

RENEW

Philadelphians RENEW
valuable resources to
sustain a bright future.



Open Space 134

- Watershed Parks and Trails 6.1
- Waterfronts 6.2
- Neighborhood Parks and Recreation 6.3



Environmental Resources 144

- Air Quality 7.1
- Water Quality 7.2
- Tree Cover 7.3



Historic Preservation 154

- Cultural, Historic and Architectural Resources 8.1
- Heritage Tourism 8.2



Public Realm 164

- Development Patterns 9.1
- Urban Design 9.2

RENEW

In 2035, Philadelphia preserves and renews its environmental and historic resources. The city showcases centuries of growth and change, treasured parks and rivers, valued culture and architecture, and clean air and water.



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



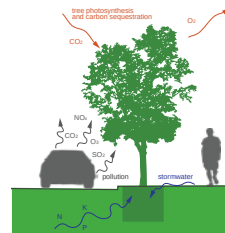
Enhance and improve the walkable form with **buildings and spaces** that have appropriately scaled heights, massing, and setbacks



Expand tourism programs to highlight Philadelphia's **cultural and historic heritage** and to increase spending on heritage tourism



Centennial District Master Plan



Increase **tree coverage** equitably across the city



Support sensitive development that **preserves** and enhances Philadelphia's multi-faceted past



Dilworth Plaza



Reading Viaduct



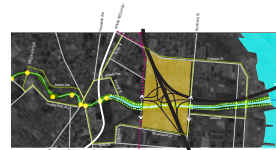
Expand access to **neighborhood parks** and recreation



Improve **air quality** within the city and the region



Improve the quality and management of our **water and wetland resources**



Frankford Creek



Elevate public demand for **good design** in the public realm



Create improved access to our **waterfronts**



Delaware Waterfront



Complete, expand, and connect **watershed parks and trails** in the city and the region

--- Primary Trail Network

● Gateway Improvement

> Open Space

Increase
equitable
access to our
open space
resources

Open space in Philadelphia assumes many forms from watershed parks to urban plazas, recreation fields to riverfronts, community gardens to playgrounds. Open space offers many benefits in a dense, urban environment. Well-maintained open spaces can improve the quality of the immediate and regional environment, the health of the neighbors who frequent the spaces, and the local economy by raising the value of nearby properties.

Philadelphia has extensive park resources including the Fairmount Park system, recreation properties, and national and state parks. The largest parks in the Fairmount Park system were created as protective watersheds for the city's seven principal waterways — the Delaware and Schuylkill Rivers, and the Pennypack, Tacony-Frankford, Wissahickon, Cobbs and Poquessing Creeks. Recreation trails and park destinations have developed within these watershed parks. In addition, 142 neighborhood parks and 160 recreation centers and playgrounds serve Philadelphia residents across the city. Together, park and natural resources account for over 10,000 acres, or 12 percent of Philadelphia's land resources.

The Philadelphia Parks and Recreation (PPR) Department is responsible for the provision and maintenance of City park and recreation facilities in Philadelphia, with support from local advocacy groups and community development corporations, ensuring accessibility to and connectivity within our natural systems.

Many of the recommendations in *Philadelphia2035* are related to improving and creating connections between our watershed parks with new or improved trails. In some cases, park-based trails need gaps filled to create a complete system. New greenways offer potential to transform the way Philadelphians recreate and move across the city, from river to river, park to park. Our riverfronts will continue to develop into thriving places with various uses and increasing access to them. Neighborhood parks and recreation facilities are emphasized as important resources to be located within a comfortable walking distance for each Philadelphian.



6.1 Watershed Parks and Trails

Goal: Complete, expand, and connect watershed parks and trails in the city and the region

6.1.1

Definition | *Watershed Park*

Watershed parks offer the widest range of activities on their expansive and connective acreage. These parks are typically measured in hundreds of acres, provide city and regional attractions, and are organically organized around our creeks and rivers. For example, Wissahickon Park surrounds Wissahickon Creek, East and West Fairmount Park protect the Schuylkill River and Pennypack Park is named for the Pennypack Creek.

The first public use of Fairmount Park began on the grounds of Lemon Hill mansion after being dedicated for public use in 1855. The park system in Philadelphia began in 1867 when the Commonwealth of Pennsylvania created the Commissioners of Fairmount Park. To ensure clean water for the city, the park acquired land on the east and west banks of the Schuylkill River. Its purpose was to protect and preserve the river as a source of clean drinking water for the rapidly expanding industrial city of Philadelphia by preventing development and protecting natural resources. Fed by a vast source of natural springs, the verdant banks of Fairmount Park served as the city's green lung and became its primary park.

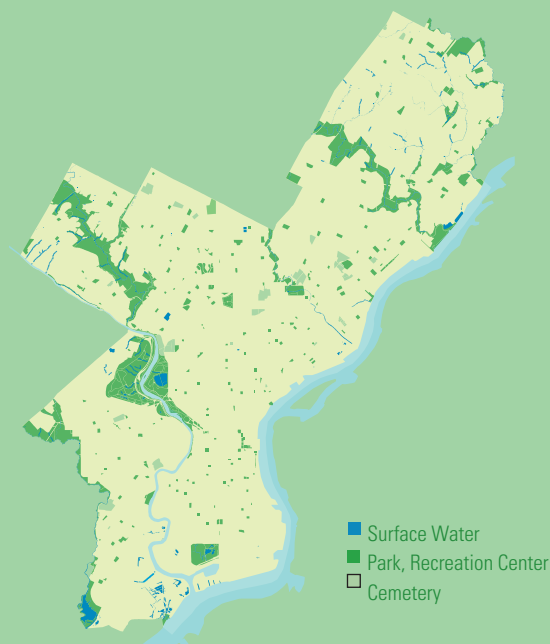
This act of creating watershed parks was replicated along many principal waterways. Today, Philadelphians have significant choices for park and trail recreation along creeks and rivers. However, quite a number of trails both within the watershed parks and those that connect to them are unfinished due to funding restrictions or development impediments; rarely is it because of lack of vision. Citywide trails and greenways create recreational and social connections between parks and waterways. *Philadelphia2035* recommends completing all envisioned and planned trails in the city and the park system.

Objectives >

6.1.1 Create a citywide trails master plan to coordinate the planning and construction of trail systems within Philadelphia.

- a Construct the waterfront trail as described in the *North Delaware Riverfront Plan (2001)* and the *Central Delaware Waterfront Master Plan (2011)*.
- b Complete the portion of the East Coast Greenway urban trail system that runs through Philadelphia.
- c Complete the tidal Schuylkill River trail from South Street to Fort Mifflin.

6.1 Existing Open Space and Natural Systems



6.1.1. Trail Gaps to be Completed



- d Eliminate all existing trail gaps in the upper Schuylkill River trail within city boundaries.
- e Complete the Fairmount Park watershed park trail system in all unfinished locations.
- f Coordinate efforts to provide trail access and improve waterway conditions along the Tacony-Frankford Creek.

See *RENEW 7.2.2.c* for more information on improving the Tacony-Frankford Creek.

6.1.3 Connect citywide parks to the existing protected natural areas of the regional greenspace network.

- a Advocate for an unbroken system of naturally vegetated open space across county boundaries at the Wissahickon, Darby, Cobbs, Tacony, Pennypack, and Poquessing Creeks, and the Delaware and Schuylkill Rivers.

6.1.2 Create a trail corridor network that connects parks, neighborhoods, and trails citywide.

- a Designate primary and secondary streets that can serve as multi-modal connections across the city.
- b Transform appropriate rail corridors to accommodate recreation trails on abandoned lines or adjacent to active lines.
- c Create neighborhood walks that follow paths of historic streams allowing for interpretive experiences in the corridor network.
- d Ensure all river and creek trails in watershed parks are completed and connect to the corridor network.

See *CONNECT 4.2.2.a* for more information on bicycle and pedestrian networks.

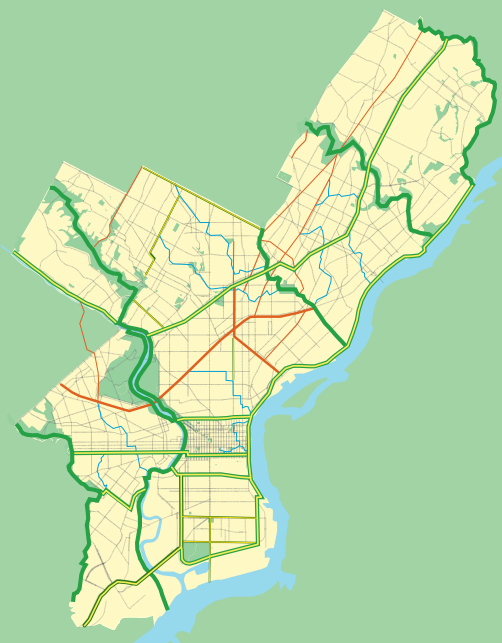
6.1.3 Definition | Greenspace Network

A protected and connected system of naturally vegetated open space spanning political boundaries that improves ecological health, enhances recreation opportunities, and improves quality of life in the region's communities.



(Source: Delaware Valley Regional Planning Commission 2009)

6.1.2 Green2015 Trail Corridor Network



- Neighborhood Creek Walk - small-scale trail corridor following the course of a historic stream
  - River or Creek Trail - trail that follows the alignment of a river or creek
  - Rail - trail on abandoned line or adjacent to active line
    - Primary
    - Secondary
  - Street - on-grade bike and pedestrian route
    - Primary
    - Secondary
- Some alignments are approximate

(Source: PCPC in partnership with Green2015, 2010)

6.2 Waterfronts

Goal: Create improved access to our waterfronts

Philadelphia is a river city. With eight regional watersheds serving Philadelphia, the city is diagonally bisected by waterways and fronted by water along its entire eastern border. Many of the waterways have thriving watershed parks, and offer various recreation opportunities. The goals of *Philadelphia2035* promote improved physical and recreational access to the water. The two principal waterways, the Delaware and Schuylkill Rivers, both have active master plans that will accommodate multiple uses and will inform recreation and development activities to 2035 and beyond.

However, not all Philadelphia waterways are in equal health and vibrancy. Cobbs Creek on the western border of Philadelphia and the Tacony-Frankford Creek in the lower Northeast suffer from inadequate attention and burden of infrastructure, respectively. Strategies to address these inadequacies are recommended in this Citywide Vision.

Waterfront access also includes recreational boating and tourist transportation. The upper Schuylkill has long been regarded as the iconic river for recreational kayaking and sculling. The Delaware River has strong tour boating operations and there is potential to expand its recreational boating opportunities. Both rivers might support water-taxi and ferry services used to connect waterfront cultural and recreational activities.

Objectives >

6.2.1 Improve and increase waterfront recreation opportunities.

- a Support further development of the *North Delaware Riverfront Plan (2001)*, *Tidal Schuylkill River Trail Master Plan (2003)*, and *Central Delaware River Waterfront Master Plan (2011)* to transform land uses along waterfronts and increase recreational access.
- b Support transit access along the Delaware River Waterfront.
See [CONNECT 4.1.2](#) for more information on transit to new market areas.
- c Create pedestrian-friendly streetscapes to connect adjacent neighborhoods to the Delaware and Schuylkill Rivers (e.g., using public art and greening strategies).



Pennypack Creek

6.2.2 Expand use of rivers for passenger transportation.

- a Establish water-taxi and ferry service connecting waterfront activity centers.
- b Prepare a feasibility study for the proposed ferry service in the *Centennial District Master Plan (2005)* that connects the Fairmount Water Works to the Philadelphia Zoo's southern entrance.
- c Provide for new and maintain existing public boat launch locations along recreational areas of the Delaware and Schuylkill Rivers.

6.2.1.a Case Study *Tidal Schuylkill River Master Plan (2003)*

In 2003 the design firm, EDAW, prepared the Tidal Schuylkill River Master Plan for the Schuylkill River Development Corporation (SRDC). The master plan supports SRDC's mission to "achieve positive change on the Schuylkill River." The study area is approximately eight miles along both land banks of the river from the Fairmount Water Works to the Delaware River. Industrial yards, freight lines, and major road corridors intermingle with attractions such as historic Fort Mifflin, Bartram's Gardens, and the Fairmount Water Works. The master planning process included community engagement and created a framework for short- and long-term redevelopment of the tidal Schuylkill River. Implementing the Master Plan's recommendations to complete the tidal Schuylkill River trail would significantly expand and connect the existing citywide trail network.



Schuylkill Banks
(Source: www.schuylkillbanks.org)

6.2.1.a Case Study *Central Delaware River Waterfront Master Plan*



(Image by WRT
Source: Penn Praxis from
A Civic Vision for the Central Delaware, 2007)

In 2006-2007, 4,000 Philadelphians worked with PennPraxis to create a Civic Vision for the Central Delaware (2007). That vision called for a vibrant, open, green, and connected central Delaware riverfront. In addition, many of the riverfront neighborhoods have completed neighborhood plans that seek to create new connections to the river. The *Delaware River Waterfront Master Plan* is the next step for each of these individual planning processes. The master plan will incorporate the tenets and principles of each of these planning initiatives in order to create a detailed physical development plan for the riverfront. The master plan will also identify policy changes and investment strategies for economic development, community development, and open space along the waterfront. Upon completion in 2011, the master plan will provide the Delaware River Waterfront Corporation (DRWC) and the City with the tools necessary to make Philadelphia's original waterfront a treasured public amenity.

6.3.1

Definition | Neighborhood Park

Neighborhood parks typically range in size from 1 to 25 acres and provide recreational uses such as fields and playgrounds. Clark Park at 43rd Street and Baltimore Avenue in West Philadelphia is a good example of a neighborhood park.



Clark Park



"The Bowl" at Clark Park

Park Acreage Comparison

1 acre =
recommended
minimum size of
a neighborhood
park



City Hall
Courtyard
is about 1 acre



Rittenhouse
Square
is about 6 acres

6.3 Neighborhood Parks and Recreation

Goal: Expand access to neighborhood parks and recreation

Neighborhood parks and recreation centers meet the daily open space and social needs of a community. Philadelphia has a number of thriving neighborhood parks, modeled in part after the original five squares in William Penn's plan. These neighborhood parks are located in primarily residential areas of the city, such as Clark Park in West Philadelphia, Palmer Park in Fishtown, and Marconi Plaza in South Philadelphia, and serve crucial neighborhood needs for open space and recreation.

While it is important to maintain and improve our existing inventory of parkland, *Philadelphia2035* recommends expanding access to open space so that all Philadelphians live within a half-mile (10-minute walk) of a neighborhood park or a recreation center. New sites for neighborhood parks can come from public vacant land, recreation centers, and school yards that could be made more accessible, better programmed, and significantly landscaped.

Objectives >

6.3.1 Ensure that all Philadelphians live within a 10-minute walk of a neighborhood park or a recreation center.

- Convert opportunity sites such as schoolyards and recreation centers into neighborhood green space accessible to the public outside of normal school operating hours.
  - Establish a standardized process and project model for the greening of school campuses and recreation centers.
- By 2015 create 500 acres of publicly beneficial green space as identified in *Green2015* (2010) plan commissioned by PPR.
  - Green2015* requires greenspace to be a minimum of 1/4 acre.
- Encourage institutional and private open space to be more accessible to neighborhood users.
- Prioritize the creation of neighborhood parks in underserved areas.

6.3.1.b Case Study *Green2015* (2010)

Green2015 is an action plan prepared by PennPraxis for Philadelphia Parks and Recreation Department (PPR) to help the department meet the goal of Greenworks Philadelphia to transform 500 acres of empty or underutilized land into public green space by 2015. PennPraxis found that 202,000 Philadelphians do not live within a 10-minute walk from an open space of any size and that areas most lacking access are concentrated in the dense residential neighborhoods of South, West, and North Philadelphia; Lower Northeast; and Oak Lane. Parks would be created in these areas by greening opportunity sites through collaborative partnerships between PPR and nonprofits, institutions, private land-owners, and developers, and neighborhood groups. *Green2015* identifies opportunity sites as: vacant publicly-owned or privately-owned land greater than a quarter acre; PPR recreational facilities and underused sites; and public school yards. Greening just underused PPR land would serve an average of 1,100 residents per new acre of park.



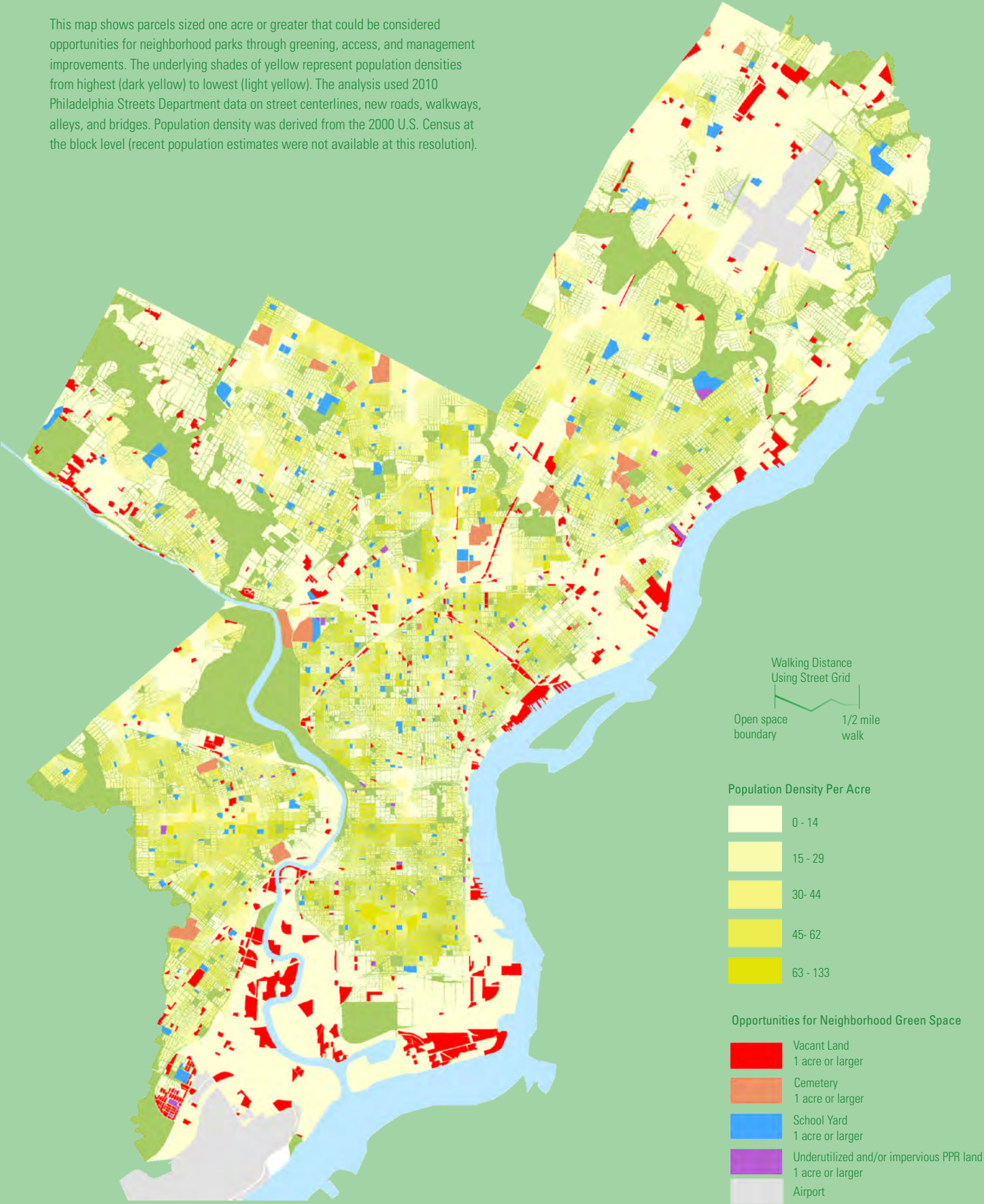
Underutilized public land transformed into multi-modal street
(Source: *Green2015*, 2010)



Neighborhood street transformed into historic creek walk
(Source: *Green2015*, 2010)

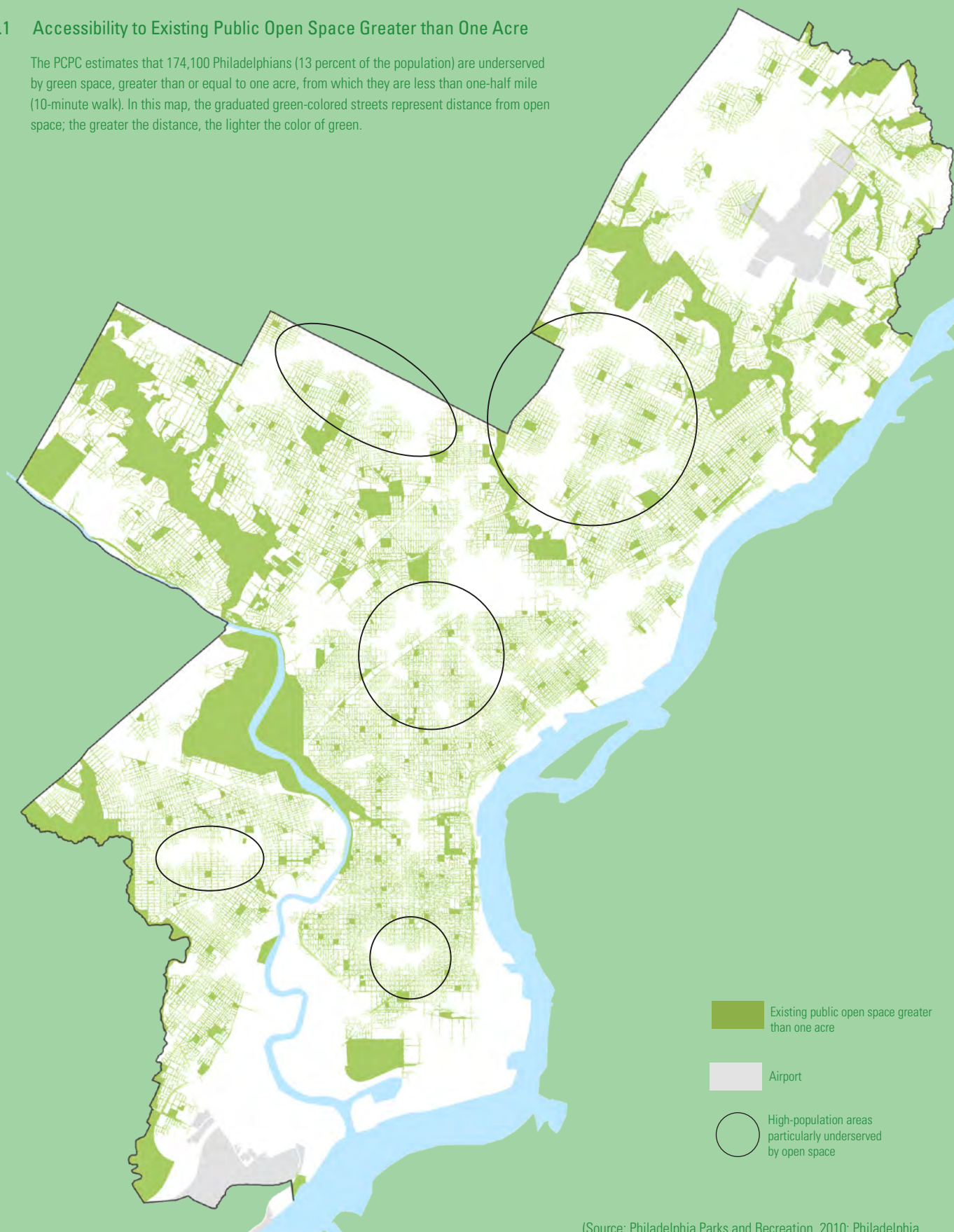
6.3.1 Opportunity Sites for Neighborhood Green Space

This map shows parcels sized one acre or greater that could be considered opportunities for neighborhood parks through greening, access, and management improvements. The underlying shades of yellow represent population densities from highest (dark yellow) to lowest (light yellow). The analysis used 2010 Philadelphia Streets Department data on street centerlines, new roads, walkways, alleys, and bridges. Population density was derived from the 2000 U.S. Census at the block level (recent population estimates were not available at this resolution).



6.3.1 Accessibility to Existing Public Open Space Greater than One Acre

The PCPC estimates that 174,100 Philadelphians (13 percent of the population) are underserved by green space, greater than or equal to one acre, from which they are less than one-half mile (10-minute walk). In this map, the graduated green-colored streets represent distance from open space; the greater the distance, the lighter the color of green.



(Source: Philadelphia Parks and Recreation, 2010; Philadelphia Streets Department, 2010; U. S. Census Bureau 2000)

6.3.2 Connect neighborhood parks and trails to neighborhood centers and major public facilities.

- a Ensure that parks and trails are in close proximity to neighborhood centers.
See THRIVE 1.1 for more information on neighborhood centers.
- b Ensure walking or cycling are viable options to reach major public facilities.
- c Ensure that all trails and trail heads have clear signage to guide users to connecting trails and major destinations.

6.3.3 Ensure proper maintenance and vibrancy of park and recreation facilities.

- a Enhance and diversify sources of funding to support capital operating and program needs.
- b Co-locate recreation centers and other public facilities to conserve resources and maximize use.
See THRIVE 1.1.1 for more information on co-locating community services.
- c Promote density of mixed uses along major park edges to ensure close constituency for park land.
- d Promote programming in various parks to encourage users.
- e Provide signage and promote alternative modes of transportation throughout the park system.

6.3.1 Case Study | Greenfield School

The Albert M. Greenfield School had a typical asphalt school yard, but since 2007 it has been transformed it into an environmentally friendly green oasis for the community and school children to enjoy. Native trees and plants, a rain garden, and a permeable, recycled play surface are a few of the improvements completed thus far.



*Greenfield School open space
(Source: Greenfield School)*

6.3.3 Park and Recreation Funding per Capita in 2010, Select Cities

City	Population	Total Expenditure	Expenditure per Resident
Washington, D.C.	591,833	\$154,324,830	\$259
New York	8,363,710	\$1,313,767,386	\$157
Chicago	2,853,114	\$354,558,960	\$124
Boston	620,535	\$69,620,456	\$112
Philadelphia	1,547,297*	\$99,574,400	\$64

*2009 county population estimate from the U.S. Census Bureau for Philadelphia.
(Source: City Park Facts, The Trust for Public Land, 2010)

> Environmental Resources

Fulfill city obligations to meet ambitious federal environmental standards

Renewing our environmental resources is essential to the health of our city and region. In today's world we can be called to do no less. The recommendations in *Philadelphia2035* build upon the environmental goals set in Greenworks Philadelphia (2009) established by the Mayor's Office of Sustainability and anticipate meeting even more ambitious goals by 2035.

During the 19th century, Philadelphia's ability to harness water on the Schuylkill River and at the Fairmount Water Works, and access to Pennsylvania's coal and oil enabled the city to grow to an industrial powerhouse. Today, however, with increased uncertainty about energy prices, supply, and impacts, Philadelphia can compete for new residents and investment by reducing our energy consumption and diversifying our energy supply.

Philadelphia's environmental challenges reflect the city's history, more stringent environmental standards, and future uncertainties about resource supplies. The city's industrial-era stormwater infrastructure allows too much untreated waste water into our rivers during heavy storms, and the growing prevalence of highway-oriented lifestyles and employment centers contributes to excessive ground-level ozone and particulate matter in the air. In recent decades, the Federal government has held cities and regions increasingly accountable to address the environmental impacts of human activity on human health and ecosystems. Going forward, Philadelphia and its regional partners face questions about how to manage air, energy, and water resources in light of volatile markets and climate change.

Philadelphia2035 embraces strong environmental stewardship to help the city and region compete for new residents and investment. Initiatives to improve environmental performance should help create new economic opportunities. Increased energy efficiency, and the diversification and protection of energy and water resources, should ensure affordable and reliable supplies. And compliance with air and water standards should improve quality of life and help Philadelphia distinguish itself as a world-class location in which to live, work, and visit.



7.1 Air Quality

Goal: Improve air quality within the city and the region

The built environment is the number one contributor to the degradation of air quality. Most urban environments have poor air quality when compared to less developed areas, even though urban per capita contributions to air pollution are typically less than suburban and rural per capita contributions. A recommendation of *Philadelphia2035* is to reduce the overall and per capita contributions to air pollution in the city. This can be achieved by employing strategies that target transportation emissions, building-energy use, and construction processes. Over the last few decades, air quality has been improving, but the City still does not meet federal guidelines. Ultimately, improving air quality is a regional issue and Philadelphia will be doing its part from now until 2035 and beyond to lead the Greater Philadelphia region toward compliance with federal standards.

Objectives >

7.1.1 Reduce overall and per capita contributions to air pollution.

- a Employ various strategies to improve air quality related to transportation.
  - Reduce vehicle miles traveled through transportation and land-use policies.
See [THRIVE 1.1.3](#) and [2.1.1](#) for more information on transit oriented development.
See [CONNECT 4.1](#) and [4.2](#) for more information on transit strategies and complete streets.
  - Increase percentage of trips by transit, bicycle, and walking.
  - Locate jobs closer to residents.
  - Increase mixed-use and density.
  - Reduce congestion on regional highways and local streets.
See [CONNECT 4.2](#) for more information on complete streets.
  - Make the city's Metropolitan Center, Metropolitan Subcenters, and regional centers transit and pedestrian friendly.
  - Expand infrastructure for alternative-fuel vehicles and bicycles.
- b Employ various strategies to improve air quality related to buildings.
  - Steadily reduce energy use in existing commercial, residential, institutional and industrial buildings.
  - Ensure steady progress toward new public building compliance with the energy consumption reduction targets of the *2030 Challenge*.
  - Support national, state, and city adoption of building codes on a timeline consistent with the *2030 Challenge*.
  - Increase percentage of building energy from clean renewable sources.
  - Pursue federal, state, and private funding to support building energy upgrades.
- c Employ various strategies to improve air quality related to industry, including construction and waste management.
  - Enforce emissions regulations for construction equipment and vehicles.

7.1.1.b Definition | *2030 Challenge (2005)*

The 2030 Challenge is an initiative developed by the nonprofit Architecture 2030 to dramatically reduce greenhouse gas (GHG) emissions from buildings. The burning of fossil fuels to provide energy for buildings produces GHG as well as other air pollutants. The 2030 Challenge calls for: all new buildings to be designed to consume only 50 percent of the average fossil fuel energy used by comparable buildings; existing buildings to be retrofitted to reduce by half the amount of fossil fuels currently consumed; steady reductions in fossil fuel consumption standards so that new buildings are carbon neutral by the year 2030. The 2030 Challenge has been adopted by the U.S. Conference of Mayors and is an ongoing foundation for development of energy-efficiency standards for buildings.

7.1.2 Reduce overall and per capita greenhouse gas (GHG) emissions by 45 percent by 2035.

- a Reduce GHG emissions by 20 percent below 1990 levels by 2015 and 45 percent by 2035.
- b Strongly support regional, state, and national efforts to improve air quality.
  - See [RENEW 7.1.1](#) for more information on air pollution.
  - See [CONNECT 5.1.1](#) for more information on energy efficiency in buildings.
- c Take advantage of potential future funding opportunities to promote cost-effective GHG reductions.
- d Support efforts to reduce, reuse, and recycle waste in Philadelphia.
  - See [CONNECT 5.1.2](#) for more information on reducing solid waste.
- e Encourage white and green roofs to reduce GHG production from heating and cooling buildings.

7.1.3 Reduce air temperature during the warm season in the city.

- a Encourage public and private property owners to use cool surfaces (reflective and vegetated) to reduce the urban heat-island effect.
- b Encourage private and public land owners to plant more trees.
  - See [RENEW 7.3](#) for more information on increasing the city's tree canopy.

7.1.1.b Case Study | Free Library Green Roof

In September 2008 the main branch of the Free Library of Philadelphia unveiled its green roof, the first green roof on a City-owned building in Philadelphia. Funded by the Lenfest Foundation, this green roof demonstration project is part of Mayor Michael A. Nutter's initiative to transform Philadelphia into one of the nation's greenest cities, and therefore represents the first of many such projects. The 5,000 sq. ft. green roof is located on the south side of the building and includes 100 cu. ft. of soil and 5,400 plants.

Green roofs in general offer environmental benefits as well as cost savings. Green roofs keep buildings cooler in the summer and warmer in the winter, naturally reducing energy consumption. Additionally, the plantings reduce stormwater runoff and improve air quality.



*The main branch of the Free Library's planted roof.
(Source: Mayor's Office of Sustainability)*

7.2 Water Quality

Goal: Improve the quality and management of our water and wetland resources.

Eight regional watersheds serve Philadelphia. The principal river and eastern municipal boundary, the Delaware River, has a regional watershed that extends all the way to central New York state. Maintaining the cleanliness and health of that water and its related ecosystems requires significant coordination with upstream state and regional entities. The same attention must also be paid to other waterways in the city.

As development occurs in a growing city, sensitive lands such as wetlands are often filled in with the channelization of waters. There is significant value to maintaining wetlands as they protect shores and banks from storm surges, in addition to filtering runoff and providing habitat. Advancing preservation of wetlands, and recreation opportunities along shorelines, helps to develop buffers that are beneficial to adjacent physical development and to the waterways.

The Philadelphia Water Department (PWD) is currently a national leader in the management of stormwater in an urban location. Philadelphia has an extensive combined sewer system that is too often overburdened during heavy rains. Certain streets, properties, and waterways are regularly flooded after major storms. *Philadelphia2035* supports PWD's efforts as outlined in *Green City, Clean Waters* (2009) to enforce the required amount of pervious surfaces and infiltration systems across existing and new development in Philadelphia.

7.2.1.a

Definition | *Clean Water Act (1972)*

The Clean Water Act, officially termed the Federal Water Pollution Control Act, "Limits the release of high volumes of toxic chemicals into the nation's water and ensures that surface waters meet standards for sports and recreational use." It is enforced by the U.S. Environmental Protection Agency (EPA).

7.2.2

Definition | *Wetlands and Riparian Buffers*

Healthy wetlands and riparian ecosystems are vegetated lands containing native grasses, plants and trees that help prevent erosion and filter pollutants. They also provide habitat and travel corridors for wildlife. Further, these areas slow down floodwaters and rainwater runoff from developed areas, thereby allowing water to soak into the ground and recharge the groundwater.

(Source: Philadelphia Water Department, Office of Watersheds, Watershed Information Center)



Tinicum

Objectives >

7.2.1 Improve the quality of city and regional water sources.

- a Strongly support national, state, and regional efforts to strengthen and enforce the *Clean Water Act (1972)*.
- b Promote continued inter-municipal partnerships with land-use regulations.
- c Prevent upstream water sources from being impaired by mining, agriculture, sprawl development, and inadequate sewage treatment.

7.2.2 Restore and create urban stream banks and tidal wetlands along watersheds.

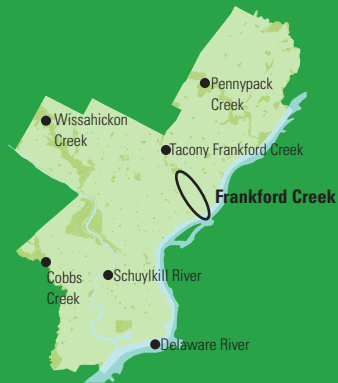
- a Restore wetland candidate sites on the Delaware River included in the *Philadelphia International Airport (PHL) Capacity Enhancement Program Wetland Mitigation Plan (2009)*.
- b Maintain the Philadelphia Wetland and Stream Project Registry that identifies specific locations for ecological restoration projects.
- c Improve water quality, habitat conditions, and recreation opportunities along all waterways, such as the Tacony-Frankford Creek.
- d Implement development controls that will protect streams and rivers.

7.2.2.c Urban Design Study Frankford Creek

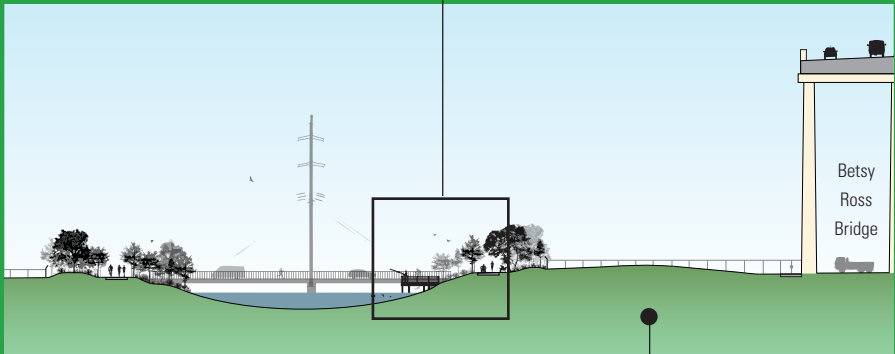
The Tacony-Frankford Creek headwaters begin in Montgomery County north of the Philadelphia limits. The northern portion of the creek flows naturally within the park system until it reaches the Juniata Golf Course. In 1956 nearly three miles of the lower Frankford Creek from the golf course to the Delaware River were redirected into a man-made channel in an effort to mitigate flooding.

Past industrial activities along the creek have degraded the creek’s environmental quality. Access to the water is nearly impossible along significant lengths of the creek due to low-lying street, and rail and highway bridges that cross the creek more than a dozen times in the course of three miles.

As a short-term action to stimulate recreation activity, an on-street trail network will be established that parallels the creek. Further, the creation of a riparian buffer on both sides of the creek will lay the foundation for design and construction of a trail along sections of the creek leading to the Delaware River.



Section through rehabilitated riparian buffer and trail



Section through Frankford Creek looking west



- Bridge Crossing
- ..... On-Street Trail Network
- ..... Recreational Trail
- No Access
- ..... East Coast Greenway
- Existing Parkland

7.2.3 Support stormwater regulations set by the Philadelphia Water Department to capture stormwater on site and reduce flooding damage.

7.2.3.a

Definition | Green Street

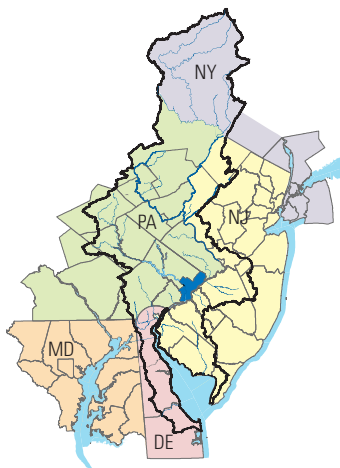
A green street acts as a natural stormwater-management system, capturing rain or melting snow (runoff), allowing it to soak into soil, filtering it and at the same time, reducing the amount of stormwater that would otherwise make its way into Philadelphia's sewer pipes. Green streets typically employ permeable asphalt or pavers, rainwater gardens, and street trees.

- a Create and sustain a citywide network of green streets and sidewalks that manage storm water effectively and provide a comfortable pedestrian experience.
- b Promote the use of pervious surfaces, vegetation, and infiltration to manage stormwater runoff wherever possible.
- c Introduce green stormwater infrastructure in districts with combined storm and sanitary sewer systems to mitigate combined sewer over flows.
- d Encourage sustainable building practices for private and public buildings relative to water management.
  - Promote use of sustainable building elements such as green roofs, green walls, pervious pavement and cisterns.
  - Promote recycling and reuse of gray water in public and private buildings and sites.
- e Support initiatives for green stormwater infrastructure on private land.
- f Support alternative transportation to reduce polluted run-off from streets.

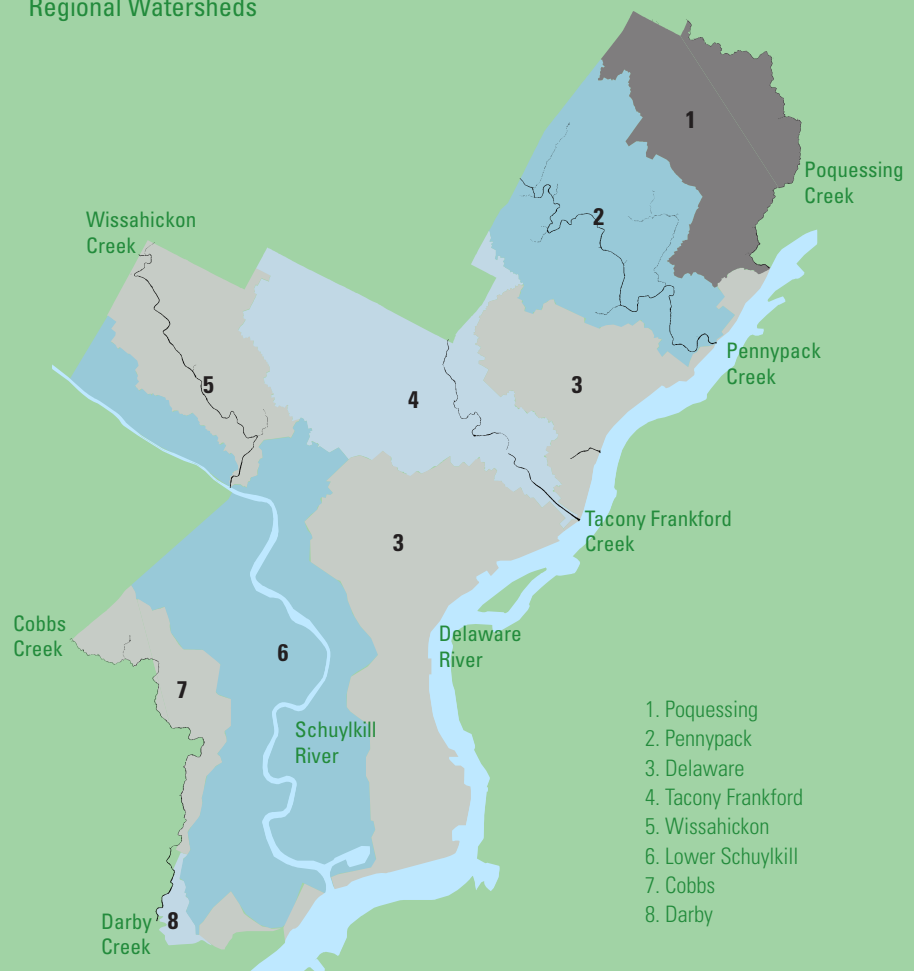
7.2.3

Definition | The Delaware River Basin

The Delaware River Basin covers portions of four states.



7.2.3 Regional Watersheds



Watershed	Number of Combined Sewer Outfalls that discharge to creeks/ivers	Percent of Watershed Served by CSS's
Delaware River	54	71
Schuylkill River	40	40
Cobbs Creek	34	80
TaconyCreek/Frankford Creek	31	80
Pennypack Creek	5	(Included in Delaware Watershed)

Type of System	Square Miles	Percent of Sewered Area	Percent of City Area
Combined	65.3	62.5	48.5
Sanitary	38.4	36.8	28.5
Storm Only	0.8	0.7	0.6
Non-Contributing	30.3		22.5
Total Sewered	104.5		
TOTAL CITY	134.7		

(Source: PWD, 2010)

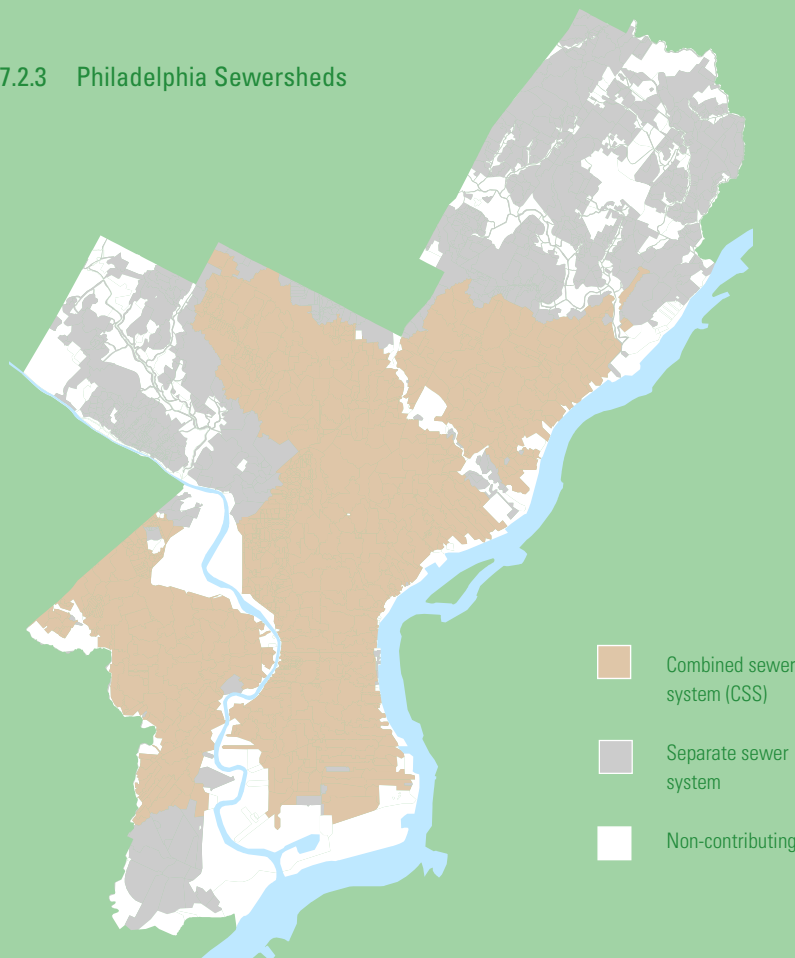
Combined Sewer Systems (CSS's)

In combined sewer systems water from both stormwater and wastewater travel to treatment plants where it is treated prior to being discharged into the rivers and creeks. However, during the heaviest storms, stormwater and wastewater are collected at a rate beyond the capacity of either the interceptor sewers or the treatment plants and thus cause overflows. These overflows, termed combined sewer overflows (CSO), cause untreated water to be released into nearby streams via combined sewer outfalls.

Separate Sewer Systems

In separate sewer systems there are two different pipes. One is the sanitary sewer pipe and the other is the stormwater sewer pipe. The sanitary sewer pipe transports the sanitary sewage to treatment plants while the stormwater sewer pipe carries stormwater flow to nearby receiving streams. The water is discharged into the streams through stormwater outfalls. It is rare that the sanitary components of such systems overflow during storms.

7.2.3 Philadelphia Sewersheds



7.2.3

Definition | Stormwater Outfall

A stormwater outfall is the point at which stormwater collected in underground pipes is released into a river or creek. Below is the recently completed Dobson's Run Outfall. A scenic overlook with benches was built over the outfall, providing an amenity to users of the bike path along the Schuylkill River.



Dobson's Run Outfall
(Source: PWD)

7.2.3

Definition | Non-contributing Areas to Sewer System

Non-contributing areas are unsewered areas, therefore their water does not contribute to Philadelphia's sewer system. Areas marked as non-contributing are generally parkland, the land directly adjacent to streams, and the streams themselves. Philadelphia's airports are considered non-contributing because they manage their own stormwater and are not part of the City's sewer system.



Recreation fields with tree cover

7.3

Definition | Impervious Surface

Impervious surfaces, such as roads, sidewalks, and driveways, are typically made of artificial materials. These surfaces prohibit natural groundwater recharge, directing water into the sewer system instead of letting natural systems absorb it. The greater the amount of impervious surfaces, the greater the amount of stormwater the City's infrastructure must manage.

7.3

Definition | Pervious Surface

Pervious, or permeable, surfaces allow water and air to percolate through to the soil. These surfaces allow stormwater to be absorbed on-site where it falls naturally, reducing the volume of water in the sewer system. Paving materials that are pervious and also provide a resilient driving surface are becoming more common.



Schuylkill River Park newly planted trees



West Philadelphia street trees

7.3 Tree Cover

Goal: Increase tree coverage equitably across the city

Some parts of Philadelphia are extremely lush and dense with trees (e.g., the Northeast and Wissahickon Valley). Many neighborhoods, such as Spruce Hill, Powelton Village, and Cedar Park, have grand street trees that create wonderful streetscapes in residential areas. However, the majority of the city is lacking adequate tree canopy. The Philadelphia Parks and Recreation Department, in collaboration with the University of Vermont, found that only 11 percent of Philadelphia has tree cover greater than 30 percent, a nationally-accepted canopy minimum for urban areas (American Forests, 2003; University of Vermont, 2010). It is not surprising that in the same areas where trees are lacking, the incidence of high impervious surfaces also exist. In these areas, stormwater run-off is a greater problem than in greener areas of the city. *Philadelphia2035* recommends that tree canopy be equitably increased across the entire city, targeting the areas with the lowest tree cover first. Tree planting improves the quality of environmental resources in addition to providing social and economic benefits.

Objectives >

7.3.1 Increase the overall tree canopy across the city to 30 percent.

- a Utilize vacant, city-owned land as nurseries for future Philadelphia trees.
- b Revamp regulations about street tree responsibilities to encourage more tree planting.
- c Maintain a digital street tree inventory and management system.
- d Support tree planting as part of the Philadelphia Water Department's stormwater management plan.

7.3.2 Enhance the city's forests to create a total of 7,200 acres.

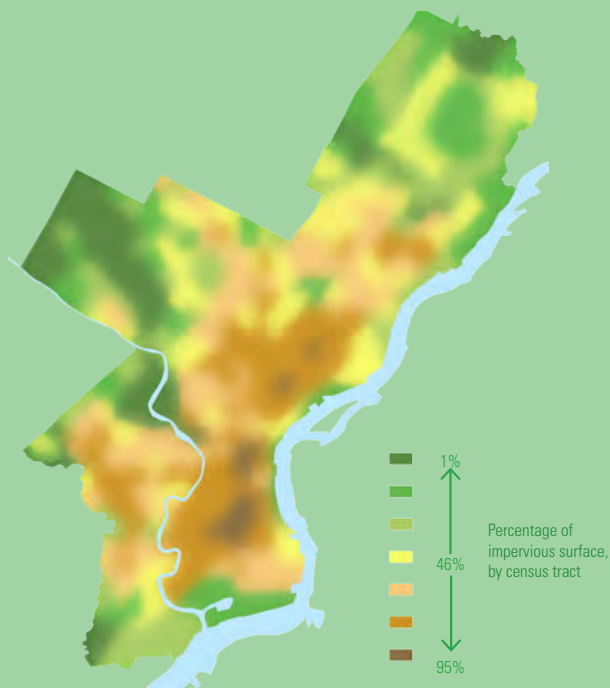
- a Increase average planting density to reach 300 trees per acre.
  - Remove invasive species and replant with natives.
  - Preserve existing mature trees.
  - Plant additional trees to close the gaps in the canopy.
- b Maintain the location-based natural resource management system managed by Philadelphia Parks and Recreation Department.

7.3.3 Support tree planting and stewardship within the city.

- a Increase and sustain the number of partnerships related to tree planting and educational programs as described in *Greenworks Philadelphia (2009)*.
- b Support incentives to encourage street-tree planting by private property owners.

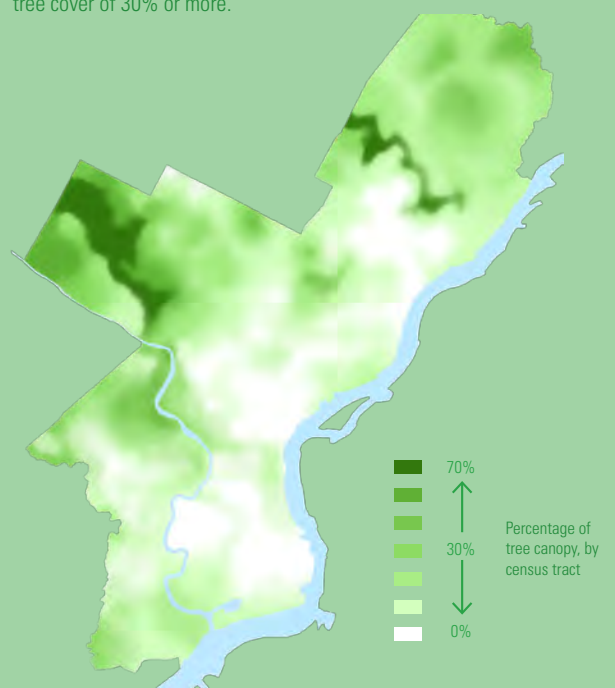
7.3.1 Impervious Surfaces and Tree Cover

52% of Philadelphia is covered by impervious surfaces.



(Source: TreeVitalize, 2001; PPR, 2010; University of Vermont, 2010)

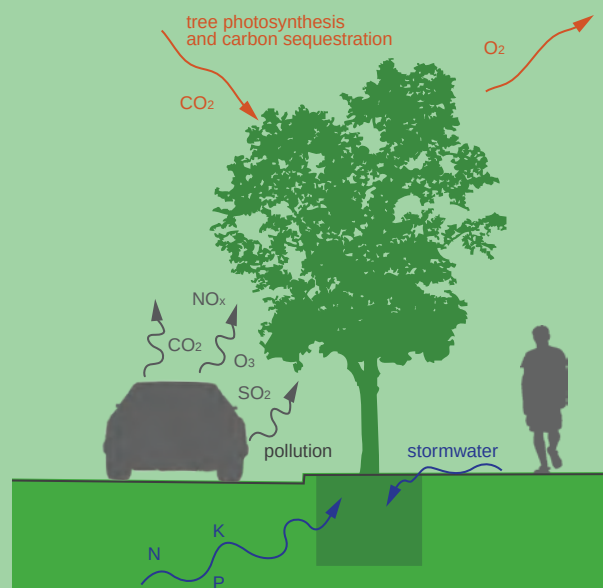
While tree canopy covers 19.6% of the City's land area, only 11% of Philadelphia's census tracts have a tree cover of 30% or more.



(Source: TreeVitalize, 2001; PPR, 2010; University of Vermont, 2010)

7.3.3 Benefits of Tree Planting

- Improved Air Quality
- Increased Energy Savings
- Improved Traffic Safety
- Increased Real Estate Values
- Increased Sociological Benefits



> Historic Preservation

Preserve and reuse historic resources

Historic preservation is a valuable planning tool to protect Philadelphia's important resources. The various architectural, historic and cultural resources reflect our multi-faceted past and their protection helps us honor our ancestors' achievements and daily lives. The products of our collective history foster our sense of well-being and contribute to our creative health. Preservation also offers a sustainable way to approach development.

As we become more conscious of our natural and historic resources, the preservation of our built environment allows us to adapt and reuse existing buildings. Encouraging development in the areas that have been built already helps preserve the open space and natural areas of the region. Reusing existing buildings saves tons of construction debris from landfills while also ensuring that neighborhoods retain a sense of history.

Neighborhoods want to preserve their identity and the elements that make them desirable places to live and work. Investment in our communities' rich architectural heritage results in unique neighborhoods that have more stable property values and more diverse populations. As neighborhoods recognize their historic assets, they attract more residents and experience better overall maintenance. Historic preservation also allows the City to guide new development, ensuring that it respects and enhances the existing urban fabric. This layering of development over time creates a sense of place that helps define Philadelphia and shapes the experiences that we share.

There are several methods to preserve the City's historic and architectural heritage. Listing a building, structure or district on the Philadelphia Register of Historic Places ensures that it is protected from inappropriate alterations or demolition. The National Register offers income-producing properties a twenty percent (20%) tax credit on rehabilitation projects. Programs that help homeowners maintain and preserve their properties encourage positive investment in the city.

Philadelphia has a rich history reflected in our buildings, neighborhoods, and culture. *Philadelphia2035* puts forth recommendations to recognize and protect our historic and cultural sites, and thereby invest in our city's future.



8.1 Cultural, Historical, and Architectural Resources

Goal: Support sensitive development that preserves and enhances Philadelphia's multi-faceted past

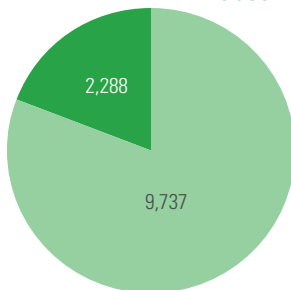
8.1.1

Definition | *Philadelphia Register of Historic Places*

Created by City Council in 1955, the Philadelphia Register is a list of resources that have cultural, architectural, archaeological or historical importance to the City of Philadelphia. These resources may be buildings, structures, sites, objects, public interiors or districts. The Philadelphia Historical Commission (PHC) determines the listing of any resource to the Register.

8.1.1

Number of Properties on the Philadelphia Register of Historic Places



■ Number of properties within Philadelphia's Registered historic districts

■ Individually designated properties, not in historic districts

Note: Numbers include individual condo units

(Source: Philadelphia Historical Commission, 2010)

In a city of almost 650,000 properties, knowing what is historic or needs to be preserved is very difficult. A strategic survey of all the neighborhoods in the city would allow the Historical Commission to systematically designate resources that should be on the Philadelphia Register. New development is necessary to accommodate a growing and changing city. By knowing where new construction is appropriate and where historic resources need to be preserved, a preservation plan will help guide future investment.

Philadelphia's Colonial and early Federal history is well known. However, very little has been documented or preserved from the city's industrial history. As factories closed or relocated, much of the city's industrial infrastructure became vacant and unused. The preservation and reuse of these industrial buildings and structures along with their surrounding communities, will help to reinvigorate neighborhoods and return dormant properties to productive use.

As the recent dig of the President's House shows, archaeology can reveal much information otherwise not known about the past. Currently, there is no law that protects archaeological resources if they are found during construction and there is little incentive for a developer to respect and protect these sites. A survey of potential archaeological sites and a systematic process for their protection are keys to ensure that these unseen, important resources are not lost.

Neighborhoods consist of not just houses, but also commercial corridors, schools, cemeteries, houses of worship, and parks and open space. All of these elements reflect the area's history and culture and provide important services to each community. Identifying and preserving historic districts helps to tell a more comprehensive story of a neighborhood's history. Various anchor buildings also provide opportunities for different types of development and reuse, further enhancing the preservation of our communities. Neighborhoods developed incrementally, each one representing a stage in the city's physical growth. Therefore, preservation at the neighborhood level is necessary to complete Philadelphia's architectural narration.

Cultural and ethnic traditions contribute greatly to Philadelphia's sense of history and identity. Activities such as parades, sporting events, and festivals add interest and vitality to city life. However, preserving these traditions is difficult, especially since many are not location-based. Investing in them will help ensure their continued existence by encouraging participation and private investment.

Objectives >

8.1.1 Preserve culturally, historically, and architecturally significant buildings, sites, structures, and districts.

- a Create and maintain a preservation plan to identify and designate resources.
- b Revamp the Neighborhood Conservation District program to be based on preservation principles and to include commercial properties.
- c Promote tax incentives for rehabilitation of locally designated resources.
- d Create a public source for information on how to rehabilitate and retrofit older homes for energy efficiency.

See [THRIVE 1.2.1](#) for more information on housing.

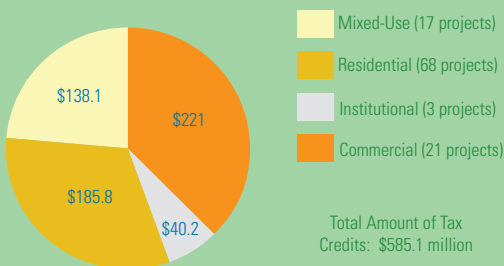
- e Ensure new development is compatible with historic districts.
- f Ensure adequate funding for City-owned historic properties to provide proper maintenance and preservation.
- g Adopt guidelines to ensure preservation of historic properties that are sold by the City for private development.

8.1 Historic Rehabilitation Investment Tax Credit Projects

Estimated Total Economic Impact Resulting from Investment in Projects in Philadelphia that Benefited from Federal Rehabilitation Tax Credits, 1999-2009 (in 2010 dollars)

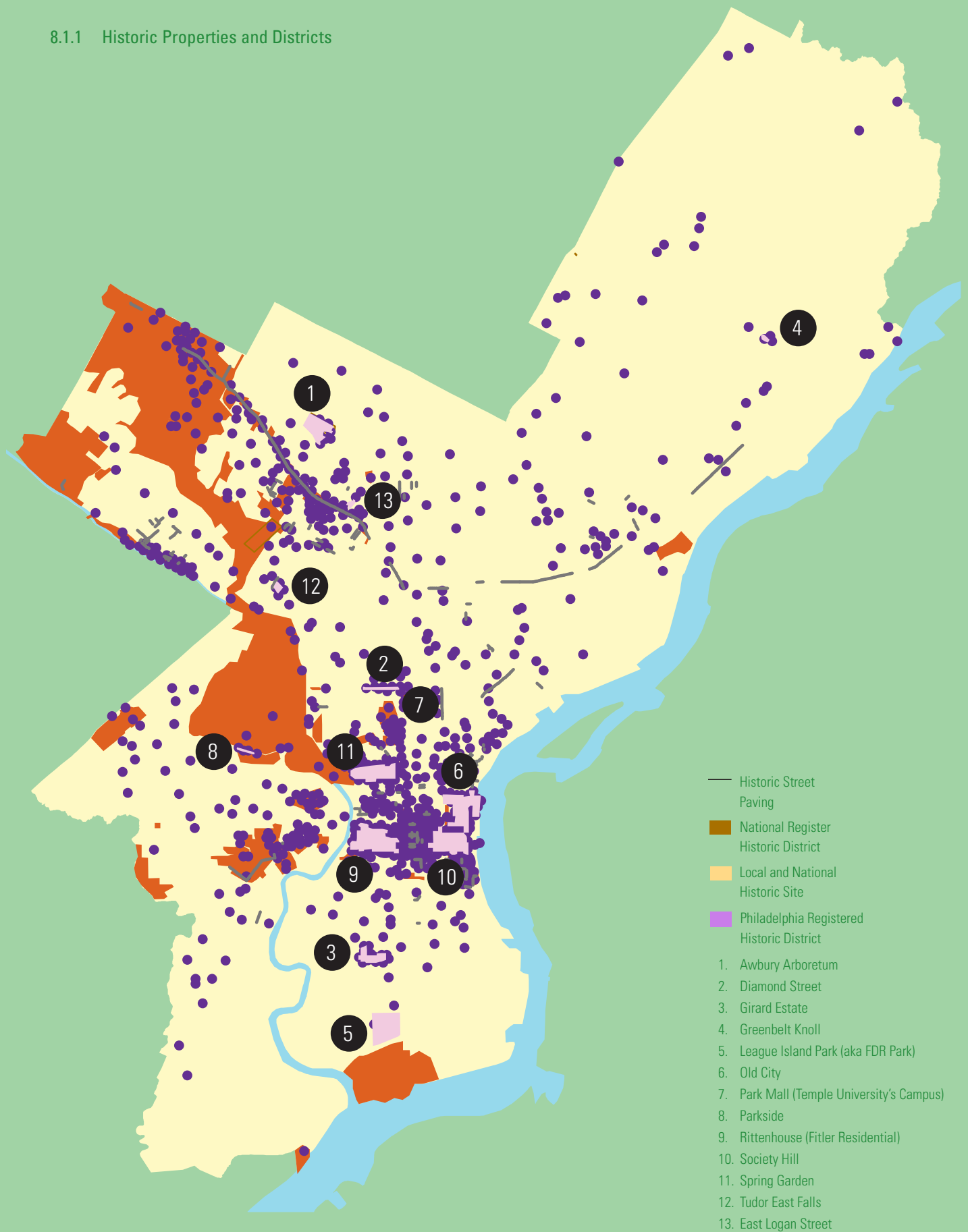
Direct Expenditures	\$1.5 Billion
Total Expenditures	\$2.2 Billion
Total Employment	9,600
Total Earnings	\$360 Million
Total Local Tax Revenues	\$22 Million

Total investment that received tax credits in Philadelphia by Use (from 2004 - 2009, in millions)



(Source: Econsult Corporation, *The Statewide Economic Impact of Federal Historic Preservation Investment Tax Credit Projects in Southeastern Pennsylvania 2010*)

8.1.1 Historic Properties and Districts



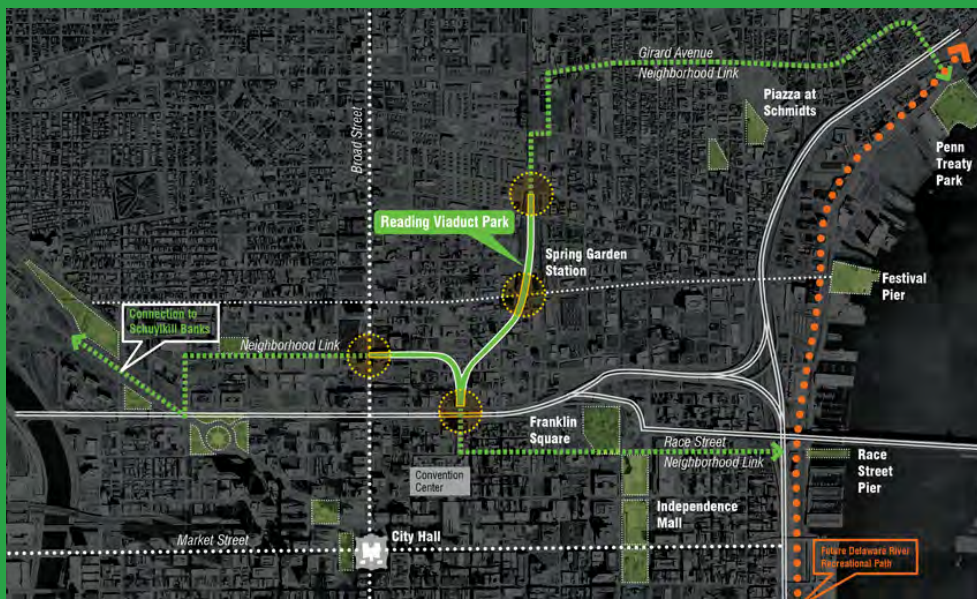
8.1.2.b Urban Design Study Reading Viaduct Park

The abandoned elevated railway lines that comprise the Reading Viaduct extend from Vine Street at 11th Street to Fairmount Avenue at 9th Street, with an east-west spur that connects the southern terminus of the viaduct to Broad Street. The railway viaduct began operating in the 1890s and ceased operation in 1984 upon opening of the Center City commuter rail connection. What is left of the viaduct is a section of elevated track atop a dramatic stone abutment that has been awkwardly severed at its southern and northern ends

At just over one mile in length, the viaduct park as envisioned will: connect a larger recreation network that includes the Schuylkill Banks, East Coast Greenway, and Delaware River Trail; fill a void in a neighborhood that is significantly underserved by existing park or green space; link the neighborhood to the existing and planned network of on-street bikeways; and reuse a remnant of the city's industrial past. Comparable projects, such as the High Line in New York City and Promenade Plantée in Paris, have yielded a tremendous positive economic impact on surrounding land values and neighborhood investment.



View looking south down the elevated viaduct platform envisioned as recreational space.



Larger recreation network that the Reading Viaduct connects.

8.1.2 Rehabilitate abandoned industrial infrastructure for new uses and reuse industrial buildings to create new neighborhood anchors.

- a Survey and designate historically significant industrial buildings, complexes, and infrastructure.
- b Promote reuse of industrial infrastructure for new uses, such as the Reading Viaduct, swing bridge over the Schuylkill River, and the Manayunk canal.
- c Promote the conversion of historic industrial buildings to new uses.
- d Promote reuse of industrial complexes as neighborhood centers, such as the Frankford Arsenal, Budd Plant site, and Disston Saw Works.
- e Create an inventory of industrial buildings to market for new uses.
- f Encourage the reuse of industrial buildings for arts and creative industry use.

8.1.2.c Case Study *Conversion of Industrial Buildings*

As manufacturing has left many of the neighborhoods in Philadelphia, the massive factory and industrial buildings that remain often sit empty. Rehabilitation of these building for new uses preserves these neighborhood icons and promotes investment. Examples of adaptive reuse of industrial buildings exist throughout Philadelphia. Urban Outfitters revamped an historic building in the Navy Yard for its national headquarters. Temple University converted a building from the old Budd Manufacturing Company to its Health System's corporate offices.



(Source: Preservation Alliance)

8.1.3.d Case Study *Reuse of School Buildings*

As the Philadelphia School District decides to dispose of surplus schools, these large, historic buildings can be adapted to new development. Many can be utilized by the growing charter-school community, like the Independence Charter School that rehabilitated the former Durham School building. In West Philadelphia, the adaptation of the defunct Brooks School to housing shows that these buildings can accommodate new uses.



8.1.5.b Case Study *Conversion of Religious Properties*

Many religious properties throughout Philadelphia no longer serve as houses of worship and an abundant number sit vacant. These properties, though challenging, can be converted to new uses. The former Church of New Jerusalem on the corner of 22nd and Chestnut Streets has been converted to corporate offices, preserving the church buildings and stained-glass windows. The Baptist Temple on Temple University's campus has been adapted as a performing arts center. A private developer converted the former Christ Evangelical and Reformed Church on Green Street to condominiums.



(Source: Preservation Alliance)

8.1.3 Preserve and reuse all “at risk” historic anchor buildings, commercial corridor buildings, and districts’ elements.

- a Identify historic commercial corridors and anchor buildings, including churches, schools, banks, and theatres.
- b Ensure all neighborhood commercial centers are vibrant and use historic storefronts as assets.
- c Support incentives to improve conditions and promote reuse of anchor buildings, such as the Beury Building at Broad Street and Erie Avenue, Divine Lorraine at Broad Street and Fairmount Avenue, and Sedgwick Theatre on Germantown Avenue.
- d Promote reuse of surplus school buildings for housing and other compatible uses.
- e Ensure funding and maintenance for historic sidewalks and streets.

8.1.4 Protect archaeological sites.

- a Survey, identify, and protect archaeological resources through legislation and other means.
- b Streamline system of recovery for archaeological artifacts to minimize cost to developers.
- c Support projects that educate the public about archaeology and important Philadelphia sites.

8.1.5 Ensure maintenance and management of cemeteries and religious properties.

- a Promote grants and other incentives for long-term maintenance of cemeteries and religious properties at risk.
- b Support conversion of vacant religious properties to new uses, including community and cultural reuse.
- c Invest in physical improvements to guarantee public access to cemeteries as open space.

8.1.6 Preserve historically significant viewsheds and landscapes.

- a Protect historic landscapes from development and invasive plants.
- b Identify and preserve public viewpoints, scenic sites, and scenic corridors.
- c Protect the viewsheds of important buildings and structures such as City Hall, Christ Church, Lemon Hill, and the Benjamin Franklin Bridge.
- d Strive to make the Schuylkill and Delaware Rivers part of the state Scenic Rivers Program.

8.1.7 Preserve cultural and ethnic traditions, places and resources.

- a Survey, and, where possible, designate cultural resources and thematic districts based on cultural and ethnic themes.
- b Promote cultural activities that foster life-long cultural exploration and learning.
- c Promote local participation and fund tourism campaigns for historically important traditions, such as the Mummers Day parade, the Holiday lightshow at the historic Wanamaker Building, and the Dad Vail Regatta.

8.1.6

Definition | Viewshed

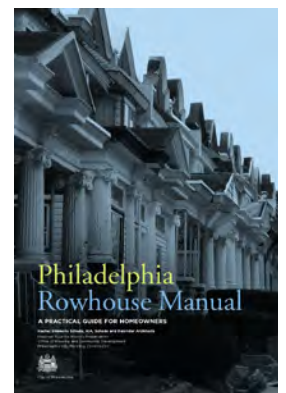
A vista of a landscape, waterway, or landmark that has cultural, historic, or scenic value, and is considered worthy of preservation. Philadelphia protects several viewsheds including those of City Hall and the Philadelphia Museum of Art.



8.1.1.d

Philadelphia Rowhouse Manual

Published by the Philadelphia City Planning Commission, the Philadelphia Rowhouse Manual offers homeowners tips and advice on maintaining and restoring their houses. This is a good example of a method to educate property owners on how to invest in the City’s housing stock.



8.2 Heritage Tourism

Goal: Expand tourism programs to highlight Philadelphia’s cultural and historic heritage and to increase spending on heritage tourism

Philadelphia’s unique past is not only interesting to Philadelphia but also to a wider audience. Heritage tourism has grown into a multi-million dollar industry. Locations like Philadelphia appeal to travelers in search of history, architecture and distinctive experiences. Much of the current tourism programming focuses on the city’s Colonial history, with Independence Hall drawing over two million visitors each year, but Philadelphia is so much more than that (Greater Philadelphia Tourism and Marketing Corporation, 2010).

Programs that focus on other aspects of Philadelphia’s history and development would help keep visitors in Philadelphia for a longer time, lure new visitors, and give tourists a more complete picture of Philadelphia life. New tours and programs that highlight unusual or non-traditional aspects of Philadelphia’s culture can help with this goal. Philadelphia is a “foodie” town, and should have a formal culinary tourism program that highlights the urban farms, farmers’ markets, and restaurants in various neighborhoods. Signage and information along “heritage trails” can inspire tourists to take self-guided walking tours through many historic districts. These and other programs will emphasize that Philadelphia is more than just the Liberty Bell.

In addition to the many events on the Benjamin Franklin Parkway, Philadelphia has a number of venues that can host the city’s many events and parades, including Independence Mall, the Centennial District, Franklin Delano Roosevelt Park, and along the Schuylkill River Trail. Rotating events at these locations will maintain healthy environmental conditions at each venue.

8.2.1.c Reading Terminal



Reading Terminal Market

8.2.1 Definition | *Sister City Program*

The goal of the Sister City program is to promote the City of Philadelphia abroad through business, cultural, and educational exchanges. The program focuses on promoting economic ties while strengthening cultural understanding. Philadelphia’s Sister Cities are: Douala, Cameroon; Florence, Italy; Incheon, Korea; Nizhny Novgorod, Russia; Tel Aviv, Israel; Tianjin, China; and Torun, Poland.

Objectives >

8.2.1 Create new and enhance existing tourism programs based on various cultural experiences unique to Philadelphia.

- a Coordinate and promote tours and programs in and about various neighborhoods, highlighting those that are not typically seen as tourist attractions, such as Mount Airy and Germantown.
  - Celebrate cultural assets and events in all neighborhoods such as Bastille Day at Eastern State Penitentiary in Fairmount, Shadfest in Fishtown, and West Oak Lane Jazz and Arts Festival.
- b Create and maintain heritage trails in various historic districts to provide informational walking tours highlighting architectural and social history.
- c Formalize a new culinary tourism program highlighting neighborhood cuisines, breweries, and destination food markets.
- d Emphasize the 19th- and 20th-century history of the city - “Workshop of the World” and “the Modern era.”
  - Make the Centennial District a regional family entertainment destination.
- e Promote initiatives and events through the Philadelphia Sister City Program.
- f Create and promote public-art tours.

8.2.2 Demonstrate sustainable practices in visitor activities and facilities.

- a Encourage activities in various locations that protect environmental resources and showcase the city.
- b Encourage participants and spectators to use shuttles, non-motorized transportation, and public transportation.
- c Promote recycling programs, especially for water bottles during events and races.
- d Encourage “Do Not Litter” campaigns during events to limit trash left in the parks and along city streets.
- e Promote high standards of environmental and energy-efficient design of visitor facilities.

8.2.1.d Case Study | *Centennial District Master Plan*

The Centennial District Master Plan (2005) proposes the transformation of 730 acres of west Fairmount Park into a family-oriented recreation and cultural district. Phased over 20 years and located on the 1876 Centennial Exhibition grounds, the master plan proposes new venues, recreation and landscape improvements, and infrastructure and management strategies to create a regional, city and neighborhood amenity. Recent transformations such as the addition of the Please Touch Museum, an expanded Mann Center for the Performing Arts, Philadelphia Zoo improvements, and a 5K recreation trail have started the momentum of transformation in West Fairmount Park. (Fairmount Park Commission, 2005)



(Source: MGA Partners)

> Public Realm

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

The public realm consists of all of the spaces and places where Philadelphians have shared encounters each day. Sidewalks, streets, parks, and plazas are the areas where we can come together, socialize, intermingle and experience the city. The physical surroundings that define our public realm contribute to creating a sense of place and a quality of life that is unique to Philadelphia.

The grid plan that William Penn created for Philadelphia set a pattern of development that we treasure today. The neat rows of streets creating small blocks for development were first imagined when walking was the primary mode of transportation. This rhythm of blocks allowed Philadelphia to grow in a regulated way that facilitated construction and circulation through the city. It was not until the advent of the automobile that street design began to change. In the mid-20th century, cul-de-sacs and curvilinear streets became fashionable to reflect a more garden-like setting. This suburban model of development, however, often removes the walkable scale and limits our means of transportation to reach various amenities and destinations.

Penn's original plan also offered a balance between private property and public lands. The five original squares afforded residents open space to escape the dense surrounding development and to come together to play, celebrate, and commune in a natural setting. Well-designed parks and recreation spaces offer Philadelphians locations to have shared neighborhood interactions that foster greater community and better overall health.

Many elements affect the public realm: height and massing of buildings along the street; length and width of the street and sidewalks; landscaping and natural features; lighting; and, of course, the overall condition of these elements. Although each of these elements has a great impact on the quality of the public realm, only a small portion is actually in public ownership. The City uses various mechanisms to help ensure that these elements contribute to our shared environment, including the Street Code, Zoning Code, and reviews by the Planning Commission, Art Commission, Historical Commission, and the Percent for Art program.



9.1 Development Patterns

Goal: Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks

Even as technology allows everyone to move faster and farther, Philadelphia's grid pattern remains a solid framework on which to develop and redevelop the city. Many American cities that developed in the midst of the automobile era are now trying to recreate the comfortable, pedestrian-scale streetscapes that Philadelphians know so well. Along the waterfront and in many neighborhoods, very large former industrial sites now lie vacant. These present a great opportunity to reestablish the grid plan, to knit neighborhoods together, and connect communities with amenities. Improving the existing streetscape enhances the walkability of neighborhoods and reinforces the sense of security that the pedestrian-scale offers.

The public realm is greatly influenced by not just the size and scale of the city's blocks, but also the buildings on either side of the street. Regulating the size and scale of new buildings will reinforce the desirable urban features found within existing communities. The zoning code plays a key role in regulating new construction and its relationship with the surrounding context.

9.1.1.c Definition | Walkability Index

A rating system or checklist comprised of measures to evaluate the pedestrian-friendliness of a corridor, district, or specific site.

Objectives >

9.1.1 Preserve the walkable scale of the city.

- a Preserve and extend the city's street grid, especially through mega-blocks and large parcels of land and to connect to the waterfronts.
- b Reconfigure large-scale sites to have visual and/or functional pathways.
- c Create Walkability Assessment tools for use in preparing District Plans and in review of proposed urban projects.

See [CONNECT 4.2.3](#) for more information on street and sidewalk design standards.

- d Launch a Pedestrian Plaza Program to improve the quality and safety of key intersections and street segments.

9.1.2 Ensure that new development reinforces the urban scale

- a Support preservation of the existing building stock to maintain existing urban form.
- b Preserve access to public light and air by managing and shaping the mass, height, and bulk of new development.
- c Promote context-sensitive design along the city's streets.

9.1.1.a Case Study Philadelphia Coke Site

The Philadelphia Coke Site is a prime example of a large parcel that is out of scale with its surrounding neighborhood. The Philadelphia Coke Company ceased operation on the 68-acre site in 1982. Redevelopment of the site should extend the original street grid and reconnect the Bridesburg neighborhood to the Delaware River. Other improvements include the extension of Delaware Avenue, which is currently under design, and the North Delaware Greenway, which will run along the waterfront between the site and the Delaware River.



9.2 Urban Design

Goal: Elevate public demand for good design in the public realm

Since the 18th century, many buildings and locations in Philadelphia have influenced design and style throughout the world. Well-designed spaces enhance the public realm and contribute to our sense of identity. They facilitate interaction and promote the image of Philadelphia as a world-class city. Philadelphians should demand high-quality spaces, not just in the dense urban core of Center City, but in all neighborhoods to experience interesting, safe, and nurturing interactions with the built environment.

As the saying goes, “You only get one chance to make a good first impression.” The gateways into Philadelphia need to be clean and welcoming. Public art and signage play leading roles in beautifying these spaces. Corridors along railroads and highways must be free of litter, graffiti and blight. Service streets or alleys can be places with green stormwater management systems to hide their utilitarian purpose. Investment should be made in these public spaces to show everyone that Philadelphians care about their surroundings.

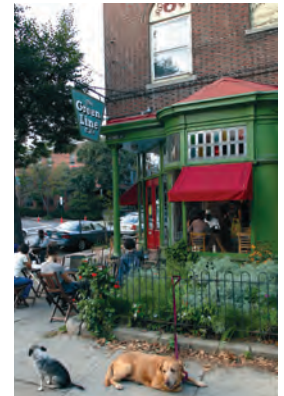
Philadelphia2035 recommends that, as new buildings are built and existing infrastructure is rehabilitated, the quality of the designs can be elevated to match the workmanship and variety that already exists in our neighborhoods. New construction typically uses a very different palette of building materials than older structures; therefore, attention to contextual design elements, such as façade composition, the proportions of an enclosed area, and the spaces between buildings, is crucial for maintaining the city’s sophisticated urban design. Review of new construction to guarantee that the public realm is protected, the installation of new works of public art, and maintenance systems to protect existing infrastructure will all contribute to a vibrant and inviting public realm for all to enjoy.

Objectives >

9.2.1 Apply sound design principles to guide development across the city.

- a Implement the Civic Design Review process as proposed in the draft zoning code.
- b Develop design standards for public streets and spaces based on neighborhood contexts.
- c Reuse existing building stock and integrate vacant older buildings into new developments when possible.

9.2 Examples of positive Urban Design



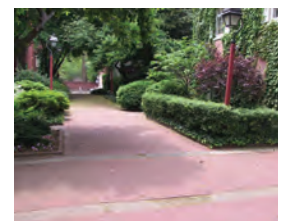
Sidewalks, West Philadelphia



*Suburban-style residences,
Cobbs Creek*



*New mixed-use development,
Northern Liberties*



Greenway, Society Hill

9.2.2 Definition | Landmark Gateway

A landmark gateway is a prominent entrance into the city or a passage between two regions within the city that has a distinguishing physical or visual feature.

9.2.2 Create welcoming, well-designed public spaces, gateways, and corridors.

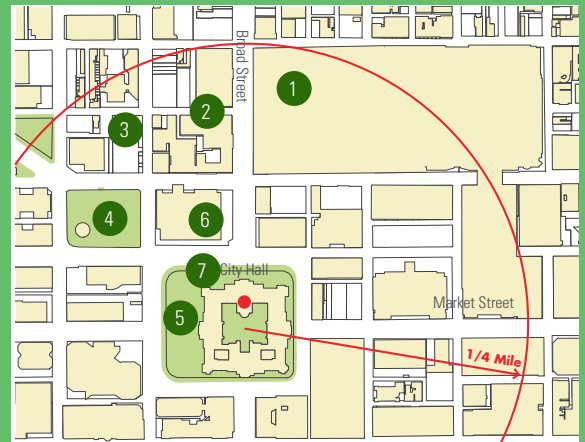
- Transform Center Square into a destination park, including a rehabilitated City Hall station
  - Encourage private development on available adjacent sites.
- Create standards for greening and cleaning, signage and advertising, and design for all major gateways, especially highways and along utility and rail corridors.
  - Establish rail corridor maintenance agreements that document standards, align responsibilities, and establish procedures for site access and risk management.
- Bury new utilities underground where possible to promote more visually pleasing neighborhoods.
- Beautify alleyways and service streets with green stormwater management infrastructure.

See [THRIVE 7.2.3.a](#) for more information on green streets.
- Invest in street furniture, including benches, bus shelters, meter and sewer covers, and street signs, that reflects the architectural character of various neighborhoods.
- Utilize public art to enhance public spaces throughout the city.
- Enliven public spaces with programmed events, fairs, and markets.
- Ensure that public spaces are linked together and easily accessible.

9.2.2.a Case Study | Projects and Proposals within a quarter mile of City Hall

Within a quarter mile of City Hall's Center Square, seven ongoing projects or development proposals will transform the core of Philadelphia's Metropolitan Center. Together they could greatly enhance the visual experience of some of the city's most important viewsheds. These projects vary greatly in their scope, scheduling, and feasibility. But all of these project ideas work towards a common vision of a cohesive and vibrant cityscape around Center Square that engages residents and visitors alike.

- Pennsylvania Convention Center expansion - 1
- Lenfest Plaza - 2
- Family Court Building - 3
- JFK Plaza - 4
- Dilworth Plaza - 5
- Paine Plaza - 6
- City Hall North Apron - 7



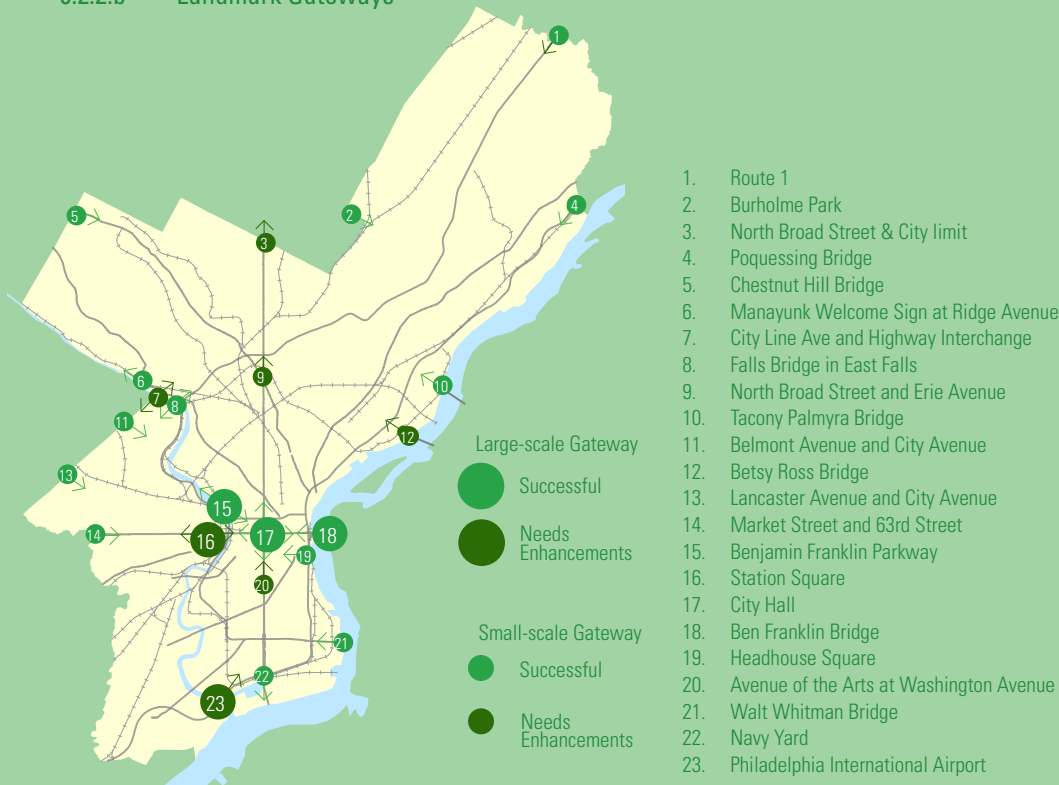
9.2.3 Link public art with major capital initiatives.

- Revamp the "Percent for Art" Program to maximize art budgets of various capital facilities and improve the public experience.
- Advocate for the inclusion of significant works of public art where there is a confluence of public projects.
- Support the installation of public art in parks, plazas, and other sections of the public realm--especially pieces that reflect neighborhood identity.

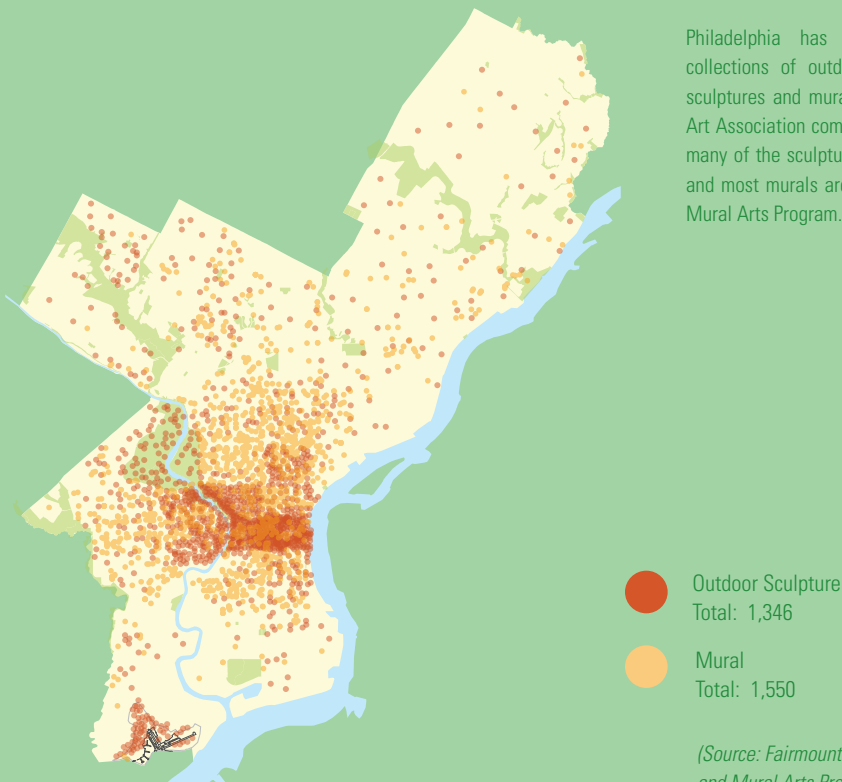
9.2.4 Ensure maintenance and protection of public works of art.

- Ensure funding for conservation efforts to preserve public art.
- Promote public art collection through various programs, such as walking and audio tours.
- Create stewardship programs in various neighborhoods to help maintain public works of art.

9.2.2.b Landmark Gateways



9.2.3 Outdoor Sculptures and Murals



(Source: Fairmount Park Art Association and Mural Arts Program, 2010)

9.2.3

Definition | Percent For Art Program

Created by City Council in 1959, the Percent for Art Program requires that any project built by the City of Philadelphia or any that receives funding from the City must set aside one percent of the total project budget to create a permanent work of art to be displayed to the public. The Program strives to commission artwork that enriches the public environment and possesses significant enduring qualities.



Acconci
(Source: Office of Arts, Culture, and the Creative Economy)



Carlson
(Source: Office of Arts, Culture, and the Creative Economy)



Clothespin
(Source: Office of Arts, Culture, and the Creative Economy)