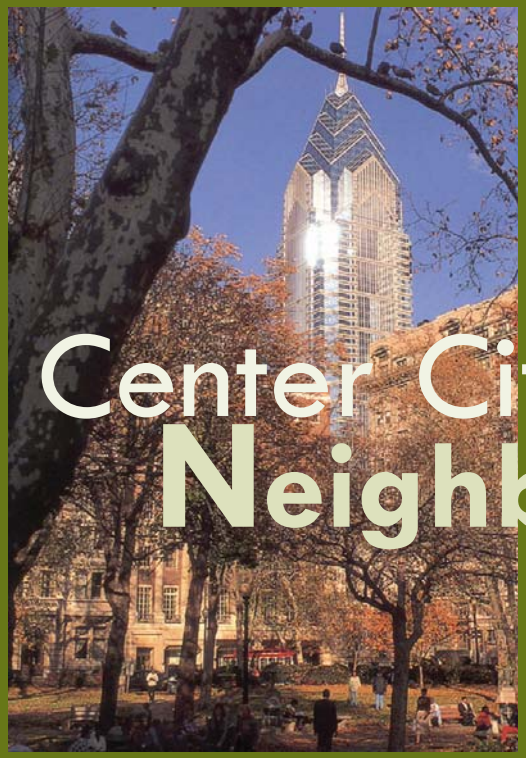


Center City Residents' Association
Neighborhood Plan

10 January 2007
revised June 2009

Kise Straw & Kolodner

Prologue

The Neighborhood Plan projects the vision for our community. It represents the moral and financial support and good work of many people. It is Center City Residents' Association latest best effort to bring more order and predictability to tasks that tend to defy order and predictability. But it is and, hopefully, will continue to be, a work in progress.

We have produced the best neighborhood plan we could, based on the information available to us, our experience in dealing with Center City development over many years, the expertise brought to bear by the urban planners we engaged and by those who so generously volunteered their knowledge for the public good.

However, we promulgate this Neighborhood Plan with full knowledge that we will not know how good it is until we apply it to real life situations. Even before formally adopting the Plan, CCRA's Zoning Committee and Major Project Task Forces have had the opportunity to apply some of the planning principles to projects under review and found the Plan helpful.

As we go along, we will, no doubt, find ways in which the Plan can be adjusted to better serve the community at large. The community at large is best served when the residents, business and institutional interests and government work together in partnership. And we know that periodically there needs to be major reviews of the Plan by urban planners to determine whether the Plan needs to be modified, whether due to changed conditions or shortcomings inherent in the initial Plan. We, of course, must retain the wisdom, courage and flexibility to modify the Plan to better serve the community over time. A plan that is insensitive to its own shortcomings and inadaptable to changed conditions, becomes irrelevant and counterproductive.

A CCRA Steering Committee was given development oversight. An Advisory Committee was formed comprised of representatives from virtually every type of stake holder in our community: residents, business and professional people, historic preservationists, real estate developers, urban planners, architects, institutions, representatives from state and local government, and from adjoining neighborhood associations. Each committee met several times. In addition, there were meetings open to the general public. At each meeting we received valuable input that helped guide development of the Plan.

It is our hope that the various City agencies that deal with development and historic preservation will use our Plan when reviewing projects in our community. We know that it is costly and time consuming for developers and users of real estate to modify their project plans after they have become financially and emotionally invested in them. It is our hope that developers and users of real estate will familiarize themselves with the Plan at the beginning of their planning processes and that their project plans will be informed by the community's vision. Developers should approach CCRA early in their project planning to begin a dialogue. In that way, the approval process would become more user friendly and unnecessary time consuming and costly delays may be avoided.

CCRA supports development and innovation. We recognize that conditions change. We recognize that there is a need to balance preservation with accommodating changing conditions. We see our role in the development process as one that supports development in the best interests of the community to be served. We recognize that it is the goods and services provided by the development and business communities, the visual and performing arts institutions, the education institutions, the health providers, the environmental institutions, and others, that enable our residents to enjoy the high quality of dense urban living that is second to none. We see development as a partnership, not a battle. In the past 24 months CCRA has managed to come to agreement with the developers of the many major projects that have been planned for our community. We are proud of that record and will do our best to continue it.

Thank you to all who have contributed in any way to the development of the Plan, whether with your time and good thinking, your money, or both. The list is too long to name all, but a few merit special mention. We have been fortunate to have had a great team of urban planners working with us on the Plan. They are Kise Straw & Kolodner, Urban Partners and Brown & Keener Bressi. And a special thanks to John Gibbons of KSK, who led the team, Jim Hartling of Urban Partners and Bob Brown of Brown & Keener Bressi. In addition to the valuable input we received at the group meetings, we owe a special thanks to those who met separately with us and gave so generously of their time. They include several staff members of the Philadelphia City Planning Commission, including Janice Woodcock, its Executive Director and Laura Spina, its Center City Planner, David R. Knapton, Deborah Schaaf, and William Kramer; Paul Levy, President and CEO of the Center City District and Executive Director of the Central Philadelphia Development Corporation; several members of the Design Advocacy Group, including Alan Greenberger, its Chair and George Claflen, Timothy Kerner and Ed Bronstein of its Executive Committee; Craig Schelter of the Urban Land Institute, Michael Sklaroff, Chairman of the Philadelphia Historical Commission and his associate, Rich Lombardo, former Executive Director of the Philadelphia City Planning Commission; John Gallery, Executive Director of the Preservation Alliance; Harris Steinberg, Executive Director of Penn Praxis; and Harris Sokoloff, of the Center for School Study Councils, Graduate School of Education, University of Pennsylvania.

And a special thank you to those whose extraordinary financial contributions made the Plan possible: the members of CCRA; Center City District; Greater Philadelphia Tourism Marketing Corporation; Firstrust Bank; Philadelphia Foundation; Rittenhouse Claridge LP; the William Penn Foundation and Frederic R. Haas. Heather Ascher and David Skolnik did a great job in fund raising.

And a special thank you to the Executive Committee, Board of Directors and members of CCRA for their unflagging support.

Louis Coffey, Chair
Long Range Planning Committee
Center City Residents' Association
January 10, 2007

CENTER CITY RESIDENTS' ASSOCIATION
Resolution Adopted by the Board of Directors
On January 22, 2007

The Board of Directors of **CENTER CITY RESIDENTS' ASSOCIATION**, a Pennsylvania non-profit corporation ("CCRA"), hereby adopts the following preambles and resolutions at its duly convened meeting on January 22, 2007.

WHEREAS, since 1947, CCRA has committed its energies to improving the quality of life and of the urban environment within the CCRA district, for its residents and for the citizens of Philadelphia, Pennsylvania; and

WHEREAS, CCRA recognizes that unprecedented development pressures, expanding population, shrinking open space, increased parking demands, insufficient infrastructure and related trends experienced in recent years have occasioned the need to focus on ways to better protect the civic, cultural, architectural and community resources and qualities that make the CCRA neighborhood a desirable urban community; and

WHEREAS, in response to the aforementioned trends within both the CCRA district and in adjacent neighborhoods within the City of Philadelphia, CCRA undertook to commission the development of a comprehensive plan for the purposes of, among other things, quantifying existing conditions and resources, predicting future population and development trends, addressing broad issues impacting the community and quality of life therein, developing a workable set of guiding principles and planning principles to be applied to future development, making specific recommendations for directed growth, considering alternative strategies for funding and identifying alternatives for implementing the various recommendations embodied within the plan, all developed as a malleable framework to create coherent, comprehensive and workable guidelines for encouraging beneficial development and mitigating the impact of potentially detrimental development and to inform the actions of the Board of Directors and the Zoning Committee of CCRA; and

WHEREAS, the foregoing endeavor has resulted in the **Center City Residents' Association Neighborhood Plan** dated January 10, 2007, as the same may be amended from time to time (the "Neighborhood Plan"), which Neighborhood Plan is attached hereto and made a part hereof.

NOW THEREFORE BE IT RESOLVED that the Board of Directors of the Center City Residents Association hereby adopts the Neighborhood Plan in accordance with the terms and conditions set forth below.

IT IS FURTHER RESOLVED that the Board of Directors of CCRA recognize that the Neighborhood Plan is intended to be a "working document", which will necessarily change and evolve with use and application of its principles to development in the community and with changing demographics over time. The planning principles and recommendations embodied within the Neighborhood Plan are meant to establish a consistent framework for analyzing the impact and desirability of both large and small scale development projects, to establish

preferences and alternatives, with careful consideration given to the context of the particular project. It is not the intention of the drafters or of CCRA that the planning principles and recommendations shall be applied in a rigid or static fashion, with disregard to the particularities and circumstances at issue with a development proposal; and it is

FURTHER RESOLVED that the recommendations and in particular the section entitled Ideas to be Considered is intended to present an overview of various alternatives and options, successfully applied in other jurisdictions, to alleviate the adverse consequences of certain development. Adoption of the Neighborhood Plan does not imply endorsement by CCRA of any particular recommendation or idea proposed for consideration. The Board of Directors recognizes that the alternatives proposed require further study in advance of express support; and it is

FURTHER RESOLVED that the Neighborhood Plan and the various principles and recommendations embodied within do not necessarily reflect the views and opinions of all of the members of the Neighborhood Plan Advisory Committee or all of the members of CCRA in every particular, and it is

FURTHER RESOLVED that all actions heretofore taken on behalf of CCRA by any Officer, Director, member of the Master Plan Steering Committee, member of the Neighborhood Plan Advisory Committee, or member of the Long Range Planning Committee in connection with the commissioning and development of the Neighborhood Plan, including, without limitation, the expenditure of funds and the adoption of the planning principles, as duly authorized by prior action of the Directors, are hereby ratified, confirmed and approved.

The foregoing actions are taken at a formal meeting of the Board of Directors of CCRA and this Resolution shall be filed with the records of the meetings of the Board of Directors of CCRA and shall be incorporated within the Neighborhood Plan and shall become a part thereof.

IN WITNESS WHEREOF, the undersigned hereby certifies that the foregoing preambles and resolutions were duly adopted by the Board of Directors of CCRA at a meeting duly convened on the 22nd day of January, 2007.

_____

Thomas J. Reilly, President

CCRA Neighborhood Plan

Master Plan Steering Committee

Members

- Louis Coffey, Chair of the Steering Committee
- Heather Ascher
- Lenora Berson
- Joseph Dimaio
- William Faust
- Stephen N. Huntington, Esq.
- Michele Langer
- JuHwon Lee
- Lenore P. Millhollen
- Frederic Murphy
- Todd Pride
- T. J. Reilly, Jr.
- Vivian Seltzer
- Rev. Paul Stavrakos

Neighborhood Plan Advisory Committee

Members

- Louis Coffey, Chair of the Advisory Committee and CCRA Long Range Planning Committee
- Maryann Devine, Academy of Vocal Arts
- Marilyn Burstein, Art Institute of Philadelphia
- Krista Bard, Bard Associates, Center City Properties Association
- Paul Levy, Center City District
- Meryl Levitz, Greater Philadelphia Tourism Marketing Corporation
- Ronald Coolbaugh, Lutheran Church
- Vito Chimenti, Peirce College
- David Auspitz, Chairman, Philadelphia Zoning Board of Adjustment
- Jonathan Farnham, Ph.D., Philadelphia Historical Commission
- John Gallery, Preservation Alliance
- Patrick Hauck, Preservation Alliance
- G. Craig Schelter, Schelter & Associates, Design Advocacy Group; Urban Land Institute
- Mary Tracy, Society Created to Reduce Urban Blight
- Harold Jacobs, Wolf Block, Logan Square Neighbors Association
- Judy Applebaum, Washington Square West Neighbors Association
- Blaine Bonham, Pennsylvania Horticultural Society
- Rachel Brooks, Philadelphia City Planning Commission
- Thomas Chapman, Esq., Philadelphia City Planning Commission
- George Claflen, Claflen Associates, Design Advocacy Group
- Councilman Darrell L. Clark, City of Philadelphia
- Joanne Davidow, Rittenhouse Row
- Tom Davis, Kennedy House, Inc.
- Romulo, L. Diaz, City Solicitor, City of Philadelphia
- Richard D. Dickson, Jr., Philadelphia Parking Authority
- Dick Doran, Chamber Orchestra of Philadelphia
- Carl Dranoff, Urban Land Institute
- State Senator Vincent Fumo
- Terry Gillen, Ward Leader
- Phillip R. Goldsmith, City Managing Director
- John Francis Gough, Gough Law, Schuylkill River Development Corporation
- Patricia O. Green
- Gary Hack, University of Pennsylvania
- Michael E. Harris, University of Pennsylvania
- Warren Huff, Philadelphia City Planning Commission
- Richard Huffman, Wallace Roberts Todd
- Rahim Islam, Universal Companies
- Loree Jones, City Managing Director's Office
- Babette Josephs, State Representative
- Gersil N. Kay, Architect
- Councilman Jack Kelly, City of Philadelphia

- David R. Knapton, Philadelphia City Planning Commission
- Mark A. Kocent, University of Pennsylvania Facilities and Real Estate Services
- Alan Levin, Center City Residents' Association
- Karen Lewis, Avenue of Arts
- Peter Longstreth, Philadelphia Industrial Development Corporation
- Stephanie Naidoff, Director of Commerce
- Douglas Norman, South of South Neighborhood Association
- Sharon Pinkenson, Greater Philadelphia Film Office
- Pedro Ramos, Managing Director, City of Philadelphia
- Richard Redding, Philadelphia City Planning Commission
- Michael Resnic, Blackney Hayes Architects
- Councilman Frank Rizzo, City of Philadelphia
- Tania R. Rorke, Society Hill Civic Association
- Wendy Rosen, Friends of Rittenhouse Square
- Deborah Schaaf, Philadelphia City Planning Commission
- Michael Sklaroff, Esq., Ballard Spahr, Philadelphia Historical Commission
- Robert D. Solvibile, Sr., Acting Commissioner, Department of Licenses and Inspections, City of Philadelphia
- Sarah Clark Stuart, Friends of Schuylkill River Park
- Commissioner Clarena Tolson, City of Philadelphia Streets Commission
- Council President Anna C. Verna, City of Philadelphia
- David E. Washington
- Patricia R. Washington, Greater Philadelphia Tourism and Marketing Corporation
- Thomas P. Witt, Esq., Wolf Block
- Janice Woodcock, Executive Director, Philadelphia City Planning Commission
- Judy Romano Zimering
- Nancy Gatschet, Firstrust Bank
- Joseph Sweeney, Firstrust Bank
- Sam Little, Logan Square Neighbors Association

This plan was prepared with the assistance of:

Kise Straw & Kolodner Inc.
Urban Partners
Brown & Keener Bressi

Table of Contents

1. Overview and Background

1.1. Introduction

This plan is a project of the CCRA Long Range Planning Committee and was prepared for the Center City Residents' Association (CCRA). It is a strategic neighborhood plan that focuses on mitigating the impacts of recent and future growth in the neighborhood. The plan was prepared in cooperation with the CCRA Neighborhood Plan Steering Committee and Neighborhood Plan Advisory Committee, and included input from broad-based public meetings. The Advisory Committee established by CCRA included principal stakeholders with interests in the plan development process.

CCRA fundraising efforts raised $100,000 for this plan, primarily from more than 225 members of CCRA, with support from the Center City District, Firstrust Bank, Greater Philadelphia Tourism Marketing Corporation, Rittenhouse Claridge, L.P., The Philadelphia Foundation, William Penn Foundation and Frederic Haas.

1.2. Rationale and Background for Plan

The CCRA neighborhood has experienced a rapid increase in new development. While this growth has had positive and negative ramifications, this plan strives to provide the vision and tools for the community to manage and guide growth. The plan has a comprehensive agenda. It addresses development design, community facilities, historic preservation, open space, economic development, preservation of community character, parking, and transportation. As growth continues, the plan answers critical questions, such as how should development be designed, which community facilities and transportation services are needed to support the quality of life in the neighborhood as population increases, and what resources are available to provide these services.

The neighborhood is in need of a new plan that addresses these concerns. The last plan for this neighborhood was completed in 1988 and many of the recommendations have been implemented, such as Schuylkill River Park and the Rittenhouse-Fitler Residential Local Historic District. It was a top down plan, with little input from the affected communities. The impetus for this plan was the need to support CCRA decision-making and responses to development proposals, and provide government and developers with advance notice of the community's vision, before they might invest in development proposals that would generate community opposition. While the 1988 plan was designed to address an influx in high-rise office development, this plan addresses the influx of high-rise residential development and a general increase in neighborhood population, resulting from both new residential construction and conversions of non-residential buildings which impacts the quality of life of the neighborhood. Trends include increases in building height and increased development area. Large-scale development proposals are abiding by or seeking variances from an antiquated and complex zoning code. Zoning decisions are often made on an ad hoc basis with very little consistency or overall vision and the cost of challenging Zoning Board of Adjustment decisions is prohibitive for a community organization. In contrast to the high-rise office developments of the 1980's, high-rise residential development typically results in different

building forms with smaller footprints, and increased community expectations for street level amenities, access to light, air and open space. The neighborhood needs clear development guidelines to assist developers, the City administration, City Council, Zoning Board of Adjustment, City Planning Commission, Streets Department, Managing Director's Office, Historical Commission, Commerce Department, and other city departments, as well as neighborhood residents in understanding community development goals.

It is critical to ensure that new growth is designed to fit the community's needs, and that the appropriate community facilities, infrastructure, historically significant buildings, open space and playgrounds, are maintained and enhanced as needed. This Plan strives to show how the neighborhood would like to manage growth, address related issues, including facilities that will be necessary to support additional residents. The Plan establishes principles to measure new development proposals and guide new growth. It also provides the tool for informing developers, users, public agencies, and residents of the goals and vision for the neighborhood. Finally, it prioritizes public investment expenditures for capital improvements and maintenance projects in the neighborhood.

1.3. Study Area Boundaries

The study area boundaries coincide with the CCRA boundaries, stretching from east to west, from the Avenue of the Arts on Broad Street to the banks of the Schuylkill River, and from north to south, from JFK Boulevard to South Street (Figure 1.1). The study area encompasses all of Rittenhouse Square, the Penn Center financial district, Fitler Square, the shopping district along Walnut and Chestnut, and smaller neighborhoods in between. It includes the City Register Rittenhouse-Fitler Historic District that covers a large portion of the neighborhood from Lombard to Sansom Streets, and 25th to 15th Streets. About 27,000 people live in the CCRA neighborhood today. The neighborhood has almost 19,000 housing units.

To the south of the neighborhood is the South of South Neighborhood and to the north of the study area is the Logan Square Neighborhood. East of Broad Street are the Washington Square, Society Hill, Queen Village, Bella Vista, Old City and Northern Liberties Neighborhoods.

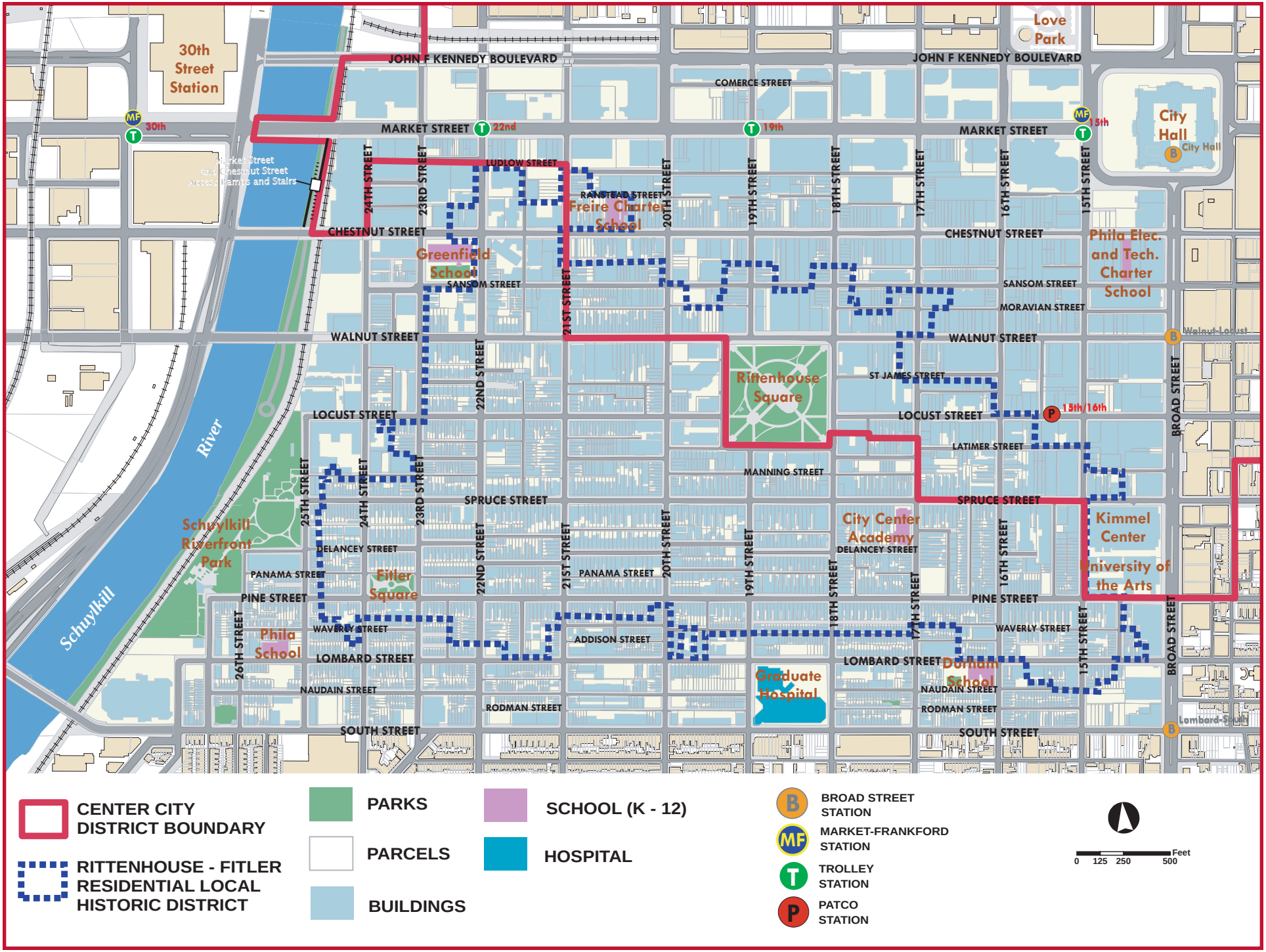
1.4. Community Involvement Process

Neighborhood issues and recommendations were identified and refined through a number of Steering Committee meetings, Advisory Committee meetings, and public meetings.

The first public meeting was held on April 5th, 2005 at the Philopatrian Literary Institute at 1935 Walnut Street. The presentation at this meeting described the planning process and preliminary issues that were identified by the Steering Committee. During the question and answer portion of the meeting, the public added some issues and comments to be addressed by the Plan. CCRA also used this meeting to fund raise for the Plan.

The second public meeting was held on September 20, 2005, after incorporating the comments from the first public meeting, the comments from a Steering Committee meeting held on May 26, 2005, and an Advisory Committee meeting held on September 7, 2005. The meeting covered the existing conditions and the major issues the public wanted resolved.

Figure 1.1 Study Area Base Map



Between October 2005 and January 2006 the project team worked with the Steering Committee to refine the existing conditions report and develop planning principles. A questionnaire was developed and distributed to Steering Committee members to obtain feedback on the preliminary planning principles and development goals (see Appendix A). A Steering Committee meeting was held on October 27, 2005 and an Advisory Committee meeting on January 23, 2006, to obtain feedback on the Planning Principles.

On February 6, 2006, a third public meeting was held which covered the planning principles and initial ideas for plan recommendations. Detailed recommendations to address the planning principles were developed during the spring and summer of 2006. The Plan recommendations and draft plan text were reviewed at a Steering Committee meeting on November 2, 2006 and at an Advisory Committee meeting on November 21, 2006. The plan was adopted by the CCRA Board on January 22, 2007. The final draft Plan was presented at a public meeting on January 10, 2007.

2. Existing Conditions

2.1. Population Trends

Growth between 1990 and 2000

The total population in the study area in 2000 was 23,486 (Figure 2.1). Population had grown by 5% since 1990, and the total number of housing units had grown by 7%, from 14,990 in 1990 to 15,977 in 2000. There were twice as many rental units in the area as there were owner occupied units, but the number of owner occupied housing units increased by 21% between 1990 and 2000. The additional 882 units brought the total number of owner occupied units up to 5,016 in 2000. By comparison, the total number of rental units was 10,961 units in 2000, an increase of only 1% since 1990.

CCRA Study Area
Population & Housing Change, 1990 to 2000

	1990	2000	Change
Total Population	22,364	23,486	1,122 +5%
Total Housing Units	14,990	15,977	987 7%
Rental Units	*10,856*	*10,961*	*105 1%*
Owner-Occupied Units	*4,134*	*5,016*	*882 +21%*

Source: US Census

Figure 2.1. Change in population and housing units from 1990 to 2000

Growth between 2000 and 2005

Between 2000 and 2005, an estimated 2,955 new units were created, both through new construction and conversion of non-residential buildings, bringing the total units in the neighborhood to 18,932. Of those new units, 1,428 were condominium apartments, 53 were townhouses, and 1,474 were rental apartments. Approximately 4,300 people live in these new housing units, which represent an 18% increase in population, from 23,486 in 2000 to 27,786 in 2005. This is a significant influx in population and the growth is likely to continue, as evidenced by the number of proposed developments.

Growth Due to Proposed New Development

At the time the research for this Plan was conducted, May 2005, the total number of condominium apartment units and rental apartment units proposed for construction was 1,813. Of these new units 1,561 were proposed condominium apartments and 252 were proposed rental apartments. If these developments are built, the population would likely increase by a further 2,560 or 9% since 2005. Compared to the period between 2000 and 2005 much of the proposed new development is new high-rise construction rather than conversions of non-residential buildings.

Estimating Future Growth

To estimate the total potential growth of the neighborhood soft sites including surface parking lots, small parking garages, and one-story commercial buildings, which could be developed at a higher density, were identified. An analysis was conducted to determine the square

footage of development that could be built on each site under current zoning. Total potential development based on the basic maximum floor area allowed by existing zoning is 3,830 units. This estimate could be high, due to the flexible nature of the zoning code and the Historical Commission review process within the local historic district. In addition to the soft sites, there are some Class C Office buildings that could be converted into residential use. These buildings would yield approximately 2,100 units. Beyond 2005, 7,723 housing units could be developed, which would increase population by approximately 11,040 people for an increase of 38% since 2005 and a 65% increase since the 2000 census (Figure 2.2).

Cumulative Estimated New Development and Population

	Housing Units	Estimated Population
2000 Census	17,330	23,486
New Developments Since 2000	2,955	4,300
Potential Future Developments	7,723	11,040
Total	28,008	38,826
	+62%	+65%

Figure 2.2. Projected growth based on potential and proposed development development

2.2. Proposed or Underway Development

Major projects proposed or underway were identified based on their large footprints, total development area, or significant impact on the neighborhood. There were 15 major projects that were underway or planned in the study area in 2005 (Figure 2.3). The projects have a total cost ranging from $25 million to $500 million. They total over four million sq. ft. and had an average height of 30 stories. In addition to commercial space, these developments would provide an estimated 1,760 new residential units. In contrast to previous residential development projects, these are characterized by increased building height and area.

2.3. Potential Development (Soft Site Analysis)

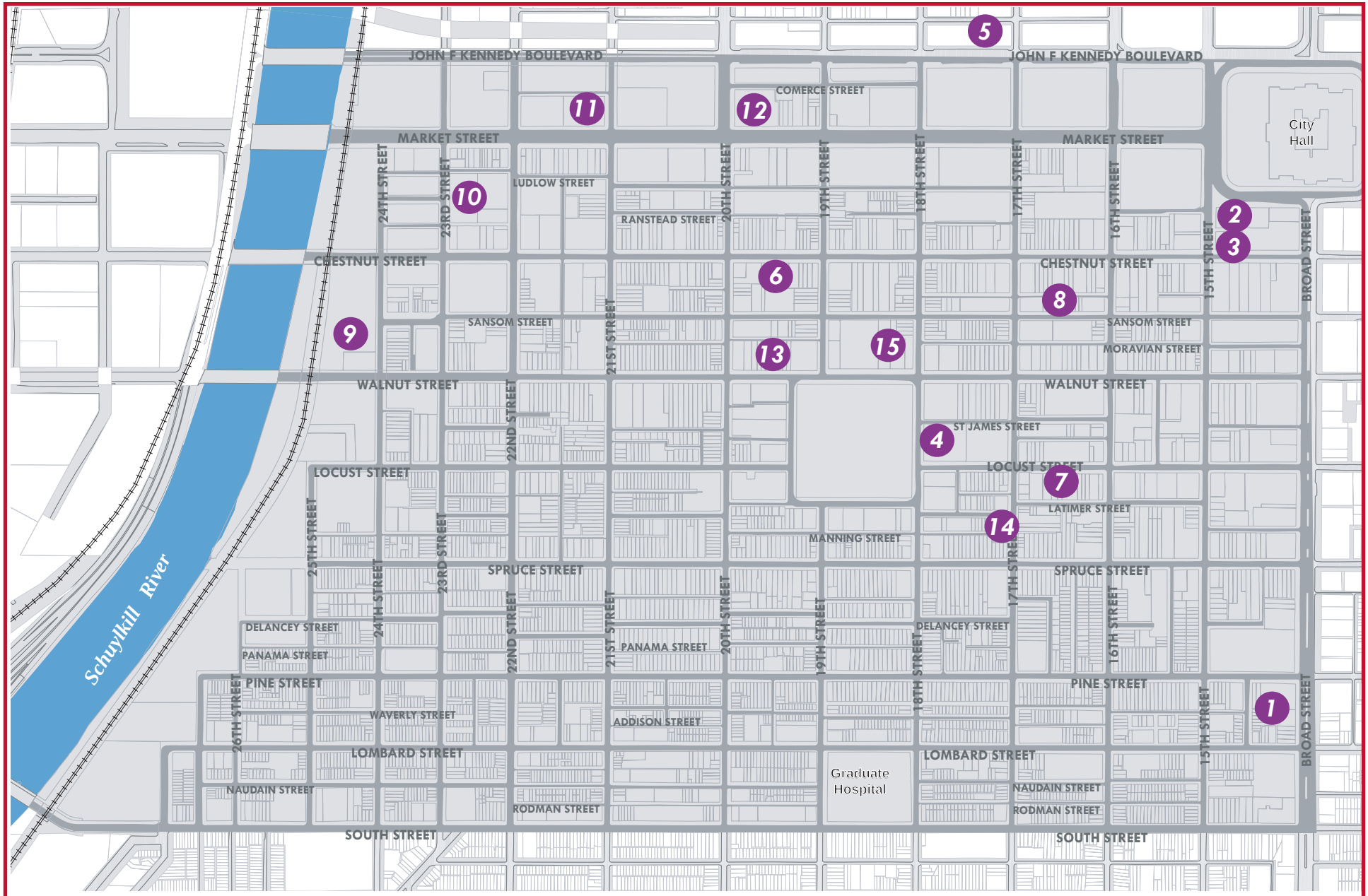
Soft sites are underutilized parcels, such as surface parking lots, former industrial buildings converted to parking garages, or one-story retail establishments that offer the potential for higher density redevelopment. Approximately 37 sites were identified throughout the neighborhood as soft sites during the initial phase of the master planning process (Figure 2.4). These parcels are important because of their likelihood for being converted to "higher and better uses," and location in zoning districts that would permit larger scale higher density development.

These sites total 742,000 sq. ft., or approximately 17 acres. The average lot size is 21,000 sq. ft. If these lots were developed at a floor to area ratio (FAR) of 4.0, they would generate 4.6 million sq. ft. of building area, in addition to the proposed or underway development as of 2005. The lots are zoned C4/5, R10, RC 3/4, R 16 and L4. The vast majority are zoned C4 and C5.

2.4. Neighborhood Characteristics

Through the research and data analysis of potential development, soft sites and population increase, it became clear that the neighborhood could be divided into different districts based on the characteristics of

Figure 2.3 - Proposed and Underway Developments

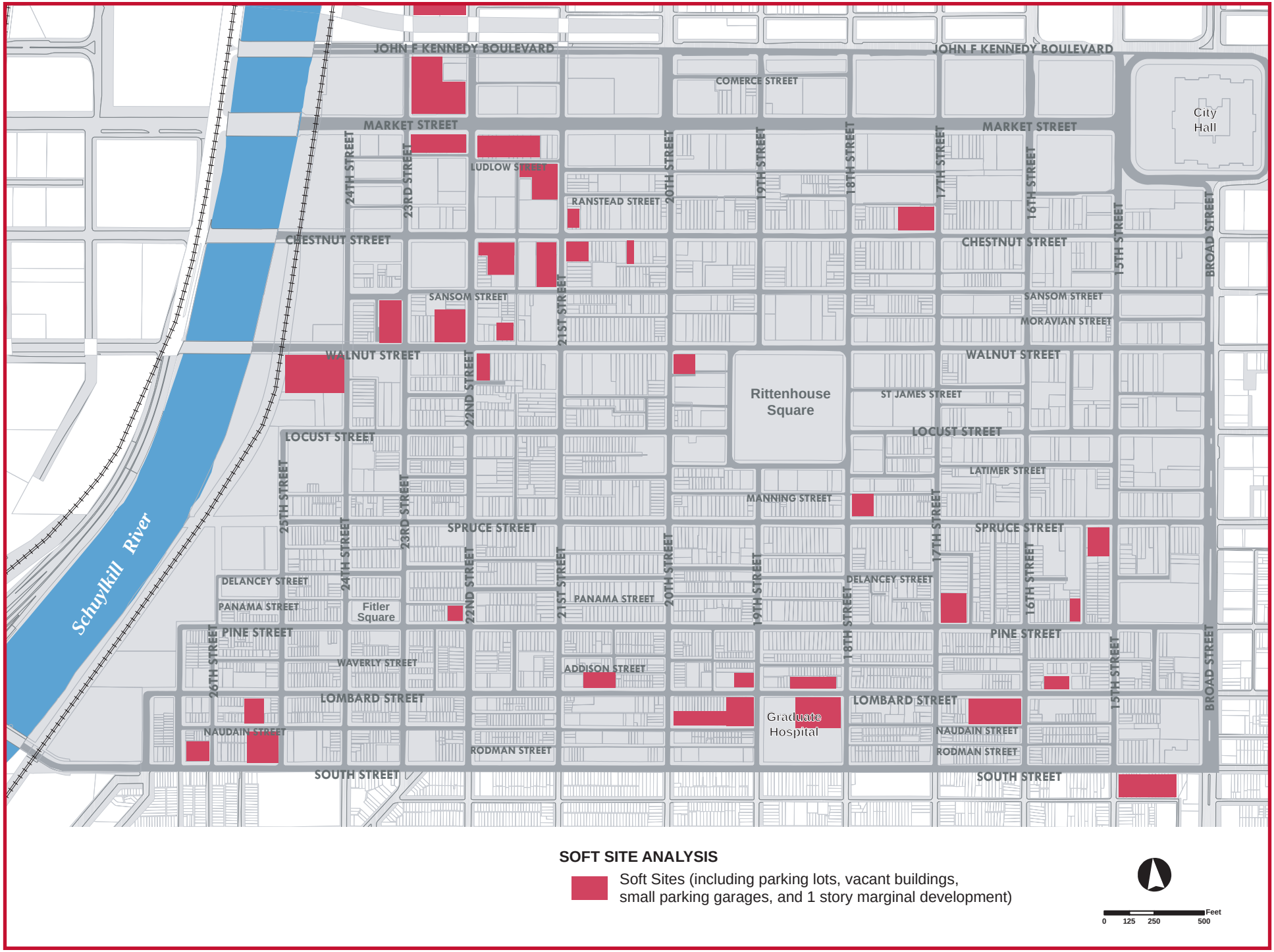


PROPOSED AND UNDERWAY DEVELOPMENT

1. Symphony House
2. Ritz-Carlton Residences
3. Mariner
4. Rittenhouse Regency
5. Comcast Center
6. Boyd Theater
7. 1612 Locust
8. Mixed Use Garage (Spillove)
9. 2401 Walnut
10. 23 South 23rd (Turchi)
11. Murano
12. 1919 Market (Opus)
13. 19th and Walnut (Parking Authority)
14. 1706 Rittenhouse
15. 10 Rittenhouse

0 125 250 500 Feet

Figure 2.4 - Soft Site Locations



the housing types and the Census data analysis. Dividing the data into different subcategories showed some trends in different areas.

CCRA Subareas

Eight distinct subareas were identified within the CCRA study area, as shown in Figure 2.5. Subareas 5, 6, 7, and 8 are high-density, mixed-use areas that include the commercial core blocks between Chestnut Street and JFK Boulevard, and blocks fronting South Broad Street. Subareas 1 and 2 are lower density townhouse residential areas. The most densely populated subarea is 4, the high-rise, high-density residential district surrounding Rittenhouse Square.

The overall homeownership rate is 31%, with the highest levels of homeownership (approaching 50%) in Subarea 1 in the southwest, where the housing stock is typically two- and three-story, single-family townhouses, and in Subarea 7, in the north, reflecting existing condominium/co-op buildings on Chestnut Street and JFK Boulevard. The overall rental rate is 69%, with the highest percentage of rental units in the northwest and southeast. The median age of homeowners in the CCRA area is 55-64 years, but it is significantly higher in the subareas 6 and 7, where there are several high-rise condominium developments that cater to seniors. Excluding those two subareas, the median age of homeowners is 45-54. The overall median age of renters and homeowners is 35-44.

Proposed large-scale condominium developments are generally concentrated in Subareas 6, 7, and 8, in the north of the CCRA neighborhood, where large parking lots and supportive zoning encourage redevelopment. Subarea 6 in the far northwest, north of Chestnut Street and west of 21st Street, has the largest area of soft sites that offer, by far, the greatest opportunity for construction and new

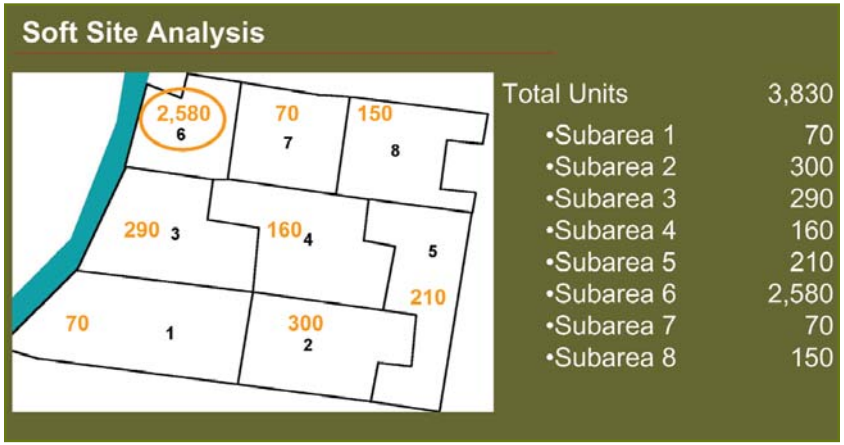


Figure 2.6. Number of potential units on soft sites by subarea

condominium apartment units: 2,580 out of a potential total of 3,830 units throughout the CCRA area. (Figure 2.6)

Subarea 5, along South Broad Street, has the most Class C office space with potential for conversion to residential units: 1,300 units out

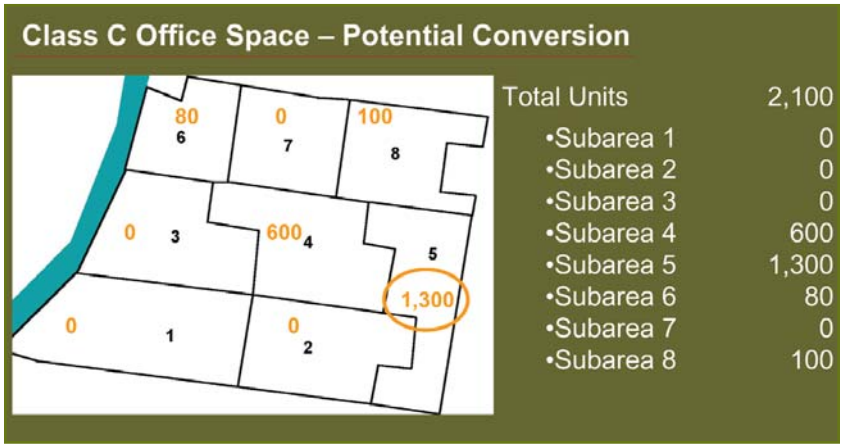
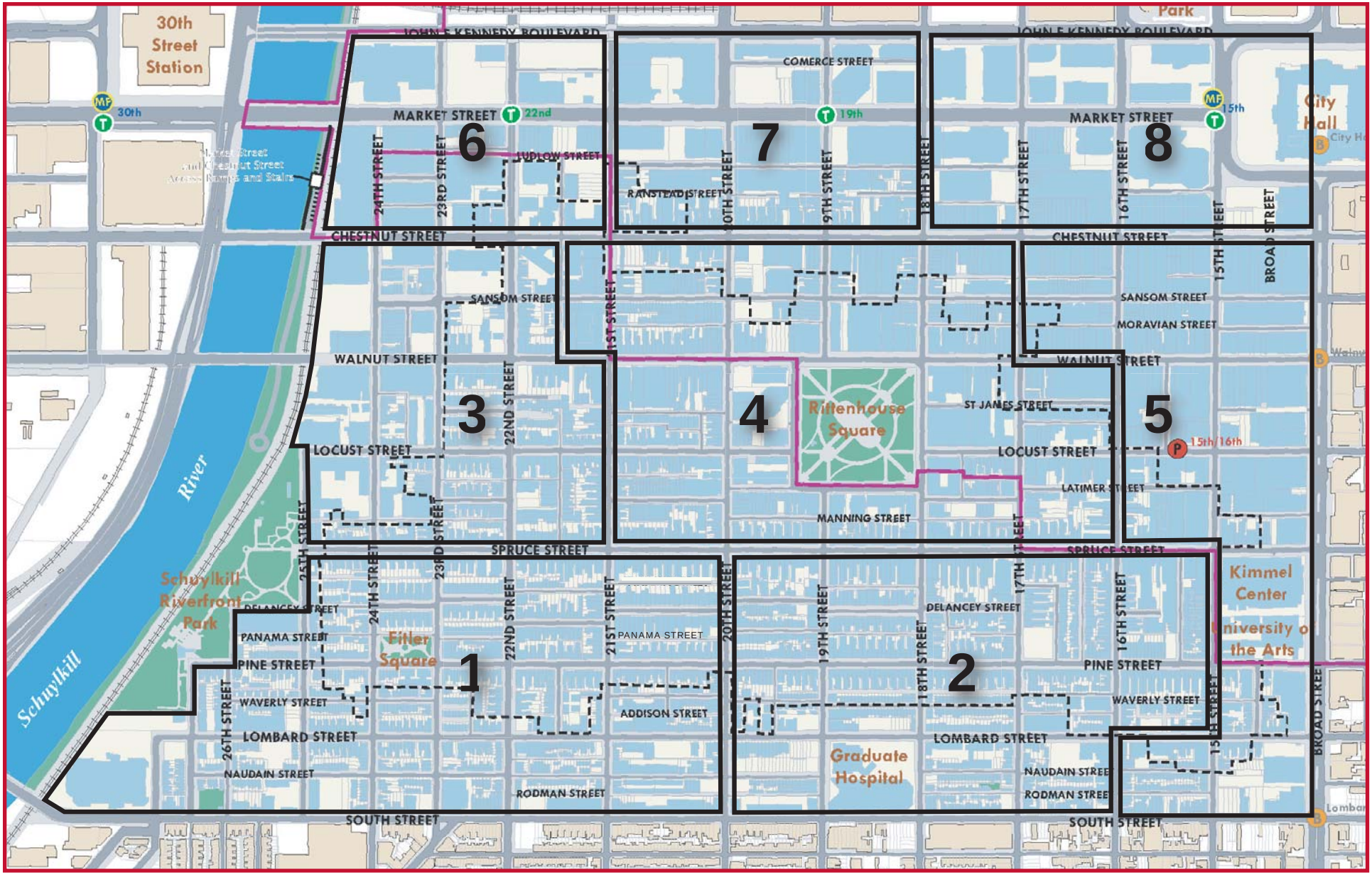


Figure 2.7. Number of potential units if all Class C Office space were converted

Figure 2.5 - CCRA Subareas



of a total of 2,100 units in class C office space throughout the CCRA area. (Figure 2.7)

2.5. Existing Zoning

Existing zoning (Figure 2.8) supports high-density, high-rise development in the areas north of Walnut Street, along South Broad Street, along the Schuylkill River, and around Rittenhouse Square. Zoning is predominantly C4/C5 commercial, a classification that permits both commercial and residential uses. However, there are also areas zoned R16 high-density residential, RC4 high-density residential/ commercial, which also permit high-rise development.

Generally, areas north of Walnut Street and along South Broad Street are zoned C4/C5. The area abutting Rittenhouse Square is zoned R16 high-density residential while limited areas on the south side of Walnut Street, and in the vicinity of Locust and Spruce Streets east of 18th Street are zoned RC4. Some areas along the Schuylkill River, between Spruce and Walnut Streets, are still zoned for industrial uses, G2 and L4, reflecting the former industrial character of the area, rather than current or projected uses.

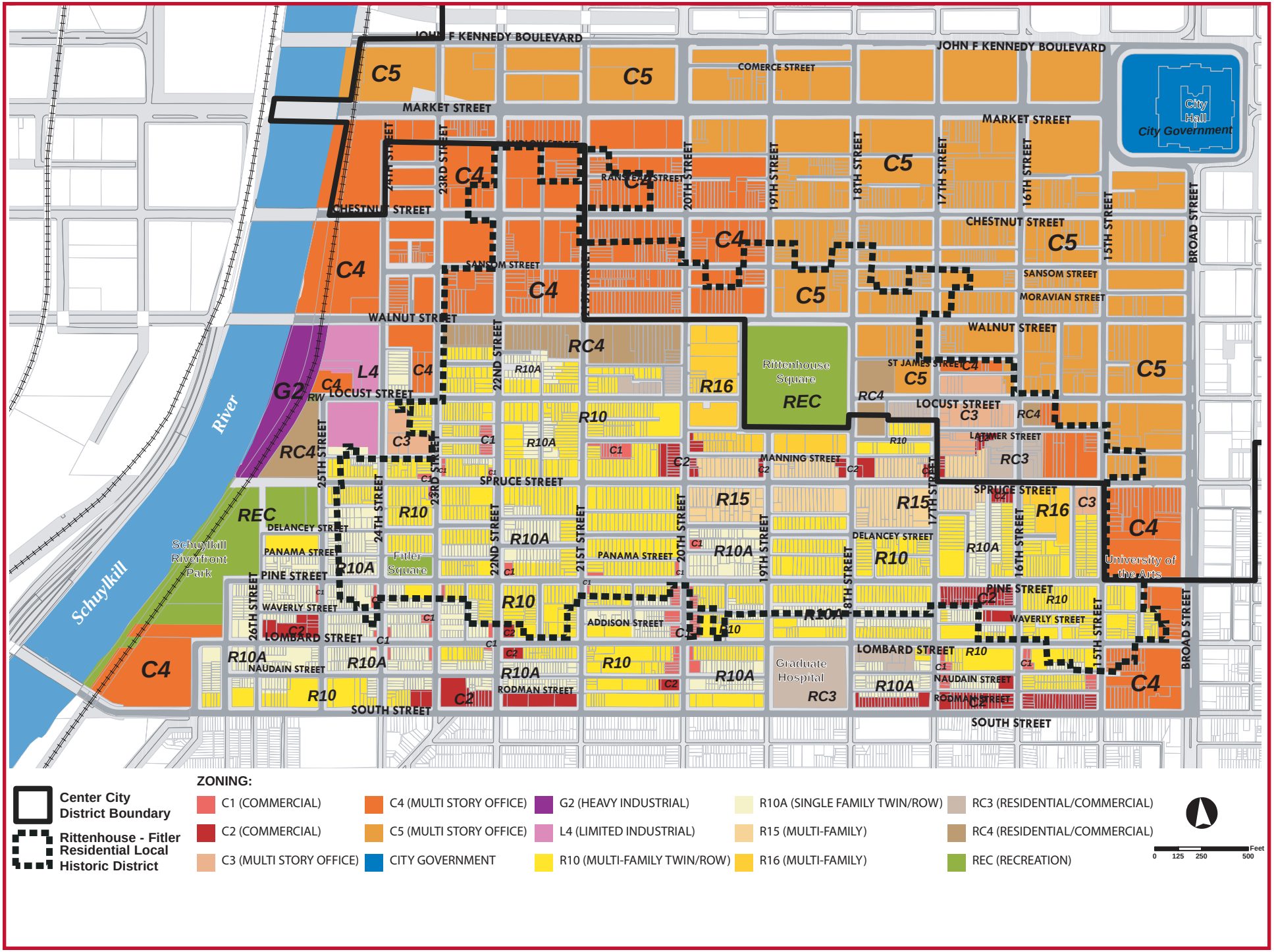
In all of these classifications there is no height limit, other than height limits that result from FAR limits and setback requirements. Development FAR varies from 500% in the R16, RC4, C4, and L4 zones, to 1200% in the C5 zone. Floor area bonuses for provision of public open spaces of up to 800% are offered in the C4, C5, and RC4 zones. Incentive floor area of an additional 400% is offered in the C4 and C5 zones for development on Market Street, JFK Boulevard, and South Penn Square that provides additional public benefits. These benefits include transfer of development rights for historic preservation and underground parking. Zoning controls for the high density RC4 and C4/C5 zones were revised and updated as part of the 1988 Center City Plan, and generally support the scale of desired development, but not necessarily the amenity characteristics desired in residential development.

Areas in the vicinity of Spruce Street, east of 20th Street, and the 1600 block of Locust Street, are generally zoned for medium density development, R15, RC3, and C3. In all of these classifications there are no height limits. A FAR of 350% is permitted in R15 and RC3 and 450% in C3. The lack of any height limit in these areas is inconsistent with the low-rise townhouse scale of the majority of the buildings in this area and their location within the Rittenhouse-Fitler Residential Local Historic District.

Generally, the southwest quadrant of the study area, south and west of Rittenhouse Square, is zoned for townhouse residential uses, either R10 (multi-family) or R10A (single-family), a classification that supports the existing development patterns. There is a 35' height limit. R10A zoning is typically limited to the minor east/west streets, such as Panama, Addison, and Naudain Streets. Neighborhood commercial corridors, such as 20th Street between Vine and Naudain Street, and corner stores, are typically zoned C1, neighborhood commercial with strict controls over uses. Other areas such as sections of South Street, and corners on Lombard Street, are zoned C2. Both the C1 and C2 zones have a 35' height limit.

The current zoning map for the CCRA neighborhood is generally consistent with both existing and emerging development patterns, as well as neighborhood development goals. However, there are some

Figure 2.8 - Existing Zoning



specific exceptions where existing zoning does not reflect desired development, and zoning controls for some zoning classifications lack specific guidance on issues of concern to the community. (see Chapter 3)

2.6. Historic Districts

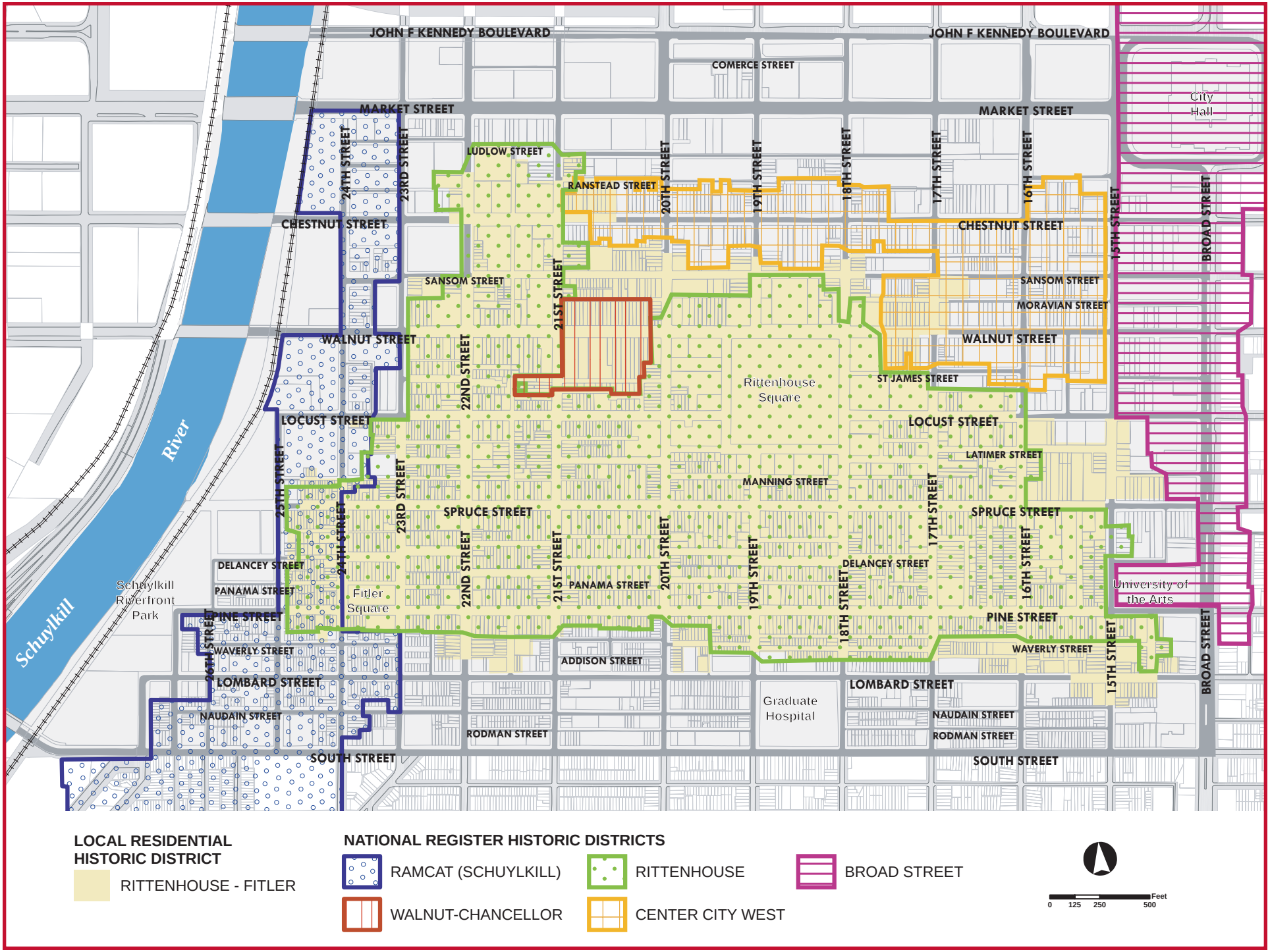
The study area includes one City of Philadelphia Historic Register District, the Rittenhouse-Fitler Residential Historic District (Figure 2.9), as well as five listed National Historic Districts:

- Center City West Commercial Historic District bounded by Chestnut, 15th, Walnut, Sansom, and 21st Street
- A portion of the Broad Street Historic District bounded by 15th, Pine, Juniper and Cherry streets
- A portion of the Ramcat/Schuylkill Historic District between the Schuylkill River and 23rd Street
- Walnut-Chancellor Historic District between 20th, 21st, Walnut, and Spruce Streets.
- Rittenhouse Historic District

While proposed improvements in the Rittenhouse-Fitler Historic District are subject to Historical Commission approval, there is no Historical Commission review of proposed alterations in the National Register Districts. The Rittenhouse-Fitler Historic District Manual, published by the Preservation Alliance of Greater Philadelphia, provides a guide to property owners on maintenance and repair of properties within the historic district. However, the guide is not available on-line, and is targeted to the maintenance and repair of townhouses and storefront alterations rather than larger scale apartment buildings.

Historical Commission review and approval is required for any proposed demolitions in the Rittenhouse-Fitler Historic District. A demolition permit can only be approved if the Commission finds that the property cannot be used for any purpose for which it may reasonably be adapted. The owner must demonstrate financial hardship; that the sale of the property is impractical, that rents cannot provide a reasonable rate of return, and that other potential uses of the property are not feasible. The Historical Commission may comment on proposals for new construction in the historic district, based on a review of "the compatibility of the proposed work with the character of the historic district, or with the character of its site, including the effect of the proposed work on the neighboring structures, the surroundings, and streetscape," but cannot disapprove the proposal.

Figure 2.9 - Local and National Historic Districts



3. Neighborhood Issues

Neighborhood issues were identified through consultant team analysis, discussions with the Steering Committee and Advisory Committee, and through public meetings. Many of the issues raised related to the size and design of new development. Making connections to adjacent neighborhoods, improving the public environment, historic preservation, and maintaining the high quality of urban life for which this neighborhood is renowned were also chief concerns. In addition, the availability, design, and management of parking were identified as critical issues. While most people found the design of existing parking facilities had a negative impact on the streetscape, most people would like parking to be more convenient and readily available.

3.1. Major Development Issues

While CCRA has been supportive of new development, there is concern that the number of development proposals for high-rise, high-density condominium projects will have a potential negative impact on the street environment and quality of life. Specific issues include the following:

3.1.1. Negative visual and pedestrian impacts of parking podiums, as well as freestanding parking garages

Many early 20th century, high-density, residential developments in Rittenhouse Square were developed prior to the automobile age; therefore, residents and visitors to the area did not need parking facilities and required minimal service access points. Recent residential towers constructed in Center City outside the CCRA boundaries, for example the St. James at 8th and Walnut Streets, have highlighted particular concerns, such as massive parking podiums at the base of high-rise residential towers that create a bleak streetscape night and day, and multiple curb cuts for loading docks and parking garage entrances that interrupt pedestrian-life on the street. Other high-density residential developments within the CCRA neighborhood, which were constructed many years prior to this plan, have similar problems.

Open air, unattractive parking podium at 19th and Market.

Earlier high-density, high-rise residential towers in the CCRA neighborhood offered clever parking solutions to minimize their impacts to the urban environment. The Wanamaker House screened its parking facility with townhouses and the Dorchester placed parking underground. Other cities, such as San Francisco and Vancouver, now require that all parking be underground to avoid adverse visual impacts. Chicago offers a bonus of 30% additional FAR for developments that provide all parking underground, and the number of required spaces is reduced by 50%. An FAR bonus of 25% is offered for parking that is “wrapped” by buildings with active uses.

Design controls for accessing parking in the CCRA area are required to assure that required parking is provided in a discrete, non-obstructive manner.

3.1.2. Negative visual impact of blank party walls where windows are prohibited by code.

Some recent developments in Old City highlight the problems that result from the construction of mid-block, high-rise developments in existing low-rise blocks. While Rittenhouse Square includes many attractive mid-block high-rise buildings with windows on all sides, current building codes prohibit windows on party walls. The development at 110-125 Front Street in Old City exemplifies this problem, where a 14-story, high-rise development has been inserted into an existing four-story block in historic Old City, resulting in an unsightly 10-story high blank party wall. Such developments could be potentially inserted into low-rise blocks in the CCRA neighborhood, where zoning permits high-rise developments. Blocks at risk include the 1600 block of Locust Street, and the 1600-1900 blocks of Spruce Street within the Rittenhouse-Fitler Residential Local Historic District. Zoning controls are required to prevent the construction of multistory blank party walls.

Wanamaker House on Walnut Street wraps parking podium with townhomes.

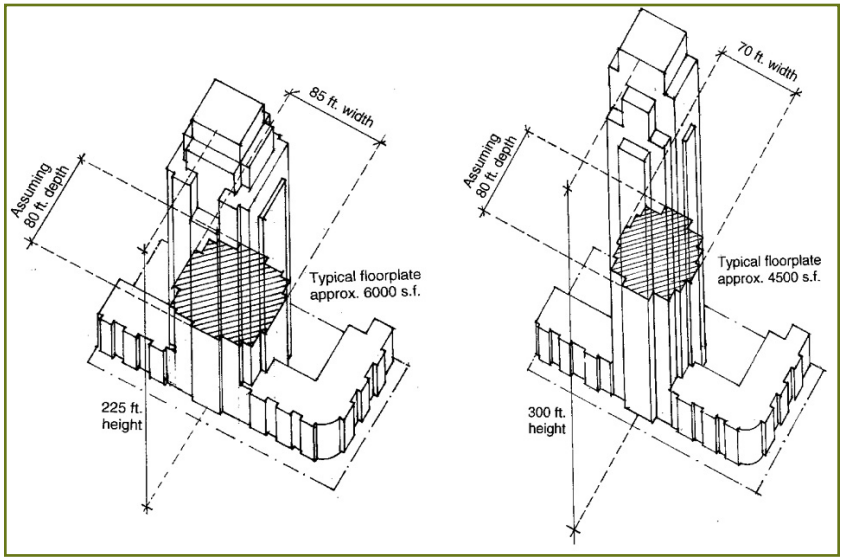
3.1.3. Impacts of high-rise, high-density development on sunlight penetration to public streets and on adjacent properties

Many recent development proposals in the Center City area have involved buildings of increased height and greater density of development, resulting in potential adverse impacts on sunlight and daylight penetration to adjacent streets. The existing C4/C5 and RC4 zoning controls require specific building spacing and building width on specific streets, such as JFK Boulevard and Market Street, to maintain adequate penetration of light and air. For instance, for buildings on the south side of JFK Boulevard and Market Street, the minimum distance between buildings 65' above ground level, is 75'. Similarly, there is a maximum height limit for buildings on the south side of Chestnut and Walnut Streets to maintain sunlight access.

New building on Front Street with unattractive blank party wall

However, there are no similar controls for many other areas of the CCRA neighborhood, where other zoning classifications apply. For instance, there are no height/bulk restrictions in the historic 1600 block of Locust Street to maintain sunlight access within this historic block.

Other cities, such as Vancouver, have developed detailed controls that require slimmer towers with a smaller floor plate above a podium base, as building height is increased. For instance, in Vancouver the maximum floor plate area for a residential tower is reduced from 6,000 sq.ft. for a building 225' high to 4,500 sq.ft. for a building 300' high, and 80' spacing between buildings is required above a height of 70'. San Francisco's Rincon Hill design controls require a minimum 115' between high-rise residential towers, and a maximum building width of 115', and include extensive bulk limitations for light and sunlight access for parts of buildings above 85'.



Vancouver's bulk standards require slimmer towers as the height increases to allow more openness and sunlight along the street.

3.1.4. Negative impacts of blank walls at ground level on the pedestrian environment

Windows, entrances, displays, and artwork are critical elements of the ground level streetscape, to create an interesting, vibrant pedestrian environment. The revision to the RC4/C4 and C5 zoning in 1988 addressed some of these concerns by requiring retail uses on the first floor of development on Chestnut, Walnut and Locust Streets, and requiring retail uses equal to a minimum of 1% of the gross floor area of the building for developments that take advantage of the 800% additional floor area provisions. However, there are no similar provisions in other zoning districts, both residential and commercial. Other cities, such as San Francisco, include detail requirements for street frontages in high-rise, high-density residential districts. For commercial street frontages, ground floor space suitable for retail is required on 75% of frontages and 60% of the facade area must be fenestrated.

A blank facade deadens this block of South Street.

3.1.5. Negative visual impacts of stand-alone parking garages

While parking garage design has improved over the years, stand-alone parking garages create a significant adverse visual impact on the streetscape, even with attractive ground floor retail, because of required ventilation openings, and night-time impacts of parking deck lighting. The size and location of parking garages is restricted under the current C4/C5/RC4 zoning, but not prohibited. Because of the special character of the entire CCRA study area, parking garages as a principal use should be prohibited within the study area boundaries.

Unattractive garage on Sansom Street with long curb cuts.

3.1.6. Negative impacts of loading dock access and trash storage

In some recent developments in Center City, loading and parking access ramps disrupt the pedestrian environment. While the zoning code controls the number of required loading spaces and access driveways across sidewalks abutting public streets, and these items are subject to Department of Streets approval, there are no zoning controls on the location, number, or maximum width of the loading access driveways. The zoning code provides incentive floor area equal to the area of the loading area for underground loading and trash storage. Other cities, such as San Francisco, have required that for high-rise, high-density residential districts in and around downtown, loading access for a development be limited to one maximum 15' wide opening. Parking access is limited to two openings, each with a maximum width of 11'. Similar types of controls are appropriate in the CCRA area.

3.1.7. Lack of formal review and approval of new construction in the Rittenhouse-Fitler Historic District.

The Rittenhouse-Fitler Local Historic District protects much of the CCRA area. The historic district generally encompasses the residential area south of Walnut Street and north of Lombard Street, between 15th and 24th Streets. While the Historical Commission can prohibit the demolition of a building within a district, and review and approve alterations, it can only comment on proposals for new construction, and it has no formal right to approve or disapprove the designs. Formal Historical Commission or Planning Commission review and approval should be required for new construction as well as alterations to preserve the historic context and pedestrian scale of new development. In addition, there is no opportunity for Historical Commission review of proposed alterations in the five National Register Districts. They are not locally listed. Local designation of the National Historical Districts should be pursued, in order to provide the opportunity for Historical Commission input.

3.1.8. Impacts of large-scale buildings that are out-of-scale with their context

There are no zoning height limits for much of the CCRA study area that is zoned for high-density commercial, mixed-use, or residential uses. The lack of any height controls in medium- and high-density zoning classifications, coupled with density bonus provisions, has resulted in some questionable and controversial development proposals in other areas of Center City. One such area is north of the Parkway, where high-rise (40-story +) towers in the Spring Garden Street vicinity have been proposed in a predominantly low-rise building context. While arbitrary height limits are inappropriate, other cities have established threshold height limits, above which planning review and public input is required. For instance, Chicago downtown zoning controls require public review for high-rise residential buildings that exceed certain height limits (between 75' and 440' based on their location). Vancouver's Downtown South design controls include a maximum 300' discretionary height limit.

Similar height thresholds should be established for the CCRA area to provide the opportunity for community input into the scale and design of very tall buildings that will have a significant impact on the streetscape.

3.1.9. Impacts of vacant lots resulting from failure to proceed with proposed developments after demolition of architecturally interesting buildings and retail uses (e.g., 1600 block of Sansom Street)

A major issue in the past has been the acquisition and demolition of viable, architecturally interesting buildings with operating businesses, for a development that has subsequently not proceeded to construction. The prime example of this is the 1600 block of Sansom Street, where a block of small-scale attractive buildings that contributed to the streetscape, provided goods and services to the community,

The historic buildings on 1600 block of Sansom were demolished for a parking garage that was never built.

and were in the Local Historic District, were demolished for a proposed parking garage that has never been built. The lot is now an unattractive parking lot. CCRA now requires legally binding agreements that prohibit demolition without financing and permits for the new development in place; however, this leverage is only valuable if the developer requires a zoning variance, and cannot guarantee completion if economic conditions change. Effective controls, such as public review and approval of all proposed demolition in the CCRA neighborhood, irrespective of whether a variance is needed for construction, are required. In addition, controls such as bond postings, are needed to ensure that development proceeds to completion after demolition.

3.1.10. Workforce housing

The median sales price of residential units within the CCRA study area has increased over 70% in the last five years. The median sales price

between January and May 2005 was $407,000, compared to $240,000 in 2000. Increasingly, households with incomes at or below the median Philadelphia area income are unable to purchase or rent units in the CCRA area, thus reducing economic diversity. Other cities have adopted provisions to require or encourage the provision of workforce housing in downtown developments. For downtown residential developments, Chicago provides an FAR bonus of four times the area allocated to affordable housing units, up to a maximum 20-30% increase in the base FAR. Affordable sales units in Chicago are defined as units affordable to households earning up to 100% of median income. In addition, required lot area for a development is reduced by 1% for each 1% increase in FAR permitted for provision of affordable housing. Alternatively, developers may make a contribution to the City's affordable housing fund, to qualify for the additional floor area bonuses. In San Francisco's downtown high-density Rincon Hill neighborhood, zoning regulations require that a minimum of 12% of units in a residential development be affordable.

Similar provisions for additional FAR for workforce housing could be included in the C4/C5/RC4 and other high-density zoning classifications that impact the CCRA area.

3.1.11. Street Closures

Concern has been expressed over the impact of lengthy full street closures associated with major development, both on pedestrian movement and safety, and vehicular traffic. Typically, the overall impact on traffic of simultaneous street closings for different developments is not taken into account, and closures and detours are not adequately signed. There is presently no mechanism for community input into street closures that may impact the community for a year or more. A process by which the city actively engages the community in the review-approval process is required. Developers' proposals for street closings should be considered as part of the community zoning review/approval process. Often there are options for storage of materials that do not require street closings.

3.2. Minor Development Impacts

3.2.1. Negative impacts of garage-front townhouses

As for major developments, attempts to accommodate the car in new development can adversely impact the streetscape and quality of life. Until the recent guidelines introduced by the Planning Commission, the proliferation of garage-front townhouses in the southwest of the neighborhood had created an unattractive streetscape. Furthermore, their presence eliminated valuable on-street parking and limited the ability to plant street trees. In most cases, alternatives to garage-front townhouses can be provided, particularly for corner parcels where

Garage-front town homes on South Street create an unattractive streetscape.

common rear access driveways, can give access to rear parking spaces below a raised deck/yard area. Other alternatives include common rear parking areas accessed from a single mid-block driveway. Garage-front townhouses should be prohibited except in rare circumstances.

3.2.2. Lack of design controls on highly visible corner properties outside the historic district

There are examples of small-scale building renovations that are poorly designed and constructed, especially on corner retail properties outside the local historic district. Unless the improvements require a zoning variance, there is no opportunity for community input. There is no provision for design review for buildings improved outside the boundaries of the local historic district and windowless ground level façades are common, such as the southwest corner of 23rd and Spruce Streets. The city recently passed legislation creating Neighborhood Conservation Districts that permit design review based on guidelines established by the community. Establishment of a Neighborhood Conservation District for residential areas of the CCRA area outside the local historic district may be appropriate. Such a Neighborhood Conservation District could be focused on the area south of the historic district and possibly extend south of South Street.

3.2.3. Adverse impacts of deck constructions

Decks are proliferating throughout the neighborhood. While the increase in private open space is a good phenomenon, in some cases the decks are made with non-durable materials, invasive of other property owners privacy, and visible at street level. While deck constructions within the local historic district are subject to Historical Commission review, and are limited to the rear of buildings, there are

A corner property on Lombard Street just outside the historic district.

A deck built along the cornice line is visible from the street.

no similar controls outside the local district. Guidelines are required to better inform property owners about appropriate design of deck structures, including encouragement for construction of green roofs, as both usable space and a visual amenity.

3.3. Connections to Adjacent Neighborhoods

The quality of the physical connections to adjacent neighborhoods, including pedestrian, bicycle, vehicular, and transit connections, is a key issue. These connections include the following:

3.3.1. Bridges across the Schuylkill River to University City

University City and the 30th Street Station area have undergone significant transformation during the last decade, yet the bridge links over the Schuylkill River between the Rittenhouse-Fitler neighborhood and University City are particularly uninviting for pedestrians and drivers alike, and create a no-mans land between the two communities. The environment is dominated by the Schuylkill Expressway and access ramps. Bridge links include the JFK Boulevard Bridge, the historic Market Street Bridge, and Chestnut, Walnut, and South Street Bridges. The approach to the Walnut Street Bridge, west of 23rd Street is particularly uninviting. The intersection of 22nd and Walnut is dominated by an unsightly gas station on the northwest corner, and a poorly maintained parking lot on the southeast corner. The University of Pennsylvania has proposed a new pedestrian bridge at Locust Street that will drop down in the Taney Playground vicinity, and provide access for CCRA residents to open space and playing fields on the west side of the Schuylkill River. This bridge is a capital improvement that would have a major impact on improving the connection between Center City and University City. However, this is in the University's long-range plan, and detailed planning has not been completed.

Plans have been prepared for the improvement or reconstruction of each of the existing bridges to create a more pedestrian friendly environment, eliminate the existing highway character, and add amenities such as widened sidewalks, bicycle lanes, pedestrian lighting, signage, and improved connections to the Schuylkill River Trail. While funding is in place for improvement of the JFK and Market Street Bridges and for the reconstruction of the South Street Bridge, funding is needed still for improvements to the other bridges, as well as for enhancement of the Schuylkill Avenue link between the bridges on the University City side of the river.

Concepts have also been developed to improve the Schuylkill River frontage through streetscape enhancements to Schuylkill Avenue and construction of an elevated 25th Street promenade between Market and Walnut Streets, and possibly south to Locust Street, above the CSX tracks. The proposed promenade would include pedestrian connections from ground level to the elevated area at Walnut, Chestnut, Sansom, and Market Streets, in addition to connections to the Schuylkill River Path.

3.3.2. JFK Boulevard Underpasses to Logan Square Neighborhood to the North

Elevated JFK Boulevard and the Suburban Station rail tracks create a significant barrier between the CCRA neighborhood and the Logan Square neighborhood to the north at 21st, 22nd, and 23rd Streets. The JFK Boulevard crossings over the north-south streets create long dark, uninviting areas flanked by blank concrete walls and eroded embankments without landscaping. Where new development abuts JFK Boulevard, walls facing the cross streets are typically blank or limited to parking and service access. This barrier effect is exacerbated

Proposed and funded improvements to JFK Bridge.

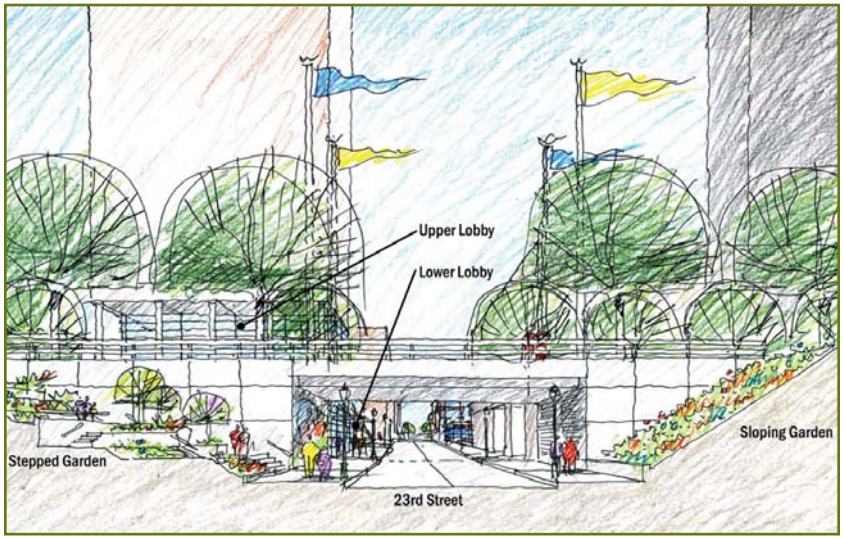
Proposed elevated promenade along the Schuylkill River over the CSX tracks.

Underpass has a worn path from JFK to street level.

by the number of at-grade parking lots and lack of pedestrian friendly intersections on Market Street west of 21st Street. Conceptual plans have been prepared by Center City District illustrating the potential for improvements to these underpasses. Proposed improvements include lower level lobbies for new buildings that are accessible from the cross streets and Market Street, landscaping of the embankments, improved lighting, and a farmers market or other outdoor event space under the bridge. While the zoning code requires retail uses at grade level for new buildings, nearby residents from the Logan Square neighborhood have opposed the inclusion of such amenities on recent developments. There are no requirements in the zoning code for lower level lobbies fronting the cross streets, or requirements for landscaping or other amenities at the entrances to the underpasses. There is no funding in place to implement these improvements.

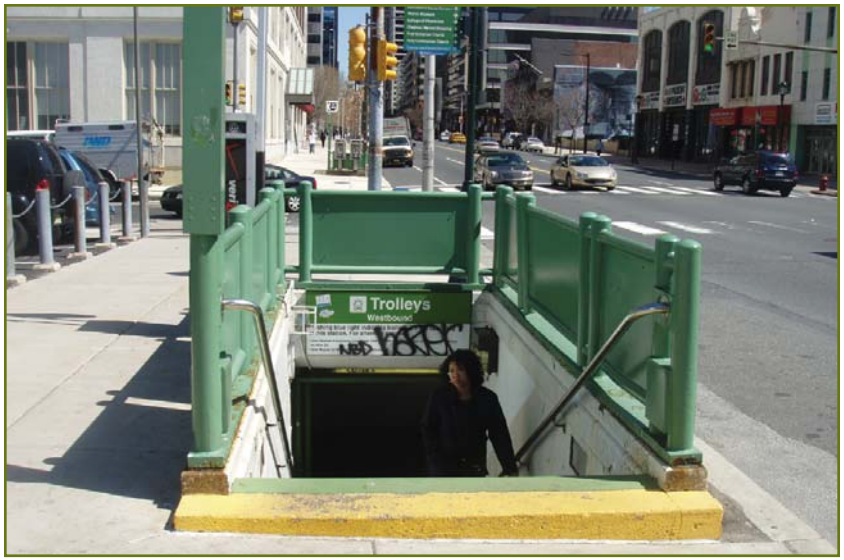
3.3.3. Transit Connections

With expanding residential development in the CCRA area, transit can play a larger role in providing an alternative to walking or driving. Currently, station entrances are unattractive and uninviting, particularly at surface station entrances to the subway on Market Street. There is no user friendly information at the head houses. The long-neglected SEPTA concourse system at City Hall and South Broad Street, while a



Concept drawings to improve landscape and entryways on 23rd Street at JFK and Market

potential amenity that offers weather protected links between key commercial blocks in Center City, is currently one of the most blighted environments in Center City, and is a connection of last resort, used only in the most inclement weather. Other cities, such as Chicago and New York, provide for FAR bonuses for developments that include



This trolley station entrance provides little information and is not well maintained.

improvements to transit facilities or that contribute to a fund for improvement of transit facilities.

3.3.4. Barriers to Schuylkill River Park

While the completion of the first phase of Schuylkill River Park has added an important amenity, access to the park from the Rittenhouse-Fitler neighborhood is currently constrained by the lack of developed at-grade crossings of the CSX rail line, and the lack of clear identification of the points of access to the park from the Schuylkill River Bridge crossings. Final resolution of the conflict with CSX over the at-grade crossing at Locust Street is a critical issue in better integrating the park and trail with the CCRA neighborhood.

3.4. Quality of Life

3.4.1. Parking

The increasing difficulty to park was raised as a critical use by many residents, particularly those living in southwest quadrant of the neighborhood where there are few parking garages, most houses do not have garages, and most residents rely on on-street parking. The highest number of vehicles per household are in Subareas 1, 2, and 3 in the south and southwest quadrants of the study area, where there are many owner occupied townhouses. Here, there is an average of over one car per household. Many residents need cars to commute to jobs outside the city.

CCRA completed a Neighborhood Parking Survey during the course of the study. There were over 360 responses, representing a 1/3

A small parking garage that could be redeveloped and reduce the amount of off-street parking.

response rate from CCRA members. The initial results of the survey found that the worst parking problem is experienced in the evenings in the townhouse neighborhoods. Of respondents to the survey who lived west of 23rd Street and south of Spruce Street, 71% thought that weekday evening parking was very difficult. While there is resident parking on most blocks, more permits are issued than there are available spaces, and restrictions only extend to 6 p.m. Seventy-three percent of respondents reported that guests changed plans because of parking issues.

The cost of resident parking permits is very low, encouraging car ownership and storage of cars on the street. In addition, some of the small-scale garages on streets such as Lombard, Pine, and 22nd Streets have been identified as soft sites that could soon be developed for new townhouses or other developments, resulting in loss of existing parking. The proliferation of garage-front townhouses has also contributed to this problem through the elimination of on-street parking spaces. Lack of sufficient loading spaces is a critical problem for short-term stopping, such as for deliveries and drop-offs.

Bicycles are frequently locked to trees and other inappropriate locations due to a lack of racks.

At the same time, new options are available that could help mitigate or even reduce the parking problem, such as Philly CarShare. Some streets that currently permit parking only on one side could be considered for double-sided parking. Also, poorly located parking restriction signs eliminate potential additional legal on-street parking spaces. Identification of opportunities for construction of additional parking, to serve neighborhood residents, as part of a larger development, would be important.

3.4.2. Transportation

The Center City Parking Policy Evaluation indicated that 50% of Center City households do not own a car. This is generally true in the CCRA area, with the highest car ownership in the southwest section of the neighborhood, where over 75% of households own cars. Lowest car ownership rates occur in the north, where only 35% of households own cars. All new construction requires that parking be provided for residential units at the rate of seven spaces per 10 units (south of Spruce Street and west of 20th Street) and one space for every two units (north of Spruce Street and east of 20th Street). Increasingly new construction condominium apartment developments are providing a minimum one parking space per unit, to meet perceived market demand, address neighborhood concerns over additional pressures on on-street parking, and in response to Zoning Board of Adjustment pressure. However, the provision of parking, particularly “free bundled” parking associated with a condominium apartment purchase, encourages car ownership and car usage.

Improving bus and bike facilities can reduce the need for car ownership.

The use of cars for trips within the CCRA area increases the pressure of on-street parking, or other parking facilities, even if the owner has a private parking space associated with his/her residence. The very low cost of on-street metered parking, which is well below the cost of garage parking, encourages search traffic and contributes to the traffic problem. Thus, it is important that efforts continue to provide alternative options to private automobile ownership, including Philly CarShare, improvement of bus transit, improved taxi service, improved walking environments, and better facilities for bicycles. Other cities, such as San Francisco, have begun to discourage car ownership by reducing minimum parking provisions, imposing maximum parking provisions, and requiring mechanical or valet parking to help discourage auto commuting.

Accommodations for bicyclists are inadequate. Market Street bicycle routes are not continuous. Locust and Spruce Streets may be appropriate for a designated bicycle route, particularly on Locust Street, because the speed and volume of traffic is reduced by the interruption of Rittenhouse and Washington Squares. A comprehensive bicycle transportation plan for the CCRA neighborhood is required. The bicycle plan should include east-west and north-south linkages on-street in addition to broader trail connections along the Schuylkill River Trail north and south, which will eventually link to the East Coast Greenway.

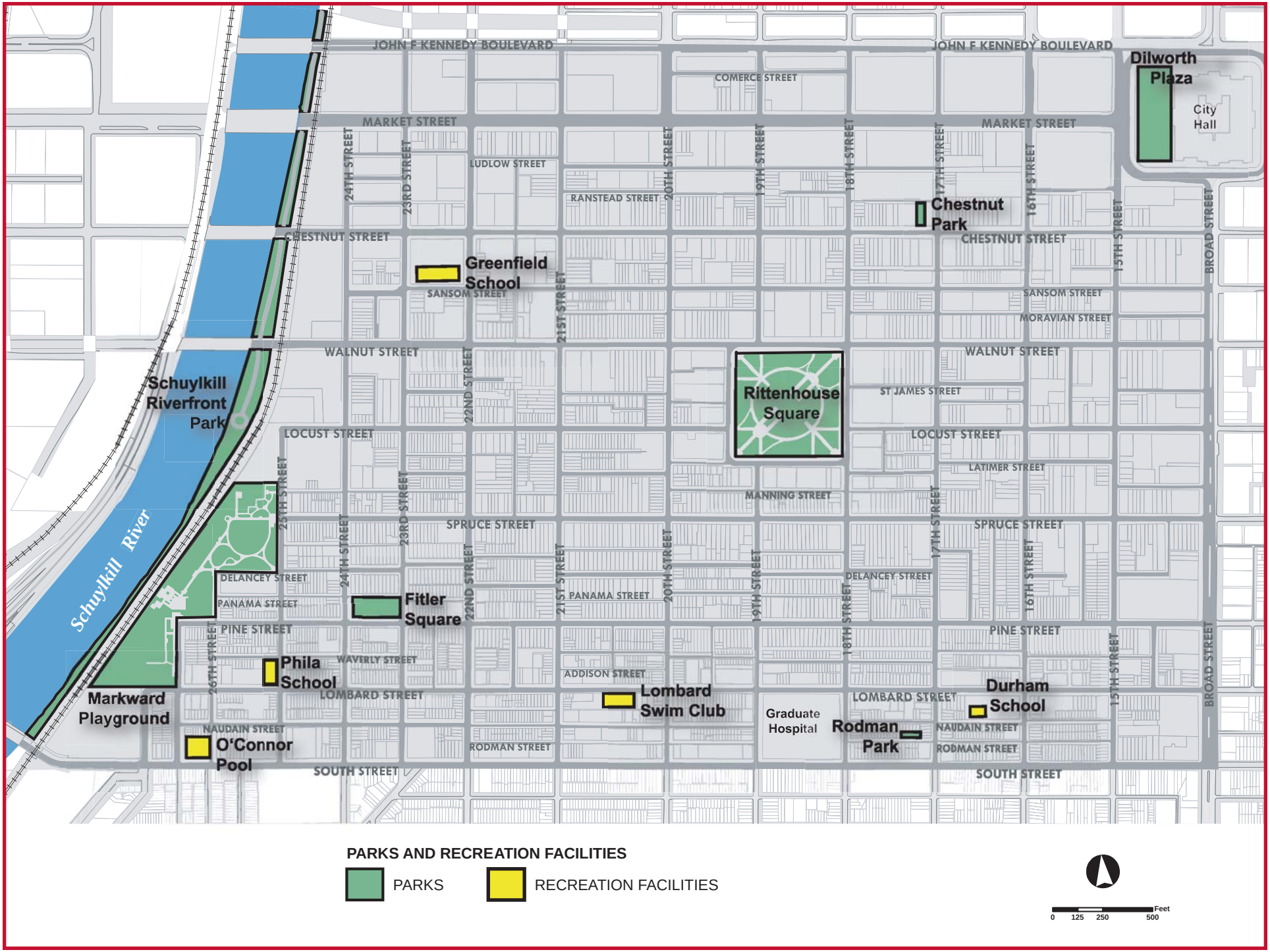
SEPTA should provide a much greater transportation role in the CCRA area to serve the growing resident and commuter population. While there is excellent frequent bus service on the Walnut/Chestnut corridor, the frequency of service on the Lombard/South corridor should be improved. Improved service could better link the CCRA neighborhood with University City, Old City, South of South, and Bella Vista neighborhoods. Provision of transit service should also respond to the rapid expansion of nightlife activity in the CCRA area. Suburban residents are forced to use car transportation, because of the lack of adequate regional rail service in the evening hours. In general, transit service should be easier to use for riders and the majority of bus stops should provide schedule and route information.

While the quality of taxi service in Philadelphia has improved considerably over the last decade, further improvements in the quality of vehicles are important, because cab service is to be a viable alternate to private car travel.

3.4.3. Open Space

One of the advantages of the CCRA neighborhood is the number, variety, and quality of its open spaces. (Figure 3.1) One of the major assets is Rittenhouse Square, internationally recognized as a model for a successful, vibrant urban park, serving a dense residential neighborhood. Completion of the first phase of the Schuylkill River Park in 2004 not only added new park space within the

Figure 3.1 - Parks and Recreation Facilities



community, but also provided access to miles of trail along the Schuylkill River and Fairmount Park to the north, offering opportunities for joggers, bicyclists, and walkers. Another major open space serving the residential community includes tranquil Fitler Square in the southwest. To the north, open space serving the commercial areas of the neighborhood includes Chestnut Park, the small mid-block park on the 1700 block of Chestnut Street, and Dilworth Plaza on the west side of City Hall.

Active recreation facilities serving the neighborhood are more limited. The Lombard Swim Club is a private swim club on the 2400 block of Lombard Street that serves the CCRA community in the summer. The City Recreation Department's Markward Playground, located at Pine and Taney Streets adjacent to Schuylkill River Park, in the far southwest section of the neighborhood, is the only large playground within the CCRA study area. It offers soccer, baseball, arts and crafts, and after-school activities for children. The O'Connor Swimming Pool located at 26th and South Streets is also managed by the City's Recreation Department.

There is concern that projected growth of the CCRA resident population will place increasing pressure on existing open space facilities. A key issue will be the ability to provide additional active playground/ recreation facilities to serve neighborhood children and encourage families with children to remain in the neighborhood. The playground associated with the Durham School property, soon to be rehabilitated

Kids play in Fitler Square after school.

Markward playground offers a large playground and ball fields.

as the Independence Charter School, could provide the opportunity for joint-use arrangements between the school and community for the playground to serve neighborhood residents. A similar arrangement should be developed with the Philadelphia School.

In 2000, there were 16 acres of open space in the CCRA area, serving 17,330 households, or .001 acre (40 sq.ft.) per household. Potential developments could add another 10,000 households through 2015, resulting in the need for an additional 10 acres of open space, to maintain existing density of park use (Figure 3.2). A particular concern is the adequacy of open space to serve young families. An additional

Public/Open Space Needs

	Housing Units	Public Space Required
Existing Units and Open Space (2000)	17,330	16.02 Acres
New Developments 2000 - 2005	2,955	2.73 Acres
Potential Developments 2005 - 2015	7,723	7.14 Acres
Total	28,008	25.89 Acres

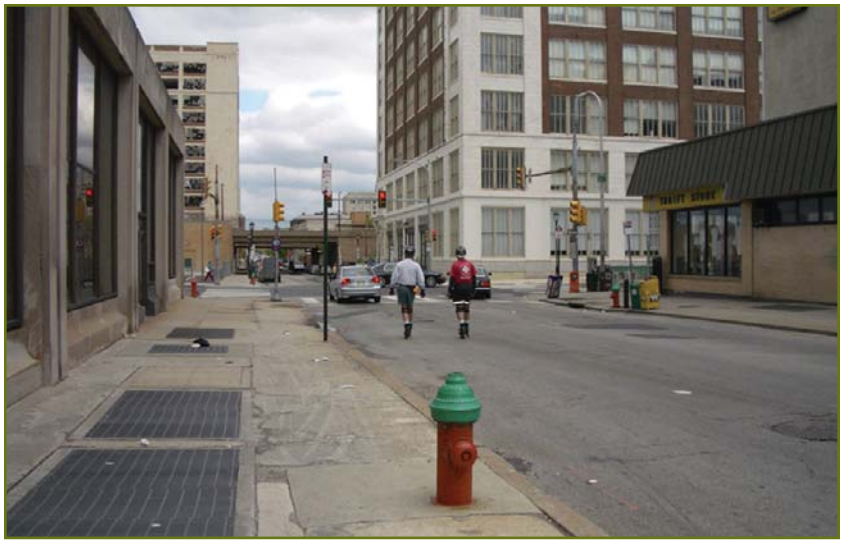
Figure 3.2 Public space requirements to maintain the existing open space acres per capita ratio

10 acres of open space would be almost impossible to acquire within the CCRA area, placing increasing importance on providing open space, including open space with facilities for young children, in new residential developments, in the form of balconies, courtyards, playgrounds, and roof terraces, etc. In addition, the O'Connor Pool, which currently occupies a valuable site on South Street, could provide the opportunity for a higher density, residential/mixed-use development that could include a high-quality public indoor pool or additional recreation features.

The need for additional open space to serve the community also highlights the need for expanding recreational trail links beyond the community, particularly extension of the Schuylkill River Trail to the south, beyond the South Street Bridge to open spaces such as Bartrams Garden and ultimately linking to the East Coast Greenway south of the Heinz Wildlife Refuge. Early completion of the University of Pennsylvania Locust Street pedestrian bridge over the Schuylkill River will be particularly important in providing access for CCRA residents to additional open space opportunities on the west side of the river. CCRA should continue to work closely with the University of Pennsylvania regarding university-related developments on the west side of the river.

There are currently no requirements in the zoning code that new developments include open space. Other cities, such as San Francisco, have adopted zoning controls that require new developments to provide open space as part of the development. For instance, the San Francisco Rincon Hill neighborhood zoning controls require 75 sq.ft. of open space per dwelling unit (private, common, or public) of which 36 sq.ft. must be provided on-site. The San Francisco controls also require 1 sq.ft. of accessible open space for every 50 sq.ft. of non-residential use over 10,000 sq.ft. Similarly, Chicago downtown zoning controls require a minimum of 36 sq.ft. of open space per dwelling unit. This space must be outdoors, have a minimum dimension of 5' for private space or 15' for common space. Open

space may be in the form of decks, balconies, ground area, roofs, etc., and must take advantage of sunlight. Similarly, open space requirements should be included in the Philadelphia Zoning Code, including requirements for a percentage of open space to be designed for use by young children.



The poorly maintained sidewalk and the lack of street trees make for a deficient streetscape

3.4.4. Streetscape

The CCRA neighborhood has many residential and commercial blocks with attractive, tree-lined, public sidewalks. However, there are also deficient streetscapes that discourage pedestrian travel and create barriers. Streetscape conditions are most deficient in the northwest area of the community, where there is the greatest potential for new investment. The built environment of the residential neighborhoods typically consists of townhouses and apartment buildings built to the back of the sidewalk, thereby limiting the opportunities for landscaping. Other similar high-density urban communities have softened and enhanced the streetscape environment by encouraging window box gardens and hanging flower baskets, or inset sidewalk planters adjacent to the building within the depth of the stoop. Similar guidelines/controls should be adopted for the CCRA area.

While utilities in most of the CCRA area were relocated underground in the early 20th century, there are still several blocks, including the minor east west streets south of Pine Street, and north-south streets south of Pine Street, that still have unsightly aerial pole mounted utilities that disfigure their blocks. Long-range plans for the eventual undergrounding of all wired utility services in the CCRA area should be developed in cooperation with PECO, as facilities are upgraded.

3.4.5. Lighting

Much of the street lighting in the more commercial northern section of the study area, within the service area of the Center City District, has been upgraded in recent years and is now a national model for pedestrian friendly lighting in a dense urban setting. Typically, the old highway-style cobra-head fixtures on aluminum poles have been removed and replaced with the attractive low-mounted (14' high), dark green pedestrian-oriented Center City District fixture. The new lights have not only created a feeling of enhanced security through higher lighting levels, but the fixtures themselves have provided a distinct, attractive, instantly recognizable image for Center City. On some streets, the pedestrian lighting has been supplemented by the installation of high-mounted, “brown round” fixtures at intersections or between the Center City District fixtures on wide streets, such as Market Street. The standard Center City District fixture has also been installed along South Street, between Broad Street and the South Street

Bridge, providing upgraded lighting on this corridor. South Broad Street, the "Avenue of the Arts," has its own unique historic reproduction light fixtures that replicate the fixtures of the early 20th century.

Existing lighting levels in the CCRA area were analyzed by Grenald Waldron in the Rittenhouse-Fitler Neighborhood Lighting Study, completed in 2003. The illumination levels within the Center City District service area that have its new fixtures are significantly higher than on blocks to the south. For instance, lighting levels on 17th Street between Locust and Walnut Streets, which is within the Center City District, are 3.0 to 5.0 fc, while lighting levels between Lombard and Spruce Streets, outside the district, are only 0.5 to 1 fc. Lighting levels on residential streets, such as Naudain Street between 21st and 26th Streets, are only 0.5 to 1 fc, and are even lower on some blocks, such as Taney Street between South and Lombard Streets, where lighting levels are less than 0.5 fc.

The study categorized streets in the CCRA study area as primary, secondary, or tertiary streets, or alleys. The study identified several existing different fixture types, including the old aluminum pole cobra-head lights; the new replacement high-mounted "brown rounds" used on primary and secondary streets; the 1960s era pedestrian post top light fixtures used on residential streets such as Delancey Street; and lights mounted on brackets attached to wood utility poles on minor streets and alleys with aerial utilities.

The Rittenhouse-Fitler Neighborhood Lighting Study recommended the upgrade of lighting throughout the CCRA area, outside of Center City District service area boundaries, using the standard Center City District pedestrian-oriented fixture on most streets. This fixture would complement the character of the Rittenhouse-Fitler Historic District and surrounding blocks. Similar residential streets, such as Delancey, Panama, and Waverly Streets, would be illuminated by a smaller, low-mounted (13' high), Center City District fixture.

Proposed lighting levels would be lower than in the commercial areas north of Locust Street, but significantly higher than present levels. Lighting levels on north-south streets would be 2.0 to 3.0 fc, 1.5-2.0 fc on the major east-west streets, and 1.0-1.5 fc on minor east-west streets.

The costs, funding sources, and phasing of lighting improvements were not discussed in the lighting plan, and identification of a funding source for the upgraded lighting is a critical issue. Preliminary estimates have indicated a cost of $13m ($135,000 per block) to install the Center City District type fixture on all east west and north south streets in the CCRA area that have underground electrical service. An interim way to increase lighting levels and possibly a permanent solution along secondary and tertiary streets, could be through a CCRA-sponsored program to encourage entryway lighting on private residences.

3.4.6. Schools

The principal public school within the CCRA study area is the Albert M. Greenfield School at 22nd and Chestnut Streets. CCRA was instrumental in establishing the Albert M. Greenfield School. Private schools include the Philadelphia School at 25th and Lombard Streets and Friends Select at 17th and Race Streets. Freire Charter School provides College preparatory curriculum for grades 7-12.

While Center City has continued to thrive, the number of school-age children living in Center City has decreased in every Census since

Pedestrian Post Top Fixture

Center City District fixture.

Cobra head fixture

The former Durham School

Greenfield School

The Philadelphia School

1970. While Center City, including the Rittenhouse Square neighborhood, has succeeded in attracting young, well-educated professionals, many of these residents leave the neighborhood when their children reach school age. This is particularly true of those who cannot afford private school tuition. Generally, Center City private schools have been successful in serving Center City families, and now close to 70% of students who attend Center City private schools, such as the Philadelphia School and Friends Select, live in Center City. In contrast, only 40% of the students enrolled in K-8 public schools in Center City live in Center City. The Philadelphia School has been particularly successful in establishing itself as a community school, targeted to children of Center City residents. At the Greenfield School, during the 2003/2004 school year, 55% of kindergarteners were residents of Center City, but in 8th grade only 19% of students were residents of Center City. It is particularly important that the Greenfield School be reestablished as a community school, targeted to Center City residents.

With the growth in Center City housing, improved public schools could encourage young professionals with families to stay in the city and raise families. A 14% increase in the number of school-age children in Center City is forecasted for 2010. In 2004, the Philadelphia School District established the Center City Academic Region to provide greater school choice by allowing parents living within Philadelphia to apply to other elementary schools in the region in addition to their neighborhood school.

Specific issues, besides the improvement of academics, include improving the curb appeal of public schools and supporting the expansion of private schools to accommodate growing enrollments. In 2006, CCRA supported the reuse proposal for the vacant Durham School building at 16th and Lombard Streets as the new home of the successful Independence Charter School, which will open in 2008, with the ability to serve an expanded enrollment. CCRA also supported the Philadelphia School's successful bid for the city-owned property adjacent to the existing school, over residential development, to allow for expanded enrollment of this successful school.

Opportunities exist for the schools to share facilities with the community. Schools should be willing to reach agreement with CCRA regarding use of their open space by the community when school is not in session. Greenfield's playground is open to the public when school is not in session. The Philadelphia School has also indicated a willingness to make excess parking spaces available to community residents for a fee.

New retail store fronts are emerging along South Street.

3.4.7. Retail

Access to convenient, quality retail is a key aspect of the quality of life in an urban, residential neighborhood. With the continued growth of the residential population of the study area, the demand for new retail facilities will also grow. In 2005, the Center City District reported that

the total area of retail space in the broader Center City area, as well as occupancy, were the highest since they began tracking data in 1993. In recent years, retail growth had been dominated by dinner restaurants catering to busy young professionals, empty nesters, and visitors. Dinner restaurants are now the largest single retail category in Center City, occupying 13% of total retail space. The Rittenhouse-Fitler area has the highest number of outdoor cafes in the Center City area. Retail rental rates in the 1700 block of Walnut Street are over $100 sq.ft., and sales per square foot are among the highest in the nation.

Store opened in 2004 and has expanded twice in the past two years, signaling an increasing demand for grocery stores and community serving goods.

However, since 2005, major growth in retail has not been in dining, but in groceries, apparel/accessories, and gym/spas. Grocery sales jumped 156% between 1999 and 2003, reflecting increased residential population. New major food stores serving neighborhood residents, such as Trader Joes on Market Street and DiBruno Brothers on Chestnut Street, have opened in the last few years. The additional 7,700 housing units projected from 2005 through 2015 in the CCRA neighborhood would result in the potential demand for almost one million sq.ft. of additional retail space (up from 3.5 million sq.ft. total for the whole of Center City). The amount of projected demand was calculated by assuming each new household's income was $100,000 for a total of $770 million new income. It was assumed that approximately $300 million would be spent on Center City retail. If 1 sq.ft. of retail space grosses $300 then approximately 1 million new square feet of retail will be in demand. Of the additional space, 360,000 sq.ft., or over one-third, would be in community serving retail. The projected breakdown by retail category is as follows:

Community Serving	360,000 SF
Department Stores	150,000 SF
Apparel	110,000 SF
Household Furnishings	190,000 SF
Other Retail	170,000 SF
Total	980,000 SF

Community-serving goods and services include supermarkets and grocery stores, drug stores, restaurants, hardware stores, florists, hair salons, and dry cleaning, etc. Because growth in the CCRA area is projected to be based on new residential units, rather than office space, stores that rely to a significant extent on daytime office workers and visitors, such as drug stores and fine dining restaurants, will not likely have the same growth potential as stores that specifically serve the needs of new residents, such as grocery stores, casual restaurants, hardware stores, pet supply stores, etc.

It will be important that new high-rise, high density developments continue to incorporate retail uses at the first floor level, not only to maintain an active street facade, but to serve the needs of new residents. In addition, it is essential that the zoning controls continue to encourage and require such uses. Unfortunately, ground floor retail uses have not been included in recent developments on 23rd Street, south of Market Street, an area that is in need of neighborhood-oriented retail development. Zoning controls should require ground floor retail in all developments in commercial and mixed-use development districts. Further retail development on South Street could reinforce this corridor as a neighborhood shopping district and act as a bridge between the Rittenhouse-Fitler neighborhood and South of South Street neighborhood.

3.5. Large-Scale Development Review Process

The CCRA area includes several sensitive sites, which will likely be the subject of redevelopment proposals. These sites include the following (Figure 3.3):

1. Parking lot at corner of 17th and Pine Streets;
2. O'Connor Pool at 26th and South Streets;
3. 23rd and Market Streets Parking lots;
4. Small parking garage at 22nd and Pine Streets, 16th and Waverly Streets, and Lombard Street;
5. North side of 1900 block of Walnut Street; and
6. 1600 block of Locust Street.
7. 21st and Market Streets parking lots and underutilized buildings
8. Graduate Hospital parking lots
9. 23rd and Walnut - Rite Aid
10. 22nd and Walnut - Sunoco
11. 22nd and Walnut - Parking lot

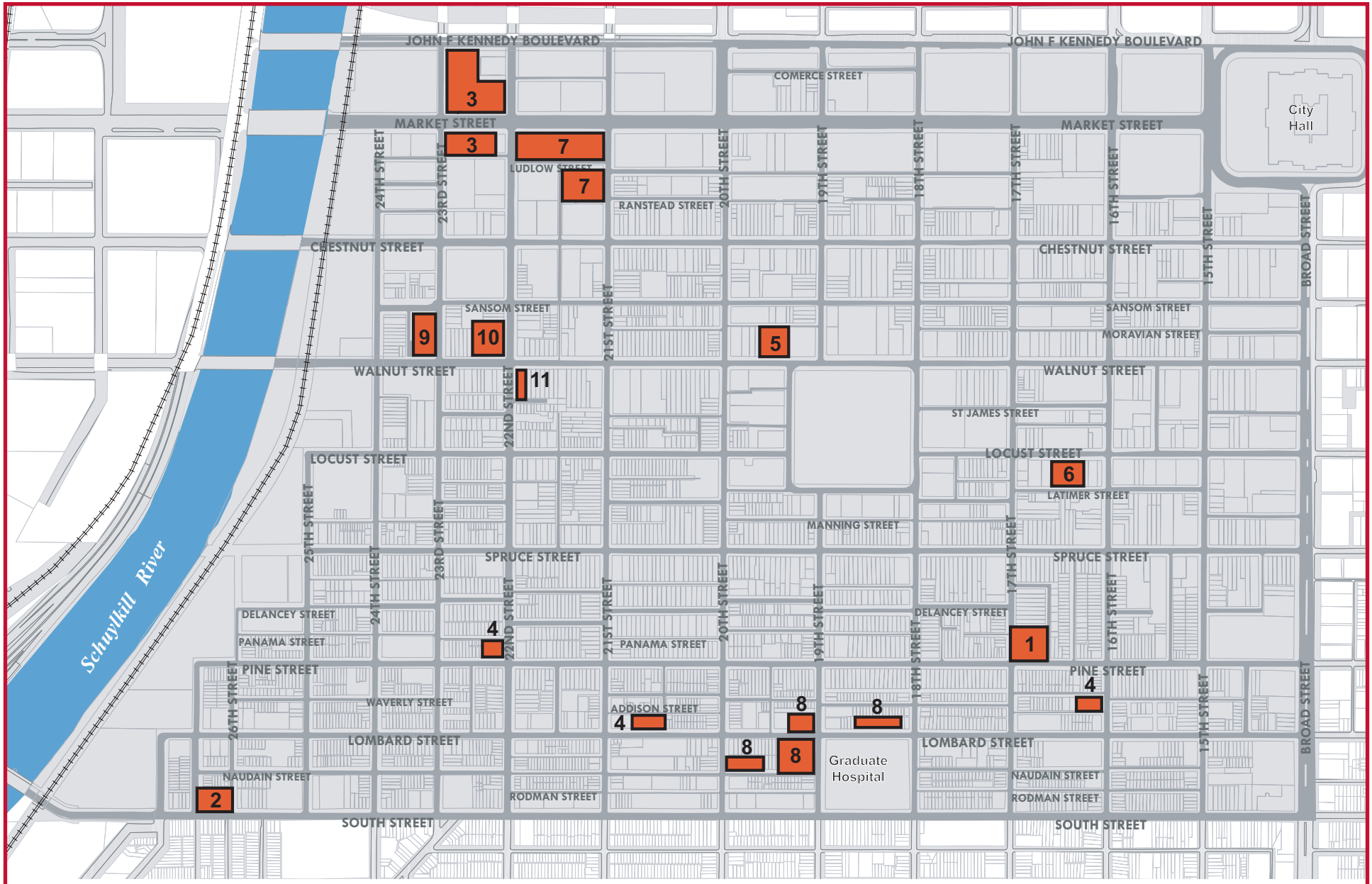
Detailed urban design guidelines should be developed for these and other sensitive sites to provide sufficient guidance to developers on community goals for these parcels.

In addition, until recently there has been no formalized process for reviewing development proposals, other than the established Zoning Committee and Historical Commission review within the local historic district. Review of large-scale developments may require technical review, and development of site specific development goals and design proposals for each site that are best delegated to a committee of neighborhood design professionals. The CCRA board now establishes a Major Project Task Force for each major project that includes 2 members of the Board, 2 members of the Zoning Committee, and members of other committees. The task force works with the developer to refine the design and reports back to the Board. A public meeting is scheduled after modification of the design. CCRA plans to supplement the review effort with assistance from paid professional, urban design consultants, but needs to raise funds on an annual basis to do this. Of particular importance in the development review process is city action to update the zoning code to reflect current conditions and reform the composition of the Zoning Board of Adjustment and Planning Commission to include professional design expertise.

3.6. Lack of Funding for Public Improvements

While new development results in an increase in population in the community, and consequent increased demands for improvements to the public infrastructure and environment, there is no ongoing funding

Figure 3.3 - Map of Sites



POTENTIAL LARGE SCALE DEVELOPMENT SITES

#

1. Parking Lot 17th and Pine Street
2. O'Connor Pool
3. 23rd and Market Parking Areas
4. Small Parking Garages
5. 1900 Walnut Block
6. 1600 Locust Block
7. 21st and Market Parking Areas and Underutilized Buildings
8. Graduate Hospital Parking Areas
9. 23rd and Walnut - Rite Aid
10. 22nd and Walnut - Sunoco
11. 22nd and Walnut - Parking Lot

0 125 250 500 Feet

Parking lot at 17th and Pine Streets

O'Connor Pool at 26th and South Streets

Parking lot at 23rd and Market Streets

Small parking garage on Lombard Street

1900 block of Walnut Street

1600 block of Locust Street

source for implementing required improvements. Other cities, such as San Francisco, have imposed development impact fees on new development to pay for supporting public sector improvements. Impact fees are paid by developers for off-site improvements, such as parking facilities and public space amenities. Fees are tied to certain development factors, such as square feet of building or number of units. Public improvements are financed by accumulated fees or bond financing repaid from future impact fees.

Other potential sources of funds include establishment of a tax increment financing district, or establishment of a Neighborhood Improvement District. Tax Increment Financing (TIF) would substitute for tax abatement on new construction or rehabilitation. Owners of newly constructed or rehabilitated property pay full real estate taxes. Tax revenue for new assessed value is dedicated to a specific purpose, such as public space amenities, lighting, etc. Public improvements are financed by bond financing tied to the stream of dedicated tax revenue. A Neighborhood Improvement District (NID) is a special services district supported by mandatory assessments on real property, both new development and existing. The NID is governed by a private sector board. The NID provides specific services to supplement, not replace, basic city services and private owner responsibilities. NID funding can support both ongoing services, such as public space maintenance and capital improvements.

The zoning variance approval process can also provide CCRA with leverage to demand compensating public benefits for being excused from compliance with code provisions that are designed to protect the community. These development funded improvements could include public art components, streetscape improvements, open space beyond that required by the code, or payments to a public fund in lieu of the above.

4. Planning Principles

The planning principles were developed to broadly address the major neighborhood issues expressed by participants in the public forums. They also reflect responses to a questionnaire, which asked committee members to rate the importance of various issues (see Appendix). The principles are phrases that establish what is valued about this neighborhood. They serve as a guide for all private and public actions within the neighborhood. Planning principles address the following issues:

- Design and Growth
- Historic Assets
- Efficient Parking
- Sustainable Transportation and Connectivity
- Open Space and Public Amenities
- Implementation

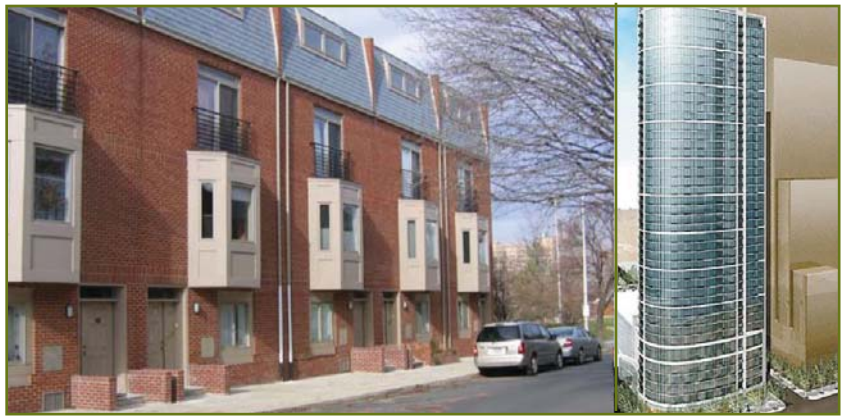
4.1. Design and Growth

1. Improve neighborhood quality of life through creation of a diverse, vibrant, pedestrian-oriented urban community that is appealing to both residents and visitors.

2. Encourage the retention of existing residents through life cycle changes, and encourage a diversity of household types, including families with children.

3. Accommodate reasonable growth in population, development, and increase in density, at appropriate locations without adversely impacting the existing community.

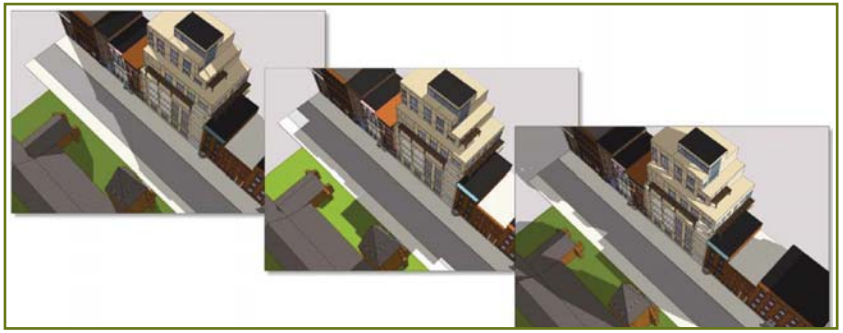
4. Encourage development that responds to the specific context of each CCRA neighborhood subarea, in terms of land use, building height, scale, and urban design.



5. Respect the existing daylight, sunlight, air, views, and visual privacy of existing residents.

6. Maintain and encourage visually attractive pedestrian friendly street frontages, both at street level and above for all new and rehabilitated developments.

7. Maintain appropriate sunlight and daylight access to public rights-of-way and open space in all new development.



4.2. Historic Assets

8. Preserve the unique character of the community through preservation of historic assets.

4.3. Community Character

9. Conserve the scale and character of established residential communities.

4.4. Efficient Parking

10. Assure an adequate supply of off-street parking to serve the real market-determined needs of residents and visitors, consistent with maintaining a high-quality pedestrian environment.

11. Eliminate the adverse visual, physical, and pedestrian impacts of off-street parking and loading in all existing and new developments.

12. Minimize loss/increase supply of on-street parking through minimization of curb cuts and improved on-street parking management.

14. Minimize adverse impacts of vehicle traffic through traffic calming and promotion of quiet non-polluting alternates to existing buses.

4.5. Sustainable Transportation

13. Discourage unnecessary automobile use within the CCRA area through enhancement of transit, bicycle, pedestrian, and other transit modes.

4.6. Connectivity

15. Enhance physical and community linkages between the CCRA area, adjacent neighborhoods, the Schuylkill River waterfront, and West Philadelphia.

4.7. Open Space and Public Amenities

16. Enhance existing recreation and encourage the creation of new public open space and recreation, as well as semi-private and private open space and recreation, in new developments as a resource for residents, particularly families with children.

17. Enhance pedestrian, physical, and view connections to Schuylkill River waterfront.

18. Encourage a wide and diverse range of pedestrian friendly retail stores and services and entertainment uses to serve both residents and visitors, including supermarkets within the CCRA neighborhood, to discourage automobile use for shopping trips.

19. Promote high-quality, physically attractive, pedestrian-oriented neighborhood schools and other institutions.

20. Promote a high-quality public environment, including utility infrastructure, sidewalks, streets improvement, lighting, street tree planting, landscaping, flower boxes/planting, and under-grounding of aerial utilities.

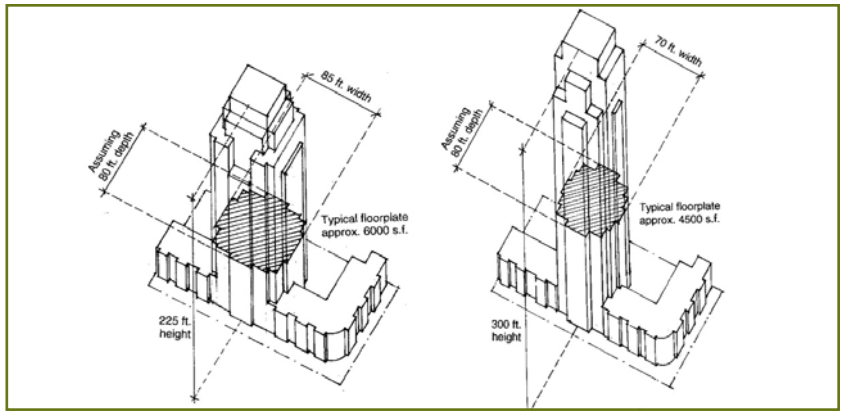
21. Promote public art as a core element in creating a world-class urban residential environment.

4.8. Implementation

22. Evaluate feasibility of non-traditional funding sources for CCRA neighborhood projects.

23. Form partnerships with other neighborhood groups, city agencies, and corporations to implement the Planning Principles.

24. Promote development controls and guidelines that are easy to understand and enforceable while reflecting the community goals in terms of land use, density, and urban design.



25. Assure that the governmental development approval process respects community goals and aspirations, and established community development controls and guidelines.

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5. Plan Recommendations

5.1. The Area's Organization and Character

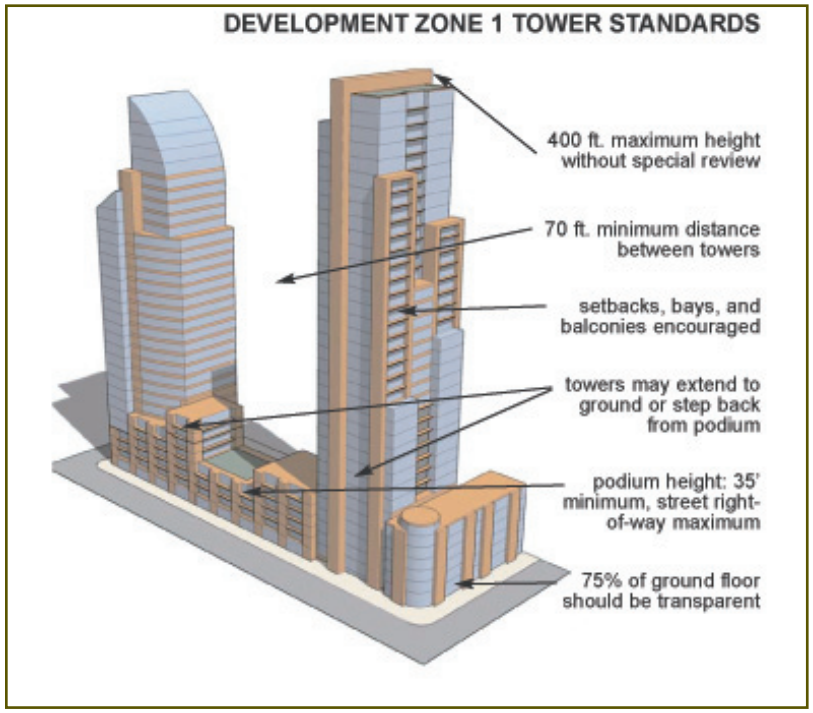
The area of the city represented by the Center City Residents Association divides into four "Development Zones" of varying character depicted on Figure 5.1. The Design Guidelines proposed in the Neighborhood Plan are formulated to strengthen the positive attributes of each of these four zones.

5.1.1. Development Zone 1 – High Rise Commercial

The signature Philadelphia skyline is predominantly composed by the buildings in Zone 1. For the most part, the urban form along JFK Boulevard and Market Street is comprised of modern, large scale buildings, which serve as the city's primary financial district. Broad Street in this area is aptly coined the Avenue of the Arts because of the numerous historic, academic, and arts-related institutions that are interspersed among office and residential buildings and is designated a national historic district.

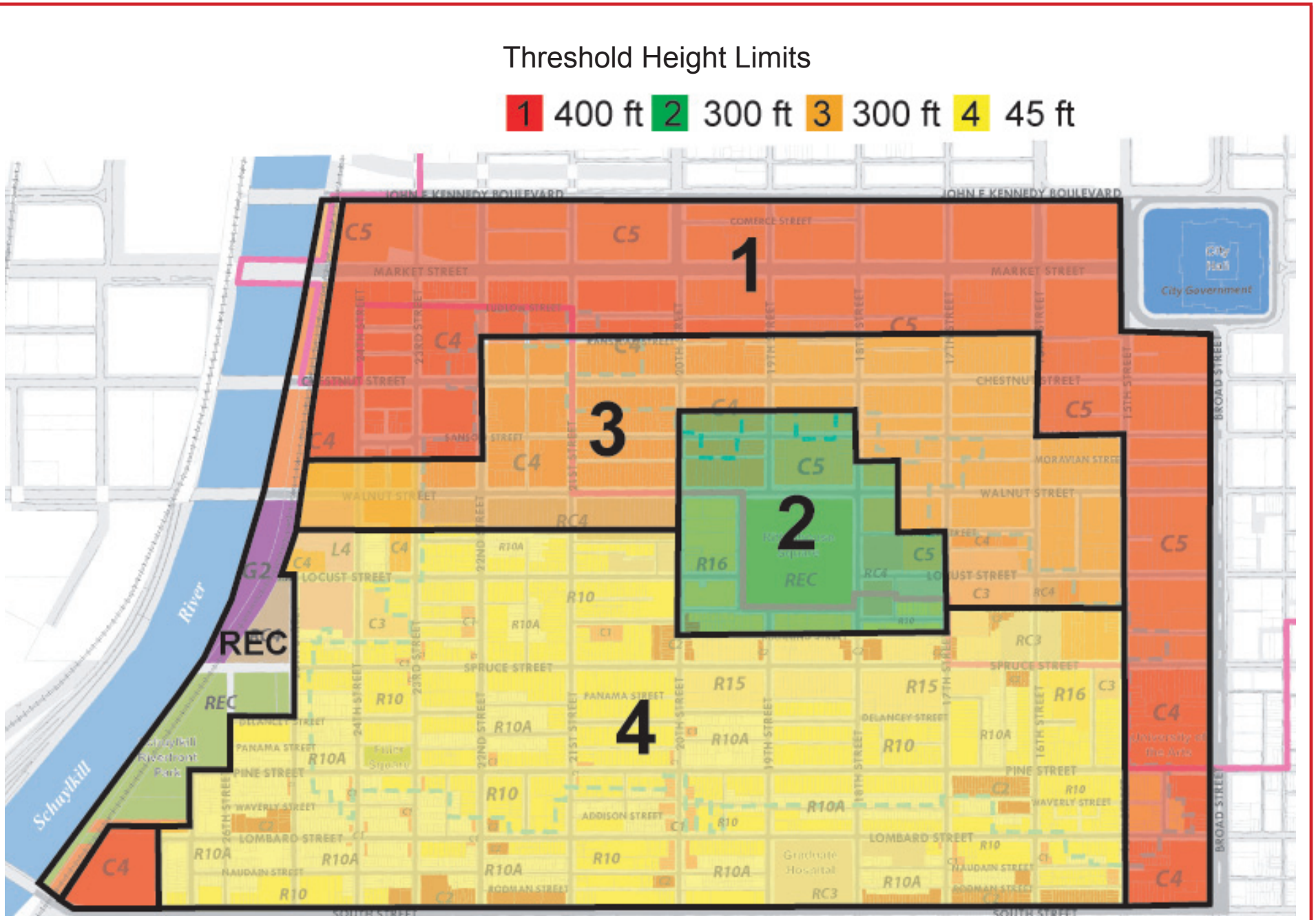
The design goal in this zone is to encourage appropriately spaced high-rise towers and well designed building podiums. Building façades along the street should provide a continuous building wall that contributes positively to a vibrant, pedestrian-friendly streetscape. Tower spacing and configuration impacts the amount of light and the feeling of openness at the street level.

Wider streets can accommodate taller buildings. Appropriately, Market Street, Broad Street, and JFK Boulevard, which have the highest buildings, are the widest streets in Center City. Proposed building heights should be analyzed relative to street width.



Tower guidelines for Zone 1

Figure 5.1 - CCRA Development Zones



Highrises frame Rittenhouse Square

5.1.2. Development Zone 2 – High Rise Residential

This area encompasses the blocks surrounding Rittenhouse Square and the heart of the Rittenhouse-Fitler Square Local Historic District. As the premier public space in Philadelphia, Rittenhouse Square has thrived for many reasons, including being framed by high rise residential buildings that create an open air urban room for residents to enjoy. Restaurants and retail line two sides of the square, and the high-end shopping district along Walnut Street is anchored by the Square.

Historic mansions and prominent churches still remain in this area and are juxtaposed to more modern, higher buildings. The successful integration of new development with historic properties is essential to create a diverse and captivating urban form that exemplifies a fuller, richer story of Philadelphia.

5.1.3. Development Zone 3 – Shopping District

Zone 3 includes the premier shopping area in the neighborhood along most of Chestnut and Walnut Streets and portions of Sansom and Locust Streets. Retail storefronts are mixed with office and residential towers. Many of the office buildings are considered Class B and C office space and a good portion of them have either been converted to residential or could be in the future. The influx of residential properties in this area is a positive trend that adds foot traffic for retail and restaurants and contributes to this area being a '24-hour' district in the City.

The fine collection of art deco office and retail buildings is highlighted on many architectural walking tours and is the primary reason for designation of the area as the Center City West Commercial Historic District. Every possible effort should be made to enhance the quality and maintenance of the storefronts and integrate retail development into the ground level of new buildings.

5.1.4. Development Zone 4 – Row House Mix

This area includes the bulk of the townhouse and low-rise, multi-family residential land uses in the neighborhood. The larger scale townhouses typically line Spruce, Pine, and Delancey Streets and the smaller townhouses line the smaller streets such as Waverly, Panama, and Naudain Streets. The neighborhood also includes a large number of corner stores, neighborhood-serving retail establishments along South and 20th Streets, and restaurants, which are great amenities for residents.

Small museums and galleries are located throughout the area, such as the Rosenbach Museum and Library, and the Print Center. The diverse

composition of this neighborhood's urban residential form – integrating various housing sizes and retail amenities - is in short supply in this country. It has evolved to meet today's living styles as successfully as it did when it was first developed and the key ingredients to its success should be carefully maintained and developed for the future.

5.2. Design Guidelines

The following general design guidelines define the physical framework for development within each zone. These guidelines should be further developed and incorporated into the zoning code, to convey to developers and property owners the community's desire for the form of new development and how it should support the existing character of the neighborhood. These standards, in combination with the other recommendations, will be the measure by which the CCRA Zoning Committee responds to development proposals.

5.2.1. Building Specific Guidelines

5.2.1.1. Height of Buildings

The following building heights are to be considered as general limitations within each Development Zone. Variations should only be granted in special circumstances following CCRA review. Consideration must also be given to the height limitations contained in the applicable zoning classification.

a. Zone 1 - Buildings to be at least 40 ft and not more than 400 ft.

b. Zone 2 - Buildings to be at least 35 ft and not more than 300 ft.

c. Zone 3 - Buildings to be at least 35 ft and not more than 300 ft. (with the exception of buildings at the transition edge to zone 4, which should not exceed 175')

d. Zone 4 - Buildings to be at least 25 ft and not more than 45 ft.



A mix of residential and neighborhood-serving commercial uses characterize Development Zone 4

5.2.1.2. Tower Spacing and Placement (Zones 1-3)

In accordance with the current zoning code, all buildings over 65 feet in height should be limited to a maximum width of 250 feet (or 66% of the block) with a minimum spacing of 75 feet between adjacent towers. Tower placement should consider shadow and view impacts; an analysis and model of those impacts should be provided by the developer. Developers should also provide renderings of the streetscape view as well as the skyline view.

5.2.1.3. Podium Heights

When towers are set upon podiums, the podium height should be consistent with the width of the street right of way (cartway plus sidewalks). The tower should be set back from the street front of the podium.

5.2.1.4. Decks

Decks should be set back three feet from the building wall to decrease visibility from a public street and decks which are visible should be screened. Decks and railings should be constructed of high quality, durable materials such as metal, hardwood or glass.

5.2.1.5. Setbacks

The current Zoning Code provides FAR bonuses in RC4 and C5 for buildings which have upper floor setbacks regardless of whether the setback surface is landscaped and/or accessible to the public or occupants. These bonuses should only be awarded for landscaped usable roof terraces.

5.2.1.6. Building Lines

Buildings should maintain a reasonably consistent building wall or "build-to-line" along the sidewalk.

5.2.1.7. Party Walls

Blank party walls should be avoided and party walls which rise above neighboring buildings should be articulated and contain windows where possible. (refer to section 5.6.1)

Decks should be designed to maintain privacy

View of existing Spruce and 18th Street intersection

Potential overscaled development with existing R15 zoning controls

5.2.1.8. Green Roofs

Green roofs and other environmental building practices and features are encouraged.

5.2.2. Streetscape/Sidewalk Specific Guidelines

5.2.2.1. Sidewalk materials

The use of high quality non-slip materials such as brick, slate or exposed aggregate concrete is suggested and indicators for pedestrian safety are encouraged, where appropriate.

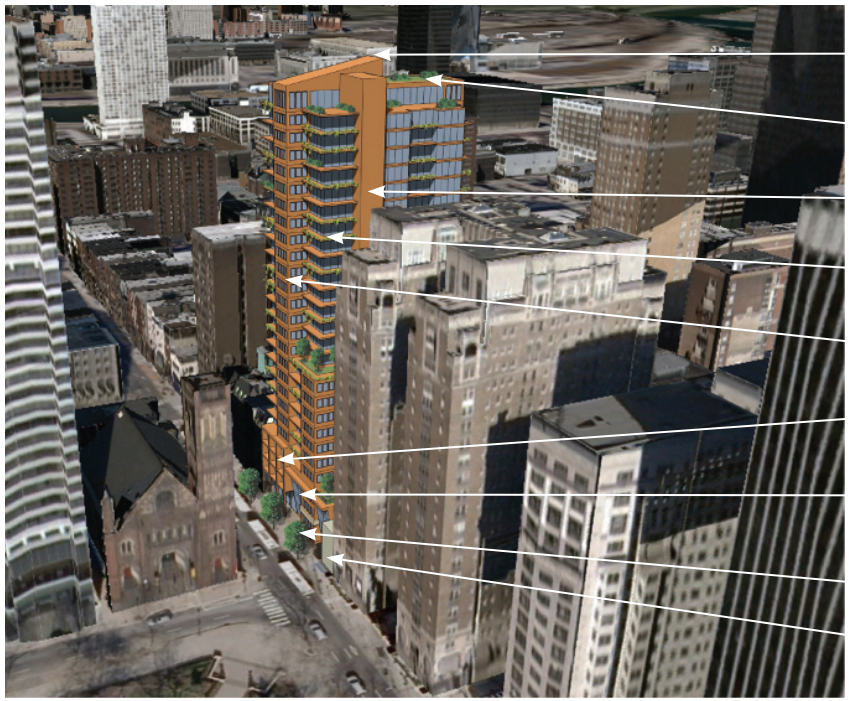
5.2.2.2. Trees

Planting new trees and saving existing trees along streetscapes and elsewhere are goals for all development.

5.2.2.3. Street furnishings and Bike Racks

Street furnishings and bike racks should be organized so that half of the sidewalk or a minimum of five feet is reserved for a pedestrian zone. Different paving should be installed to designate the street furniture area used for honor box "corrals". Bike racks should be required for any building having a floor area ratio of 5 or greater.

1900 BLOCK WALNUT STREET DEVELOPMENT GOALS
DEVELOPMENT ZONE 2



300 ft. maximum height without special review

green roofs encouraged

75 ft. minimum distance between towers

approximately 40 sq. ft. of private open space per unit

upper level setbacks encouraged

podium height: 35 ft. minimum

active ground floor uses to continue Rittenhouse Row, i.e. retail, restaurant, theater

high-quality streetscaping

parking garage completely underground with entrance off Sansom Street

5.2.2.4. Underground Utilities

Utility lines along public streets should be buried.

5.2.2.5. Lighting

The CCRA Street Lighting Study should be implemented and, in the interim, placed on the CCRA website.

5.2.2.6. Dumpsters

Dumpsters permitted on a public way should be hidden from public view.

1600 BLOCK PINE STREET DEVELOPMENT GOALS
DEVELOPMENT ZONE 4

community input required for buildings in excess of 35 feet

green roof encouraged

approximately 40 sq. ft. of private open space per unit

small corner commercial space, i.e. retail, cafe, or restaurant

semi-public open space maintained by public/private partnership - active uses recommended, i.e. tot lot or community garden

parking provided underground

high quality streetscaping

5.2.3. General Urban Planning Guidelines

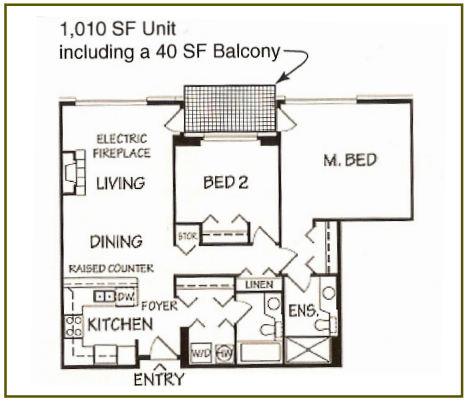
5.2.3.1. Open Space per Household

For each residential unit, forty square feet of open space, should be provided in the form of commons, yards, balconies, courtyards, decks, or other similar elements. When this is not possible, developers are encouraged to fund the development of public open space

5.2.3.2. Mixed Use Developments

Mixed residential/commercial development presently found in the neighborhood is a major asset and should be encouraged. New development along existing commercial corridors should include retail on the ground floor with an active street façade. Corner properties in Zone 4 are encouraged to have ground floor retail.

Corner stores and cafes serve the community needs. Retail improves the quality of life in the neighborhood.



Floor Plan of a 2 bedroom unit with 40 sf of open space

5.2.3.3. Pedestrian Scale

Ground level detailing, especially at entrances, should enhance pedestrian experience and contribute towards a vibrant streetscape. Special attention should be given to the pedestrian experience on Walnut Street west of Rittenhouse Square to encourage the westward expansion of the Rittenhouse shopping district.

5.2.3.4. Pedestrian Oriented Usages

Street level usages in Zones 1 through 3 should be pedestrian oriented, i.e. restaurants, stores, theatres, hotels, churches, child care, schools and venues for music.

5.2.3.5. Façades

Blank, mirrored, or opaque façades should be avoided. All ground level façades should have architectural detailing, such as changes in the building plane or materials, to break up the building mass and width of the façade. In commercial areas, an average of 75% of the ground level building façade should be transparent with doorways and windows.

Varied cornice heights are encouraged as well as bays, changes in plane or materials, and other architectural elements to break up the mass of the façade and to effect a pedestrian friendly streetscape.

New development should have ground floor retail, such as this development proposal.

5.2.3.6. Signage

a. Internally illuminated signs should not be permitted in Zone 4.

b. Signage in storefront windows should not cover more than 20% of the window.

c. Awnings should not be plastic or backlit, and signage on awnings should be limited to the front surface.

5.2.3.7. Public Art

Floor area ratio bonuses could be provided for public art in large developments, when deemed appropriate through the community review process.

5.2.3.8. Historic Preservation

Preservation of historic buildings is a primary goal.

The Boyd Theater on Chestnut is a prime example of Art Deco style theathers

Unattractive blank facades with no active uses should be prohibited.

Potential areas for a tot lot exist around Penn Medicine facilities

5.2.3.9 Parking Garages

Above ground parking garages are prohibited as a primary use. Above ground garages that are accessory to buildings with desirable primary uses must be fully wrapped with actively inhabited building areas, so that the garage is not apparent from the street. The provision of underground parking is highly encouraged.

5.3 Neighborhood Amenities

5.3.1. Recreational Areas

5.3.1.1. Tot Lots

In the interest of promoting the neighborhood as being child-friendly, it is important that CCRA encourages the development of tot lots and pocket parks including the planned Greenfield School playground improvements.

5.3.1.2 New Neighborhood Parks

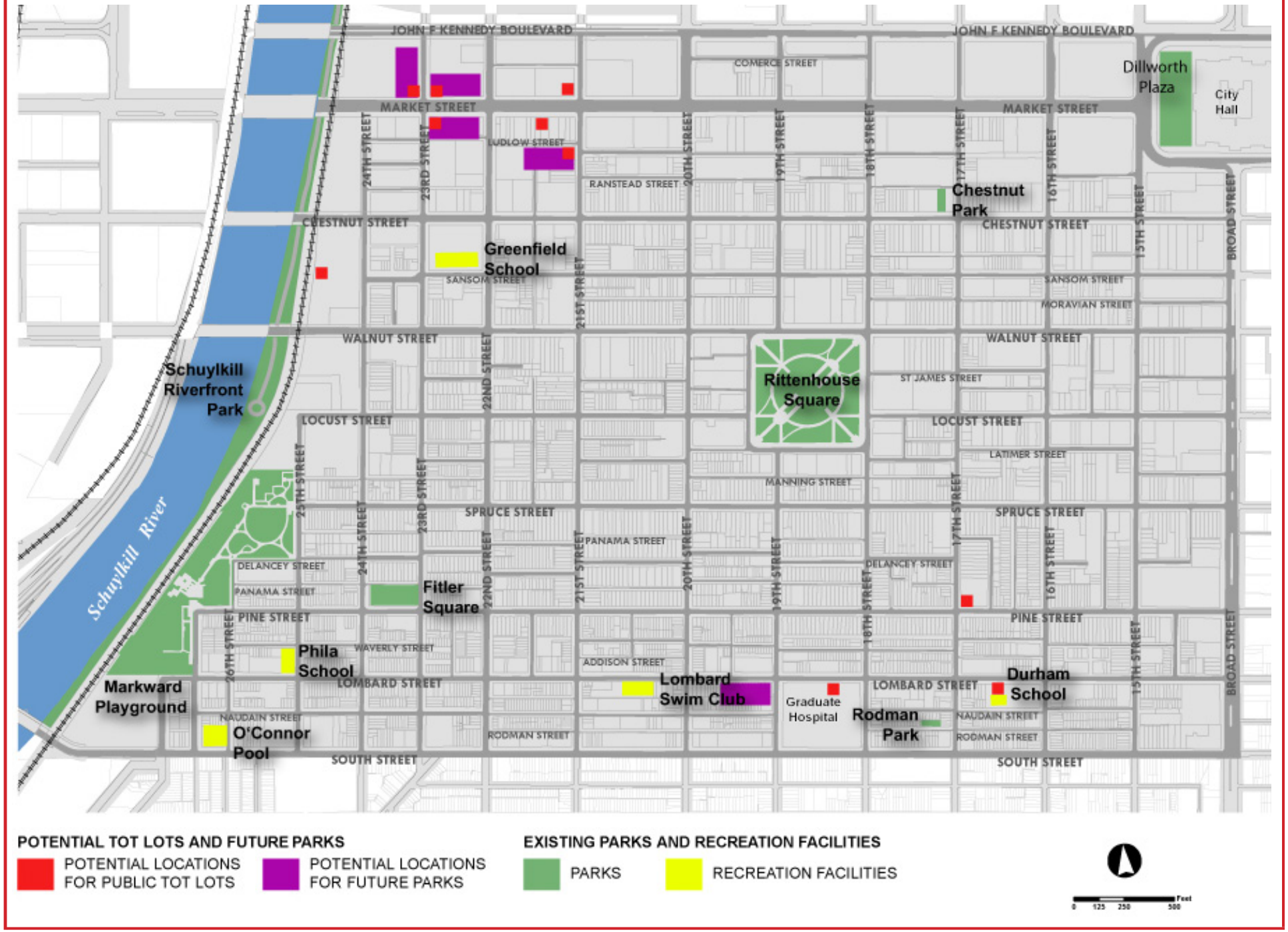
The neighborhood should advocate for new parks in the following locations:

a. In the rectangle between 20th and the Schuylkill, JFK and Chestnut Street

b. Penn Medicine facilities (the former Graduate Hospital) parking lot

c. The Schuylkill River Trail south of Locust Street

Figure 5.2 - Existing and potential areas for park and recreation



Potential locations for new development and future parks.

5.3.2. Pedestrian Connections

5.3.2.1. Schuylkill River Trail

The connection to the trail at Locust Street should be maintained at grade.

5.3.2.2 Bridgewalk Improvements

Streetscape and lighting improvements, similar to those on the Market and JFK bridges, should be placed on the Chestnut and Walnut Street bridges. The new South Street Bridge should be constructed with the pedestrian and bicycle lane improvements outlined by the "Design Recommendations for the South Street Bridge", prepared by the South Street Bridge Coalition, April 2008.

5.3.2.3 Schuylkill Pedestrian Bridge

Funds should be sought for the erection of the pedestrian bridge over the Schuylkill proposed by the University of Pennsylvania. The design should be coordinated with the proposed bridge over the CSX railroad tracks at Locust Street.

5.3.3. Education

5.3.3.1. Zoning Provisions

Reflecting the neighborhood's desire for additional day care and extended learning centers, zoning should allow for these uses by right in all areas of the neighborhood and include these centers in the definition of active uses required for the wrapping of parking garages and for ground floor building levels.

5.3.3.2 Improved Facilities

New and expanded primary and secondary school options should be encouraged such as the recently completed renovation of the former Durham School site by Independence Charter School and the planned expansion of The Philadelphia School.

5.4. Transportation

5.4.1. Bicycles

5.4.1.1 Bike Lanes

An increase in bicycle use and a corresponding decrease in cars on the streets in Center City would greatly enhance Center City life. To encourage the use of bicycles, a master bicycle plan must be created for the downtown area including, most importantly, a link to the Schuylkill River trail. CCRA should work with the Bicycle Coalition and the Planning Commission to encourage a city wide plan for bicycles.

5.4.1.2. Bicycle Parking

Streetscape improvements should include bike racks and racks should be required at any building having a floor area ratio of 5 or greater.

5.4.2. Public Transportation

5.4.2.1. Broad Street Concourse and Stations

Maintaining the cleanliness and security of the Septa and Patco underground concourses is of utmost importance to CCRA. The revenue from Concourse advertising should be used to support these efforts.

5.4.2.2. Buses

Septa should provide bus schedules and maps in boxes on sign posts at bus stops and employ quiet non-polluting bus alternatives.

5.4.2.3. Mass Transit Entrances

Subway/Trolley entrances and stairways should be improved and made more attractive.

Trolley stops can be improved with lighting and signage

Example of attractive entrance signage with a map

5.4.3. Traffic

5.4.3.1. Traffic Cameras

Cameras should be installed at heavily trafficked intersections to discourage violation of red signals and blocking the box.

5.5. Parking

5.5.1. Garages

5.5.1.1. Below Ground Garages

The construction of below ground parking garages is encouraged and these should conform to the following guidelines:

a. access to below ground garages should be located on secondary streets where possible.

b. curb cuts should be limited to the street line and driveways crossing sidewalks should be level with the sidewalk's surface.

c. sidewalk material should continue accross the driveway access.

d. ventilation equipment should not be located near pedestrian areas.

e. the area above underground garages that is not covered at ground level should be treated as public accessible space with sufficient topsoil for planting (two feet minimum).

5.5.1.2. Garage Entrances

Ingress and egress locations for parking garages should be well lit and architecturally treated as entrances integrated with the rest of the building so that the sidewalk and streetscape are consistent. There should be no more than two 11' wide accessways.

5.5.1.3. Parking for Townhomes

Parking provided for townhome developments should conform to the following guidelines:

a. Parking incorporated into developments of four or more units should be screened and not visible from the street

b. New townhouses with garage fronts should not be permitted.

c. Developments with more than 48' of frontage should be allowed a single driveway for access to rear/courtyard parking.

d. Developments with 96' or more of frontage should contain a rear or courtyard parking lot and two driveways should be allowed for access and egress.

Parking should be centralized with one egress and one ingress.

Garage front townhouses should be prohibited. If the property has two frontages, a garage should be allowed on the lesser traveled street.

5.5.2. Surface Parking Lot Screens

5.5.2.1. Surface Lot Perimeter

Surface parking lots should include one or a combination of the following screening devices:

a. Evergreen hedges consisting of shrubs installed at 2.5 feet on center in a continuous 3' screen within 3 years with breaks provided at a minimum of every 24' and a maximum of every 36' for pedestrian access; or

b. Street trees installed at maximum of 24' on center connected by either evergreen hedges as described above or decorative paving such as cobblestones or pavers; or

c. Masonry walls at a maximum of 4' for security with plantings on the outside to provide a continuous screen and pedestrian access points at a minimum of every 24' and a maximum of every 36'.

5.5.3. On Street Parking

The following changes should be made to the neighborhood parking regulations and practices:

5.5.3.1. Meter Hours

Extend short term 2 hour parking hours in the south west quadrant from 8AM to 6 PM to 8 AM to 8PM.

5.5.3.2. Online Permits

Make residential parking permits obtainable through the internet.

5.5.3.3. Permit Limits

Limit residential permits to 2 per household.

5.5.3.4. Permit Prices

Increase annual permit price to $150.

5.5.3.5 Tolls on Permit Blocks

Pay stations should be placed on permit parking blocks. Non-permit holders should be required to pay immediately upon parking rather than obtaining two free hours so as to encourage turn over on permit blocks.

5.5.3.6. New On Street Spaces

Add parking spaces on Pine west of 17th Street past 6 PM by permitting parking on both sides of the street.

5.5.3.7. Car Sharing

Work with car sharing organizations to locate on street parking spaces and require residential developments of 25 or more units to provide at least 1 car share space.

5.5.3.8. Bicycle Parking

Require residential developments of 15 or more units to provide at least 2 bicycle spaces for every 15 cars.

5.5.3.9. Programmable Centralized Meters

Install programmable centralized stations serving the entire block rather than having one meter per slot.

5.5.3.10. Meter Rate Increase

Increase meter rates to encourage slot turnover and discourage unnecessary trips.

Centralized parking meters are used around the counrty to maximize parking space and revenue.

5.5.3.11. Bundling Parking Slots in Condos

Require vendors of condominium units to bundle parking spaces with sales of the units.

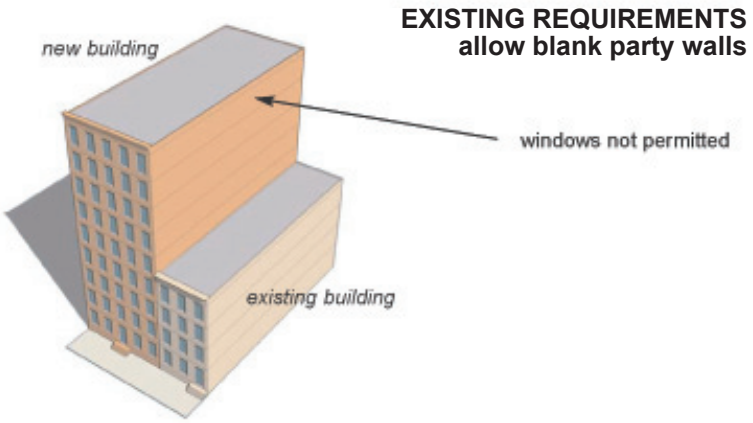
5.6. Land Use Regulation Changes

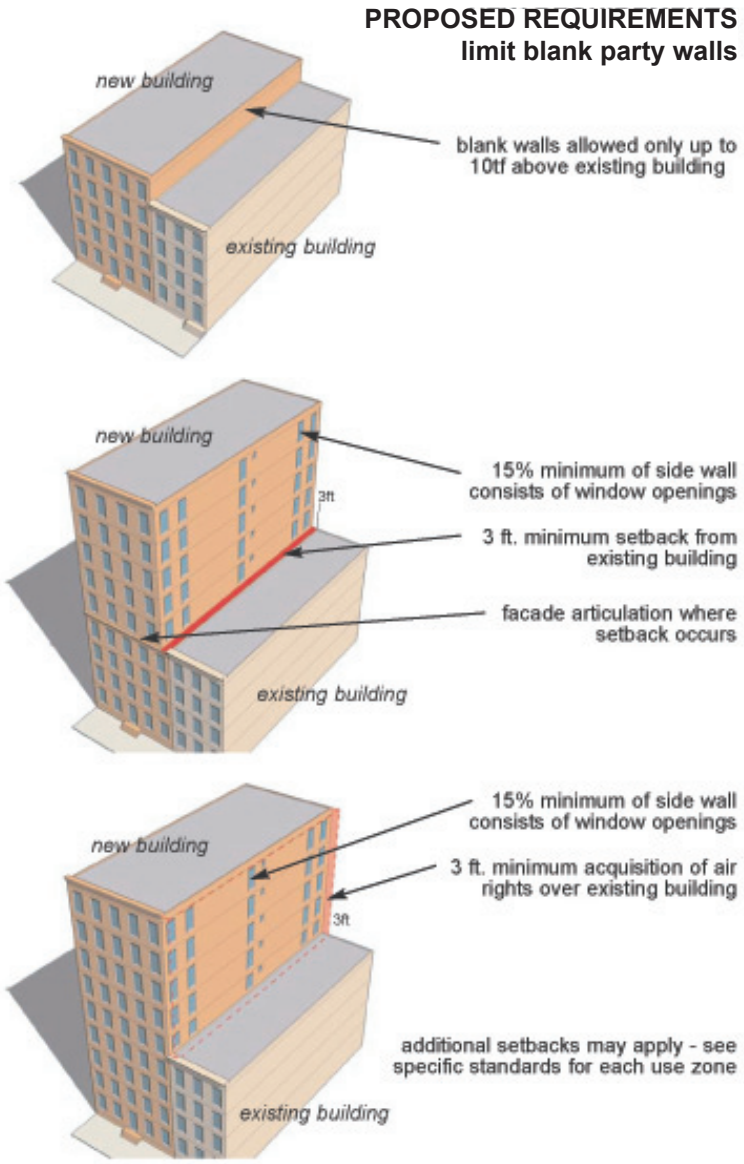
Various recommendations contained in this chapter would require new or revised zoning regulations and/or ordinances to be revised. This portion of the Plan highlights those recommendations.

5.6.1. Blank Party Walls

Under current building codes, windows in party walls on mid-block high-rise developments are not permitted. This results in unsightly blank party walls, which loom over neighboring buildings. New buildings that rise above their adjacent neighbors should be required to have windows in their party walls.

Regulations should be developed to require that party walls of new construction which abut an existing building and exceed the height of the





adjacent building by more than 10' include a minimum of 15% window openings (compared to 20-25% typical for the front façade of traditional residential buildings in the CCRA area). To comply with building code requirements, this would require either a setback of the wall 3' or more from the lot line, acquisition of air rights over the abutting building for walls on the lot line or a Board of Building Standards variance from the Building Code requirement for prohibition of windows on lot line walls.

5.6.2. Inappropriate Bonuses for Setbacks

Zoning controls in R15 provide FAR bonuses of two square feet for each square foot of setback for buildings set back a minimum 10' from the street line. Section 14-1303 of the Zoning Code, Additional Floor Area, permits an additional 15 square feet of floor area for each square foot between the street line and building line. These incentives encourage undesirable development forms and should be changed.

The provisions of Section 14-208 relating to additional floor area in R15 for buildings set back from the street line 14-208(3)(a) and (b) should be deleted as well as provisions of Section 14-1303 relating to buildings constructed back from street lines. Incentives for modest setbacks of up to a maximum of 10' should be included in the bonus provisions for public open space.

5.6.3. Public Art

Presently RC4/C4/C5 Zoning controls require that public art be provided to qualify for the 800% additional floor area provisions. While this incentive would be excessive for zoning categories other than RC4/C4/C5, some form of incentive for public art should be extended to other zoning classification categories within the CCRA area.

5.6.4. Bonuses for Accessible Open Space Only

Large bonuses for open space in RC4/C4/C5 Zones not publicly accessible should be eliminated. Consideration should be given to smaller bonus support where open space is not publicly accessible but is publicly displayed – an example of such a space is the fenced garden at the United Engineers Building on the west side of 17th between Market and Chestnut.

5.6.5. Demolition of Historic Buildings

The Historical Commission and Licenses and Inspection should require the following prior to issuance of demolition permits:

(1) proof of valid construction permits and financing commitments for the entire project;

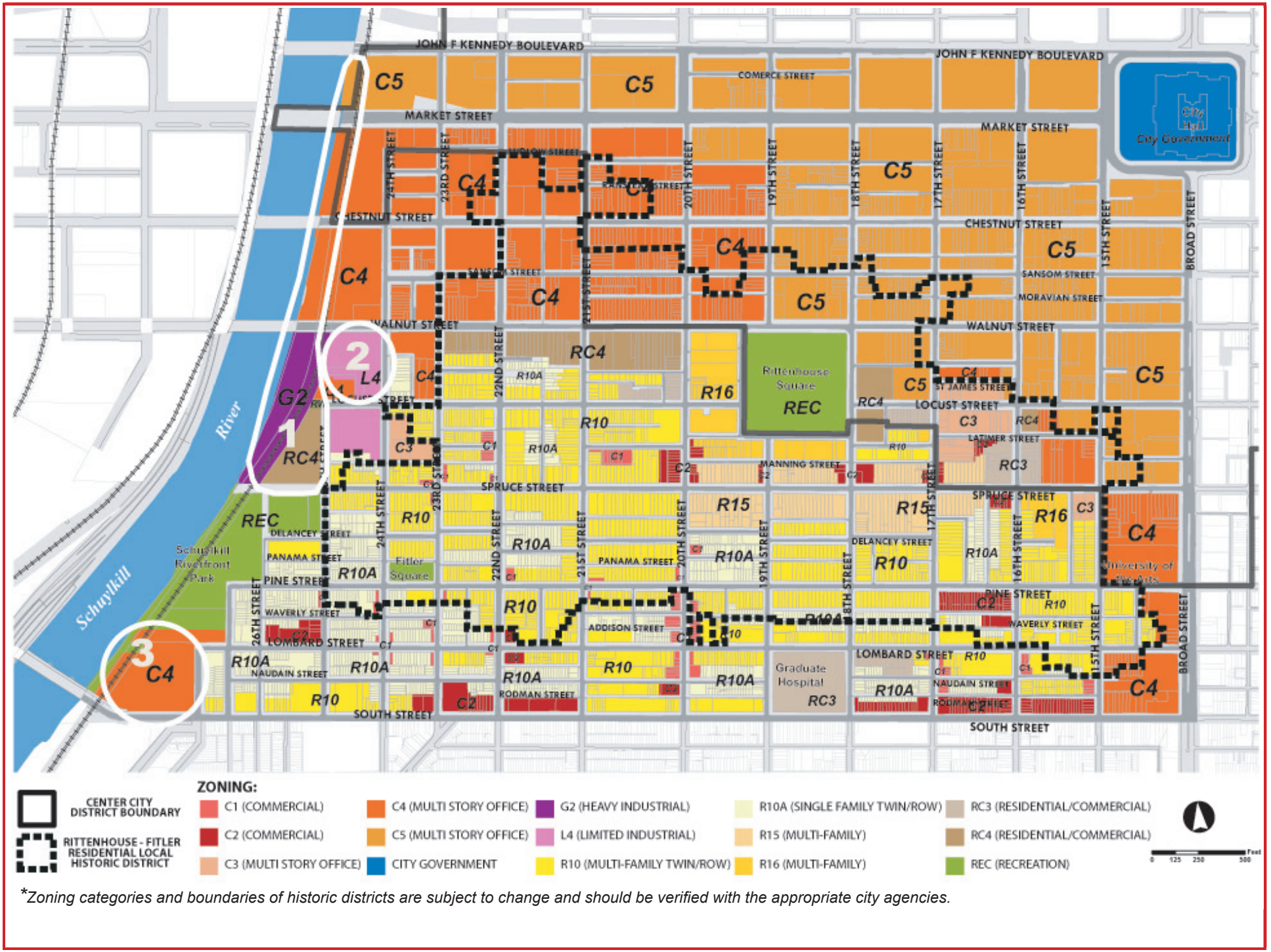
(2) proof of binding contracts with the demolition, excavation, grading and construction contractors;

(3) notice of any work interruption to be posted on site and registered with the Historical Commission, where it would be publicly available.

5.6.6. Zoning Map Changes (see Figure 5.3)

1. Rezone areas along the Schuylkill River trail and the community garden to REC.
2. Rezone industrial zoned areas north of Locust Street between 23rd and 25th Streets in accordance with existing rowhouse neighborhood patterns
3. Rezone the site of the At&T facility at 27th & Lombard to RC4.

Figure 5.3 - Recommended Area of Change to the Existing Zoning Map



*Zoning categories and boundaries of historic districts are subject to change and should be verified with the appropriate city agencies.

5.6.7. Parking Garages

1. Prohibit above ground parking garages as a primary use.

2. Prohibit above ground parking garages as an accessory use from the CCRA area unless fully wrapped with actively inhabited uses.

3. Create a bonus system, in the zoning code, which would encourage the construction of underground parking for new large-scale developments.

5.6.8. Height Limits

1. Introduce threshold height limits in accordance with this plan's Zone 1-4 recommendations which would require CCRA and Planning Commission review and approval for any proposed project exceeding the limit.

2. Increase 35' height limit to 45' in R10 and R10A areas if adjacent buildings are higher than 35'.

5.6.9. Environmental Bonuses

1. Revise code to offer floor area bonuses for "green" roofs.

5.6.10. Open Space

1. Modify all medium and high density districts including R15, R16, RC3, RC4, C3, C4 and C5 to require the provision of a minimum of 40sf of open space per new residential unit. This can take the form of accessible "green roofs", roof terraces, balconies, yards or public plazas.

2. Setback bonuses in RC4, C4 and C5 should require that setback areas in residential highrises incorporate accessible "green" roofs.

3. Require that soil of sufficient depth for plantings be provided over underground parking when not covered by building areas.

5.6.11. Surface Parking Lot Screens

The Zoning Code should be revised to call for screening devices around surface parking lots as detailed in section 5.5.2.1.

5.7 A Proactive Role for the Association

As a general matter, CCRA should take a more proactive role in dealing with development rather than, as has been its custom, entering the planning process only when new development is proposed. Specifically, CCRA should take a proactive approach to the northwest quadrant of the neighborhood identified in the "MarketPlace Vision Plan" prepared by the University of Pennsylvania School of Design graduate students for CCRA's Neighborhood Plan Committee. CCRA should institute conversations involving the landowners in the area, city officials, and the Logan Square Neighborhood Association.

A permanent Long Range Planning Committee of design professionals and members of other disciplines should:

1. Provide periodic review and update of the Neighborhood Plan based on the input of the Zoning Committee and the Development Task Forces appointed by the Board; and

2. Participate with task forces assigned to address large development projects.

CCRA would look to the committee's design professionals as a resource for advice on design and urban planning issues. The committee would be encouraged to work closely with the Planning Commission representative assigned to our area. In addition, the Association should, periodically, consider hiring outside professionals to look anew at the Neighborhood Plan.

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