

Integration with Central District Plan

Philadelphia2035 is the city's new 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.



+100,000 people in 2035
+40,000 jobs in 2035

>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 the future organized under nine planning elements including neighborhoods, land management, open space, and transportation. The many objectives and strategies identified in the 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 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)

THE 18 DISTRICTS:

- CENTRAL - IN PROGRESS
- CENTRAL NORTHEAST
- LOWER FAR NORTHEAST
- LOWER NORTH
- LOWER NORTHEAST - IN PROGRESS
- LOWER NORTHWEST
- LOWER SOUTH - ADOPTED
- LOWER SOUTHWEST
- NORTH
- NORTH DELAWARE
- RIVER WARDS
- SOUTH
- UNIVERSITY/SOUTHWEST
- UPPER FAR NORTHEAST
- UPPER NORTH
- UPPER NORTHWEST
- WEST
- WEST PARK - ADOPTED

Get Involved

>Civic Engagement

The civic engagement process for each District Plan includes three public meetings, frequent meetings of a local Steering Committee, and several public presentations to the PCPC. There are several ways to receive updates and get involved with the process:

Web: www.phila2035.org

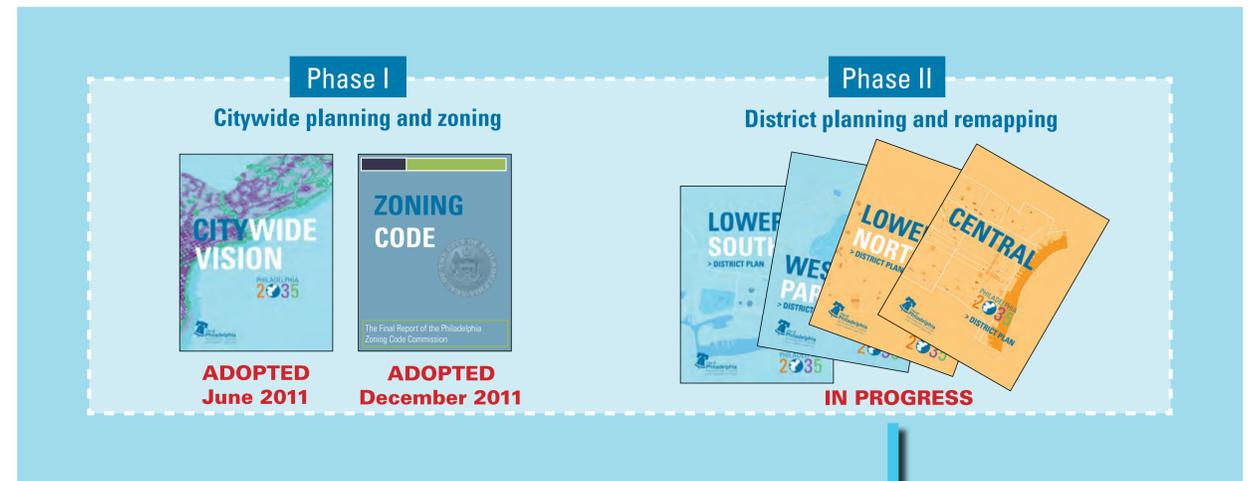
Facebook: www.facebook.com/phila2035

Twitter: @phila2035

>Citizens Planning Institute

The Citizens Planning Institute empowers citizens to take a more effective and active role in shaping the future of their neighborhoods through a greater understanding of city planning and development processes. More than 100 residents have been certified as citizen planners through this program.

Learn more at: citizensplanninginstitute.org



IN PARALLEL



Callowhill - Chinatown North Strategic Plan Study Area Area

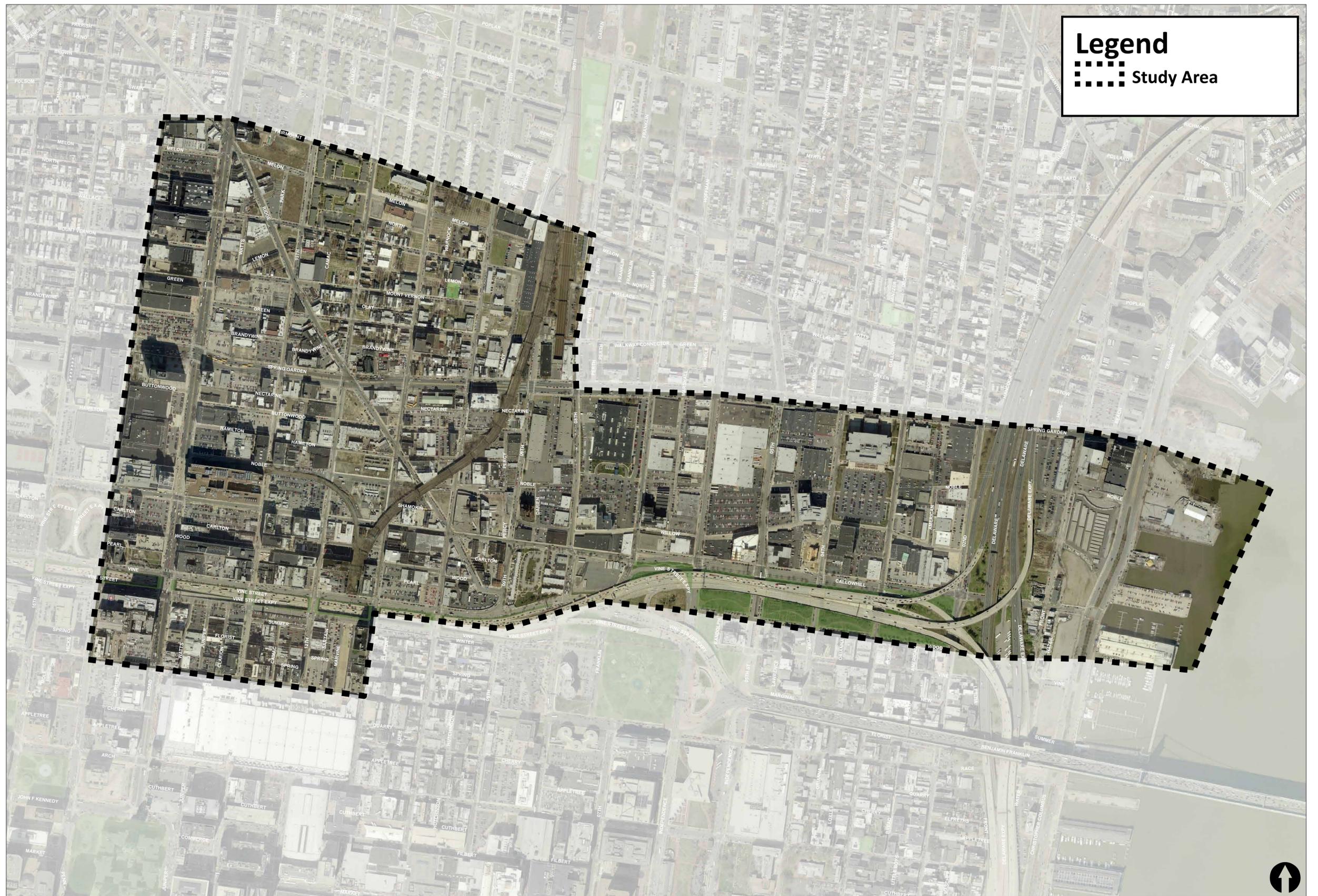
The **Callowhill - Chinatown North Strategic Plan** is a neighborhood level planning effort that will be operating in parallel with the Central District Plan. The Strategic Plan will go into more detail than the Central District Plan while still being based on the same goals of Thrive, Connect, and Renew. The goal is to incorporate many of the broader recommendations from the Strategic Plan into the District Plan including:

- Land Use/Zoning
- Major Opportunity Areas
- Transportation and Neighborhood Facilities

The Callowhill - Chinatown North Strategic Plan provides the opportunity for a more detailed discussion about many of the important issues facing our neighborhoods.



Where do you Live? Where do you Work?



Callowhill - Chinatown North Visioning Workshop

Schedule

6:00 - 6:15pm	Feel free to browse the displays around the room
6:15 - 6:30pm	Brief presentation
6:30 - 7:30pm	Open workshop
7:30 - 8:00pm	Report back on findings at each station

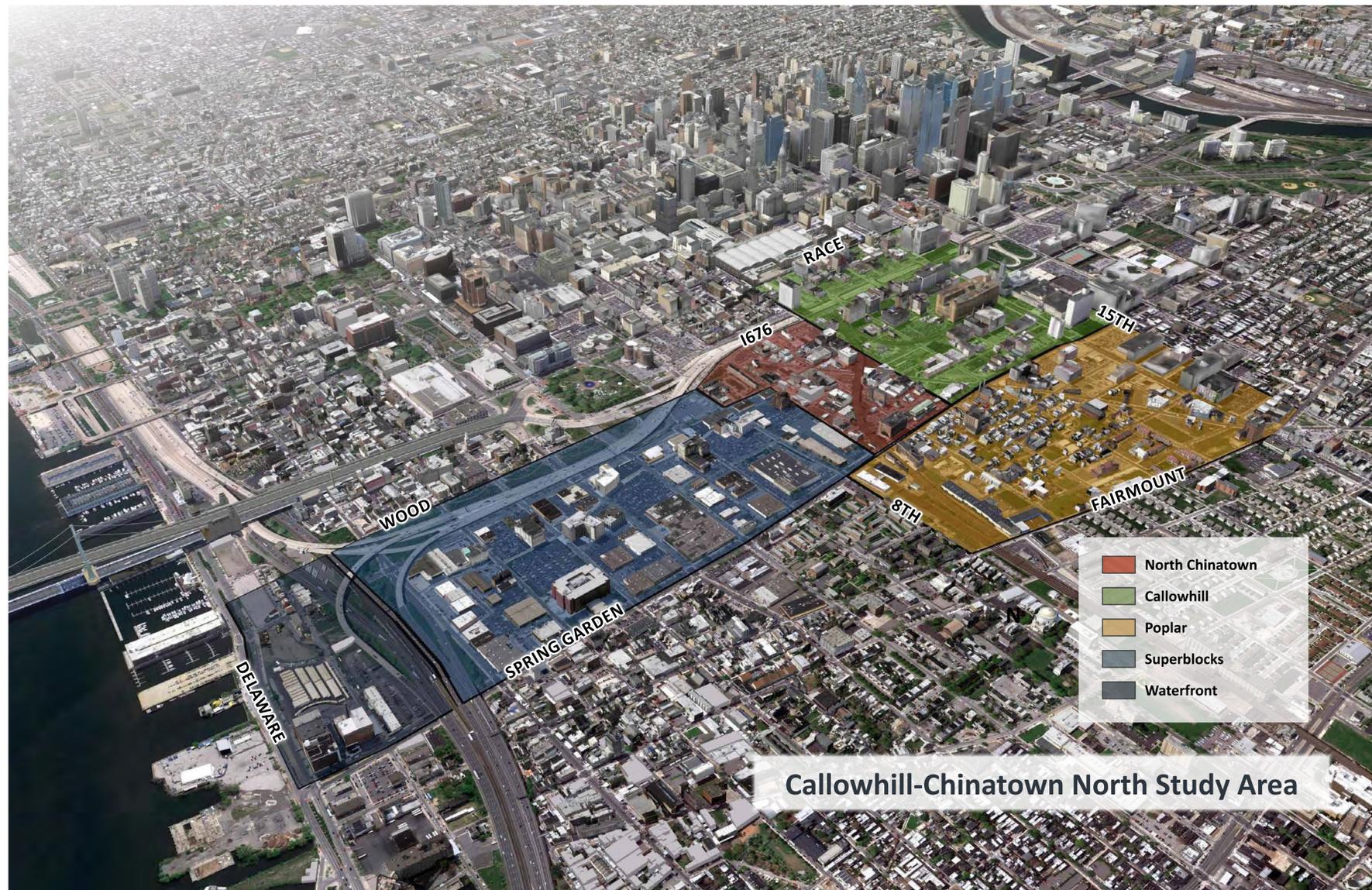
Tonight's meeting is an introduction to the planning process and to share what we have learned about the neighborhood so far. After a brief presentation we invite you to visit the five stations arranged around the room and give us your feedback on various questions, casting your "vote" with sticker dots.

Please sign in and enjoy the meeting!

**For more information contact Marian Hull at marian.hull@urs.com or
Laura Spina at Laura.Spina@phila.gov**

Planning Sub-Areas

The planning area is large and diverse. To help focus discussion, five sub-areas have been identified based on relative similarities within each.



Poplar

Bounded by 15th, Fairmount, 8th, and Spring Garden Streets, Poplar is a primarily residential neighborhood, with a mix of low- to moderate-income and market rate housing, schools, and community services. There has been a recent influx of market rate infill housing in the area, but there are still large amounts of vacant land.

Callowhill

Bounded by 15th, Spring Garden, 11th, and Race Streets, Callowhill is a historically industrial district that has recently become the center of a growing arts district. In 2010, much of the area was designated a National Historic District, ensuring the continued rehabilitation and reuse of its industrial buildings.

Chinatown North

Bounded by 11th, Spring Garden, and 9th Streets, and the Vine Street Expressway, Chinatown North is a mix of housing, community-oriented services, industry, and warehouses. Current efforts in the area have begun to expand the influence of Chinatown across the Vine Street Expressway.

Superblocks

Bounded by 9th and Spring Garden Streets, I-95, and the Vine Street Expressway, the Superblocks are primarily low-density warehousing and commercial buildings, with large surface parking lots. Situated directly between Old City and Northern Liberties, the area has the potential to fill in the gaps between the two neighborhoods.

Waterfront

Bounded by I-95, Spring Garden Street, the Delaware River, and the Vine Street Expressway, the Waterfront area consists of mainly vacant or underutilized land. The entire area is covered by the Master Plan for the Central Delaware, which includes a proposal for a mixed-use community on the Festival Pier site.

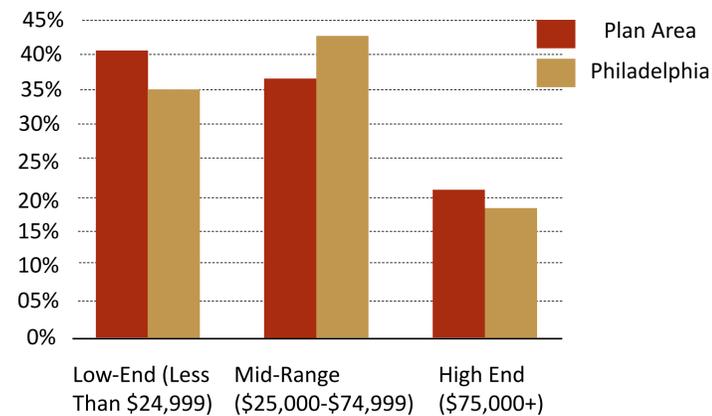
Housing and Community Demographics

Who Lives Here?

The plan area has experienced significant growth and change over the last decade. In addition to total population nearly doubling, the demographic mix has also changed.

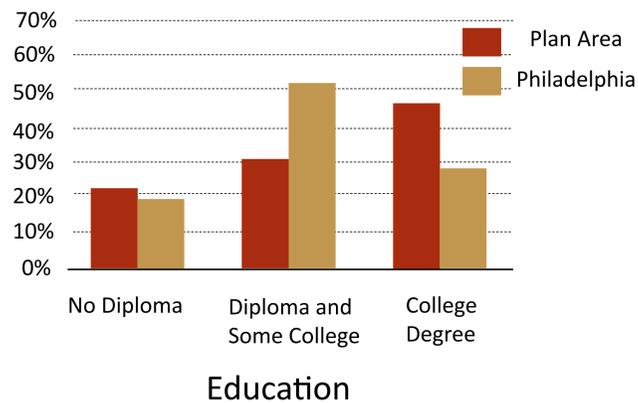
Callowhill-Chinatown North has distinct demographic differences in comparison with Philadelphia as a whole. The area is polarized in terms of both education and income. A higher than average percentage of residents lack a high school diploma. However, 46% of residents have a college degree, which is higher than the city-wide and national average.

Between 2000 and 2012, the Total Population within the Study Area Increased by 92%.



Household Income

The plan area also has larger proportions of residents at the high and low ends of the income spectrum. 42% of residents live on less than \$25,000 per year, while 30% earn under \$15,000 per year. Just over 20% earn at least \$75,000 per year. Age distribution is also different from the rest of the city, with the majority of the population falling between 25 and 54, compared to approximately 40% in the city as a whole.

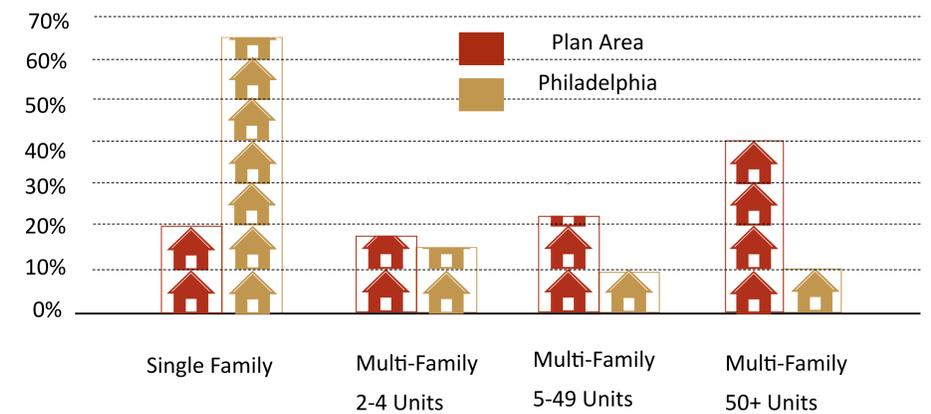


Education

Where Do Residents Live?

The project area has a wide variety of housing types, which vary dramatically from neighborhood to neighborhood. The largest share of dwelling units are located within 50+ unit buildings. About 40% of residents live in large buildings, which is four times the city average. The area also has a much lower proportion of residents living in single-family homes, the majority of which are located north of Spring Garden. The uneven distribution of housing types means that each sub-area has a different set of opportunities and challenges for housing.

The total number of housing units increased by 69% between 2000 and 2012. This due both to new construction and a 24% decrease in vacant housing units. At the same time, the average sales price for single-family homes increased by 13% (nearly double the increase for the Center City area).



Housing Types



Housing Types

Housing Needs



Distribution of Housing in the Project Area



Housing Types By Sub-Area

Although housing types vary widely from sub-area to sub-area, there are common challenges and goals for all neighborhoods.

What Do You See as Important Housing Needs for the Area?

Select All That Apply

<p>30</p> <p>Housing Affordability</p>	<p>22</p> <p>Housing Options for Families</p>
<p>22</p> <p>Flexible Work-Live Space</p>	<p>3</p> <p>Other</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>18</p> <p>Housing Options for Seniors</p>	

What is Your Greatest Housing Concern?

Housing Types



What Types of New Housing are Most Appropriate in Each of the Plan Sub-Areas?

Single Family



7	5	4	7	1
Poplar	Callowhill	Chinatown	Superblocks	Waterfront

Multi-Family (50+ Units)



1	12	18	8	15
Poplar	Callowhill	Chinatown	Superblocks	Waterfront

Mid-Rise Multi-Family (2-4 Units)



7	6	11	1	2
Poplar	Callowhill	Chinatown	Superblocks	Waterfront

Live/Work Loft Conversions



1	17	7	7	0
Poplar	Callowhill	Chinatown	Superblocks	Waterfront

Multi-Family (4-49 Units)



4	9	9	7	1
Poplar	Callowhill	Chinatown	Superblocks	Waterfront



Other

0	0	12	0	0
Poplar	Callowhill	Chinatown	Superblocks	Waterfront

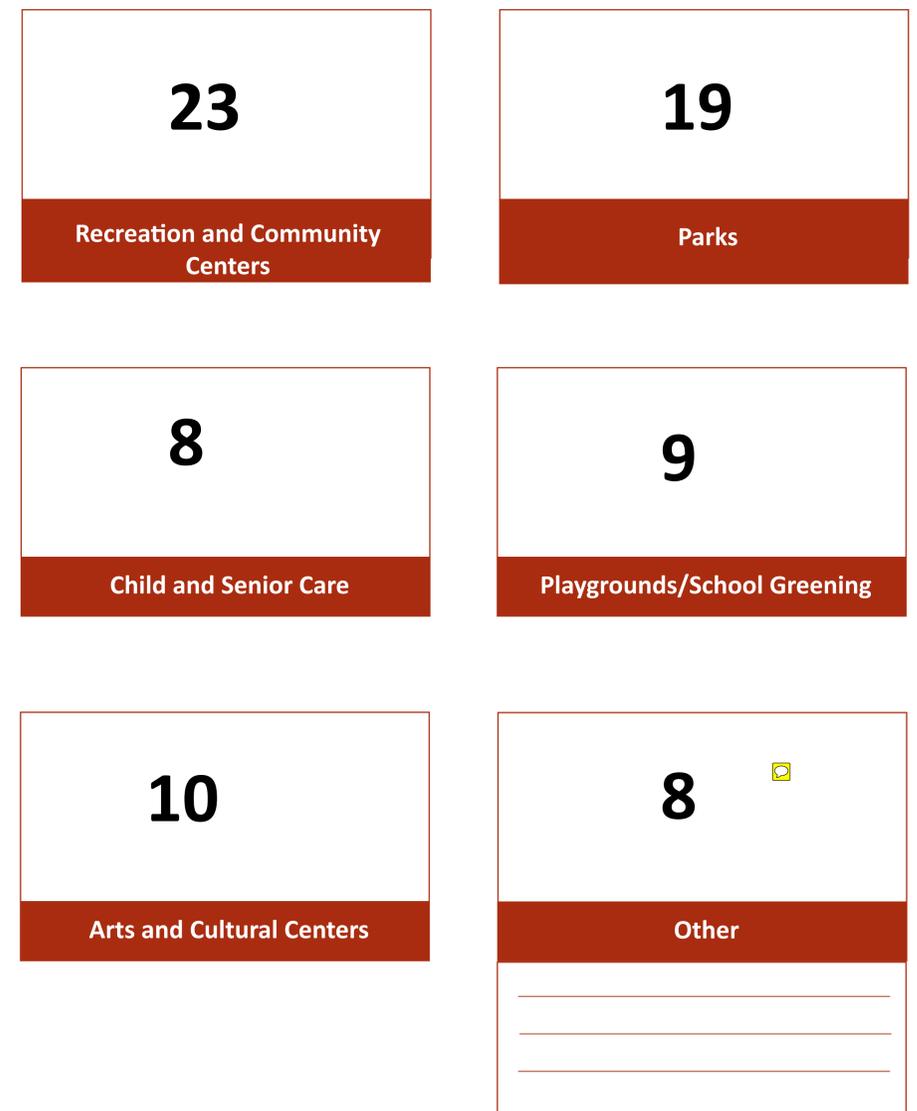
Community Services



Civic and Community Land Uses

Access to community services and schools is concentrated primarily in the western portion of the study area. Many of these, like Holy Redeemer and St. Paul's Church, have spurred other services to locate near them, creating small-scale neighborhood centers. However, the study area is still in need of additional services, particularly parks and recreation.

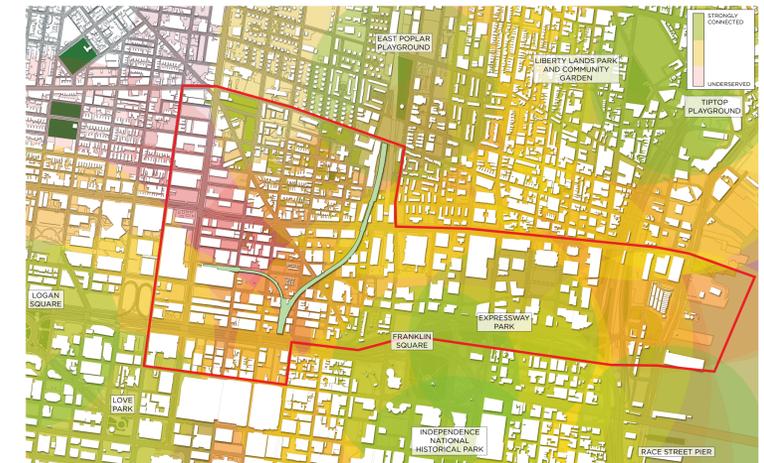
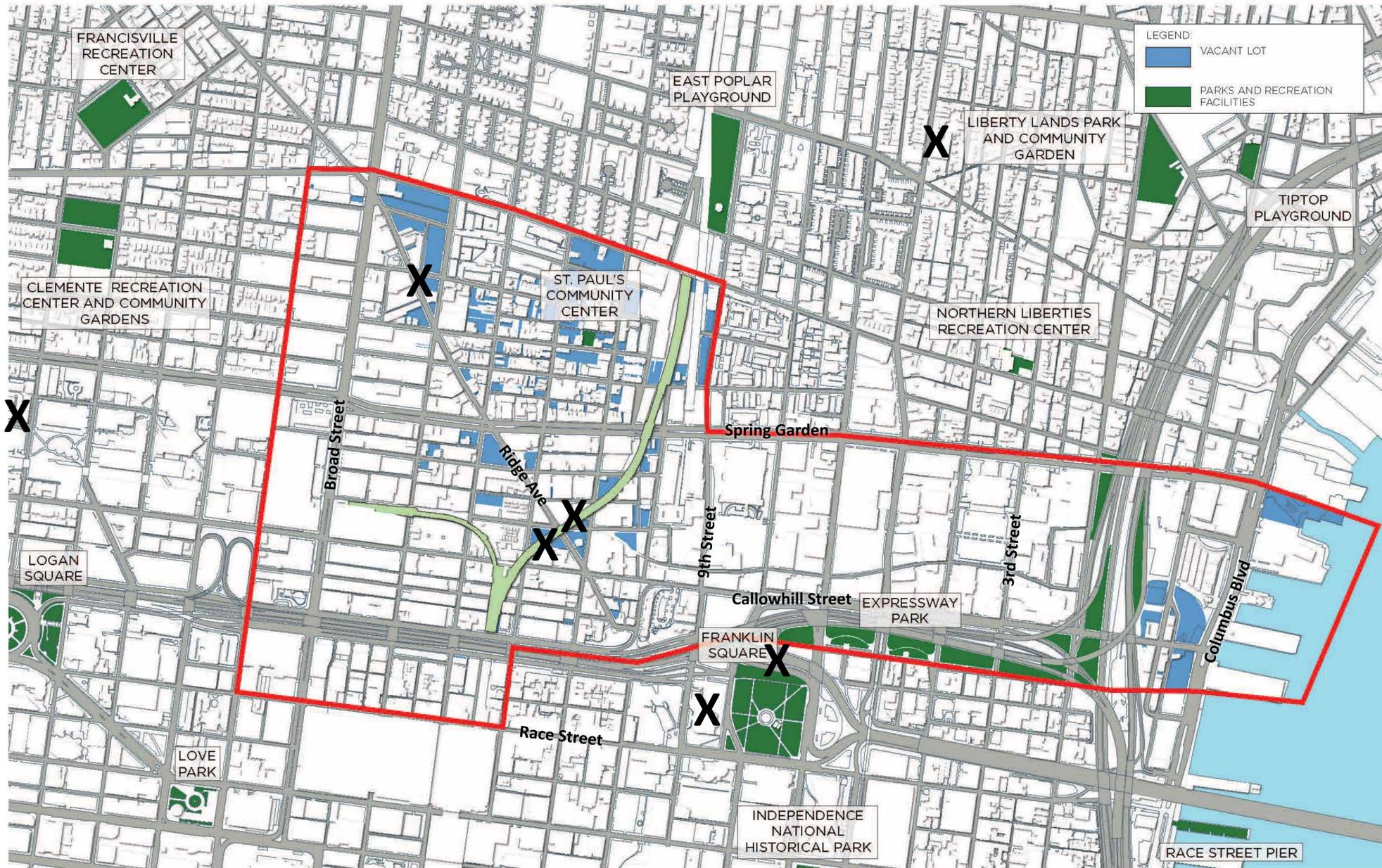
What Community Services Are Most Needed in the Project Area?



Spring Garden Elementary Ben Franklin High School Recreation Center Holy Redeemer / Future Eastern Tower Community Center FACT Charter School

Schools and Community Anchors

Access to Parks and Recreation Facilities



Walking Distances To Passive Recreation



Walking Distances To Recreation Facilities

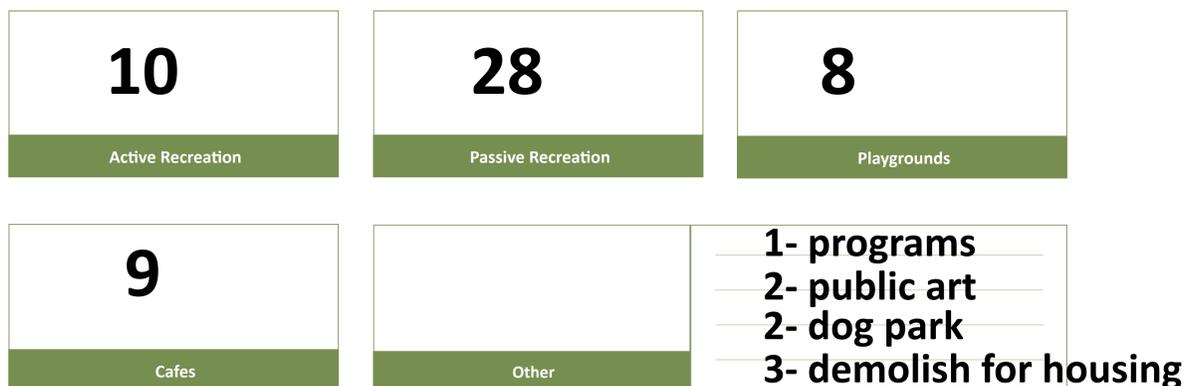
Which Parks and Recreation Facilities Do You Currently Use? (Feel free to draw on the map)

Proposed Spaces

Reading Viaduct



If The Remaining Portion Of The Viaduct Is Developed Into An Elevated Green Space, What Activities Should Be Present?



Spring Garden Greenway



The Spring Garden Greenway will help connect this neighborhood to areas of passive recreation and green spaces.

What Other Connections Should Be Developed To Further Connect The Callowhill-Chinatown Neighborhood To The Rest Of The City?

- _____ bike lanes
- _____ off-street parking
- _____ trees
- _____ R7 stop at fairmount and 9th
- _____
- _____

Types of Spaces

What Types of Spaces Would Improve Your Neighborhood?



15

Active Recreation



25

Community Garden



9

Nature



26

Passive Recreation

wider sidewalks



9

Playgrounds



24

Green Streets and Trails



8

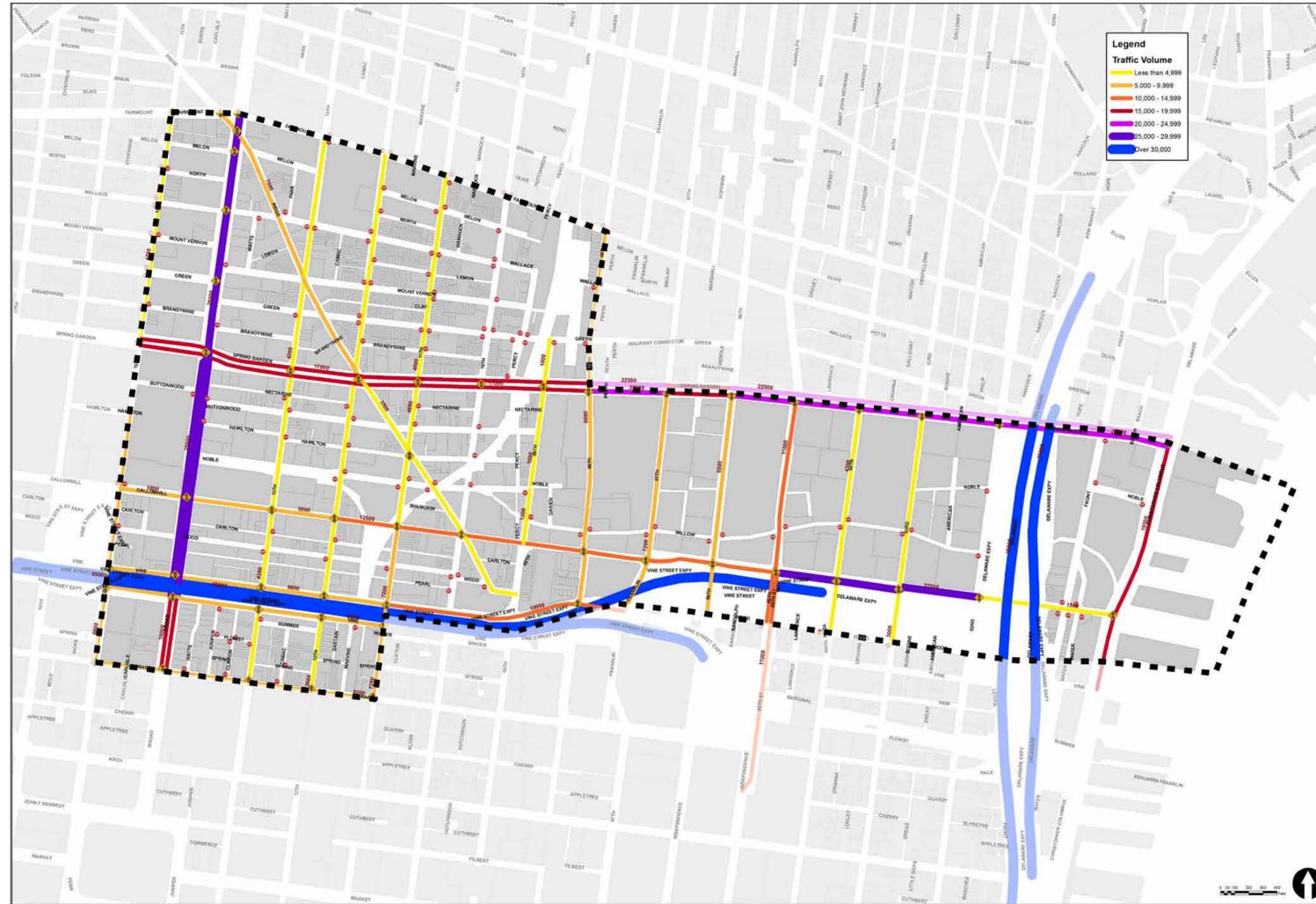
Water Recreation

?

Other

Dog Park -2

Traffic Volumes

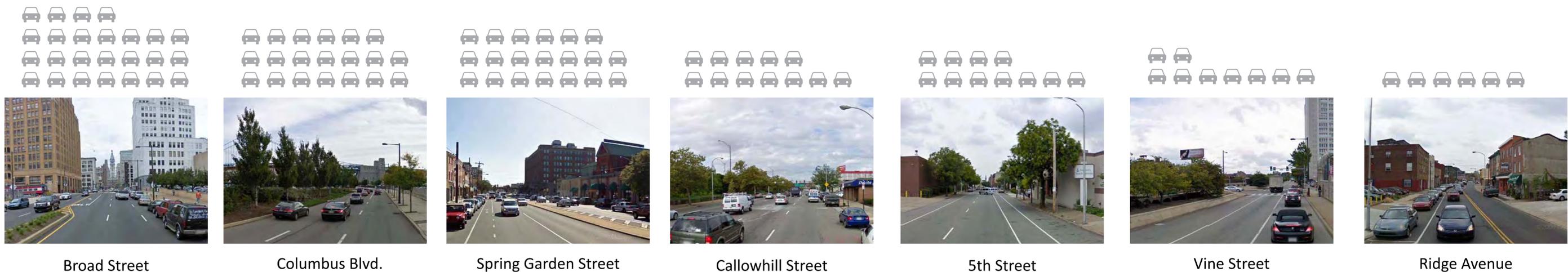


Major Roads

The busiest surface streets in the study area are Broad, Callowhill, and Spring Garden Streets, and Christopher Columbus Blvd. Broad and Columbus have consistently high traffic throughout out the study area, but many of the other streets, particularly Callowhill and Spring Garden, experience major increases in traffic near expressway entrances and exits. Traffic is relatively low along local streets, with intermediate levels along north-south streets through the Superblock sub-area, particularly 5th Street. Traffic volumes on Ridge Avenue increase north of Spring Garden Street.

Two highways also pass through the area, creating both easy access to regional connections and major barriers to pedestrian and bike transportation.

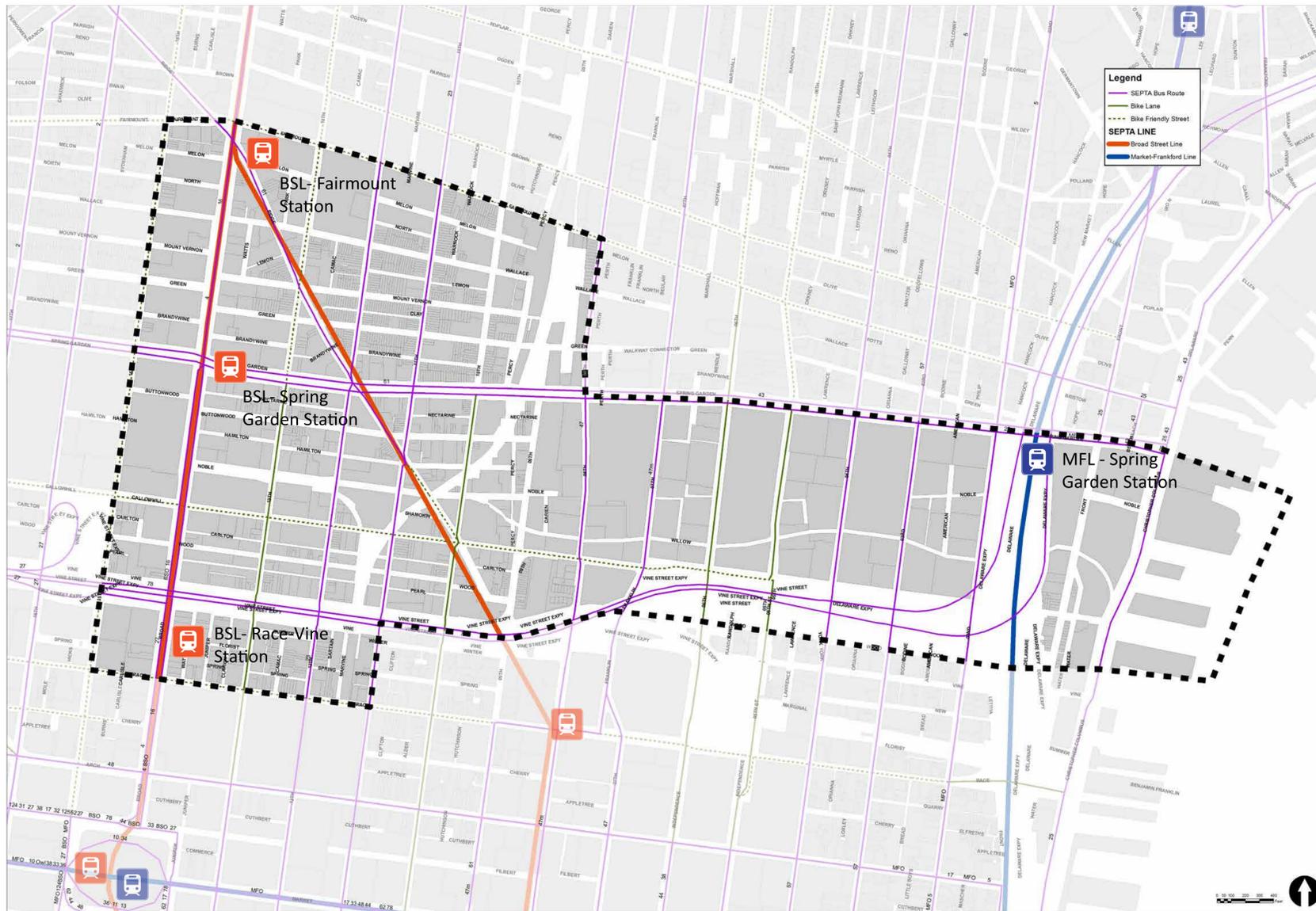
Traffic Volumes in the Project Area



Average Daily Traffic Volumes on Major Roads

=1000 Cars

Multi-Modal Connections

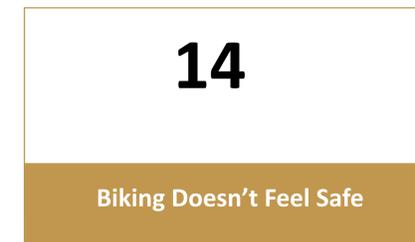


Public Transportation

The area is served by both SEPTA subway and bus service. There are three stops on the Broad Street Line within the study area, as well as one stop on the Market-Frankford line. Ten bus routes also serve the area, including the 23 bus. Despite the availability of transit options, fewer residents commute to work via transit than the city average. This may be due to the high proportion of residents who work nearby and choose to walk. Although the percentage of workers who drive to work is lower than the citywide average, it is still the primary mode of transport for residents.

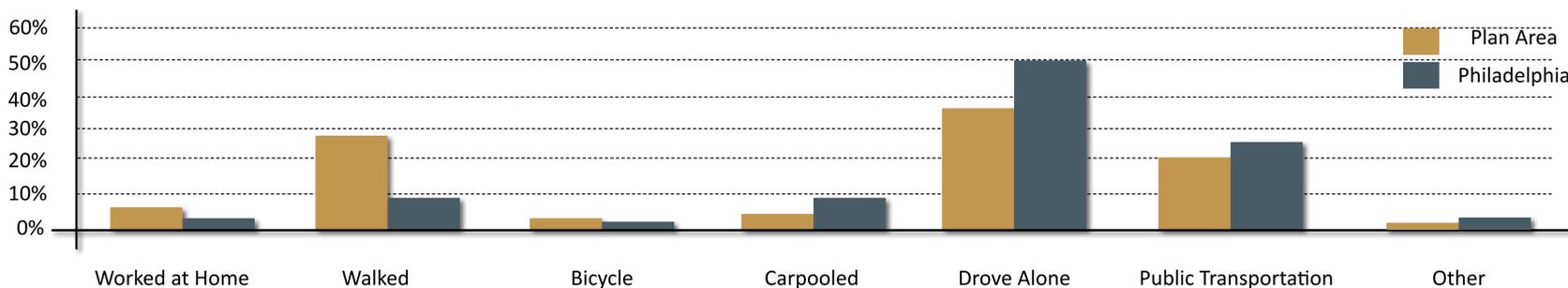
What Discourages You From Biking, Walking, or Taking Transit?

Select All That Apply



Other

Draw on the Map Where Improvements Need to be Made.



Means of Transportation to Work

Multi-Modal Connections

Which of the Following Improvements are Important for Creating Better Pedestrian, Bike, and Transit Connections in the Area?

Additional Bike Lanes



12	
Yes	No

If so, where?

5	10	4	2	3
Poplar	Callowhill	Chinatown North	Superblocks	Waterfront

Creating Street Level Activity with Public Ground Floor Uses



17	
Yes	No

If so, where?

7	14	6	2	1
Poplar	Callowhill	Chinatown North	Superblocks	Waterfront

Sidewalk and Streetscaping Improvements



19	
Yes	No

If so, where?

11	17	18	8	4
Poplar	Callowhill	Chinatown North	Superblocks	Waterfront

Improvements to Vine Street and I-95 Crossings



11	
Yes	No

cap vine st - 2

If so, where?

5	13	12	7	3
Poplar	Callowhill	Chinatown North	Superblocks	Waterfront

Additional Transit Options/Service



4 east/west	
Yes	No

If so, where?

1	0	1	0	1
Poplar	Callowhill	Chinatown North	Superblocks	Waterfront



Other

Yes	No

If so, where?

Poplar	Callowhill	Chinatown North	Superblocks	Waterfront

Noble Street



Historically, the area between Spring Garden, 2nd, Callowhill, and 9th Streets had a similar fine-grained street pattern to the areas immediately west. During the 1960s, the blocks were consolidated to create opportunities for large-scale industrial development. However, utility easements were maintained for some of these historic streets, specifically Noble Street. Reintroducing Noble Street could increase pedestrian access to the area, and increase development opportunities without major impacts on existing tenants.

Do You Like the Idea of Extending Noble Street to 2nd Street?

22
YES

Because more pedestrian access is needed across East Callowhill.

3
YES

*Because: make ped only
add light rail.
cobbles slow traffic*

18
YES

Because additional road infrastructure will encourage new development in the area.

3
NO

This is not important to me.



Noble and 9th Street looking east



Noble Easement at 6th Street looking west

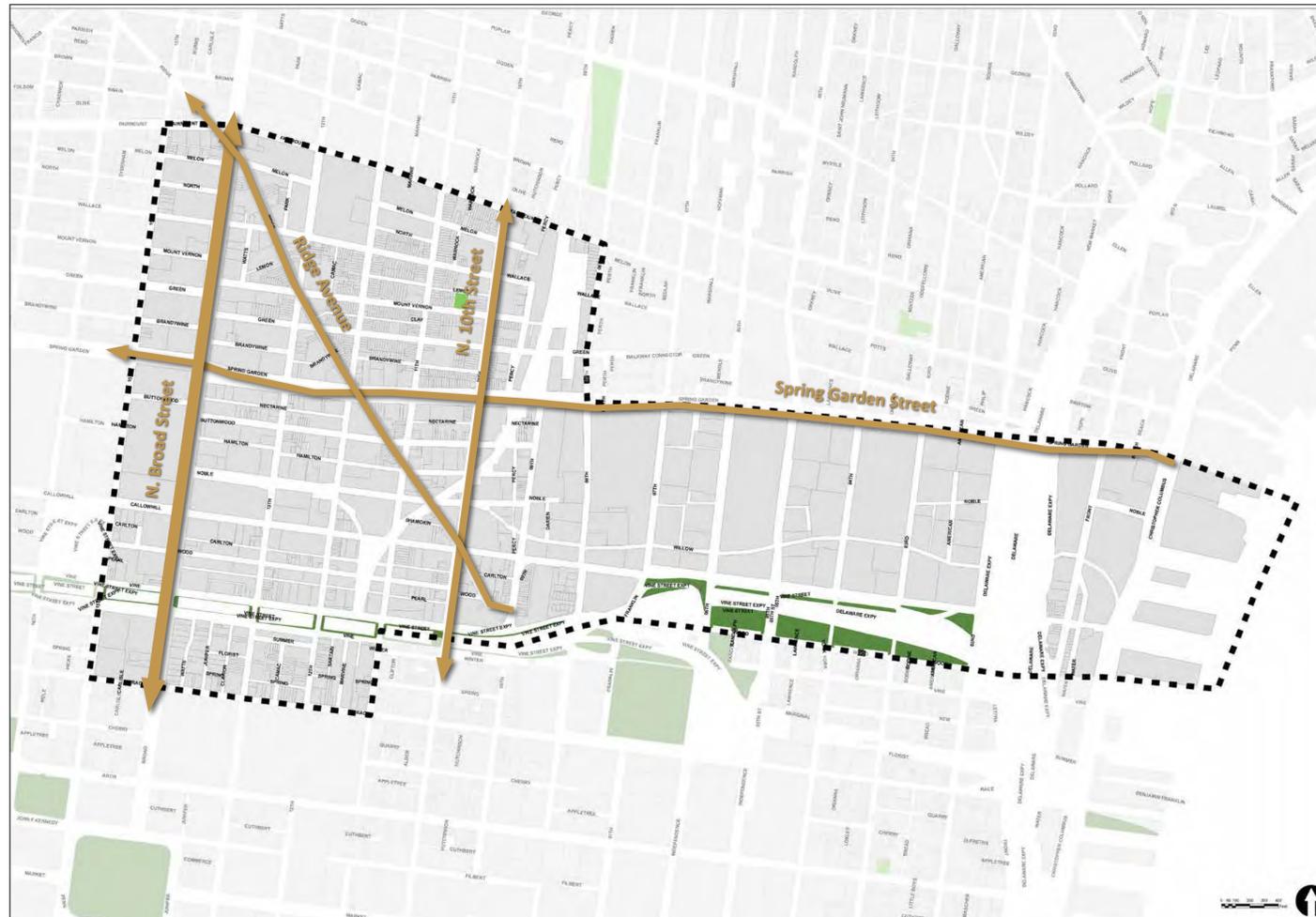


Parking Lane at 4th Street looking east



Noble Street at 2nd Street looking west

Commercial Corridors



There are four major commercial corridors that pass through the project area, ranging in scale from neighborhood-focused to regional destinations. All four currently contain vacant or underutilized properties, and have the potential for major redevelopment. New uses, including entertainment, retail, and community services, can bring more activity to these corridors throughout the day and evening.

In addition to providing needed good and services, strong commercial corridors provide a safe and inviting public realm. Attractive streetscaping, wayfinding systems, clean and well-maintained sidewalks, and lighting can all contribute to the strength of the corridor.



Broad Street Spring Garden Street North 10th Street Ridge Avenue
 Average Daily Traffic Volumes on Commercial Corridors 🚗 =1000 Cars

Major Commercial Corridors



Entertainment and Culture



Retail with Office Above



Retail with Housing Above



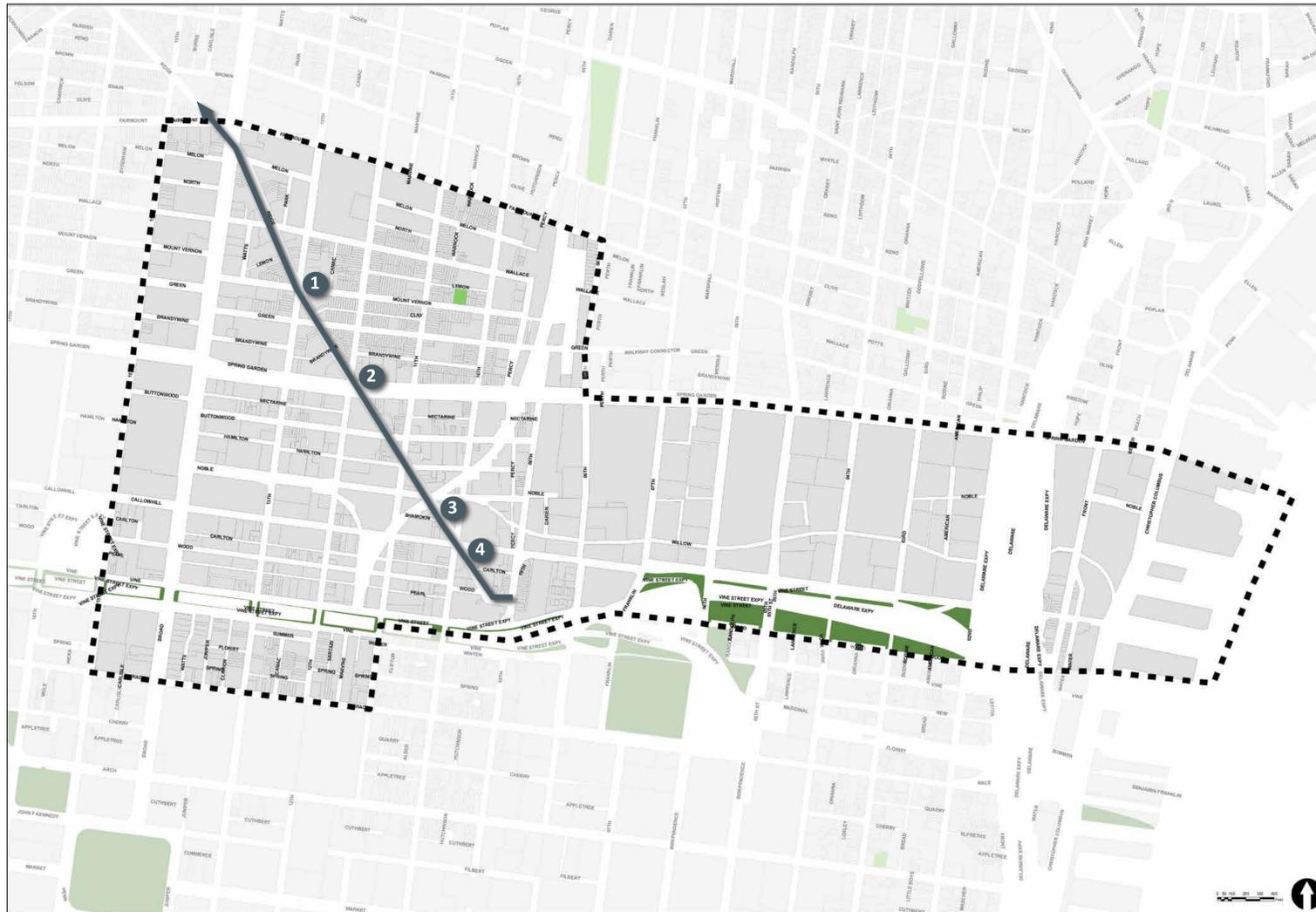
Community-Oriented Uses



Gateway and Streetscaping Elements

Elements of Strong Commercial Corridors

Ridge Avenue



Ridge Avenue has the potential to be a new gateway from Center City into the plan area and North Philadelphia. Many of the uses currently fronting the street are auto-related or industrial. Stakeholders have expressed an interest in seeing this street become a major focal point of the area. The road is relatively wide compared to traffic volumes, which could provide room for pedestrian and bike improvements.

What Would You Like to See Along Ridge Avenue?

11
Community-Oriented Uses

13
Arts and Cultural Uses

19
Retail with Housing Above

20
ridge @ SG - 2
Bike and Pedestrian Improvements

13
Retail with Office Above

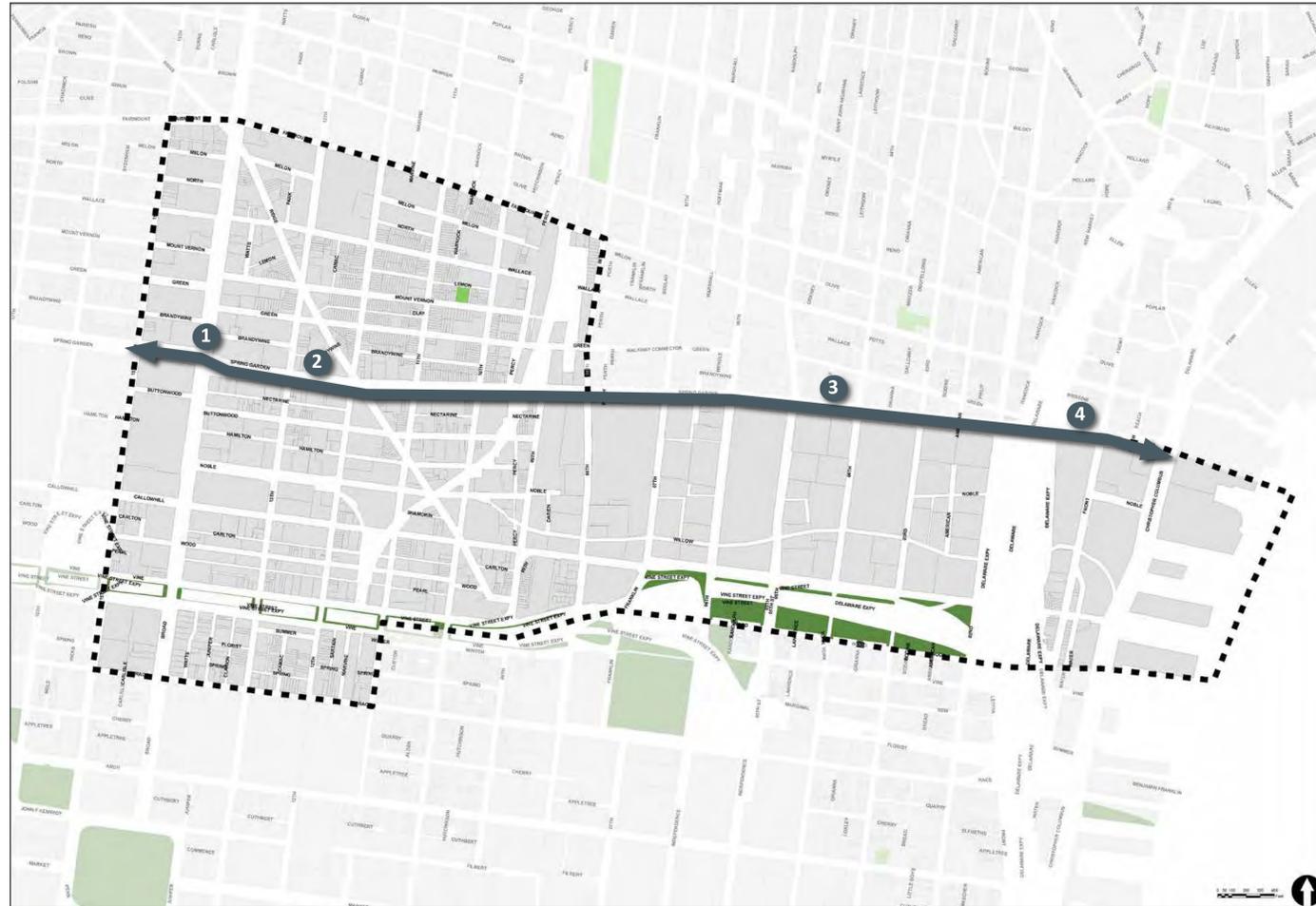
community garden
parking - 3
green space

Other



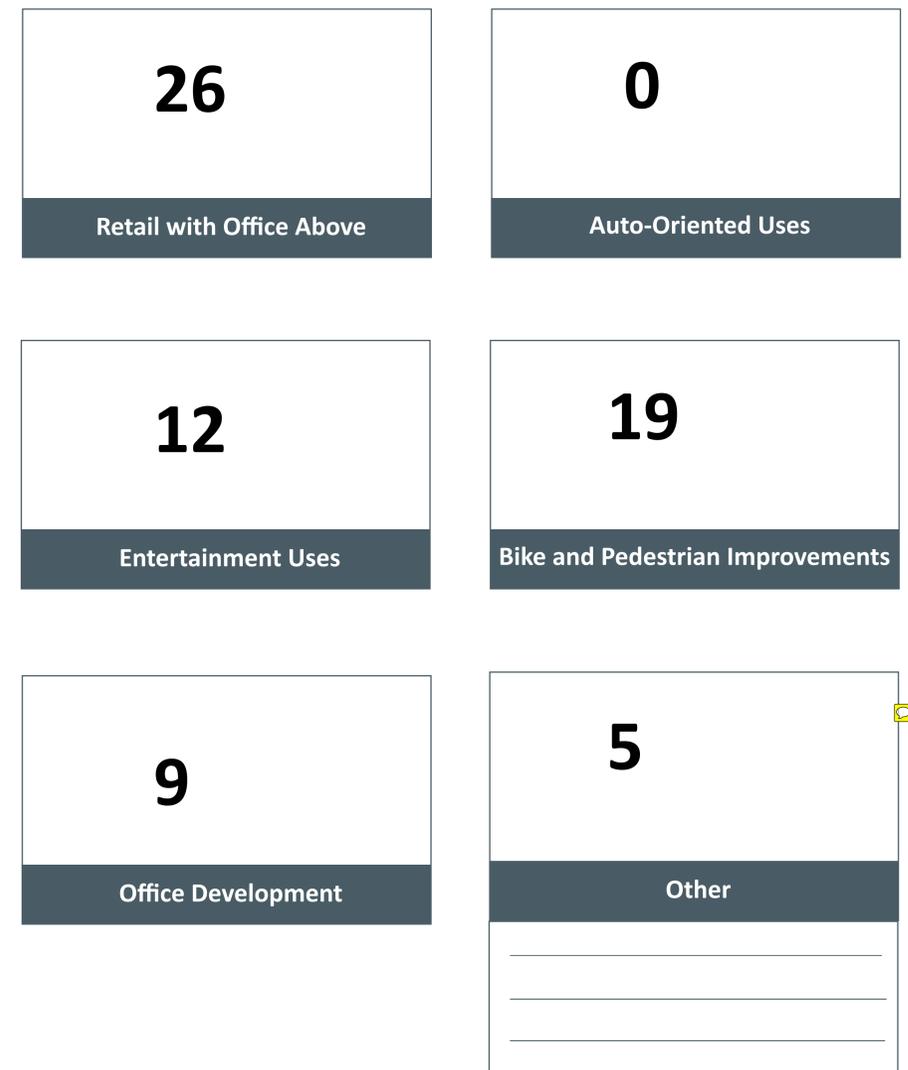
Current Development Along Ridge Avenue

Spring Garden Street



Spring Garden Street is a major east-west connector and is the only roadway to pass through all five of the sub-areas. The street is primarily fronted by offices, auto-oriented businesses, and entertainment venues. There is currently a proposal for reconfiguring Spring Garden Street to include a dedicated bike lane connecting the Delaware and Schuylkill Rivers.

What Would You Like to See Along Spring Garden Street?



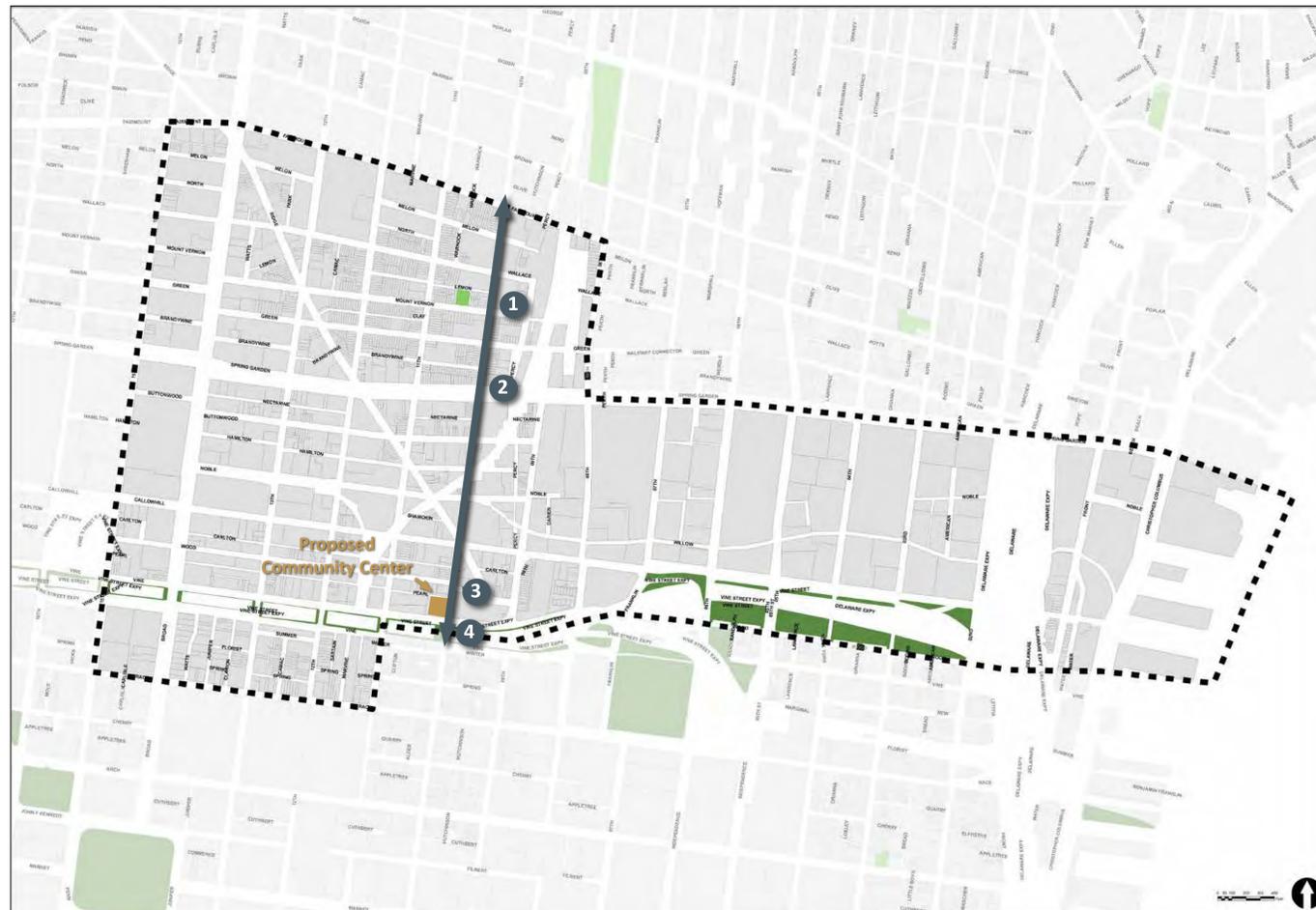
Current Development Along Spring Garden Street

Bike/Pedestrian Improvements: Spring Garden Street Greenway

A greenway is proposed to provide a 2.2 mile green link between the Delaware and Schuylkill Rivers. The current proposed configuration involves a dedicated bike and pedestrian median in the center of the roadway.



North 10th Street



Current Development Along N. 10th Street

Chinatown Community Center

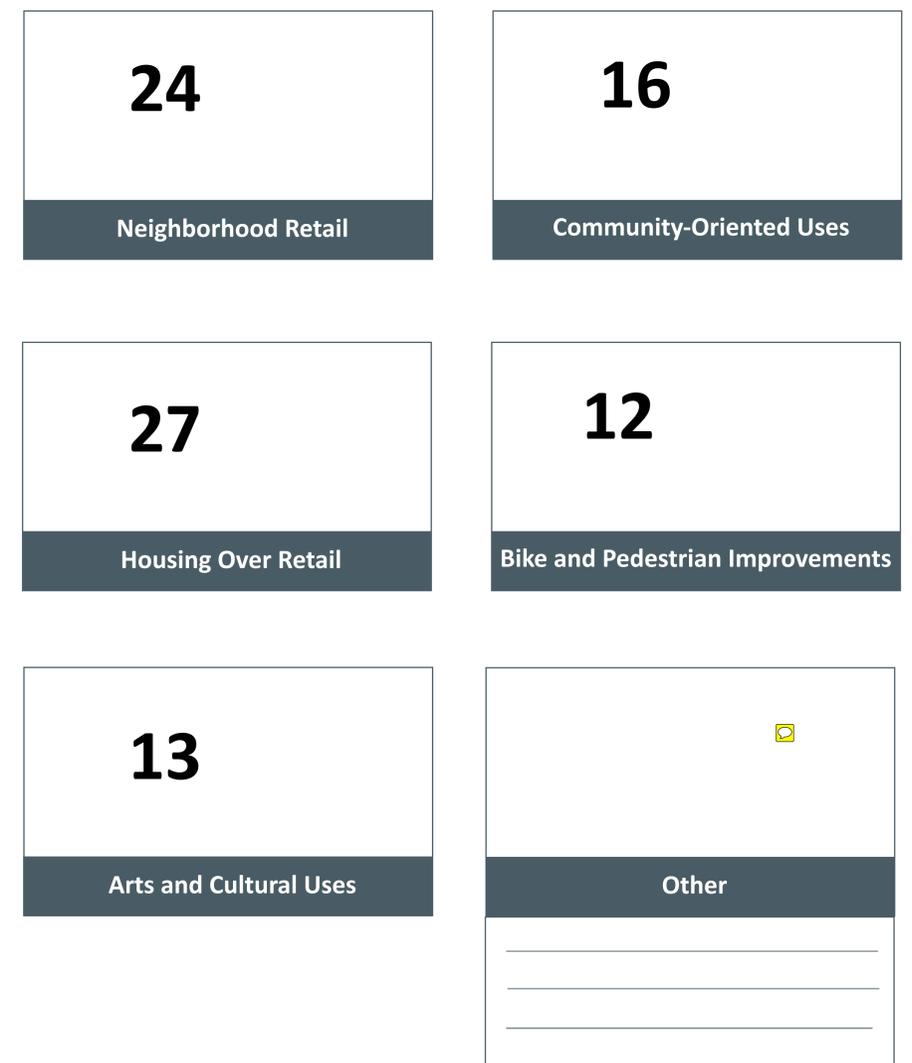
PCDC has plans to construct a 23-story tower at the corner of 10th and Vine Streets. The Eastern Tower Community Center will include approximately 150 affordable apartment units, a community center, recreation center, office space, and retail.



x2

South of the Vine Street Expressway, North 10th Street is the heart of Philadelphia's Chinatown. The construction of the Eastern Tower Community Center will help pull this energy upward along 10th Street to Chinatown North.

What Would You Like to See Along North 10th Street?



North Broad Street



This stretch of Broad Street, situated only a few blocks north of the heart of Center City, has been the focus of recent redevelopment efforts. Over \$500 million worth of investment is planned along Broad Street between City Hall and Temple University. This will include housing, mixed-use development, and a new headquarters for the Pennsylvania Ballet. North Broad is poised to become a regional cultural and entertainment center.

What Would You Like See Along North Broad Street?

18

Cultural and Institutional Uses

9

Entertainment Uses

15

Retail with Office Above

12

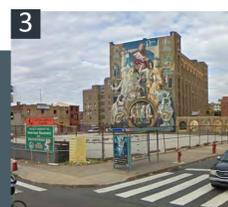
Bike and Pedestrian Improvements



Divine Lorraine



600 N Broad



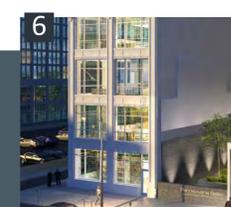
Broad and Spring Garden



Broad and Spring Garden



Inquirer Building

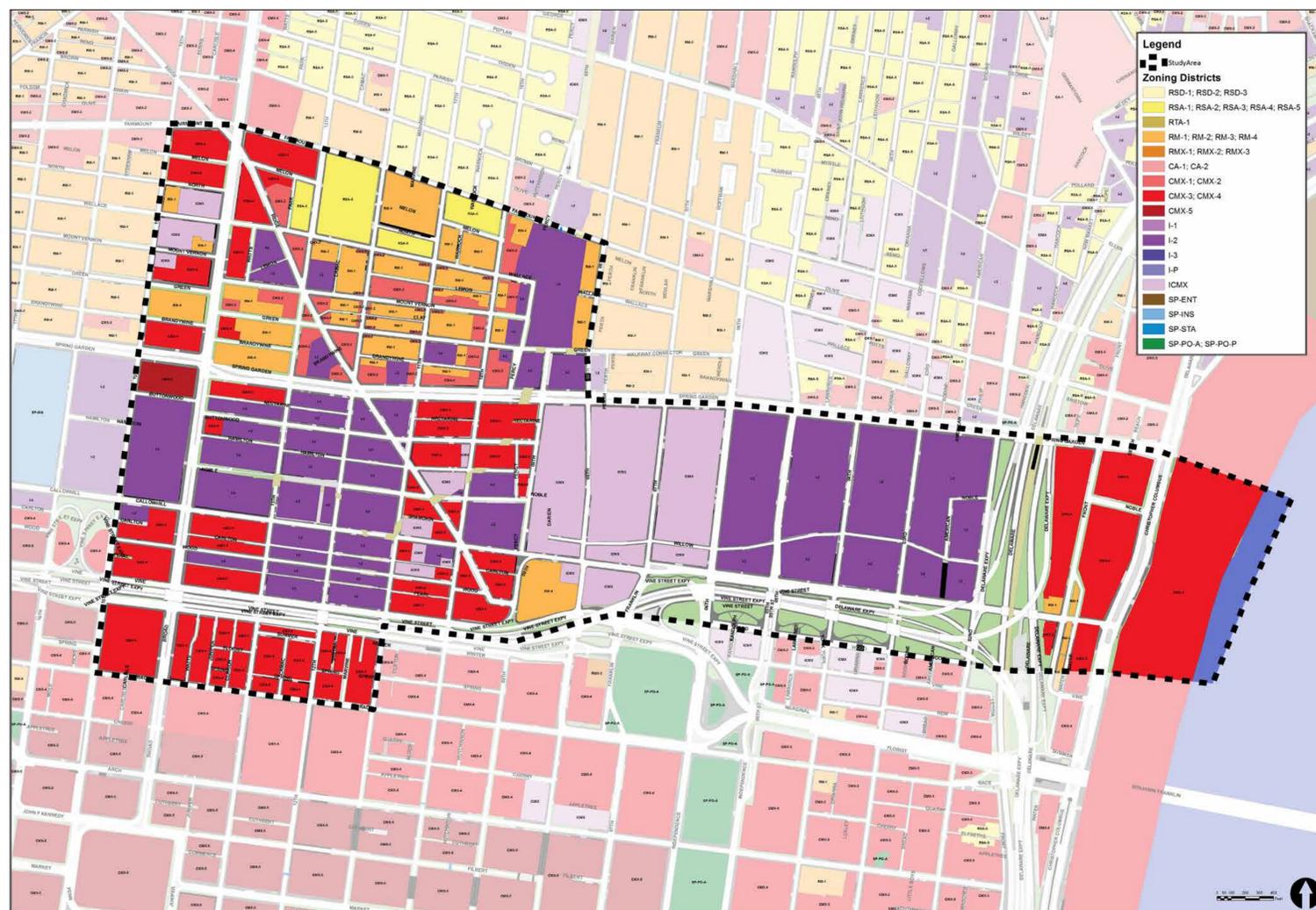


Pennsylvania Ballet

4 retail w/ housing

Other

Zoning Districts



Zoning Districts

Zoning District Land Area Breakdown

🏠 = 1 % of Study Area



5.9% of study area

RM-1



3.1% of study area

RM-4



2.7% of study area

RSA-5



3.3% of study area

CMX-2



26.8% of study area

CMX-3



15.5% of study area

CMX-4



0.6% of study area

CMX-5



11.6% of study area

ICMX



30.5% of study area

I-2

Districts that Cover More than 10% of the Plan Area

CMX-3

The CMX-3, Community Commercial Mixed-Use district is primarily intended to accommodate community- and region-serving retail and service uses. The range of allowed uses is broader than the CMX-1 and CMX-2 districts.



CMX-4

The CMX-4, Center City Commercial Mixed-Use district is primarily intended to accommodate mixed-use development, including a broad range of nonresidential uses, in the Center City area.



ICMX

The ICMX, Industrial Commercial Mixed-Use district is primarily intended to accommodate commercial and industrial uses. The district is intended to serve as a buffer between Industrial districts and Commercial and Residential Districts.

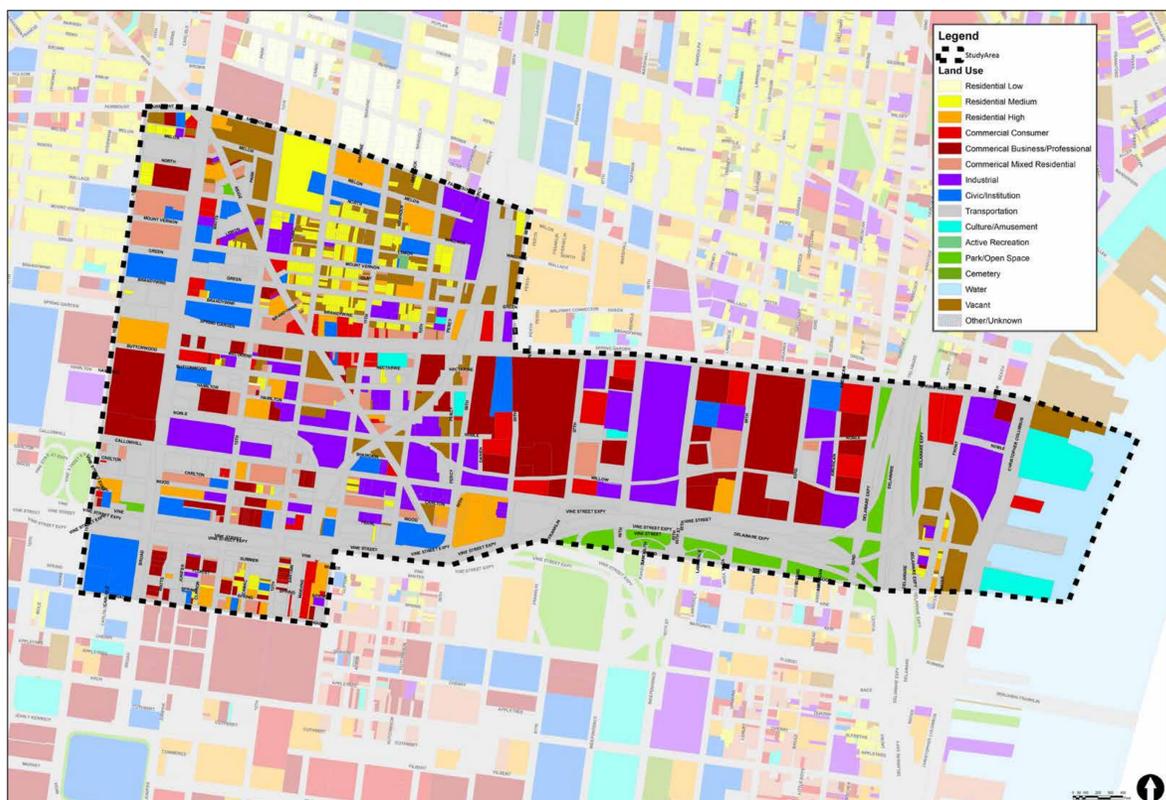


I-2

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



Land Use Conflicts



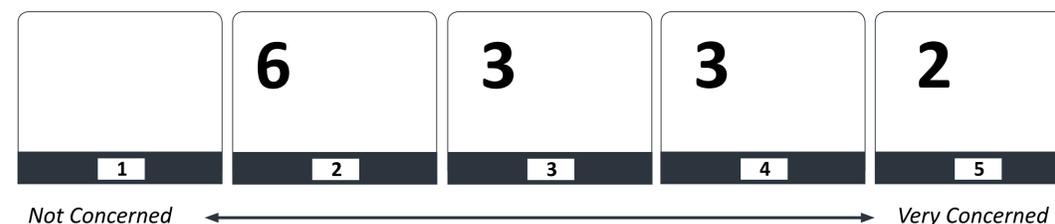
Existing Land Use



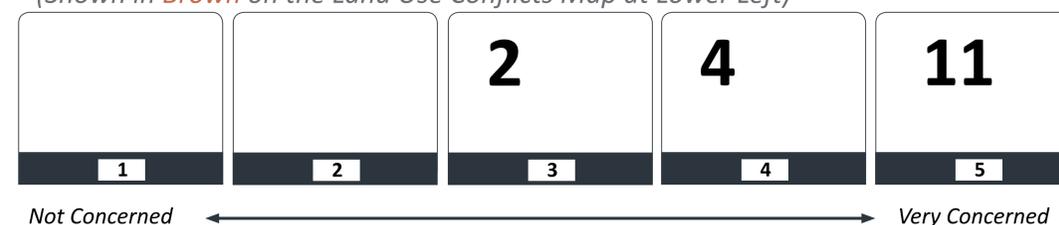
Land Use Conflicts

How Much of a Concern are Each of the Following Land Use Conflicts?

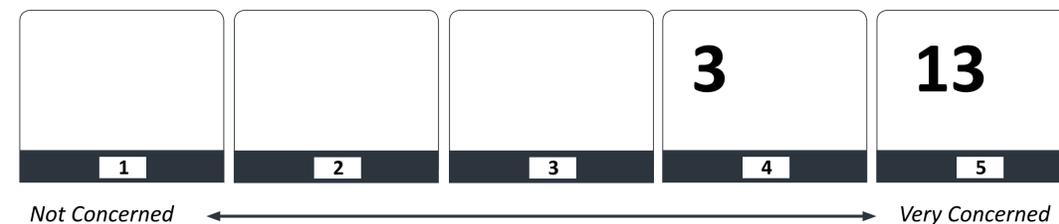
Industrial Uses are Adjacent to Residential Development
 (Purple Uses Next to Yellow or Orange Uses on the Existing Land Use Map at Upper Left)



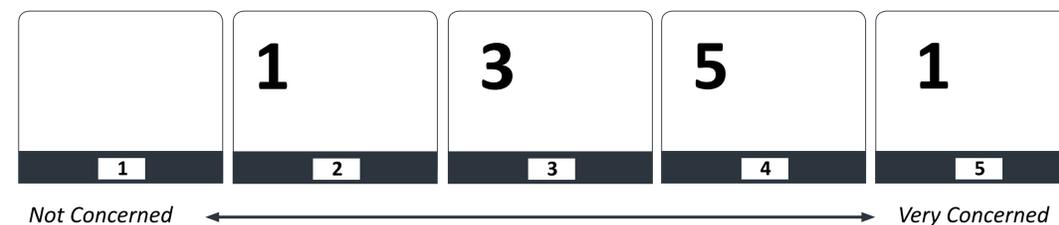
Industrial Zoning Would Prohibit Existing and Future Commercial Development in These Areas
 (Shown in Brown on the Land Use Conflicts Map at Lower Left)



Industrial Zoning Would Prohibit Existing and Future Residential Development in These Areas
 (Shown in Orange on the Land Use Conflicts Map at Lower Left)



Industrial Uses are Located in a Commercial District
 (Shown in Grey on the Land Use Conflicts Map at Lower Left)



Development Density

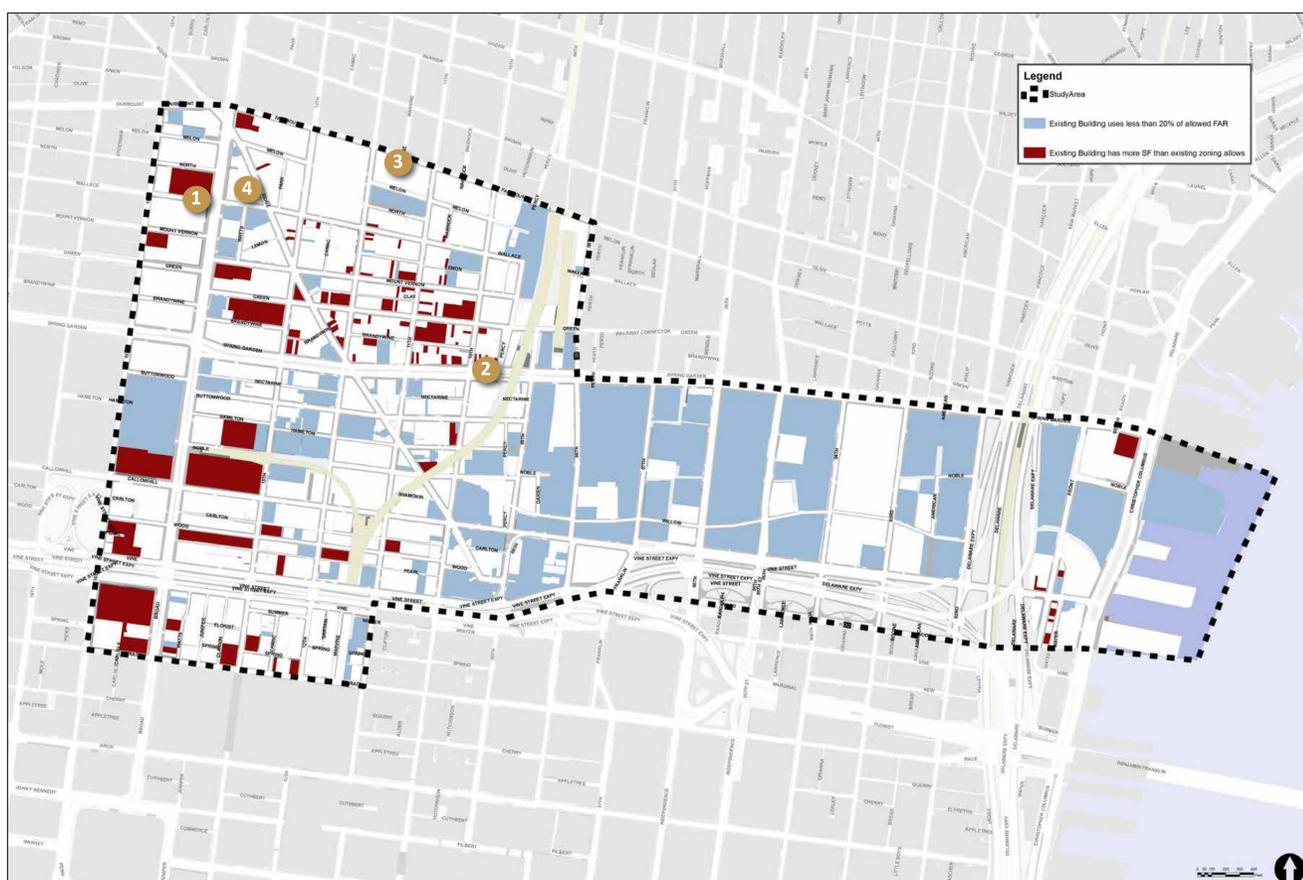
Zoning Permits Higher Densities Than Are Typically Found in the Plan Area Today



Permitted By Zoning



Actual Built Density



Major Conflicts

Are You Concerned About the Possibility for More Intense Development in the Area?

10

Yes, because more intense development will alter the character of the neighborhood.

10

No, but it should be located in a specific area.
Please Specify:

1

Yes, because more intense development will increase local traffic.

east of 9th
near subways
along broad

12

Yes, because.....
Please Specify:

No.

smart development - 2
artisan manufacturing - 3

Near Maximum

1

Uses 90% of Allowed Square Footage

2

Uses 80% of Allowed Square Footage

Less than 30% of Maximum

3

Uses 28% of Allowed Square Footage

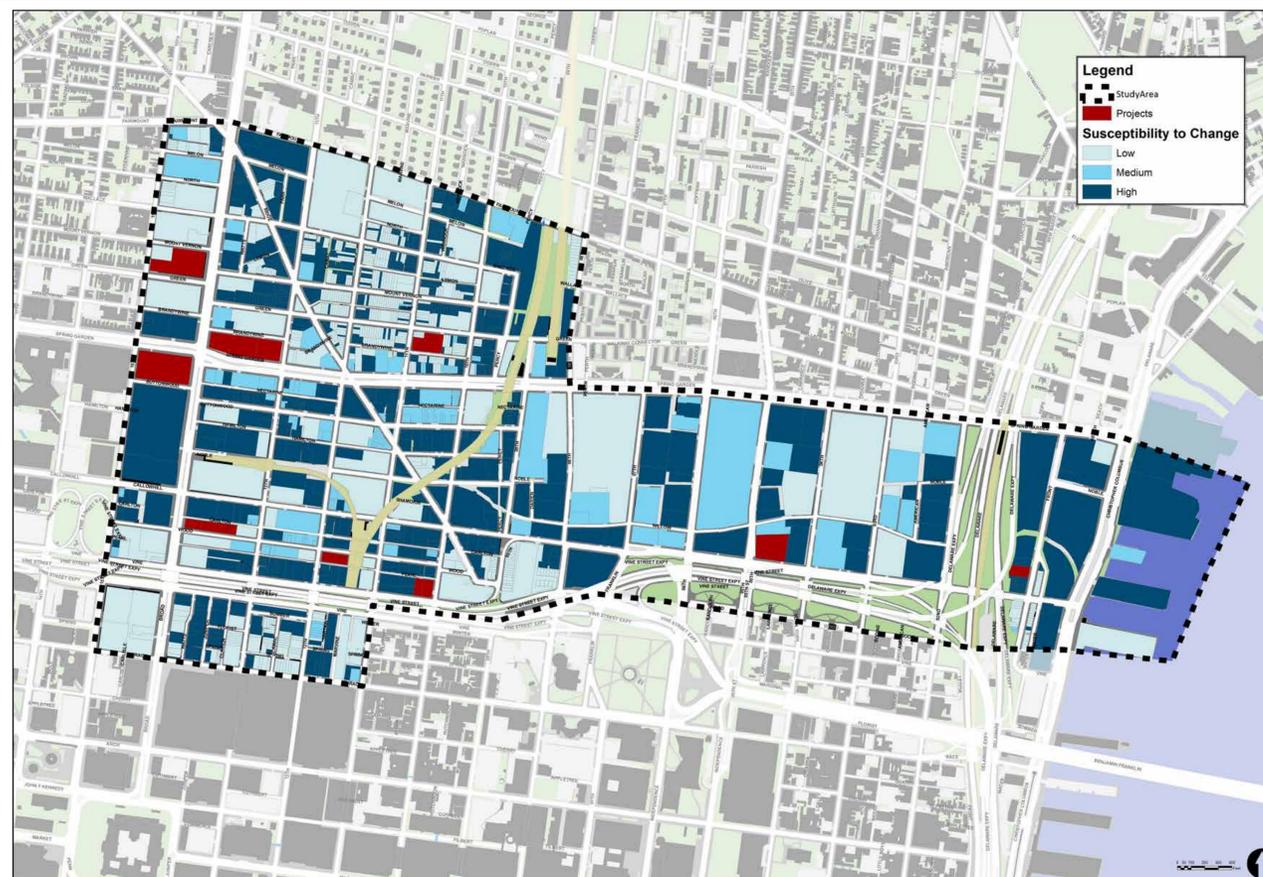
4

Uses 4% of Allowed Square Footage

Managing Change

We estimate likelihood that a property will be redeveloped by evaluating three major factors: vacancy, use conflicts, and density conflicts. These, along with ownership and age of current buildings, were considered along with technical input from various stakeholders to create the map on the right.

The darkest blue represents properties with the greatest likelihood of redevelopment in the short-term. This is not to suggest that all properties in dark blue will be developed in the near future, but that as development happens, it is more likely to occur on these parcels.



Where Properties are Most Likely to Change

Vacancy

Use Conflicts

Density Conflicts

Which of These Issues Concerns You?



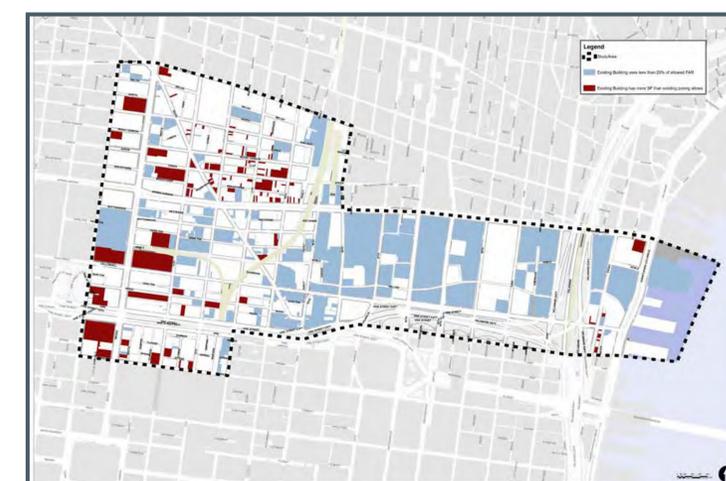
25

Vacancy includes vacant land and vacant and partially-vacant buildings.



3

Use conflicts include parcels that are inconsistent with other uses in their district.



11

Density conflicts include parcels that are significantly less dense than zoning permits, including surface parking lots.