Comprehensive Planning Process

PHILADELPHIA 2035

Citywide
(Completed 2011)

18 District Plans
(5 year 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
Top 5 Destinations

1. FDR Park
2. The Sports Complex
3. The Navy Yard
4. The Port
5. Outside Shopping

Legend:
- Destination
- Barrier
- Area of Change
- Area of Stability
- Area stable and susceptible to change
Top 5 Barriers

1. Highways & Interchanges
2. Navy Yard Gate
3. Port Access
4. River Access
5. Sports Complex Circulation
Top 5 Stable Areas

1. FDR Park
2. The Sports Complex
3. The Neighborhoods
4. Sunoco
5. Port & Freight

Legend:
- Destination
- Barrier
- Area of Change
- Area of Stability
- Area stable and susceptible to change
Top 5 Planning Focus Areas

1. Nova Care Parking Lot (residential)
2. Sports Complex Parking Lot (mixed-use)
3. Sunoco (new industries with waterfront access)
4. Navy Yard & Southport (continued growth)
5. Food Distribution District (new industries)
Topics & Preliminary Recommendations
NAZZ 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 sport's 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
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!