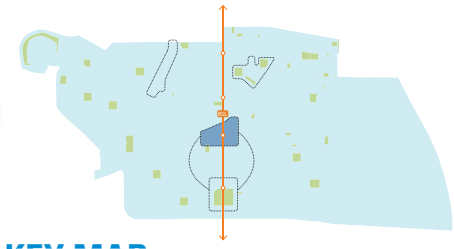
>Broad Street and Snyder Avenue
Existing Conditions

The intersection of Broad Street and Snyder Avenue has a great number of strengths that should be leveraged with the goal of maximizing its potential as a mixed use transit hub. Multiple bus routes and the Broad Street subway pass directly through the intersection. One block to the north, Broad Street intersects with two commercial corridor gateways, East and West Passyunk Avenue. The area also boasts a high number of historic architectural resources, some registered and others qualifying for designation.

Roughly at the center point of the district, this part of Broad Street is also home to fairly healthy commercial activity, in addition to a major health center and a public high school with opportunities for the development of public open space.

While commercial activity here is strong, land is underbuilt for its current or proposed zoning classification in some locations, including many along Broad Street outside the two highlighted intersections of the focus area. The street would benefit from improvements to the public realm by way of a unified streetscape design, transit rider amenities, and improved pedestrian safety measures to maximize utility for all users.

This intersection, due to its great transit access, is also a good candidate for increased residential density which is supported by the width and grand boulevard characteristics of the city's Broad Street. In addition, transforming the front lawn area of South Philadelphia High School into a usable publicly accessible green space would provide an open area for recreation and leisure that is lacking in this part of the district.



KEY MAP

A: *South Philadelphia High School has some green space and a great deal of pavement at its front yard.* ***B:*** *Retail is strong along Broad at Snyder Avenue but more development should occur.* ***C:*** *West Passyunk Avenue is in need of a unified streetscape and a gateway to the commercial corridor.*

Mifflin Street
15th Street
Broad Street
E. Passyunk Ave.
13th Street
Constitution Health Plaza
Street furniture/ streetscape are inconsistent
Gateway needed
Gateway planned
McKean Street
02
Verizon
03
Walgreen's
04
BSL Snyder Avenue
01
37, 79 Bus Routes
Snyder Avenue
Unwelcoming intersections, and parking on street and median create unsafe conditions for pedestrians and bicyclists
South Philadelphia High School
Jackson Street
4 Bus Route
Open space dominated by large parking lot and little greenery

Broad Street Subway entrance

Transit amenities needed

Active ground floor retail

Ground floor retail not present or needs reinforcing

Underutilized/under-developed land

Historically significant buildings

Existing structures within focus area

Historic Properties

01 *Savings Fund Building*
Date and architect unknown

Philadelphia Savings Fund Soc. South Broad Branch (Phila. Reg.) 1924, Mellor, Meigs, & Howe (architect), Samuel Yellin (iron worker).

Bell Telephone Building
ca. 1930, John Windrim (Architect)

04 *Baptist Home for Christian Workers (Nat. Register)*
1911, B.R. Stevens (Architect)

>Broad & Snyder Recommendations

Ground level perspective, showing potential redevelopment from the corner of Broad and Passyunk, looking south.

01 *Increase the density of new development, particularly at existing commercial sites that are underbuilt for their proposed zoning classification.*

02 *Unify the design of the public realm along South Broad Street with new lighting, curb bumpouts and planters.*

03 *Ensure the preservation and re-purposing of existing historically significant buildings to further support the development of the commercial corrridor*

Mifflin Street
15th Street
Constitution Health Plaza
Broad Street
E. Passyunk Ave.
Unify urban design/ streetscape palette along commercial corridor
Implement gateway for E. Passyunk & develop similar public space for W. Passyunk.
McKean Street
13th Street
Snyder Avenue
Install bike lanes on W. Passyunk and bumpouts along Broad Street for safety
Jackson Street
Implement the South Philadelphia High School Greening Master Plan

South Philadelphia High Greening Master Plan

South Philadelphia High School (SPHS) and the Lower Moyamensing Civic Association, have developed a 'Greening' Master Plan that re-imagines the school's 5.2-acre campus as an outdoor classroom, community amenity space, and model for sustainability with increased utility for the public by creating a small park and dog run between the sidewalk and the parking lot. The partnership has conceived a South Philly High with reduced impervious coverage and enhanced educational gardens for students. Public input has helped shape the new design which, after some additional fundraising will provide the community with a vastly improved amenity.

The plan's implementation will be partially financed through a grant from the Philadelphia Water Department for storm water management. Phase 1 construction of the plan, designed by RoofMeadow, could be implemented as early as fall 2015 for the areas including the existing lawn and parking lot. Phase 2 construction including green roofs and rooftop educational gardens is anticipated to begin in Summer 2016.

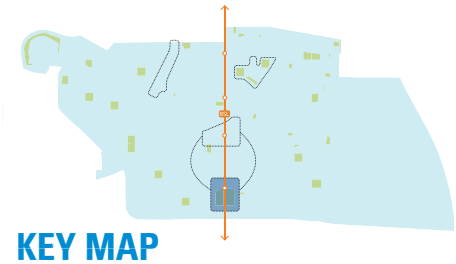
>Broad Street and Oregon Avenue
Existing Conditions

The intersection of Broad Street and Oregon Avenue has been a gateway for the district for nearly a century. During the Sesquicentennial Celebration of 1926, it served as the portal between the festival to the south and the city to the north. Today, the entryway connection is between the sports stadium district and South Philadelphia. As a conduit, and a well-connected transit intersection, Broad and Oregon can be improved to maximize its potential.

Moyamensing Avenue intersects Broad Street and Oregon Avenue in a way that results in the need for several mid-block traffic signals and takes up a large amount of usable space for automotive traffic and parking. Closing Moyamensing at this location will allow newly dedicated land for development and additional park space for Marconi Plaza. In addition, adding more density to a few existing under-utilized sites and a new mixed-use building over the northern head house for the Broad Street Line will direct density to the most appropriate locations in the focus area: close to Broad Street and the park.

Continuing the recommendation for unified streetscape and pedestrian safety improvements around Marconi Plaza will help identify the park as part of the Broad Street corridor and better demarcate its edges. Additional improvements to Marconi Plaza include an architectural gateway at Broad and Bigler Streets and a pedestrian crossing at the park's center point to complete existing pedestrian pathways and re-establish the original focus point of the plaza.

A: *The leftover space south of Moyamensing Avenue at Broad Street is underutilized and barren.*
B: *Moyamensing Avenue clips the northwest corner of Marconi Plaza, resulting in a wide and unwelcoming intersection for users.*
C: *The entry and exit arrangement at the Broad Street line is confusing and the plaza on the northeast corner is empty and undefined.*



KEY MAP

Shunk Street

Oregon Avenue

W. Moyamensing Ave.

Bigler Street

15th Street

Broad Street

13th Street

Moyamensing Avenue creates several complex intersections between Broad and 15th, and takes up a great deal of space

Plaza at BSL/Oregon stop is underutilized and poorly designed.

Pedestrian dead-end- no crosswalk at Broad Street in the center of the park.

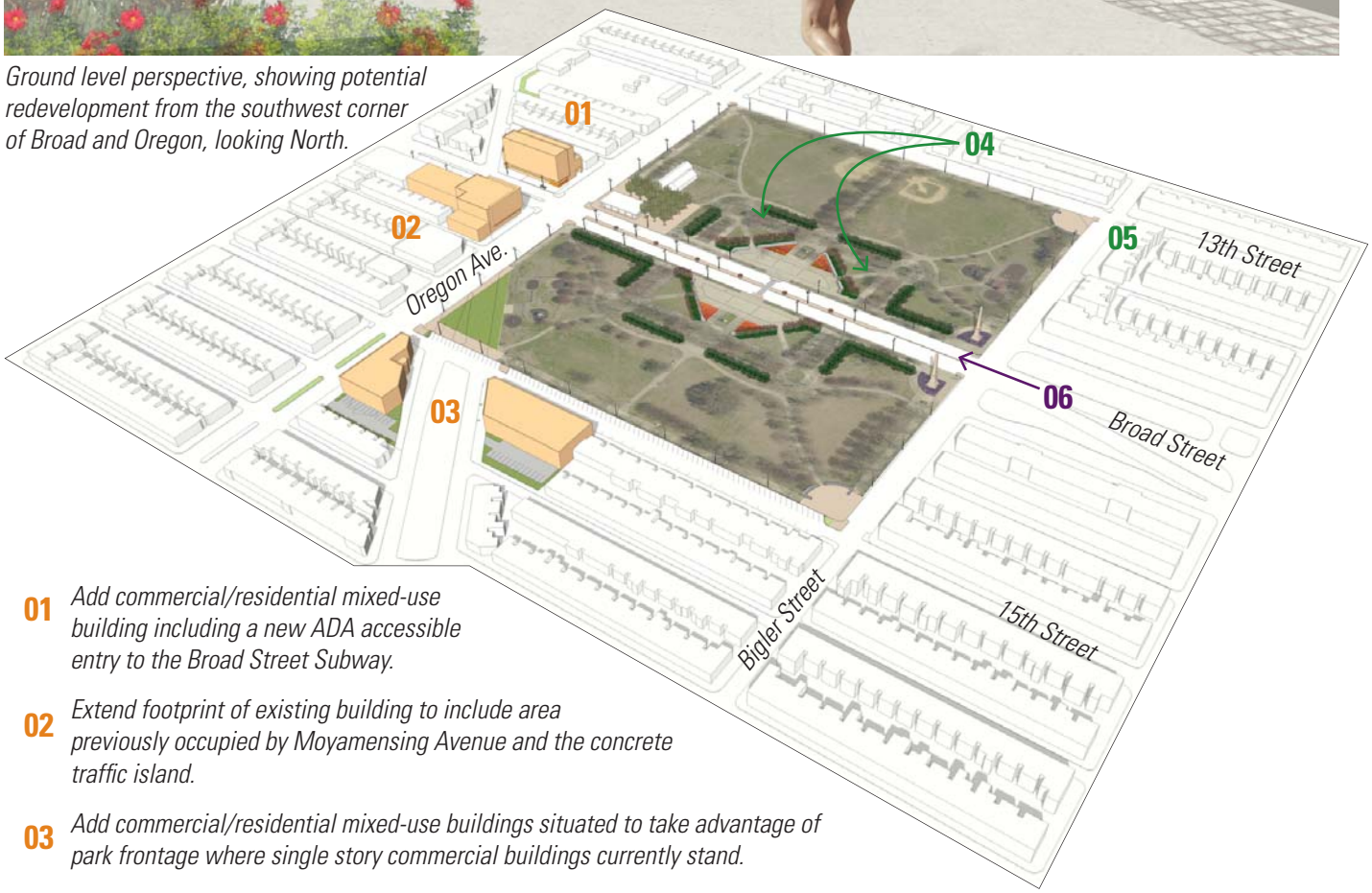
Marconi Plaza

Marconi Plaza, originally known as Southern Plaza and later as Oregon Plaza, was designed by the Olmsted Brothers in cooperation with Paul Cret in 1914-1916. In 1926 it served as the gateway entrance to the Sesquicentennial Celebration, commemorating the 150th anniversary of the signing of the Declaration of Independence. It was renamed in 1937 after Guglielmo Marconi, the Italian discoverer of radio waves. Other notable examples of the Olmsted Brothers' work can be found further south along Broad Street at FDR Park and on the campuses of Bryn Mawr and Haverford College.

- Active recreation
- Passive recreation (lawns/paths)
- SEPTA head house area
- Underutilized/ Under-developed land
- Existing pedestrian circulation (Marconi Plaza)
- Traffic signal

>Broad & Oregon Recommendations

Ground level perspective, showing potential redevelopment from the southwest corner of Broad and Oregon, looking North.



01 *Add commercial/residential mixed-use building including a new ADA accessible entry to the Broad Street Subway.*

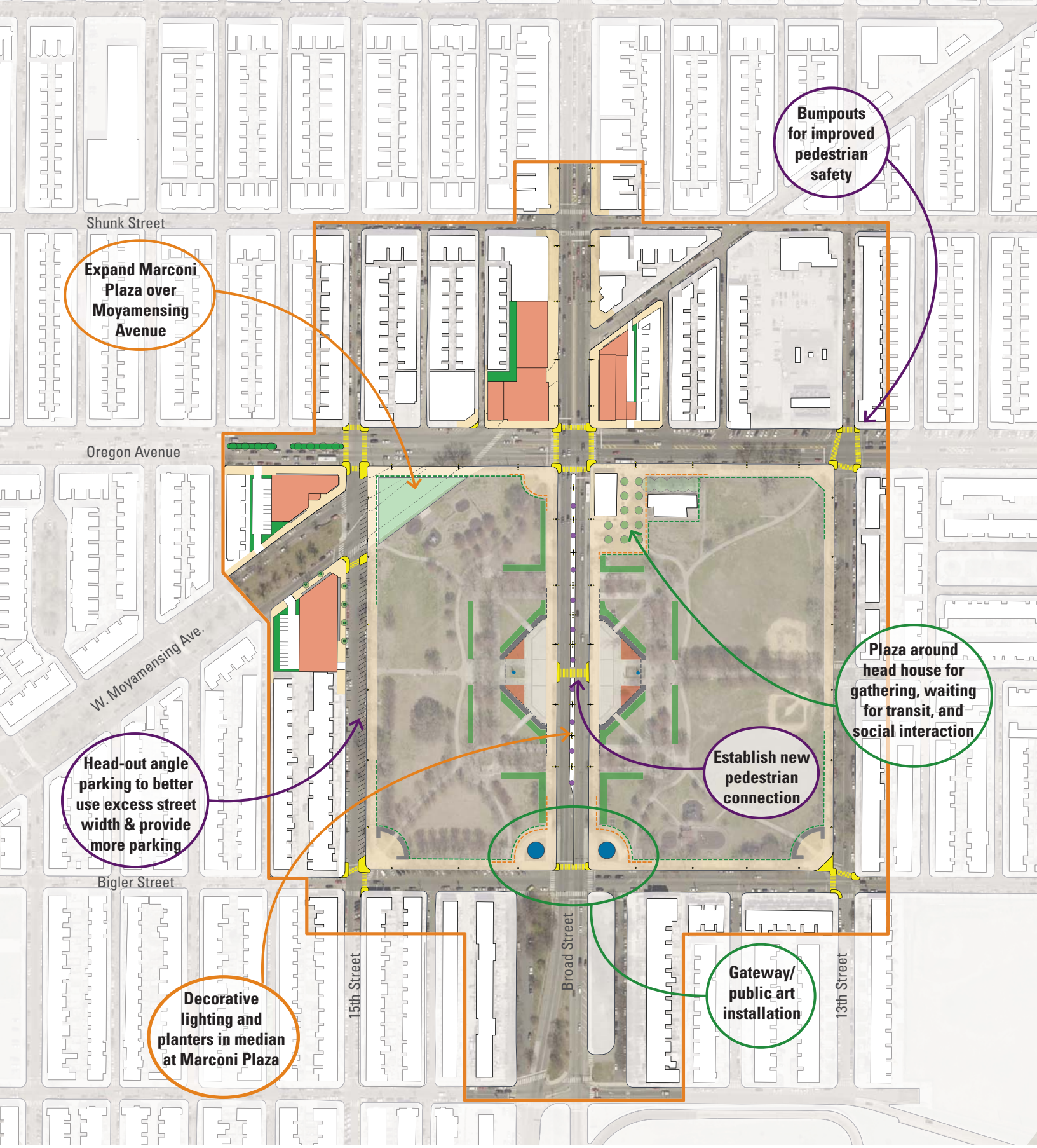
02 *Extend footprint of existing building to include area previously occupied by Moyamensing Avenue and the concrete traffic island.*

03 *Add commercial/residential mixed-use buildings situated to take advantage of park frontage where single story commercial buildings currently stand.*

04 *Reinforce Broad Street and Olmsted plan with new low walls and plantings*

05 *Expand entryways at neighborhood park entrances to create a place for near neighbors to gather.*

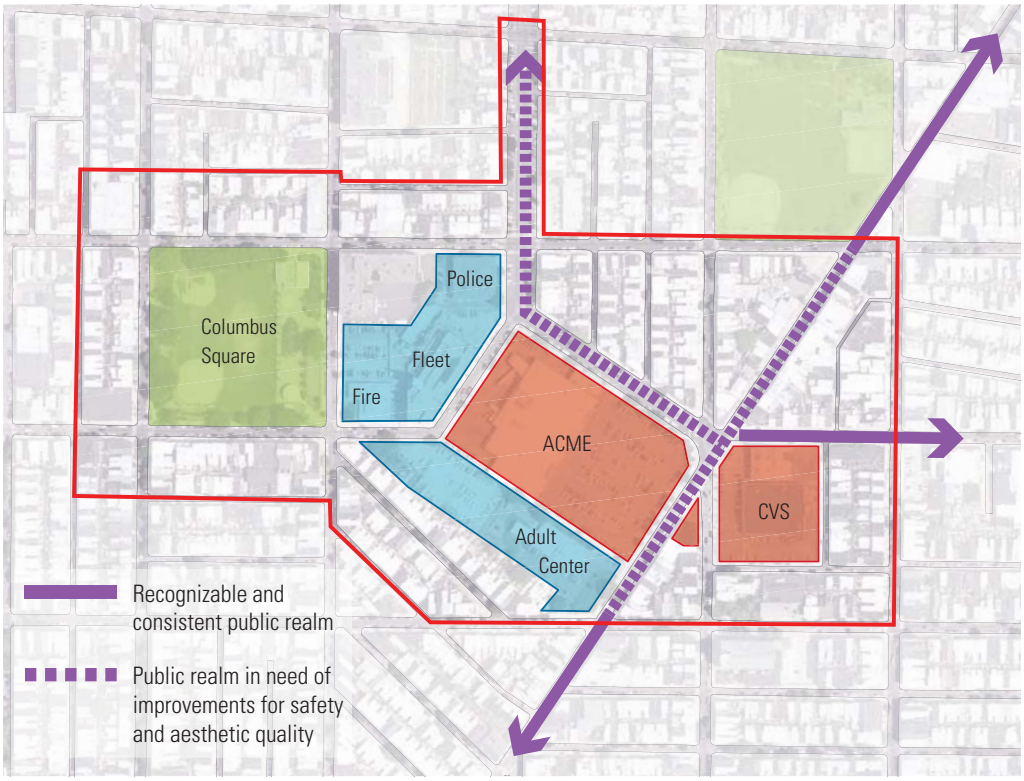
06 *Continue streetscape improvements proposed for Broad Street around perimeter of Marconi Plaza with a more grand scale between Oregon Avenue and Bigler, Street and with improvements to the median in that location.*


Bumpouts for improved pedestrian safety
Shunk Street
Expand Marconi Plaza over Moyamensing Avenue
Oregon Avenue
W. Moyamensing Ave.
Plaza around head house for gathering, waiting for transit, and social interaction
Head-out angle parking to better use excess street width & provide more parking
Establish new pedestrian connection
Bigler Street
15th Street
Broad Street
13th Street
Gateway/ public art installation
Decorative lighting and planters in median at Marconi Plaza

FOCUS AREA 2 >

Municipal Complex Area

Fill in the gaps: Improve the pedestrian experience through better connections.

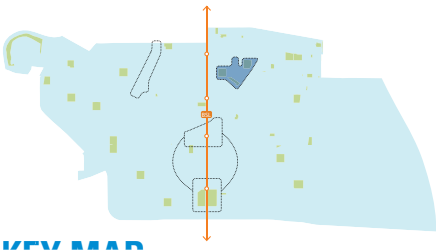


Challenges

- Challenging intersections create conflicts for pedestrians, cyclists and motorists.
- Large parking lot frontages and lack of landscape buffers pose challenges to a friendly pedestrian environment.
- Outdated municipal buildings need upgrades

Opportunities

- Development at key intersections will close gaps in the pedestrian experience
- Underutilized City facilities offer opportunities to function better and for new development.



KEY MAP

The municipal services complex and large format grocery store are assets to the surrounding neighborhood, but they have awkward relationships to public streets and sidewalks. The auto-centric nature of these properties, with deep setbacks, large parking lots, and a lack of landscaping create an unwelcoming environment for pedestrians. Additionally, this area is out of character with the rest of the inviting, low scale, and walkable nature of Passyunk Avenue.

However, there are few vacant lots or structures, suggesting that new development will play a limited role in guiding improvements. In many cases, recommendations have to work with structures as they are already sited and currently used. Fortunately, a few large parcels, including those owned by the city, have ample room for new pedestrian connections and friendlier edges which can incorporate landscaping, stormwater retention, and more. Additionally, most of the future development opportunities in the area are on city-owned land. This allows the city to have a role in guiding new development that fosters a better pedestrian experience and appropriate scales, while also ensuring the retention and augmentation of essential city services.

>Municipal Complex Area
Existing Conditions

The commercial node around the Acme grocery store and the municipal block is characterized by low vacancy, adjoining dense residential development, and popular public destinations such as Columbus Square. It does not lack for activity but with its challenging intersections, large expanses of underutilized city land, and large parking lots, it is not nearly as welcoming to pedestrians as other portions of Passyunk Avenue to the north and to the south. Frontages alongside the large parking areas can also be problematic, with no landscape buffers between asphalt parking lots and concrete sidewalks, making for an unpleasant pedestrian experience and a lack of stormwater infrastructure. Additionally municipal services are not always served well by the current block configuration which is awkward and inefficient for the parking, loading, and access needs of the Police and Fire Stations.

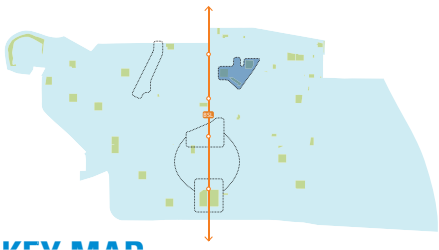
The city-owned lands create opportunities for new pedestrian connections through the over-sized parcels adjacent to the Acme grocery store and numerous municipal services. City-owned land also presents some of the few opportunities in the entire South district to direct new development to meet the needs of vulnerable populations such as seniors and to provide multi-family housing options.

Urban Beautification - Frontages to Improve

Pedestrian and Bicycle Safety - Challenging Intersections

Underutilized Site Opportunities - Development and Open Space

Pedestrian Access - Potential Connections



KEY MAP

Municipal access drives not well configured for parking and loading

Conflicts between pedestrians, vehicles, and bicycles. Intersections need safety improvements

Capitolo Playground

Columbus Square

Police

Fleet Services

Fire

ACME

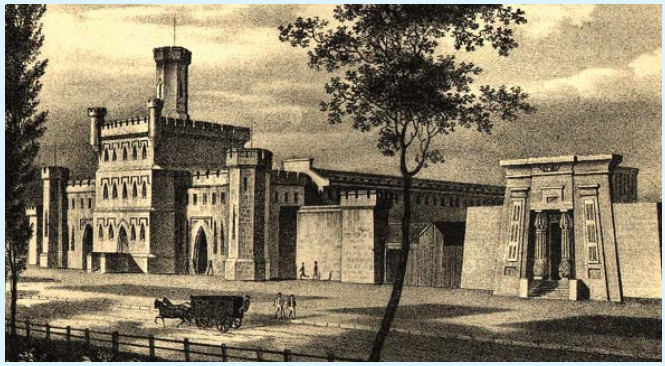
Adult Services

Opportunities for new uses and new development

Opportunities for improved pedestrian connectivity

Opportunities for improving streetscaping and landscape buffers to create welcome pedestrian environment

Influence of the Moyamensing Prison



Engraving by J.C. Wild, 1838

The Moyamensing Prison, torn down in 1968, once occupied the site of the Acme grocery store. Its large size and alignment to Passyunk Avneue has had a profound effect on the urban street pattern, influencing some of the present day concerns. Remains of the original prison wall can still be found, highlighted in red on the map.

Focus Area Challenges and Opportunities

Pedestrian Safety - Challenging Intersections

Pedestrian Access - Potential Connections

Urban Beautification - Frontages to Improve

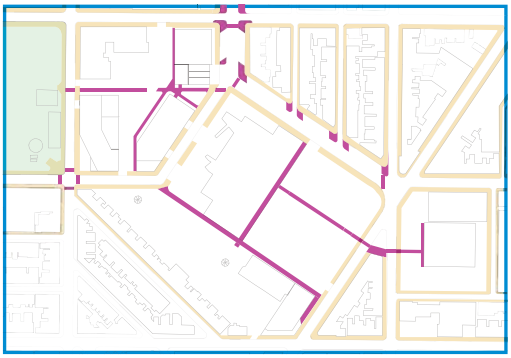
Soft Sites Opportunities - Development and Open Space

Location of the original Moyamensing Prison wall

>Municipal Complex Recommendations

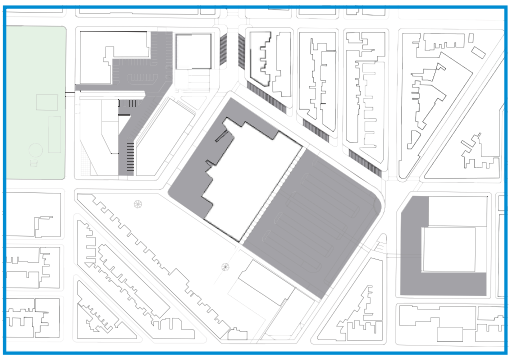
Pedestrian Safety - Sidewalks and Intersections

Create new pedestrian connections and improve crossings with curb extensions and signal adjusments



Vehicular Access - Parking and Loading Areas

Reduce curb cuts, create pedestrian routes through large lots and install landscaping where feasible



Urban Beautification - Streetscapes and Open Space

Install street trees and low planting

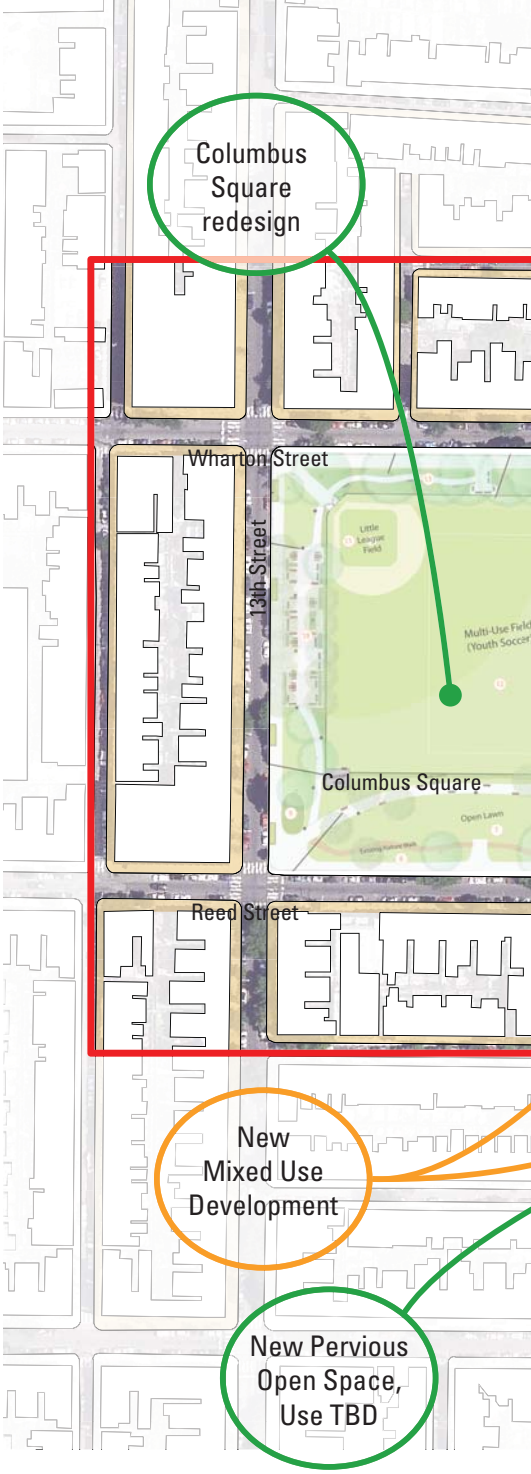
Replace impervious hardscapes with pervious open spaces

Property Development - Opportunity Sites

Add new mixed-use residential and senior housing

Relocate Fire Station

As noted on the map



Small-scale consistent improvements applied over a large area will have significant impact.

Most of the improvements that would resolve problems with the public realm can be made independently of waiting for new property development. These include the creation of new pedestrian connections through city-owned properties and adjusting curb lines and crossings at challenging intersections. Additionally, there are opportunities to work with local retailers to install pedestrian pathways and landscaping in their parking lots, as well as the possibility of turning over some city-owned property to pervious open space and greenery. Additional plantings of street trees to make a consistent canopy would also be desirable. All of these factors together would also enhance the few development possibilities in the area, including the potential to create senior housing on City-owned land at the adult center.

Redesign block interior to accommodate parking and stormwater, see pg 44-45

Proposed Mixed Use Development

Capitolo Playground

Relocate fire station next to police station

11th Street

Police, L&I,...

10th Street

New Senior Housing

Acme

Reed Street

CVS

Adult Center

Post

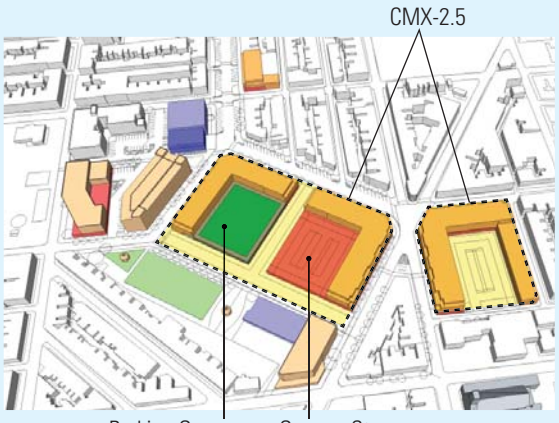
Dickinson Street

Long Term Redevelopment Potential

Under CMX-2.5 (site is currently zoned CA-2)

The recommendation of implementing CMX-2.5 zoning will not have an impact on existing retail, including the Acme grocery store.

In the long term, if these properties are considered for redevelopment, the CMX-2.5 zoning will require rebuilding to the property line at the sidewalk, recreating a consistent street wall along Passyunk Avenue. Bringing new development to the sidewalk will also make these blocks consistent with the welcoming and walkable nature of Passyunk Avenue to the north and to the south. Given the large block sizes this manner of redevelopment will still allow for a full service grocery store and a large amount of parking, but it will place these uses under and behind mixed-use buildings.



>Municipal Complex Recommendations

Existing Block and Parking Availability

*Used by Fleet Services for vehicle repair staging

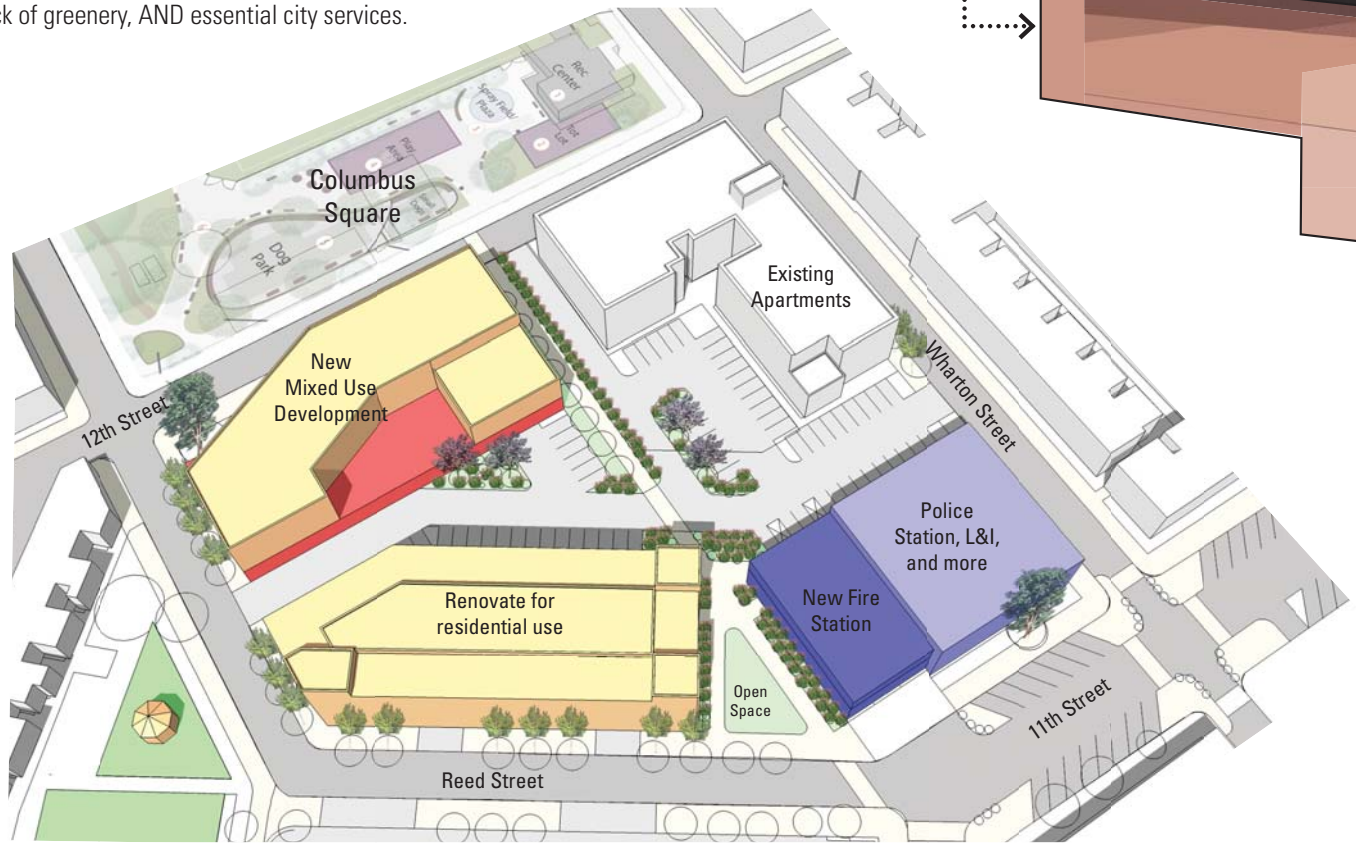
Existing Off-Street Parking Totals:

Fire	-10 Spaces
Police	- 20 Spaces
Publlc Property Lot	- 44 Spaces
Condominiums	- 37 Spaces (approximate)
Total:	111 Spaces

Preserve and memorialize Moyamensing Prison wall

Hardscapes and inadequate support of city services

The block bound by Wharton, 12th, Reed and 11th Streets is currently characterized by large expanses of asphalt, awkwardly configured vehicular access, a lack of greenery, AND essential city services.



Development and Parking Potential

100-150 new units;15,000-20,000 square feet of retail; 150-200 parking spaces (includes structured parking); 43 % of block is open area, 20 % of open area is pervious landscaping

Create Pedestrian Pathway to Columbus Square

Relocate Fire Station

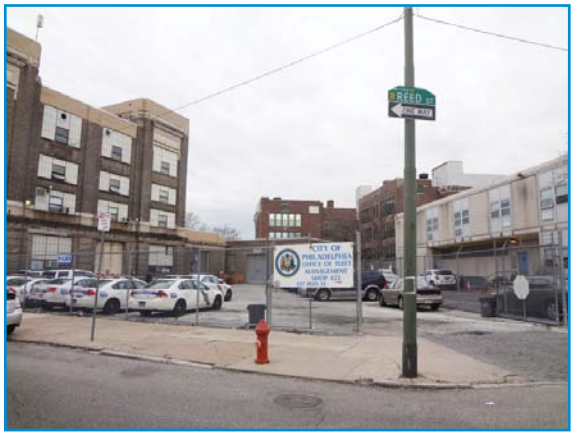
Renovate for residential use and parking

Create pervious open space and generous landscape buffers

Proposed Changes

Transforming a services block into a neighborhood block with essential services.

The relocation of some city services to sites better suited for their needs will free up much of the block for new development as well as allowing for a more efficient configuration that supports essential city services, such as Police and Fire. In particular a well-designed neighborhood block will support landscaping, stormwater management, greater pedestrian connectivity, and provide better support for city services, including adequate parking and loading as well as a new, larger fire station. All of these amenities, including generous pathways and greenery, will enhance development opportunities for mixed-use residential construction which will also benefit from being across the street from Columbus Square.

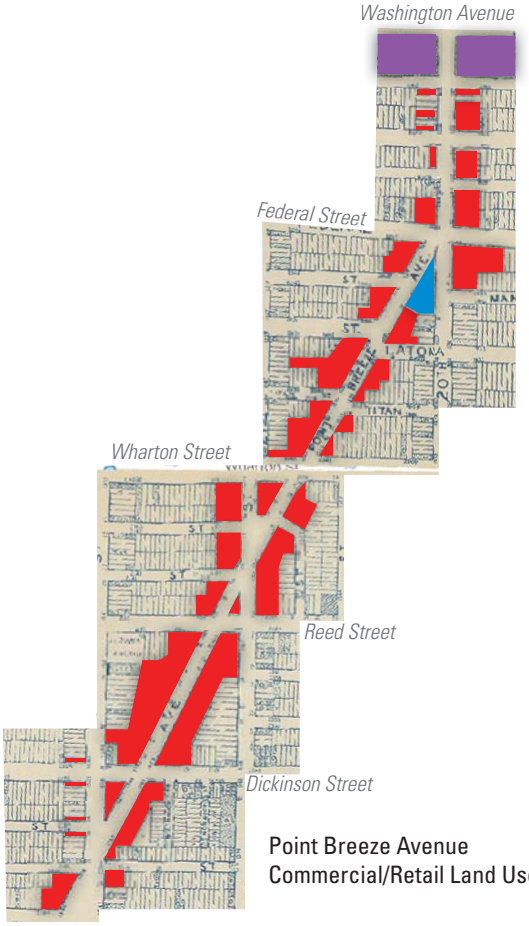


Current condition

FOCUS AREA 3 >

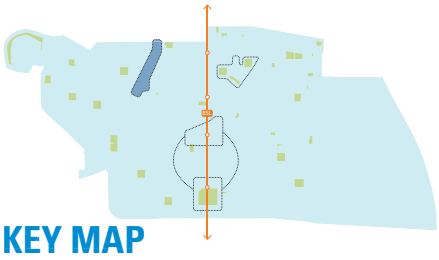
Point Breeze Avenue

Revitalizing a neighborhood commercial corridor with small scale interventions for each block



Point Breeze Avenue
Commercial/Retail Land Use, 1942

1942 Land Use Legend
- Commercial
- Civic/Institutional
- Industrial



KEY MAP

Challenges

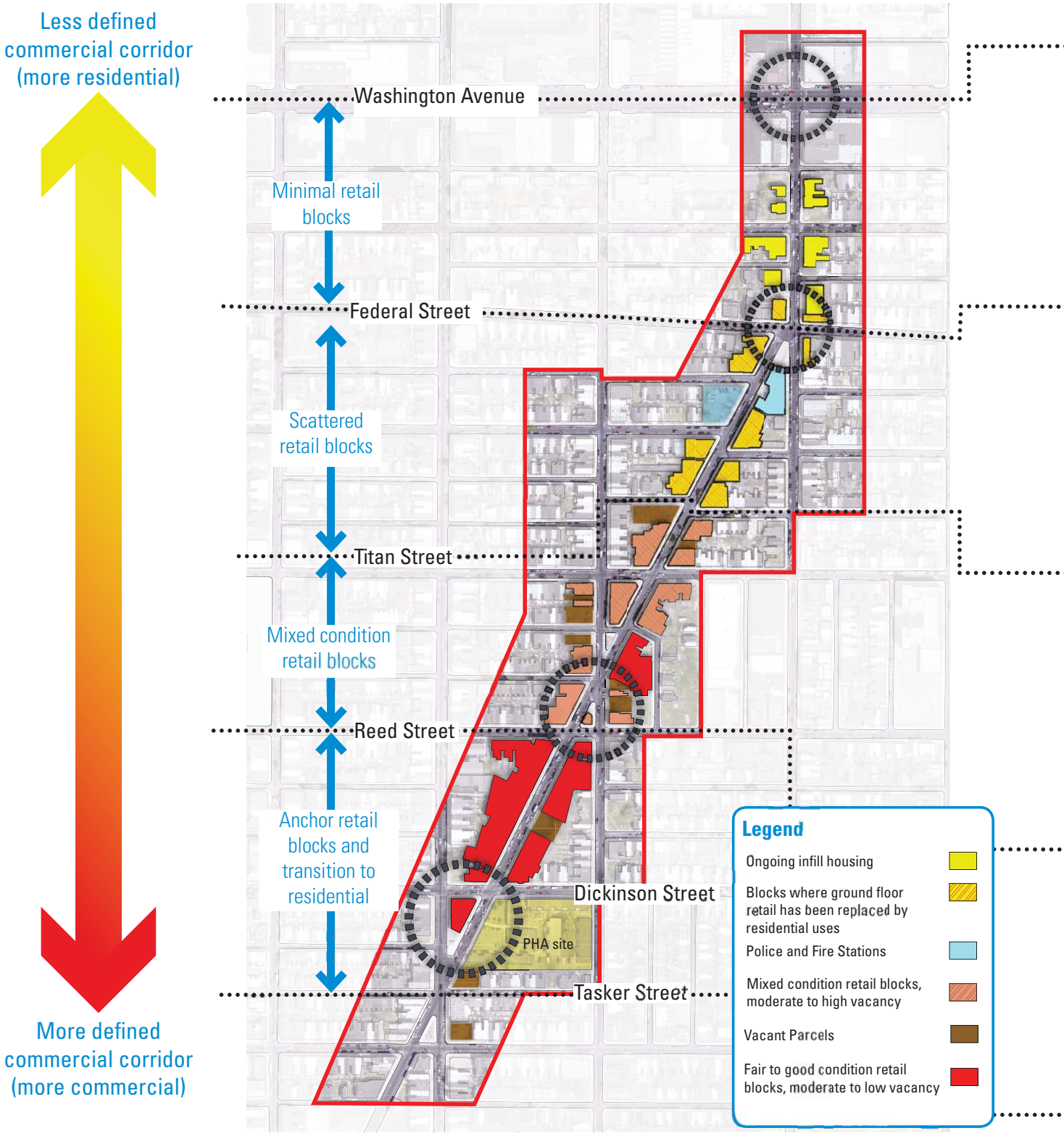
- Long corridor with inconsistently occupied commercial uses
- Deterioration of vacant buildings and the public realm
- Lack of corridor management to oversee store mix and public realm

Opportunities

- Potential for open space on triangular blocks
- Recent growth encouraging some investment in the area
- Strong commercial architecture that offers unique shopping experience

Point Breeze Avenue is a critical commercial corridor for the Point Breeze neighborhood. It has a long history and was once a continuous and active corridor from Dickinson Street up to its juncture with 20th Street and then onto Washington Avenue. However, several decades of changes and numerous economic cycles have reduced the scope and activity of the corridor. The changes have also been uneven, resulting in a corridor with a variety of physical conditions, occupancy, and uses up and down its length. In this focus area, we explore the potential of restoring continuous commercial activity to several contiguous blocks and block by block interventions that could make this possible.

>Point Breeze Avenue/ 20th Street
Existing Conditions



Existing Conditions in Detail

Washington Avenue

- Few retail venues facing 20th Street
- Minimal streetscaping
- Recent development primarily residential

Federal Street

- Corner store and convenience retail
- Some storefront conversions into residential uses

Titan Street

- Moderate to high percentage of ground floor vacancies
- Moderate to poor condition of buildings and public realm

Reed Street

- Low ground floor vacancy rate and consistent retail uses
- Wider range of goods and services
- Mixed condition of public realm

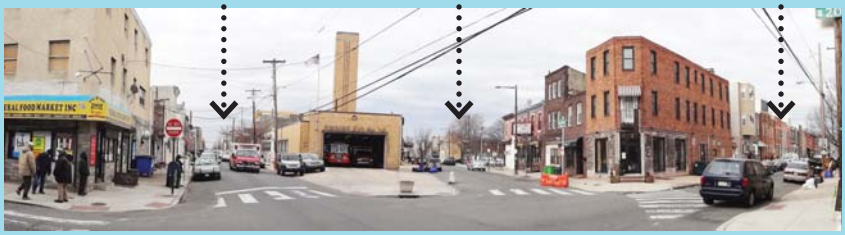
Tasker Street

A varied neighborhood commercial corridor

Point Breeze Avenue spans several blocks and is in varying states of repair, occupancy and appearance. In the southern portion of the focus area, blocks are consistently commercial with relatively low vacancy. Moving northward from Dickinson Street the character gradually changes to more residential in nature with convenience retail and corner stores. Along that length some retail blocks, particularly between Reed and Titan Streets, show a high amount of ground floor vacancy and poor condition of the public realm. Critical intersections with east-west and numbered streets could provide gateways into and out of the corridor. The variety of conditions up and down the corridor suggest that Point Breeze Avenue will best be improved by a range of strategies selectively employed on a block to block basis. Improving the physical conditions of the corridor could also help attract more businesses to it, reinforcing Pt Breeze Avenue as the logical destination for new stores and future growth of commercial activity.

Challenges and Opportunities at Critical Intersections

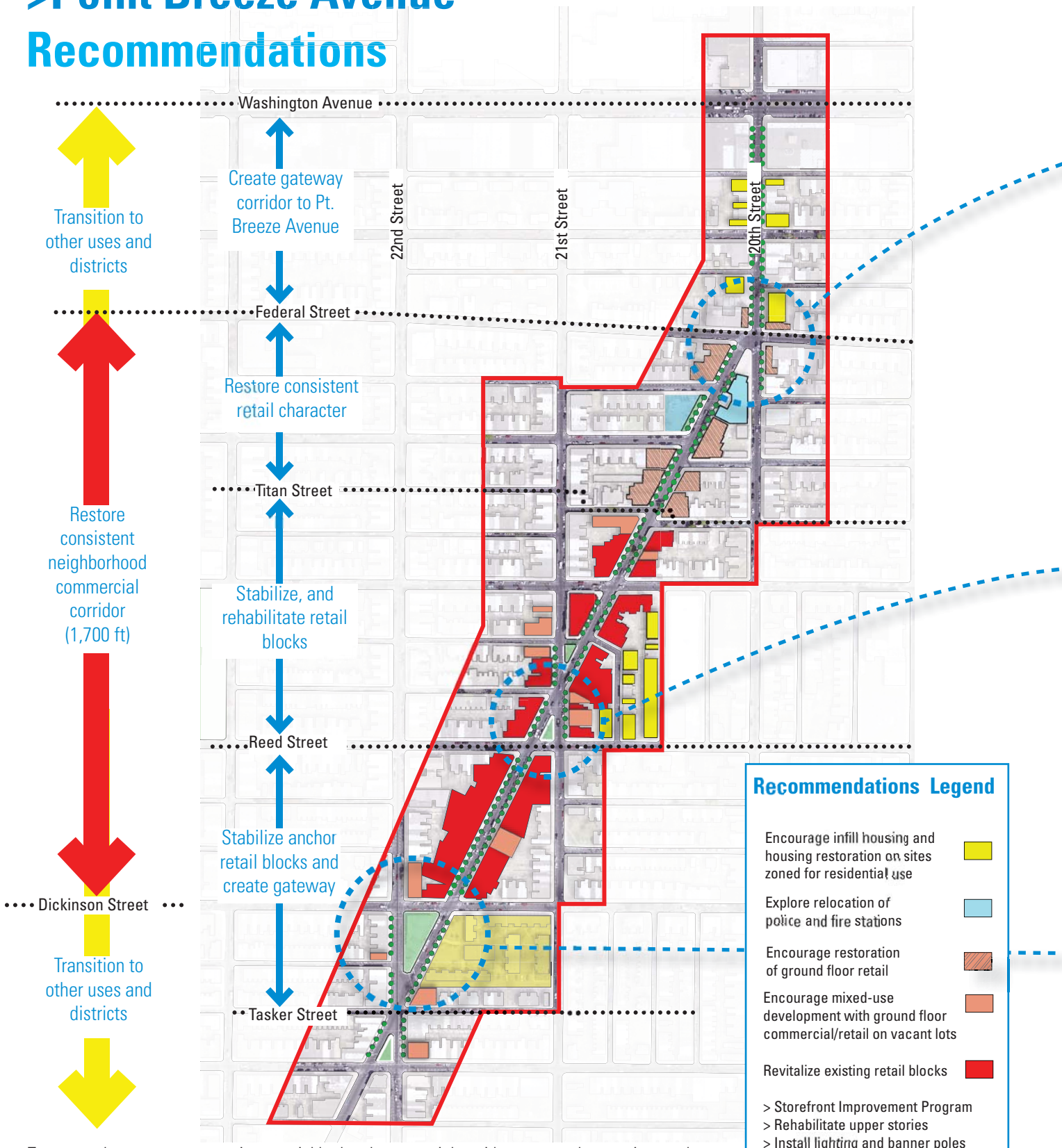
20th Street Point Breeze Avenue Federal Street



The intersection of Federal Street, Point Breeze Avenue, and 20th Street has enormous potential to be a welcoming gateway to the growing activity of a revitalized Point Breeze Avenue.

The intersection of Reed Street, 21st Street, and Point Breeze Avenue presents an opportunity for retail revitalization based around a small public open space.

>Point Breeze Avenue Recommendations



To restore the avenue as a consistent neighborhood commercial corridor, successul strategies need to differ from block to block. Strategies include the Storefront Improvement Program(SIPs), re-occupying vacant ground floors spaces already designed and zoned for retail uses, and reclaiming those converted to residential uses. Throughout the corridor, new street trees, small open spaces, lighting, and banner poles could help to create a consistent, engaging, and welcoming neighborhood retail destination.

Point Breeze Avenue Gateway at 20th Street

Create a gateway through special paving and striping at the fire station apron, and storefront improvements. Screen municipal parking area with vegetation.

Special paving or painting at fire station apron

Clearly demarcate no parking zones

Retail Destination at Reed Street and Point Breeze Avenue

Create a retail destination with a new public open space, and improve existing retail storefronts including greater transparency and a consistent use of signage bands or awnings.

Open Space Gateway at Dickinson Street

Create an open space on a triangular block to add a public space and to form a gateway into the most active part of Point Breeze Avenue.

- Improve existing retail storefronts
- Rehabilitate vacant housing
- Encourage new commercial/retail
- Encourage new multifamily housing

Long Term Transportation Option

Sacrificing parking to allow 2 way traffic on 20th Street could create a direct connection from Washington Ave. to Point Breeze Ave. This could bring more travellers to Point Breeze Ave., enhancing its business activity in the future if deemed viable.

Recommendations

Land use and zoning recommendations of the South 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 South District. 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.

> THRIVE

46 | Neighborhoods
Improve neighborhood livability

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

> CONNECT

52 | Transportation
Improve transportation safety, efficiency, and convenience

> RENEW

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

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

> THRIVE

Philadelphians THRIVE in the center of a competitive metropolitan region

With ample access to employment centers, shopping opportunities, industry, and institutions, the South District thrives with a mix of services and employment options. Housing choices are mostly limited to single and multi-family dwellings in older rowhomes, but a new housing market is driving demand for new construction. Neighborhoods in the district are generally well served by convenience goods, municipal and community-serving facilities, and neighborhood parks and recreation centers that can be accessed by automobile, public transportation, or by foot. While there is still room for improvement in affordable and senior housing and in ensuring access to healthy food for all residents, the district is generally stable and thriving.

> CONNECT

Philadelphians CONNECT seamlessly to the region and the world

The South District is well served by most forms of transportation. There are numerous mass transit options, highway access points, a complete sidewalk network, and freight rail and port access. Streets are heavily used by a variety of users, including pedestrians, cyclists, transit, private vehicles, and freight. The narrow street grid, developed for the transportation needs of the 19th century, with periodic wider thoroughfares for historic freight uses, must now be rethought to accommodate multiple users. The high transit and cycling mode share in the South District points to the need to rethink the use of existing roadway and roadway-adjacent space to safely and fully accommodate the pedestrians, cyclists, and transit users.

> RENEW

Philadelphians RENEW valuable resources to sustain a bright future

Some of the most prominent and impressive features of the South District include its unique public realm, its ceremonial architecture, and its historic buildings. The built form is worthy of preservation and celebration, and enhances the quality of life of residents and visitors. Parks, open spaces, and recreational opportunities exist in the district; however, there is a need to expand and improve upon these existing resources. Green space and areas for stormwater management are difficult to come by as there are many competing users for space. Opportunites for improvement include expanding tree cover, identifying parks and schools that can accommodate greening, supporting urban farming and gardening, and nominating buildings for preservation.

THRIVE > Neighborhoods

Neighborhood Centers

Philadelphia2035 Citywide Vision

Goal 1.1:
Promote strong and well-balanced neighborhood centers.

The South District is home to 26 commercial corridors and centers, per the Philadelphia Shops survey, ranging in scale from small neighborhood subcenters to large, community-scale shopping centers to unique specialty districts. These commercial corridors and nodes comprise approximately six million square feet of floor area for businesses to provide goods and services.

The commercial corridors situated within the core of the district vary in health and vacancy, and serve traditional, walkable and transit-oriented neighborhoods typical of the South District. In the center of the district, the commercial corridors of East Passyunk and Broad and Snyder exceed 500,000 square feet of commercial space. These two pedestrian and transit-oriented corridors offer enough shopping to be considered together as a community shopping destination. Several neighborhood commercial corridors in other parts of the district have high vacancy rates that suggest a need for public-private cooperation to ensure their surrounding neighborhoods have adequate access to goods and services. This plan recommends that some of these struggling or lagging commercial corridors organize and create business associations, business improvement districts (BID), or simply designate corridor managers. The plan also suggests select rezonings to ensure the commercial corridors are the right size and to accommodate new residential uses adjacent to the corridor, thereby increasing density and demand for the goods and services provided at the corridor.

Almost half of the district's commercial floor area was developed on former industrial sites along district edges with an auto-oriented focus, including Pier 70 and the Quartermaster site. These corridors are in good health and draw in a range of customers, both from the district and beyond. They are not situated nor designed to be a part of traditional, walkable neighborhood centers. These corridors and nodes are well tenanted and are popular with district shoppers with access to cars.

The South District is experiencing population growth, and commercial development is responding to that increased demand. Locating the highest-density residential and mixed-use developments at transit nodes and along major corridors is a critical strategy for growing the district's population without creating negative side effects such as increased congestion and projects that are out of scale with their surroundings. Concentrating residents and diverse uses to support living, working, and playing at these locations improves the walkability and transit accessibility of the district.

Definition | *Business Improvement District (BID)*

A BID is a legal mechanism for property owners and businesses in a defined geographic area to jointly plan and put in place a sustainable funding source that can pay for a set of services to improve their area. BIDs are also referred to as "Special Service Districts."

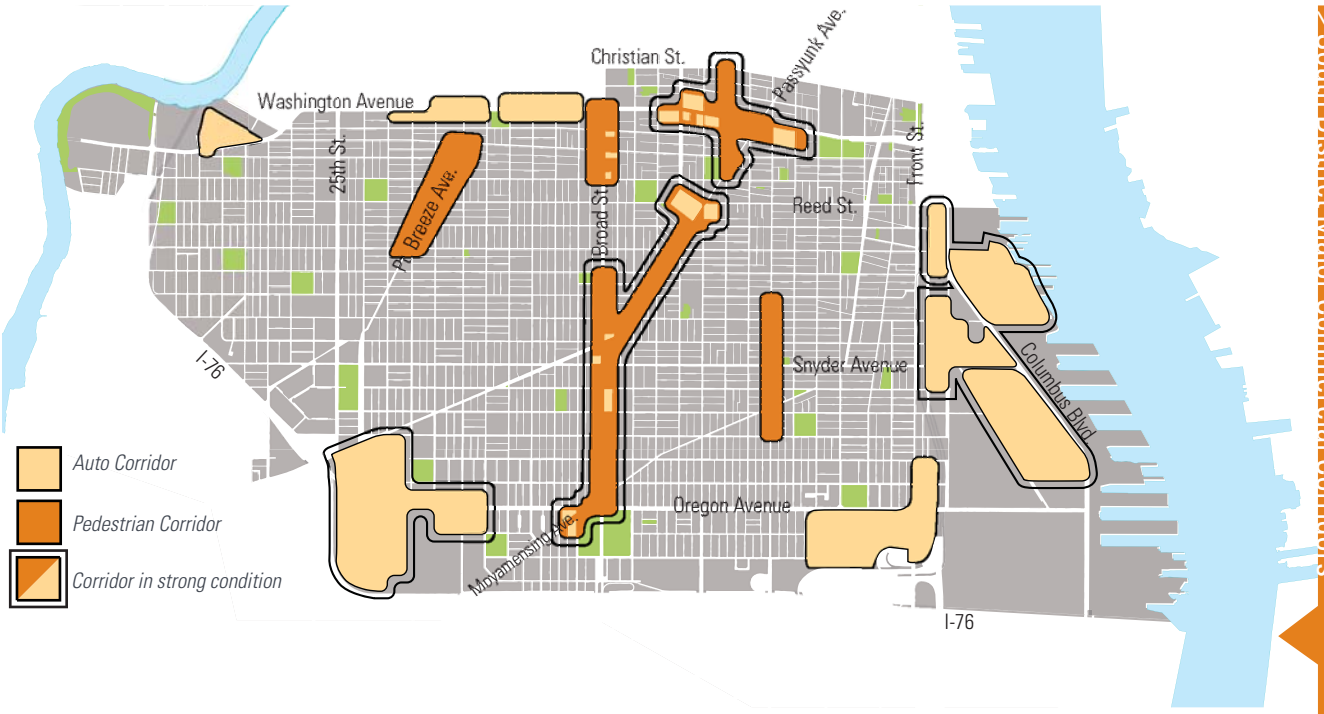
Streetscape Improvements

The City provides funding to undertake design and construction of streetscape improvements for neighborhood commercial corridors around the city. These projects typically include enhancements such as new curbs and sidewalk, lighting upgrades, street trees and landscaping, and street furniture including Big Belly solar trash compactors, benches, and bike racks.

Streetscape improvements at triangular intersections of Point Breeze Avenue.

Recommendations

1. Support growth and maintenance of existing commercial corridors.
   - Ensure that commercial zoning supports pedestrian oriented commercial uses within neighborhoods and directs development of auto-oriented commercial uses to existing locations along the edges of the District.
   - Foster corridor management programs for Washington Avenue East, Point Breeze Avenue, West Passyunk Avenue, South 7th Street, and South Broad Street.
   - Implement facade and streetscaping improvements along East Passyunk Avenue, South 7th Street, and Point Breeze Avenue commercial corridors [see Focus Areas, p. 53]
     > Implementing Agencies: City Council, Commerce, PCPC | CW Objective 1.1.2
2. Increase base zoning along South Broad Street to accommodate greater density appropriate to the scale and function of the street, and support transit ridership [see Focus Areas, p. 28].
   - Target areas around Broad Street Line stations
   - Allow multi-family units in overly large houses along the corridor
     > Implementing Agencies: City Council, PCPC, SEPTA | CW Objective 1.1.3



The above map highlights the major commercial corridors of the South District, as identified by the Philadelphia Shops Survey. The Philadelphia Shops Survey occurs at regular intervals and serves as a policy document to coordinate public investments citywide for commercial corridors, given their varying health, sizes and other characteristics.

Financial Assistance Programs for Commercial Corridors

Several programs exist in Philadelphia to aid small business owners in making improvements to their storefronts on neighborhood commercial corridors. Investment from public and private sources not only helps an individual business to succeed but bolsters a commercial corridor's health as a whole, benefiting both neighborhoods and the city.

Storefront Improvement Program

Philadelphia Commerce Department $10,000-$15,000 reimbursements for improvements to storefronts along neighborhood commercial corridors.

The Merchant's Fund

Private foundation provides up to $10,000 grants and $20,000 loan matches to local businesses open for at least 3 years.

InStore

Philadelphia Commerce Department $15,000-$50,000 for interior improvements to neighborhood businesses. A great idea for purchasing equipment for a small business.

Right: Robert Brand Law on East Passyunk Avenue before and after renovations done with the support of Commerce Department grants.

before

after

THRIVE > Neighborhoods

Housing

Philadelphia2035 Citywide Vision

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

Long-term Homeowner & Aging in Place Programs

The City's Office of Housing and Community Development offers assistance for long-term homeowners. They can provide Homebuyer Assistance Grants of up to $10,000.

The Philadelphia Housing Development Corp. (PHDC) provides housing repairs to low-income eligible homeowners through the Basic Systems Repair Program (BSRP), Weatherization Assistance Program (WAP) and the Adaptive Modifications Program (AMP). These programs are available to both elderly and nonelderly households, but are of particular benefit to elderly households that may no longer have an ability to maintain their homes or may be facing new mobility issues.

Population increases in the South District have accompanied reinvestment in the housing market, as evidenced by increasing housing units, declining vacancy rates and increasing housing occupancy rates. The median home sales price increased 245% from 2003 – 2013. This plan seeks to accommodate this growth by increasing zoning density along larger arterials and surrounding transit nodes in the district. Concurrently, the plan aims to downzone residential blocks along minor streets where home ownership is prevalent, from RM-1 to RSA-5, to preserve the character of the existing rowhouse neighborhoods and to protect against multifamily conversions.

Changes in the housing market are a source of concern for many long-time residents of the district. There is a perception among some that existing residents are being excluded from the changing cultural and economic identity that new residents are bringing to the South District. There is a shortage of new home ownership opportunities that are affordable to existing working and middle class families, as well as newly arrived immigrant and refugee groups. The availability of vacant land in the district is also limited. The plan suggests increasing the supply of affordable housing by redeveloping obsolete institutional and industrial buildings. Additionally, with the advent of the Land Bank, the City has an opportunity to utilize the inventory of publicly owned land, to be sold at discounted conveyance for affordable workforce housing in areas deemed appropriate by the City's Land Bank policy.

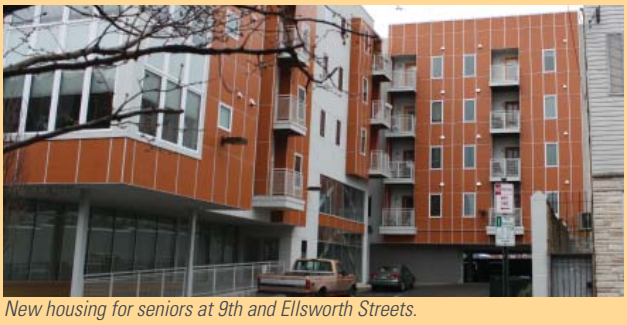
As baby boomers reach retirement age, the South District's 65 years and older population will increase, in a reversal from recent trends. Walkability, transit access and dense, mixed-use development make the District an ideal location for an aging, limited mobility population. Retrofitting seniors' homes to bring them up to visitability standards is necessary to allow for the aging population to remain in their homes and neighborhoods. A "visitable" housing unit allows for barrier-free access into the first floor and to a first floor toilet room.

Recommendations

3. Downzone residential blocks where single-family use is dominant from RM-1 to RSA-5 to protect against conversion to multi-family units, especially along smaller streets.
   > Implementing Agencies: PCPC, City Council | CW Objective 1.2.2, 9.1.2

4. Increase supply of affordable housing.
   - Redevelop obsolete institutional and industrial buildings for senior/affordable housing
   - Using city inventory of land. sell discounted conveyances for workforce affordable housing, in accord with City Land Bank Policy.
     > Implementing Agencies: City Council, PRA, OHCD, PCPC | CW Objective 1.2.1, 1.2.2

Affordable Housing



New housing for seniors at 9th and Ellsworth Streets.

While a boon for the neighborhood, new residents and new development can sometimes drive up housing prices, creating a need for the public and private sectors to make provisions for affordable housing. The public sector can accomplish this through a variety of mechanisms, including low-income tax credits, housing programs and grants administered through the City's housing agencies, and policies that favor the development of affordable housing.

Recommendations

5. Rezone Paintbrush Factory at 12th and Jackson Streets from ICMX to IRMX to encourage reuse.
   > Implementing Agencies: City Council, PCPC | CW Objective 2.2.1

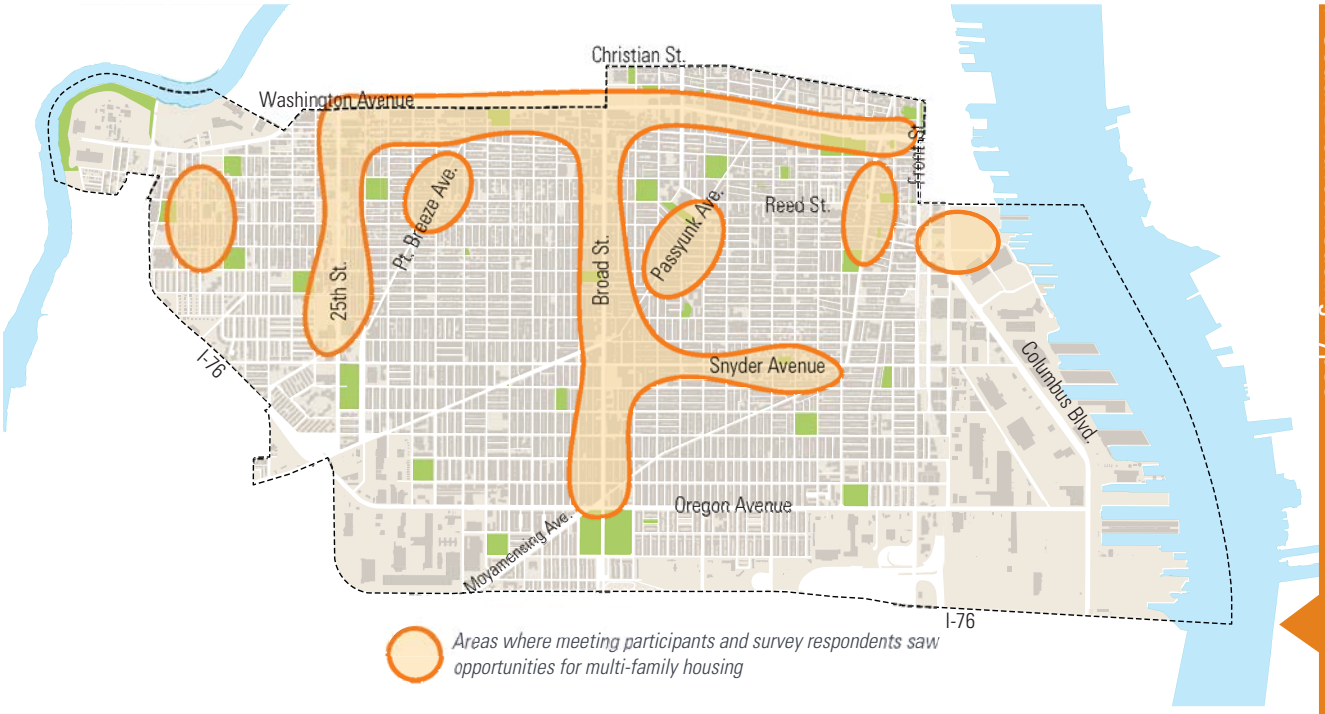
6. Create adaptive modifications design guidelines to illustrate for homeowners how to make visitability modifications to their homes in conjunction with Complete Streets principles.
   > Implementing Agencies: PCPC | CW Objective 1.2.2

7. Preserve the existing character and density of single-family neighborhood of Point Breeze by utilizing a /NCO Neighborhood Conservation Overlay, where appropriate.
   > Implementing Agencies: City Council, PCPC | CW Objective 1.2.3

Philadelphia Land Bank

At the end of 2014, the Philadelphia Land Bank Strategic Plan was approved by City Council. Its goals are to return vacant lots and buildings across the city to productive reuse, to promote equitable community development, to extend private investment, to contribute to long-term economic vitality, to reinforce open space initiatives and urban agriculture, to support clear and transparent land bank operations, and to actively market land bank properties.

While previously managed by multiple organizations with various competing interests, the Land Bank will consolidate the disposition processes under a single organization.



Because the development pressure in the South District is so strong, there is a need to identify areas where multi-family housing is appropriate. Each year, the Zoning Board of Adjustment hears a large number of cases to grant multi-family variances in the district. This disrupts neighborhoods by adding density in areas where the existing infrastructure cannot support it. By accommodating growth along major arterials and transit nodes, businesses and transit ridership can be supported while single-family neighborhoods on smaller streets can be preserved.

When asked where they would support multi-family housing, participants of the second public meeting and respondents of the online survey predominantly identified the length of South Broad Street and Washington Avenue West. Other less common areas were along other major arterials in the district, such as Point Breeze Avenue, the 25th Street Viaduct, Moyamensing Avenue, Front Street, Washington Avenue East, and portions of Grays Ferry.

THRIVE > Neighborhoods

Access to Healthy Food

Philadelphia2035 Citywide Vision

Goal 1.1:
Promote strong and well-balanced neighborhood centers

Improved proximity to healthy foods helps make the healthy food choice the easy choice. Supermarkets tend to carry the largest selection of healthy foods, but these kinds of stores are in short supply and are typically not easily accessed by pedestrians. The Healthy Corner Store Initiative, a public-private partnership between the Philly Food Trust and Get Healthy Philly, has helped corner store owners stock and promote more healthy items such as fruits and vegetables, low-calorie snacks, and water. Increases in the number of healthy corner stores, farmers markets, and community gardens have decreased the number of low-income South District residents without healthy food access by 28% between 2010 and 2012. Improved access to healthy foods is a productive reuse for vacant and underutilized land, and can be further supported through zoning and infrastructure changes and improvements. Areas of particular need that may benefit from the maintenance and expansion of food access programs include Wilson Park, lower Point Breeze, and Lower Moyamensing. Continuing the partnership between PCPC and Philadelphia Department of Public Health (PDPH) to support the corner store initiative, and promoting zoning incentives to bring additional food retail will help to further reduce the number of low-income residents with poor healthy food access.

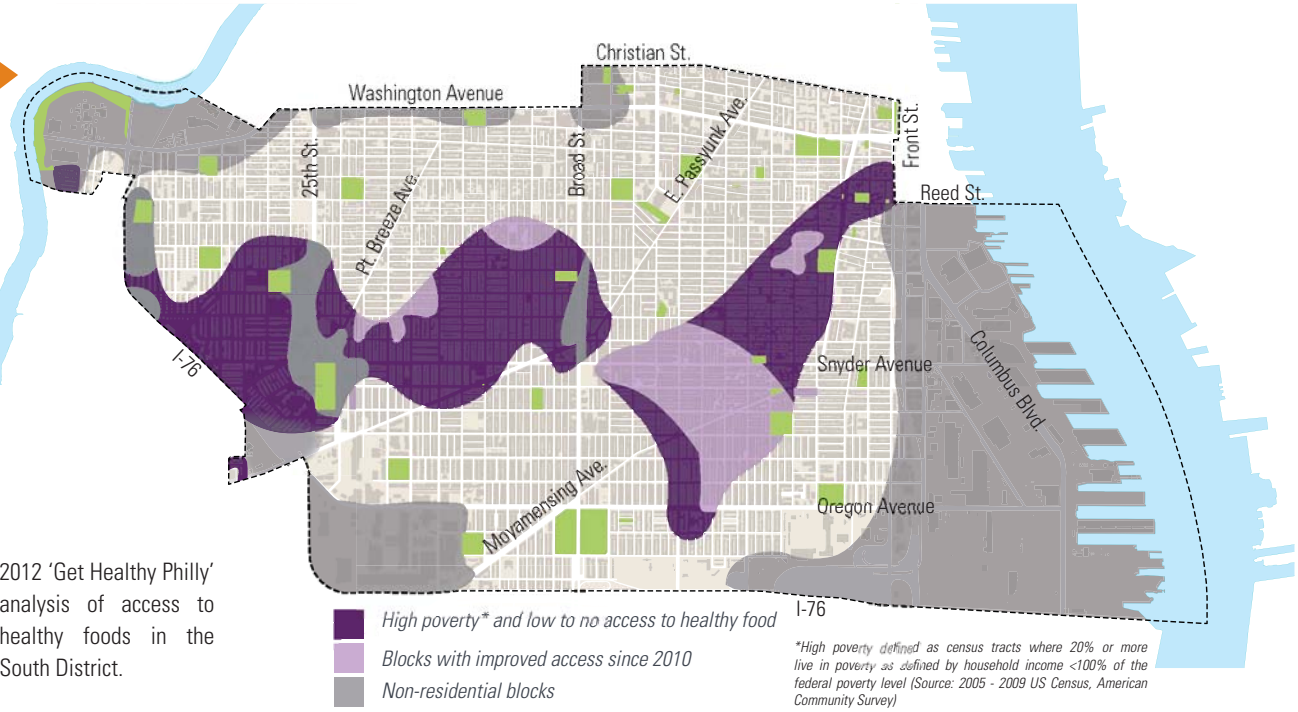
Definition | *Food Desert*

A food desert is a neighborhood without ready access to fresh, healthy, and affordable food.

Recommendations

8. Improve access to healthy foods for underserved District residents.
   - Maximize access for all transportation modes to fresh food in lower Grays Ferry by improving bike and pedestrian connectivity beneath and across the 25th Street viaduct.
   - Reduce healthy food deserts (refer to Healthy Food Access map below for locations) by encouraging the development of a supermarket in the areas of need using the zoning code's Fresh Food Market incentive.
   - Continue to support the Health Department's Healthy Corner Stores Initiative through zoning incentives and the identification of potential sites based on analysis of need and available resources.
   - Work with the Health Department to provide accessible ramps or otherwise reduce the barriers to entering healthy corner stores with "1-step" entrances for seniors and families.
     > Implementing Agencies: Food Trust, MOTU, PDPH, non-profits, PCPC | CW Objective 1.1.4

> Food Deserts in the South District



2012 'Get Healthy Philly' analysis of access to healthy foods in the South District.

THRIVE > Neighborhoods

Facilities

The South District is home to approximately 64 publicly owned facilities, including parks, playgrounds, recreation centers, and libraries. The Citywide Vision recommends co-locating, consolidating, and modernizing city facilities to ensure that they are conveniently and appropriately located and are in an energy-efficient, good state of repair. Health Center #2, the South Philadelphia Library and DiSilvestro Playground are all clustered together, creating an important municipal anchor on South Broad Street within proximity to the Tasker-Morris BSL Station. The old buildings housing these facilities were recently demolished to make way for a new facility being funded by the City and Children's Hospital of Philadelphia (CHOP). Like the old facility, the new building will co-locate the health center, the library and the playground, along with a new CHOP family care facility. It is scheduled to be completed in December 2015. Other clustered facilities include the Municipal Complex at 11th and Reed Streets, as well as two joint Fire/Police Stations.

The Municipal Complex at 11th and Reed Streets is home to a number of municipal and community support facilities, scattered in a few buildings, including Police, Fire, L&I, Fleet Management, Streets Department Survey District, and the City Office of Innovation and Technology (OIT). The building that Fleet Management and OIT inhabit is in poor condition and does not serve existing needs. It would be best if they could relocate to a facility close to the existing Fleet Management facility at Front and Hunting Park, in the North District. With Fleet Management and OIT relocated, it would free up a large amount of land to expand existing services and potentially generate money for the City by selling some of the land for private development.

Fire Engine 24 station, at 20th and Federal Streets, is located at a five-point intersection that is also the origin of Point Breeze Avenue, the neighborhood's commercial corridor. Ingress and egress is difficult at this location, due to both the limited parking in the neighborhood and the configuration of the station itself. The station, along with its clustered Police 17th District station, should be upgraded in accordance with their service needs.

Philadelphia2035 Citywide Vision

Goal 1.1:
Promote strong and well-balanced neighborhood centers

Goal 3.3:
Locate and manage all municipal support facilities efficiently.

Recommendations

9. Reconfigure Municipal Complex at 11th and Reed Streets to make the site function more efficiently for its users [see Focus Areas, p. 44].
   - Relocate Fleet Management and OIT operations and repurpose the current building and parking lot for new users.
   - Add parking onsite to improve access to municipal- and community-supporting facilties.
   - Build new firehouse on 11th Street to accommodate future development along 12th Street.
     > Implementing Agencies: DPP, Fire, L&I, Police, Fleet Management, OIT | CW Objective 1.1.1, 3.3.1

10. Prioritize improvements to the firehouse at 20th and Point Breeze Avenue [see Focus Areas, p. 52].
    - Upgrade facility in accord with service needs.
    - Preserve architectural integrity of the building.
    - Improve apron in the front of the building.
      > Implementing Agencies: DPP, Fire | CW Objective 1.1.1

New CHOP Family Care Center/Health Center #2/DiSilvestro Playground/South Philadelphia Library rendering courtesy of VSBA, LLC

THRIVE > Economic Development

Industrial Land

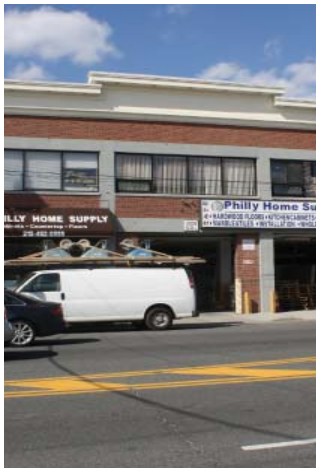
Philadelphia2035 Citywide Vision

Goal 2.2:
Target Industrial lands for continued growth and development

The South District has a long history of industrial land use along its waterfronts and along the freight rail corridors of 25th Street, where rail is still very active, and Washington Avenue, where the rail has been abandoned. The legacy of the district's industrial activity is mixed. There remains an inventory of viable sites and infrastructure that accommodates establishments in construction, manufacturing, distribution, warehousing, transportation, and repair services. Significant portions of the South District have been confirmed by recent City-supported investments, policy planning and master planning as appropriate for continued industrial and industrial-related retention and attraction.

The district also contains other, former industrial sites and corridors that are less suited and utilized for industrial activity, and are, or should be encouraged, to become locations for non-industrial uses, thereby supporting the creative reuse of land and buildings.

Washington Avenue, between South Broad Street and 25th Street, is a legacy industrial corridor specializing in the sale and distribution of building supplies. The changing nature of the businesses along the corridor, in conjunction with residential growth and redevelopment pressures, both north and south of Washington Avenue, is affecting land use demands. Based on previous PCPC staff analysis, the plan suggests that Washington Avenue West should be rezoned to IRMX to accommodate new and existing uses that are not served by the current I-2 zoning.



Building supply retailers along Washington Avenue west of Broad Street.

Recommendations

11. Preserve industry along the South Delaware waterfront by maintaining industrial and port zoning.
    > Implementing Agencies: City Council, Commerce, PRPA, PCPC | CW Objective 2.2.1

12. Implement Lower Schuylkill Master Plan's Innovation District.
    - Relocate Waste Management facility on Grays Ferry Avenue for expansion of institutional uses.
    - Implement Pennovation Works Plan for development of flexible tech and office space, including a vibrant pedestrian environment.
    > Implementing Agencies: PIDC, Commerce, PCPC, UPenn | CW Objective 2.2.1, 2.2.2

13. Rezone Washington Avenue between Broad Street and 25th Street to encourage appropriate uses.
    > Implementing Agencies: City Council, PCPC | CW Objective 2.2.2

South 25th Street Viaduct

Industrial Land in the South District

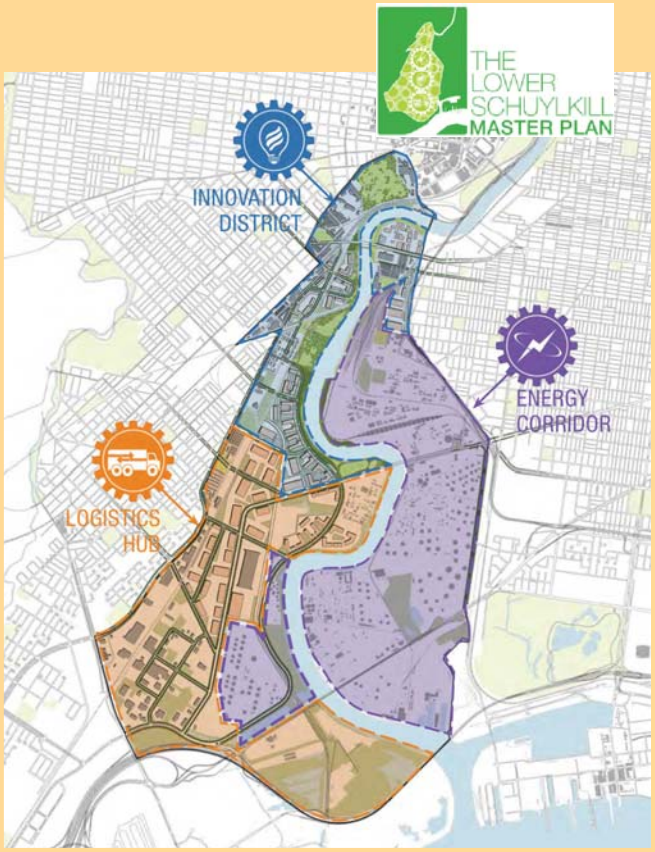
The South District includes parts of significant industrial districts along the Delaware and Schuylkill River waterfronts. Port and related manufacturing, distribution, and repair activities in the South Delaware industrial district enjoy direct access to marine, rail, and highway transportation. Around 34th Street and Grays Ferry Avenue, the Lower Schuylkill Master Plan's "Innovation District"calls for several older industrial sites to be repurposed to support modern research, product development, and production. Smaller industrial corridors and assets, such as South 25th Street and the former Defense Supply Center at 20th and Johnston Streets, may continue to serve Philadelphia by accommodating appropriate industrial and industrial-related enterprises.

Lower Schuylkill Master Plan

In 2010 the City embarked on a large-scale masterplanning effort to build on opportunities for economic growth, public amenitites, and sustainable development identified in *Philadelphia2035* and the *Industrial Land & Market Strategy for the City of Philadelphia*. With generous funding from William Penn Foundation and the City of Philadelphia, the Philadelphia Industrial Development Corporation, the Philadelphia City Planning Commission, and the City's Commerce Department worked to identify opportunities for revitalization and to develop a blueprint for public investment that would unlock the potential of the area.

At full build-out, the *Lower Schuylkill Master Plan* projects more than 5.5 million square feet of modern production facilities, research and development centers, and distribution centers, more than 5,500 new jobs, five miles of new waterfront recreational trails, and comprehensive stormwater infrastructure to protect and improve the Schuylkill River.

The master plan district is largely adjacent to the South District; however, its impacts will be felt through the improvement of intersections and trails, and the additions of new jobs, particularly in the Pennovation Works area of Penn's Campus.



Pennovation Works

Pennovation Works is a proposal by the University of Pennsylvania to bring a business incubator and laboratory with light industrial and flex-use buildings to their land at 34th and Grays Ferry Avenue.

The first phase of development includes the Pennovation Center, a 58,000 sq. ft. facility with two floors of co-working space designed to support entrepreneurs and startups from the University and private sector. The Center will create and host workshops, programs, and professional-development reserouces for the community.

Image: WRT via www. upenn.edu/almanac

THRIVE > Economic Development

Washington Avenue, West of Broad Street

Washington Avenue, between Broad Street and 25th Street, is a legacy industrial corridor specializing in the wholesale and retail sale and distribution of building and construction supplies. The changing nature of the businesses along the corridor, in conjunction with residential growth and redevelopment pressures, both to the north and to the south, is affecting the land use demands on Washington Avenue. The area employs about 400 people in a 4:1 full time/part time ratio. Newer uses include a coworking space, a full service restaurant, and a bakery. A number of mixed-use residential projects have been approved by the Zoning Board of Adjustment; however, none of them have been constructed yet.

With the goal of managing Washington Avenue's transition into a mixed-use corridor that can accommodate both existing and new uses, PCPC proposes a three phase process. The first phase includes two steps. The first step is to re-stripe the cartway of Washington Avenue to increase safety for all users. The proposed re-striping includes ample space for formalized loading zones to be used by the current businesses on the Avenue, provides complete bike lanes the length of the Avenue, and an increase in parking through the use of head-out angled parking. The second step is to comprehensively rezone Washington Avenue to accommodate new uses while allowing existing uses to remain and possibly expand. The second phase is to complete a detailed strategic plan for the corridor. The third phase includes corridor management, strategic business retention and relocation, and marketing and maintenance.

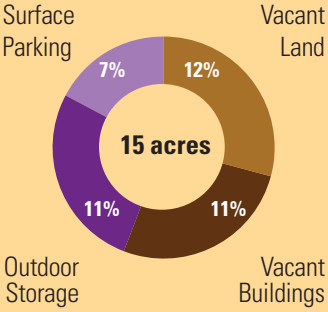
Strategic Planning for Washington Avenue

Together, the recommendations contained in this plan comprise the first step towards planning for Washington Avenue's future as a mixed-use corridor. The recommendations include re-striping the roadway to make it safe for all users and rezoning to accommodate mixed-use development. After these steps are taken, a strategic plan for the corridor should be developed that outlines a management strategy for the corridor so that both new and existing uses can coexist. In addition, the City, through existing programs, can assist businesses who wish to remain or locate some or all of their space off of the Avenue. Ongoing marketing and maintenance will be necessary in order to attract developers and new businesses.

1
- Roadway Re-striping
- Zoning Remapping

2
- Strategic Plan

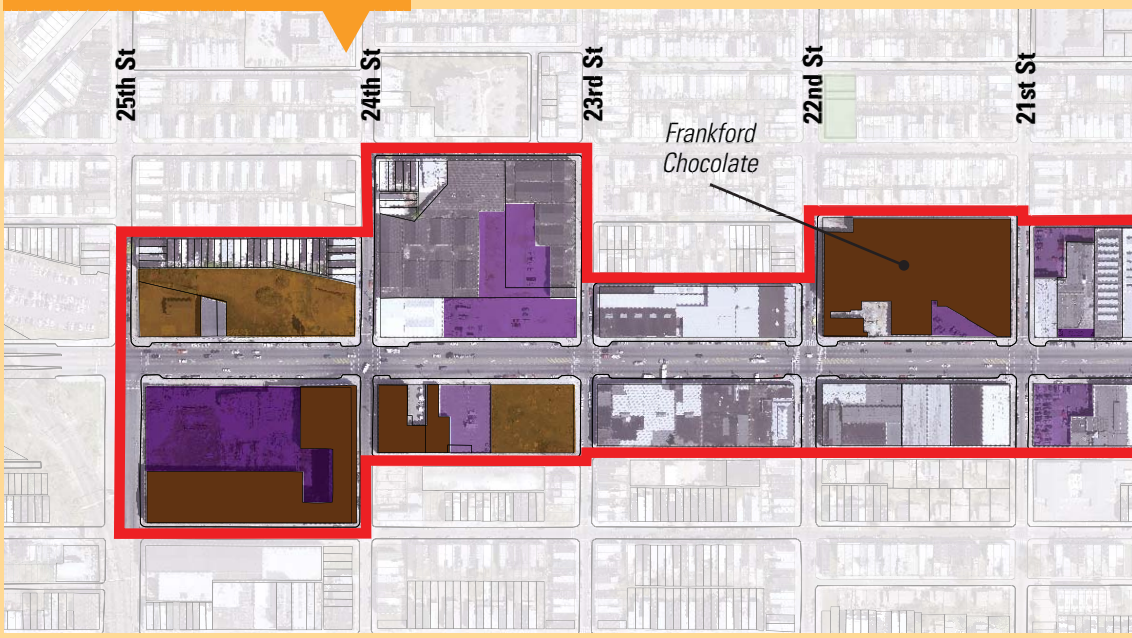
3
- Corridor Management
- Business Retention & Relocation
- Marketing & Maintenance



Concentrations of vacant land exist between Broad and 16th Streets and between 23rd and 25th Streets.

Auto-oriented commercial developments break the urban fabric, especially between 18th Street and Broad Street.

> Under-Utilized Land



Washington Avenue is a wide roadway. Existing pavement markings, where visible, are often ignored by users. Parking and loading occurs in the center lane and in parking lanes on either side of the street.

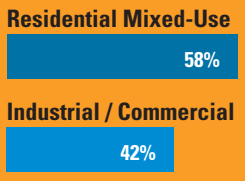
Sidewalks on the north side of Washington Avenue, west of Broad Street, are very narrow with no building setbacks.

Building supplies block sidewalks, especially between 19th and 21st Streets.

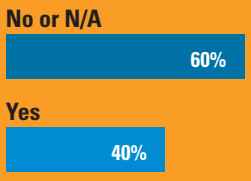
> Business Survey

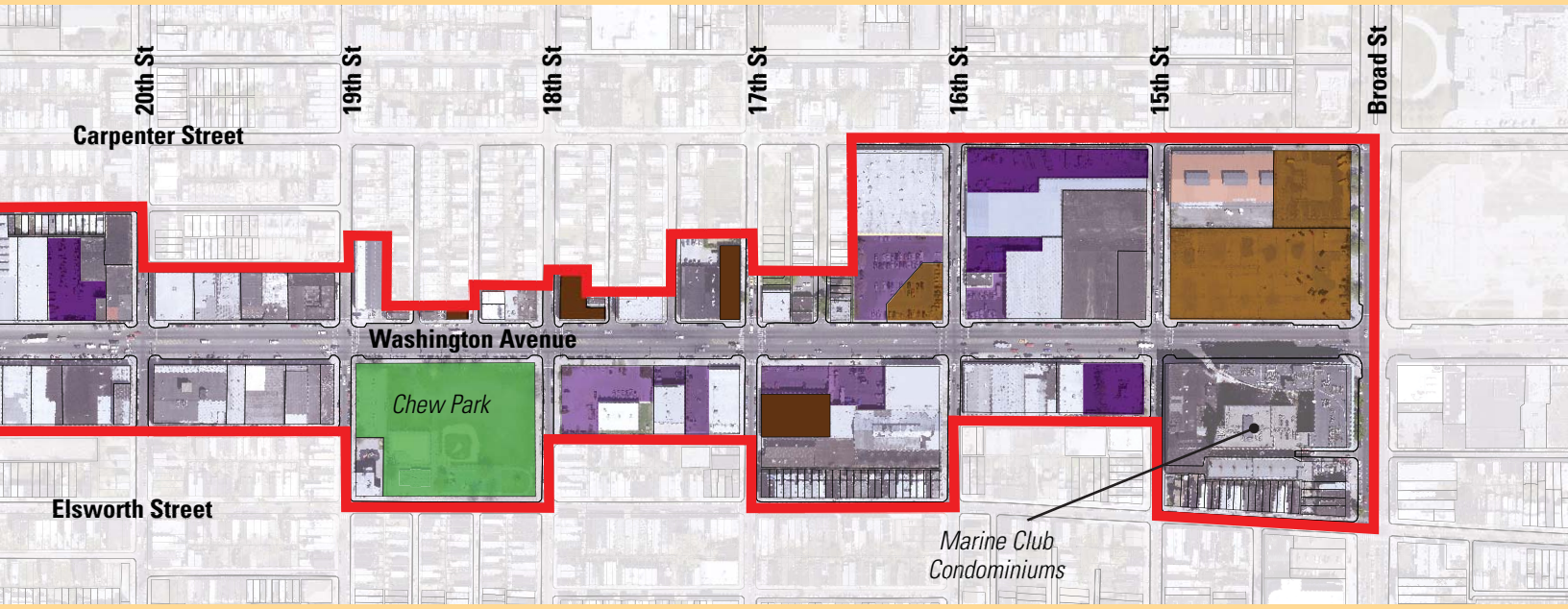
PCPC and the Commerce Department surveyed business owners on Washington Avenue about future land use trends and to gauge interest in business relocation. Survey results show that the majority of businsess owners support a mixed-use future for Washington Avenue that can accommodate existing building supply businesses. The first steps towards this future, zoning remapping and roadway re-striping, are laid out on the next two pages.

In the future, what do you think would be an appropriate mix of land uses on Washington Avenue, west of Broad Street?



Within the next 5 years, do you plan on moving your business off Washington Avenue?





Washington Avenue, West of Broad Street

Zoning Remapping

The I-2 zoning currently on Washington Avenue, west of Broad Street, is not attracting job-producing industrial development. In fact, most of the building supply businesses currently on the Avenue could be more accurately categorized as wholesale and retail sales and distribution. The negative impacts of these uses, such as loading and outdoor storage, can be dealt with through a road diet along with better enforcement of parking and loading rules.

The majority of the existing uses on Washington Avenue, west of Broad Street, are allowed in both I-2 and IRMX. IRMX will allow for Washington Avenue to transition from wholesale and retail building supply uses to a mix of residential, commercial, and retail building supply uses.

The changing nature of the businesses along the corridor, in conjunction with residential growth and redevelopment pressures, both north and south of Washington Avenue, is affecting the land use demands. Based on previous PCPC staff analysis, the plan suggests that Washington Avenue should be rezoned to IRMX to accommodate new and existing uses that are not served by the majority I-2 zoning.

Medium Industrial District I-2

The I-2, Medium Industrial district is primarily intended to accommodate light industrial uses, moderate-impact uses, employment activities such as manufacturing, distribution, processing, industrial parks, and other activities that may generate noise, odor, vibration, after hours activities, or traffic impacts well beyond the subject property lines. I-2 zoning prohibits any residential use.

Industrial Residential Mixed- Use District IRMX

The IRMX, Industrial Residential Mixed-Use district is primarily intended to accommodate a mix of very-low impact industrial uses, including artists and artisan industrial, and residential and neighborhood-oriented commercial uses. In order to foster mixed-use development, including artisinal industrial space, in the IRMX district, an industrial use must account for a floor area equal to at least 50% of the ground floor area, or a non-residential use, excluding parking, must account for a floor area equal to at least 60% of the ground floor area.

	IRMX	I-2
Lot Coverage	75% mid block / 80% corners	100%
Max Floor Area Ratio	500%	500%
Height Limit	60' *	60'
Building Setbacks on Narrow Streets	Yes, portions of buildings above 38'	No
Parking for Residential Uses	3/10 units	Residential uses not allowed
Off-Street Loading Spaces	Required at 100,000 sf and above for office, civic / institution, visitor accomodation, and residential uses.	Required at 10,000 sf and above for all permitted uses.
Mixed-Use Development	An industrial use must account for a floor area equal to at least 50% of the ground floor area, or a non-residential use, excluding parking, must account for a floor area equal to at least 60% of the ground floor area. Any retail sales uses must be located on the ground floor of a building, but other uses may be located on any floor of a building.	Residential and many commercial uses not allowed

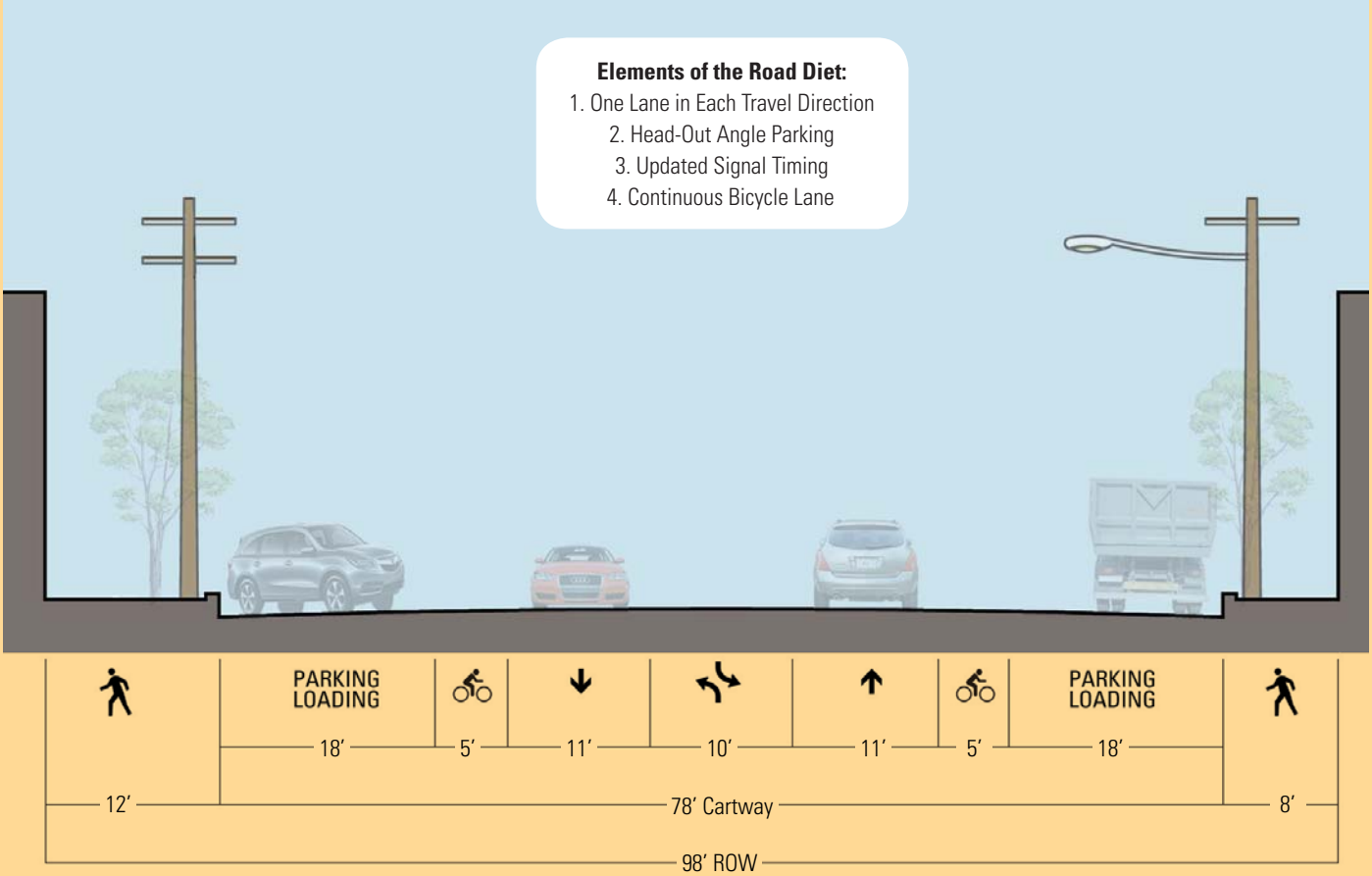
*** In IRMX, a lot coverage bonus or an additional story is given to developers who provide industrial space equal to at least 60% of the ground floor area**

Re-stripe & Enforce

The Philadelphia City Planning Commission managed the Washington Avenue Transportation & Parking Study in 2014. The study, done in close collaboration with the Streets Department, proposed a road diet to increase the safety of all users on the avenue, pedestrians, cyclists, transit riders, and vehicle drivers alike. The City held several public and business owner meetings and listening sessions during the planning process to determine the needs of users and property owners along the corridor.

The study resulted in an alternate roadway alignment of one travel lane in each direction for a majority of the corridor, which will increase the safety of the corridor for all users while maintaining adequate traffic flow. In addition, the study recommends updated pavement markings, head-out angle parking, increased loading areas, and updated signal retiming. The plan will increase safety by shortening the pedestrian crossing distance across active travel lanes, increase loading areas for businesses and customers outside of the active travel lanes, and provide a continuous bicycle lane for the width of the corridor.

Widening the sidewalk on the north side of Washington Avenue will lead to more generous walking zones as well as adequate space for basic streetscape and beautification improvements such as street trees. However, with major utility lines along the sidewalk edge, this is a long term project which may not be financially feasible. Short term improvements to make the sidewalk safer and more confortable for pedestrians may include parklets and building setbacks for new construction.



CONNECT > Transportation

Transit

Philadelphia2035 Citywide Vision

Goal 4.1:
Increase the use of transit to reduce environmental impacts and travel time.

The majority of the district is within a two block walk of a bus or subway stop. Transit service in the district takes riders to Center City, the Philadelphia International Airport, the City of Chester, and major transportation centers in the region. Thirty percent of South Philadelphia residents use transit to ride to work and seventy percent of those commuters choose the bus as their primary mode of transporation.

While the district is generally well covered by bus routes and the Broad Street Subway, SEPTA is studying opportunities for new vehicles along several routes to reduce neighborhood impact of busses, and is looking to add an additional transit route along the Delaware River waterfront. There is also room for improvement in transit amenities. Only one subway station in the district currently has an elevator, but SEPTA is including in their capital program the addition of elevators at more of its subway stations to make them ADA accessible. Many areas surrounding stations and bus stops could use pedestrian improvements and additional transit amenities such as bus shelters and benches. In addition, there is an opportunity for additional rider amenities at major bus transfer points, such as Snyder and Broad Streets and Pier Seventy.

Definition | *Mode Share*

Mode share is the percentage of travelers using a particular type of transportation. The South District is unique in that there is a high percentage of public transit riders and bicyclists. This makes it crucial to focus on public investment on both transit vehicles, facilities, and bicycle infrastructure.

Recommendations

14. Improve bus service to the Grays Ferry neighborhood to enhance connections to employment centers, particularly between the District and University City.
    > Implementing Agencies: SEPTA | CW Objective: 4.1.1

15. Pursue findings of the DVRPC's *Vehicle Technology Analysis for SEPTA's Routes 29 and 79* report to pilot electric bus service to determine whether it would be a cost-effective and sustainable alternative to trackless trolley or diesel-electric hybrid bus service.
    > Implementing Agencies: SEPTA | CW Objective 4.1.1, 4.1.3

16. Construct and operate a bus transportation center, including operator and passenger amenities, in the vicinity of Pier 70 to improve bus service and reliability and provide easier transfers for customers.
    > Implementing Agencies: SEPTA, Commerce | CW Objective: 4.1.2, 4.1.3

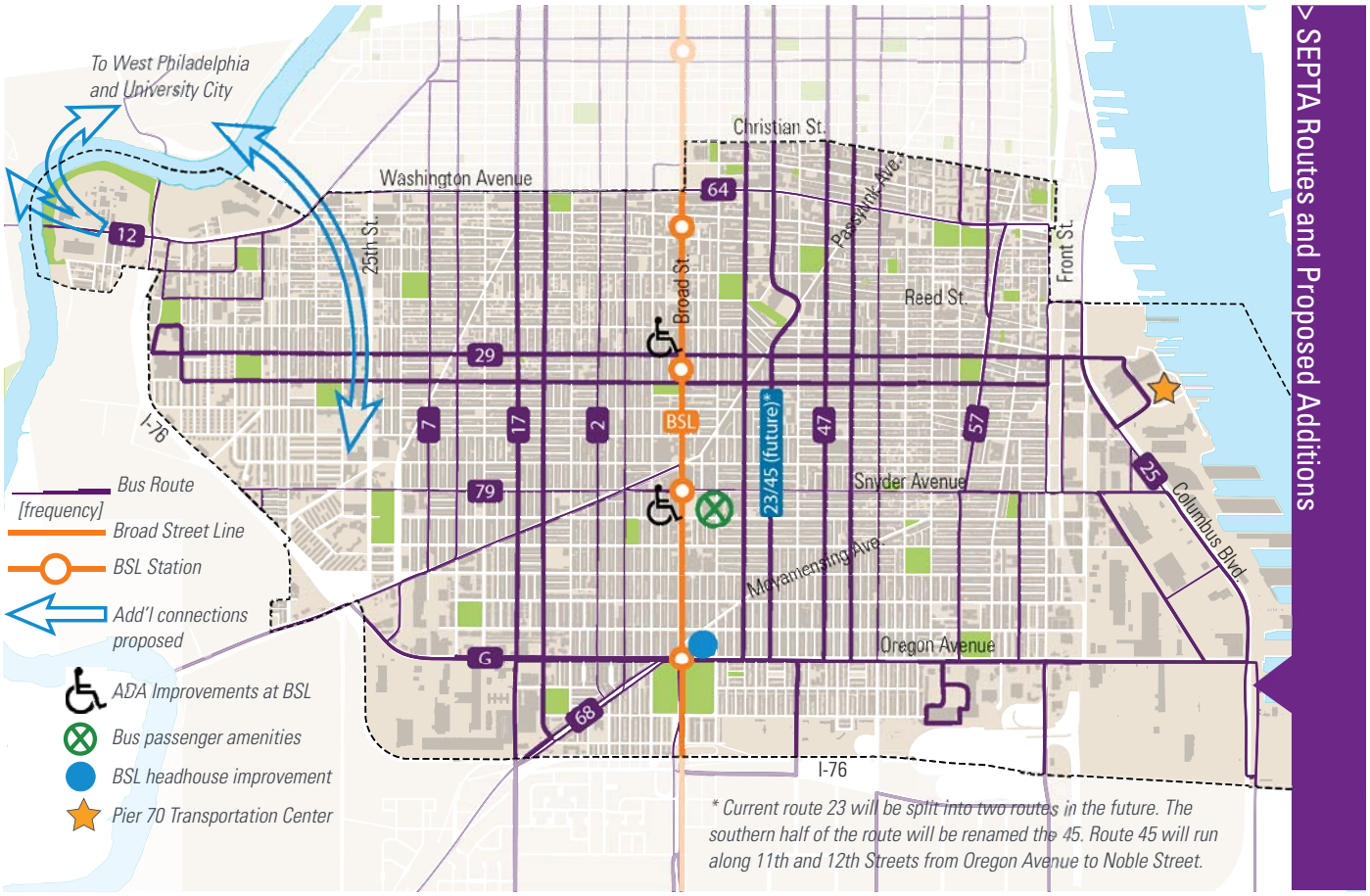
17. Make Broad Street Line transit stations compliant with the Americans with Disabilities Act, particularly at:
    - Tasker/Morris Station
    - Snyder Avenue Station
    > Implementing Agencies: SEPTA, | CW Objective: 4.1.1

18. Update strategies for improved transit service to and along the Delaware River waterfront, in conjunction with SEPTA's modernization of its trolley services and vehicles.
    > Implementing Agencies: SEPTA, DRPA, DRWC, Streets, MOTU, Conrail | CW Objective: 4.1.2

19. Reconfigure the headhouses at Broad Street and Oregon Avenue to maximize use, make the entrance more visible and more pedestrian friendly. [see FOCUS AREAS, p. 38]
    - Implement pedestrian and signage improvements for both headhouses and the intersection at South Broad Street and Oregon Avenue
    - Consider long-term lease of northern headhouse and site for larger development.
    > Implementing Agencies: DPP, RDA, PPR, SEPTA, MOTU, Streets | CW Objective: 4.1.3

Electric Buses for Routes 29 and 79

DVRPC recently completed the Vehicle Technology Analysis for SEPTA's Routes 29 and 79 report. The former routes 29 and 79 were identified as candidates for introduction of the electric bus since returning the trackless trolley was deemed unfeasible. Electric buses for these routes will represent a reduction in emissions as well as noise compared to the existing buses, making them more like the original trackless trolleys but with a smaller capital investment.



Case Study | *Pier 70 Amenities*

Pier 70/Delaware Avenue Development: The Pier 70 shopping area, which includes Wal-Mart, Super Fresh, Home Depot, and other stores, is a major destination for many SEPTA bus riders. Bus Routes 7, 25, 29 and 64 all serve Pier 70. Nearby Columbus Commons, which includes Lowes and IKEA, is also a major destination. These developments serve as end points or turn-arounds for these bus routes. However, they were not designed with bus service in mind. Waiting areas for bus customers are crowded and often unsheltered, there are few pedestrian amenities like sidewalks and crosswalks, and there is no place for SEPTA buses to lay-over or drivers to rest in the area. Having a bus lay-over area is important for bus drivers to take breaks, stay on schedule, and provide reliable service. Due to these space constraints, bus route 79 cannot serve Pier 70 despite having SEPTA Board authorization to do so. A dedicated bus layover and passenger amenity facility would greatly enhance service to these destinations.

Wissahickon Transfer Center provides a good model as a bus layover facility

CONNECT > Transportation

Complete Streets and Roadways

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.

Definition | *Complete Streets*

Complete streets are designed to provide safe and comfortable travel for all users. On June 4, 2009, Mayor Nutter signed an executive order that established Philadelphia as the first city in Pennsylvania to have a complete streets policy and in 2013 the *Complete Streets Handbook* was adopted. The policy decrees that every City agency should adopt complete streets strategies to balance the needs of multiple users on city streets.

Definition | *Arterials*

This level of road classification denotes a street that provides service for through or long trips. An arterial is typically a multi-lane road and is usually divided. It has the capacity to accomodate high traffic volumes.

Automotive travel is the predominate form of transportation in the South District. Fifty-one percent of households drive to work, and of those, seventy eight percent drive alone. Car ownership is highest in the deepest parts of South Philadelphia, Pennsport, and Whitman near major highways. The district also accommodates traffic from trucks and rail freight that serve existing businesses and industry in the district. In planning for South, it is important to ensure efficient access for passenger and goods movement while minimizing the negative impacts that these modes can have on the quality of life of local residents.

Major infrastructure improvements can be made to the 25th Street Viaduct and highway interchanges to ensure that goods movement happens quickly and efficiently. If done correctly and in coordination with local users, the improvements can incorporate principles that will be beneficial to pedestrians and bicyclists as well. CSX, the owner of the 25th Street Viaduct, announced in April 2015 that it was undertaking a multi-year, multi-phase project to improve the viaduct, making it safer for freight traffic and surrounding users. The project will restore the viaduct to its original condition and appearance, which could be the first step in creating a better public realm treatment under the infrastructure

A heavy reliance on the automobile in the district highlights the need for both roadway improvements and policies that will maximize parking opportunities while minimizing the impact on the public realm. While vehicles need places to go, there is also a need to place and enforce controls in areas where vehicles are not appropriate. This plan recommends maximizing space along large arterial roadways with head-out angle parking and reducing the negative impact of parking lots and curb cuts along South Broad Street by extending Center City controls.

Above: Example of undesirable development along Broad St. Below: Example of parking controls along Broad St. guiding more appropriate development

Expansion of Existing Parking Controls to South Broad Street

The Center City Overlay in the zoning code contains supplemental use and parking controls for a portion of South Broad Street between City Hall and Washington Avenue, in order to preserve its existing character and to encourage further revitalization. This plan recommends creating a similar overlay for South Broad Street for Washington Avenue south to Oregon Avenue for the same purposes of preservation and encouraging revitalization.

Much of the non-residential portions of South Broad Street are currently underutilized and underdeveloped as the main north-south transportation corridor through the South District, and the City as a whole. There are many blocks that have frontages of surface parking lots or suburban-style strip mall developments, with multiple curb cuts. These kinds of uses and developments are not conducive to vibrant, walkable, urban commercial corridors. In order to better guide development and to increase safety for all District residents and users of the South Broad Street corridor, a zoning overlay complementary to the Center City Overlay is recommended. The overlay would restrict ingress and egress along South Broad Street, prohibit accessory surface parking as a frontage, and would require the ground floor of any parking garage to be occupied by a non-parking use.

Recommendations

20. Build new or improve existing infrastructure for the safe and efficient movement of truck and rail freight through the District while minimizing the impact on residents, including:
    - I-76 interchanges to accommodate semi trucks at Oregon Avenue and Front Street
    - 25th Street Rail Viaduct
    - Wharton Street and 34th Street
        > Implementing Agencies: PennDOT, Streets, CSX | CW Objective 2.2.1, 4.4.3, 9.2.2

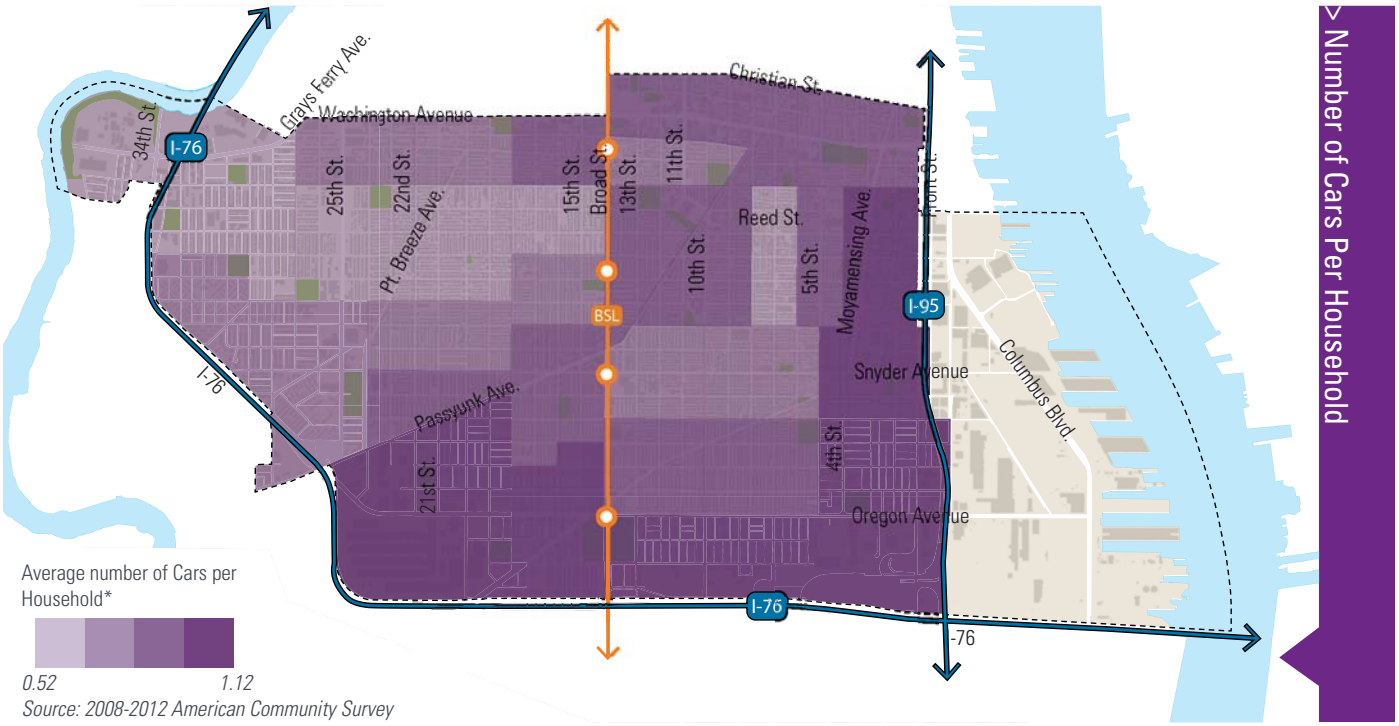
21. Enact and enforce parking controls along South Broad Street to enhance its purpose as a dense transit and pedestrian friendly arterial and to preserve its historic character.
    > Implementing Agencies: City Council, MOTU, Streets, PPA, PCPC | CW Objective 1.1.2, 9.1.1, 9.2.2

22. Increase parking supply in neighborhoods where a lack of parking impedes traffic flow and affects safety:
    - Support head-out angle parking on Washington Avenue, Moyamensing Avenue, 4th Street between Snyder and Oregon Avenues, East Ritner Street, East Shunk Street
    - Incentivize use of public parking lots and shared parking
    - Enforce median and sidewalk parking prohibition
    - Limit front-loaded garages that remove on-street parking spaces
        > Implementing Agencies: City Council, Streets, PPA | CW Objective 4.3.2

Head-out angled parking on S. 11th St.

Head-out Angled Parking

Head-out angle parking provides additional parking spaces, traffic calming, and safety benefits for all roadway users. It exists in South Philadelphia on Oregon and West Passyunk Avenues, and West Ritner, West Shunk, West Wolf, and 11th Streets. Head-out angle parking offers clear visibility for the driver when pulling out of the parking space and safe unloading of passengers because the open vehicle door is not adjacent to moving traffic. The spaces allow for quick re-entry into the traffic flow. Additionally, curbside loading zones are up to 10' wider than parallel parking loading zones, which keeps loading activities out of the travel lanes. Potential areas for future head-out angle parking include Washington Avenue and East Shunk and Ritner Streets.



Source: 2008-2012 American Community Survey

CONNECT > Transportation

Complete Streets, Pedestrians and Cyclists

Philadelphia2035 Citywide Vision

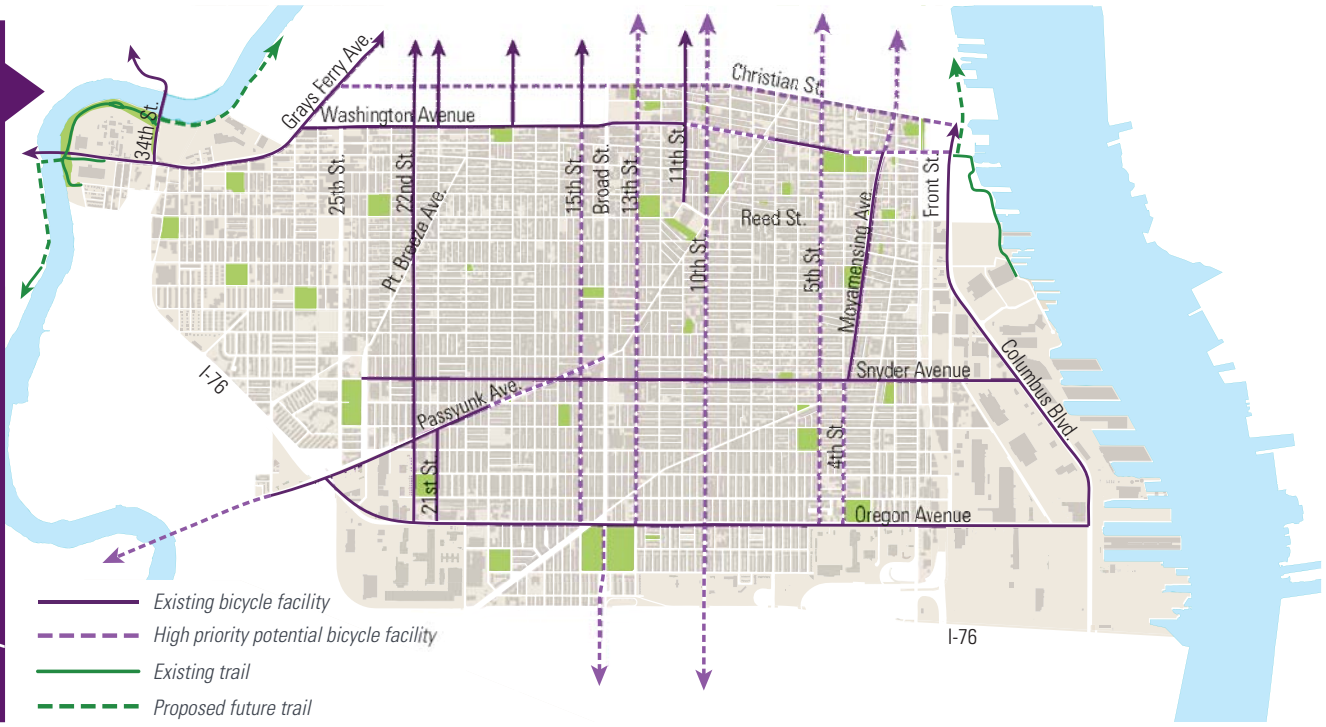
Goal 4.2:
Balance the use of roadways to ensure safe and efficient travel by all modes.

Goal 4.3:
Provide a safe and efficient road network that supports planned land uses.

The historic street grid in the South District is highly walkable and offers cyclists and pedestrian access to multiple employment centers, local commercial corridors, transit stops, schools, and neighborhood and regional parks. There are, however, major issues of connectivity across major barriers, such as I-95, the 25th Street rail viaduct, and wide commercial streets, such as Delaware Avenue and Washington Avenue. There is limited dedicated bicycle infrastructure through the South District, despite the fact that it includes census tracts where almost 20 percent of commuters get to work on bicycles, among the highest in the country.

There are opportunities within the District to serve the variety of user groups in the existing street right-of-way. Angled streets offset from the grid offer pedestrian plaza and greening opportunities at intersections. Safety-oriented infrastructure improvements for pedestrians are particularly important to serve the youth and elderly populations, who walk to school or major destinations across high traffic arterials. Wide arterial streets offer road diet and right-sizing opportunities to better serve pedestrian, cyclists, and transit users, while still accommodating freight and motor vehicles. Several recent strategic streetscape investments emphasize the importance of commercial corridor streetscape efforts for revitalization, including those along East and West Passyunk Avenue and Point Breeze Avenue.

> Bicycle Facilities and Trails



Recommendations

23. Implement complete streets principles throughout the district, particularly on arterial roadways where the safety and greening needs are most apparent, such as Washington Avenue, Moyamensing Avenue, Columbus Boulevard, Snyder Avenue, and Broad Street.
    > Implementing Agencies: City Council, Streets, MOTU, PWD | CW Objective 4.2.1, 4.2.3

24. Redesign inefficient intersections to increase safety for all modes of travel, particularly at:
    - 34th Street and Grays Ferry Avenue
    - 34th Street and Wharton Street
    - Oregon Avenue and West Passyunk Avenue
    - 20th Street and Penrose Avenue
    - Oregon and Moyamensing Avenues
    - 22nd Street and Point Breeze Avenue
    - 10th and Reed Streets / 11th and Reed Streets
    - 12th Street and East Passyunk Avenue
    > Implementing Agencies: Streets, MOTU, PWD, Commerce | CW Objective 4.2.3

25. Implement high priority bicycle infrastructure projects, as identified in the 2012 Pedestrian and Bicycle Plan, including:
    - 15th and 13th Street Neighborhood Bikeways, Washington Avenue bike lane gaps, Moyamensing Avenue/4th and 5th Streets, West Passyunk Avenue, 10th Street Sharrows
    > Implementing Agencies: Streets, MOTU | CW Objective 4.2.2

26. Include/expand Bike Share in the South District to meet the potential for high bike demand. Work with MOTU to identify locations for Phase II
    > Implementing Agencies: DRWC, Streets, PIDC | CW Objective 4.3.4, 6.2.1

27. Implement green/connector streets principles to better connect neighborhoods to Delaware and Schuylkill River waterfronts and amenities, including:
    - Tasker Street, Washington Avenue, Snyder Avenue, Wharton Street, Grays Ferry Avenue
    > Implementing Agencies: Streets, MOTU | CW Objective 4.2.2

28. Designate senior pedestrian zones that support walkability in areas with high concentrations of senior pedestrians.
    > Implementing Agencies: PCPC, PDPH, DPP, PCA, Streets | CW Objective 4.2.2

Definition | *Sharrows*

Shared lane markings or "sharrows" are white painted markings on the street, depicting a bicycle and arrow, and serve to make motorists aware that they should be sharing the traffic lane with cyclists. Sharrows can also help guide where in the traffic lane cyclists should be riding, helping to keep them out of the "door zone", (area closest to parked cars where they are most likely to get "doored") and encouraging safe travel.

Senior Pedestrian Zones

The South District has Philadelphia's highest concentration of adults over age 65, and the number will increase as baby boomers reach retirement age. Proximity to services, transit, and amenities make aging in place in the city ideal, however staying mobile can be a challenge. New York City's DOT has established 25 "senior pedestrian zones" to address the high proportion of senior pedestrian accidents. Improvements like narrowing roadways, widening curbs, pedestrian safety islands, and increasing crossing times have coincided with a 19% decrease in senior pedestrian fatalities since the program's implementation. PCPC is working with the Philadelphia Corporation of Aging and the Mayor's Office of Transportation and Utilities to identify and address challenges unique to South Philadelphia's elderly pedestrians, especially in the vicinity of its senior centers.

Creston Avenue in the Bronx, before and after implementing Safe Streets for Seniors. Source: NYCDOT

RENEW > Open Space

Watershed Parks and Trails

Philadelphia2035 Citywide Vision

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

Goal 6.2:
Create improved access to our waterfronts.

Delaware River bicycle trail near Washington Avenue Green.

The South District is home to five city-run recreation centers and over twenty public parks, ranging in size from less than an acre to nearly twenty acres. In design, many of these parks draw from Philadelphia's tradition of public squares; others are dominated by large-scale recreation facilities such as ball fields and courts. The parks are generally neighborhood-serving but residents have been known to travel much further than their local park to reach unique facilities within the district. Recommendations for recreation centers include bringing them all to a state of good repair and greening and activating spaces that are currently in need.

Marconi Plaza is the largest park in the district at nineteen acres [see Focus Areas, p. 36]. Designed by the Olmsted Brothers between 1914 and 1916, the park served as part of the grand entrance to the US Sesquicentennial Exhibition in 1926. Broad Street, which bisects the park, was an integral part of the experience of the park as well as the exhibition, but today the street's exclusive vehicular use disrupts free flow between the two halves of the park. The park features two playgrounds, two ball fields, and a bocce court. It is maintained by Philadelphia Parks and Recreation and the Friends of Marconi Plaza volunteer group and also falls within the bounds of the city's Sports Complex Special Services District.

The South District is framed by over four miles of waterfront along the Schuylkill and Delaware Rivers. Public access to the water is impeded by land uses and highways, but connections are being made by the river trail systems. These recreational linear parks and trails along the waterfront connect the district to the city and city to the region.

The Schuylkill Banks Grays Ferry Crescent Trail is located at the northwestern corner of the district along the Schuylkill River. The trail is an three-quarters of a mile long and the park is the second-largest park in the South district at 14 acres. This greenway will eventually connect to the rest of the Schuylkill River Trail, which currently links Center City to Phoenixville for 26 miles, and will ultimately continue north to Pottsville. Adjacent to Grays Ferry Crescent are two proposed Schuylkill Banks trail segments – the Schuylkill Crossing at Grays Ferry and the Christian to Crescent Trail. Both are high priority in the 2013 Philadelphia Trail Master Plan and are likely high cost projects that will complete the Schuylkill River Trail from South Street to Bartram's Garden.

The Delaware River Trail is on the east side of the district, along the Delaware River, between Washington Avenue and Tasker Street. Currently, there is a ten foot asphalt path along property easements and unused piers by the waterfront. The Delaware River Waterfront Corporation is in final design of an improved trail along the same alignment with connections to the recently opened Pier 53 and Pier 60 parks, to open in 2016.

Above & Right: Columbus Square Park Master Plan, courtesy of Community Design Collaborative

New Master Plan for Columbus Square Park

The vision for the new master plan for Columbus Square Park is a collaboration between the Columbus Square Advisory Council, Philadelphia Parks & Recreation, a project team task force, and the local community facilitated by the Community Design Collaborative through a design grant. The redesign of this 4-acre park and recreation facility includes five components (rec center area, dog park area, patio, athletic fields, and lawn) estimated to cost $3 million.

The master plan focuses on the retrofit of existing elements within the park, such as the athletic field space, the roundhouse, the dog park, the park perimeter, and the 13th Street seating area known as the "patio". The overall goal of this project is to create a plan that will promote greater community engagement and enable the park to be a true neighborhood asset and anchor.

Recommendations

29. Continue to build the Schuylkill River Trail:
    - Connect gaps in the Schuylkill River Trail between Christian Street and Grays Ferry Crescent
    - Connect the Schuylkill River Trail to Bartram's Garden via the Schuylkill Crossing at Grays Ferry
      > Implementing Agencies: SRDC, PPR | CW Objective 6.1, 6.2.1

30. Enhance and complete the Delaware River Trail, between Washington Avenue and Pier 70.
      > Implementing Agencies: DRWC, Streets | CW Objective 6.1, 6.2.1

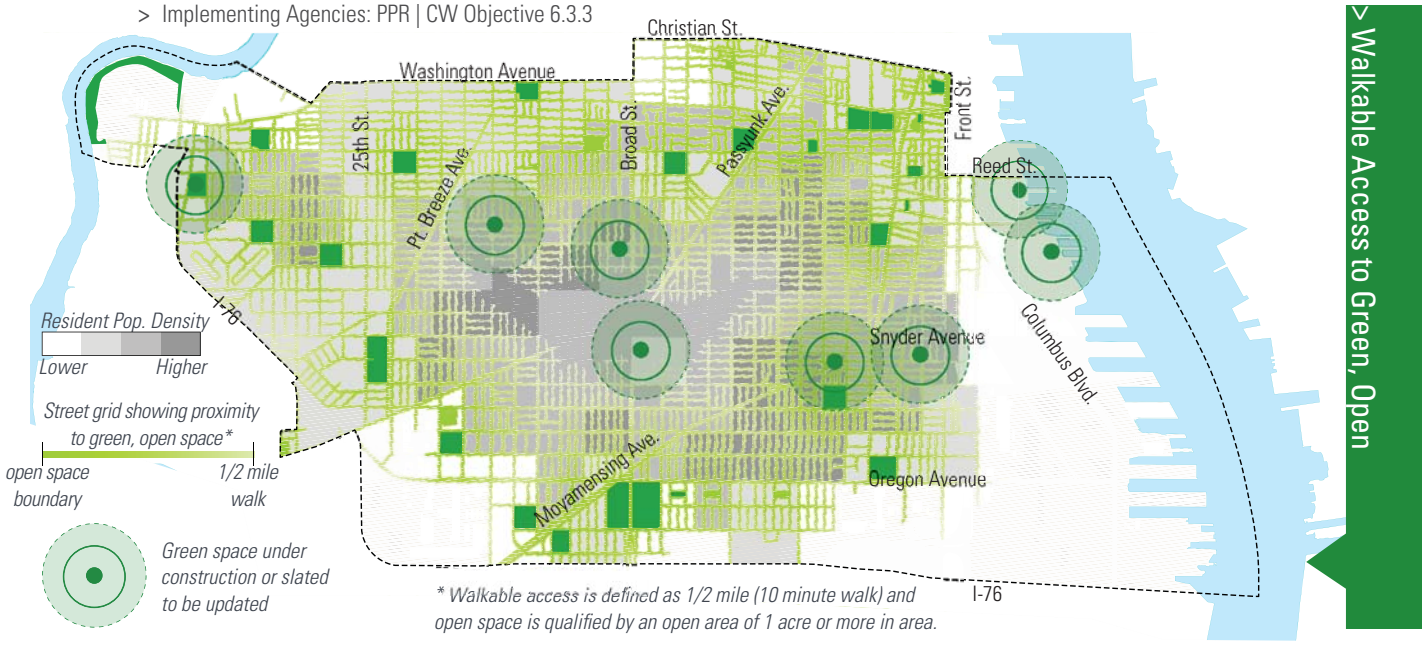
31. Establish the following Parks & Recreation facilities as priorities for investment to bring them to a state of good repair:
    - Wharton Square
    - Smith Playground
    - Vare Recreational Center
    - Stinger Square Playground
    - Mifflin Park
    - Lanier Playground
    - Columbus Square
    - Tolentine Recreational Center
      > Implementing Agencies: City Council, PPR, PWD, PCPC | CW Objective 6.3.3

32. Establish the following neighborhood parks and schools as priorities for greening to fill in service gaps for access to green space:
    - Ralph Brooks Park
    - Burke Playground
    - Weinberg Park
    - Southwark Elementary School
    - South Philadelphia High School (see FOCUS AREAS, p. 35)
      > Implementing Agencies: City Council, PWD, PPR, SDP, non-profits | CW Objective 6.3.3, 1.1.1

33. Improve Marconi Plaza's function as both a passive civic open space and active recreational space [see FOCUS AREAS, p. 38]
      > Implementing Agencies: PPR | CW Objective 6.3.3

Philadelphia2035 Citywide Vision

Goal 6.3:
Expand access to neighborhood parks and recreation.



RENEW > Public Realm

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 South District's public realm is the sum of several characteristics including land use, building type, street pattern, physical barriers and major destinations. The most defining characteristic is the prevalence of low-rise, high-density residential neighborhoods, primarily with no front or side yard setbacks. Another defining characteristic of the district is its two waterfronts, most notably the Delaware, which is largely inaccessible to district residents due to auto-oriented commercial and industrial development patterns along Columbus Boulevard.

Three diagonal avenues, Point Breeze, Passyunk, and Moyamensing cut across the grid, creating dynamic spaces and offering relief from the rigidity of the street grid established by the original city development to the north. Interstates 76 and 95 isolate the district from points East, West and South and separate the main residential neighborhood from the Delaware waterfront and the Grays Ferry Crescent. The District is further divided by the elevated CSX rail line at 25th Street. Significant regional destinations include the Passyunk Avenue commercial corridor, The Italian Market, Columbus Boulevard shopping areas, Methodist Hospital, Marconi Plaza, and the Grays Ferry Crescent.

The public realm could benefit from improving commercial corridors that are isolated and suffering from high vacancy, and by preserving the street walls created by continuous rows of buildings. Ample opportunities exist for reconfiguring wasteful intersections and reclaiming extra space for the pedestrian right of way.

Above: Rendering of a section of the Miami Underline, courtesy of UM School of Architecture

Case Study | *Activating and Transforming Under Rail Infrastructure*

Transforming land beneath Miami's Metrorail into a 10-mile linear park and urban trail

A spring 2014 architecture studio at the University of Miami School of Architecture created a concept plan for the Underline. The vision for the 10 miles below Miami's MetroRail is to create an iconic park, urban trail and living art destination. The Underline aims to connect neighborhoods, improve the safety of pedestrians and cyclists, create acres of new green space, support healthy lifestyles, provide accessible exercise locations, integrate multimodal transportation options, and attract development along US-1. The non-profit group, Friends of the Underline, is currently partnering with city agencies and the community to enact the new vision.

Recommendations

34. Create and enhance pedestrian spaces to support public use of key intersections and increase safety for pedestrians at areas of high use, particularly at:
    - Broad Street and Snyder Avenue [see FOCUS AREAS, p. 34]
    - Washington Avenue, between 4th and Front Streets
    - Moyamensing Avenue, between Washington Avenue and Greenwich Street
        > Implementing Agencies: City Council, PWD, Streets, MOTU, non-profits | CW Objective 9.2.2

35. Create gateways to demarcate commercial corridors at:
    - Broad Street and West Passyunk Avenue [see FOCUS AREAS, p. 34]
    - 20th Street and Point Breeze Avenue [see FOCUS AREAS, p. 52]
    - Italian Market
        > Implementing Agencies: PHS, PWD, Streets, non-profits | CW Objective 9.2.2

36. Install beautification and safety improvements in the area underneath major transportation infrastructure:
    - 25th Street viaduct
    - Interstate 95
        > Implementing Agencies: Streets, City Council, PWD, DRWC | CW Objective 9.2.2

Roadways with Excess Paving

Roadways with excess paved area like this stretch of East Moyamensing Avenue are good candidates for redesigns to improve safety and increase public space. Excess pavement could be reclaimed to better balance the needs of pedestrians, cyclists, vehicles and green stormwater infrastructure.

Case Study | *New Park at 23rd and South Streets*

Taking back the street for pedestrians

The Grays Ferry Triangle in Southwest Center City is located at the intersection of South Street, Grays Ferry Avenue and 23rd Street. Previously, it was an underutilized pedestrian island in the middle of the three street intersection. Collaboration between the community, Councilman Kenyatta Johnson's Office and the Mayor's Office of Transportation and Utilities (MOTU) has expanded the triangle by closing southbound traffic on Grays Ferry Avenue, between South Street and 23rd Street, and has created a highly used and functional pedestrian plaza. New road stripings, rearranging parking spots, and adding pedestrian amenities, such as planters, green space, seating, lighting and other aesthetic improvements, as well as event programming, all serve to make this pedestrian plaza a highly dynamic community attraction.

Grays Ferry Triangle

RENEW > Environmental Resources

Water Quality and Tree Cover

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.

Resiliency Planning

The City of Philadelphia is investigating how changes in future climate and weather events may impact planning, investment, safety, and operations. In 2014, the City established a Flood Risk Management Task Force to study potential climate change impacts on public facilities and services. This on-going work will help inform City, State, and Federal agencies, partner agencies, elected officials, the private development community, and neighborhoods to understand current vulnerabilities and plan to reduce future vulnerabilities to ensure that Philadelphia is resilient and meets all future challenges for a sustainable city.

The South district is bisected by the Schuylkill and Delaware River watersheds and is part of the city's combined sewer system (CSS). The combination of the district's low elevation above sea level, tidal waterfronts, flat topography, and development over historic streams creates a significant set of challenges for water management. Future development must be resilient to projected changes in sea level and intensity of weather events. The City is dedicated to working collaboratively across City agencies and with stakeholders to better understand and implement sensible adaptations to these conditions.

The Philadelphia Water Department (PWD) has been working to mitigate stormwater/flooding issues through the installation of Green Stormwater Infrastructure (GSI) in partnership with Philadelphia Parks and Recreation, the Streets Department, the School District of Philadelphia and local interest groups. Over 40 GSI projects have been implemented in the South District including stormwater tree trenches and planters, rain gardens, pervious paving and infiltration/storage trenches. All of the GSI projects PWD has completed or are in the process of designing are cataloged on a Green Stormwater Infrastructure Project Map (http://www.phillywatersheds.org/BigGreenMap).

"A Report on the City of Philadelphia's Existing and Possible Tree Canopy", prepared in 2011, details the city's existing tree canopy, and identifies opportunities for gaining additional tree canopy. The analysis indicates that, on average, Philadelphia has 19% tree cover. The Philadelphia Greenworks goal is for 30% tree cover across neighborhoods. Tree cover in South Philadelphia is less than seven percent.

Tree canopy is the layer of leaves, branches, and stems of trees that cover the ground when viewed from above. Tree canopy provides many community benefits, including the ability to improve air quality, reduce ambient air temperatures, absorb stormwater and provide shade in the summer to reduce energy use. Climate projections also predict increases in extreme temperatures in both th enear term and the end of century, so there will be an even greater need for a tree canopy to reduce air temperatures.

Opportunities to plant trees exist among undeveloped impervious surfaces, vegetative lands, in areas zoned recreation or residential, as well as in front yards along public right-of-ways and private front yards, and in rear private yards.

Flooding in Philadelphia

Philadelphia – much like other cities across the nation – is aware that flooding of properties and natural areas may increase in frequency and intensity in coming decades. The types of flooding currently experienced in Philadelphia include:

Riverine: streams and rivers overtopping their banks during short, intense rainstorms, tropical storms and hurricanes,
Street Runoff: Streets and parking areas fill with water due to a lack of storm sewer capacity
Sewer Backups: Water and sewage backs up into basements and plumbing due to overwhelmed sanitary sewer or combined sewer capacity.
Groundwater: Basement walls and floors get damp or leak due to seepage from ground saturated by high water tables and/or heavy precipitation

The majority of current initiatives to address flood risk in the South District are aimed at reducing combined sewer overflows, wet basements, sewer backups, and damage to underground public infrastructure. The incorporation of naturalized areas and buffer zones in the district's waterfront parks also helps to improve water quality and reduce potential risk from flooding.

Above: An example of riverine flooding

Recommendations

37. Build green stormwater infrastructure at public facilities, such as parks and school sites, and prioritize areas identified by PWD's "Areas of Opportunity" analysis.
    > Implementing Agencies: PWD, SDP, PPR, Streets | CW Objectives: 7.2.3

38. Expand stormwater management to reduce runoff and flooding:
    - Encourage residential stormwater retrofits in high-density residential areas through existing PWD programs, such as Rain Check, etc.
    - Encourage stormwater management retrofits on non-residential properties using stormwater incentives, such as PWD's Stormwater Management Incentives Programs and Greened Acre Retrofit Program.
    - Work with PWD to identify and target improvements in areas of the District most severely impacted by flooding.
    > Implementing Agencies: PWD, FEMA, PADEP | CW Objectives: 7.2.3

39. Establish wetland parks as recommended in the *Central Delaware Waterfront Master Plan*, between Washington and Oregon Avenues.
    > Implementing Agencies: PWD, DRWC | CW Objectives: 7.2.3

40. Plant street trees to increase tree cover and improve air quality as recommended in *Greenworks*, the *Bicycle & Pedestrian Plan*, and the *Complete Streets Handbook*.
    > Implementing Agencies: PWD, Streets, PPR, non-profits | CW Objectives: 7.3

41. Preserve established community gardens on public and privately owned land by transferring ownership to the city through Neighborhood Garden Trust or the Department of Parks and Recreation.
    > Implementing Agencies: City Council, DPP, OHCD, PPR, PRA, PWD, PCPC | CW Objectives: 6.3

Definition | Street Trees

A street tree is a tree that is planted between a street curb and sidewalk. The Fairmount Park Commission is responsible for all street trees in the City of Philadelphia. The Fairmount Park Commission will plant a street tree for free per a property owner's request, after the site has been inspected and the correct species for planting has been determined.

In Defense of Street Trees

The majority of the city, particularly South Philadelphia, is lacking adequate tree canopy. The recommended national tree canopy coverage rate for urban areas is 30%, and the tree canopy coverage in the South District is well under that level. Tree planting improves the quality of environmental resources in addition to providing social and economic benefits. The value of street trees can be quantified in terms of the amount of air pollution removed, emissions avoided, stormwater runoff intercepted, and energy saved.

Greening and Stormwater Management at Lanier Playground

The new greening master plan for Lanier Playground is a collaboration between Philadelphia Parks & Recreation, the Trust for Public Land, the Philadelphia Water Department, and Councilman Kenyatta Johnson's Office. Located in the Grays Ferry neighborhood, Lanier Playground is a full city block and covers about 3 acres of land. It is currently underutilized green space with some active recreation fields in poor condition.

As part of the Green City, Clean Waters campaign, the Philadelphia Water Department selected Lanier Playground as a premier location for stormwater management. The Water Department's goals are twofold: first, to create more ecologically sustainable environment to deal with water runoff and stormwater management, while simultaneously inviting community input and active participation in garden and green space building. The new greening plan creates a great opportunity to collect and manage stormwater from a much larger capture area than is typical, and garner neighborhood input and feedback to help revitalize Lanier Playground into a real and much needed community asset.

Rendering of the proposed Lanier Park

RENEW > Historic Preservation

Philadelphia2035 Citywide Vision

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

Goal 8.2:
Expand tourism programs to highlight Philadelphia's cultural and historic heritage and to increase spending on heritage tourism.

Definition | Philadelphia Register of Historic Places

The Philadelphia Register of Historic Places is the comprehensive, dynamic inventory of buildings, structures, sites, objects, interiors, and districts that the Philadelphia Historical Commission has designated as historic. The Historical Commission has jurisdiction over all entries on the Register; it must review all proposals that require a building permit and/or that would alter the appearance of the historic resource prior to the commencement of work.

For more information visit:
www.phila.gov/historical/register

Cultural, Historical & Architectural Resources, & Heritage Tourism

The South District contains a varied collection of historic resources including objects of art, and structures from the 18th Century through the mid 20th century. Its evolution from rural farmland to shipbuilding and industrial hub and finally to a fully gridded and incorporated section of the city has left it with an impressive and varied physical legacy.

The district is home to 682 properties that are listed on the Philadelphia Register of Historic Places which includes one historic district: Girard Estate. Two National Register Historic Districts are located within the district as well. They are the Southwark Historic District and the Washington Avenue Historic District. Three properties in the district are listed individually in the National Historic Register. A National Register designation offers property owners financial incentives to maintain and restore properties through tax credits. Designation in the Philadelphia Register of Historic Places however, is meant to protect a property against inaccurate or unsympathetic alterations and from unnecessary demolition.

PCPC supports ongoing efforts to designate significant historic resources to the Philadelphia Register though the goal of this plan is instead to identify opportunities for preservation that will strengthen existing community assets and advance the long-term vision of the district. Particular attention can be paid to officially recognizing unregistered districts that share a historic quality and value. By combining historic preservation with the other recommendations in this book, there are increased opportunities to look to the future of the district while paying respect to the past with contextually sensitive development.

Recommendations

42. Preserve resources within historically significant districts (see opposite page)
    - South Broad Street Historic Thematic District
    - Federal Street Historic Thematic District
      > Implementing Agencies: PHC | CW Objective 8.1.3

43. Preserve and market abandoned art deco and moderne industrial buildings for reuse.
    - Vacant historic buildings in Quartermaster Depot, for new uses.
    - Bok Vocational School, for reuse as a mixed use development to include the arts and creative industries.
    - Fire station at 20th Street and Point Breeze Avenue [see FOCUS AREAS, p. 52]
      > Implementing Agencies: PIDC, Commerce, PHC | CW Objective 8.1.2

44. Expand heritage tourism highlighting the Italian Market as a culinary destination.
    > Implementing Agencies: non-profits | CW Objective 8.2.1

Case Study | *Reuse of former institutional sites for new users*

As the Philadelphia School District disposes of surplus schools, these large, historic buildings can be adapted to new development. Rehabilitation and reuse of these buildings can preserve these community landmarks and promote investment in neighborhoods. The Edward W. Bok Technical School, located at 1901 S. 9th Street, was built in 1938, is over 338,000 square feet, and stands eight stories high. The building is in the Art Deco design and was listed on the National Register of Historic Places in 1986. The school was closed in 2013 and was put up for auction in 2014. Later that year, Scout, Ltd. won the auction to repurpose the school for mixed use development. The vision for a revitalized Bok is for a creative center that highlights the legacy of making at the old school. The phased development includes adding co-working and incubator spaces, neighborhood commercial and retail amenities, and live-work units.

Left: Auditorium of the Bok Technical School, image courtesy of Scout Ltd.

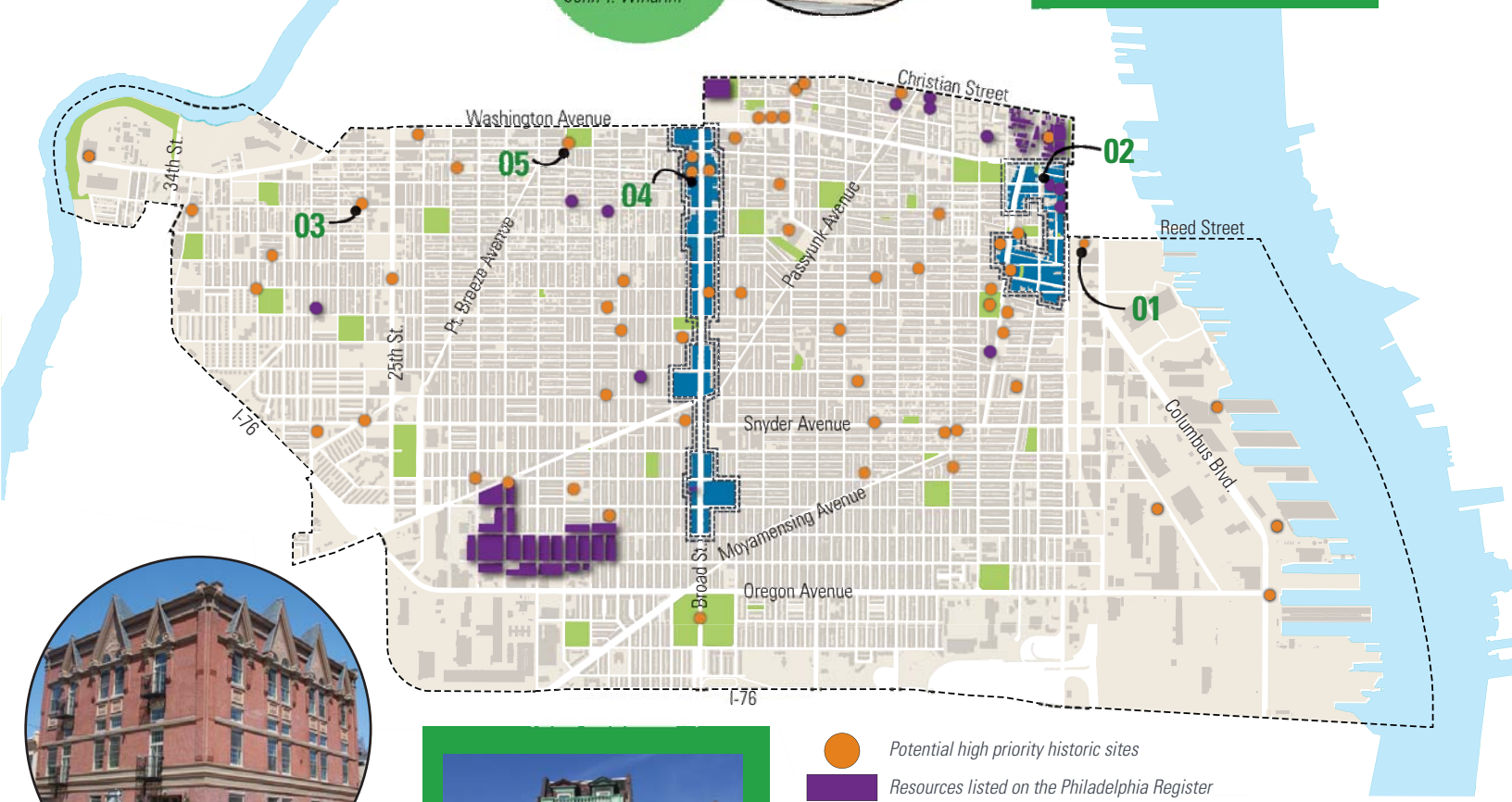
The South district's history includes a long period of time as an industrial powerhouse before its current role as a residential community. It is a place of immigrants and inclusivity, convenient to the city center and beyond. The diverse heritage of the South district has left it with a wealth of physical resources, many of which are still unprotected by historic designation. Below is a map showing some places that could be deserving of historic nomination.

01

Engine House No. 46 Firehouse
1894, Attributed to: John T. Windrim

02

Federal St. Thematic Historic District
Late 18th Century row homes on the 200 block of Federal Street are emblematic of the shipbuilding community that once thrived here.



Potential high priority historic sites
Resources listed on the Philadelphia Register
Potential thematic historic district

03

Wharton Hall *c. 1890*
Recently renovated, Wharton Hall has served as a Catholic school, billiards hall and boxing venue, among other uses.

Broad St. Residential Thematic Historic District
1308 S. Broad, c. 1901
Architect: Werner Trumbauer

04

05

Harrison-Lincoln Day Nursery
1898
Architects: Furness Evans and Co.

MAKING IT HAPPEN

84 | Implementing the District Plan
85 | Priority Recommendations
86 | Proposed Land Use and Zoning

Implementing the District Plan

> Public Process for Zoning Map Revisions

After the South District Plan is adopted by the Philadelphia City Planning Commission, 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 as a basis for discussion for proposed remapping ordinances. After discussion with City Council and stakeholder groups, the PCPC will 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

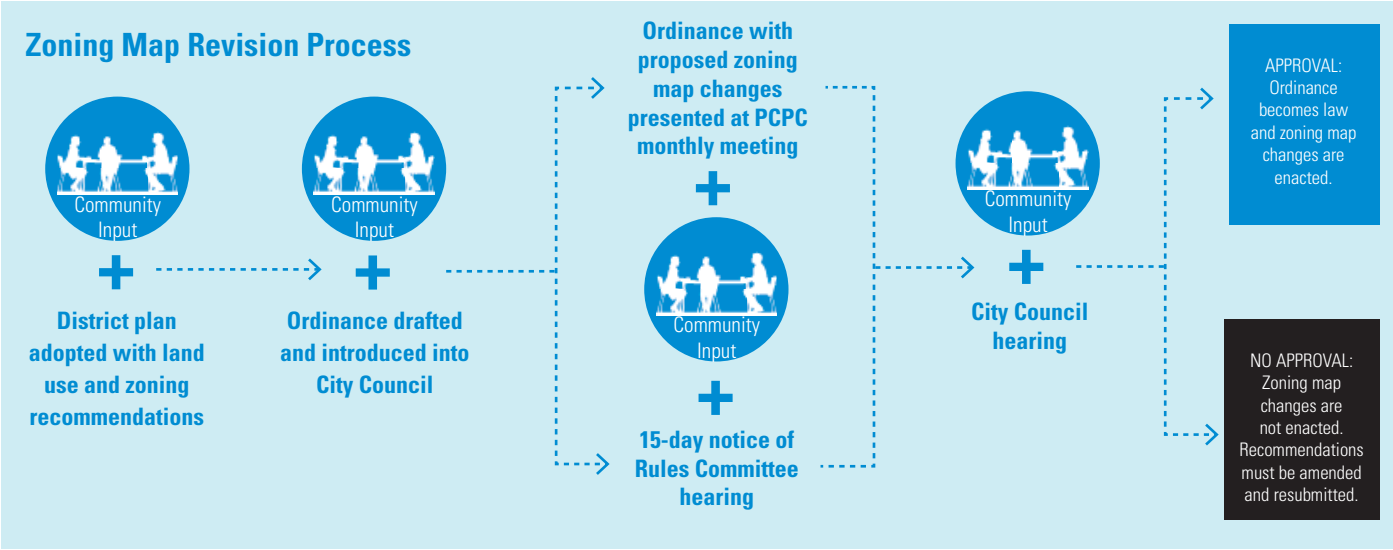
Each district plan identifies opportunities for improved delivery of city services through new, renovated, and/or consolidated public facilities. The annual Capital Program process, coordinated by the PCPC, will help implement recommendations for public facilities contained in the district plans.

The Capital Program is the city's six-year investment strategy for 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 ordinances enabling the city 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.

With our 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.

Additionally, the Mayor's Task Force on City-Owned Facilities spent two years evaluating four major areas of City facility management: space allocation, leasing, maintenance and facility management, and utility payments/energy efficiencies. The Task Force estimates that significant cost savings and efficiencies can be gained through implementation of its recommendations. PCPC was a member of the Task Force and ensured that its recommendations aligned with those of *Philadelphia2035*.



Priority Recommendations

> THRIVE

STH 1 Support growth and maintenance of existing commercial corridors.

STH 4 Increase the supply of affordable housing.

STH 7 Reconfigure Municipal Complex at 11th and Reed Streets to make the site function more efficiently for its users:

> CONNECT

STH 14 Construct and operate a bus transportation center, including operator and passenger amenities, in the vicinity of Pier 70 to improve bus service and reliability and provide easier transfers for customers.

STH 17 Reconfigure the SEPTA headhouses at S Broad Street and Oregon Avenue to maximize use, make the entrance more visible and more pedestrian friendly.

STH 20 Increase parking supply in neighborhoods where a lack of parking impedes traffic flow and affects safety.

> RENEW

STH 30 Establish the following neighborhood parks and schools as priorities for greening to fill in service gaps for access to green space: Ralph Brooks Park, Burke Playground, Weinberg Park, South Philadelphia High School.

STH 34 Install beautification and safety improvements in the area underneath major transportation infrastructure.

STH 38 Plant street trees to increase tree cover and improve air quality as recommended in Green Plan, the adopted 2012 Bicycle & Pedestrian Plan, and the Complete Streets Handbook.

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

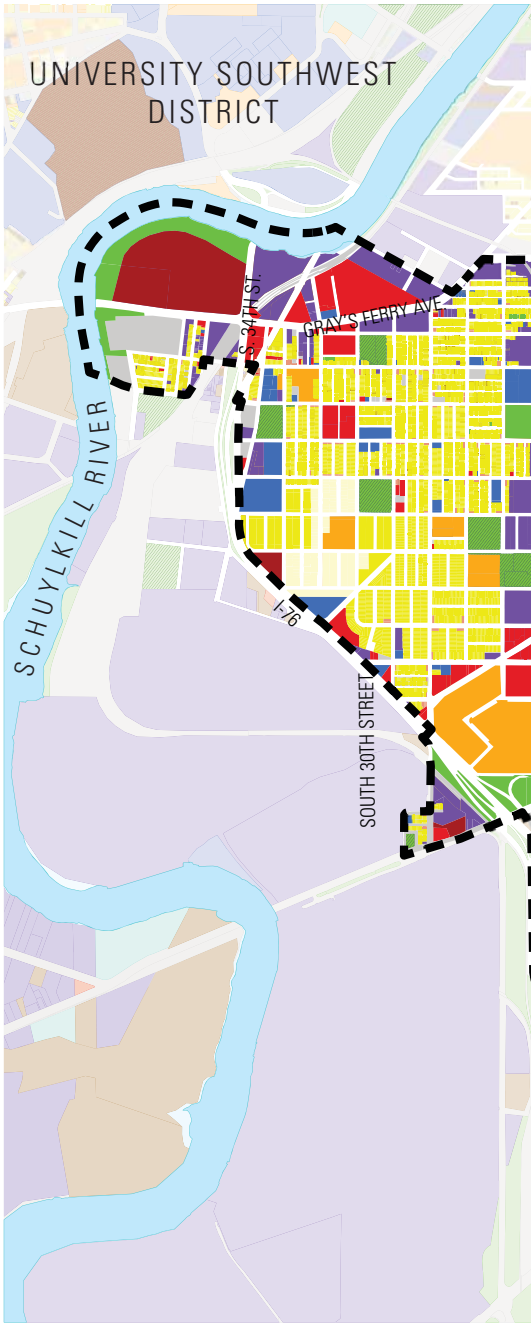
The priority recommendations of the district plans support the 73 objectives of the ***Citywide Vision*** (see Appendix for the complete list). The PCPC is measuring progress on citywide objectives through an annual progress report for *Philadelphia2035*. which can be found at www.phila2035.org.

Proposed Land Use

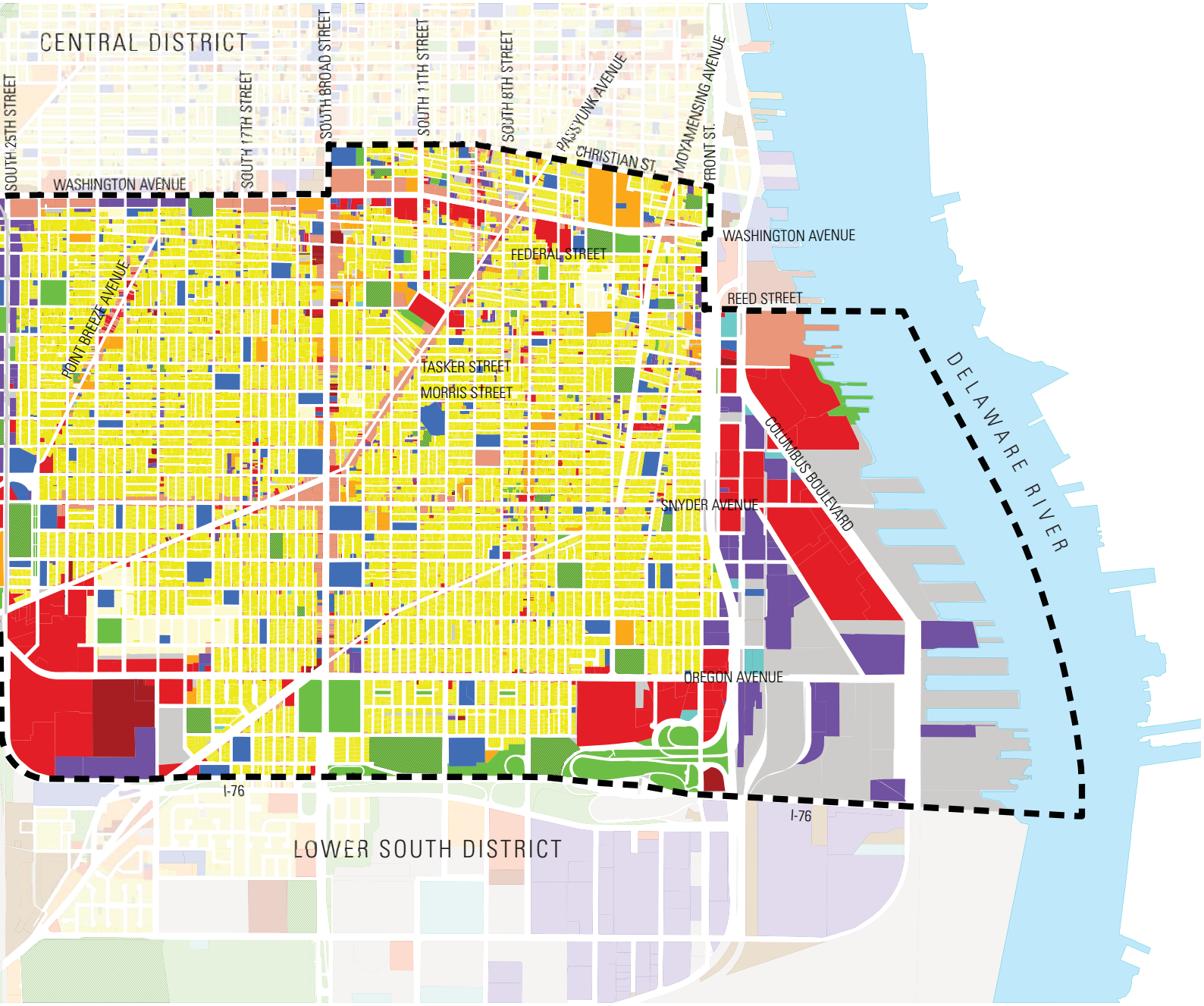
The South District is forecasted to see continued residential growth over the next ten years. The proposed land use map provides a generalized road map for the appropriate densities of existing residential neighborhoods and boundaries/typologies for commercial and industrial areas. The land use map is guided by the recommendations of this plan, and leads to the zoning recommendations on the following pages. Recommendations are based on the premise of directing additional development toward transit nodes and commercial corridors and away from single-family neighborhoods. Other considerations include neighborhood context, guidance from the *Citywide Vision*, existing neighborhood plans, and community feedback.

Major recommendations contained in this land use map include the following:

- Preserve existing single-family housing stock.
- Direct more intensive, mixed-use development along transit corridors and major arterials such as South Broad Street and Washington Avenue.
- Preserve industrial land along the Delaware Riverfront, 25th Street Viaduct.
- Encourage the adaptive reuse of former industrial buildings within neighborhoods throughout the district
- Strengthen commercial corridors by concentrating storefronts along existing corridors.
- Protect community gardens and open spaces.



- Residential Low Density
- Residential Medium Density
- Residential High Density
- Commercial Consumer
- Commercial Business/Professional
- Commercial Mixed Residential
- Industrial
- Civic/Institution
- Transportation/Port
- Culture/Amusement
- Active Recreation
- Park/Open Space
- Cemetery
- Water
- Vacant


CENTRAL DISTRICT
SOUTH 25TH STREET
SOUTH 17TH STREET
SOUTH BROAD STREET
SOUTH 11TH STREET
SOUTH 8TH STREET
PASSYUNK AVENUE
CHRISTIAN ST.
MOYAMENSING AVENUE
FRONT ST.
WASHINGTON AVENUE
WASHINGTON AVENUE
FEDERAL STREET
REED STREET
POINT BREEZE AVENUE
TASKER STREET
MORRIS STREET
COLUMBUS BOULEVARD
SNYDER AVENUE
DELAWARE RIVER
OREGON AVENUE
I-76
I-76
LOWER SOUTH DISTRICT

Proposed Zoning

Zoning is the primary tool to regulate land use (use), where a building can locate on a property (area), and building size (bulk). 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. Such zoning revisions are referred to as *Zoning to Advance the Plan*.

The following zoning recommendations are based on the premise of redeveloping underutilized land and directing development toward transit nodes and commercial corridors and away from single-family neighborhoods. This is done with the intention of preserving existing neighborhood character, strengthening commercial corridors, and increasing transit ridership.

Detailed maps of **Zoning Sub-Areas** begin on page 88.

Zoning Sub-Areas

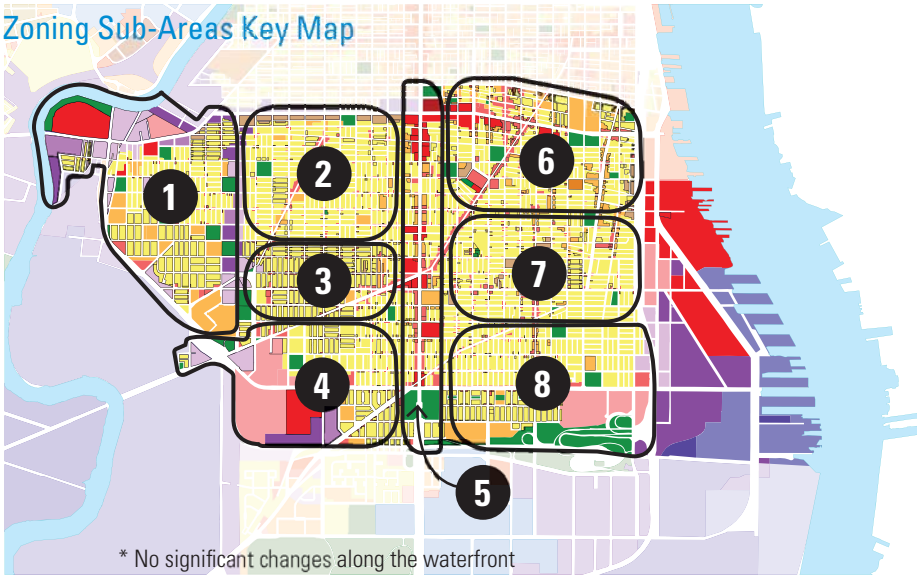
1. Grays Ferry
2. Point Breeze - North
3. Point Breeze - South
4. Girard Estates
5. South Broad Street
6. Passyunk Square/Pennsport
7. East Passyunk Crossing
8. Lower Moyamensing/Whitman

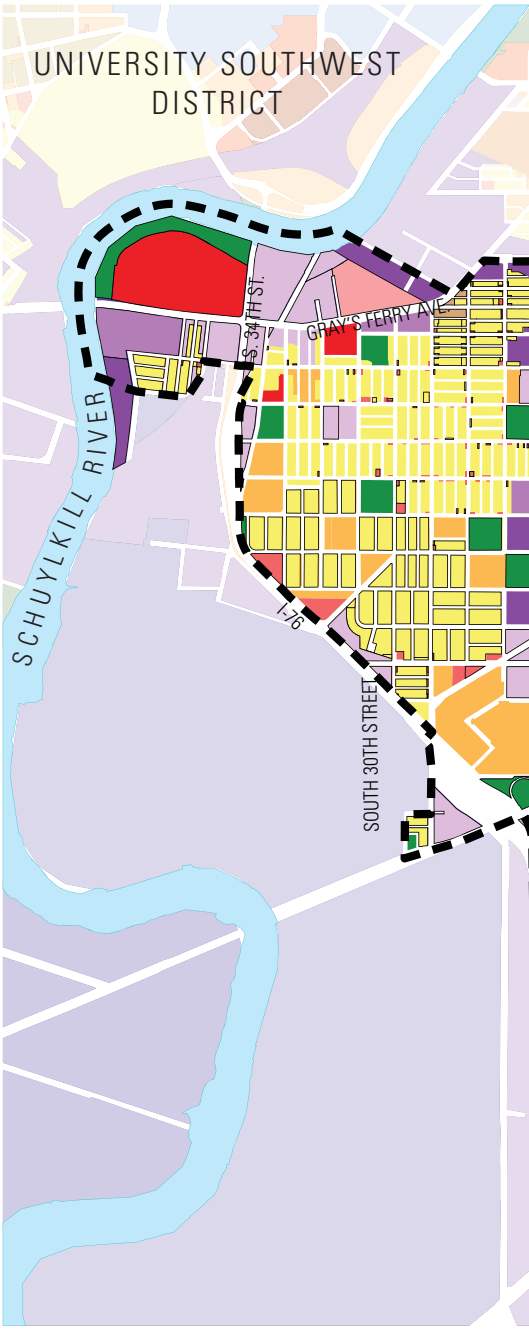
Definition | *Corrective Zoning*

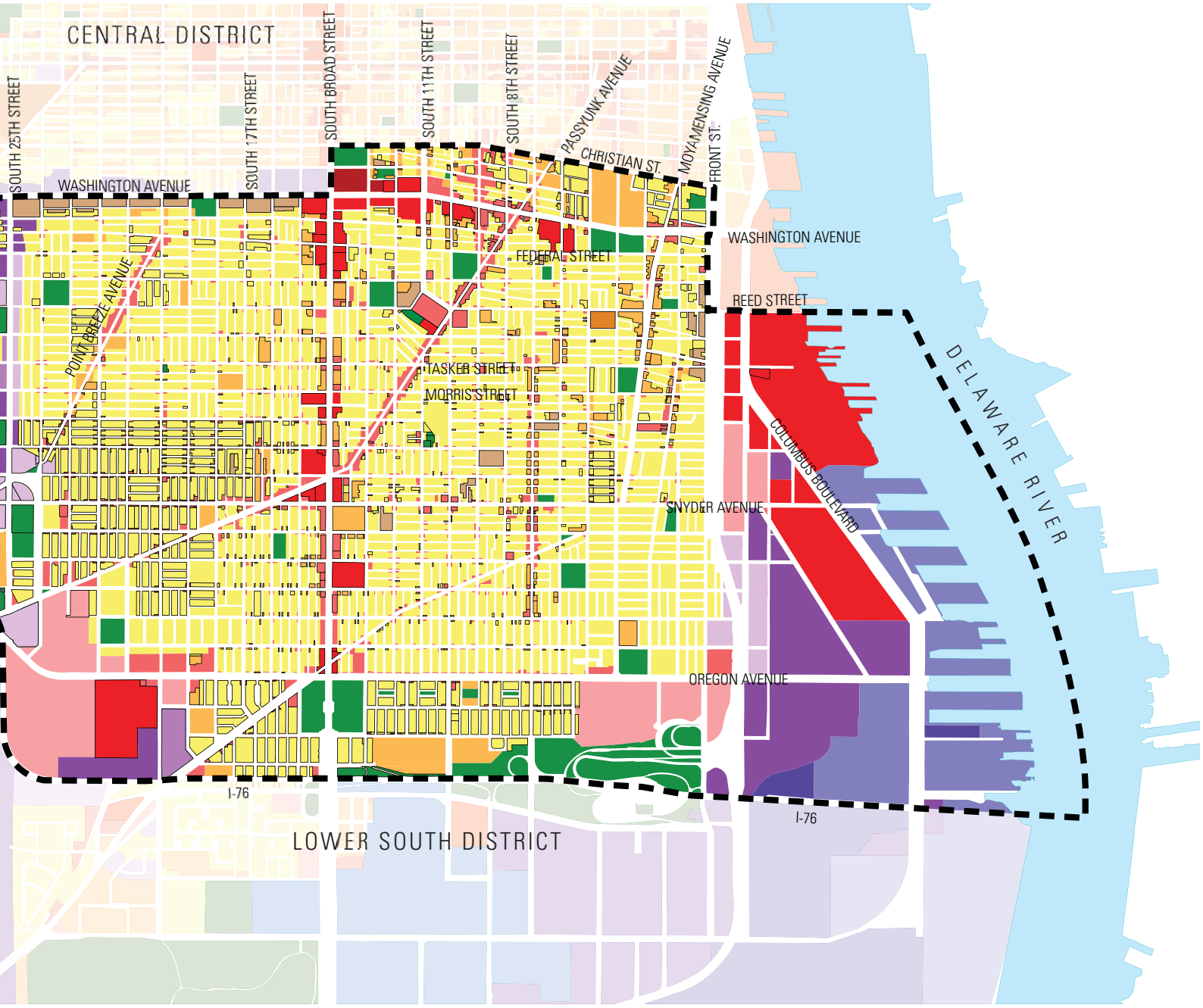
Corrective zoning matches zoning with existing land use. These are areas where the mismatch may cause unnecessary zoning variances or certificates, or allow an inappropriate use.

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.

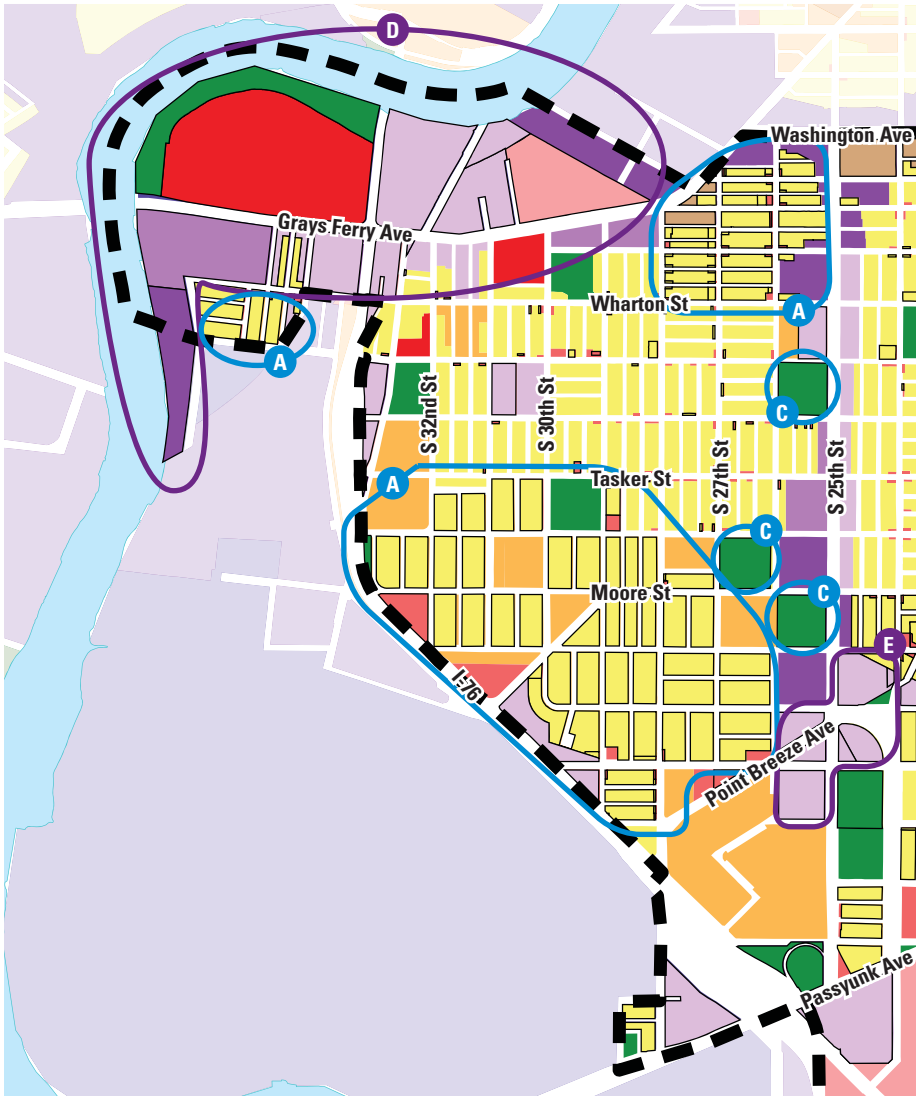






Residential Single-Family Detached	RSD-1; RSD-2; RSD-3	Light Industrial	I-1
Residential Single-Family Attached	RSA-1; RSA-2; RSA-3; RSA-4; RSA-5	Medium Industrial	I-2
Residential Multifamily	RM-1; RM-2; RM-3; RM-4	Heavy Industrial	I-3
Auto-Oriented Commercial	CA-1; CA-2	Port Industrial	I-P
Neighborhood Commercial Mixed-Use	CMX-1; CMX-2; CMX2.5	Industrial Commercial Mixed-Use	ICMX
Community/Center City Commercial Mixed-Use	CMX-3; CMX-4	Industrial Residential Mixed-Use	IRMX
Center City Core Commercial Mixed-Use	CMX-5	Recreation	SP-PO-A; SP-PO-P

1. Proposed Zoning | Grays Ferry



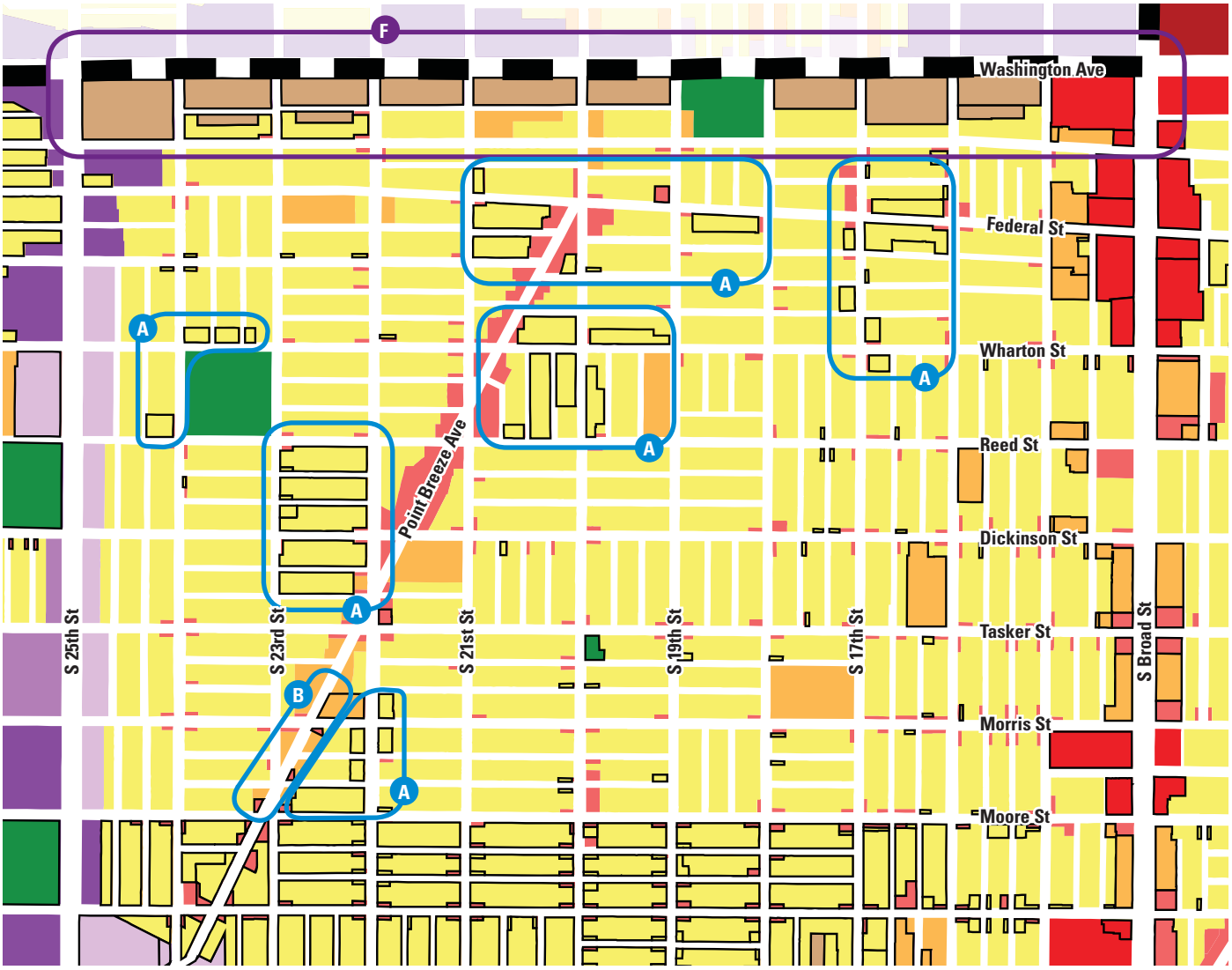
Legend

- Proposed Zoning Change
- Area of Corrective Zoning
- Area of Zoning to Advance the Plan

Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-1; CMX-2	RSA-5	Preserve existing single-family housing
C. Various parks and open spaces	I-2; RSA-3	SP-PO-A	Preserve existing open space

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
D. 34th St and Grays Ferry Ave	I-2; I-2; I-3	CMX-3; CMX-2; various industrial	Align with plan recommendations; reposition former industrial sites for new users
E. 25th St and Snyder Ave	I-2; RSA-3	ICMX	Reposition former industrial sites for commercial and light industrial users

2. Proposed Zoning | Point Breeze North



Legend

- Proposed Zoning Change
- (X) Area of Corrective Zoning
- (X) Area of Zoning to Advance the Plan

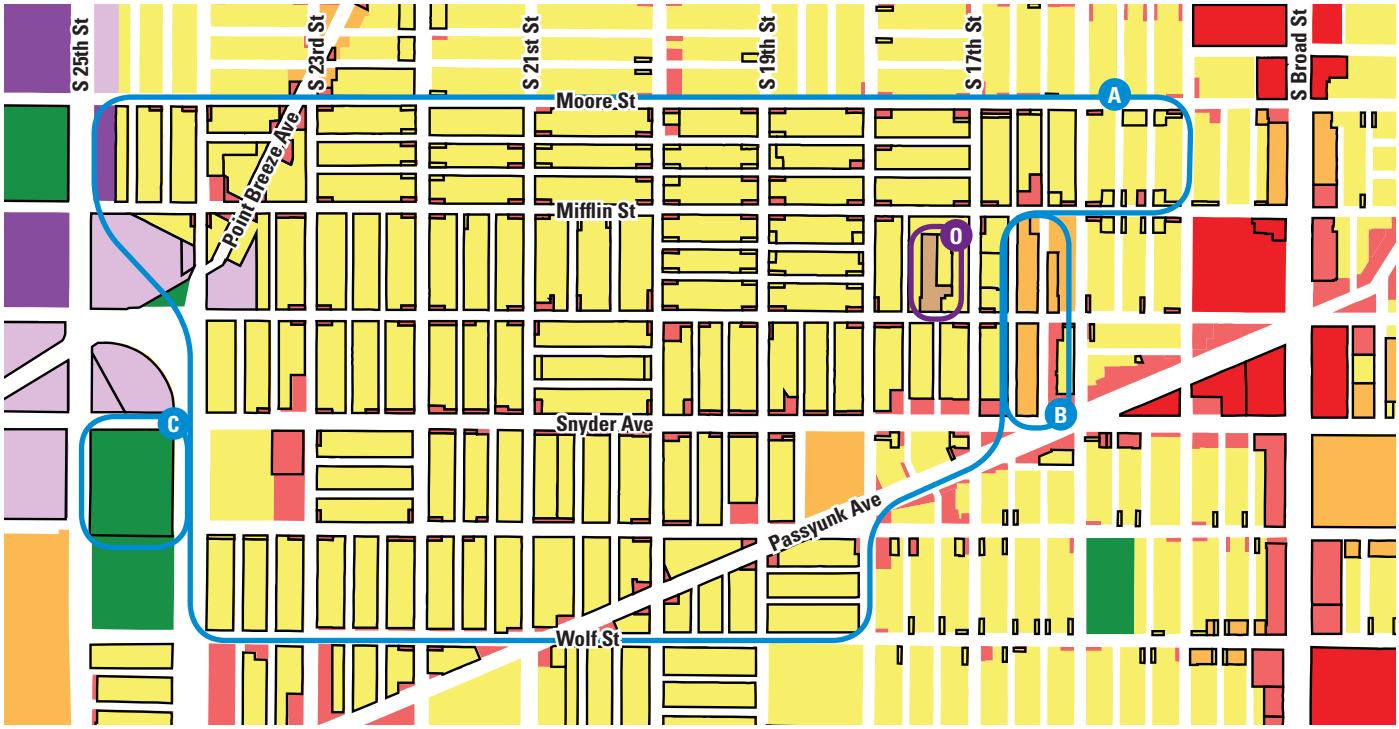
Corrective Zoning

Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-2; ICMX	RSA-5	Preserve existing single-family housing
B. Residential areas along major arterials	Various residential/commercial	RM-1; CMX-1	Match existing multi-family housing

Zoning to Advance the Plan

Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
F. Washington Avenue, west of Broad St	I-2; ICMX	IRMX; CMX-3	Reposition former industrial sites for mixed-use development

3. Proposed Zoning | Point Breeze South



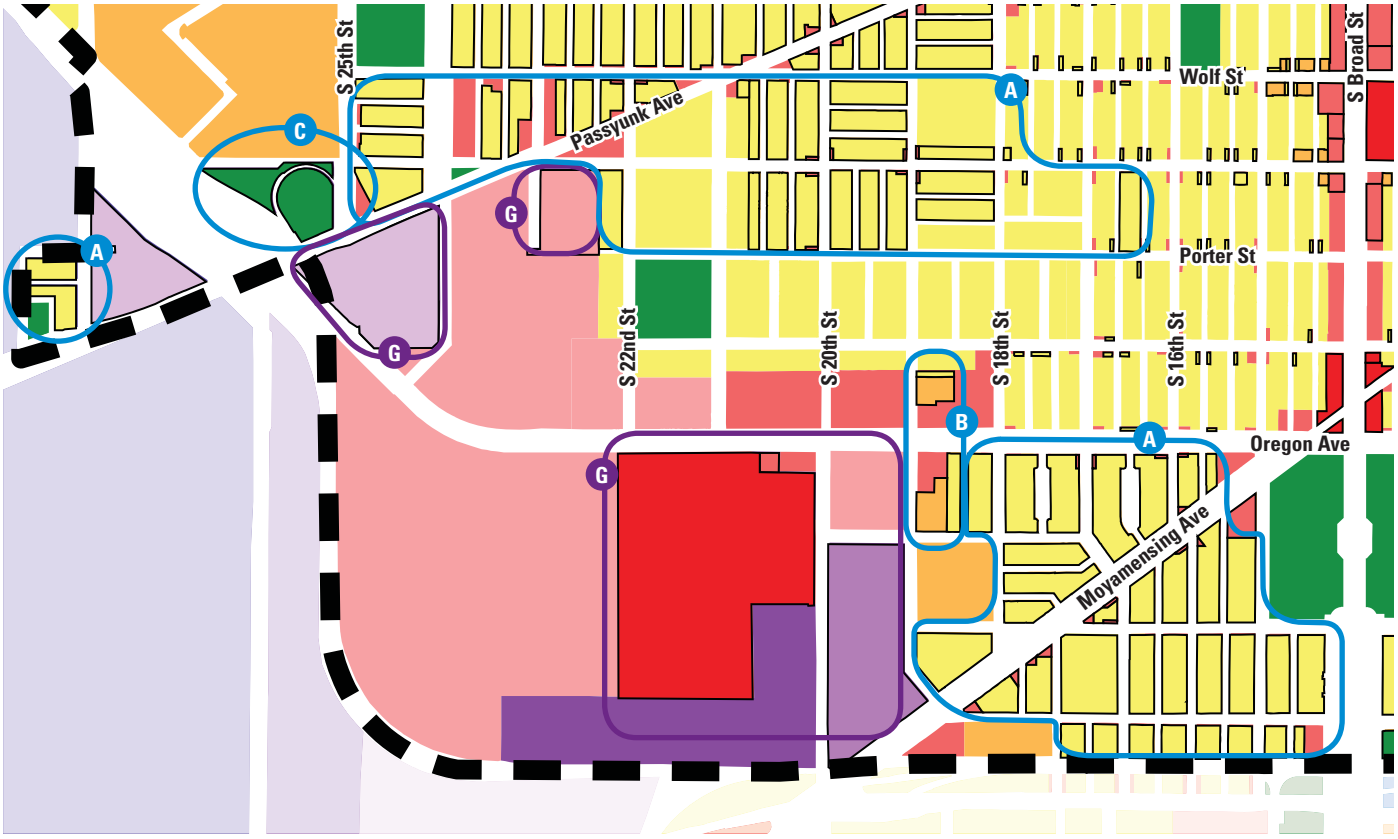
Legend

- Proposed Zoning Change
- X Area of Corrective Zoning
- X Area of Zoning to Advance the Plan

Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-2	RSA-5	Preserve existing single-family housing
B. Residential areas along major arterials	I-2	RM-1; CMX-1	Match existing multi-family housing
C. Various parks and open spaces	RSA-3	SP-PO-A	Preserve existing open space

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
O. Various former industrial parcels	I-2	IRMX	Reposition former industrial sites for mixed-use redevelopment

4. Proposed Zoning | Girard Estates



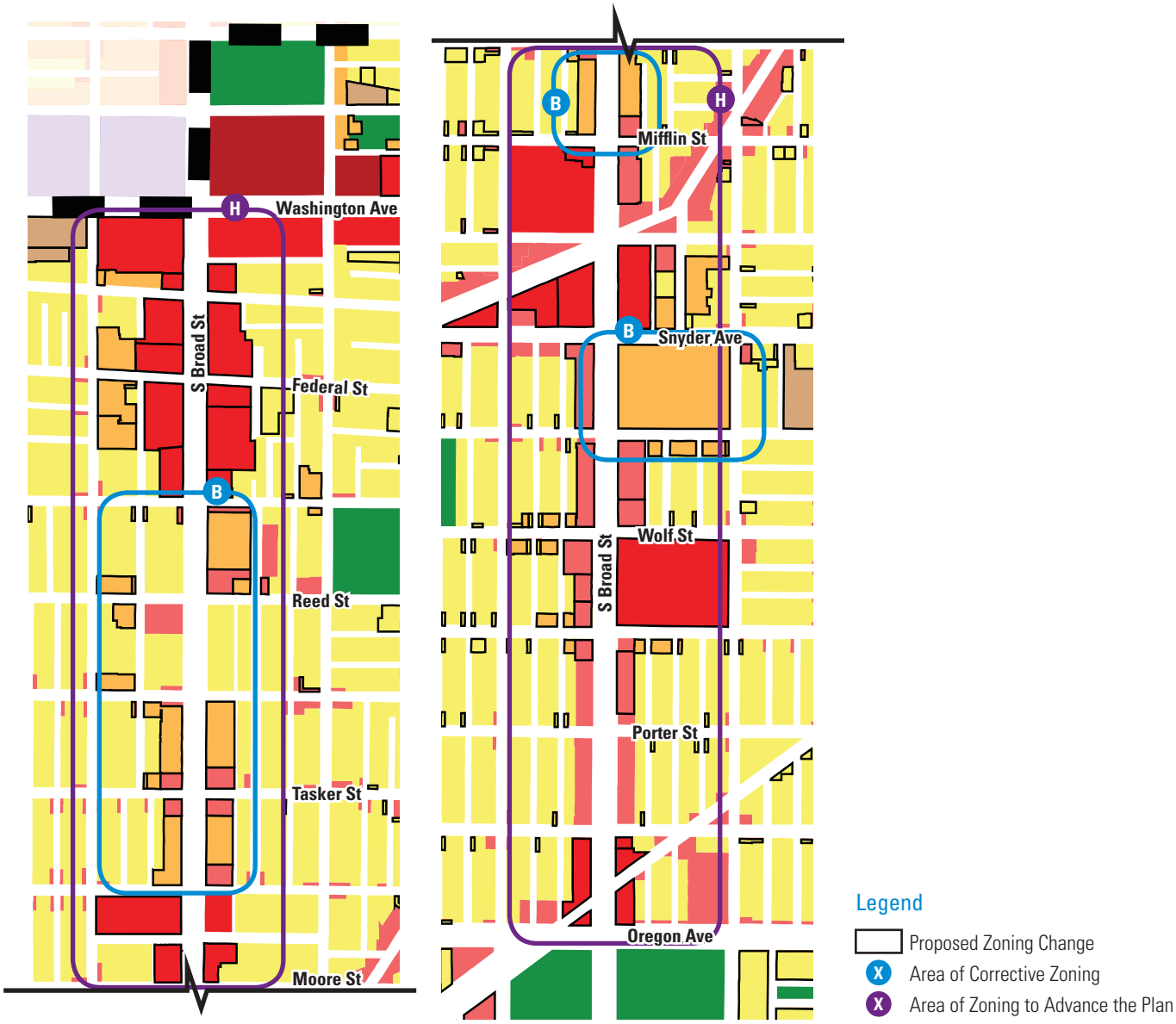
Legend

- Proposed Zoning Change
- X Area of Corrective Zoning
- X Area of Zoning to Advance the Plan

Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-2; I-3	RSA-5	Preserve existing single-family housing
B. Residential areas along major arterials	CMX-2	RM-1; CMX-1	Match existing multi-family housing
C. Various parks and open spaces	I-2	SP-PO-A	Preserve existing open space

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
G. Quarter Master Plaza	CMX-2; I-2	CMX-2; CMX-3; ICMX	Reposition former industrial sites for commercial and light industrial users

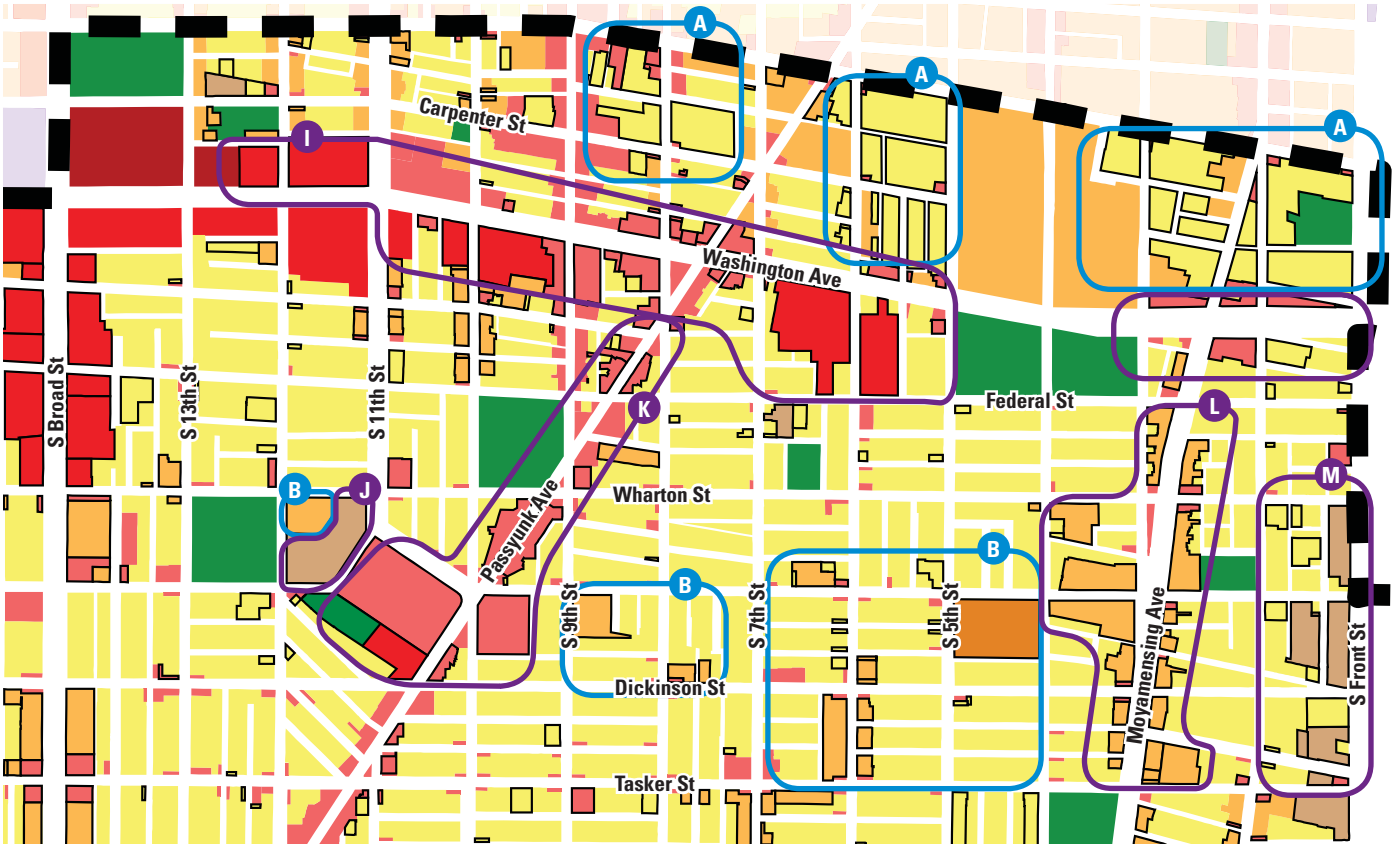
5. Proposed Zoning | South Broad Street



Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
B. Residential areas along major arterials	RSA-5	RM-1; CMX-1	Match existing multi-family housing

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
H. South Broad Street	RSA-5; CMX-2; I-2	RM-1; CMX 2; CMX-2.5; CMX-3; /SBS Overlay	Direct density to large arterial streets with transit, encourage mixed-use and appropriate development, and limit vehicular ingress/egress

6. Proposed Zoning | Passyunk Square



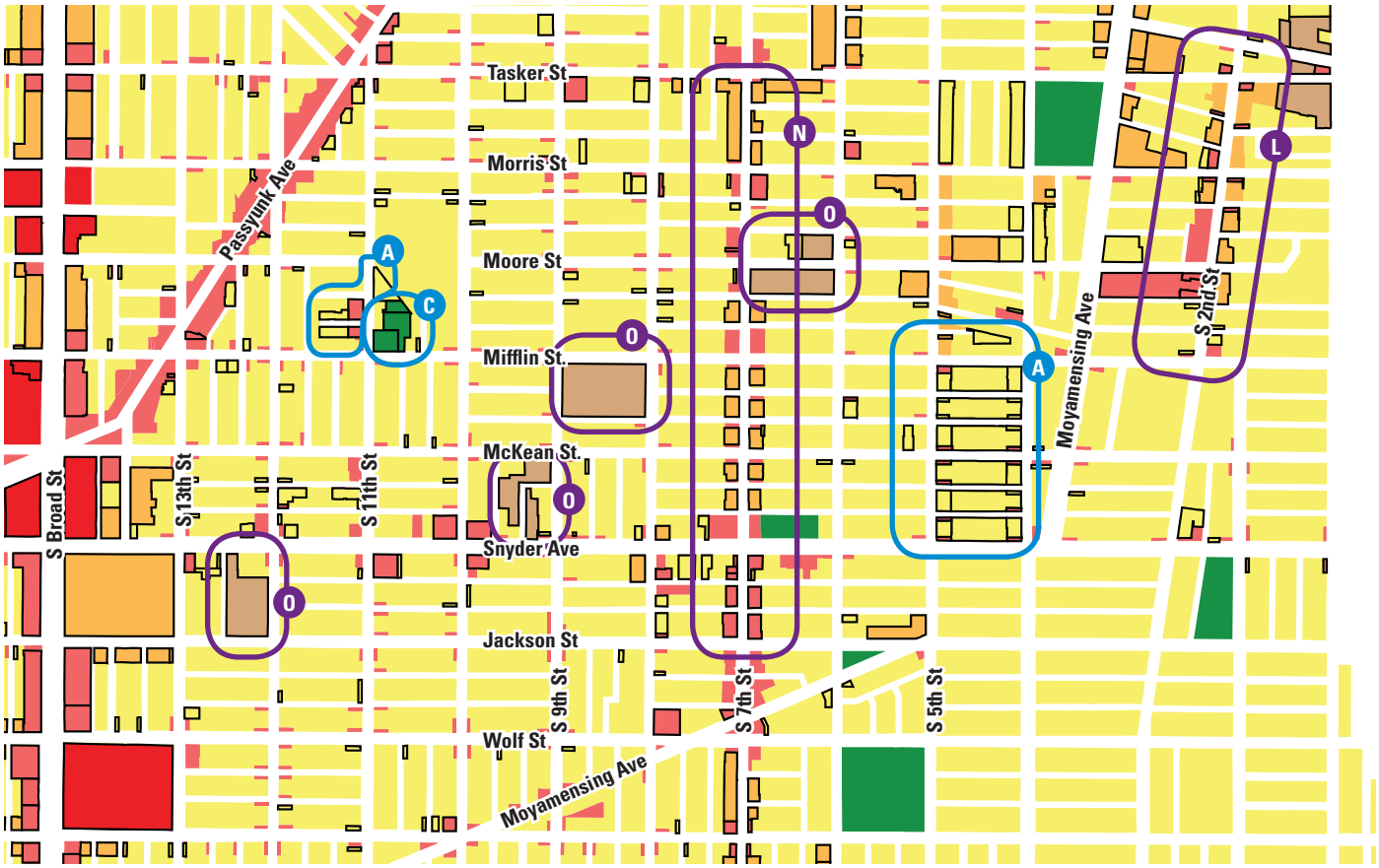
Legend

- Proposed Zoning Change
- (X) Area of Corrective Zoning
- (X) Area of Zoning to Advance the Plan

Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-1; CMX-2	RSA-5	Preserve existing single-family housing
B. Residential areas along major arterials	RSA-5	RM-1	Match existing multi-family housing

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
I. Washington Avenue East	RSA-5; CA-1; CMX-2; I-2	CMX-2.5; CMX-3	Strengthen urban commercial corridor
J. Municipal Complex	ICMX	IRMX	Redevelop complex with uses that complement municipal and community serving facilities
K. East Passyunk Avenue	RSA-5; CA-1	CMX-2.5; CMX-3	Strengthen neighborhood commercial corridor
L. Moyamensing Avenue	RSA-5	RM-1	Direct density to large arterials
M. Front Street	I-2; ICMX	IRMX	Reposition former industrial sites for mixed-use redevelopment

7. Proposed Zoning | East Passyunk Crossing



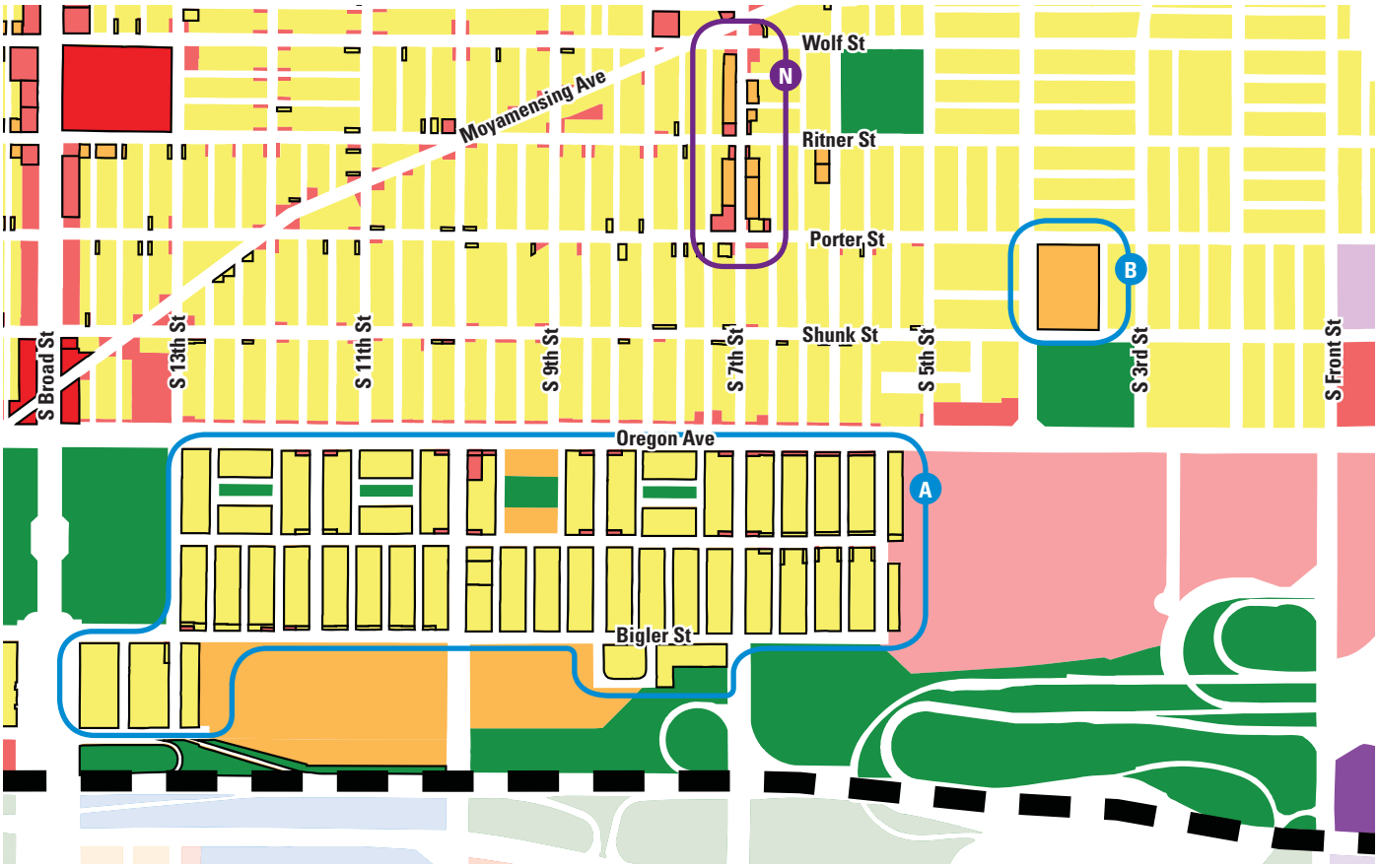
Legend

- Proposed Zoning Change
- (X) Area of Corrective Zoning
- (X) Area of Zoning to Advance the Plan

Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-2	RSA-5	Preserve existing single-family housing
C. Various parks and open spaces	RSA-5	SP-PO-A	Preserve existing open space

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
L. Moyamensing Avenue	RSA-5; CMX-1	RM-1	Direct density to large arterials
N. South 7th Street	CMX-2	CMX-2; RM-1	Right-size and strengthen commercial corridor
O. Various former industrial parcels	RSA-5; CMX-2; ICMX	IRMX	Reposition former industrial sites for mixed-use redevelopment

8. Proposed Zoning | Lower Moyamensing



Legend

- Proposed Zoning Change
- X Area of Corrective Zoning
- X Area of Zoning to Advance the Plan

Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-2	RSA-5	Preserve existing single-family housing
B. Residential areas along major arterials	RSA-5	RM-1; CMX-1	Match existing multi-family housing

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
N. South 7th Street	CA-1; CMX-2	CMX-2; RM-1	Right-size and strengthen commercial corridor

APPENDIX

Annual New Year's Day Mummers Parade along South Broad Street.

100 | Summary of Public Meetings
102 | Health Profile
104 | *Citywide Vision* Objectives
107 | Agency Names and Abbreviations
108 | Acknowledgments

Summary of Public Meetings

The Philadelphia City Planning Commission hosted 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.

December 4, 2014: South Philadelphia High School

February 9, 2015: Philadelphia High School for Creative & Performing Arts

April 16, 2015: Philadelphia Performing Arts Charter School

These public meetings were open to all interested citizens, and attendance was well over 100 people for each meeting. Additional information can be found at www.phila2035.org.

> First Community Meeting: Building On Our Strengths

The first meeting for the South District Plan took place on December 4, 2014 at South Philadelphia High School. The meeting attracted over 100 attendees to the school located at 2101 South Broad Street.

The focus of the meeting was to obtain community input on planning preferences and priorities to create a foundation for district plan content. After a presentation about the planning process and existing conditions, Planning Commission staff led small group mapping exercises to garner community input.

The mapping exercise enabled residents to identify the important physical attributes of their community: strengths, weaknesses, barriers, and opportunity areas. After these four attributes were identified, trace paper was laid over the maps so that groups could identify potential planning Focus Areas.

> Second Community Meeting: Framing Our Future

The second meeting for the South District Plan took place on February 9, 2015 at Philadelphia High School for the Creative & Performing Arts. The meeting attracted over 125 attendees to the school located at 901 South Broad Street.

This meeting served a dual purpose. The first was to update the public about the planning process for the South District Plan. The second was to obtain community input on proposed plan recommendations and Focus Areas. Focus Areas are areas where multiple layers of public intervention can come together to create positive momentum and revitalize specific intersections, corridors, or neighborhoods.

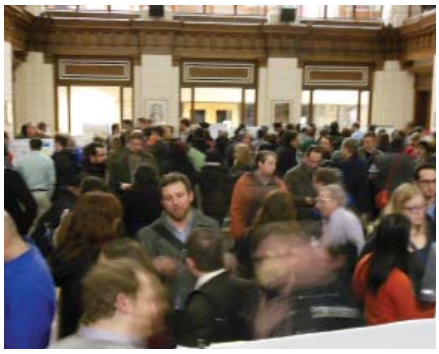
After a presentation about the planning process and focus areas, Planning Commission staff facilitated conversations and recorded comments at twelve stations.

> Third Community Meeting: Draft Plan Open House

PCPC hosted an open house at the Philadelphia Performing Arts Charter School on April 16, 2015.

Participants spoke individually with PCPC staff, viewed graphics and maps and reviewed 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, prior to the plan being finalized.

Community meeting, December 4, 2014



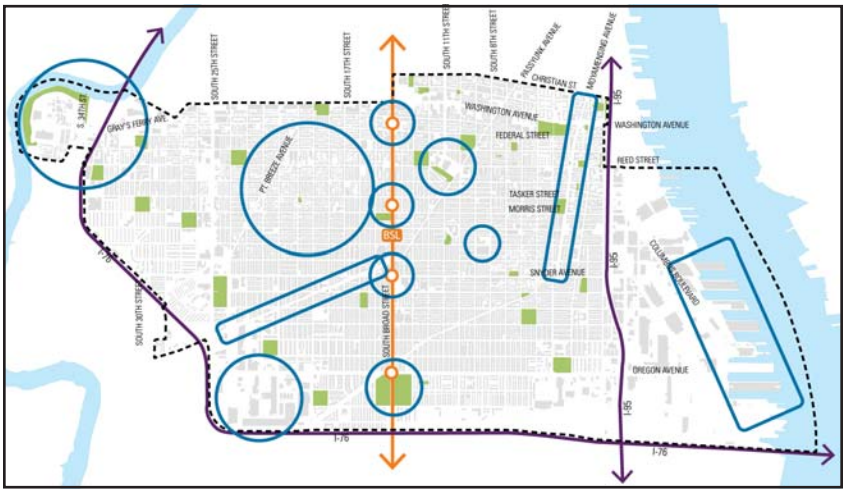
Community meeting, February 9, 2015

Community meeting, April 16, 2015

The following are copies of meeting materials that were used as an exercise to help prioritize interventions and desired land uses in each section of the district.

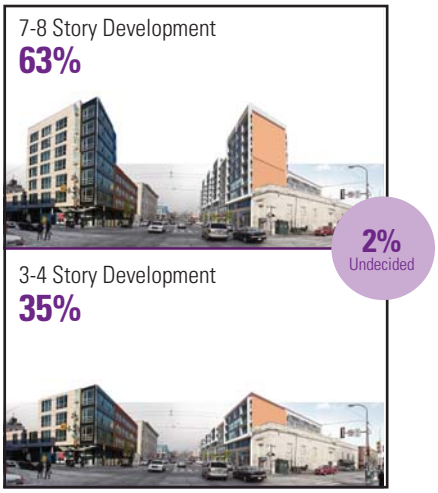
Staff took this input and developed detailed recommendations for public investment in two focus areas. Materials from the first, second, and final meetings are displayed below.

What are the areas that offer development opportunities?



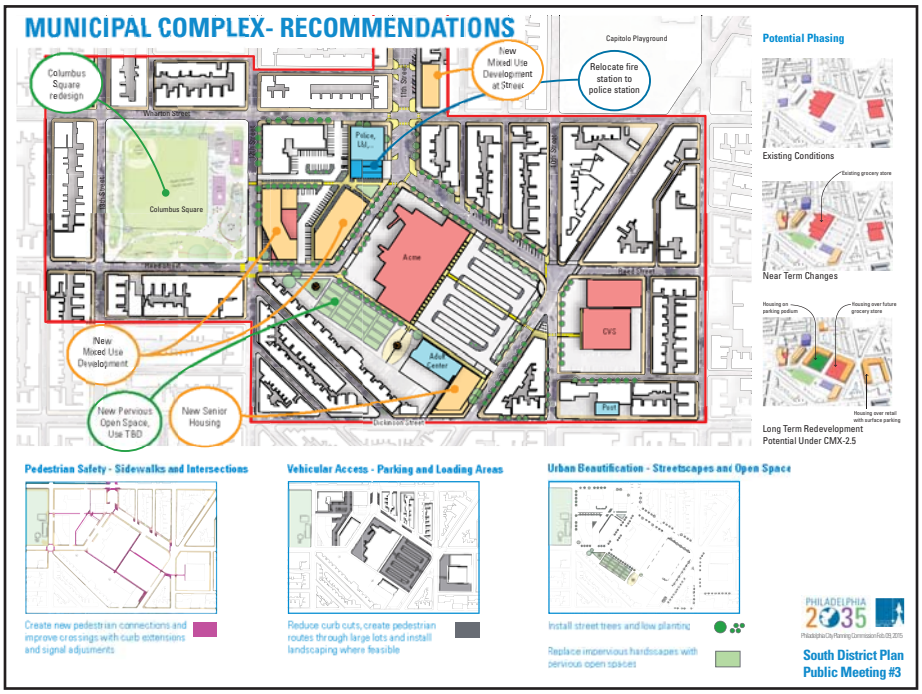
Opportunity Areas

What type of development would be most appropriate for Broad Street?



Transit Connected Areas

Third Community Meeting Open House Presentation Board



Focus Area Recommendations - Explanantion of Planning and Urban Design Strategies

Share South Online Outreach

In an effort to extend outreach beyond traditional methods, the South District Plan team created an online tool to recreate the materials presented and the input exercises performed at the three public meetings. The South District Plan team worked with OpenPlans to create an online version of the Group Mapping Exercise performed at the District Plan's first public meeting. For the second and third public meetings, the team set up online versions of the meetings to garner further feedback from the public. Almost 500 additional comments were received through the Share South website during the South District planning process. More information and summaries of each ititeration of the Share South website can be found at http://www.phila2035.org/sharesouth.

2035
SHARE / INFORM / ENVISION

South Health Profile

The Built Environment and Public Health

The built environment influences how we interact with the world: what we eat, how we travel, and how often we play and exercise. Healthy eating and active living relate to our risk for developing chronic disease conditions including, but not limited to, heart disease, obesity, asthma, and cancer. The success of Philadelphia2035, and the sustainability of the South District, depends on the continued health of its residents. The Philadelphia Department of Public Health (PDPH) has partnered with the City Planning Commission (PCPC) to create healthy communities that promote healthy lifestyles and provide healthy choices where we live, work, learn, shop, and play.

> Summary of Health Conditions

By the numbers, rates of chronic disease in the South District are at or below citywide averages, with the exception of coronary heart disease or cardiovascular disease (CVD) mortality, which is slightly higher. Hypertension, lack of physical activity, and tobacco use are all known contributors to CVD. Built environment changes that increase opportunities to be physically active and make healthy foods more convenient can decrease chronic disease rates in the district and citywide.

One in eight South District residents are aged 65 or older, and this number will continue to grow as baby boomers reach retirement age. Enabling seniors to age in place in the South District has multiple benefits for the broader community; including family preservation, cultural preservation, and reduced healthcare expenses. Neighborhood parks, transit access, proximity to Center City, and the dense mixed-use environment make the South District an ideal home for those with limited mobility options. However, increasing development pressure in the district signals a need to plan more deliberately for our seniors.

GET HEALTHY PHILLY
Healthy, Active & Smoke-Free

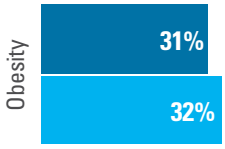
> Access to Open Space and Recreational Centers

Open space and recreation centers are a major source of physical activity, and their proximity helps predict their use. The Citywide Vision defines a park's service area to be a ½ mile radius, or a 10 minute walk. Residents living beyond the service area are less likely to enjoy these amenities, or their associated health benefits.

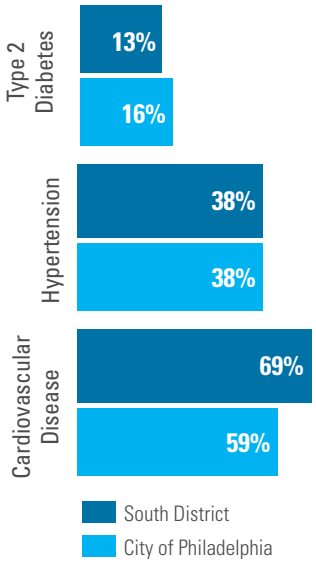
The majority of the District's parks and recreation centers are distributed around the South's perimeter, with a few along the District's backbone, Broad Street. While nearly all of the district residents live within a park's service area, there are large, populated residential areas both east and west of Broad Street that need more parks to meet the demand for space.

Most of the District's parks are neighborhood serving and bounded by the street grid; ideal for playgrounds, athletic fields, and gardening – activities to suit every age. Steps to ensure that parks are senior and family-friendly include dedicating space for passive activities, promoting programs that encourage various users, and providing routine maintenance to keep parks vibrant and safe. In a 2012 Philadelphia Corporation for Aging survey, good street lighting and clean, accessible public toilets defined seniors' top park improvement requests (source: *Philadelphia Corporation for Aging, Age-Friendly Parks Checklist Focus Group Report, 2013*). Also, co-locating senior centers with parks, with a pedestrian friendly route between, can help promote the continued diversity of users.

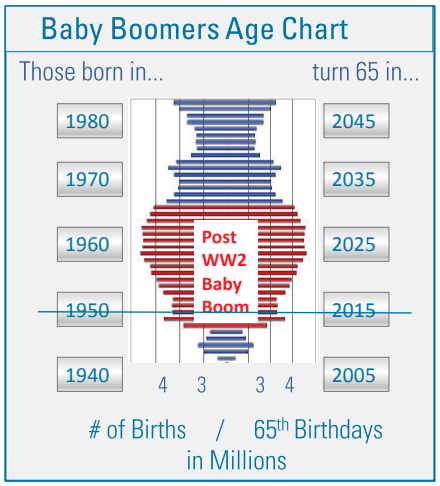
Obesity Comparison (adults)



Chronic Disease Comparison



Source: 2010 PHMC Household Health Survey and 2010 Vital Statistics



The South District has a high proportion of senior citizens, and the number will increase as baby boomers reach retirement age. Philadelphia2035 strives to create age-friendly communities.

> Active Living by Design

Philadelphia2035 aims to support active living – or building physical activity into daily routines - by improving the Districts' walkability, bikeability, and transit accessibility. Daily trips to the store, work, or school can be the difference in getting one's daily recommended exercise, depending on how one travels. Commuting mode choices are impacted by factors such as convenience and safety, evidenced by the increase in older and younger bike commuters since the introduction of marked bike lanes in the district.

However, barriers to active living exist in parts of the District. In Grays Ferry, walkability is impacted by the 25th Street viaduct columns, which separate four traffic lanes for 13 blocks. These columns and the wide street create dangerous pedestrian conditions, inhibiting residents' much needed access to amenities east of 25th St. In sections of the Point Breeze neighborhood, dark, blighted residential streets deter pedestrian activity. Where residential neighborhoods abut regional commercial centers (e.g., Southwark's Target, Girard Estate's ShopRite), the associated auto-oriented public infrastructure creates hazards for the District's pedestrian shoppers.

More than half of Philadelphia's low-income seniors do not have access to an automobile at home (source: *Philadelphia Corporation for Aging, Area Plan: 2012-2016*). Seniors are especially dependent on access to public transportation and safe, walkable streets to maintain an active lifestyle. Senior walkability means manageable intersections (crosswalk distance and programmed crossing times); safety from bicyclists (network of bike lanes); continuous wheelchair / stroller friendly sidewalks; and for transit riders, bus stop shelters. Prioritizing the inclusion of these elements around popular senior destinations, such as senior centers and parks benefit the whole neighborhood, while supporting opportunities to age in place.

> Access to Healthy Foods

Improved proximity to healthy foods helps make the healthy food choice the easy choice. Supermarkets tend to carry the largest selection of healthy foods, but they are in short supply and are typically not pedestrian oriented. The Healthy Corner Store Initiative, a public-private partnership between the Philly Food Trust and Get Healthy Philly, has helped corner store owners stock and promote more healthy items such as fruits and vegetables, low-calorie snacks, and water. Increases in the number of healthy corner stores, farmers markets, and community gardens have decreased the number of low-income South District residents without healthy food access by 28% between 2010 and 2012. Improved access to healthy foods is a productive reuse for vacant and underutilized land, and can be further supported through zoning and infrastructure changes and improvements. Areas in the district that may benefit from the maintenance and expansion of food access programs include lower Grays Ferry, the Point Breeze, and E. Moyamensing Street. Continuing the partnership between PCPC and PDPH to support the corner store initiative, and promoting zoning incentives to bring additional food retail to lower Grays Ferry will help to further reduce the number of low income residents with poor healthy food access.

Farmer's Markets are a way to increase the district's access to healthy foods.
Source: The Food Trust

Philadelphia2035 is partnering with Get Healthy Philly to improve access to healthy foods in low-income neighborhoods. Recipe cards help address storeowner concerns that more demand for healthy foods is needed.
Source: The Food Trust

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.

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 South 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 South District Plan. The abbreviations correspond with those used in the *Citywide Vision*.

Full Name	Abbreviation
Federal Agencies	
Federal Emergency Management Agency	FEMA
State Agencies	
Pennsylvania Department of Transportation	PennDOT
Pennsylvania Department of Environmental Protection	PADEP
Regional Agencies	
Southeastern Pennsylvania Transportation Authority	SEPTA
Quasi-Governmental Agencies	
Delaware River Port Authority	DRPA
Delware River Waterfront Corporation	DRWC
Philadelphia Industrial Development Corporation	PIDC
Philadelphia Regional Port Authority	PRPA
Schuylkill River Development Corporation	SRDC
Service Provider	
CSX (Railroad) Transportation	CSX
Conrail	Conrail

Full Name	Abbreviation
City Agencies	
Department of Public Property	DPP
Mayor's Office of Transportation and Utilities	MOTU
Office of Fleet Management	Fleet
Office of Housing and Community Development	OHCD
Office of Innovation and Technology	OIT
Philadelphia City Planning Commission	PCPC
Philadelphia Corporation for Aging	PCA
Philadelphia Department of Commerce	Commerce
Philadelphia Department of Licenses and Inspections	L&I
Philadelphia Department of Public Health	PDPH
Philadelphia Fire Department	Fire
Philadelphia Historical Commission	PHC
Philadelphia Parking Authority	PPA
Philadelphia Parks and Recreation Department	PPR
Philadelphia Police Department	Police
Philadelphia Redevelopment Authority	PRA
Philadelphia Streets Department	Streets
Philadelphia Water Department	PWD
School District of Philadelphia	SDP
Other Agencies	
The Food Trust	Food Trust
Pennsylvania Horticultural Society	PHS
The University of Pennsylvania	UPenn

Acknowledgments

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Claudia Sherrod	South Philadelphia HOMES, Inc.
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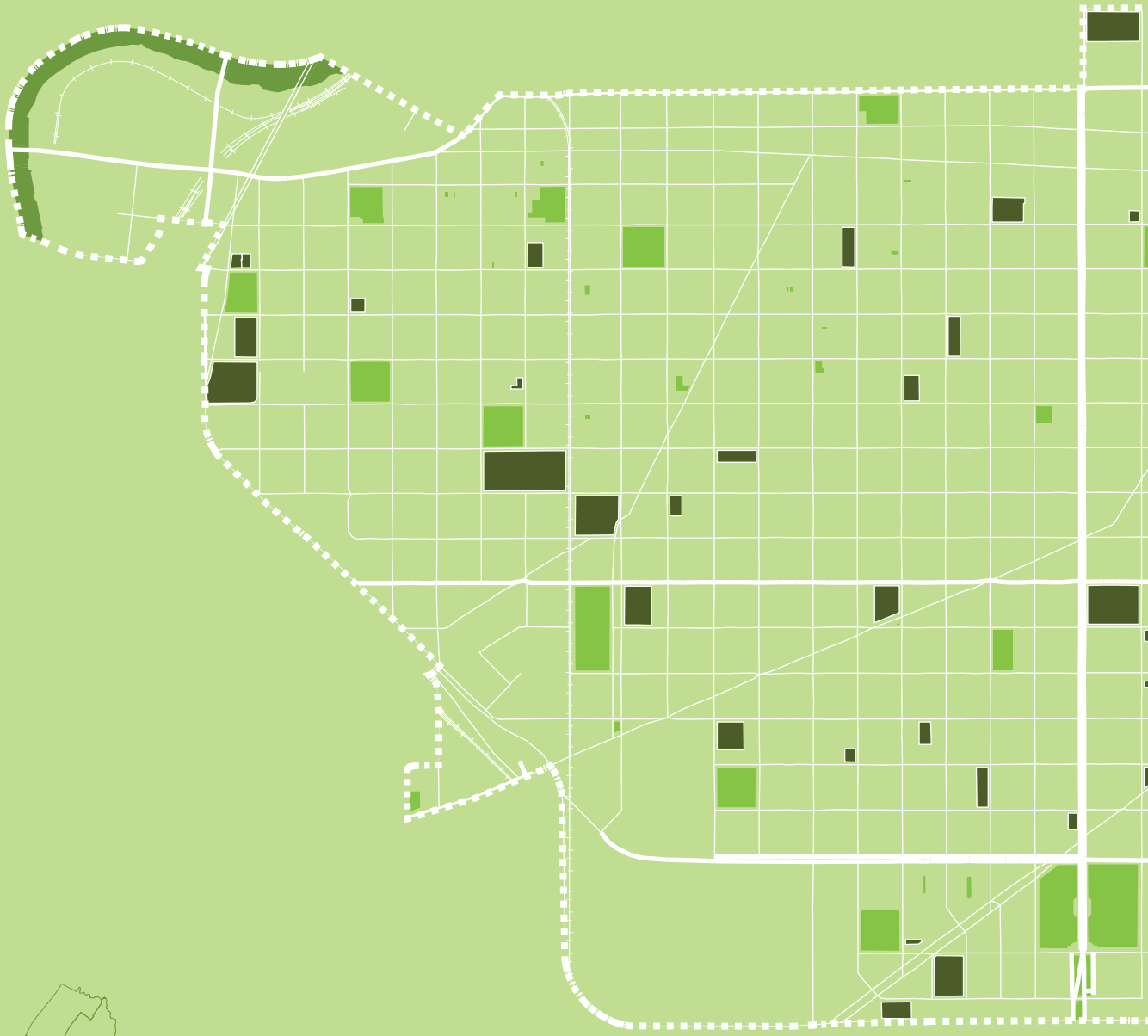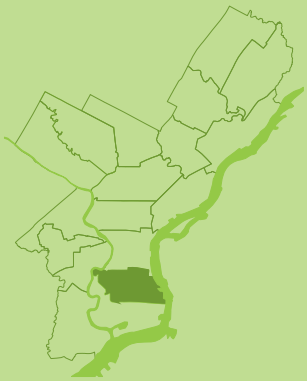
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