NOW

Philadelphia2035 Update

ISSUED BY THE PHILADELPHIA CITY PLANNING COMMISSION

2013 CALENDAR

THE FUTURE IS

2011 2012 **2013** 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033 2034 → 2035

PHILADELPHIA 2035

SOURCES

January–Philadelphia2035
Philadelphia City Planning Commission

February–Neighborhoods
Philadelphia Department of Commerce; Philadelphia Department of Public Health

March–Economic Development
Office of the Deputy Mayor for Economic Development; Philadelphia Department of Commerce; Philadelphia Industrial Development Corporation; Philadelphia International Airport; Greater Philadelphia Tourism and Marketing Corporation

April–Land Management
Philadelphia Redevelopment Authority; Licenses and Inspections; Mayor's Task Force on Facilities

May–Zoning Code Implementation
Philadelphia City Planning Commission

June–Transportation
Mayor's Office of Transportation and Utilities; Philadelphia International Airport; PennDOT; SEPTA

July–Utilities
Mayor's Office of Sustainability; EEB Hub; SEPTA

August–Citizens Planning Institute
Citizens Planning Institute

September–Open Space
Philadelphia Parks and Recreation; Delaware River Waterfront Corporation; Schuylkill River Development Corporation; Delaware River City Corporation

October–Environmental Resources
Mayor's Office of Sustainability; Philadelphia Water Department; Philadelphia Parks and Recreation; Delaware Valley Regional Planning Commission

November–Historic Preservation
Philadelphia Live Arts Festival and Philly Fringe; Wikipedia; Center City District

December–Public Realm
University City District; Logan Community Development Corporation; Mayor's Office of Transportation and Utilities

ACKNOWLEDGEMENTS

City of Philadelphia
Honorable Michael A. Nutter, Mayor
Alan Greenberger, FAIA, Deputy Mayor for Economic Development

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Design: Maskar Design

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phila.gov/cityplanning
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citizensplanninginstitute.org

phila2035
@phila2035

PHILADELPHIA 2035

PCPC

City of Philadelphia
MAYOR MICHAEL A. NUTTER
LIFE • LIBERTY • AND YOU™

jan 2013

TUE 01
WED 02
THUR 03 Design Advocacy Group, 8am, Center for Architecture
FRI 04
SAT 05
SUN 06
MON 07
TUE 08 PCPC Civic Design Review, 1pm, 1515 Arch Street, 18th floor
WED 09
THUR 10 **Philadelphia2035 Annual Update, 5:30pm, Center for Architecture**
FRI 11
SAT 12
SUN 13
MON 14
TUE 15 PCPC, 1pm, 1515 Arch Street, 18th floor
WED 16
THUR 17
FRI 18
SAT 19
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MON 21
TUE 22 Entries due: Infill Philadelphia Soak It Up! Design Competition
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THUR 31

The future begins with **Philadelphia2035**

Prepared by the Philadelphia City Planning Commission (PCPC) staff, and adopted and maintained by the PCPC according to Philadelphia's 1952 Home Rule Charter, **Philadelphia2035** is the comprehensive blueprint enabling our 21st-century city to...

THRIVE with new growth and opportunity,

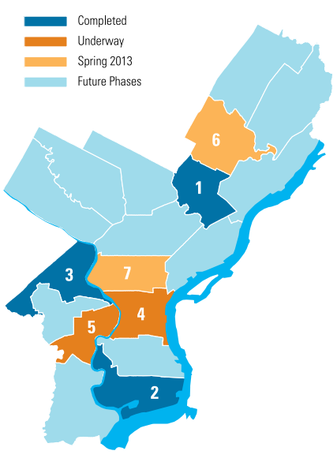
CONNECT to the region and the world, and

RENEW its valued resources for future generations.

PHILADELPHIA 2035

is a two-phase, multiyear comprehensive effort. It began with the ***Citywide Vision***—a **broad yet detailed, long-range aspirational view of the future**—and will continue through 18 strategic, geographically based **district plans** over the next several years. The *Citywide Vision* was adopted by the PCPC in June 2011.

18 DISTRICTS



Philadelphia2035 is built on three forward-looking themes of **THRIVE**, **CONNECT**, and **RENEW**. The ***Citywide Vision*** established an organizing framework of nine planning elements within the three themes:

THRIVE
- Neighborhoods
- Economic Development
- Land Management

CONNECT
- Transportation
- Utilities

RENEW
- Open Space
- Historic Preservation
- Environmental Resources
- Public Realm

The nine elements set forth broad goals and define 25 specific topics, each of which is further articulated by a specific goal, achievable through dozens of objectives and hundreds of strategies.

The same framework is carried through the **district plans**, but their shorter-term, geographic focus allows for a more strategic approach.

DISTRICT PLANS
- Ten-year recommendations
- Focus areas
- Specific land use and zoning recommendations

Three of the district plans have been adopted:
1. Lower Northeast
2. Lower South
3. West Park

Two are in progress at the end of 2012 and will be adopted in 2013:
4. Central
5. University/Southwest

At least two more will begin in 2013:
6. Central Northeast
7. Lower North

Please turn to the last page for a listing of all the goals and objectives from the *Citywide Vision*.

We are proud of the collective effort across City government—and beyond—focused on making the ***Citywide Vision*** and **district plans**' recommendations a reality. You'll see the progress in this *first annual report*. It follows the framework of three themes and nine elements, but also includes progress on two related and closely integrated activities: **zoning code reform** and the **Citizens Planning Institute**.

All information since June 2011 unless otherwise noted

feb 2013

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THUR 28	

Neighborhoods

Improve neighborhood livability

5 Characteristics of a strong neighborhood center:

Connected to regional resources via **transit**

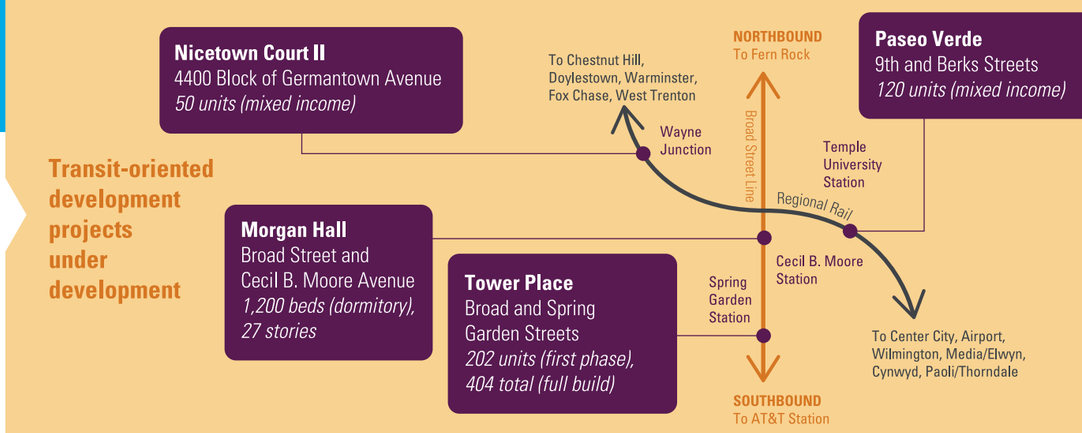
Transit-oriented development projects under development

Nicetown Court II
4400 Block of Germantown Avenue
50 units (mixed income)

Morgan Hall
Broad Street and Cecil B. Moore Avenue
1,200 beds (dormitory), 27 stories

Tower Place
Broad and Spring Garden Streets
202 units (first phase), 404 total (full build)

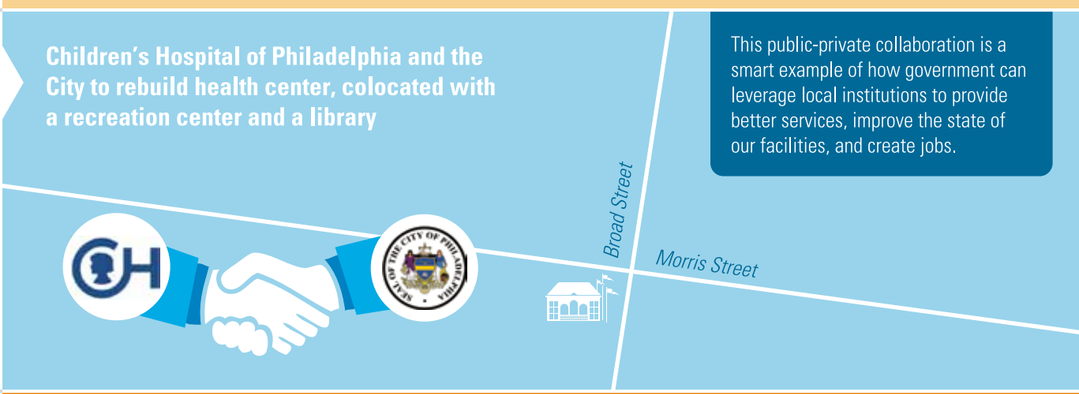
Paseo Verde
9th and Berks Streets
120 units (mixed income)



Well-maintained and well-located **community facilities**

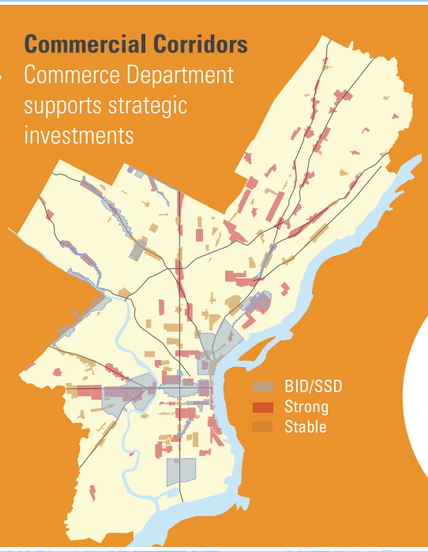
Children's Hospital of Philadelphia and the City to rebuild health center, colocated with a recreation center and a library

This public-private collaboration is a smart example of how government can leverage local institutions to provide better services, improve the state of our facilities, and create jobs.



Strong **commercial corridors**

Commercial Corridors
Commerce Department supports strategic investments



Storefront Improvement Program
$1 million awarded to 134 businesses for façade improvements

Chinatown Commercial Corridor Streetscape Improvement Program
$2.98 million construction funding

East Girard Avenue Commercial Corridor Streetscape Improvement Program
$2.73 million
(in partnership with PennDOT)

Housing options for all incomes and ages

Housing Options
New choices for a changing population

13th & Spruce Streets

Washington Square West City-owned land conveyed to developer to build city's first affordable, LGBT-friendly, senior housing complex (56 units). *Delivery: 2013.*

Graduate Hospital
City-owned land conveyed to developers to build multifamily mixed-use project aiming for LEED ND status. *Delivery: 2014.*

17th & Carpenter Streets

Passyunk Square City-owned land conveyed to community development corporation to construct 64-unit senior housing complex at 9th and Ellsworth Streets. *Delivery: 2013.*

9th & Ellsworth Streets

Convenient access to **healthy foods**

Healthy Food Access

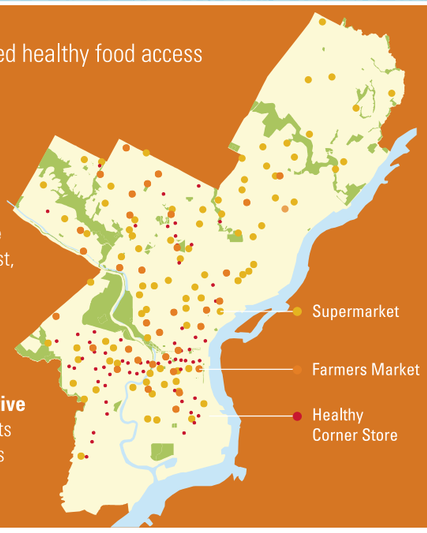
Between 2010 and 2012, Philadelphia increased healthy food access for more than 100,000 Philadelphians.

Philly Food Bucks program increased SNAP redemption at farmers' markets by 335% between 2010 and 2012.

Philly's Healthy Corner Store Initiative is the country's largest, with 630 participants.

The new zoning code permits **urban agriculture** in most zoning districts, and provides incentives for fresh food markets in new commercial developments.

The Get Healthy Philly Initiative opened ten new farmers' markets in low-income, low-access areas since 2000.



All information since June 2011 unless otherwise noted

mar 2013

- FRI 01
- SAT 02
- SUN 03
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- THUR 07 — Infill Philadelphia Soak It Up! Competition Winners Announced
- FRI 08
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- SAT 16
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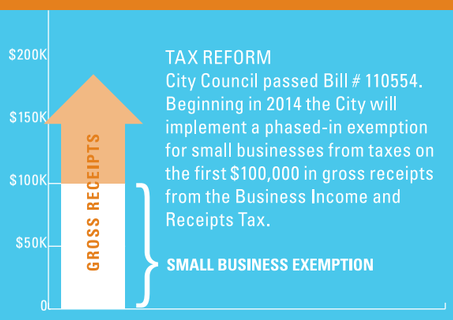
- WED 27
- THUR 28 — Phila International Festival of the Arts: March 28–April 27
- FRI 29
- SAT 30
- SUN 31

Economic Development

Make Philadelphia more competitive in the metropolitan region



TAX REFORM
City Council passed Bill # 110554. Beginning in 2014 the City will implement a phased-in exemption for small businesses from taxes on the first $100,000 in gross receipts from the Business Income and Receipts Tax.

SMALL BUSINESS EXEMPTION

StartUp PHL

A new fund to support entrepreneurs & innovators

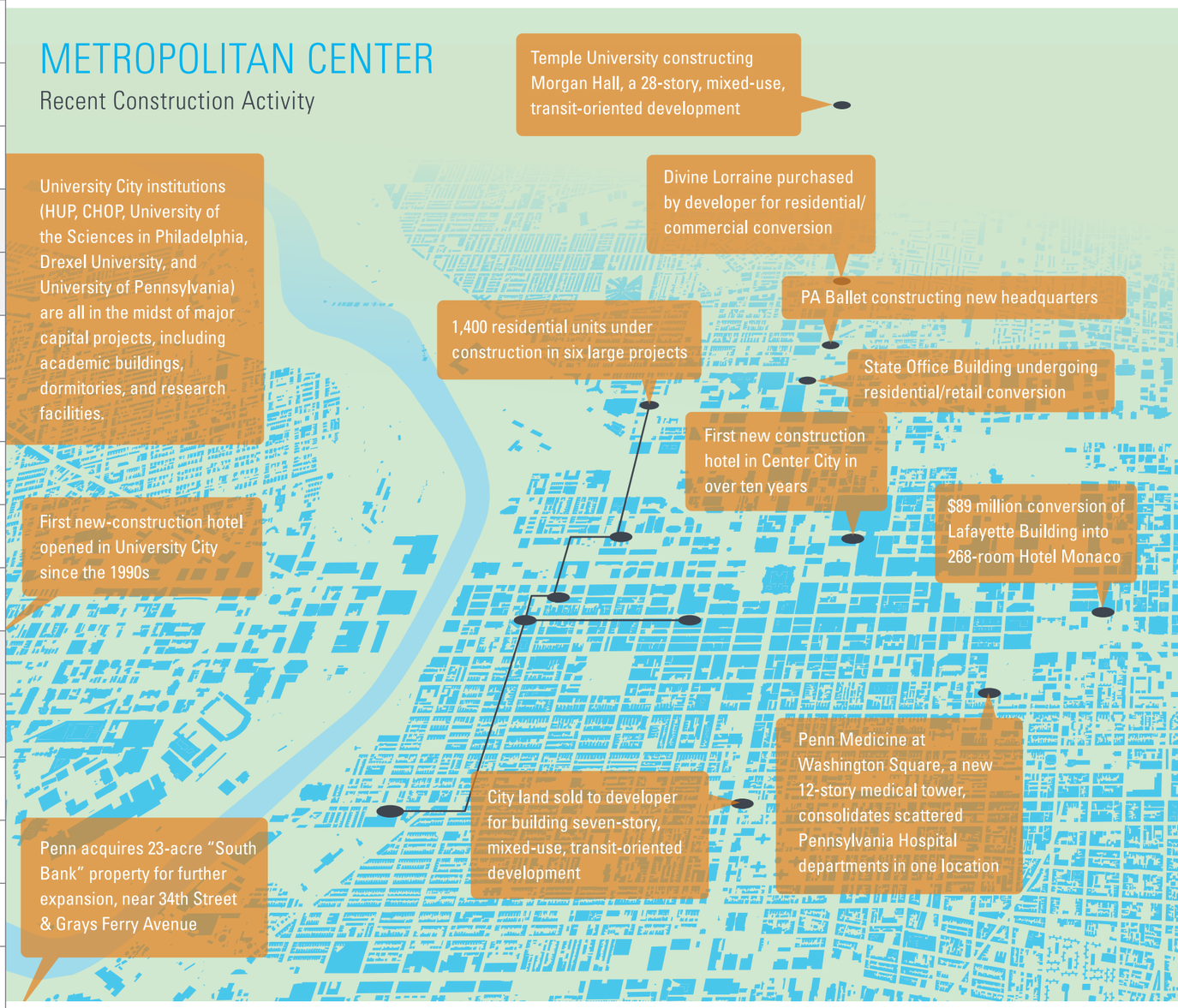
Seeded with $3 million in PIDC grant dollars to be matched, invested, and managed by a professional, early-stage investment fund manager

More than 30 major construction projects underway in 2012

$2.6 BILLION+ in Investment Dollars = **4.3 MILLION+** Square Ft. of New Development

METROPOLITAN CENTER

Recent Construction Activity



PHILADELPHIA INTERNATIONAL AIRPORT (PHL)

Global Program Partners managing $6.4 billion PHL capacity enhancement

THE NAVY YARD

- Update of 2004 Master Plan
- Multiple office buildings under construction
- First hotel under construction
- Will exceed 10,000 employees in 2013

SPORTS COMPLEX

Xfinity Live! Phase I opens

METROPOLITAN SUBCENTER

PHL | The Navy Yard | Sports Complex

CULTURAL ECONOMY

Greater Philadelphia region supports **44,000 jobs** in arts and culture (more than any other region except New York).

The arts generate **$170 million** in tax revenue annually.

Arts and cultural organizations create **$3.3 billion** in direct and indirect expenditures annually.

BARNES

Benjamin Franklin Parkway location opened May 2012

All information since June 2011 unless otherwise noted

apr 2013

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Land Management

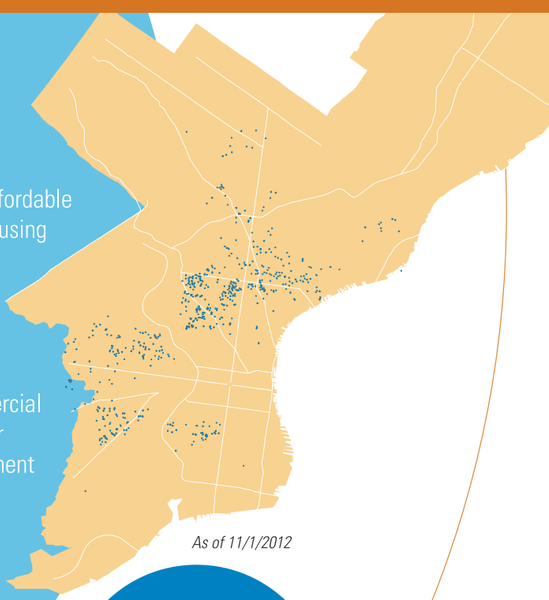
Capitalize on land assets

VACANT LAND AND STRUCTURES

Land sales of City-owned vacant land require plans for development that are consistent with Philadelphia2035 goals.

discounted pricing available for:

- Affordable housing
- Commercial corridor investment
- Neighborhood economic development
- Community-serving facilities *such as libraries, health centers, and computing centers*
- Greening of school yards or recreation centers for stormwater management



As of 11/1/2012

8,661 vacant City-owned lots

1,909 total expressions of interest (EOI) to buy City-owned properties

875 vacant City-owned structures

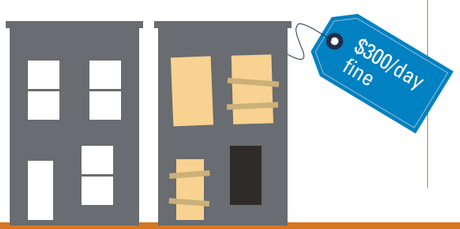
Philly Land Works

An interactive web-based map designed by the Philadelphia Redevelopment Authority (PRA) to aggregate all City-owned vacant land into one database for marketing, recording inquiries, and tracking of the entire disposition process for the PRA, the Department of Public Property, and the Philadelphia Housing Development Corporation.

http://secure.phila.gov/paplpublicweb

Doors and Windows Ordinance

Enforced by the Licenses & Inspections Vacant Strategy Unit; requires that all vacant structures on blocks that are at least 80% occupied have actual windows and doors. Boarded up plywood or broken openings are not permitted.



As of 11/1/2012, L&I has:

Collected $404,000 in license fees and permit revenue

and $1.3M in court-assessed fines

Inspected 8,100 properties

54% positive response to warnings/citations,17% of which rehab the entire structure

MUNICIPAL SUPPORT FACILITIES

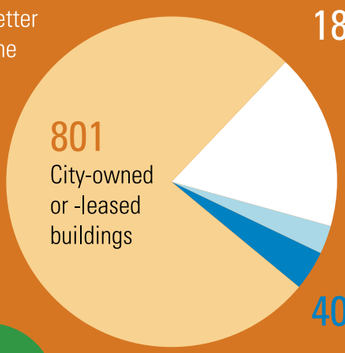
Mayor's Task Force on City-Owned Facilities

Charged with making recommendations on the future use and/or disposition of City-owned buildings, strategies to improve the cost of leasing buildings by the City, and improving the maintenance and operation of City facilities.

Full set of recommendations due by August 2013.

A newly consolidated database allows better understanding of the City's holdings.

1,049 Actively used buildings and structures



801 City-owned or -leased buildings

180 structures: pools, pavilions, shelters, sheds, salt domes, etc.

28 locations used by agreements with other agencies

40 buildings leased for City operations

54 Free Libraries
205 Recreation Centers
68 Garages/ Maintenance
254 Sets of Playground Equipment
76 Pools
40 Office Buildings
60 Fire Stations
20 Police Stations

All information since June 2011 unless otherwise noted

may 2013

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SUN 12

MON 13 **ON THIS DATE** *1985: Groundbreaking for One Liberty Place*

TUE 14

WED 15

THUR 16

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SAT 18

SUN 19 **ON THIS DATE** *2012: Barnes opens on Benjamin Franklin Pkwy*

MON 20

TUE 21 PCPC, 1pm, 1515 Arch Street, 18th floor

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THUR 30

FRI 31

Zoning Code Implementation

A modern code for a 21st-century city

SUSTAINABLE FEATURES

Solar panels and wind turbines are **allowed** by right in residential districts; **urban agriculture is allowed** in most places.

SMARTER PARKING

Front-loaded parking prohibited in rowhouse districts; **lower requirements for multifamily**; able to **trade in parking spaces for bike parking** and car share.

MORE MIXED USE

Multiuse development is encouraged, bringing residents closer to jobs and **making neighborhoods more livable and walkable.**

CMX-2.5

New zoning district for neighborhood commercial corridors allows greater density and **requires pedestrian-friendly design.**

IRMX

New industrial-residential zoning permits artisanal manufacturing, live/work spaces, and other clean industries.

NEW ZONING CODE ADOPTED

DEC 2011 | JAN 2012 | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

200 PARTICIPANTS — ZONING CODE TRAINING 1

PRESIDENT'S AWARD from American Institute of Architects (AIA) Pennsylvania

COMMUNITY DEVELOPMENT CHAMPION AWARD from the Philadelphia Association of Community Development Corporations

162 PARTICIPANTS — COMMUNITY WORKSHOPS

Application period opens for **REGISTERED COMMUNITY ORGANIZATIONS**

185 ACCEPTED TO DATE

94 PARTICIPANTS — ZONING CODE TRAINING 2

August 22, 2012 NEW ZONING CODE TAKES EFFECT

Zoning Administrative Manual and Quick Reference Guide released

PLANNING EXCELLENCE AWARD for Best Practice from the American Planning Association, Pennsylvania Chapter

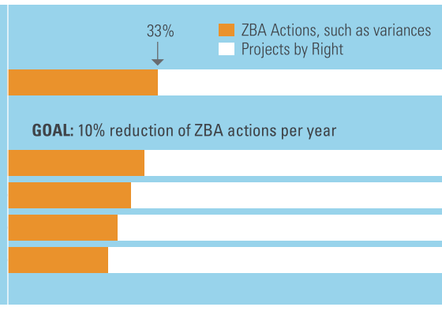
CIVIC DESIGN REVIEW COMMITTEE BEGINS MONTHLY MEETINGS

A SIMPLER, FRIENDLIER ZONING CODE

	OLD CODE	NEW CODE
Pages in code	642	402
Zoning districts	58	36
Overlay zoning districts	48	17
Supporting illustrations	0	76
Easy-to-interpret tables	0	38

REDUCING ZBA ACTIONS

One goal of the new zoning code is greater predictability: **more, appropriate projects built "by right" and fewer projects need action by the Zoning Board of Adjustment (ZBA)** to proceed.

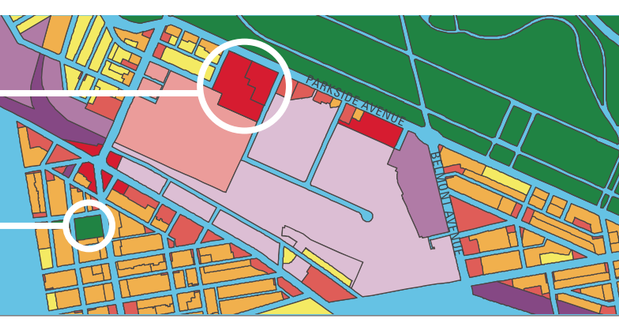


WEST PARK DISTRICT PLAN

FIRST TWO ZONING MAP REVISION BILLS

Philadelphia Business & Technology Center from I-1 to **CMX-3**
↓
MIXED-USE ZONING

Conestoga Recreation Center from I-2, RM-1, CMX-2 to **SP-PO-A**
↓
RECREATIONAL ZONING



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june 2013

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Transportation

Improve safety, efficiency, and convenience

PHL

Global Program Partners to manage $6.4 billion PHL Capacity Enhancement Program

Virgin America & Alaska Airlines begin service — LAX · SFO · SEA

US Airways adds nonstop service for new destinations — SAT · AUS

$36m RUNWAY REHABILITATION

$117m TERMINAL F EXPANSION

$341m TERMINALS D–E EXPANSION

Spirit Airlines begins service

2010 — 2011 — 2012 — 2013 — 2014 — 2015 — 2016 — 2017 — 2018 — 2019 — 2020

HIGHWAYS

I-95 RECONSTRUCTION

$32m CPR 1

$212m CPR 2

$9m GIR 0

$91m GIR 1

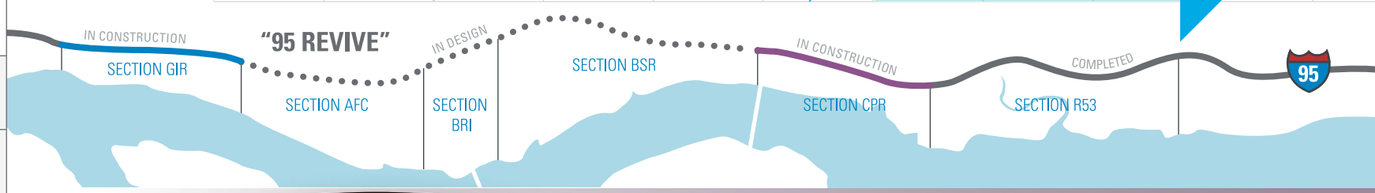
$55m GIR 2

$655m GIR 4 and 5

$300m GIR 3

SECTION CPR (Cottman-Princeton)

SECTION GIR (Girard)



COMPLETE STREETS

Complete streets are roadways designed to provide safe and comfortable travel and designated rights-of-way for all users.

Plans, Policies, & Maps

Drafted first Complete Streets Handbook

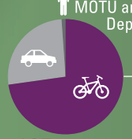
Adopted first citywide Pedestrian and Bicycle Plan

Published first city Bicycle Map update since 2008

Education & Enforcement

GIVE **RESPECT** GET RESPECT

A joint effort of MOTU and the Police Department



187 tickets
1,397 warnings

100 sidewalk decals in pedestrian/bike conflict areas

New Infrastructure

SINCE 2011

400 DIRECTIONAL SIGNS

5.6 miles of sharrows

11 miles of buffered bike lanes

9 bicycle corrals

2 new bike boxes

2 miles of pilot green lanes

CITYWIDE

WITHIN CENTER CITY AND UNIVERSITY CITY

BIKE SAFETY

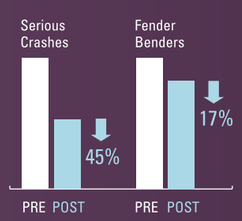
An increase in cyclists leads to improved road safety.

2002 2012

The number of Philadelphia cyclists has doubled in ten years.

Nationwide, Center City and South Philadelphia rank 15th and 16th respectively for neighborhoods with the highest share of bicycle commuters.

New buffered bike lanes, such as those on Spruce, Pine, 10th, and 13th Streets have reduced bike crashes.



TRANSIT

SEPTA named Best Transit System 2012 by American Public Transportation Association

40 hybrid buses purchased

$191,000,000

Stimulus dollars spent on 32 completed projects

Highest SEPTA ridership in 23 years

120 Silverliner V Regional Rail cars purchased, assembled in South Philadelphia, and in service

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july 2013

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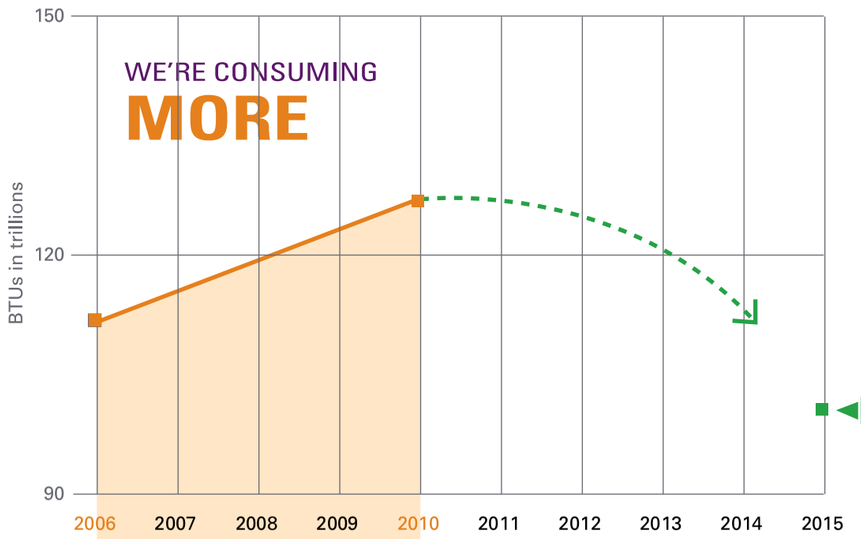
Utilities

Adapt utility services to changing technology and consumption patterns

BUILDING ENERGY CONSUMPTION

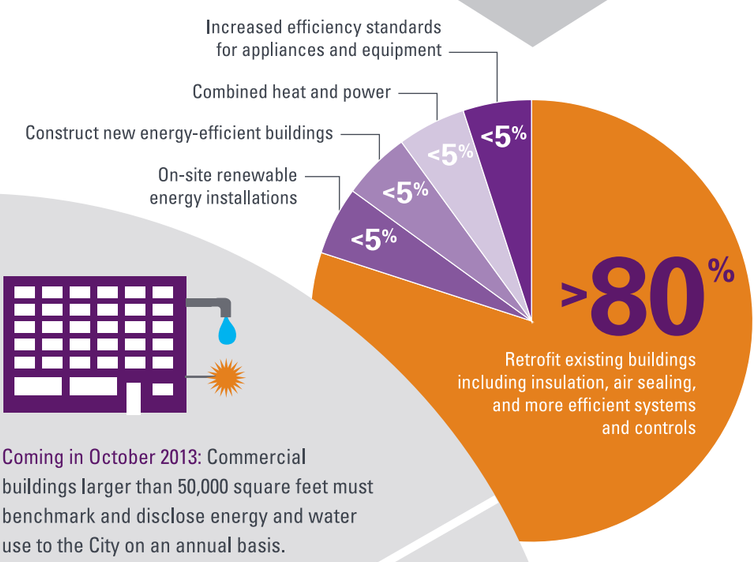


Between 2006 and 2010, annual citywide building energy use increased from 111.82 trillion to 126.79 trillion BTUs.

GREENWORKS PHILADELPHIA

How can Philadelphia reduce the gap and move toward the *Greenworks* 2015 target of 100.64 trillion BTUs?

START TO BEND THE TREND WITH THESE STRATEGIES:



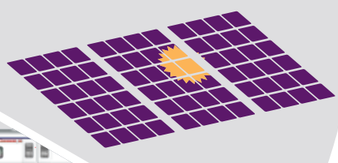
EEB HUB at the Navy Yard: Established in 2011, the Energy Efficient Buildings Hub seeks to reduce energy use in the commercial buildings sector by 20% by 2020 nationwide by designing, demonstrating, and deploying custom energy retrofits for buildings. The EEB Hub's first project: Retrofit of the Navy Yard's Building 661.

Coming in October 2013: Commercial buildings larger than 50,000 square feet must benchmark and disclose energy and water use to the City on an annual basis.

Through the **Guaranteed Energy Savings Act (GESA)**, Philadelphia is implementing energy conservation measures in four of its largest energy users: City Hall, the Municipal Services Building, One Parkway Building, and the Criminal Justice Center.

Site-specific, citywide, and regional efforts to reduce consumption & increase efficiency

The new zoning code permits small wind turbines and solar collectors in all zoning districts as a matter of right.



8,000

Approximate number of Philadelphia homes weatherized with the assistance of public funds since the launch of *Greenworks* in 2009.

SEPTA leads the way: A new wayside energy storage system captures energy caused by braking Market-Frankford line trains and redistributes it back into the energy grid. This helps SEPTA save energy and generate revenue simultaneously.

BROADBAND

KEYSPOTS

KEYSPOTS is an initiative of the Freedom Rings Partnership to open public computer centers and offer broadband access and computer literacy training to citizens.

- 76 active KEYSPOTS, with 800+ workstations across Philadelphia
- Provided 170,848 hours of training to 17,092 participants
- Served 266,866 clients through free computer access

CONNECT PHILLY

Connnect Philly is a free text message service of Technically Philly that allows users to find the closest Internet access point from an address (e.g., text 1515 Market Street to 215-240-7296).

All information since June 2011 unless otherwise noted

aug 2013

THUR 01	Design Advocacy Group, 8am, Center for Architecture
FRI 02	
SAT 03	
SUN 04	
MON 05	
TUE 06	PCPC Civic Design Review, 1pm, 1515 Arch Street, 18th floor
WED 07	
THUR 08	
FRI 09	
SAT 10	
SUN 11	
MON 12	
TUE 13	
WED 14	
THUR 15	
FRI 16	
SAT 17	
SUN 18	
MON 19	
TUE 20	PCPC, 1pm, 1515 Arch Street, 18th floor
WED 21	
THUR 22	**ON THIS DATE** *2012: New zoning code takes effect*
FRI 23	
SAT 24	
SUN 25	
MON 26	
TUE 27	
WED 28	
THUR 29	
FRI 30	
SAT 31	

Citizens Planning Institute

PHILADELPHIA citizens PLANNING INSTITUTE

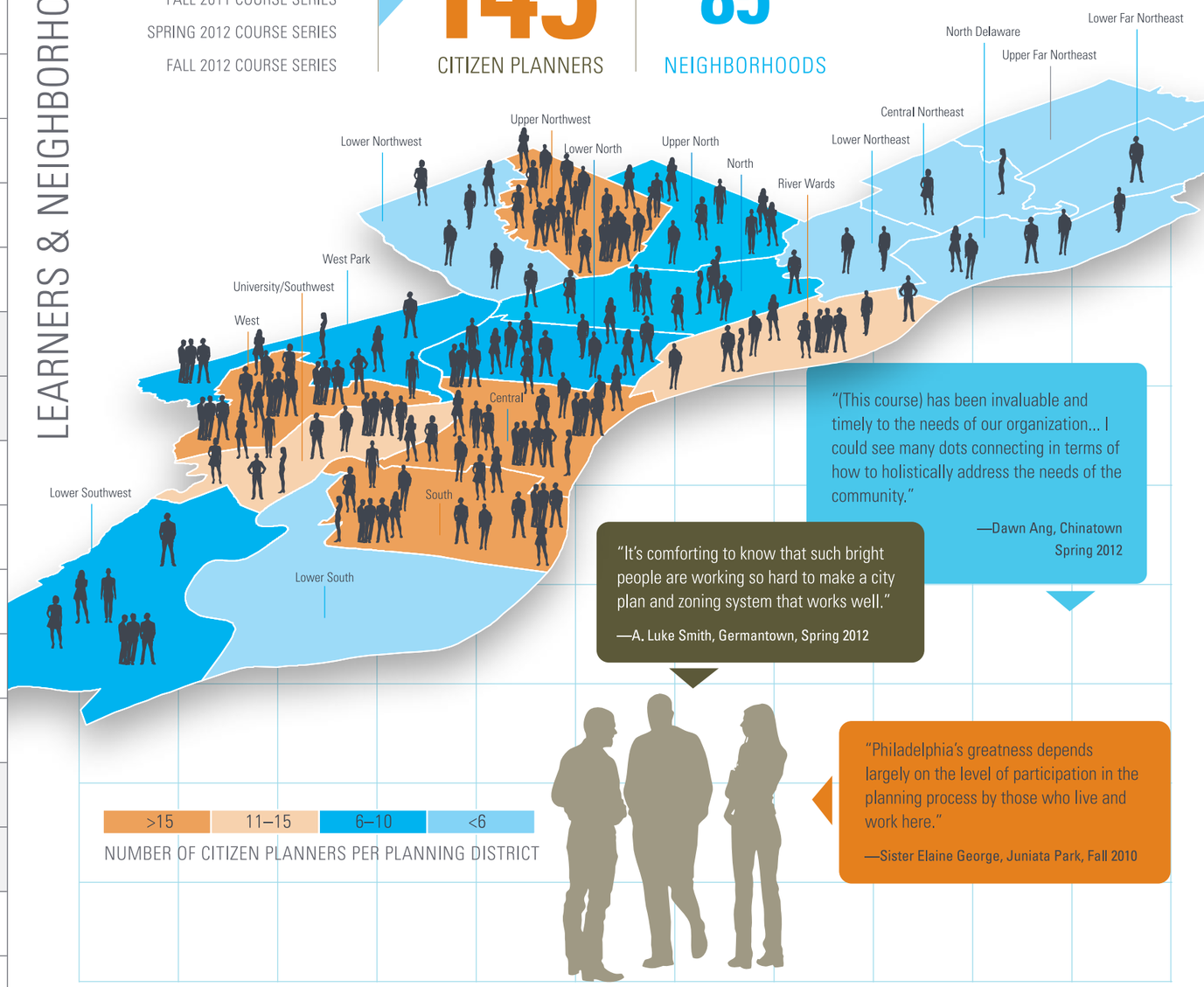
The Citizens Planning Institute empowers residents to be more effective advocates in neighborhood and citywide planning.

LEARNERS & NEIGHBORHOODS

FALL 2010 PILOT PROGRAM
SPRING 2011 COURSE SERIES
FALL 2011 COURSE SERIES
SPRING 2012 COURSE SERIES
FALL 2012 COURSE SERIES

145 CITIZEN PLANNERS

85 NEIGHBORHOODS



"(This course) has been invaluable and timely to the needs of our organization... I could see many dots connecting in terms of how to holistically address the needs of the community."

—Dawn Ang, Chinatown Spring 2012

"It's comforting to know that such bright people are working so hard to make a city plan and zoning system that works well."

—A. Luke Smith, Germantown, Spring 2012

"Philadelphia's greatness depends largely on the level of participation in the planning process by those who live and work here."

—Sister Elaine George, Juniata Park, Fall 2010

>15 | 11–15 | 6–10 | <6

NUMBER OF CITIZEN PLANNERS PER PLANNING DISTRICT

CPI OFFERINGS

SEMI-ANNUAL COURSES

CORE CURRICULUM

The BIG Picture—Planning in the City
Land Use and Zoning 101
The Development Process—Nuts & Bolts

SAMPLE ELECTIVES

Greening Philadelphia & Greenworks on the Ground
Commercial Corridor Development
Preserving a Sense of Place in Neighborhoods
Complete Streets and Commercial Corridors
Making Your Organization More Effective
Urban Design Principles
The New Zoning Code: What Do I Need to Know?
Vacant Land Policy and Interventions
Greening Philadelphia through Better Design

FACULTY

38 Volunteers from public and private sectors

ZONING CODE TRAINING

For the public and City employees;
April–June and September–December 2012

Overview of the Zoning Code	7 sessions
Administration & Procedures	7 sessions
Base & Overlay Districts	5 sessions
What Can You Build Where?	5 sessions
Development Standards & Parking	5 sessions

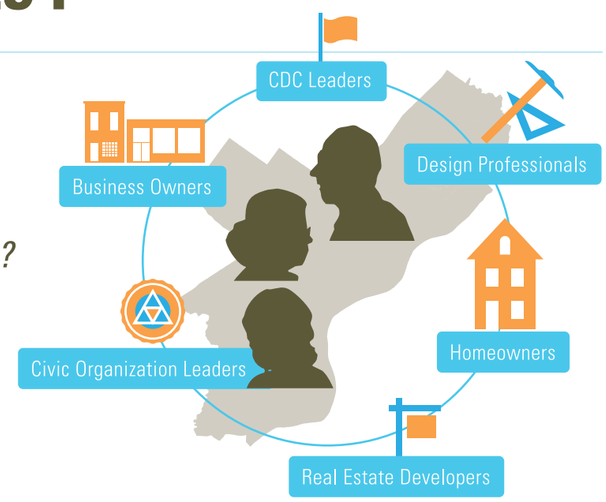
Total Participants: **294**

COMMUNITY-BASED ZONING WORKSHOPS

Three workshops hosted and sponsored by CPI grads' organizations in Fishtown, East Falls, and Mill Creek

Total Participants: **162**

Who are CPI learners?



All information since June 2011 unless otherwise noted

sept 2013

SUN 01
MON 02
TUE 03 PCPC Civic Design Review, 1pm, 1515 Arch Street,18th floor
WED 04
THUR 05 Design Advocacy Group, 8am, Center for Architecture
FRI 06
SAT 07
SUN 08
MON 09 "Reclaiming Vacant Land" National Conference, Sept. 9–11
TUE 10
WED 11
THUR 12
FRI 13
SAT 14
SUN 15
MON 16
TUE 17 PCPC, 1pm, 1515 Arch Street, 18th floor
WED 18
THUR 19
FRI 20
SAT 21
SUN 22
MON 23
TUE 24
WED 25
THUR 26
FRI 27
SAT 28
SUN 29
MON 30

Open Space

Increase equitable access to our open space resources

PARKS & TRAILS

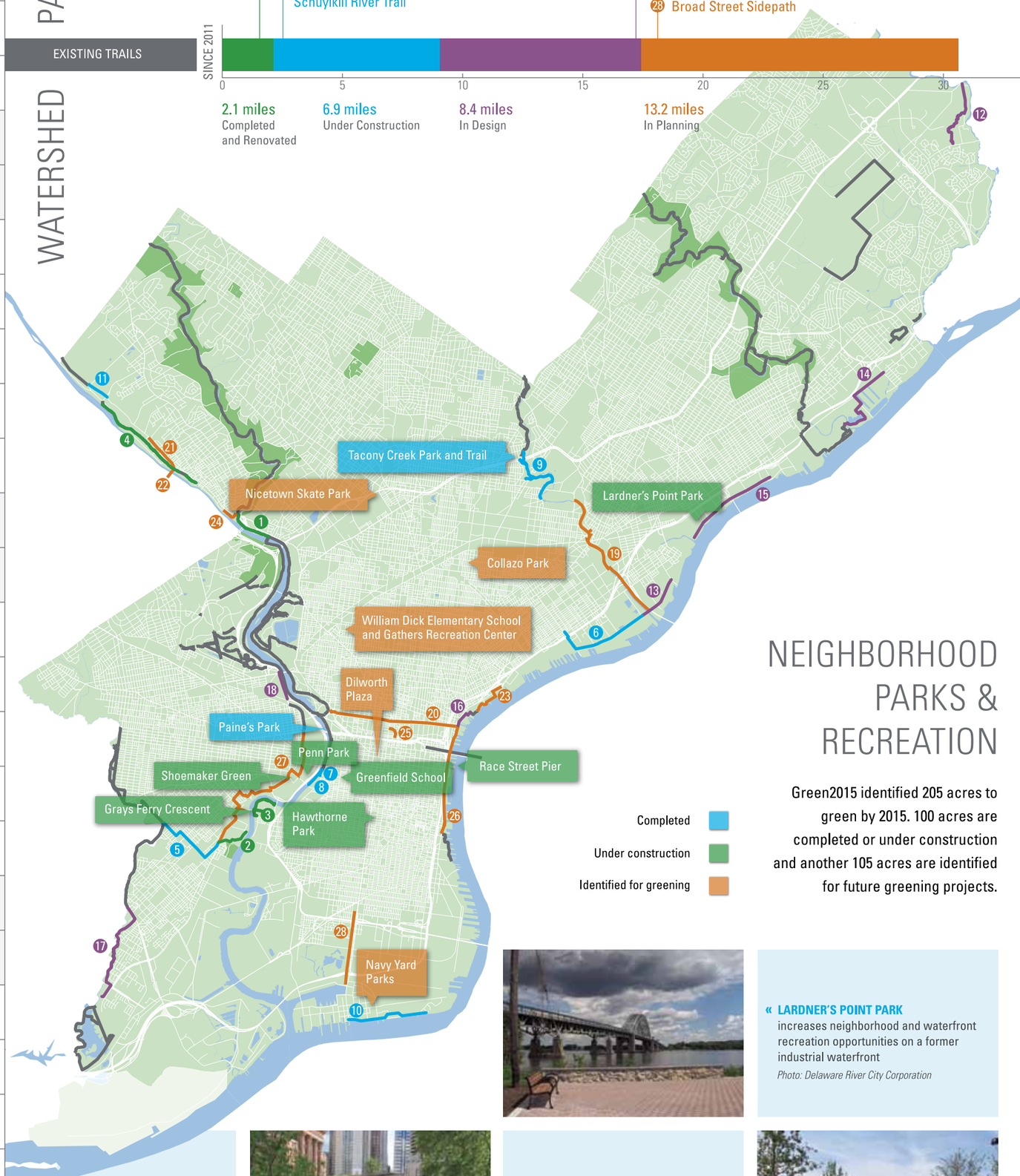
1. Falls Bridge to Ridge SRT
2. Bartram's Garden Trail
3. Grays Ferry Crescent
4. Manayunk Canal Towpath
5. 58th Street Greenway
6. Port Richmond Trail
7. Schuylkill River Parks Connector Bridge
8. Schuylkill South Street Boardwalk
9. Tacony Creek Park and Trail
10. Navy Yard Trail
11. Shawmont to Port Royal Schuylkill River Trail
12. Poquessing Creek Trail
13. Delaware Ave. Extension Sidepath
14. Baxter Trail
15. K & T Trail
16. Penn Street Trail
17. Cobbs Creek Connector
18. West Bank Greenway Zoo Trail
19. Frankford Creek Greenway
20. Spring Garden Street Greenway
21. Ivy Ridge Trail
22. Manayunk Bridge Trail
23. Sugarhouse to Penn Treaty Trail
24. Wissahickon Gateway
25. Reading Viaduct A
26. Delaware River Trail
27. West Bank Greenway
28. Broad Street Sidepath

EXISTING TRAILS — SINCE 2011

0 5 10 15 20 25 30

2.1 miles	6.9 miles	8.4 miles	13.2 miles
Completed and Renovated	Under Construction	In Design	In Planning

WATERSHED



NEIGHBORHOOD PARKS & RECREATION

Green2015 identified 205 acres to green by 2015. 100 acres are completed or under construction and another 105 acres are identified for future greening projects.

« **LARDNER'S POINT PARK** increases neighborhood and waterfront recreation opportunities on a former industrial waterfront

Photo: Delaware River City Corporation

SISTER CITIES PARK » transformed an existing park into a family-centered urban oasis

Photo: Plan Philly

HAWTHORNE PARK » provides a central neighborhood open space for various programs and passive recreation

Photo: Plan Philly

Photo: Plan Philly

« **GRAYS FERRY CRESCENT** offers additional opportunities for recreation along the Schuylkill River in South Philadelphia

DELAWARE RIVER WATERFRONT CORPORATION MASTER PLAN » envisions a great sloping lawn to connect Old City to the waterfront

Photo: Delaware River Waterfront Corporation

All information since June 2011 unless otherwise noted

oct 2013

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WED 02	
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SUN 20	
MON 21	
TUE 22	
WED 23	
THUR 24	
FRI 25	
SAT 26	
SUN 27	City of Philadelphia founded (331st birthday in 2013)
MON 28	
TUE 29	
WED 30	
THUR 31	

Environmental Resources

Fulfill city obligations to meet ambitious federal standards

AIR QUALITY

In the last decade, our **region** has decreased the number of days it exceeded the National Ambient Air Quality Standards (NAAQS) for ground-level ozone and fine particulate matter from 70 per year to 20 per year.

IN PHILADELPHIA,

59% of all hazardous air pollutants come from motor vehicles.

This makes transportation a key area to target for air quality improvements.

BIKING (more)

AS OF 2011

Philadelphia had twice as many bicycle commuters per capita as any other big US city.

AS OF 2010

Bicycle commuting into Center City from its southern neighborhoods has increased 10.5%.

KEEPING THE MOMENTUM

The **Central District Plan** recommends a strategically located bicycle parking facility and commuter hub, expansion of the bicycle corral program, and 'road diets' to create better walking and cycling environments.

DRIVING (less)

SINCE 2000

SEPTA ridership hit a 23-year high in 2012.

WITHIN PHILLY

Annual vehicle miles traveled (VMT) has decreased **7.4%** since 2005, from 5.9 billion miles to 5.5 billion miles.

ELECTRIC CARS

PhillyCarShare installed 20 electric vehicle charging stations and added 20 Chevy Volts to its fleet thanks to a partnership with the Mayor's Office of Sustainability.

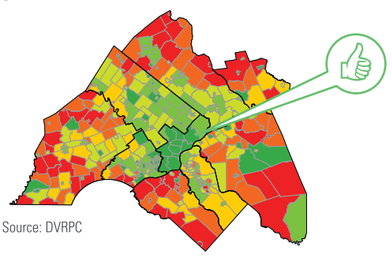
The new zoning code promotes transportation choice, but challenges remain:

- Eliminates or lowers parking requirements in several districts
- Creates more mixed-use districts to promote walkable neighborhoods
- Offers option to exchange car spaces for bicycle spaces, car-share spaces
- Increases allowed density in Center City and University City where transit access is greatest
- Transit-oriented development overlays reduce required parking in those areas by 50%

- The new code does not contain any parking maximums
- Transit-oriented development (TOD) overlays must be mapped via Council ordinance to be in effect

GREENHOUSE GASES

Philadelphia leads the region in greenhouse gas emission levels (as in, the lowest!).



Source: DVRPC

PHILADELPHIA 2035

Advances major public transit projects that will decrease VMT across the city:

The Lower Northeast District Plan recommends pursuing rapid transit on Roosevelt Boulevard.

The Lower South District Plan recommends next steps for extending Broad Street Subway to the Navy Yard.

The Central District Plan introduces concept of bus rapid transit (BRT) through Center City, in talks with other agencies about repurposing old infrastructure for this new line.

All adopted and in-progress district plans recommend land use changes to existing transit services to decrease automobile dependence.

TREE COVER

Philadelphia has planted over **63,000** trees since 2008, and **4,000 free yard trees** were provided to residents through the Tree Philly program in 2012.

The new zoning code requires any surface parking area facing a public street to include trees.

WATER QUALITY

Philadelphia Water Department, June 2011–2012

Green City Clean Waters

Three acres of stormwater wetlands created

Two miles of streambank restored

478 rain barrels installed

New zoning code requires a 50-foot setback (stream buffer) from all waterways.

All information since June 2011 unless otherwise noted

nov 2013

Historic Preservation

Preserve and reuse historic resources

FRI 01	Greenbuild conference begins in Philadelphia
SAT 02	
SUN 03	
MON 04	
TUE 05	PCPC Civic Design Review, 1pm, 1515 Arch Street, 18th floor
WED 06	
THUR 07	Design Advocacy Group, 8am, Center for Architecture
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SAT 30	

DIVINE LORRAINE

Intersection of North Broad Street, Ridge Avenue, and Fairmount Avenue

Renovation of the building for residential use is considered to be a crucial step in the ongoing rejuvenation of North Broad Street

- Designed by architect Willis Hale in 1893
- "Lorraine Apartments" was one of city's first high-rise, luxury apartment houses
- Developed by Father Divine as the first racially integrated hotel in 1948
- Building closed in 1999
- Listed on the National Register of Historic Places in 2002
- Purchased at sheriff's sale in October 2012 by a developer

Photo: Philadelphia Historic Commission

Rendering: Studio Bryan Hanes, courtesy of Center City District

THE READING VIADUCT

Built by the Philadelphia and Reading Railroad in 1893, it was used as an approach to the new Reading Terminal.

Ceased operation in 1984 upon the opening of the Center City commuter rail connection.

The **Center City District** (CCD) completed a study and cost estimate in 2011 for transforming the entire viaduct into an elevated park.

In 2012 construction documents were completed for a first phase: the western spur of the Reading Viaduct extending from Broad Street to 11th Street between Vine and Callowhill Streets. The design emerged through a collaborative planning process in partnership with the City's Commerce Department and Philadelphia Parks and Recreation.

Currently, CCD and the City are working on a lease with SEPTA in order to begin fundraising and implementation for phase one.

This section of the viaduct is less than 1/4 of a mile long, but it is an important first step for the overall transformative project.

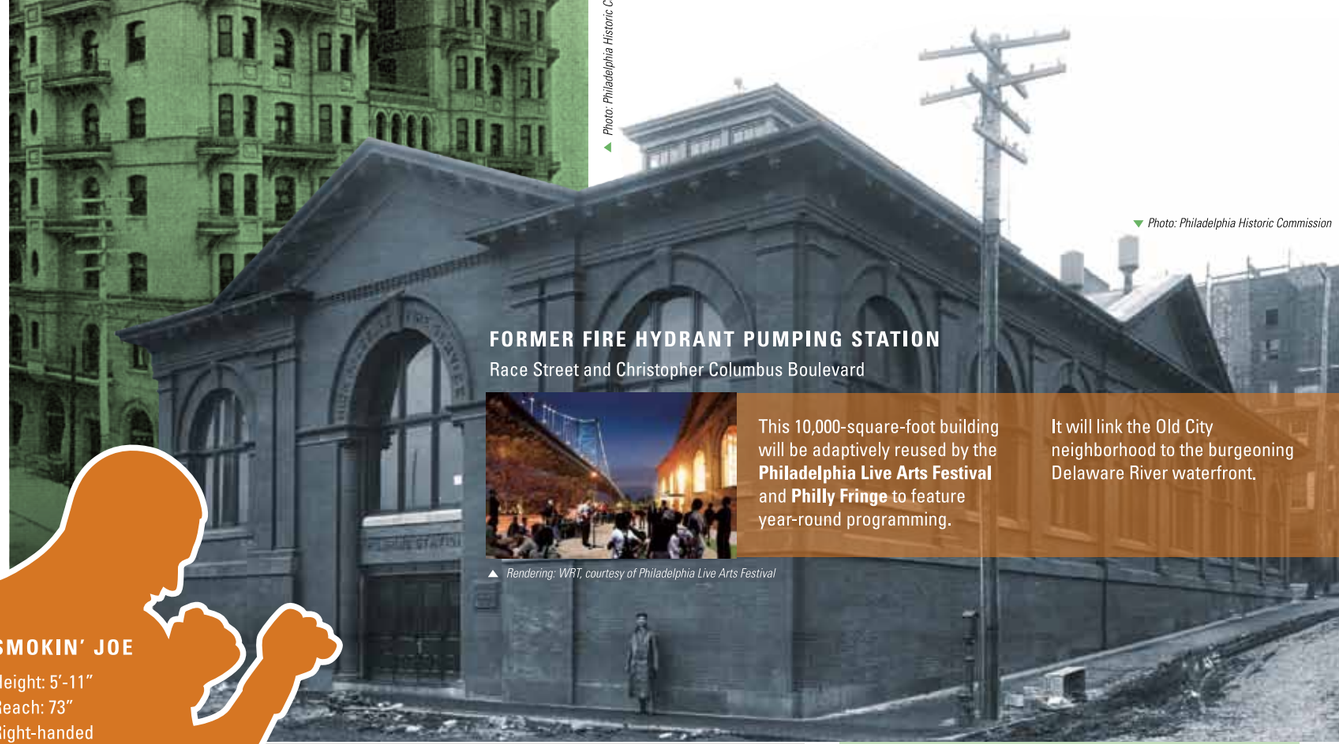


Photo: Philadelphia Historic Commission

FORMER FIRE HYDRANT PUMPING STATION

Race Street and Christopher Columbus Boulevard

Rendering: WRT, courtesy of Philadelphia Live Arts Festival

This 10,000-square-foot building will be adaptively reused by the **Philadelphia Live Arts Festival** and **Philly Fringe** to feature year-round programming.

It will link the Old City neighborhood to the burgeoning Delaware River waterfront.

SMOKIN' JOE

Height: 5'-11"
Reach: 73"
Right-handed

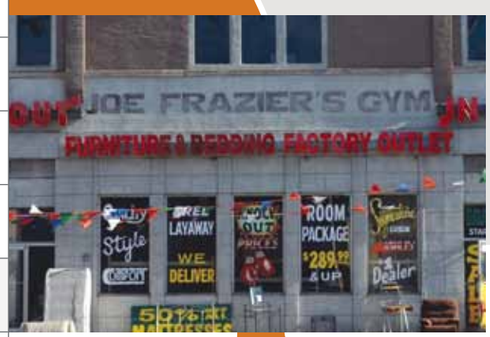
Total fights: 37
Total wins: 32
Wins by KO: 27

Losses: 4
Draws: 1

JOE FRAZIER'S GYM

Glenwood Avenue and North Broad Street

The site of the world champion's training facility from 1968 to 2008, the gym was included on the National Trust for Historic Preservation's "**11 Most Endangered Historic Places**" list in June 2012—Philadelphia's only such landmark to be included on this list. The photo below of its current condition shows why it is "endangered."



Joseph William Frazier (1944–2011) was an American professional boxer, Olympic gold medalist, and undisputed world heavyweight champion, whose professional career lasted from 1965 to 1976, with a one-fight comeback in 1981.

Photo: Preservation Alliance for Greater Philadelphia

LAFAYETTE BUILDING

5th and Chestnut Streets

Designed by John Torrey Windrim as a homage to Revolutionary War hero General Marquis de Lafayette, this building opened in 1907.

Reopened in 2012, it was transformed from an 11-story office building into the **four-star Hotel Monaco.**

Photo: Philadelphia Historic Commission

All information since June 2011 unless otherwise noted

dec 2013

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MON 09	
TUE 10	PCPC, 1pm, 1515 Arch Street, 18th floor
WED 11	
THUR 12	
FRI 13	
SAT 14	
SUN 15	
MON 16	**ON THIS DATE** *2001: Kimmel Center opens on Broad Street*
TUE 17	
WED 18	
THUR 19	
FRI 20	
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SUN 22	
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TUE 24	
WED 25	
THUR 26	
FRI 27	
SAT 28	
SUN 29	
MON 30	
TUE 31	

Public Realm

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

DEVELOPMENT PATTERNS

PHILADELPHIA'S PEDESTRIAN PLAZA PROGRAM

The Mayor's Office of Transportation and Utilities (MOTU) developed Philadelphia's Pedestrian Plaza Program to **turn underutilized sections of road into parks**. The Streets and Commerce Departments work with local community groups to paint the road and install planters and street furniture. These low-cost interventions make roads safer, more beautiful, and more accessible. Community groups are responsible for maintaining and managing the spaces.

Photo: Ammann & Whitney

The Porch at 30th Street Station

The Porch is an animated public space adjacent to the county's second busiest train station. Developed by University City District with significant support from the William Penn Foundation, this was **once a parking lane and barren sidewalk.** It now **hosts programs such as the Beer Garden at The Porch, fitness classes, and miniature golf.**

Photo: Ryan Collerd at UCD

Woodland Green

Woodland Green, at 42nd Street and Woodland Avenue, **took an underutilized street segment and a barren traffic triangle to create a new oasis for pedestrians** with planters, seating, and shade umbrellas.

A parklet is a small urban park made by replacing underutilized parallel parking spaces with pedestrian amenities

PHILADELPHIA'S PARKLET PROGRAM

MOTU developed Philadelphia's Parklet Program to **allow communities permission to build and maintain "parklets."** MOTU works with businesses and community groups to make sure parklets are designed safely and fit in well with their neighborhood.

Photo: Logan CDC

Logan Parklet

Developed by Logan CDC, the Logan Parklet is **located in front of the Logan Branch of the Free Library of Philadelphia** at 1333 Wagner Avenue. It has three distinct zones, **encouraging visitors and neighborhood residents to work, play, and lounge in its versatile spaces.**

URBAN DESIGN

EXAMPLES OF PHILADELPHIA2035 DISTRICT PLAN FOCUS AREAS

Each district plan identifies geographic areas that, through urban design and zoning interventions, can achieve several goals of the plan through specific, plan-based actions. Focus area recommendations are intended to be implemented within a ten-year period.

Example of Lower Northeast District Plan focus areas

West Park
52nd and Lancaster
Transit-Oriented Development

This focus area at 52nd Street and Lancaster Avenue **illustrates roadway and streetscape improvements** to address safety concerns, an inefficient street pattern, and the interaction of many transportation modes. PCPC has completed a study that recommends first phase streetscape and traffic improvements to this area.

A long-range vision for this area imagines new **development on vacant and underutilized land organized around a green space** adjacent to the transit hub.

Lower Northeast
Castor Avenue
Commercial Corridor

Located in a neighborhood with rapid population growth and convenient access to public transportation, **Castor Avenue can become the premier multicultural destination in the Lower Northeast.**

The Castor Avenue Commercial Corridor focus area illustrates potential building massing and uses associated with CMX-2.5 zoning. The zoning change from CA-1 and CMX-1 to CMX-2.5 **encourages development that can help meet the area's need for more diverse housing options while providing a more active and welcoming streetscape.**

All information since June 2011 unless otherwise noted

18 MONTHS OF PROGRESS ON...

25 9 Planning Elements Topics and Goals 74 Objectives

PHILADELPHIA 2035

THRIVE

Neighborhoods

1.1 NEIGHBORHOOD CENTERS

Promote strong and well-balanced neighborhood centers

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

1.2 HOUSING

Improve the quality and diversity of new and existing housing

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

Economic Development

2.1 METROPOLITAN & REGIONAL CENTERS

Support the growth of economic centers

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

2.2 INDUSTRIAL LAND

Target industrial lands for continued growth and development

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

2.3 INSTITUTIONS

Grow Philadelphia's strong institutional job sectors

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

2.4 CULTURAL ECONOMY

Develop tourism and the creative economy into a leading economic sector

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

Land Management

3.1 VACANT LAND AND STRUCTURES

Manage and reduce vacancy

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

3.2 LAND SUITABILITY

Protect sensitive lands from over development

1. Use topography to direct land development.

3.3 MUNICIPAL SUPPORT FACILITIES

Locate and manage all municipal support facilities efficiently

1. Reduce expenditures for municipal support facilities.

CONNECT

Transportation

4.1 TRANSIT

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

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

4.2 COMPLETE STREETS

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

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

4.3 STREETS AND HIGHWAYS

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

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

4.4 AIRPORTS, SEAPORTS, FREIGHT RAIL

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

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

Utilities

5.1 CONSUMPTION, CAPACITY, AND CONDITION

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

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

5.2 BROADBAND INFRASTRUCTURE

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

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

RENEW

Open Space

6.1 WATERSHED PARKS AND TRAILS

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

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

6.2 WATERFRONTS

Create improved access to our waterfronts

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

6.3 NEIGHBORHOOD PARKS & RECREATION

Expand access to neighborhood parks and recreation

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

Environmental Resources

7.1 AIR QUALITY

Improve air quality within the city and the region

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

7.2 WATER QUALITY

Improve the quality and management of our water and wetland resources

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

7.3 TREE COVER

Increase tree coverage equitably across the city

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

Historic Preservation

8.1 CULTURAL, HISTORICAL, AND ARCHITECTURAL RESOURCES

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

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

8.2 HERITAGE TOURISM

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

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

Public Realm

9.1 DEVELOPMENT PATTERNS

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

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

9.2 URBAN DESIGN

Elevate public demand for good design in the public realm

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