



CALLOWHILL CHINATOWN NORTH

Strategic Plan



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The Callowhill-Chinatown North Strategic Plan is a component of *Philadelphia2035*, the City's Comprehensive Plan. Relevant *Philadelphia2035 Citywide Vision* recommendations help to shape the content of the Callowhill Chinatown North Strategic Plan, and its recommendations will inform ongoing and future *Philadelphia2035* efforts, including the Central District Plan.

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Table of Contents

Planning Framework	2
Callowhill-Chinatown North Today	8
Neighborhoods at a Turning Point	
A Diverse and Growing Community	
Economic Opportunities	
Land Use and Zoning	
Transportation	
Public Realm	
Framing the Future	28
Planning Assumptions	
Envisioning the Future	
Themes for Moving Forward	
Thrive	34
Future Land Use	
Zoning Recommendations	
Focus Areas	
Connect	68
Ridge Avenue Greenway	
Noble/Willow Couplet	
Connecting Old City and Northern Liberties	
Columbus Boulevard	
Transit Investments	
Bike Network	
Streetscape and Intersection Improvements	
Highway Crossings	
Parking	
Renew	86
Viaduct	
Poplar Community Park Plan	
Chinatown North Community Park Plan	
Willow Street Stormwater Park Sequence	
Wood Street Green Space	
2nd Street Gateway	
Streetscape and Intersection Improvements	
PECO Substation Screening	
Subarea Recommendation Summaries	106
Poplar	
Callowhill	
Chinatown North	
Superblocks	
Waterfront	
Implementation Matrix	120
Appendix A	126
Economic Analysis Presentation	
Appendix B	164
Community Meeting Summaries	



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PLANNING FRAMEWORK



Planning Framework

Philadelphia2035

In 2011, the Philadelphia City Planning Commission (PCPC) adopted a new Comprehensive Plan – *Philadelphia2035*. The plan serves as a roadmap to guide physical development of the City for the next 25 years and beyond. *Philadelphia2035* is a two-phase effort. Phase 1 was completed with the adoption of the Citywide Vision in June 2011. The Citywide Vision lays out broad, far-reaching goals for the future. The 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. A new Zoning Code to support the Citywide Vision was adopted in December 2011.

Phase 2 of *Philadelphia2035* will consist of a set of 18 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:

- Land use and proposed zoning plans (to guide zoning map revisions in support of the new Zoning Code)
- Planning focus areas (locations where multiple or significant interventions are needed)

- Recommendations for changes to the physical environment, including transit infrastructure and neighborhood facilities (to inform the City's Capital Program)

PCPC began development of the Central District Plan in 2012 and will complete it by mid-2013. The Central District Plan addresses the needs of Center City Philadelphia and immediately surrounding neighborhoods – roughly bounded by Girard and Washington Avenues on the north and south and the Schuylkill and Delaware Rivers on the west and east. Much of the Central District has benefited from extensive prior planning study; however, the Callowhill-Chinatown North Study Area has received relatively little attention. Much of the work that has been completed to date has not been well-coordinated between neighborhood groups and potentially competing and/or complementary initiatives.

Plan Purpose

The Callowhill-Chinatown North Strategic Plan seeks to fill this gap. It is a neighborhood-level planning effort intended to inform the Central District Plan and to integrate prior plans and current initiatives into a cohesive set of strategies for the entire Study Area. The Strategic Plan was prepared in parallel with the Central District Plan and is based on the same planning goals of *Thrive*, *Connect*, and *Renew*.



Many of the Callowhill-Chinatown North Strategic Plan recommendations feed directly into the Central District Plan for land use and zoning, transportation improvements, open space, green infrastructure, and other investments in the public realm. However, more detailed recommendations are focused at a fine-grained neighborhood plan-scale to provide specific solutions to the issues facing the Callowhill-Chinatown North neighborhoods.

The Plan addresses major goals for the City, such as transitioning large industrial parcels into 21st century industrial and other uses; strengthening the Ridge Avenue and Spring Garden Street commercial corridors; and reducing the impact of large physical barriers, including the former Reading Railroad elevated viaduct, the Vine Street Expressway, and I-95. These overarching solutions are complemented by neighborhood strategies

such as parks plans for the Poplar and Chinatown neighborhoods, gateway and design improvements to support the expansion of the Chinatown neighborhood north of the Vine Street Expressway, and zoning recommendations to preserve the historic industrial character of the Callowhill neighborhood.

The final result is a realistic set of clear, consensus-based strategies for reinvestment that integrates and builds on the work of PCPC, other City agencies, local community groups, and non-profit organizations in the Study Area over the last decade. Specific plans, projects, and initiatives that have been incorporated into the Strategic Plan include the Master Plan for the Central Delaware, Chinatown Neighborhood Plan, Reading Viaduct Project, Spring Garden Greenway, and I-95 reconstruction.



Philadelphia City Planning Commission Central District Assets in Relation to the Strategic Planning Area

Planning Area Defined

Though only a small portion of Philadelphia's Central District, the Callowhill-Chinatown North Study Area is large and incredibly diverse. It spans from 15th Street to the Delaware River, as far north as Fairmount Avenue and as south as Race Street. To effectively address the needs of each community, the Study Area was split into five Subareas:

Poplar – Bounded by Spring Garden, Fairmount, Broad, and 11th Streets, the Poplar Subarea is a largely single-family row house neighborhood, which is traversed by Ridge Avenue, an under-performing commercial corridor.

Callowhill – Bounded by Spring Garden, Broad, Race, and 11th Streets, the Callowhill Subarea is a former 19th century industrial district that is transitioning into a mixed-use, live/work community.

Chinatown North – Bounded by the Vine Street Expressway, Spring Garden, 11th, and 9th Streets, the Chinatown North Subarea contains a mix of commercial, residential, and industrial uses north of the City's Chinatown neighborhood. The Chinatown community is working to expand into this area to help build a stronger and more sustainable Chinatown.

Superblocks – Bounded by Wood, Spring Garden, 9th, and 2nd Streets, the Superblocks Subarea is comprised of set of large-scale “super blocks” created in the 1960s to attract modern industrial uses to the central city. The area is home to sprawling low-rise buildings and surface parking lots – a significantly underutilized resource immediately adjacent to Center City.

Waterfront – Bounded by the Delaware River, 2nd, and Spring Garden Streets on three sides, the southern boundary is at the same latitude of Wood Street, though Wood does not extend into the area. The Waterfront Subarea is largely vacant and underutilized, cut off from the rest of the Study Area by I-95. The 2011 Master Plan for the Central Delaware lays out detailed strategies for spurring private and public investment in this Subarea.

All of the communities in the Study Area share many general goals; however, the Strategic Plan recognizes that the tools and strategies to best achieve those goals will vary by Subarea. Plan recommendations recognize this by combining a set of overall recommendations for land use, transportation, and investments in the public realm, with specific strategies to be implemented in each of the Study Subareas and summarized in the final chapter of the plan.



Callowhill-Chinatown North Subareas

Public Process

The Callowhill-Chinatown North Strategic Plan included a public outreach process to engage residents, businesses, and other stakeholders throughout the planning initiative to help them understand the Strategic Plan and its role in guiding the area's future. Early feedback was used to develop proposals based on community and stakeholder ideas and concerns, which were then tested and revised through a series of public forums that built an understanding of plan concepts and recommendations and built trust between residents, stakeholders, the City, and the planning process.

The Strategic Plan was overseen by a project Steering Committee consisting of representatives of neighborhood and community groups, non-profit organizations, business and property owners, City agencies, elected officials, and SEPTA. The Steering Committee met five times during the

planning process to review materials and provide guidance. To supplement Steering Committee guidance, the planning team met with project stakeholders throughout the planning process to discuss issues as they arose.

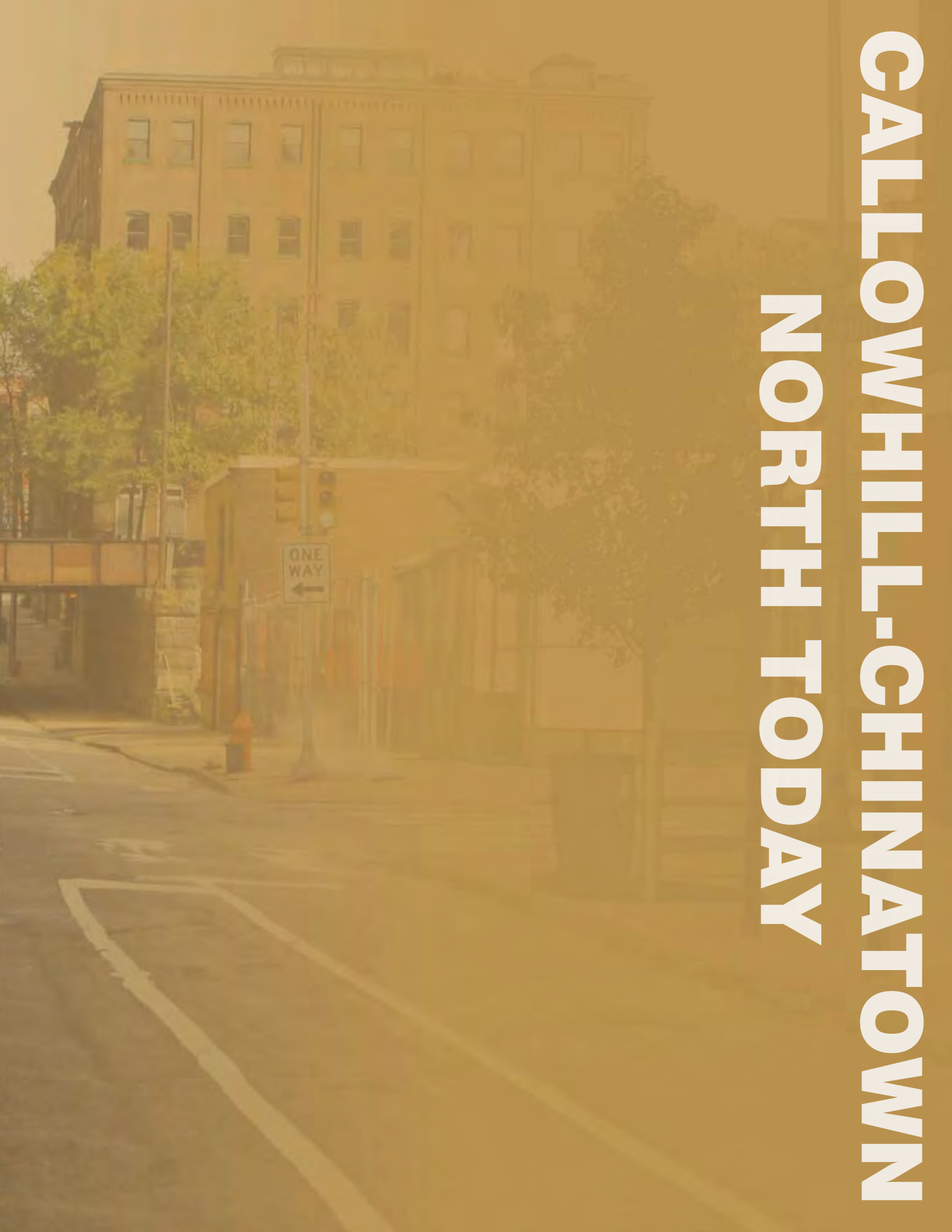
In addition to stakeholder communication, the planning team facilitated three community workshops to solicit ideas, priorities, and recommendations at key decision points during the planning process. Summaries of these meetings are included in the Appendix.



A Public Workshop at the F.A.C.T.S. Charter School in the Study Area



CALLLOWHILL-CHINATOWN NORTH TODAY



Callowhill-Chinatown North Today

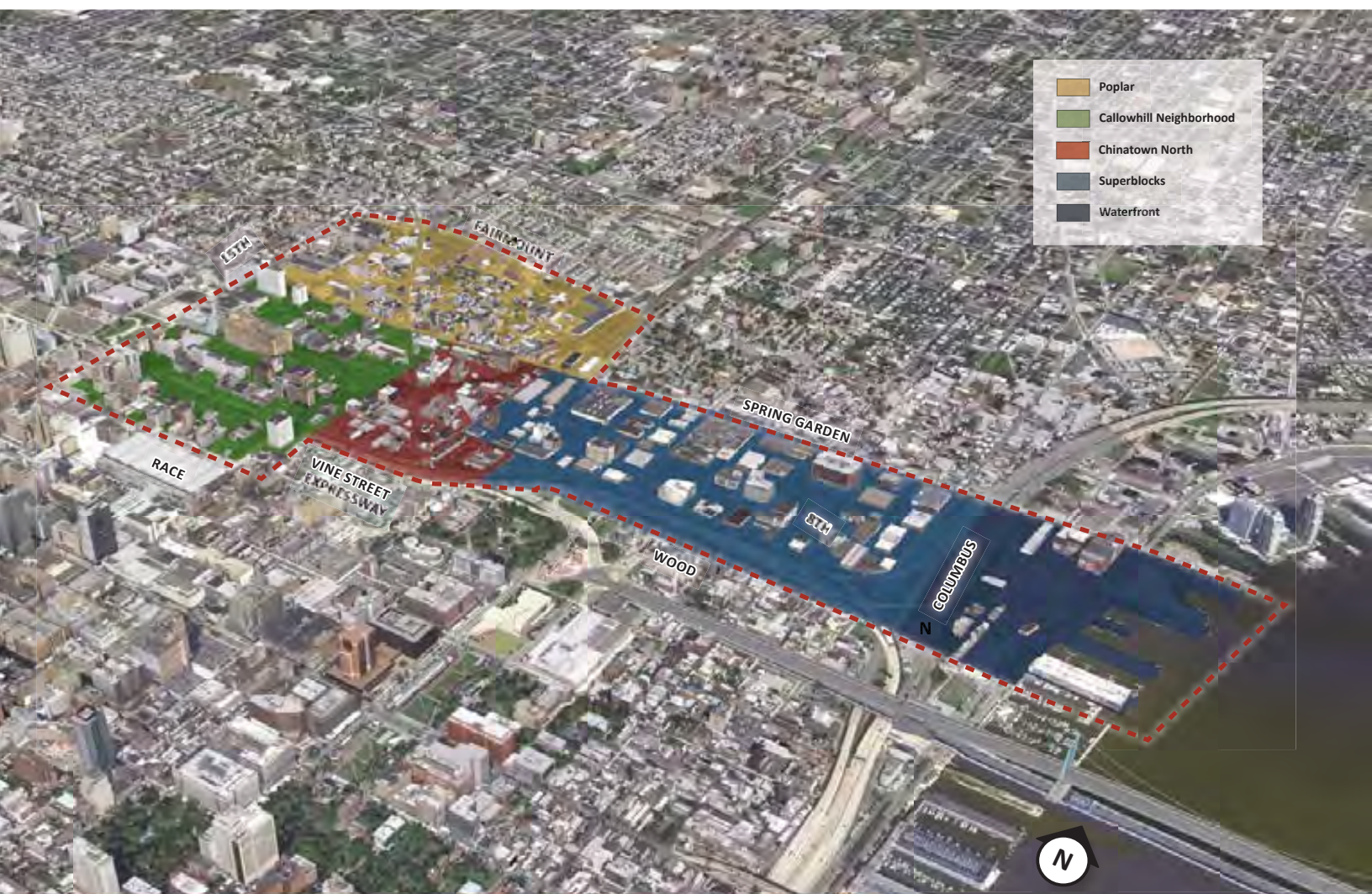
Neighborhoods at a Turning Point

Located immediately north of Center City Philadelphia, the Callowhill-Chinatown North Study Area has benefited from investment in the City's core over the last decade. However, the Study Area also faces significant challenges. Some of those are shared across the entire project area; others are unique to a neighborhood. Callowhill-Chinatown North is cut off from Philadelphia's vibrant downtown by the Vine Street Expressway, Market East, and the Convention Center. I-95 cuts off access to the Delaware River. Except for a few

blocks north of Spring Garden Street, the area is almost entirely without green space – even the vacant lots are paved. Two former rail lines – the elevated Reading Viaduct and SEPTA Spur off of the Viaduct – offer significant potential as major recreation amenities. However, today they are deteriorated pieces of obsolete infrastructure that bisect neighborhoods.

The Study Area was hit hard by 20th century urban deindustrialization. In the western end, this resulted in widespread abandonment of older industrial structures and fewer jobs for nearby residents. In the eastern end, deindustrialization significantly limited the success of a 1960s

The Study Area is split into five planning subareas, shown below.



industrial rezoning. Instead of creating a new industrial center in the middle of the city, it has resulted in a characterless hodgepodge of medical, service, and electronics supply businesses that are surrounded by huge parking lots.

In the middle of the Study Area, the Chinatown community has repeatedly been the focus of urban renewal and mega-development proposals. In addition to the Vine Street Expressway, completed projects include the Gallery mall and the Pennsylvania Convention Center. The Philadelphia Chinatown Development Corporation (PCDC) estimates that about one-quarter of the neighborhood's land area has been lost to such development. These repeated development proposals have spurred the community to organize, and its opposition was an important factor in the defeat a proposed baseball stadium and casino over the last decade.

Despite its challenges, the Callowhill-Chinatown North Study Area enjoys substantial assets and opportunities. In addition to recent growth in residents and businesses, an active and engaged constituency has been critical for moving community projects forward in the Chinatown and the Callowhill neighborhoods. The Philadelphia Chinatown Development Corporation, Asian Americans United, Callowhill Neighborhood Association, and the Reading Viaduct Project have been successful in building projects and/or moving important community agendas forward. The revitalization of the former rail viaducts as park space has the potential to transform the community; however, it must be done as a part of a comprehensive package of community development initiatives that will meet the needs and address the concerns of a broad array of stakeholders.

The following sections provide an overview of planning and community issues for each of the five planning subareas.



Poplar

The Poplar Subarea is changing rapidly. Much of the area is a traditional Philadelphia row house neighborhood, with many low- and moderate-income residents, though the community has seen a recent influx of market-rate infill housing. The area just to the north contains a strong concentration of recent affordable housing development. Limited access to park space is a major concern for neighborhood residents. Though located a mile or more from Temple University, Poplar has seen a considerable number of Temple University students as new neighbors, which has created concern about conflicts between student and family lifestyles.



Modern Infill Along 10th Street

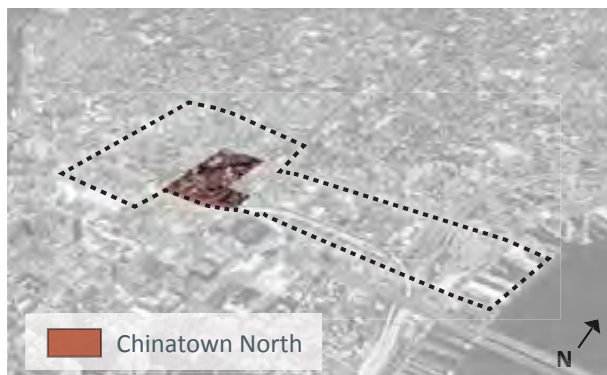


Callowhill Neighborhood

The industrial heritage of the Callowhill neighborhood is very important to its residents and businesses. A key to future success in this area will be the creation of a framework that can nurture both the industrial character and industrial function of the neighborhood. This Plan's revitalization strategies for the area focus on infill and reuse of existing historic structures. Land use, zoning, and economic recommendations were crafted to ensure that, as the area revitalizes, the traditional and artisan industrial uses can be maintained. Callowhill contains no park space today, and many neighborhood residents are actively engaged in the initiative to transform the former Reading Viaduct and SEPTA Spur into green space.



Historic Industrial Buildings Along 13th Street

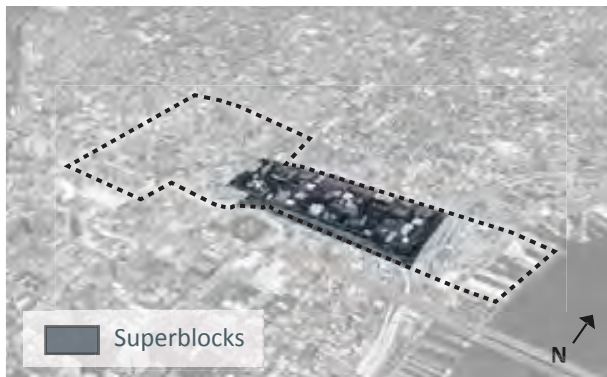


Chinatown North

The Chinatown community has long-standing concerns about developments and plans that have negatively affected the area and significantly reduced its land area. Cut off from the south by the Pennsylvania Convention Center and Market East, the Philadelphia Chinatown Development Corporation is working to expand the influence and identity of the Chinatown community to the north side of the Vine Street Expressway. It is currently developing a community center at 10th and Vine Streets that will include a mix of affordable and market-rate housing units. Chinatown stakeholders have expressed concerns about the impact of the Reading Viaduct on the ability to expand the neighborhood to the north and potential impacts of the Viaduct on land availability and the ability to construct additional housing, particularly affordable housing, for its residents. As in the Callowhill neighborhood, many are concerned with the gentrifying influences of the revitalization of the Viaduct.



Newly Constructed Plaza at 10th and Vine Streets Over the Vine Street Expressway



Superblocks

The pattern of “superblocks” east of 9th Street was created in the 1960s to encourage large-scale industrial development, which has achieved mixed results. Overall, the development patterns of this area are far less intense than permitted by current zoning. The low densities and extensive surface parking lots create an urban void between the creative communities of Northern Liberties and Old City. Reintroduction of a denser street grid could support a more active set of land uses and create a stronger connection between the Superblocks and the lively neighborhoods to the north and south. A proposal to extend Noble Street from 9th to 2nd Streets through the area – paired with appropriate land uses, urban design, and streetscape design – could build connectivity and create an intimate linear public space in the Superblocks.



View of Willow Street Today



Waterfront

East of I-95, the Study Area is ripe for change. Except for the historic River’s Edge neighborhood, much of the land in this portion of the Study Area is vacant or underutilized. The Delaware River Waterfront Corporation’s (DRWC) Master Plan for the Central Delaware envisions significant redevelopment here. DRWC owns Festival Pier and the adjacent former City Incinerator site at the foot of Spring Garden Street. It has proposed to redevelop this 10-acre parcel into a compact, mixed-use community that would be organized around a new park or public plaza. It is a transformative project that would make the entire Subarea more attractive for private reinvestment.

Another important task for this area will be strengthening the connections between the waterfront and the rest of the City. Spring Garden and Callowhill Streets are the only passages under I-95 to the Delaware River, and they are one-quarter mile apart. Spring Garden will be the primary point of connection to the newly envisioned Festival Pier parcel.



View of Front Street Looking North

A Diverse and Growing Community

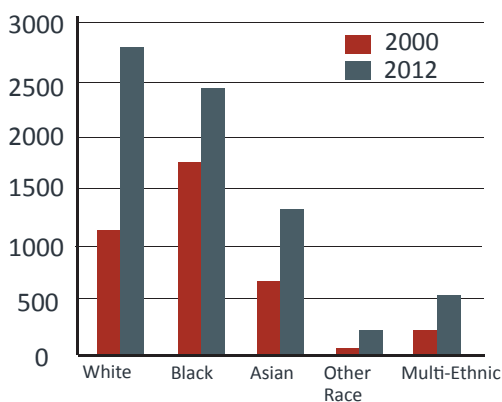
The Callowhill-Chinatown North Study Area is home to a little more than 7,300 people in 2,900 households. The characteristics of the Study Area's residents have been changing. Mirroring a trend of the Central District, a defining feature of the Study Area has been its influx of new residents. Between 2000 and 2012, the Study Area saw a net increase of approximately 1,400 households and 3,500 residents. Because its residential population is relatively small, this increase represents a near doubling of the Study Area's households and residential population during the 12 year period. The net increase in the Study Area's households represents about one-tenth of the City of Philadelphia's overall growth during those 12 years.

The Study Area holds a diverse mix of residents. As the Study Area grew in residents, all major racial and ethnic groups saw net population increases since 2000; however, different rates of growth meant that the racial and ethnic composition of the area has changed. The proportion of white,

multi-ethnic, and "other race" populations have increased, while the proportion of residents who are black has decreased, and the proportion that is Asian has remained about the same.

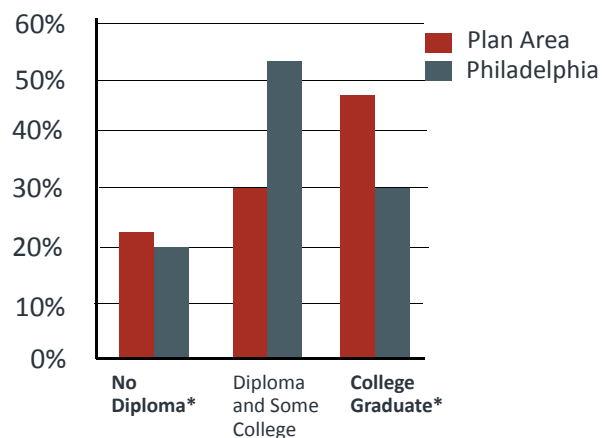
There is also diversity in the educational attainment and income level among the Study Area's residents. Forty-six percent of Study Area residents have a college degree (associate, bachelor or graduate), compared to only 28 percent of Philadelphia residents. However, compared to the City, the Study Area has a slightly higher proportion of residents without a high school diploma. The Study Area's median income is lower than the City's. In 2012, it was about \$32,000 compared to \$37,000 citywide – despite generally higher levels of education. While there is a slightly higher proportion of households earning above \$75,000 compared to the City overall, there is also a higher proportion of households at the lowest income levels. In 2012, 42 percent of the area's households earned less than \$25,000 annually, and 30 percent earned less than \$15,000. Lower income levels correspond to the area's relatively large share of young, working-age residents and single-person households, as well as the existence of affordable housing in the area.

Plan Area Population by Race/Ethnicity



Sources: Nielson 2000 & 2012; BAE, 2012.

Educational Attainment, 2012



Sources: Nielson 2000 & 2012; BAE, 2012.

*Instances where the Study Area percentages exceed those of Philadelphia

The Study Area's access to Center City and the region's highway network shapes the commute patterns of its residents. Those who drive alone to work make up the biggest share of workers, around one-third; however, nearly 30 percent of workers walked to work, about three times the proportion of working Philadelphians as a whole.

Residential demand from new households has been driving the Study Area's new construction and renovation. The influx of new households has significantly decreased the level of vacant housing in the Study Area. In 2012, 90 percent of housing units were occupied, versus 77 percent in 2000. The residential market in the Study Area supports rents and sales prices that have prompted major renovation and new housing development. Monthly rents surveyed for one- and two-bedroom units in newer buildings in the area generally range from \$1,500 to \$2,500. The market's ability to provide new housing in parts of the Study Area means that Callowhill-Chinatown North will continue to attract new development and new households. The young, educated new residents who move to the area also comprise the workforce that can attract and retain businesses in Center City and Philadelphia.

Economic Opportunities

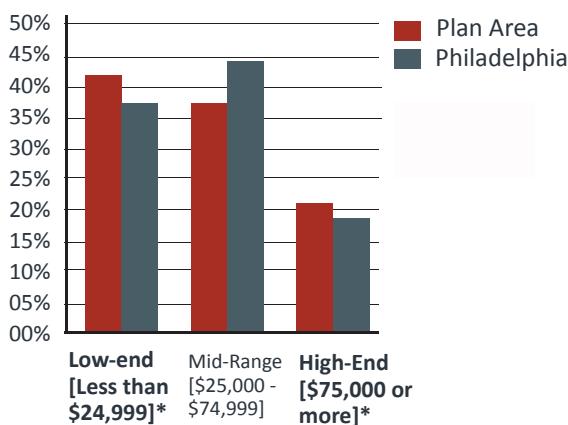
The Study Area holds a diverse mix of businesses, large and small, that benefit from close proximity to Center City.

Health care has replaced industrial employment as the primary economic engine of the Study Area. Employment in the health care industry counts for the largest share of jobs, and is even more concentrated in the Study Area than in Philadelphia as a whole.

Nevertheless, businesses requiring industrial buildings still thrive in the area. A survey done by the Center City District found that the Callowhill Subarea holds a significant number of production, distribution, and repair businesses. Businesses that include manufacturing, storage, distribution, construction, auto repair, and related activities made up about a third of all businesses in the district.

Although the Study Area includes large institutions such as Hahnemann Hospital, firms employing four or fewer employees account for more than half of all businesses in the 19123 ZIP code.

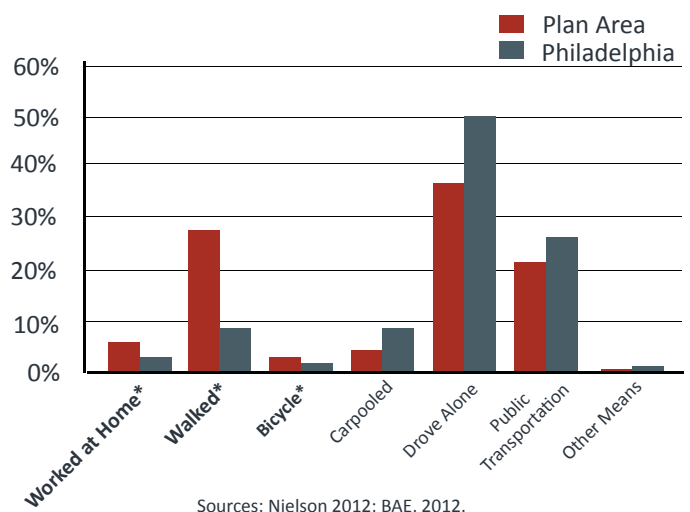
Household Income, 2012



Sources: Nielson 2000 & 2012; BAE, 2012.

*Instances where the Study Area percentages exceed those of Philadelphia

Means of Transportation to Work
Workers Age 16+, 2012



Sources: Nielson 2012; BAE, 2012.

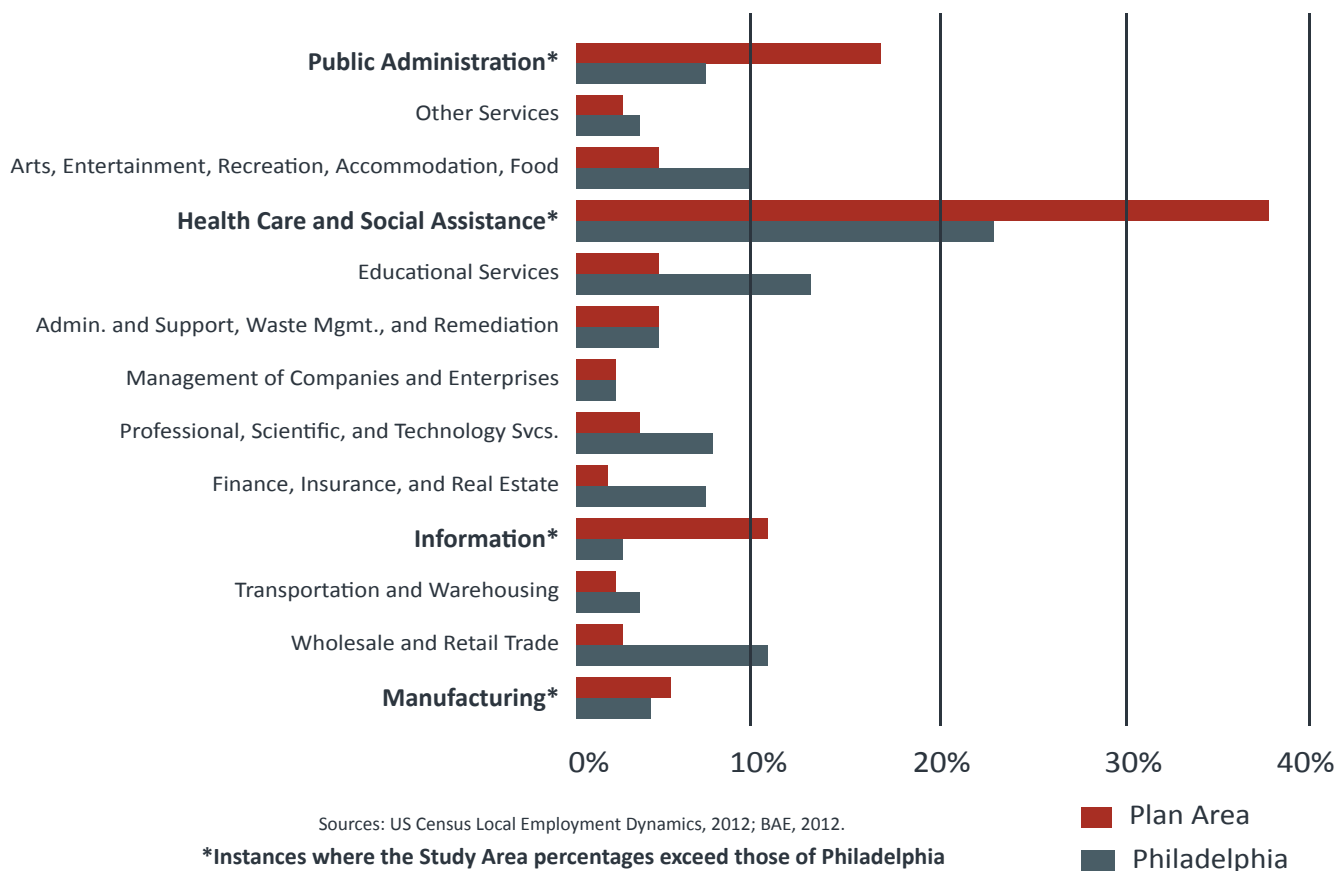
*Instances where the Study Area percentages exceed those of Philadelphia

A survey of commercial and industrial space in the area found high vacancy rates in some buildings, suggesting that they may be functionally obsolete and that the area has some greater challenges in attracting investment in commercial space compared to residential space. However, office space in the area offers a good value compared to rents in Center City. The comparatively affordable space in close proximity to Center City is important for attracting small, creative, and startup businesses of all types. The relatively high rents for industrial buildings suggest a premium for the generally older and smaller spaces found in the area due to their proximity to Center City. This proximity is particularly critical to many businesses serving the restaurants and food stores in Chinatown.

filled by current residents – bars and restaurants, grocery stores, and pharmacies – estimated that local demand within the area can support several bars and restaurants and one pharmacy, but would be insufficient to support a typical size grocery store. Continued increases in population will strengthen demand locally for these types of convenience stores, but even a doubling of households in the area will not support the development of significant amounts of ground floor retail along the area’s commercial corridors. Ground floor retail to activate streets will therefore need to be focused, and will need to draw consumers from outside the Study Area.

The relatively low population of the Study Area presents a challenge in providing ample retail options to its residents. An analysis of the retail demand in three basic categories that could be

Percentage of Jobs by Industry, 2010



Current Land Use and Zoning

Why talk about land use?

Planners categorize and map land use to document and understand the current state of development. Land use refers to broad categories – such as residential, commercial, or industrial – and can be broken out into more detail such as high-density residential, office commercial, or warehousing/distribution. Land use maps help to identify what potential uses are lacking or inappropriate – and if changed in the future – could enhance the quality of life or economic productivity of an area. Intensity and type of land use also drive infrastructure needs such as transit and utilities.

What's the difference between land use and zoning?

Zoning is the primary tool used to regulate land use. Zoning is a set of regulations governing how land is developed and what types of land uses are permitted. In addition to land uses, these laws regulate where buildings and parking can be located on a property and the size of the buildings.

Why is this important?

When analyzed together with area demographics, social needs, environmental issues, and market opportunities, land use and zoning tell us whether a property or area is zoned correctly for current and future conditions. If not, zoning should be changed to reflect existing conditions or bring about desired changes to future physical development. A property's zoning is changed by revising the City's official Zoning Map, which is completed by City Council through an open public process. An important product of this Strategic Plan is land use and zoning recommendations. They will feed into the City of Philadelphia's zoning revision process that will fully implement the new Zoning Code enacted in December 2011.



Large-Scale Retail on the Busy Spring Garden Street Corridor



Small Business on 11th Street with Residential Units Above



Single-Story Light Industrial and Commercial Uses on the Corner of 2nd and Spring Garden Streets

Study Area Land Use and Zoning Today

A quick comparison of land use and zoning maps for the Study Area show many inconsistencies between existing land use and zoning. The Study Area contains a wide range of land uses but relatively homogenous zoning. For example, industrial zoning accounts for 42 percent of land area but only 18 percent of land use. The inconsistencies between zoning and land use have resulted in conflicts that affect quality of life and the economic potential of some portions of the Study Area. One example of such a conflict is the presence of industrial uses immediately adjacent to residences in the Poplar and Chinatown North neighborhoods. Much of the Callowhill neighborhood is zoned industrial, a classification that prohibits both commercial and residential

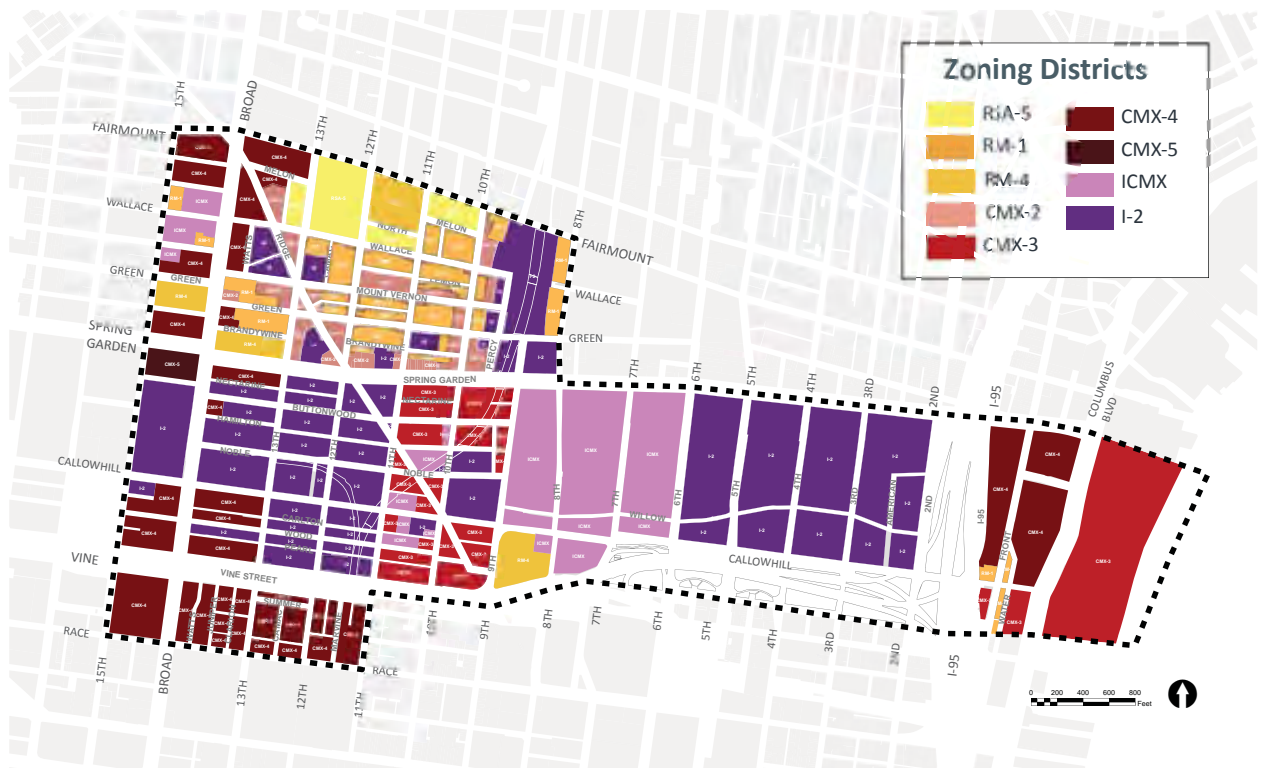
uses. New residents and businesses continue to be attracted to the area, but nearly all of this new development requires a zoning variance, which slows the development process and makes it more expensive.

In terms of development intensity, most of the Study Area south of Spring Garden Street is zoned for intense urban development. Most zoning in this area provides that the total square footage of buildings can be up to five times the size of the building lot. Much of this portion of the Study Area is built to densities far less than permitted by existing zoning. North of Spring Garden, development is dominated by small- to moderate-scale residential development, and permitted zoning densities are generally consistent with the existing built environment.

Current Zoning Districts

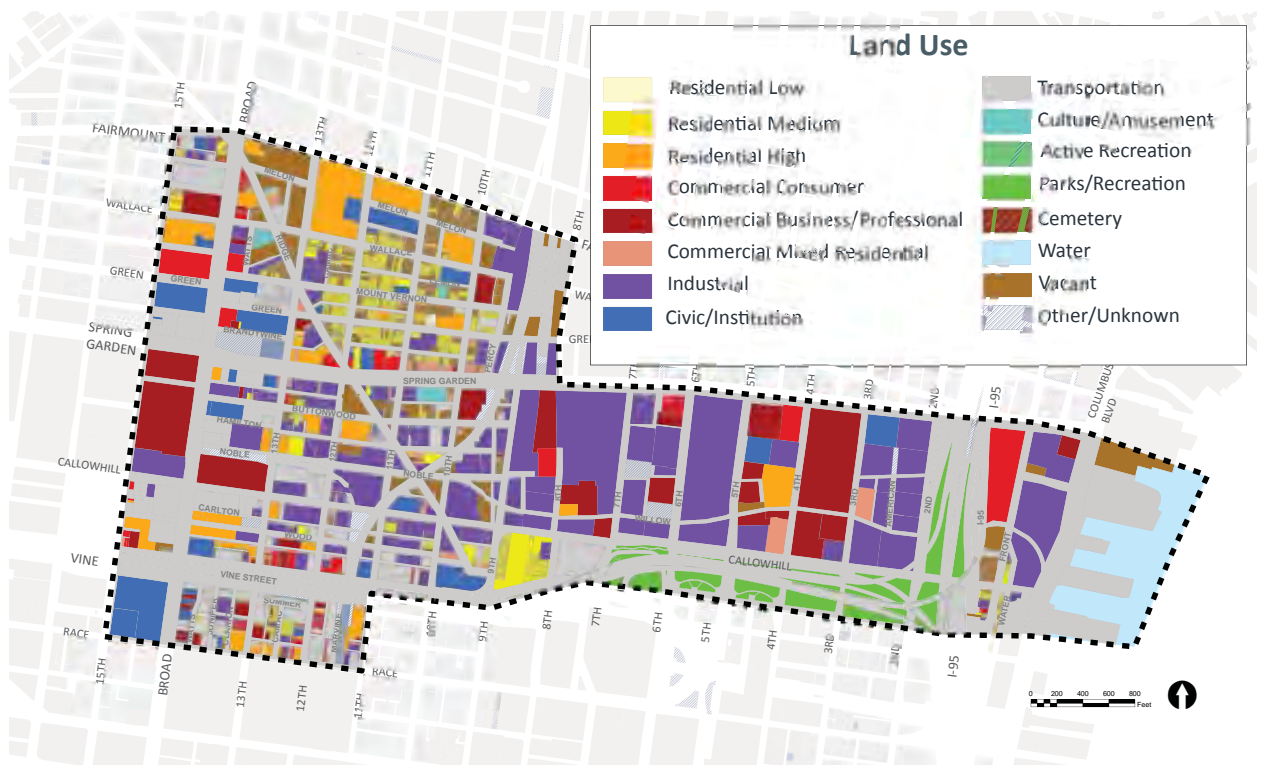
RSA-5	RM-1 and RM-4
The RSA, Residential Single-Family Attached, districts are primarily intended to accommodate attached and semi-detached houses on individual lots, but may be applied in areas characterized by a mix of housing types, including detached houses.	The RM, Residential Multi-Family, districts 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.
CMX-2	CMX-3
The CMX-2, Neighborhood Commercial Mixed-Use, district is primarily intended to accommodate neighborhood-serving retail and service uses.	The CMX-3, Community Commercial Mixed-Use, district is primarily intended to accommodate community- and region-serving retail and service uses.
CMX-4	CMX-5
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.	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.
ICMX	I-2
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.	The I-2, Medium Industrial, district is primarily intended to accommodate light industrial uses, moderate-impact uses, and other activities that may generate noise, odor, vibration, after hours activities, or traffic impacts well beyond the subject property lines.

Current Zoning



Existing zoning in the Study Area has been largely unchanged over the last 40 years. This means there are large swaths of outdated industrial zoning in the Superblocks east of 6th Street and in the Callowhill Neighborhood between Broad and 11th Streets.

Current Land Use



Existing land use in the study is quite diverse compared to the existing zoning map above it. The land use often conflicts with the underlying zoning.

The following paragraphs summarize existing land uses, zoning, and potential land use issues for each of the five subareas in the Callowhill-Chinatown North Study Area. The Land Use Conflicts and Existing Vacancy Maps on the facing page illustrate problem areas.

Poplar

Existing land uses are generally consistent with zoning in this primarily residential neighborhood that has commercial and institutional uses concentrated along Broad and Spring Garden Streets. Zoning in the Poplar Subarea mainly consists of single- and multi-family residential districts. Parcels facing Ridge and Spring Garden Streets are zoned for neighborhood-scale, mixed-use commercial development. Parcels fronting Broad Street are zoned for a more intense scale of commercial and mixed-use development. There are also a handful of industrially-zoned parcels along the major corridors and the Reading Viaduct. Industrially-zoned parcels are currently occupied by residential and commercial buildings, so that it appears that industrial zoning designations are no longer appropriate for this Subarea. The Poplar Subarea contains the highest portion of vacant land and buildings in the Study Area.

Callowhill

Nearly all of the Callowhill Subarea is zoned for industrial uses or high-intensity commercial/residential mixed-use development. Commercial zoning districts are concentrated along Broad Street and south of Vine Street. Despite relatively homogeneous zoning, Callowhill enjoys an incredibly diverse mix of land uses, including residences, live-work spaces, commercial offices, healthcare facilities, warehouses, and surface parking lots. Land uses for the majority of the Subarea do not conform to existing zoning, due to the fact that residential and retail uses are not permitted in the existing industrial zoning districts. The industrial zoning also allows for industrial uses significantly more intense than those present or appropriate for the future vision of the area. Vacant land and structures exist throughout the Subarea, but are concentrated along the northern edge, just south of Spring Garden Street.

Chinatown North

Chinatown North consists mainly of moderate-intensity commercial/residential mixed-use zoning. A small number of industrial/commercial mixed-use and industrially-zoned parcels are

concentrated near 10th and Callowhill Streets. Industrial and commercial enterprises are the predominant existing land uses in Chinatown North. Many of the industrial parcels are devoted to food-related warehousing and manufacturing that serves local Chinatown restaurants, and are important to the economic success of restaurants in this dense urban neighborhood. Other uses include a variety of manufacturing facilities and even scrap yards. While current zoning includes a mix of industrial and mixed-use districts, there is a mismatch between the location of industrial and commercial buildings and the zoning districts. The existing commercial zoning also allows for much greater development intensity than is present today. While vacant parcels are scattered throughout the Subarea, the former steam plant, located at 9th and Willow Streets, represents the most significant challenge for reuse or demolition due to its massive size and asbestos contamination.

Superblocks

The western half of the Subarea is zoned industrial/commercial mixed-use, and the eastern half for industrial uses. Despite its industrial zoning, the majority of the Superblocks Subarea is comprised of commercial uses. Residential uses have begun to appear as well. The few industrial uses present are primarily warehousing and distribution-related. Most of the Superblock parcels are zoned for a much more intensive industrial uses than are currently present. Much of the recent investment in the eastern end of the Subarea has been for healthcare and residential uses, which are prohibited by the current industrial zoning.

Waterfront

With the exception of a small residential district along Front Street, the entire Subarea is zoned for moderate- to high-intensity commercial/residential mixed-use. The entire Subarea falls within the Central Delaware Waterfront Overlay, which requires active ground floor uses, open space, and waterfront access. The Overlay also regulates building height and certain elements of design. Waterfront land uses today are comprised of a mix of vacant land and residential, commercial, and light industrial uses. Piers along the water's edge are currently occupied by entertainment and restaurant uses. This Subarea includes industrial and storage-related uses that are incompatible with existing zoning and the desired future for this area.

Existing Vacancy



This map of vacant buildings and land shows a disproportionate amount of vacant land in the Poplar neighborhood as well as many parcels along the Ridge Avenue corridor. In the Superblocks, little land is technically vacant, but many lots are underutilized either as surface parking or for large windowless one-story warehouses.

Land Use Conflicts



This map of conflicting land uses shows large clusters of parcels in the Callowhill Neighborhood and the Superblocks that are no longer being used as industrial businesses, even though they are located in industrial zoning districts. The Poplar neighborhood has very few land use conflicts, illustrating that the underlying zoning and current land uses are a better match.

Transportation Network

The Callowhill-Chinatown North Study Area enjoys excellent vehicular and transit access, though pedestrians and cyclists face many challenges. Two highways pass through the area, creating both easy access to regional destinations and major barriers to pedestrian and bicycle transportation. The busiest surface streets in the Study Area are Columbus Boulevard and Broad, Callowhill, and Spring Garden Streets. Broad and Columbus have consistently high traffic volumes throughout the Study Area, but many of the other streets, particularly Callowhill and Spring Garden, experience major increases in traffic near highway entrances and exits. Traffic is relatively low along local streets, with intermediate levels along north-south streets through the Superblock Subarea, particularly 5th Street. Traffic volumes on Ridge Avenue increase north of Spring Garden Street.

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

West of 9th Street, the Study Area enjoys a fairly tight street grid, creating the opportunity to build a better pedestrian and bicycling environment through streetscape improvements and more active building fronts. East of 9th Street, many east/west streets were removed in the 1960s, creating a system of superblocks intended to create opportunities for large-scale industrial development. Though the streets have been removed, utility easements have been maintained

for some of the historic streets, specifically Noble Street. Reintroducing Noble Street could increase pedestrian access to the area, and increase street frontage to support new development without major impacts to existing tenants.

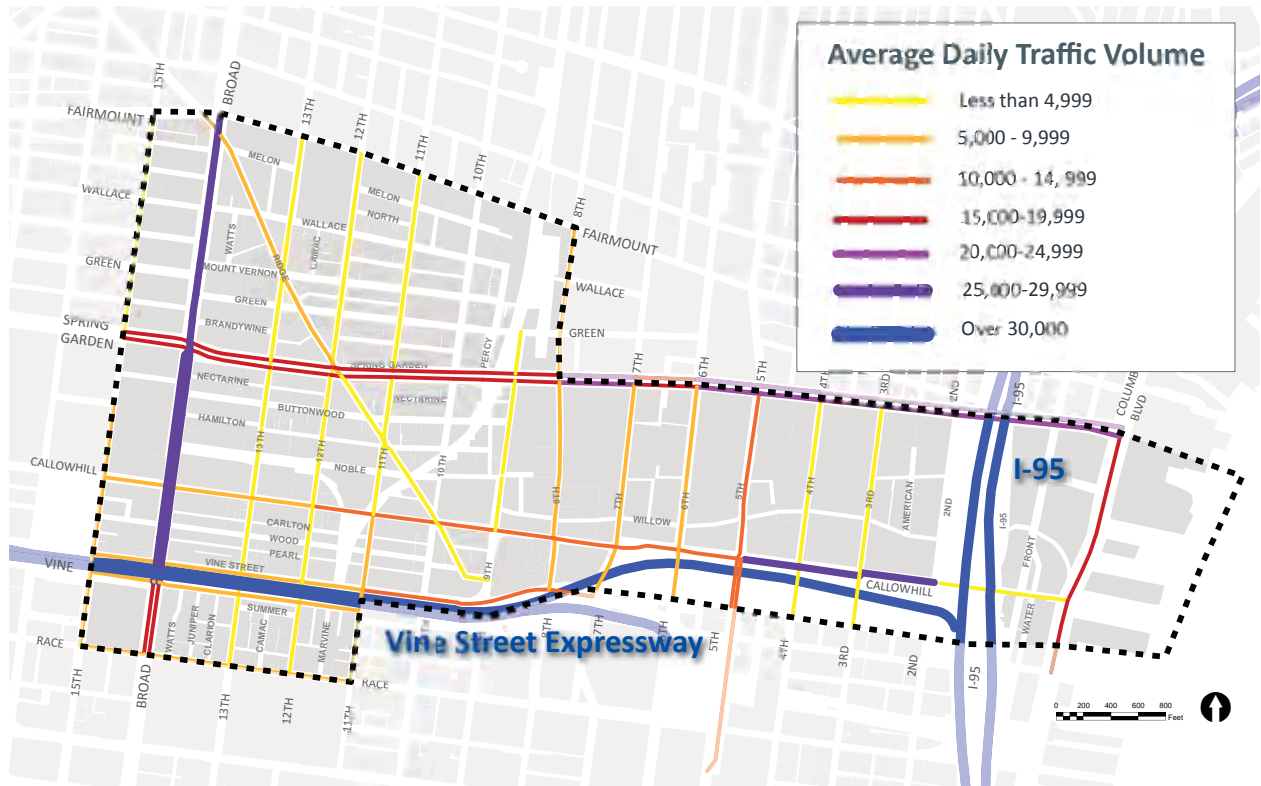
In addition to barriers created by I-95 and the Vine Street Expressway, pedestrians and cyclists face major challenges in the area. Sidewalks tend to be in poor condition and lack landscaping. Little shade and an overwhelming amount of trash in the streets create an uncomfortable pedestrian environment. While many streets have excess traffic capacity, lane markings are often unclear, creating a sense of barely controlled chaos on many roadways, making bicycling intimidating for all but the most confident cyclists. In recent years, a number of bike lanes have been added to north/south streets, including portions of 5th, 6th, 10th, 11th, 12th, and 13th streets. A greenway plan has been proposed for Spring Garden Street that would include changing the location of existing dedicated bike lanes, streetscaping, pedestrian improvements, and green stormwater infrastructure.

The portion of I-95 that passes through the Study Area is expected to be reconstructed by 2020. This reconstruction is anticipated to include significant improvements to the pedestrian environment at the Callowhill and Spring Garden Street crossings. The Delaware River Waterfront Corporation plans to construct interim improvements to the Spring Garden I-95/SEPTA underpass in 2014. These improvements are currently in design, and are expected to include improved lighting and sidewalks, wayfinding signage to the SEPTA Market-Frankford Line entrance, enhancements to the transit entrance itself, streetscaping improvements between 2nd Street and Columbus Boulevard, and public art. The interim improvements will be replaced, and where appropriate, expanded, by PennDOT as a part of the reconstruction of I-95.



Map of Noble Street Easement Locations

Traffic Volumes



Traffic volumes in the Study Area - High volume roadways border and cut off much of the area from Center City and the waterfront. (Source: DVRPC and PennDOT)

Existing Transit and Bike Network



The Study Area enjoys many transportation options as reflected in the map above. Multiple transit lines crisscross the Study Area along with a good foundation of bike lanes.

The Public Realm

Open Space

The Study Area contains extraordinarily little green space of any kind. South of Spring Garden Street, back yards are rare and even vacant parcels are paved. The only formal recreation space is found in a park along the south side of the Vine Street Expressway. The park spans from I-95 to 6th Street along Wood Street and then extends south of Wood between Randolph and 6th, ending in a plaza at the entrance ramp to the Ben Franklin Bridge. These blocks provide an attractive passive recreation space for nearby neighbors. The area is well-maintained by the City Parks and Recreation Department, and local residents have added their own touches, including a set of Adirondack chairs between 2nd and 3rd Streets. This park space can be altered to include active recreation uses to help serve the Old City neighborhood.

North of Spring Garden, public recreation space is limited to a playground located at 1012 Mt. Vernon Street, adjacent to a community center owned by St. Paul's Baptist Church. The playground is in poor condition, and, according to Poplar neighborhood residents, many children prefer to play in nearby

grassy vacant lots, which also serve as informal gathering spaces for neighbors and dog walkers. In addition, the East Poplar Recreation Center is located just outside of the Study Area on 8th Street between Poplar and Brown Streets.

Leading up to and during the planning process, the planned conversion of the Reading Viaduct and SEPTA Viaduct Spur into park space received a lot of attention. This is a signature piece of the recreation strategy for the Study Area. The full solution, however, entails a combination of major and small projects, with the Viaduct Park incorporated into an overall system. Other elements of this system include the Delaware River Waterfront trail and parks, small neighborhood parks, a comprehensive streetscaping program, stormwater management infrastructure that incorporates green and open spaces into the public realm, and the Spring Garden Greenway (see project summary below).

Bike/Pedestrian Improvements: Spring Garden Street Greenway

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



Image courtesy of the Pennsylvania Environmental Council



The Green Space Along Wood Street Between the Ben Franklin Bridge and 6th Streets



A Portion of the SEPTA Spur of the Reading Viaduct as it Passes Over 13th Street

Historic Resources

The Study Area contains the Callowhill Industrial Historic District and numerous buildings that have been listed on the National Register of Historic Places and the Philadelphia Register of Historic Places.

The strongest concentration of historic buildings is located between 9th and Broad Streets and between Vine Street and Fairmount Avenue. The area between Vine and Spring Garden Streets showcases the historic industrial character of the Callowhill neighborhood and is defined by the former Reading Railroad Viaduct. The area includes approximately two dozen mid-rise loft buildings that date from the late 1800s and early 1900s. A number of these loft buildings have been converted to residential use, many by using federal historic tax credits. The Callowhill Industrial Historic District itself encompasses the western side of the Callowhill neighborhood including the SEPTA Spur of the Reading Viaduct and surrounding structures. On the east side, the Reading Viaduct and remaining former industrial

buildings could conceivably be included within a historic district extension. Noteworthy industrial buildings in this area include the former Esslinger's Plant No. 1 Building at 10th and Noble Streets and the former Center City Grocery and Produce Building on the 900 block of Noble Street.

The Poplar neighborhood between Spring Garden Street and Fairmount Avenue is more residential and institutional in character. Although this neighborhood has witnessed urban renewal, it retains a core of brick row houses dating from the late 19th century in the vicinity of 12th and Green Streets. This area is also home to three National Register-listed public schools and a number of houses of worship, including the Philadelphia Register-listed Rodeph Shalom Synagogue on North Broad Street. Former industrial buildings that appear to be strong candidates for rehabilitation include the Reading Building, 915 Spring Garden Street, and the E.J. Schoettle Company Building located at 1026-1030 Green Street.



The Divine Lorraine at Broad and Fairmount Streets has been vacant for many years.



A former Packard Motor Car manufacturer is now a residential building.

Historic Resources



Locations of Historic Resources

Table of Register-Listed Historic Resources

1.	Wolf Building	9.	Willys-Overland Motor Company	17.	Adelphi School
2.	Lasher Building	10.	U.S. Tire Company Building	18.	Philadelphia Wholesales Drug Company Building (Union Transfer)
3.	Heid Building	11.	Old City Morgue	19.	General Electric Switchgear Plant (Electric Factory)
4.	Rebman Building	12.	Lorraine Apartments	20.	Northern Saving Fund and Safe Deposit Company
5.	Smaltz Building	13.	Snellenburg's Clothing Factory	21.	Elk's Lodge B.P.O.E. No. 2
6.	Goodman Brothers and Hinlein Company	14.	Helen Fleischer Vocational School	22.	Mulford Building (Lofts 640)
7.	Terminal Commerce Building	15.	The Elverson Building (Inquirer Building)	23.	Spring Garden School No. 2
8.	Packard Motor Corporation Building	16.	Thaddeus Stevens School of Observation	24.	Rodeph Shalom Synagogue



Regular	3	Regular	3
Plus	3	Plus	3
V-Power	4	V-Power	4
Diesel	4	Diesel	4
B20	4	B20	4
E85	3	E85	3



Framing the Future



Framing the Future

Planning Assumptions

The development scenario presented in the Strategic Plan for Callowhill-Chinatown North recognizes the opportunities presented by vacant and underutilized land within its boundaries. Just as importantly, it is cognizant of market trends and is calibrated to recent and projected growth rates for the Central District and Philadelphia.

Long term population projections reflect the City's reemergence as a place that is growing modestly after many years of net population decline. *Philadelphia2035* growth projections for the entire City target an additional 102,600 residents and 40,000 workers by 2035. Over 25 years, these targets represent a seven percent increase over 2010 population and a six percent increase over 2010 employment. The Central District is forecast to receive about 20 percent of the City's residential growth – 19,500 new residents – and 40 percent of the planned employment growth – 16,000 new workers. Within the Central District, the Master Plan for the Central Delaware estimates that the Spring Garden area of the Waterfront will see 3,200 new residents in 1,800 new households and more than 600 new jobs in the same 25- to 30-year planning horizon.

The area's recent development history provides context for understanding the potential for future growth. Based on available demographic data, the Study Area is estimated to have added approximately 120 new households each year, on average, for the past 12 years. The trajectory of residential growth in the Study Area shows signs of continuing and even accelerating. The pipeline of residential development projects identified in the Study Area as planned or under construction, if fully completed, will add 939 new units in the next several years.

The Strategic Plan also reflects the market reality that residential development has been the predominant driver of construction in the

Study Area – a trend that is likely to continue in the future. Market rents and sales prices for new and renovated residential units exceed the values needed to justify construction. Conversely, current commercial rent levels and existing vacancy rates are likely to limit large-scale office development in the Study Area; although smaller scale construction and renovation of existing space would potentially have market feasibility and appeal to creative and startup firms.

Furthermore, the Study Area cannot rely solely upon demand from existing and future residents to support development of ground floor retail throughout the Study Area. Instead, retail and other ground floor commercial activity should focus on existing commercial corridors and areas where pedestrian activity should be concentrated. The Strategic Plan assumes that development of large format destination retail will not be targeted for this area but will instead be directed towards existing and potentially redeveloping retail centers such as Market East. While there is demand for production and distribution uses and industrial space in the Study Area, new investment will likely favor higher intensity and greater revenue generating uses over additional new industrial development.

The mix of residential and non-residential development in the Study Area will largely be a function of market conditions rather than zoning regulations. Although market and economic conditions favor residential development, the Plan envisions about 300,000 square feet of new non-residential space, including projects already in the development process and waterfront development projections. Non-residential space is likely to include new institutional uses, and new commercial, artisan, gallery, and retail space in mixed-use properties.

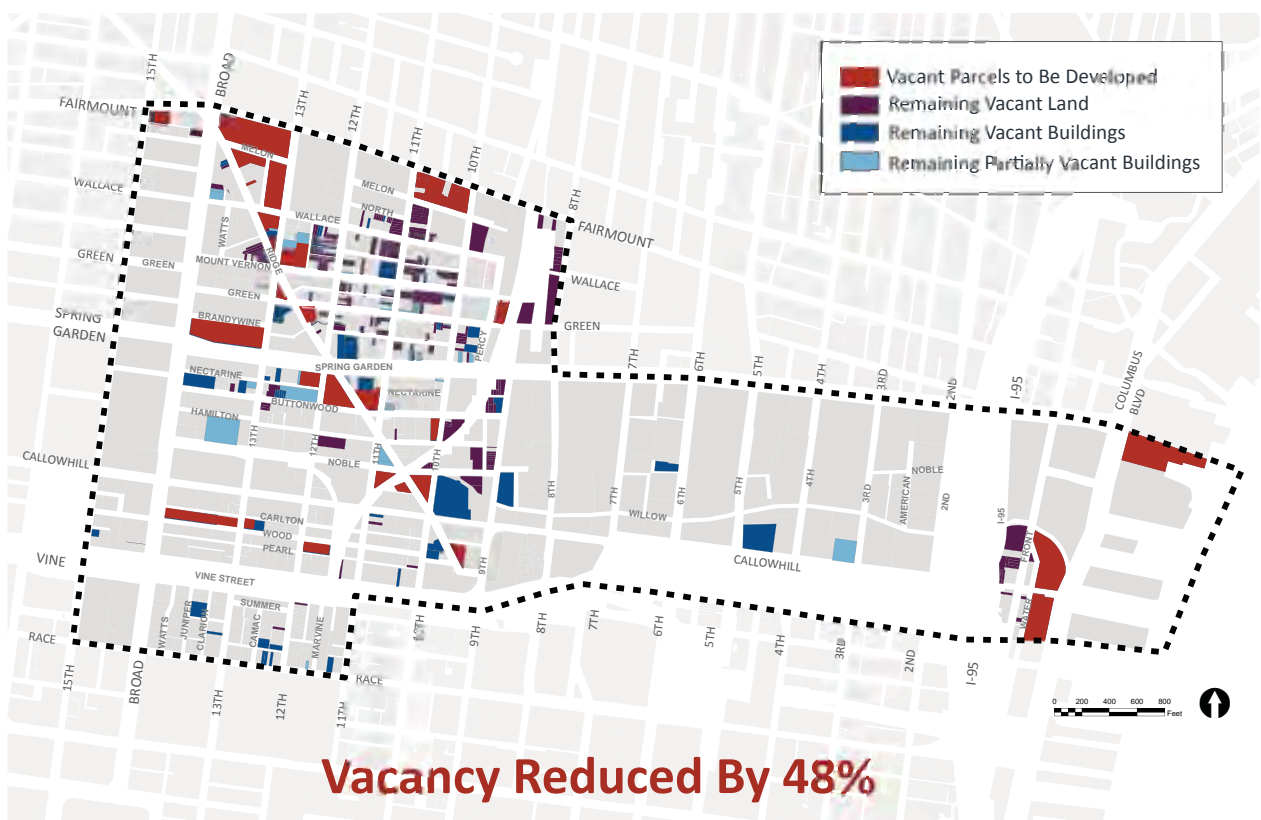
Envisioning the Future

The Strategic Plan lays out a land use and development strategy that would support more than 5,300 new households and 1,000 jobs in 310,000 square feet of new commercial and industrial development, much of that occurring in mixed-use structures that include residential uses. New jobs and residents would contribute an estimated \$13.2 million in additional wage taxes each year and reduce vacant land by 23 acres. New development and open space would replace nearly half of the vacant land that exists in the Study Area today. Investment in vacant and underutilized properties would attract new tenants to existing industrial and commercial spaces that are not fully leased, which would result in additional jobs, area activity, and tax base.

These projections are based on a build-out analysis completed as a part of the Strategic Plan. The analysis was based on market data and the uses permitted in the zoning proposed by the Plan and the following assumptions:

- While residential demand will drive the market over the coming decade, ground floor retail/commercial development was included in the calculations wherever permitted by the proposed zoning.
- Almost all parking would be accommodated in surface parking lots rather than structured garages to control development costs.
- Due to the small size or awkward shape of many parcels in the Study Area, sites would be developed to 75 percent of the full zoned capacity.

Vacant Parcels Included in Development Scenario



New development is projected to occur in four broad categories:

- Completion of projects that have already received development approvals (“pipeline” projects)
- Renovation of existing buildings
- Development projected in the Master Plan for the Central Delaware
- Development of vacant or “soft” sites

The build-out analysis demonstrates that the zoning proposed in the Strategic Plan can more than adequately accommodate the growth that is projected over the next 25 years. Based on the targets in *Philadelphia2035*, the area is expected to support an additional 3,000 households and 250,000 square feet of commercial development during the planning timeframe. The 2,300 households and 60,000 square feet of “excess capacity” built into the proposed land use plan creates flexibility as to how the development occurs and ensures that success is not dependent on the availability of a few key parcels.

Parcels Included in the Build-out Analysis



Themes for Moving Forward

The remaining sections describe and illustrate Strategic Plan recommendations and strategies to achieve them. The recommendations are organized into the three forward-looking themes identified in the *Philadelphia2035 Citywide Vision*: Thrive, Connect, and Renew.

Thrive

Equitable development is the cornerstone of a thriving Callowhill-Chinatown North community. In order to thrive, new development must support affordable housing and create opportunities to build wealth within the local community. This means new jobs and business opportunities for local residents and the preservation of the area's ethnic, creative industrial, and artisan economies. Existing affordable housing units need to be preserved and new ones created to serve diverse needs, including recent immigrants, low- and moderate-income families, and artists' live/work space. New retail spaces will serve local residents, enliven Broad and Spring Garden Streets, and create a flourishing mixed-use corridor along Ridge Avenue, with attractive new community gateways at the intersections of Ridge Avenue and 10th, Spring Garden, and Broad Streets.



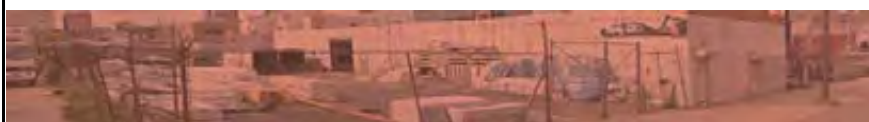
} **650 New Households in Renovation Projects**



} **900 New Households in Pipeline Projects**



} **1,000 New Households on the Waterfront**



} **2,800 New Households on Currently Vacant or Underutilized Land**

Connect

A safe, balanced, multi-modal transportation network will connect the neighborhoods of the Callowhill-Chinatown North Study Area to each other, Center City, and the surrounding City and region. To achieve this, roadway pavement throughout the Study Area should be reallocated to serve not only the car but bikes, pedestrians, and transit users. The street grid in the Superblocks would be reestablished through an extension of Noble Street and improvements to Willow Street. Passages through I-95, the Vine Street Expressway, and the Reading Viaduct would be improved to make them safe and appealing to cyclists and pedestrians.

Renew

A renewed Callowhill-Chinatown North effectively integrates green spaces into a dense urban context through a combination of major projects and incremental improvements. When complete, the green space investments in the Reading Viaduct and SEPTA Viaduct Spur will create linear parks that connect residents of Poplar, Callowhill, and Chinatown to green space and attract visitors from throughout the region. A network of community parks, public plazas, stormwater parks, and extensive streetscaping would green the entire Study Area, making walking and biking attractive options, and managing stormwater runoff. In addition to green spaces, successful renewal of the Study Area would preserve the established character of the Callowhill, Chinatown, and Poplar neighborhoods, reinforce the land use and design provisions of the Master Plan for the Central Delaware, and establish a vibrant, urban physical character for the Superblocks.



THRIVE



Thrive

The Strategic Plan proposes significant revisions to the City's Zoning Map to better reflect existing land use and guide new development types in the Study Area. These revisions are based on careful study of existing land use patterns, market opportunities, and community priorities. The *Thrive* section describes recommended zoning changes and illustrates how these changes, coupled with investments in transportation and the public realm, have the capacity to create truly catalytic projects throughout the Study Area.

*Development
Recommendations from
Master Plan for the Central
Delaware Waterfront*

*62,000 Square Feet
of New Office*

5,350 New Households



21 Acres of New Open Space

***1,650 More
Street Trees***

***DOUBLE** the
Number of Bike Lanes*

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

Study Area Development Plan



Potential New
Development



Renovation of Existing
Structures



Pipeline Projects



Green Space

Land Use and Zoning

Future Land Use Goals

The future land use recommendations and proposed zoning map for the Callowhill-Chinatown North Study Area are driven by the principles of equitable and sustainable development. From an economic perspective, this means that future development needs to support the creation of wealth within the community through new jobs and business opportunities for local residents, affordable housing production, and the preservation of the creative industrial, artisan, and Asian-ethnic economic activity. In terms of quality of life, it means expanded access to parks and open space, healthy foods, and needed goods and services. Green infrastructure and development practices will support healthy communities and environments.



A vacant building at the intersection Ridge Avenue and 13th Street is being redeveloped as multi-family housing.

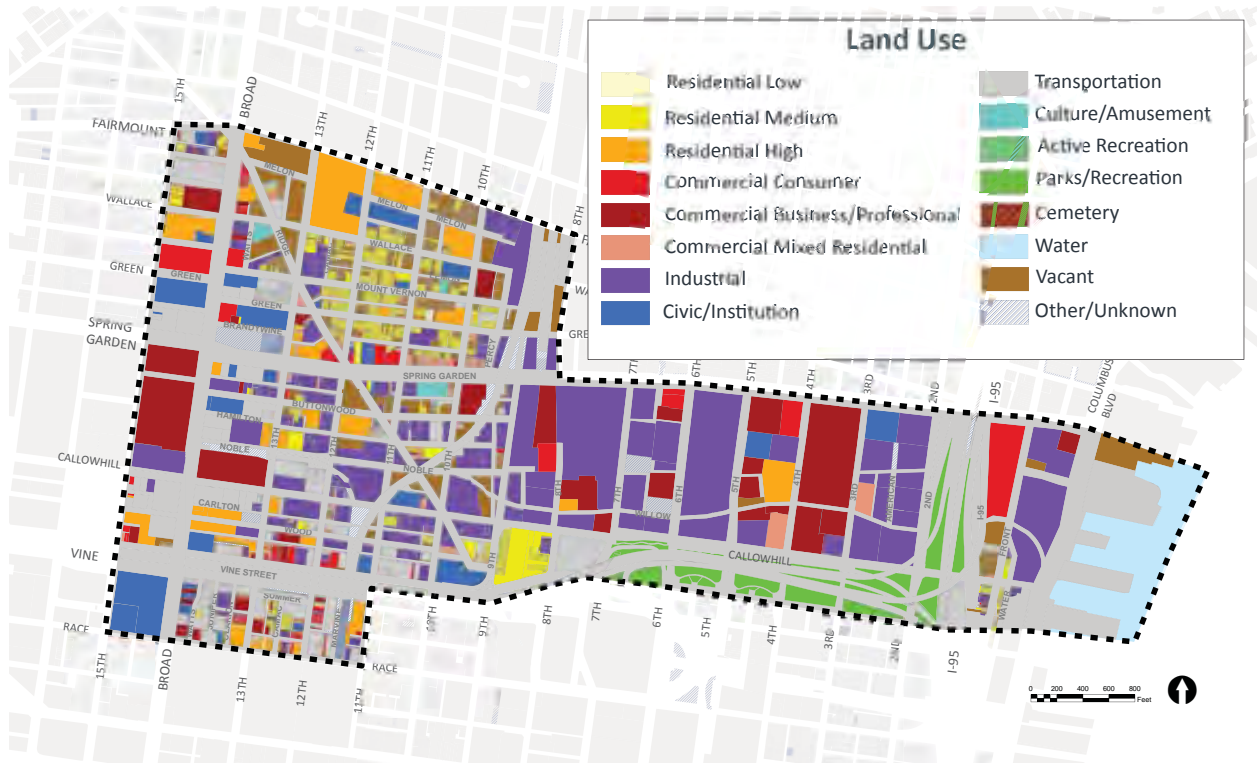
Equitable and sustainable development will be facilitated by:

- Preservation of the established character and mix of land uses in the Poplar, Callowhill, and Chinatown North neighborhoods
- Reinforcing the land use and design provisions of the Master Plan for the Central Delaware
- Establishing a vibrant, urban physical character and active uses in the Superblocks
- Low- to mid-rise development patterns to support widespread use of active and passive solar energy generation
- Streetscape, bicycle, and transit improvements – complemented by low parking ratios for new development – to increase pedestrian, bicycle, and transit use
- Integration of green stormwater infrastructure in streetscape, parks, and private development to manage water quality and help business and property owners to meet new Philadelphia Water Department stormwater requirements

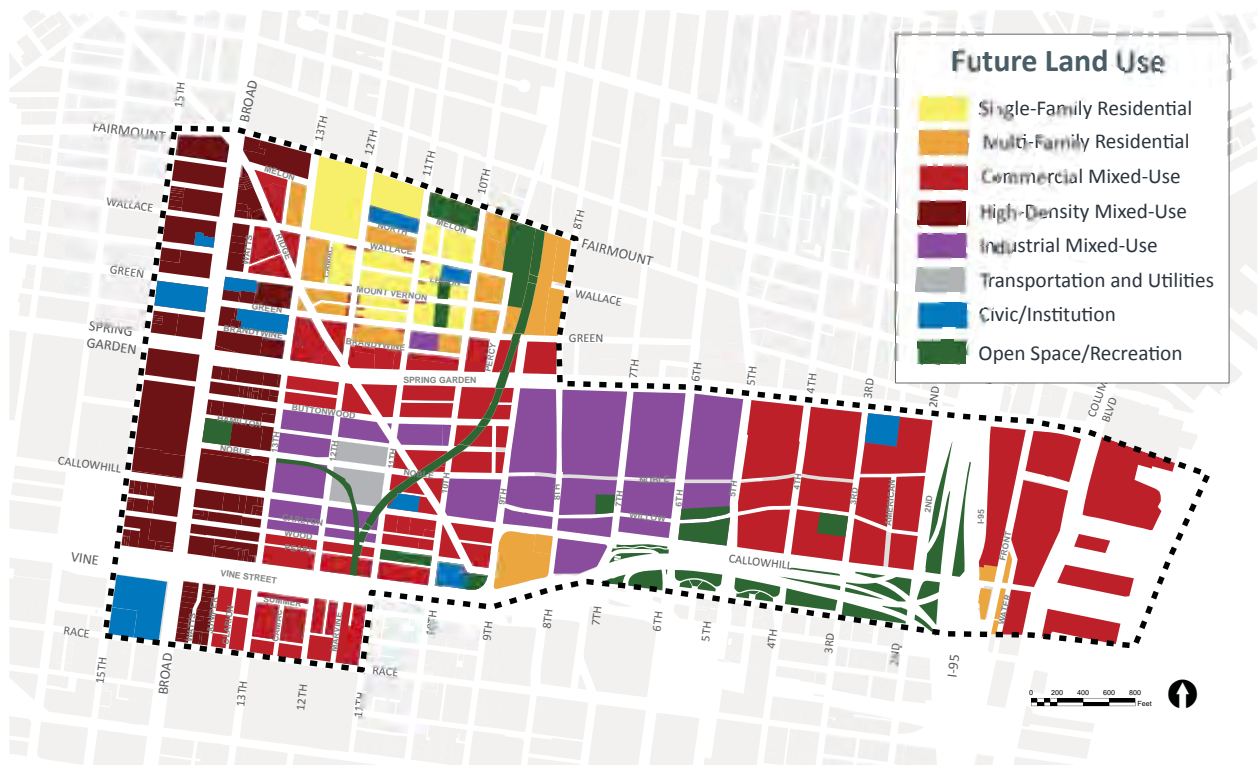
As a result, proposed future land uses in Poplar, Callowhill, and Chinatown North are similar to those today. Key changes proposed include infill of vacant land and parking lots with new development and recreation space, and the transition of the remaining industrial uses in the Poplar neighborhood to residential and commercial uses. Along the Waterfront, industrial uses and vacant land would transition into mid-rise multi-family/mixed-use development and recreation space including a waterfront trail and public plazas. The largest land use change is proposed for the Superblocks, where the Plan seeks to transition the area from low-density, suburban-style commercial and light industrial uses to a vibrant mid-rise, mixed-use urban environment.

The next few pages describe the zoning changes needed to facilitate desired land uses in the Callowhill-Chinatown North Study Area. The final pages of the *Thrive* section apply the land use and zoning recommendations, along with those contained in *Connect* and *Renew*, to demonstrate possible results of Strategic Plan implementation in four important Study Area locations.

Current Land Use



Proposed Land Use



Zoning Recommendations

Zoning Breakdown: Before and After

Current				Proposed			
RSA-5	2.7%					8.2%	RSA-5
RM-1	5.9%					7.1%	RM-1
RM-4	3.1%					0%	RM-4
RMX-3	0%					1.5%	RMX-3
CMX-2	3.3%					0.2%	CMX-2
CMX-2.5	0%					6.9%	CMX-2.5
CMX-3	26.8%					31.6%	CMX-3
CMX-4	15.5%					20.7%	CMX-4
CMX-5	0.6%					0.6%	CMX-5
IRMX	0%					16.4%	IRMX
ICMX	11.6%					5.9%	ICMX
I-2	30.5%					0%	I-2

The comparison of current and proposed zoning shows shifts in the percentage of the Study Area made up by each zoning district. The most significant shift is the elimination of I-2 districts and transition of these blocks to other industrial, commercial, and residential uses.

Table of Zoning District Definitions

RSA-5

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 Residential Single-Family Detached districts and Residential Multi-Family districts. The Zoning Code includes five RSA districts that are differentiated primarily on the basis of minimum lot area requirements.

RM-1 and RM-4

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.

RMX-3 <p>The RMX, Residential Mixed-Use, districts are intended to accommodate residential and mixed-use development. The RMX-3 district is intended for application primarily in Center City.</p>	CMX-5 <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>
CMX-2 <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>	IRMX <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>
CMX-2.5 <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>	ICMX <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>
CMX-3 <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>	I-2 <p>The I-2, Medium Industrial, district is primarily intended to accommodate light industrial uses, moderate-impact uses, and employment activities such as manufacturing, distribution, processing, industrial parks, and other activities that may generate noise, odor, vibration, after hours activities, or traffic impacts well beyond the subject property lines. It prohibits residential and many retail uses.</p>
CMX-4 <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>	

Summary of Zoning Recommendations

A breakdown of recommended zoning changes is shown in the table on page 38. A companion chart describes the intent and characteristics of each of the current and proposed zoning districts for the Study Area. The existing and proposed zoning maps on pages 42 and 44 illustrate proposed zoning changes that:

- Expand single-family zoning (RSA-5) in the Poplar Subarea to preserve row house neighborhood development patterns where already established.
- Substitute the lower-intensity RM-1 multi-family district for the RM-4 multi-family district for much of the rest of the residential zoning in Poplar.
- Add residential-oriented mixed-use zoning (RMX-3) along Ridge Avenue to encourage multi-family development that integrates commercial uses.
- Create a Neighborhood Commercial Mixed Use District (CMX-2) south of Vine Street to support the preservation of the existing small-scale historic structures and street grid in this area.
- Introduce CMX-2.5 (Neighborhood Commercial Mixed-Use) along the Ridge Avenue, Spring Garden and Callowhill Street corridors to ensure that new development includes ground floor commercial uses along street frontages and is of an appropriate scale and design for these important commercial corridors.
- Expand the use of CMX-3 (Community Commercial Mixed-Use) to create moderate-density, multi-story commercial/residential mixed-use development east of 5th in the Superblocks, along the Reading Viaduct, and in the Waterfront Subarea. This zoning district also provides affordable housing density bonuses permitted under a Transit-Oriented Development Overlay.
- Shift all Center City Commercial Mixed-Use (CMX-4) to the Broad Street corridor. (See more detail under “Major Changes” below.)
- Maintain the single CMX-5 (Center City Core Commercial) parcel in the Study Area, located at Broad and Spring Garden Streets.
- Create IRMX (Industrial/Residential Mixed-Use) in the Callowhill Subarea to preserve historic industrial buildings and maintain industrial uses – and to the Superblocks Subarea to introduce a residential/commercial/industrial mix of uses.



Mixed-Use Buildings Along Third Street, which are Inconsistent with I-2 Zoning

- Decrease ICMX (Industrial/Commercial Mixed-Use) – replacing it for the most part with IRMX in the Superblocks and CMX in Chinatown North.
- Eliminate I-2 (Medium Industrial) from the Study Area. (See more detail under “Major Changes” below.)

Major Change – Elimination of I-2

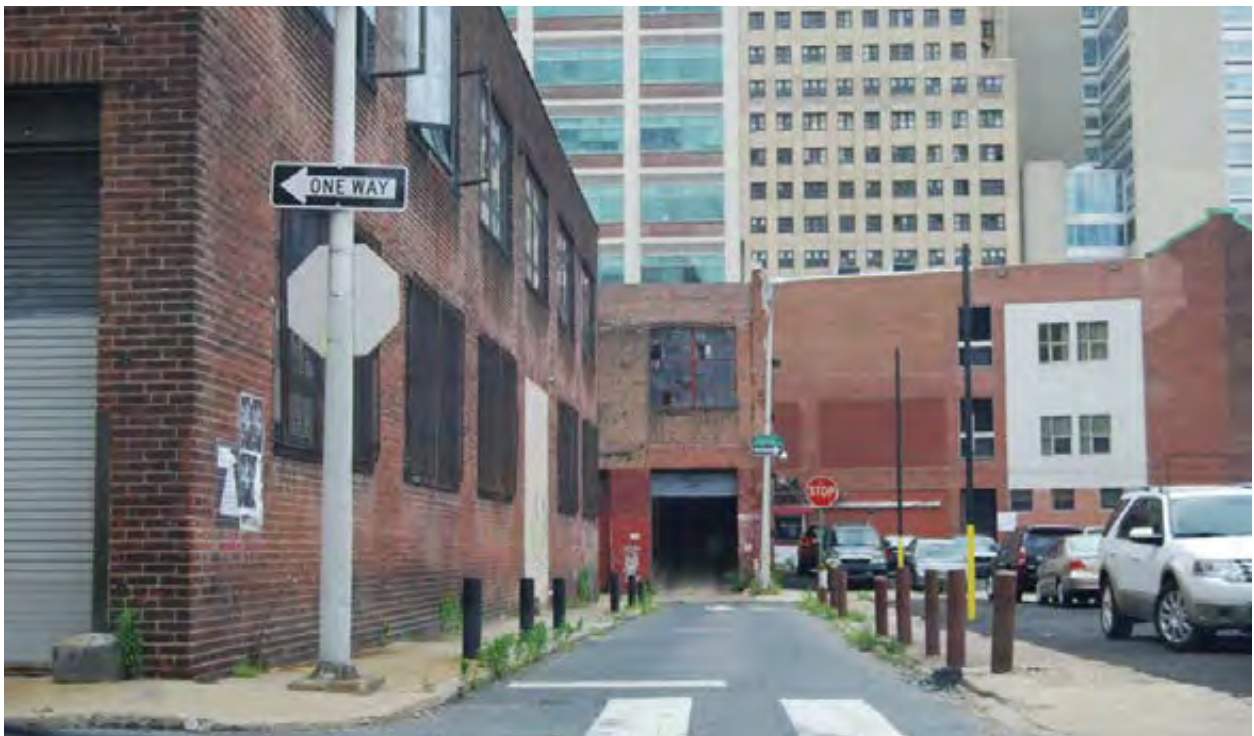
The single largest zoning change recommended for the Study Area is the elimination of I-2, medium-intensity industrial zoning. I-2 is primarily intended to accommodate light industrial uses, with development standards that require setbacks from the street. Residential and many retail uses are prohibited. Such a district cannot facilitate the development of a vibrant, urban mix of uses envisioned for the Callowhill-Chinatown North Study Area.

Major Change – Limit CMX-4 to the Broad Street Corridor

CMX-4, the Center City Commercial Mixed-Use District, should be limited to the Broad Street corridor. A portion of the Waterfront Subarea

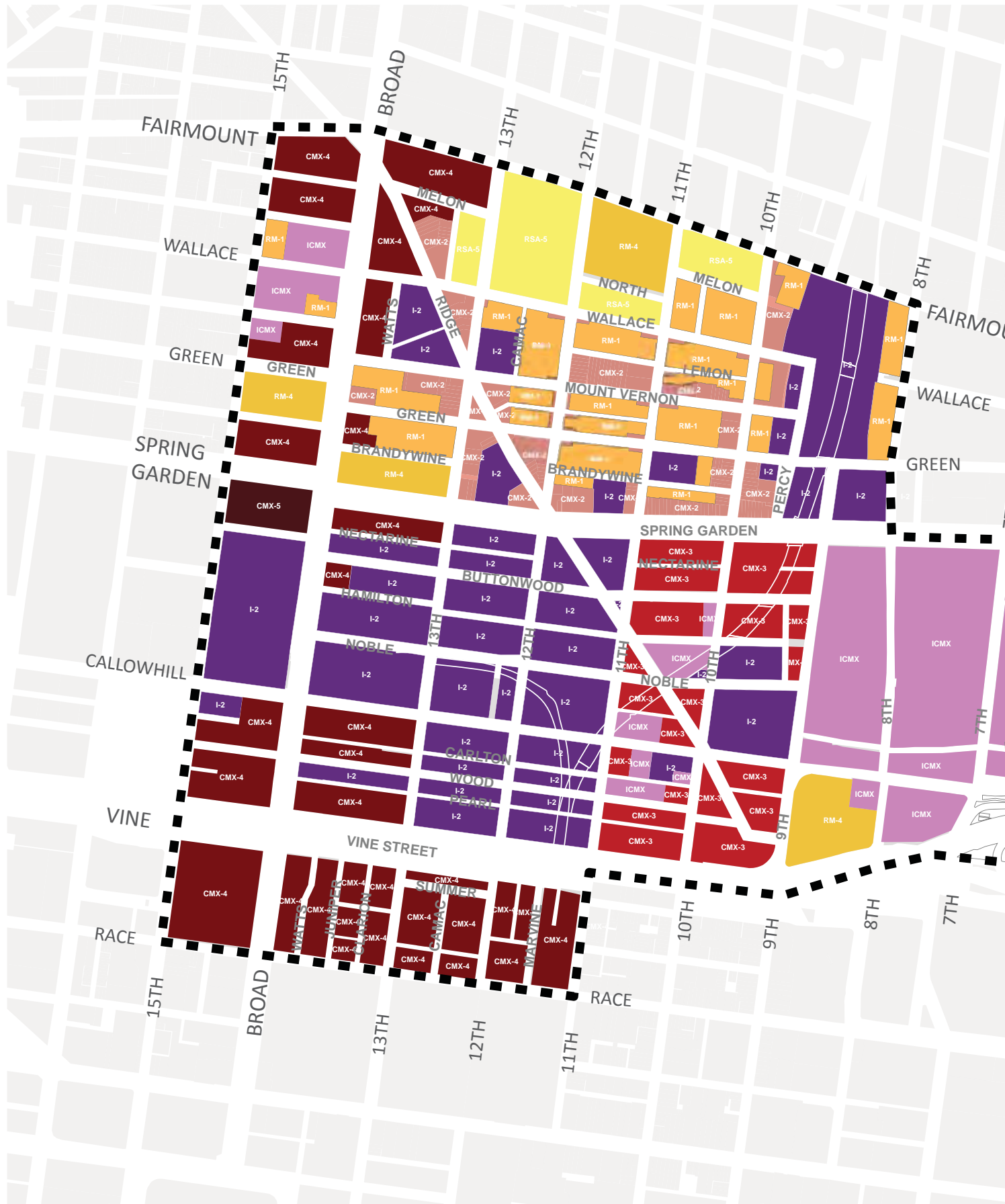
west of I-95 is currently zoned CMX-4. The height and density standards of CMX-4 are inconsistent with the provisions of Waterfront Zoning Overlay already in place. CMX-3 development standards are more like those in the Overlay, so the zoning for this area should be changed to achieve consistency.

All of the Callowhill Subarea south of Vine Street is currently zoned CMX-4. The zoning east of Juniper should be changed to a mix of CMX-3 and CMX-2. The purpose of CMX-2 is to preserve the historic structures and small-scale of development on the blocks between 12th and 13th Streets. The goal of the CMX-3 zoning is to encourage the redevelopment of surface parking lots along Vine Street.

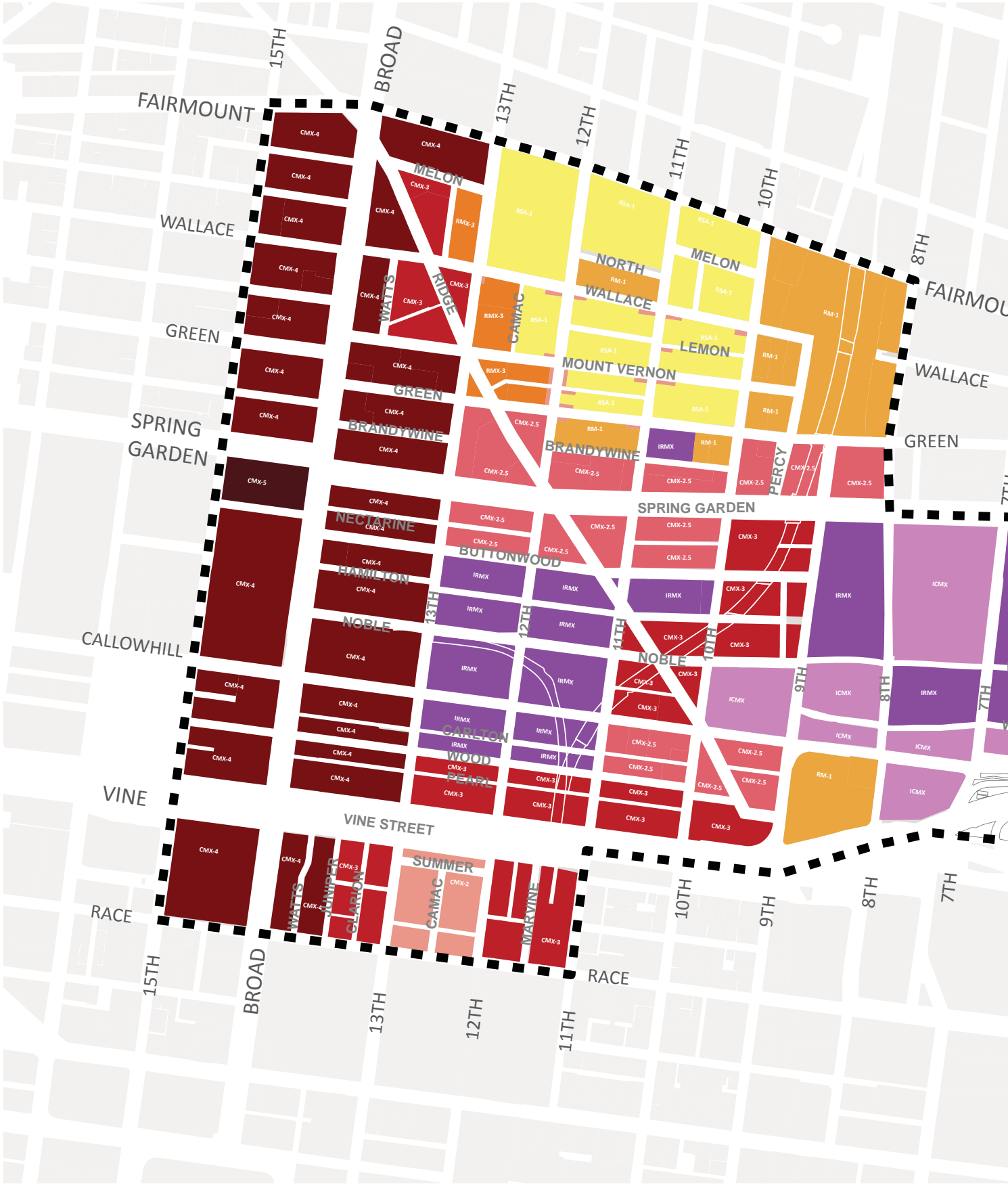


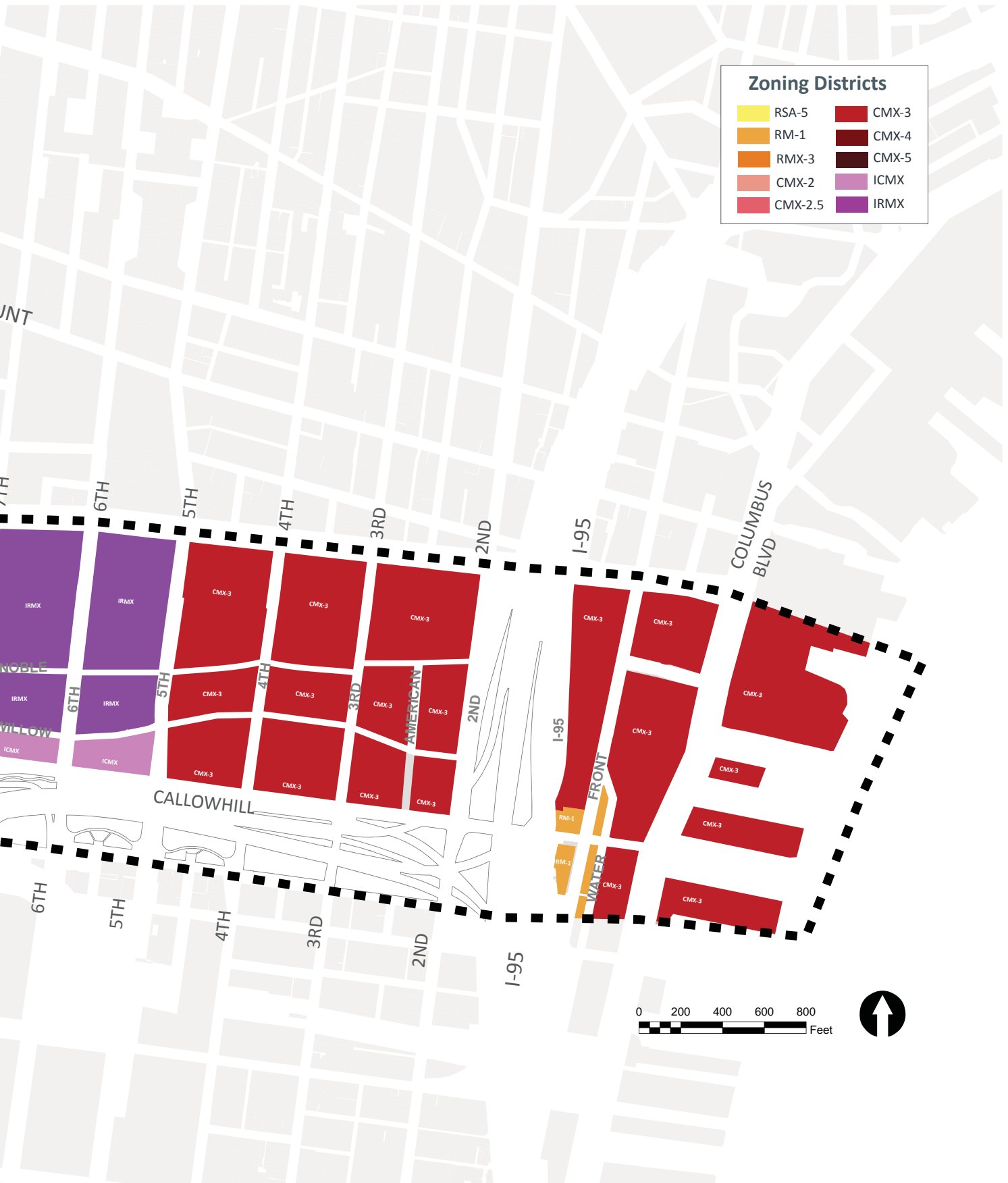
Surface Parking Lot and Narrow Street South of Vine Street

Current Zoning



Proposed Zoning















Where will zoning changes take place?

In the Callowhill-Chinatown North Study Area, much of the current zoning is inconsistent with current and desired future land uses, which is discouraging the type of investment preferred by the neighborhoods, the City of Philadelphia, and even the development community. The maps on the facing page show where zoning is proposed the change and locations recommended to keep their current zoning designations.

What does this get us?

Turn to page 48 to review potential development scenarios in four planning focus areas that demonstrate the development potential of the proposed zoning changes for the Callowhill-Chinatown North Study Area.

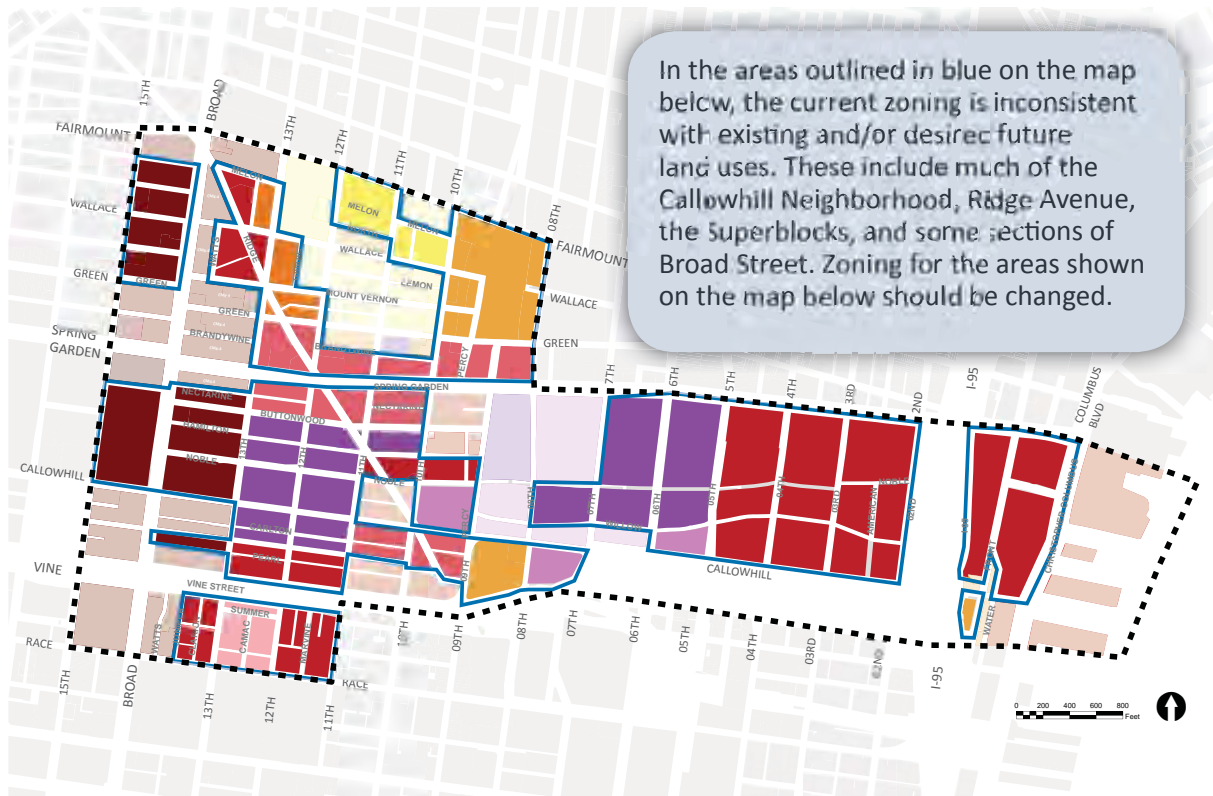
Zoning Districts

	RSA-5 (Residential Single-Family Attached)
	RM-1 (Residential Multi-Family)
	RMX-3 (Residential-Mixed Use)
	CMX-2 (Neighborhood Commercial Mixed-Use)
	CMX-2.5 (Neighborhood Commercial Mixed-Use)
	CMX-3 (Community Commercial Mixed-Use)
	CMX-4 (Center City Commercial Mixed-Use)
	CMX-5 (Center City Core Commercial Mixed-Use)
	ICMX (Industrial Commercial Mixed-Use)
	IRMX (Industrial Residential Mixed-Use)

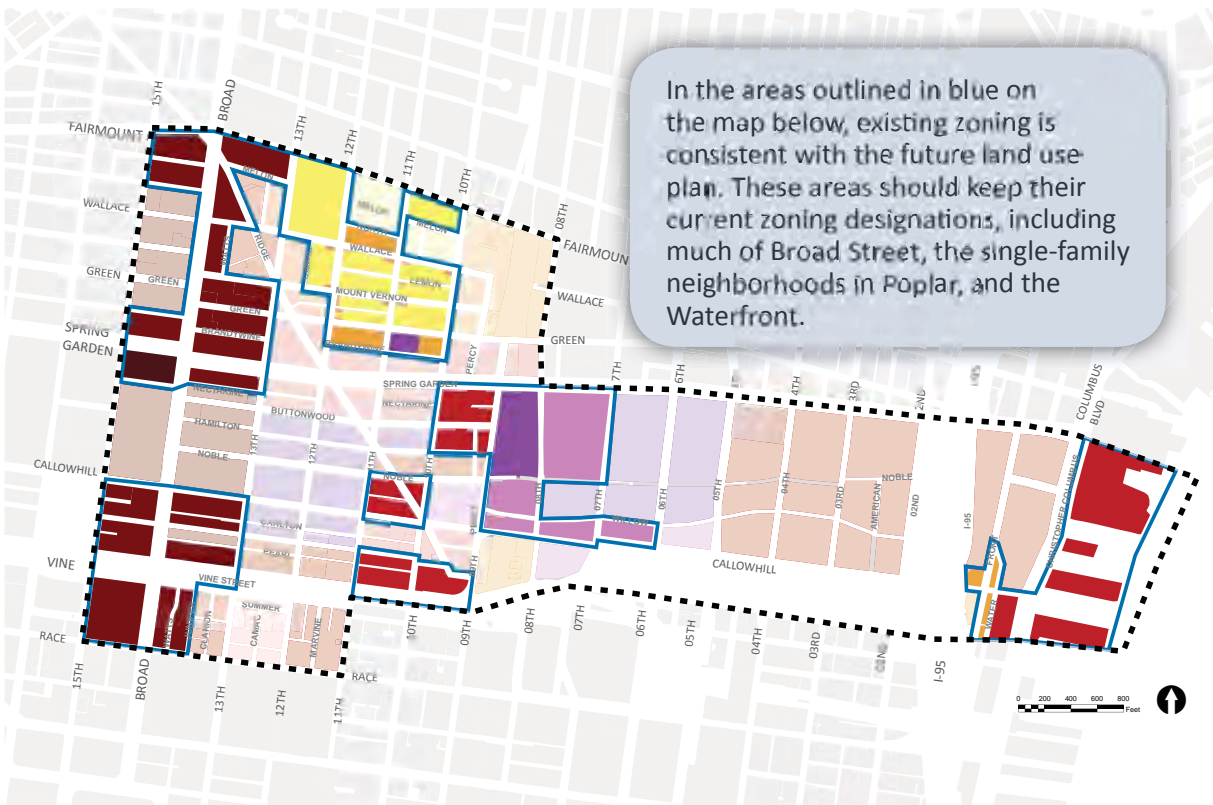


Auto Uses at the Intersection of 10th and Ridge Streets, Which are Incompatible with the Goals of the Strategic Plan and Neighborhood

Zoning Recommended to Change



Zoning Recommended to Remain the Same

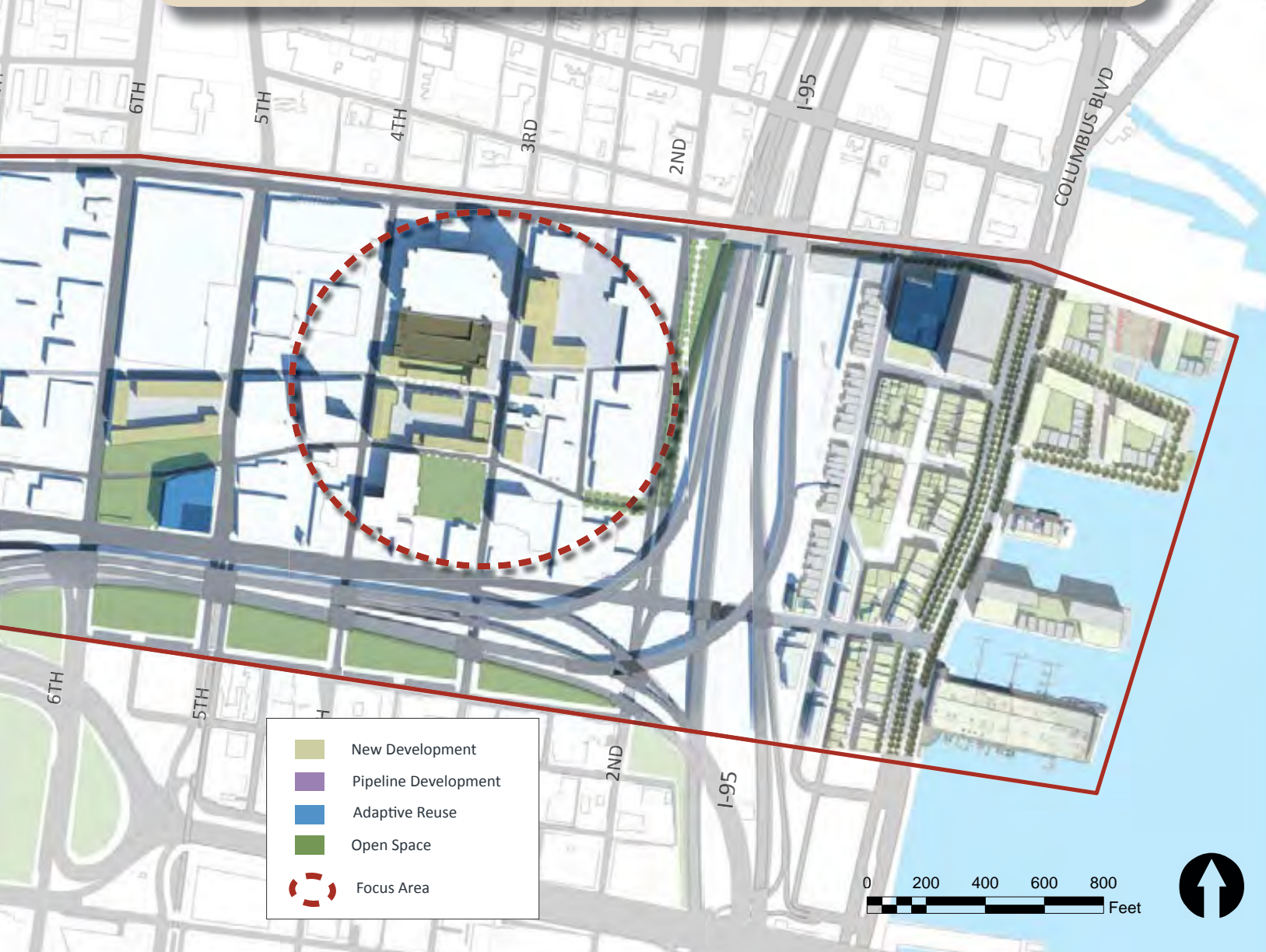




Focus Areas

The Strategic Plan tested the potential results of the proposed zoning combined with the supporting recommendations contained in the *Connect* and *Renew* sections in four key locations in the Study Area. These Focus Areas were selected based on their importance in the community and/or a history of challenges in attempting to renew them. They depict:

- A mixed-use gateway into the Poplar and Callowhill neighborhoods at Ridge Avenue and Spring Garden Street
- Infill development and intersection improvements at 10th Street and Ridge Avenue, encouraging expansion of Chinatown along Ridge Avenue
- An infill proposal for a group of challenging sites south of Vine Street
- A development and open space plan for the 3rd and 4th Street corridors to enliven the Superblocks



Waterfront Plan Image Courtesy of DRWC, from the Master Plan for the Central Delaware

Mixed-use Gateway at Spring Garden and Ridge

The intersection of Ridge Avenue, Spring Garden, and 12th Streets is one of the most visible and most problematic zones in the Study Area. Three streets converge into a six-leg intersection, creating a sea of pavement that poses major challenges to pedestrians, bicyclists, and drivers alike. The intersection is framed by several vacant lots and a one-story bank building. The proposed development scenario for this Focus Area utilizes these vacant lots and the bank parcel to create a denser, more vibrant gateway to better connect Center City and North Philadelphia. The parcels included in the redevelopment concept plan are outlined in red on the aerial photo at the bottom of this page.

The entire Focus Area is proposed to be zoned CMX-2.5. This district requires non-residential uses on the ground floor, has no minimum parking requirement, and has a maximum height of 55 feet, limiting development to four stories. CMX-2.5 also requires that buildings be a minimum of 25 feet in height along the main street frontage, which would prohibit surface parking lots or large setbacks along Spring Garden Street and Ridge Avenue.

The CMX-2.5 development standards would help to create buildings that support a lively public realm, which would be enhanced by the streetscaping and transportation improvements proposed in *Connect*. Streetscaping improvements include new street trees along Ridge Avenue and Spring Garden Street, pedestrian-scaled lighting, trash and recycling containers, and planters. These are coupled with transportation improvements along Ridge Avenue and Spring Garden Street that include sidewalk repairs and curb bump-outs to shorten walking distances, on-road bicycle facilities, and stormwater trenches to collect runoff.

The site plan on the facing page shows proposed massing, mix of uses, potential locations for open space, and summarizes the development capacity of the site. A photo-rendering on the following pages illustrates how the intersection could look at build-out.



Aerial View of Focus Area

The image below describes the zoning, use, and square footage of each building in the Focus Area development scenario.

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

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

Perspective view
on page 52

Spring Garden Street

12th Street

Ridge Avenue

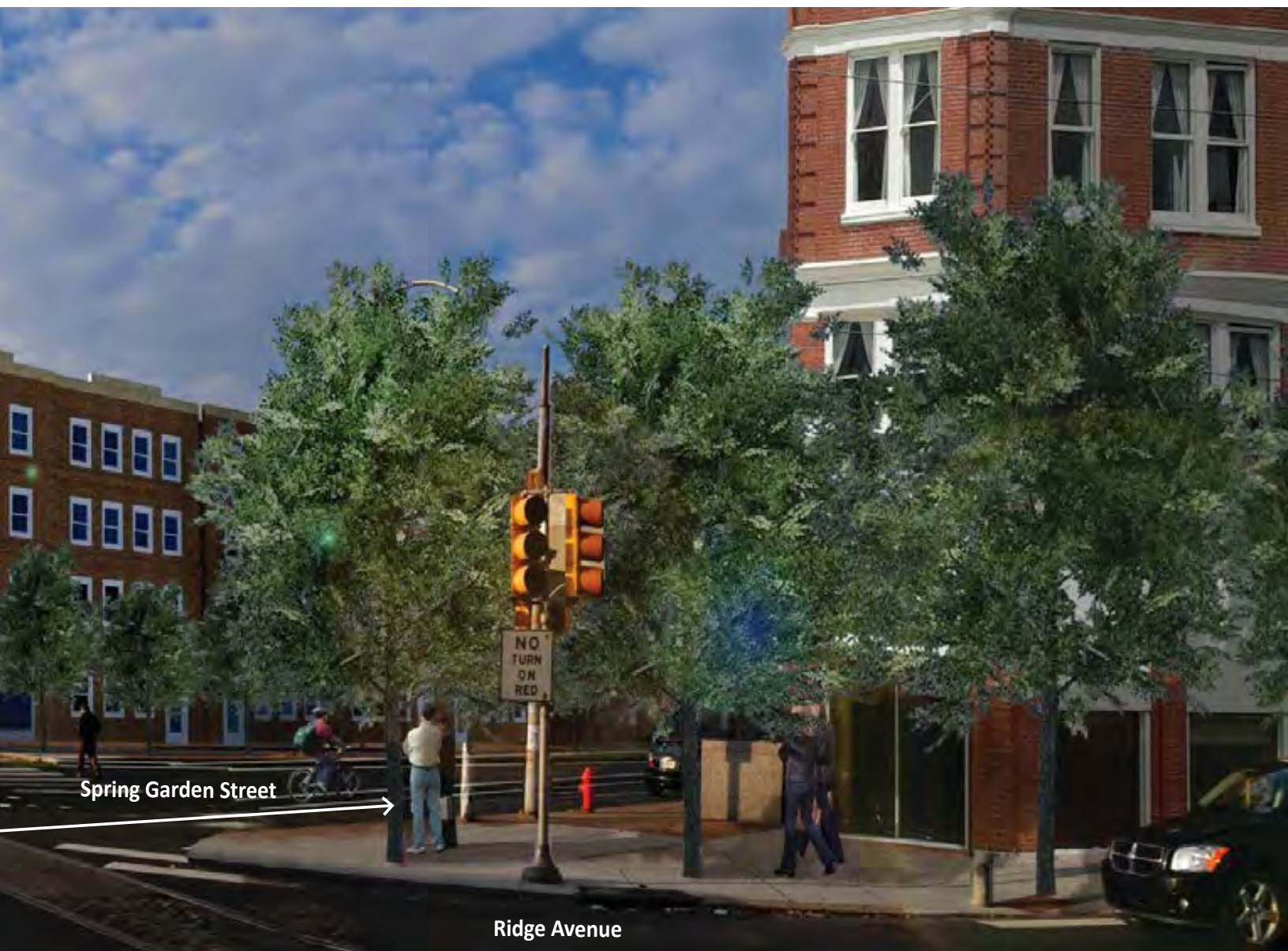
11th Street

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

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

Mixed-use Gateway at Spring Garden and Ridge





View from Spring Garden and Ridge Looking South

Revitalizing Ridge Avenue

The intersection of Ridge Avenue, 10th, and Callowhill Streets suffers from many of the same traffic issues as the Ridge and Spring Garden intersection. It is also framed by large vacant and underutilized parcels. The vacant parcel bounded by Ridge Avenue, 10th and Noble Streets is particularly important due to its proximity to the Reading Viaduct and location on 10th Street, a major connection to Chinatown. This redevelopment concept plan includes the two parcels touching the Reading Viaduct and two sites on either side of Ridge Avenue south of Callowhill Street. The parcels included in the redevelopment concept plan are outlined in red on the aerial photo at the bottom of this page.

The development sites south of Callowhill Street are proposed to be rezoned to CMX-2.5. Development there is intended to tighten up and frame the intersection. The blocks adjacent to the Reading Viaduct are recommended to be rezoned CMX-3, to take greater advantage of the views offered along the Viaduct and potential access to the future park. Unlike CMX-2.5, CMX-3 does not explicitly require non-residential uses on the ground floor, but does allow for a larger building

mass. Building form in CMX-3 is regulated by total building mass instead of building height, allowing for more freedom to construct taller, more slender buildings on the irregular parcels bounded by the Viaduct.

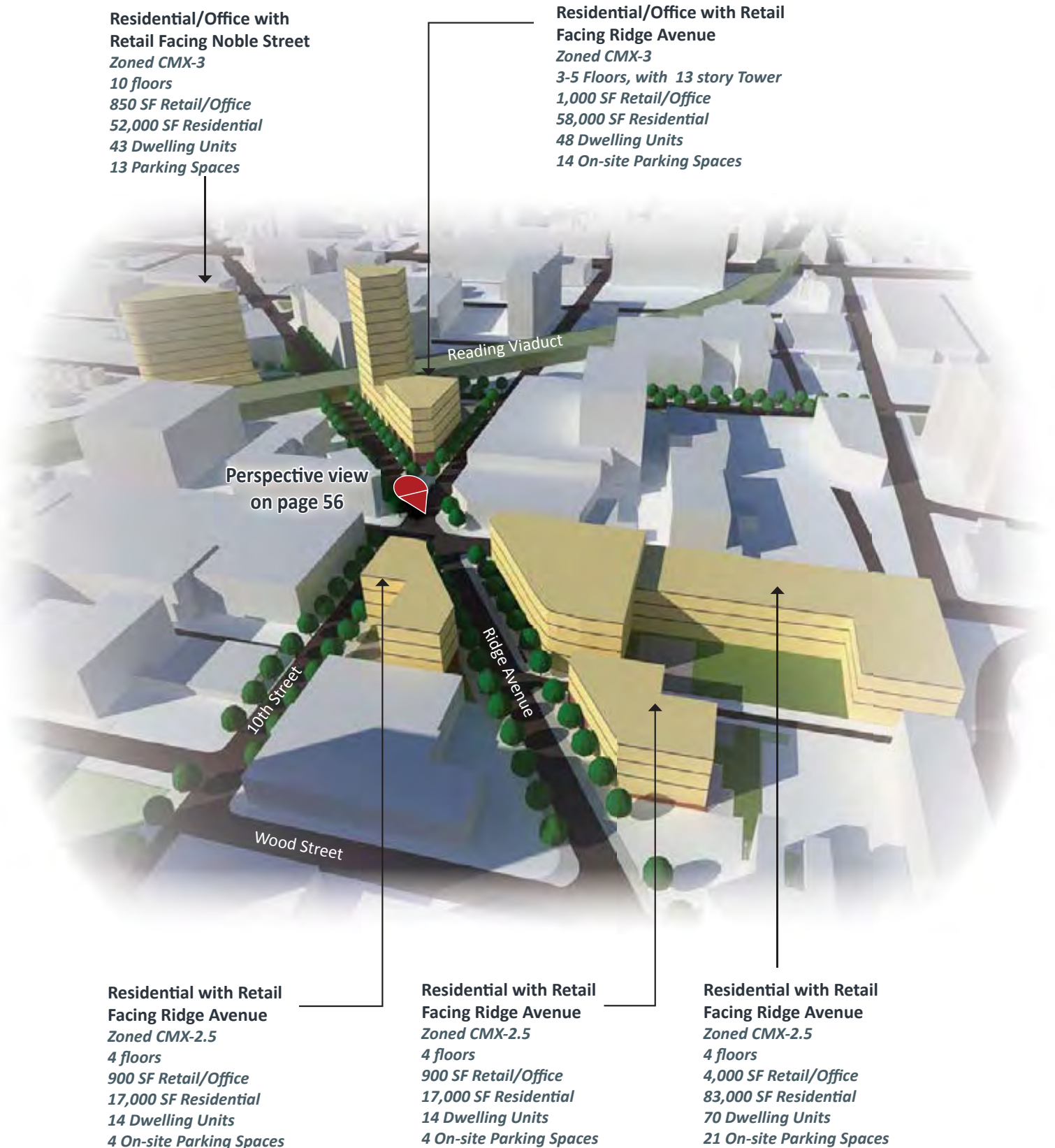
Northwest of 10th Street, streetscaping improvements would mirror those in the Ridge and Spring Garden Focus Area, including new street trees, pedestrian-scaled lighting, trash and recycling containers, and planters. These are coupled with transportation improvements along Ridge Avenue that include sidewalk repairs and curb bump-outs to shorten walking distances, and street improvements that include stormwater trenches to collect runoff. Southeast of 10th Street, Ridge Avenue would transition into a greenway. The roadway would narrow to one travel lane and one lane of parking, allowing for generous landscaping and sidewalk space.

The site plan on the facing page shows proposed massing, mix of uses, required parking, and summarizes the development capacity of the site. A photo-rendering on the following pages illustrates how the intersection could look at build-out.



Aerial View of Focus Area

The image below describes the zoning, use, and square footage of each building in the Focus Area development scenario.



Revitalizing Ridge Avenue





View from 10th Street and Ridge Avenue Looking South

New Infill along Vine Street

South of the Vine Street Expressway, the area along Vine Street between Broad and 11th Streets includes many surface parking lots bisected by narrow streets. Many of these parcels, particularly between 12th and 13th streets, are small or very narrow, which makes their redevelopment challenging. The future land use plan proposes maintaining the small-scale character in these blocks by rezoning the area between Vine, Spring, 12th, and 13th Streets to CMX-2. Building height in CMX-2 is limited to 38 feet. It permits a range of small-scale neighborhood commercial uses, though buildings containing residential living space are required to include some kind of commercial use on the ground floor. The zoning district is recommended in this location to preserve the scale and character of what is there today. However, the blocks on the east and west edges of the Focus Area are proposed to be rezoned CMX-3. These blocks can include of larger tower buildings that transition from the smaller, interior blocks of Chinatown to the larger scale of Broad Street and Center City.

The focal point of the infill development is new small-scale retail fronting 12th Street. The new shops, with townhouses above, would bring much-needed activity to the area. The townhouses would face south onto Spring Street, contributing to good feng shui for the homes. During the planning process, several Chinatown stakeholders mentioned the difficulty of finding south-oriented residences in the Study Area. Streetscaping and improvements to the highway screening would enhance the walking experience along Vine Street.

The site plan on the facing page shows proposed massing, mix of uses, and summarizes the development capacity of the site. A photo-rendering on the following pages illustrates how the area could look at build-out.



Aerial View of Focus Area

The image below describes the zoning, use, and square footage of each building in the Focus Area development scenario.

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

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

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

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

Perspective view
on Page 60

Residential with Retail
Facing 13th Street
Zoned CMX-2
3 floors
16,000 SF Retail/Office
14 On-site Parking Spaces

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

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

New Infill Along Vine Street





New mixed-use building helps activate Vine Street and steps up in height to meet Center City

Vine Street -
Eastbound

View from 12th and Vine streets Looking West

Defining Open Space and Public Realm in the Superblocks

Much of the Superblocks Subarea is filled with low-intensity uses and large surface parking lots. The area is not amenable to any kind of pedestrian-scaled activity and creates a void between the active Old City and Northern Liberties neighborhoods. Current land uses and block configuration pose challenges to redevelopment.

Two major actions are needed for the redevelopment of this Focus Area. First, the entire area should be rezoned to allow a wider range of uses, more dense development, and flexibility in site design and building massing. Second, the extension of Noble Street would provide additional pedestrian connectivity and divide the blocks into a more manageable size for development opportunities.

Redevelopment would attract new residents and support new jobs, building on the emerging “N3rd Street” technology hub along 3rd Street in Old City and Northern Liberties. (See call-out box below.) New office development could provide “move up” space for companies that have outgrown their start-up workspace. New residences would expand living options for a workforce that often prefers to commute by foot, bicycle, and transit.

The development concept plan for this Focus Area is centered on the redevelopment of the Social Security Administration Building parking lot and proposes that the entire area be zoned CMX-3. Other parcels include an additional surface parking lot just south of Willow Street and the Verizon property across 3rd Street. The parcels included in the redevelopment concept plan are outlined in red on the aerial photo at the bottom of this page.



Aerial View of Focus Area



Development Sites

The northern half of the Social Security Administration parking lot would be replaced with a three-story parking structure that would be wrapped in residential, office, and retail uses along the extended Noble Street and portions of 3rd Street. The parking structure would replace all of the existing surface parking and provide parking for the new development added to the north side of the parking lot. The southern portion of the parking lot (south of the Noble Street extension) would also be redeveloped with housing, office, and retail uses.

The parcels in this Focus Area are much larger than those in the other Focus Areas, which provides an opportunity for a large, landmark building. The development concept plan proposes such a building for the Verizon site located on 3rd Street, just south of Spring Garden Street.

The new development on the Social Security Administration parking lot would frame a new park space at Willow and 3rd Streets. This park would provide much needed open space for new workers and residents in the Study Area and adjacent neighborhoods. It would also serve as a major stormwater collection node for the Superblocks Subarea. Wherever possible, parking is located away from the main pedestrian routes and views, leaving the street faces along 3rd and 4th Streets unbroken.

The site plan on the facing page shows proposed massing, mix of uses, potential locations for open space, and summarizes the development capacity of the site. A photo-rendering on the following pages illustrates how the area could look at build-out.

N3rd Street

The stretch of North 3rd Street from Chestnut Street through Northern Liberties is gradually becoming known as N3rd – pronounced “nerd” – Street. Existing buildings have been filling with technology business offices and shared workspaces over the last few years. This cluster of shared talent is making it easier to attract new tech businesses to the area and for companies to retain employees who enjoy being near like-minded neighbors. Close proximity of companies and workers with similar ideas and cultures is creating opportunities for collaboration between firms and individuals.

The image below describes the zoning, use, and square footage of each building in the Focus Area development scenario.

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

Parking Structure
Zoned CMX-3
3.5 floors
375 Parking Spaces

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



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

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

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

Defining Open Space and Public Realm in the Superblocks





View from 3rd and Willow Streets Looking North

EXPERIENCE THE
GREEN BOX PROJECT
AT BECKS.COM

STOP

Connect



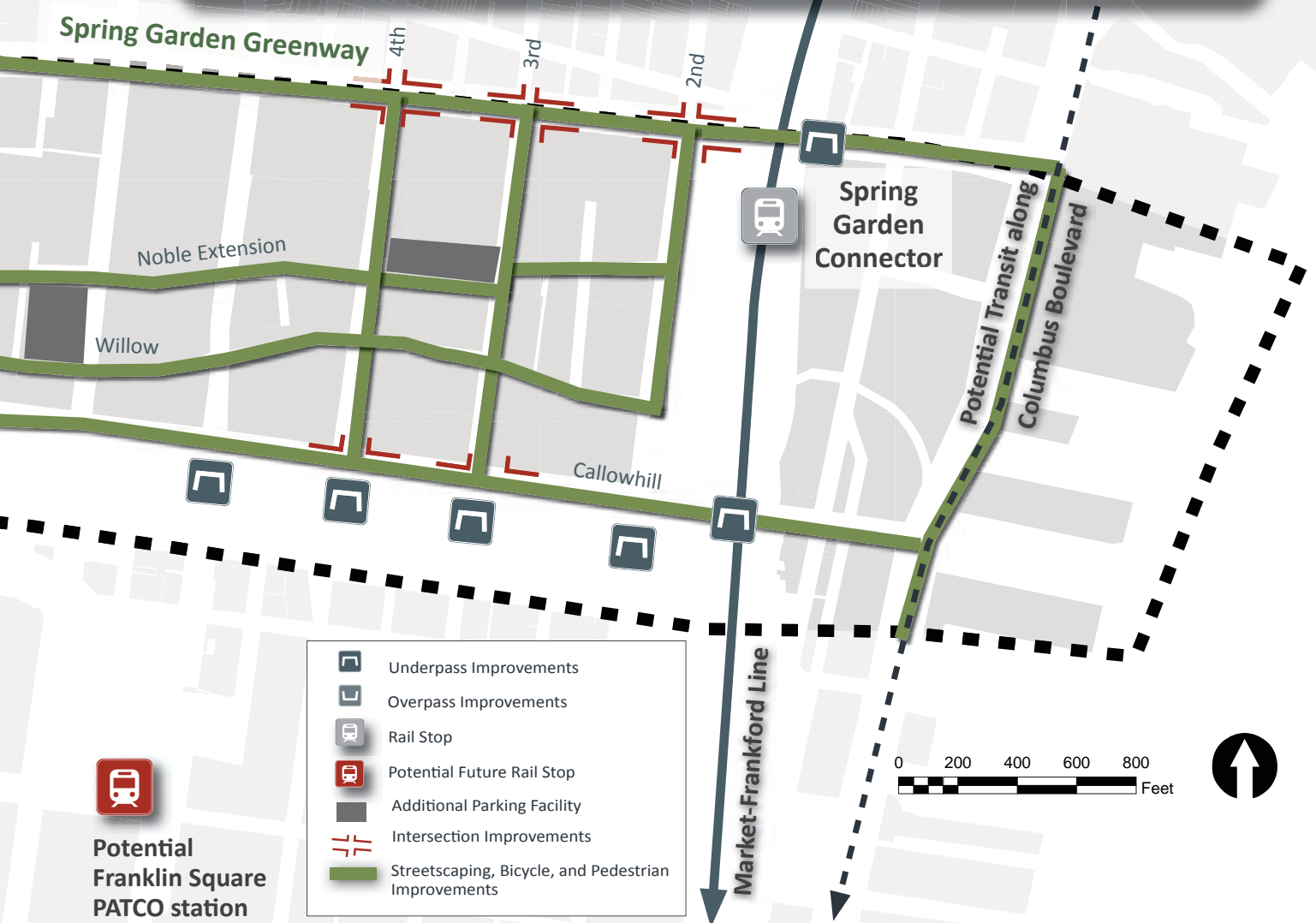


Connect

The Study Area enjoys excellent vehicular and transit access, with considerable excess vehicular capacity on many local streets. Taking advantage of this, the Strategic Plan has proposed an overall roadway and streetscaping plan that “right-sizes” streets for existing/expected traffic volumes – balancing design to facilitate access by all modes of transportation. Improvements include:

- Additional bike facilities
- Streetscaping to improve the pedestrian function and overall appearance of streets
- Reconfiguration of problem intersections
- Transit expansions
- New off-street parking facilities as existing surface parking lots are converted to new development
- Improvements to all major highway crossings

The map below summarizes proposed improvements.



Proposed Transportation Improvements

Ridge Avenue Greenway

Ridge Avenue runs on a diagonal through the Poplar, Callowhill and Chinatown North Subareas, connecting the neighborhoods to each other and Center City to the south and North Philadelphia to the north. Intersections with east/west and north/south streets are challenging for people traveling by all modes of transportation – and particularly difficult for pedestrians and cyclists. Ridge Avenue is an important, though underperforming commercial corridor for the Study Area. The Strategic Plan proposes improvements to Ridge Avenue to improve the safety, appearance, and function of the street.

Northwest of 10th Street, Ridge Avenue should be repositioned as a “complete street” providing quality two-way bike, pedestrian, and auto access from 10th to Broad Streets. The improvements will support a healthy commercial corridor through the Poplar and Callowhill neighborhoods and draw Chinatown’s mixed-income, mixed-use commercial/residential development pattern north from 10th Street.

This segment of Ridge would include one travel lane in each direction, ample sidewalks with street trees, parking on both sides to serve local

businesses, and bicycle “sharrows” to alert drivers to expect cyclists. The improvements, when paired with new development, will create major gateways to Study Area neighborhoods – into Poplar at Broad and Spring Garden Streets, into Callowhill at Spring Garden Street, and into Chinatown North at 10th Street.

Southeast of 10th Street, a “road diet” should narrow Ridge Avenue to a single northbound lane, transforming it into a high-quality public space. The street would include sidewalks, an eight-foot landscaped buffer with street trees, and one parking lane. Limited traffic volumes, wide sidewalks, and green space will help the street to function as a small-scale urban open space – which is proposed to ultimately be anchored by a small passive park at the foot of Ridge Avenue and 9th Street, which is described in *Renew*.

SEPTA’s Broad-Ridge Spur Subway operates under Ridge Avenue, which may affect street tree installation. If possible, trees would be planted in stormwater vaults that would not only collect and infiltrate runoff from the corridor, but also contain tree roots so that they do not interfere with the subway tunnel below. If this configuration is not feasible, trees would be located in planter boxes.



Ridge Avenue Improvement Area

Ridge Avenue Northwest of 10th Street



8'	8'	14'	14'	8'	8'
Sidewalk	Parking Lane	Shared Travel Lane	Shared Travel Lane	Parking Lane	Sidewalk

Trees may be placed in vaults or planters to avoid interference with the Broad-Ridge Spur

Northwest of 10th Street, Ridge Avenue will be converted to two shared travel lanes, with one lane of parking in each direction.

Ridge Avenue Southeast of 10th Street



12'	7'	8'	14'	7'	12'
Sidewalk	Buffer	Parking Lane	Travel Lane	Buffer	Sidewalk

Between 9th and 10th Streets, Ridge Avenue will be narrowed to one travel lane and one parking lane, allowing room for wide landscaped buffers and sidewalks.

Noble/Willow Couplet

Noble Street should be extended east of 9th Street along existing utility easements to begin to reconnect the street grid that was removed in the 1960s. Willow Street should be improved in conjunction with the Noble Street extension to create a new spine for mixed-use development in the Superblocks. It is expected that new development would front Willow and Noble Streets, which would provide safe and attractive pedestrian, bicycle, and vehicular access while collecting stormwater from a several block area of the Superblocks.

Each street would include a single shared travel lane to serve vehicles and bicycles and sidewalks with street trees on both sides of the roadway. Willow Street is also proposed to incorporate open spaces to provide passive recreation opportunities and manage stormwater at 3rd, 6th, and 7th Streets. These spaces are illustrated and described in more detail in *Renew*.



The potential location of Noble Street between 3rd and 4th Streets passes through the current access drive for the Social Security Administration Building.



Extent of Proposed Willow/Noble Couplet

Noble Street at 3rd Street



Sidewalk Shared Travel Lane Sidewalk

At some locations along Noble Street buildings are located at the right-of-way line, creating a small-scale, pedestrian-oriented corridor.

Noble Street at 4th Street



Sidewalk Shared Travel Lane Sidewalk

In locations with large setbacks or where surface parking faces Noble, additional screening elements such as planters can be added.

Connecting Old City and Northern Liberties

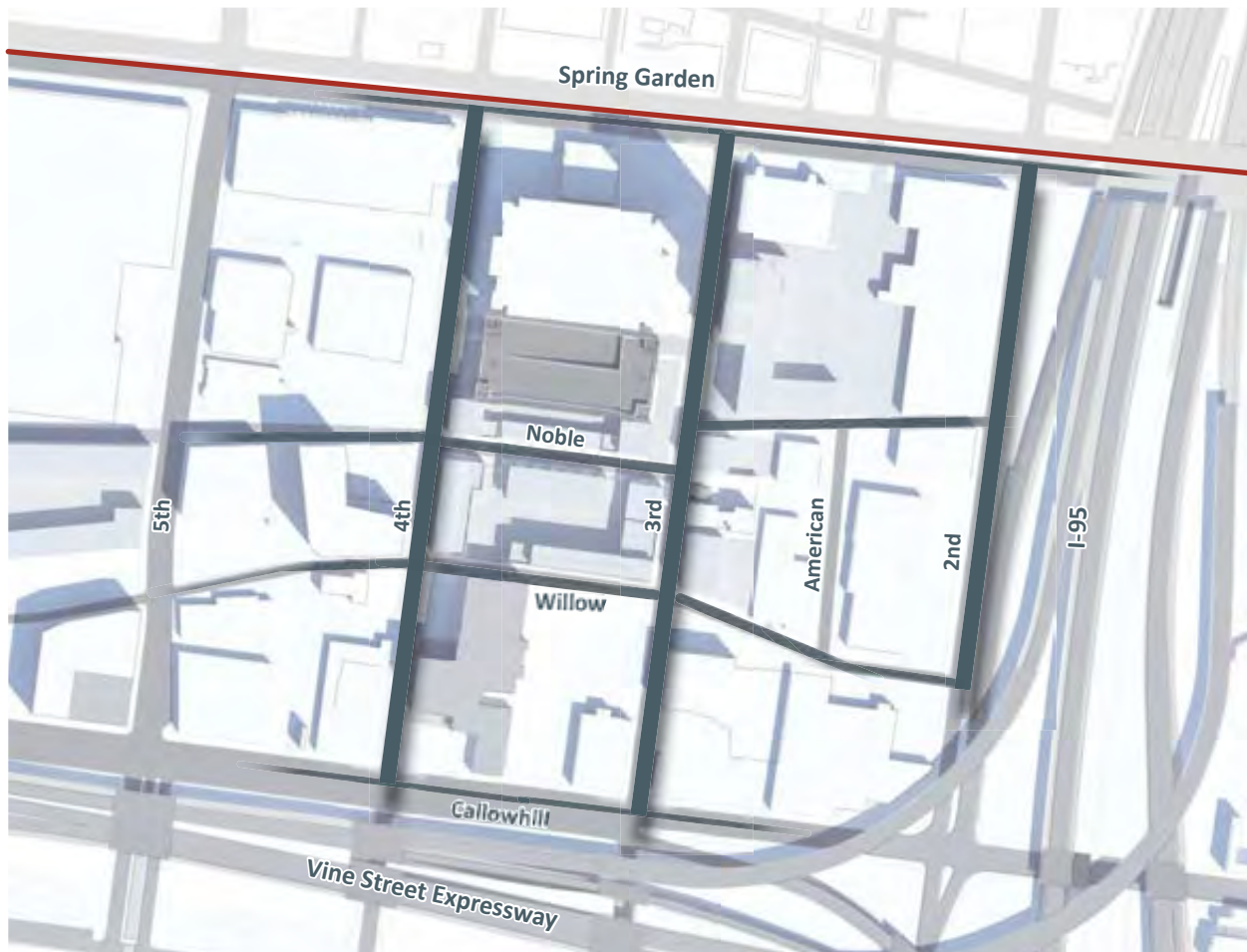
Currently 2nd, 3rd, and 4th Streets are something of a “dead zone” between Old City and Northern Liberties, two of the City’s most creative and vibrant neighborhoods. The Strategic Plan recommends bicycle, pedestrian, and streetscape improvements for these streets. The improvements would complement the Noble/Willow couplet, help to shrink the perceived block lengths, and create a safer, more interesting, and aesthetically pleasing walking and biking environment. The multi-modal transportation improvements would support new mixed-use development to enliven this portion of the Superblocks, ultimately providing a seamless connection between neighborhoods.

Travel lanes on the 3rd and 4th Street couplet should be reduced from two lanes to one. Remaining right-of-way would be used for wider

sidewalks, street trees, a separate bike lane, and a single parking lane. Stormwater retention trenches would provide improved stormwater management.

In conjunction with these improvements, 2nd Street would be redesigned to include a separated side-path along the east side of the street between Spring Garden and Willow Streets. The path would draw users of the Delaware River waterfront trail along the Spring Garden Greenway and into the heart of the revitalized Superblocks. Cyclists and pedestrians can continue to follow the shared travel lane along Willow Street to Chinatown North and the Reading Viaduct Park.

To accommodate the new side-path, 2nd Street would be narrowed to one travel lane from Spring Garden to Willow Street. The right-of-way would include a sidewalk on the west side of the street, a parking lane, a single southbound travel lane, a buffer area that includes a stormwater retention trench, and the shared-use path and landscaping.



2nd/3rd/4th Street Improvement Locations

3rd/4th Street



12'	6'	3'	10'	8'	12'
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Sidewalk Bike Lane Buffer Travel Lane Parking Lane Sidewalk

The typical section for 3rd and 4th Streets would include one travel lane, one parking lane, and a dedicated bike lane opposite the parking lane.

2nd Street



8'	8'	14'	4'	12'
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Sidewalk Parking Lane Travel Lane Buffer Side-Path

2nd Street would include a separated side-path connecting Noble and Willow Streets to the Spring Garden and waterfront trails.

Columbus Boulevard

Columbus Boulevard is the critical thoroughfare for the Delaware River Waterfront, and it has one of the highest traffic volumes for a surface street in the Callowhill-Chinatown North Study Area. The Master Plan for the Central Delaware includes detailed recommendations for multi-modal improvements to Columbus Boulevard, which were confirmed and supported in the strategic planning process. These include a dedicated transit way and stations, sidewalks, bike lanes on both sides of the street, a shared-use trail on the east side, and streetscaping improvements to support a vibrant mixed-use corridor. The rendering below from the Master Plan for the Central Delaware shows a reconstructed Columbus Boulevard looking south from Spring Garden Street.

Transit Investments

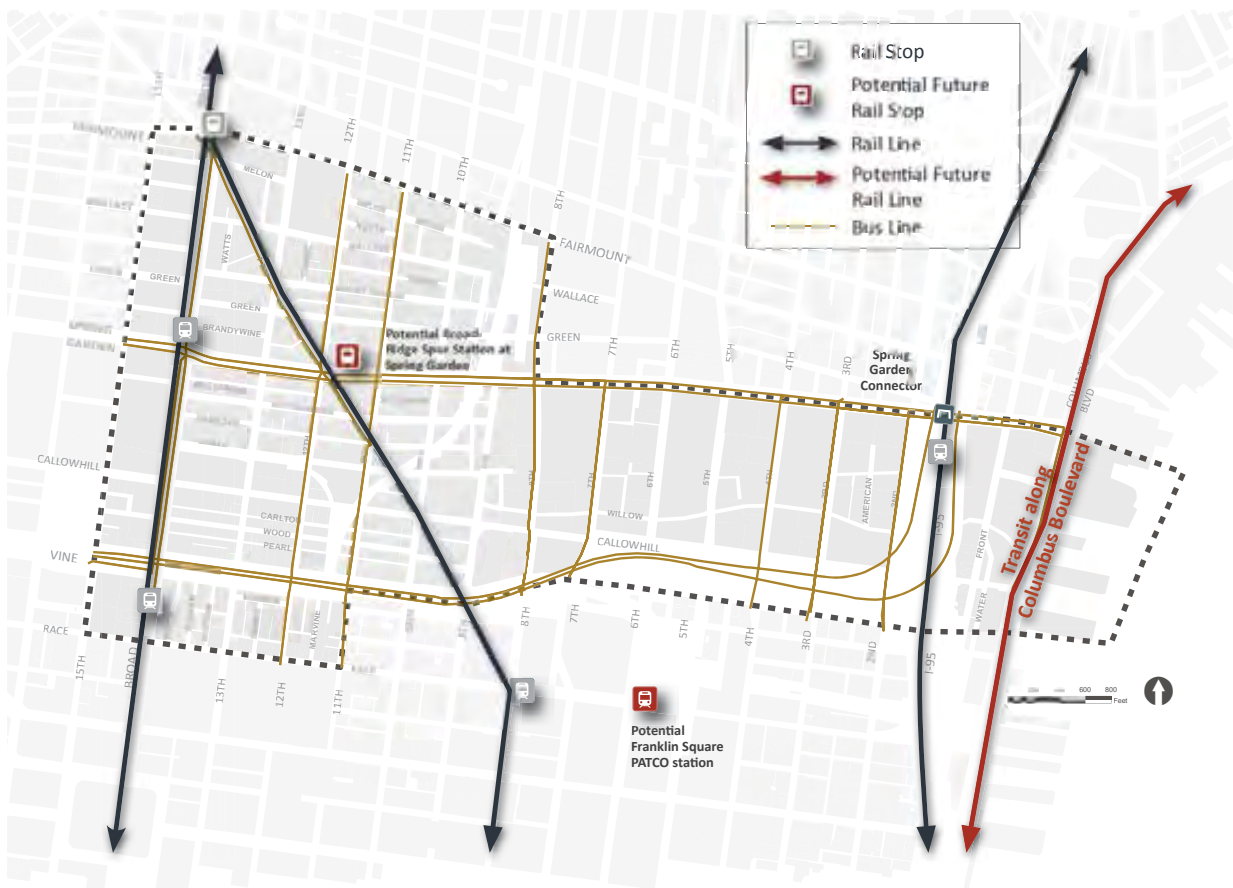
The Study Area is well-served by bus and rail transit today. The Master Plan for the Central Delaware recommends a waterfront light rail/streetcar system along the Columbus/Delaware Avenue corridor that would connect the Study Area to the entire waterfront and provide the Waterfront Subarea with an additional connection to the Center City core.

The draft Central District Plan recommends a bus rapid transit (BRT) loop to connect the Delaware River Waterfront to the Centennial District in Fairmount Park. Both locations draw city residents and out-of-town visitors to numerous recreation, entertainment, and cultural venues. The BRT line is expected to cut through the southwest portion of the Callowhill Subarea to connect to a dedicated right-of-way along the depressed City Branch of the former Reading rail line.



Rendering from the Master Plan for the Central Delaware Showing Improvements to Columbus Boulevard

Transit System Map



Existing Transit Network and Proposed Investments

SEPTA's Broad-Ridge Street Spur traverses the Poplar, Callowhill, and Chinatown North neighborhoods with a station located at the intersection of Broad Street and Fairmount Avenue and another just south of the Study Area in Chinatown at Race and 8th Streets. A station formerly existed at Ridge Avenue and Spring Garden Street, but was closed in 1991 due to low ridership.

As population growth and new businesses rebuild ridership on this portion the Broad-Ridge Spur, it could create demand to reopen the Spring Garden Station. However, given the station's proximity – only two blocks – to the Spring Garden Station on the main Broad Street Line, reopening the station may not make sense unless done in conjunction with other improvements to the Broad-Ridge Spur.

Any decision about the Spring Garden Station and supporting service improvements would be made through the regional transportation planning and funding process and be driven by

SEPTA, which operates transit services in Southeast Pennsylvania, and PATCO, which operates subway service between Camden County, New Jersey and Center City Philadelphia. The nearest active PATCO station is located at 8th and Market Streets, and a closed station exists at Franklin Square. The draft Central District Plan recommends reopening the Franklin Square Station as new development in the area creates adequate demand to support an additional station location.

Like the Franklin Square PATCO Station, decisions about the Broad-Ridge Spur Spring Garden Station and related investments would be based on expected ridership, project cost, and overall regional transit needs. Improvements could range from simply increasing frequency on the Broad-Ridge Spur to route changes that could reconnect the Spur to the PATCO stations on Locust Street in Center City, which were also used by Broad-Ridge Spur trains until 1969.

Bike Network Map



Existing and Proposed Bike Network (Source: City of Philadelphia Bike Map, 2012)

Bike Network

The City of Philadelphia has more than 220 miles of bike lanes and has been actively working to expand the network and make important connections. The Callowhill-Chinatown North Study Area is an ideal location for network expansion. It is densely populated, located immediately adjacent to Center City, and a greater percentage of Study Area residents already commute to work by bike – four versus two percent for the City as a whole. Many of the north/south roadways are wider than needed to handle traffic volumes, creating excess capacity that can be transferred to bike facilities and other alternative modes.

The proposed bike network, much of which is taken from the City’s Pedestrian and Bicycle Plan, is shown on the map above. New bike lanes and bike routes designated by pavement arrows or “sharrows” would supplement the existing network and major proposed improvements along Columbus Boulevard and the Spring Garden Greenway.

Streetscape and Intersection Improvements

Callowhill

Callowhill Street traverses the southern portion of the Study Area, and it plays an important role in traffic circulation for the entire Central District of Philadelphia. From Columbus Boulevard to 7th Street, Callowhill functions in many ways like a highway ramp. Traffic from I-95 enters the Central District on Callowhill Street at 2nd Street, and many drivers use Callowhill to access the Vine Street Expressway at 7th Street. Volumes gradually taper off as Callowhill continues west.

Traffic volumes and roadway design between Columbus Boulevard and 7th Street create a formidable pedestrian barrier. To soften this effect, the streetscape should be improved with bump-outs at the intersections with 3rd and 4th Streets. Adjustments to signal timing should also be implemented to make crossing safer.

Streetscape Map



Proposed Streetscaping and Intersection Improvements

Vine Street

West of 9th Street, the Vine Street Expressway is sandwiched by one-way legs of a surface Vine Street, running westbound north of the Expressway and eastbound to the south. This creates six lanes of surface traffic around the six-lane depressed highway structure. Pedestrians must cross 215 feet of roadway infrastructure – the length of a full city block – to pass from Center City to the Callowhill and Chinatown North neighborhoods.

During a typical day, Vine Street has considerable excess capacity for the traffic volumes it receives; however, PennDOT requires that Vine Street have adequate capacity to handle Expressway traffic during a highway incident. This requirement limits what can be done to address the barrier created by the dual Vine Streets.

South of the Expressway the eastbound lanes are at their design capacity – that required to accommodate traffic during a highway incident. Potential improvements to this side of the street are limited to infill landscaping to add trees where they don't exist today and improvements to the

sidewalk edge, including improved fencing and landscaping of adjacent sidewalks.

On the north side of the Expressway, the westbound lanes have some excess capacity and can be improved. These improvements should include pedestrian bump-outs at crossings, stormwater collection, and on-street parking where missing today.

Spring Garden

Bump-outs should be constructed at the intersections of Spring Garden and 2nd, 3rd, and 4th Streets to further support north-south pedestrian traffic between Old City and Northern Liberties.

Noble Street

West of 9th Street, Noble Street should receive streetscape improvements to support its role linking the multi-modal extension of Noble east of 9th Street to the entrance to the Reading Viaduct Park at Broad and Noble.

Highway Crossings

The Study Area is cut off from Center City and the Delaware River by the intersection of two of Philadelphia's most heavily travelled highways – the Vine Street Expressway and I-95. Most of the crossings over and under the highways are challenging for pedestrians and bicyclists. Each of the crossings should be improved to enhance bicycle and pedestrian connections into the Study Area. The Spring Garden underpass for I-95 is shared with the SEPTA Market-Frankford Line station entrance, so improvements to that crossing would also include transit access enhancements.

I-95 Crossings

The two I-95 underpasses at Spring Garden and Callowhill are planned for major improvements as a part of DRWC's implementation of the Master Plan for the Central Delaware and the reconstruction of I-95. Initial improvements to Spring Garden are anticipated to be constructed in 2014 and include:

- Streetscaping of Spring Garden Street approaching the underpass
- SEPTA station wayfinding signage and entrance improvements
- LED lighting to enhance visibility and safety
- Landscaping of and public access to a portion of the PennDOT right-of-way located on the southeast corner of 2nd and Spring Garden Streets.
- Public art to be installed under or adjacent to the underpass

PennDOT will replace the improvements when it reconstructs the underpass, scheduled to be complete in 2020.

The Callowhill Street crossing is under a series of highway ramps on elevated bridge structures. Improvements to this crossing should focus on sidewalk improvements, aesthetic treatments to bridge abutment walls, pedestrian-scaled lighting, and the integration of attractively landscaped stormwater management facilities in the ground-level right-of-way. Callowhill improvements are scheduled to be complete by PennDOT in 2020.

Vine Street Expressway Crossings

Each of the Vine Street Expressway connections should be improved as well. PCDC has already completed major improvements on 10th Street to create a gateway into Chinatown North. Working with city and state agencies, PCDC constructed the 10th Street Plaza, including new paving, benches, a pergola, plantings, lighting, and public art to create a pleasant urban space that bridges the Vine Street Expressway.

Future Improvements

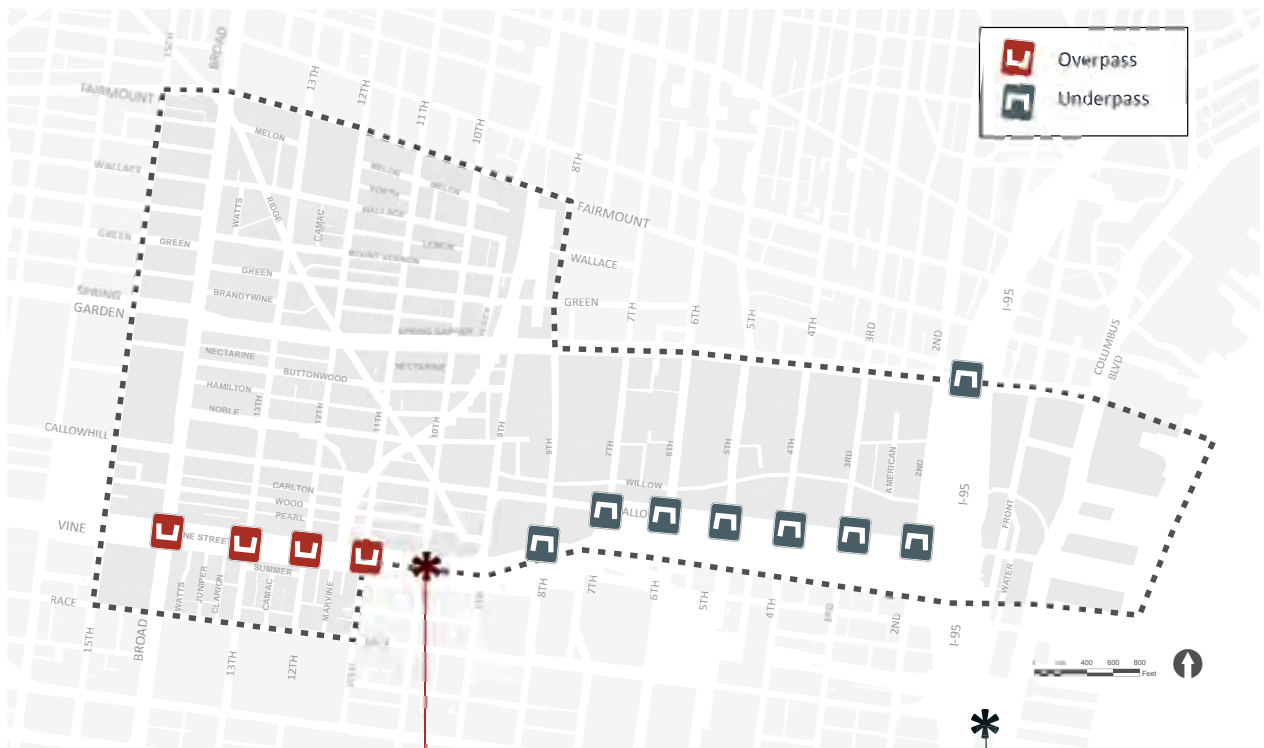
Baseline treatments for overpasses should include:

- Pedestrian-level lighting
- Street crossing enhancements, such as bulb-outs or other designs to reduce pedestrian crossing distances at intersections
- Sidewalk repairs where needed
- The use of landscaping or decorative fencing to block the direct view of traffic below

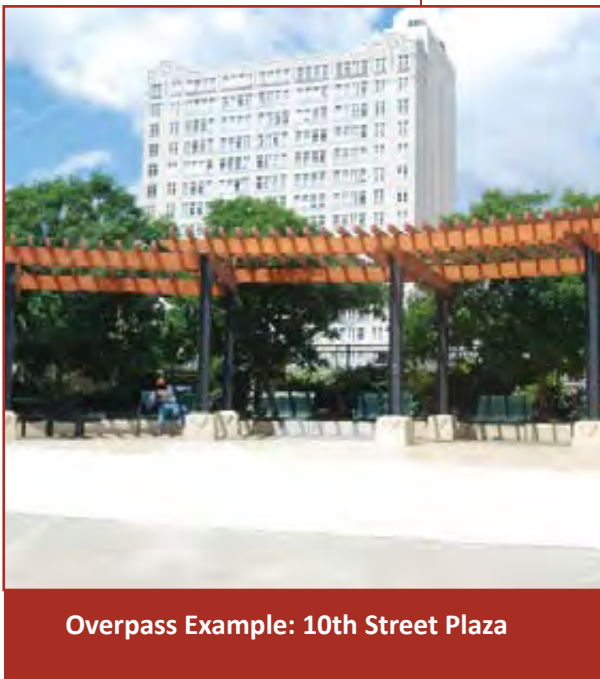


3rd Street Passing Under the Vine Street Expressway

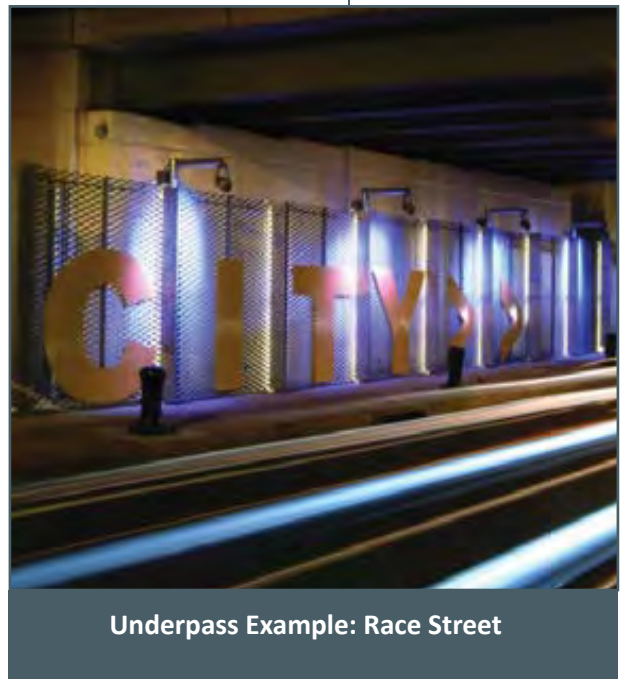
Highway Crossing Improvements



Map Showing Locations of Underpass and Overpass Improvements and Local Examples



Overpass Example: 10th Street Plaza



Underpass Example: Race Street

Baseline improvements for underpasses should include:

- Aesthetic wall treatments
- LED lighting that lights the sidewalk as well as the roadway
- Sidewalk repairs where needed
- Walls and underside of structure painted in a light, reflective color



Example Underpass Improvements

Additional Improvements for 3rd and 4th Streets:

The 3rd and 4th Street underpasses should receive additional improvements to reflect the importance of their role in reconnecting the Superblocks into a vibrant urban environment. In addition to the baseline improvements, each could receive:

- Unique signage and wayfinding
- Public art
- Colored LED lighting
- Landscaping framing the pedestrian entrances



Example Underpass Improvements

Parking

Some of the new development proposed in the Strategic Plan is expected to occur on existing surface parking lots. This happens primarily in the Superblocks and in Callowhill south of Vine Street. In the Superblocks, a large percentage of the parcels are covered with surface parking lots that were constructed to meet a parking demand that is no longer there. South of Vine Street is a popular location for commuter surface parking lots due to its proximity to the Vine Street Expressway and Center City. To offset the development of some of these surface parking lots, the Plan proposes a small number of strategically located parking structures shown in the map below.

On Ridge Avenue north of Spring Garden, the Plan proposes additional on-street parking to help foster the growth of a mixed-use commercial corridor. Currently, Ridge Avenue has parking only on the southbound side of the street, and

additional on-street parking would serve current and future businesses on Ridge Avenue. The additional physical buffer created by the parking between traffic and the sidewalk would provide traffic calming and enhance the environment for pedestrians. The Plan also proposes additional on-street parking on the westbound portion of Vine Street between 13th and 11th Streets. This section of Vine Street currently has more lanes than it needs to move traffic volumes quickly, and would also gain the advantage of traffic calming for pedestrians as they cross the multiple lanes of Vine Street and the Expressway.

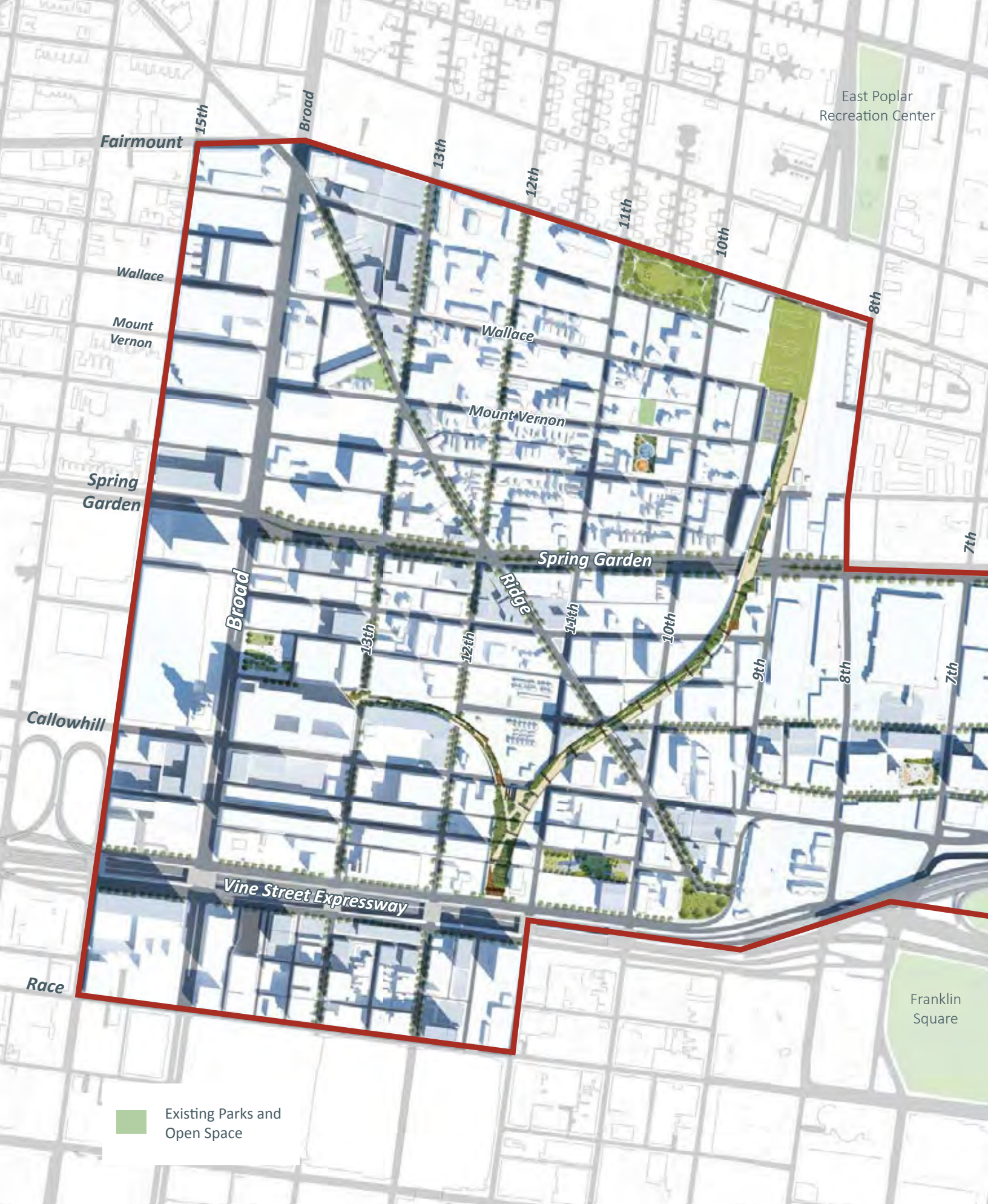
Parking Map





Renew

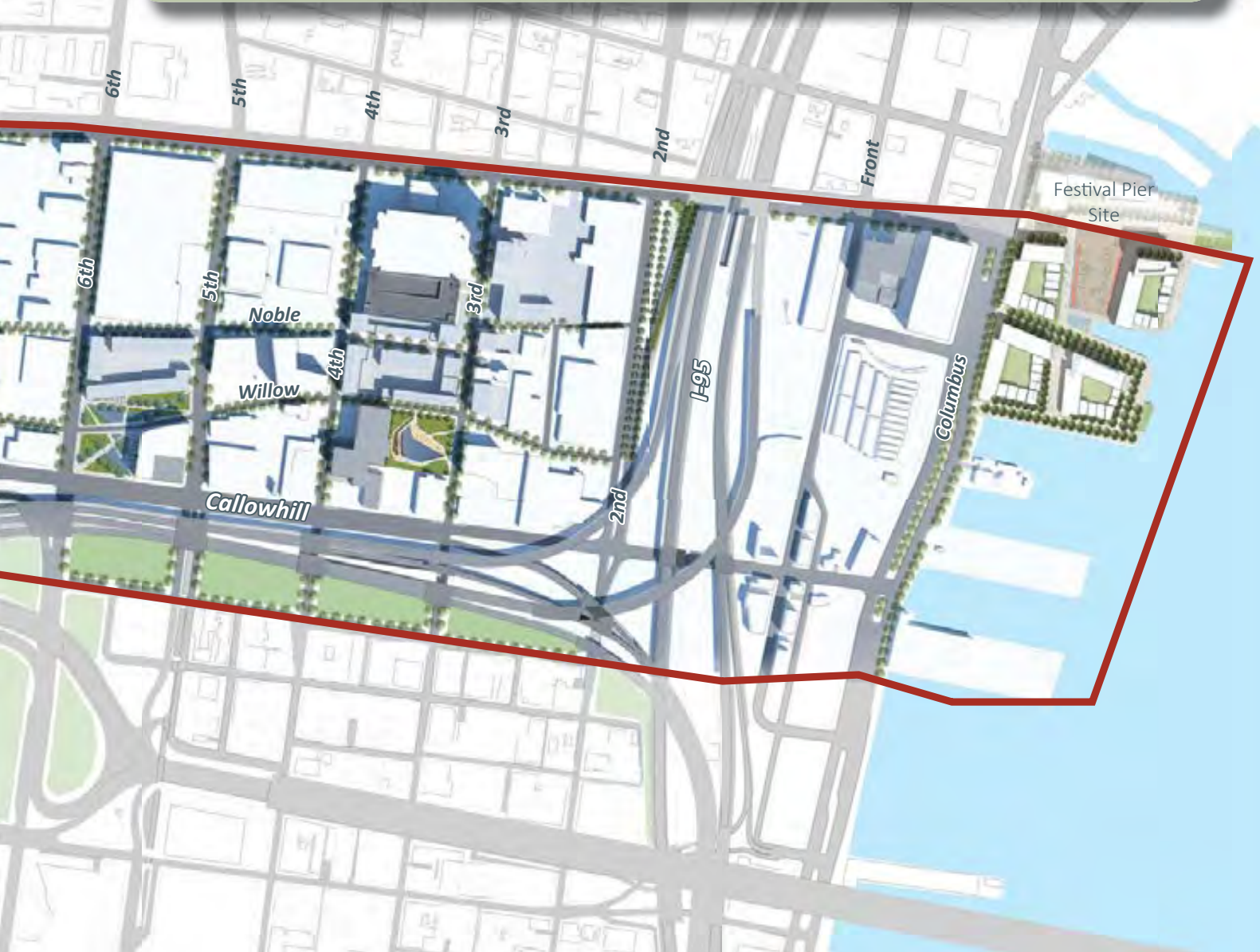




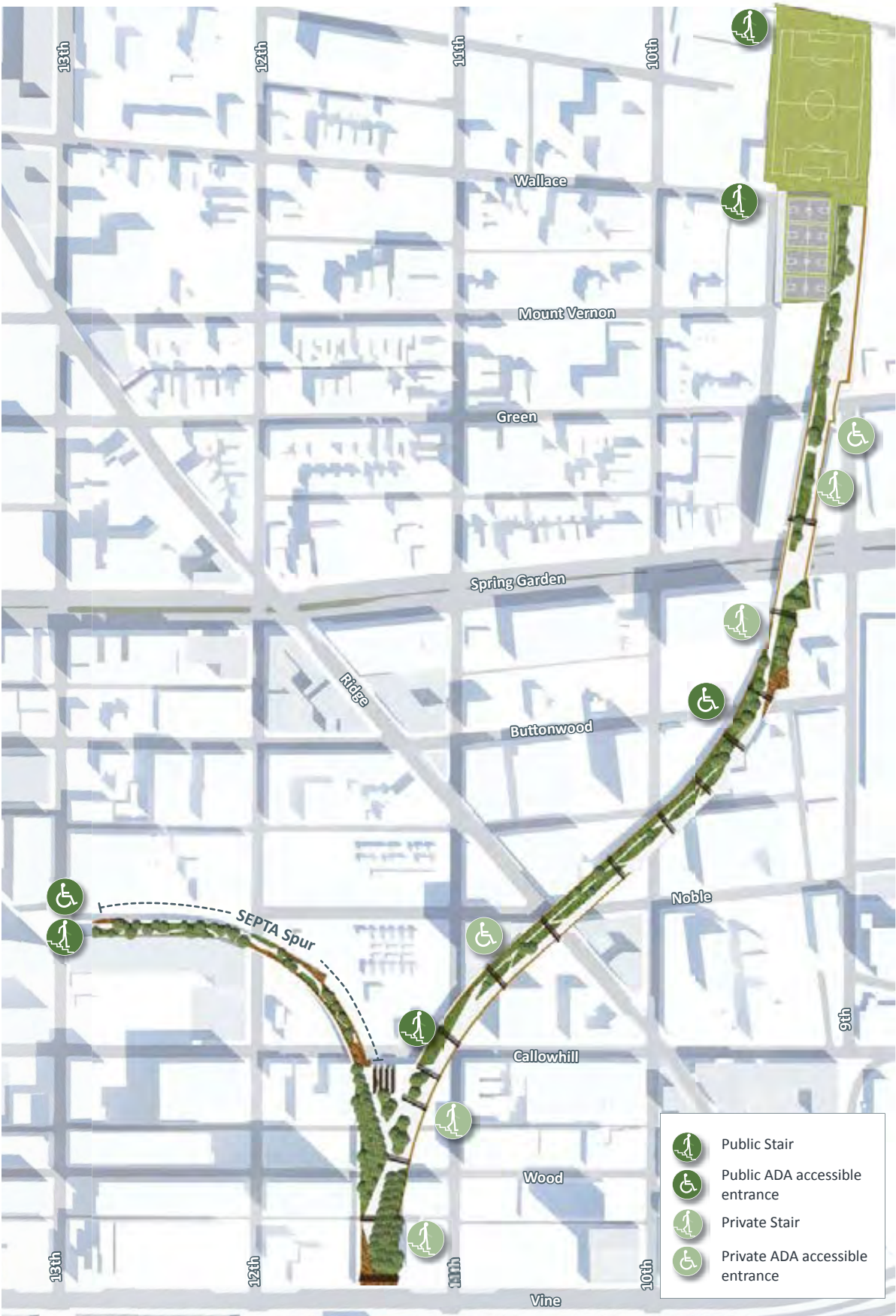
Renew

The Strategic Plan proposes 21 acres of new open space, which would put 90 percent of Study Area residences and businesses within one-quarter mile of open space, versus 38 percent today. Proposed park spaces are a combination of active and passive uses, and intended to serve a mix of user groups, from local neighbors to international visitors. It is an ambitious strategy that will require investment of City, private, and non-profit resources. Projects will be phased to meet community priorities and respond to funding opportunities.

Under the green space plan, the Viaduct Park, encompassing both the SEPTA and Reading legs of the structure, will create a unifying green infrastructure across the western portion of the Study Area, supported by 16 new parks, plazas, playgrounds, and recreation fields built on formerly paved vacant or industrial land. Willow Street – formerly Willow Creek and a low point for drainage in the Superblocks – would become a focus area for stormwater management. The redevelopment of Festival Pier on the Waterfront at the foot of Spring Garden Street, and implementation of the Spring Garden Greenway also present significant greening opportunities.



Viaduct Concept Plan



Public and private access points will be located along the Viaduct to ensure access from all adjacent neighborhoods. Private access points are those that may be included in private development projects adjacent to Viaduct, but not operated by the City.

Open Space & Greening Projects

Viaduct Park

The Reading Viaduct and SEPTA Spur to the Viaduct should be transformed from an inhospitable barrier into a green spine for the Poplar, Callowhill, and Chinatown North neighborhoods, offering passive and active recreation opportunities for local residents and visitors. This exceptional public amenity would spur the redevelopment of adjacent parcels that are blighted by the Viaduct today.

Phased Project

This is a complex project that will not happen overnight. The City continues to work with Central Philadelphia Development Corporation, Viaduct Greene, the Reading Viaduct Project, local neighborhood groups, philanthropic organizations,

and other partners to develop a phased plan of action based on funding, partnerships, property control, and community needs. The first phase of the project will be construction of recreation space on the SEPTA Spur of the Viaduct, with designs expected to be complete in 2013 and construction to occur in 2014.

The Reading-owned portion of the Viaduct has been identified as Phase 2 of the project and would be implemented over a significantly longer timeframe. This portion of the Viaduct is three times longer than the SEPTA section, making it a larger, more complex, and higher cost project. Given its size, this portion of the project would impart even greater benefits to the surrounding neighborhoods and significant improvements to residents' quality of life.

Major ownership and control issues must be addressed, a funding strategy put in place, and maintenance plan created before major design or any implementation can begin.



The design plan for the Reading Viaduct provides opportunities for passive and active recreation, with impressive views to Center City.



Lighting improvements, ceiling fixes, and public art will make the experience under the Viaduct safer and more interesting for pedestrians.

Interim Improvements Needed

Given the long lead time for implementation of the Reading leg of the Viaduct, interim improvements to the structure are needed to address community concerns and reduce the barrier of the structure during the planning, design, and construction phases. Today, the Viaduct's underpasses are dark, foreboding places, with leaking water that makes it even more unpleasant for pedestrians and cyclists to pass through. Lighting improvements and ceiling

repairs to end leaking are important short-term improvements that would improve quality of life. Such improvements should consider the potential to capture and filter the leaking water as a part of the overall stormwater management strategy for the Study Area.

Connections to the Ground Level

Beyond the tunnels, the short- and long-term redevelopment strategy for the Viaduct should incorporate ground-level recreation spaces on adjacent parcels at future Viaduct access points in each neighborhood. Ground-level improvements should include a major gateway to the Viaduct Park on Broad Street at Hamilton. Currently a parking lot, the site could be transformed into a plaza space and café that would create a grand entrance to the Viaduct Park from Philadelphia's most important street. Three additional ground-level open spaces adjacent to the Viaduct should be designed as extended access points. They would provide unique opportunities for passive recreation and serve to maximize community access to the Viaduct. Potential locations for those access points are shown on the Concept Plan on page 88.



View of Proposed Broad Street Plaza

Anchored by Active Spaces

The north end of the Reading Viaduct could be anchored by a series of athletic fields. This facility would need to be further developed in the continuing Viaduct Park planning and design, but it is envisioned to be an extension of the elevated structure that would be placed on top of existing underutilized industrial buildings adjacent to the Reading Viaduct. It could include soccer and/or baseball fields that would serve area residents and attract users from outside the immediate area. Basketball courts, badminton courts, or a tai chi park could be incorporated as well.

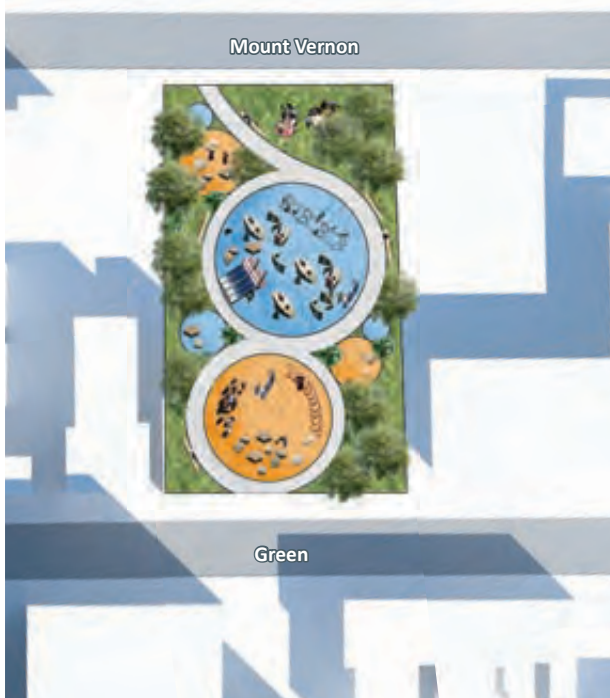
If the playing fields are built on top of the industrial structures, planning for the park should include a reuse plan for the ground-level of the structures themselves. This could be something as simple as maintenance or garage space for the City Parks and Recreation Department or other City agency. A more ambitious strategy could consider rehabilitation of the spaces for lease to community and/or arts groups.



Plan of Elevated Fields at the North End of the Viaduct



View of Elevated Fields



Plan of 10th and Lemon Playground Extension

Poplar Community Park Plan

The Poplar Subarea today contains only one public recreation facility – the 10th and Lemon Playground – at 1012 Mount Vernon Street. It is in poor condition and poorly utilized, with most neighborhood children preferring to play in grassy vacant lots located a couple of blocks to the north. Increased access to green space is a major goal for the Poplar neighborhood. Under this Plan, the playground would be revitalized and two new park spaces created to serve local residents.

Playground Extension

The existing playground should be refurbished and all equipment replaced to meet current safety standards and the play needs of young children in the neighborhood. The playground should also be expanded to the south side of Mount Vernon Street to provide creative new play space.



View of Playground Extension

Melon Street Park

The vacant lots located between 10th, 11th, Fairmount, and Melon Streets, currently owned by the City of Philadelphia Redevelopment Authority, should be converted into a park. The site is recommended because it is strategically located near potential users and is publicly owned. Children from Poplar and the neighborhoods located just north of Fairmount Avenue play there today. In addition it is located adjacent to the Spring Garden Elementary School and senior housing facilities, including the Tucker House Nursing Home and Gladys B. Jacobs Manor, operated by the Philadelphia Housing Authority. While more detailed park master planning would need to be completed for the site, it is envisioned to serve local neighbors with a combination of active and passive spaces that could be enjoyed by children and adults, particularly the many seniors who live nearby.



Plan of Melon Street Park

Viaduct Athletic Fields

The final piece of the recommended parks plan for the Poplar Subarea is a set of athletic fields at the northern terminus of the Viaduct Park. This facility would be developed in the continuing Viaduct Park planning and design as described in the Viaduct Park section above.



View of Melon Street Park

Chinatown North Community Park Plan

The Chinatown North Subarea does not contain any recreation spaces today. The 10th Street Plaza over the Vine Street Expressway, which was developed by PCDC in 2010, forms the only public open space and serves as a gateway to Chinatown North. Two new green spaces proposed for Chinatown North would build on this gateway. The first would be the Chinatown North Gateway Park, recommended to be developed in conjunction with the Chinatown Community Center at 10th and Vine Streets. The second proposed park location is at the foot of an improved, pedestrian-oriented Ridge Avenue between Wood, 9th, and Vine Streets.

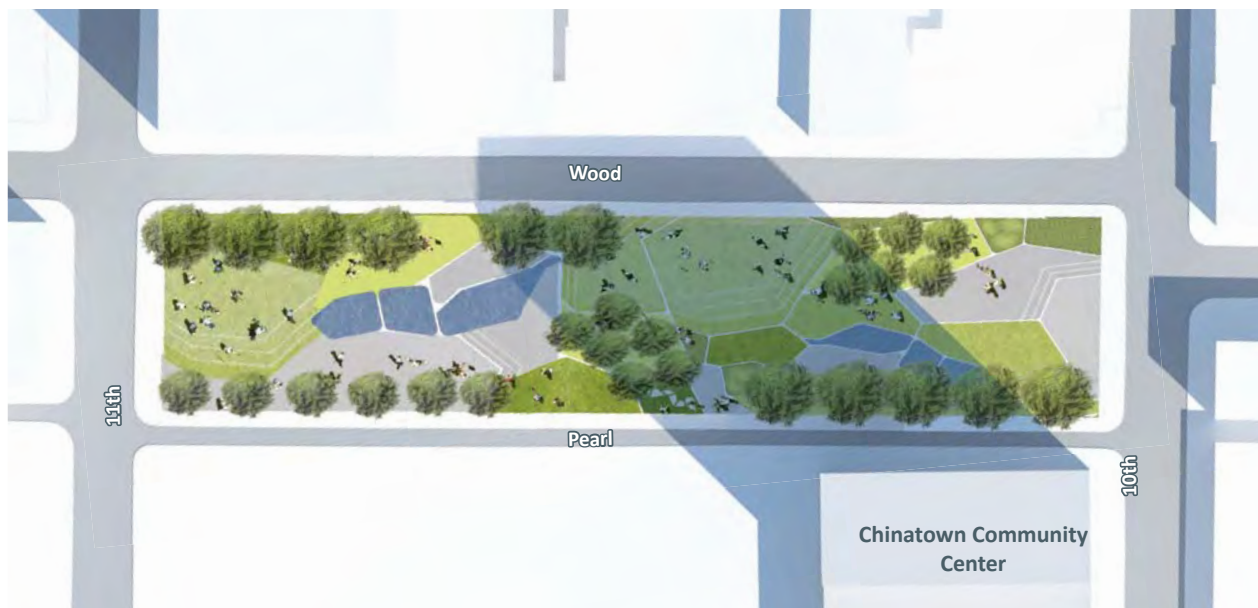
Chinatown North Gateway Park

The Chinatown North Gateway Park would be located just north of the Community Center, between 10th, 11th, Wood, and Pearl Streets. A major objective for the park is to strengthen the gateway into Chinatown North that would be formed by the new community center. Initial conceptual designs reflect the architecture of the Chinatown Community Center and create spaces for passive recreation. Larger hardscape areas would connect the park to the urban fabric and the Community Center, and an expansive lawn area would provide a place for larger gatherings. A series of smaller, more private spaces, shaded by tree cover would create the southern edge of the park. Small lotus ponds could create a relaxing focal point along this series of smaller spaces.



Chinatown Community Center

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



Plan of Chinatown North Gateway Park



View of Chinatown North Gateway Park

Ridge Avenue Greenway Park

The second park proposed for Chinatown would anchor the southern end of the Ridge Avenue Greenway. This location has the advantage of being a relatively quiet corner, despite its proximity to Vine Street and the Expressway. It is also near a cluster of residential development along 9th Street and immediately adjacent to Holy Redeemer Chinese Catholic Church and School. This park would primarily serve local residents and those attending church and school events. A key concern for the proposed park is that the site today serves as a parking lot for Holy Redeemer, a social and cultural touchstone for the Chinatown community and beyond. The parking lot is important for the church, which attracts students and congregants from around the region.

The conceptual design at right shows a green space and trees; however, actual design of the park would be developed in close coordination with Holy Redeemer and the Chinatown community. Through this process, it would be possible to design a space that could be used for parking as well as recreation. A mixture of permeable paved and green surfaces could be used for parking during church services and events, and as recreation space at other times, serving students, congregants, and local residents.



Plan of Ridge Avenue Greenway Park

Willow Street Stormwater Park Sequence

New green space should be created along Willow Street as a part of the Willow/Noble couplet described in *Connect*. The green spaces would provide amenities for new development and provide stormwater management to capture more than 620,000 gallons of stormwater for every one inch of rainfall.

Willow Street is recommended as the location for new green space in the Superblocks because it runs along the alignment of the former Willow Creek and forms the low point of the Subarea. As such, it is uniquely situated to retain runoff from impervious surfaces in the Superblocks. A system of two public stormwater collection parks and one privately-owned space would provide the opportunity to collect stormwater from impervious surfaces throughout the Superblocks Subarea between Callowhill and Spring Garden Streets.

The map below shows the locations of the three new parks. Illustrations of the parks are shown on pages 97 and 98.

Green Stormwater Infrastructure in Philadelphia

The City of Philadelphia is required by state and federal law to improve water quality in local watersheds. Improved stormwater management is critical to the City's success, and Philadelphia has made green stormwater infrastructure (GSI) an integral part of its strategy. GSI practices maintain or restore the natural flow of stormwater by allowing the water to slowly permeate into the ground and be used by plants. These practices include rain gardens, vegetated swales, green roofs, and porous pavements. GSI is most effective when addressing an entire drainage area rather than done on a parcel-by-parcel basis. The Philadelphia Water Department is exploring innovative ways to expand the use of green stormwater infrastructure to improve water quality, including piloting joint facilities that would serve multiple properties, such as the one proposed at 7th and Willow Streets. Higher stormwater fees are covering the City's program costs and providing financial incentives for property owners to consider implementing GSI and other tools to reduce stormwater runoff.



7th and Willow

A privately-owned green space to manage stormwater is envisioned at 7th and Willow Streets adjacent to the American Red Cross Blood Donation Center. The current tenants in the area are relatively stable and likely to remain in place for the short- to medium-term. It contains a significant amount of impervious surface in the form of surface parking. The addition of on-site stormwater management would significantly reduce the property owner's stormwater fees, which would ultimately cover the cost of construction and maintenance. The proposed open space illustrated below features a generous hardscape area comprised of permeable pavers and ample seating surrounding the plaza. The flexible design can accommodate a variety of activity.

Public Stormwater Parks

The first of two publicly-owned parks could be located at 6th and Willow Streets, forming a gateway to new development along the Noble/Willow couplet. The second should be located at 3rd and Willow Streets to serve as a neighborhood gathering space for new mixed-use development along 3rd Street and assist in providing a stronger connection between the Old City and Northern Liberties neighborhoods. The conceptual designs of these spaces include planted stormwater retention areas, small infiltration basins, and water features, all of which aim to improve the health of the urban ecosystem. Generous seating opportunities would encourage visitors to relax and enjoy these unique spaces.



View of Willow Street Plaza at 7th Street



View of Willow Street Gateway at 6th Street



View of Willow Stormwater Park at 3rd Street

Wood Street Green Space

When the Vine Street Expressway was constructed, PennDOT right-of-way on the south side of the highway was developed as passive park space. The park spans from I-95 to 6th Street along Wood Street and extends south of Wood between Randolph and 6th Streets, ending in a plaza at the entrance ramp to the Ben Franklin Bridge. It provides a green connection from the neighborhood to Franklin Square. Today the park contains a mix of grass, trees, walking paths, and plaza areas. It is in good condition and well-used by residents from Old City and the Superblocks Subarea. Future improvements to the park should consider incorporating active recreation spaces, perhaps including outdoor gym space that would attract the area's young, active residents and creative workforce.



View of Hardscape along Wood Street

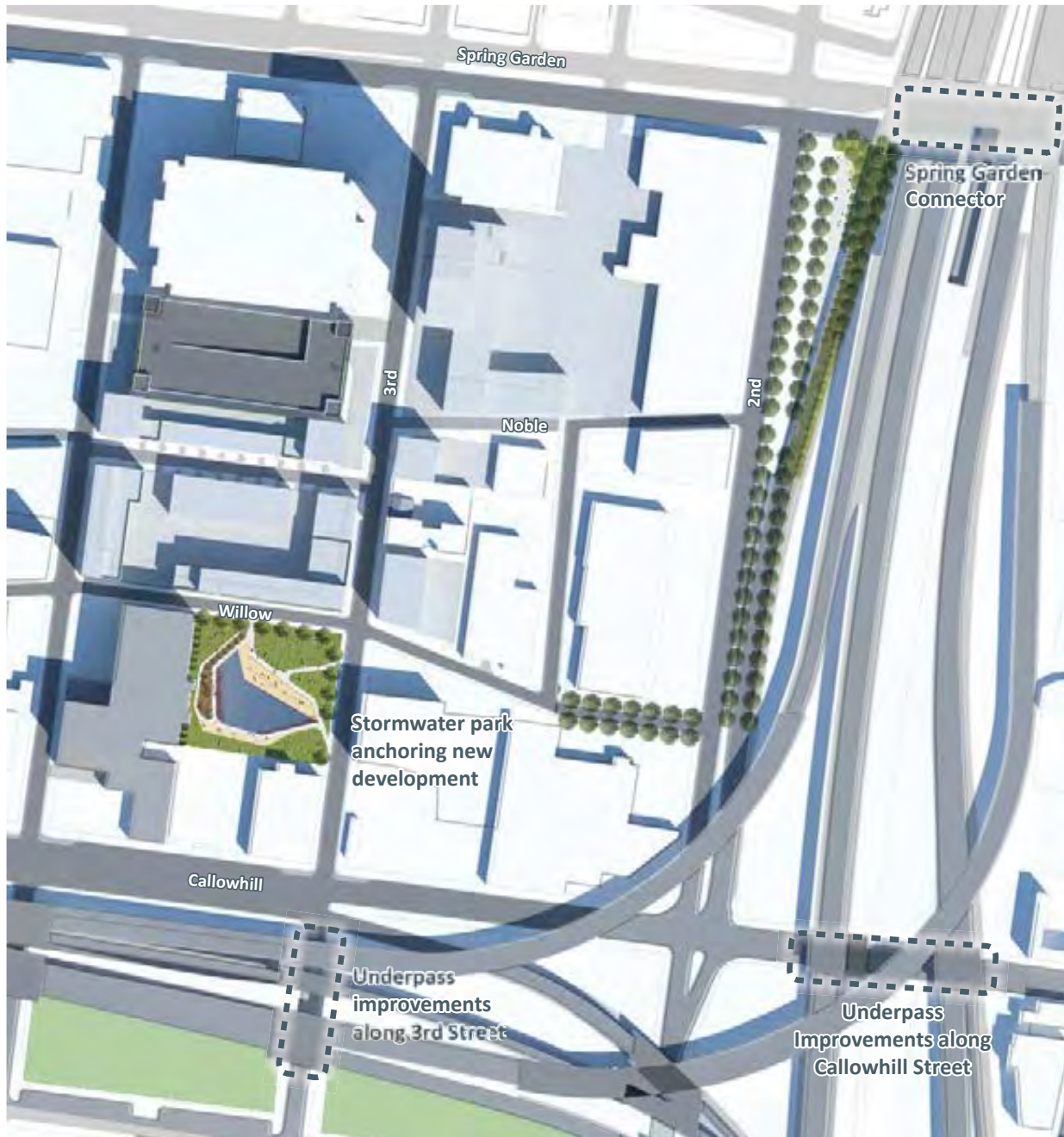


View of Lawn along Wood Street

2nd Street Greenway

As a part of the initiative to create a vibrant community, increase multi-modal access, and improve connections between Old City and Northern Liberties, the Plan recommends a 2nd Street Greenway to connect the Spring Garden Greenway to Willow and Noble Streets. This

would entail converting excess street width and PennDOT right-of-way into green space and a side-path along the east side of 2nd Street, as far south as Willow Street. Much of this greenway could be constructed as a part of the rebuilding of I-95 expected to be complete by 2020.



2nd Street Greenway Concept Plan

Streetscape Improvements

In this urban community, a major portion of the recommended greening strategy will be in the form of streetscape improvements that would add trees and improve stormwater management. More than 1,650 new trees would be planted throughout the entire Study Area as a part of transportation and streetscape improvements recommended in *Connect*. They would be expected to absorb up to 12 tons of carbon dioxide each year. Additionally, this streetscaping would help to reduce the urban heat island effect through shading and evapotranspiration, providing much needed relief in the summer months. Overall, this sizeable addition of trees to the project area would provide a significant increase to the quality of life of residents and visitors to the area. For more details on specific designs, please see the project descriptions in *Connect*.



7.5
Acres

1,650 New
Street Trees



Proposed Streetscaping Improvement Areas

PECO Substation Screening

The PECO Callowhill Substation is located on Noble Street between 11th and 12th Streets at the intersection of the Reading Viaduct and SEPTA Spur – in the heart of the Callowhill neighborhood. The substation is comprised of unattractive electrical equipment surrounded by a chain link fence – not a welcoming environment for residents or visitors. PECO recently built a sidewalk on the north side of Noble Street, but none exists on the south side.

Despite its appearance, the Callowhill Substation is integral to the Center City power grid. It manages the underground circuits for the area bounded roughly by Delaware Avenue and Girard, 20th, and Race Streets. Due to its location and importance to the system it would be cost prohibitive to move the substation. In 2002, a preliminary assessment calculated that moving the substation would cost \$50 million. No current figure is available, but

PECO representatives estimate that increased property values and reduction in available sites due to new development since that time have dramatically increased the cost of moving the substation.

While the substation cannot be moved, its appearance can be improved. The installation of a sidewalk on the south side of the street and street trees on both sides would be welcome improvements. Tree vaults and other systems could be installed to water the trees with runoff from the substation site, helping PECO to reduce its stormwater fees. In addition to the streetscape, the substation itself should be screened from view. Conversations with PECO during the planning process indicate that the firm is open to working with the City and local communities to develop screening that would improve the substation's appearance, but still provide adequate sightlines into it to meet company and federally-mandated safety and security standards.



Aerial of PECO Substation Site and Proximity to Viaduct

Possible Screening Types

A large range of screening types are available around the substation, depending on PECO's internal standards. These range from landscaping, to metal meshes and panels, and could include installations of site-specific art pieces.



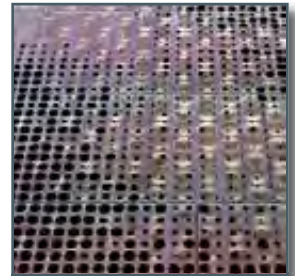
Landscaped Buffer



Partial Greening



Green Wall



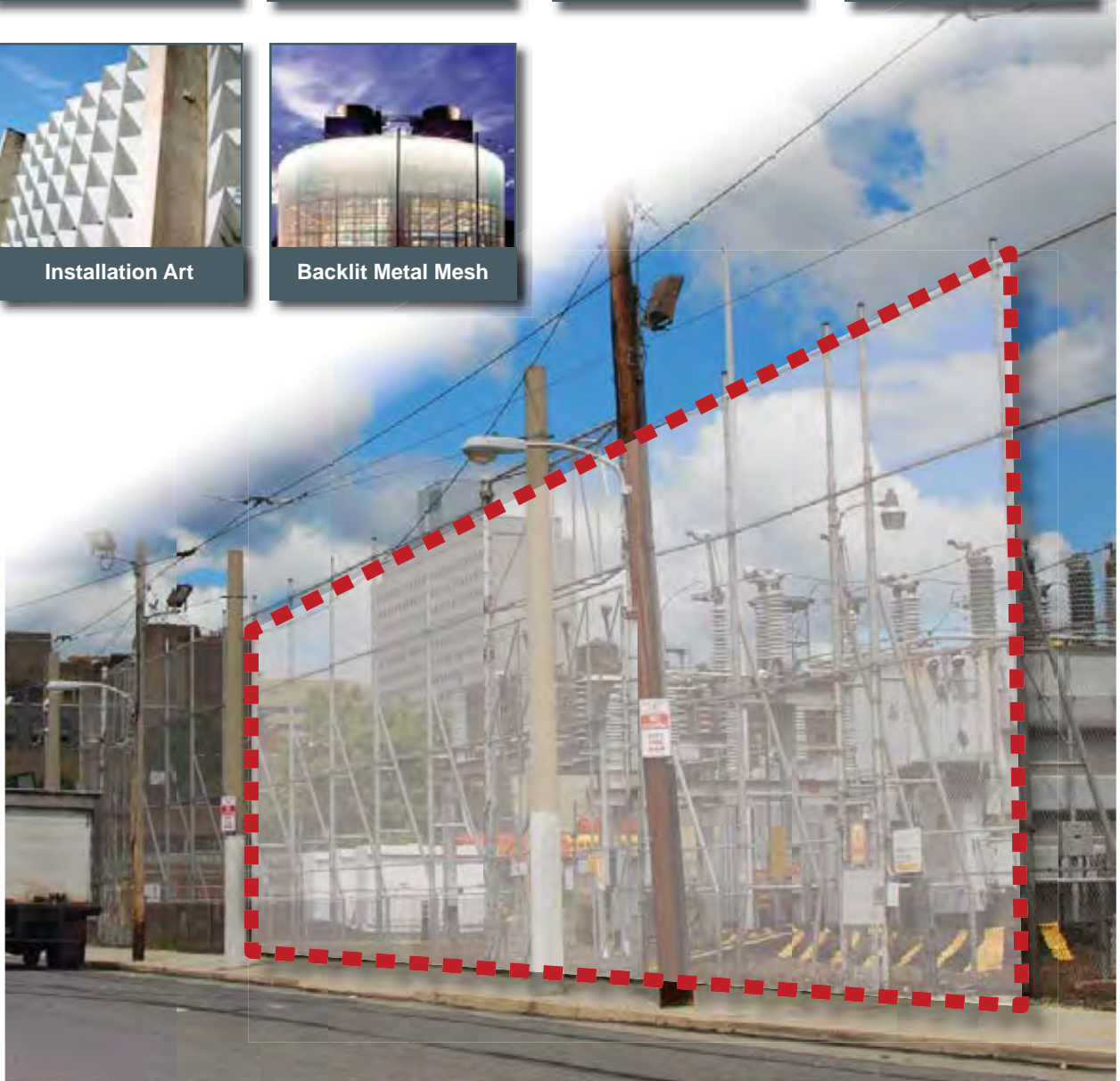
Custom Metal Panel



Installation Art



Backlit Metal Mesh

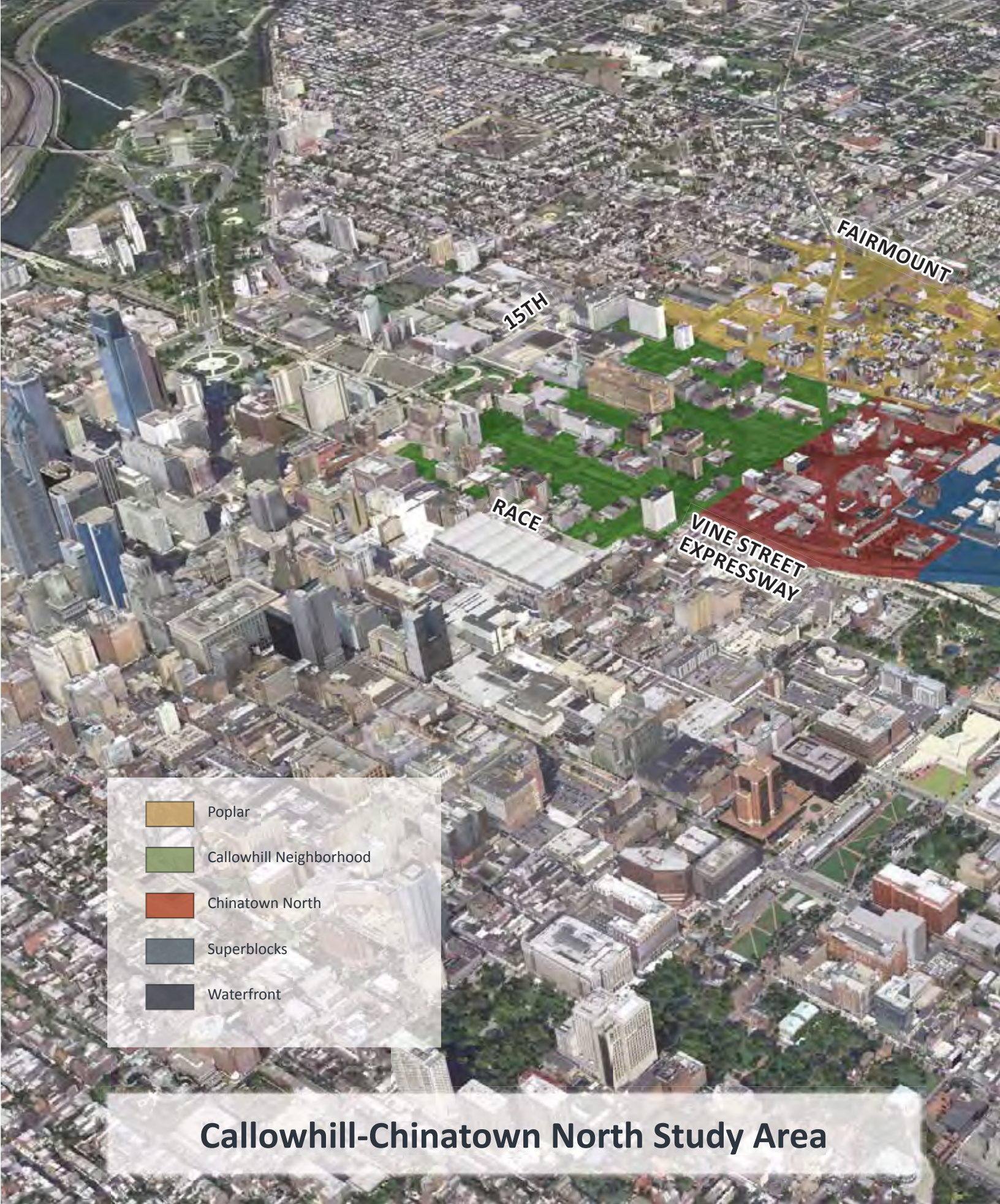


View of PECO Substation from Noble Street



Subarea Summaries





	Poplar
	Callowhill Neighborhood
	Chinatown North
	Superblocks
	Waterfront

Callowhill-Chinatown North Study Area

Subarea Summaries

The following section summarizes Strategic Plan vision and recommendations for each Subarea. The recommendations are listed by Plan theme (Thrive, Connect, Renew). Many, such as improvements to Ridge Avenue, the Viaduct, and affordable housing strategies, span multiple subareas and are repeated for each as appropriate. A fuller description and additional images for each recommendation appear in the prior sections of this document. Implementation priorities and roles for each are included in the implementation matrix following this section.



Poplar Neighborhood

The Poplar Neighborhood will be a vibrant mixed-income, mixed-use community, with neighborhood commercial activity focused along Ridge Avenue, and new parks that provide passive and active recreation opportunities to neighborhood residents. New investment and activity will attract an additional 915 households and 320 jobs to the Poplar Neighborhood.

THRIVE

- Enact zoning changes that will:
 - Preserve row house neighborhood development patterns where already established to limit future infill development to single-family homes.
 - Target higher-density housing along Ridge Avenue north of Spring Garden to support affordable housing options and residential densities needed to support commercial redevelopment along Ridge Avenue.
 - Take advantage of the affordable housing density bonus available under the Transit-Oriented Development Overlay proposed for the Broad Street Line Fairmount Station in the Central District Plan.
 - Encourage more concentrated nodes of commercial development on Ridge Avenue at Spring Garden and North Broad Streets, though zoning along this entire stretch of Ridge should permit commercial development.
 - Continue to encourage large-scale arts, residential, and related development on North Broad Street.
 - Eliminate industrial uses that are incompatible with residential and consumer-serving commercial development.



Vacant Land Along Ridge Avenue



Proposed Pennsylvania Ballet Headquarters on North Broad Street

CONNECT

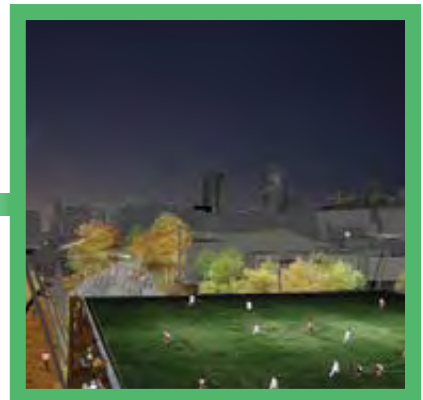
- Reconfigure Ridge Avenue to function as a multi-modal green street that serves pedestrians, bikes, cars, and transit, while improving stormwater management through “green” infrastructure techniques, such as stormwater trenches and tree vaults.
- Consider the opportunity to reopen the SEPTA Broad-Ridge Spur Spring Garden Street Station to enhance transit access.



Bicyclist Braving the Current Conditions at Spring Garden Street and Ridge Avenue

RENEW

- Integrate a mix of passive and active recreation space throughout the Poplar Neighborhood as described in *Renew*, including:
 - Athletic fields and courts at the northern terminus of the Viaduct Park
 - An extension of and improvements to the 10th and Lemon Playground at 1012 Mt. Vernon Street
 - A new community park between 10th, 11th, Fairmount, and Melon Streets that could include small-scale athletic fields and passive spaces
- Create a visual gateway to the Poplar Neighborhood and the Ridge Avenue corridor at the intersection of Broad and Ridge Streets.
- Incorporate an anchor building/gateway at the intersection of Ridge Avenue, Spring Garden Street, and 12th Street.



Athletic Fields Proposed at the Northern Terminus of the Viaduct



Proposed Gateway at Ridge Avenue, Spring Garden, and 12th Streets

Callowhill Neighborhood

The Callowhill Neighborhood will continue to attract new residents and businesses with its funky blend of industrial/commercial/residential living and working opportunities. Former industrial buildings and historic structures will be rehabilitated, and new development will be integrated with the existing scale and historic industrial character of the neighborhood. The SEPTA and Reading Viaducts will provide recreation space and encourage new development. New investment and activity will attract an additional 1,775 households and 340 jobs to the Callowhill Neighborhood.

THRIVE

- Enact zoning changes that will:
 - Preserve the existing industrial character and continue to integrate low-intensity industrial uses such as commercial arts, artisan manufacturing, and technology into the mix of uses.
 - Limit permitted density to that of the existing built environment to encourage reuse of existing structures.
 - Encourage multi-family, live/work, and mixed-use development, the reuse of former industrial structures, and infill development.
 - Provide flexibility in building and site design standards for parcels abutting the Reading Viaduct to facilitate redevelopment of awkwardly sized or shaped parcels.
 - Support the development of affordable housing, including traditional apartments and live/work spaces.
 - Encourage infill development south of Vine Street that preserves the small-scale historic structures and street grid south of Vine Street between 12th and 13th Streets.
 - Continue to encourage large scale arts, residential, and related development on North Broad Street.
 - Preserve distribution uses serving Chinatown and Center City.
 - Encourage an extension of Chinatown's mixed-use commercial/residential development patterns along Ridge Avenue from 10th Street to Spring Garden Street.



View Down 13th Street Showing Existing Industrial Character



Small-Scale Buildings Along Clarion Street Between Vine and Race Streets

CONNECT

- Reconfigure Ridge Avenue to function as a multi-modal green street that serves pedestrians, bikes, cars, and transit, while improving stormwater management through “green” infrastructure techniques, such as stormwater trenches and tree vaults.
- Consider the opportunity to reopen the SEPTA Broad-Ridge Spur Spring Garden Street Station to enhance transit access.
- Enhance streetscaping along Vine Street and improve screening of the Vine Street Expressway to enhance the pedestrian experience along Vine Street.
- Provide street crossing, sidewalk, lighting and landscaping improvements to Vine Street and the Vine Street Expressway overpasses at 11th, 12th, 13th and 15th Streets to improve pedestrian and bike access into Center City.
- Enhance streetscaping along Noble Street to support its role linking to the Noble Street Extension to the entrance of Viaduct Park.



Proposed Streetscaping Along Vine Street to Enhance the Pedestrian Experience

RENEW

- Integrate recreation and green space developed on the SEPTA and Reading Viaducts into future development by providing high-quality access points and ensuring that zoning permits integration of new structures into the viaduct.
- Create a gateway to the Viaduct Park on Broad Street at Hamilton that includes a plaza space and café.
- Use landscaping and artistic treatments to provide semi-opaque screening of the PECO Substation located at 11th and Noble Streets. Install a sidewalk on the south side of Noble Street to enhance pedestrian access.
- Incorporate an anchor building/gateway at the intersection of Ridge Avenue, Spring Garden Street, and 12th Street.
- Nominate eligible buildings to the Philadelphia Register of Historic Place to facilitate their future preservation.



Provide Aesthetic Treatments to the Existing PECO Substation Fencing

Chinatown North

Chinatown's multi-cultural, mixed-use, mixed income community will continue to extend north of the Vine Street Expressway. A new community center at 10th and Vine Streets, combined with a community park will provide a dramatic new gateway to draw people and businesses north. Chinatown's characteristic small-scale retail commercial/residential mixed-use development pattern will extend north along Ridge Avenue and small-scale industrial and distribution uses serving the Chinatown community will be preserved. New investment and activity will attract an additional 390 households and 65 jobs to the Chinatown North Neighborhood.

THRIVE

- Enact zoning changes that will:
 - Encourage an extension of Chinatown's mixed-income, mixed-use commercial/residential development patterns along Ridge Avenue from 10th Street to Spring Garden Street.
 - Preserve existing and focus new distribution and food-related manufacturing uses serving Chinatown and Center City along 10th Street north of Ridge Avenue to support the food service economy of Chinatown.
 - Provide the potential to extend Chinatown's dense, multi-family residential development patterns between 8th and 9th Streets, north of Callowhill Street.



Proposed Mixed-Use Extension of 10th Street to Ridge Avenue



Multi-Family Residential at 9th and Callowhill Streets

CONNECT

- Improve pedestrian connections to Franklin Square, integrating this with the improvements being proposed in the Central District Plan.
- Northwest of 10th Street, reconfigure Ridge Avenue to function as a multi-modal green street that serves pedestrians, bikes, cars, and transit, while improving stormwater management through “green” infrastructure techniques, such as stormwater trenches and tree vaults.
- Provide street crossing, sidewalk, lighting and landscaping improvements to Vine Street and the Vine Street Expressway overpass at 11th Street to improve pedestrian and bike access into between Chinatown and Chinatown North.



Between 9th and 10th Streets, Ridge Avenue will be narrowed to one travel lane and one parking lane.

RENEW

- Create a Chinatown North Gateway Park at 10th and Pearl Streets in conjunction with the Chinatown Community Center at 10th and Vine Streets to strengthen the gateway into Chinatown North and provide much needed passive recreation space.
- Create a Ridge Avenue Greenway between 9th and 10th Streets with limited vehicular access, wide sidewalks, and an eight foot landscaped buffer to provide a small-scale urban open space.
- Consider development of a community park at the southern end of the Ridge Avenue Greenway at 9th and Vine Streets.
- Effectively integrate the recreation amenities created by the Reading Viaduct improvements into the Chinatown community. Key elements of this strategy include ADA accessible access to the elevated park features and the creation of ground-level green spaces on small parcels adjacent to the Reading Viaduct.



Proposed Chinatown North Gateway Park

Superblocks

The Superblocks will be reintegrated into the urban fabric of the Central District of Philadelphia by reestablishing the street grid wherever practical and encouraging more intense, urban-style mixed-use development. 3rd and 4th Streets will form a vibrant corridor creating a seamless connection from Old City to Northern Liberties. Green spaces along the former Willow Creek will create community gathering spaces and capture stormwater from more than one million square feet of impervious surface. New investment and activity will attract an additional 940 households and 175 jobs to the Superblocks.

THRIVE

- Enact zoning changes that will:
 - Create a broad range of moderate-to high-density infill and redevelopment to create an urban environment.
 - Encourage new development and redevelopment oriented to the proposed Willow/Noble Street couplet to create human-scaled public spaces between Callowhill and Spring Garden Streets.
 - Encourage a mix of residential and commercial uses along the 3rd/4th Street corridor to create active uses and spaces between Old City and Northern Liberties.
 - Encourage continued development of industrial uses west of 5th Street that are integrated into a more active mix of commercial and residential development in a walkable urban environment.
 - Focus future auto-oriented uses on Spring Garden Street between 5th and 8th Streets – with development/design standards that ensure new uses are appropriate for an urban environment.
 - Encourage the expansion of the medical-related node of uses that currently exists in the Superblocks to provide needed health-related services to City residents that are easily accessible by both transit and automobile.



Proposed Development and Public Open Space at the Corner of Willow and 3rd Streets



Existing Auto-oriented Uses on Spring Garden Street

CONNECT

- Extend Noble Street across the Subarea and enhance Willow Street to create a one-way couplet that will support new residential and commercial development and manage stormwater.
- Implement streetscape improvements to 3rd and 4th Streets to enhance the connection between Old City and Northern Liberties.
- Add a side-path to the east side of 2nd Street.
- Improve pedestrian access across Callowhill Street by adjusting signal timing and adding bump-outs to the intersections of 3rd and 4th Streets.
- Implement wayfinding and streetscape improvements for 7th and 8th Streets to build off of the Franklin Square Focus Area proposed in the Central District Plan.
- Improve Vine Street Expressway underpasses at 3rd, 4th, 5th, 6th, 7th, and 8th Streets with better lighting, aesthetic wall treatments, sidewalk repairs, and improved street crossings.
- Coordinate with PennDOT and DRWC on designs for I-95 underpass improvements at Spring Garden and Callowhill Streets.



Proposed Streetscape Improvements Along 3rd Street Connecting Old City and Northern Liberties



2nd Street With the Proposed Side-Path Connecting Noble and Willow Streets to the Spring Garden and Waterfront Trails

RENEW

- Implement a stormwater park at 6th and Willow Streets to create passive recreation opportunities and collect and infiltrate stormwater from impervious surfaces between Spring Garden and Callowhill Streets.
- Implement a second stormwater park at 3rd and Willow. It will function as the first one, and will also serve as a neighborhood gathering space for the new mixed-use development proposed along 3rd Street.
- Work with private property owners to facilitate the development of a third green space to manage stormwater for the Superblocks at 7th and Willow Streets.
- Integrate green building and development practices into the redevelopment of the Superblocks Subarea.
- Work with PennDOT to create a greening strategy for its right-of-way adjacent to I-95 along 2nd Street that will support the multi-use trail described above.



Rendering of Proposed Stormwater Park at 6th and Willow Streets

Waterfront

The Waterfront Subarea will be activated with new high-density, low- to mid-rise mixed-use development, a waterfront trail, and recreation amenities that will draw people to the significant assets of the Delaware River. Improvements to Spring Garden and Callowhill Streets will encourage access on foot, bicycle and transit. New investment and activity will attract an additional 1,330 households and 100 jobs to the Waterfront.

THRIVE

- Enact zoning changes that will:
 - Foster mid-rise, mixed-use, multi-family, and row house residential development.
 - Reinforce Central Delaware Master Plan design recommendations and the Waterfront Zoning Overlay.



Rendering © KieranTimberlake/Brooklyn Digital Foundry

Image from the Master Plan for the Central Delaware Showing Potential Mixed-use Mid-rise Development Along the Waterfront

CONNECT

- Work with DRWC, PennDOT, SEPTA, the Delaware Valley Regional Planning Commission and others to design and implement multi-modal improvements for Columbus Boulevard.
- Work with SEPTA to design and implement the Delaware River Waterfront to Centennial District bus rapid transit line.
- Work with DRWC, PennDOT, and SEPTA, to reinforce waterfront connections through I-95 at Spring Garden and Callowhill Streets.



Image from the Master Plan for the Central Delaware Showing Proposed Streetscape Improvements Along Columbus Boulevard

Rendering © Kieran Timberlake/Brooklyn Digital Foundry

RENEW

- Work with PennDOT to design improvements to areas under and adjacent to I-95 between Spring Garden and Callowhill Streets – to be implemented as a part of the I-95 reconstruction project by 2020.
- Work with DRWC to continue to design and implement waterfront trail segments.
- Ensure that public plazas and open spaces are integrated into new waterfront development in accordance with the Waterfront Zoning Overlay.



Image from the Master Plan for the Central Delaware Showing Conceptual Development Plan for Festival Pier at the End of Spring Garden Street

Rendering © Kieran Timberlake/Brooklyn Digital Foundry



Implementation Matrix



	RECOMMENDATION	RESPONSIBLE ORGANIZATION *	PRIORITY RECOMMENDATION
THRIVE	Extend Noble Street from 9th to 2nd Streets and enhance Willow Street to create a one-way couplet that will support new residential and commercial development and manage stormwater in the Superblocks.	PCPC, MOTU, Streets, PWD, SEPTA	X
	Support the development of affordable housing, including traditional and live/work spaces throughout the Study Area.	PCPC, PHA	X
	Adopt proposed zoning changes proposed in <i>Thrive</i> .	PCPC, PCC	
	Target higher-density housing along Ridge Avenue north of Spring Garden Street to support affordable housing options and residential densities needed to support commercial redevelopment along Ridge Avenue.	PCPC	
	Create a visual gateway into the northern end of the Poplar Neighborhood and the Ridge Avenue Corridor at the intersection of Broad and Ridge Streets.	PCPC, MOTU, Streets, PWD	
	Incorporate an anchor building at the intersection of Ridge Avenue, Spring Garden, and 12th Streets, creating gateways into the Poplar and Callowhill neighborhoods.	PCPC, MOTU, Streets	
	Use infill development and streetscape improvements described in <i>Connect</i> at 10th Street and Ridge Avenue to encourage expansion of Chinatown's multi-ethnic, mixed-income, residential/commercial mix of uses north along Ridge Avenue.	PCPC, MOTU, Streets	
	Encourage infill development south of Vine Street between 12th and 13th Streets that preserves the small-scale historic structures and street grid.	PCPC	
	Create a vibrant mixed-use node of development in the Superblocks at 3rd and Willow Streets adjacent to the proposed Willow/Noble Street couplet by redeveloping the Social Security Building parking lot, Verizon site, and adjacent surface parking.	PCPC, Private Developers, PRA	
	Reinforce Central Delaware Master Plan design recommendations and the Waterfront Zoning Overlay.	PCPC, DRWC	
CONNECT	Reconfigure Ridge Avenue northwest of 10th Street to function as a multi-modal green street that serves pedestrians, bikes, cars, and transit, while improving stormwater management through green infrastructure techniques, such as stormwater trenches and tree vaults.	MOTU, SEPTA, Streets, PWD, PennDOT	X
	Implement streetscape improvements to 3rd and 4th Streets to enhance the connection between Old City and Northern Liberties.	MOTU, Streets	
	Coordinate with SEPTA and other agencies to design and implement multi-modal improvements for Columbus Boulevard as identified in the Master Plan for the Central Delaware.	PennDOT, DRWC, SEPTA	

*See glossary of responsible organizations on page 123.

RECOMMENDATION		RESPONSIBLE ORGANIZATION *	PRIORITY RECOMMENDATION
CONNECT	Coordinate with SEPTA and other agencies to design and implement the Delaware River Waterfront to Centennial District bus rapid transit line.	PennDOT, DRWC, SEPTA	
	Consider the opportunity to reopen the Broad-Ridge Spur Spring Garden Street Station to enhance transit access.	SEPTA, MOTU,	
	Consider the opportunity to reopen the PATCO Station at Franklin Square.	PATCO, MOTU	
	Support implementation of the bike network proposed on page 78.	PennDOT, MOTU, Streets	
	Work with PennDOT to build a side-path along the east side of 2nd Street between Spring Garden and Willow Streets during the reconstruction of I-95.	MOTU, PennDOT	
	Improve pedestrian access across Callowhill and Spring Garden Streets by installing bump-outs to the intersections of 2nd, 3rd, and 4th Streets. Also adjust signal timing on Callowhill between Columbus Boulevard and 7th Street.	PennDOT, Streets	
	Enhance streetscaping along Vine Street and improve screening of the Vine Street Expressway to enhance the pedestrian experience.	PennDOT, MOTU	
	Improve pedestrian connections to Franklin Square, integrating this with the improvements being proposed in the Central District Plan.	PCPC, MOTU	
	Implement streetscaping improvements and street tree planting throughout the Study Area, including along 13th, 15th, 10th, 8th, 7th, Vine, Noble, and Willow Streets.	Streets, PennDOT, PWD, PPR, MOTU	
	Improve Vine Street Expressway overpasses and underpasses at 3rd, 4th, 5th, 6th, 7th, 8th, 11th, 12th, 13th, and 15th Streets. Enhancements should include better lighting, aesthetic wall treatments, sidewalk repairs, landscaping and improved street crossings.	PennDOT, Streets, MOTU	
	Support implementation of I-95 underpass improvements at Spring Garden and Callowhill Streets.	PennDOT, SEPTA, DRWC, Streets	
	Build parking structures to alleviate parking demand created by development on existing surface parking lots. Expand on-street parking along Ridge Avenue where not already present.	PPA, PennDOT, MOTU	

RECOMMENDATION		RESPONSIBLE ORGANIZATION*	PRIORITY RECOMMENDATION
RENEW	<p>Support the conversion of the Reading Viaduct and SEPTA Spur into public park space, ensuring that:</p> <ul style="list-style-type: none"> • New zoning and other public policies facilitate the integration of the new recreation space into future development • High-quality public access points area provided through public investment and private development • Ground-level greens spaces are provided in each community at access points 	RVP, CPDC, PCPC, Private Developers, PPR, PCDC	X
	Prior to the redevelopment of the Reading Viaduct as park space, implement improvements to its underpasses including better lighting and sidewalks and eliminating leaks in the ceiling.	RVP, PCPC, MOTU, PPR	X
	Create a Ridge Avenue Greenway between 9th and 10th Streets with limited vehicular access, wide sidewalks, and an eight-foot landscaped buffer to provide a small-scale urban open space.	MOTU, Streets	X
	Integrate a mix of passive and active recreation space throughout the Poplar Neighborhood.	PPR, Poplar Neighborhood	X
	Create a gateway to the Viaduct Park at Broad and Hamilton Streets.	CPDC	
	Develop playing fields at the northern terminus of the Reading Viaduct Park.	RVP, CPDC, PCPC, PPR	
	Refurbish the existing 10th and Lemon Playground on Mt. Vernon Street in the Poplar neighborhood and extend it to the south side of the street to provide additional play area for young children in the neighborhood.	PCPC, PPR, Poplar Neighborhood	
	Develop a new park on Melon Street between 10th and 11th Streets in the Poplar neighborhood to provide passive and active recreation spaces.	PCPC, PPR, Poplar Neighborhood	
	Create a Chinatown North Gateway Park at 10th and Pearl Streets in conjunction with the Chinatown Community Center at 10th and Vine Streets to strengthen the gateway into Chinatown North and provide passive recreation space.	PPR, PCDC, Asian Americans United	
	Consider development of a community park at the southern end of the Ridge Avenue Greenway at 9th and Vine Streets to anchor the Ridge Avenue Greenway and provide passive recreation space for local residents and school children.	PPR, PCDC, Asian Americans United, Holy Redeemer Chinese Catholic Church	
	Work with private property owners to facilitate the development of a green space to manage stormwater for the Superblocks area at 7th and Willow Streets.	PWD, Private Property Owners	
	Implement a stormwater park at 6th and Willow Streets to create passive recreation opportunities and collect and infiltrate stormwater from impervious surfaces between Spring Garden and Callowhill Streets.	PWD, PPR	

*See glossary of responsible organizations on page 123.

RECOMMENDATION		RESPONSIBLE ORGANIZATION*	PRIORITY RECOMMENDATION
RENEW	Implement a stormwater park at 3rd and Willow Streets to infiltrate stormwater and serve as a neighborhood gathering space for the new mixed-use development proposed along 3rd Street.	PWD, PPR	
	Work with PennDOT to create a greening strategy for its right-of-way adjacent to I-95 along 2nd Street that will support the multi-use trail described in <i>Connect</i> .	PennDOT	
	Nominate eligible buildings for inclusion on the Philadelphia Register of Historic Places to facilitate their future preservation.	PHC	
	Use landscaping and artistic treatments to provide semi-opaque screening of the PECO Substation located at 11th and Noble Streets. Install a sidewalk on the south side of Noble Street to enhance pedestrian access. Consider integrating green stormwater infrastructure in the form of tree vaults, trenches, or other tools.	PECO, PWD	
	Work with DRWC to continue to design and implement waterfront trail segments.	DRWC	
	Ensure that public plazas and open spaces are integrated into new waterfront development in accordance with the Waterfront Zoning Overlay.	DRWC	

GLOSSARY OF RESPONSIBLE ORGANIZATIONS

FULL NAME	ABBREVIATION
State Agencies	
Pennsylvania Department of Transportation	PennDOT
Regional Agencies	
Southeastern Pennsylvania Transportation Authority	SEPTA
Port Authority Transit Corporation	PATCO
Quasi-Governmental Agencies	
Philadelphia Chinatown Development Corporation	PCDC
Central Philadelphia Development Corporation	CPDC
City Agencies	
Philadelphia Historical Commission	PHC
Mayor's Office of Transportation and Utilities	MOTU
Philadelphia City Planning Commission	PCPC
Philadelphia Housing Authority	PHA
Philadelphia Parks and Recreation Department	PPR
Philadelphia Redevelopment Authority	PRA
Philadelphia Streets Department	Streets
Philadelphia Water Department	PWD
Community Groups	
Reading Viaduct Project	RVP

ENTER C

Appendix A



Economic Analysis Presentation

The following slides were presented to the Callowhill-Chinatown North Strategic Plan Steering Committee at its June 28, 2012 meeting. The presentation summarizes key findings of the economic analysis. The slide notes are the presenter's speaking points and supplement the slide content.

CALLOWHILL/CHINATOWN NORTH STRATEGIC
PLAN

EXISTING CONDITIONS:
MARKET AND ECONOMIC
FINDINGS

bae urban economics



Introduction

Introduction

□ What do we want to find out?

- ▣ What is the need and demand for different land uses?
- ▣ How has the plan area changed, and what might future trends be?
- ▣ What economic role does and can the Study Area fill? How does it relate to Center City/the Central District and Philadelphia?
- ▣ What are the opportunities and challenges of the plan area?

□ What is our methodology?

- ▣ Analysis of supply and demand trends
- ▣ Analysis of trends over time and compared to benchmarks

Notes

The purpose of the analysis that BAE undertook as part of the existing conditions assessment is to understand the market and economic forces that are impacting the Callowhill-Chinatown North plan area, in order to incorporate that understanding into the planning process. In order to create a vision that has market realism and is economically sustainable, we wish to understand the types of space that are needed, and how those needs compare with what the market is producing. While we do not have a crystal ball to understand what the future holds, we can investigate what has occurred in the recent past and identify trends that may have a bearing on future land use patterns. Also important to understand is the economic role that Callowhill-Chinatown North plays, and can

play in the future, in greater Center City, the city and the region.

How do we undertake our analysis? Our findings are based on research into demand and supply: research of demographic and economic characteristics of the area that underpin current and future demand, and research on market conditions that informs our understanding of supply conditions for different real estate products. As demonstrated in the following slides, often we compare the plan area conditions over time and to a benchmark – usually the City of Philadelphia as a whole – that provides context to what the data reveal.

Data Sources

□ Sources of information

- Primary demographic and economic data (U.S. Census, data vendors)
- Secondary sources (Center City District, previous reports and plans)
- Published market intelligence (market reports, market statistics, market rental listings)
- Stakeholders and local experts

□ A word about data

- No data source is perfect: data points can be considered as pieces of evidence that together tell a story

Notes

Our analysis relies on a variety of data sources, much of it published statistics and market research. We also rely on previous studies and the work done by organizations active in the plan area. Stakeholders and local experts provide an additional layer of context through which we can understand the market and economic functioning of the area. Feedback on the information and analysis provided in the following slides will allow us to refine and finalize our findings.

It's important to note when considering the data presented, particularly the economic and demographic data, that there is a level of imprecision in data available for the plan area. Because of its size, summary statistics often cover a larger area or do not match the project area boundaries precisely. Much of our demographic information is from a private data provider,

Nielsen/Claritas, which provides insight on a wider variety of demographic data points than the 2010 census; Nielsen/Claritas does not reveal the exact methodology used but is based on sampling and extrapolation rather than a survey of all households. A comparison to block level population and household counts from the 2010 Census indicates a general alignment between these two sources, and increases our confidence in the statistics provided. In other instances, data is only available on a larger level – the 19123 ZIP code, or market data that covers a greater Center City area, for example. We believe this information can provide insight into the plan area. However, we feel each data piece should be considered as a “piece of the puzzle” that together with all of the information presented suggests certain findings.



Overview of Demand

Current Demographic and Economic Profile of
the Plan Area

Demand Analysis Highlights

Demographic and Economic Highlights

- **Small resident population that has grown very rapidly since 2000**
- **Area attracting new residents that serve as the workforce and talent needed by Center City, Philadelphia and the region**
- **Diverse mix of residents, including a large population of low income households**
- **Unique economic functions with a diverse mix of businesses**
- **Poised for continued growth within the context of the relatively modest growth projected for Philadelphia**

Notes

The demographic and economic overview starts with a summary of some of the key ideas and findings suggested by the analysis. These key ideas are likely to be intuitive to those familiar with the plan area, but they serve to frame what will be presented in the subsequent slides.

- The defining feature of this area has been its rapid residential growth. This growth serves as a lens through which we consider some of the current demographic characteristics of the neighborhood.
- New residents to the area are part of the city's and the region's workforce. Commuter data highlight the appeal of the neighborhood's accessibility in attracting new residents, but it is also important to think of the economic role that these residents play as the talent needed by the local and regional economy – talent and creativity that attracts and retains businesses, and that is the source of innovation and new businesses creation.
- The area is a mix of old and new residents, and it is important to note that there is a large share of very low income households who remain in the area.
- Similarly, the information available supports an understanding of the area as one with a diverse mix of businesses, industrial and non-industrial, and suggests that the area serves unique economic functions within the greater Center City region.
- The outlook for continued development and investment in the plan area is positive, particularly for residential development, given recent trends seen in the plan area and greater Center City. The growth potential for the area needs to be considered within the context of the relatively modest but healthy level of growth projected for Philadelphia.

Demographic Profile

Rapid population and household growth in the Plan Area between 2000 and 2012.

Citywide, population and households increased at a more modest rate.

Slightly smaller household sizes in 2012 than 2000.

Population and Households, Plan Area and Philadelphia, 2000-2012

Area	2000	2012	Percent Change 2000-2012
Plan Area			
Total Population	3,819	7,316	91.6%
Number of Households	1,475	2,893	96.1%
Average Household Size	2.1	2.0	
Philadelphia			
Total Population	1,517,550	1,530,336	0.8%
Number of Households	590,071	604,619	2.5%
Average Household Size	2.5	2.4	

Sources: Nielsen 2000 & 2012; BAE, 2012.

Notes

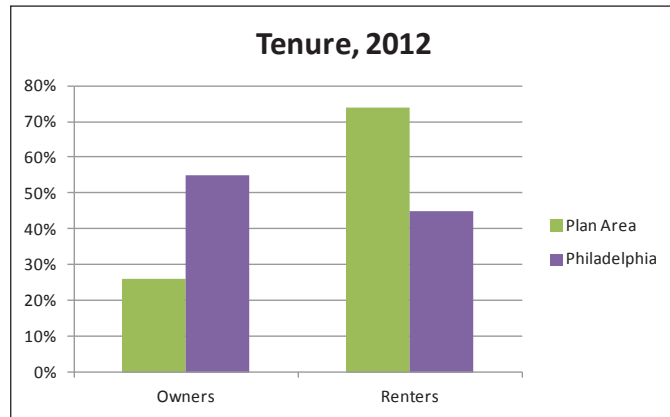
A defining characteristic of the plan area is that its residential population, while still small, grew at a very rapid rate over the past 12 years. Between 2000 to 2012, population in the Plan Area increased by 92 percent, about 3,500 net new residents. Population growth in the Plan Area accounted for about a quarter of net population growth in Philadelphia over the 12-year period. The rapid growth in the population of the Plan Area and the Central District (which added about 17,000 residents between 2000 and 2010 according to the Census), drove the city's population increase since 2000, despite continued net outmigration in other areas of the city.

Household growth outpaced population growth in both geographies between 2000 and 2012. In the Plan Area, the number of households increased by 96 percent, or about 1,400 households. Citywide, the number of households increased by 2.5 percent.

With the number of households growing faster than population, the average household size decreased in both geographies. In the Plan Area, the average household size decreased from 2.1 to 2.0 persons per household, and the average household size throughout Philadelphia decreased from 2.5 to 2.4 persons per household.

It's important to note that part of the population within the plan area and the city is in group quarters. Group quarters includes dormitories, nursing homes, prisons and jails, and homeless shelters, and the residents of these facilities are not counted among the population that is living in households. According to Nielsen, about 1,600 residents lived in group quarters in the plan area in 2012, comparable to US Census data for 2010.

Demographic Profile



Source: Nielsen, 2012; BAE, 2012.

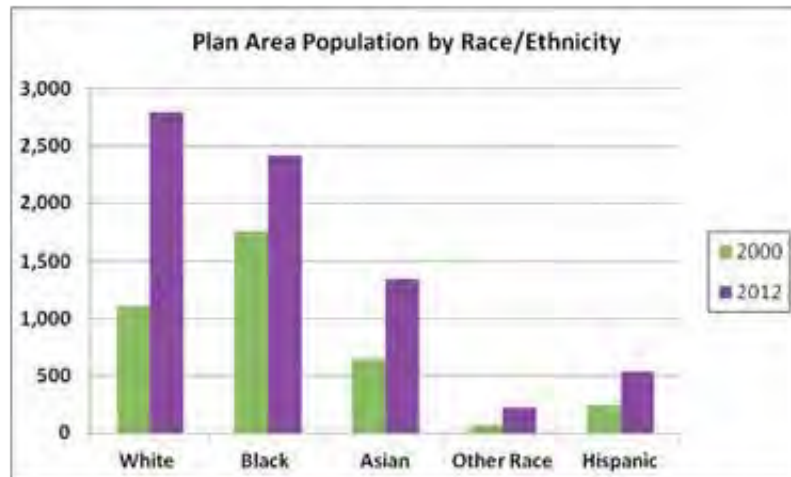
3 out of 4 households in the Plan Area are renter households.

Notes

The overwhelming majority (74 percent) of Plan Area households are renter households, compared to less than half (45 percent) of all households throughout Philadelphia. As the number of households in the plan area increased, the proportion of plan area renters decreased, from 80 percent in 2000. At the same time, the proportion of the households citywide that rent increased from 41 percent since 2000. Increasing rates of rental households is a trend that has been seen across the country since the recession, and reflects economic conditions as well as preferences of new and transitioning households.

Demographic Profile

Residents in all racial and ethnic categories increased between 2000 and 2012, although differences in the rate of growth impacted the share of the population in each category in 2012.



Note: The Hispanic category includes all persons who defined themselves as Hispanic, and can be of any race. White, black/African American, Asian and other race categories include persons who do not identify themselves as Hispanic. Other race includes American Indian/Native Alaskan, Hawaiian/Pacific Islander, and persons of more than one race.

Source: Nielsen, 2000 and 2012; BAE, 2012.

Notes

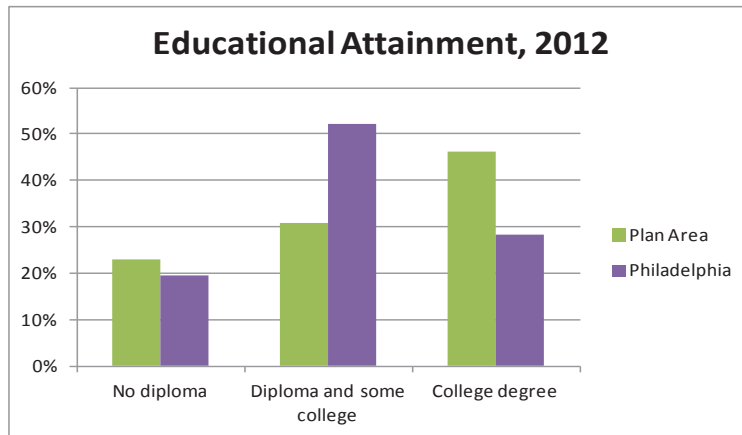
In 2012, 38 percent of the population was white, 33 percent was African American, and 18 percent was Asian. It's important to note that the strong residential growth of the area meant that all of the racial and ethnic categories on the chart saw population increases. However, differential rates of increase changed the racial and ethnic composition from 2000, when 46 percent of the residents identified themselves as black, 29 percent as white, and 17 percent as Asian. Asian Indians were the fastest growing segment of Asian residents (about 600 net new residents between 2000 and 2012); the number of Chinese residents

remained relatively stable (increasing by about 50 persons).

In the 2012 comparison of ethnicity between Philadelphia and the Plan Area, there is a notably larger percentage of Asians in the Plan Area (18 percent compared to 7 percent). Also, Philadelphia has a larger percentage of African Americans than the Plan Area (42 percent compared to 33 percent) and Hispanics (13 percent to 7 percent), while the share of White population is basically equal in both geographies.

Demographic Profile

Compared with Philadelphia as a whole, the plan area shows pattern of educational attainment among its residents that is more concentrated at higher and lower levels.



Source: Nielsen, 2012; BAE, 2012.

Notes

Compared to Philadelphia, the majority of residents in the plan area have either a fairly high or low level of educational attainment. In 2012, 23 percent of residents living in the plan area lack a high school diploma while only 19 percent of Philadelphia residents have not obtained a high school diploma. At the same time, 46 percent of plan area residents have a college degree, a high level compared with the national average. 30 percent of the Philadelphia population age 25+ has a bachelors degree, compared to 42 percent

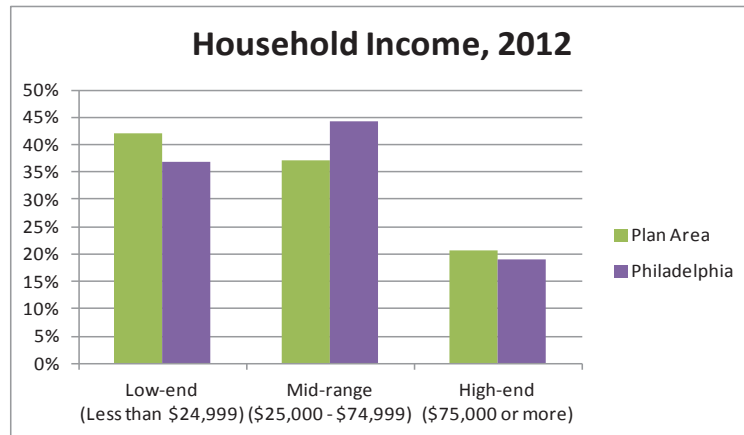
of plan area residents, while only 28 percent of Philadelphia residents have a college degree.

The percentage of residents with a mid-range level of educational attainment is significantly less in the Plan Area than Philadelphia. 40 percent of plan area residents have a diploma and/or some college while 52 percent of Philadelphia residents have attained a high school diploma and/or some college.

Demographic Profile

Income patterns mirror the pattern of educational attainment among plan area residents. Compared with the city as a whole, households are more concentrated at higher and lower levels of income.

Thirty percent of plan area households earn under \$15,000 year, contributing to a lower median household income than the city median.



Source: Nielsen, 2012; BAE, 2012.

Notes

Similar to educational attainment, we see a bifurcated pattern of household income levels in the plan area. In 2012, 42 percent of plan area households have an income level under \$25,000 a year, while only 37 percent of Philadelphia residents possess the same level of household income. 44 percent of Philadelphians live with a mid-range household income level of \$25,000 to \$74,999 compared to 37 percent of plan area residents. The percentage of residents living in a high-end household income range of \$75,000 or more is almost equal between Philadelphia and the plan area, however the plan area has a slight lead of 21 percent to 19 percent.

Overall, Philadelphia has a higher median household income of \$36,788 than the plan area's median income of \$32,401. The smaller size of

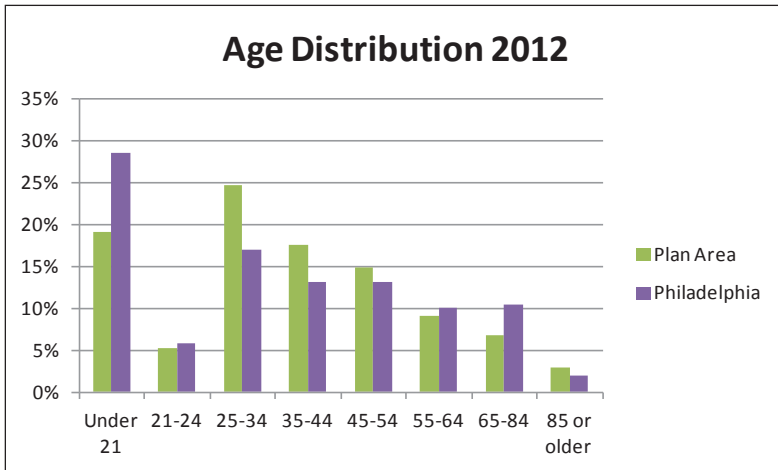
households in the plan area likely contributes to the lower median, as does the higher share of households earning less than \$25,000.

Household income corresponds with educational attainment levels, but the high level of education within the plan area does not result in a proportionately larger share of higher income households compared with the city as a whole. Income levels may be impacted by smaller household sizes overall, as well as existing opportunities for affordable housing within the neighborhood.

Demographic Profile

As its population has grown, the plan area has attracted a concentration of the city's working age population.

Plan area residents are aging: the median age increased from 33.9 in 2000 to 35.6 2012.



Source: Nielsen, 2012; BAE, 2012.

Notes

2012 age distribution shows a larger percentage of residents between the ages of 25 and 54 in the plan area than in Philadelphia. All other age cohorts (those under 24 and those 55 and older) account for a smaller proportion of the population in the plan area than in Philadelphia.

Between 2000 and 2012, the median age in the plan area increased from 33.9 to 35.6, while Philadelphia's median age was essentially unchanged (increase from 34.2 to 34.3). The increase in median age during this period is

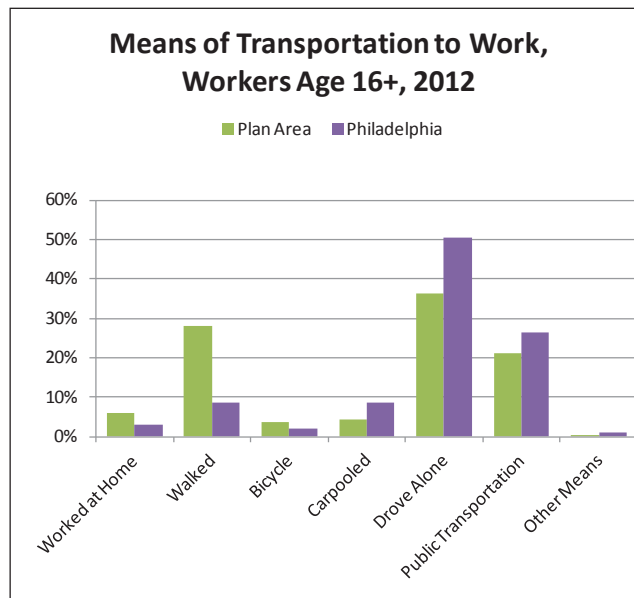
due decline in the share of the population that is younger than 24 (from 31 percent in 2000 to 24 percent in 2012), along with an increase in the proportion of the population aged 45 to 64 (from 19 percent in 2000 to 24 percent in 2012). Citywide, the proportion of the population that is under 24 decreased at slower rate than in the plan area (from 36 percent in 2000 to 34 percent in 2012), and the proportion of the population aged 45 to 64 increased less than in the plan area (from 20 percent of the population to 23 percent of the population).

Demographic Profile

Workers take advantage of the plan area's proximity to Center City and its accessibility for drivers commuting out of the area.

Employed residents of the plan area are three times more likely than other City residents to walk to work.

However, single occupant drivers still make up the greatest share of the plan area's commuters.



Source: Nielsen, 2012; BAE, 2012.

Notes

Its proximity to Center City and the highway network are key features of the plan area's attractiveness to residents, and commute data depict how this proximity impacts residents' commute patterns.

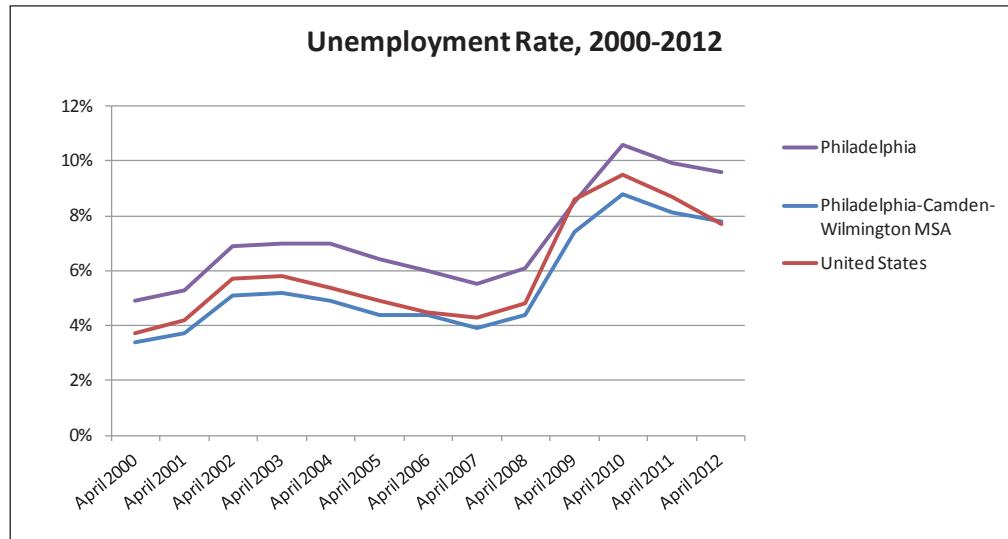
- Residents of the plan area are much more likely than residents throughout Philadelphia to walk to work. While 28 percent of plan area residents walk to work, only 9 percent of residents citywide commute to work by walking.
- Plan area residents are also slightly more likely than residents of the City overall to commute to work by bicycle or to work from home.
- Overall, most Philadelphia residents commute to work by car; more than half (51 percent)

of residents citywide drive to work alone, and an additional 9 percent carpool to work. In contrast, only 36 percent of plan area residents drive alone to work and 4 percent carpool.

- Citywide, residents are also slightly more likely to utilize public transit for their work commute than are residents of the plan area.
- On average, plan area residents have shorter commute times than other Philadelphia residents.
- 37 percent of plan area residents commute for 30 minutes or more, compared to 50 percent of Philadelphia residents.

Economic Profile

□ The economic cycle: Philadelphia, the region and the U.S.



Notes:

Data are not seasonally adjusted.

April 2012 unemployment data for Philadelphia and the Philadelphia-Camden-Wilmington MSA are preliminary.

Sources: US Bureau of Labor Statistics Current Population Survey, 2012; BAE, 2012.

Notes

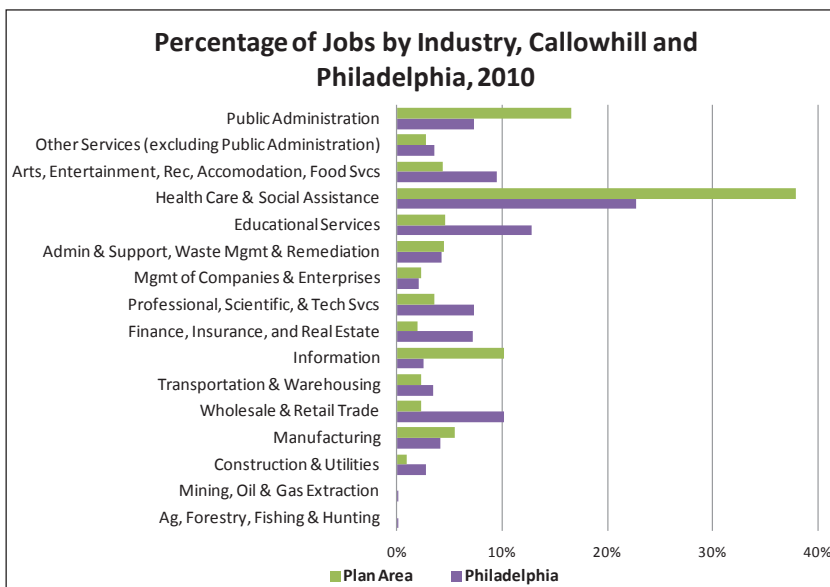
In making sense of the plan area's economic characteristics, we start with some context on the city's and region's position in the economic recovery, and how it compares with the national trend.

- The unemployment rates for Philadelphia and the Philadelphia-Camden-Wilmington MSA generally follow nationwide trends, but the unemployment rate for Philadelphia tends to be 1 to 2 points higher than the rate for the MSA and the nationwide rate, while the MSA rate is typically about half of a point below the national rate.
- Nationwide, unemployment began to increase in 2008 and peaked in 2010; this pattern was mirrored in Philadelphia and the MSA. The unemployment rate has declined slightly over the past two years throughout all three geographic areas and as of April 2012 the national employment rate was 7.7 percent, compared to 9.6 percent in Philadelphia and 7.8 percent in the MSA.

Economic Profile

Healthcare and social assistance is the largest industry sector in Callowhill (38%) and throughout Philadelphia (23%).

Other significant employers in Callowhill include public admin. (17% of employment) and information (10% of employment).



Sources: US Census Local Employment Dynamics, 2012; BAE, 2012.

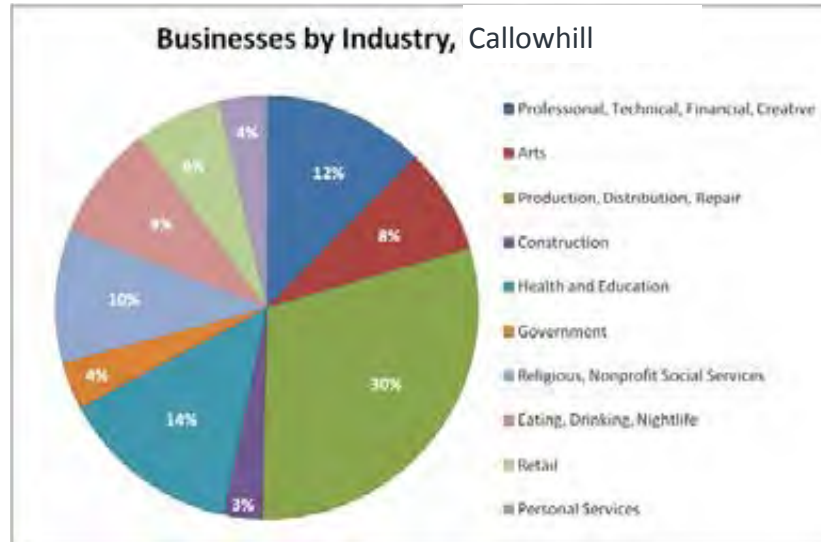
Notes

The US Census Local Employment Dynamics (LED) dataset provides information on the types of jobs that are located in the plan area and Philadelphia overall. The LED data excludes some categories of employment such as self-employment and certain types of government employment and thus tends to underestimate the total number of jobs in a given geographic area, but nonetheless provides insight into the employment mix in an area.

- In terms of the number of people employed, healthcare and social assistance is the most significant industry both in the plan area and throughout Philadelphia. Employment in this broad industry sector is even more concentrated in the plan area than the city, accounting for 39 and 23 percent of employment respectively.
- Other concentrated industries in the plan area include public administration (17 percent of employment) and information (10 percent of employment). Information employment appears to be concentrated in telecommunications, based on ZIP code level data from another source (County Business Patterns). Twelve percent of jobs in the information industry in Philadelphia are located in the plan area.
- Other significant industries citywide include professional, scientific, and technical services; retail trade; and accommodation and food services. Each of these three industries account for approximately eight percent of employment citywide.

Economic Profile

Industrial uses predominate, but mix with a diverse variety of businesses in Callowhill (N 9th to N 13th Streets from Vine Street to Spring Garden)



Sources: Center City District; BAE, 2012.

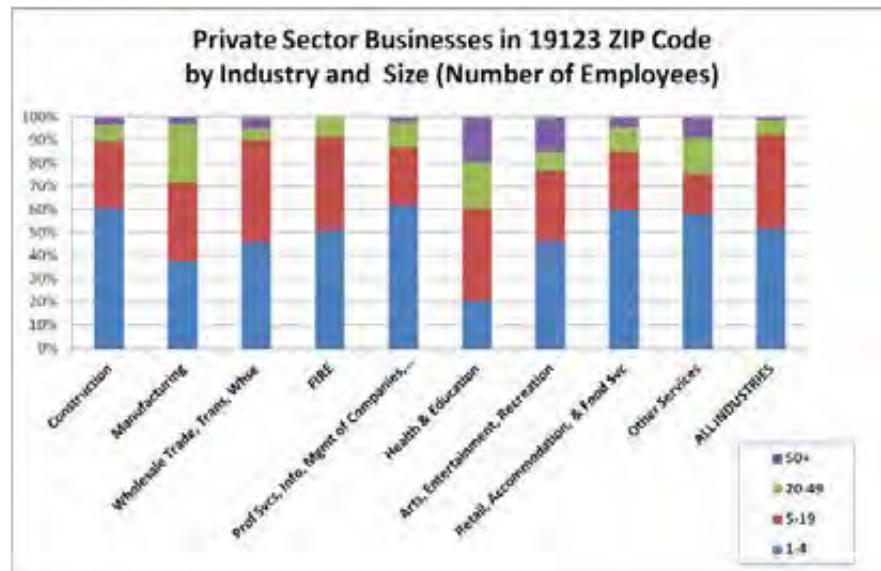
Notes

The Center City District undertook an inventory of all businesses in the area between North 9th Street, Broad Street (not including the Broad Street frontage), Vine Street and Spring Garden Street. The chart displays the diversity of businesses found in this area, but highlights that industrial uses still are an important part of the area. Production, distribution and repair (PD&R) uses include businesses require industrial space including automotive, manufacturing, warehousing/distribution, and storage facilities, and often provide services to businesses in or

close to the downtown core. Firms in the PD&R category combined with construction businesses make up a third of the inventoried businesses. Newer professional and arts related businesses (architecture and business services firms, galleries, artist studios) comprise 20 percent of the total; government, health, education and nonprofit uses comprise 28 percent of the total. The remaining 19 percent consist of what are typically ground floor uses, including retail, eating and drinking establishments, and personal services businesses.

Economic Profile

Although the plan area includes large institutions, firms employing four employees or fewer account for nearly 93 percent of all establishments in the ZIP code.



Sources: US Census Bureau County Business Patterns, 2009; BAE 2012.

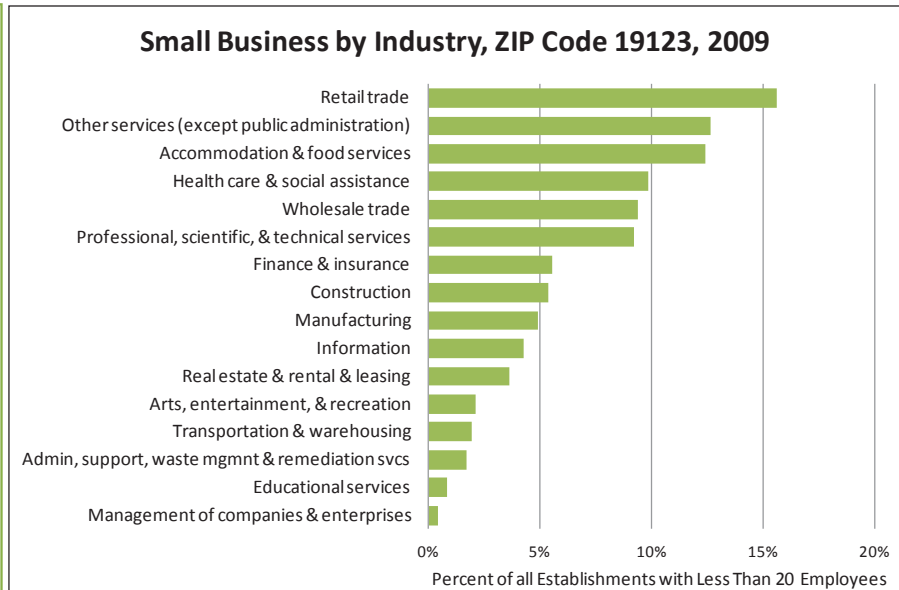
Notes

How important are small businesses to the study area? They account for a significant portion of companies in the ZIP code, as they do for the city as a whole.

- US Bureau of the Census tabulates data for private sector businesses by establishment size on a ZIP code level. This chart shows establishments the 19123 ZIP code, which generally extends from Vine Street to Girard Street east of Broad. In 2009, this source tallied 564 businesses in ZIP code 19123, approximately 2 percent of Philadelphia businesses.
- As of 2009, 53 percent of all businesses in Philadelphia employed 4 or fewer employees and 85 percent employed fewer than 20.
- 52 percent of all businesses in the ZIP code employed less than five people and 93 percent employed less than 20 people. Nevertheless, the largest establishments employ the majority of workers, as suggested by the industry chart shown previously.
- Within the ZIP code we find that the mix of small businesses varies by industry groups. Those with the largest share of small businesses include construction; professional/technical/administrative companies; and retail, accommodation and food service.
- This data source indicates that the total number of businesses in the plan area also changed very little in recent years, varying from 532 to 590 between 1998 and 2009.

Economic Profile

The majority of businesses employing under 20 workers in ZIP code 19123 are in one of four industries.



Sources: US Census Bureau County Business Patterns, 2009; BAE 2012.

Notes

51 percent of all businesses in ZIP code 19123 that employ less than 20 people are in retail trade, other services, accommodation and food services, or healthcare and social assistance industry.

Future Demand

Projected growth within Philadelphia and the Central District provides context for understanding the parameters of future growth within the plan area.

Summary Population and Employment Projections

	2010	2035	Growth, 2000-2035	
			Number	Percent
Philadelphia				
Residents	1,526,000	1,630,600	104,600	7%
Workers	675,000	715,000	40,000	6%
Central District				
Residents	117,100	136,600	19,500	17%
Workers	276,600	292,700	16,100	6%

Sources: Central Delaware Waterfront Corporation; PCPC; BAE, 2012.

Notes

To understand the plan area's future growth potential, we look first at projections of population and employment growth within Philadelphia and the Central District. These projections are the targets used in the Philadelphia 2035 planning process. Within the next 25 to 30 years, the city targets a net population increase of over 100,000 residents, with nearly 20 percent of that growth occurring in the Central District. Forty percent of the city's planned employment increase is expected to occur in the Central District. The

Central District's population growth seems disproportionate, but it's important to note that the Central District's population growth over the past decade drove the city's net increase in population, and what is projected for the next 25-30 years is equivalent to the growth the Central District experienced in the past decade.

Future Demand

Planning Horizon Projections – Next 25 or So Years

□ Projected Household Growth in the Plan Area

- Based on waterfront buildout and Central District projections: 2,000-2,300 new households (averaging about 80-90 new households per year)
- Based on current trend: 3,000 new households in planning horizon (or averaging about 120 new households per year)

□ Projected Employment Growth in the Plan Area

- Based on waterfront buildout and Central District projections: 1,100 to 3,300 new workers (capturing between seven and 21 percent of Central District total)
- Assuming current share of Central District jobs stays even: about 1,200 new workers (about eight percent of Central District forecast growth)

Notes

The buildout of the Spring Garden area waterfront development will likely be the biggest factor in the plan area's household and employment growth. Analysis performed as part of the Central Delaware Waterfront planning process estimated that the Spring Garden waterfront could absorb about 100 new units of housing a year, and its buildout will add an estimated 1,780 households, 3,200 residents and 640 workers to the plan area. PCPC prepared estimates for growth beyond the waterfront and in the portion of the plan area west of I-95, based on the growth trajectory envisioned for the Central District. These estimates add upwards of 2,000 households to the nearly 2,800

households that are currently here, but this rate of growth assumes that the current trend in the plan area will slow.

Forecasts are more art than science in that they depend on many variables, including future economic conditions, the land available for redevelopment and how it is regulated, and changing trends and preferences in where and how people live and work, among others. However, these projections, produced from different methods, give some range of the amount of growth that could be reasonably expected in the plan area in coming years.



Market Perspective

Overview of Supply Trends: Residential,
Commercial and Industrial Real Estate

Market Perspective Highlights

Real Estate Supply Findings

- **Residential demand is driving construction in the area and changing the overall character of the housing stock**
- **The rental market is the currently the strongest product type, and for sale housing in the area appears to be resilient despite the overall market downturn across the country**
- **Office space in the plan area is attractive in that it generally offers a lower cost alternative in close proximity to downtown**
- **Availability of existing office and industrial space appears sufficient to meet the present and future needs of the area**
- **The relatively small population of the plan area supports a limited amount of retail. Shoppers from a larger trade area can likely support larger stores in certain retail categories.**

Notes

Our overview of real estate supply trends begins with an articulation and framing of key findings suggested by the data analyzed and presented on subsequent slides. The analysis confirms the strength of the residential market and its position as the primary driver of new investment in the plan area. The rental market, which is showing strength across the country, is strong in the plan area. The office market offers lower cost space than found in Center City, while industrial space generally appears to support higher than average rents, likely because of its close in location.

Vacancy levels appear to suggest that sufficient office and industrial space exists, although more investigation is needed to understand how much of this space is becoming functionally obsolete and how much pressure exists to redevelop underperforming commercial and industrial property. Existing and new residents of the plan area can only support a limited amount of retail, but looking at the consumer demand of a larger trade area suggests, at least preliminarily, that there are opportunities for larger scale retail development.

Residential Supply

The increasing population in the plan area has substantially decreased the vacancy rate.

Within a residential inventory that increased by about 1,300 units, vacancy decreased and the number of occupied units grew substantially.

Housing Units & Occupancy Status, 2000-2012

Area	2000	2012	Percent Change 2000-2012
Plan Area			
Occupied Housing Units	1,475	2,893	96%
Vacant Housing Units	<u>433</u>	<u>329</u>	<u>-24%</u>
<i>Total</i>	<i>1,908</i>	<i>3,222</i>	<i>69%</i>
Philadelphia			
Occupied Housing Units	590,071	604,619	2%
Vacant Housing Units	<u>71,887</u>	<u>70,914</u>	<u>-1%</u>
<i>Total</i>	<i>661,958</i>	<i>675,533</i>	<i>2%</i>

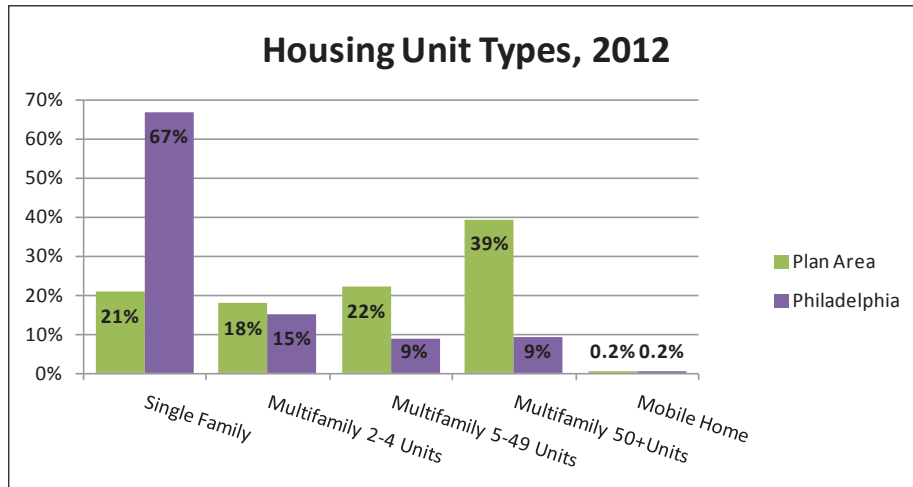
Sources: Nielsen 2000 & 2012; BAE, 2012.

Notes

The dramatic increase in population in Callowhill-Chinatown North has impacted the area's housing inventory.

- There was a large increase (96 percent) in the number of occupied housing units in the plan area between 2000 and 2012. Housing units in the plan area are now 90 percent occupied, up from 77 percent occupancy in 2000.
- The change in the occupancy rate has been due in part to a decrease in the number of vacant units in the plan area, which dropped by 24 percent during this period. The number of vacant units throughout Philadelphia also decreased slightly (1 percent) during this period.
- The other factor that has influenced the occupancy rate has been the addition of approximately 1,300 housing units within the plan area (a 69 percent increase).
- However, as of 2012 the vacancy rate in the plan area (10 percent) was still higher than the rate that is typically considered to indicate a healthy residential market (5 percent). The excess vacancies could indicate that demand has not yet caught up to the existing supply, or that the plan area has a large number of housing units that are obsolete or in a state of disrepair, requiring substantial rehabilitation to become competitive in the current market.

Residential Supply



Sources: Nielsen, 2012; BAE, 2012.

The plan area predominantly consists of multifamily housing stock.

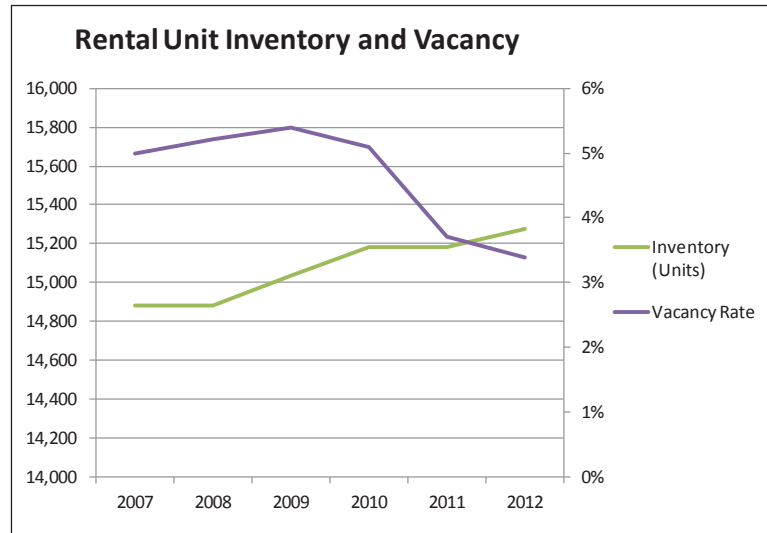
Notes

While there is a diversity of housing in the plan area, in terms of units, the area is characterized by large multifamily buildings.

- The housing stock in the plan area differs markedly from the citywide supply of housing units, consisting largely of multifamily homes.
- While 2 out of 3 housing units throughout Philadelphia are single-family homes (attached and detached), only 1 out of 5 units in the plan area are single-family homes.
- Multifamily units in the plan area are often in large buildings with 50 units or more. These large buildings account for almost half of all multifamily units in the plan area, but only about 25 percent of multifamily units citywide.
- Throughout Philadelphia, multifamily units are most frequently found in small (2 to 4 units) buildings, which account for only a small portion of multifamily units in the plan area.

Rental Housing Market

The rental housing market in Center City is strong, as it is in much of the U.S. currently. It has exhibited declining vacancy rates, even with modest increases in the rental inventory. Average asking rents have increased slightly.



Notes:
Data captures rental housing complexes with 40 units or more in the Center City submarket.
Data for 2012 are for the first quarter of the year only.
Sources: Reis; BAE, 2012.

Notes

Data on the Center City rental housing market was provided by Reis, a data provider that tracks buildings with 40 units or more. The submarket includes the plan area but extends beyond it.

- Vacancy rates in the Center City submarket have demonstrated a downward trend and new supply has been quickly absorbed into the market. Between 2007 and the first quarter of 2012, the inventory of rental units in the Center City submarket increased modestly (2.7 percent) and vacancy decreased (30 percent). At the close of the first quarter of 2012, the vacancy rate was at a low 3.4 percent, down from 5 percent in 2007.
- Over the same period, the average asking rent increased only slightly, from \$1,571 per month to \$1,690 per month, slower than the rate of inflation.
- The average asking rent in Center City ranges from \$1,048 per month for a studio to \$3,042 per month for 3+ bedrooms.
- Among properties with 40+ units, most units (53 percent) are one-bedrooms.

Rental Housing Market

Within the Center City submarket, which includes the plan area, one bedroom units predominate in large multifamily buildings.

Rental Housing Market Overview, Center City, 1st Quarter 2012 (a)				
Current Market Overview (1Q 2012)				
Unit Type	Percent of Units	Avg. Size (sf)	Avg. Asking Rent	Avg. Rent/sf
Studio	15.5%	467	\$1,048	\$2.24
1 bedroom	53.0%	774	\$1,496	\$1.93
2 bedroom	28.2%	1,165	\$2,244	\$1.93
3+ bedroom	3.3%	1,730	\$3,042	\$1.76
Note:				
(a) Data captures rental housing complexes with 40 units or more in the Center City submarket.				
Sources: Reis; BAE, 2012.				

- **Rents at buildings in the plan area (444 N. 4th, The Packard Apartments) are at or above Center City averages on a unit and per square foot basis.**

Notes

- Current (1st quarter 2012) rents in Center City average \$1,690 per month, and range from \$1,048 for a studio to \$3,042 for apartments with 3+ bedrooms. On a per square foot basis, rents average about \$2.25 for studios, just under \$2.00 for one and two bedroom units, and about \$1.75 for three bedroom units.
- Unit sizes are relatively small, averaging 467 square feet for a studio and 744 square feet for a one bedroom unit.
- Rents at 444 N 4th Street are comparable to the Center City averages, at \$1,500-\$2,500 for one and two bedroom apartments. The Packard currently advertises one bedroom units at \$1,625-\$1,740, or around \$2.40 per square foot, and two bedroom units for \$2,100-\$2,500 (about \$2 per square foot). These buildings may be newer and have a higher amenity level than the average apartment in Center City.

For Sale Housing Market

Home Sales in 19123 ZIP Code and Center City, 2006 and 2012

	Units Sold			Average Sales Price		
	2006	2011	% Change	2006	2011	% Change
19123 ZIP Code	90	77	-14%	\$268,171	\$303,957	13%
Greater Center City [a]	2,140	1,364	-36%	\$289,290	\$310,446	7%

Sources: Kevin Gillen PhD, Econsult and Nigel Richards, 2012; Center City District, 2012; BAE, 2012

For sale housing market in 19123 ZIP code is fairly competitive, demonstrating a smaller decline in number of units sold and faster price increase than Center City overall.

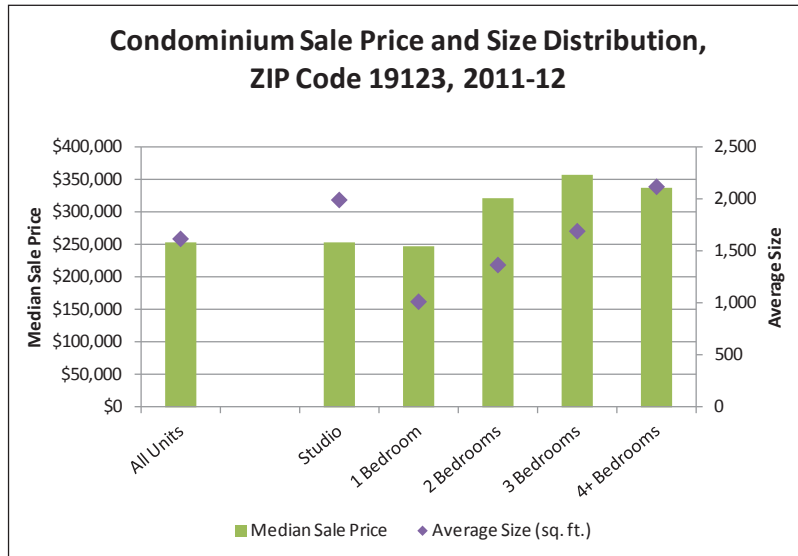
Notes

Using data for the Center City District and the 19123 ZIP code, we compare housing sales activity over time and find that the for-sale housing market in the ZIP code (which covers most of the plan area but extends beyond it) is relatively competitive with the larger Center City housing market.

- In 2011, there were 77 homes sold within the ZIP code, a decrease of 14 percent compared to 2006. Meanwhile, 1,364 homes were sold throughout Center City in 2011, a 36 percent decrease from 2006.
- The average home sale price in the 19123 ZIP code (\$303,957) was slightly lower than the average home sale price throughout Center City (\$310,446), but demonstrated a larger increase between 2006 and 2011.

For Sale Housing Market

The residential sales market is healthy. Condominiums, particularly studio units, dominated the sales market in the 2011-12 period analyzed.



Note:
Data consist of all full and verified sales of condominiums in the 19123 ZIP code between 5/01//2011 and 4/30/2012.
Sources: DataQuick; BAE, 2012.

Notes

Detailed data on condominium sales over a 1-year period (May 1, 2011-April 30, 2012) in the 19123 ZIP code were collected from DataQuick, which collects records on home sales from the County Assessor. This data provide a more detailed picture of recent condominium sales activity in the ZIP code.

- Between May 1, 2011 and April 30, 2012, there were 148 condominium sales in the 19123 ZIP code. The single-family home sale market in the plan area is small, with only 8 verified sales during this period.
- Among the condos sold during this period, the median sale price was \$252,500 and the condos that were sold averaged 1,615 square feet.
- Studios (units listed as having 0 bedrooms) are a significant segment of the condominium market in the ZIP code. Studios were the most common type of unit sold in the ZIP code, accounting for 38 percent of all condominiums sold during the year period.
- The median price for a studio (\$252,500) was slightly higher than the median sale price for a one bedroom unit (\$247,800), and equal to the median for the market overall. The studios that sold during this period were typically larger than the one, two, and three bedroom units that were sold, averaging 1,989 square feet.

Industrial Market Overview

- **50,000 sq. ft. of industrial is space currently for lease in Callowhill, mostly in the eastern end of the plan area.**
- **A range of industrial product types is available.**
- **Competitive rents for industrial space in the plan area suggests that the location and proximity to Center City is desirable.**
 - ▣ Asking rents in range from \$9.00 to \$12.50 per sq. ft. per year for advertised spaces.
 - ▣ In comparison, rent for Philadelphia industrial space averages about \$3.30 per sq. ft. for warehouse/distribution space and \$9.75 per sq. ft. for flex space (source: Grubb & Ellis).

Notes

Information on industrial properties in the plan area was assembled from online listings for available properties in May 2012.

- As of May 2012, we identified approximately 50,000 square feet of available industrial space in the plan area.
- Most of the available industrial properties in the plan area were located east of North 5th Street.
- The available space in the plan area includes a range of industrial product types: warehouse, flex, and spaces listed as appropriate for either office or flex space. Most properties offer on-site parking.
- These market indicators suggest that the plan area has a competitive industrial real estate market in relation to the City as a whole. The asking rent for available properties ranges from \$9.00 to \$12.50 per square foot per year, substantially higher than the estimated average for Philadelphia overall.

Office Market Overview

Philadelphia's central core office market provides context for understanding office market conditions within the plan area.

Office Real Estate Market, 1st Quarter 2012

	Inventory (sq. ft.)	Vacancy Rate	Avg. Full Service Asking Rent (per sq. ft. per year)	
			Class A	Class B
Center City	44,228,375	15.0%	\$29.02	\$24.47
Suburbs	62,419,288	18.9%	\$28.60	\$23.34

Sources: Grubb & Ellis, 2012; BAE, 2012.

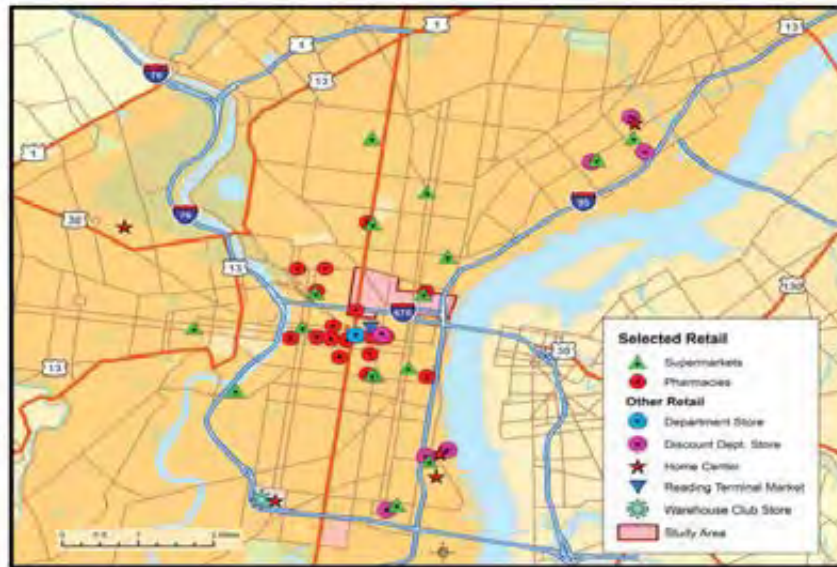
- **Analysis found 480,000 sq. ft. of office space for lease in the plan area**
- **Most rents are substantially lower than for Center City**
 - Asking rents range from \$9.85 to \$30.00 per square foot per year.

Notes

Information on available space in the plan area, compared in context to office market statistics for Philadelphia's central business district, suggests the plan area has sufficient supply of office space to meet demand. Although low rent levels and high vacancy are obstacles for new office construction, the availability of existing, inexpensive space in close proximity to downtown can be attractive to small, creative and start up businesses.

- The overall office market for Philadelphia's core business district, which includes Center City and University City, provides context. On average, the office asking rent in the CBD is \$29.02 per square foot per year for Class A space and \$24.47 per square foot per year for Class B space. The vacancy rate for the 44 million square feet of inventory is estimated to be a relatively high 15 percent, with negative absorption over the first quarter of 2012. This suggests that there is a significant amount of available space on the market that will need to be absorbed before developers will be likely to take on new office projects in the area.
- Property listings for Philadelphia office space show close to 480,000 square feet of available office space in the plan area, most of which is located west of North 12th Street. Some of this space may be difficult to rent because of its condition and/or functional obsolescence.
- There is substantial variation among the available office space in the plan area; spaces range in size from 800 square feet to 119,000 square feet, and rents range from \$9.85 to \$30.00 per square foot per year. However, almost all currently leasing properties were listed for \$16 per square foot per year or less, substantially lower than the estimated average for any of the submarkets in Philadelphia's Central Business District.
- Local brokers confirm that the relative competitiveness of office space varies dramatically across small geographies and between individual properties, but report that the real estate market is generally much stronger west of Broad Street than east of Broad Street.

Retail Market: Existing Inventory



Notes

This map shows an inventory of certain types of retail in and around the plan area. The inventory doesn't include all retail, and notably, for simplicity sake, does not try to characterize with much detail the concentration of retail found in Center City (more than 3,200 retail premises, source: State of Center City, 2012). The map shows the location of basic goods that all residents like to have close by, including pharmacies and grocery stores, as well

as general merchandise, home improvement, and discount stores that anchor major big box retail centers closest to the plan area. The map shows a landscape of basic retail that caters to a relatively dense and growing population at the core of Philadelphia, but as the "hole in the donut" in terms of households and population, few retail amenities exist within the plan area to serve the basic needs of the plan area's residents.

Retail Market: Overview

- **Focus on retail configurations appropriate for plan area**
 - ▣ Larger format retail appropriate for urban grid (i.e., no large surface parking lots)
 - ▣ Retail along major thoroughfares
- **Fundamentals of retail are in flux**
 - ▣ Role of internet commerce and internet marketing

Notes

Certain design considerations provide focus for our retail analysis. Although there are large parcels of property in the eastern portion of the plan area that could be attractive to a big box developer, we assume from the start of our analysis that a continuation of the pattern of large surface lots will not be part of the redevelopment vision for the area, and therefore we assume that larger format retail in this area would be appropriate only as part of a development pattern that includes structured parking and likely has a vertical mix of uses. There may be small retail spaces in new and existing buildings throughout the plan area, but in understanding need, we focus on the development and redevelopment of retail spines

along major thoroughfares, and consider how much retail square footage might be supported in a preliminary, order of magnitude perspective.

It's important to note that retail is a dynamic component of the market which has been impacted by changing consumer trends, most notably increasing internet commerce. As the plan area develops, more specific assessment of potential retail square footage and of specific types of retail opportunities will be needed that takes into account continuing change in the nature of retail and the formats desired at the time of development.

Retail Market: Overview

□ Examples of retailers looking to expand

Retailer	Size (S.F)	Planned Store Expansion in 2012
Bed Bath & Beyond	20,000-65,000	40
Container Store	20,000-30,000	6
Crate & Barrel	10,000-30,000	12
Room & Board	20,000-50,000	5
Target	80,000 +	15 (urban prototype)
Walmart	15,000-40,000	150 (urban formats)
Nordstrom Rack	30,000-40,000	15

Source: Chain Links Retail Advisors *Retail Expansion Guide* Spring 2012

Notes

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Retail Potential

Existing plan area residents can support a limited amount of retail space.

Retail Sales Potential from Plan Area Households

Category	Estimated Expenditures	Supportable Demand (S.F.)		Potential Capture (S.F.)	
		Low	High	Low	High
Food and Beverage Stores	\$11,493,000	23,000	33,000	11,500	24,750
Health and Personal Care Stores	\$3,622,000	7,000	10,000	3,500	7,500
Food Services and Drinking Places	\$10,214,000	20,000	29,000	5,000	14,500

Note: low estimate of supportable demand assumes higher sales requirement (\$500 per square foot); high estimate assumes lower sales requirement (\$350 per square foot). For potential capture, the low estimate assumes a capture of 25-50 percent of plan area demand depending on category; the high estimate assumes 50-75 percent of plan area demand depending on category.

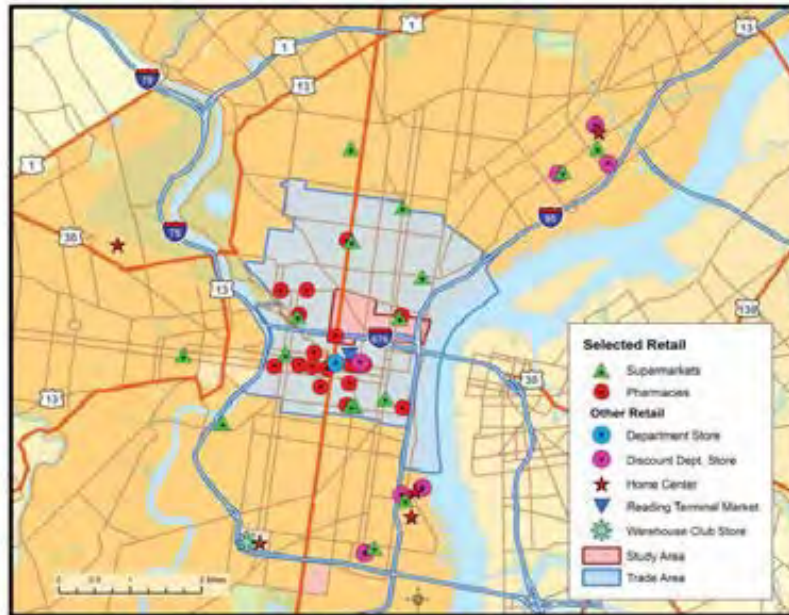
Sources: Nielsen RMP Opportunity Gap Report; BAE, 2012.

Notes

As part of our analysis we set out to provide a preliminary estimate of the amount of neighborhood serving retail that could be supported by households currently within the plan area boundaries. As the table above demonstrates, the relatively small population of the plan area can be expected to support a small amount of retail. We looked at three categories of retail that can meet the needs of a wide variety of households: grocery stores, drug stores, and eating and drinking places. The estimated expenditures column estimates the annual demand generated by the approximately 2,800 households currently in the area. The supportable demand column translates the dollar value estimate of that

demand into square footage; it assumes a range of sales per square foot that a store would typically require to be successful. Given that assumption, the amount of total demand generated by plan area households, in thousands of square feet, would be in the low double digits. This would be equivalent to a handful of small to medium sized restaurants and bars, a large pharmacy, and insufficient demand for the typical supermarket. When we consider that any retail store will capture only a portion of sales within a defined geography, the square footage supportable by local residents, represented in the potential capture column on the right, further shrinks.

Retail potential



Notes

Now that we have a sense of the retail footprint that local residents can support, we examine the extent to which a larger area could support additional retail square footage within the plan area. For purposes of this exercise, we draw a boundary that splits the difference between the closest big box retail centers to the plan area, along Columbus Boulevard and in Port Richmond. The map above shows the trade area, drawn along Census tract boundaries.

Retail Potential

Preliminary analysis suggests that the plan area could support retail serving a larger market (trade area).

The potential for developing retail in these categories depends upon many factors, including the square footage and location needs of specific retailers as well as the strength of the competition.

Preliminary Demand Estimate for Trade Area, 2012		
Store Type	Preliminary Potential (S.F.)	
	Low	High
Furniture and Home Furnishings Stores	11,000	38,000
Electronics and Appliance Stores	12,000	44,000
Bldg. and Garden Equip. and Supplies	45,000	160,000
Clothing and Clothing Accessories Stores	27,000	96,000
Sporting Goods, Hobby, Book, and Music Stores	11,000	39,000
General Merchandise Stores	68,000	243,000
Food Services and Drinking Places	32,000	90,000
Total of selected retail categories	206,000	710,000
Note: Low estimate assumes high sales requirement (\$500 per s.f.) and lower capture of trade area sales (generally 5-10 percent depending on category). High estimate assumes lower sales requirement (\$350 per square foot) and higher capture of trade area sales (generally 10 to 25 percent depending on category). Based on 2012 demand estimates.		
Sources: Nielsen RMP Opportunity Gap Report; BAE, 2012.		

Notes

The results of our demand analysis for the trade area demonstrate the impact that a larger area with a greater average density of households has on aggregate consumer demand. The seven categories of retail presented represent types of stores that a consumer would travel a further distance in order to seek out the types of goods (furniture, electronics, clothing) where comparison shopping and a wider variety of items are desired. Making assumptions about per square foot sales requirements of successful stores and the percent of all consumer dollars in the defined category that any store could capture within the trade area, demand within the trade area could potentially support space in the hundreds of thousands of square feet.

There is sufficient demand to support the size of stores found in many categories, such as the larger size of general merchandise and building and

equipment stores, as well as furniture, electronics, clothing and sports/hobby stores in smaller size formats. A larger trade area could also support additional restaurants and bars, even assuming that these establishments might capture a much smaller percentage of spending from consumers who would patronize the store as a destination. It is important to note that the delineated trade area and assumed capture rates do not consider factors unique to any specific retailer or retail category. Also, the feasibility of locating a specific retailer would require further assessment of the store's likely draw, and how the specifics of the location and the closest competition would impact the feasibility of the location. Nevertheless, this conceptual analysis provides an order of magnitude estimate of the potential retail demand that could be filled in the plan area.



Appendix B



Community Meeting Summaries

Community Meeting 1

Held at F.A.C.T.S. Charter School on July 17, 2012 at 6:00 pm.



This board asked about important housing needs for the area.

- Housing affordability was the greatest concern.
- The need for housing options for families, flexible live/work space, and housing options for seniors were also important.
- Additional comments stressed affordability in both rental and owner-occupied units and in all markets.
- Comments expressed concerns over parking, student rentals, multi-family buildings in single-family districts, and homeless shelters.



This board asked which housing types are most appropriate in each of the plan subareas.

- There was a moderate interest in single-family housing, mainly in Poplar and the Superblock Subareas.
- There was interest in mid-rise multifamily units in Poplar, Chinatown North, and Callowhill Subareas.
- There was a moderate interest in multi-family apartment buildings in Callowhill, Chinatown, and the Superblock Subareas.
- There was a high interest in large multi-family buildings in Callowhill and Chinatown. There was also an interest in these units for the Superblock and the Waterfront Subareas.
- Write-in comments also expressed a high interest in mixed-use housing for Chinatown North.



This board asked which community services are most needed.

- There was a high interest in community/recreation centers and parks.
- There was moderate interest in all other services.
- Write-in comments stressed the need for additional trash bins.



This board asked about proposed parks and recreation spaces.

- Passive recreation was the most popular proposed activity for the Reading portion of the Viaduct.
- There was also a interest in active recreation, playgrounds, and cafes.
- Write-in comments suggested public art or a dog park, as well as demolition of the viaduct for additional housing.
- Voters wrote in that they wanted to see connections to the rest of the city made through additional bike lanes, off-street parking, and a Regional Rail stop at 9th and Fairmount.



This board asked what types of parks and recreation spaces would improve the neighborhood.

- Voters were most interested in community gardens, passive recreation, and green streets and trails.
- Active recreation had a high level of interest as well.
- Nature, playgrounds, and water recreation spaces all received a medium number of votes.
- Write-in comments suggested more dog parks.



This board presented information about traffic volumes in the area.

- Comments on this board noted heavy traffic along 10th and Vine Streets.
- Another comment also noted issues with traffic and parking during conventions.



This board asked about challenges to biking, walking, or transit

- The issues of highest concern were unpleasant walking conditions and the physical barriers of I-95 and the Vine Street Expressway.
- Voters were also concerned that biking does not feel safe.
- Few voters noted that they had issues with transit.
- There were write-in comments referencing the poor quality of sidewalks and streetscaping, as well as a need for additional off-street parking.
- Write-in comments also expressed dissatisfaction with walking conditions under the viaduct.



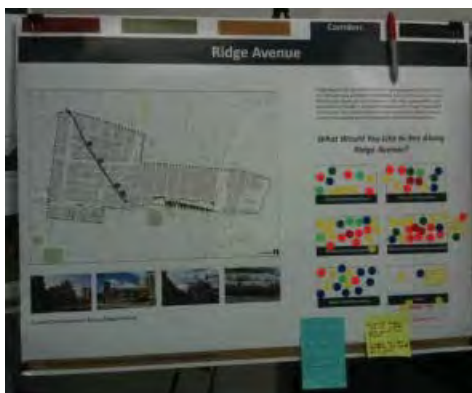
This board asked about what kinds of bike, pedestrian, and transit improvements people would like to see.

- There was high interest in seeing additional bike lanes, particularly in the Callowhill Subarea.
- There was also high interest in sidewalk and streetscaping improvements in all subareas, with the highest being in Callowhill and Chinatown North.
- There was relatively low interest in additional transit service.
- There was high interest in creating street level activity with public uses in the Callowhill Subarea.
- There was high interest in making improvements to Vine Street and I-95 crossings in all subareas, particularly Callowhill and Chinatown North. Write-in comments also suggested capping the Vine Street Expressway.



This board asked about the possibility of extending Noble Street.

- Nearly all voters supported the extension of Noble Street.
- The most popular reason for this support was because of the need for more pedestrian access across the Superblock Subarea.
- Votes and write-in comments stressed the need for coordination between the roadway and new development.



This board asked about possible future development along Ridge Avenue.

- Bike and pedestrian improvements were the most popular selections for Ridge Street. Notes highlighted the intersection at Spring Garden, Ridge, and 12th as most in need of improvement.
- Retail with housing above was a very popular selection.
- Community-oriented uses, arts and cultural uses, and retail with office above also received a moderate amount of votes.
- Additional write-in votes suggested Ridge needs more parking.
- Write-in votes also suggested parks and recreation, like community gardens, along Ridge.
- Two sites in particular, Ridge/Spring Garden and Ridge/Noble were addressed in multiple voter comments.



This board asked about possible future development along Spring Garden Street.

- Retail with office above and Bike/Pedestrian improvements were the most popular selections.
- There was moderate interest in entertainment uses and office development.
- There was no interest in additional auto uses.
- There were also write-in comments which focused on providing additional housing along the corridor. Voters were especially interested in retail with housing above.



This board asked about possible future development along North 10th Street.

- Housing over retail and neighborhood retail were the most popular selections.
- Community oriented uses, arts and cultural uses, and bike/pedestrian improvements also received a large number of votes.
- Write-in votes also recommended residential/community-oriented mixed use, similar to what is currently planned for the Eastern Tower Community Center.



This board asked about possible future development along North Broad Street.

- Cultural and institutional uses were the most popular selections for Broad Street.
- Retail with office above and bike/pedestrian improvements also received a high number of votes.
- Entertainment uses received a moderate number of votes.
- Retail with housing was the most common write-in and was also popular for the corridor.
- There were also a number of write-in comments related to the preservation of historic buildings along the corridor.



This board presented the current zoning map and descriptions of major districts.

- A comment suggested the need for rezoning Callowhill between 3rd and 5th streets from I-2 to CMX-4 Commercial Mixed Use.



This board focused on concerns with major land use conflicts.

- There were no strong feelings either way about industrial uses next to residential districts.
- Voters were very concerned about industrial zoning prohibiting commercial or residential development in the area.
- There was mild concern for industrial uses located in commercial districts.



This board asked about the possibility for more intense development in the area.

- The greatest share of voters were unconcerned with more intense development.
- The majority of the remaining voters were unconcerned about more intense development if it was located in particular areas, like Broad Street, near transit, or in the Superblocks Subarea.



This board asked which elements of change were of the greatest concern to voters.

- Vacancy was overwhelmingly the highest concern for voters, particularly vacant land west of 12th Street.
- There was also a moderate concern for density conflicts like parking lots and other underutilized parcels.

Community Meeting 2

Held at Holy Redeemer Church on September 25, 2012 at 6:00 pm.



This board asked which issues were most important in the Chinatown North Subarea.

- Housing affordability was the greatest concern. Strengthening the Ridge-10th commercial corridor and attracting development to vacant sites were also very important.
- Open space and recreation were moderately important.
- Comments stressed the need for affordable senior housing, and the possible use of zoning-based incentives to accomplish this. Other comments focused on encouraging development along Ridge Avenue north to Spring Garden Street.



This board asked about improvements to Ridge Avenue through Chinatown North.

- Participants were supportive of extending Chinatown development patterns along Ridge Avenue.
- Options for a physically separated bike lane or extending parking to both sides of the street were equally popular, and there was little interest in an option with an on-street bike lane along Ridge south of Spring Garden Street.
- Options for converting Ridge between 9th and 10th Streets to a narrower roadway or converting it to entirely pedestrian use were equally popular. All were in agreement that the roadway has the potential to be downsized for streetscaping improvements.



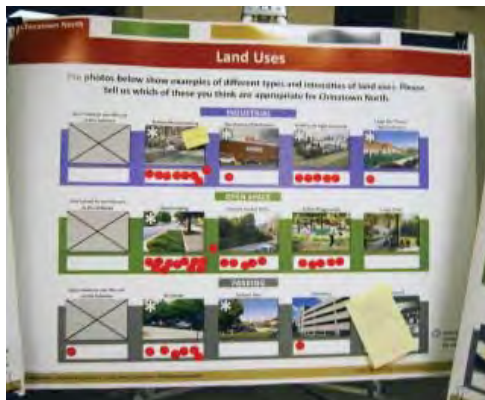
This board asked about land use and zoning recommendations for Chinatown North.

- Participants favored Medium Density Mixed-Use along Spring Garden Street, Low Density Mixed-Use and Medium Density residential districts.
- There was a strong negative response to having Warehouse and Light Industrial uses anywhere in the subarea.
- Comments suggested additional uses, including higher density development along Callowhill and Vine Streets, and artisan manufacturing throughout the subarea.



This board asked about potential land uses in Chinatown North.

- Small shops/restaurants and commercial corridors were the most popular retail uses.
- Apartment buildings were the most popular residential use. Loft conversions and large apartment buildings also received a large amount of votes.
- Professional offices and medium-size offices were the most popular commercial uses.



This board asked about potential land uses in Chinatown North.

- Artisan manufacturing and small scale light industrial were the most popular industrial uses for the area.
- Streetscaping was the most popular open space option. Passive parks and active playgrounds also received a large number of votes.
- On-street and underground were the most popular parking options. However, comments challenged the feasibility of underground parking in the area.



This board asked about potential building massing in Chinatown North.

- Participants most favored 5-6 story structures. However, 3 story and 10+ structures were also popular.
- There was high interest in buildings without setbacks, or with minimal landscaped setbacks.
- Participants were most interested in buildings that occupy the entire lot at the ground floor and step back, either gradually or with a skinny tower, as the building gets taller.



This board asked which issues are most important in the Callowhill Subarea.

- Maintaining affordable housing and attracting development to vacant sites were the most important issues for Callowhill. There was also high interest in preserving neighborhood character and implementing the Reading Viaduct Park.
- Additional comments stressed the need for affordable live/work spaces as well as affordable rents for gallery-owners.



This board asked about potential screening options for the PECO substation and development along Ridge Ave. at Spring Garden Street.

- There was high interest in green walls as screening for the PECO Callowhill Station. There was also interest in back lit metal meshes, landscaped buffers, and artistic designs.
- Participants felt active retail was most important on Spring Garden Street and Ridge Ave. There was also some interest in active retail along 12th Street. Participants most preferred development that was in line with CMX 2.5 zoning. Comments suggested adding some kind of park space on the block, possibly along Buttonwood and Ridge.



This board asked about potential land use and zoning recommendations for Callowhill.

- Participants were in favor of all of the zoning recommendations for Callowhill. However, Medium Density residential received many fewer responses than the other categories.
- Comments asked about where existing light industrial and manufacturing uses could be relocated. They also suggested the need for adaptive reuse and preservation of existing structures.



This board asked about potential land uses in the Callowhill Subarea.

- Small shops/restaurants were the most popular retail option. Commercial corridors and anchors/supermarkets were also popular.
- Loft conversions were the most popular housing type for the area. There was also interest in medium and large apartment buildings and townhomes.
- There was high interest in medium sized-offices and professional offices.



This board asked about potential land uses in the Callowhill Subarea.

- Artisan manufacturing was the most popular industrial use for the area.
- Pocket parks were the most popular open space type. There was also interest in streetscaping, active playgrounds, and large parks.
- Underground and on-street were the most popular parking options.
- Comments stressed the need for parking to be underground or structured. They also suggested restricting on-street parking to residential permit holders.



This board asked about building massing in the Callowhill Subarea.

- Participants were most comfortable with 3 story structures. 5-6 stories, and 10+ stories were also popular.
- Partially set-back buildings or buildings with no setbacks were most popular.
- An equal number of respondents were comfortable with buildings covering the whole lot and buildings that cover the whole lot at the ground and gradually step back as they get taller.
- Comments stressed reuse of existing structures and the need for new structures to be contextually appropriate.



This board asked which issues were of greatest concern in Poplar.

- Participants felt that infill along Ridge Avenue was the most important issue.
- Reconfiguring Ridge Avenue, creating new parks, and preserving existing residential development patterns were also important.



This board asked about possible street improvements and new development along Ridge Avenue.

- The physically-separated bike lane was the most popular option for reconfiguring Ridge Ave. Additional comments suggested doing away with curbs and separations altogether to make a multi-use street.
- Medium-density residential was the most popular option for residential development along Ridge Ave.
- Landscaping and pocket parks were the most popular option for programming small, irregular lots along Ridge Avenue. Additional comments suggested adding revenue-generating uses, like small cafes, to these spaces.



This board asked about land use and zoning recommendations for Poplar.

- Participants were in favor of all of the zoning recommendations for Poplar. However, High Density Mixed-Use along Broad Street and Medium Density Mixed-Use along Spring Garden Street received a greater number of responses than the other categories.
- Write-in comments suggested a slightly lower density should be built for the Medium Density residential than was shown.



This board asked about potential land uses in Poplar.

- Small shops and restaurants were the most popular retail options. There was also moderate interest in commercial corridors and corner stores.
- Rowhomes were the most popular residential option. Apartment buildings and loft conversions also received multiple votes.
- Professional offices and small offices or wholesale businesses were the most popular commercial options.



This board asked about potential land uses in Poplar.

- Artisan manufacturing was the most popular industrial land use for the area. There was also interest in small-scale light industrial or no industrial at all.
- Pocket parks and streetscaping were the most popular open space uses. There was also some interest in active playgrounds.
- On-street and underground parking were the most popular parking options.



This board asked about potential building massing in Poplar.

- Participants were mixed about potential building heights, with the most interest in either 3-story or 10+ story structures.
- Participants were most in favor of set-back or partially set-back buildings with landscaping in front.
- There was no real consensus on the preferred building massing for Poplar, with nearly equal responses for all massing types.
- Additional comments stressed that building heights and setbacks should be dependent on context, and that building heights should conform to the buildings around them.



This board asked which issues were most important in the Superblocks Subarea.

- Attracting new development to vacant and underutilized sites was the most important concern. Extending Noble Street and streetscaping improvements were also of high concern.



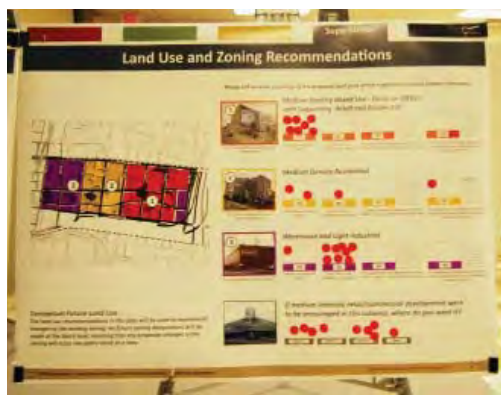
This board asked about the potential extension of Noble Street.

- Participants were most interested in seeing Noble and Willow Streets act as a one-way pair, rather than both being narrow two-way roadways.
- Mixed-use housing and retail was the most popular potential use along Noble. Small shops and restaurants were also popular.
- Comments suggested possible street treatments for traffic calming and also asked about the possibility of moving existing tour bus parking out of the area.



This board asked the development opportunities along 3rd and 4th Streets.

- Participants felt that adding landscaping, making street crossings safer, and slowing down traffic were the most important issues for the intersections of Callowhill and 3rd/4th Streets.
- Restaurants/shopping, housing and tech-related buildings were the most popular potential uses along 4th Street. Restaurants/shopping and housing were the most popular uses along 3rd Street. Overall, participants were more interested in seeing new types of development along 4th Street rather than on 3rd Street.



This board asked about potential land use and zoning recommendations for the Superblocks.

- Participants strongly approved of Medium Density Mixed-Use along 3rd and 4th Streets, and strongly disapproved of Warehouse and Light Industrial anywhere in the subarea. There were limited responses to creating Medium Density Residential between 5th and 6th Streets, but most were positive.
- Participants also favored encouraging medium intensity commercial development between 2nd and 5th streets, and between 7th and 9th streets.



This board asked about potential land uses for the Superblocks.

- Shops and restaurants were the most popular retail uses for the area.
- Loft conversions, apartment buildings, and rowhomes were all highly popular residential uses.
- Professional, small, medium, and large office uses were equally popular.



This board asked about potential land uses for the Superblocks.

- Artisan manufacturing was the most popular industrial use.
- Active playgrounds and streetscaping were the most popular open space types. Passive parks and large parks also received a moderate number of votes.
- Underground and structured parking were the most popular parking types for the area.



This board asked about potential building massing for the Superblocks.

- Respondents were most interested in 5-6 story and 10+ story buildings in the area.
- Participants were slightly more interested in buildings with no setbacks. However, all setback types received votes.
- Participants were most interested in buildings that occupy the entire lot at the ground floor and step back as the building gets taller.



This board asked which issues were most important for the Waterfront Subarea.

- Connection to the waterfront was the most important issue. Improvements to underpasses and reinforcing the Waterfront Master Plan were also popular.



This board asked about land use and zoning recommendations for the Waterfront Subarea.

- Participants were in favor of all proposed land use and zoning recommendations. However, the Medium Density Mixed-Use received a much larger quantity of responses.



This board asked about possible land uses for the Waterfront Subarea.

- Artisan manufacturing was the most popular industrial use for the area.
- All types of open space were popular, particularly streetscaping and large parks.
- Underground parking was the most popular parking option. No parking uses at all in the area also received a large number of responses.



This board asked about potential building massing for the Waterfront Subarea.

- 5-6 stories and 10+ stories were equally popular building height options.
- Participants were most interested in buildings with no setbacks or with 10-15 foot landscaped setbacks.
- Participants were most interested in buildings that occupied the entire lot at the ground floor and step back as the building gets taller.



This board asked which transportation issues were most important.

- Streetscaping improvements were the most important transportation issue. Connections across highways, roadway "right-sizing," and public transit expansion/improvement also received a large number of responses.



This board asked which transportation issues were most important for the entire Study Area.

- Streetscaping improvements were the most important transportation issue. Connections across highways, roadway “right-sizing,” and public transit expansion/improvement also received a large number of responses.



This board asked about improvements to the Reading Viaduct.

- Underpass improvements and adjacent development were the most important issues for the Viaduct. Participants also considered access and financing important issues.
- All proposed Viaduct improvements were considered highly important. However, underpass improvements were the only option to have unanimous approval.



This board asked about implementation and funding options for the Viaduct.

- Real estate development, fundraising and sponsorships, and the establishment of an improvement district were the three most popular financing options. Additional comments expressed disapproval of establishing an improvement district.

Community Meeting 3

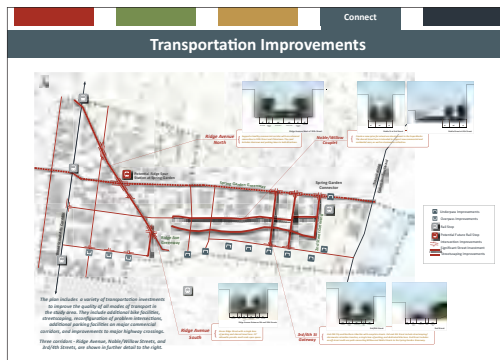
Held at F.A.C.T.S. Charter School on December 13, 2012, at 6:00 pm.



These boards presented possible development scenarios for the four Focus Areas:

Participants were generally positive and enthusiastic about the proposed build-out scenarios. There was interest in seeing additional height, and a wide variety of different building types in all four of the Focus Areas. Respondents also wanted to see as much reuse of historic buildings as possible in addition to new development.

- Ridge and Spring Garden Focus Area: Was there any thought about incorporating the potential for a new subway entrance, if the Spring Garden stop of the Broad-Ridge Spur were to open?
- Ridge and 10th Focus Area: Does the plan still call for the eventual conversion of Ridge Ave between Callowhill and Wood Streets to pedestrian-only?
- Vine Street Focus Area: There was concern over having small-scale retail front on to Vine Street. Respondents suggested a variety of different options, including flipping the retail to face Summer Street and including an creating an interesting facade on the Vine Street service side; adding parking to one or both sides of east bound surface Vine; traffic calming; or replacing the raised planters on the north side of eastbound vine with sidewalks and/or parking.
- 3rd/4th Street Focus Area: The creation of some kind of attractive, lively anchor development at 3rd Street and Willow/Noble Streets is essential for spurring future development in the area.



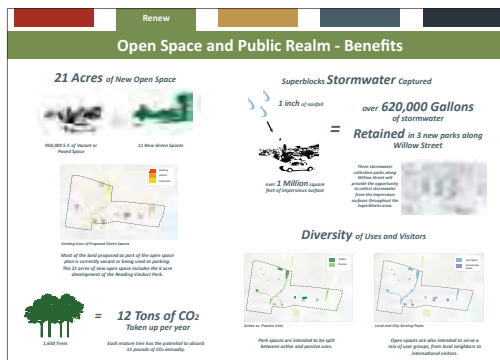
Comments on Transportation:

- Respondents were very supportive of additional bike facilities in the area.
- Additional traffic calming measures – bump-outs and street improvements – are needed on Spring Garden and Vine Streets. Spring Garden in particular needs lighting from 12th to 5th Streets.
- One participant was concerned about maintaining existing two-way traffic along Noble Street, even if the Noble Street extension is only one-way.



Comments on Parks/Open Space:

- Participants were excited about the amount of new green space proposed, particularly the Viaduct and proposed Viaduct athletic fields.
- One participant suggested covering the Vine Street Expressway with a linear park that could be connected to the Viaduct.
- Participants were interested in seeing well-designed parks act as catalysts for development around them.
- A participant wanted to see a stronger emphasis on open spaces along Ridge between Broad and Spring Garden Streets to act as a gateway to Poplar.





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