UPPER NORTH

DISTRICT PLAN 2016

PHILADELPHIA 2035

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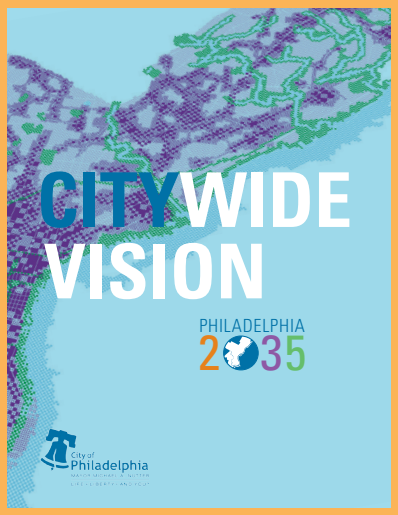
Philadelphia2035 is the city's Comprehensive Plan. Adopted, maintained, and updated by the Philadelphia City Planning Commission (PCPC), this document serves as a roadmap to guide physical development for the next 25 years and beyond.



Philadelphia2035 is a two-phase effort. PCPC completed Phase 1 in 2011 with the adoption of the *Citywide Vision*. This document lays out broad, far-reaching goals for development organized under three themes of Thrive, Connect, and Renew, and nine planning elements including neighborhoods, land management, open space, and transportation. The many objectives and strategies identified in the *Citywide Vision* are crafted to contribute to a stronger economy, a healthier population, and a smaller environmental footprint for Philadelphia. The *Citywide Vision* predicts that 100,000 more residents and 40,000 more jobs will come to Philadelphia by 2035.

Phase 1: Citywide Vision
Informs district plans

Phase 2: District Plans
Informs zoning map revisions

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

Phase 2 of *Philadelphia2035* is the District Plans. These plans apply the concepts of the *Citywide Vision* to specific areas of Philadelphia, using the PCPC's 18 planning districts to organize the process. Each District Plan has three major products:

1. Land use and proposed zoning plans (to guide zoning map revisions)
2. Planning focus areas (locations where multiple or significant interventions are needed) and
3. Recommendations for changes to the physical environment, including transit infrastructure and neighborhood facilities (to inform the Capital Program)

PHILADELPHIA 2035

www.phila2035.org

UPPER NORTH DISTRICT PLAN

THE UPPER NORTH DISTRICT PLAN was adopted by the PCPC on November XX, 2016.

BUILDING ON OUR STRENGTHS

2 | Population Decline And Renewal
4 | Bedroom Communities With An Institutional Core
6 | Well-Connected Neighborhoods
8 | An Abundance Of Natural, Open Space
10 | From Rolling Hills To Rowhouses
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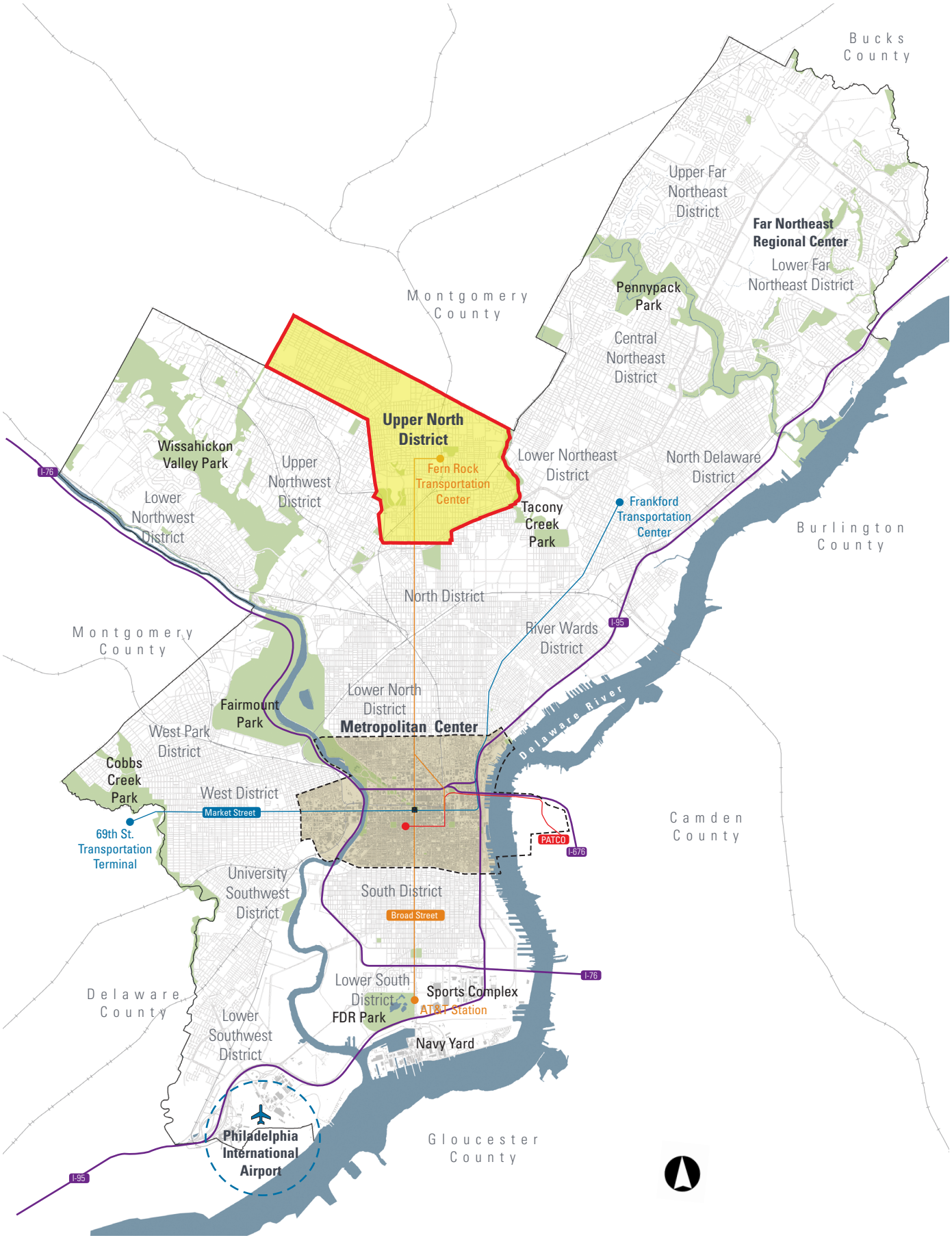
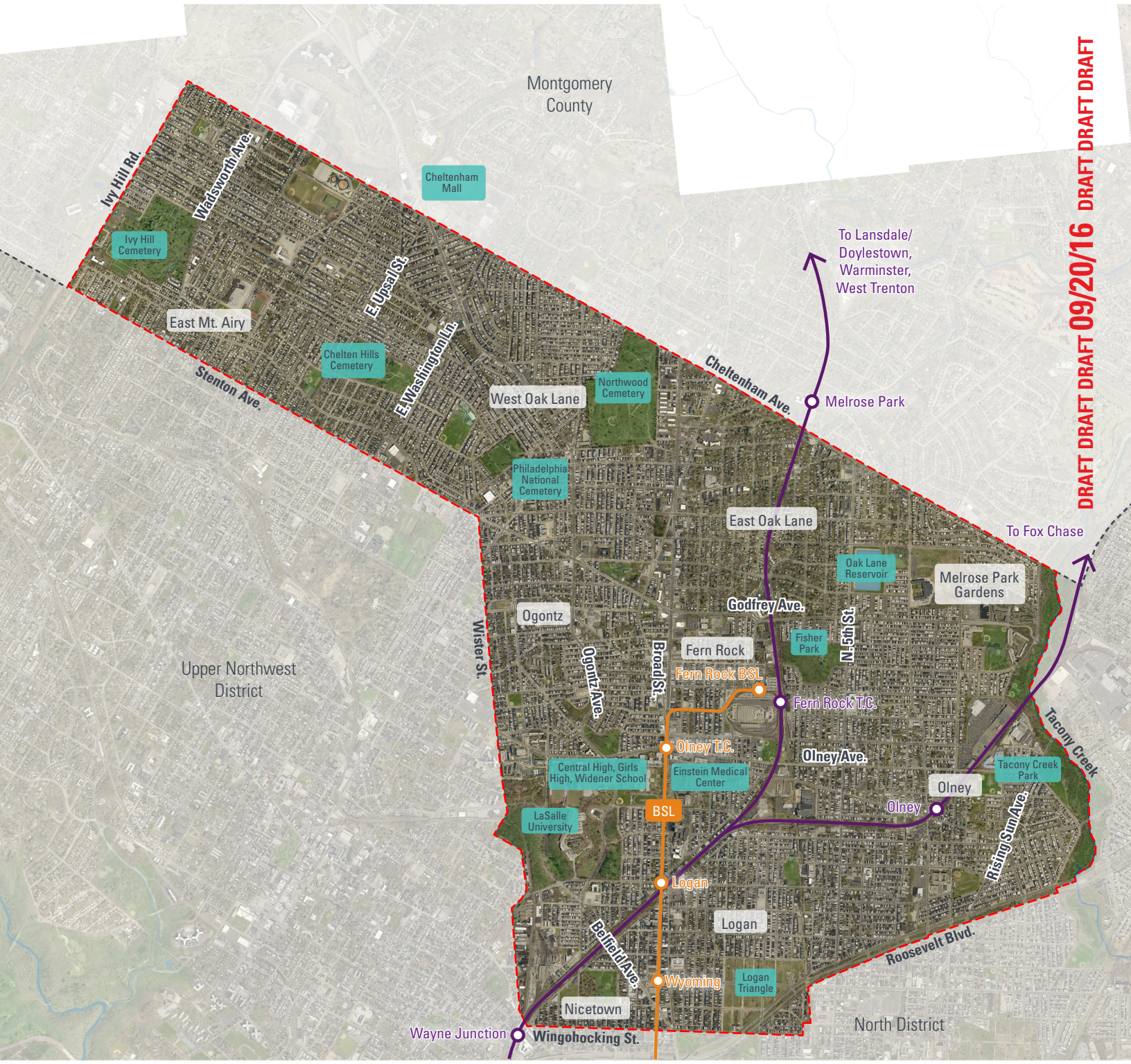


UPPER NORTH DISTRICT

- **7.99 SQUARE MILES**
- **144,000 RESIDENTS** *(2010 U.S. CENSUS)*
- **EAST MOUNT AIRY, EAST OAK LANE, FERN ROCK, LOGAN, MELROSE PARK GARDENS, NICETOWN, OGONTZ, OLNEY, WEST OAK LANE**

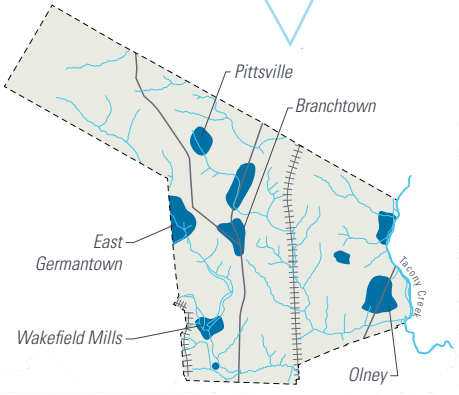


Prior to 1854 Consolidation

A few country roads and farm villages dot the district with natural creeks and streams throughout.

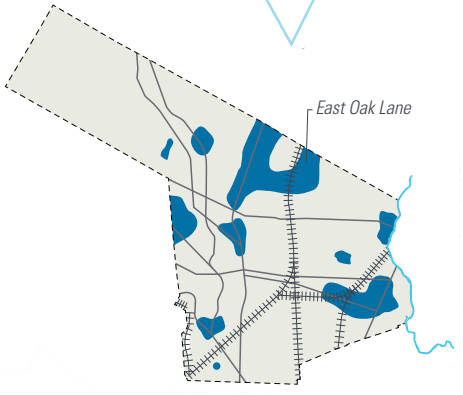
1854

Small villages proliferate and the first railroad crosses the area.



1900

After consolidation, streams are buried and urbanization quickly envelops the district



People and Neighborhoods

Pre-colonial: Lenni-Lenape tribes inhabit these lands prior to colonization by the English and other Europeans. Much of the district is incorporated as Bristol Township in the late 1600s.

1647-1751: James Logan, friend of William Penn, statesman, and bibliophile, names the Wingohocking Creek in honor of a local Native American Chief.

1700s: Welsh and English settlers colonize the district with small farming villages and summer houses.

1854: The Act of Consolidation redefines Bristol Township as the 22nd Ward of Philadelphia County.

1833: Logan Station built on the North Penn Railroad

1900-1940: Much of the district undergoes a rapid transformation from farm villages to urban rowhouse neighborhoods with a regularly-gridded street network. The new development housed the workforce of factories in Germantown and along the district's rail lines.

*The Branchtown Hotel at Old York and Church, 1950**

Transportation and Expansion

Late 1600s-1800s: Old York Road, Limekiln Pike, and Rising Sun Avenue (originally Kensington-Oxford Turnpike) are the main transport routes with small farming Villages populating the intersections.

Stenton is open to the public and features a collection of period furniture and textiles. Image source: Historic Germantown, www.freedomsbackyard.com

The channeling of Wingohocking Creek. Image Source: Hidden City Philadelphia

1860s-1930s: Wingohocking Creek and Rock Run are channelized in underground sewers to facilitate the city's northward expansion.

1900-1910: Trolley routes are established along Old York Road, Ogontz Avenue, Olney Avenue, 5th Street, and Chelten Avenue.

1914: Torresdale Boulevard (later renamed in honor of Theodore Roosevelt) opens between Broad Street and Torresdale.

Institutions, Industry, and Commercial Business

1730: James Logan completes Stenton, his grand summer home and library. Today, the building sits in a three-acre park. It has been managed by the National Society of the Colonial Dames of America for over 100 years.

1815-1880: Wakefield Mills, the first knitting factory in America, operates along the Wingohocking Creek. At its peak, the factory produces nine-tenths of the America's hosiery and fancy knit goods.

Wakefield Manufacturing Company lithograph, circa 1850. Image Source: Library of Congress World Digital Library

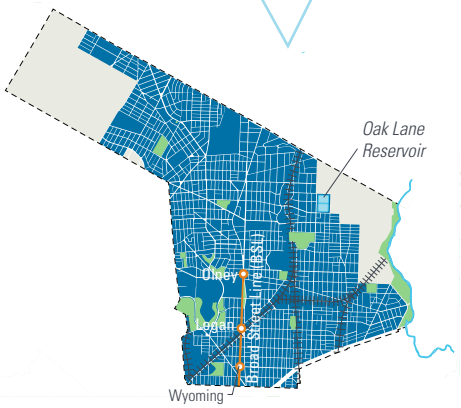
1903: Andrew Carnegie donates 1.5 million dollars to the Free Library of Philadelphia, leading to the construction of several branch libraries in the district, including the Logan and Oak Lane branches.

1904-1905: Oak Lane Reservoir is built, providing clean drinking water and enabling industrial and residential growth.

1902-1941: Widener Memorial Industrial Training School for Crippled Children trains and cares for disabled children on a campus across from the Jewish Hospital.

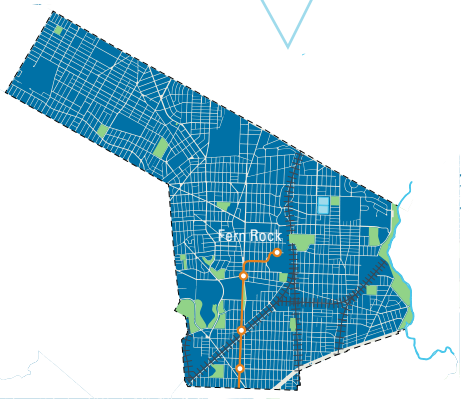
1940

District Residents enjoy new amenities like the Broad Street Line while rapid growth continues.



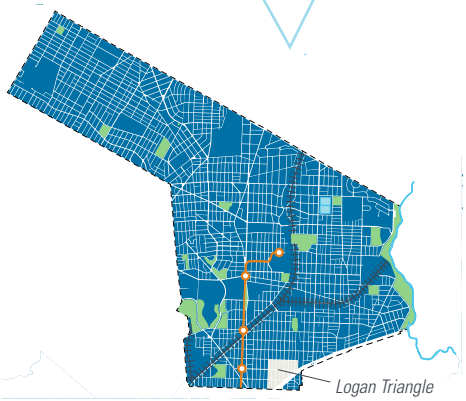
1960

Educational facilities expand in and relocate to the now fully-developed district



2000

The district undergoes dramatic demographic changes and continues to thrive.



The Heintz Manufacturing Company at Front and Olney prior to housing development east of Front Street. Image Source: www.gatsme.org

1920s-1950s: Thanks to rapid residential growth, the district becomes fully platted and developed.

1928: The Broad Street Subway opens, linking Olney Avenue to City Hall with a 20-minute ride.

1931: The Reading Railroad begins electrified commuter service between the Upper North District and Center City.

1921-1989: The Heintz factory produces metals and military weaponry.

1934: Philadelphia's celebrated Central High School relocates from Center City to an Art Deco building on Olney Avenue.

1950: The Widener campus is repurposed as a city school serving children with physical disabilities.

1959: David and Florence Cohen found the Ogontz Area Neighbors Association. The group wages effective campaigns in favor of high-quality public education and against housing discrimination in the face of deindustrialization and white flight.

1986: A gas main explosion forces the city to recognize the seriousness of land subsidence in Logan, and funds are secured to clear the land and relocate residents. The process is poorly managed and many long-time residents are forced out of the neighborhood with little compensation..

1956: The Broad Street Subway is extended to a new station constructed within the existing train yard at Fern Rock.

1961: Roosevelt Boulevard is connected to Interstate 76 via the Roosevelt Expressway

1958: Philadelphia High School for Girls, the first school for girls in Philadelphia, relocates to Olney Avenue.

1930s-1950s: Broad Street, Ogontz Avenue, and 5th Street form the principal commercial corridors in the district.

1960-1990: La Salle College expands and becomes La Salle University.

1983: Central High School admits its first women students.

1970s-2000s: The district's population changes dramatically as white residents are replaced by African Americans and immigrants from Asia, Latin America, and the Carribean. Today, the district is one of the most diverse in the city.

The North 5th Street commercial corridor demonstrates the diversity of the district with its multi-cultural range of retail goods and services.

1992: Two stops on SEPTA's Regional Rail System are consolidated and connected to the Broad Street Subway to create the Fern Rock Transportation Center.

The Fern Rock Transportation Center offers a connection between Regional Rail and the Broad Street Line.

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

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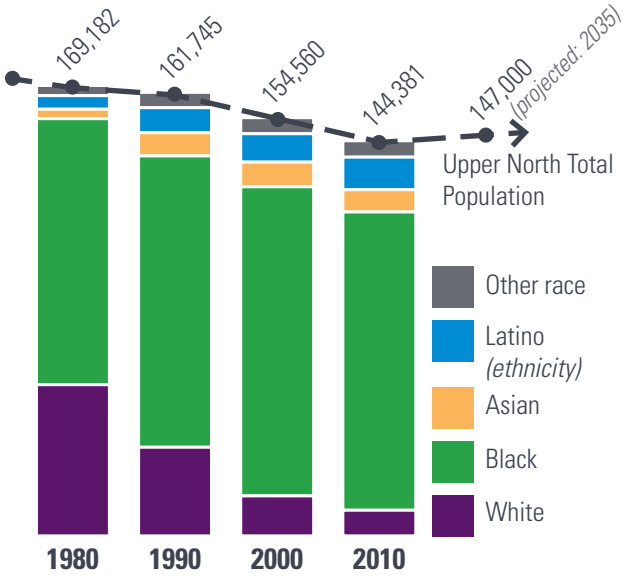
POPULATION DECLINE AND RENEWAL

With over 144,000 residents, the Upper North is the most populous of Philadelphia's 18 planning districts. The district includes the neighborhoods of East Mount Airy, East and West Oak Lane, Logan, Olney, Ogontz, Melrose Park Gardens, and part of Nicetown. These neighborhoods exhibit a wide array of development histories, densities, and population characteristics.

Over the past 30 years, some neighborhoods in the Upper North have undergone dramatic changes, including broad shifts in ethnic makeup and the loss of nearly 1,000 homes to land subsidence in Logan. Despite these changes, many of these neighborhoods retain well-deserved reputations for being stable, affordable, safe communities with good transit access and strong institutions. These attributes have helped attract a variety of immigrant communities. In fact, the presence of these communities is a major factor in the forecast for population growth in the district over the coming decades.

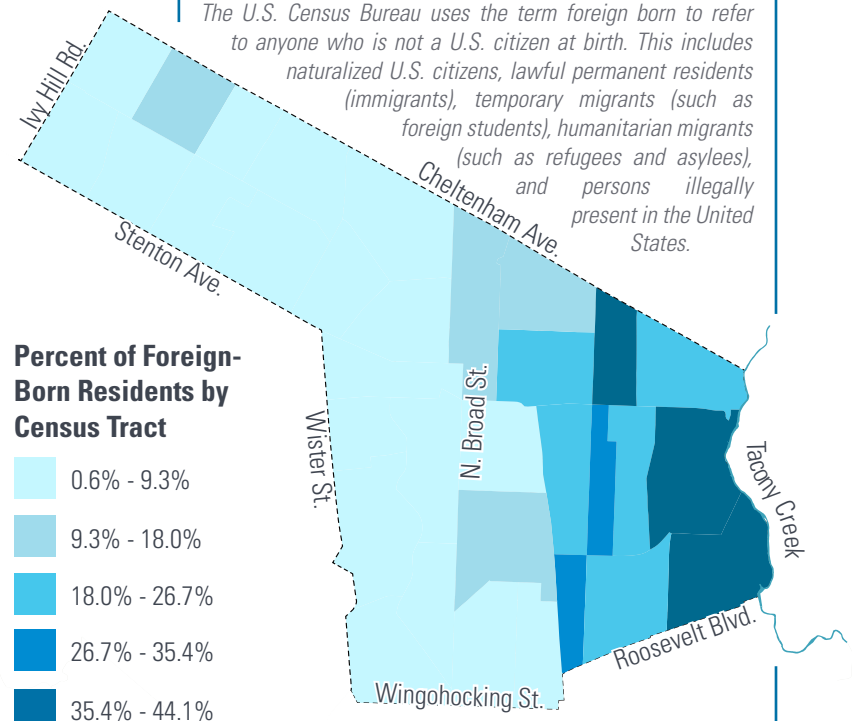
Challenges include accommodating an aging population, maintaining investment in an aging housing stock, and integrating a growing number of foreign-born residents into the economic, social, and political life of the community. Despite continued increases, the rate of higher education continues to lag behind the city as a whole. Meanwhile, unemployment has begun to outpace the citywide average. While the median household income of the District is nearly equal to the city's, median annual incomes for individual census tracts range from a low of around $21,000 in a section of Logan to a high of around $59,000 in parts of East Mount Airy.



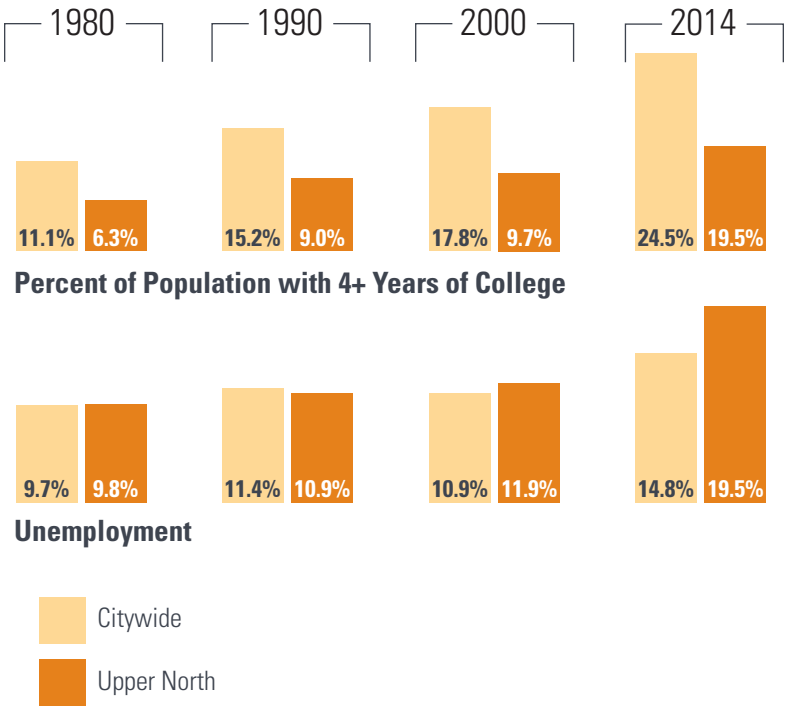
Population change and racial/ethnic composition

Foreign-Born Residents

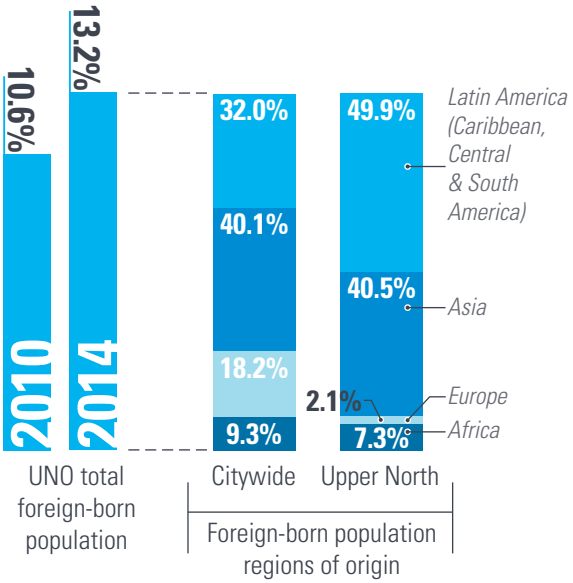
The U.S. Census Bureau uses the term foreign born to refer to anyone who is not a U.S. citizen at birth. This includes naturalized U.S. citizens, lawful permanent residents (immigrants), temporary migrants (such as foreign students), humanitarian migrants (such as refugees and asylees), and persons illegally present in the United States.



Source: American Community Survey 2014



Key Citywide Comparisons *Source: Decennial Census, American Community Survey*



District and Citywide foreign-born populations

Starting New

Immigrants have been finding homes in the Upper North for generations. In recent years, however, foreign-born residents' share of the population has been growing faster than the proportion in the city as a whole. Between 2010 and 2014, the district's foreign-born population rose from a ten percent share of the total population to 13 percent. Although this is comparable to the city-wide share (12.5 percent), the district-wide figure cloaks large differences between neighborhoods. Census tracts east of 5th Street have some of the highest proportions of foreign-born residents in the City—as high as 44 percent in one tract in East Oak Lane.

The growing share can be attributed to the emergence of new immigrant communities. While the Upper North has long been a destination for migrants from Indochina and Korea, people originating in Latin America and the Caribbean now make up the largest share of foreign-born residents. This mixing of cultures is abundantly evident in the district's commercial corridors.

The Upper North District experienced a 14 percent population loss between 1980 and 2010, representing more than 25,000 people. However, population is projected to rise, primarily due to continued in-migration of foreign-born residents and households whose average household size is, generally, higher than previous populations.

Staying Put

The Upper North also has a growing number of elderly residents and residents who have lived in the district for 25 years or more. These residents contribute high levels of civic engagement and social stability to the district. While immigrant populations are concentrated east of 5th Street, long-time residents are clustered in East Mount Airy and West Oak Lane, where 43 percent of householders have been in the same home since 1989 or earlier.

As neighborhoods' residents become older, it becomes ever more important to ensure that housing, transportation, and the public realm are designed to accommodate the elderly. For example, older residents who cannot or choose not to drive cars should feel safe and comfortable walking in their neighborhoods to go about regular errands independently.

East Mount Airy and West Oak Lane tend to have higher household incomes, better educated residents, and less poverty than neighborhoods with more newcomers. However, these figures represent averages and do not indicate the presence of a monolithic population in any part of the district. In fact, one of the Upper North's great strengths is its demonstrated ability to accommodate people of a variety of ages, incomes, and ethnicities in its neighborhoods, with good access to retail clusters and regional job centers.

BEDROOM COMMUNITIES WITH AN INSTITUTIONAL CORE

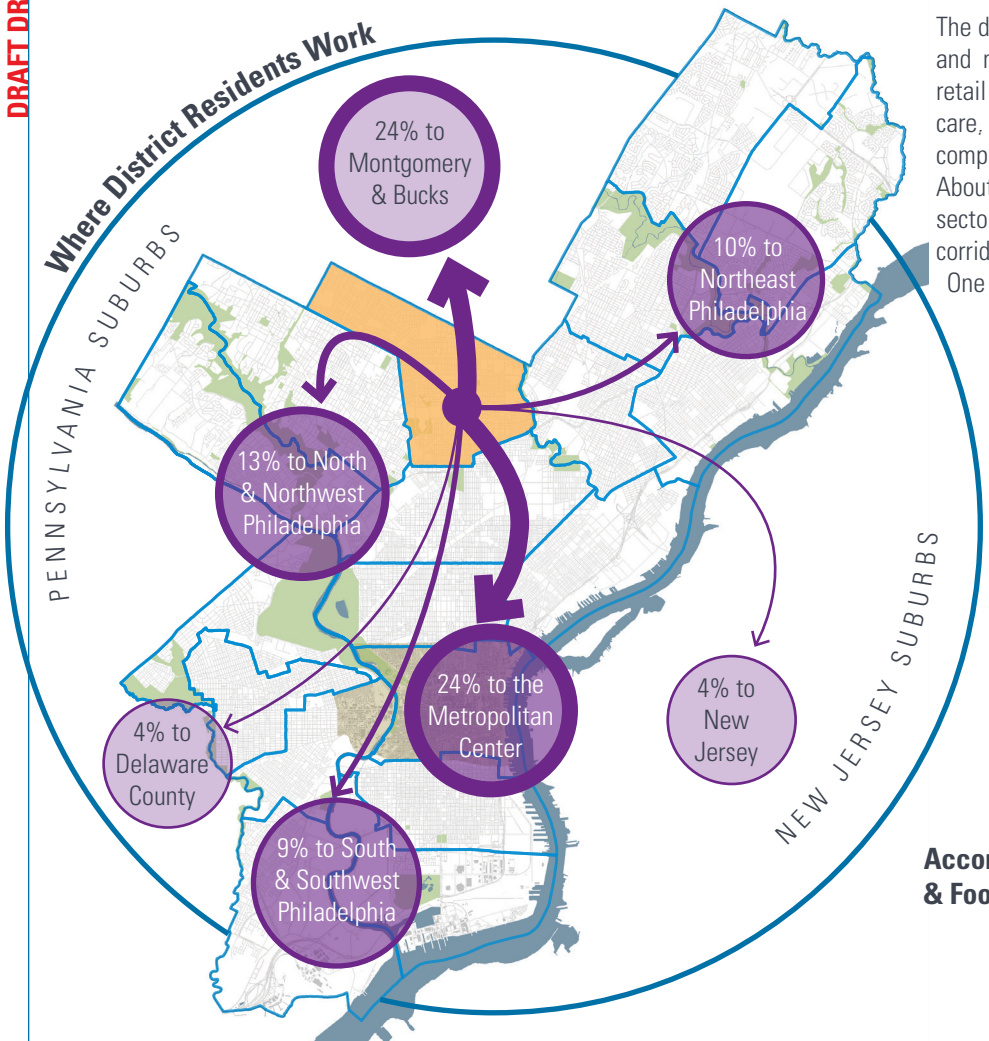
Predominantly residential in character, the Upper North District has more than twice as many employed workers as it does jobs. The central and eastern portions of the district are linked tightly to the employment centers of Center City, North Philadelphia, and University City via the Broad Street line and regional rail lines. This, coupled with the relative affordability and stability of many neighborhoods, makes them attractive as bedroom communities for workers employed in middle-class, clerical and service jobs in the city's high density employment areas. Jobs within the district are heavily concentrated in an institutional core centered on Broad Street and Olney Avenue.

North 5th Street is a strong neighborhood commercial corridor.

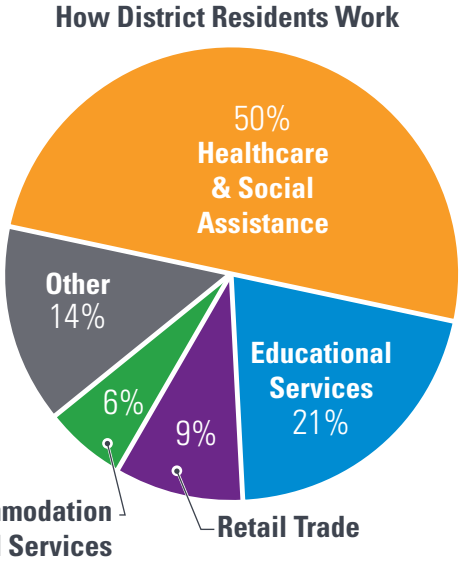
Employment

There are approximately 19,500 jobs in the Upper North District. Fifty-seven percent of these jobs are held by Philadelphia residents. The Upper North District itself is home to the largest concentration of these workers, with 13 percent of district jobs held by district residents. In addition, there are large concentrations of workers commuting into the district from the nearby Upper Northwest, North, Lower Northeast and Central Northeast Districts. The majority of incoming workers who are not Philadelphia residents reside in the Pennsylvania suburbs, especially eastern Montgomery County.

Conversely, only five percent of Upper North workers travel to jobs within the district. About a quarter of working residents commute to the Metropolitan Center, while 19 percent work in Montgomery County. Other common commute destinations for Upper North residents are other parts of North and Northwest Philadelphia (13 percent) and Northeast Philadelphia (ten percent).



The district's economy is heavily reliant on educational and medical institutions, and on the restaurant and retail jobs in its commercial corridors. Together, health care, social assistance, and educational services comprise 71 percent of the 19,500 jobs in the district. About 18 percent of jobs are in retail trade and other sectors in the service economy, located in commercial corridors dispersed throughout the district as well as One & Olney Square and other shopping centers.



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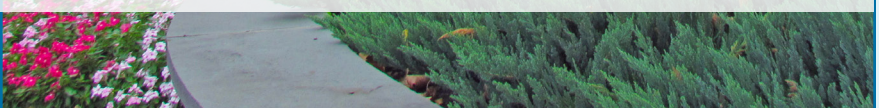
Neighborhood Commercial Corridors

Despite competition with large auto-oriented retail centers directly across the city line in Cheltenham Township, retail corridors in the Upper North have thrived through ethnic and cultural specialization, becoming regional attractions as a consequence. The North 5th Street corridor is strengthened by the concentration of immigrant businesses specializing in food and grocery, professional services, and specialty merchandise. The 5th and Olney corridor, in the heart of the Olney community, contains 275,000 square feet of floor area of commercial space and a relatively low vacancy rate.

Ogontz Avenue is the one of the main traffic arteries west of Broad Street in the Upper North District. It serves Belfield, Ogontz, and West Oak Lane with commercial corridors and nodes. Ogontz Avenue suffers from retail vacancy south of Stenton Avenue, but has improved significantly north of 71st Avenue with the help of substantial recent investments in the public realm.

Einstein Medical Center is the largest single employer in the Upper North District.



An Institutional Core

An institutional core forms the geographic and economic heart of the Upper North. The core is anchored by the intersection of North Broad Street and Olney Avenue, commonly known as Broad and Olney. Nearly half of the 19,500 jobs in the Upper North are located in the core, including Einstein Medical Center (the district's largest employer), La Salle University, Central High School, Philadelphia High School for Girls, and Widener Memorial School.

While many of the jobs in the core require highly advanced and specialized educational qualifications, Einstein Medical Center and La Salle University also provide opportunities for service and administrative support positions open to those with without higher education. The Broad Street Line provides an efficient commute for workers, patients, and students alike.

Along Broad Street north of Olney Avenue, the Broad and Olney commercial corridor hosts 300,000 square feet of retail space. However, this corridor has a 25% vacancy rate and has experienced a demonstrable decline in the quality and mix of comparison-goods stores.

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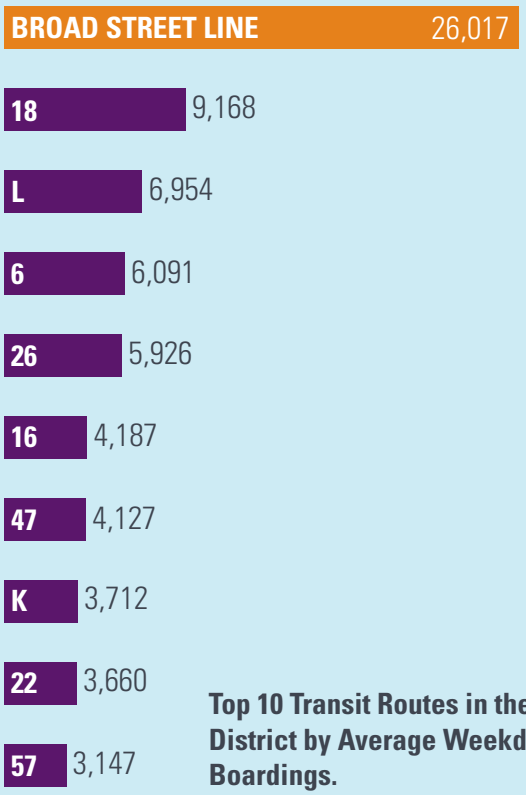
WELL-CONNECTED NEIGHBORHOODS

The Upper North District is well-integrated into the transportation networks of the city and region. Transit plays a critical role by providing strong connections to the Metropolitan Center—Center City and University City. On the other hand, trips between the district and car-centric suburban locales, which are both destinations for residents and points of origin for employees, tend to be made by car. Walking and cycling to work are relatively uncommon.



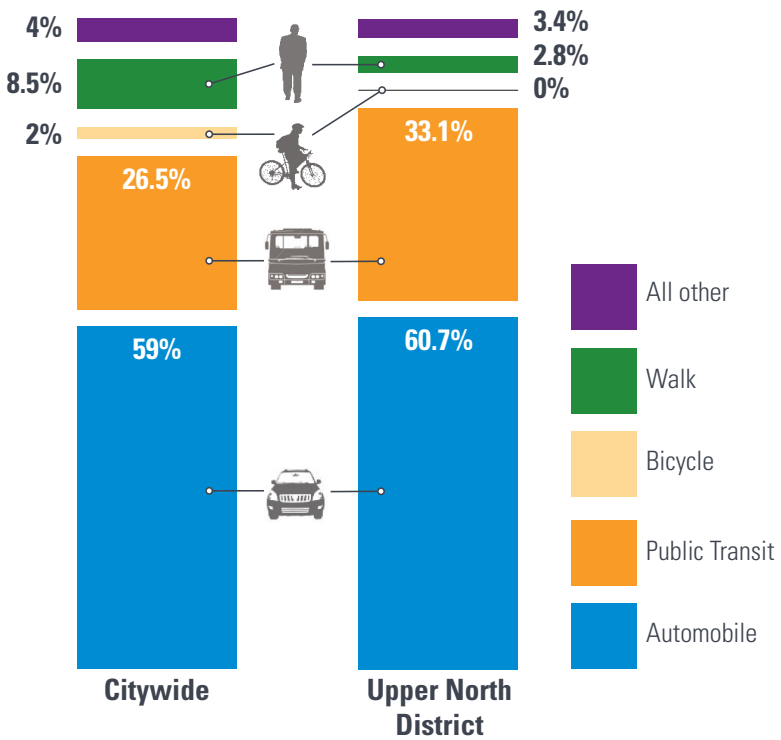
Top 10 Transit Routes in the District by Average Weekday Boardings.

The Olney Transportation Center is the Upper North's primary transit hub.

Transit Oriented Neighborhoods

The Upper North's boom-town days (see pages 10-11) were spurred by transit. Much of the district's dense built environment owes its existence to the trolley lines that initially ran on its major streets. When the Broad Street Line (BSL) was opened in 1928, its promoters emphasized the fact that rapidly-developing Olney Avenue would be brought within 20 minutes of City Hall. Today, Olney Transportation Center is the district's transit hub, served by nine separate bus lines in addition to the BSL. A secondary transit hub exists at Fern Rock Transportation Center, where the Regional Rail System connects with the BSL and four bus lines.

The strong transit network in the district pays dividends: roughly 33 percent of employed residents commute to work by transit, compared to around 27 percent citywide. For many residents, especially those who regularly travel to Center City, the subway represents the most dependable and inexpensive means of transportation available.



Modes of Travel for Commuters

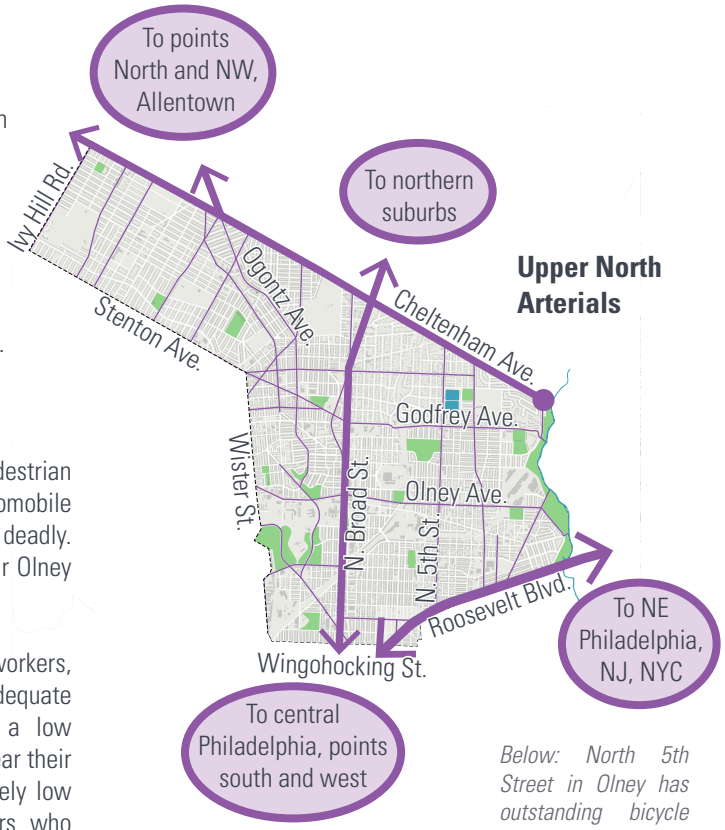
Automobile

Roughly 69 percent of Upper North households own at least one car, which is close to the citywide average of 67 percent. Car-oriented shopping and job centers in adjacent Montgomery County make car ownership advantageous for residents, especially those who live in East Mount Airy, which is relatively distant from the Broad Street Line. This distinction is evident in car ownership rates by neighborhood. Roosevelt Boulevard, Broad Street, Old York Road, and Cheltenham Avenue are the major arterials for traffic to, from, and through the district.

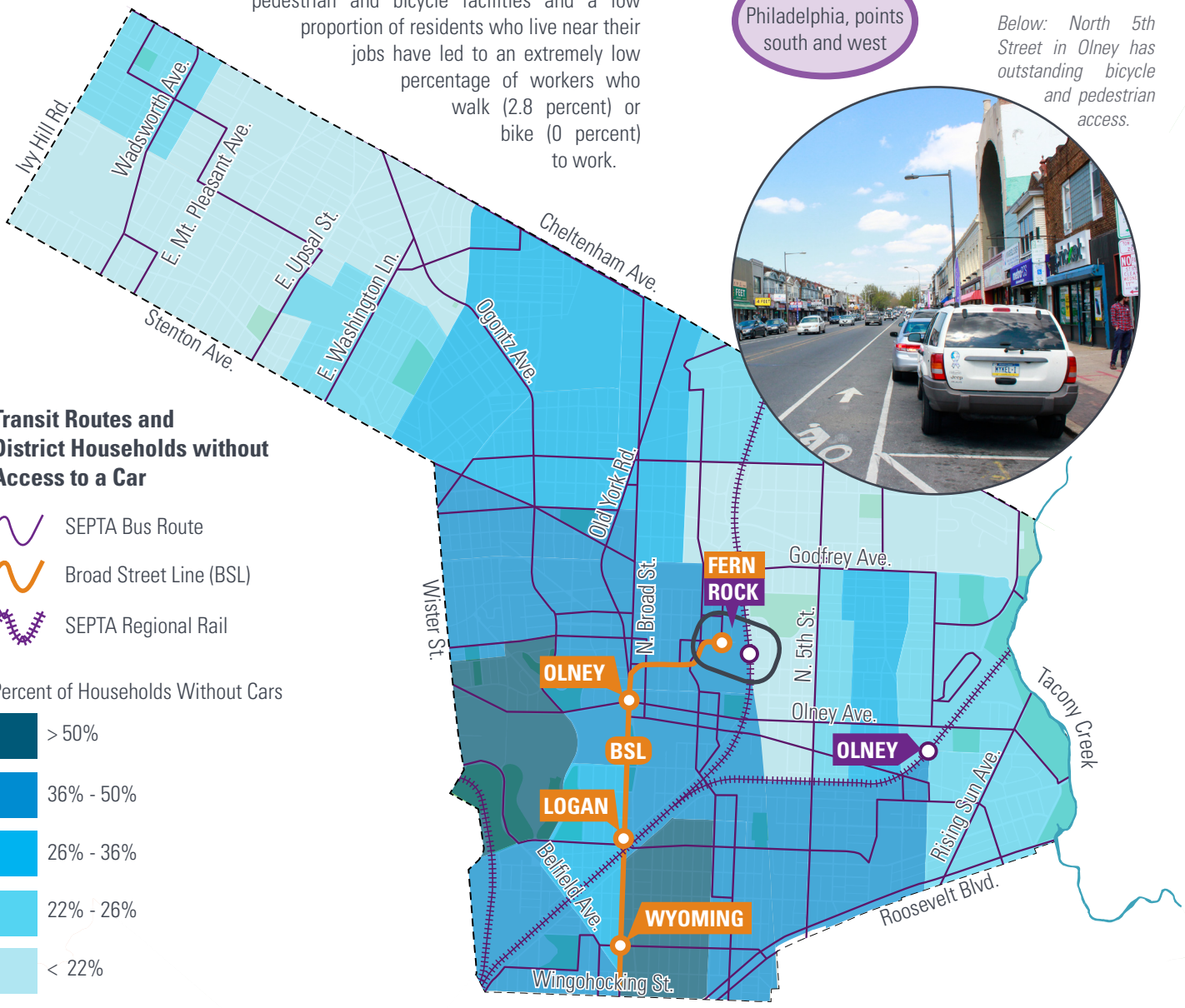
Pedestrian and Bicycle

Broad Street's large institutions and businesses generate significant pedestrian traffic, but Broad Street is designed with a primary focus on moving automobile traffic quickly through the district. Too commonly, this tension becomes deadly. For example, 39 crashes involving pedestrian injuries were reported near Olney Transportation Center between 2009 and 2013.

Walking to work is not a convenient option for most Upper North workers, except for neighborhoods adjacent to the district's institutional core. Inadequate pedestrian and bicycle facilities and a low proportion of residents who live near their jobs have led to an extremely low percentage of workers who walk (2.8 percent) or bike (0 percent) to work.



Below: North 5th Street in Olney has outstanding bicycle and pedestrian access.



Transit Routes and District Households without Access to a Car

- SEPTA Bus Route
- Broad Street Line (BSL)
- SEPTA Regional Rail

Percent of Households Without Cars

- > 50%
- 36% - 50%
- 26% - 36%
- 22% - 26%
- < 22%

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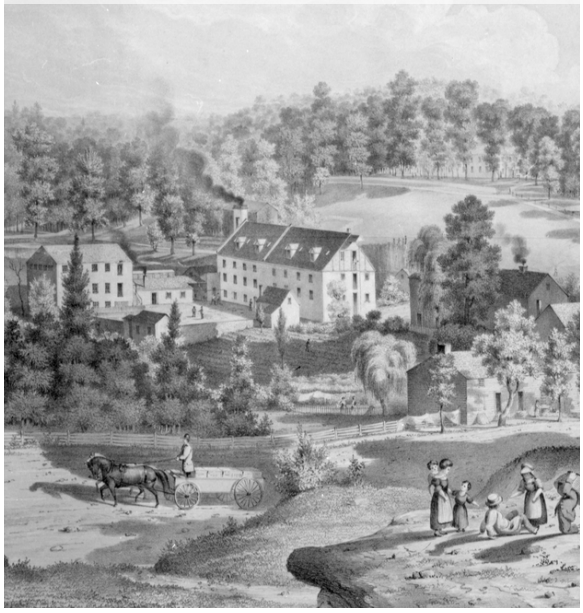
AN ABUNDANCE OF NATURAL OPEN SPACE

The Upper North District is a mixture of dense urban fabric and natural amenities that came to coexist due to variations in topography. Open space is dominated by natural areas, located in three distinct places: the upper portion of the Tacony Creek Park, a large watershed park of which 69 acres of the 304 total acres comprise the eastern border of the district; Fisher Park, a 24-acre park centrally located in the district; and four parks comprising 75 acres of open space located in the valley of the now-channelized branches of the Wingohocking Creek: Harper's Hollow; Kemble Park; Wakefield Park; and Wister's Woods.

Although many open space and trail investments have been implemented within the Tacony-Frankford Creek watershed and along the creek in the form of trails, there is still a need for strategically linking the existing trails into a cohesive network. This network could further include the stewardship and restoration of the Wingohocking Valley parks to improve water quality and habitat within the watershed neighborhoods. Finding a balance between protected open space and the conservation and stewardship of watershed parks will continue to inform environmental planning decisions in this district.

Lithograph of Wakefield Manufacturing Company from circa 1830 showing the hillside surrounding the facility. Source: Library of Congress



Tacony-Frankford Creek Watershed and Park

The Upper North District is primarily within the watershed of the Tacony-Frankford Creek. The Creek forms the majority of the district's eastern border and flows to the Delaware River. The creek is called the Tookany Creek in Montgomery County, Tacony Creek within the district, and Frankford Creek south of Roosevelt Boulevard.

A riparian buffer is formed by Tacony Creek Park, a core recreational asset in the district for walking, biking, fishing, and birding. Tacony Creek Park features miles of recreational trails, paved and soft surface, and is home to one of the few urban meadows in the Philadelphia area. Philadelphia Parks and Recreation is currently constructing a trail connecting the portion of the park within the Upper North District with trails south of Roosevelt Boulevard. Meanwhile, Philadelphia Water is engaged in a stream restoration program, designed to replenish the stream banks with native vegetation.

Many of the creek's tributaries were enclosed in the late 19th and early 20th century under a massive municipal push to construct sewers in the city's rapidly urbanizing periphery. While the effort was successful in reducing incidence of disease and facilitating development, disruption of the natural hydrology through channelization of the historic stream network has severely degraded the water quality of the watershed. Significant impacts include high amounts of fecal coliform bacteria caused by excessive stormwater runoff and combined sewer overflows discharging into the stream.

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Wingohocking Valley Parks

Harper's Hollow, Kemble, Wakefield and Wister's Woods are unique among the Upper North's parks in that they were meant to preserve the natural landscape of the Wingohocking Creek watershed. They follow the natural topography of the land, which can be immediately seen in some of the roads that curve around them rather than force them to conform to the rigid city grid. For the most part, they consisted of farmlands or wild woods (unless, like Harper's Hollow and some of Wakefield, they were the site of factory mills positioned along the creek branches) until becoming city parks. This intent to preserve the landscape is clearly outlined in the Fairmount Park Commission's 1911 plan for the group of parks. These parks will continue to function primarily as open space in a natural state.

Harper's Hollow (4 acres) and Kemble Park (8 acres) are separated by Ogontz Avenue, with Harper's Hollow to the north and Kemble Park below. A branch of the channelized Wingohocking Creek once ran along today's Kemble and Ogontz Avenues, and these parks remained undeveloped due to their steep topography. Today, Kemble Park plays an important role in the management of stormwater after a major investment by Philadelphia Water in 2013-2014.

Wakefield Park is a natural, forested open space bisected by Ogontz Avenue, located on a portion of the former estate called Stenton, country retreat of the 18th century scholar and statesman James Logan. His descendent William Logan Fisher, developed a series of textile mills along the Wingohocking Creek in the early 19th century. This industrial complex formed by the Wakefield Mills Manufacturing Company was also known as "The Wakefield Mills" and continued to produce vast amounts of hosiery and other knit goods well into the 1880s.

Wister's Woods form a valley through which the South Branch of the Wingohocking Creek ran before being channelized beneath Belfield Avenue. Wister's Woods was once part of the property of John Wister, the member of the noteworthy Philadelphia family who built his nearby country home, called Grumblethorpe, in 1744. The Woods was donated to the city by the Wister family and the park was established by city ordinance on March 12, 1907. A subsequent purchase enlarged the park, which was once operated as a wildflower preserve. Large, wooded areas on steep topography defines the western portion of the park. The eastern section has large picnic areas along Belfield Avenue.

A primary challenge in each of these parks is the proliferation of invasive vegetation, which threatens native trees and plants.

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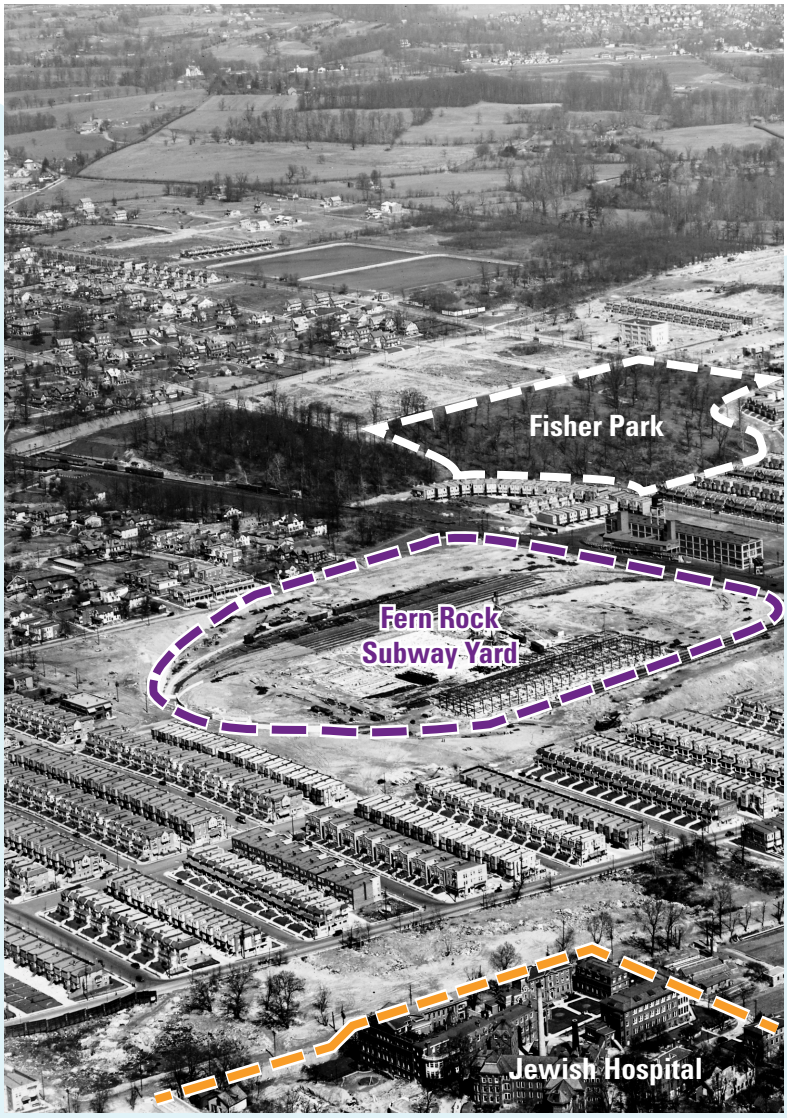
FROM ROLLING HILLS TO ROWHOUSES

Rapid Development in the Early Twentieth Century

At the turn of the 20th Century, the Upper North consisted mostly of sparsely populated woodlands punctuated by streams and valleys. A handful of estates, such as Stenton, James Logan's country home, had been built in the 1700s and 1800s, and several villages dotted the district. The district held no great center of manufacturing and commerce such as those in Germantown and Frankford, where adjacent residential development sprang up to house workers and business owners. Instead, the neighborhoods that grew in the Upper North District were built with a goal of providing housing for commuters, and were therefore dependent on advances in transportation.

The opening of passenger train stations on the North Penn Rail Road at Fisher's Lane, Green Lane, and Oak Lane in 1855 inspired landowners to lay out streets and divide the land into development parcels. The Fern Rock Land Association sold building lots speculatively, leading to an eclectic mix of building forms still evident today. Further north, East Oak Lane's gently curving streets and large, unique homes were carefully designed to evoke English-inspired pastoral serenity.

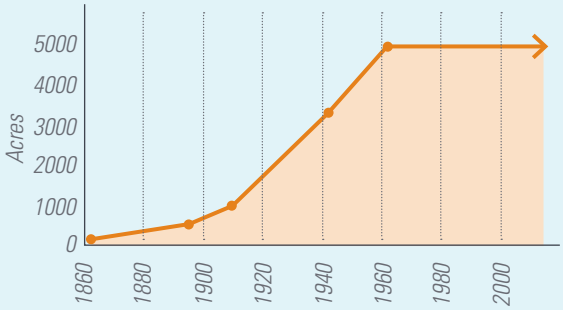


While early railroad stations put central Philadelphia city within easy reach, it wasn't until the advent of trolleys, and later the Broad Street Subway (1928), that rapid and widespread development of housing took hold in the district. Regular transit service brought Center City and the factories of North Philadelphia within a reasonable commuting distance for most of the Upper North, thereby facilitating the growth of the neighborhoods that are familiar today. Between 1900 and 1930, rowhouse blocks spread over the neighborhoods of Logan, Olney, and West Oak Lane, completely engulfing the existing villages.

Today, residents of the district enjoy the very same good connections to job centers that initially made development so attractive.

Left: Aerial view of the Upper North District circa 1928, showing the subway yard at Fern Rock under construction, and new development underway, steadily replacing the rolling fields beyond. (source: Temple University Archives). Above: Row homes near the intersection of 11th Street and Chew Avenue in 1930 (source: Phillyhistory.org).

Upper North District Developed Acres



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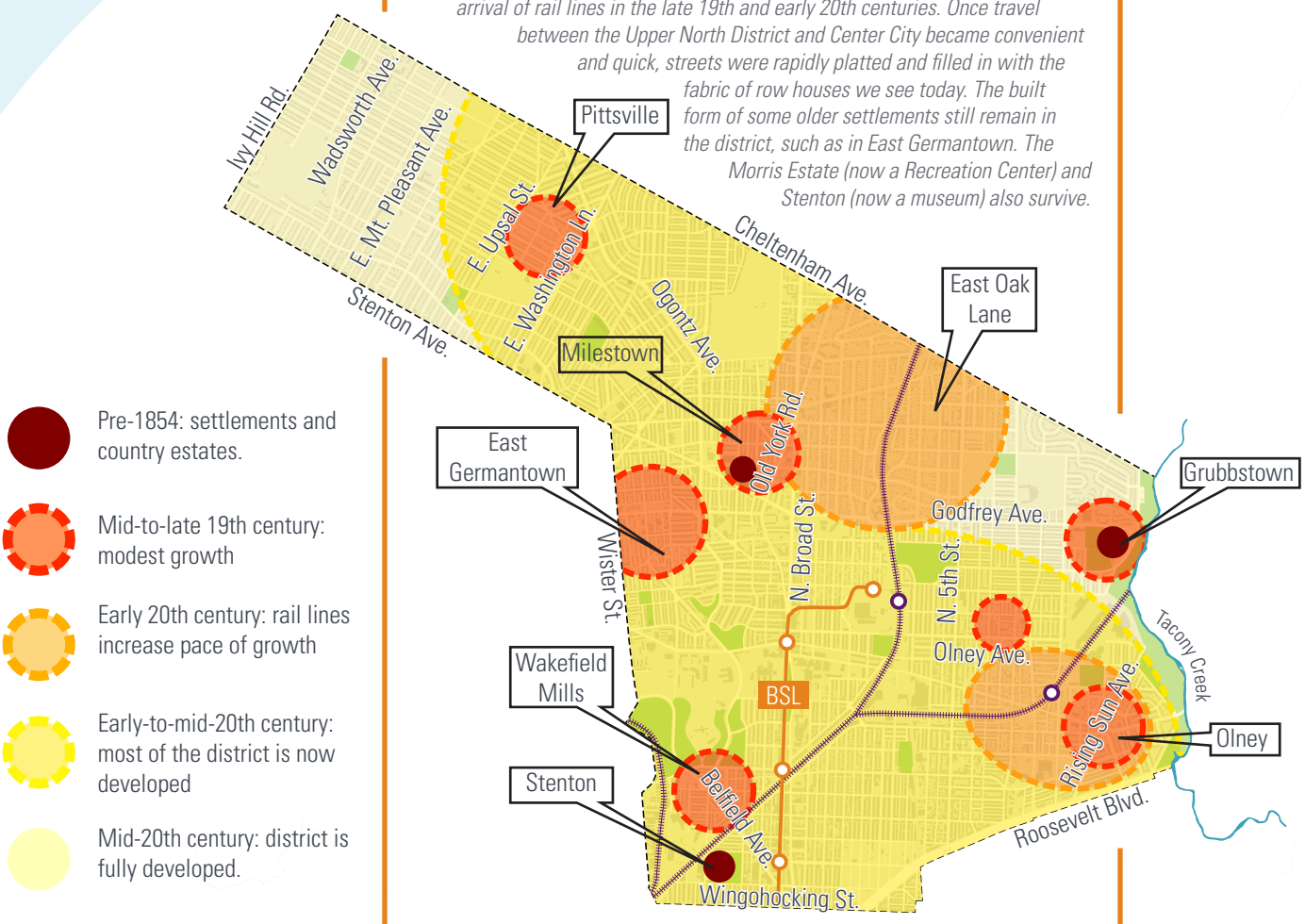
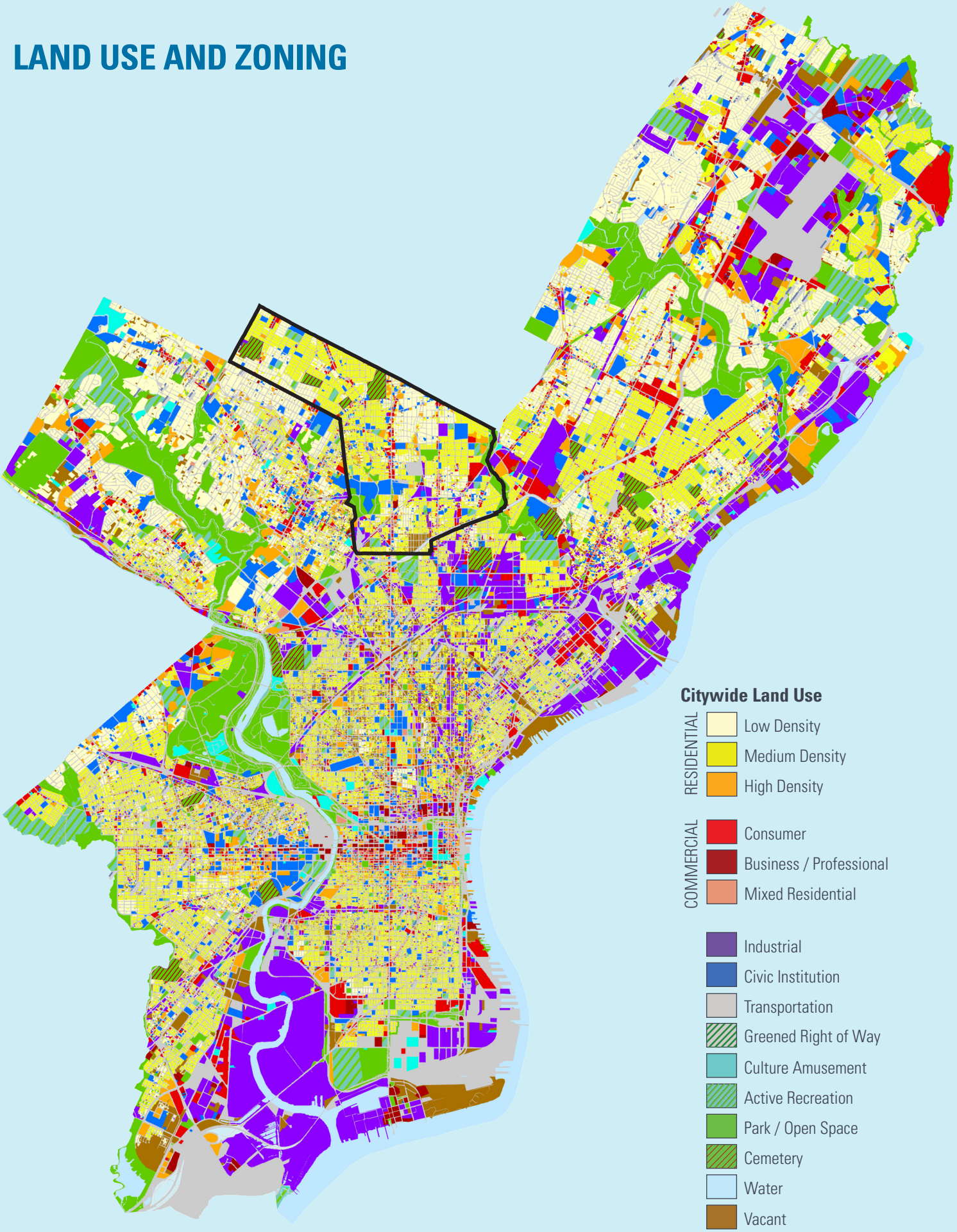
Above: Broad Street in the Logan neighborhood is excavated for the construction of the Broad Street Line near Ruscomb Street in 1926 (Phillyhistory.org). Right: Passengers board a trolley at Ogontz Avenue and 72nd Avenue. Innovations in transportation such as these facilitated the rapid development of the Upper North District.

Without a major manufacturing hub, the district remained mostly rural until the arrival of rail lines in the late 19th and early 20th centuries. Once travel between the Upper North District and Center City became convenient and quick, streets were rapidly platted and filled in with the fabric of row houses we see today. The built form of some older settlements still remain in the district, such as in East Germantown. The Morris Estate (now a Recreation Center) and Stenton (now a museum) also survive.



Sequence of Development of the Upper North

LAND USE AND ZONING



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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.

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.

There are two parts to zoning laws – the zoning code which sets the rules and the zoning map which determines what rules apply to each land parcel.

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.

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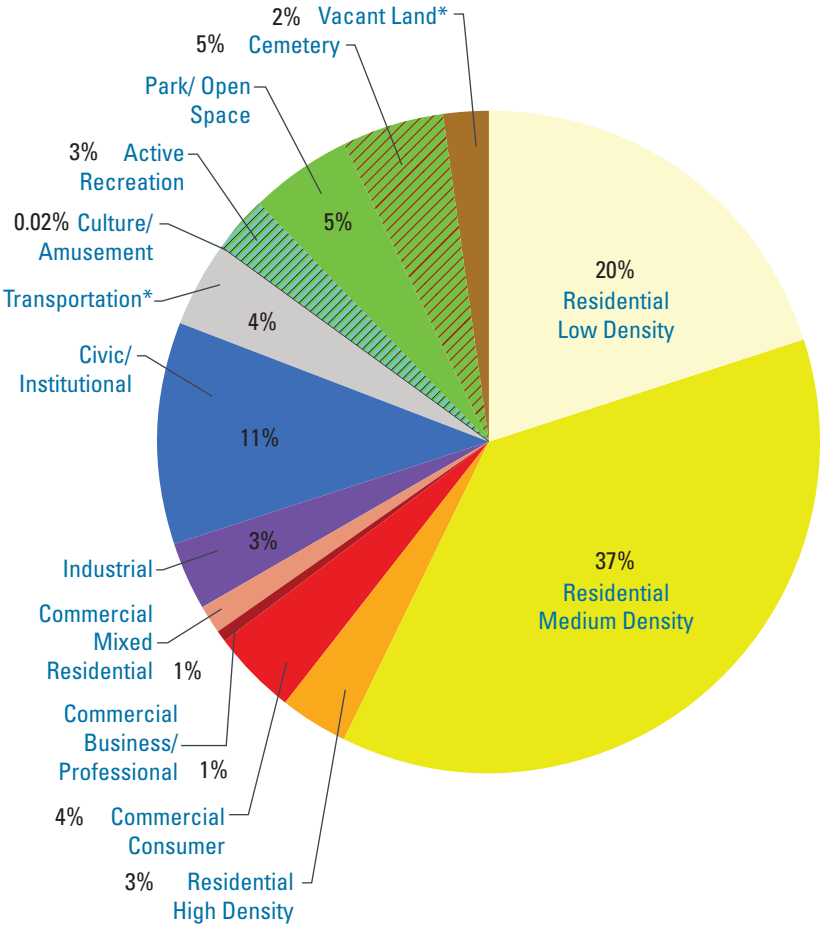
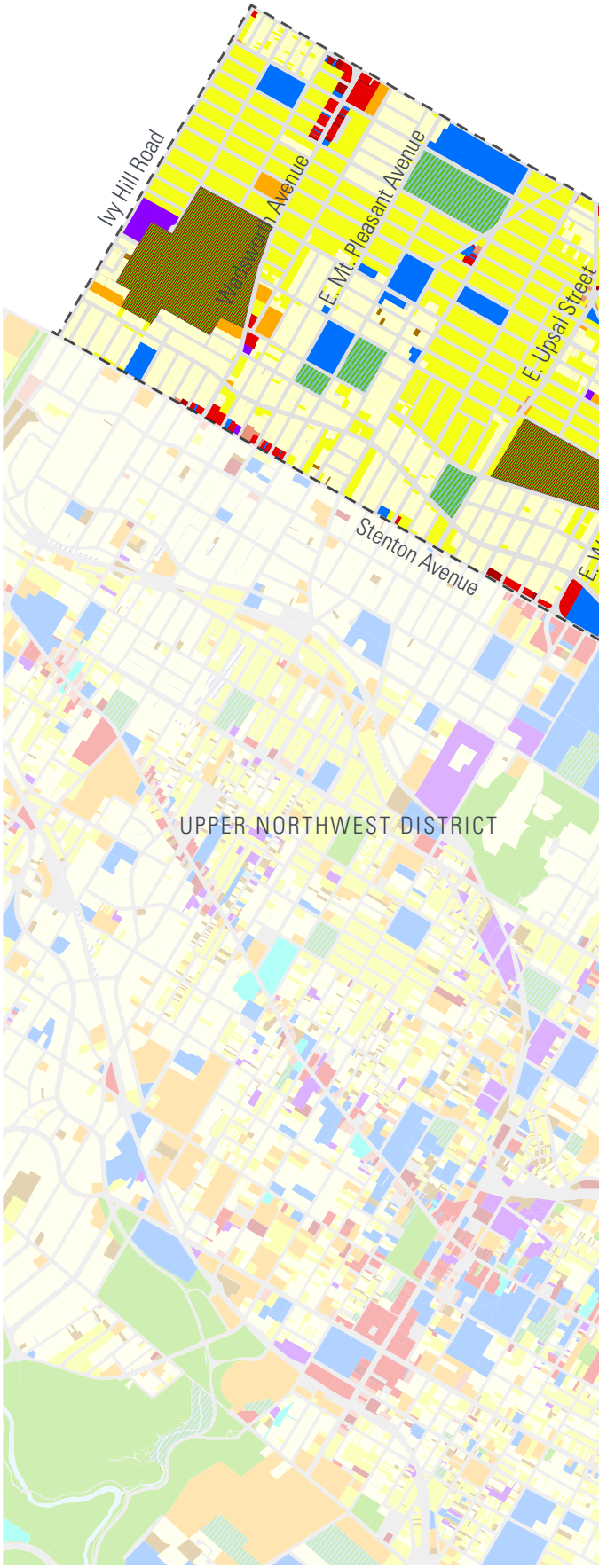
EXISTING LAND USE

A survey of Upper North District land use was completed in 2016. 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 Upper North District is dominated by residential, making up 45 percent of land uses in the district. Commercial, transportation, and industrial collectively make up 38 percent of 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 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 five percent.





** The transportation percentage does not include streets, sidewalks, or greened right-of-ways, which cover a total of 1,441 acres. The vacant land percentage includes vacant land within the Logan redevelopment area, which accounts for 37% of the total vacant land in the district.*

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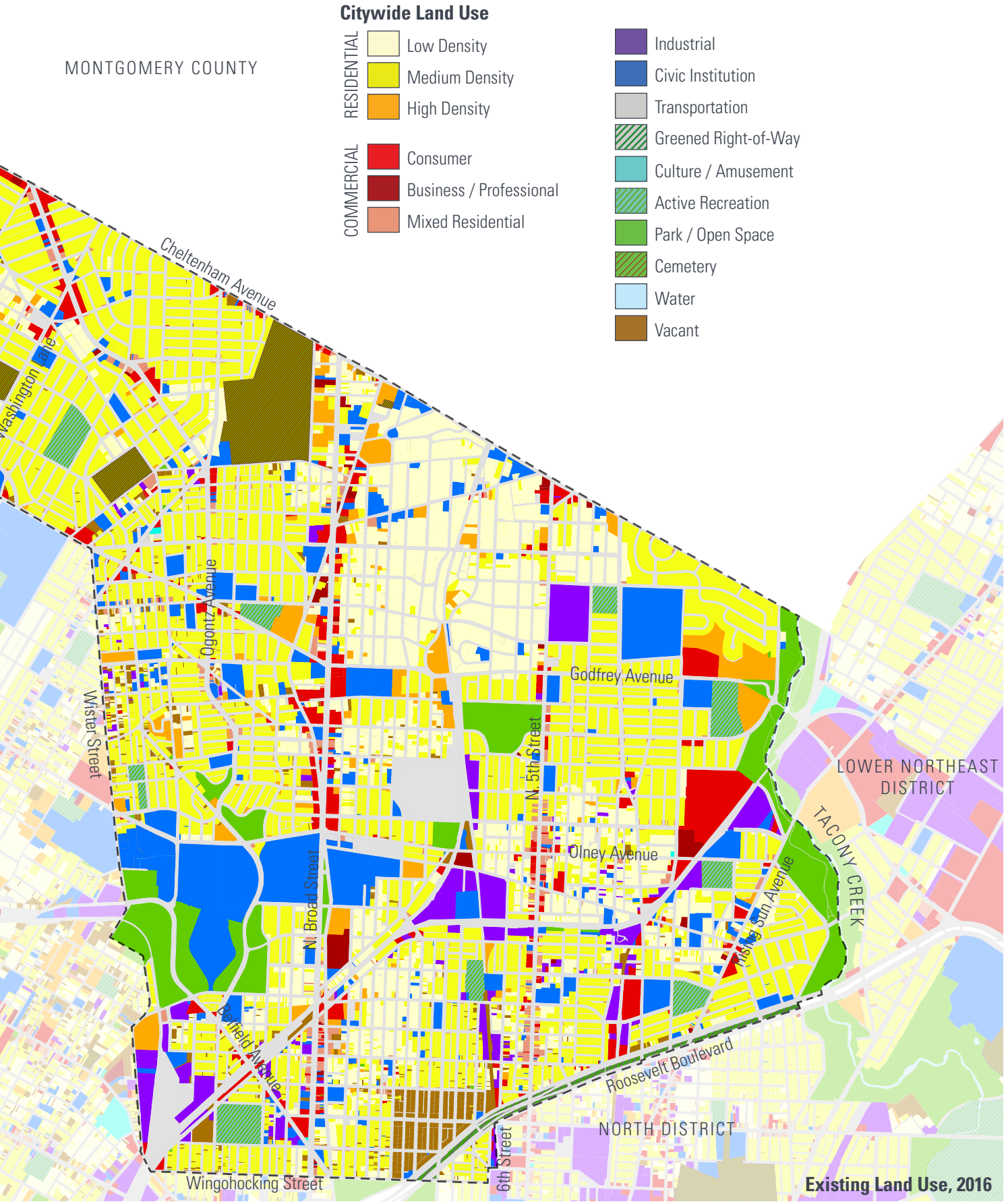


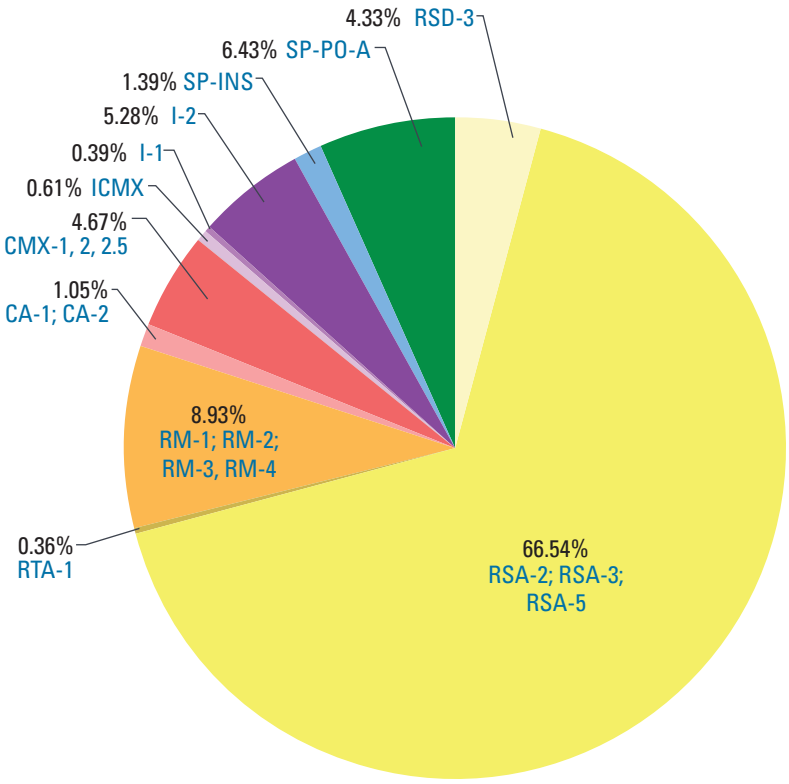
Existing Land Use, 2016

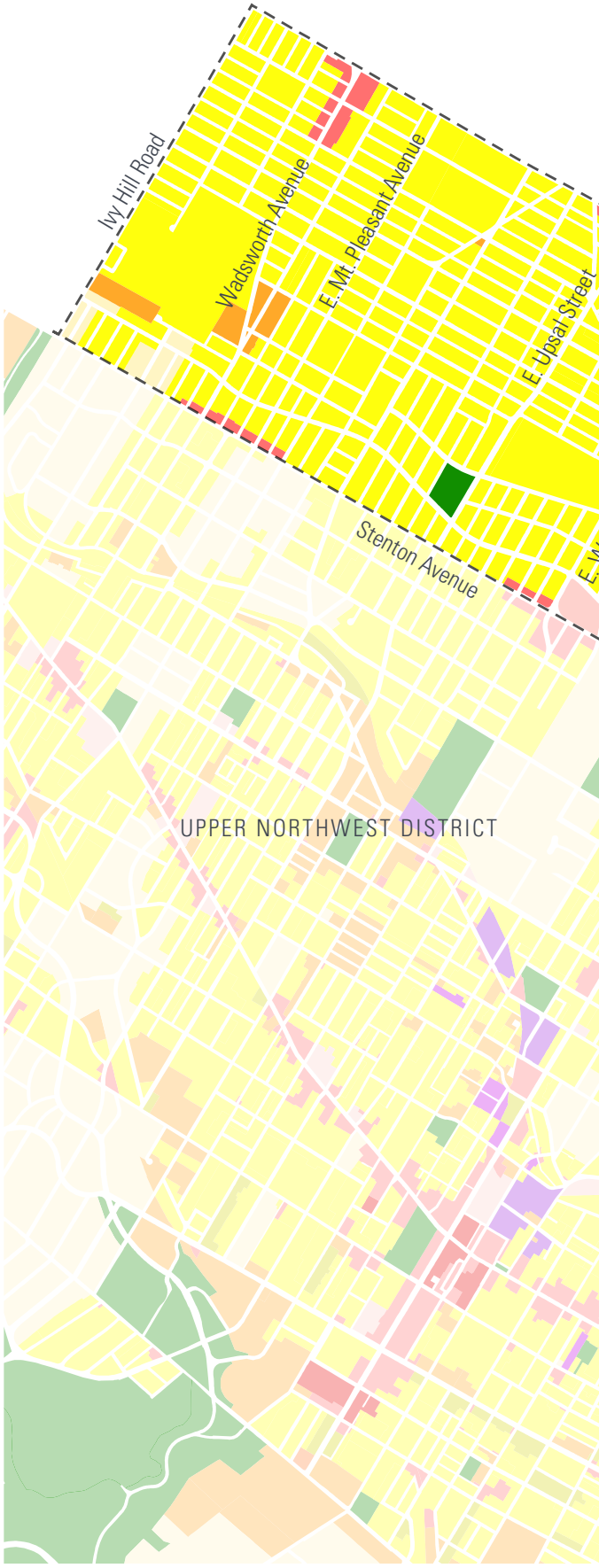
EXISTING ZONING

Zoning in the Upper North District reflects the primarily residential nature of development, with single-family and multi-family districts accounting for 80 percent of zoned land area. Recreation, industrial, and commercial each comprise five to seven percent.

Approximately 8 percent of district land contains uses that are inconsistent with the underlying base zoning. In several residential districts, the underlying base zoning is considerably denser than the current built environment. This includes parts of Logan, Ogontz, and Nicetown west of Broad Street that are zoned RM-1 but largely consist of single-family homes. In other sections, most notably in Olney and Ogontz, single-family districts have been undermined by zoning variances enabling multifamily conversion.

Commercial corridors on North 5th Street and North Broad Street have extended beyond their zoned boundaries, and include many commercial properties on residentially zoned land, as well as properties zoned CA-1 in the midst of pedestrian-oriented commercial corridors. In addition, a considerable amount of industrially-zoned land in the district is now home to non-industrial uses, such as places of worship and automobile-oriented commercial development.





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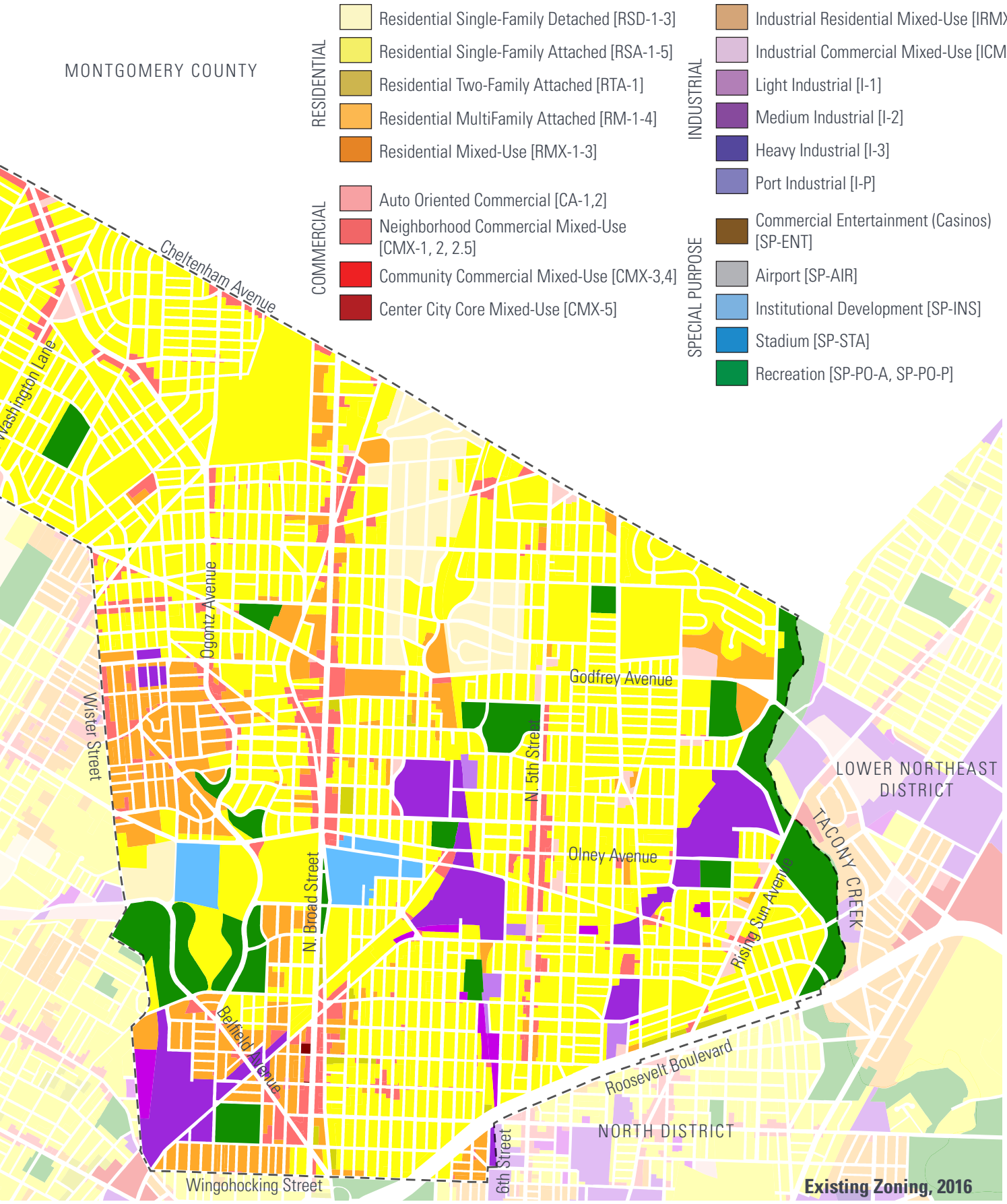

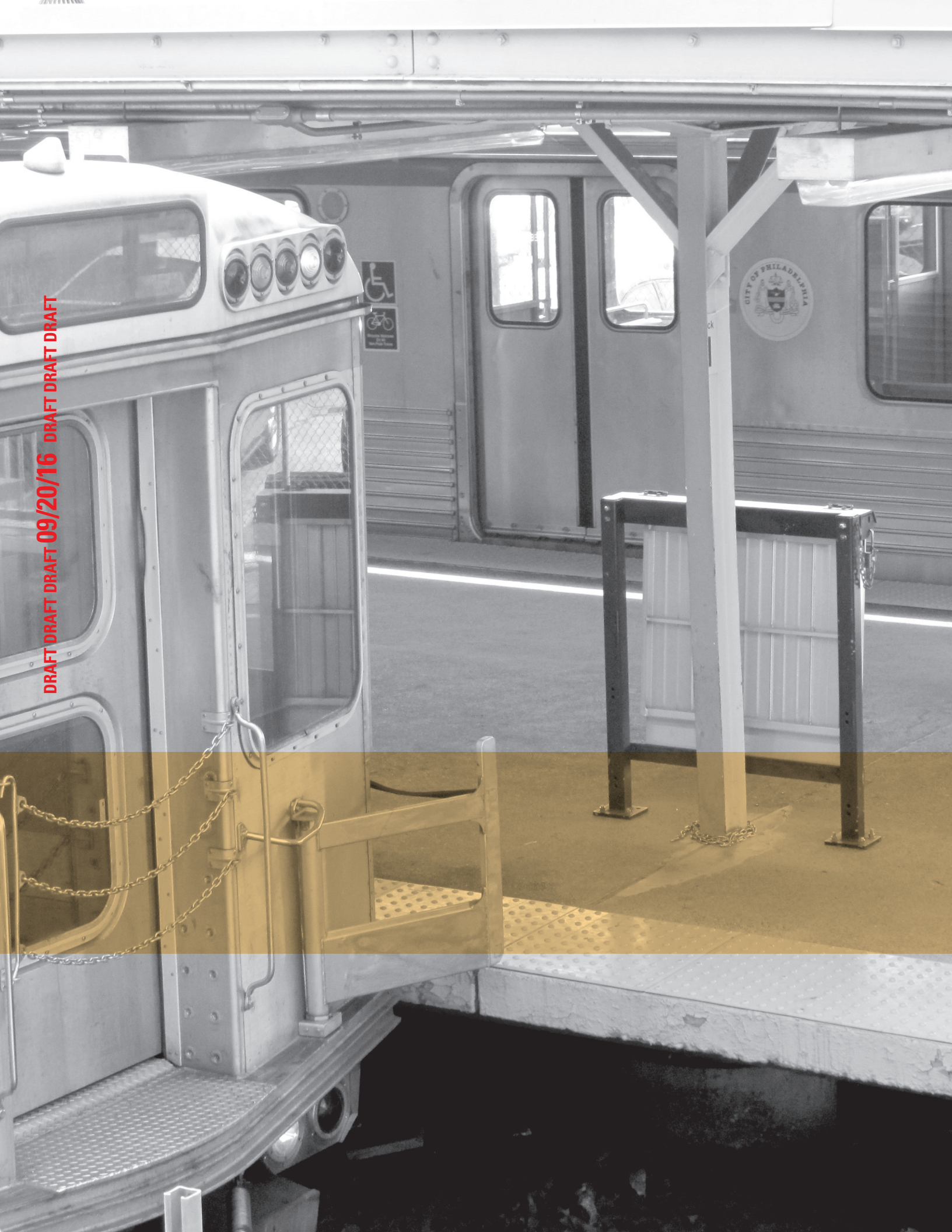

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UPPER NORTH

FRAMING OUR FUTURE

20 | THRIVE
30 | CONNECT
38 | RENEW
48 | Focus Area
52 | Broad & Lindley
56 | Broad & Olney
60 | Oak Lane

THRIVE

The ***Citywide Vision*** calls for all Philadelphians to **THRIVE** in the center of a competitive metropolitan region.

NEIGHBORHOODS
Improve neighborhood livability

Neighborhood Centers
Promote strong and well-balanced neighborhood centers

Housing
Improve the quality and diversity of new and existing housing

ECONOMIC DEVELOPMENT
Make Philadelphia more competitive in the metropolitan region

Metropolitan and Regional Centers
Support the growth of economic centers

Industrial Land
Target industrial land for continued growth and development

Institutions
Grow Philadelphia's strong institutional job sectors

Cultural Economy
Develop tourism and creative economy into leading economic sectors

LAND MANAGEMENT
Capitalize on land assets

Vacant Land and Structures
Manage and reduce vacancy

Land Suitability
Protect sensitive lands from over development

Municipal Support Facilities
Locate and manage all municipal support facilities efficiently

Many of the district's neighborhoods are strong and stable, providing good value for working families. Overall, the district is well-served by retail stores, restaurants, and personal and professional services. However, several neighborhoods within the Upper North District are under-served by pedestrian-accessible, convenience-oriented goods and services. While public-serving municipal facilities are distributed well and provide critical recreation and learning opportunities, several are in dire need of repair. The institutional core of the District centered on Broad Street and Olney Avenue is a regionally important job center, but its public spaces are unwelcoming and lack basic upkeep such as sidewalk sweeping.

Neighborhood Centers

The Upper North District's neighborhood centers exhibit a wide variety of forms and sizes, from the auto-oriented One & Olney Square to the regionally significant employment center at Broad and Olney. These commercial corridors and nodes provide jobs and services to the district's residents and workers. Commercial development bordering the district along Cheltenham Avenue in neighboring Montgomery County also provides jobs and services, as well as competition for taxes.

Broad Street is the district's most central and well-known thoroughfare. Along Broad Street, three hubs of activity are clustered around Oak Lane, Olney Avenue, and between Lindley and Wyoming Avenues in Logan. Despite the presence of major institutions, fast, frequent transit service, and over 760,000 square feet of total leasable commercial space, Broad Street businesses and residents have no maintenance partner to organize street cleaning and advocate for the corridor. In order for the corridor to thrive and attract new users, their stakeholders will need to organize. A formal business association, or even a special services district or business improvement district, would provide a base for developing and implementing streetscape improvement projects to reinforce a vital, clean, and safe environment on Broad Street and Old York Road.

Many district residents regularly travel to neighboring Cheltenham Township to obtain goods and services. In order to remain competitive, traditional commercial corridors in the district will need to identify niches that complement the retail options available across the city line. Legislation enabling a Business Improvement District serving Cheltenham and Ogontz Avenues has been passed in both Cheltenham Township and Philadelphia. Re-establishment of a formal BID is recommended to facilitate coordination of complementary shopping experiences. Furthermore, zoning should be used as a strategy to consolidate commercial uses in the strongest traditional corridors.

The Upper North District is fortunate to have a park or recreation facility in nearly every neighborhood. However, keeping these facilities in a state of good repair has proven to be a challenge. In some instances, physical deficiencies have forced the cancellation of programs and the closure of portions of buildings. These repairs should be prioritized.

Like many parts of Philadelphia, the Upper North District has lost many of its smaller local food stores selling fresh food. In order to meet the citywide goal of ensuring access to healthy food, especially for car-free households, new locations for food stores and farmers' markets are proposed.

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Neighborhood commercial corridors are the "downtowns" of the densely-populated Upper North District. North 5th Street, pictured here, has retained its role as a civic and commercial center in Olney despite dramatic shifts in the neighborhood's demographic makeup. Its continued success is at least partially due to the efforts of a local nonprofit, which has coordinated with businesses, city agencies and elected officials to improve the physical environment and create a strategic plan for the future.

An example of one of the district's existing multi-family housing structures. This one has been recently renovated for new occupancy.

Housing

In most of the Upper North, the housing market is relatively stable. Vacancy remains low, but there has been very little development of new housing. Between January 2015 and June 2016, the Department of Licenses and Inspections issued only ten zoning permits for new structures containing housing. In the same time period, there were 36 applications to the Zoning Board of Adjustment to convert single-family residences to multi-family residences or single-room occupancy buildings. In short, housing demand is primarily being met through conversions of single-family homes. While this method provides an important relief valve for meeting demand, it can lead to cumulative negative impacts by gradually adding density to narrow rowhouse blocks. If each request for conversion is considered in isolation, single-family districts can gradually change character.

In the long term, as commuters to the Metropolitan Center and employees of the major local institutions continue to value living in the district, haphazard residential growth has the potential for serious negative effects on the quality of life in existing neighborhoods. Instead, development should be encouraged at major transit nodes and wide streets, where greater density can be accommodated without straining the existing infrastructure. In particular, the large lots on both sides of Broad Street north of Olney Transportation Center could be redeveloped with housing atop a retail base. Areas exhibiting high vacancy—Ogontz and Logan—should be targeted for redevelopment and infill. At the same time, conversions of single-family homes in existing neighborhoods should be discouraged absent a unique hardship.

The District has a large and growing senior population. As long-term residents transition to old age, existing housing may no longer meet their physical needs. Residents believe that housing appropriate for seniors is undersupplied. Two potential remedies include accessory dwelling units and construction of new independent and assisted living facilities.

Institutions

The center of the district is the institutional core, where 50 percent of the district's jobs are concentrated at three major institutional campuses: LaSalle University, the School District of Philadelphia, and Einstein Medical Center.

Development at LaSalle and Einstein are guided by Special Purpose Institutional (SP-INS) zoning districts. However, Einstein's district needs to be updated to reflect current plans and LaSalle's district does not cover the entire campus. These institutions are vital economic engines; planning for their physical development should be carried out transparently. Updates to these SP-INS districts will codify plans and allow these institutions to grow predictably and harmoniously with their surrounding neighborhoods.

New construction on the campus of La Salle University is a sign of institutional growth in the district.

This example of a vacant building in the East Oak Lane neighborhood is an uncommon occurrence in the Upper North District where vacancy is a relatively isolated problem.

Vacant Land and Structures

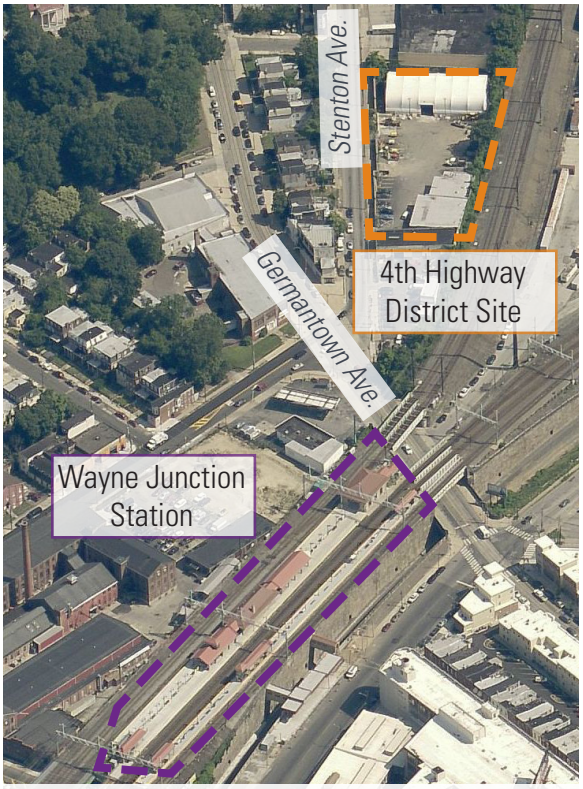
The Upper North District has largely avoided problems with widespread vacancy. Only two percent of the district's land area, or about 75 acres, is classified as vacant land. More than half the district's vacant land lies in the 48-acre Logan Triangle. Across most of the district, vacant land is sparse to nonexistent, and most neighborhoods are healthily developed and occupied.

However, clusters of vacancy exist. In Logan, the presence of such a large swath of contiguous vacant land has led to increased vacancy in adjacent blocks. In the east-central part of the District near Wister Street, vacant land has clustered in the Belfield neighborhood north of La Salle University, especially in the vicinity of Wister Street and Godfrey Avenue. Housing in this neighborhood is generally older than housing in surrounding neighborhoods, and vacant structures comprise 50% of the stock on some blocks. The nearby commercial corridor on Chelten Avenue also exhibits vacancy in its commercial spaces. In these two neighborhoods, a robust and aggressive stabilization program is recommended in which the City's Land Bank will focus on assembling contiguous vacant parcels for redevelopment.

Municipal Support Facilities

There are a handful of facilities in the Upper North District that support City operations and serve a population larger than just the district. These facilities include the West Oak Lane Water Pumping Station on 68th Avenue, the Oak Lane Reservoir complex on North 5th Street between Chelten and 65th Avenues, and the Streets Department's 4th Highway District Maintenance Yard on lower Stenton Avenue in Germantown.

The 4th Highway District facility is in a cramped location and the facilities are in poor overall condition. Operators of large equipment such as asphalt repair trucks and snowplows have difficulty negotiating the hazardous tight turn and blind corner at the facility's entrance. Furthermore, some adjacent industrial properties have undergone rehabilitation and conversion to commercial and residential uses. Rather than continue to maintain this aging facility, the Streets Department should consider constructing a new facility on nearby vacant or underused industrial land.



The 4th Highway District facility functions poorly and should relocate to a better site.

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NEIGHBORHOODS

NEIGHBORHOOD CENTERS RECOMMENDATIONS

PRIORITY			IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
	1	Cultivate strong corridor management partners for the major commercial nodes of Broad Street in Logan and the institutional core at Broad and Olney. • Develop streetscape improvement projects to reinforce pedestrian safety and comfort on Broad Street and Old York Road • Strengthen the corridor by diversifying the retail mix ***Focus Area: Broad and Lindley, Broad and Olney***	PCPC City Council Commerce Einstein Medical Center LaSalle University	1.1.2
	2	Re-establish the Cheltenham/Ogontz BID to support business corridors on Ogontz Avenue, Cheltenham Avenue, and Wadsworth Avenue.	Nonprofits City Council Commerce Cheltenham Township	1.1.2
	3	Consolidate commercial zoning in contiguous nodes and corridors in sections of the district where the supply of retail space exceeds demand, such as Logan and near retail centers in Cheltenham Township	City Council PCPC Private Investors	1.1.2
	4	Make critical repairs to community-serving public facilities • Repair or replace the roofs at Stenton Park Playground and Simons Recreation Center • Repair or replace metal window system, and repair or repurpose the unused parking lot at the West Oak Lane Branch Library	Free Library PPR	1.1.1
	5	Modernize and improve access to community-serving public facilities • Rehabilitate the historic Morris Mansion at the Morris Estate Recreation Center and physically connect the center to Stenton Avenue and the large residential buildings on Old York Road • Create a pervious-pavement parking area in the bed of Chew Avenue adjacent to Cherashore Playground and design a connection to the proposed Fern Rock-American Trail	PPR	1.1.1
	6	Increase access to fresh food • Identify candidates for Fresh Corner Store conversion through the Healthy Corner Store Initiative and support inclusion in the program.	PCPC PDPH Nonprofits	1.1.4

Case Study: Logan Parklet

Parklet*- a sidewalk extension used for recreation or beautification purposes, taking the space of one (or more) parking spaces.*

Logan CDC installed a parklet in front of the Logan branch library during the summer of 2012, using a grant and Kickstarter funds. The parklet proved extremely successful when it quickly became a popular social space for residents, to the point that it returned the following summer when Logan CDC received another grant. While the initial intention of the parklet was to draw traffic to the commercial areas of the neighborhood, Logan CDC discovered that placing it in a residential area made an equally positive impact by reducing crime and increasing quality of life.

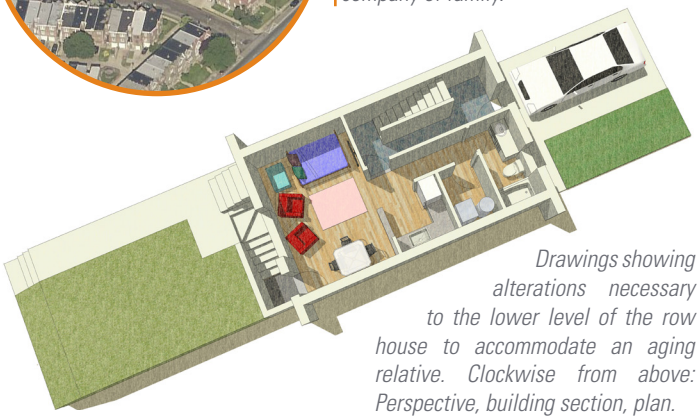
Source: PlanPhilly

HOUSING RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
7	Concentrate new housing development adjacent to existing transit resources • Increase the allowable density with base zoning and a TOD overlay near Olney Transportation Center to encourage redevelopment of prime lots • Reinforce single-family uses in stable rowhouse neighborhoods ***Focus Area: Broad and Olney***	PCPC City Council Private Investors	1.2.2
8	Create and preserve senior-friendly housing • Create zoning to allow accessory dwelling units on the lowest floors of existing buildings • Support new construction of independent living and supportive housing developments in senior-friendly neighborhoods and locations	PCPC PCA PHA OHCD PHDC	1.2.2
9	Preserve single-family housing stock through zoning and marketing of home improvement resources, including incentives for home rehabilitation through the basic systems repair program and retrofits to improve energy efficiency	OHCD Nonprofits	1.2.1

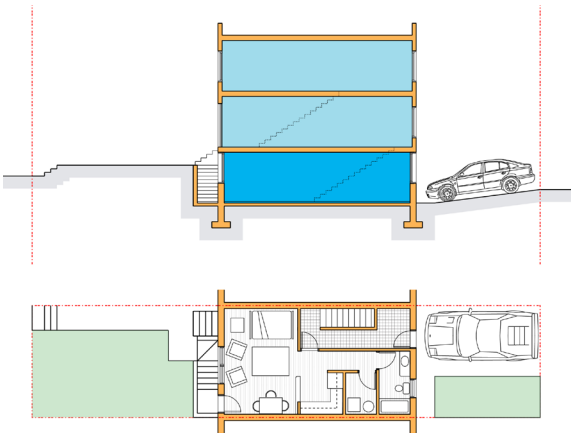
Study: Retrofitting Accesory Dwelling Units in Row Houses

Many blocks in the Upper North District follow the same development pattern consisting of row houses with front yards and rear garages with common driveways. Modifying a family home such as this to include a separate unit for an aged or disabled relative can allow them to age in place in the company of family.



Drawings showing alterations necessary to the lower level of the row house to accommodate an aging relative. Clockwise from above: Perspective, building section, plan.

With modifications, the lower level of a row home may be able to serve as a small apartment for an aging family member or friend. This study shows possible alterations to make this unit. Enabling the elderly or disabled family member to stay at home will keep the person close to loved ones while allowing for independence.



Somerville Homes is a senior housing community in the Upper North District that is a successful reuse of older existing housing stock.

Definition

Age-Friendly Neighborhoods

The concept of age-friendly neighborhooods involves the integration of age-friendly features into communities, such as walkability, and proximity of housing to retail, places of worship, and other destinations. It is a movement that has been active for the past 20 years. The age friendly features subscribed to by the movement span multiple disciplines, including transportation, housing, recreation, economic development, and social services.

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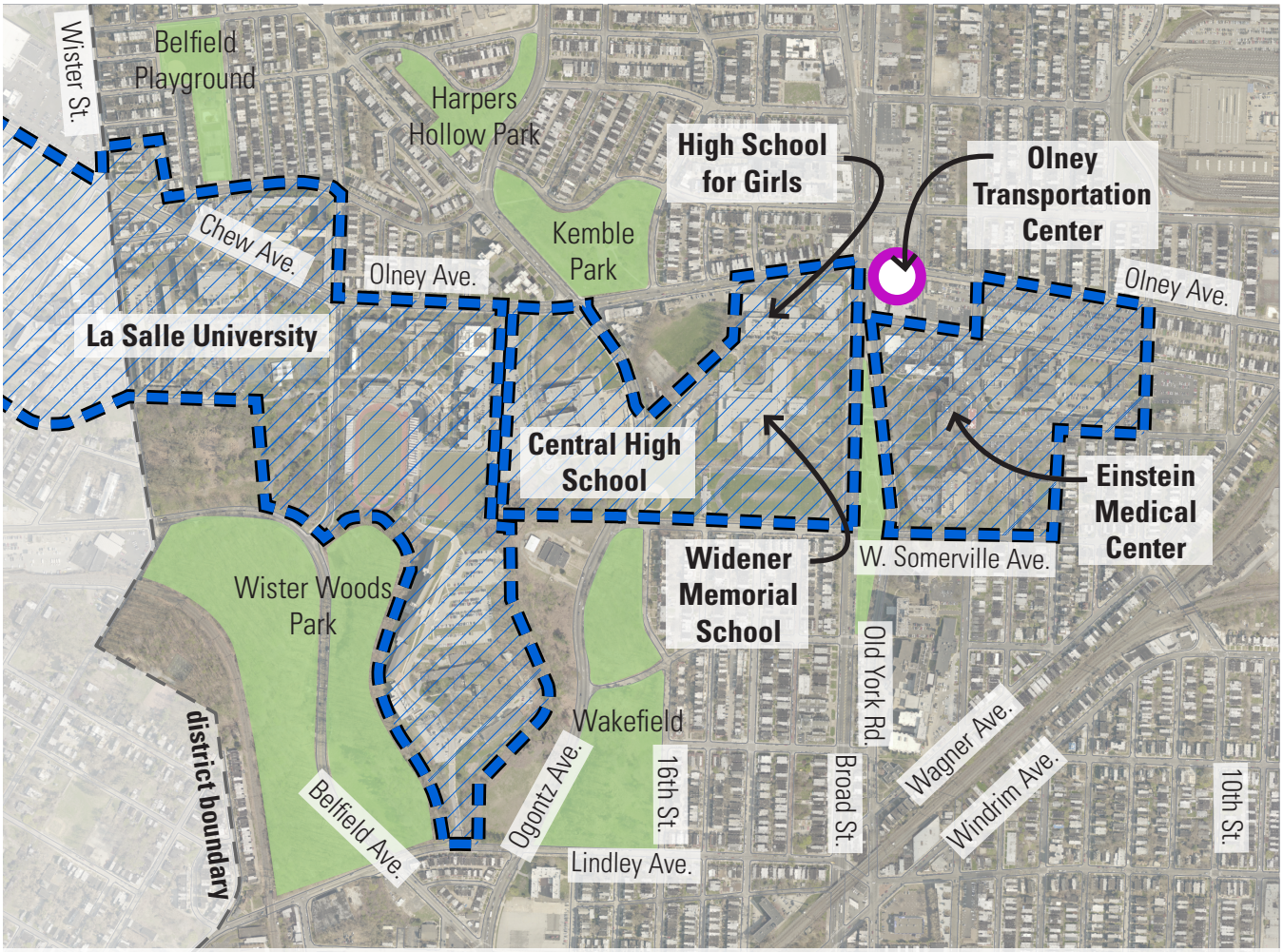
ECONOMIC DEVELOPMENT

INSTITUTIONS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	*CITYWIDE VISION* OBJECTIVES
10	Expand the LaSalle University and Einstein Medical Center SP-INS districts and update the accompanying master plans to facilitate institutional growth while balancing the interests of the surrounding residential communities ***Focus Area: Broad and Olney***	City Council PCPC LaSalle University Einstein Medical Center	2.3.1

Upper North's Institutional Core



This map of the district's institutional core shows the concentration of institutional uses clustered around arterial streets and transportation hubs near the center of the district.

Definition

SP-INS Zoning District

The SP-INS (Special Purpose- Institutional) zoning district provides a framework for planning and development at large institutional campuses such as universities and medical centers. Development within a SP-INS district is based on a master plan, which is approved by the City Planning Commission and open to public comment any time changes are proposed. The district allows flexibility in the placement of buildings, parking, and open space, while affording some degree of predictability to an institution's neighbors.

LAND MANAGEMENT

VACANT LAND RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	*CITYWIDE VISION* OBJECTIVES
	11 Acquire, via the Land Bank, clusters of abandoned housing and vacant land for reuse, rehabilitation, or redevelopment to increase the supply of workforce housing. Target renewal efforts in neighborhoods of East Germantown, Ogontz, Belfield, and Logan.	Land Bank City Council Private Investors	1.2.1, 3.1.1
PRIORITY	12 Promote a mix of uses and high-quality design for the redevelopment of the Logan Triangle • Set aside a significant amount of land within the site for useful open space and stormwater retention • Carefully choose the type and quantity of proposed retail to avoid displacement of existing businesses in nearby traditional commercial districts • Include office and residential uses in the redevelopment plan to expand the availability of housing and services in Logan	PRA Private Developer	3.1.3

MUNICIPAL SUPPORT FACILITIES RECOMMENDATIONS

	13 Relocate the Streets Department's 4th Highway District yard and salt structure to a location with safer and more efficient street access. Potential locations include land adjacent to the PWD maintenance facility on Fox Street, and within SEPTA's Midvale/Roberts yards	DPP Streets	3.3.1

The vast expanse of the Logan Triangle comprises the majority of vacant land in East Logan. Additional vacancy has been caused by the prolonged redevelopment process. Signs of deferred maintenance and abandonment are evident in adjacent blocks.

Vacant land in Nicetown and the areas around Belfield Avenue and Wister Street stems from decades of industrial job loss in Wayne Junction and East Germantown. These communities were once populated primarily with manufacturing industry workers and have seen considerable decline in housing demand and attendant problems with poverty and property maintenance. The older houses prevalent in these neighborhoods are difficult to maintain, which compounds the problem.

Upper North District Vacant Parcels

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THE LOGAN TRIANGLE

One of the largest concentrations of vacant land in the district and the city is the 48-acre Logan Redevelopment Area, commonly known as the Logan Triangle. The site's complicated and troubled history of lost homes and total abandonment has inflicted physical and emotional damage on the neighborhood for decades. Now, with redevelopment more likely than ever, careful planning is necessary to arrive at a development scheme that not only reactivates the site, but also restores neighborhood pride.

Above: The Logan Redevelopment Area was once eighteen blocks of rowhouses and twins. Hundreds of families were forced to leave when unstable fill threatened homes with collapse. Today, it looks more like a giant meadow.

A Troubled History

The Logan Redevelopment Area sits atop a former valley of the Wingohocking Creek, which was backfilled loosely with ash and cinder in 1912-1913 to facilitate platting and development of single-family homes. The fill, varying between 10 and 40 feet deep, was never completely stable. Evidence of land subsidence and sinking foundations first appeared in the 1950s, but the aggrieved homeowners were largely ignored and no mechanism to compensate them for their losses was ever developed. It took a spectacular gas line explosion in 1986 to finally reveal the extent and severity of the land's instability. The explosion catalyzed the creation of the Logan Assistance Corporation (LAC), charged with relocating and compensating the roughly 5,000 residents of the Triangle. Over the course of two decades, the LAC acquired and demolished 957 properties and relocated their occupants. The Philadelphia Redevelopment Authority (PRA) now controls nearly the entire site.

In 2013, the Logan Community Development Corporation began the process of preparing a plan in partnership with KSK Architects Planners Historians, Inc. (KSK) and Elwell Studio, known as the Logan Comprehensive Neighborhood Plan. While the plan's study area is much larger than the redevelopment site, special attention was paid to envisioning future development on the triangle. The CDC held a charrette with members of the community to evaluate several proposed site plans that incorporated a mix of passive space and mixed use commercial-residential development. After the CDC ceased operations due to financial issues in 2014, the uncompleted plan fell into the hands of the PRA, who pledged to complete the plan as a prerequisite to naming a developer of the Logan Triangle site. The plan was completed and accepted by PCPC in August of 2016.

Below: The vast uninhabited space invites and attracts nuisance activities, especially dumping of household and commercial waste. Recently, PRA has redoubled efforts to clean up the site.

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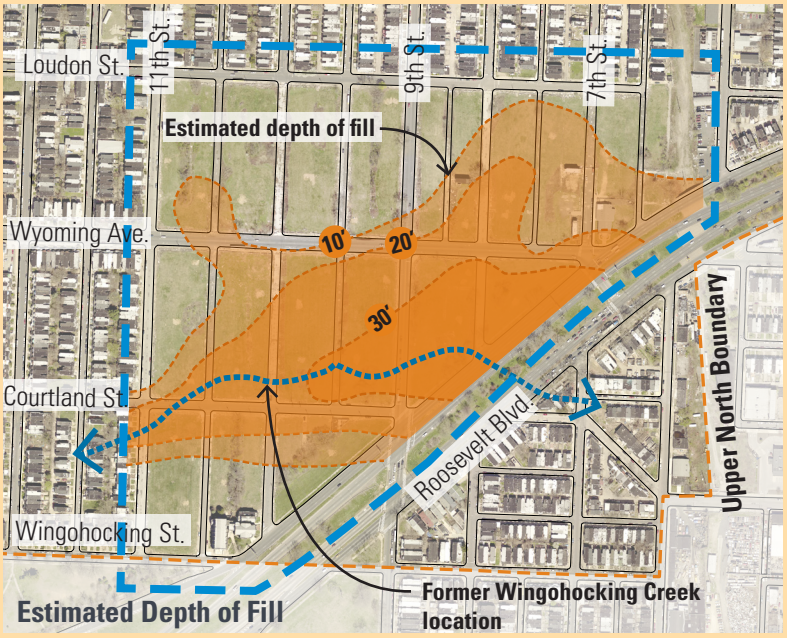
Redevelopment Complications

The size and accessibility of the site make it attractive for redevelopment, with the potential for improvements to the public realm and provision of much-needed commercial uses. Seven different planning studies of the site have been conducted since 1998, but none have resulted in action. Until now, the area's challenging site conditions have rendered redevelopment impractical.

The depth of fill is not uniform throughout the Triangle, with the old course of the Wingohocking Creek passing through the Triangle from 11th Street to 18th Street between Courtland Street and Wyoming Avenue (see map). It is this land that has the deepest, most unstable fill. Any redevelopment plan will have to take this environmental complication into account. Additionally, since houses were demolished on site and debris was not transported away, the upper layer of ground is contaminated with lead paint.



The site lies on top of what was once a ravine for the Wingohocking Creek. The depth of fill varies greatly, from only a few inches to almost forty feet. Without significant investment in stabilization, the deepest fill may never be able to support buildings.

The primary prerequisite for redevelopment is to stabilize the ground well enough to support buildings. A 1999 geotechnical study performed under the direction of the U.S. Army Corps of Engineers suggested that the site could not be redeveloped economically. However, recent technological developments and re-evaluations of the need to stabilize the entire site have led developers to determine that the site could be remediated more economically by placing building pads on structural piles in some areas, and leaving the areas of the deepest, most unstable fill for non-load-bearing structures.

The bed of a former railway lies adjacent to the site and presents an opportunity for connection to a future planned trail.

Recommendations

Redevelopment of the Logan Triangle is crucial to the health of Logan and neighboring Feltonville. Stabilizing the land, repairing and relocating infrastructure, and bringing the streets up to modern standards will require significant subsidy in order to support private development. This subsidy is warranted, but only if the process does not sacrifice quality in the name of expediency. The neighborhood—and the City—deserve a finished product with a unique identity and careful site design. Specifically, PRA and the development team should prioritize multimodal access, adequate open space, a healthy mix of uses, and architecture that harmonizes with adjacent blocks. A summary of Upper North recommendations pertaining to the Triangle is included below.

Homeowners on adjacent blocks have struggled to maintain their homes in the face of declining property values stemming from delays in redevelopment

Summary of Logan Triangle Recommendations in this plan:

THRIVE

12: Promote a mix of uses and high-quality design for the redevelopment of the Logan Triangle

CONNECT

18: Create a circulation hierarchy within the site, and pedestrian connections across Roosevelt Blvd.

23: Create a stormwater retention system in the Logan Triangle redevelopment

RENEW

27: Build proposed Fern Rock/American Trail

29: Incorporate open space and recreational trail access.

35: Incorporate high-quality urban design into development

CONNECT

The ***Citywide Vision*** calls for all Philadelphians to **CONNECT** seamlessly to the region and the world.

TRANSPORTATION

Improve transportation safety, efficiency, and convenience

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

Complete Streets
Balance use of roadways to ensure safe and efficient travel by all modes

Streets and Highways
Provide a safe and efficient road network that supports planned land uses

Airports, Seaports, and Freight Rail
Enhance the city and regional economy by reinforcing airports, seaports, and freight rail

UTILITIES

Adapt utility services to changing technology and consumption patterns

Consumption, Capacity, and Condition
Provide environmentally supportive, affordable, and reliable utility service to all customers

Broadband Infrastructure
Reinforce access to and use of broadband telecommunications infrastructure as a vital public utility

Development of the Upper North District as a bedroom community was enabled by SEPTA's Broad Street Line (BSL). The BSL is an important link to employment, shopping, and entertainment hubs within the City of Philadelphia. It allows many residents of the Upper North to live without significant need for personal automobile ownership. For those who own cars, the southern edge of Upper North is skirted by the Roosevelt Boulevard (US 1), which provides access to the highway network of the Philadelphia Metropolitan Area. Ogontz and Cheltenham Avenues feed into the Fort Washington Expressway (PA 309), which provides access to jobs and amenities in Montgomery County, as does Old York Road (PA 611) and SEPTA's Regional Rail at Fern Rock and Olney Stations. Much of the street grid within Upper North follows the original plan for Philadelphia. Within East Mount Airy and West Oak Lane, the "Northwest Grid" shapes the built environment. As both of these grids meet along the Ogontz Avenue corridor, the resulting street network can make navigation difficult and negatively affect the pedestrian environment.

Transit

Olney Transportation Center, at Broad Street and Olney Avenue, is the primary transit hub of the Upper North District. The station sits on the main trunk of the Broad Street Line (BSL) and had an average daily weekday ridership of over 16,000 passengers in 2015. Express service provides a 14-minute trip to City Hall and a 24-minute trip to the South Philadelphia Sports Complex. Olney Transportation Center is fed by eight bus routes, which fan out across the Upper North District. Combined, these routes connect approximately 19,000 passengers to Broad and Olney on a typical weekday. Major destinations in the immediate area include Einstein Medical Center, LaSalle University, Philadelphia High School for Girls, Widener Memorial School, and Central High School. Given the extraordinary volume of activity at Olney Transportation Center, it can be a challenge for all modes of transportation to operate safely and efficiently within limited space constraints.

Fern Rock Transportation Center, at 11th Street and Nedro Avenue, is a secondary transit hub of the Upper North District. It is the northern terminus of the BSL, with a connection to SEPTA's Lansdale/Doylestown, Warminster, and West Trenton Regional Rail lines. Four bus routes stop at the center, and an 800-space park-and-ride lot draws commuters from Philadelphia and its northern suburbs. In total, Fern Rock Transportation Center serves approximately 4,500 passengers on a typical weekday. The unusual location of the complex—hemmed between the BSL rail yard and a residential neighborhood, removed from a major arterial street—leads to functional deficiencies: a perpetually full parking lot; many conflict points between buses, cars, and pedestrians; and a complete lack of pedestrian connections to the Olney neighborhood to the east.

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Olney Transportation Center serves tens of thousands of riders daily, including employees and visitors to Einstein Medical Center, students attending the High School for Girls and Central High School, and those who are simply making a connection between bus and subway. With all these transit users coming and going, pedestrian safety has become a paramount concern in planning for the station and its immediate surroundings. A significant redesign of the pedestrian network leading to this important transit resources is warranted.

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Transit (continued)

The Delaware Valley Regional Planning Commission's Fern Rock Intermodal Study and Concept Plan (2011) proposes improvements to enhance accessibility, expand parking capacity, and increase operational efficiency. This project provides for station improvements and ADA accessibility including stairs and ramps; new structured parking deck and surface lot; improved access between the Regional Rail and Broad Street lines; new bus shelters; and signage, lighting, and drainage improvements. Notably, the proposal includes a pedestrian connection to Nedro Avenue over the Regional Rail tracks, which would drastically shorten the walking distance between the station complex and the 5th Street commercial corridor in Olney. The project budget is $77.5 million and will be implemented between 2021 and 2027.

Other BSL stations in the Upper North include Logan and Wyoming, which are served only by local trains. Their combined daily weekday ridership is approximately 1,200. Major bus corridors in the Upper North include Ogontz and Stenton Avenues in East Mount Airy and West Oak Lane. These arterials could benefit from Transit First improvements (see p. 35) to better enhance service and connectivity to Olney Transportation Center.

Improvements to increase safety and user convenience are coming soon for Fern Rock Transportation Center.

Complete Streets and Highways

This area near the district's institutional core is characterized by undersized sidewalks, confusing and indirect crosswalks, and transit infrastructure, isolated and exposed to heavy traffic.

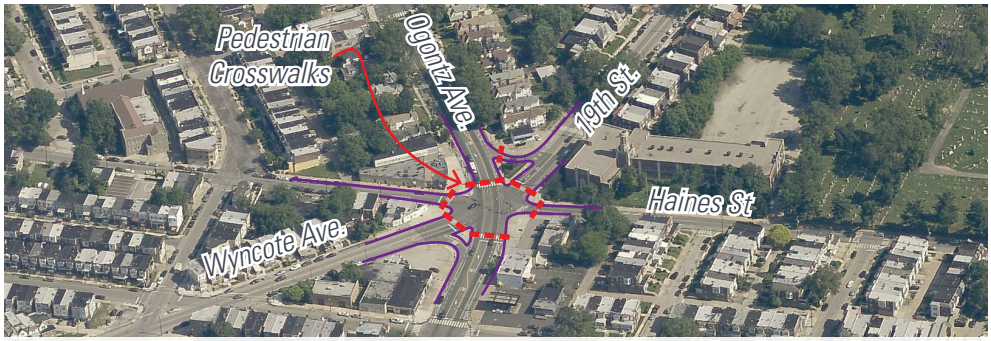
The Upper North is a district with a relatively high rate of automobile ownership (69 percent), but a lack of limited-access highways that bisect it. As such, high volumes of traffic are directed to the major thoroughfares: Broad Street, Roosevelt Boulevard, Cheltenham Avenue, 5th Street, and Ogontz Avenue. This, in turn, creates safety issues for pedestrians and bicyclists, while inhibiting access to amenities such as public transit, commercial districts, and parks. Ogontz Avenue presents particular challenges due to irregular intersection geometries. Complete Streets improvements, such as simplified crosswalks and bicycle connections, can contribute to the enhancement of safety along these important corridors.

The redevelopment of the Logan Triangle also presents a critical opportunity to incorporate Complete Streets standards and multi-modal design into a major redevelopment project. The Logan neighborhood to the north and west has a dense, walkable development pattern. The plan for the Triangle should provide a continuity of this walkability in order to give residents unimpeded access to commercial services, employment, and transit at the Triangle, in addition to recreation at Hunting Park to the south. Overall, the provision of new pedestrian and bicycle infrastructure can reduce the need for automobile travel.

Definition

Complete Streets

Complete Streets are designed to provide safe and comfortable travel for all users. On June 4, 2009, an executive order was signed 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.



The geometry of Ogontz Avenue makes for complicated intersections that are challenging for pedestrians.

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Utilities

The Wingohocking Creek was once a major tributary of the Frankford Creek, cutting across the Upper North District in an east-west orientation. The creek, along with its branches and tributaries were channelized into a series of underground sewers over a 50-year period in the late 19th and early 20th centuries. The winding alignments of modern day Belfield and Ogontz Avenues closely follow that of the creek branches. The Wingohocking sewer outfall into the Frankford Creek at "I" Street and Ramona Avenue is the largest in the city.

As urbanization progressed through the Wingohocking watershed, the sewer became overburdened. Flooding has become a severe issue in low-lying areas along Belfield Avenue. Furthermore, much of the Logan neighborhood was built on unstable fill. Flooding in the area led to substantial settling of the fill and the undermining and eventual demolition of nearly 1,000 buildings in the Logan Triangle area. Flood relief efforts in the area include not only "grey" infrastructure, to enhance the capacity of the sewer with new pipes and holding tanks, but also "green" infrastructure, to prevent stormwater from entering the sewer in the first place.

The Wingohocking Creek sewer outfall into the Frankford Creek is the largest in the city. Source: Philadelphia Water Department

Case Study: Green City Clean Waters

Source: Philadelphia Water, Green City Clean Waters

Philadelphia Water's Green City, Clean Waters initiative is a 25-year plan to protect and enhance our watersheds through targeted interventions that increase tree cover, capture stormwater, and increase access to green space. In addition to traditional infrastructure like pipes and storage basins, the initiative relies heavily on "Green Stormwater Infrastructure" (see definition, right) to capture and absorb rain runoff before it overburdens sewers. Since the program was adopted in 2011, over 1,100 green stormwater projects have been completed.

Definition

Green Stormwater Infrastructure

Green stormwater infrastructure includes a range of soil-water-plant systems that intercept stormwater, infiltrate a portion of it into the ground, evaporate a portion of it into the air, and in some cases release a portion of it slowly back into the sewer system. (Philadelphia Water)

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TRANSPORTATION

TRANSIT RECOMMENDATIONS

PRIORITY			IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
PRIORITY	14	Rehabilitate and enhance Fern Rock Transportation Center in accord with existing studies and plans. • Create a safe pedestrian connection between Fern Rock T.C. and the 5th Street Corridor via Nedro Avenue • Expand park-and-ride capacity to accommodate passengers who drive to the station • Reconfigure 10th Street, 11th Street, and Nedro Avenue with enhanced crosswalks, bus-only lanes, and clear directional signs to minimize conflict points between different transportation modes ***Focus Area: Broad and Olney***	SEPTA Streets	4.1.1 4.2.2
	15	Perform a comprehensive transit access study for Olney Transportation Center and develop a plan for improving access. ***Focus Area: Broad and Olney***	SEPTA	4.1.1
	16	Speed up travel times on the Route 6 and L buses with expanded Transit First features, such as far-side stops, stop consolidatoin, and transit signal priority on Ogontz Avenue and Stenton Avenue.	Streets SEPTA	4.1.1

A crowd boards a bus near the Olney Transportation Center. More space is needed for waiting and queueing

Case Study:
Bikes are Good for Business

Image Source: AdventureCycling.org

It's intuitive to assume that bike lanes are bad for businesses by making it harder for customers to park cars. However, cases across the continent show that this may not be the case. On one San Francisco shopping street, two car travel lanes were replaced by two bike lanes, and 65% of merchants reported this having a positive effect on business. Encouraging more people to use bicycles for transportation can also cause a rise in business, as cyclists would spend 25% less in travel costs compared to car owners. This shift from motor vehicle reliance to bicycle transportation fosters a strong local connection between area residents and shop owners. Research in Toronto and San Francisco has shown that while motorists spend more per visit to the store, cyclists and pedestrians visit more often and thus spend more per month.

Source: Alliance for Biking & Walking

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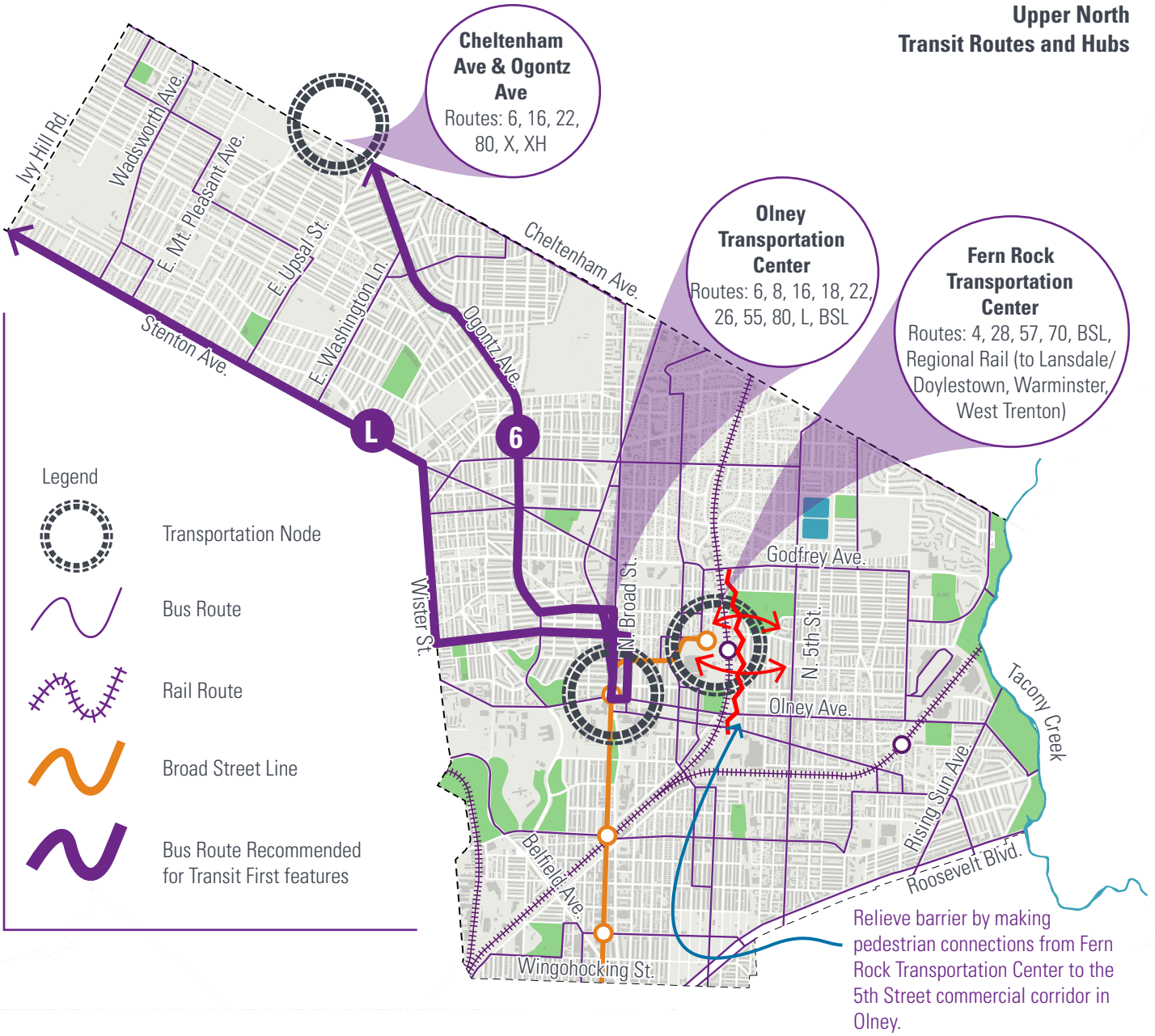
Upper North Transit Routes and Hubs



Relieve barrier by making pedestrian connections from Fern Rock Transportation Center to the 5th Street commercial corridor in Olney.

Case Study:Transit First

The route 6 bus is one of two recommended in this plan for Transit First improvements

In 1989, Mayor Wilson Goode signed an executive order directing city agencies to coordinate with SEPTA to improve street-level transit operations. The program has evolved to encompass planning and operation on a route-by-route basis. Specifically, the program is focused on achieving improved transit performance through targeted capital improvements, changes in operating strategies, and better traffic law enforcement. Capital improvements include traffic signal priority for transit vehicles and curb extensions to permit in-lane boarding.

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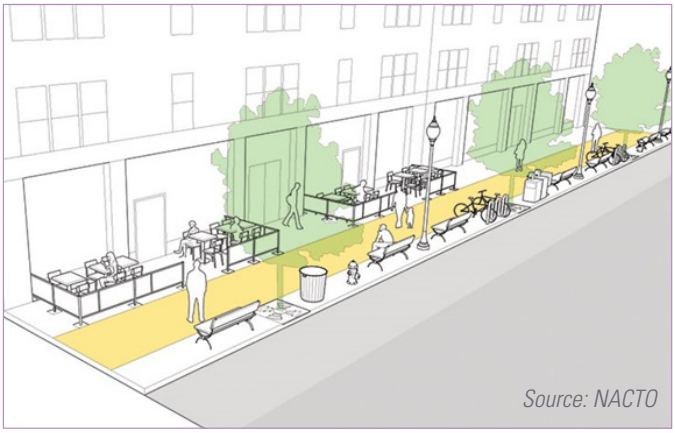
TRANSPORTATION

COMPLETE STREETS RECOMMENDATIONS

PRIORITY			IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
PRIORITY	17	Prioritize transportation safety through the Logan and Broad and Olney business districts. • Transform Old York Road into a safe neighborhood corridor by closing sections to minimize conflict points, converting the street to a one-way street for automobile traffic, and building a protected two-way bike lane • Create pedestrian plazas to decrease the number of intersections and conflict points along Broad Street • Build curb extensions at crosswalks to slow vehicular traffic and make crossing safer and more comfortable for pedestrians ***Focus Area: Broad and Lindley, Broad and Olney, Oak Lane***	OTIS Streets PennDOT PWD	4.1.3 4.2.3 4.3.4
	18	Accommodate all transportation modes in the redevelopment of the Logan Triangle • Develop a circulation hierarchy within the site that ensures safe and pleasant access for cyclists and pedestrians • Create pedestrian connections across Roosevelt Boulevard to improve access and safety. Integrate proposed future BRT or other transit stops	PRA Private Developer OTIS	4.2.1 4.3.4
	19	Improve multi-modal access and safety on Cheltenham Avenue • Implement proposed bus route 72 to connect East Oak Lane with Cheltenham Avenue shopping destinations • Install bus shelters at transfer points and adjacent to major shopping destinations • Add traffic signals and modern "zebra stripe" crosswalks at Oak Lane Road, North 5th Street, Pittville Avenue, and North 18th Street	OTIS Streets PennDOT SEPTA Cheltenham Twp.	4.2.1 4.3.4

Case Study: NACTO Urban Street Design Guide

The National Association of City Transportation Officials (NACTO) is a global non-profit organization that facilitates the exchange of best practices and ideas regarding transportation in cities and metropolitan areas. Through sharing data and information and holding workshops and conferences, NACTO builds a common vision for improving street design and transportation. This vision includes a pedestrian focus in street design: using elements such as curb extensions that make it safer to cross the street, sidewalk buffers to create more space between pedestrians and street vehicles, and street furniture such as benches, lighting, and vegetation to enhance the overall experience. As a NACTO member city, Philadelphia is committed to aligning district plan proposals with NACTO's design ideas.



Source: NACTO

Cheltenham Avenue has long lengths of road with no crossing points for pedestrians and insufficient walking area.

STREETS AND HIGHWAYS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
20	Connect pedestrians, cyclists, and transit users to Tacony Creek Park with safe access along Godfrey Avenue • Install sidewalks and protected bike lanes on the steep curve near the intersection with Crescentville Avenue • Re-establish crosswalks at the Finletter School and between the Park Waverly and Hillside Garden apartment complexes	OTIS Streets PennDOT SEPTA	4.3.4
21	Increase bicycle commuting mode share by building a protected bicycle lane on Old York Road ***Focus Area: Broad and Lindley, Broad and Olney***	OTIS Streets	4.3.4
22	Improve access to businesses on North 5th Street in Lower Olney • Install pedestrian crosswalks across North 5th Street at Ruscomb Street and Ashdale Street	Streets PPA	4.2.3 4.3.2

UTILITIES

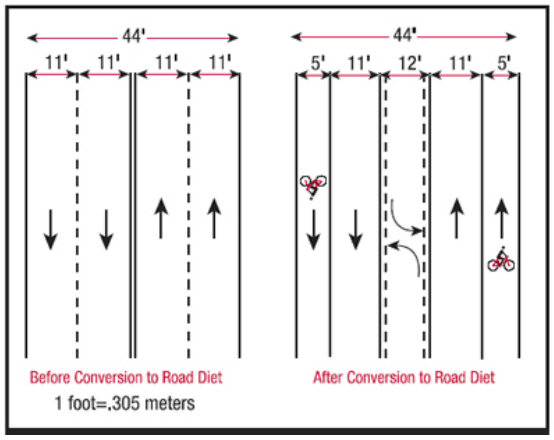
UTILITIES RECOMMENDATIONS

23	Incorporate a stormwater retention system in the redevelopment of Logan Triangle that relieves the Belfield (Wingohocking Creek) sewer trunk during storm events	PWD	5.1.1

Case Study: New Jersey Route 45 Road Diet Study

Before

Source: NJ.com



Source: USDOT FHWA

The Route 45 Diet Study is a project being implemented by the New Jersey Department of Transportation (NJDOT) as a way of upgrading and modernizing the existing road to support current traffic trends. The plan involves reducing the four-lane highway to one lane in each direction and a center turn lane, with bike lanes and street parking on both sides, and curb extensions at the corners. These street improvements will increase downtown business visibility by slowing down traffic and providing better access for bicyclists and pedestrians. The plan objectives were determined from the prioritization of safe and healthy street design for communities, with economic vitality, lively main streets, and calmed traffic.

Source: NJDOT

Definition

Combined Sewer Overflow (CSO)

A combined sewer system collects wastewater from homes, businesses and industry, and stormwater from the storm drains on our streets through a single-pipe system to a water pollution control plant. CSO's are managed and maintained by the Philadelphia Water Department.

RENEW

The ***Citywide Vision*** calls for all Philadelphians to **RENEW** valuable resources to sustain a bright future.

OPEN SPACE

Increase equitable access to our open space resources

Watershed Parks and Trails
Complete, expand, and connect watershed parks and trails in the city and the region

Waterfronts
Create improved access to our waterfronts

Neighborhood Parks and Recreation
Expand access to neighborhood parks and recreation

ENVIRONMENTAL RESOURCES

Fulfill city obligations to meet ambitious federal environmental standards

Air Quality
Improve air quality within the city and the region

Water Quality
Improve the quality and management of our water and wetland resources

Tree Cover
Increase tree coverage equitably across the city

HISTORIC PRESERVATION

Preserve and reuse historic resources

Cultural, Historical, and Architectural Resources
Support sensitive development that preserves and enhances Philadelphia's multifaceted past

Heritage Tourism
Expand tourism programs to highlight cultural and historic heritage and to increase spending on heritage tourism

PUBLIC REALM

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

Development Patterns
Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks

Urban Design
Elevate public demand for good design in the public realm

The Upper North is rich in history and contains a network of recreation assets that inspire pride in residents and serve citywide functions. However, many neighborhood facilities are in poor condition and need significant upgrades to realize their full potential. Furthermore, some sections of the district lack access to meaningful park space. As parks continue to be a valuable recreational and community amenity, the restoration of habitat and water quality will be a paramount concern. Fortunately, the district offers many opportunities to make the best use of existing public places and link neighbors to nature, history, and one another.

Watershed Parks and Trails

The Upper North District lies primarily within the Tookany/Tacony-Frankford watershed, which spans Philadelphia and five adjacent municipalities in Montgomery County. The main branch of the system is the Tookany/Tacony-Frankford Creek, which changes names as it flows southeasterly towards the Delaware River. The reach within the Upper North District is called Tacony Creek, which is protected by a riparian park of the same name. The northern gateway of the park is located at the Montgomery County line at Cheltenham Avenue. The southern gateway of the park, which is outside of the district, is located at I and Ramona Streets and is the historic confluence of the Tacony Creek and its major tributary, Wingohocking Creek.

Historically, Roosevelt Boulevard divided the park in two. The Philadelphia Department of Parks and Recreation (PPR) will connect the two halves by constructing a trail beneath Roosevelt Boulevard in 2016. Meanwhile, Montgomery County and Cheltenham Township are planning construction of a trail along the creek north of the city line. PPR should coordinate and share plans with adjacent county and local planning offices to ensure a seamless trail transition between jurisdictions.

Harnessing public interest in natural riparian open spaces through a robust stewardship program and management of stormwater run-off are the top priorities in the district's watershed parks. Tacony Creek has become a source of community pride. The Tookany/Tacony-Frankford Watershed Partnership is a broad-based organization that has been providing stewardship and realizing the inherent potential of the watershed by initiating stream restoration and green infrastructure projects. The group has also increased understanding of the importance of a maintained and healthy watershed.

A major opportunity to further connect residents with the watershed exists at the historic Adams Avenue bridge, currently being reconstructed. As one of the more highly visible sections of the park, it would serve well as a major gateway, with a formal trailhead that is well connected with the nearby Finletter School, Olney Recreation Center, and nearby apartment complexes (see Recommendation 20 in Connect).

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Each Spring, the Philadelphia Department of Parks and Recreation hosts the ten-mile Broad Street Run. The course begins at the heart of the Upper North District, near Olney Transportation Center. In 2016, it attracted over 34,000 participants. The Run presents numerous opportunities to showcase district assets, including transportation, businesses, and open space.

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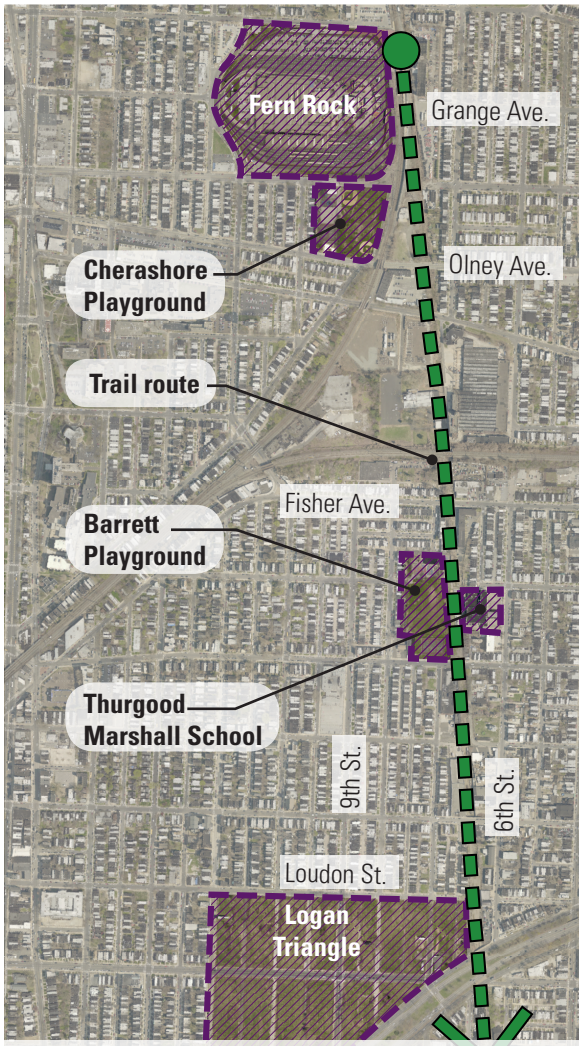
Watershed Parks and Trails (continued)

Wingohocking Creek and its tributaries were buried in a major public works project that progressed between 1885 and 1928. Even though the creek is no longer visible from the surface, the steep topography found in Harper's Hollow, Kemble, Wakefield and Wister's Woods Parks are a reminder of the creeks that now flow below ground level. These parks were created to limit development on steep slopes and reduce attendant problems with stormwater runoff. In addition, Kemble Park is home to a state-of-the-art stormwater retention system completed in 2014. However, this portion of the system remains overburdened during heavy rains, and flash-flooding is common. As a result, Philadelphia Water (PWD) is interested in developing projects and relationships around these parks and with large landowners in the surrounding area to help manage stormwater for overall watershed health and enhance the environmental resiliency of the area.

Proposed route of Fern Rock American Trail



The abandoned rail bed that could serve as the route for the Fern Rock American Trail could connect several public properties

Neighborhood Parks and Recreation

This disused portion of Chew Avenue adjacent to Cherashore Recreation Center is an opportunity for a future trail head or expansion of the recreation facilities.

Parks and recreation facilities not only provide active and passive recreation spaces for all ages, but also build community and improve health. They can act as vegetative buffers to development, habitats for wildlife, or provide a place for people to connect with nature. While the highest priority should be to bring the district's facilities up to a state of good repair, there are also significant opportunities for physical improvements that will connect public resources, improve park access, and encourage economic development.

PCPC's Trail Master Plan (2013) identifies the former right-of-way of the North Penn Railroad between North American Street in West Kensington and Fern Rock Transportation Center as a candidate for conversion to a multi-use trail. Since ownership of the railbed is fragmented, acquiring the rights for public access will be a long process. However, such a facility would be enormously beneficial for residents by connecting a string of public assets.

At Cherashore Playground, the section of Chew Avenue that is currently used by SEPTA could be redesigned as a parking area and trailhead, with connections along Chew and 11th to the entrance of Fern Rock Transportation Center. Moving south, the trail could unify Barrett Playground and Thurgood Marshall School, which although directly adjacent, are separated by a high chain-link fence. Finally, the trail has the potential to connect to new development proposed for the Logan Triangle redevelopment area (see pages 28-29).

A major goal of Philadelphia Parks and Recreation's Open Space Plan is to ensure that all residents live within a 10-minute walk of a park or recreation center. While much of the Upper North meets or approaches this standard, portions of East Mount Airy lack robust community recreation. School yards at the Leeds and Edmonds Schools are excellent candidates for conversion to publicly accessible green open space. Additionally, formalizing community access to playing fields at major institutions would benefit neighbors and improve their health and well-being.

Cultural, Historical, & Architectural Resources

The Philadelphia Historical Commission (PHC) is responsible for ensuring the preservation of historically significant buildings, structures, sites, objects, interiors, and districts in the city. The Commission identifies and designates historic resources, listing them on the Philadelphia Register of Historic Places, and then regulates those resources for preservation through the city's building and other permitting processes.

With only nine properties and no historic districts listed on the Philadelphia Register of Historic Places, many valuable assets in the Upper North are left vulnerable to demolition. The district does have two National Historic Landmarks and twenty individual buildings and one structure listed in the National Register of Historic Places. The district also contains one recorded archaeological site, the Adams Avenue bridge over the Tacony Creek. The potential for similar sites to exist in un-surveyed areas of the Upper North Planning District is high, particularly in the vicinity of Tacony Creek.

It is important to note that a comprehensive survey of historic properties, undertaken by PHC and the Pennsylvania Historical & Museum Commission (PHMC), will be needed in order to fully assess the extent of historic resources in the district that may merit local and national register listing. In particular, buildings and sites linked to colonial-era Old York Road, historic anchor buildings in commercial corridors, and the collection of homes built around the turn of the 20th century in East Oak Lane merit further research.

Now in its fourth year, The Olney Youth Arts Festival is multiethnic celebration featuring dance performances, held on North 5th Street. The Festival brings together youth performers from a variety of dance traditions in a showcase of the neighborhood's cultural diversity. Merchants along the commercial corridor have been supportive, since the large crowds that come to watch performances boost sales during the event. Likewise, Olney residents have come to embrace the festival as a positive representation of their neighborhood. Photo source: Joe Ryan.

Development Patterns & Urban Design

Lighting and aesthetic improvements have the potential to transform the historic rail bridge over 5th Street from a barrier to a gateway. Image courtesy of North Fifth Street Revitalization Project.

The quality of public space in the Upper North District varies greatly. Some areas of the district, such as Ogontz Avenue in West Oak Lane, have recently undergone substantial reconstruction and are in overall excellent shape. Meanwhile, at the opposite extreme, the streets and sidewalks in and around the Logan Triangle redevelopment have in some cases degraded to the point of being unusable. Most of the District's commercial corridors are in need of minor public realm improvements. Other prominent sites, like large institutions and major transit hubs, offer gateway opportunities.

A handful of gateways in the district would benefit from investment in physical appearance and functionality. The North Penn Expressway (Pennsylvania Route 309), which feeds directly into Ogontz Avenue in West Oak Lane, is near the entrance to a major shopping center in Cheltenham Township and is crossed by tens of thousands of motorists, pedestrians, and transit users daily. As a major entry point to the neighborhood and city, it deserves a prominent physical gateway developed in partnership with local businesses, residents, and the Ogontz Avenue Revitalization Corporation.

Two rail bridges are also ripe for gateway improvements: the historic stone rail viaduct over 5th Street in Olney, and the steel bridge crossing Broad Street at Lindley Avenue. Treating existing rail overpasses as opportunities for urban placemaking—rather than as places to avoid—would transform the commercial corridors at Broad Street in the Logan neighborhood and along 5th Street in Olney with relatively simple improvements such as visually interesting lighting and paint. Improvements also have the potential to break down psychological barriers that divide these corridors into sections.

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OPEN SPACE

WATERSHED PARKS AND TRAILS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
24	Identify locations for formal bicycle and pedestrian connections between Philadelphia neighborhoods and proposed trails in Montgomery County • Connect the Upper North District with the proposed Cresheim Trail in Ivy Hill • Connect the Tacony Creek Trail with the proposed Tookany Creek Trail	OTIS MCPC	6.1.2
25	Create a prominent formal entrance to Tacony Creek Park at the historic Adams Avenue Bridge • Install trailheads and interpretive signage at Adams Avenue and Crescentville Road • Improve the sidewalk network between this park entrance and adjacent neighborhoods (see Recommendation 20 in Connect)	PPR Streets	6.1.1
PRIORITY 26	Create a stewardship group focused on promotion and maintenance of natural open spaces of the Wingohocking Creek valley - Wister's Woods, Wakefield Park, Kemble Park, and Harper's Hollow • Identify recreational opportunities and build a constituency from among existing and potential park users • Build stewardship capacity by connecting existing neighborhood groups to PWD's Green Ambassadors program • Remove invasive vegetation	PPR PWD LaSalle U. Nonprofits	6.1.1

NEIGHBORHOOD PARKS AND RECREATION RECOMMENDATIONS

27	Build the proposed Fern Rock-American Trail to link Fern Rock Transportation Center, Cherashore Playground, Barrett Playground/Thurgood Marshall School, and the proposed development on the Logan Triangle	PPR SDP	6.1.1 6.3.2
28	Physically integrate Barrett Playground with Thurgood Marshall Middle School • Remove the chain link fence between these two city assets • Create a formal pedestrian connection through the playground and school property, linking the two sides of Duncannon Avenue • Accommodate the proposed Fern Rock-American Trail in designs	DPP PPR SDP	6.3.1
29	Incorporate open space and recreational trail connections in the redevelopment of the Logan Triangle • Create a pedestrian connection to Hunting Park • Accommodate the proposed Fern Rock-American Trail in designs	PRA PPR Private Developer	6.3.2
30	Expand access to neighborhood recreation in an underserved neighborhood by converting schoolyards into publicly accessible green space at the Morris E. Leeds School Campus	PPR SDP PWD	6.3.1
31	Pursue opportunities for institutional and private open space to be open to neighborhood users as park space, including cemeteries and playing fields at Enon Tabernacle Baptist Church and La Salle University	PCPC Private Landowners	6.3.1

Case Study: Green School Yards

Philadelphia schools contain nearly 1,000 acres of impervious surfaces. When it rains, flooding water from runoff contributes to pollution and overflow of the combined sewer system. The Philadelphia Water Department's Green Schools program seeks to remedy this issue by promoting green stormwater infrastructure for playgrounds and play spaces. Improvements recommended by the program include replacing the concrete hardscapes with permeable surfaces that allow water to pass through, and adding vegetation that will collect and absorb rainwater before it even hits the ground. John F. McCloskey Elementary in Mt. Airy installed a rain garden in their courtyard during the summer of 2010, and Hackett Elementary in Kensington has announced their final plans for a "five green acre" revitalization project of their schoolyard.

Source: Philadelphia Water

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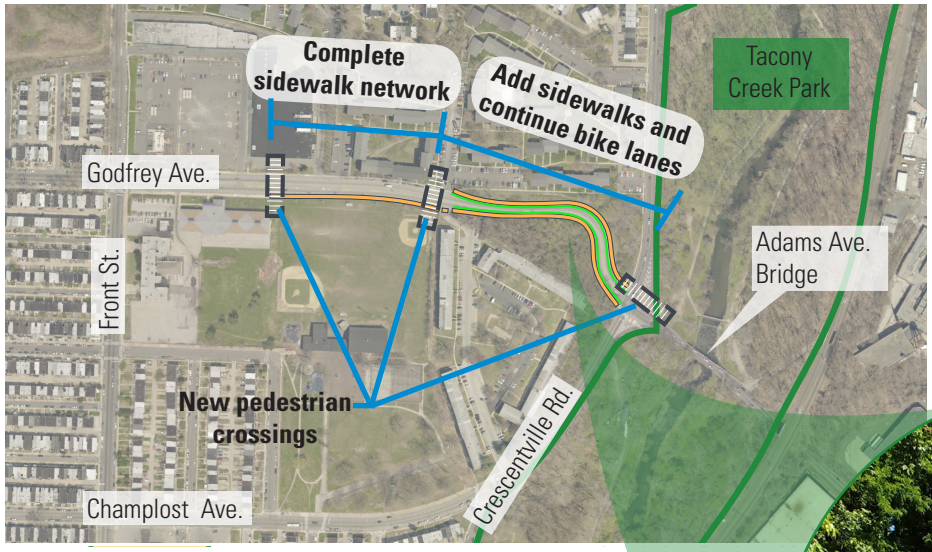
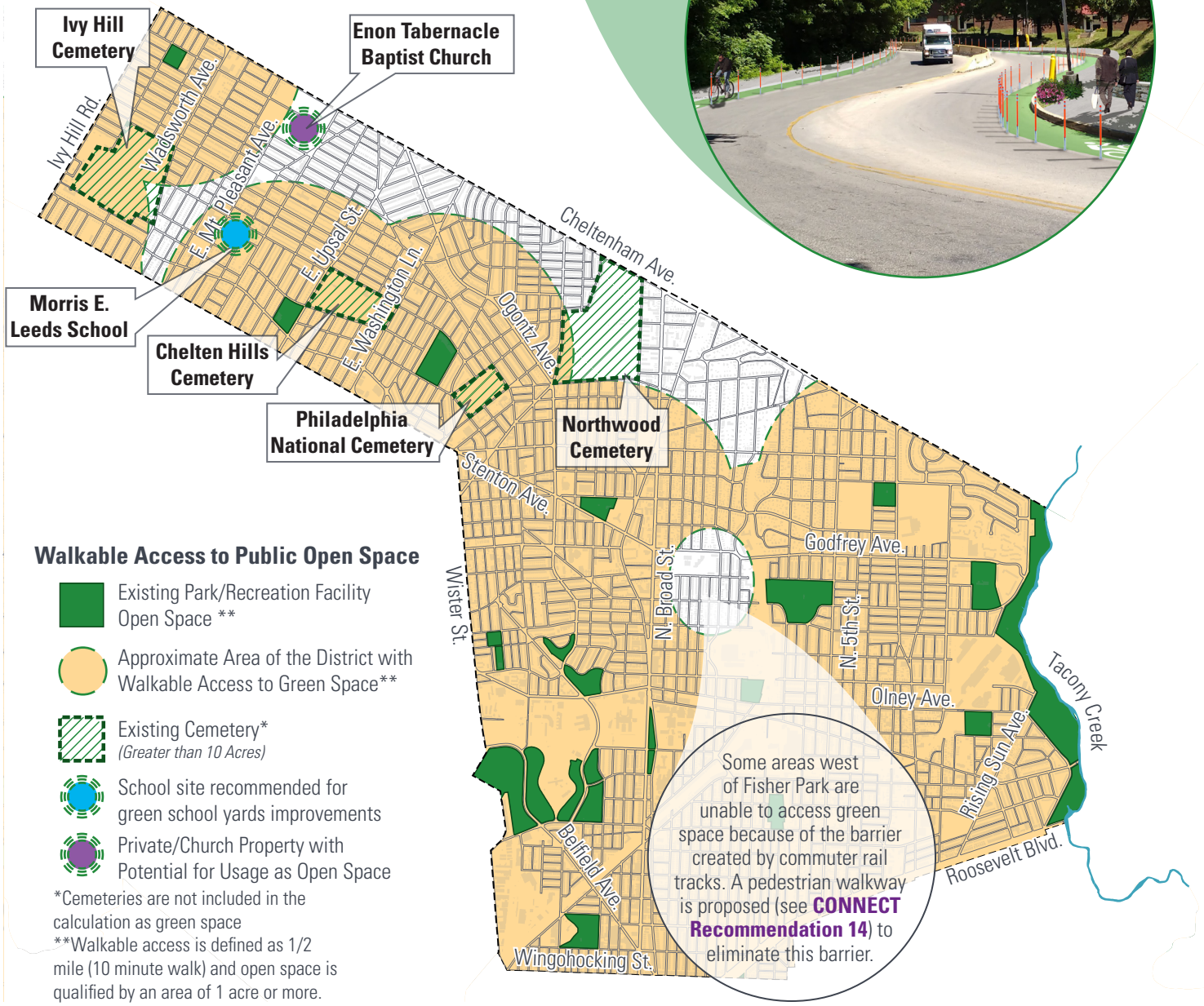


Godfrey Ave. Pedestrian and Bicycle Access to Tacony Creek Trail

The addition of pedestrian and bicycle facilities along Godfrey Avenue between Front Street and Crescentville Avenue would greatly improve safe access to the trail for those traveling on foot or by bicycle. Below is a view of what that might look like approaching the creek.



Walkable Access to Public Open Space

- Existing Park/Recreation Facility Open Space **
- Approximate Area of the District with Walkable Access to Green Space**
- Existing Cemetery* *(Greater than 10 Acres)*
- School site recommended for green school yards improvements
- Private/Church Property with Potential for Usage as Open Space

*Cemeteries are not included in the calculation as green space

**Walkable access is defined as 1/2 mile (10 minute walk) and open space is qualified by an area of 1 acre or more.

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HISTORIC PRESERVATION

CULTURAL, HISTORICAL, & ARCHITECTURAL RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
32	Promote local participation of residents and businesses in the Broad Street Run • Target outreach to adjacent neighborhoods to encourage participation in the Run • Identify opportunities for businesses on Broad Street and Old York Road and develop a coordinated "festival" strategy for race day ***Focus Area: Broad and Lindley, Broad and Olney***	Commerce MDO	8.1.7
33	Pursue local designation of historic resources • Fund a systematic survey of historic buildings and districts in the Upper North • Explore the creation of a thematic historic district encompassing buildings and sites linked to early settlements along Old York Road • Designate anchor buildings such as the North City Trust Building and the Oak Lane State Bank Building • Survey and nominate to the Philadelphia Register of Historic Places potentially eligible historic districts within the East Oak Lane neighborhood: Asbury, Oak Lane, and Oak Lane Park	PHC	8.1.1, 8.1.3
34	Reactivate the historic gate to the Widener Memorial School by creating an accessible entrance and installing public art, landscaping and lighting ***Focus Area: Broad and Olney***	SDP	8.1.1

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*

Definition

National Register of Historic Places

The National Register of Historic Places is the official list of the Nation's historic places worthy of preservation. It was authorized by the National Historic Preservation Act of 1966. A National Register designation offers property owners financial incentives to maintain and restore properties through tax credits. For more information visit: *www.nps.gov/nr*

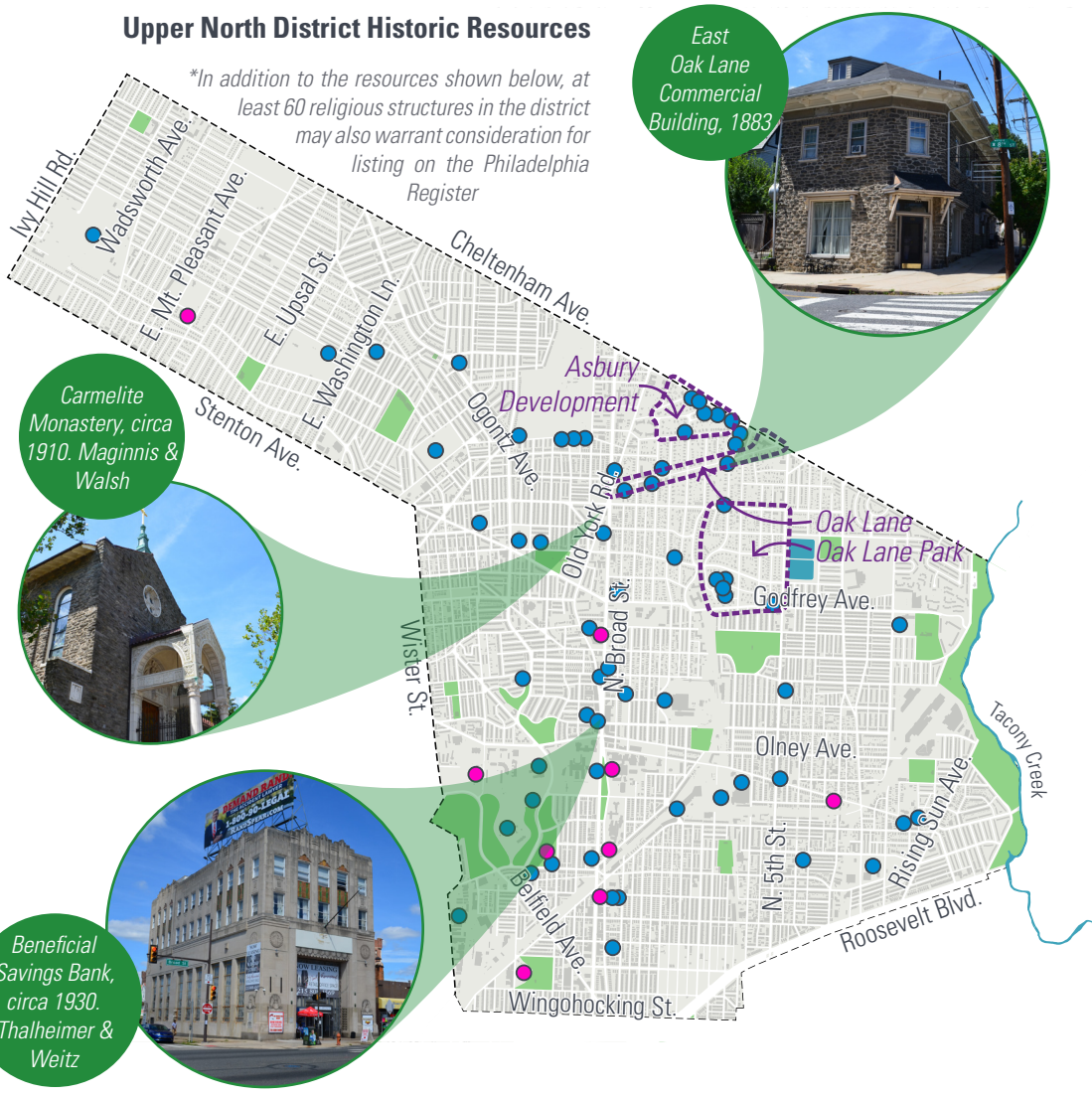
Potential locations for historic districts within East Oak Lane

Properties on Philadelphia Historic Register

*Sites recommended for placement on Philadelphia Register**

Upper North District Historic Resources

**In addition to the resources shown below, at least 60 religious structures in the district may also warrant consideration for listing on the Philadelphia Register*



PUBLIC REALM

DEVELOPMENT PATTERNS RECOMMENDATIONS

			IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
PRIORITY	35	Include elements of high-quality urban design in the redevelopment agreement for the Logan Triangle • Extend the city grid with visual or functional pathways through the site • Develop the edge of the site with buildings that interface harmoniously with the existing scale and context of adjacent rowhouse blocks • Create welcoming, well-designed public spaces that include public art honoring the site's history • Program community events at the site	PRA Private Developer	9.1.1 9.1.2 9.2.2

URBAN DESIGN RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
36	Strengthen neighborhood, commercial, and cultural identity though the use of gateways and place-making treatments • Rehabilitate and illuminate the stone arch rail bridge above N. 5th Street in Olney • Illuminate the rail bridge above North Broad Street at the Logan BSL station ***Focus Area: Broad and Lindley***	PCPC Nonprofits Commerce	9.2.2

Case Study: Brownfields Transformation
American Can Company, Baltimore, MD

This can factory was in use from the late 1800's through the 1960's, until a company merger left the site vacant. The property became increasingly blighted over the following 10 years until prospective developers obtained a Brownfields Grant from the EPA, enabling assessment of the site. Studies found lead contamination and instability of rotting buildings, but redevelopment tax credits allowed for their redevelopment. Today, the site has been transformed into 300,000 square feet of mixed uses, including 60,000 square feet of ground-level neighborhood-oriented retail, office spaces with over 40 businesses, restaurants and cafes, and a bookstore. The site was also retrofitted with a storm water management design for creative drainage solutions. Since its redevelopment, The Can Company has become an anchor of development in the area, causing a rise in homeownership rates and creating 700 jobs.

Source: US Environmental Protection Agency

The rail bridge over Broad Street at the Logan BSL stop serves as a gateway to the Logan neighborhood and shopping area.

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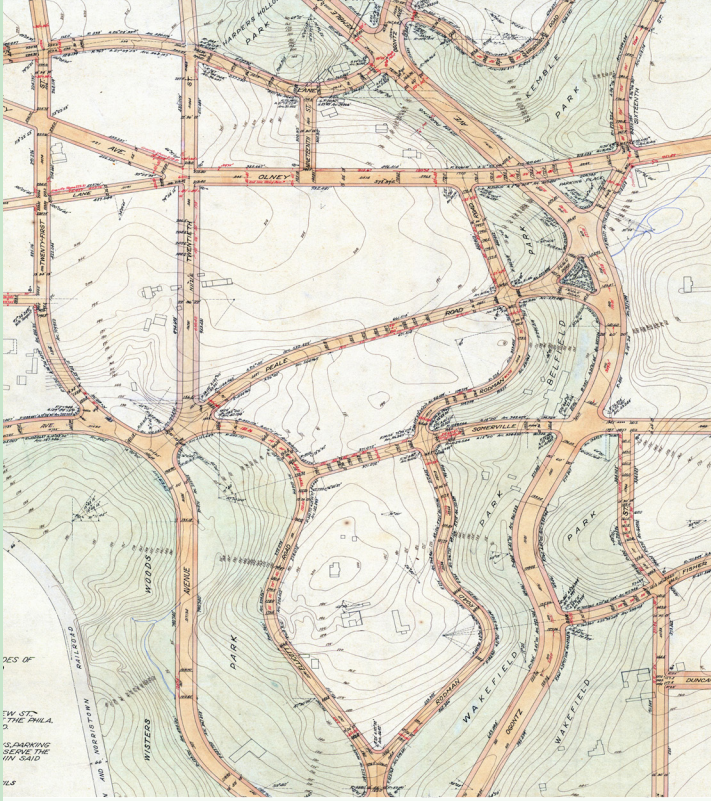
WINGOHOCKING CREEK VALLEY

Located in the southwest section of the Upper North District, Harper's Hollow, Kemble, Wakefield, and Wister's Woods Parks are unique among the district's network parks in that their existence was meant to preserve the natural landscape of the Wingohocking Creek watershed. The parks follow the natural landscape of the land, which can be immediately seen in some of the roads, such as Belfield and Ogontz Avenues, that curve around them rather than force them to conform to the rigid city grid. Throughout history, the cluster of open space primarily consisted of farmlands, natural woodlands, and meadows. However, Harper's Hollow and portions of Wakefield Park were the sites of factory mills positioned along the Wingohocking Creek's tributaries or side streams.

In 1911, a city ordinance, the Plan of the Revision of Lines and Grades of City Plan No. 178, was passed to preserve the landscape of the areas bounded by Ruscomb, Broad, and the line of Chew Street, Stenton Avenue, and the right-of-way of the Philadelphia Germantown and Norristown Railroad. The plan ensured that these open spaces would become city parks and continue to function primarily as open space in a natural state. Today, these parks continue to provide a valued contrast to the relatively dense built environment in much of the district.



City Plan No. 178, "to lay out on said plan such parkways, parking places, and parks as may best preserve the natural beauties of the land within said boundaries." Source: philageohistory.org

Wingohocking Creek Valley Recommendations in this plan:

RENEW

26: Create a stewardship group focused on promotion and maintenance of natural open spaces of the Wingohocking Creek Valley

Walk the Valley: A Partnership Campaign for Stewardship

Walk the Valley Campaign is a concept to promote the Wingohocking Creek Valley and its network of parks as an environmental and community resource for the Belfield neighborhood and beyond. Forming a partnership of stakeholders and stewardship organizations will provide opportunities for building capacity for programming through community engagement, enhancing public safety, and supporting residents in celebrating, conserving, and protecting the natural landscapes of their neighborhood.

PARTNERS

- Tookany/Tacony-Frankford Watershed Partnership
- Philadelphia Parks and Recreation
- Central High School
- Philadelphia High School for Girls
- La Salle University
- Widener Memorial School
- City Parks Association
- Philadelphia Water Department

GOAL:
Create a Friends of the Wingohocking Valley

Improvement Programming

BIRDING

TRAILS

SEATS + LIGHTS

BOTANICAL TOURS

These are suggested programming improvements that can be applied within the parks to increase environmental stewardship, pedestrian safety, and preservation.

Establishing the Wingohocking Valley Parks System

Harper's Hollow and Kemble Park

Harper's Hollow and Kemble Park are separated by Ogontz Avenue, with Harper's Hollow to the north and Kemble Park to the south. Kemble Park was named after Fanny Kemble, famous British actress who lived briefly on the adjoining property, known at the time as Butler Place. In 1834 she married owner Pierce Mease Butler, member of a wealthy southern slave-holding family. She divorced him 5 years later as a result of her abolitionism which grew stronger after visits to the family's plantations in Georgia.Both parks were officially established by the city ordinance of February 21, 1922, although plans to protect these lands and others in the Wingohocking Creek watershed appear on City plans as early as 1911.

Wister's Woods and Arboretum

Wister's Woods were once part of the property of John Wister, and passed down through many generations of the Wister family and used as an informal picnic and gathering place by the people of Germantown. Later the property was incorporated into the LaSalle University Campus. The curve of Belfield Avenue follows the natural topography of the land and is named after Belfield, the nearby mansion once occupied by Charles Willson Peale. The woods were donated to the City by the Wister family and the park was established by City ordinance of March 12, 1907. A subsequent purchase later enlarged the park, which once operated as a wild flower preserve.

Wakefield Park

Wakefield Park is a natural, forested open space bisected by Ogontz Avenue. The park is located on a portion of the former estate called Stenton, inherited from her grandfather in 1771 by Sarah Logan, who married Thomas Fisher and together built a large mansion and named the property Wakefield. Descendants of this family owned the property until 1919, when it was established as a public park in the City ordinance of December 16, 1919. The mansion was managed by the city until is was destroyed by fire and subsequently demolished in 1985.

FOCUS AREA

A focus areas is a strategically located site with the potential to benefit the entire district, or even the city as a whole. It can be a catalyst for thoughtful reinvestment in the larger community.

A focus areas illustrates many of the recommendations from the THRIVE, CONNECT, and RENEW sections of this plan. It shows how individual recommendations work together to transform a place comprehensively.

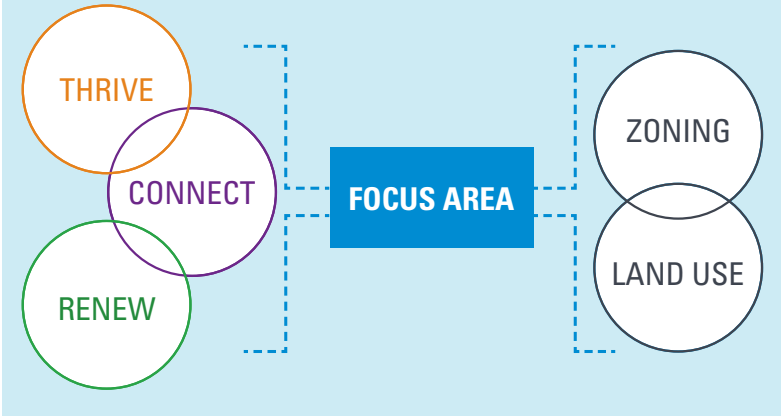
A focus area often has underutilized land or inappropriate zoning classifications, which makes it suitable for land use and/or zoning recommendations.

FOCUS AREA

A focus area is a place within the district that offers multiple opportunities for transformation: economically, aesthetically, and functionally. This long-term vision provides inspiration and a framework for achieving many objectives incrementally over time.

IDENTIFYING THE FOCUS AREA

The process of "discovering" the district plan focus area is extensive. The PCPC strives to select a location in need of a more intensive planning study -- an area that has strong contextual framework, yet does not function to its 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 area with the greatest potential for redevelopment within the next ten years. The focus area selection process 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, a focus area was identified.



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ONE FOCUS AREA ⟶ 3 SUB-AREAS

FOCUS AREA

Broad Street/Old York Road, page 50

The Upper North District focus area consists of three "sub-areas" within a larger area created by the interplay of Broad Street and Old York Road. This crucial axis forms a regional destination rich in commercial activity and transit options, and with many opportunities for far-reaching improvements.

OAK LANE

Sub-area 03, page 60

This node contains several well-kept historic buildings, but many highly-visible properties are vacant or underutilized. Neighbors are strongly interested in solidifying this sub-area's role as a town center of neighborhood-serving retail.

BROAD AND OLNEY

Sub-area 02, page 56

The district's primary transportation and employment hub lies at Broad and Olney. Once a major shopping destination, the spine is now dominated by major institutions. Olney Transportation Center is only a 15-minute subway ride from City Hall, making nearby properties attractive for mixed-use redevelopment.

BROAD STREET AND OLD YORK ROAD AT OAK LANE

BROAD AND LINDLEY

Sub-area 01, page 52

Lindley Avenue anchors the north end of the Logan neighborhood's commercial corridor. A rail overpass dominates the space visually and leaves some voids in the streetscape. Triangular plazas and excess roadway provide ample opportunities to create world-class open space in this neighborhood.

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THE CENTRAL SPINE

Broad Street and Old York Road form the central spine of the Upper North District, the heart of its activity, and its connection to the city center.

FOCUS AREA SUMMARY

Broad Street and its predecessor, Old York Road, are called upon to perform a wide variety of functions. These major thoroughfares need to be able to move people and goods into and out of the City. At the same time, they act as a high-profile commercial spine serving adjacent neighborhoods as well as people from all over the region. They host a major employment center at Olney Avenue. Finally, North Broad Street serves a monumental civic role as one of the four grand avenues emanating from City Hall.

Over time, the corridor has come to be defined by one role above the others: the throughput of automobile traffic. Looking to the future, there is an opportunity to complement adjacent neighborhoods, rejuvenate commerce, and take full advantage of an unusually strong public transportation network. Achieving these goals will require a different way of thinking about the corridor—one that elevates the role of local residents, businesses, and institutions.

FOCUS AREA GOALS

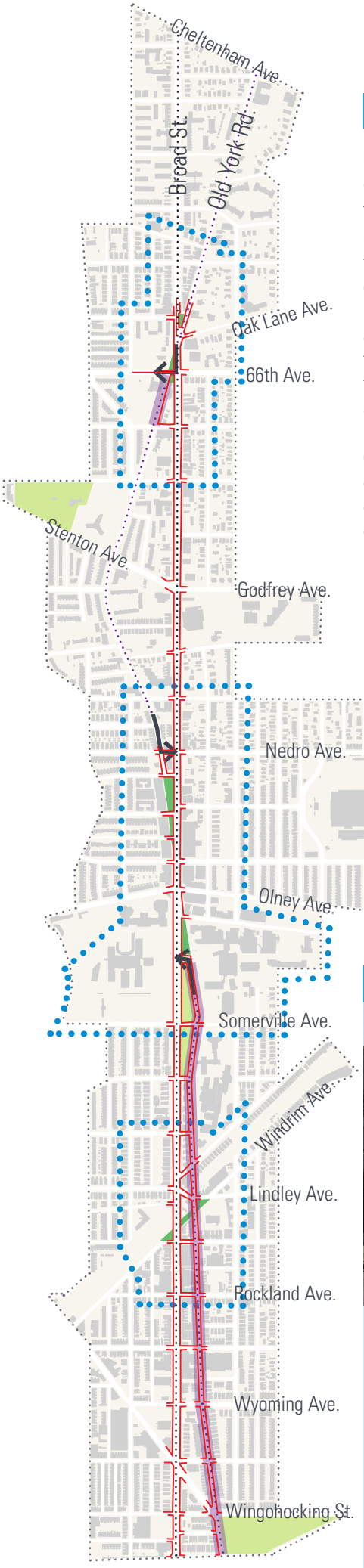
- Create a clean, safe environment along the entire corridor
- Leverage transit resources to make the corridor the focal point of development in the district
- Prioritize pedestrian safety

OPPORTUNITIES

- Fast, frequent transit connection to the Metropolitan Center
- Educational and medical employment cluster
- High visibility

CHALLENGES

- No maintenance partners or business associations along the corridor
- Vacant and underutilized properties
- Complicated and dangerous intersections
- Proliferation of inappropriate redevelopment



FOCUS AREA GENERAL RECOMMENDATIONS

Create a clean, safe environment along the entire corridor

The public realm along much of Broad Street and Old York Road suffers from neglect. High-speed traffic is dangerous and impedes pedestrian movement among homes, businesses, and institutions. No organization is tasked with cleaning the corridor, so trash piles up on sidewalks and in the streets. The resulting environment is widely viewed as noisy, dirty, and dangerous. The first goal is to establish a streetscape that supports businesses and institutions and feels pleasantly active.

Leverage transit resources to make the corridor the focal point of development in the District

High-speed, high-frequency transit with a direct connection to the regional core is a coveted amenity in many neighborhoods. In Logan and Broad and Olney, this type of connection is a reality. By encouraging development along the Focus Area corridor, we can relieve development pressure on stable rowhouse neighborhoods while activating and enlivening Broad Street with additional housing and retail options.

Prioritize pedestrian safety

Crashes involving pedestrians are far too common in the Focus Area. Busy transit stops, a concentration of popular destinations, and a roadway designed to maximize vehicle throughput have combined to create an unacceptably dangerous pedestrian environment. Roadway design along Broad Street needs to mitigate these dangers.

Map Legend

- *Focus Area Sub Areas*
- *Existing Park Facilities*
- *Proposed New Open Space*
- *Areas targeted for Streetscape Improvement*
- *Old York Road Re-routed to Facilitate New Open Space and Calm Traffic*
- *Areas of Old York Road for Potential Road Diets and Addition of Bicycle Facilities*

FERN ROCK TRANSPORTATION CENTER

Fern Rock Transportation Center is a vital link for intermodal transit connections. The current station was built quickly and cheaply when Regional Rail passengers had to be diverted to the BSL to allow for emergency repairs in the early 1990s. SEPTA will lead a major overhaul in coming years. Top priorities for District residents include:

- **User-friendly connections between Regional Rail and BSL platforms**
- **A pedestrian walkway over or under the Regional Rail tracks to 7th Street in Olney**
- **Additional parking spaces for park-and-ride customers**
- **Stores that serve riders, such as a coffee shop, bakery, or newsstand**

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BROAD & LINDLEY

Broad Street at the Logan BSL stop is a town center for the Logan neighborhood.

SUB-AREA SUMMARY

The intersection of Broad Street and Lindley Avenue is the northern gateway to the Logan business district. A rail viaduct carrying SEPTA and freight traffic cuts diagonally across the grid, dominating views as it creates a series of triangular spaces on adjacent blocks. The entrances to the Broad Street Line's Logan station are located beneath this viaduct. Several active businesses line the streets, although vacancy is relatively high and recent redevelopment has tended towards a decidedly more suburban character in the form of a gas station and a pharmacy surrounded by parking.

This section of the focus area includes an array of visually interesting historic buildings, including the Logan branch of the Free Library, The Philadelphia Savings Fund Society building at Broad and Ruscomb Street, the Bell Telephone office building at Broad and Rockland Street, and a well-preserved row of ornate twin homes on the 5100 block of Broad Street.

SUB-AREA GOALS

- Discourage vehicular through-traffic on Old York Road
- Increase pedestrian safety and comfort
- Create high-quality public space to support local businesses

OPPORTUNITIES

- Broad Street and Old York road are parallel roadways that can be configured to serve separate functions
- The BSL offers fast, frequent access to the Metropolitan Center
- Excess street width provides opportunities for plaza use

CHALLENGES

- Numerous closely-spaced intersections create unnecessary conflict points for street users
- The area is not served by a commercial corridor manager or business association
- Recent redevelopment has detracted from the public realm by placing large off-street parking lots adjacent to the street
- Public spaces, including a plaza dedicated to a fallen firefighter, are poorly maintained

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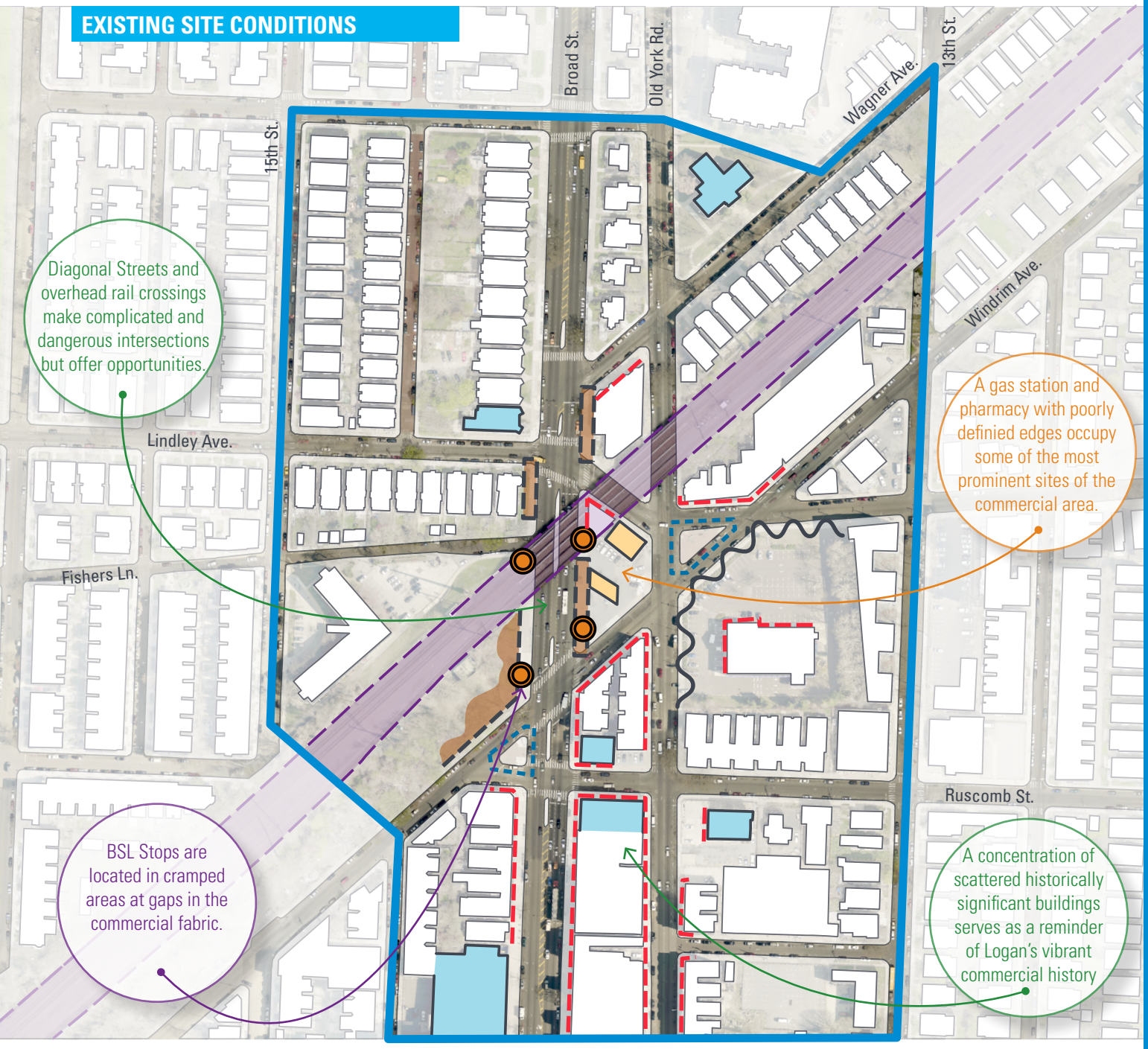
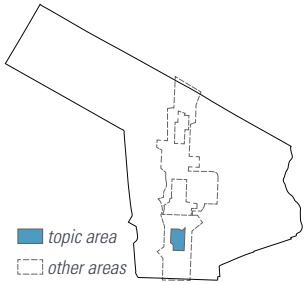
EXISTING SITE CONDITIONS



Map Legend

- *Underutilized traffic islands or leftover unprogrammed space*
- *facades with commercial storefronts*
- *Areas with no active building frontages*
- *Location of BSL entry*
- *Poorly defined street wall caused by parking lots or vacancy*
- *Underutilized/underdeveloped land*
- *Historically significant building*
- *Overhead rail structure*

KEY MAP



LOGAN COMMERCIAL AREA RECOMMENDATIONS

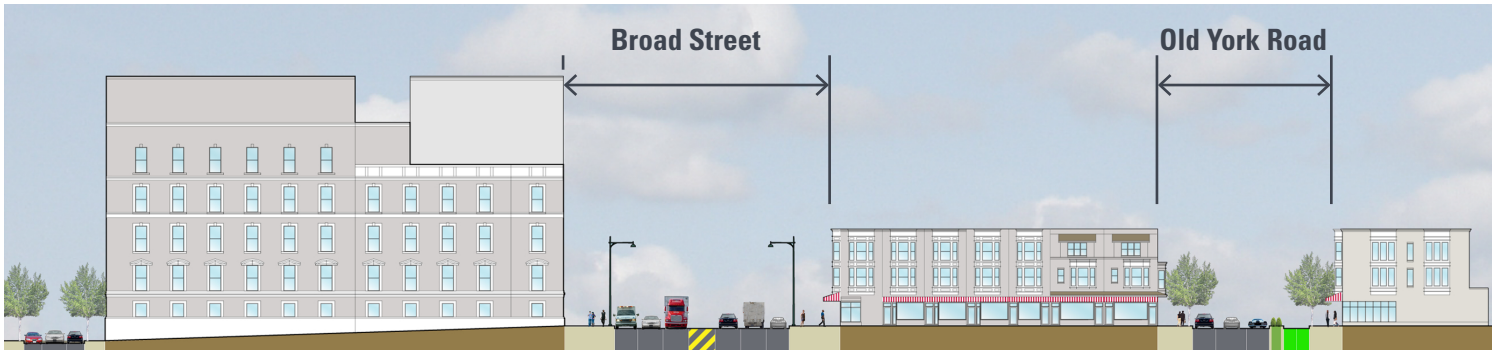
Through creative use of paint and lighting, the existing rail overpass is transformed into a unique gateway to the Logan business district. Along Broad Street, curb extensions reduce crossing distances and slow turning traffic for pedestrian safety. Old York Road becomes a safe neighborhood corridor with one-way vehicle traffic and a family-friendly protected two-way bike lane leading to Hunting Park.

To promote economic development, increase pedestrian safety, and improve traffic circulation, Windrim Avenue is pedestrianized in select locations. A proper headhouse serving the Broad Street Line entrance on the west side of Broad Street opens out onto an enlarged triangular plaza. At Old York Road and Lindley Avenue, a second triangular plaza provides informal outdoor seating serving customers of local restaurants. Between the two plazas, Windrim Avenue becomes a pedestrian walkway and community gathering space.

LOGAN NEIGHBORHOOD

Logan's primary commercial corridor runs along Broad Street and is anchored by the Logan and Wyoming stops on the Broad Street Line. Some commercial uses can also be found on Old York Road, but demand for retail space has declined significantly since the corridor's heyday in the 1950s. Once a popular neighborhood for upwardly mobile Jewish families, the population transitioned through a period of Indochinese and Korean influence before becoming predominantly African-American in the 1990s. The mixed cultural history is evident in the variety of storefronts along Broad Street.

Ground Level perspective showing potential redevelopment at Broad Street in the Logan commercial area.



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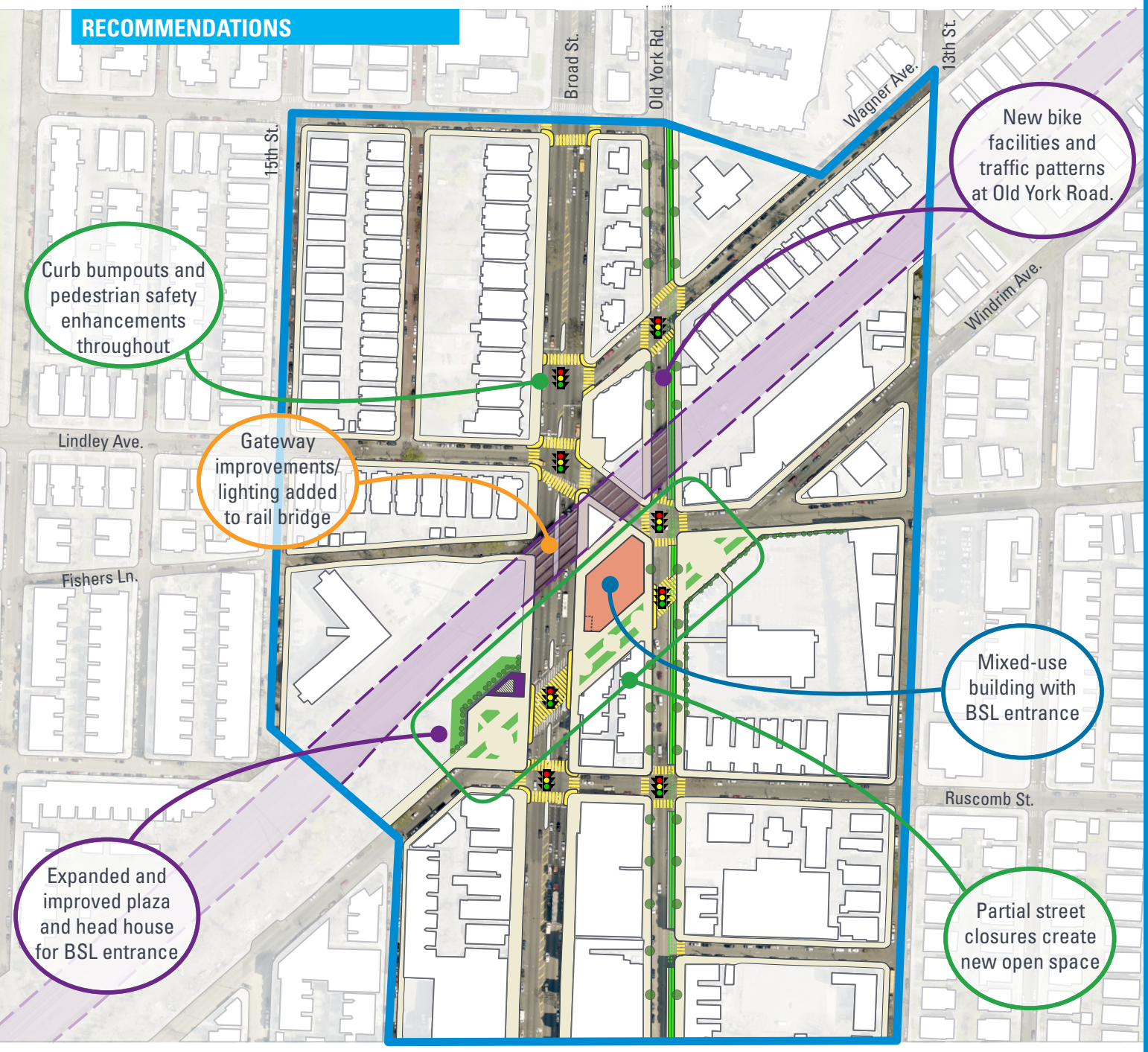
RECOMMENDATIONS



Proposed Section through Broad Street and Old York Road at Rockland Street

While the components that make up Broad Street remain essentially the same with two parking lanes, four travel lanes and a median, Old York Road changes to one travel lane, two parking lanes, a planted median, and two-directional protected bicycle lane. Portions of Old York Road are re-routed to Broad Street at complicated intersections, making the corridor safer for multiple users including bicycles, and pedestrians.

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BROAD & OLNEY

Broad and Olney is a regional commercial destination and an institutional hub.

SUB-AREA SUMMARY

Greater Broad and Olney is a regionally important transportation and employment center. Olney Transportation Center, located at the heart of the Focus Area, serves over 20,000 riders on an average weekday. Einstein Medical Center, the district's largest employer, is a vital provider of health care for the City and the central hospital for a regional healthcare network. Three magnet high schools draw thousands of students from across the city each day. A struggling but substantial collection of retail storefronts serves the surrounding communities. Two city parks provide much-needed respite from the bustling streets.

The awkward intersections between Broad Street and Old York Road, the heavy pedestrian activity associated with Olney Transportation Center, and significant cross traffic on Olney Avenue combine to create a complicated and dangerous intersection, particularly for pedestrians. Although this node is transit-rich and adjacent to major employers, it will need significant improvements in safety and the public realm in order to realize its full development potential.

SUB-AREA GOALS

- Create a public realm that will support development of housing, retail, and offices and capitalize on existing transit connections
- Minimize pedestrian crashes
- Simplify intersections

OPPORTUNITIES

- Large underutilized parcels are potential redevelopment sites
- Significant public plazas can be created with portions of Old York Road
- The Broad Street Line offers fast, frequent access to the Metropolitan Center

CHALLENGES

- Broad and Olney is the site of frequent crashes, including fatal pedestrian crashes and bus crashes
- The public realm is perceived as unpleasant
- No business association or commercial corridor manager exists to provide basic upkeep or plan for improvements

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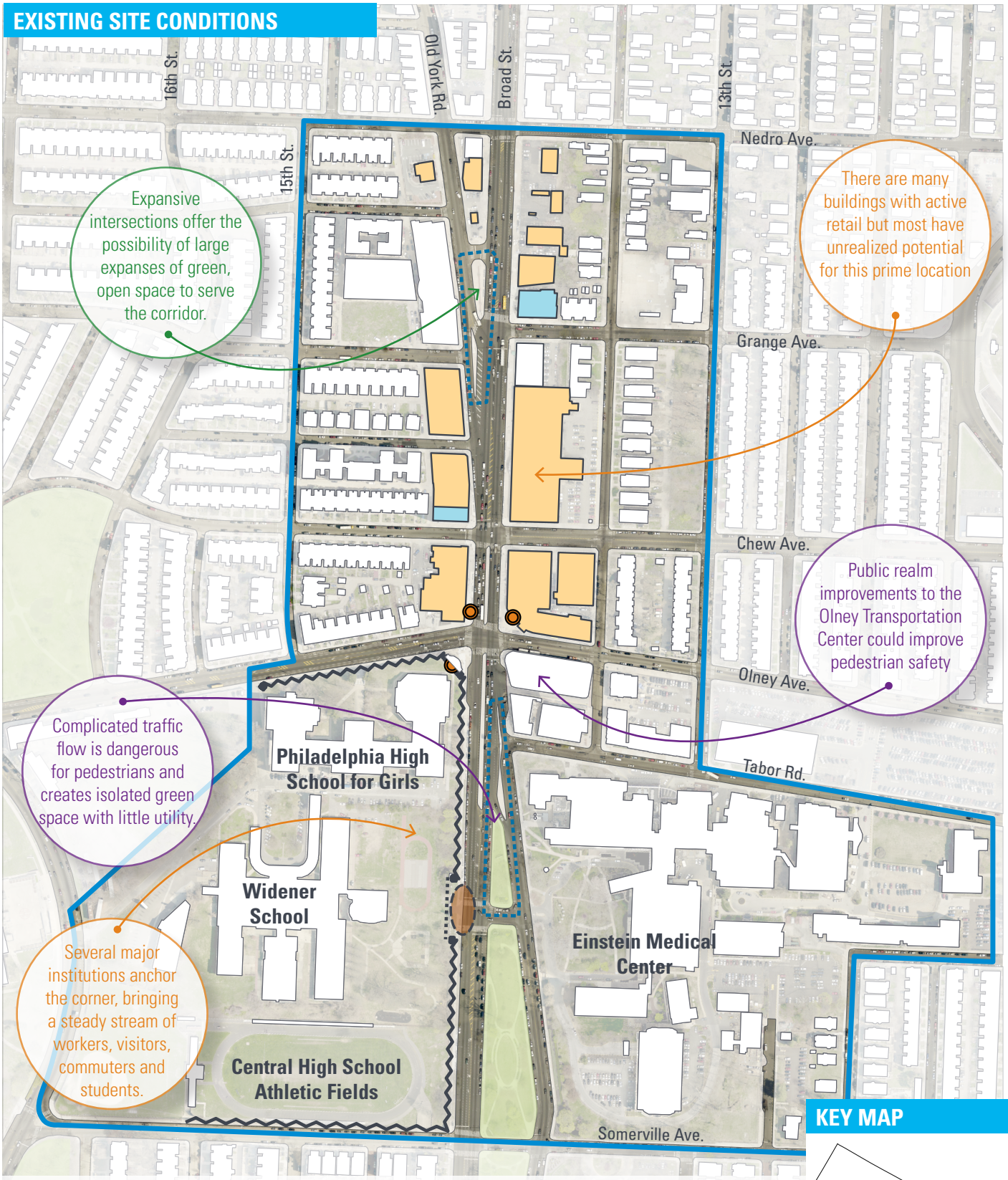
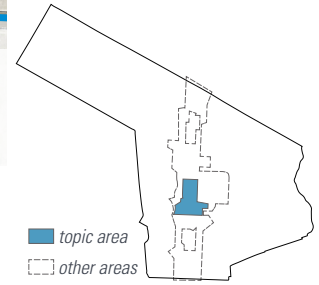
EXISTING SITE CONDITIONS



Map Legend

- *Underutilized traffic islands or leftover unprogrammed space*
- *Underutilized/underdeveloped land*
- *Historically significant building*
- *Location of BSL entry*
- *Landmark gates with unrealized potential*
- *Masonry wall with no openings*

KEY MAP



BROAD AND OLNEY RECOMMENDATIONS

Several transportation and zoning changes are proposed to set the stage for redevelopment of property in this sub-area. As proposed, automobile through-traffic is shunted to Broad Street and sharply-angled intersections between Broad Street and Old York Road are replaced with pedestrian plazas. The bed of Old York Road provides ample opportunity to provide on-street parking for nearby institutions as well as generously- sized pedestrian plazas. The two-way protected bike lane on Old York Road continues northward from Logan and connects with Olney Transportation Center and bike lanes on Olney Avenue. A new crosswalk creates a safe path for students coming and going from the Broad Street entrance of Girls' High School.

Single-story retail sites are rezoned for greater density to enable the construction of mixed-use buildings. This land use strategy lessens development pressure in the adjacent stable rowhouse neighborhoods while activating and enlivening Broad Street with additional housing and retail.

Ground Level perspective showing potential redevelopment at Broad Street near Olney Avenue.

Broad and Olney by the Numbers

1.34 Acres of open space

High school students: 2,586

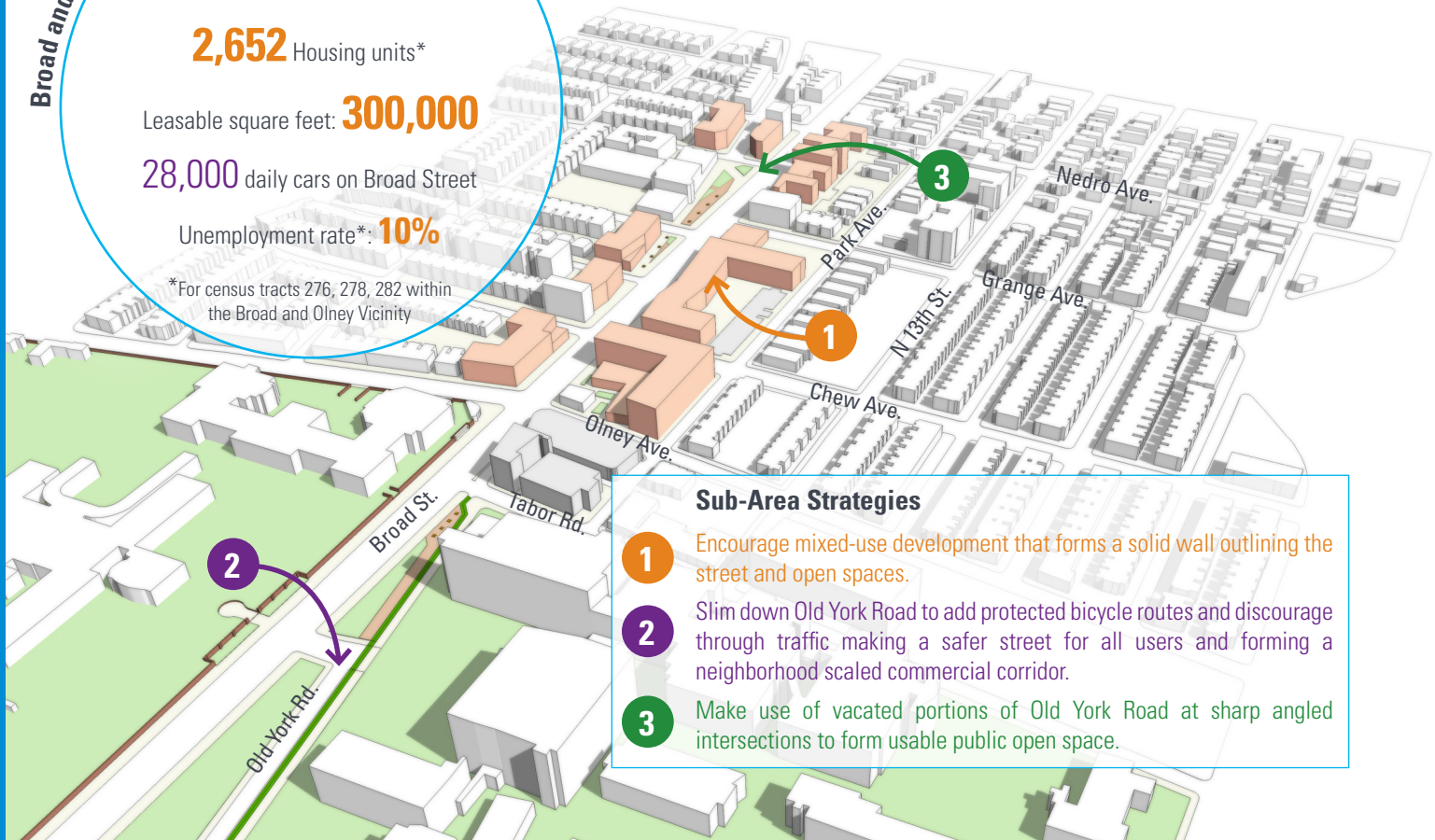
2,652 Housing units*

Leasable square feet: **300,000**

28,000 daily cars on Broad Street

Unemployment rate*: **10%**

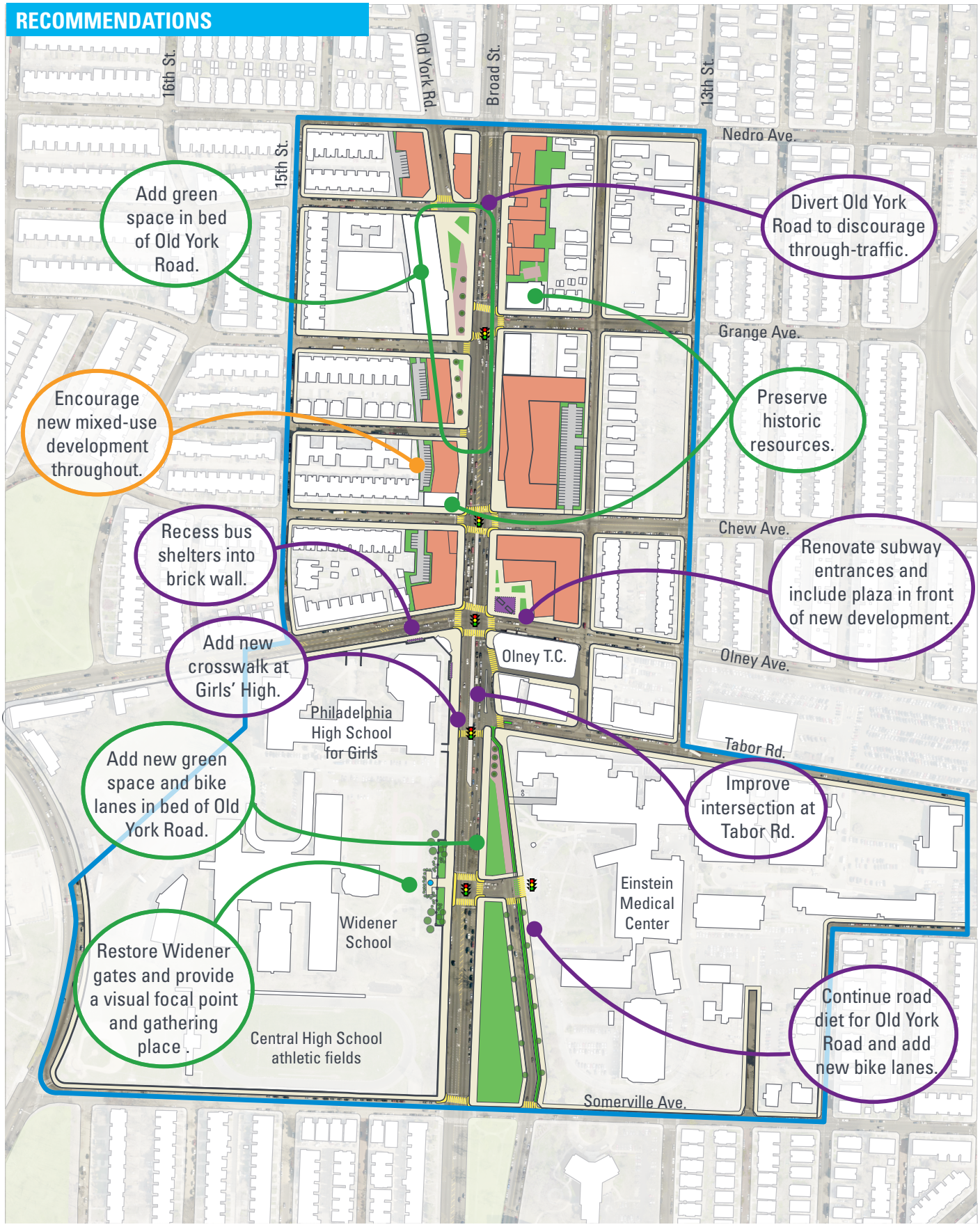
*For census tracts 276, 278, 282 within the Broad and Olney Vicinity



Sub-Area Strategies

1. Encourage mixed-use development that forms a solid wall outlining the street and open spaces.
2. Slim down Old York Road to add protected bicycle routes and discourage through traffic making a safer street for all users and forming a neighborhood scaled commercial corridor.
3. Make use of vacated portions of Old York Road at sharp angled intersections to form usable public open space.

RECOMMENDATIONS



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OAK LANE

Oak Lane Avenue meets Broad Street at a neighborhood commercial node.

SUB-AREA SUMMARY

In Oak Lane, most of Broad Street's traffic is diverted to Old York Road, which carries Pennsylvania route 611 northward into Montgomery County and beyond. This point of divergence is at the center of the Oak Lane sub-area. The node is anchored by the historically significant Oak Lane State Bank on the north and Carmelite Monastery on the south, and is adjacent to the district's earliest residential developments in East Oak Lane.

In recent decades, weak demand for commercial real estate led to high rates of vacancy and a proliferation of marginal uses such as used automobile sales. What little new commercial development has occurred has resulted in buildings with a decidedly suburban form, in contrast to the traditional built form of retail buildings in this neighborhood. Local residents have expressed a desire to reinvent this node as a walkable town center serving East Oak Lane.

SUB-AREA GOALS

- Encourage context-sensitive redevelopment that reinforces the sub-area as a neighborhood-serving retail center
- Simplify pedestrian crossings and minimize traffic conflict points
- Highlight historic resources

OPPORTUNITIES

- A vocal and involved community association cares deeply about the success of the subarea
- Historic buildings and neighborhoods

CHALLENGES

- Suburban-type retail development is inconsistent with walkability goals
- Vacant storefronts and buildings, and underutilized land negatively affect perceptions of safety and cleanliness
- High-speed traffic is prioritized over ease and safety of pedestrian movements

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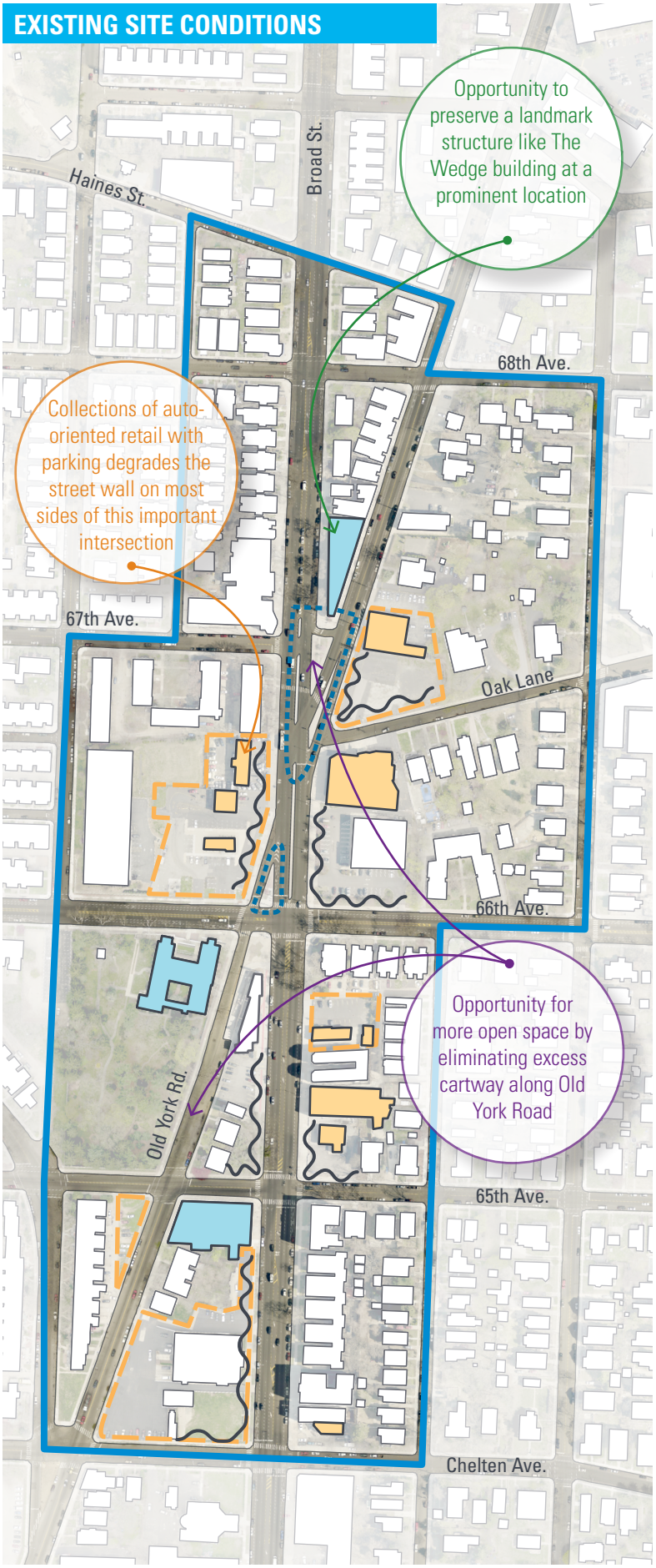
EXISTING SITE CONDITIONS



CASE STUDY

"Old" York Road and "New" Broad Street

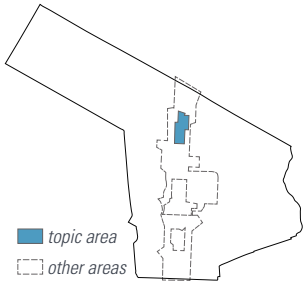
Beginning in 1711, colonists began to construct a formal highway along a Lenape Trail connecting Philadelphia to New Hope, Pennsylvania. From there, travelers could continue along to northern New Jersey and New York City. The York Road, as the new highway was initially called, assumed the former trail's sinuous path that followed the landscape and avoided major geographic obstacles. As trade and travel among the colonies developed, it became the preeminent overland route between Philadelphia and New York. York Road gained its "Old" moniker as travelers began to prefer upgraded roads along the Delaware River in the 1800s.

Although Thomas Holme conceived of Broad Street in the 17th century, it was not until the early 20th that the rigidly straight avenue reached the north end of the City. By this time, landowners along Old York Road had made significant improvements to their properties, and the route was dotted with villages. A total replacement of Old York Road with a single, straight, modern boulevard was deemed infeasible and the two roads coexist, sometimes running less than one hundred feet apart. This accident of history presents an opportunity to assign specialized functions to each; automobile through-traffic can be handled on Broad Street, while Old York Road can act as a neighborhood connector and bicycle route.

Map Legend

- *Underutilized traffic islands or leftover unprogrammed space*
- *Poorly defined street wall caused by parking lots or vacancy*
- *Underutilized structures*
- *Underdeveloped land*
- *Historically significant building*

KEY MAP



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OAK LANE RECOMMENDATIONS

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Ground Level perspective showing potential redevelopment at Broad Street from 66th Avenue looking west.

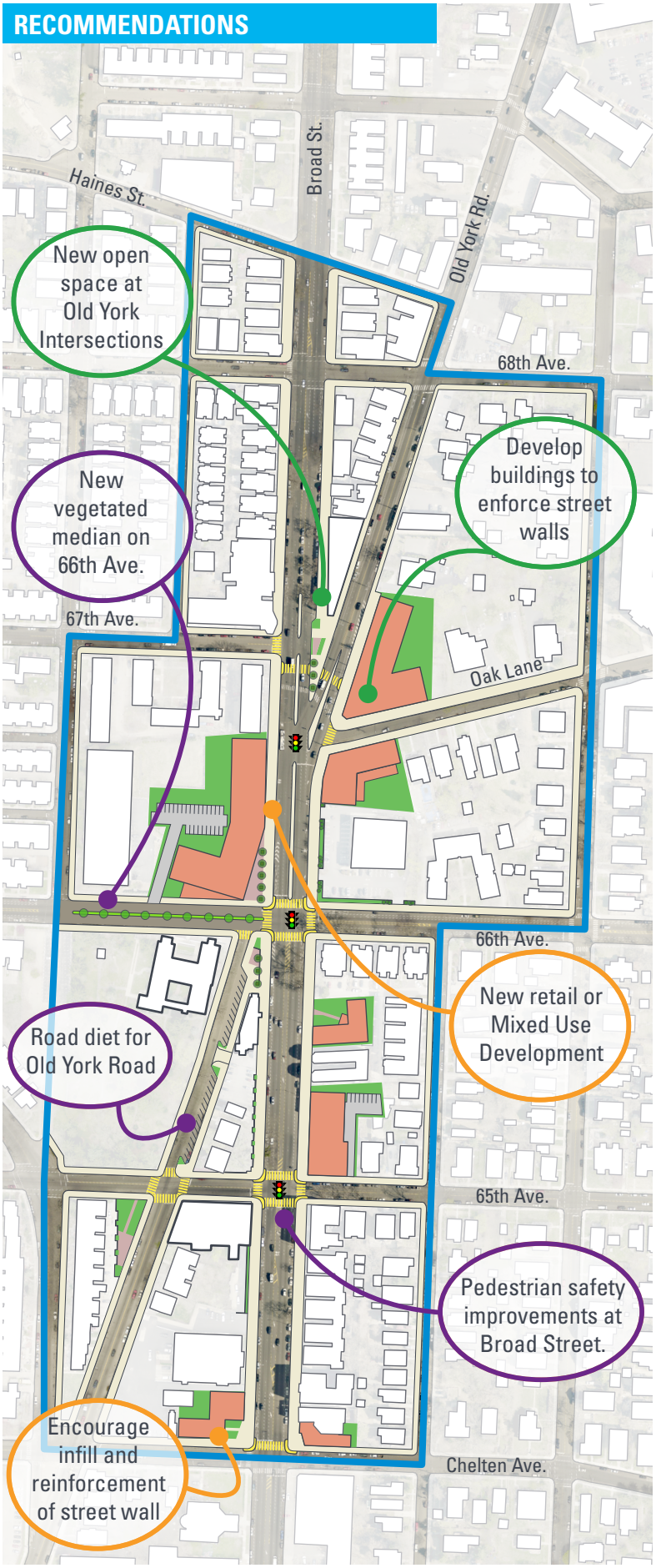
CASE STUDY

Pilot Strategies for Pedestrian Improvements

The images presented in this focus area depict the final stage of completed streetscape improvements. However, changes to curb lines and crosswalk locations need not begin with expensive, permanent installations. Instead, many cities now opt for quickly-installed trial runs to demonstrate feasibility and test functionality before committing to a final design. In Philadelphia, the University City District has championed this type of intervention in West Philadelphia. At the intersection of Baltimore Avenue, 48th Street, and Florence Avenue, designers used paint, planters, and flexible posts to create a safer pedestrian environment. This location and solution could be workable as a first step for an intersection such as Broad Street, Old York Road, and 66th Avenue.

Photo Source: UCD/Ryan Collard

RECOMMENDATIONS



CASE STUDY

Ridge Commons. Source: Metro Commercial Real Estate

Ridge Avenue in Central Roxborough

Ridge Avenue has historically served as a walkable, mixed-use commercial street in the Northwest Philadelphia neighborhood of Central Roxborough. In the latter half of the 20th century, new commercial development became more automobile-oriented, resulting in "strip mall" style development with front parking lots. This led to a slow erosion of the walkability of this corridor. In the 21st century, the Roxborough Development Corporation (RDC) has put a renewed focus on restoring that walkability through planning, streetscape and placemaking projects, and dictating that new development be placed at the streetline. When another strip mall was proposed at the corner of Ridge and Lyceum Avenues, RDC and Planning Commission staff worked with the developer to redesign the project in a more pedestrian friendly manner. The result was a block-long row of one-story shops with no setback from Ridge Avenue and parking located to the rear. The development contains a total of 25,000 square feet of space that is currently occupied by retailers such as Starbucks, Zesto Pizza, Sherwin Williams Paint, Primo Hoagies, Citizens Bank, Supercuts, among others. At around the same time, a zoning overlay was put into place on Ridge Avenue. which prohibited the construction of parking lots in the front of buildings.

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UPPER NORTH

MAKING IT HAPPEN

66 | Implementing the District Plan
67 | Priority Recommendations
68 | Proposed Land Use
70 | Proposed Zoning
72 | Corrective Zoning
74 | Zoning to Advance the Plan

IMPLEMENTING THE DISTRICT PLAN

Once a District Plan has been adopted the work of bringing to fruition the recommendations enumerated in each adopted plan commences fully. This is a multi-pronged effort undertaken by PCPC working collaboratively with staff from relevant City Agencies, City Council, neighborhood and community groups. This involves implementing recommendations for economic development, land management, transportation, open space, environmental resources, historic preservation, the public realm and zoning changes.

THRIVE, CONNECT, RENEW

Within the plan, each recommendation is based on one of the Comprehensive Plan themes of Thrive Connect or Renew and are identified with suggested Implementing Agencies. After plan adoption, PCPC meets with representatives from those agencies to discuss methodologies, timelines and funding sources for implementation. Twice a year the Commission convenes the agencies relevant to each theme, to discuss the status of all recommendations. PCPC tracks the progress of all recommendations.

Zoning

In collaboration with City Council and community groups, zoning recommendations identified in the plan, are prioritized based on importance and complexity. PCPC conducts field assessments, utilizes geographic data and researches property information to create a draft version of potential zoning changes. This draft undergoes review and revision by City Council and neighborhood representatives prior to a public presentation to the community for additional feedback. PCPC staff creates a bill to be introduced by City Council and once introduced, the Planning Commission reviews at a public meeting. The bill is then heard again publicly at City Council's Rules Committee meeting and at the Whole Committee of City Council for Final passage. Once approved by Council, the bill is sent to the Mayor for final signature and the zoning change becomes effective.

Capital Program

The Capital Program is the City's investment strategy for public improvements, infrastructure and facilities. The Program plays an important role in strategic planning for City Government. Philadelphia 2035 allows the City the means for making proactive investment decisions. The PCPC, Department of Public Property and the Department of Finance use the recommendations of Philadelphia2035 as a framework for capital projects. Each district plan identifies opportunities for improved delivery of city services through new, renovated and/or consolidated public facilities. The annual Capital program process, coordinated by PCPC, helps implement recommendations for public facilities contained in the District Plans.

PCPC is also a member of the Mayor's Task Force on City Facilities charged with developing specific recommendations for improving the financial efficacy of and delivery of services by the City's vast inventory of owned and leased facilities. As a member of the task force, PCPC ensures that recommendations align with those of Philadelphia2035.

A GUIDE TO ZONING REMAPPING:

1 FORMULATION

- Plan Recommendations
- Requests from Community & City Council

2 RECOMMENDATION & REVISIONS

- Meet with City Council Staff & Neighborhood Representatives
- Present to the Community

3 BILL INTRODUCTION & REVIEW

- Bill Introduced in City Council
- Planning Commission Review

4 LEGISLATIVE ACTION

- Rules Committee Hearing & Approval
- City Council Vote & Mayoral Action

5 ZONING MAP AMENDED AND UPDATED

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PRIORITY RECOMMENDATIONS

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.

			IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
THRIVE	1	Cultivate strong corridor management partners for the major commercial nodes of Broad Street in Logan and Broad and Olney	PCPC City Council Commerce Einstein Medical Center LaSalle University	1.1.2
	12	Promote a mix of uses and high-quality design for the redevelopment of the Logan Triangle	PRA Private Developer	3.1.3

(See THRIVE for full recommendations.)

CONNECT	14	Rehabilitate and enhance Fern Rock Transportation Center in accord with existing studies and plans	SEPTA Streets	4.1.1 4.2.2
	17	Prioritize pedestrian safety along North Broad Street through the Broad and Olney business district	OTIS Streets PennDOT	4.1.3 4.2.3 4.3.4

(See CONNECT for full recommendations.)

RENEW	26	Create of a stewardship group focused on promotion and maintenance of natural open spaces of the Wingohocking Creek valley - Wister's Woods, Wakefield Park, Kemble Park, and Harper's Hollow	PPR Nonprofits	6.1.1
	39	Include elements of high-quality urban design in the redevelopment agreement for the Logan Triangle	PRA Private Developer	9.1.1 9.1.2 9.2.2

(See RENEW for full recommendations.)

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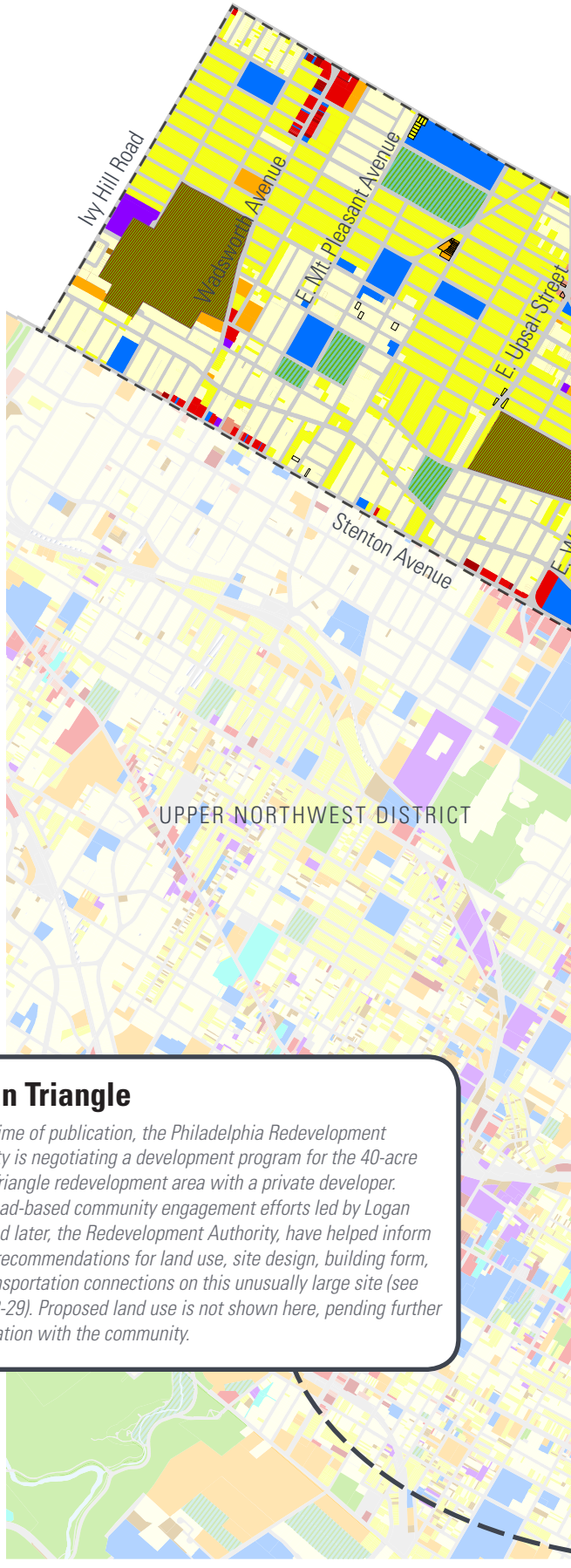
PROPOSED LAND USE

While land use in the Upper North District has been relatively stable, moderate changes are likely in the coming decade. A pattern of declining vacancy, combined with institutional growth, an aging population, and redevelopment of the Logan Triangle suggest changes, particularly near the district's center. The proposed land use map provides a generalized road map for the appropriate distribution of residential development densities, industrial uses and intensity, and where commercial activity should be concentrated. The land use map is guided by recommendations of this plan, and leads to the zoning recommendations on the following pages. Other considerations include neighborhood context, guidance from the Citywide Vision, existing neighborhood plans, and community feedback.



Citywide Land Use

RESIDENTIAL
- Low Density
- Medium Density
- High Density

COMMERCIAL
- Consumer
- Business / Professional
- Mixed Residential

- Industrial
- Civic Institution
- Transportation
- Greened Right of Way
- Culture Amusement
- Active Recreation
- Park / Open Space
- Cemetery
- Water
- Vacant

Logan Triangle

At the time of publication, the Philadelphia Redevelopment Authority is negotiating a development program for the 40-acre Logan Triangle redevelopment area with a private developer. Two broad-based community engagement efforts led by Logan CDC, and later, the Redevelopment Authority, have helped inform PCPC's recommendations for land use, site design, building form, and transportation connections on this unusually large site (see page 28-29). Proposed land use is not shown here, pending further consultation with the community.

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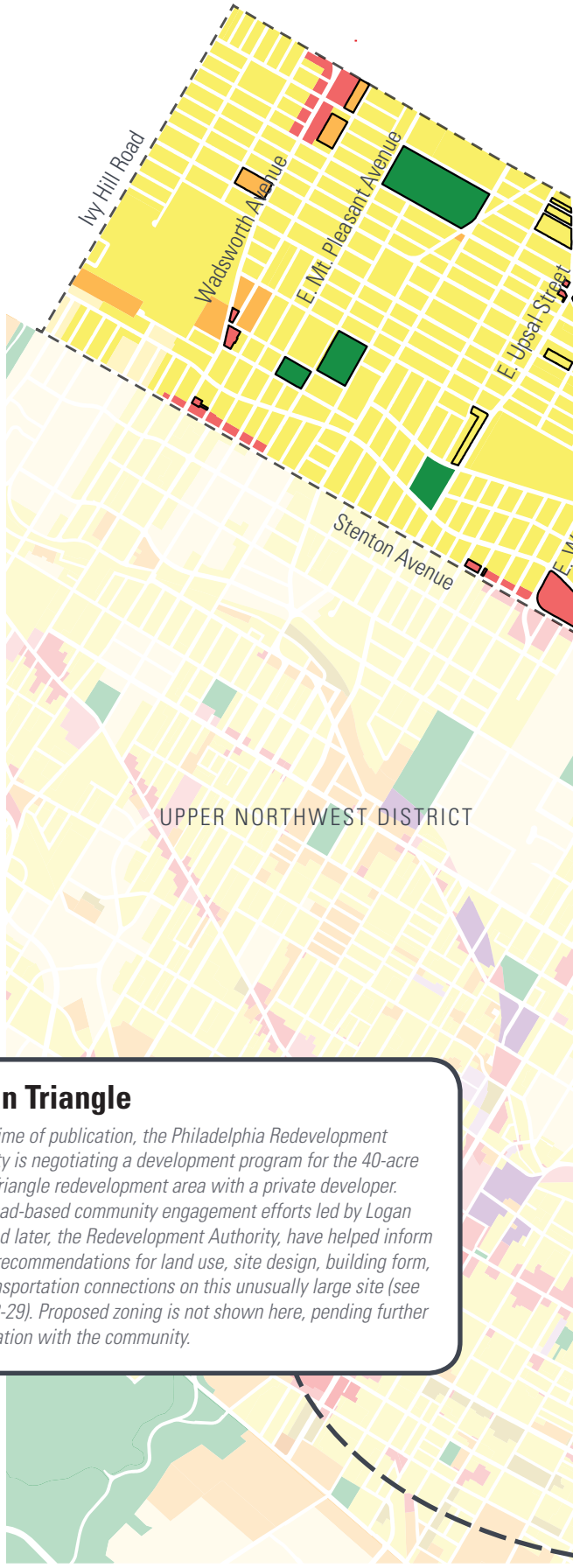
PROPOSED ZONING

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.

Detailed maps of Zoning Sub-Areas can be found on www.phila2035.org/home-page/district/upper-north/



RESIDENTIAL
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- Residential Single-Family Attached [RSA-1-5]
- Residential Two-Family Attached [RTA-1]
- Residential MultiFamily Attached [RM-1-4]
- Residential Mixed-Use [RMX-1-3]

COMMERCIAL
- Auto Oriented Commercial [CA-1,2]
- Neighborhood Commercial Mixed-Use [CMX-1, 2, 2.5]
- Community Commercial Mixed-Use [CMX-3,4]
- Center City Core Mixed-Use [CMX-5]

INDUSTRIAL
- Industrial Residential Mixed-Use [IRMX]
- Industrial Commercial Mixed-Use [ICMX]
- Light Industrial [I-1]
- Medium Industrial [I-2]
- Heavy Industrial [I-3]
- Port Industrial [I-P]

SPECIAL PURPOSE
- Commercial Entertainment (Casinos) [SP-ENT]
- Airport [SP-AIR]
- Institutional Development [SP-INS]
- Stadium [SP-STA]
- Recreation [SP-PO-A, SP-PO-P]

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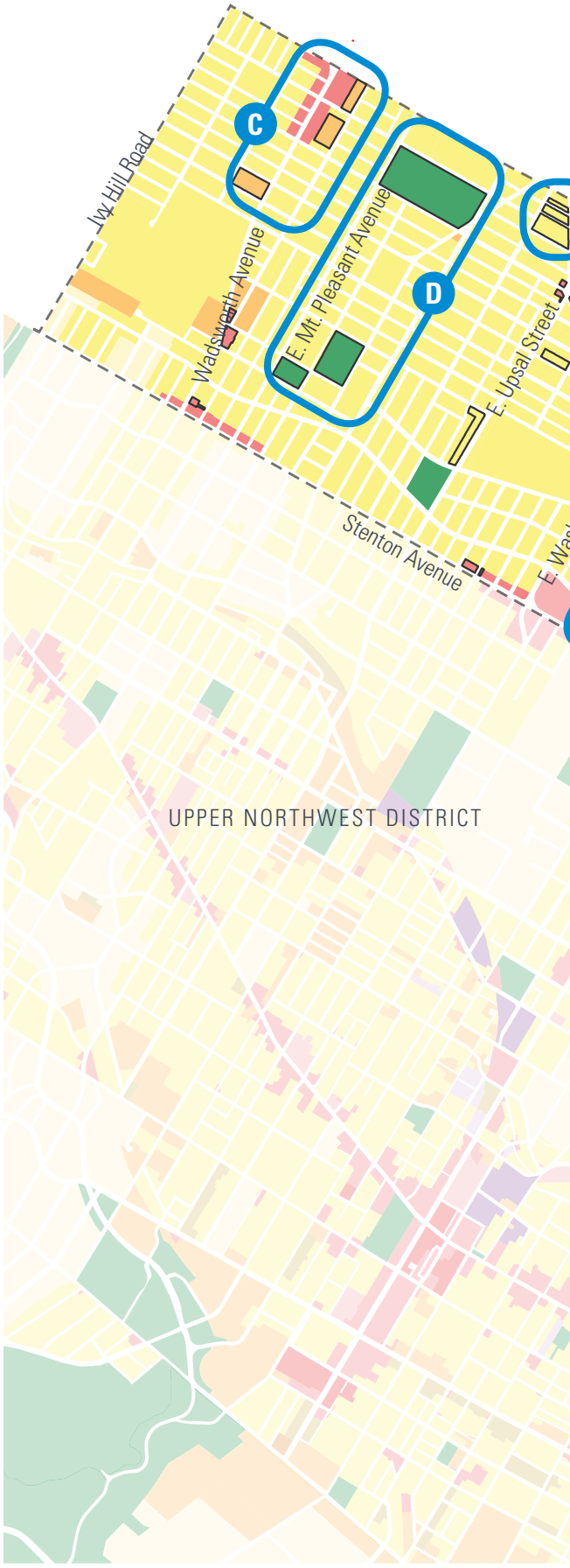
CORRECTIVE ZONING

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.

The proposed corrective zoning recommendations for Upper North are based on the principles of matching zoning to existing uses, preserving existing neighborhood character, strengthening commercial corridors, and protecting existing open space.



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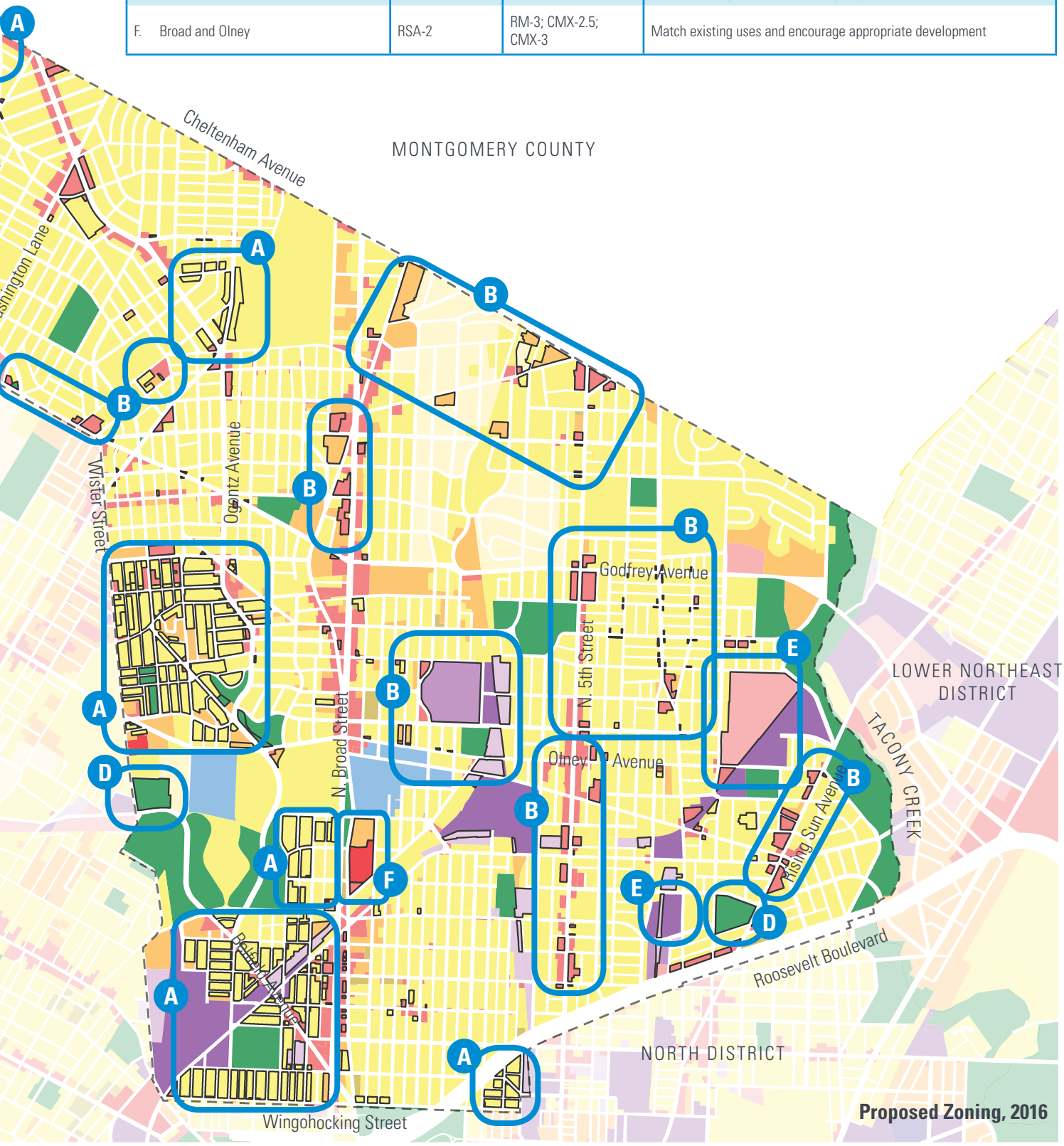
Corrective Zoning

Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various Locations	RM-1; CMX-2; RTA-1	RSA-5; RSA-3	Preserve existing single-family housing
B. Various Locations	I-1; I-2; CA-1; CMX-2; RSA-5	ICMX; CMX-1; CMX-2; RM-1	Match existing uses and encourage appropriate development
C. Wadsworth	RSA-2	RM-1	Match existing garden apartment uses
D. Various Locations	RSA-3; RSA-5; RM-1; RM-4	SP-PO-A	Preserve existing open space
E. Olney	I-2	CA-2	Match existing uses and encourage appropriate development
F. Broad and Olney	RSA-2	RM-3; CMX-2.5; CMX-3	Match existing uses and encourage appropriate development



Proposed Zoning, 2016

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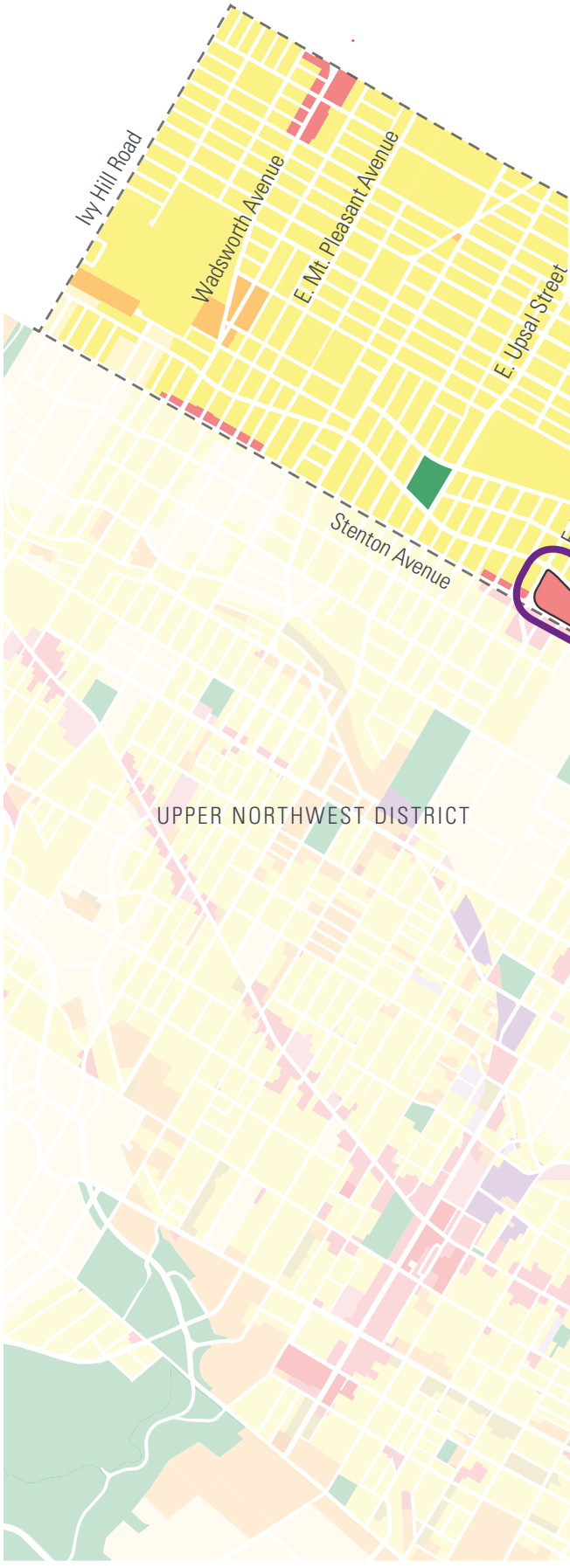
ZONING TO ADVANCE THE PLAN

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.

The zoning recommendations to advance the plan for Upper North seek to focus new housing, retail, and office development close to transit, phase out obsolete commercial and industrial uses in strategic locations, and protect existing residences from new high-intensity industrial uses.



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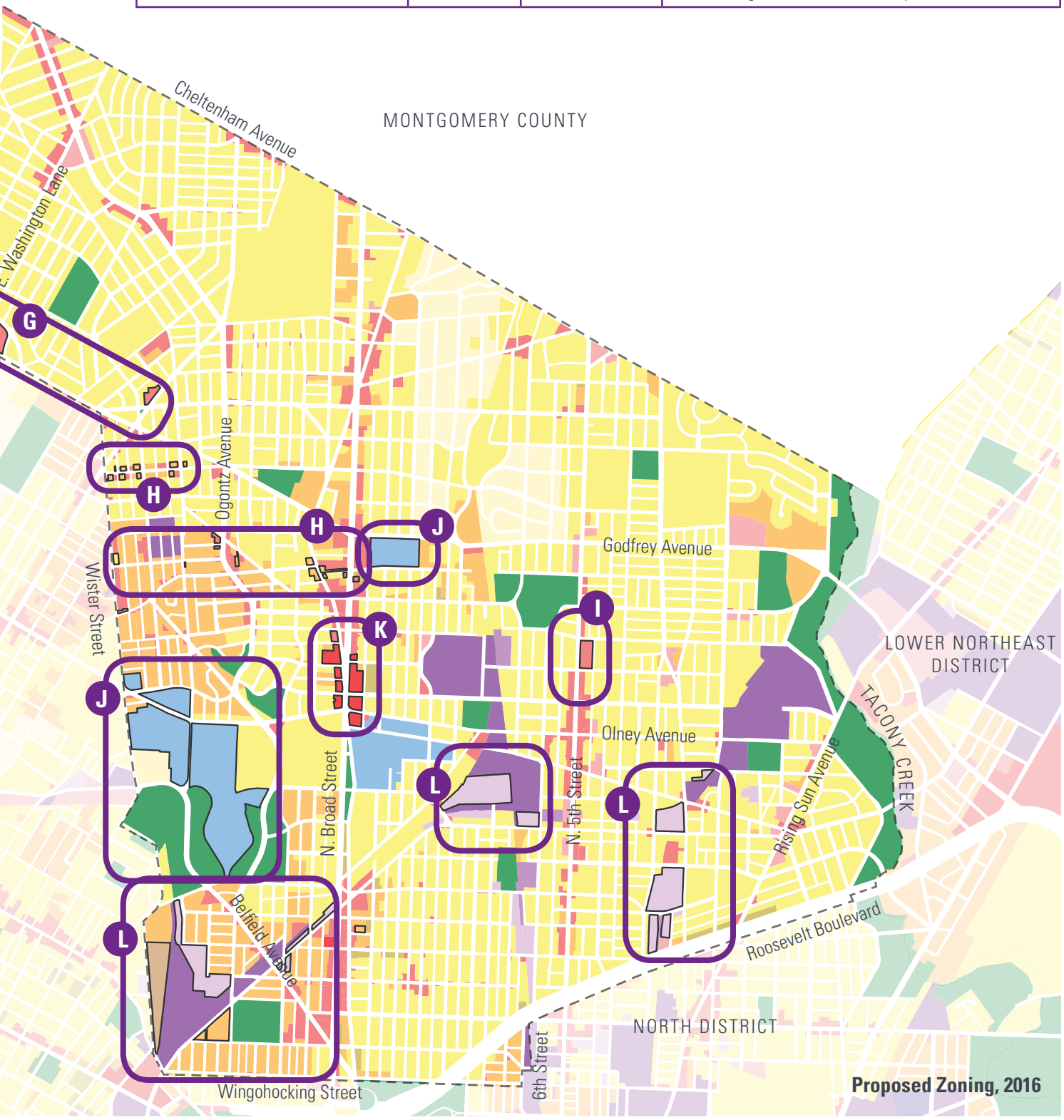
Zoning to Advance the Plan

Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
G. Stenton Avenue	RSA-5	CMX-2	Facilitate commercial development
H. Various Locations	CMX-1; CMX-2	RM-1	Encourage transition to residential uses
I. Various Locations	CMX-2	CMX-1	Direct commercial activity to major corridors and nodes
J. Various Locations	RSD-3; RSA-3; RM-1; CMX-2	SP-INS	Consolidate zoning and create campus master plans
K. Broad and Olney	RSA-5; RTA-1; RM-1; CMX-2.5	CMX-2.5; CMX-3	Reposition commercial sites for higher intensity
L. Various Locations	I-2	ICMX; I-1	Protect existing residential uses from heavy industrial uses



Proposed Zoning, 2016

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UPPER NORTH

APPENDIX

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SUMMARY OF PUBLIC MEETINGS

The Philadelphia City Planning Commission hosted three public meetings within the district to present ideas, plans, and recommendations, and to receive valuable feedback from the community.

April 21, 2016: Thurgood Marshall School

June 16, 2016: West Oak Lane Senior Center

September 12, 2016: Einstein Medical Center

These public meetings were open to all interested residents and attracted over 450 people. Additional information can be found at www.phila2035.org.

First Community Meeting: Building On Our Strengths

The first public meeting for the Upper North District took place on April 21, 2016 at the Thurgood Marshall School. The meeting attracted over 75 attendees to the school located at 5120 North 6th Street.

The first goal of this meeting was to educate the public about the existing conditions of the Upper North District and the District Planning process. The second goal of this meeting was to obtain community input on planning preferences in order to create a solid foundation for district plan content.

A Mapping Group Exercise allowed residents to identify the important physical attributes of the community. Groups were asked to identify strengths, weaknesses, barriers, and opportunity areas within the district. After these four attributes were identified, trace paper was laid over the maps so that groups could identify potential planning focus areas.

Community meeting, April 21, 2016

Second Community Meeting: Framing Our Future

The second public meeting for the Upper North District took place on June 16, 2016 at the West Oak Lane Senior Center. This meeting attracted over 224 attendees to the senior center located at 7210 Ogontz Avenue.

The first goal of this meeting was to update the public about the planning process and to provide analysis from the first public meeting results. The second goal was to obtain community input on proposed plan recommendations and comments for the selected focus areas centered along Broad Street and Old York Road.

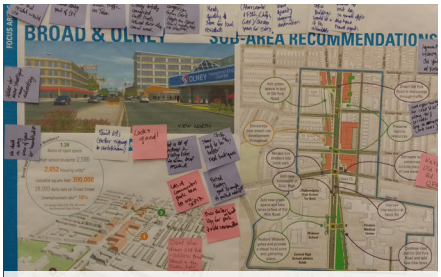
Following a presentation about the planning process and the first public meeting results, Planning Commission staff facilitated conversations and requested public input at eleven different stations to help prioritize planning recommendations.

Community meeting, June 16, 2016

Third Community Meeting: Draft Plan Open House

The PCPC hosted an open house at Einstein Medical Center on September 12, 2016. This meeting attracted over 151 attendees to the hospital located at 5501 Old York Road.

Participants spoke individually with PCPC staff, viewed graphics and maps, and reviewed draft plan recommendations. The Focus Area studies, recommendations from THRIVE, CONNECT, and RENEW, and future land use and zoning recommendations were presented at various stations. Staff documented public comments for each station, all of which is considered prior to the plan being finalized.



Community meeting, September 12, 2016

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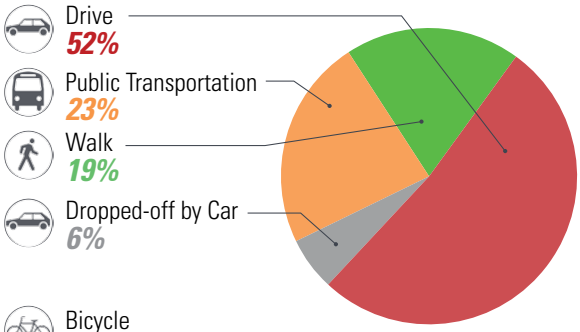
The following are example activities used during the public meeting process to help identify and analyze various areas within the district. Questions were posed to the community that asked where improvements should be focused or where areas had potential planning opportunities within the Upper North District. Staff used this input to develop detailed recommendations for public investment throughout the district. Example materials from the first, second, and final meetings are displayed below.

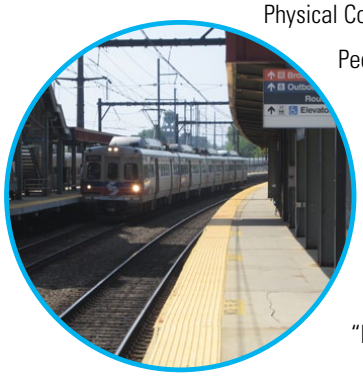
More detailed summaries can be found at: www.phila2035.org.

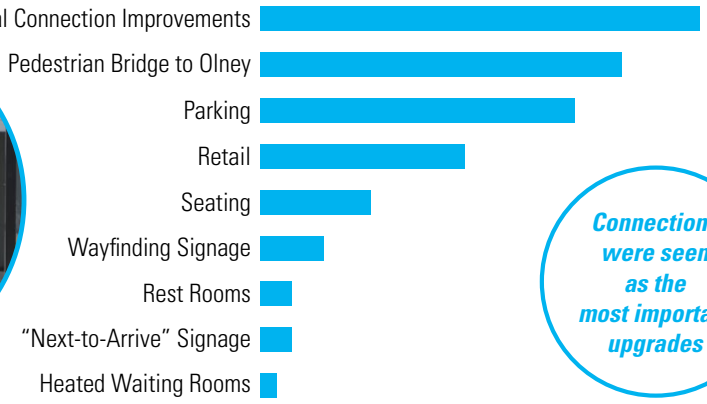
What is the best way to get to Fern Rock Transportation Center?



Note: the option of arriving by bicycle received no votes.

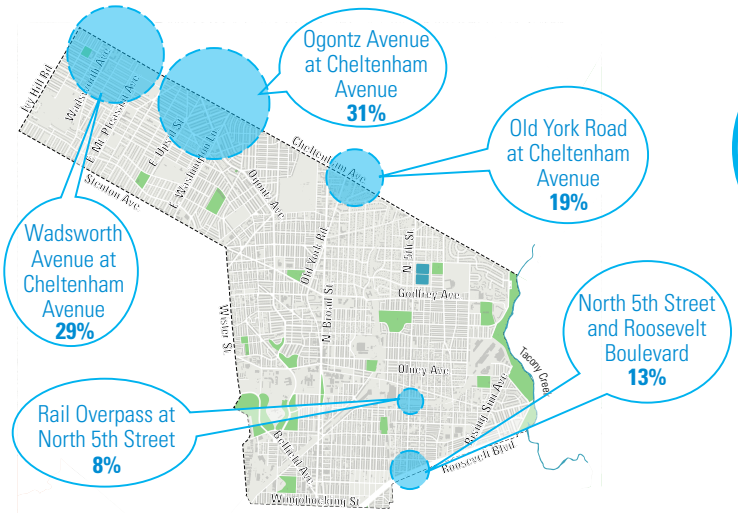
Which improvements would you like to see at Fern Rock Transportation Center?





Connections were seen as the most important upgrades

Which gateway should be improved?



Which gateway should be improved?

Other Suggestions

- *Stenton Avenue*
- *72nd and Ogontz Avenues*
- *Broad Street at 66th Avenue*
- *Rising Sun Avenue*

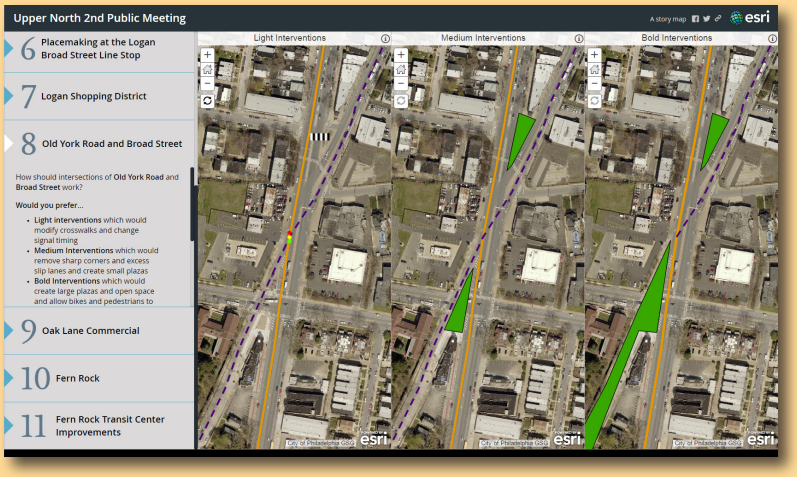
DIGITAL OUTREACH

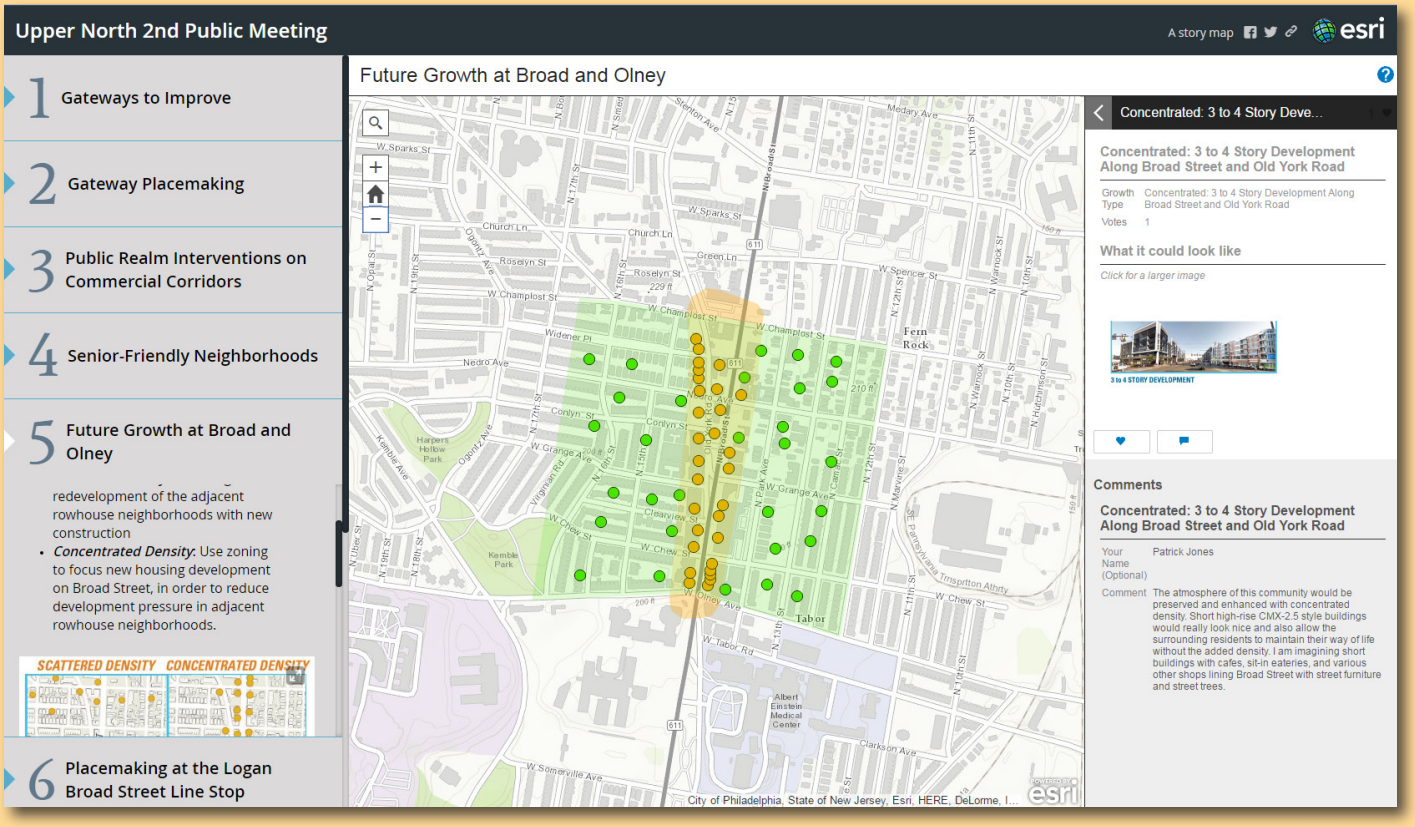
The Upper North District team extended digital outreach to the community through online engagement tools in an effort to allow neighbors unable to attend public meetings to participate in the planning process.

Members of the community who were unable to attend the meetings were asked for input for the same exercises that were performed at the three public meetings, and were also able to propose additional issues and ask questions throughout the process. The team made use of a platform called 'Storybook' to publish the meeting's activities as well as results. The planning team received very few online comments, but the comments that were received were very similar to those from the public meetings.

2035
SHARE / INFORM / ENVISION

Digital outreach included existing conditions information as well as online activities.





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PARTNER AGENCIES AND ABBREVIATIONS

Full Name	Abbreviation
Federal Agencies	
Army Corps. of Engineers	Army Corps
Environmental Protection Agency	EPA
Federal Emergency Management Agency	FEMA
Fish and Wildlife Service	FWS
State Agencies	
Pennsylvania Department of Environmental Protection	PADEP
Pennsylvania Department of Transportation	PennDOT
Pennsylvania Historical and Museum Commission	PHMC
Regional Agencies	
Delaware Valley Regional Planning Commission	DVRPC
Southeastern Pennsylvania Transportation Authority	SEPTA
Philadelphia Regional Port Authority	PRPA
Quasi-Governmental Agencies	
Philadelphia Housing Development Corporation	PHDC
Philadelphia Industrial Development Corporation	PIDC
Service Providers	
Philadelphia Electric Company	PECO
Pennsylvania Horticultural Society	PHS
CSX (Railroad) Transportation	CSX
Conrail	Conrail
City Agencies	
Department of Public Property	DPP
Free Library of Philadelphia	Library
Philadelphia Housing Authority	PHA
Philadelphia Historical Commission	PHC
Mayor's Office of Arts, Culture, & the Creative Economy	MOACCE
Office of Housing and Community Development	OHCD
Office of Sustainability	OS
Office of Transportation and Infrastructure Systems	OTIS
Philadelphia City Council	City Council
Philadelphia City Planning Commission	PCPC
Philadelphia Department of Commerce	Commerce
Philadelphia Department of Licenses and Inspections	L&I
Philadelphia Department of Public Health	PDPH
Philadelphia Parks and Recreation Department	PPR
Philadelphia Redevelopment Authority	PRA
Philadelphia Streets Department	Streets
Philadelphia Water	PWD
Philadelphia Parking Authority	PPA
School District of Philadelphia	SDP

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THRIVE

NEIGHBORHOODS

1.1 NEIGHBORHOOD CENTERS

Promote strong and well-balanced neighborhood centers

1. Strengthen neighborhood centers by clustering community serving public facilities.
2. Strengthen neighborhood centers by developing viable commercial corridors.
3. Strengthen neighborhood centers by promoting transit-oriented development around stations.
4. Provide convenient access to healthy food for all residents.

1.2 HOUSING

Improve the quality and diversity of new and existing housing

1. Stabilize and upgrade existing housing stock.
2. Ensure that a wide mix of housing is available to residents of all income levels.
3. Promote new affordable housing developments to strengthen existing neighborhood assets.

ECONOMIC DEVELOPMENT

2.1 METROPOLITAN & REGIONAL CENTERS

Support the growth of economic centers

1. Support and promote Center City/ University City as the primary economic center of the region.
2. Strengthen metropolitan subcenters.
3. Encourage the growth and development of both existing and emerging regional centers.

2.2 INDUSTRIAL LAND

Target industrial land for continued growth and development

1. Ensure an adequate supply and distribution of industrially zoned land.
2. Reposition former industrial sites for new users.

2.3 INSTITUTIONS

Grow Philadelphia's strong institutional job sectors

1. Encourage institutional development and expansion through policy and careful consideration of land resources.
2. Create cooperative relationships between institutions and neighbors.

2.4 CULTURAL ECONOMY

Develop tourism and the creative economy into a leading economic sector

1. Maintain Philadelphia's strong role in the national and international tourism market.
2. Provide ample resources to cultural institutions to enrich the city's quality of life.

LAND MANAGEMENT

3.1 VACANT LAND & STRUCTURES

Manage and reduce vacancy

1. Centralize land management in a single City agency to track and dispose of surplus land and structures and return publicly owned vacant parcels to taxable status
2. Prevent abandonment of land and structures
3. Reuse vacant land and structures in innovative ways.

3.2 LAND SUITABILITY

Protect sensitive land from over development

1. Use topography to direct land development.

3.3 MUNICIPAL SUPPORT FACILITIES

Locate and manage all municipal support facilities efficiently

1. Reduce expenditures for municipal support facilities.

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CONNECT

TRANSPORTATION

4.1 TRANSIT

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

1. Invest in existing infrastructure to improve service and attract riders.
2. Extend and introduce new technological advances to the transit network to service new markets.
3. Coordinate land use decisions with existing and planned transit assets to increase transportation choices.

4.2 COMPLETE STREETS

Balance use of roadways to ensure safe and efficient travel by all modes

1. Implement a complete streets policy to ensure that the right-of-way will provide safe access for all users.
2. Expand on- and off-street networks serving pedestrians and bicyclists.
3. Improve safety for pedestrians and bicyclists and reduce pedestrian and bicycle crashes.

4.3 STREETS & HIGHWAYS

Provide a safe and efficient road network that supports planned land uses

1. Upgrade and modernize existing street, bridges, and traffic-control infrastructure to ensure a high level of reliability and safety.
2. Control automobile congestion through traffic management and planning.
3. Improve highway access for goods movement.
4. Improve pedestrian connections across major rights-of-way.

4.4 AIRPORTS, SEAPORTS, FREIGHT RAIL

Enhance the city and regional economy by reinforcing airports, seaports, and freight rail

1. Strengthen the airport's global and local connections.
2. Elevate the competitive position of Philadelphia ports on the Eastern Seaboard.
3. Modernize freight rail assets to ensure efficient goods movement to and through Philadelphia.

UTILITIES

5.1 CONSUMPTION, CAPACITY, & CONDITION

Provide environmentally supportive, affordable, and reliable utility service to all customers

1. Reduce electric, gas, and water consumption to reduce financial and environmental costs
2. Achieve reductions in waste through reuse, recycling, and composting of solid waste materials.
3. Ensure adequate utility capacity to serve customers
4. Modernize and bring the condition of existing utility infrastructure to a state of good repair.

5.2 BROADBAND INFRASTRUCTURE

Reinforce access to and use of broadband telecommunications infrastructure as a vital public utility

1. Prepare a long-term plan for maintenance and use of City-owned broadband infrastructure and wireless assets.
2. Expand affordable access to broadband and promote digital literacy programs among low-income populations of the city.
3. Encourage technical innovation and recruitment of high-tech businesses.

RENEW

OPEN SPACE

6.1 WATERSHED PARKS & TRAILS

Complete, expand, and connect watershed parks and trails in the city and the region

1. Create a citywide trails master plan to coordinate the planning and construction of trail systems within Philadelphia.
2. Create a corridor network that connects parks, neighborhoods, and trails citywide.
3. Connect citywide parks to the existing protected natural areas of the regional greenspace network.

6.2 WATERFRONTS

Create improved access to waterfronts

1. Improve and increase waterfront recreation opportunities.
2. Expand use of rivers for passenger transportation.

6.3 NEIGHBORHOOD PARKS AND RECREATION

Expand access to neighborhood parks and recreation

1. Ensure that all Philadelphians live within a 10-minute walk of a neighbor hood park or recreation center.
2. Connect neighborhood parks and trails to neighborhood centers and major public facilities.
3. Ensure proper maintenance and vibrancy of park and recreation facilities.

ENVIRONMENTAL RESOURCES

7.1 AIR QUALITY

Improve air quality within the city and the region

1. Reduce overall and per capita contributions to air pollution.
2. Reduce overall and per capita greenhouse gas emissions by 45 percent by 2035.
3. Reduce air temperature during the warm season in the city.

7.2 WATER QUALITY

Improve the quality and management of water and wetland resources

1. Improve the quality of city and regional water sources.
2. Restore and create urban stream banks and tidal wetlands along watersheds.
3. Support stormwater regulations set by the Philadelphia Water Department to capture stormwater on-site and reduce flooding damage.

7.3 TREE COVER

Increase tree coverage equitably across the city

1. Increase the overall tree canopy across the city to 30 percent.
2. Enhance the city's forests to create a total of 7,200 acres.
3. Support tree planting and stewardship within the city.

HISTORIC PRESERVATION

8.1 CULTURAL, HISTORICAL, & ARCHITECTURAL RESOURCES

Support sensitive development that preserves and enhances Philadelphia's multifaceted past

1. Preserve culturally, historically, and architecturally significant buildings, sites, structures, and districts.
2. Rehabilitate abandoned industrial infrastructure for new uses and reuse industrial buildings to create new neighborhood anchors.
3. Preserve and reuse all "at risk" historic anchor buildings and commercial corridor buildings.
4. Protect archaeological sites.
5. Ensure maintenance and management of cemeteries and religious properties.
6. Preserve historically significant viewsheds and landscapes.
7. Preserve cultural and ethical traditions, places, and resources.

8.2 HERITAGE TOURISM

Expand tourism programs to highlight cultural and historic heritage and to increase spending on heritage tourism

1. Create new and enhance existing tourism programs based on various cultural experiences unique to Philadelphia.
2. Demonstrate sustainable practices in visitor activities and facilities.

PUBLIC REALM

9.1 DEVELOPMENT PATTERNS

Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks

1. Preserve the walkable scale of the city.
2. Ensure that new development reinforces the urban scale.

9.2 URBAN DESIGN

Elevate public demand for good design in the public realm

1. Apply sound design principles to guide development across the city.
2. Create welcoming, well-designed public spaces, gateways, and corridors.
3. Link public art with major capital initiatives.
4. Ensure maintenance and protection of public art.

73 OBJECTIVES FROM THE *CITYWIDE VISION*

Citywide Vision objectives referenced in this District Plan.

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ACKNOWLEDGMENTS

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UPPER NORTH DISTRICT PLAN

PHILADELPHIA 2035

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