



LOWER NORTHEAST COMMUNITY MEETING 1

April 3, 2012
Friends Hospital

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Project Manager

Contents

> Integrated Planning & Zoning Process

- Philadelphia2035
- Citizens Planning Institute
- Zoning Reform

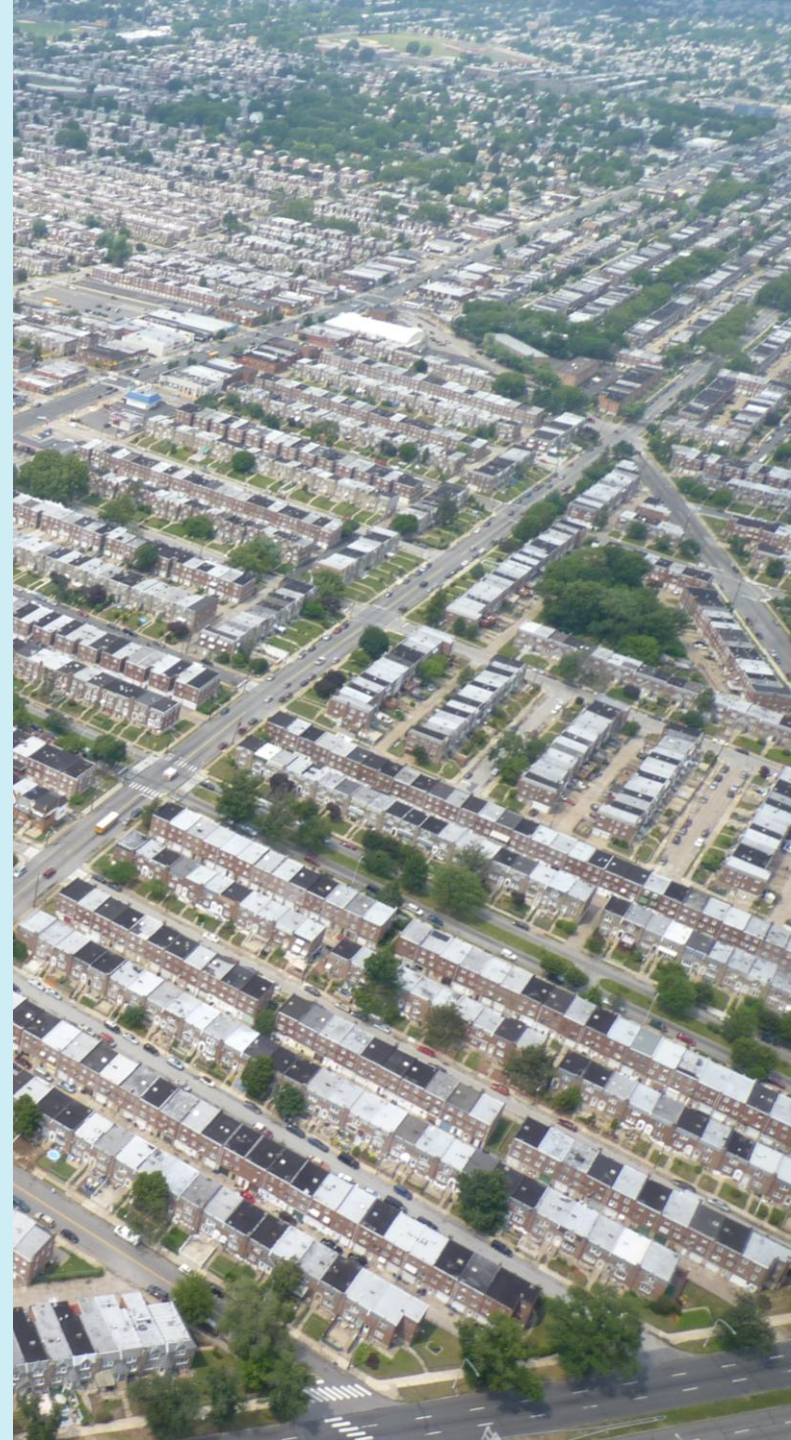
> The District Planning Process

> The Lower Northeast District

> Existing Conditions

- Demographics
- Economy
- Zoning
- Land Use

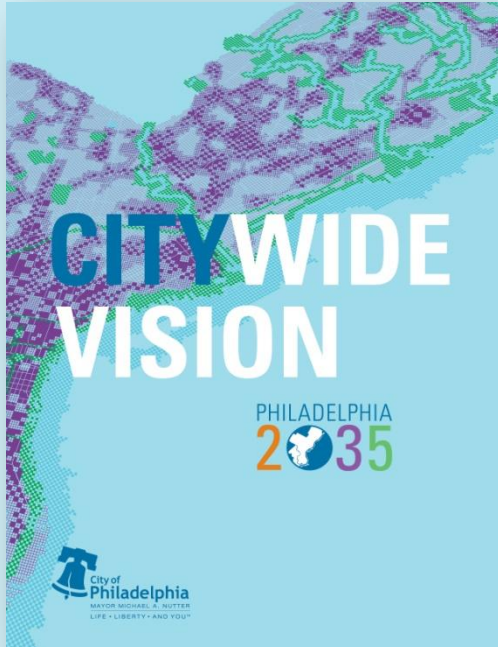
> Tonight's Activity: Mapping Exercise



Integrated Planning and Zoning Process



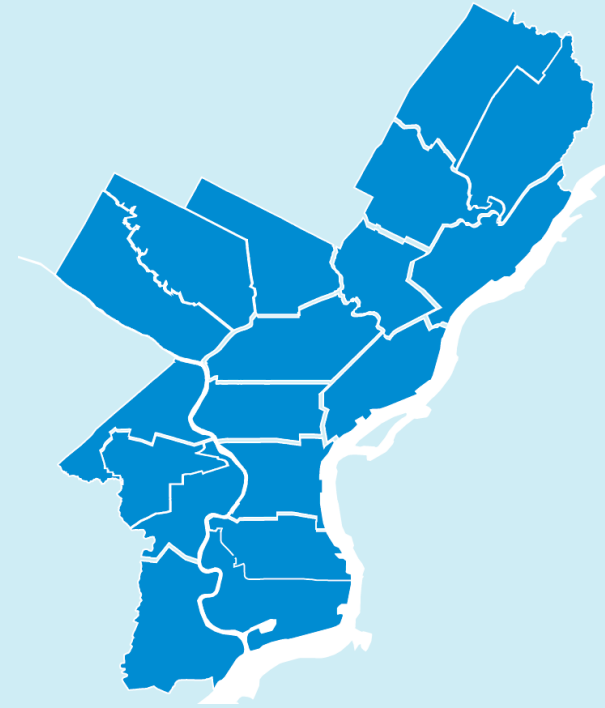
= Citywide Vision + District Plans



Phase 1:
Citywide Vision

Adopted by PCPC in June 2011

+



Phase 2:
18 District Plans
Currently on-going

District Plan Chapters

> Defining the Context

Existing Assets and Opportunity Areas

History of the District

Demographics and Economy

Existing Land Use and Zoning

Development History

Prior to 1800	1800	1850	1900	1950	2000
Neighborhoods 1800's Swedish farmers settling along the Delaware River and Tacony Creek. 1806 German settlers founded Swedish town on the Frankford Creek. Transportation 1863 A Native American trail, the main street of Frankford, became the King's Highway and later Frankford Avenue. King's Highway ran from Charleston DC to Berwyn PA. Community Assets 1876-78 Frankford Friends Meeting House. The oldest surviving Quaker meeting house in Philadelphia, was constructed at Unity and Water Streets. Industry 1880's Swedish settlers built a gristmill known as "Old Swedish mill" on the northeast bank of the Frankford Creek setting in motion Frankford's industrial history.	1808-1809 Population increased as rail and factory laborers moved to the area. 1820's Quaker Rich House. The first single-story house in the country, built on a hillside on the Philadelphia Register of Historic Places. The Philadelphia and Eastern Railroad (1828) and the Delaware and Chesapeake Canal (1828) connected Frankford to the rest of the country.	1820's Philadelphia and Frankford Railroad Depot was constructed from Adams Avenue to Frankford Avenue. 1836's The Act of Consolidation incorporated Central Township, Frankford Borough, and Whitehall Borough along with many other boroughs and townships into the City of Philadelphia. 1837's Franklin Hospital, now a National Historic Landmark, was founded by Quaker Thomas Scattergood.	1840's Residential Boulevard was constructed. 1845-1852's Coalfield of the City was constructed along Frankford Avenue, today, the Market-Frankford City, the most used transit line in Philadelphia. 1856's The first school was established in Frankford. 1861's Frankford Community Center and the first school, designed by Ben Franklin Bridge architect Paul Cret, was built at Watering and Lodge Streets. 1866's Steel constructed a 2.2 million square-foot distribution center with a 1.4 story tower along Richmond Boulevard. At its peak, 4,500 people worked at the facility.	1910's Jewish immigrants migrated from South Philadelphia to the Oxford Circle neighborhood. 1910's Leadenhall and Chesapeake neighborhoods were built the Leadenhall Recreation Center, adjacent to the library and Leadenhall on Rising Sun Avenue. 1920's The reconstruction of Franklin Transportation Center is completed. 1947-1950's The Army Corps of Engineers built the Frankford Creek diversion channel and Watering Street. Today, efforts are underway to rebuild the creek and create a gateway along the banks. 2007's Artists and artisans began the development of the Old City Row Works studio buildings into a craft Smart Factory.	1960's The original Oldale Day Care is built at the corner of Tomlinson Avenue and Kinross Street. Over time, additional buildings were erected in the area. 1961's The original Oldale Day Care is built at the corner of Tomlinson Avenue and Kinross Street. Over time, additional buildings were erected in the area. 1961's The original Oldale Day Care is built at the corner of Tomlinson Avenue and Kinross Street. Over time, additional buildings were erected in the area.

Demographics

Between 1980 and 2010, the population of the Lower Northeast increased by 11 percent. Greater shifts in racial composition transformed the Lower Northeast into one of the most racially and ethnically diverse districts in the City. Over the same period, there was an increase in home ownership, an increase in average family size, and an increase in poverty.

The Citywide Vision projects that Philadelphia will gain 100,000 residents by 2035. The Lower Northeast District is expected to grow at a more moderate rate of approximately five percent bringing the total population to 108,000 by 2035.

Population Change by Census Tract 2000 - 2010

Census Tract	Population Change (%)
Lower Northeast	11%
City of Philadelphia	5.5%

Key Comparisons Between the Lower Northeast and the City of Philadelphia

- 15.1% vs 11%: Percentage of population with 10 or more children
- 16.4% vs 14.4%: Percentage of population with 10 or more children
- 17.7% vs 15.7%: Percentage of population with 10 or more children
- 18.8% vs 16.8%: Percentage of population with 10 or more children
- 19.9% vs 17.9%: Percentage of population with 10 or more children
- 21.0% vs 19.0%: Percentage of population with 10 or more children

Population Growth

With a population of 108,232 people, the Lower Northeast District comprises 65 percent of the City's total population (153,308). Population in the district increased the most between 1980 and 2000 and another seven percent between 2000 and 2010. The Lower Northeast is now the **fastest growing district in the City.**

Population Age Distribution 1990 - 2010

Year	Percentage of Population under the age of 25	Percentage of Population 25 years and older
1990	15.1%	17.1%
2000	16.4%	18.4%
2010	17.7%	19.7%

Racial Composition

Year	White	Black	Hispanic	Asian	Latino	Other
1990	89%	8%	2%	1%	0%	0%
2000	72.4%	11.5%	2.6%	0.5%	1.3%	1.7%
2010	58.8%	25.4%	1.9%	0.8%	1.0%	1.6%

Rising Inequality

Year	Average Household Size	Home Ownership Rate	Poverty Rate
1990	2.56	72.4%	11.5%
2000	2.82	58.8%	25.4%
2010	2.82	58.8%	25.4%

Population Change by Census Tract 2000 - 2010

10% Poverty

Percentage of persons living in poverty has steadily increased over the past 20 years. One in four Lower Northeast residents now live below the poverty line. This is slightly higher than the citywide average. The causes for this include:

- An influx of younger, relatively low-income residents has replaced older, middle class residents
- A shift from full-time manufacturing jobs to low-wage, service industry employment
- Reduced working hours caused by the recession
- A significant rise in students under the age of 25, many of which are school-age African-American and Latino children, who do not have jobs

10 Philadelphia/2025 Lower Northeast District Plan

District Plan Chapters

> Framing the Future

District-Specific Recommendations
based on *Philadelphia2035* Themes:



Neighborhoods

Improve neighborhood livability



Economic Development

Make Philadelphia more competitive in the metropolitan region



Land Management

Capitalize on land assets



Transportation

Improve transportation safety, efficiency, and convenience



Utilities

Adapt utility services to changing technology and consumption patterns



Open Space

Increase equitable access to our open-space resources



Environmental Resources

Fulfill city obligations to meet ambitious federal environmental standards



Historic Preservation

Preserve and reuse historic resources



Public Realm

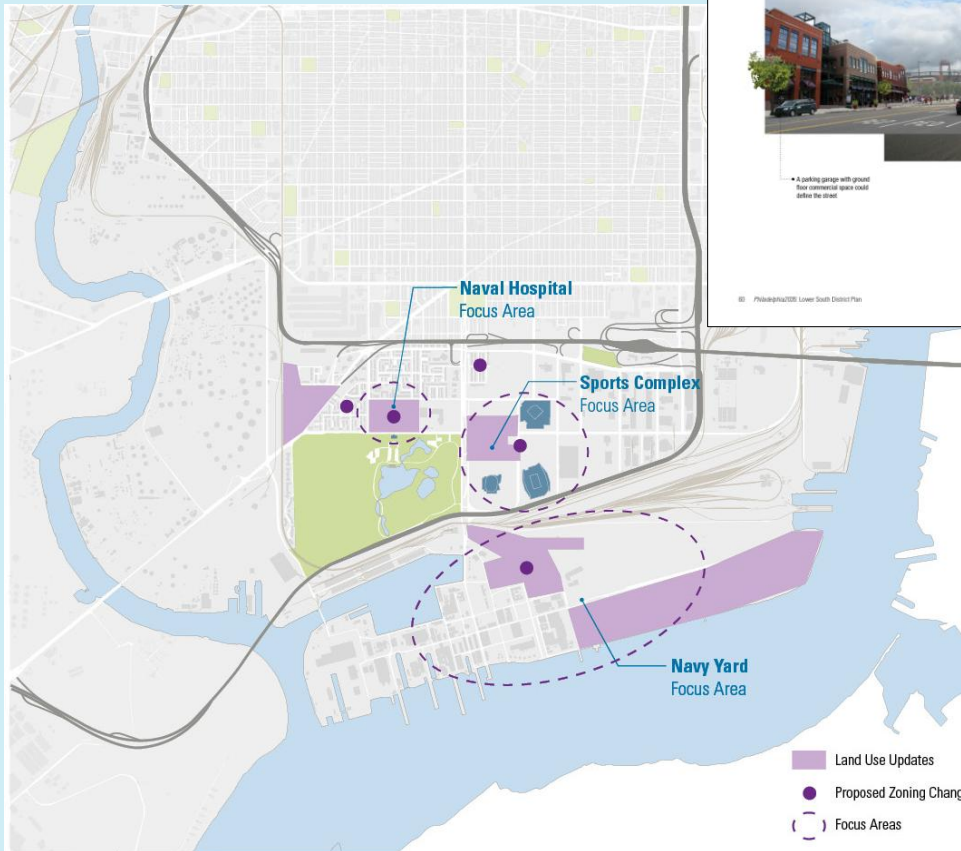
Achieve excellence in the design and quality of Philadelphia's built environment

District Plan Chapters

> Framing the Future Long-Term Vision

Focus Areas

Zoning Recommendations



FOCUS AREA > Sports Complex Vision

Philadelphia is the only city or region with all four major sports franchises to have their venues collocated in the same complex. This creates major circulation challenges especially on multiple event days. Unlike other cities where new sports venues have been located downtown or in installing areas, Philadelphia's stadium "giantism effect" shows several of surface parking and the distance to the stadium. Parking is necessary to the success of the sports complex, but limits the economic benefits of being home to four major sports franchises.

Xfinity Live!, a restaurant and shopping complex, is the first new sports-related venue to be built within the Sports Stadium zoning district. The first phase of Xfinity Live! impacts parking only slightly as the Stadium was torn down to make room for this phase. The full development will impact parking greatly as it includes approximately 350,000 square feet of shops, entertainment, restaurants, and a 300-room hotel. This sports complex plan includes the total 350,000 square foot Xfinity Live! proposal and shows how any additional development at the sports complex can be designed in an efficient manner that considers parking, transit, and vehicular circulation. This development scenario supports the sports complex as a neighborhood subcenter and neighborhood center as recommended in TRENDS.

Infrastructure recommendations include new roadways that help disperse traffic and create better connections to highways. Improvements are also proposed for the SEU and other transit modes in CONNECT. Urban design recommendations including a street grid and a thoughtful public realm are also included in this site study as described in TRENDS. The SP-STA master plan zoning district is a crucial tool for representing the vision for the sports complex.



• A parking garage with ground floor commercial space could define the street

• Formalized vending space could activate the sidewalk

© Philadelphia2035 Lower South District Plan

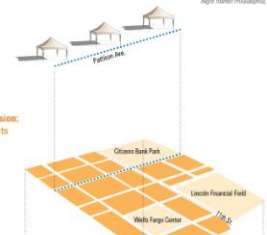
Short-Term Vision:
Energize existing public space through programming



Right market Philadelphia, 2011

By encouraging formalized vending, music, and other informal activities along Parkway Avenue between JRT Station and the sports arena, a great parkway and a series of plazas will be created.

Medium-Term Vision:
Create new streets



By extending the street grid through the Sports Stadium District, urban spatial development patterns are created and highway access improved.

Long-Term Vision:
Make the sports complex a destination beyond scheduled events



Conceptual built-out of the sports complex

Xfinity Live!, together with mixed-use development on the corridor of Parkway Avenue and along Broad Street, will create a vibrant, walkable sports complex transit-oriented development.

- Xfinity Live! under construction, 2011
- Xfinity Live! Phase II
- Commercial
- Residential
- Structured Parking, replacing surface lot parking

Shaping Our Future 81

Sports Complex Focus Area from Lower South District Plan

District Plan Chapters

> Framing the Future

Long-Term Vision

Focus Areas

Zoning Recommendations

Proposed Zoning from West Park District Plan

Proposed Zoning

The zoning of a parcel is analyzed to ensure that it can implement the desired future land use. Zoning is the primary tool to regulate land use (use), where a building can locate on the property (area), and building size (bulk). The zoning in most of the district will remain since many of the uses are appropriate and should continue into the future. In some areas, the zoning does not match the existing and proposed land use and, therefore, requires corrective zoning. Other areas are targeted for long-term transition to new uses and development, and require different zoning to implement the vision for the district.

Places where a zoning change is proposed are called out and detailed on the next pages.

	Existing Zoning	Proposed Zoning	District Plan Recommendation	Reason for Rezoning	
Corrective Zoning	1. Haverford Avenue, Dverbrook Park	RSA-5	CMX-1	Align zoning to existing land use	
	2. St. Joseph's University	Mixed	SP-INS		
	3. Phila. College of Osteopathic Medicine	CMX-2, CMX-3	SP-INS		
	4. Conestoga Recreation Center	I-2, RM-1, CMX-2	SP-PO-A		
	5. Phila Business and Technology Center	ICMX, I-1	CMX-3		
	6. Cathedral Park Commercial	I-2, CMX-2	RM-1, CMX-1		
Zoning to Advance the Plan	7. N 52nd Street	CMX-2	RM-1	WP 3	Consolidate commercial uses
	8. 52nd Street and Lancaster Avenue	CMX-2, ICMX, I-2	CMX-3	WP 1, 10	Encourage density at transit node
	9. 4800 Block of Parkside Avenue	I-1	CMX-3	WP 8	Encourage park-related development
	10. 40th Street and Girard Avenue	CMX-2	RM-1	WP 3	Consolidate commercial uses
	11. Conshohocken Avenue	RSA-1	RM-4, SP-PO-A	WP 7, 24	Strengthen a neighborhood center

Corrective Zoning

Matches zoning with existing land use.

These are areas where the "mismatch" may cause unnecessary zoning variances or certificates, or allow an inappropriate use.

Zoning to Advance the Plan

Encourages new development and uses envisioned by the community through the planning process.

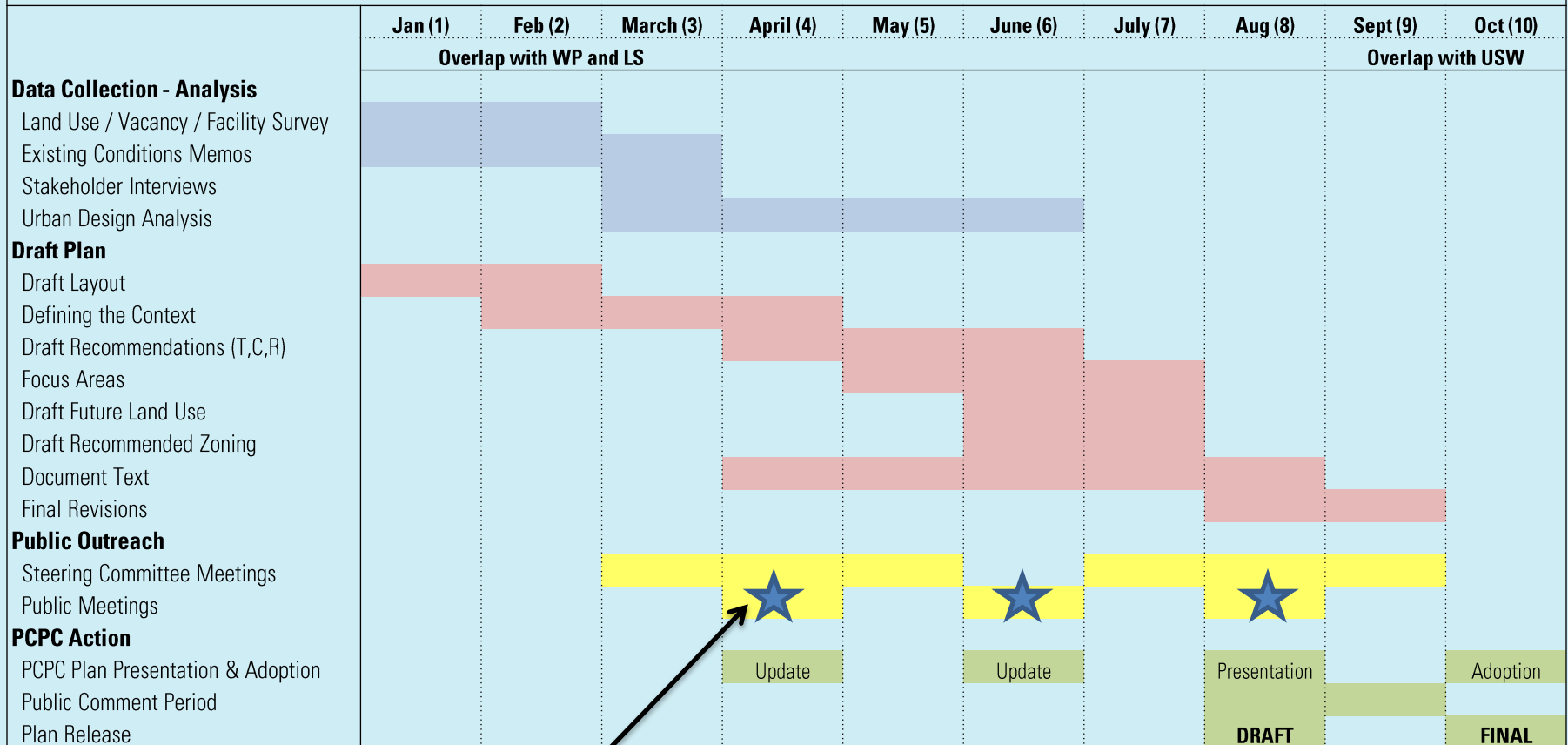
These are areas where revisions to the zoning code will enable development as recommended by this plan.

- Residential Single Family Detached
- Residential Single Family Attached
- Residential Multi-Family
- Auto-Oriented Commercial
- Neighborhood Commercial Mixed-Use
- Community/Center City Commercial Mixed-Use
- Light Industrial
- Medium Industrial
- Industrial Commercial Mixed-Use
- Institutional Development
- Recreation
- RSD-1; RSD-2; RSD-3
- RSA-1; RSA-2; RSA-3; RSA-4; RSA-5
- RM-1; RM-2; RM-3; RM-4
- CA-1; CA-2
- CMX-1; CMX-2; CMX2.5
- CMX-3; CMX-4
- I-1
- I-2
- ICMX
- SP-INS
- SP-PO-A; SP-PO-P



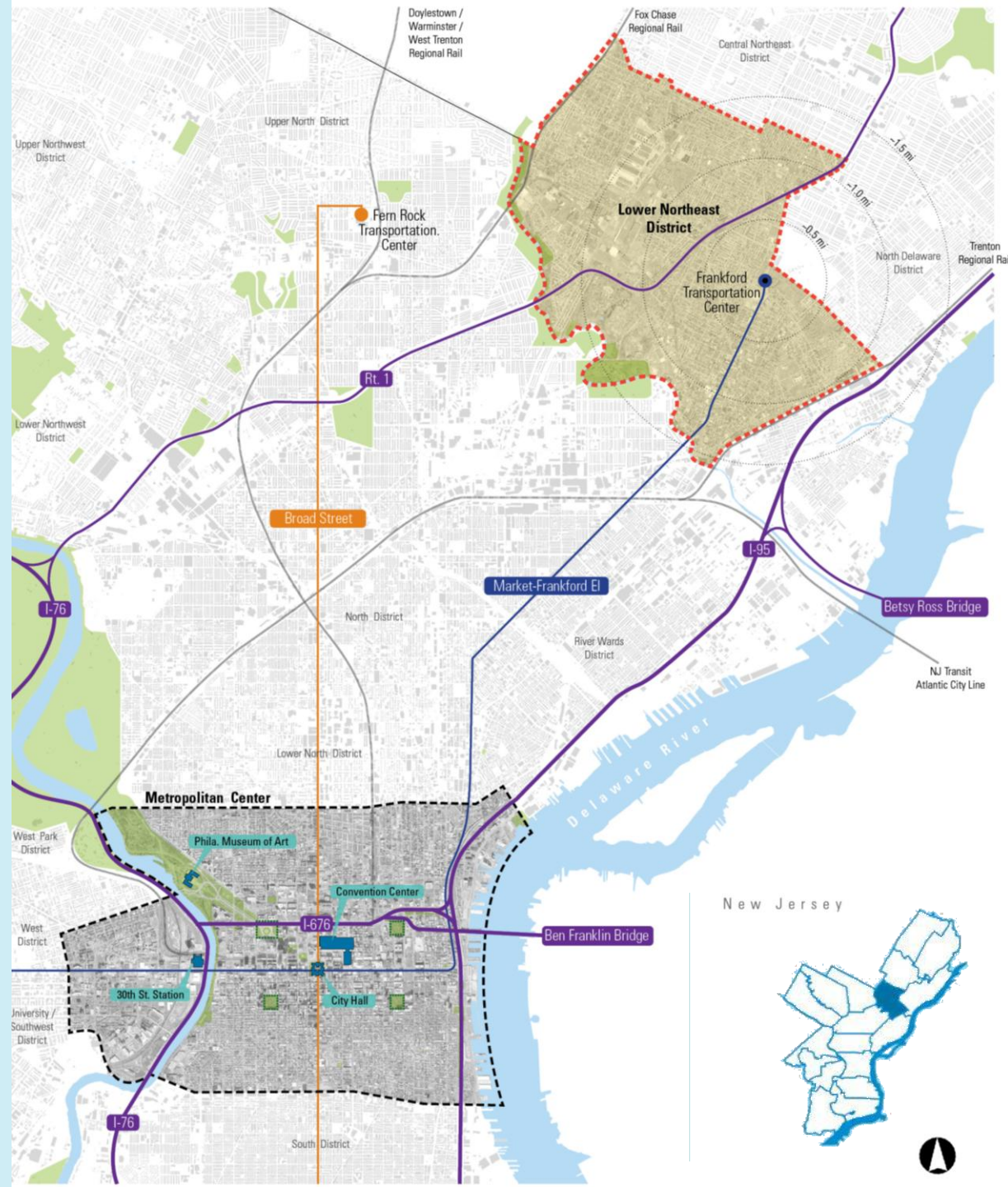
District Plan Timeline

Lower Northeast District Plan Timeline



Tonight's Meeting

Lower Northeast District



Lower Northeast District

Major Neighborhoods:

Frankford

Northwood

Summerdale

Oxford Circle-Castor Gardens

Lawncrest

*District boundaries were
determined by Census Tracts*

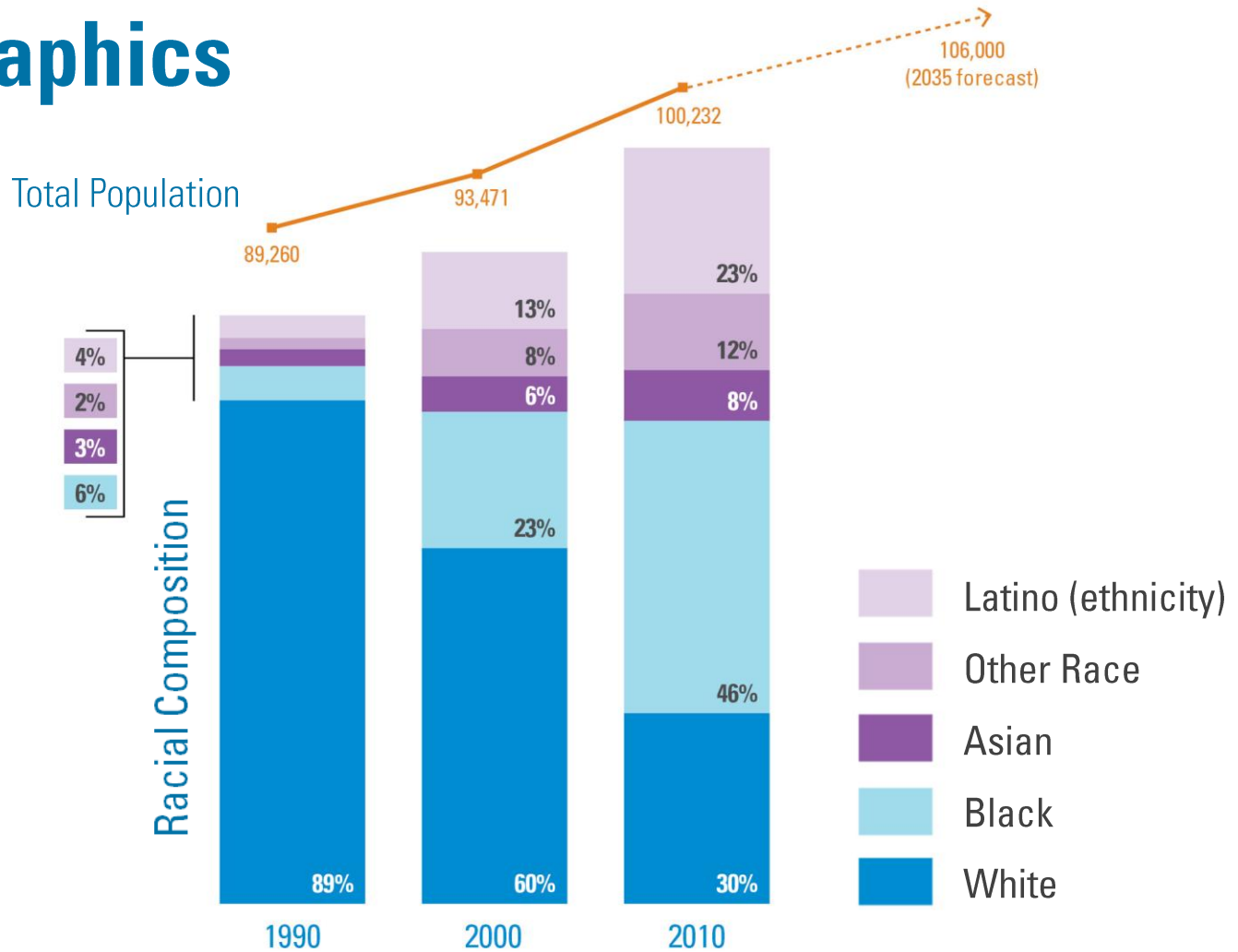


Existing Conditions

- > Demographics
- > Lower Northeast Economy
- > Current Zoning
- > Current Land Use
- > Public Land Ownership
& Capital Facilities



Demographics



37,244

Housing Units

37,287

2.56

Household Size

2.92

72.4%

Home Ownership

55.8%

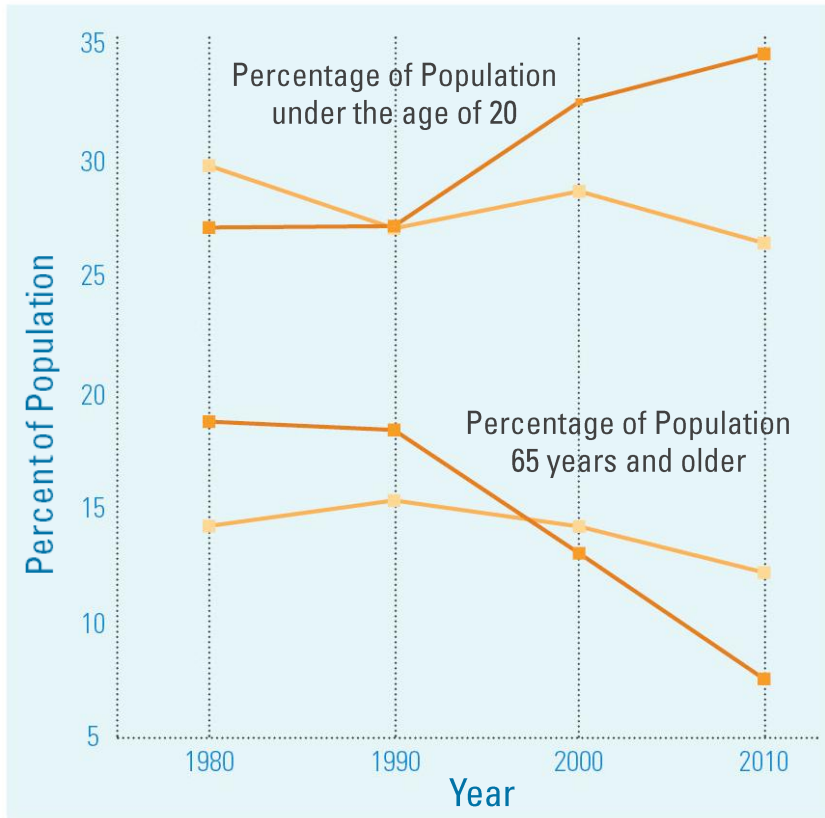
11.5%

Poverty Rate

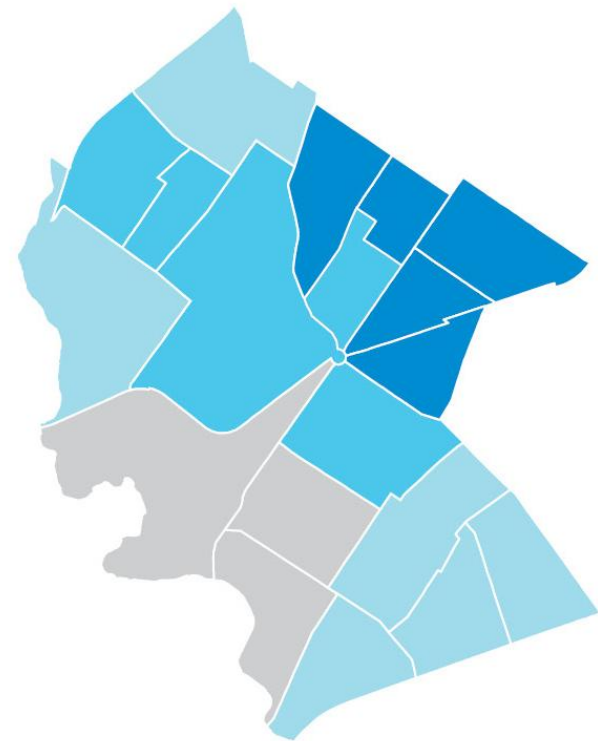
25.4%

Demographics

Population Age Distribution
1980 - 2010



Population Change
by Census Tract 2000 - 2010



- Lower Northeast
- City of Philadelphia

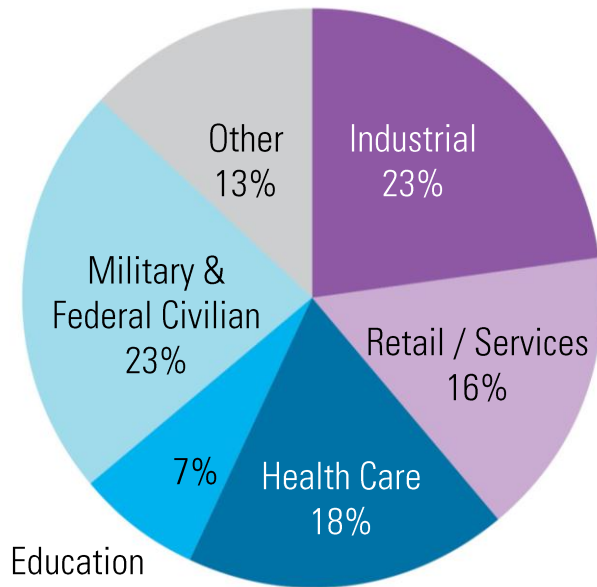
- 12.1% - 19%
- 8.1% - 12%
- 0.1% - 8%
- 5% - 0%

Lower Northeast Economy

25,000 Jobs (4% of Citywide Total)

Major Employers:

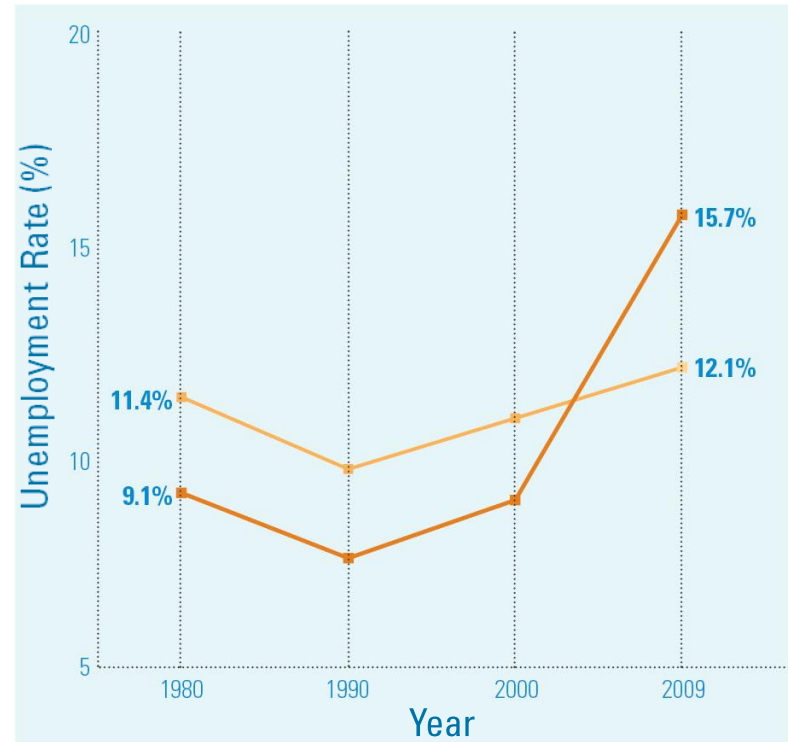
- Naval Support Activity (NSA): 5,900
- Cardone Industries: 3,000 +



35,000 Workers

2,000 residents also work in the district

Unemployment Rate Trend, 1980 - 2010

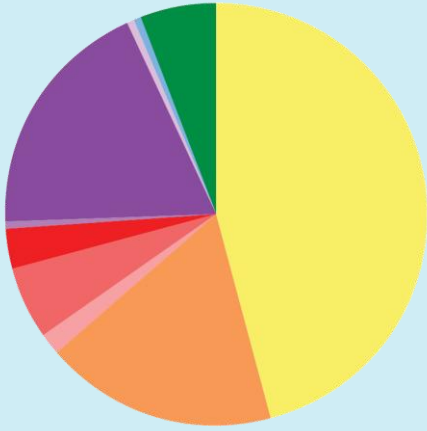


Lower Northeast

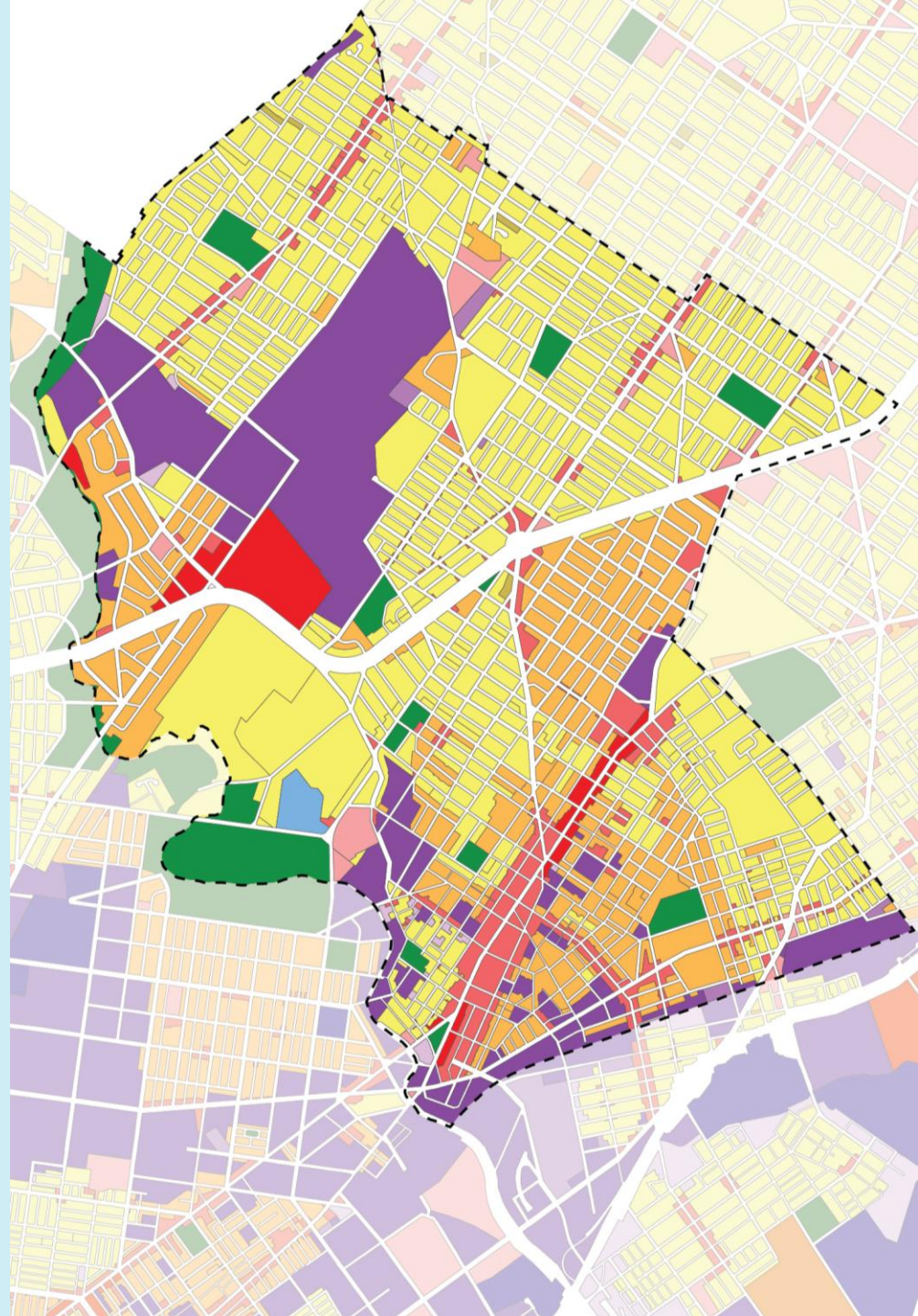


City of Philadelphia

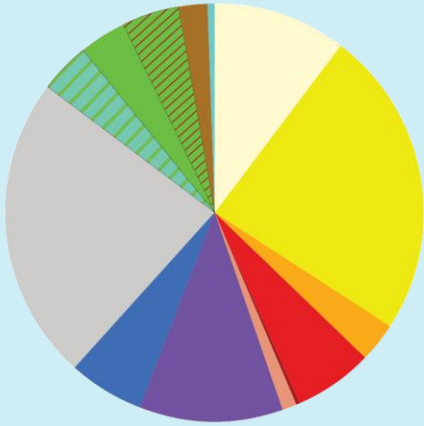
Current Zoning



Residential: 63.7%	45.9%	■	RSA-1; RSA-2; RSA-3; RSA-5
	0.1%	■	RTA-1
	17.7%	■	RM-1; RM-2; RM-3; RM-4
	1.7%	■	CA-1; CA-2
Commercial: 10.3%	5.7%	■	CMX-1; CMX-2
	2.9%	■	CMX-3
	0.5%	■	I-1
Industrial: 19.7%	18.8%	■	I-2
	0.4%	■	ICMX
	0.6%	■	SP-INS
	5.8%	■	SP-PO



Current Land Use



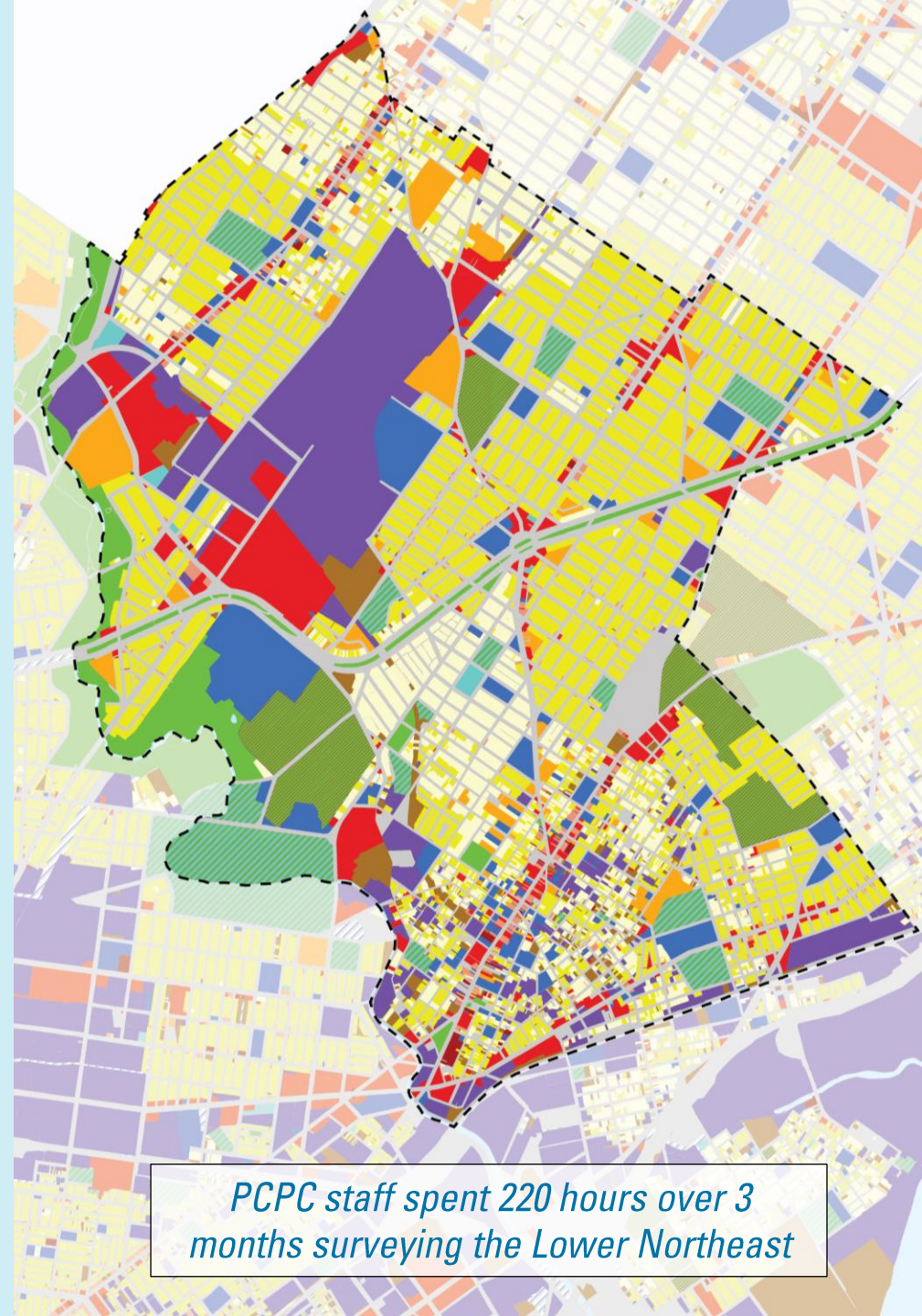
Residential:
35.8%

- 10.1% Residential Low
- 22.7% Residential Medium
- 3.0% Residential High

Commercial:
7.2%

- 5.9% Comm. Consumer
- 0.3% Comm. Business
- 1.0% Comm. Residential

- 10.8% Industrial
- 5.4% Civic / Institution
- 26.6% Transportation
- 0.3% Culture / Amusement
- 3.8% Active Recreation
- 3.5% Park / Open Space
- 4.4% Cemetery
- 2.1% Vacant Land



PCPC staff spent 220 hours over 3 months surveying the Lower Northeast

Tonight's Activity: Mapping Exercise

- > Introductions
- > Existing Conditions
- > Future
- > Share Your Work



Tonight's Activity: Mapping Exercise

Existing Conditions:



Landmarks/Destinations



Barriers



Tonight's Activity:

Mapping Exercise

Future Conditions (10 years):

 Will Remain the Same

 Will Change

 Focus Areas





THANK YOU

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