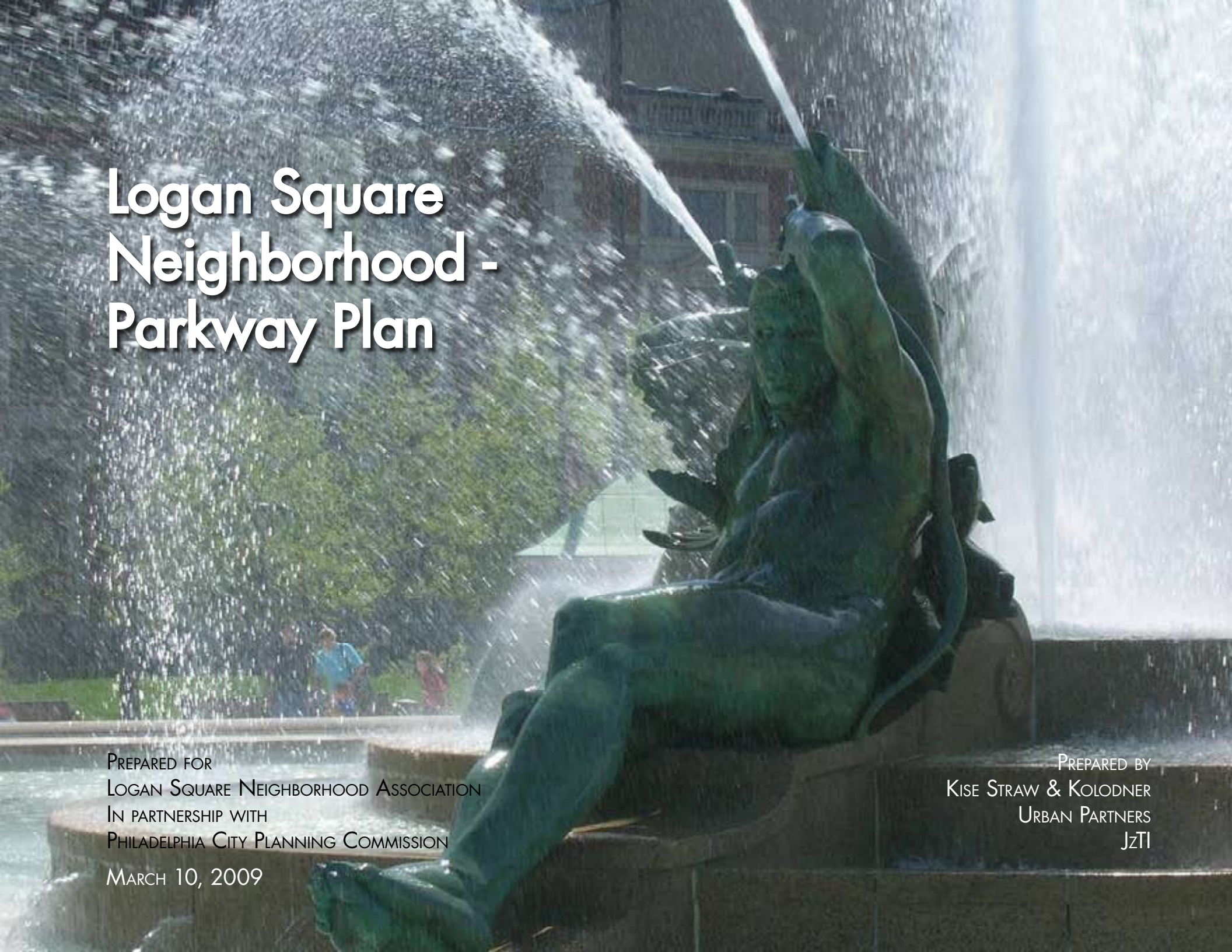

Logan Square Neighborhood - Parkway Plan

Prepared for
Logan Square Neighborhood Association
In partnership with
Philadelphia City Planning Commission

March 10, 2009

Prepared by
Kise Straw & Kolodner
Urban Partners
JzTI

Greetings friends and stakeholders of the Logan Square Neighborhood–Parkway!

The concept of a comprehensive plan for the Logan Square neighborhood was first made more than five years ago. In 2006 a Long Range Planning Committee was established and a group of dedicated neighbors met and devoted considerable time learning about other neighborhood planning efforts and weighing options for pursuing a vibrant and effective process. Ultimately, the Logan Square Neighborhood - Parkway Plan Steering Committee was formed and over the course of two years, local residents, businesses, institutions, the City and a myriad of stakeholders met and worked diligently to develop the Logan Square Neighborhood–Parkway Plan (LSN-PP). There were numerous hurdles along the way, from deciding whether to even undertake the process to searching for funding, to forging a partnership with the City Planning Commission to choosing planning, traffic and economic consultants through an extensive RFP process, to organizing meetings reaching across all of the stakeholders. The goal was, and is, to create a vision that will help guide the development and the operation of the neighborhood, over the next decade and beyond, that both recognizes the positives we want to retain while providing a roadmap for future enhancements and developments in the area.

Throughout, we worked hard to create an open, inclusive, and collaborative process where all voices, big and small, would be heard. We believe that this major effort can serve as a great model for how other neighborhoods of Philadelphia can undertake planning and that a number of the recommendations coming out of the LSN-PP can be applied on a broader citywide basis, even informing the ongoing Zoning Code reform efforts.

Like most neighborhoods, the Logan Square neighborhood (defined as the area bounded by Market Street to the South, Spring Garden Street to the North, Broad Street to the East and the Schuylkill River to the West) continues to experience change, although recently the pace has had many concerned about the preservation of the great livable and sustainable aspects and character of the area. Too often, new developments and plans have not taken into account the existing strengths (e.g., a diverse walkable family-friendly community with great amenities) and wants of the neighborhood. And too often, it has been easy for residents to say what they don't like about a

PROLOGUE

development without a clear vision to help promote what they want. It was a cascade of large scale projects such as the Barnes Tower (22nd & Pennsylvania Avenue) and "River City" (along JFK Boulevard and the River) that served to make this clear and spur the creation of a Plan. The LSN-PP is designed to better express the existing strengths of the area and provide a vision and direction for its future development and improvement.

As many recognize, the Logan Square neighborhood holds a special place in Philadelphia as its "front yard" where an eclectic mix of residential (both traditional row homes and contemporary high rises), commercial, office, educational institutions, parks, and the region's core cultural and arts institutions all coexist. This eclectic mix is a blessing that makes the area so vital, but also makes planning a major challenge. After consulting with the Planning Commission and nearby neighborhoods, it became clear that the neighborhood needed to engage professional planners. Another challenge was to develop a comprehensive plan that would connect to other ongoing efforts along the Parkway, Riverfront, adjacent communities and major developments already in the pipeline. The Logan Square Neighborhood-Parkway Plan Steering Committee was formed in late 2006 in order to carry out this work.

Another key step along the way was the partnership developed with the City's Planning Commission. And although we may not always be in agreement on all issues, our level of collaboration has been unprecedented in this community. This partnership was critical because it came with many professional planning resources (in particular, Community Planner Laura Spina and Transportation Planner Deborah Schaaf), the ability to bring other stakeholders to the table, the contribution of funding, and use the power of the City to move the Plan towards implementation. This was exciting because planning across the City has traditionally been carried out by neighborhood organizations <u>or</u> the City, but not necessarily in such a close partnership. As important was the choice of Kise Straw & Kolodner (KSK) as the lead planning consultant. KSK, led by John Gibbons, brought a great team of professionals who were able to utilize much of their institutional memory in their previous planning work done around Center City and the Parkway.

As an outgrowth of the Planning process, a number of important concepts and planning principles have

been put forth that can potentially be applied to other neighborhoods or to upcoming zoning code revisions. For example, the uses of illustrations and visual examples from existing developments were critical to the understanding of the Zoning Code and the use of Floor Area Ratio (FAR) bonus changes that might replace existing height restrictions. A key outcome of this conversation was the recommendation that in the context (i.e., contextual zoning) of transitional parcels that are between denser areas and less dense areas, existing zoning district controls must be modified to asure that new development does not overwhelm existing development. Other important components of the Plan are the examination of the use of a Conservation District within the core residential areas of Logan Square, the development of Callowhill Street as a neighborhood oriented retail corridor, and the promotion of sustainable development approaches within Logan Square that might be applied elsewhere.

While the development of this Plan was an accomplishment itself, the critical important work in its implementation is still to be done. Some of the early action and priority items will happen soon while other items are longer-term goals. With the help of many who helped to create the Plan and others who support its recommendations, we hope that the Plan will make a significant, positive difference in the future of Logan Square and the City.

Thanks

There are many people and organizations that participated in this effort and many to thank for assistance. First, the Philadelphia City Planning Commission was essential to the Plan. Thanks begin with previous Executive Director, Janice Woodcock and current Executive Director, Alan Greenberger, as well as Gary Jastzrab, Rick Redding, Brian Flanagan, Deborah Schaaf, many other Commission staff and a special thanks to Laura Spina. The Planning Commission and Commerce Department (Duane Bumb) also provided funding that allowed the Plan to move forward. And thanks to Councilman Darrell Clarke for his support and attendance at our Community Forum.

Three other critical supporters at the beginning and throughout were the Delaware Valley Regional Planning Commission (special thanks to Executive

Director, Barry Seymour and Ted Dahlburg), State Representative Babette Josephs and the Society Created to Reduce Urban Blight (Executive Director, Mary Tracey). Important advice and information that aided the LSN-PP Steering Committee to decide upon a direction and to develop Requests For Proposals (RFPs) came from the Center City Residents Association (Lou Coffey) and Fairmount CDC (Lori Salganicoff). Meeting space for the Community Forums and Advisory Committee meetings was provided by the Moore College of Art (President, Happy Fernandez and Emily Johnson), Community College (Randolph Merced and Monique Evans-Wescott), and the Science Leadership Academy (Principal, Chris Lehman). We would also like to thank Whole Foods for providing refreshments for the meetings.

And thanks again to KSK (John Gibbons, Doug Robbins, Elizabeth Burling, Liz Lankenau, Jody Holton, and Shawn Rairigh) and partners (including Frank Jaszkiewicz, Jim Hartling and Chris Lankenau) for going above the call of duty to make the planning process and outcome a success. John Gibbons, who led the team, should receive special recognition for working through many difficult issues and helping to keep the Plan moving forward with a steady and experienced hand.

Finally, the LSN-PP Steering Committee spent countless hours and effort in stewarding the process and providing a high level of input and feedback at every step of the way. A special thanks to all on the Steering Committee (listed below).

We appreciate all the individuals and organizations who have contributed their ideas, time, and reflections in this process. Now we encourage everyone to remain committed to the next steps in implementing many of the bold recommendations contained in the plan. Clearly, we see the publication of this plan as a milestone, not as an end but rather as a beginning. Going forward, neighbors, planners, developers, and representatives will have a consistent framework from which to work, plan, live and dream. Logan Square is already one of the most special neighborhoods in world, but we are confident that this plan will make it even better. Thanks again for your support of our Plan and our community!

Andrew Toy, Chair, LSN-PP Steering Committee
Rob Stuart, President, LSNA Board

The Logan Square Neighborhood - Parkway Plan represents a remarkable effort by a local civic association to articulate a vision for development in their neighborhood. Many hundreds of hours have been contributed by members of the community, working in parallel with the Philadelphia City Planning Commission, to analyze trends, understand the possible implications of existing public policy, and make suggestions that could help guide future development.

Unlike many neighborhoods, Logan Square - Parkway not only encompasses vibrant residential areas, but also includes part of the downtown core of the city as well as our great civic boulevard - the Benjamin Franklin Parkway - and its many cultural institutions. These special circumstances have placed great demands on the plan's authors to recognize needs beyond those of the residents. They have shown great sensitivity to these needs in a struggle to balance many competing interests that would impact any vibrant downtown. Achieving that best balance is very hard work. Participants in the planning process have never shied away from this effort and are to be commended for it. Inevitably, there are some disagreements between the Plan's authors and the Planning Commission on specific recommendations for specific sites. Rather than gloss over these differences, they are noted in the plan.

However, the small number of differences does nothing to take away from the otherwise extraordinary level of cooperation and collaboration that is evidenced in this document. As the agency responsible for planning in the city, we value these efforts and are committed to working with the Logan Square Neighborhood Association to help implement the many recommendations that we all support.

Alan Greenberger
Executive Director
Philadelphia City Planning Commission

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ACKNOWLEDGMENTS

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Manager, Asia on the Parkway
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Terek Albasti, Aya's Café
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Manager, Cascamorto
Manager, Little John's
Manager, Pete's Famous Pizza
Michael Rodolico, McCrossen's
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ACKNOWLEDGMENTS

Manager, Goji Tokyo
Manager, Cherry Street Tavern
James Cuorato, Jr, Vice President of Urban Development, Brandywine Realty Trust
Greg Webster, Philadelphia Management
David Grasso, Metro Development
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Michael Sklaroff, Ballard Spahr Andrews & Ingersoll
Craig Schelter, Schelter & Associates
Inga Saffron, Inquirer
Kenneth Balin, AMC Delancey Group
Jim Rappaport, Daroff Design

Special Thanks To

SCRUB
Councilman Darrell L. Clarke

Funders

Delaware Valley Regional Planning Commission
City of Philadelphia Department of Commerce

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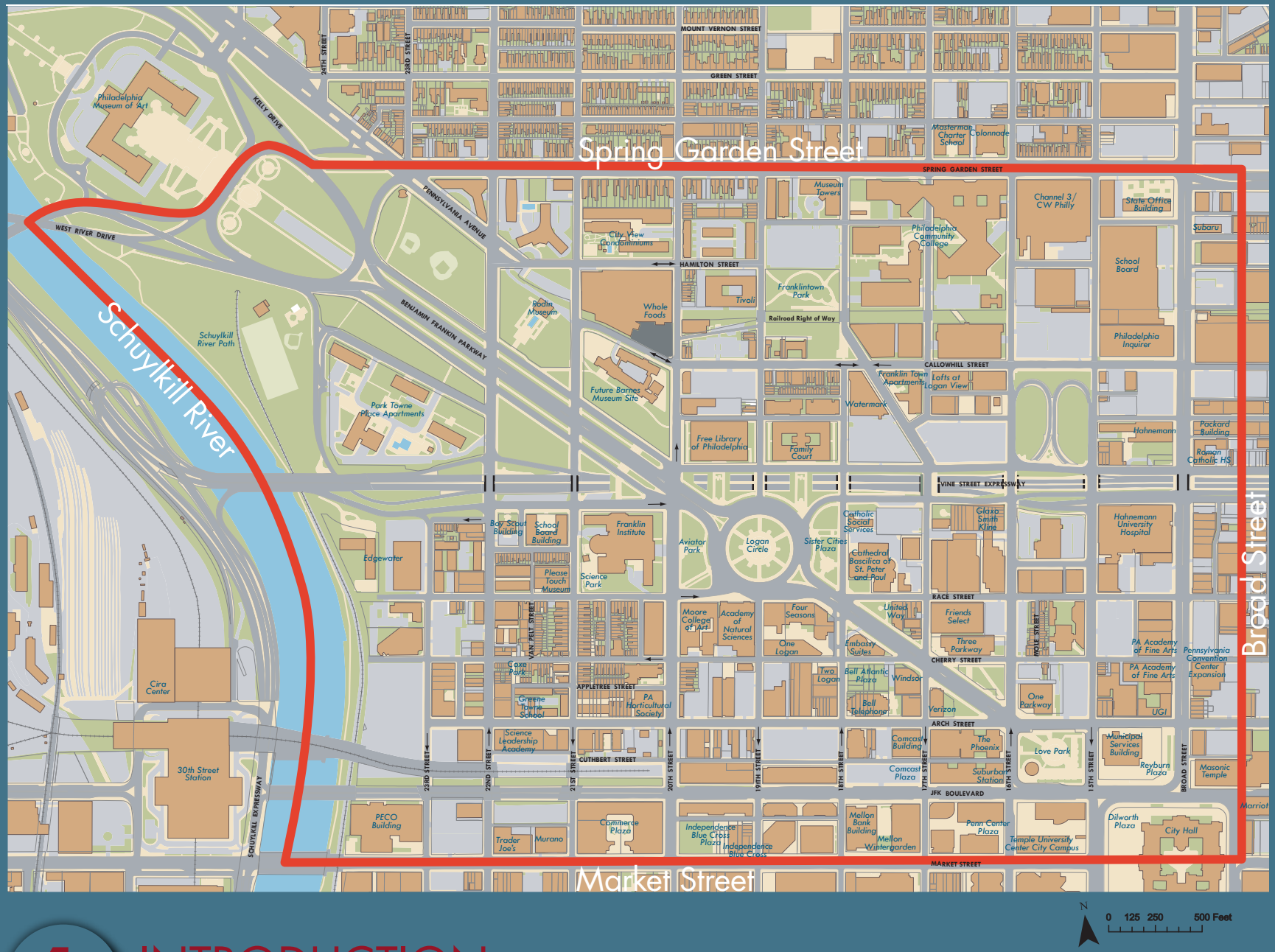


1 INTRODUCTION

1.1 Introduction

The Logan Square Neighborhood - Parkway occupies the northwest quadrant of Center City, and extends from the Schuylkill River in the west to Broad Street in the east, and from Spring Garden Street in the north, to Market Street in the south ***(See Map 1)***. It includes several distinct areas:

AREAS WITHIN LOGAN SQUARE

1. The Center City commercial office core in the southeast and the south
2. The historic Logan Square residential rowhouses neighborhood in the southwest
3. The Benjamin Franklin Parkway and Logan Square, with their world–class arts and science related institutions
4. The Parkway North residential area, with a mix of high–rise residential and townhouse developments in the northwest
5. The Community College institutional area in the northeast
6. The Schuylkill River Bank and trail

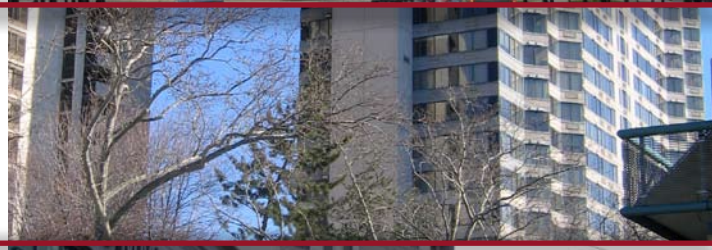
Map 1. Boundaries of the Logan Square-Parkway District

1.

2.

3.

4.



5.

6.

Several parts of the Logan Square Neighborhood are likely to undergo significant transformation over the next decade. Perhaps more than any other neighborhood in Center City, Logan Square-Parkway has a number of large-scale development opportunity sites that could significantly change the character of the community and the skyline of the city as a whole. Many of these sites are zoned for high-rise, high-density development. While these changes can have a positive effect on the neighborhood, it is important that the existing residential areas be protected and enhanced. In addition, there are several developments of national and international stature proposed for the Benjamin Franklin Parkway, including the Barnes Museum and Free Library addition, that could reinvigorate the Parkway as an international visitor destination.

The Logan Square Neighborhood-Parkway Plan articulates a shared vision for the Logan Square neighborhood, including the Benjamin Franklin Parkway. The Plan is unique in the way it has brought together the numerous and varied constituencies that comprise the Logan Square-Parkway community.

The partnership entered into by the Philadelphia City Planning Commission and the Logan Square Neighborhood Association to create the Plan is unprecedented in nature and was designed to facilitate implementation by anticipating realities and working through differences early in the process. Plan participants recognize that implementation will require ongoing dialogue, a dynamic balancing of the interests and needs of divergent constituencies, and the willingness of Logan Square's many stakeholders to compromise with one another. Above all, the Plan represents a concerted effort to be as inclusive as possible, to improve the communication among all constituencies, and to achieve the Plan's incorporation into the larger planning effort now underway for Philadelphia while conserving the identity and quality of the Logan Square Neighborhood - Parkway.

The Plan reflects the commitment of the diverse but unified members of the Logan Square-Parkway community to achieve the following broad objectives:

- Maintain and enhance the Logan Square

Neighborhood - Parkway's status as a premier place to live, work, and visit, providing an optimal location for enjoying Philadelphia's rich cultural heritage and urban amenities, living and raising a family, and growing a successful business;

- Protect the dignity and accessibility of Logan Square's public spaces, in particular those along the Benjamin Franklin Parkway;
- Preserve, expand, and further beautify the green and open parkland of the Logan Square Neighborhood - Parkway;
- Achieve a sustainable neighborhood that avoids depletion of energy and natural resources, and creates an environment that is livable, comfortable, and safe.
- Support and promote the commercial and cultural institutions located in the Logan Square Neighborhood - Parkway, recognizing their collective role as a major economic engine of the City and region;
- Preserve and enhance the existing predominantly residential/mixed-use "urban villages" of the Logan Square Neighborhood - Parkway, while also recognizing the need for density and commercial development in this downtown area; and
- Improve the mobility and transportation amenities of the Logan Square Neighborhood - Parkway by creating more and better alternatives to automobile use, rationalizing parking demand and availability, and exploring how transportation facilities can be reshaped to meet connectivity goals.

Image 1. Community Forum: January 9th, 2008

2 PLANNING PROCESS AND COMMUNITY PARTICIPATION

2.1 Planning Process

The plan was developed in close cooperation with neighborhood residents and community stakeholders. Neighborhood issues, Planning Principles, and Recommendations were identified and refined through a number of meetings with a project Steering Committee, a broader-based Advisory Committee, public forums, and stakeholder meetings. The Logan Square Neighborhood Association also conducted an online resident survey.

The Project Steering Committee included board members of the Logan Square Neighborhood Association, representatives of key residential developments, such as Kennedy House and City View Condominiums, and the Philadelphia City Planning Commission staff.

The Project Advisory committee included a broad range of public, private, and non-profit entities with an interest in the Logan Square-Parkway area, including civic groups, institutions, cultural organizations, businesses, developers, transportation interests, and government agencies. A full list of invited Advisory Committee invitees is included in the acknowledgements. Advisory Committee meetings were held at each stage of the planning process. Each Advisory Committee meeting was followed by a public forum to obtain broader feedback.

The first Advisory Committee meeting, to review Existing Conditions and Issues, was held on January 7, 2008, and was followed by a Community Forum on January 9, 2008 ***(Image 1)***. The second Advisory Committee meeting, to review Planning Principles and Goals was held on April 24, 2008 and was followed by a second public forum on May 6, 2008. A third Advisory Committee meeting, to review detailed Recommendations and discuss Priorities was held on September 15, 2008. The final public meeting was held on October 27, 2008. Input from each of the meetings was incorporated in the final document.

2.2 Stakeholder Meetings

In addition to broad-based Advisory Committee meetings and public forums, interviews were conducted with representatives of key interests in the community. Staff from the Philadelphia City Planning Commission, and Kise Straw & Kolodner, with members of the steering committee, interviewed over twenty stakeholders in the Logan Square neighborhood. The stakeholders came from a broad cross-section of neighborhood institutions and property-owners, including academic facilities, cultural institutions, residents, government agencies, non-profit organizations, philanthropic foundations, and religious institutions. Through the discussions several common themes and issues emerged:

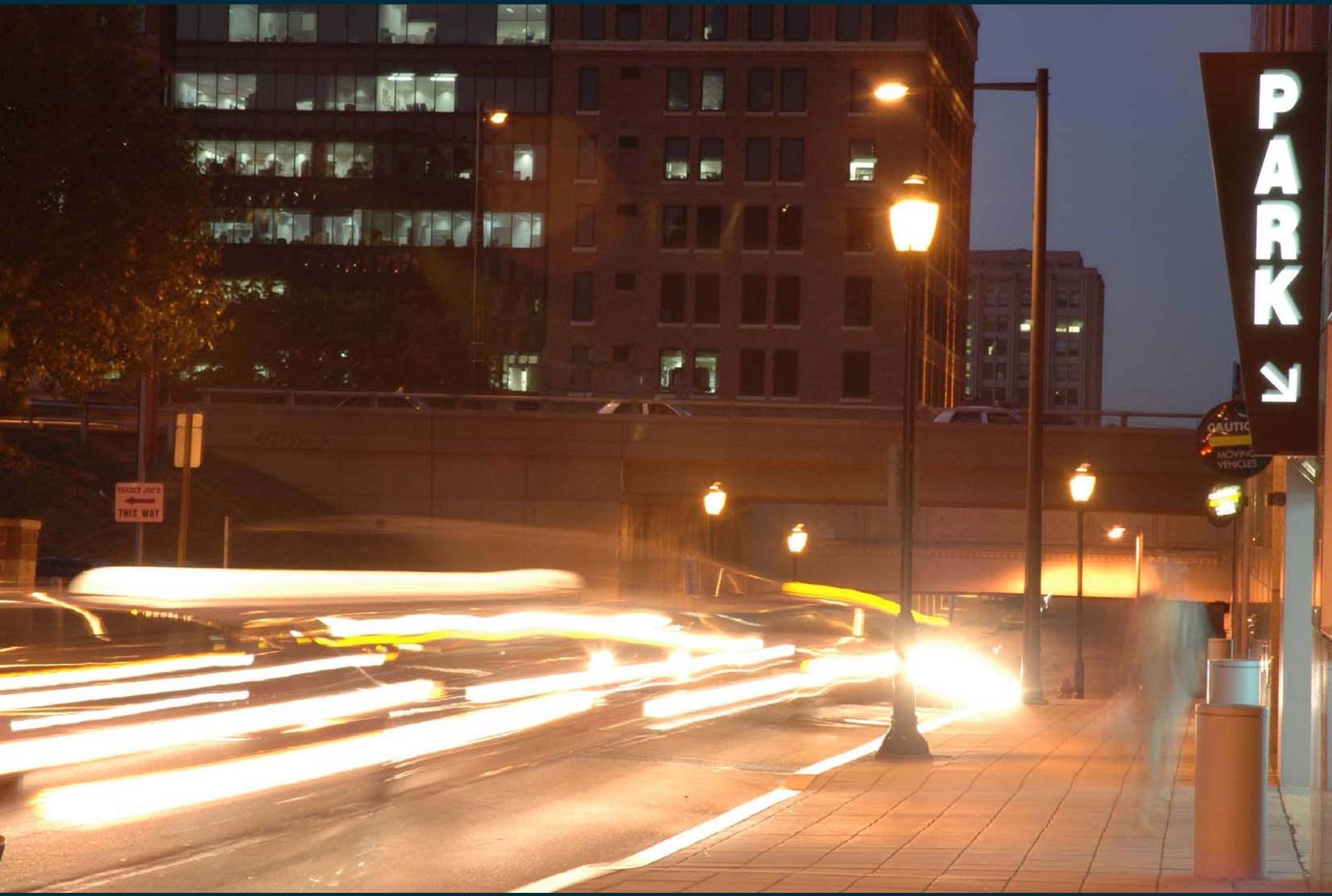
Neighborhood Issues

Stakeholders value the diversity and cultural richness of the neighborhood. The collection of museums and institutions in a "museum mile" makes this one of the most unique areas in the country. This concentration of culture is a major draw for residents, as well as tourists and visitors. The schools in the area take full advantage of their proximity to the museums.

Although the area has a large number of residents and many of the museums and businesses have evening hours and events, this quadrant of Center City becomes relatively dormant after 5:00 p.m. The lack of restaurants that cater to residents, area workers and tourists was a primary complaint. Also, the neighborhood has few retail services for area residents and workers.

The Benjamin Franklin Parkway is the neighborhood's greatest asset, serving as the link for many of the cultural institutions as well as the primary green space for Logan Square. However, the Parkway also splits the neighborhood physically and psychologically. Efforts by the Center City District, the Fairmount Park Commission and the City Planning Commission to change the roadway to make it more pedestrian-friendly will help knit the north and south sections of the neighborhood.

Image 2. Rush hour traffic on 21st Street


PARK
TRADE JOE'S
THIS WAY

Transit/Parking Issues

The Logan Square neighborhood is well served by public transit, with only the Philadelphia Museum of Art (PMA) being underserved by the bus system. The Parkway Council Foundation is working to make the PHLASH a permanent tourist-oriented transit alternative running along the Parkway.

Parking emerged as an issue for most of the stakeholders due to the number of residents, visitors, and daily workers parking in the neighborhood. The area has a number of garages and surface parking lots that absorb the cars each day ***(Image 2)***. As more development comes into the neighborhood, supplanting the parking lots and bringing more visitors and residents, the parking situation will become tighter. Stakeholders made suggestions, including:

- Install better signage directing tourists to parking garages;
- Promote remote parking lots, perhaps in conjunction with the PHLASH or other public transit;
- Build garages under the library extension, the Barnes Foundation museum, and possibly Eakins Oval;
- Cooperate with Philadelphia Community College to use their parking lots and garages on weekends; and
- Promote alternatives such as bicycling, car share and Transitchek.

Safety

All stakeholders said that the area is relatively safe. All, however, said that the neighborhood needed better lighting at night. Many commended the Center City District for the installation of more pedestrian-oriented lighting along the Parkway and wished that more of this lighting could be incorporated along the other streets in the neighborhood.

Image 3. Homeless encampment along the Parkway

Homeless

Stakeholders expressed great concern about the disproportionately large chronic street homeless population in the area. The institutions along Broad Street also noted the mental health and parole board facilities at Broad and Arch Streets as potential problems. These circumstances, coupled with the chronic street homeless encampments that have sprung up in various sections of the neighborhood, give the impression to visitors that this may not be a safe neighborhood. The residents noted that the neighborhood has welcomed a number of support services for the chronic street homeless, including a shelter, but that these programs are undermined by religious and other volunteer groups — often from the suburbs — that come into the neighborhood (and especially to the Parkway) to feed the chronic street homeless. Stakeholders point out that these food distributions are considered undignified and unproductive by social services professionals, impede the use of Logan Square's public spaces by other Philadelphians and visitors, and often leave large amounts of trash in their wake, among other concerns. Stakeholders express frustration that these distributions continue despite the City's efforts over many years to persuade these groups to take their operations indoors and help them do so.

While stakeholders expressed compassion, particularly in these difficult economic times, a large majortiy was critical of the City's management of the chronic street homeless population, which consists largely of the mentally ill and drug-addicted. Most stakeholders felt that there are excessive restrictions on law enforcement targeting public camping, bathing, sex, and urination/defacation, among other conduct that should not be tolerated. Stakeholders believe that such public behaviors are particuarly destructive in this downtown center for culture, tourism, and business.

Events

The stakeholders felt that a few large parades (such as the Thanksgiving Day Parade) and Parkway-oriented events (like the Parkway Fun Day) are positive, family-oriented events that highlight the beauty of the Parkway and provide opportunities for the institutions and neighborhood to relate to the larger community. Many residents enjoy the festivities leading up to the Thanksgiving Day Parade.

However, for the majority of the events, most of the stakeholders had negative reactions. Snarled traffic, lack of parking, detoured transit, and overall congestion deter residents, tourists, and visitors from using the Parkway and going to the museums when non-museum events occupy the Parkway. The museums suffer because ticket-buying patrons cannot or will not venture into the area. The Philadelphia Museum of Art sees its revenues drop by as much as 75% on weekends where the events close the Parkway. There is little overlap of function between the events and the institutions on the Parkway, as someone running in the 5K to raise money for cancer typically does not go to the Franklin Institute afterwards. Only two stakeholders, the Cathedral and Library, saw the events as a chance to raise their visibility among the community, although the church acknowledged that on Sundays, their attendance also suffered. Even the stakeholders that are not directly affected by events because they are closed on the weekends suffer when trash and graffiti are left after parades or events, which is often the case.

The stakeholders agreed that most of the events should be moved off of the Parkway and that the Parkway should not be used as a fairground. As one stakeholder put it - too many events get prestige, visibility, and cachet by being on the Parkway without giving anything back to the neighborhood or the institutions that suffer because of the events.

From a conservation point of view, both the Fairmount Park Commission and Pennsylvania Horticultural Society expressed concern for the landscape. The thousands of people who use the Parkway each year cause visible stress to the trees, grass, and other landscaping along the Parkway.

Image 4. 5K Run on the Parkway

1067
526
459
1052
639

Development

Some institutions, like the Community College of Philadelphia and Hahnemann University Hospital, have small expansion plans in their future. More significantly, developers have proposed mixed-use tower developments at 16th and Vine Streets and in the southwest corner of the neighborhood. The residents expressed concern that any new development must be sympathetic to the historic character and diverse nature of the existing neighborhood.

Along the Parkway, the Barnes is planning to break ground soon for its new facility, and the Free Library will be developing its new addition across the street. Many of the stakeholders discussed possible development further west on the Parkway. Most believed that some improvements would be advantageous to help enliven the pedestrian experience and to link Logan Square with the PMA. The Center City District envisions permanent, mid-rise development of residential and perhaps commercial buildings. The vast majority of the stakeholders and community members, however, believe that the development should be more small–scale, such as pavilions or kiosks to house cafes or site-appropriate retail vending, such as bookstalls. The Fairmount Park Commission and the PMA feel strongly, as do most residents, that the historic viewshed of the PMA and the ceremonial nature of the Parkway must be preserved.

Image 5. Small scale cafe development along the Parkway

Open Space - Recreation

Although the Logan Square neighborhood is the gateway to Fairmount Park, many of the stakeholders believe that little of the open space is well programmed or used. The renovations to Swann Fountain and Aviator Park, and improved pedestrian access around Logan Square have made those spaces more user-friendly, especially to workers and visitors. Many are looking forward to similar upgrades to Sister Cities Park. The Pennsylvania Academy of Fine Arts (PAFA) would like to see a link from the Parkway to Broad Street, specifically along Cherry Street, to extend this open space eastward.

The Schuylkill River Trail receives a lot of use from neighborhood residents and the improved Race Street access will be welcomed. Residents also worked for improvements to Coxe Park, a small pocket park that has play equipment. In the northern section, residents had hoped to change some aspects of Franklin Town Park but, as an art installation requirement for the redevelopment of the area, it cannot be altered.

Despite all of the open space in the neighborhood, residents and some workers would like to see some more programmed recreational space, such as tot lots, dog runs and tennis courts. Also, the neighborhood schools share many amenities with local institutions but lack a soccer field. The Horticultural Society noted that designed landscaping is also missing in much of the neighborhood. It could be used as both a welcoming tool and a method to link spaces, especially along the north-south corridors within the area.

Overall, the many stakeholders have shared concerns and similar desires for the Logan Square neighborhood. All of the stakeholders envisioned a more-lively, better-connected, pedestrian-friendly neighborhood that bustled with activity at night as much as it does during the day.

Image 6. Opportunity for recreational development adjacent the Vine Street Expressway.

2.3 Resident Survey

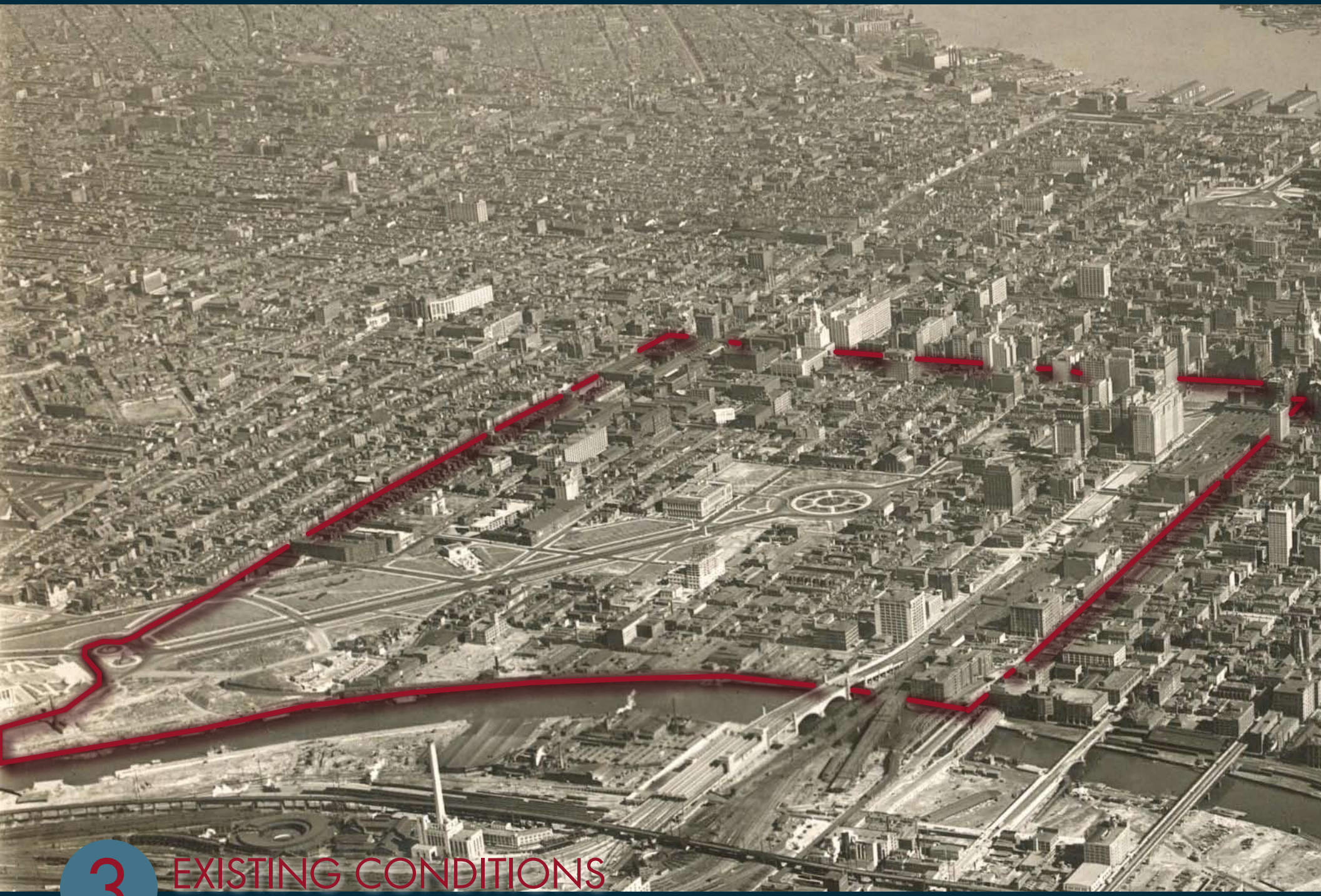
The Logan Square Neighborhood Association received 468 responses to the online survey. Residents identified the walkability of the neighborhood, access to the Schuylkill River Trail, and access to transit as the three most important attributes of the Logan Square Neighborhood - Parkway ***(Figure 1)***.

Residents identified the chronic street homeless population, inadequate neighborhood-serving retail, and development pressures as the three most important challenges facing the neighborhood. Notably, the chronic street homeless population in the neighborhood was cited by most respondents as their primary concern above all other issues.

Figure 1. Sample Survey Response

36. What are the best features of your immediate neighborhood? (Choose the 3 best features.)

	Response Percent	Response Count
Walkability	**73.6%**	306
Historic character	12.7%	53
Open space along the Parkway	25.2%	105
Access to Schuylkill River Trail	31.0%	129
Close-knit community	10.6%	44
Schools	1.9%	8
Playgrounds	1.9%	8
Proximity to work	26.2%	109
Proximity to museums	27.9%	116
Proximity to cultural events	20.9%	87
Convenience of public transportation	30.8%	128
Convenience of Center City retail	27.6%	115
Other (please specify)	6.0%	25



3 EXISTING CONDITIONS

3.1 STUDY AREA OVERVIEW

With its healthy mix of uses and attractions, the Logan Square Neighborhood - Parkway is a vital piece of Philadelphia's Center City. One of the keys to Center City's success is its considerable downtown population, to which the Logan Square Neighborhood - Parkway contributes almost 7,000 residents. Downtown residents add to the lively environment in Logan Square-Parkway, which mixes walkable neighborhoods, national attractions, and the City's important office commercial district.

The Benjamin Franklin Parkway is a grand boulevard, developed in the 1920s to the designs of Jacques Gréber that runs diagonally through the neighborhood and concentrates open greens, institutions, and civic spaces. Local, national, and international visitors come to the Parkway to experience its cultural institutions. In 2006, the Franklin Institute, Please Touch Museum, and the Academy of Natural Sciences drew close to 1.5 million visitors, and if the Philadelphia Art Museum visitors are counted, the total was over 2 million visitors. The addition of the Barnes Museum to the Parkway will significantly increase the number of visitors. The Parkway also draws large numbers to events. It is considered the City's celebratory space for large local and regional events. Finally, the Parkway

Image 7. Logan Square c. 1932

carries a good portion of regional and local traffic with its connections to I-676, I-76, the River Drives, and Spring Garden, Market, and Broad Streets.

To the south of the Parkway, the historic rowhouse neighborhoods of Appletree and Cherry Streets are nestled between the commercial business district and the institutions of the Parkway. Between JFK Boulevard, Arch Street, 20th Street, and the Schuylkill River, the commuter rail tunnel resurfaces and a series of underpasses connect Logan Square with the rest of Center City to the south. City Hall anchors the predominantly office-oriented southeast corner of the study area, framed by Dilworth Plaza, the Municipal Services Building, Love Park, and Penn Center. Penn Center was developed in the 1950s as a modern office district on the site of the demolished Broad Street Station and "Chinese Wall" elevated rail tracks. The office district, served by the suburban regional rail station, is now an economic engine for the City and extends from Penn Center along JFK and Market Streets between Broad Street and the Schuylkill River, and north to Logan Square, with occasional residential and retail pockets. At the western boundary of the study area, the Schuylkill River is accessible to the community at ground level at Race Street.

New residential development along 23rd Street such as the Edgewater and 2200 Arch can take advantage of this access and the river views. Opportunity sites for redevelopment include the underdeveloped parcels fronting the river along 23rd Street, currently occupied by surface parking, air-rights parcels over the SEPTA tracks, and undeveloped parcels along Arch Street. In the northwestern corner of the study area south of the Parkway, Park Towne Place Apartments is isolated from the river and related open space by an entrance ramp to I-676 at the west and I-676 itself to the south.

In the area northeast of the Parkway, North Broad Street is home to Hahnemann Hospital, Roman Catholic High School, the expanded Pennsylvania Academy of Fine Arts, and the Convention Center expansion. Hahnemann Hospital is a regional full-service acute-care hospital with emergency room services. Its facility and its partnership with

Image 8. "Chinese Wall" looking west from City Hall c. 1940's

Image 9. Along Market Street c.1957

Image 10. Penn Center c.1957

Drexel University are among the reasons why Philadelphia is renowned in the medical and research community. With the Convention Center expansion, this area will evolve to meet the new demands of the conventioneers. North of Vine Street to Spring Garden Street, the historic Philadelphia Inquirer Building and the former State Office Building offer opportunities for adaptive reuse.

Much of the area west of 16th Street through to 21st Street north of Race was the subject of a 1970s redevelopment plan known as Franklin Town, designed by Philip Johnson. Former industrial areas were cleared and planned for new high-density development. Philadelphia Community College now encompasses much of the land between 16th and 18th and Callowhill and Spring Garden Streets. Completed elements of the Franklin Town Plan include the diagonal Franklin Town Boulevard from Vine Street to Callowhill Street, the Watermark, City View Condominiums, and Franklin Town Park. Franklin Town Park is flanked by parking lots to the north (a future development site), the railroad cut and vacant land to the south, and the new Tivoli residential development to the west. The original vision of the Franklin Town redevelopment plan was for development on all sides of Franklin Town Park ***(Image 11: Franklin Town Building)***. There are large parking lots north of Vine Street between16th and 18th Streets, which are major development opportunity sites. The current, court-related functions of the Family Court Building on Logan Square will be relocating, making the building available for new uses.

The former Reading Company City Branch rail right-of-way, now owned by SEPTA, runs east-west through the Study Area in a cut runs from Broad Street (at the Inquirer Building). The railroad cut parallels Callowhill Street to 20th Street, then extends under the Whole Foods block and Pennsylvania Avenue. ***(Image 12: Reading Company City Branch Rail Right-of-Way).*** In some areas parking has been located in the cut. The right-of-way provides an opportunity for a potential transit connection to Center City, serving the Barnes Museum, the library and other attractions.

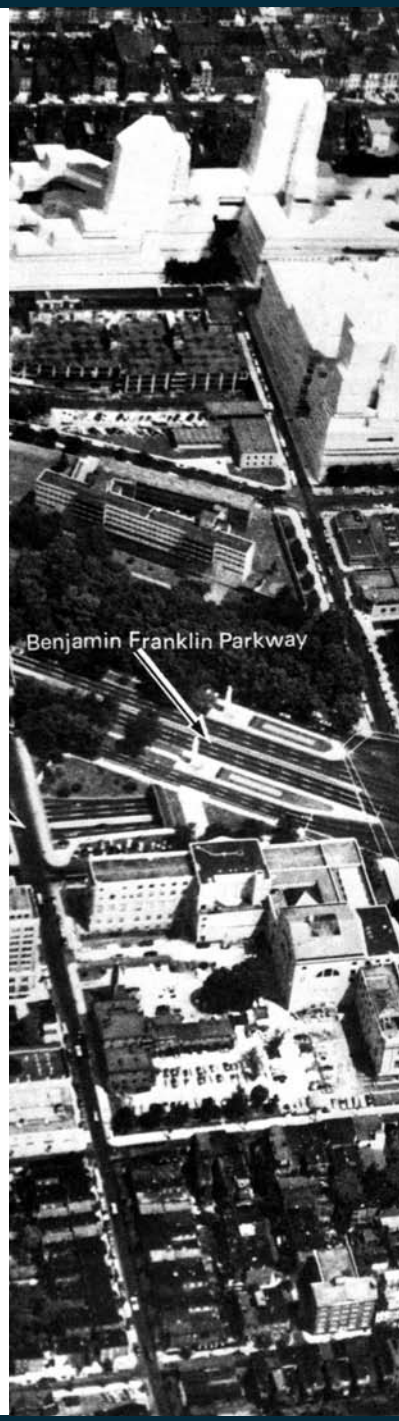
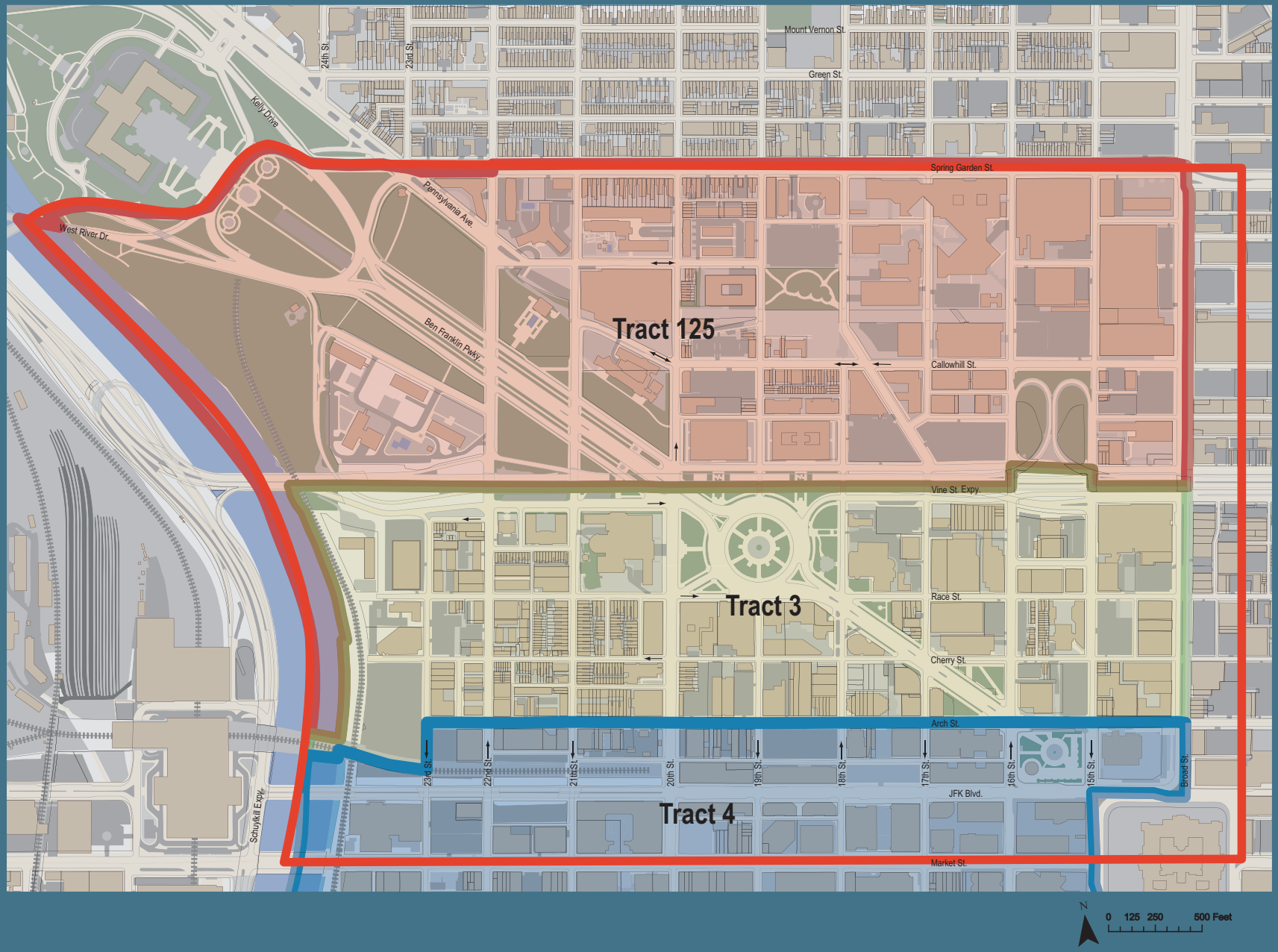


Image 11. Franklin Town Buildout Rendering c.1972

Eakins Oval and the northwestern corner of the study area provide connections to the Schuylkill River Trail, Spring Garden Street out to West Philadelphia, Martin Luther King Drive (formerly known as West River Drive), Fairmount Park, the Art Museum, and Kelly Drive and Boat House Row. Recent planning efforts have sought to improve the pedestrian connections and vehicular traffic patterns in this area, including a the West Bank Greenway, which will provide pedestrian connections from Spring Garden Street Bridge to the Schuylkill River Trail.

(Image 12. Reading Company City Branch Rail Right-of-Way, c. 1900

Census Tracts



3.2 NEIGHBORHOOD DEMOGRAPHIC PROFILE

The Logan Square Neighborhood - Parkway includes Census Tracts 3, 125, and portions of 4 ***(Map 2)***. A snapshot of the Study Area based on 2000 data shows a primarily white population with the largest share being between the ages of 20 to 44, with above-average median household incomes, living primarily in rented housing units, and residing in mainly single-person living alone households.

The total population in the Study Area increased from 6,083 in 1990 to 6,922 in 2000. This reflected a 14% increase in population, compared with the overall population in Philadelphia, which declined 4% between 1990 and 2000.

In Logan Square, whites comprised 83% (4,992) of the total population in 1990 and 72% (4,955) of the total population in 2000. While the white population decreased 0.7% between 1990 and 2000, the black population increased 36%, from 753 to 1,025. The Asian population has more than tripled in the study area, from 203 in 1990 to 629 in 2000, and the Latino population increased 56% from 196 in 1990 to 307 in 2000. Citywide, between 1990 and 2000, the white population had seen a 4% decrease, while the black, Asian, and Latino populations experienced slight increases.

In the Logan Square-Parkway Study Area in both 1990 and 2000, the majority of the population, 54%, and 51% respectively, were between the ages of 20 to 44. Citywide, the proportion of the population between the ages of 20 to 44 in 1990 was 38% and in 2000, 37%. In 2000, 19% of Study Area residents were over 65, compared to 14% for the city as a whole.

However, since the 2000 census there has been substantial residential growth in the neighborhood, and the 2000 census data does not entirely reflect current conditions.

Map 2. Logan Square Neighborhood - Parkway Census Tracts

Housing Data

Within the Study Area, in 2000, the highest proportion of householders lived alone (67%). In 2000, citywide, 34% of householders lived alone, up from 32% in 1990. In 2000, only 16% of the households in the Study Area were married couple households, compared with 32% of households citywide. Only 6% of households in 2000 included school-age children, compared with 33% city wide, likely reflecting the large number of smaller rental apartments and the perceived lack of quality schools.

In the Study Area in 2000, 85% of the housing units were rented, and 15% were owner-occupied. These statistics are quite different from the statistics for Philadelphia citywide where in 2000, 41% of the housing units were rented, and 59% were owner-occupied. There was a significant (25%) increase in the number of owner-occupied units between 1990 and 2000.

Vacancy rates between 1990 and 2000 decreased in the Study Area from 18% to 11%. Citywide, vacancy rates remained stable at 11%.

School Enrollment/Educational Attainment

School enrollment figures for the Study Area for 1990 and 2000 show an increase in the number of people who were enrolled in college or graduate school. In the Study Area, the percentage of the population aged 25 and older with a bachelor's degree was 24% in 2000. Citywide, in 2000, only 10% of the population had a bachelor's degree.

Socioeconomic Data

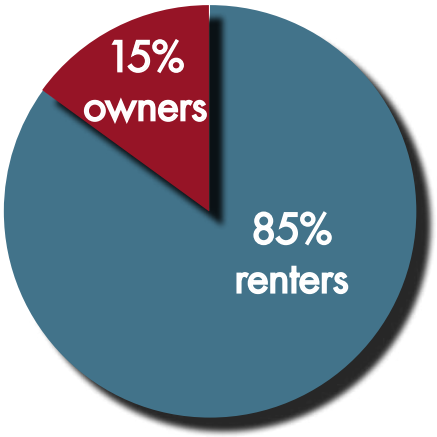
According to Census data, the median household income for the City of Philadelphia was $30,746 in 2000. Within the Study Area, the median household income was higher than the citywide median at $37,620 in 2000.

Both the poverty rate and the unemployment rate in 2000 were lower in the Study Area than in the city. In 2000, the Study Area poverty rate for individuals was 20% and the unemployment rate was 3%. In 2000, the citywide poverty rate for individuals was 23% and the unemployment rate was 6%.

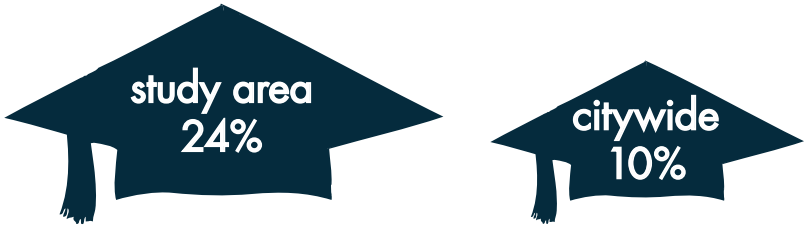
Figure 2. Neighborhood Demographics

Figure 2. Neighborhood Demographics

Household Median Income

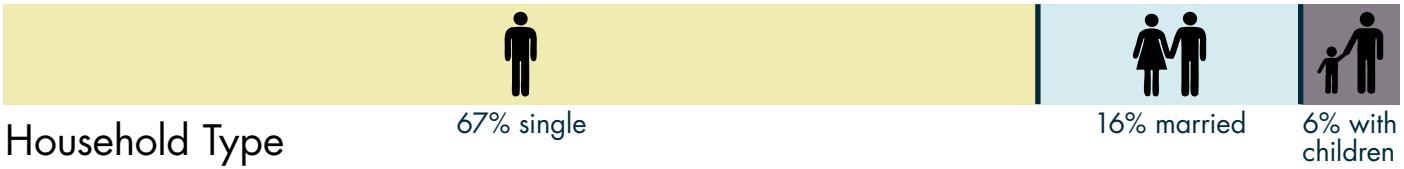


Housing Tenure



Higher Education Enrollment

Population Growth



Household Type

Developments and Soft Sites

3.3 DEVELOPMENT

The Logan Square Neighborhood - Parkway presents a variety of opportunities for development, both new construction and adaptive use. While most of the large-scale projects with approved plans are located north of Vine Street and west of 19th Street, potential development sites are distributed throughout the study area. Adaptive use opportunities are located primarily north of Vine Street and east of 20th Street. ***Map 3: Soft Sites*** shows various sites that have plans with approvals in place, sites with proposed plans, and recent development, and the distribution of soft sites throughout the LSNA boundaries.

Major projects were identified based on their large footprints, total development area, or significant impact on the neighborhood. Eight sites have approved plans, including the Parkway 22 development, which would occupy the largest parcel (127,171 square feet) of all approved plans. The American Commerce Center, a proposed 1500' tall tower at 18th and Arch Streets, received zoning approval in late 2008, and is awaiting final plan approval.

Map 3. Soft Sites

Many of the projects planned in 2007 are now on hold, due to the 2008 economic downturn. Six sites had proposed plans but had not obtained approvals as of the date of this plan.

Soft sites are underutilized parcels that are susceptible to development, such as surface parking lots, former industrial buildings converted to parking garages, or one-story retail establishments that offer the potential for higher-density redevelopment. Eighteen sites, such as the Whole Foods site at 20th and Callowhill Streets and the former Please Touch Museum at 21st and Race Streets, present development opportunities with no plans or approvals in place.

Five sites are either in the process of being adapted, such as the Board of Education Building being converted to rental apartments at 21st and Winter Streets, or present an opportunity for adaptive use, such as the State Office Building at Broad and Spring Garden Streets.

Recent Developments

Notable developments completed in the last five years within the Logan Square-Parkway Study Area include:

1. 2200 Arch Condominiums: Conversion of a 12-story, former industrial loft building as 160 condominium units with first floor commercial space, as well as a new 4-story above-ground parking garage at the corner of Arch and 23rd Streets, which lacks active first floor uses or any screening of the parking decks.

2. 1500 Spring Garden Street: Renovation of the 12-story, 1 million square feet former Smith Kline French headquarters as Class A office space targeted to media, marketing, and professional services companies. The site benefits from excellent access to the Vine Street Expressway and the Broad Street subway.

3. Edgewater Apartments: At 23rd and Vine, the Edgewater Apartments consist of 290 rental units in a 12-story high-rise building and townhouses that wrap an above-ground parking garage. One- to 3-bedroom units are offered in the apartment building, as well as 3-bedroom townhouses. The development successfully wraps what would have been an unattractive above-ground parking garage with wood-frame built, brick-fronted townhouses. A second phase of the project would include a high-rise residential building on the northern portion of the site.

4. Tivoli Condominiums: A condominium development at 20th and Hamilton Streets that includes a 10-story condominium building accommodating 2- and 3-bedroom units, and 2- and 3-bedroom, 3- and 4-story townhouses. The 10-story building fronts Franklin Town Park. The form of the development was refined in conjunction with the Logan Square Neighborhood Association, and the community regards it as a possible model for future residential development in the neighborhood in terms of form and density, and its mix of townhouses and apartments.

Table 1: Development Density for Recent Residential Developments

5. King's Court, 22nd and Race Streets: A development of 6 large contemporary design, 4-story, 4,500 square foot townhouses with 4 bedrooms, 4 baths, elevators and rear garage parking. The scale of the townhouses dwarfs adjacent townhouse development.

6. Board of Education Building: Located at 21st and Winter Streets on the south side of the Parkway, this building has been renovated and converted into 127 residential units. Approximately 80 parking spaces are provided in the Ortlieb warehouse building at 22nd and Race Streets.

7. Comcast Center: The Comcast Center at 17th and JFK Boulevard consist of two towers in two phases enclosing a half-acre landscaped plaza fronting JFK Boulevard. The first tower at 1701 JFK Boulevard was completed in 2008. It is a 1.4 million square foot, 975-foot-tall, 57-story office building. The second phase will include an 18-story 280,000 sq. ft. building at the southwest corner of the site.

8. Murano Condominiums: The Murano is a new-construction, 302-unit, 42-story condominium tower at 21st and Market Streets that stretches through the block to JFK Boulevard. The ground floor includes 9,000 square feet of retail. A separate stand-alone, above-ground parking garage faces JFK Boulevard. The parking garage is an unattractive presence on JFK Boulevard and 21st Street. There are no active first floor uses or screening of exposed parking decks.

Table 1. Development Density for Recent and Proposed Residential Developments

Name	Zoning	Site Area	No. of Units	Units/Acre	FAR
Murano	C5	63,900 sq.ft.	321	220	10+
Tivoli	RC4	56,817 sq.ft.	128	98	4+
Parkway 22	R15	127,171 sq.ft.	371	127	4+
Edgewater (Phase 1)	RC4	165,528 sq.ft.	290	76+	4+
Cherry Street West	R10B	35,800 sq.ft.	43	50	2

9. Lofts at 1835 Arch Street: In 2001, this former Bell Telephone Company building was converted into 191 apartments. The building is 18 stories and listed on the National Register of Historic Places.

10. 440 N. Broad Street: Renovation of the former Philadelphia Inquirer printing facility as the Philadelphia School District administration building. The relocation of the School District operations to this site freed up the historic Board of Education building at 21st and Winter Street.

11. The Lofts at Logan View: Conversion of an existing apartment building at 17th and Callowhill Street into condominiums.

12. The Phoenix at 16th and Arch Streets: In 2006, the Insurance Company of North America building was converted from office into 267 condominiums. This building is listed as a National Historic Landmark.

Image 13. Recent Developments

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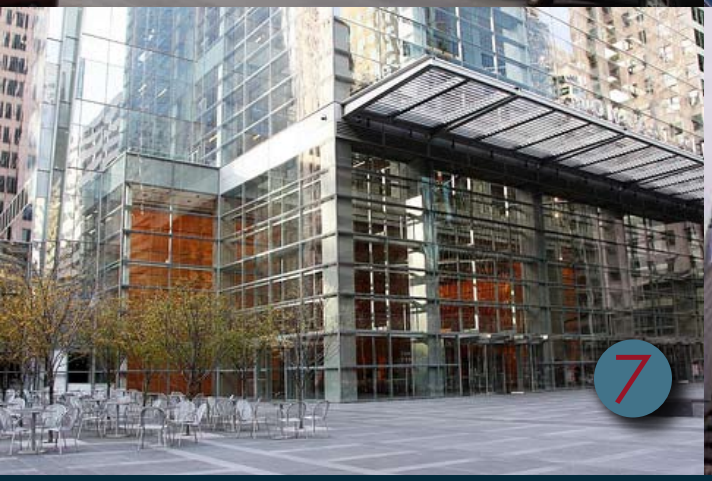
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Proposed Developments

Proposed developments that either have planning approval, or for which a significant amount of preliminary design work has been completed, include:

- 1601 Vine Street: The proposed mixed-use development at 16th and Vine Streets includes approximately 1.5m sq. ft of construction in two buildings. The first phase includes a 46-story tower with a 250-room hotel and residences above. The first floor accommodates a Whole Foods Grocery Store and other retail. The development includes an 8-level above-ground parking garage podium that could have a significant adverse visual impact on the surrounding streets. Phase 2 is proposed as a 12-story residential building.

- 22 Parkway ***(Image 16)***: The 22 Parkway development, formerly known as the Barnes Tower, is located at 22nd Street and Pennsylvania Avenue on the site of the former Best Western Motel. Phase 1 of the development would consist of a 407-foot-high, 35-story building containing 238 units facing the Parkway, 5-story townhouses facing Spring Garden Street containing 12 units, and 7-story loft building facing 21st Street containing 30 units. An 18-story Phase 2 tower containing 91 units is also proposed along 22nd Street. The development fronts a landscaped court above underground parking. The approved development was the result of protracted negotiations between the developer and community organizations after the original proposal for a higher building that blocked views from an existing residential development and lacked any street fronting buildings on 21st Street generated significant community opposition. The project is currently on hold.

- American Commerce Center ***(Image 15)***: The proposed 63-story American Commerce Center at 18th and Arch Street, currently a parking lot would, at 1,500 feet, be the tallest tower in the

city. It would include a 26-story hotel, high-level roof gardens, 3-6 stories of retail along Arch Street. Multi-level public gardens would face the Arch Street Presbyterian Church. Car and bike parking would be underground.

- River City ***(Image 14)***: The proposed River City Project is not proceeding, but would have had a significant impact on the Logan Square community. The proposed site extended from the Schuylkill River to 20th Street along JFK Boulevard, and between the Schuylkill River and 23rd Street north to Race Street. The proposed development would have used air rights above the SEPTA tracks. Four major separate development sites were included in the proposal. Over 8 million sq. ft. of mixed-use development was proposed in a series of towers up to 56 stories in height with almost 4,000 parking spaces. The development would have bridged Arch Street west of 23rd Street and required significant zoning variances for density for the parcels west of 23rd Street. The development would have had significant adverse impacts on the adjacent residential community north of Arch Street and east of 23rd Street, such as increased traffic and building shadow impacts. The proposed first phase development would have extended from 20th to 21st Street along JFK Boulevard, and included two separate buildings with a 51-story residential tower and a 34-story office slab structure above a podium plaza spanning the SEPTA tracks.

- Cherry Street West at 21st and Cherry: A development of 43, 4-story townhouses on a site currently used as a parking lot at 23rd and Cherry Street. This project is currently on hold.

- 1919 Market Street (Opus East): This proposed development by Opus East at 20th and Market Streets consists of a 600,000 sq. ft. 14-story building containing 257 apartments, 16,530 sq. ft. of retail on the first floor, and a 168-car parking garage enclosed by residential units on

the public streets. The project is currently on hold.

- Convention Center Expansion: The expansion of the Pennsylvania Convention Center will extend the convention center to North Broad Street between Race and Arch. The expansion will increase the area of the center from 440,000 square feet to 700,000 square feet, and include the largest contiguous exhibit space in the northeast (541,000 square feet). Completion is scheduled for early 2010. The expansion will generate a significant market for new hotel development in the vicinity with several potential sites in the Logan Square area.

- Barnes Museum: The highest profile project proposed within the Study Area is the new Barnes Museum, at 20th and the Parkway. The Barnes Foundation selected Todd Williams and Billie Tsien as architects for building, and the building is in design. The City is moving ahead with relocation of the Youth Study Center that currently occupies the site. Completion of the museum would likely have a significant positive impact on increasing visitor interest in other Parkway Museum attractions.

- The Free Library of Philadelphia: Moshe Safdie was retained to design the expansion of the Library's main branch on Logan Square. The expansion design includes 180,000 square feet of new and improved facilities such as a Teen Center, hundreds of public access computers, and a glass-enclosed atrium featuring shops, a cafe, and ample space for community gatherings. Renovation of the existing building is already underway including a new roof and new café. The total cost of the expansion is estimated at $150 million. It is unclear at this time when construction will begin.

- Rodin Place: Located at 22nd and Hamilton over the Reading Company City Branch right-of-way, this proposed development no longer has building permits. The development would have included 44 residential units with 74 parking spaces. The development is not proceeding as of the date of this plan.

- The Granary: Located between 19th and 20th Streets and Callowhill, the proposed development included high-rise residential with parking underground. The parking may have been proposed in the Reading Company City Branch right-of-way.

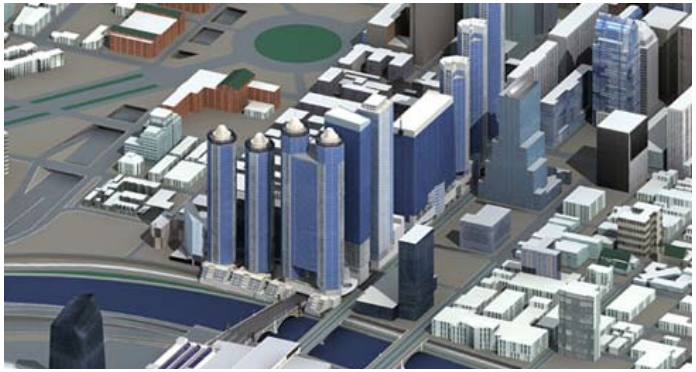


Image 14. River City Development Proposal

Image 15. American Commerce Center

Image 16. 22 Parkway

Soft Sites

Soft sites are underutilized parcels, such as surface parking lots, former industrial buildings, or one-story retail establishments that offer the potential for higher density development. Twenty-four soft sites, including parcels that might have plans but no plan approval, were inventoried and analyzed in ***Table 2***.

These sites total 1,650,790 square feet or approximately 37 acres. Under the current zoning, without consideration to height controls, these sites could yield 10 million square feet of development as-of-right or almost 20 million square feet of development if all bonus provisions were utilized.

Areas where significant change could occur include:

- the Whole Foods, Granary, Callowhill area;
- along the River and over the SEPTA tracks;
- Vine Street between 16th and 18th;
- Arch Street between 18th and 21st; and
- the former Please Touch Museum site.

A high-profile soft site is the Archdiocese property surrounding the Cathedral of SS. Peter and Paul. This site, with frontage on Logan Square and currently consisting of surface parking and a low-rise residence building, could provide the opportunity for a world-class mixed-use development comparable to the One Logan Square development that could significantly enhance Logan Square.

Residential Building Permits Issued

Between 2001 and 2007, residential building permits were issued for a total of 1,116 new construction and conversion units in the Study Area. Permits were issued for townhouses, apartments, and condominium units in 11 different developments. Between 2001 and 2003, only one permit was issued for 10 condominium units in the Study Area, but in 2004, residential permits were issued for a total of 564 units in three different developments. This is the peak number of units for which permits were

Table 2. Soft Site Analysis

Table 2: Soft Site Analysis

Name	Address	Existing Zoning	Parcel Square Feet	Allowable FAR (sf)	Allowable FAR with Bonus (sf)
American Commerce Center	18th and Arch	C4*	64,000	320,000	832,000
Boy Scout Building	2100 block of Vine	R14*			
Broad St. and Callowhill	Broad St. and Callowhill	C4	59,200	296,000	769,600
Calder Museum	21st and Parkway	REC*			
Existing Whole Foods Site	21st and Hamilton	C4*	174,370	871,850	2.266,810
Family Court Building (existing)	1800 block of Vine	R15*			
Former Please Touch Museum	21st and Race	R10A*	27,040	27,040	27,040
Granary	19th-20th Sts and Callowhill	C2*	50,181	112,907	112,907
Marriott	Broad and Race	C4	72,000	360,000	936,000
Philadelphia River City	20th-24th, between Cherry and JFK Blvd	RC4/C5*	353,756	2,805,540	7,074,612
State Office Building site	Broad and Spring Garden	G2			
15th and Callowhill	15th and Callowhill	G2	22,500	45,000	45000
1601 Vine Street	1601 Vine Street	C5	84,787	1,017,444	1,695,740
16th and Callowhill	16th and Callowhill	G2	187,595	375,190	375190
16th and Spring	16th and Spring	C5	19,000	228,000	380,000
16th and Wood	16th and Wood	C4	39,000	195,000	507,000
17th and Spring	17th and Spring	C5*	20,500	246,000	410,000
17th and Winter	17th and Winter	R15*	50,000	175,000	175,000
18th and Vine St (Logan Place)	18th and Vine	C5*	69,982	839,784	1,399,640
19th and Arch	19th and Arch	C4*	58,650	293,250	762,450
19th and Buttonwood	19th and Buttonwood	RC4*	68,576	342,879	342,879
19th and Cherry	19th and Cherry	C4*	80,000	400,000	1,040,000
20th and Arch	20th and Arch	C4*	22,839	114,195	296,907
20th and Franklin Town Blvd.	20th and Franklin Town Blvd.	RC4*	49,762	548,809	548,809
22nd and Market	22nd and Market	C5*	77,052	924,624	1,541,040
		TOTAL	**800,547**	**4,793,337**	**9,752,159**

* *Falls within 125' Height Limit Overlay*

issued between 2001 and 2007. In 2005, residential permits were issued for six townhouse units; in 2006, residential permits were issued for 439 units in three different developments; and as of August 31, 2007, residential permits were issued for 97 units in three different developments.

Residential Real Estate Market

During the period of 2003 to 2006, there were a total of 78 single-family home sale transactions. The median price of all single-family home sales was $433,250. The Study Area experienced a 44% increase in the median sales price of single-family homes (from $349,500 in 2003 to $505,000 in 2006). The volume of single-family home sales decreased 55% (from 27 transactions in 2003 to 12 in 2006).

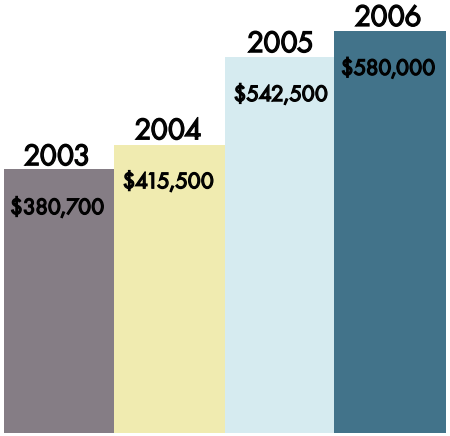
Consistently for all four years analyzed, the highest-priced home sales occurred in Census Tract 3. Between 2003 and 2006, Census Tract 3 experienced an increase of 52% in single-family home median sales prices. Between 2003 and 2006, Census Tract 125 experienced an increase of 34% in single-family home median sales prices.

During the period of 2003 to 2006, there were 748 residential condominium sales in the Study Area, and the median price of all condominium sales was $292,500. The Study Area experienced a steady 52% increase in the median sales price of condominiums (from $176,000 in 2003 to $367,784 in 2006). The volume of condominium sales decreased 46% (from 287 transactions in 2003 to 153 transactions in 2006).

Most of the highest-priced condominium sales occurred in Census Tract 3. Between 2003 and 2006, Census Tract 3 experienced an increase of 38% in condominium sales prices. Between 2003 and 2006, Census Tract 125 experienced an increase of 112% in condominium sale prices.

Figure 3. Residential Real Estate Market ▶

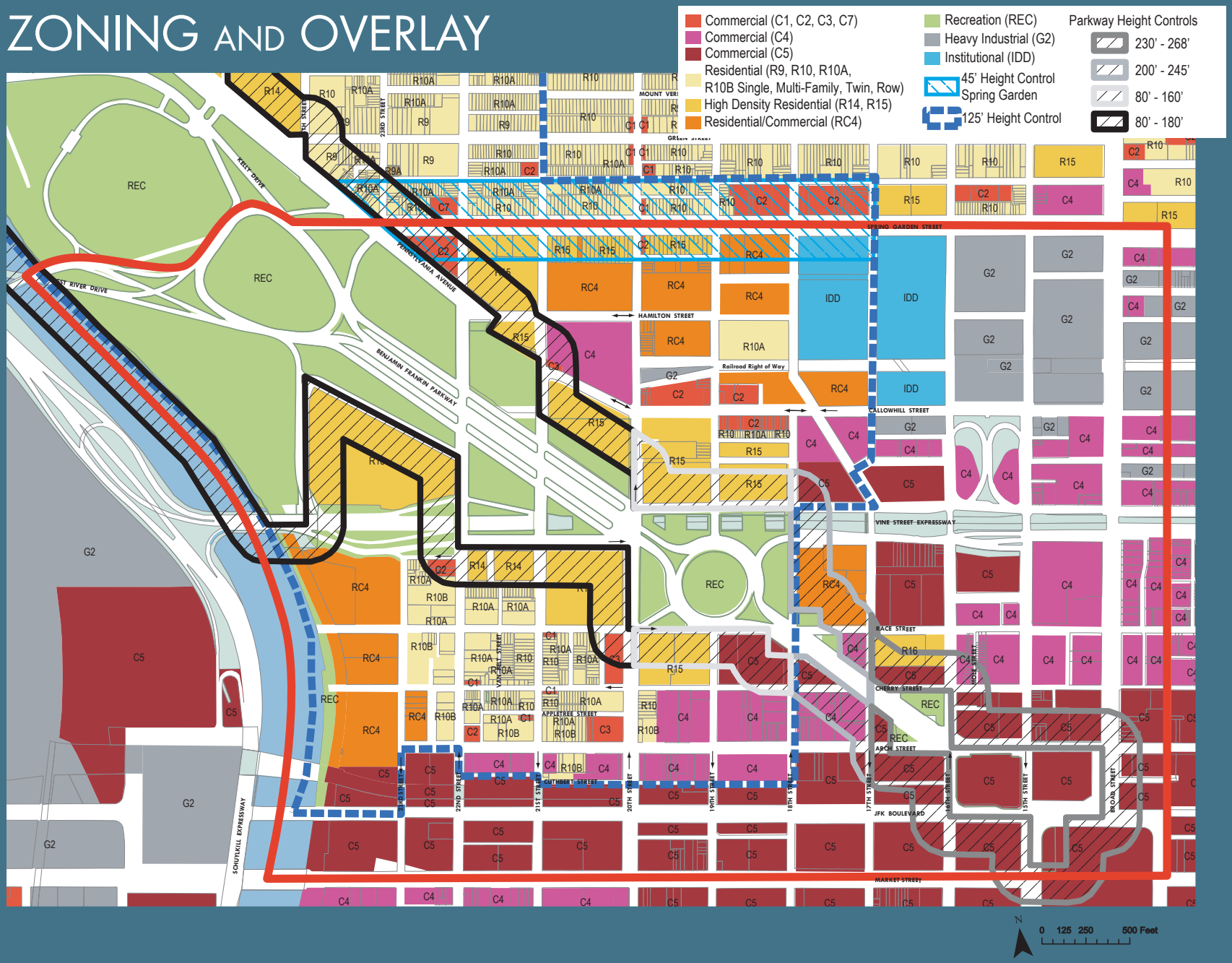
Figure 3. Residential Real Estate Market



Census Tract 4 Median Home Price

Growth in Housing Units

ZONING AND OVERLAY



3.4 ZONING

Summary of Zoning Districts

Map 4 shows the existing zoning classifications. ***Table 3*** provides a summary of FAR per zoning district.

The C-4 and C-5 Commercial classifications encompass a significant portion of the Study Area, stretching along the southern boundary and north along Broad Street. These zoning designations are intended for areas with the highest density and the most transportation infrastructure, whether by bus, rail, or car. C-4 and C-5 allow a base FAR of 5 and 12 respectively. An additional bonus FAR of 8 is available for larger parcels in both C-4 and C-5 zoned areas with two street frontages of at least 50 feet. A further incentive FAR bonus of 4 is available for C-4 and C-5 parcels fronting JFK Boulevard, Market, and Broad Streets in the study area. The confluence of transportation hubs, including City Hall and Suburban Station, permits the area to be densely populated, while not requiring a burdensome amount of parking. The C-4 and C-5 Commercial classifications have no parking requirements for non-residential uses, and in Center City, multi-family residential development has a reduced parking requirement. Generally, C-5 zoned parcels front JFK Boulevard, Broad Street south of Race, and the south side of the Parkway east of 18th Street. C-4 parcels on Arch Street form a somewhat lower-density transition to the residential blocks of Logan Square, but still permit high-rise development. The C4 and C5 classifications do not have any height restriction, or building bulk restrictions, other than percentage lot coverage restrictions. Permitted lot coverage decreases with height. The exception is the south side of JFK Boulevard, where building width is limited to 250 feet, with a minimum 75' between buildings, to assure sunlight penetration to the street. The lack of restrictions on building footprint dimensions has resulted in some excessively bulky buildings, such as Kennedy House, and the Sterling, 30-story buildings that extend a full city block (400 feet), and block views and daylight access to adjacent parcels.

The area bounded by Spring Garden Street, 18th Street, Callowhill Street, and Broad Street consists

Map 4. Existing Zoning

Table 3: Density Analysis of Zoning Districts in Logan Square Neighborhood

Zoning Classification	Base FAR	Base Max. Density (units per acre)	Bonus FAR+	Incentive Bonus FAR#	Total FAR	Theoretical Max. Density (units per acre)	Height Limit – Ft. (Stories)
R10A	2*	30	–		2*	30	35 (3)
R10	2*	60	–		2*	60	35 (3)
R10B	4*	116	–		4*	116	50 (5)
R14	1.5	44	1*		2.5*	73	No Limit
R15	3.5	100	2*		5.5*	160	No Limit
RC4	5	145	8	4	17	493	No Limit
C2	2.25*	65	–		2.25*	65	35 (60 for commercial)
C3	4.5	130	–		4.5	130	No Limit
C4	5	145	8	4	17	493	No Limit
C5	12	232	8	4	24	580	No Limit

*(FAR is interpreted)
+ site must meet certain requirements in order to be eligible for bonus FAR
# only sites on Market, JFK, N. Broad, and 1800 block of Arch St are eligible for this additional FAR

Table 3. Current Zoning Classifications

entirely of Institutional Development District (IDD) and General Industrial (G-2) zoning classifications. The IDD classification is reserved for the Community College of Philadelphia, and is tailored to meet the needs of that campus. The Industrial zoning in this area does not reflect current and future land uses. The whole area, including the Franklin Town urban renewal area, and former Baldwin Locomotive Works site, was industrial at one time, but these uses left long ago and so the G2 zoning should be changed.

The area along the Schuylkill River from I-676 south to John F. Kennedy Boulevard is zoned RC-4 Residential-Commercial. This classification permits the construction of residential towers with first floor retail. The RC-4 zone permits an as-of-right FAR of 5, with bonuses providing potential total FAR of 13 for large parcels with frontage on two streets.

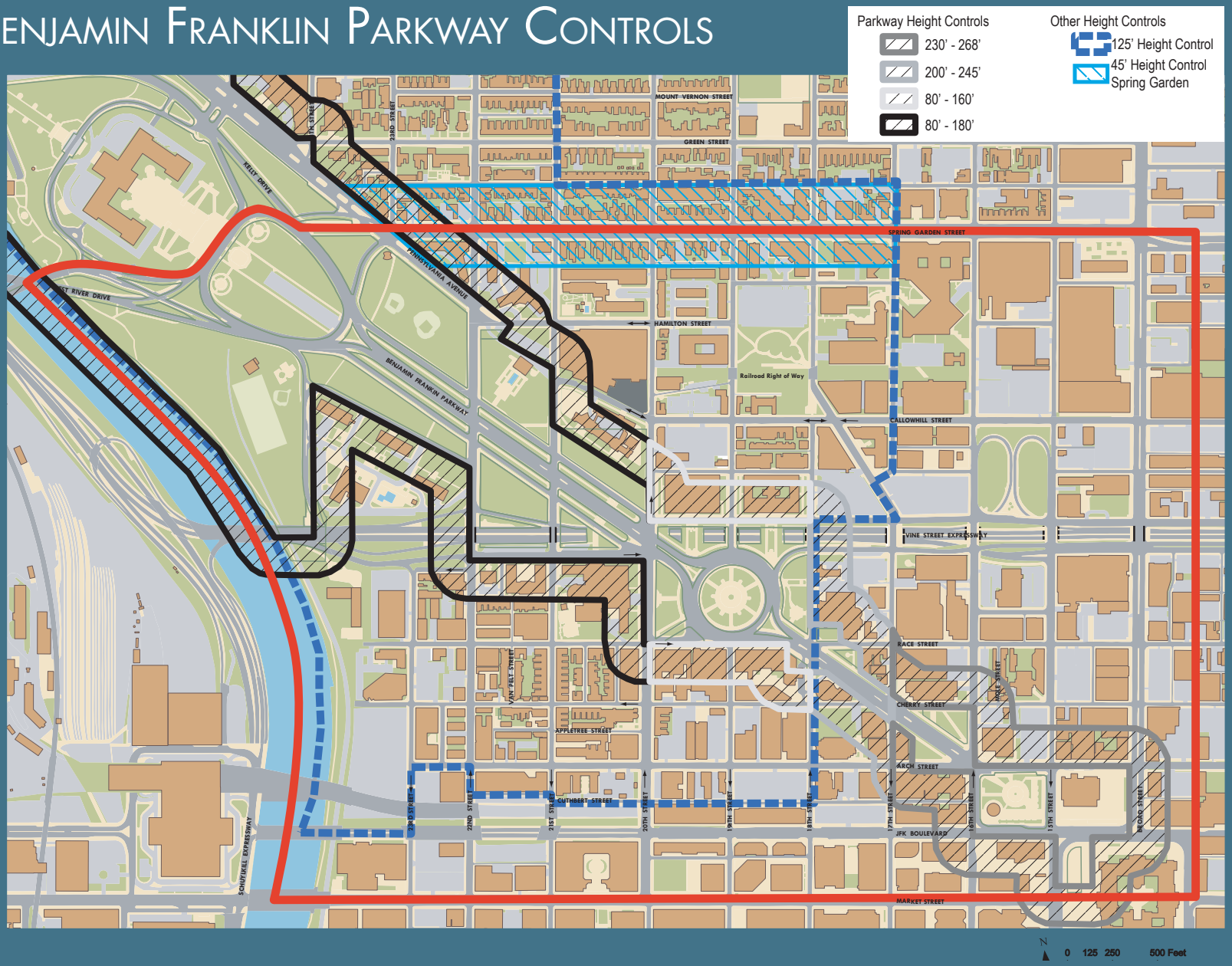
The Benjamin Franklin Parkway bisects the Logan Square neighborhood. This Recreationally zoned area houses the museums and galleries for which the area is noted.

In the historic residential core of Logan Square around 21st and Race Streets there are many single-family and multi-family converted rowhouses, and the zoning reflects this context, with districts such as R-10A single-family and R-10/R10B multi-family designations that are consistent with single-family and multi-family row house dwellings. There is a 35' height restriction in the R-10A and R-10 zones and a 50-foot height restriction in the R10B zone.

Along Vine Street and Spring Garden Street there are a number of properties that are zoned R-14, R-15, and R-16 high density residential. These zones permit an FAR of 1.5, 3.5 and 5.0 respectively. The development of these unlimited height (but floor area ratio controlled) residential multi-family categories has led to the expansion of the Benjamin Franklin Parkway Height Controls, one of the many overlays in this area.

Table 3 indicates the approximate density in terms of actual FAR, and residential units per acre, of recently completed, and proposed developments.

Benjamin Franklin Parkway Controls



Overlays

The Logan Square neighborhood has more zoning overlays within its area than any other neighborhood in the city. These many overlays and special exceptions, while established to address important issues, can create confusion for residents and developers.

Parking Controls

In most of the city, the ratio of parking spaces to new residential units is 1 to 1. In the downtown core, which in the Study Area includes the area south of Vine Street and east of 20th Street, multi-family developments with 25 units or more have a requirement of five spaces for every 10 units. In the area between Vine and Spring Garden Streets 7 spaces per 10 units are required for developments of more than 25 units. The basis for these parking requirements is the area's proximity to ample public transportation, the fact that Center City auto ownership is the lowest in the city, and an effort to discourage unnecessary automobile usage and resulting traffic congestion. The parking requirement for single-family residential or for small multi-family projects is 1 space per unit.

Parkway Controls

Benjamin Franklin Parkway Controls are indicated on ***Map 5***. There are different sets of controls, which sometimes conflict.

In the area between Broad Street and 18th Street, the cornice line of buildings located within 200' of the Parkway cannot exceed a height of three times the width of its facade or 200' between Broad and 17th Streets or 230' between 17th and 18th Streets. Portions of buildings may step back from the cornice line and increase in height an amount equal to the set back. However, no portion of these buildings may exceed 268' between Broad and 18th Streets or 245' between 17th and 18th Streets. No buildings can be altered or erected until the Art Commission has approved the design.

Map 5. Benjamin Franklin Parkway Controls

Within the area between Fairmount Park and 18th Streets, including Logan Square, the cornice line of buildings in this area also cannot exceed a height of three times the width of its facade, but in this case cannot be greater than 80'. Building height may increase with setbacks, but no portion of the building can exceed 100' in height when located between Fairmount Park and the Crescent (the Crescent is roughly located at Eakins Oval), or 160' between the Crescent and 18th Street.

Between 20th Street and Fairmount Park, higher buildings are permitted. In this area, the main cornice line of the building cannot exceed in height the street width of its façade or 160'. No other portion of the building can exceed 180'.

A new set of controls was enacted on March 28, 2007, in response to the opposition generated by the proposed height of the 22 Parkway development. These controls affect the area bounded by the Schuylkill River, John F. Kennedy Boulevard, 23rd Street, Arch Street, 22nd Street, Walden Street, 17th Street, Brandywine Street, North 21st Street, Fairmount Avenue, North 22nd Street, and Aspen Street extended to the Schuylkill River. Within this area, no building can exceed 125' in height. Additionally, no building with frontage on Spring Garden Street between Pennsylvania Avenue and 18th Street or on the north side of Spring Garden Street between 18th Street and Broad Street can exceed 45' in height. The 125' height limit was enacted with the understanding that the building height issue would be addressed in a more comprehensive manner in the neighborhood planning effort.

The Center City Height Controls

These controls were enacted to preserve the views of City Hall Tower from "gateways" to Center City, including Interstate 95, the Schuylkill Expressway, Broad Street, the Belmont Plateau, and the Benjamin Franklin Parkway. This section of the Code is accompanied by three maps (A, B, and C) which contain the height controls. Map C in the code includes Zone 4 the area generally bounded by Arch Street, 13th Street, Chestnut Street and 16th Street, part of which is located in the study area; the specific

height restrictions are given per block.

Special Sign Controls for the Vine Expressway (I-676)

This overlay was designed to protect the Vine Expressway and vicinity from outdoor signs and it covers the area between Spring Garden Street and Race Street, river to river. It prohibits outdoor advertising signs within this gateway area, and requires the removal of existing signs. The overlay also provides size restrictions on accessory signs.

Special Height Controls for Arch Street

Within the area bounded by Arch Street, 23rd Street, Cuthbert Street, 22nd Street, Walden Street, 21st Street, Cuthbert Street, and 20th Street, the maximum height of any building cannot exceed 185' from sidewalk level. This overlay predates the present 125' height limit that covers much of this area.

Avenue of the Arts North Special District Controls

This overlay was designed to prohibit the proliferation of auto-oriented developments with buildings setback from the sidewalk behind parking lots. This overlay applies to all commercially zoned properties with frontage along Broad Street between John F. Kennedy Boulevard and Spring Garden Street. Prohibited uses include auto repair shops, auto sales, vehicle part sales, auto service stations, drive-in restaurants, beer distributors and retail sales of beer for take-out as an accessory use. Additionally, any new building must be at least 25' high. Any new building must be built to the front property line of Broad Street. Parking is not be permitted between the building and Broad Street.

Recent Variances

LSNA responds to zoning variance requests through the LSNA Zoning Committee. The Committee reviews proposals and recommends action to the Zoning Board of Adjustment regarding neighborhood zoning matters that come to its attention, including changes in use, the construction of new buildings, signage proposals, and modifications to existing buildings and open space.

Applicants may present plans to the Board. The Committee and Board take into account the interests of adjacent owners when considering development proposals. The Association may, at the recommendation of the Committee, appoint an ad hoc Neighborhood Development Committee as a subcommittee of the Zoning Committee to address issues related to a new development. This ad hoc committee may work with the developer to draft a Community Benefits Agreement between the developer and the Association.

The Association does not normally issue letters of support to the City's Zoning Board of Adjustment for proposed projects but may issue a letter of non-opposition or of opposition.

Neighborhood Agreements

From time to time, LSNA enters into a Neighborhood Agreement with an owner and developer. The agreement is typically recorded and tied to the land, and in the event that the land changes ownership the same agreement applies. Examples of recent agreements entered into by the neighborhood include the following:

- The Ortlieb Building and Board of Education Building;
- Center City District's café located at 110 N. 16th Street;
- Tivoli Development; and
- Edgewater Development.

A neighborhood agreement may cover a variety of topics. In most cases the agreement includes the design plans for the proposed development. These design plans are legally binding and are the product of a negotiation process between the developer and the neighborhood.

ITEMS TYPICALLY COVERED BY A COMMUNITY BENEFITS AGREEMENT:

- trees, sidewalks, and landscaping location and materials;
- lighting for pedestrian and safety purposes;
- future maintenance of open spaces;
- construction hours on weekdays 7am–4pm;
- prevention of lighting glare ;
- noise levels of garage doors, mechanicals, and tenants;
- number of parking spaces and dedicated car sharing spaces;
- building materials; and
- restoration requirements for existing buildings.

Image 17. Tivoli development was the subject of a neighborhood-developer agreement.

Design Issues Relating to Existing Zoning

Evaluation of the existing zoning controls highlighted several design issues that need to be addressed:

- Existing zoning does not provide adequate protection for established residential neighborhoods. In some cases, the existing high-rise, high-density zoning may permit excessive density, when additional permitted FAR is taken into account, and does not include adequate building form and bulk controls;

- Views from existing high-rise buildings are very important to residents. While views will change over time with development, an evaluation of impacts of new development on views from existing development should be considered, with impacts minimized through building bulk controls. The residents of City View Condominiums are particularly concerned about the character of development on the Whole Foods site, as it would potentially impact their view of the Center City skyline to the south. Residents of Kennedy House are particularly concerned about development of the 1900 block of Arch Street, as it would potentially impact their view to the north;

- The zoning controls do not include any provisions for addressing or evaluating shadow and daylight impacts of new development; and

- Zoning controls do not include any requirements for inclusion of open space, public or private, in new residential development.