

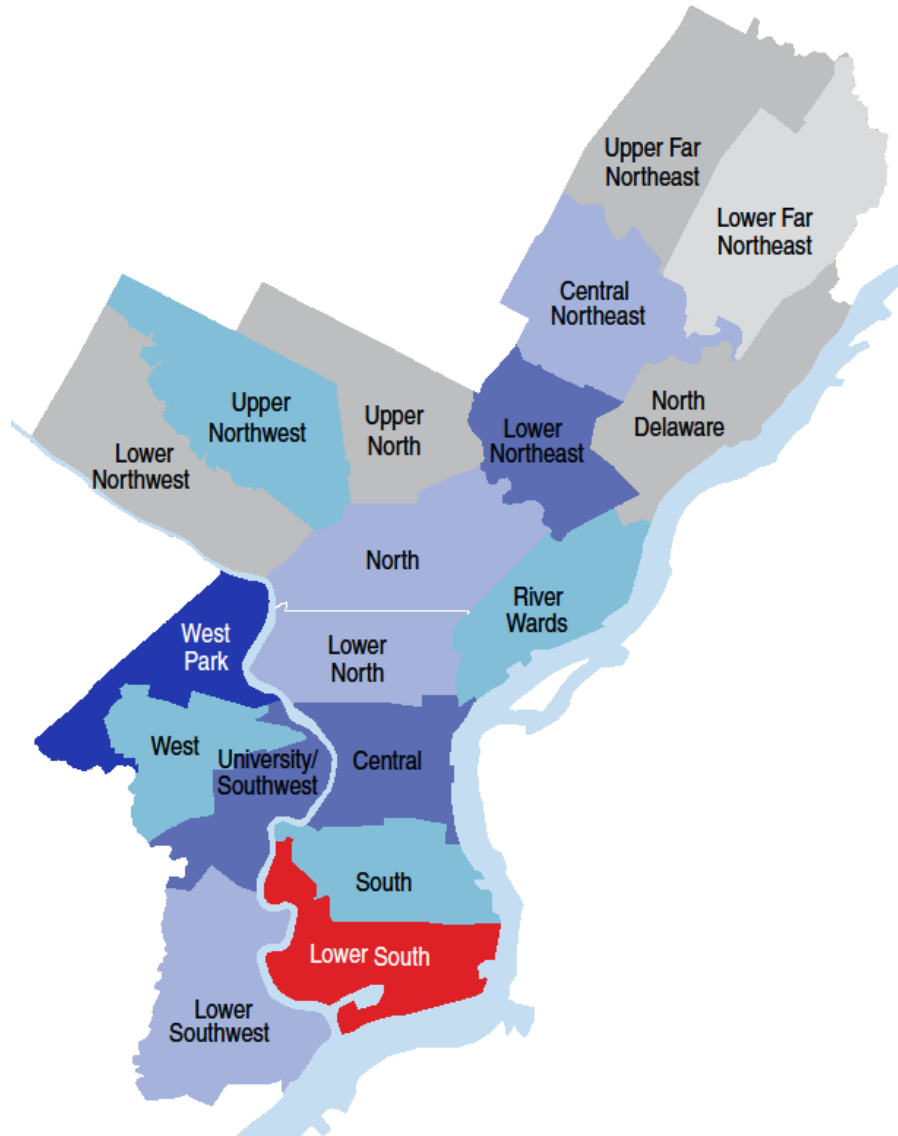
LOWER SOUTH

September 2011 Public Presentation

Comprehensive Planning Process



Major Plan Components



1 | Citywide Vision and Goals

- > Thrive
- > Connect
- > Renew

2 | Land Use

- > Existing Land Use
- > Proposed Land Use
- > Zoning Recommendations

3 | Municipal Facilities and City-Owned Property

- > Inventory
- > Recommendations

4 | Planning Focus Areas

- > Major Land Use Changes
- > Large Projects
- > Public Realm

Implementation Process



District-specific recommendations for:

Neighborhoods | Economic Development

Land Management

Transportation | Utilities

Open Space | Environmental Resources

Historic Preservation | Public Realm



The following agencies are responsible for implementation:

- City Council
- Redevelopment Authority
- Philadelphia Water Department
- Streets Department
- Office of Housing & Community Development
- Department of Parks & Recreation
- PIDC
- PRPA
- Navy Yard
- Sports Complex SSD
- Historical Commission

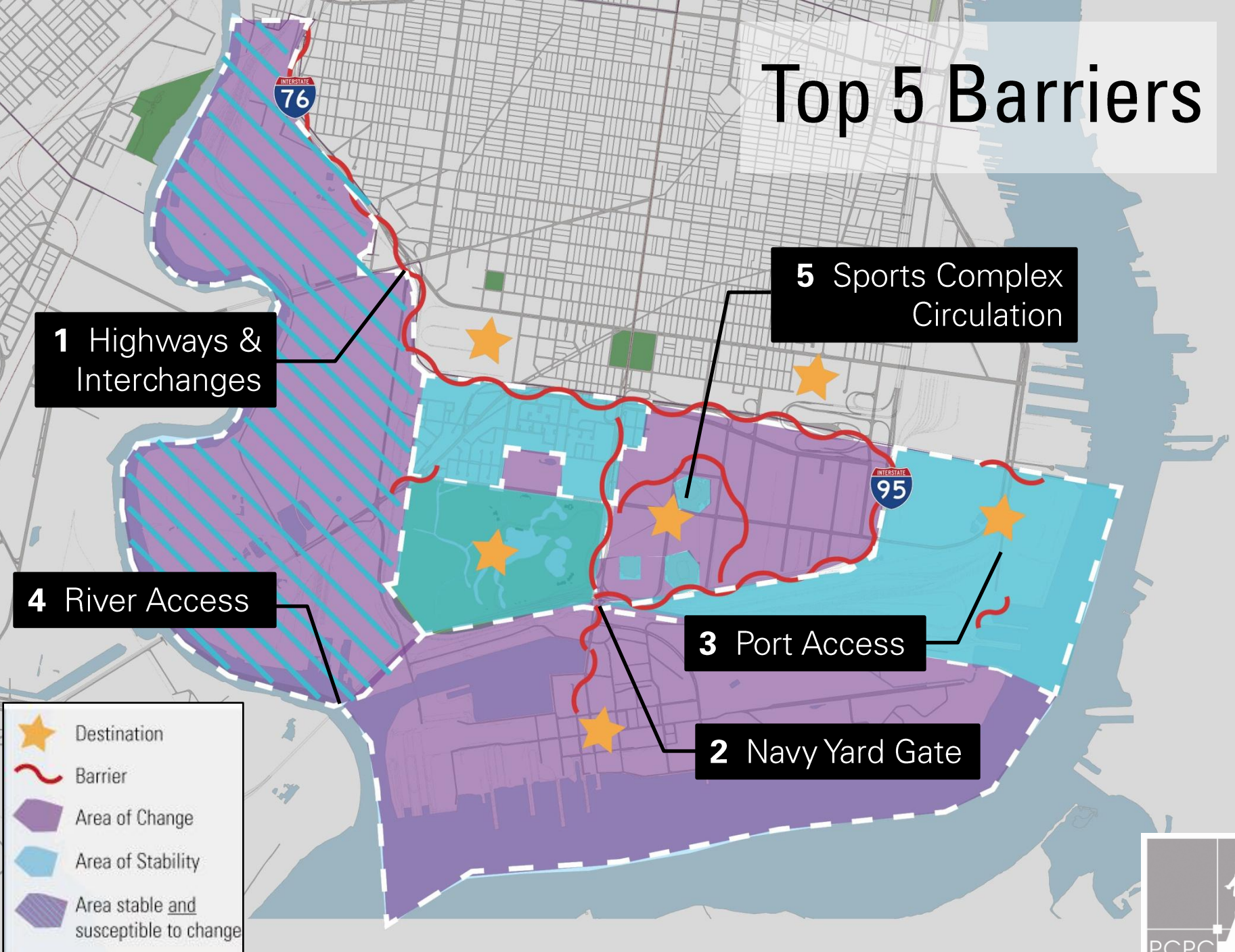
1st Community Meeting



Top 5 Destinations



Top 5 Barriers



Top 5 Stable Areas

3 The Neighborhoods

4 Sunoco

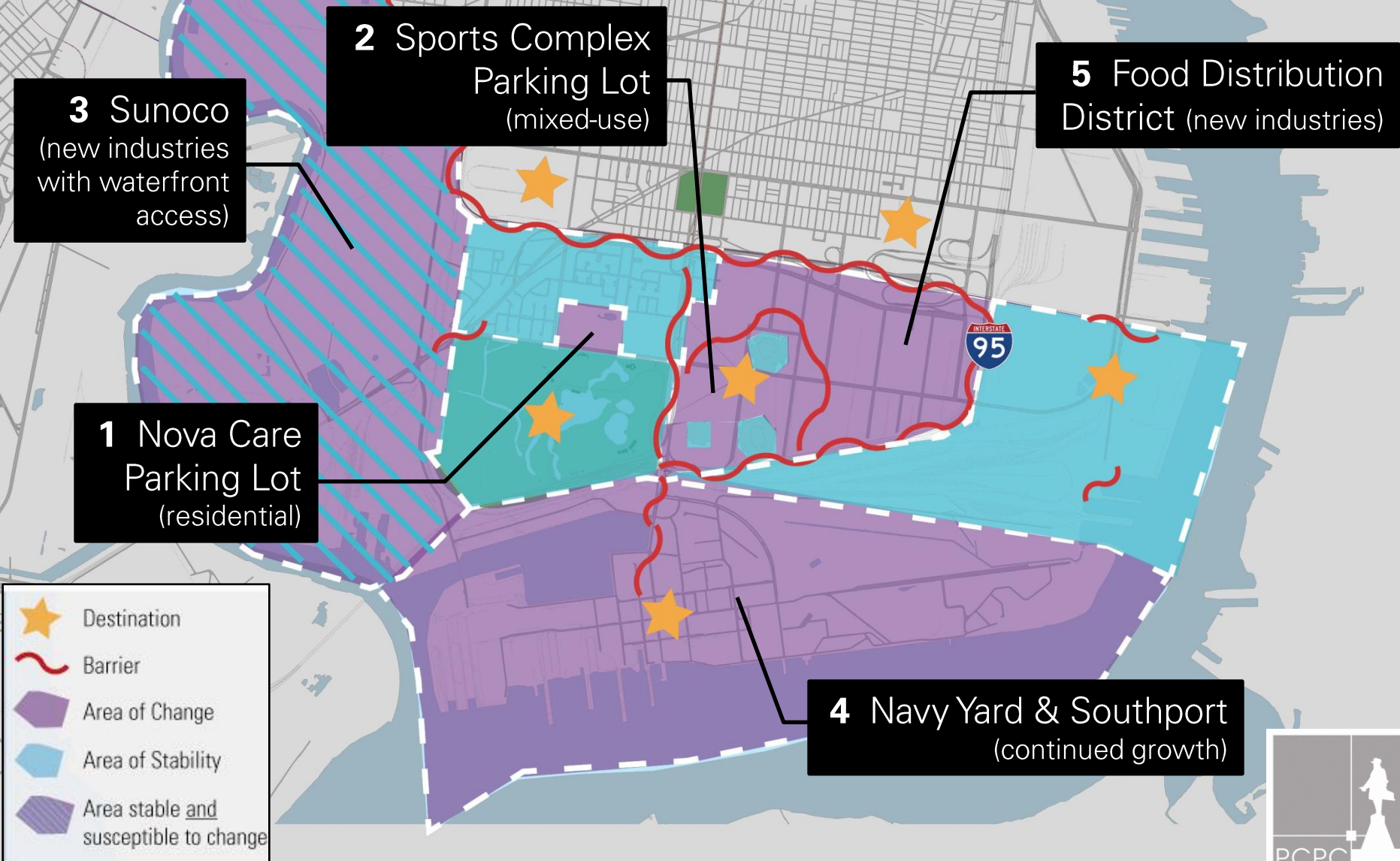
5 Port & Freight

1 FDR Park

2 The Sports Complex



Top 5 Planning Focus Areas





Topics & Preliminary Recommendations



NAVY YARD

today

- 1 | 7,000 to 8,000 employees currently
- 2 | 115 companies and 3 Navy activities
- 3 | Over six million square feet of occupied space
- 4 | Recent Announcements
 - > GPIC - Greater Philadelphia Innovation Cluster
 - > Glaxo Smith Kline
 - > URBN
 - > Iroko Pharmaceuticals



NAVY YARD

tomorrow

- 1 | Provide alternate means of access the Navy Yard
 - > Sidewalks and bike lanes
 - > SEPTA bus service
 - > Broad Street Line extension study
- 2 | Update Navy Yard Master Plan
 - > 2004
 - > Reflect developments, reduced footprint
 - > Mixed-use needs
- 3 | Ensure sufficient utilities
- 4 | Encourage more activity and public access

SPORTS COMPLEX DEVELOPMENT today

- 1 | Only city with all four major franchises to have the teams co-located
- 2 | All land at the sports complex is city-owned
- 3 | Master plan zoning district
- 4 | Parking lots at capacity during multiple event days
- 5 | Philly Live!
 - > Opening Spring 2012
 - > 400 permanent jobs



SPORTS COMPLEX DEVELOPMENT tomorrow

- 1 | Improve highway access to improve circulation
- 2 | Increase use of Broad Street Line Sports Express service
- 3 | Ensure new development includes street grid
 - > Paper streets
- 4 | Any future development beyond Philly Live! must balance:
 - Parking
 - > Mass Transit
 - > Neighborhood Concerns
 - > Economic Development



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abbykar

courtesy:





PORT & INDUSTRY

today

- 1 | Philadelphia Regional Port Authority Expansion
 - > Packer Avenue Marine Terminal /Whiskey Yard
 - > Major increase in containers
 - > Southport to eastern Navy Yard
 - > 120 acres
- 2 | Philadelphia Wholesale Produce Market Relocated
- 3 | Sunoco announcement
 - > Sell refineries and associated lands in Philadelphia and Marcus Hook
 - > Exit refining (by July 2012)



PORT & INDUSTRY

tomorrow

- 1 | Extend port service road eastern side of the Navy Yard
- 2 | Provide mass transit alternatives for port employees
- 3 | Improve container movement with improved highway access and freight access
- 4 | Explore public riverfront access opportunities as ownership and uses change
- 5 | Lower Schuylkill Industrial Study
 - > PIDC lead
 - > More in-depth



NEIGHBORHOODS today

- 1 | Population increase over the past 10 years of 1,500
- 2 | Median home sales price of \$150,000+ , average \$374,000
- 3 | Sienna Place newest housing development
 - > Over 300 units planned
 - > 40+ constructed
- 4 | FDR Park *"The Lakes"*
 - > Growing the Neighborhood
 - > Popped! Music Festival



NEIGHBORHOODS

tomorrow

- 1 | Create safer connections to destinations
- 2 | Encourage the development of neighborhood-serving uses
- 3 | Consider locations appropriate for additional housing
- 4 | Balance the demands on FDR as both a neighborhood park and regional attraction
- 5 | Explore more private public partnerships for FDR



Tonight's Activities



Scenario Building

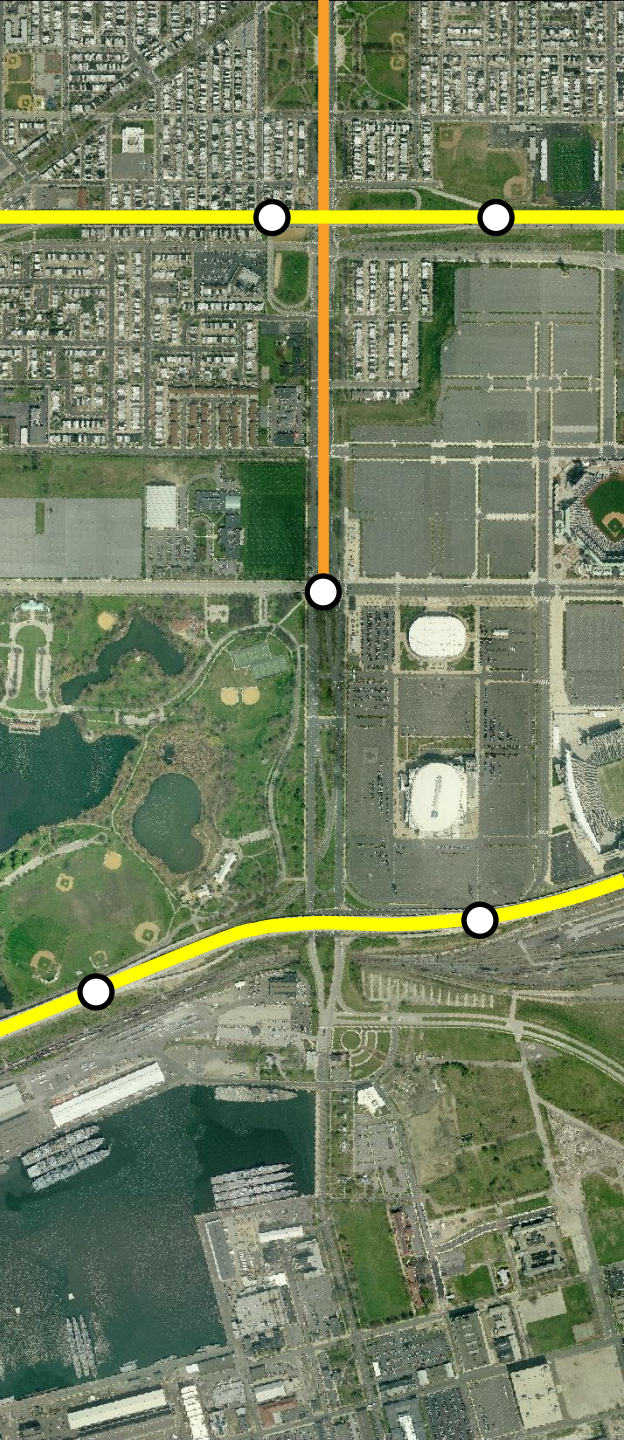
- > Help us set the tone of the plan
(optimistic, cautious, priorities)
- > Discuss seemingly opposing ideas
- > Look for solutions that work across scenarios
 - > Federal Funding
 - > Market Demand
 - > Gas Prices



Example

Cake and Exercise





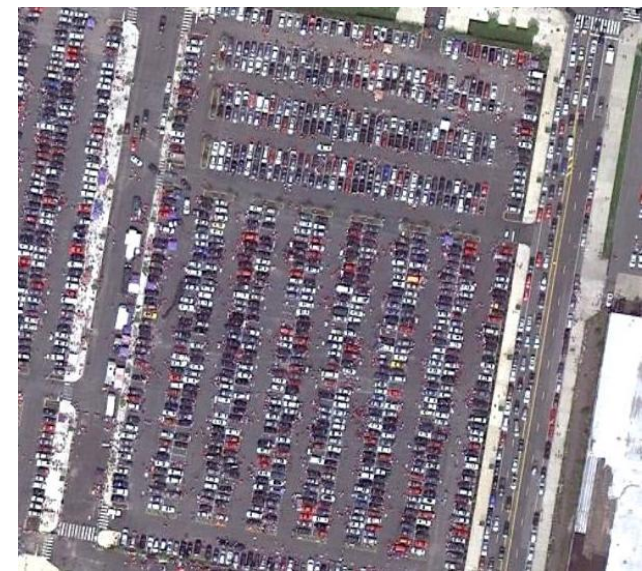
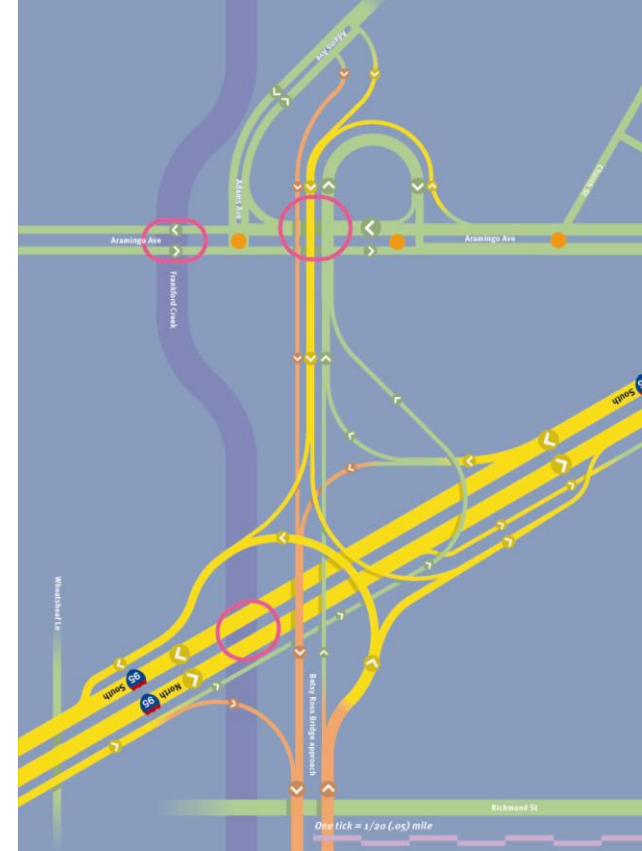
1st Scenario: Transportation

Mass Transit and Highways

Mass Transit



Highways

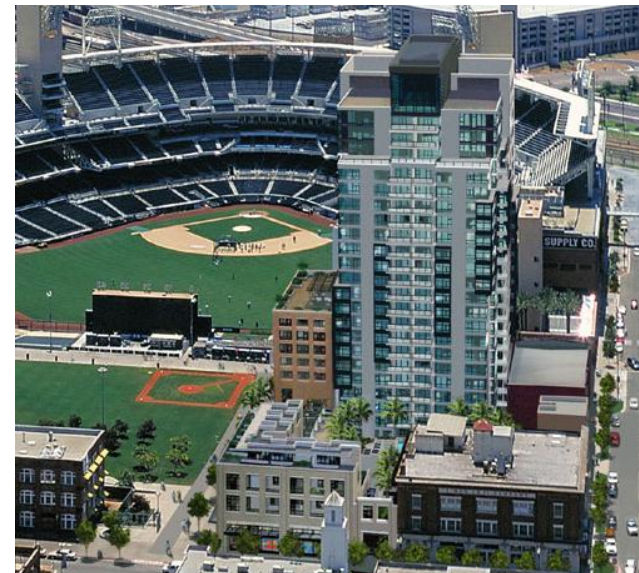




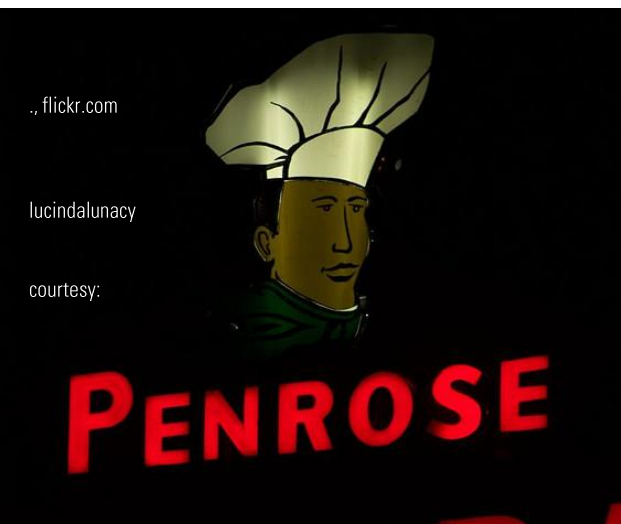
2nd Scenario: Development

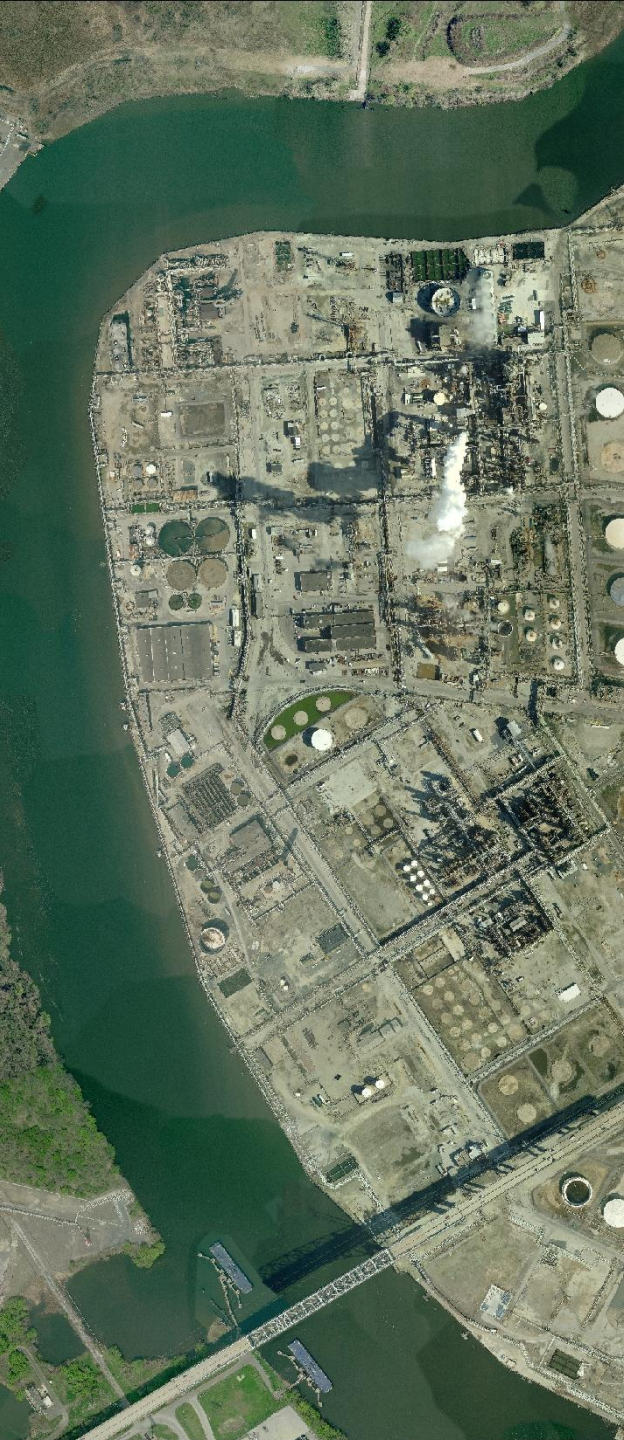
Residential &
Commercial/Entertainment

Residential



Commercial/ Entertainment





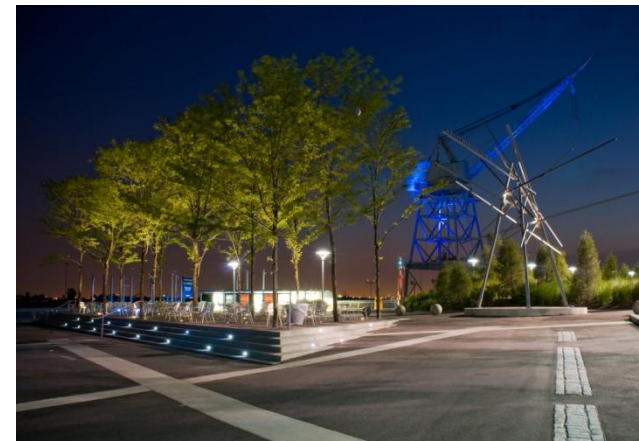
3rd Scenario: Riverfronts

Industrial & Public Access

Industrial



Public Access





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THANK YOU!