

# What Could the Area Look Like if Everything Recommended in the Plan Actually Happened?



- New Development
- Pipeline
- Renovation
- Green Space

**21 Acres of New Open Space**

**1,650 More Street Trees**

**248,000 Square Feet of New Retail**

**62,000 Square Feet of New Office**

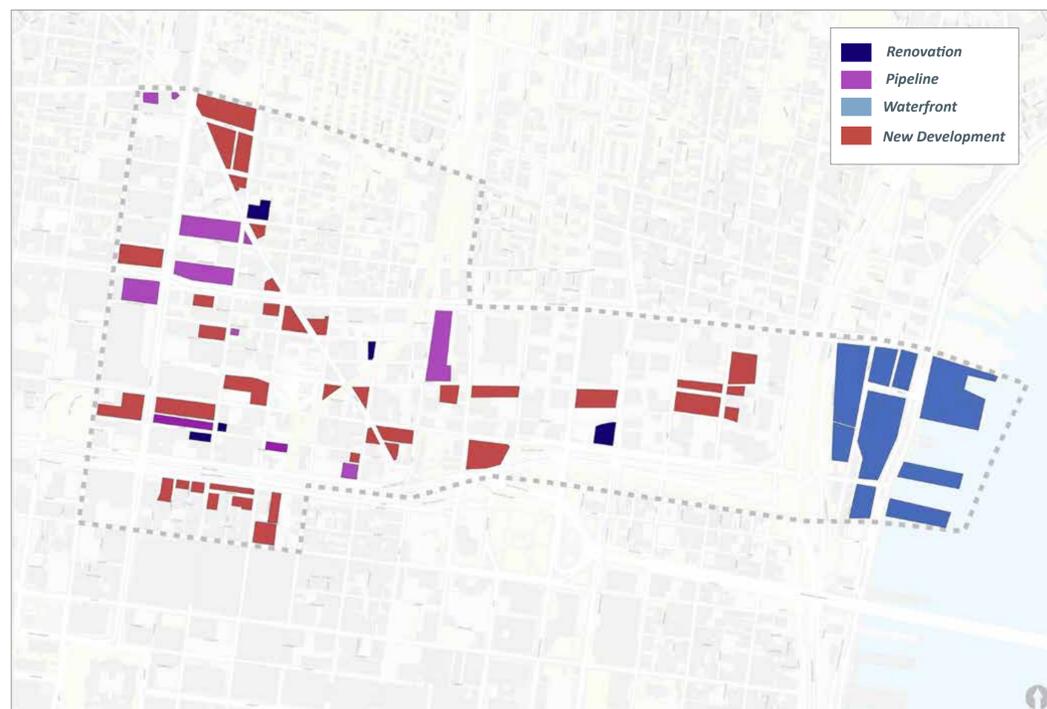
**5,350 New Households**

**DOUBLE** the Number of Bike Lanes

Image from Master Plan for the Central Delaware Waterfront

# Future Vision

## Where Would New Residents Live?



Parcels Analyzed for Development

-  } 650 New Households in Renovation Projects
-  } 900 New Households in Pipeline Projects
-  } 1,000 New Households on the Waterfront
-  } 2,800 New Households on Currently Vacant or Underutilized Land

Development is anticipated to occur in four ways:

- Renovation of existing buildings.
- Completion of projects already in the “pipeline.”
- Development proposed as part of the Master Plan for the Central Delaware.
- Development of vacant or “soft” sites.

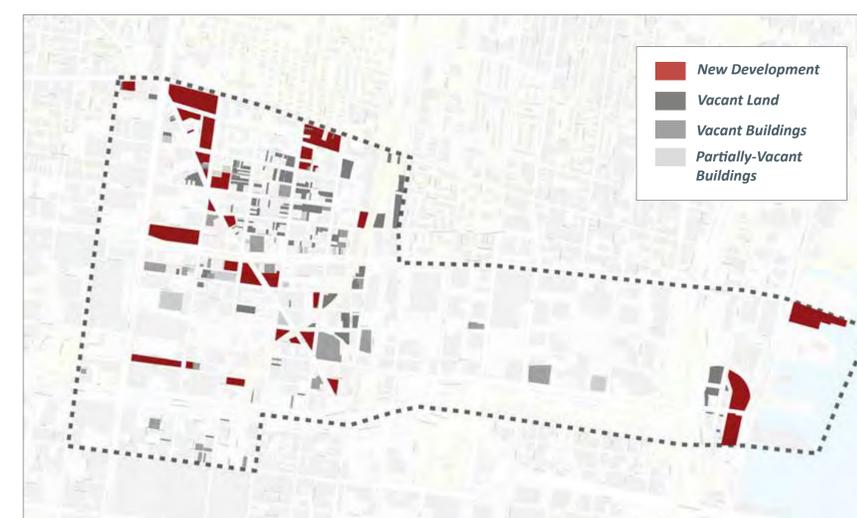
## 1,000 New Jobs

The Study Area already has an abundance of available office and industrial space. Much of this could be occupied. In addition to this space, the development proposed in the future vision would provide an additional 310,000 square feet of commercial and industrial space.



**\$13.2 Million** Collected in **New Wage Taxes** Each Year

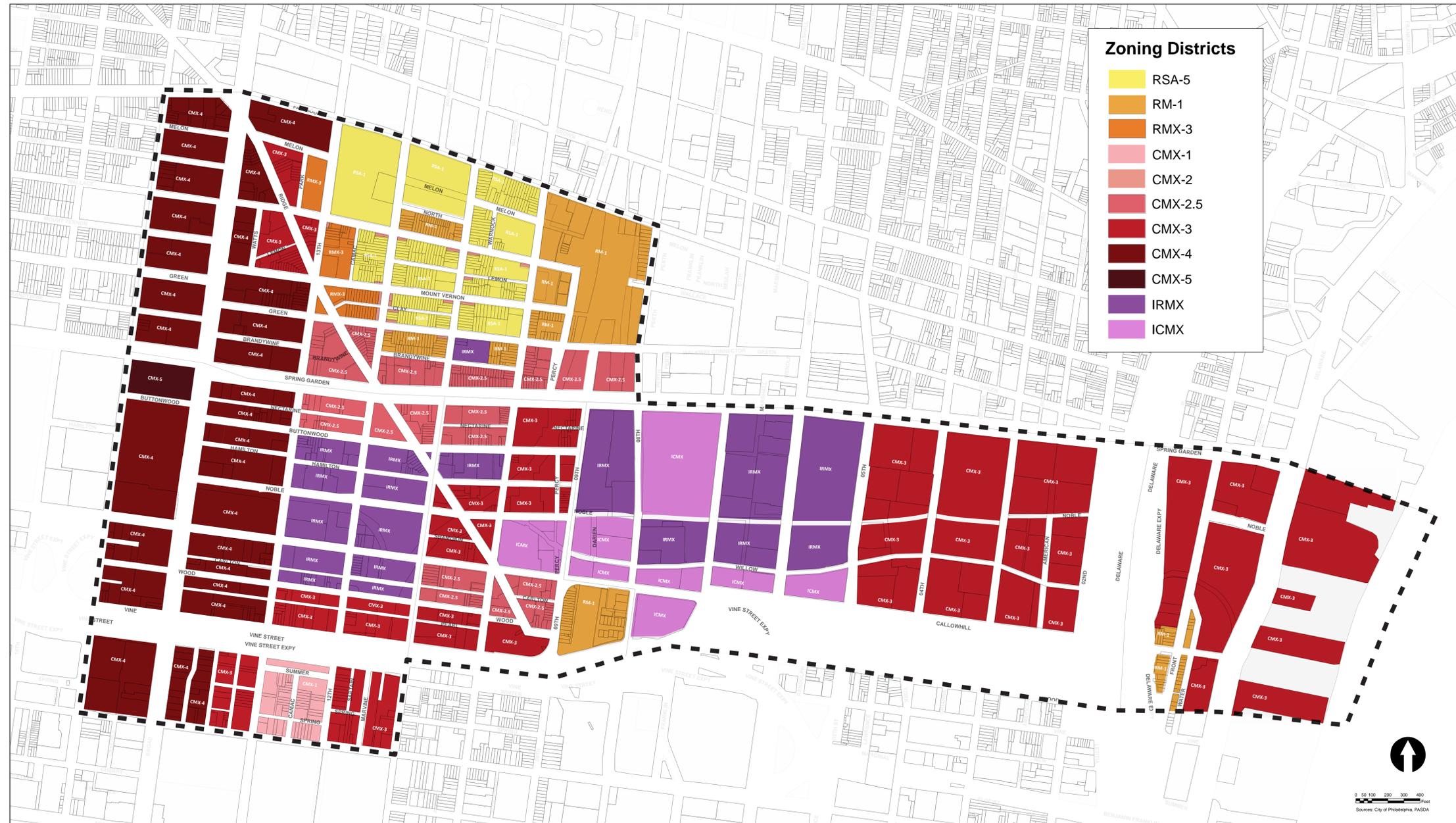
## Reduce Vacant Land By 48%



Vacant Parcels Included in Development Scenario

Most of the new development is projected to occur on vacant or underutilized parcels. This approach would reduce the amount of vacant land and buildings in the study area by nearly half.

# Land Use and Future Zoning

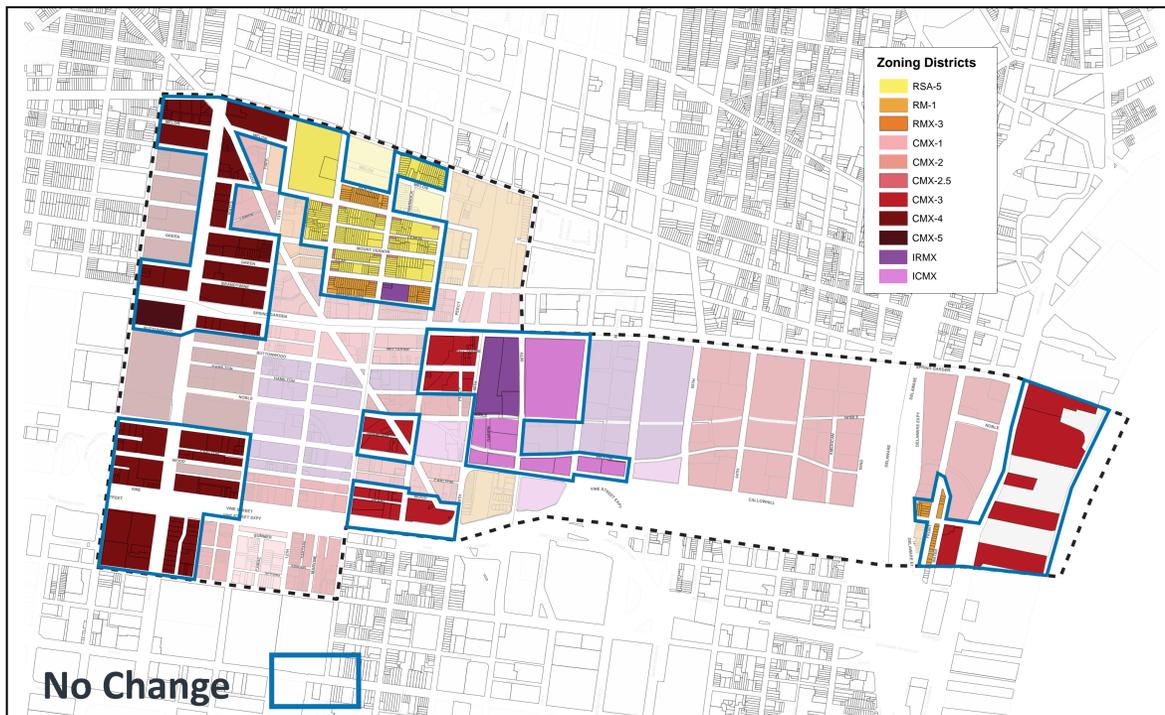


RSA-5	RM-1	RMX-3	CMX-1	CMX-2	CMX-2.5	CMX-3	CMX-4	CMX-5	IRMX	ICMX
<p>The RSA, Residential Single-Family Attached districts are primarily intended to accommodate attached and semi-detached houses on individual lots, but may be applied in areas characterized by a mix of housing types, including detached houses. The districts are also intended to provide a density transition between RSD districts and RM districts. The Zoning Code includes five RSA districts that are differentiated primarily on the basis of minimum lot area requirements.</p> <p>21 acres 8.1% of Study Area</p>	<p>The RM, Residential Multi-Family districts are primarily intended to accommodate moderate- to high-density, multi-unit residential buildings in areas where such development already exists or where it is desired in the future. The Zoning Code includes four RM districts. These districts are differentiated primarily on the basis of allowed minimum lot area per unit and allowed building heights.</p> <p>18.4 acres 7.1% of Study Area</p>	<p>The RMX, Residential Mixed-Use districts are intended to accommodate residential and mixed-use development. The RMX-1 district is further intended to promote conservation of existing topography, trees, natural waterways, and other natural resources, as well as preservation of historically significant buildings, structures, and property. The RMX-3 district is intended for application primarily in Center City.</p> <p>3.5 acres 1.4% of Study Area</p>	<p>The CMX-1, Neighborhood Commercial Mixed-Use district is primarily intended to accommodate low-impact, small-scale, neighborhood-serving retail and service uses in storefront buildings, as well as the types of residential uses allowed in surrounding zoning districts.</p> <p>3.4 acres 1.3% of Study Area</p>	<p>The CMX-2, Neighborhood Commercial Mixed-Use district is primarily intended to accommodate neighborhood-serving retail and service uses. The range of allowed uses is broader than the CMX-1 district.</p> <p>.5 acres .2% of Study Area</p>	<p>The CMX-2.5, Neighborhood Commercial Mixed-Use district is primarily intended to accommodate active, pedestrian-friendly retail and service uses in commercial nodes and along commercial corridors. The range of allowed uses is slightly narrower than the CMX-2 district and the development standards are intended to promote a pedestrian-oriented environment.</p> <p>17.8 acres 6.9% of Study Area</p>	<p>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.</p> <p>81.6 acres 31.5% of Study Area</p>	<p>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.</p> <p>53.5 acres 20.6% of Study Area</p>	<p>The CMX-5, Center City Core Commercial Mixed-Use district is primarily intended to accommodate mixed-use development in the central core area of Center City.</p> <p>1.8 acres .7% of Study Area</p>	<p>The IRMX, Industrial Residential Mixed-Use district is primarily intended to accommodate a mix of very low-impact industrial uses, including artists and artisan industrial, and residential and neighborhood-oriented commercial uses.</p> <p>42.4 acres 16.3% of Study Area</p>	<p>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.</p> <p>15.3 acres 5.9% of Study Area</p>

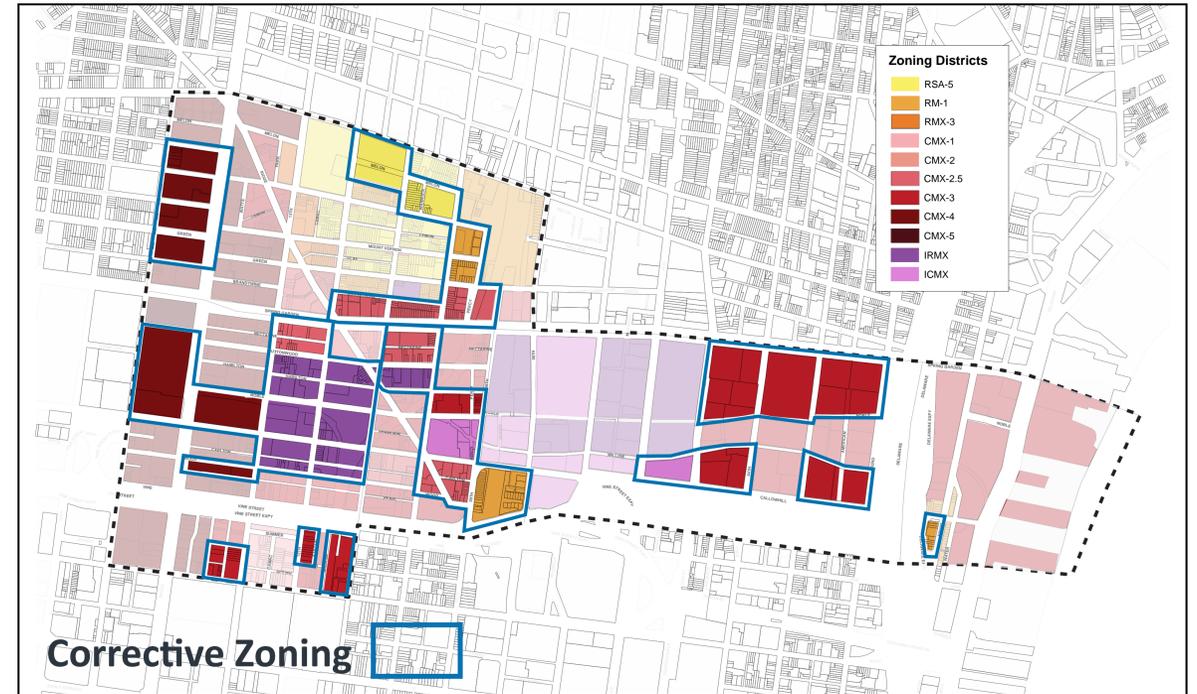
# Land Use and Future Zoning

Zoning is the primary tool for regulating land use. Much of the zoning in the Study Area is inconsistent with current and desired future land uses, which can discourage investment in the community. The plan is making zoning recommendations for the entire study area to encourage development of the land uses shown in the future vision.

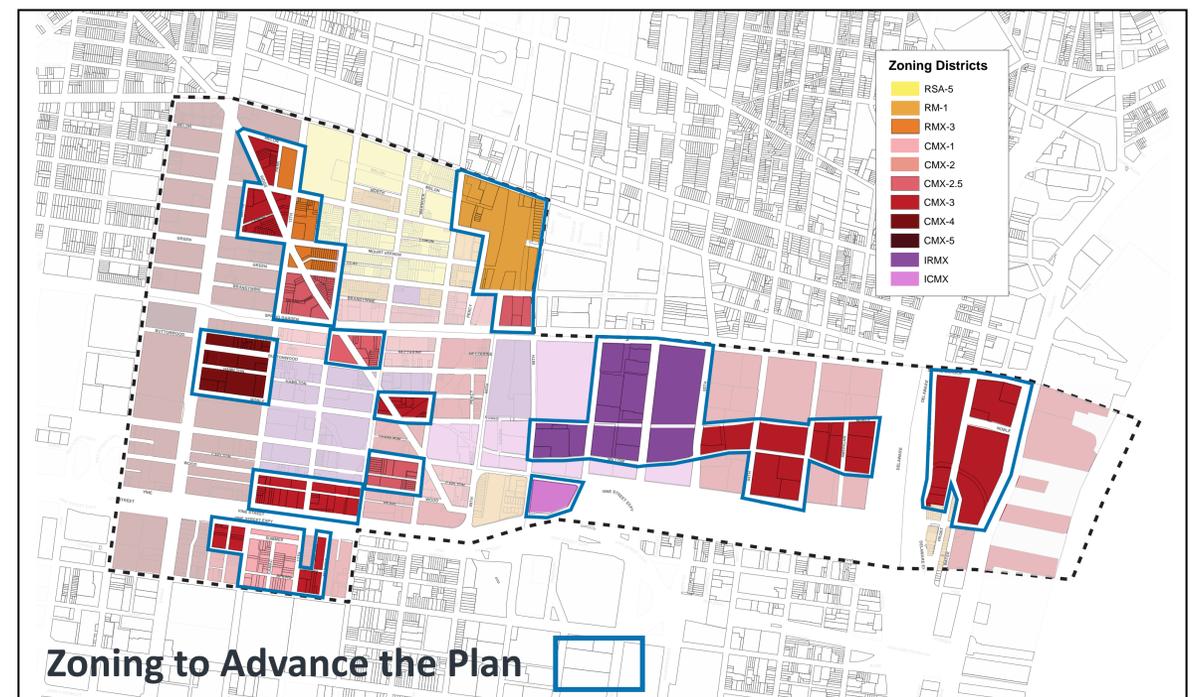
Some areas will keep their existing zoning, including much of Broad Street, the single-family neighborhoods in Poplar, and the Waterfront:



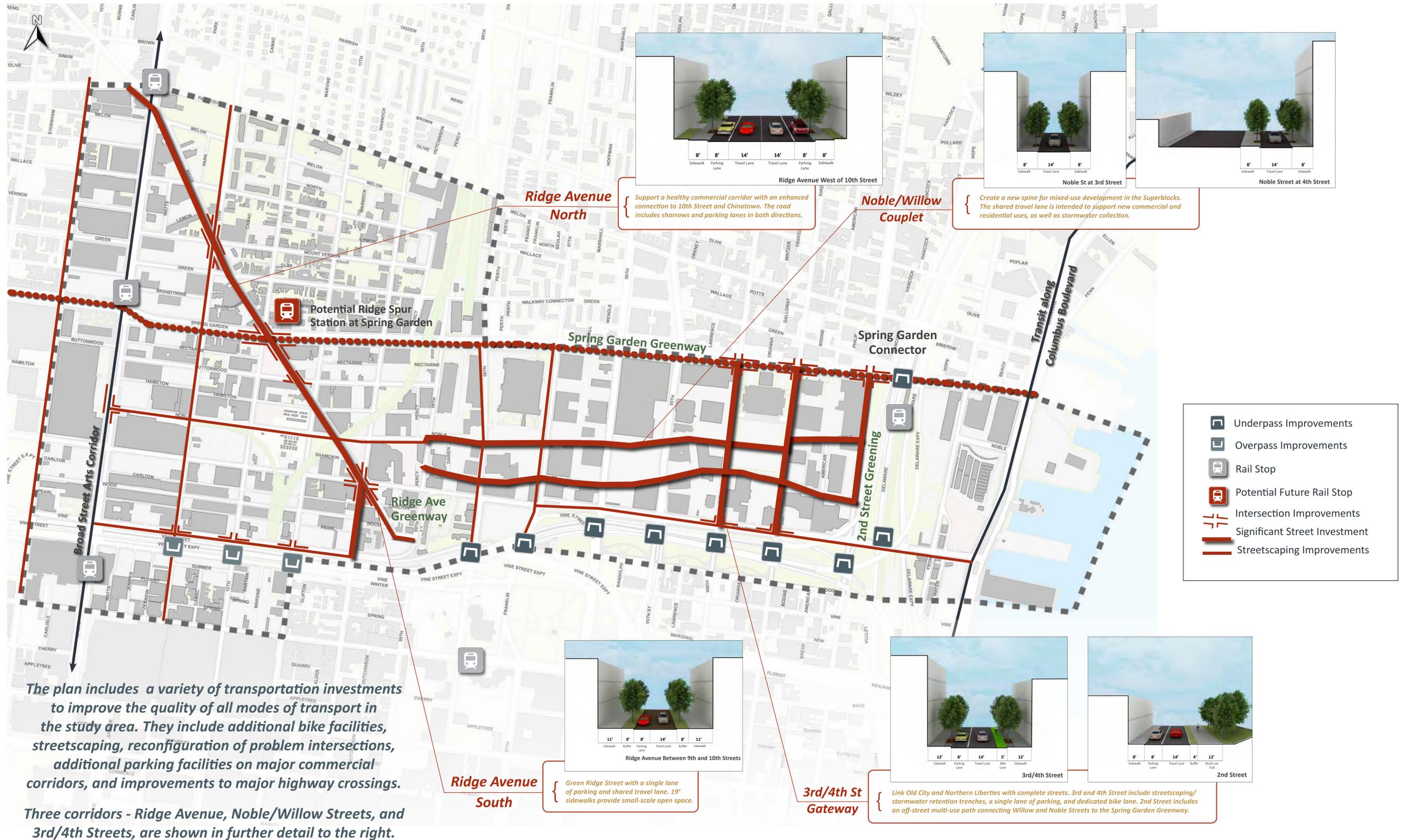
Corrective zoning is proposed to match zoning to existing and desired future land uses for areas that include the Callowhill Neighborhood, some sections of Broad Street, and along 3rd and 4th Streets:



Zoning changes are proposed for large areas of the Superblocks, Ridge Avenue, and a portion of the Waterfront to support new development anticipated in the future vision:



# Transportation Improvements



The plan includes a variety of transportation investments to improve the quality of all modes of transport in the study area. They include additional bike facilities, streetscaping, reconfiguration of problem intersections, additional parking facilities on major commercial corridors, and improvements to major highway crossings.

Three corridors - Ridge Avenue, Noble/Willow Streets, and 3rd/4th Streets, are shown in further detail to the right.

# Transportation Benefits



Proposed Bike Lanes and Sharrows



Streetscaping and Intersection Improvements

## 100% Increase in parking spaces along Ridge Avenue north of Spring Garden Street

To further support commercial development along Ridge, the street will be reconfigured to accommodate parking on both sides of the street. The plan doubles the number of spaces, while still providing room for pedestrian improvements at major intersections.



## 1,650 New Street Trees

New street trees, once mature, have the potential to bring an additional 7.5 acres of shade to sidewalks in the area. This coverage could have significant impacts on urban heat islands, CO2 emissions, and energy usage of adjacent buildings.



## Double the number of bike lanes

Bicycle improvements include 3 additional miles of dedicated bike lanes, and 2.5 additional miles of sharrows along key streets.

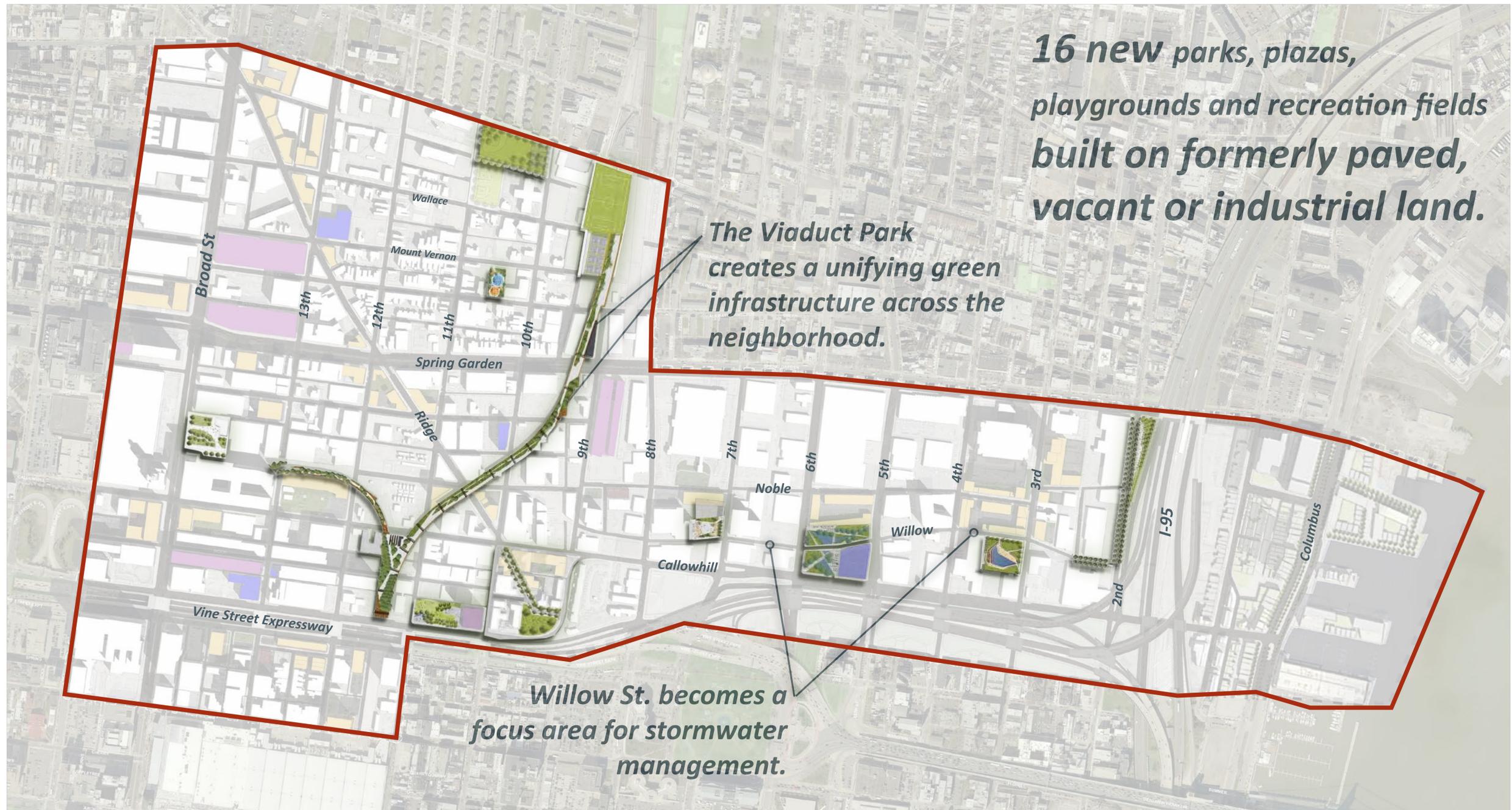


## Pedestrian improvements at 13 Intersections, 3 overpasses, and 9 underpasses

The plan proposes bump-outs and other pedestrian improvements at 13 key intersections, five of which are located along roadways adjacent to the Vine Street Expressway. These would also be tied into improvements to 12 underpasses and overpasses.

# Vision for Open Space and Public Realm

*90% of residences and businesses in the Study Area are within 1/4 mile of a new open space.*



*16 new parks, plazas, playgrounds and recreation fields built on formerly paved, vacant or industrial land.*

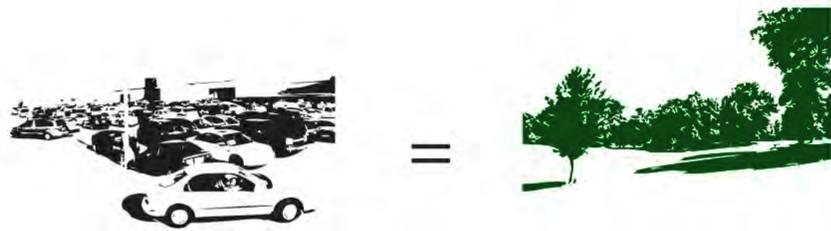
*The Viaduct Park creates a unifying green infrastructure across the neighborhood.*

*Willow St. becomes a focus area for stormwater management.*

## Summary of Proposed Improvements

# Open Space and Public Realm - Benefits

## 21 Acres of New Open Space



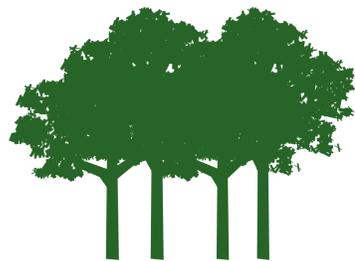
950,000 S.F. of Vacant or Paved Space

11 New Green Spaces



Existing Uses of Proposed Green Spaces

Most of the land proposed as part of the open space plan is currently vacant or being used as parking. The 21 acres of new open space includes the 6 acre development of the Reading Viaduct Park.



1,650 Trees

= **12 Tons of CO<sub>2</sub>**  
Taken up per year

Each mature tree has the potential to absorb 15 pounds of CO<sub>2</sub> annually.

## Superblocks Stormwater Captured



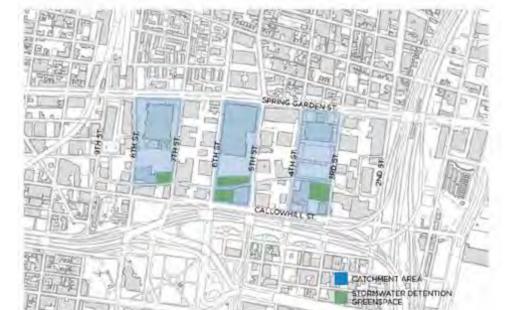
1 inch of rainfall

over 1 Million square feet of impervious surface

=

over **620,000 Gallons** of stormwater  
**Retained** in 3 new parks along Willow Street

Three stormwater collection parks along Willow Street will provide the opportunity to collect stormwater from the impervious surfaces throughout the Superblocks area.

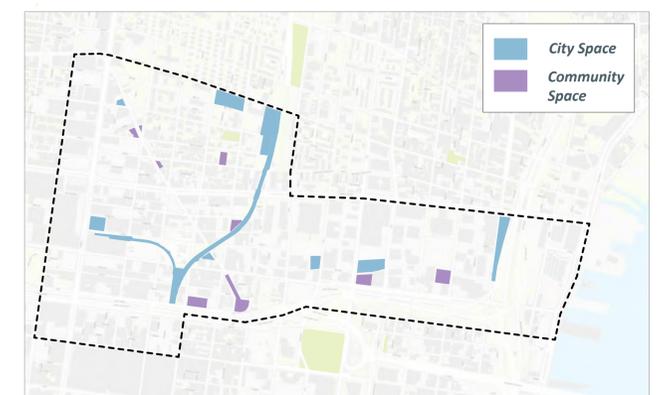


## Diversity of Uses and Visitors



Active vs. Passive Uses

Park spaces are intended to be split between active and passive uses.



Local and City-Serving Parks

Open spaces are also intended to serve a mix of user groups, from local neighbors to international visitors.

# Major New Open Spaces

## Key map



### 1. Broad and Hamilton Streets



Plan View



Section View

The parking lot at the entrance to the Viaduct's SEPTA spur would be converted to a new plaza space on one of Philadelphia's most visible streets.

### 2. Chinatown Park



Plan View



View of new park in front of the Chinatown Community Center

Chinatown Park creates a neighborhood space for Chinatown North, which currently has no dedicated public space of its own. It would be located immediately adjacent to the proposed Chinatown Community Center, enhancing the gateway to Chinatown North.

### 5. Willow Street Gateway



Plan View



View of new park at Willow and 6th Streets looking east

Two new stormwater parks on Willow Street at 6th street will provide a gateway to new development along the Noble/Willow couplet, as well as stormwater collection for the entire block between Callowhill and Spring Garden Streets.

### 4. Viaduct Park Fields



Plan View



View of Elevated Soccer Field

A series of athletic fields are proposed along the end of the Reading Viaduct at Fairmount Avenue to serve the neighborhood and surrounding communities.

### 3. Reading Viaduct Near Ridge Ave.



Plan View



View from top Reading of Viaduct Near Ridge Ave

The Reading Viaduct will provide both active and passive open space, linking the Chinatown North, Callowhill, and Poplar neighborhoods. The linear park will be framed by renovation and new development.

# Ridge and Spring Garden Focus Area



## A Mixed-Use Gateway

*New mixed-use development at Ridge Avenue and Spring Garden Street will create a commercial gateway to the Poplar and Callowhill neighborhoods. Ridge Avenue will have parking on both sides of the street to support the commercial development and the travel lanes will have bike sharrows in both directions.*



Residential with Retail  
Facing Spring Garden  
Zoned CMX-2.5  
4 floors - 48' Tall  
1,200 SF Retail/Office  
22,000 SF Residential  
18 Dwelling Units  
6 Parking Spaces

Residential with Retail  
Facing Spring Garden  
Zoned CMX-2.5  
4 floors - 48' Tall  
1,500 SF Retail/Office  
29,000 SF Residential  
24 Dwelling Units  
7 On-site Parking Spaces



Residential with Retail  
Facing Spring Garden and Ridge  
Zoned CMX 2.5  
3.5 floors - 48' Tall  
3,500 SF Retail/Office  
65,000 SF Residential  
55 Dwelling Units  
16 On-site Parking Spaces  
4,000 SF Open Space

Residential with Retail  
Facing Ridge Avenue  
Zoned CMX 2.5  
4 floors - 48' Tall  
2,000 SF Retail/Office  
40,000 SF Residential  
33 Dwelling Units  
10 On-site Parking Spaces

# Ridge and 10th Street Focus Area



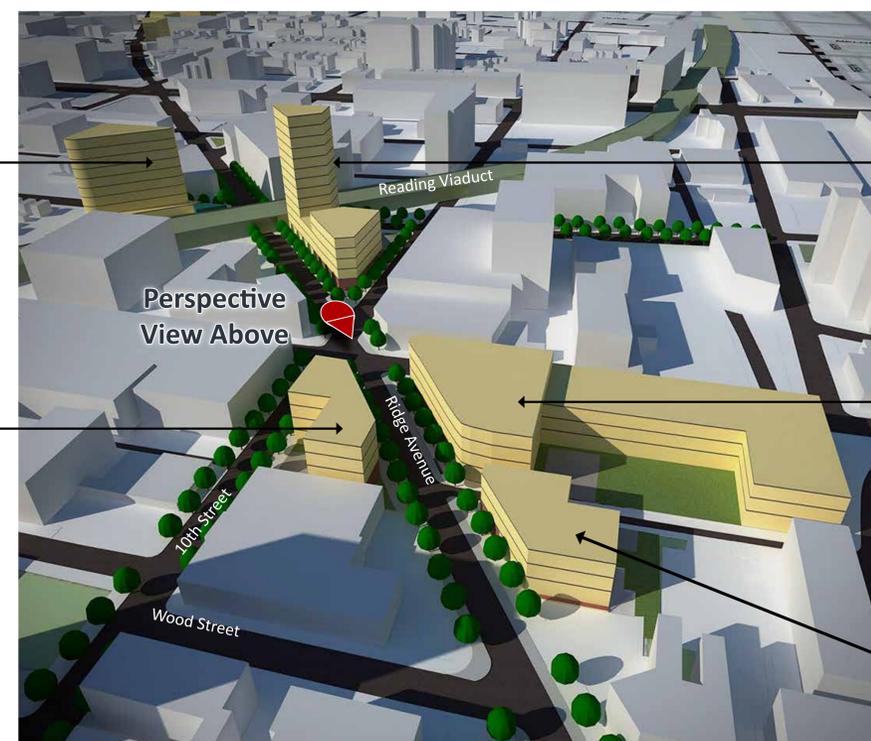
## A New Vibrant Intersection

*A reorganized Ridge Avenue provides a safer path for pedestrians, bicyclists, and car traffic. East of 10th Street, Ridge Avenue would go on a road diet, becoming one-way northbound, gaining generous landscaped strips and wider sidewalks. The single travel lane is shared by bicycles and autos. Ridge maintains two-way traffic west of 10th Street.*



**Residential with Retail**  
Facing Noble Street  
Zoned CMX-3  
10 floors - 120' Tall  
850 SF Retail/Office  
52,000 SF Residential  
43 Dwelling Units  
13 Parking Spaces

**Residential with Retail**  
Facing Ridge Avenue  
Zoned CMX-2.5  
4 floors - 48' Tall  
9,00 SF Retail/Office  
17,000 SF Residential  
14 Dwelling Units  
4 On-site Parking Spaces



**Residential with Retail**  
Facing Ridge Avenue  
Zoned CMX-3  
3-5 Floors, with 13 story Tower  
- 150' Tall  
1,000 SF Retail/Office  
58,000 SF Residential  
48 Dwelling Units  
14 On-site Parking Spaces

**Residential with Retail**  
Facing Ridge Avenue  
Zoned CMX-2.5  
4 floors - 48' Tall  
4,000 SF Retail/Office  
83,000 SF Residential  
70 Dwelling Units  
21 On-site Parking Spaces

**Residential with Retail**  
Facing Ridge Avenue  
Zoned CMX-2.5  
4 floors - 48' Tall  
900 SF Retail/Office  
17,000 SF Residential  
14 Dwelling Units  
4 On-site Parking Spaces

# South of Vine Focus Area



## New Infill Along Vine Street

Carefully scaled development along Vine and Summer Streets fills in a underutilized part of the Study Area and provides an active street wall fronting Vine Street. The addition of green space on 13th Street and new development along 12th Street help bridge the neighborhood over the Vine Street Expressway.

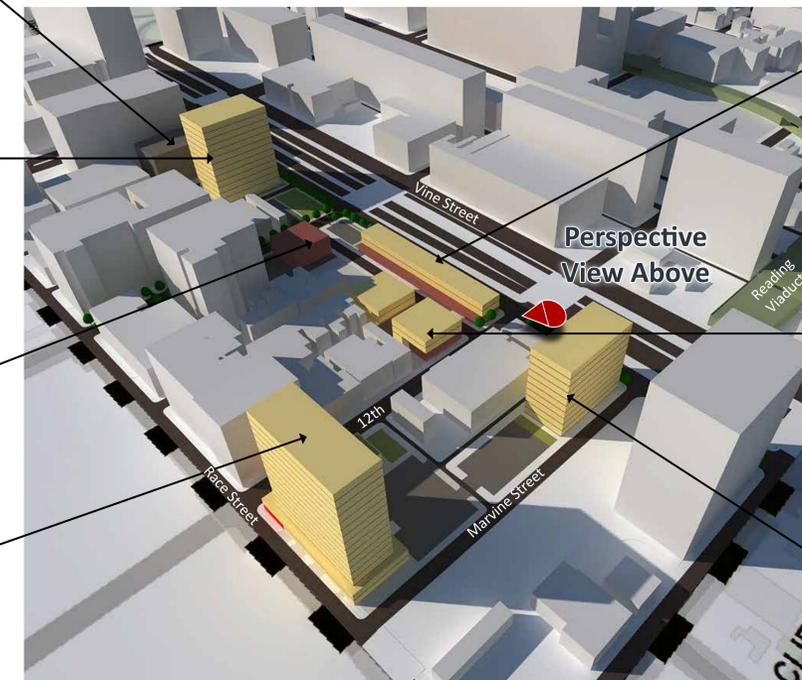


Parking Structure with Retail Facing Vine Street  
Zoned CMX-4  
6 floors - 72' Tall  
2,500 SF Retail/Office  
200 Parking Spaces

Residential with Retail Facing Vine Street  
Zoned CMX-3  
13 floors - 156' Tall  
2,500 SF Retail/Office  
121,000 SF Residential  
100 Dwelling Units  
36 Parking Spaces  
5,500 SF of Open Space

Office  
Zoned CMX 2  
3 floors - 36' Tall  
16,000 SF Retail/Office  
14 On-site Parking Spaces

Residential with Retail Facing Race Street  
Zoned CMX-3  
16 floors - 190' Tall  
2,500 SF Retail/Office  
147,000 SF Residential  
124 Dwelling Units  
36 On-site Parking Spaces



Residential with Retail Facing Vine Street  
Zoned CMX-2  
3 floors - 36' Tall  
10,000 SF Retail/Office  
22,000 SF Residential  
26 Dwelling Units  
8 On-site Parking Spaces

Residential with Retail Facing 12th Street  
Zoned CMX 2  
3 floors - 36' Tall  
1,200 SF Retail/Office  
19,000 SF Residential  
18 Dwelling Units  
6 On-site Parking Spaces

Residential with Retail Facing Vine Street  
Zoned CMX-3  
10 floors - 120' Tall  
1,500 SF Retail/Office  
87,000 SF Residential  
72 Dwelling Units  
22 On-site Parking Spaces

# 3rd and 4th Street Focus Area



## A Defining Open Space and Public Realm

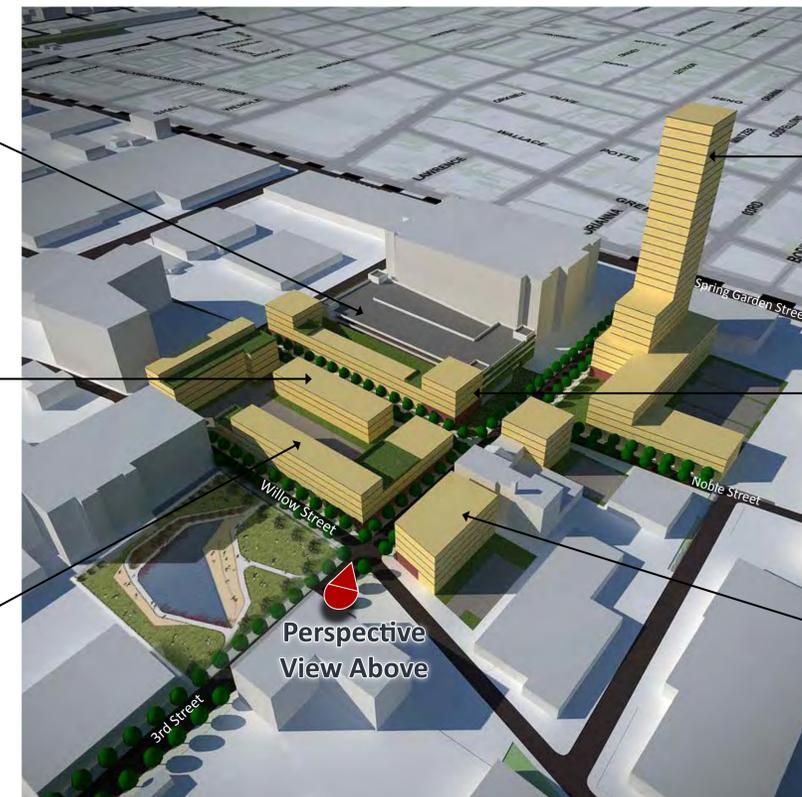
*The surface parking lot for the Social Security Administration located at 3rd and Spring Garden Streets would be replaced with structured parking to create space for new mixed-use development. Active retail and denser development would be clustered along 3rd and 4th Streets, while the smaller Willow and the reinstated Noble Streets would have smaller-scale residential development. A new open space would provide stormwater management while creating a much needed park space for the neighborhood.*



**Structured Parking Garage**  
Zoned CMX-3  
3.5 floors - 40' Tall  
375 Parking Spaces

**Residential with Retail Facing 3rd and 4th Streets**  
Zoned CMX-3  
5 floors - 60' Tall  
1,000 SF Retail/Office  
60,000 SF Residential  
49 Dwelling Units  
15 Parking Spaces accommodated in adjacent structure

**Residential with Retail Facing 3rd and 4th Streets**  
Zoned IRMX  
5 floors - 60' Tall  
4,000 SF Retail/Office  
96,000 SF Residential  
79 Dwelling Units  
44 On-site Parking Spaces



**Residential with Retail Facing 3rd Street**  
Zoned CMX-3  
30 floors - 350' Tall  
4,500 SF Retail/Office  
255,000 SF Residential  
213 Dwelling Units  
64 On-site Parking Spaces

**Residential with Retail Facing 3rd Street**  
Zoned IRMX  
5 floors - 60' Tall  
600 SF Retail/Office  
15,000 SF Residential  
13 Dwelling Units  
7 On-site Parking Spaces

**Residential with Retail Facing 3rd Street**  
Zoned IRMX  
5 floors - 60' Tall  
1,000 SF Retail/Office  
24,000 SF Residential  
20 Dwelling Units  
11 On-site Parking Spaces

# 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](http://www.phila2035.org)

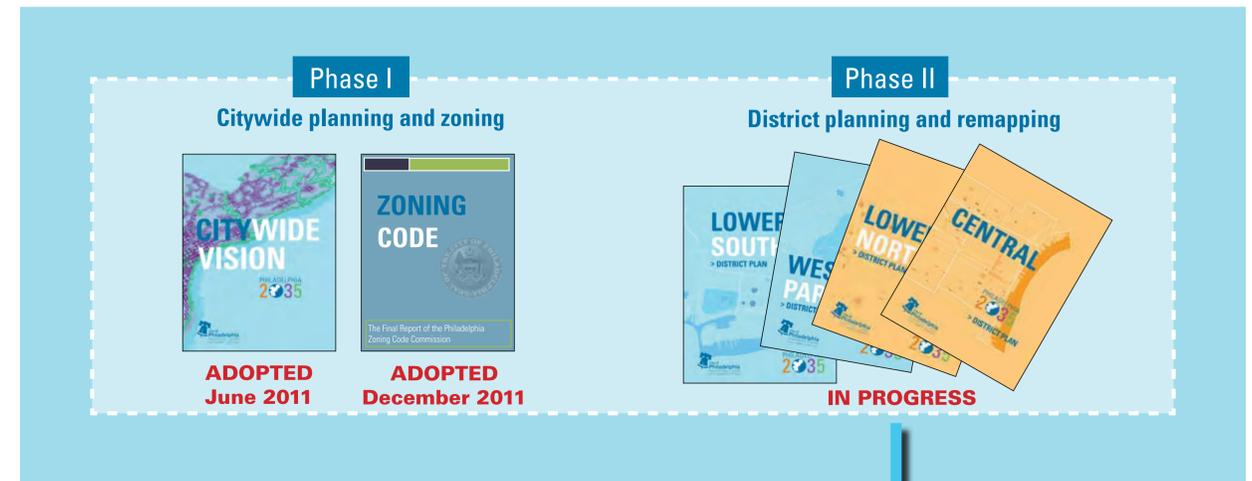
**Facebook:** [www.facebook.com/phila2035](http://www.facebook.com/phila2035)

**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](http://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.

