

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

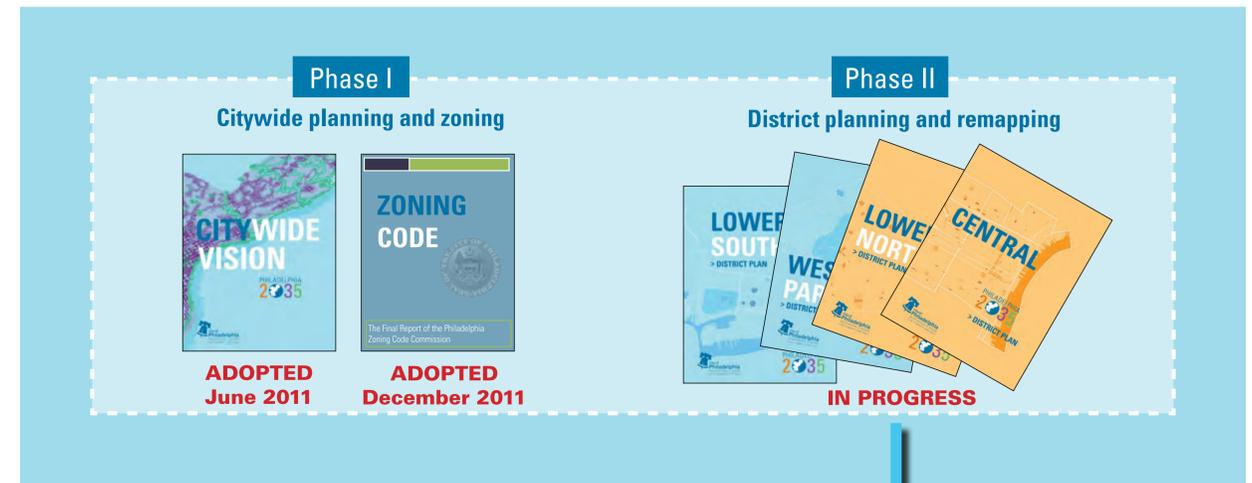
Facebook: www.facebook.com/phila2035

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

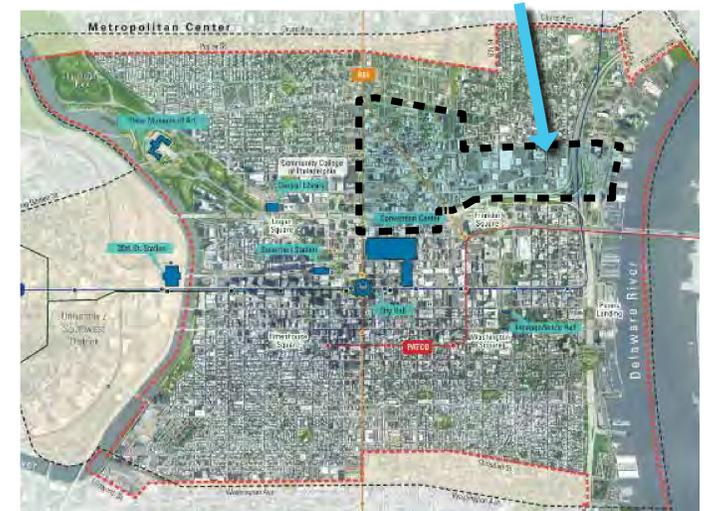


Callowhill - Chinatown North Strategic Plan Study Area

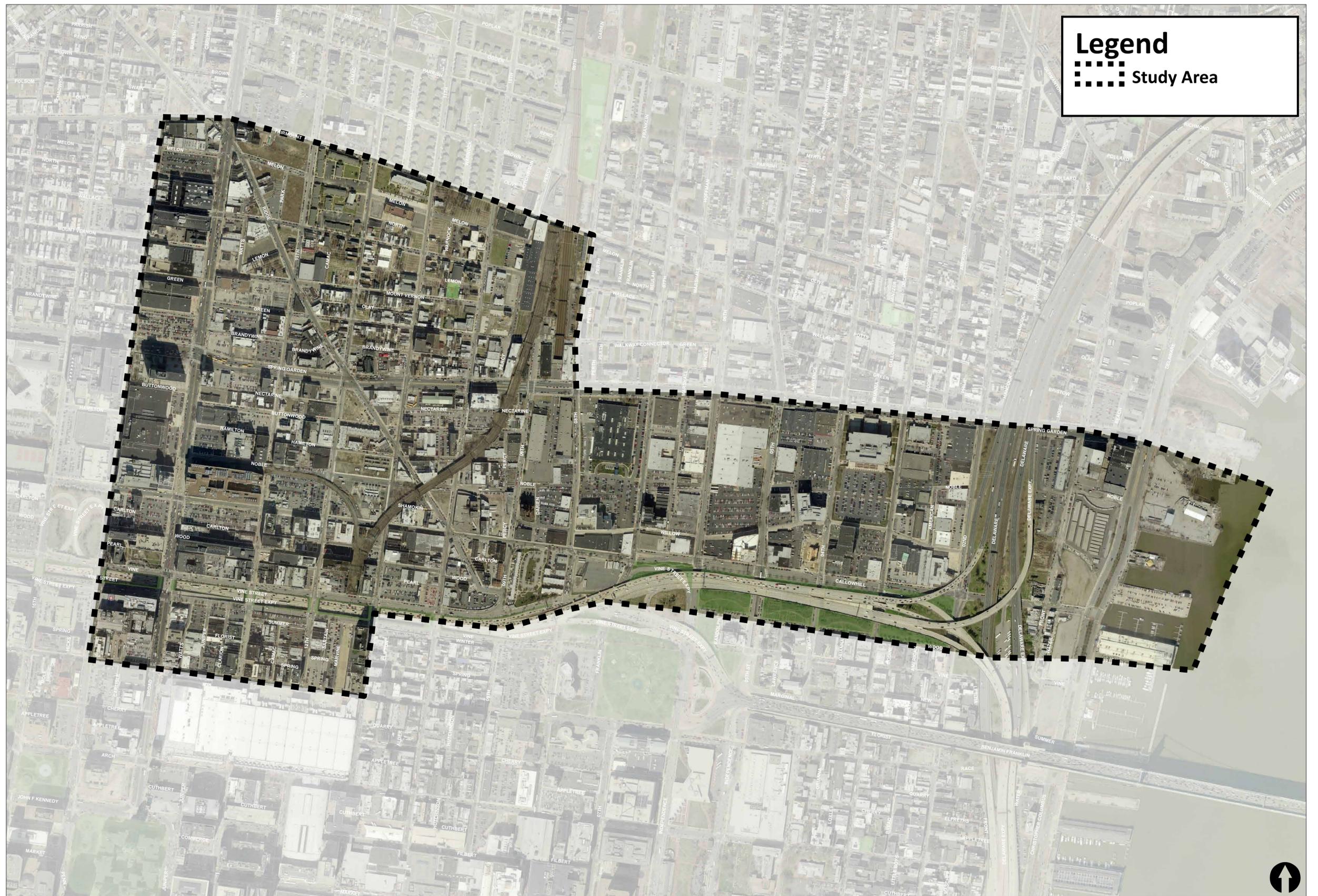
The **Callowhill - Chinatown North Strategic Plan** is a neighborhood-level planning effort that is operating in parallel with the Central District Plan. The Strategic Plan will go into more detail than the Central District Plan while still being based on the same goals of Thrive, Connect, and Renew. 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 Community Planning 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 workshop findings |

Tonight's meeting will provide an update to the planning process and to share some ideas for the study area. After a brief presentation we invite you to visit the five stations arranged around the room and tell us what you think of the ideas presented, 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 Subareas

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



Chinatown North

Bounded by 11th, Spring Garden, and 9th Streets, and the Vine Street Expressway, Chinatown North contains 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.

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.

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.

Superblocks

Bounded by 9th, Spring Garden and Wood Streets, I-95, and the Vine Street Expressway, the Superblocks contain 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 gap 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.

Chinatown North Subarea Overview



Plan Concepts

- Capitalize on the Chinatown Community Center at 10th and Vine as a new anchor/gateway to extend Chinatown to the north
- Encourage an extension of Chinatown’s mixed-income, mixed-use commercial/residential development patterns along Ridge from 10th to Spring Garden
- Preserve existing and focus new distribution uses serving Chinatown and Center City along 10th Street north of Ridge Avenue
- Improve pedestrian connections to Franklin Square, integrating this with the improvements being proposed in the Central District Plan
- Integrate ADA accessible access to the Reading Viaduct as the Viaduct is developed for green space
- Create ground-level green space on triangular parcels adjacent to the Reading Viaduct that are too small for development
- Consider the opportunity to extend Chinatown’s dense, multi-family residential development patterns between 8th and 9th Streets, north of Callowhill Street

What Issues are Most Important to You?



Ridge Avenue Focus Area

Ridge Avenue West of 10th Street

1. The plan proposes extending Chinatown's mixed-use development patterns up Ridge Avenue.

Do you like this idea?

| | |
|-----------------|----------------|
| 5 YES | 0 NO |
|-----------------|----------------|



Ridge Avenue East of 10th Street



1. The plan proposes making Ridge Avenue a greenway between 9th and 10th Streets to create new greenspace. If this were to happen, would you like to see auto access maintained, or just create a new greenway?

2. To encourage private investment, the plan proposes making improvements to Ridge Avenue. Which of the street designs below do think would best serve the neighborhood?



Something Else - Please explain below

Extend mixed-use along 10th



9

One side on-street parking with physically separated bike lanes



1

One side on-street parking with bike lanes on both sides of the street



9

On-street parking on both sides with 2 shared travel lanes with "sharrows" to make drivers aware of bikes



9

Maintain one lane of automobile access

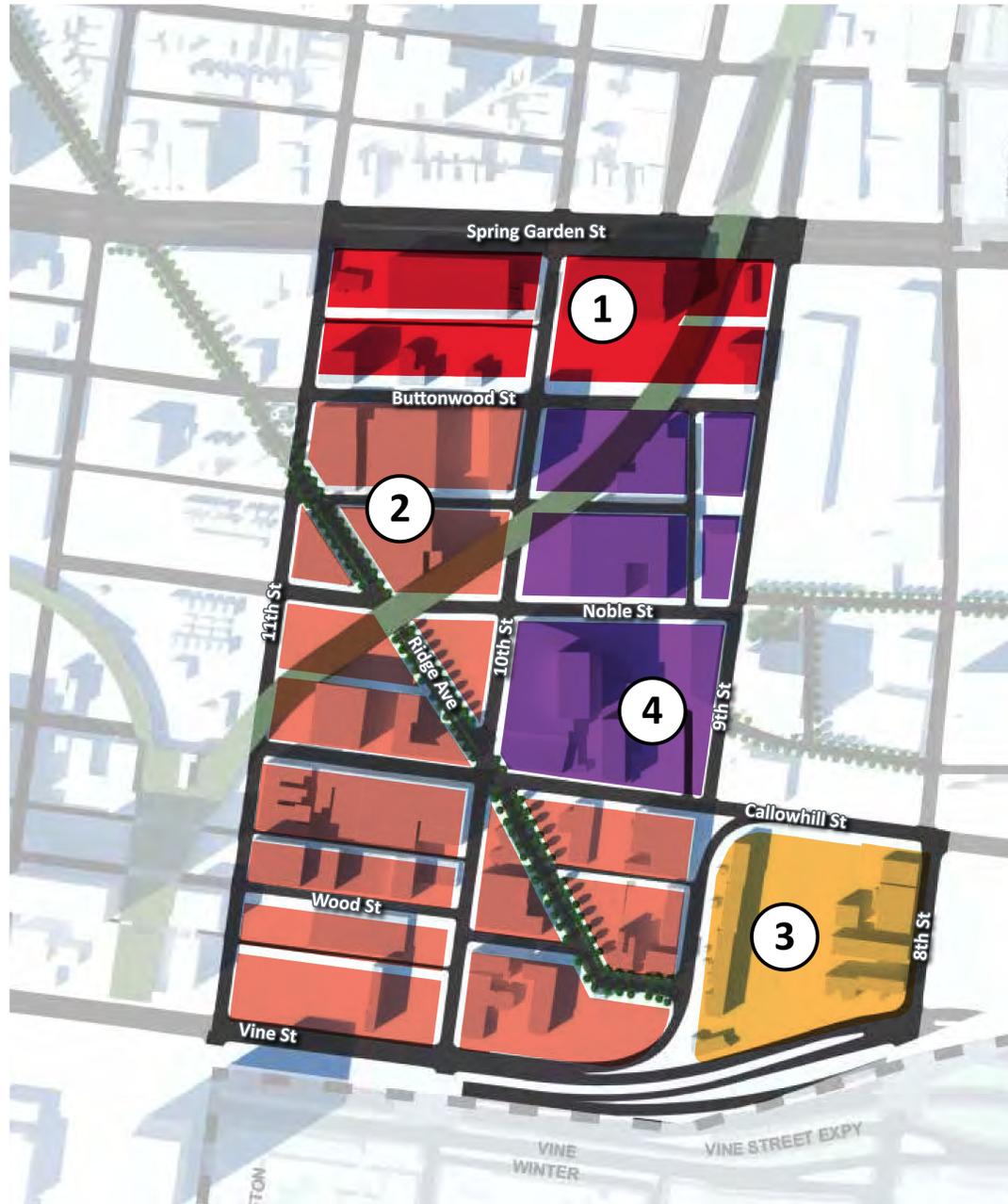


9

Make it for bikes and peds only

Don't like the greenway idea

Land Use and Zoning Recommendations



Conceptual Future Land Use

The land use recommendations in this plan will be used to recommend changes to the existing zoning. All future zoning designations will be made at the block level, meaning that any proposed changes to the zoning will occur one entire block at a time.

Please tell us what you think of the proposed land uses at the suggested locations shown in the map.



Ex. 2-5 Story Retail on ground floor with residential above

Medium Density Mixed Use Residential and Retail

| | | | | | |
|---------------------------------------|--|--|---|--|---|
| <p>18</p> <p>YES</p> | <p></p> <p>NO</p> | <p></p> <p>YES</p> | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p></p> <p>YES</p> | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. | |



Ex. 2-5 Story Retail on ground floor with residential above

Low Density Mixed-Use Residential and Retail

| | | | | | |
|---------------------------------------|--|--|---|--|---|
| <p>6</p> <p>YES</p> | <p></p> <p>NO</p> | <p>1</p> <p>YES</p> | <p>Higher Density should be along callowhill and vine</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p></p> <p>YES</p> | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
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Ex. 4+ story rowhomes and small apartment buildings

Medium Density Residential

| | | | | | |
|---------------------------------------|--|--|---|--|---|
| <p>6</p> <p>YES</p> | <p></p> <p>NO</p> | <p></p> <p>YES</p> | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p></p> <p>YES</p> | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
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Ex. Food distribution, restaurant supply

Warehouse and Light Industrial

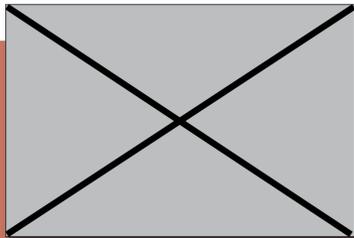
| | | | | | |
|---------------------------------------|--|--|---|--|---|
| <p>2</p> <p>YES</p> | <p>19</p> <p>NO</p> | <p></p> <p>YES</p> | <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p>1</p> <p>YES</p> | <p>Affordable artisan manufacturing</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. | |

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for Chinatown North.

RETAIL

Don't want to see this use in the Subarea



Corner Store



Small Shops/Restaurants



Commercial Corridor

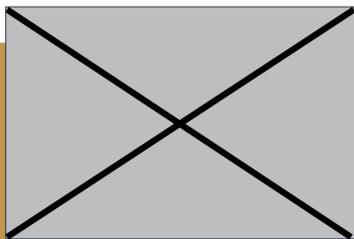


Anchor/Supermarket



RESIDENTIAL

Don't want to see this use in the Subarea



Rowhomes



Apartment Buildings



Loft Conversions

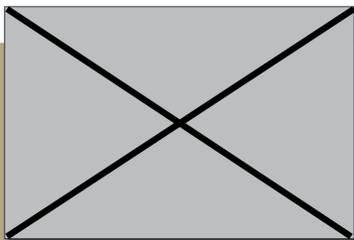


Large 50+ Unit Apartment Buildings



COMMERCIAL

Don't want to see this use in the Subarea



Professional Office
(doctor, lawyer, insurance)



Small Office or Wholesale



10-50 Employee Offices



Large 50+ Person Offices

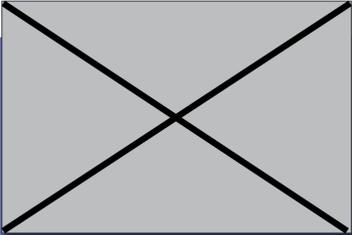


Existing and common in the subarea

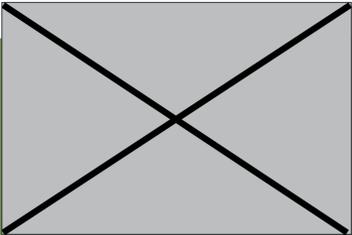
Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for Chinatown North.

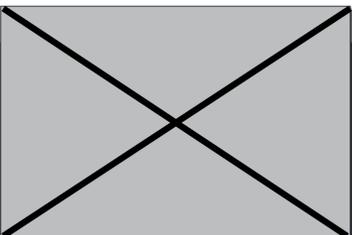
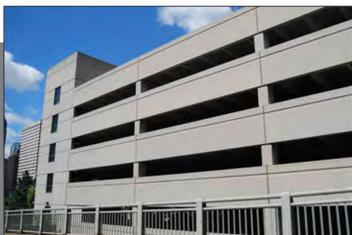
INDUSTRIAL

| | | | | |
|---|--|---|---|---|
| Don't want to see this use in the Subarea | Artisan Manufacturing | Warehouse/Distribution | Small-scale Light Industrial | Large 50+ Person Light Industrial |
|  |  |  |  |  |
| | 9 | 1 | 4 | 1 |

OPEN SPACE

| | | | | |
|---|--|---|---|---|
| Don't want to see this use in the Subarea | Streetscaping | Passive Pocket Parks | Active Playgrounds | Large Parks |
|  |  |  |  |  |
| | 12 | 5 | 5 | |

PARKING

| | | | | |
|---|--|---|---|---|
| Don't want to see this use in the Subarea | On-Street | Surface Lots | Structures | Underground |
|  |  |  |  |  |
| 1 | 6 | | 1 | 4 |

 Existing and common in the subarea

Massing and Height

Please tell us what scale of development you are comfortable with in Chinatown North.
Please check all that apply.

HEIGHT

1 Story

3 Stories

5-6 Stories

10+ Stories



6

12

5

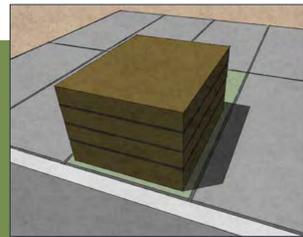
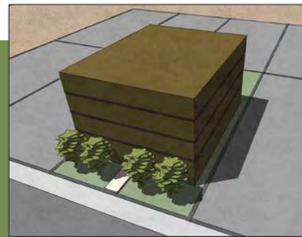
All or part of the building setback with parking in front

Part of the building setback with landscaping in front

SETBACKS

Building is setback 10-15 feet with landscaping or plaza

Building has little to no setback from street



1

5

7

MASSING

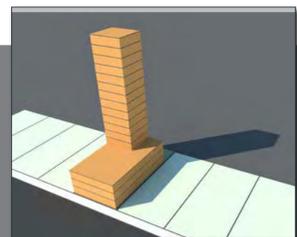
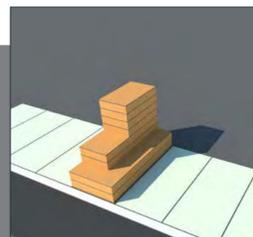
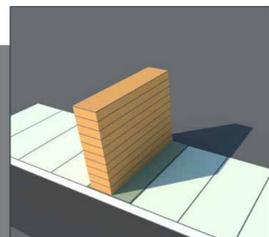
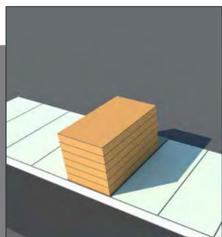
Zoning sets maximum densities for each zoning district. In many cases there are options for how the maximum permitted development can be arranged on a lot. Some approaches minimize total building height – others allow taller buildings to create more open space or light below. The images below show the same amount of development organized in different ways.

1. The building covers all or most of lot and is a uniform height – five stories in this example.

2. The building covers only a portion of the lot, but is much taller than the first example. Such an arrangement might help create a “gateway” building at a key location or create space for a ground-level plaza.

3. Building takes up as much of the lot as allowed for the first couple of floors but sets back the upper floors to allow more light while making the building taller.

4. Building takes up as much of the lot as allowed for the first couple of floors. The rest of the building is a taller skinny tower.



1

7

4

Focus Areas

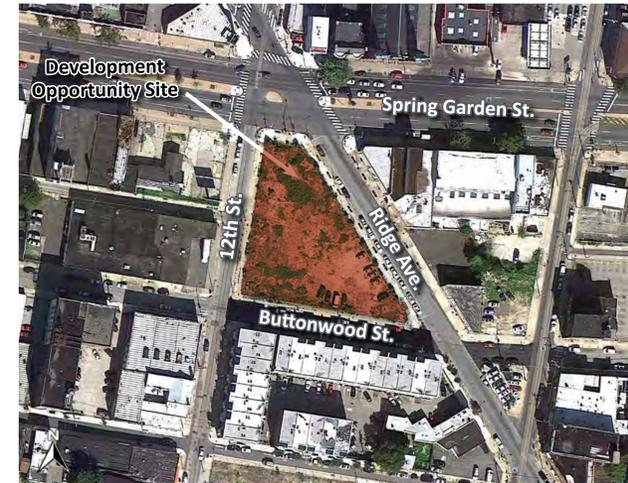
PECO Substation Screening



The plan proposes to screen the exterior of the Callowhill Substation site. It is important to note, however, PECO has its own set of design regulations, which will govern certain aspects of the screening design, including transparency, lighting, etc.

View of Substation from 13th and Noble Streets

Spring Garden and Ridge Avenue



Which street faces are important for active retail to front? Check all that apply.

| | |
|----------------------|-------------------|
| 11 | 8 |
| Spring Garden Street | Ridge Avenue |
| 5 | 0 |
| 12th Street | Buttonwood Street |

Scale of Development

The new zoning ordinance has three districts that would support mixed use development (ground-floor retail, with residential or office above) at this location. The major difference between the three is the permitted height and scale of the building.

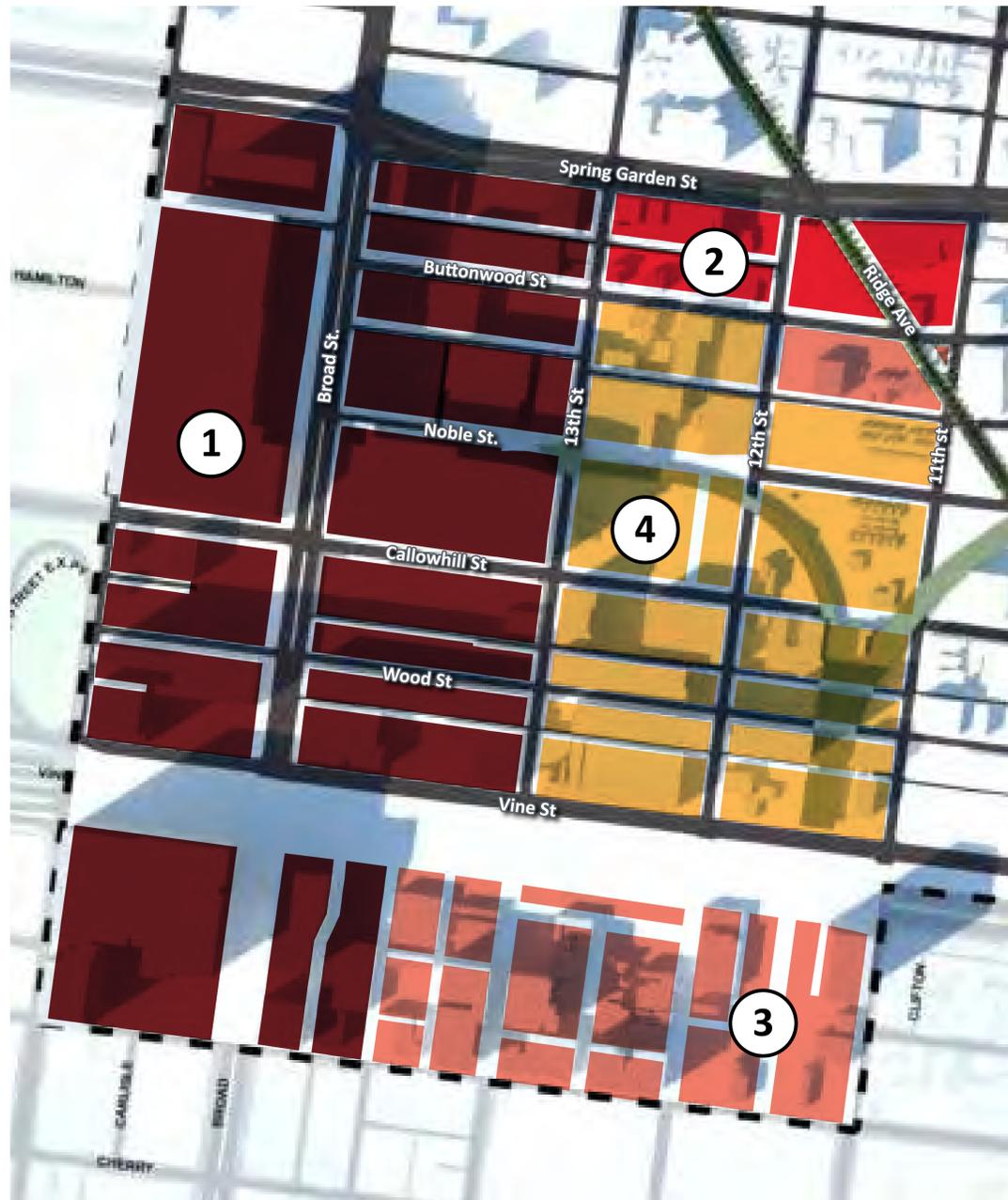
Which level of development do you prefer?

| | | |
|--|---|---|
| <p>CMX-2 District 38' Maximum Height</p> <p>Pedestrian-level view</p> | <p>CMX-2.5 District 55' Maximum Height 25' Minimum Height along street frontage</p> <p>Pedestrian-level view</p> | <p>CMX-3 District No Maximum Height - Maximum development capacity is 5 times the lot size</p> <p>105' Pedestrian-level view</p> |
| <p style="font-size: 24pt;">3</p> | <p style="font-size: 24pt;">9</p> | <p style="font-size: 24pt;">3</p> |

Which types of screening are most appropriate for the location and ease of maintenance?

| | | | |
|--|---|---|--------------------------------|
| <p>Backlit Metal Mesh</p> <p style="font-size: 24pt;">7</p> | <p>Green Wall</p> <p style="font-size: 24pt;">14</p> | <p>Artistic Design</p> <p style="font-size: 24pt;">7</p> | <p>Other</p> <hr/> <hr/> <hr/> |
| <p>Perforated Metal Panel</p> <p style="font-size: 24pt;">3</p> | <p>Landscaped Buffer</p> <p style="font-size: 24pt;">6</p> | <p>Artistic Design</p> <p style="font-size: 24pt;">5</p> | |

Land Use and Zoning Recommendations



Conceptual Future Land Use

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Please tell us what you think of the proposed land uses at the suggested locations shown in the map.



1

Ex. Retail on ground floor with high density residential or office above

High Density Mixed-Use Residential and Retail

| | | | |
|---------------------------------------|--|--|--|
| 7 YES | NO | YES | 2 YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |

preserve buildings and add light industry and manufacturing in all areas



2

Ex. 2-5 Story Retail on ground floor with residential above

Medium Density Mixed Use Residential and Retail

| | | | |
|---------------------------------------|--|--|--|
| 12 YES | NO | YES | 1 YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |



3

Ex. 2-5 Story Retail on ground floor with residential above

Low Density Mixed-Use Residential and Retail

| | | | |
|---------------------------------------|--|--|--|
| 13 YES | NO | YES | 1 YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |



4

Ex. 4+ story rowhomes and small apartment buildings

Medium Density Residential

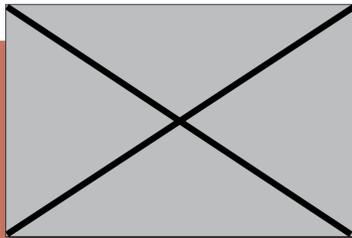
| | | | |
|---------------------------------------|--|--|--|
| 6 YES | NO | YES | 1 YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for Callowhill.

RETAIL

Don't want to see this use in the Subarea



Corner Store



Small Shops/Restaurants



Commercial Corridor

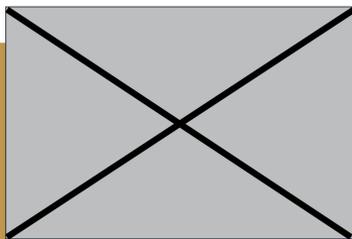


Anchor/Supermarket



RESIDENTIAL

Don't want to see this use in the Subarea



Rowhomes



Apartment Buildings



Loft Conversions

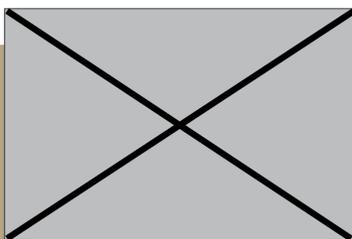


Large 50+ Unit Apartment Buildings



COMMERCIAL

Don't want to see this use in the Subarea



Professional Office
(doctor, lawyer, insurance)



Small Office or Wholesale



10-50 Employee Offices



Large 50+ Person Offices



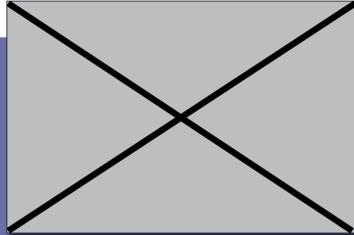
 Existing and common in the subarea

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for Callowhill.

INDUSTRIAL

Don't want to see this use in the Subarea



1

Artisan Manufacturing



11

Warehouse/Distribution



3

Small-scale Light Industrial



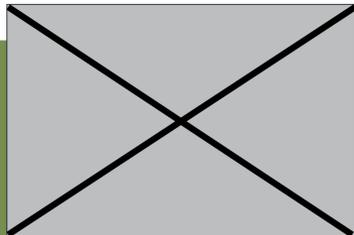
3

Large 50+ Person Light Industrial



OPEN SPACE

Don't want to see this use in the Subarea



Streetscaping



5

Passive Pocket Parks



9

Active Playgrounds



2

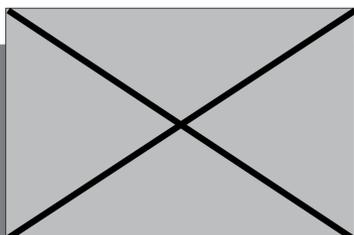
Large Parks



2

PARKING

Don't want to see this use in the Subarea



On-Street



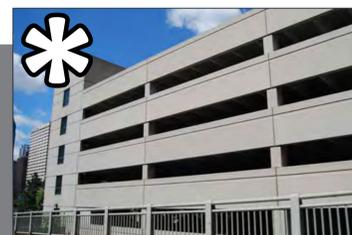
5

Surface Lots



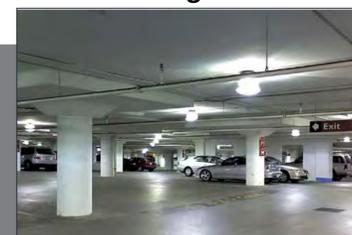
3

Structures



1

Underground



9

Existing and common in the subarea

Massing and Height

Please tell us what scale of development you are comfortable with in Callowhill. Please check all that apply.

HEIGHT

1 Story

3 Stories

5-6 Stories

10+ Stories



12

6

5

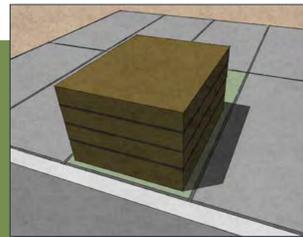
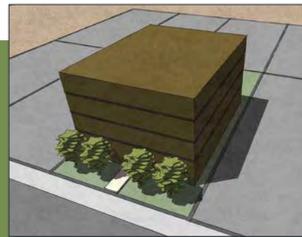
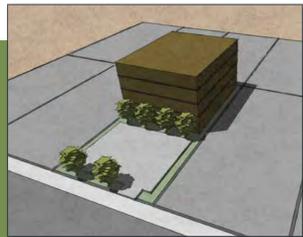
SETBACKS

All or part of the building setback with parking in front

Part of the building setback with landscaping in front

Building is setback 10-15 feet with landscaping or plaza

Building has little to no setback from street



10

3

8

MASSING

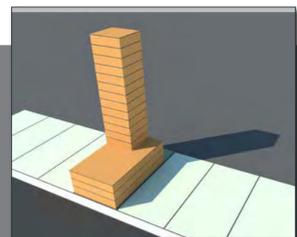
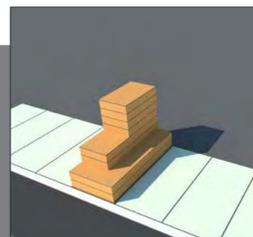
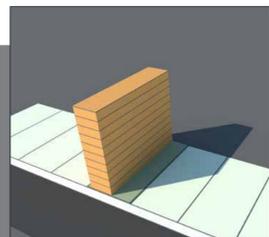
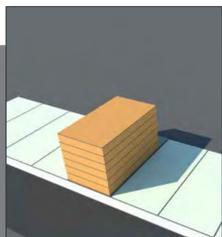
Zoning sets maximum densities for each zoning district. In many cases there are options for how the maximum permitted development can be arranged on a lot. Some approaches minimize total building height – others allow taller buildings to create more open space or light below. The images below show the same amount of development organized in different ways.

1. The building covers all or most of lot and is a uniform height – five stories in this example.

2. The building covers only a portion of the lot, but is much taller than the first example. Such an arrangement might help create a “gateway” building at a key location or create space for a ground-level plaza.

3. Building takes up as much of the lot as allowed for the first couple of floors but sets back the upper floors to allow more light while making the building taller.

4. Building takes up as much of the lot as allowed for the first couple of floors. The rest of the building is a taller skinny tower.



4

4

Poplar Subarea Overview



Plan Concepts

- Preserve rowhouse neighborhood development patterns
- Target higher-density housing along Ridge Avenue north of Spring Garden
- Integrate affordable options to support a vibrant, mixed-income neighborhood
- Encourage commercial nodes on Ridge at Spring Garden and North Broad Streets
- Continue large scale arts and related development on North Broad Street
- Create a visual gateway at the intersection of Broad and Ridge Streets
- Incorporate an anchor building/gateway at the Ridge/Spring Garden/12th intersection
- Reconfigure Ridge Avenue to function as a multi-modal green street
- Integrate a mix of passive and active recreation space throughout the Poplar Subarea

What issues are most important to you?

| | | |
|--|--|---|
| 1 Affordable Housing | 7 Infill Development Along Ridge Avenue | 3 New Passive and Active Recreation Opportunities |
| 2 Preserve Existing Residential Development Patterns | 3 Reconfigure Ridge Avenue for Bike/Ped Improvements | OTHER |

Ridge Avenue Focus Area

Street Design

The plan proposes transportation and streetscaping improvements for Ridge Avenue north of Spring Garden Street; introducing parks and open space on small triangular parcels, and redeveloping vacant and underutilized lots along the corridor with multi-family housing and mixed-use development at major intersections.

Which street design do you think would best serve the neighborhood?



8
One side on-street parking with physically separated bike lanes



1
One side on-street parking with bike lanes on both sides of the street

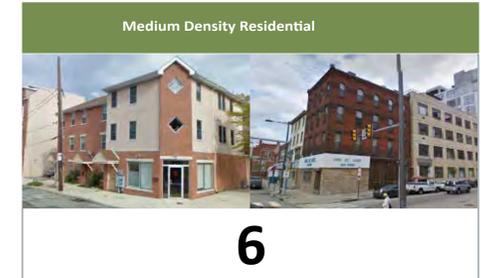


2
On-street parking on both sides with 2 shared travel lanes with "sharrows" to make drivers aware of bikes



Residential Development

What is the most appropriate scale for multi-family development along Ridge Avenue?

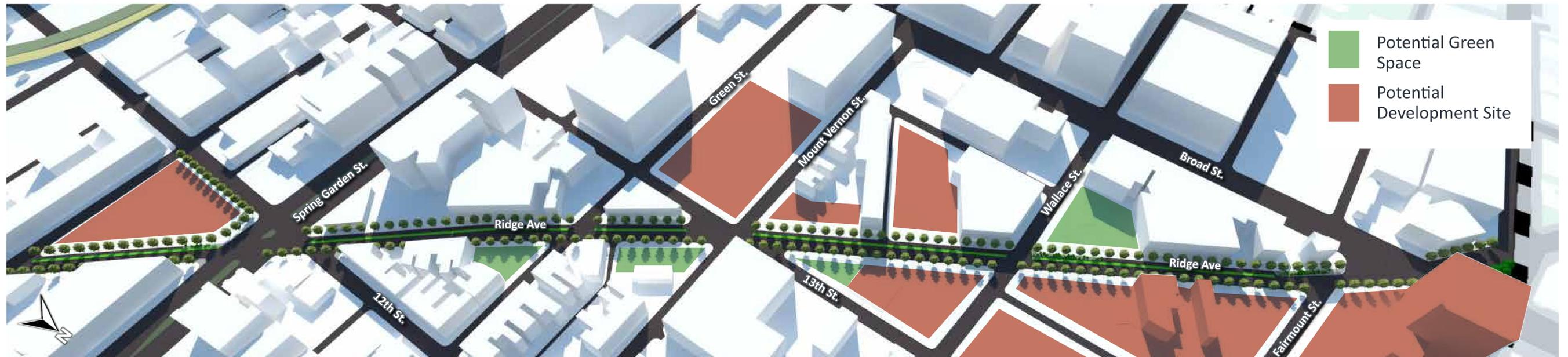


1
Something Else - Please explain below
medium to low density housing

Due to their size and shape, some development parcels on Ridge Avenue might be more appropriate for plazas/pocket parks.

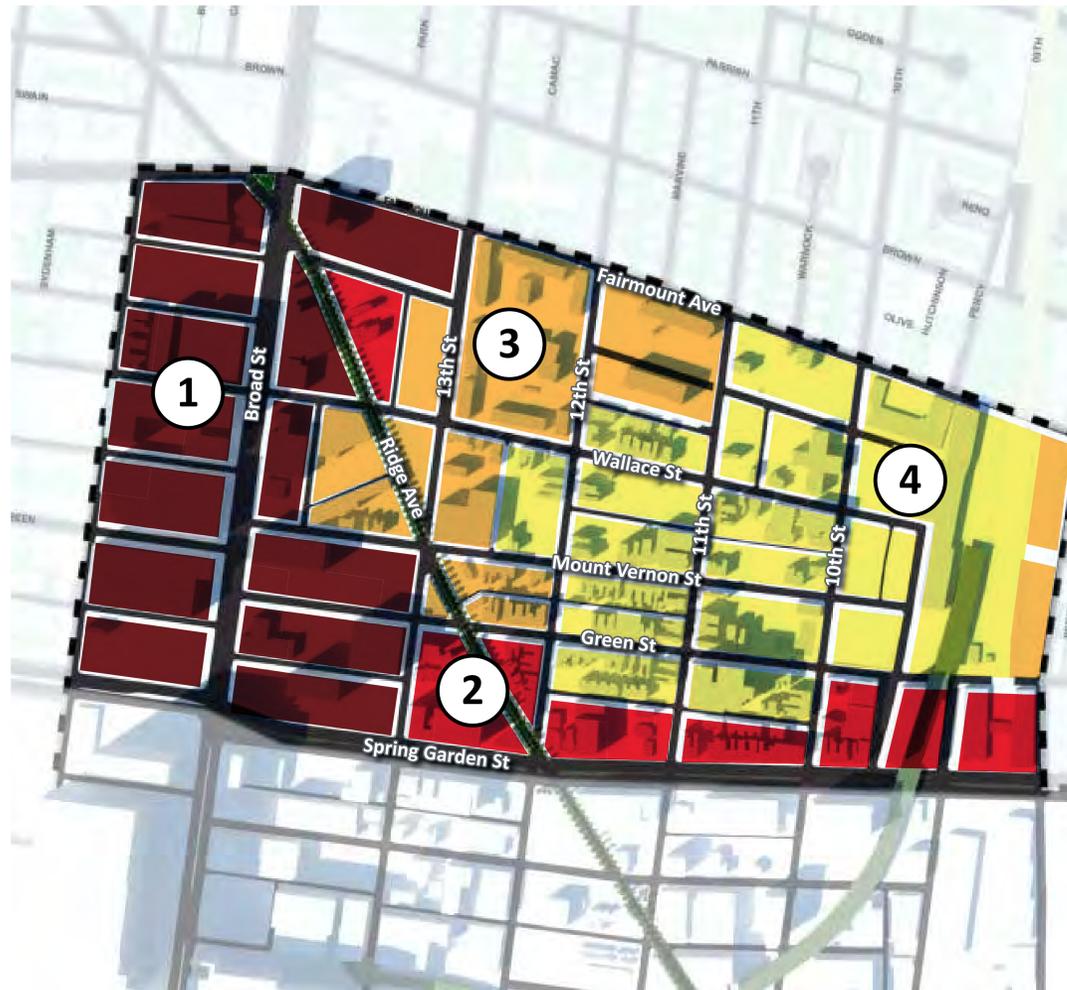
What is your preferred vision for small lots on Ridge Avenue?

1
Something Else - Please explain below



Land Use and Zoning Recommendations

Please tell us what you think of the proposed land uses at the suggested locations shown in the map.



Conceptual Future Land Use

The land use recommendations in this plan will be used to recommend changes to the existing zoning. All future zoning designations will be made at the block level, meaning that any proposed changes to the zoning will occur one entire block at a time.



Ex. Retail on ground floor with high density residential or office above

High Density Mixed-Use Residential and Retail

| | | | |
|---------------------------------------|--|--|--|
| 10 YES | NO | YES | YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |



Ex. 2-5 Story Retail on ground floor with residential above

Medium Density Mixed Use Residential and Retail

| | | | |
|---------------------------------------|--|--|--|
| 10 YES | NO | YES | YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |



Ex. 4+ story rowhomes and small apartment buildings

Medium Density Residential

| | | | |
|---------------------------------------|--|--|--|
| 5 YES | NO | 1 YES | YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |



Ex. 10+ unit apartment buildings

Low Density Residential

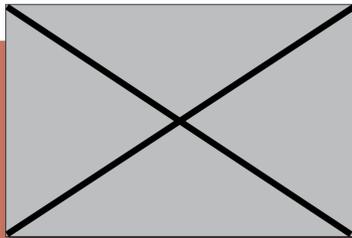
| | | | |
|---------------------------------------|--|--|--|
| 7 YES | NO | YES | YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for Poplar.

RETAIL

Don't want to see this use in the Subarea



Corner Store



3

Small Shops/Restaurants



11

Commercial Corridor



6

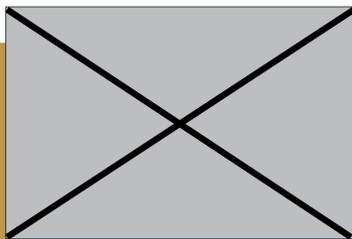
Anchor/Supermarket



2

RESIDENTIAL

Don't want to see this use in the Subarea



Rowhomes



9

Apartment Buildings



4

Loft Conversions



4

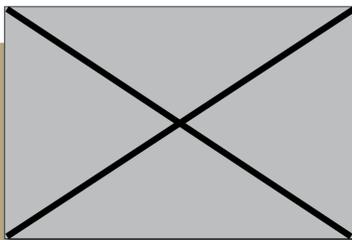
Large 50+ Unit Apartment Buildings



1

COMMERCIAL

Don't want to see this use in the Subarea



Professional Office
(doctor, lawyer, insurance)



6

Small Office or Wholesale



7

10-50 Employee Offices



3

Large 50+ Person Offices



2

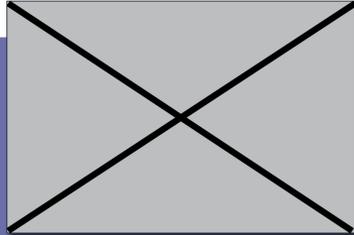
 Existing and common in the subarea

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for Poplar.

INDUSTRIAL

Don't want to see this use in the Subarea



2

Artisan Manufacturing



7

Warehouse/Distribution



Small-scale Light Industrial



3

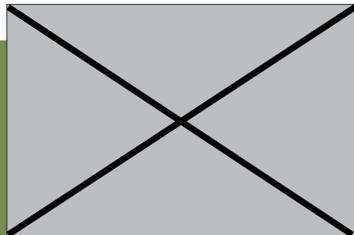
Large 50+ Person Light Industrial



1

OPEN SPACE

Don't want to see this use in the Subarea



Streetscaping



5

Passive Pocket Parks



7

Active Playgrounds



3

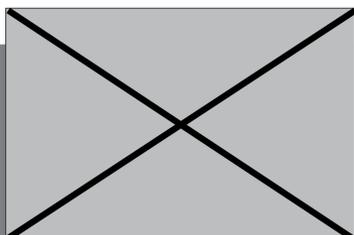
Large Parks



1

PARKING

Don't want to see this use in the Subarea



1

On-Street



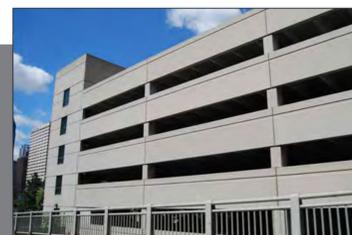
6

Surface Lots



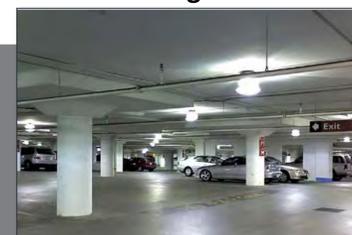
2

Structures



1

Underground



6

 Existing and common in the subarea

Massing and Height

Please tell us what scale of development you are comfortable with in Poplar. Please check all that apply.

HEIGHT

1 Story

3 Stories

5-6 Stories

10+ Stories



6

2

4

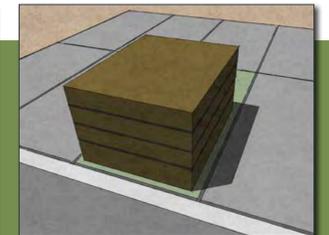
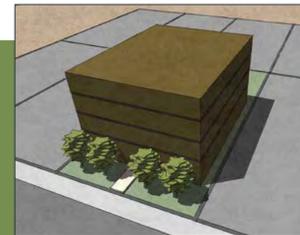
All or part of the building setback with parking in front

Part of the building setback with landscaping in front

SETBACKS

Building is setback 10-15 feet with landscaping or plaza

Building has little to no setback from street



3

4

2

MASSING

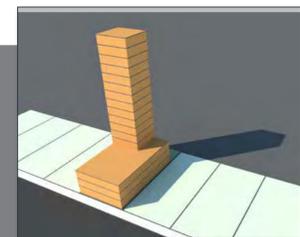
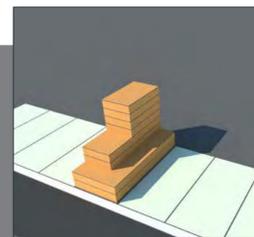
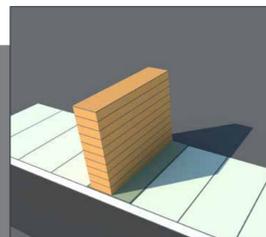
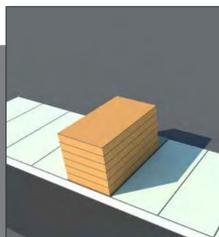
Zoning sets maximum densities for each zoning district. In many cases there are options for how the maximum permitted development can be arranged on a lot. Some approaches minimize total building height – others allow taller buildings to create more open space or light below. The images below show the same amount of development organized in different ways.

1. The building covers all or most of lot and is a uniform height – five stories in this example.

2. The building covers only a portion of the lot, but is much taller than the first example. Such an arrangement might help create a “gateway” building at a key location or create space for a ground-level plaza.

3. Building takes up as much of the lot as allowed for the first couple of floors but sets back the upper floors to allow more light while making the building taller.

4. Building takes up as much of the lot as allowed for the first couple of floors. The rest of the building is a taller skinny tower.



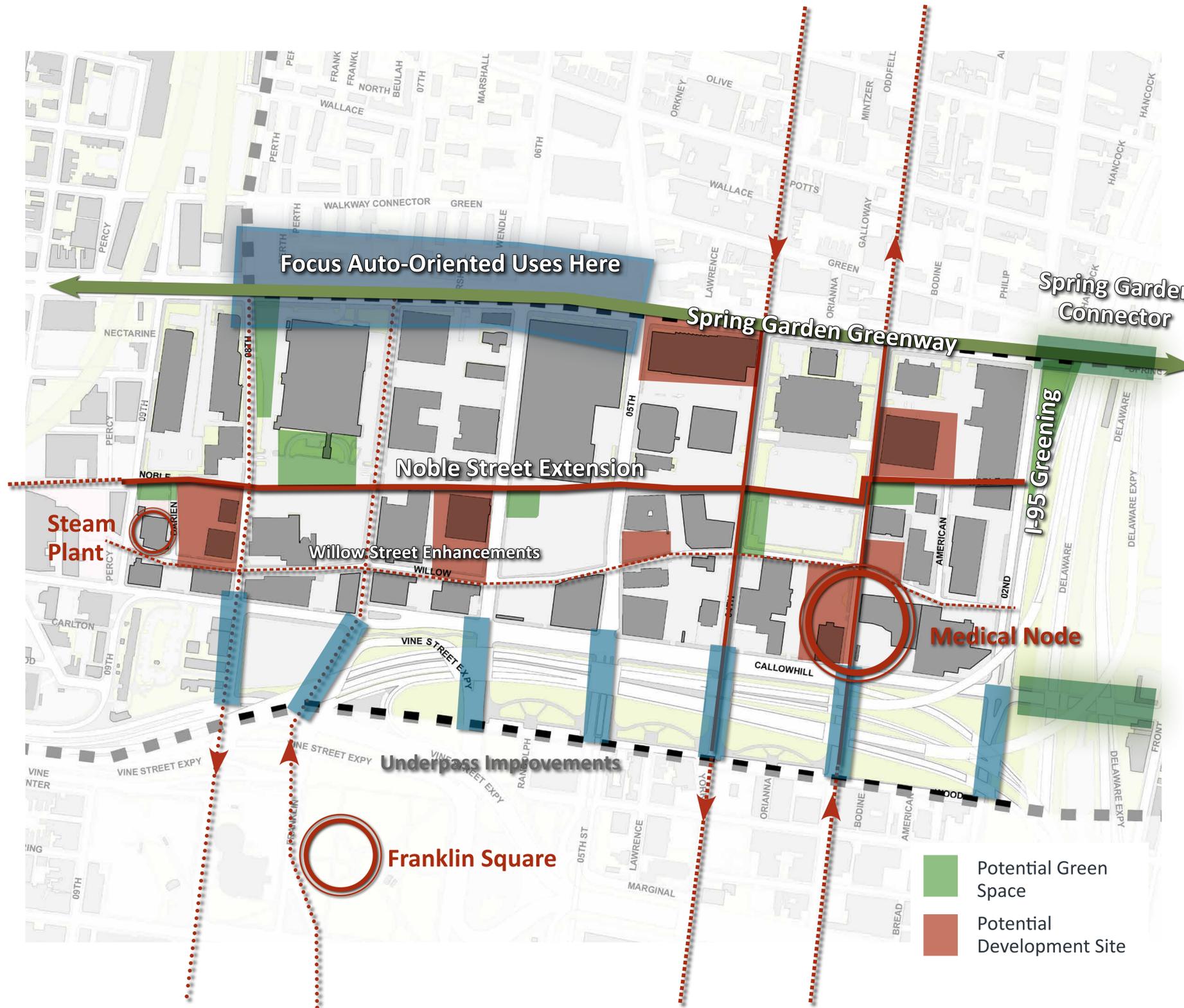
2

2

3

3

Superblocks Subarea Overview



Plan Concepts

- Create a land use, transportation infrastructure and streetscape improvement plan for 3rd and 4th Streets to create a connection between Old City and Northern Liberties
- Create a land use, transportation infrastructure and streetscape improvement plan for 7th and 8th Streets to build off of Franklin Square focus area in the Central District Plan
- Focus future auto-oriented uses on Spring Garden between 5th and 8th streets – developing design standards to ensure new uses are appropriate for an urban environment
- Expand medical-related node of uses in Superblocks
- Integrate green building and development practices into the redevelopment of the Superblocks Subarea
- Identify a greening and screening strategy for the I-95 right-of-way along 2nd Street
- Extend Noble Street across the subarea
- Enhance Willow Street

What issues are most important to you?



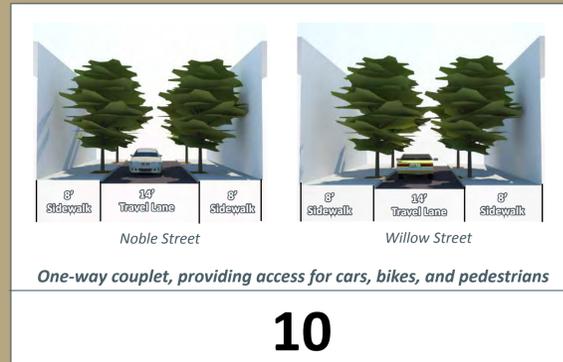
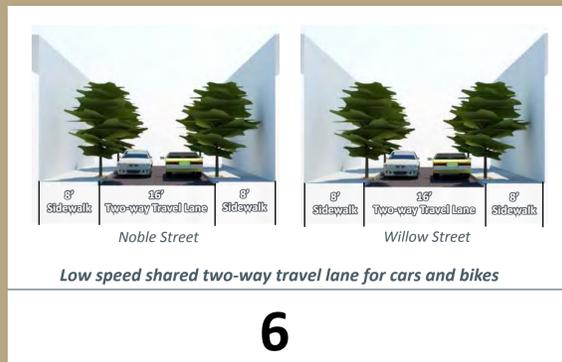
Noble Street Focus Area

The plan is proposing a number of changes to create a vibrant urban environment in the Superblocks Subarea. One idea is to “shrink” the superblocks by extending Noble Street and making improvements to Willow Street to create shorter blocks and a more interesting walking environment. The street extension/improvements would also create new street frontages to orient new development to. In many blocks, there are opportunities to include small passive green spaces, which could provide places to relax and help to manage stormwater.

How should Noble and Willow Streets Function?

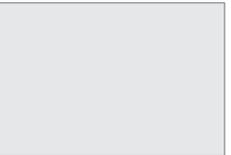
Due to space limitations, Noble and Willow are not envisioned to be full-service streets, but would instead focus on pedestrian and bike access, while also providing local vehicle access. On-street parking would not be provided. The illustrations below show two options.

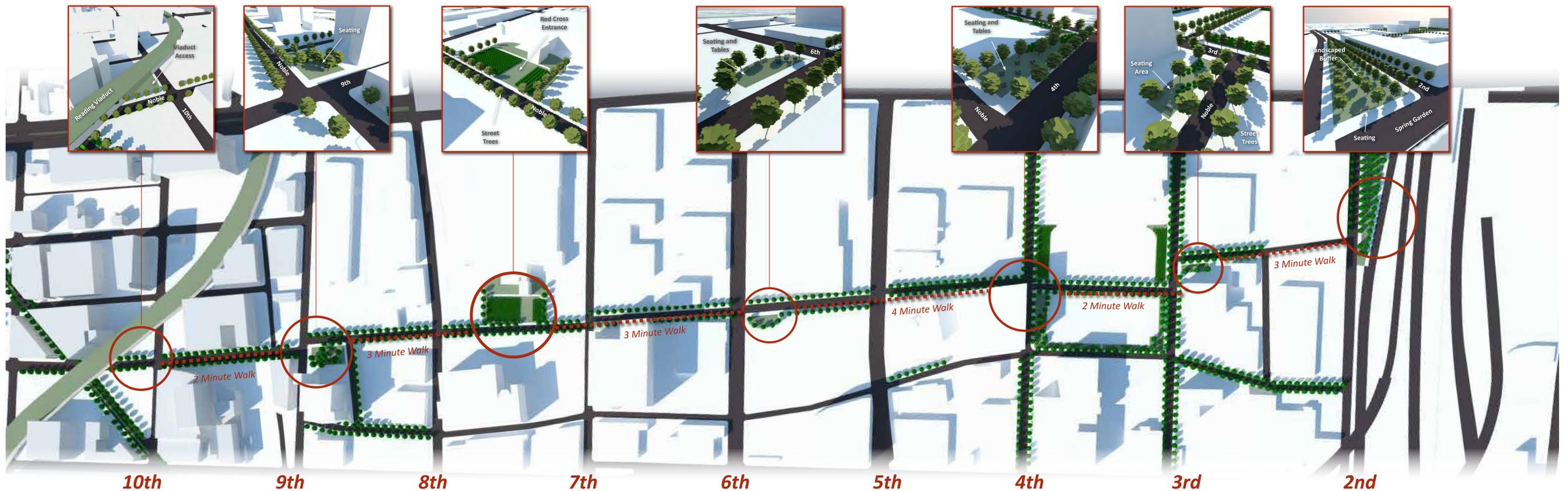
The image on the left, shows how Noble Street could provide for limited two-way vehicular circulation, along with bike and ped access. The image on the right shows how Noble and Willow could form a one-way couplet to provide access in each direction.



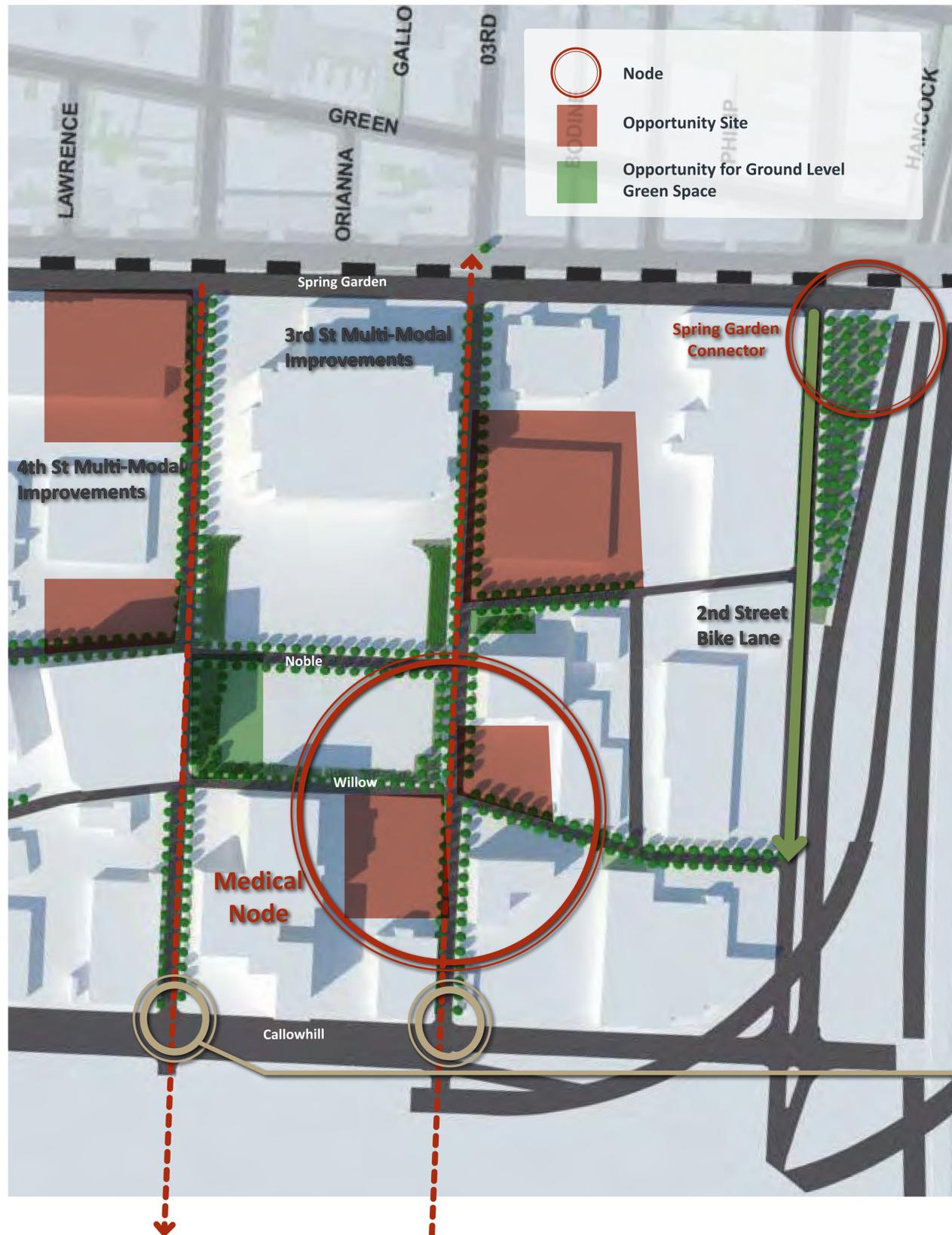
What kinds of uses and activities would you like to see along Noble and Willow Streets?

needs parking

| | | |
|---|--|--|
|  9 Small Shops/ Restaurants |  2 Offices |  19 Mixed Use Housing and Retail |
|  4 Light Industry |  4 Small Apartment Buildings |  4 Greenspace |
|  OTHER | | |



3rd/4th Street Focus Area



Today, 3rd and 4th streets are a bit of a “dead zone” between Old City and Northern Liberties. The plan is considering ways to enliven this area and provide a seamless connection between these two vibrant city neighborhoods. One idea is to “shrink” the superblocks by reconnecting Noble Street and making improvements to Willow Street to create shorter blocks and a more interesting walking environment. Bicycle, pedestrian and streetscaping improvements along 3rd and 4th streets and Callowhill street crossings would be another important part of the transportation plan. The kind of development that happens along this corridor will be important to reestablish an urban character along this corridor too.

What types of development would you like to see along 3rd and 4th Streets?

| | | | | | | |
|------------|------------|------------|----------------------------------|------------|------------|-----------------------------------|
| 2 | 4 | 6 | Restaurants/ Shopping | 2 | 2 | Artisan Manufacturing |
| 3rd Street | 4th Street | 4th Street | | 3rd Street | 4th Street | |
| | | 2 | Recreation Spaces | 3 | 4 | Housing |
| 3rd Street | 4th Street | 4th Street | | 3rd Street | 4th Street | |
| | | 2 | Medical- Related Uses | 1 | 1 | Offices |
| 3rd Street | 4th Street | 4th Street | | 3rd Street | 4th Street | |
| 1 | 3 | | Tech Corridor ("N3rd Street") | | | Other: _____ _____ _____ |
| 3rd Street | 4th Street | 4th Street | | 3rd Street | 4th Street | |

Potential Callowhill Pedestrian Improvements



Proposed improvements along Callowhill Street include streetscaping improvements, curb extensions and bump outs to reduce pedestrian crossing times, and possible adjustments to signal timing.

What is the most important issue at the intersections of Callowhill and 3rd/4th Streets?

| | | |
|---|-------------------------------|-------------------------|
| 4 | 3 | |
| Make it safer for peds and bikes to cross | Slow down traffic | |
| | 6 | |
| Keep traffic flowing | Add landscape and green space | OTHER _____ _____ |

Land Use and Zoning Recommendations

Please tell us what you think of the proposed land uses at the suggested locations shown in the map.



Ex. 2-5 Story Retail on ground floor with residential above

Medium Density Mixed Use - Focus on Offices with Supporting Retail and Residential

| | | | |
|---------------------------------------|--|--|--|
| 7 YES | NO | YES | YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |



Ex. 4+ story rowhomes and small apartment buildings

Medium Density Residential

| | | | |
|---------------------------------------|--|--|--|
| 2 YES | 1 NO | YES | 1 YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |



Ex. Food distribution, restaurant supply

Warehouse and Light Industrial

| | | | |
|---------------------------------------|--|--|--|
| 1 YES | 8 NO | YES | YES |
| I like this land use in this location | I don't like this use anywhere in this subarea | It is a good use for the subarea but not at this location. Please list a better location at the right. | It is a good use in this location, but it should also be in other places. Please list additional locations at the right. |



If medium intensity retail/commercial development were to be encouraged in this subarea, where do you want it?

| | | | |
|------------------------|------------------------|------------------------|------------------|
| 3 District 1 | 1 District 2 | 3 District 3 | 1 None |
|------------------------|------------------------|------------------------|------------------|

Conceptual Future Land Use

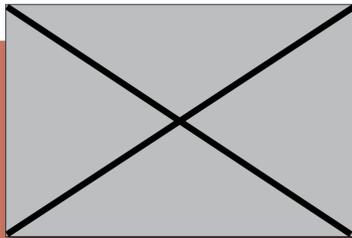
The land use recommendations in this plan will be used to recommend changes to the existing zoning. All future zoning designations will be made at the block level, meaning that any proposed changes to the zoning will occur one entire block at a time.

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for the Superblocks.

RETAIL

Don't want to see this use in the Subarea



Corner Store



Small Shops/Restaurants



Commercial Corridor

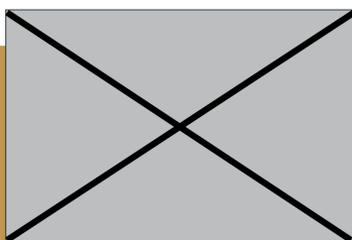


Supermarket/Major Retail



RESIDENTIAL

Don't want to see this use in the Subarea



Rowhomes



Apartment Buildings



Loft Conversions

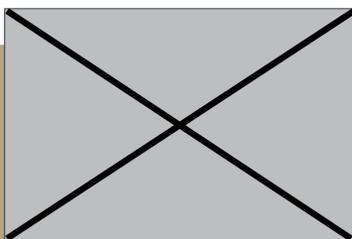


Large 50+ Unit Apartment Buildings



COMMERCIAL

Don't want to see this use in the Subarea



Professional Office
(doctor, lawyer, insurance)



Small Office or Wholesale



10-50 Employee Offices



Large 50+ Person Offices



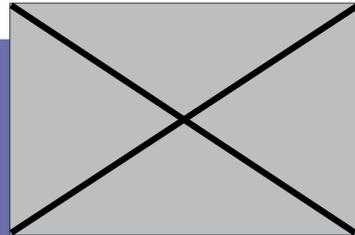
 Existing and common in the subarea

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for the Superblocks.

INDUSTRIAL

Don't want to see this use in the Subarea



1

Artisan Manufacturing



5

Warehouse/Distribution



Small-scale Light Industrial



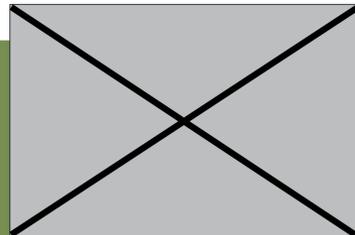
2

Large 50+ Person Light Industrial



OPEN SPACE

Don't want to see this use in the Subarea



Streetscaping



8

Passive Pocket Parks



5

Active Playgrounds



7

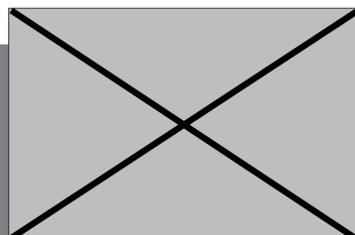
Large Parks



3

PARKING

Don't want to see this use in the Subarea



1

On-Street

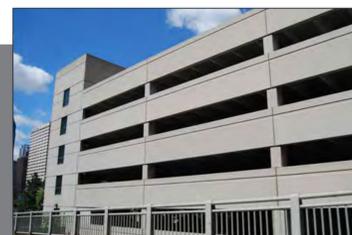


2

Surface Lots

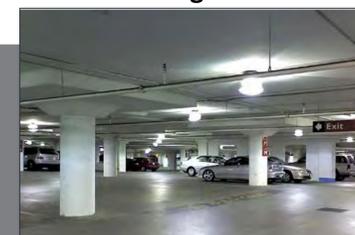


Structures



3

Underground



6

 Existing and common in the subarea

Massing and Height

Please tell us what scale of development you are comfortable with in the Superblocks.
Please check all that apply.

HEIGHT

1 Story



1

3 Stories



3

5-6 Stories



6

+10 Stories



7

SETBACKS

All or part of the building setback with parking in front



2

All or part of the building setback with landscaping in front



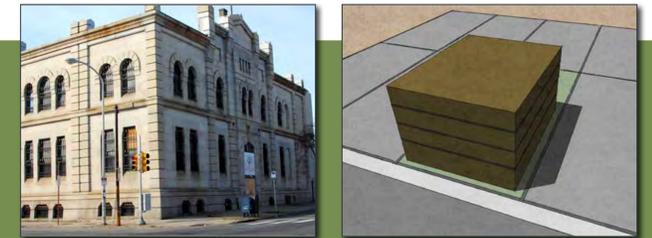
3

Building is setback 10-15' with landscaping or plaza



3

Building has little to no setback from street



5

MASSING

1. Building takes the full density and takes up as much of the lot as allowed and all of it goes up to the same height.



2

2. Building takes the full density and leaves part of the lot empty allowing the building to be much taller.



2

3. Building takes the full density and takes up as much of the lot as allowed for the first couple of floors but sets back the upper floors to allow more light while making the building taller.



8

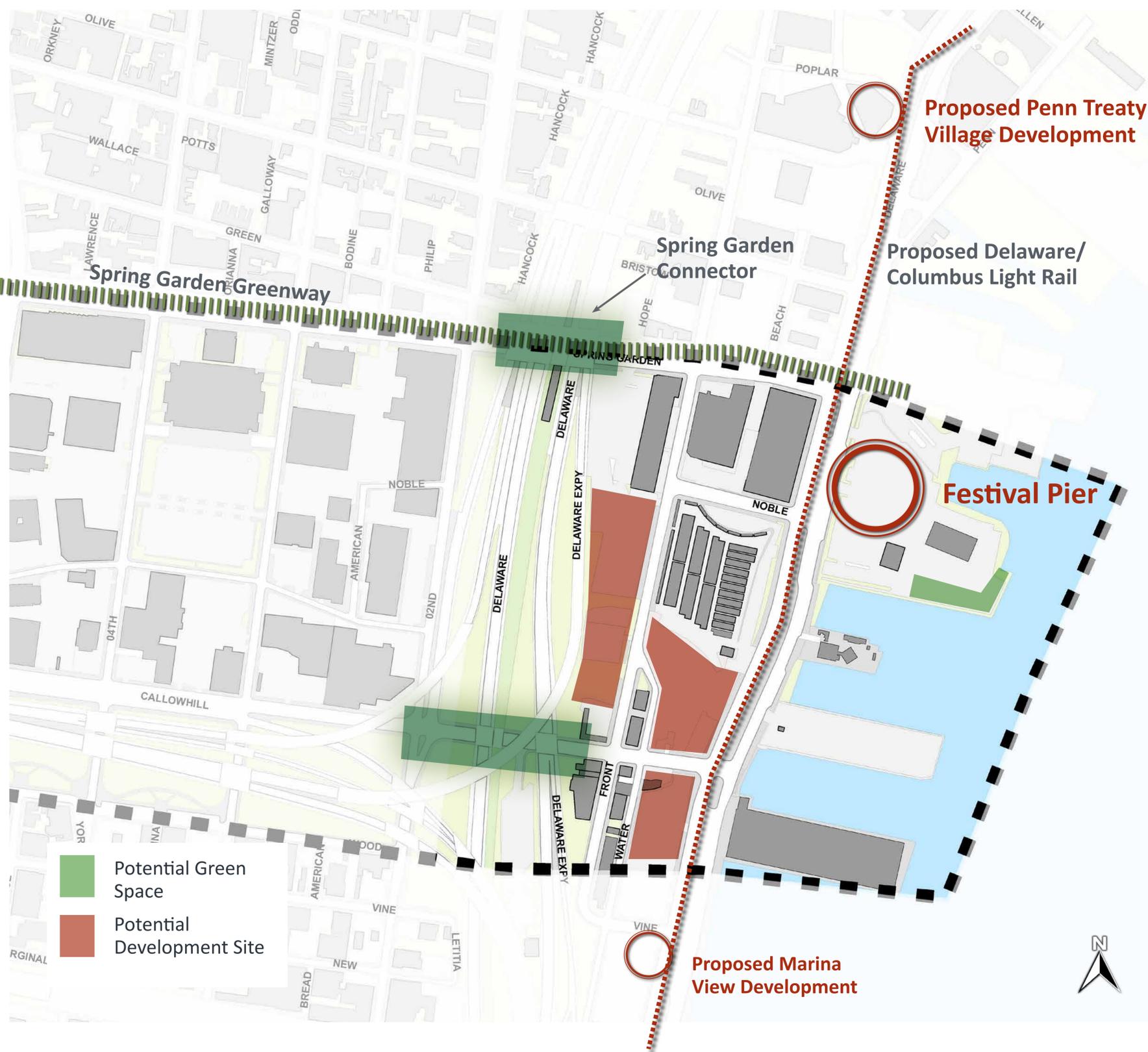
4. Building takes the full density and takes up as much of the lot as allowed for the first couple of floors then the rest of the density put into a taller skinny tower.



3

* All the massing diagrams show the maximum amount of square footage allowed just arranged in different ways. They all sit on a 12,000 SF rectangular parcel and show the development of approximately 60,000 square feet using the setback guidelines found in the CMX-3 zoning district. This means they occupy only 75% of the total lot area and have no minimum front yard setbacks.

Waterfront Subarea Overview



Plan Concepts

- Foster mid-rise multi-family and rowhouse residential development
- Reinforce Central Delaware Master Plan design recommendations
- Reinforce waterfront connections – integrating emerging Spring Garden Connector plans and eventual Festival Pier redevelopment
- Outline a strategy for improvements to area under and adjacent to I-95 at Callowhill Street
- Identify connections to currently planned development located immediately to the north and south

What issue is most important to you?

| | | |
|-------------------------------------|---|---------------------------|
| 5 | 7 | 12 |
| Reinforcing Waterfront Master Plan | Improvements to Underpasses | Connections to Waterfront |
| Connections to Adjacent Development | Mid-rise and Multi-family Townhouse Development | OTHER |

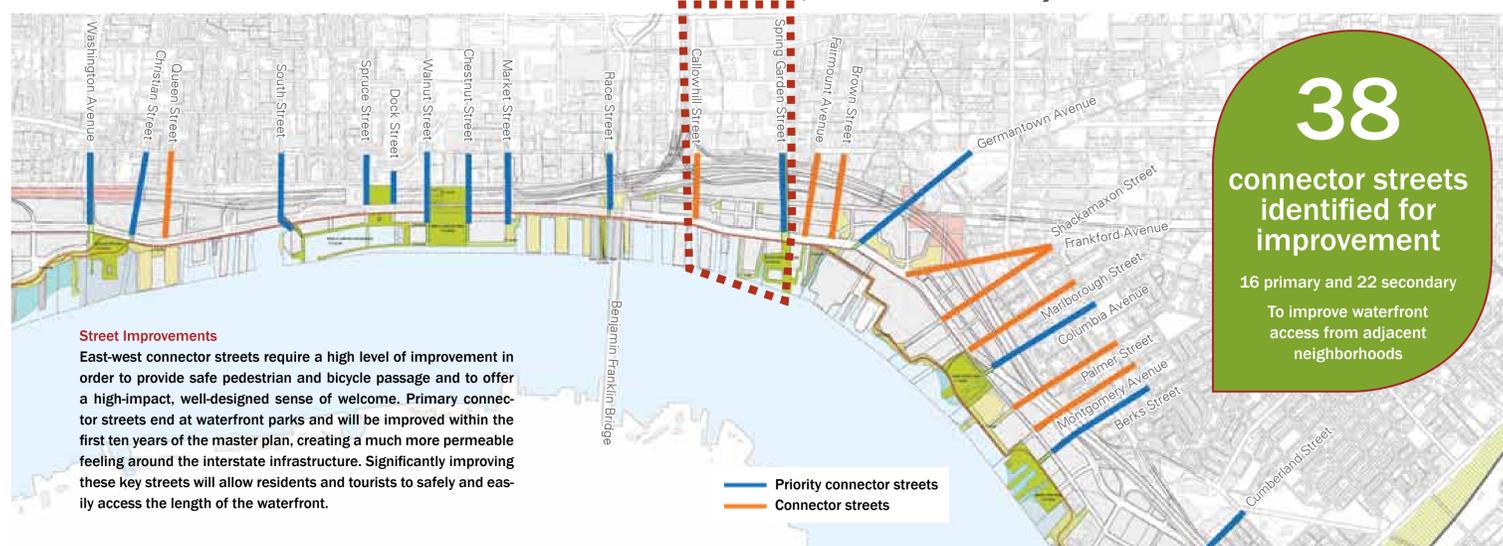
Waterfront Focus Area

Master Plan for the Central Delaware Waterfront

The Waterfront Subarea is a part of the Central Delaware Waterfront, which was the subject of a major planning project completed in 2012. The resulting Master Plan for the Central Delaware provides a framework for land use, open space, economic development and transportation improvements for the entire waterfront area. The graphics below summarize key recommendations from the Master Plan. The Callowhill-Chinatown North Strategic Plan will reinforce and further refine the recommendations of the Waterfront Master Plan for this subarea.



Callowhill - Chinatown North Study Area



IMPLEMENTATION STRATEGIES
The master plan proposes phasing public realm and transportation improvements and waterfront development over 25 years. Some improvements have already been completed, and others are projected for either near-, mid-, or long-term improvements.

| | |
|--|---|
| <p>COMPLETED</p> <p>Public Realm Race Street Pier Washington Avenue Green Marina basin dredging and upgrading Landscape improvements to Penn's Landing Greet Plaza</p> <p>Transportation Columbus Blvd/Delaware Avenue traffic study Race Street Connector Phase 1 Interim trail segment: Pier 70 to Washington Avenue</p> | <p>LIKELY MID-TERM</p> <p>Public Realm Penn's Landing Park/95 deck predevelopment work Additional parks Additional trail segments Interim multi-use trail from Washington Avenue to Penn Street</p> <p>Transportation Preliminary studies for light rail/streetcar by DRPA Completion of 10 additional connector streets</p> <p>Development Sites Spring Garden site Penn's Landing Basin developed</p> |
| <p>PROPOSED NEAR-TERM</p> <p>Public Realm Pier 53 improvements Trail design guidelines Improvements to existing parks South wetlands park conceptual design</p> <p>Transportation Short-term traffic improvements to Delaware Avenue Five additional connector street improvements Water taxi service Penn Street trail segment Race Street Connector Phase 2</p> <p>Development Sites Pier 9 feasibility study and redevelopment Penn's Landing Basin predevelopment work Redevelopment of pumping station by Philly Live Arts West Shipyard archaeological study</p> | <p>LONG-TERM</p> <p>Public Realm All parks in Delaware River Park system Multi-use trail</p> <p>Transportation All connector streets Light rail/streetcar implemented</p> <p>Development Sites Delaware Generating Station renovated and new amphitheater built Build-out of Penn's Landing deck and park New residential community between Washington Avenue and Tasker Street</p> |



PRINCIPLE 2
Promote the development of new, low- to mid-rise, dense and walkable residential neighborhoods

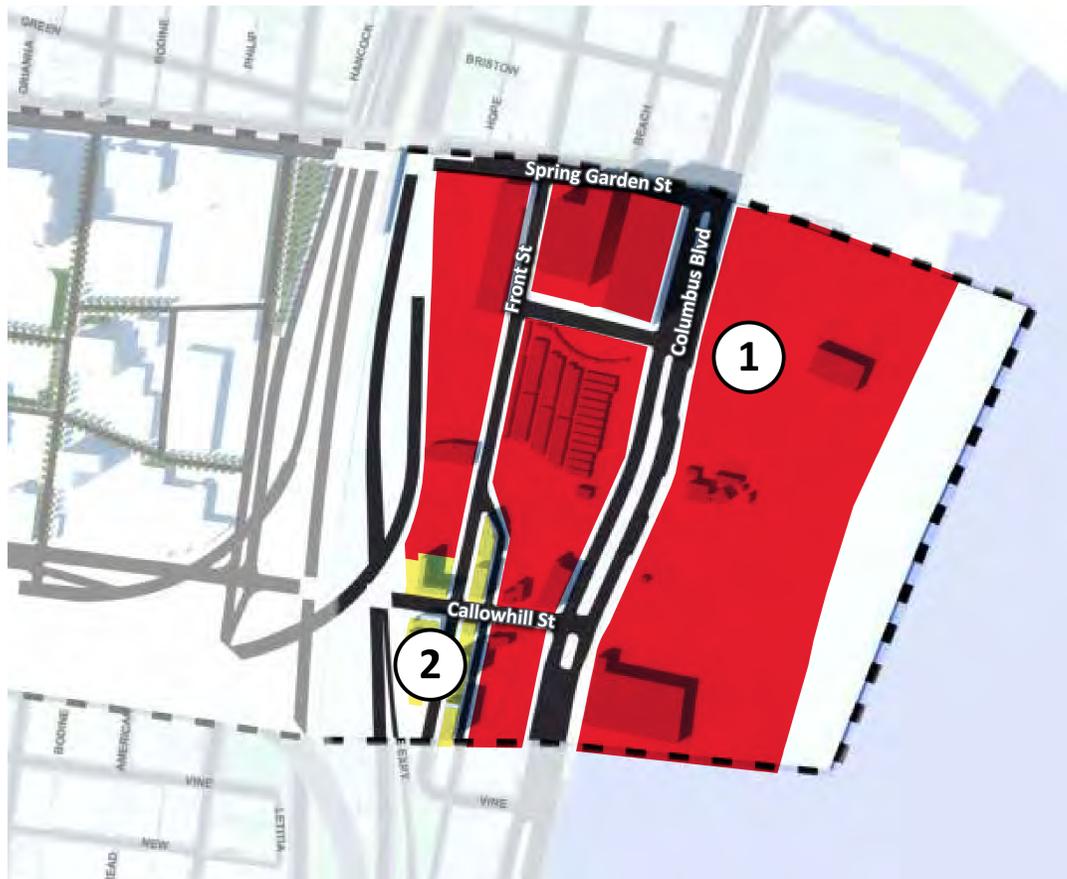
In order to build on the success of adjacent neighborhoods, extend the appeal of Philadelphia's historic building stock to the waterfront, reflect the economics of new construction in Philadelphia, and generate the critical mass of street-level activity necessary to build the waterfront market, it is recommended that new residential development remains consistent in scale with surrounding neighborhoods: low- to mid-rise, with occasional opportunities for high-rise development.

Development complements the character and scale of adjacent neighborhoods.
The areas adjacent to the waterfront are vibrant and unique neighborhoods. Waterfront development will complement the scale and character of the existing urban fabric. By doing so, access and views can be provided while supporting market-driven development that creates a place that is valued and celebrated like Philadelphia's already established neighborhoods.

Development matches the near-term market potential for new residential development along the waterfront.
Analysis of demand and absorption rates suggests that height should be regulated to promote low- to mid-rise development, with provisions for exceptions at appropriate locations. This will create opportunity for developers and property owners to spread market-based development along the entire waterfront rather than trying to concentrate it at a few locations to the detriment of the adjacent parcels.

Land Use and Zoning Recommendations

Please tell us what you think of the proposed land uses at the suggested locations shown in the map.



Ex. 2-5 Story Retail on ground floor with residential above

Medium Density Mixed Use Residential and Retail

12
YES

I like this land use in this location

1
NO

I don't like this use anywhere in this subarea

YES

It is a good use for the subarea but not at this location. Please list a better location at the right.

1
YES

It is a good use in this location, but it should also be in other places. Please list additional locations at the right.

Adjacent areas to the north and west



Ex. 10+ unit apartment buildings

Low Density Residential

6
YES

I like this land use in this location

NO

I don't like this use anywhere in this subarea

YES

It is a good use for the subarea but not at this location. Please list a better location at the right.

YES

It is a good use in this location, but it should also be in other places. Please list additional locations at the right.

Conceptual Future Land Use

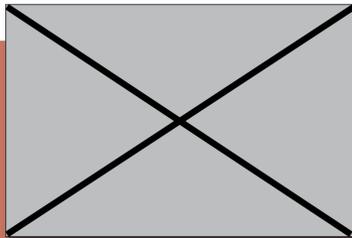
The land use recommendations in this plan will be used to recommend changes to the existing zoning. All future zoning designations will be made at the block level, meaning that any proposed changes to the zoning will occur one entire block at a time.

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for the Waterfront.

RETAIL

Don't want to see this use in the Subarea



Corner Store



Small Shops/Restaurants



Commercial Corridor

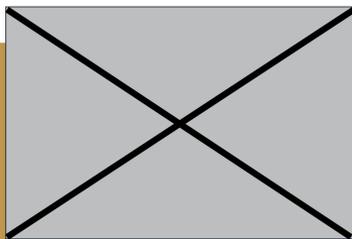


Anchor/Supermarket



RESIDENTIAL

Don't want to see this use in the Subarea



Rowhomes



Apartment Buildings



Loft Conversions

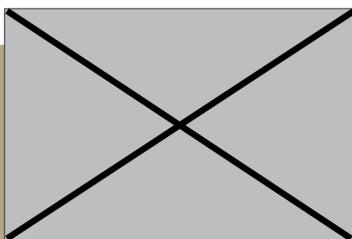


Large 50+ Unit Apartments



COMMERCIAL

Don't want to see this use in the Subarea



Professional Office
(doctor, lawyer, insurance)



Small Office or Wholesale



10-50 Employee Offices



Large 50+ Person Offices



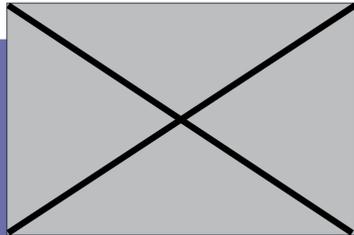
 Existing and common in the subarea

Land Uses

The photos below show examples of different types and intensities of land uses. Please tell us which of these you think are appropriate for the Waterfront.

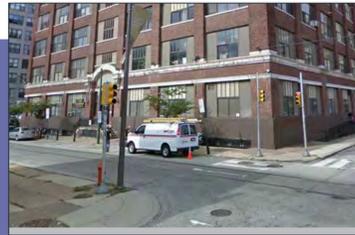
INDUSTRIAL

Don't want to see this use in the Subarea



0

Artisan Manufacturing



12

Warehouse/Distribution



1

Small-scale Light Industrial



3

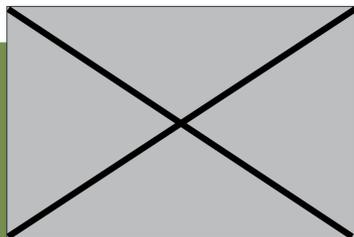
Large 50+ Person Light Industrial



1

OPEN SPACE

Don't want to see this use in the Subarea



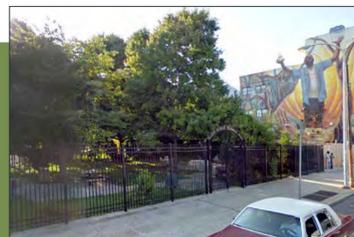
0

Streetscaping



9

Passive Pocket Parks



4

Active Playgrounds



6

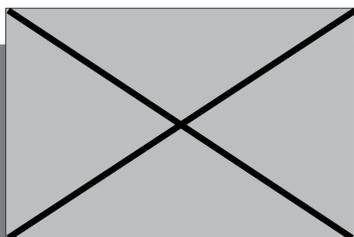
Large Parks



7

PARKING

Don't want to see this use in the Subarea



4

On-Street



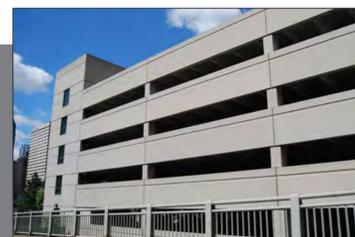
2

Surface Lots



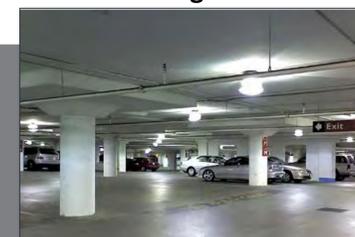
2

Structures



1

Underground



7

 Existing and common in the subarea

Massing and Height

Please tell us what scale of development you are comfortable with in the Waterfront.
Please check all that apply.

HEIGHT

1 Story



1

3 Stories



1

5-6 Stories



4

10+ Stories



4

SETBACKS

All or part of the building setback with parking in front



2

Part of the building setback with landscaping in front



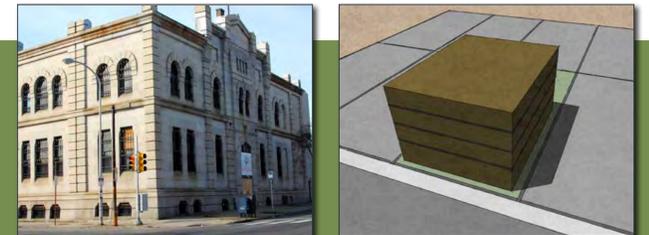
1

Building is setback 10-15 feet with landscaping or plaza



5

Building has little to no setback from street



5

MASSING

Zoning sets maximum densities for each zoning district. In many cases there are options for how the maximum permitted development can be arranged on a lot. Some approaches minimize total building height – others allow taller buildings to create more open space or light below. The images below show the same amount of development organized in different ways.

1. The building covers all or most of lot and is a uniform height – five stories in this example.



2

2. The building covers only a portion of the lot, but is much taller than the first example. Such an arrangement might help create a “gateway” building at a key location or create space for a ground-level plaza.



0

3. Building takes up as much of the lot as allowed for the first couple of floors but setbacks the upper floors to allow more light while making the building taller.



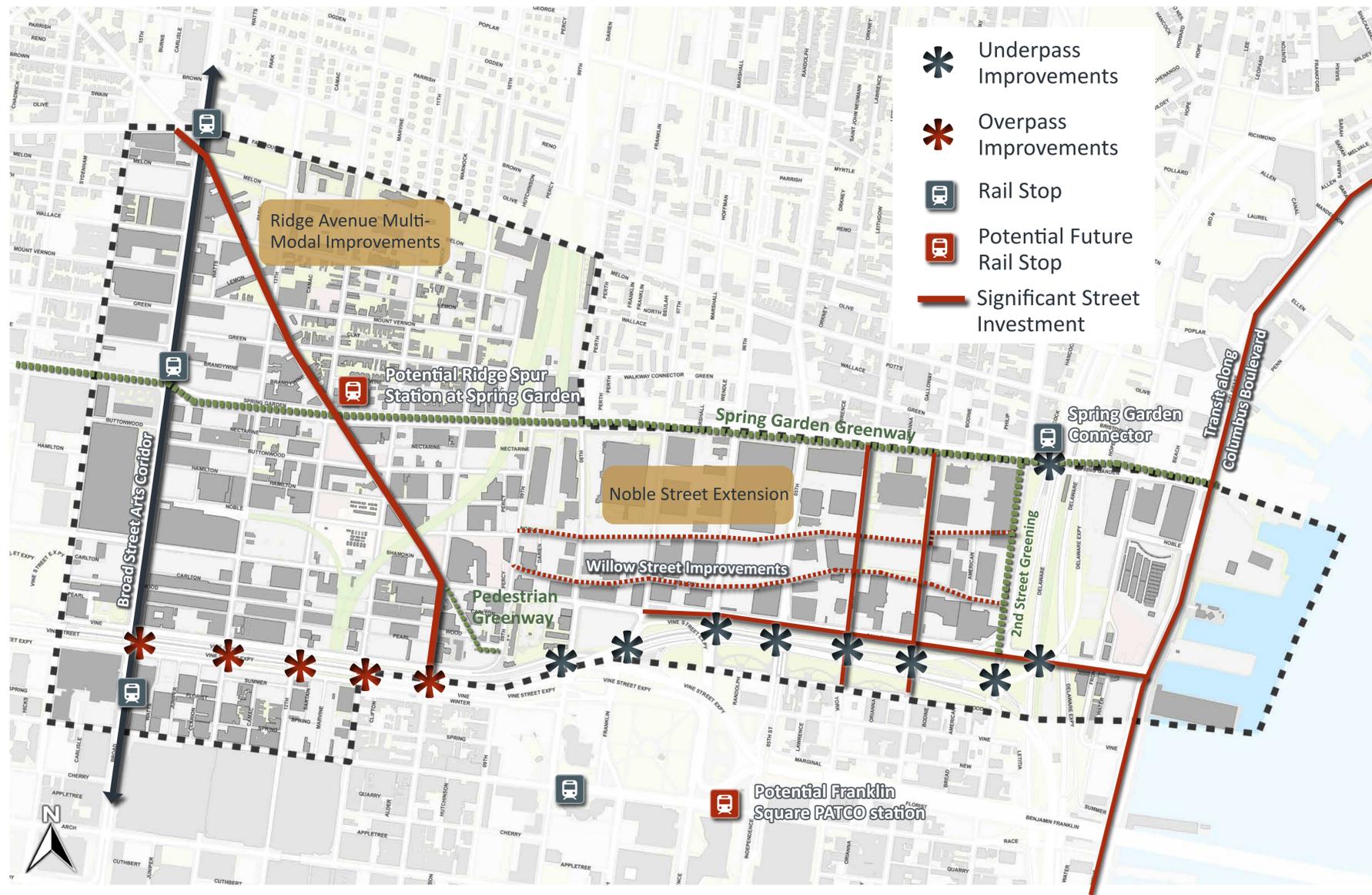
7

4. Building takes up as much of the lot as allowed for the first couple of floors. The rest of the building is a taller skinny tower.



1

Transportation



Plan Concepts

- Develop an overall roadway and streetscaping plan that “right-sizes” streets for existing/expected traffic volumes – balancing design to facilitate multi-modal use
- Extend Noble Street east of 9th Street
- Reposition Ridge Avenue as a “green street” connector providing quality bike, pedestrian and auto access from 10th to Broad Streets
- Consider closing Ridge Avenue below 10th to create new passive recreation space
- Reactivate SEPTA’s Ridge Avenue Spur to Spring Garden Street and the PATCO Franklin Square station
- Support improvements to the Spring Garden I-95 underpass and SEPTA station
- Support roadway and transit improvements to Columbus Boulevard
- Improve pedestrian and bike environment/connections through I-676 and I-95
- Consider parking needs and potential location for a future parking structure to replace surface lots lost to development

What is the most important Transportation Issue?

| | | |
|----------------------------|--------------------------------------|-----------------------------|
| 8 | 7 | 9 |
| Roadway “Right-Sizing” | Public Transit Expansion/Improvement | Connections Across Highways |
| 11 | 6 | OTHER |
| Streetscaping Improvements | Parking | |



Multi-Modal Improvements



Bio Swales and Stormwater Planters



Underpass Improvements

Viaduct

Reading Viaduct Improvements

Plan Concepts

- Develop a package of short-term improvements to underpasses that would address lighting, leaking etc. – consider opportunities to capture/filter water for stormwater management
- Recommend land uses and development densities for surrounding parcels
- Incorporate ground-level recreation on smaller adjacent parcels – identifying specific parcels that would be too small for other development
- Recommend financing tools to leverage private benefit into public good
- Create an access plan that serves residents of each neighborhood the viaduct passes through



What is the most important Viaduct Issue?

| | | |
|-------------------------------------|-------------------------------------|--------------------------|
| 13 Underpass Improvements | 11 Adjacent Development | 7 Access |
| 6 Financing | 3 Ground-Level Recreation | 4 safety OTHER |



Improve underpass conditions (better lighting, stop leaks)

| | |
|-----------|---------------|
| 12 | |
| Important | Not Important |



Create a public park on top of the Viaduct

| | |
|-----------|---------------|
| 14 | 3 |
| Important | Not Important |



Provide universal access to the Viaduct

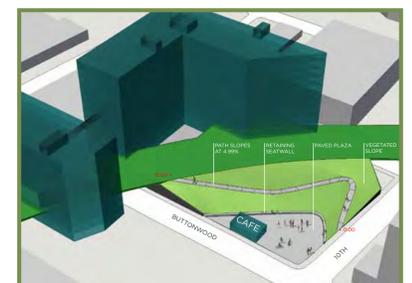
| | |
|-----------|---------------|
| 12 | 2 |
| Important | Not Important |



Create ground level green space

| | |
|-----------|---------------|
| 15 | 2 |
| Important | Not Important |

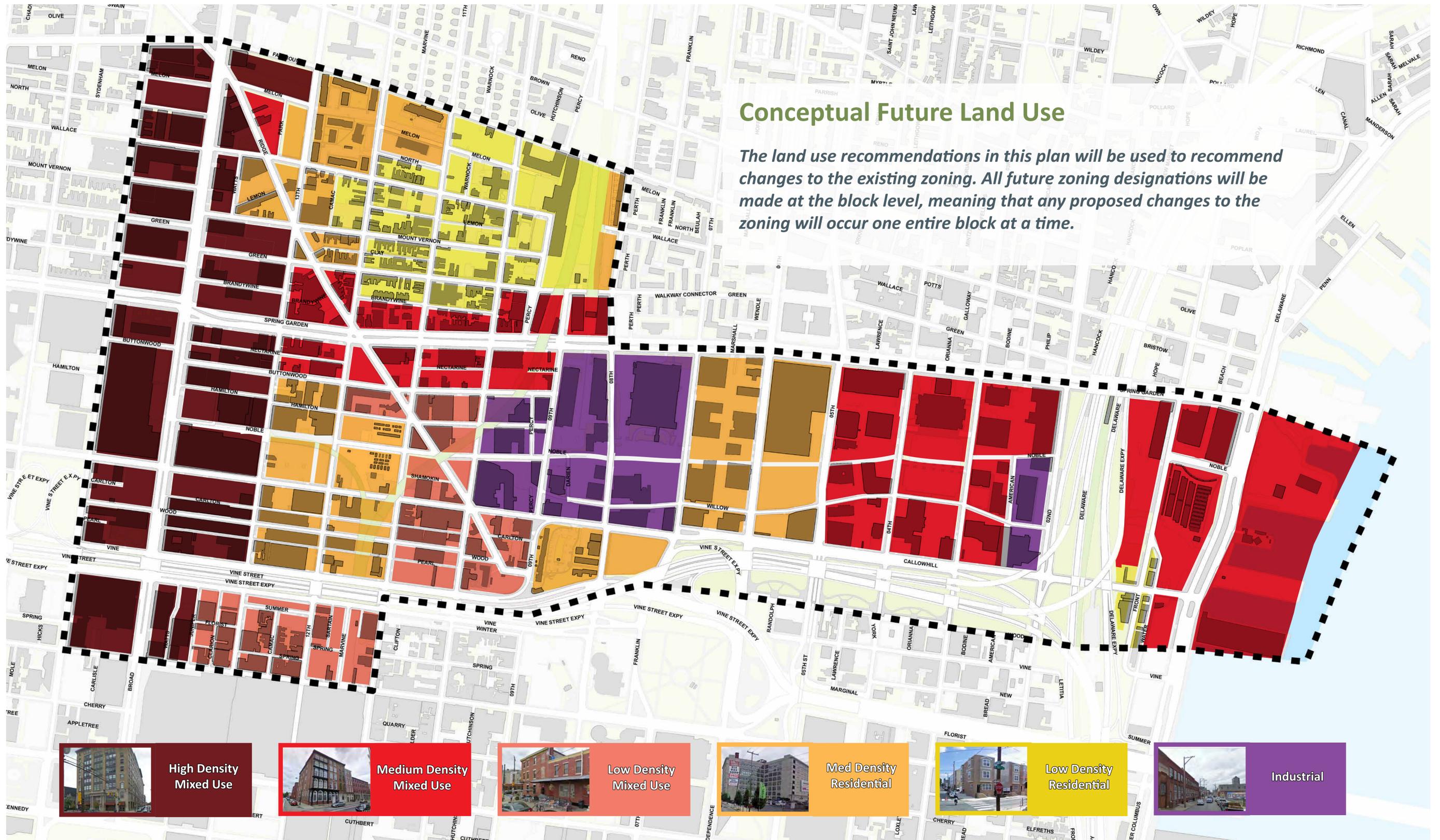
Tell us what you think is important for Chinatown North.



Encourage new development next to the Viaduct

| | |
|-----------|---------------|
| 14 | 4 |
| Important | Not Important |

Future Land Use Plan



Implementation and Funding

In addition to providing much needed recreational and social amenities to residents, urban parks can serve as economic assets to their communities. They can also contribute to improved public health and provide needed ecological services, such as capture of storm water runoff. However, new parks are expensive, both to build and to maintain, and public resources are limited. Are there innovative ways to offset the up front and ongoing costs of a great new park? Can we capture some of the economic benefits of the Viaduct and direct them back towards the park and neighborhood needs?

Here are examples of funding techniques that have helped to offset the costs of other great new signature parks. Most parks rely on more than one of these to meet capital and operations budgets.

Please tell us which techniques should be pursued to help implement some of the plan’s recommendations. Select all that interest you.

| | Potential Funding Source | Description | Some Stakeholder Considerations |
|---|--------------------------|--|---|
| 8 | Real Estate Development | Allows some of the new park land (or adjacent, publicly-owned land) to be developed, with the revenues directed to the park. | <ul style="list-style-type: none"> The new park will make adjoining property attractive for development, and new development can increase the park’s activity and vibrancy. This can be a significant source of funding to offset park costs. How do we strike the best balance between development intensity and revenue potential? What types of development will be most compatible with the neighborhood and park? |

| | Potential Funding Source | Description | Some Stakeholder Considerations |
|---|-------------------------------|---|--|
| 4 | Tax Increment Financing (TIF) | Dedicates the increase in tax revenues from land improvement within a defined area surrounding the park. TIF revenues can be used as they are received, or future revenues can be bonded against to pay for up-front costs. | <ul style="list-style-type: none"> TIF can be a useful funding tool, but setting up a TIF can be administratively burdensome. A TIF mechanism can tap into the land value increases and development attraction that originates from Viaduct improvement. There is some risk associated with planning for future TIF revenue in assuming that a given amount of development or assessed value increase will happen, and within a certain time frame. |

| | Potential Funding Source | Description | Some Stakeholder Considerations |
|---|------------------------------------|--|--|
| 5 | Revenue from Commercial Activities | Dedicates revenues derived from commercial activities allowed in or near the park. Viaduct-appropriate examples include food concessions, restaurants, and special events. Other potential sources include fees from recreational activities, parking fees, and park-themed merchandising. | <ul style="list-style-type: none"> How much demand would there be? Is there enough pedestrian activity? Are there appropriate, publicly-controlled locations and facilities in or near the park? How would the revenue-generating activities enhance the park? Would there be any conflicts with other park activities? |

| | Potential Funding Source | Description | Some Stakeholder Considerations |
|---|--------------------------|---|--|
| 2 | Negotiated Agreements | Resources (e.g. funding, provision of facilities, maintenance commitments) are obtained from an adjacent property owner/developer through a community benefits agreement or other negotiation, in exchange for development approvals that are not as-of-right | <ul style="list-style-type: none"> Potentially a flexible source of revenue (or offset to costs) from new development. Their discretionary nature makes financial planning more challenging. Like other development-related funding mechanisms, there may be trade-offs to consider in balancing revenue potential and development intensity. |

| | Potential Funding Source | Description | Some Stakeholder Considerations |
|---------------------------------------|--|---|--|
| <input checked="" type="checkbox"/> 7 | Establishment of an Improvement District | Owners within a defined area bounding the park agree to further taxation in order to provide for services that maintain the park as a high quality amenity. | <ul style="list-style-type: none"> Provides a reliable stream of funding for ongoing park needs, without affecting revenues to the City’s general fund. As the park makes development more attractive, the special assessment will raise additional revenue that comes from new development. Property owners in the district must agree to be taxed. To do so, they must see the benefits of the additional cost. |

| | Potential Funding Source | Description | Some Stakeholder Considerations |
|---|------------------------------|---|--|
| 7 | Fundraising and Sponsorships | A not-for-profit entity, such as a parks conservancy, is set up to solicit grants and donations, and administer funds raised. Sponsorships allow park funders to gain name recognition (e.g. through naming rights) in exchange for donations toward specific park costs. | <ul style="list-style-type: none"> Fundraising is a significant component of most major urban parks’ financial sustainability. Funders and sponsors often contribute to capital campaigns, or to specific programming initiatives, rather than ongoing operations and maintenance. Fundraising requires sophisticated and ongoing efforts to maintain a significant impact on park budgets. |