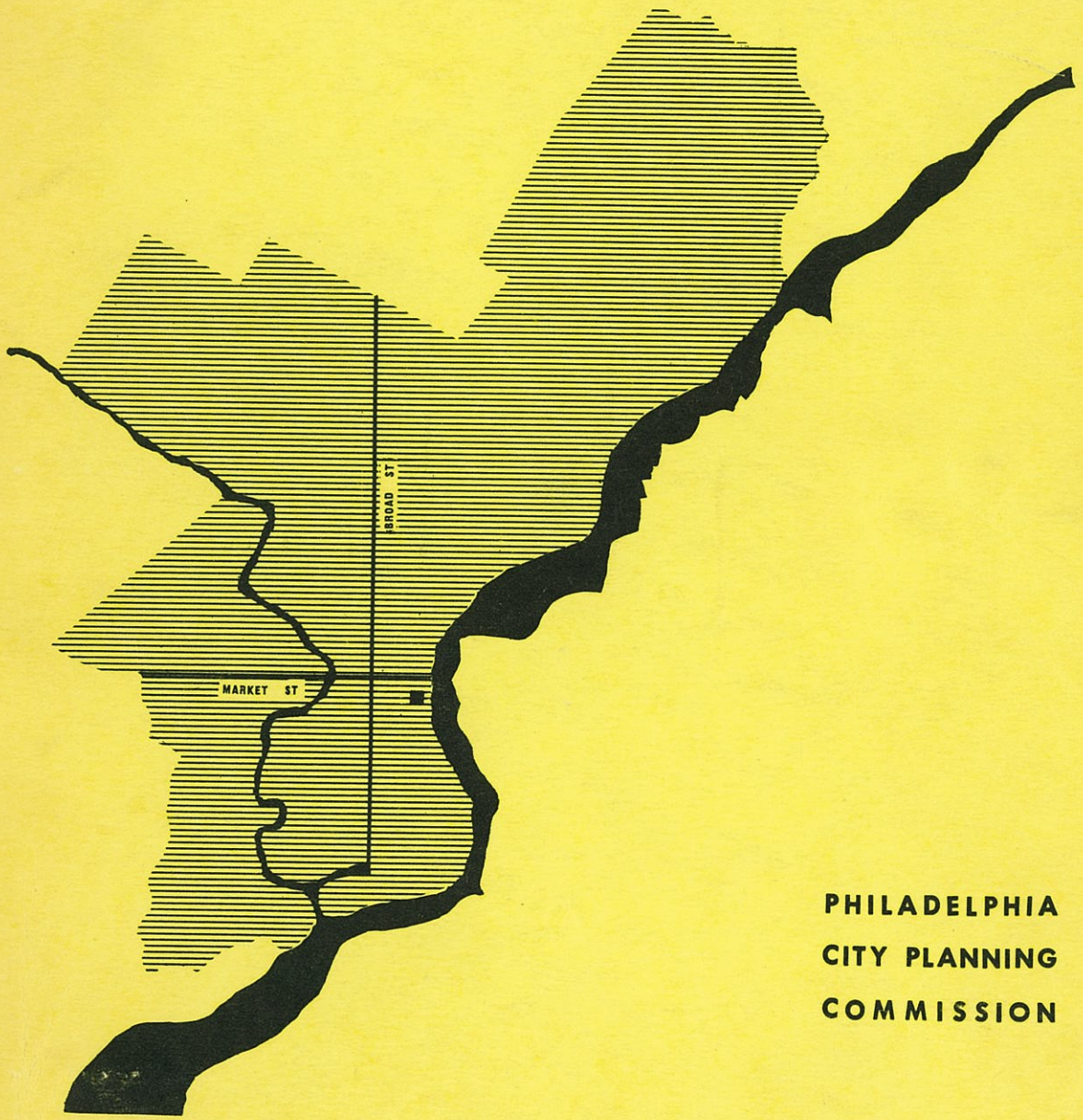


D. CLARK

# SOUTHEAST CENTRAL 1

## REDEVELOPMENT AREA PLAN



PHILADELPHIA  
CITY PLANNING  
COMMISSION







SOUTHEAST CENTRAL I  
REDEVELOPMENT AREA PLAN

Philadelphia City Planning Commission

March 1959





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9TH FLOOR PENN SQUARE BUILDING

N. E. CORNER JUNIPER AND FILBERT STREETS

PHILADELPHIA 7

LOCUST 4-0744

September 1, 1959

Mr. Michael von Moschzisker, Chairman  
The Philadelphia Redevelopment Authority  
1818 Rittenhouse Square  
Philadelphia 3, Pennsylvania

Dear Mr. von Moschzisker:

Transmitted herewith is a Redevelopment Area Plan for the Southeast Central - I Redevelopment Area, as prepared by the City Planning Commission in accordance with the provisions of the Urban Redevelopment Law of May 24, 1945, P.L. 991 as amended.

The Southeast Central - I Area is bounded by South Street, Third Street, Lombard Street and Second Street.

Sincerely yours

G. Holmes Perkins  
Chairman.



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I. BOUNDARIES

The Southeast Central Redevelopment Area, certified January 9, 1948, is bounded by Lombard Street, the Delaware River, Washington Avenue, and Broad Street.

The Southeast Central I -- Redevelopment Area is located in the northeast quadrant of this Area. It includes the blocks bounded by South Street, Third Street, Lombard Street, and Second Street.

This 3-acre tract of land adjoins the Washington Square Redevelopment Area for which a Redevelopment Area Plan was published June 11, 1957.



2. EXISTING LAND USE

The existing land use in these blocks is varied with relatively large proportions of industrial, commercial-residential, and vacant land.

The ice cream department of Abbotts Dairies, Incorporated, on Lombard Street occupies approximately one-third of the area. In most cases, both commercial and residential uses are combined in the row houses fronting on South Street. The properties to the north of these contain a mixture of minor industrial, commercial and residential uses.

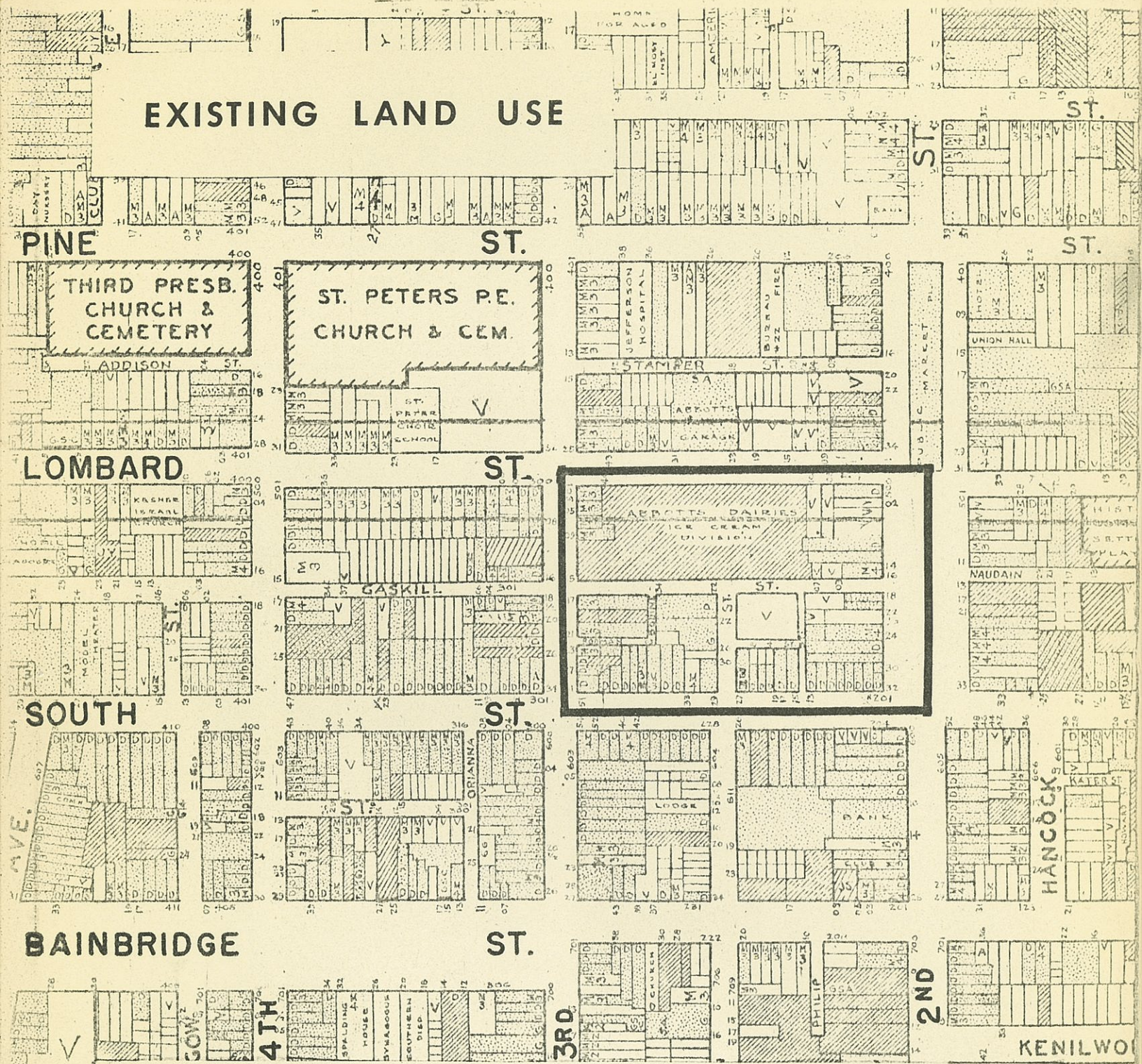
Approximately half an acre of land or 15 per cent of the area is unbuilt. Most of this is presently used for parking.






The distribution of existing land uses is as follows:

|                        |                  |             |
|------------------------|------------------|-------------|
| <u>TOTAL</u>           | <u>3.1 acres</u> | <u>100%</u> |
| Residential            | 0.02             | 0.8%        |
| Commercial-Residential | 0.9              | 29.1%       |
| Commercial             | 0.3              | 9.4%        |
| Industrial             | 1.1              | 35.6%       |
| Vacant                 | 0.5              | 15.1%       |
| Streets                | 0.3              | 10.0%       |



# EXISTING LAND USE



-  VACANT LAND
-  RESIDENTIAL
-  COMMERCIAL RESIDENTIAL
-  COMMERCIAL
-  INDUSTRIAL



100 0 100 200 300 FT.

JANUARY 1959 CODE 20-10-7.1

PHILADELPHIA CITY PLANNING COMMISSION

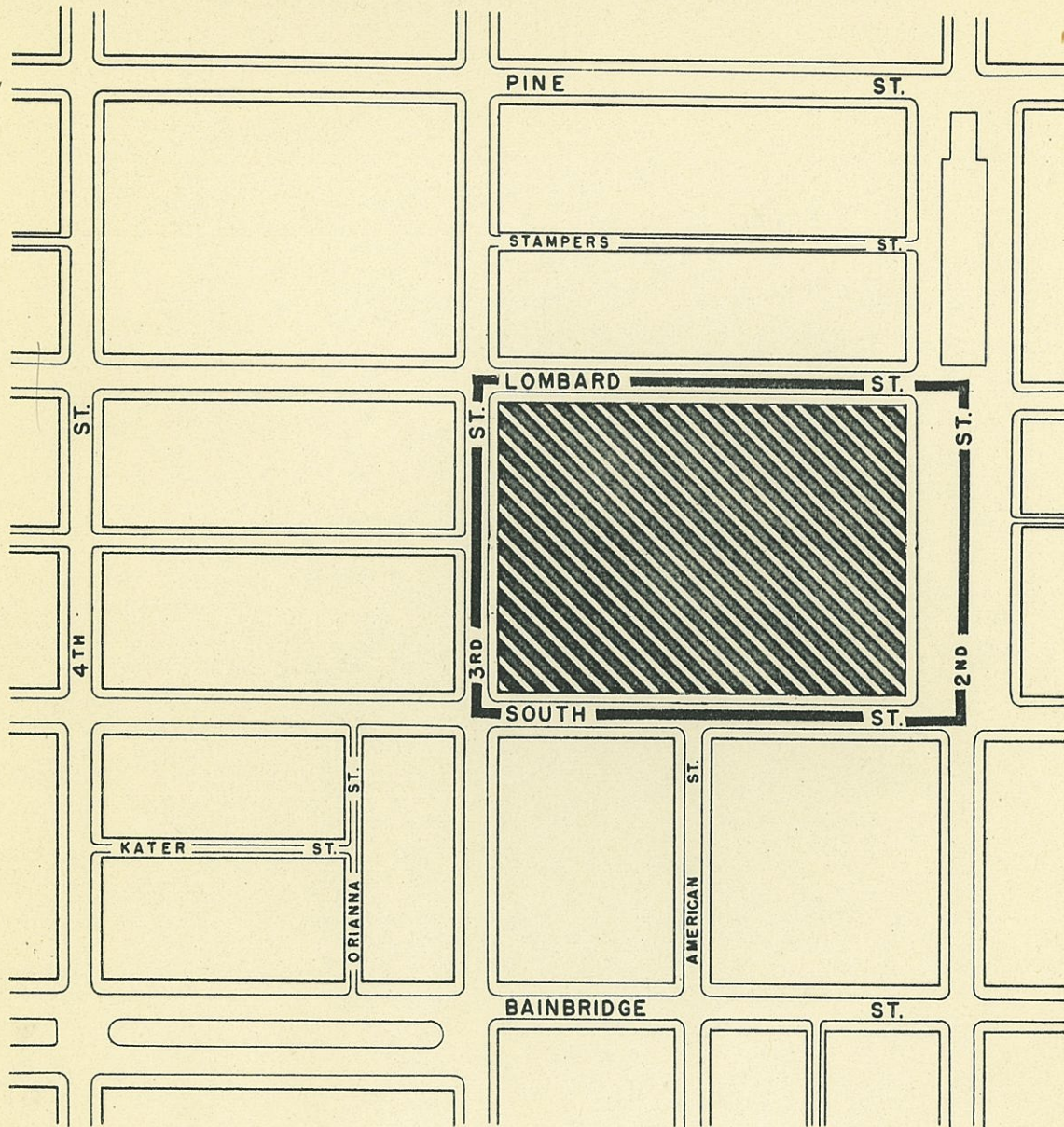


3. PROPOSED LAND USE

Following redevelopment, the proposed land use will be industrial.



# PROPOSED LAND USE



INDUSTRIAL



JANUARY 1959

CODE 20-10-7.2

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4. EXISTING ZONING

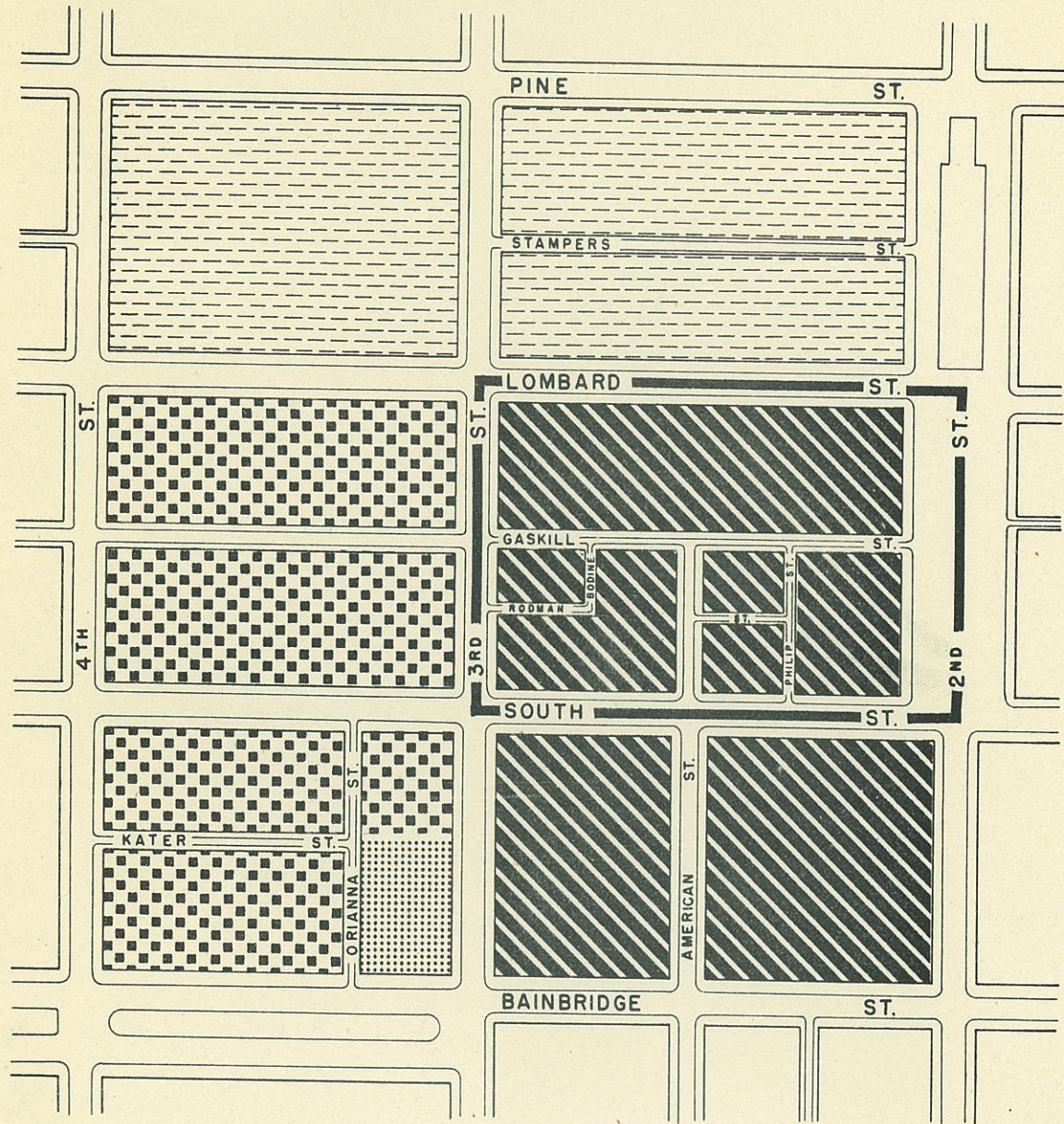
The area included in the Southeast Central I -  
Redevelopment Area is now zoned General Industrial.

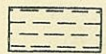
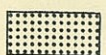


5. PROPOSED ZONING

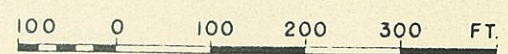
No change in zoning will be required. Additional  
controls and regulations (Section 7 -- Proposed Standards)  
will assure that this industrial development will be  
compatible with the residential area north of Lombard  
Street in the Washington Square Area.



# ZONING



-  D1 RESIDENTIAL
-  A COMMERCIAL
-  B COMMERCIAL
-  INDUSTRIAL



JANUARY 1959      CODE 20-10-7.3

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6. PROPOSED STREET CHANGES

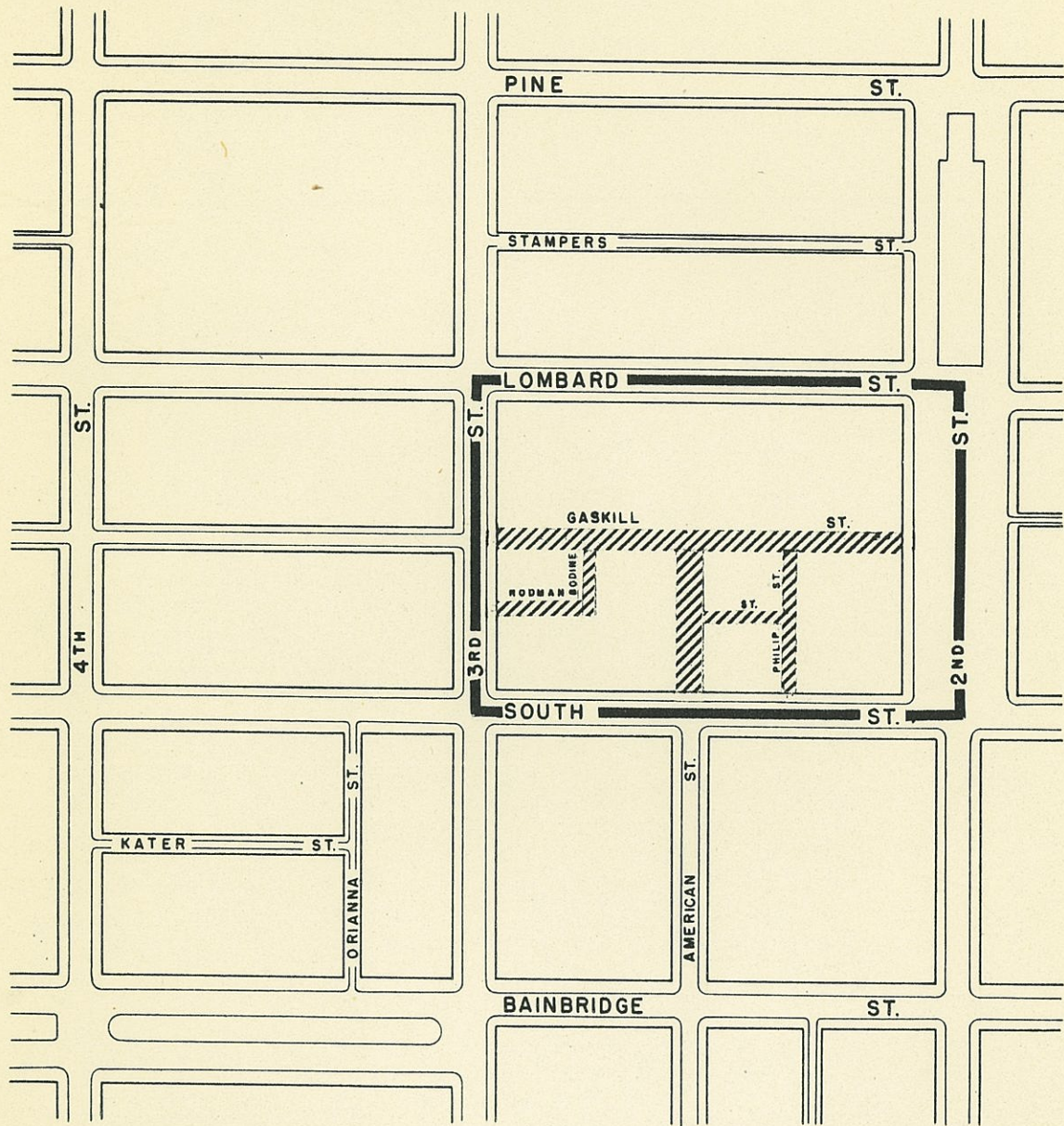
The following street closings are proposed:

1. Gaskill Street between Third and Second Streets.
2. Rodman Street between Third and Bodine Streets;  
and between American and Philip Streets.
3. Bodine Street between Gaskill and Rodman Streets.
4. American Street between Gaskill and South Streets.
5. Philip Street between Gaskill and South Streets.

These street closings proposed permit the assembly of the land into one 3-acre parcel that can be more efficiently developed.



# PROPOSED STREET CHANGES



STREET TO BE REMOVED



JANUARY 1959 CODE 20-10-7.5

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7. PROPOSED STANDARDS OF LAND COVERAGE AND BUILDING INTENSITIES

The regulations of the General Industrial zoning district are the basic standards that will control land uses and new construction in this area.

To assure the compatibility of this proposed industrial use with the residential redevelopment in the Washington Square Redevelopment Area north of Lombard Street, the following additional regulations will be enforced:

1. New construction shall not exceed the cornice height of the existing plant fronting on Lombard Street.
2. The new construction must be of masonry compatible with the development planned north of Lombard Street and on the east side of the market sheds.
3. The major vehicular access to the plant shall be from South Street. No curb cuts will be permitted on Second or Lombard Streets.
4. As a minimum, 1 parking space shall be provided for every 1000 square feet of new floor space.
5. A brick wall at least 7 feet high must be constructed on the right-of-way lines of Third Street and Lombard Street to screen the parking area.



8. REHOUSING OF DISPLACED FAMILIES

Forty-five residential or partially-residential structures will be eliminated by the proposed clearance. According to the 1950 Census of Housing, these contained 53 dwelling units. Half of the structures and approximately 60 per cent of the dwelling units are renter-occupied.

Based on data for the entire census tract, of which this Redevelopment Area is only a small part, it is estimated that approximately half of the families displaced will be eligible for public housing.

The Rehousing Bureau of the Redevelopment Authority will assist all of the families in this area to assure that they relocate in adequate standard housing.



9. ESTIMATED COST OF ACQUISITION

The total assessed valuation of the properties to be redeveloped is \$267,300.00. The estimated cost of acquisition and site preparation is 225 per cent of the assessed valuation, or \$601,425.00.

10. CONTROLS

The laws regulating Philadelphia's urban renewal and redevelopment are the Commonwealth of Pennsylvania Urban Redevelopment Law of 1945, as amended, and the United States Housing Act of 1949, as amended.

The redevelopment proposed in the Southeast Central I Area will be governed by the Code of General Ordinances of the City of Philadelphia, and by the proposals and regulations of the Redevelopment Authority of the City of Philadelphia. It will be guided by the provisions of the Southeast Central I - Redevelopment Area Plan, and will be subject to the recommendations of the City Planning Commission and the approval of the Council of the City of Philadelphia.



11. PRELIMINARY SITE PLAN

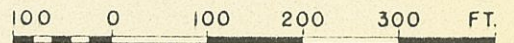
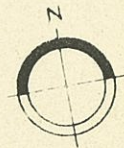
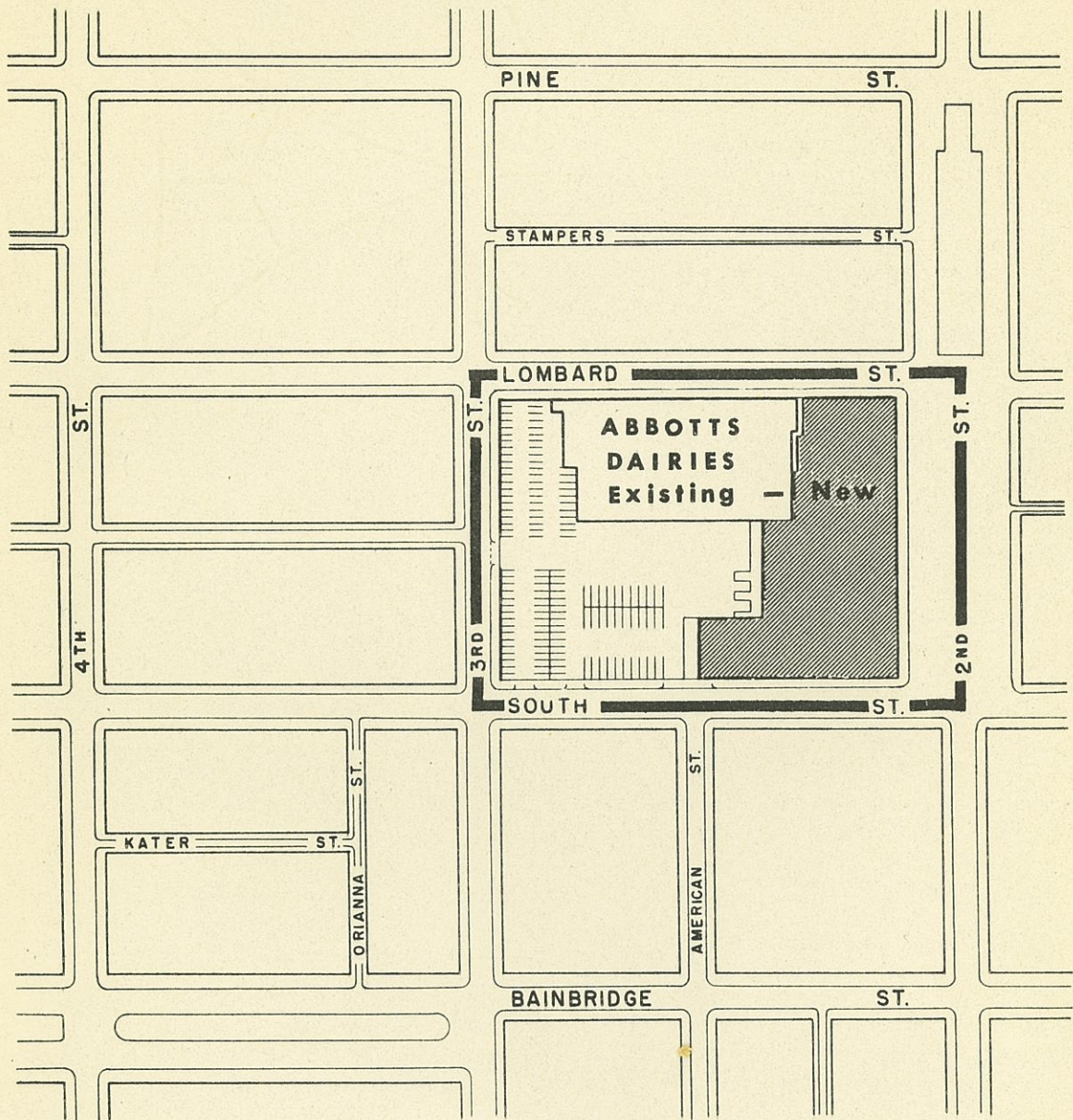
The plan proposes the expansion of the ice cream division of Abbotts Dairies Incorporated to occupy the entire block between Lombard, 2nd, South and 3rd Streets. Space for driveways, loading and unloading docks, parking facilities for small delivery trucks, the provision of some employee parking and expansion of the ice cream manufacturing operation are all included in the site plan for the block.

The garaging of delivery trucks on the same site with the manufacturing will remove truck traffic from the streets and will permit a more efficient loading operation. These trucks now line up on the public streets waiting for their loads.

After the construction of the Delaware and the Crosstown Expressways, this location will have the advantage of almost immediate access to expressway facilities in all directions. Trucks will have to travel only a short distance on local streets. It is therefore felt that an industrial operation such as this will not have a harmful effect on the residential redevelopment proposed in the Washington Square Area.



# PRELIMINARY SITE PLAN



JANUARY 1959

CODE 20-10-7.6

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