Third Public Meeting Summary & Draft District Plan Comments
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On August 7th, 2012 Philadelphia City Planning Commission (PCPC) staff hosted its third public meeting for the Lower Northeast District Plan in order to inform the public and solicit input for the Draft Plan. The event was structured as an open house held in conjunction with open studio and building tours at Globe Dye Works in Frankford. On display at each station were highlights from the draft release of the plan. Included for each of the plan’s three Focus Areas was an over-arching question intended to evoke discussion and comments from the public.

An “Idea Depot” station was set up to capture any ideas that did not fit within the defined topics. Comments collected were organized around the themes of THRIVE, CONNECT, and RENEW.

In addition, there was a 6-week public comment period from August 21st to October 1st for general comment and feedback.

This document summarizes the ideas gathered at the third public meeting, from the public comment period, and solicited through social media such as Facebook and our staff blog, Philadelphia Planeto.
At the third public meeting, an “Idea Depot” station was set up to capture any ideas that did not fit within the defined topics. Comments collected were organized around the themes of THRIVE, CONNECT, and RENEW.

**THRIVE >**

- Bring Frankford Avenue back: higher quality goods, cleaner
- Prefer density near rail
- Need more health services to meet high demand
- Consolidate commercial near train stations to decrease vacancy, remaining vacancy for residential
- Reuse vacant industrial buildings (i.e. Globe Dye Works) with “new” industrial
- Use public acquisition to acquire vacant industrial for conversion

**CONNECT >**

- Good idea to remove pedestrian-only, unsignalized crossings on The Boulevard (replace with bridges)
- Great idea to improve Margatet-Orthodox Station
- Make Margaret-Orthodox Station handicapped accessible
- FTC/El have poor reputation
- Try out express bus on The Boulevard from the Far Northeast to test demand for more extensive transit on The Boulevard
- Priority: extend the El to meet any new transit on The Boulevard
- Fixed rail transit on inside or outside lanes of The Boulevard?

**RENEW >**

- Promote historic walking tours
- Use/coordinate with artist community in green spaces for art/nature projects
- Increasing streetscape with green + safety elements will bring more visitors
- Lawncrest industrial area could benefit from increased green + trail access
- Invest in the the recreation resources we already have
- Church Street needs trash removal & better lighting
- Historic structures need more identifiers/signage
- Saving Bromley Mills building is a big priority
- Before streetscape improvements, you need to reduce prostitution, especially on Frankford Avenue
- Promote historic/nature walks
FOCUS AREA > Frankford Transportation Center

The Frankford Transportation Center (FTC) focus area aims to create a neighborhood center though streetscape improvements and the development of a new health and wellness center. The FTC serves thousands of people every day, but its pedestrian environment lacks definition. Improved public space, together with the addition of a new health and wellness center would transform the area into a complete neighborhood center.

How can we make the Frankford Transportation Center a destination and not just a transfer point?

- Visible police presence - making it safer is key
- Make it like the Porch at 30th Street Station
- The proposed Health and Wellness Center is a great idea
- Surround it with interesting restaurants & shops (like a garden center)
- Make it a food hub - include healthy food
- Upgrade the existing grocery store
- Bolster commercial - must have a strong neighborhood
- Traffic calming measures - all the cars/buses are scary, especially at Bridge St. & Frankford Ave.
- Support / continue / extend the farmers market (expand market, keep it open year-round)
- Include a community meeting space at the Health and Wellness Center

Comments from Facebook

- The plan is perfect!
- The plan looks pretty good. That close to a mass transit center, you need a maximum of store frontage along the nearby streets and a minimum of surface parking lots. Otherwise, the unimproved vacant lots or surface parking lots will severely harm the likelihood of the nearby residents to the mass transit stations, as they will fear whoever may be hiding in those areas, whether they realize it or not.
2035 Vision:
Create a Neighborhood Center

- Proposed Health and Wellness Center
- Existing Commercial Mixed-use Building
- Proposed Commercial Mixed-use Building
FOCUS AREA > Castor Avenue Commercial Corridor

In order to diversify housing options, develop mixed-use buildings, and increase density along the Route 59 trackless trolley route, recommendation LNE 5 is to rezone commercial properties along the Castor Avenue Commercial Corridor from CA-1, CMX-1, and CMX-2 to CMX-2.5.

**Existing Zoning**
- CA-1: meant for auto-oriented commercial uses
- CMX-1: meant primarily for corner stores
- CMX-2: meant primarily neighborhood-serving retail and service uses

**Proposed Zoning**
- CMX-2.5: created for neighborhood commercial corridors in order to promote a pedestrian-oriented environment

**Comments from Facebook**

- Cottman Avenue from Castor to the Boulevard, and possibly toward Frankford Avenue even, could do with a bit taller, more commercially dense, development.
- Good luck with that rendering coming to fruition!
- Upzone it!
- Upzone it! The shopping centers are struggling because you can’t easily walk to them. In fact, it looks like they made every attempt to not allow you to walk anywhere. The existing urban fabric carries all of the necessities for a rich, walkable urban environment.
- This really is an excellent idea. I hope it’s extended to the rest of Castor Ave, and maybe some of the similar commercial corridors (Rising Sun, Bustleton, Frankford, Torresdale)

16 LIKES | 3 SHARES
What would make Castor Avenue a shopping / dining destination?

- What about a theater/performance venue?
- Successful corridors need critical mass (density of customers sustains businesses)
- Take parking into account, stores need to be accessible
- Strategic retail mix
- Don’t want to create a canyon effect with 4-story buildings
- To boost Rt. 59 ridership, improvements needed at Margaret Orthodox (cleanliness, safety, etc.)
- Control trash and litter on Castor—good trash & recycling receptacles.

This proposal, more than any other in the plan, has caused concern among some members of the community. Below are the reasons we feel that CMX-2.5 is the right fit for these four blocks of Castor Avenue?

Site Capacity Reasons

- Castor Avenue is 6 lanes wide — 4 driving lanes and two parking lanes. The distance between building faces is close to 100 feet.
- Castor Avenue carries the newly restored route 59 trackless trolley.

A wider street can more comfortably handle taller buildings without creating a “canyon” effect. For example, in Center City, it is no accident that the tallest office towers are aligned along West Market Street and JFK Boulevard. The planners planned it that way! Streets with the right ratio of street width to building height create a sense of enclosure that makes pedestrians feel more comfortable and slows traffic.

Also, Castor Avenue has a high-frequency trackless trolley route. The Route 59 connects directly to the Market-Frankford El at Margaret-Orthodox providing service to Center City and University City. Trackless trolleys combine the best elements of trolleys and buses, and due to the lack of an engine and fuel storage space, the vehicles can accommodate about a dozen more passengers than a diesel bus. SEPTA invested a considerable amount of money to bring these high-capacity vehicles back into operation and the Philadelphia2035 Citywide Vision promotes increased density around transit lines.

Housing & Demographic Reasons

- The Lower Northeast is the third fastest growing district in the City, gaining almost 11,000 residents in the last 20 years.
- The Oxford Circle neighborhood grew by 13% in the last 10 years.
- 27.2% of households in the Lower Northeast do not own a vehicle. This number is expected to rise with changes in the demographic make-up of the neighborhood.

As evidenced by the recent population growth, the Lower Northeast has many popular and desirable neighborhoods, but outside of Frankford, there is little vacancy to handle this demand. The population increase was handled by the existing housing stock, as the Lower Northeast saw little new construction. A small increase in housing units was due to conversions of rowhomes into multi-family units. These conversions are not desirable to the neighborhoods, so we turned to the Lower Northeast’s commercial corridors, which are low-rise, auto-oriented, and have fair amounts of retail vacancy to accommodate growing housing demand.

CMX-2.5 encourages multi-story, mixed-use development — commercial on the ground floor and residences above. Thus providing an elegant solution to both the housing demand and providing expanded shopping options to the expand population.

Please see the appendix of this report for letters of concern and support pertaining to this proposal.
FOCUS AREA > Frankford Gateway

The Frankford Gateway focuses on the southern part of Frankford and its historic, creative, and natural resources. This section of Frankford includes many unique resources that could be strengthened through better connectivity and thoughtful urban design measures.
What would make the Frankford Gateway more welcoming?

- If it’s planned - build it!
- Link the neighborhood with Historic Kings Highway - now Frankford Avenue using historic markers
- Capitalize on historic Womrath Park - a historic park, being redone by PWD

Existing Conditions
**Philadelphia2035: Lower Northeast District Plan**

**LNE 23** Improve pedestrian and bicycle facilities on the Roosevelt Boulevard by constructing a shared-use side path on one or both sides of the Boulevard.

**Roosevelt Boulevard**

As envisioned in the Philadelphia Pedestrian and Bicycle Plan, the Roosevelt Boulevard’s generous 300-foot right-of-way allows for the introduction of a shared-use side path. The cross section below shows how such a side path might be integrated into the existing streetscape. This side path would serve as the backbone of the Northeast Philadelphia bicycle network. The 58th Street Greenway, currently under construction in Southwest Philadelphia, provides an example of how such a path might function.

- Separated bike paths are great and the safest form of bike lane. However when pedestrians and bikes share a 12’ space it could get awfully cramped. also based on this rendering, bikes will be going both ways in this same path as there is no bike option on the other side appears and what is the point of biking one way if there is no safe return path.
- Why not use the 80’ median?
- Even with a buffer, a 12-lane highway is just too much.
- There really needs to be one of these on both sides, and I also think it really needs to be separated from the pedestrian path. The Boulevard is so large, I can’t see why there wouldn’t be room for all of this, and a high speed rail line. I really think there needs to be a one way bike path on either side, separated from both vehicular and pedestrian traffic.
- Twelve lanes of traffic is absurd, more than most interstates. No wonder so many pedestrians get hit by cars on the Boulevard. Convert the two outermost lanes of traffic to clearly-marked bike lanes protected by curbing to keep cars out. You know, like something you might find in Copenhagen. Convert the two lanes inside that to vehicle parking. That leaves the inner lanes in the outer cartways for moving traffic, which should be slowed down by people parking.
- 300 feet wide! That is far too large for any city! Many urban communities have failed because they were sliced in half by massive highways in the 50’s. The lifeblood of a city is in the pedestrians walking at 3-4 miles per hour instead of 12 lanes of cars traveling at 40-50 miles per hour!
Realignment of the Oxford / Frankford Avenue Intersection

In the long term, redirecting Oxford Avenue so that it meets Frankford Avenue at a right angle would increase pedestrian safety and create a new landscaped plaza at the main entrance to the Margaret-Orthodox El Station. To accommodate this, the existing bank would be relocated to a nearby location. Short term modifications to improve safety and traffic flow should be made in the interim.

- Seems like a great idea, especially considering that it would reduce one of the streets directly feeding the intersection. My only question would be what is the facility that they are currently planning on converting into the Plaza? If it’s anything privately owned or important, it could be a major issue in completing the project.
- Hey PHILADELPHIA2035, quick question. It looks like the proposal calls for the elimination of a building to do this. What is this structure? Also are there any CDC’s who have jurisdiction over this section of Philly?
Philadelphia2035 is supported, in part, with funds granted from The William Penn Foundation to The Fund for Philadelphia, Inc.
Lower Northeast District Plan
Comments Received Via Email

From the Naval Support Activity – Philadelphia:

Thank you for all your hard work on the LNE District Plan and inclusion of NSAP in Steering Committee meetings. We appreciate PCPC’s support of our own strategic planning at NSAP, as well as the City's encouragement of our efforts to develop an internal stormwater management solution. Recommendations to enhance transit and provide for a convenient, safe, and diverse commercial corridor should aid in improving NSAP employees' overall satisfaction.

Sincerely,
Marian

Marian P. Sumner
PA Community Plans & Liaison Officer
Philadelphia Navy Yard Annex, Building #1
4921 South Broad Street
Philadelphia, PA 19112
(215) 897-5085

From the Preservation Alliance:

Please accept the following comments on the Lower Northeast District Plan (Draft 8-21-12) on behalf of the Preservation Alliance for Greater Philadelphia:

The Preservation Alliance found the Historic Preservation component of this plan to be a substantial improvement over previous district plan reports in both scope and content. We hope that this format can be used as a model for all future district plan reports.

We fully support the report’s recommendations for “thematic historic districts” as proposed in the plan. We assume these are proposed as Philadelphia Register historic districts, but this is not explicitly stated in the report and should be clarified (if in fact the recommendation was for National Register historic districts, the term “thematic district” has been replaced by “multiple property listing.”) Because thematic historic districts do not currently exist on the Philadelphia Register except for the street paving district, it would be helpful to include a brief explanation of what this would actually consist of. We recognize that space is limited and this explanation could be limited to a sentence or two, perhaps as a definition block consistent with your report style.

For chronological consistency, we suggest listing “Rural Oxford Township” before “Frankford Industrial Village” in your ordering of proposed thematic districts.
The photographs at the bottom of page 45 are all of Philadelphia Register-listed properties. We assume this was intentional, and would suggest a small caption or header indicating this fact.

The individual properties recommended for designation (Rec. 39) are well-chosen and we commend the inclusion of a larger number than in previous plans. The list includes many of the same properties that the Preservation Alliance has identified through our own neighborhood workshops and thematic inventory projects and are happy to see a degree of consensus over eligible properties in the district. I am attaching a summary of our own list of recommendations for reference. Though our list includes many more properties, we generally concur with the selections chosen for inclusion in the draft report. That said, we would encourage reconsideration of two properties from our list not included in the draft report:

- Greenwood Mansion, 4647 Leiper Street. Next door to Blumhaven, which was included on your list of recommendations. Designed by Frank R. Watson, a prominent Philadelphia architect with strong ties to Frankford, for the owner of Globe Dye Works.

On all recommendation items on page 45 and in the agency appendix on page 77, “HPC” and “Historical Preservation Commission” is listed as an implementing agency. I believe this should be “PHC” and “Philadelphia Historical Commission.”

The map on page 47 is clear and comprehensive. At the risk of complicating an otherwise excellent graphic, we feel it necessary to point out that many of the “determinations of eligibility” for the properties depicted in purple have expired and require redetermination. Perhaps it is worth including an asterisk below the key noting this. The language used by the State Historic Preservation Office in these instances is “Re-evaluation of National Register eligibility may be necessary due to the date of the initial evaluation.”

Thank you for the opportunity to comment.

Ben Leech
Director of Advocacy
Preservation Alliance for Greater Philadelphia
1616 Walnut St., Suite 1620
Philadelphia, PA 19103
215-546-1146 ext. 5
215-546-1180 (fax)
October 12, 2012

Gary Jastrzab, Executive Director
Philadelphia City Planning Commission
One Parkway Building
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

Dear Gary,

The Commerce Department supports the recommendations of the Philadelphia2035 Lower Northeast District Plan. The plan sets forth a clear path towards revitalizing the district’s struggling commercial corridors by focusing on those areas most likely to succeed in today’s retail market. Specifically, we are supportive of the proposal to rezone Castor Avenue, from Robbins Street to Unruh Avenue from CA-1, CMX-1, and CMX-2 to CMX2.5.

The Commerce Department has been actively reaching out to businesses on section of Castor Avenue. Castor Avenue has the infrastructure to support the change in zoning. It is has been a strong neighborhood commercial corridor and its cultural diversity gives it potential to be a destination corridor. We believe that the zoning adjustment is part of the strategy to realize the vision set forth in the Castor Avenue Commercial Corridor Focus Area.

Thank you for your consideration.

Sincerely,

Karen Lockhart Fegely
Director of Office of Neighborhood Economic Development

CC:  Alan Greenberger
     Kevin Dow
October 1, 2012

Gary Jastrzab, Executive Director
Philadelphia City Planning Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102

Dear Mr. Jastrzab,

On behalf of the Tookany/Tacony-Frankford Watershed Partnership (TTF), I would like to take this opportunity to express our support for the Philadelphia2035 Lower Northeast District Plan. We endorse the Renew theme as it provides a positive impact on the health, vitality, and identity of the Tookany/Tacony-Frankford Creek.

TTF was initiated in 2000 by the Philadelphia Water Department and its city and suburban partners. We are dedicated to restoring the health and vitality of our creek and its watershed. Working with community groups, schools, businesses, policymakers, and others, we educate and engage watershed stewards across our 29 square mile watershed through educational programs and restoration projects.

The Philadelphia2035 plan for the Lower Northeast District aligns with our mission to improve, restore, and provide access to our creek and watershed. The creek is an underused and under-appreciated environmental, recreational, and historical asset for the people of the Northeast and the City. That is why we support the designation and management of Fisher’s Lane Bridge as well as the creation of a greenway along both sides of the Frankford Creek from Castor Avenue to Torresdale Avenue to include a recreational trail, riparian buffer, and stormwater management infrastructure. Any creekside structure or facility has an impact on the creek’s wellbeing, and must be environmentally sound, well-preserved, and maintained.

Thank you for the opportunity to comment. We value our role in our watershed communities and look forward to seeing Philadelphia2035’s plans for the Lower Northeast District turned into action.

Sincerely,

Julie Slavet
Executive Director
September 25, 2012

Re: Draft Philadelphia 2035 Lower Northeast District Plan, presented to the PCPC Board Meeting on 8/21/12. I spoke briefly on 8/21/12 regarding the Draft Summary (5 pages), Line 5 and Lines 18, 19, 20. We also reviewed the 78 page Draft Plan, and stated below are our concerns and recommendations regarding this plan.

My name is Lorraine Brill, President of UNCC, and I am a member of the Steering Committee for the Lower Northeast District Plan. UNCC's boundaries are the 53rd and 54th Wards (boundaries are Oxford Circle, Oxford Avenue, Cottman Avenue, and Roosevelt Boulevard). The main commercial streets Roosevelt Boulevard, Oxford Avenue, Cottman Avenue, Castor Avenue, and Bustleton Avenue; parts of these streets are zoned Residential. The rest of the area is mainly Residential. We still live in our Single-Family twin home we bought new in 1/51. In 1973, UNCC worked with the PCPC to do a remapping/rezoning project within our boundaries. That was done, and we were told to monitor any changes that would be proposed. We have continued to do this since that time. Nancy Hampson, Chair of Oxford Circle Civic Association, is also on the Steering Committee. We were both at one meeting when Mr. Litwin told us that they planned to rezone part of Castor Avenue, adding more businesses, etc. We both objected to this for many reasons. Staff should have responded to our objections by meeting with us separately, and should have met with us in our area. This was not done, and we had no opportunity to explain why this was not a good idea. Therefore, we are asking the PCPC Board to delete the staff recommendation (Line 5) to rezone Castor Avenue, from Robbins Street to Glenview Street. Current zoning along that area (both sides) are C-1, C-2, and C-7 (now CMX-1, CMX-2, and CA-1). The Bushrod Public Library (6370 Castor Avenue) is zoned R-9A (now RSA-5).

We reviewed CMX-2.5, the uses and height of 55 feet. Currently the existing buildings are 35-38 feet in height if two-story, and some buildings are one-story. Certain uses under CMX-2.5 are inappropriate for Castor Avenue. We have no additional parking areas and too many restaurants. Many keep changing because they cannot afford the rent charged by the absentee landlords. Listed below are Corrections to the 78-page Plan portion pertinent to the "Rezoning" proposal:

Page 59 - Be aware that the parking lot behind the stores from Passmore Street to Hellerman Street is zoned Residential; this was done to keep Commercial Development out of the surrounding residential areas.

Page 58 - The existing commercial strips zoned CMX-1 (C-1) is used for blocks, not just corner stores.

Page 66 - #15 existing zoning is CMX-1, CMX-2, and CA-1.

Page 66 and 68 - #12 refers to Oxford Circle South Housing - that area is on the east side of Roosevelt Boulevard, and is not part of Oxford Circle. It may be the Lower Mayfair area, but you need to check with the Zoning group at PCPC.

---continued on page 2 (Comments on Lines 18, 19, 20 ---
Upper
Northwood
Community Council

Letter of 9/25/2012 continued......

Comments on Lines 18, 19, 20 (Draft Summary of 5 pages):

Our concerns regarding the suggested staff recommendations on Transit and studies for Roosevelt Boulevard, and Bustleton Avenue (from Frankford Terminal to Roosevelt Boulevard are as follows:

Wherever these issues were raised at a Steering Committee meeting, the picture on page 11 of the 73-page document was shown. Since I was involved in all the prior feasibility studies and the Roosevelt Boulevard study completed in 2003, I am aware of the final local choice that is C-Prime. The photo shows Alternative D which was rejected by all participants. The consultants, engineering and environmental, were excellent. All the Community groups bordering Roosevelt Boulevard, from 9th Street to the Bucks County Line, and a technical committee were involved. Conditions required by the Community groups were (1) to keep the Boulevard park effect, (2) to keep the subway underground, (3) to use one of the side lanes (underground) where the center lanes underpasses are, and (4) stations to be in Shopping Centers where possible. Various alternatives were studied: the alternative to use the center lanes and the underpasses was rejected, and other types of surface transit on the Boulevard was ruled out (fatal flaw). Staff told us there were no contacts with the PCPC Strategic Planning and Policy staff; this department was the group that were in charge of carrying out the study and should be involved in any future planning. Community groups and technical people should be included also.

Sincerely,

Lorraine Brill
President, UNCC

cc: Alan Greenberger
Gary Jastrzab
Eva Gladstein
Richard Redding
William Kramer
Deborah Schaff
Anthony Santaniello
Honorable Bobby Henon
Honorable Maria Quinones Sanchez
Honorable Marion Taso
Nancy Hampson, OCCA
2nd Police District Advisory Council
Janice Sulman, 53rd Ward Democratic Leader
Alan Butkowitz, 54th Ward Democratic Leader

To: PCPC - Board members
Ian Litwin
Oxford Circle Civic Association, Inc.
Philadelphia, PA
September 27, 2012

RE: Draft Philadelphia 2035 Lower Northeast District Plan, presented to the PCPC Board Meeting on 8/21/12. I spoke to staff regarding the draft summary (5 pages) line 18,19,20.We also reviewed the Draft Plan,and stated our concerns in this letter.

My name is Nancy Hampson, President OCCA and I am a member of the Steering Committee for the Lower Northeast District Plan. OCCA Boundaries are part of 35th Ward, (in Oxford Circle area) 53rd and 54th Wards of Oxford Circle. Borders are Oxford Circle, Castor Avenue, Oxford Avenue, Cottman Avenue. The main commercial streets are Castor Avenue, Oxford Avenue and Cottman Avenue. Part of the area streets are zoned residential. We have resided in our single family home since 1977. In 1999, OCCA worked with PCPC to do remapping-rezoning. Rezoning project was mostly in 35th,53rd wards of OC. We have continued to monitor any changes to the area. At the meeting of 8/21/12 Mr. Ian Litwin informed us that they planned to rezone part of Castor Avenue, adding more business, and changing some to residential. I, objected to this type of change. Staff had not responded to our concerns. We should have had a meeting to discuss our views in this proposed change in our community. We are suggesting that PCPC Board to change the staff recommendations, Line 5 to rezone Castor Avenue, from Robbins to Glenview Street. Current zoning along that area (both sides) are Cl, C2, C7 (now CMX1, CMX2 and CA1). Bushrod Library (6730 Castor Avenue) is zoned residential R-9A. (New RSA-5). In reviewing CMX-2.5, the uses and height of 55 feet are not acceptable to the area. As of now the existing 35 to 38 feet height for a 2 story are in line with near residential. Certain uses in the CMX-2.5 code do not fit in this area. There is limited parking in the business district. PCPC staff should review pages 58, 59, 66, 68, lines 18,19, and 20. Refer to UNCC letter of 9/25/12 sent to PCPC explains in detail.

Our concern is OCCA groups & UNCC had little input to discuss the proposed changes by PCPC staff, that affect our community. Community groups should be able to have some input in the planning of the changes to the community.

Sincerely,

Nancy Hampson, President OCCA
1427 High Street 19149
215-537-8431

TO: PCPC Board Members
CC: Alan Greenber
Gary Jastrzab
Eva Gladstein
Richard Redding
William Kramer
Deborah Schaaf
Anthony Santaniello

Ian Litwin
CC: Honorable Bobby Henon
Honorable Maria Sanchez
Honorable Marian Tasco
Honorable Christine Tartaglione
Honorable John Sabatina Jr
UNCC, 2nd PDAC Janice Sulman 53rd ward 1, 54th ward Alan Butkovitz