



LOWER NORTHEAST COMMUNITY MEETING 2

June 12, 2012
St Martin of Tours

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Contents

- > Integrated Planning & Zoning Process
- > Lower Northeast District
- > Results of the first Community Meeting
- > Focus Areas
- > Topics and Preliminary Recommendations
- > Code for America: *Textizen*
- > Tonight's Activity: Scenario Building

Integrated Planning and Zoning Process



Since June 2011:

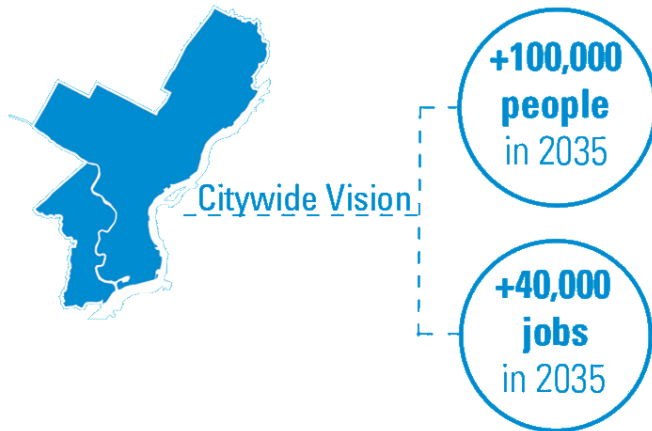
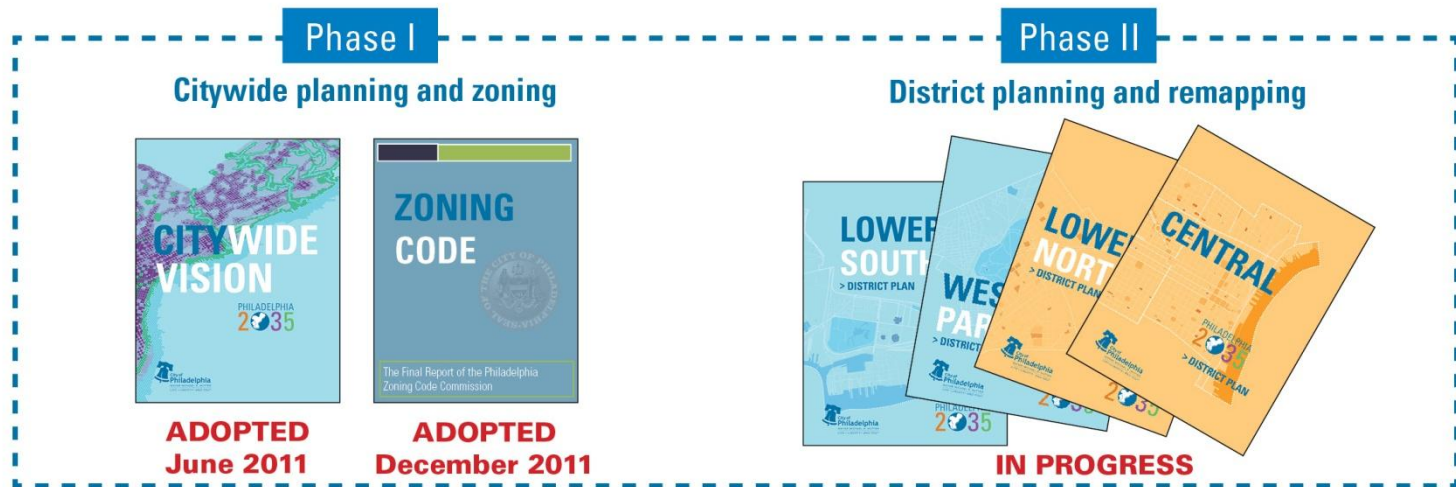
- Citywide Vision released
- Two adopted district plans
- Two district plans in progress
- 120 Citizen Planners
- Zoning Code passed, December 2011
- Zoning Code effective August 22, 2012

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Integrated Planning and Zoning Process



- Land use and proposed zoning plans (to guide zoning map revisions)
- Planning focus areas (locations where multiple or significant interventions are needed)
- Recommendations for changes to the physical environment, including transit infrastructure and neighborhood facilities

Lower Northeast District

Major Neighborhoods:

Frankford

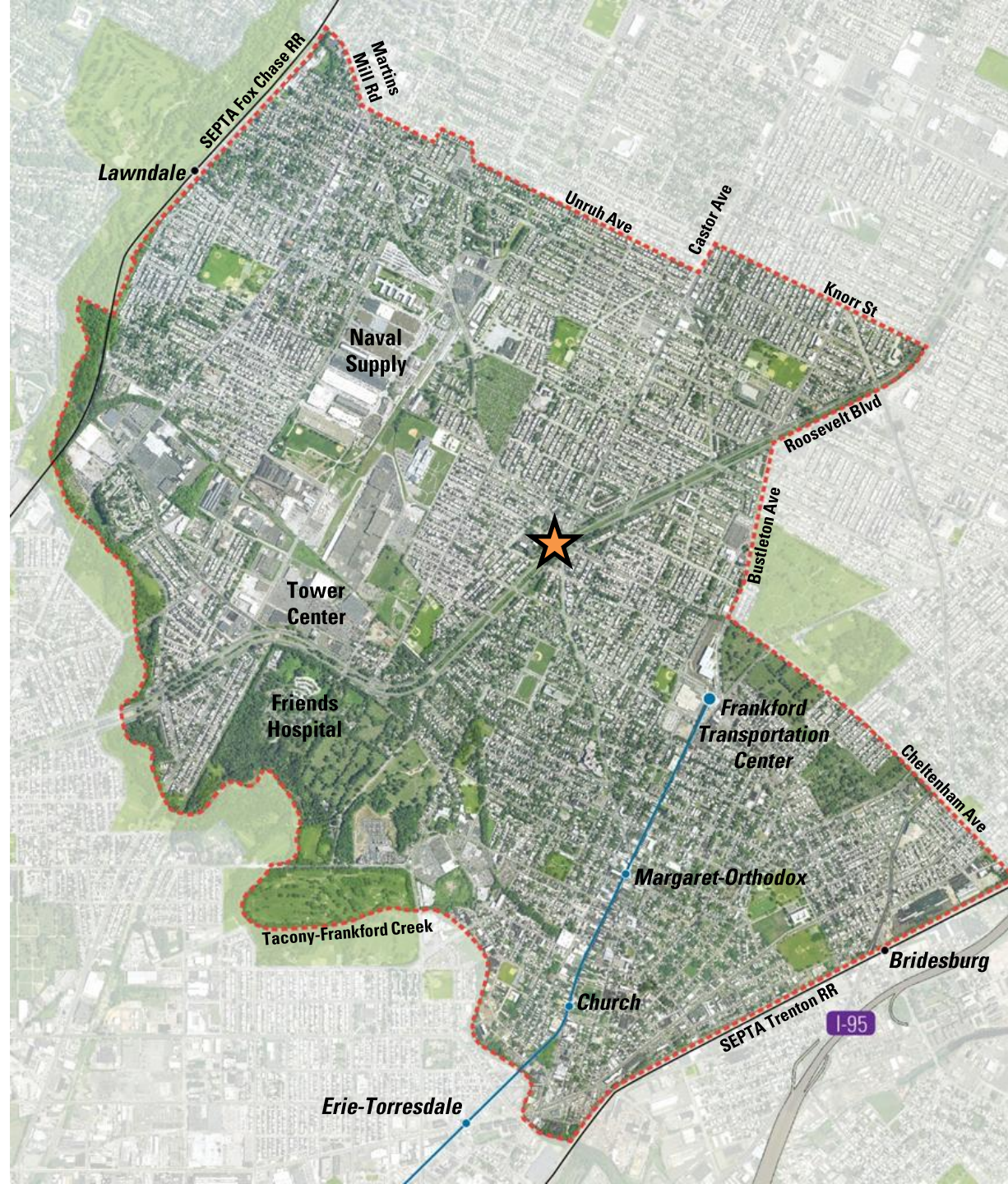
Northwood

Summerdale

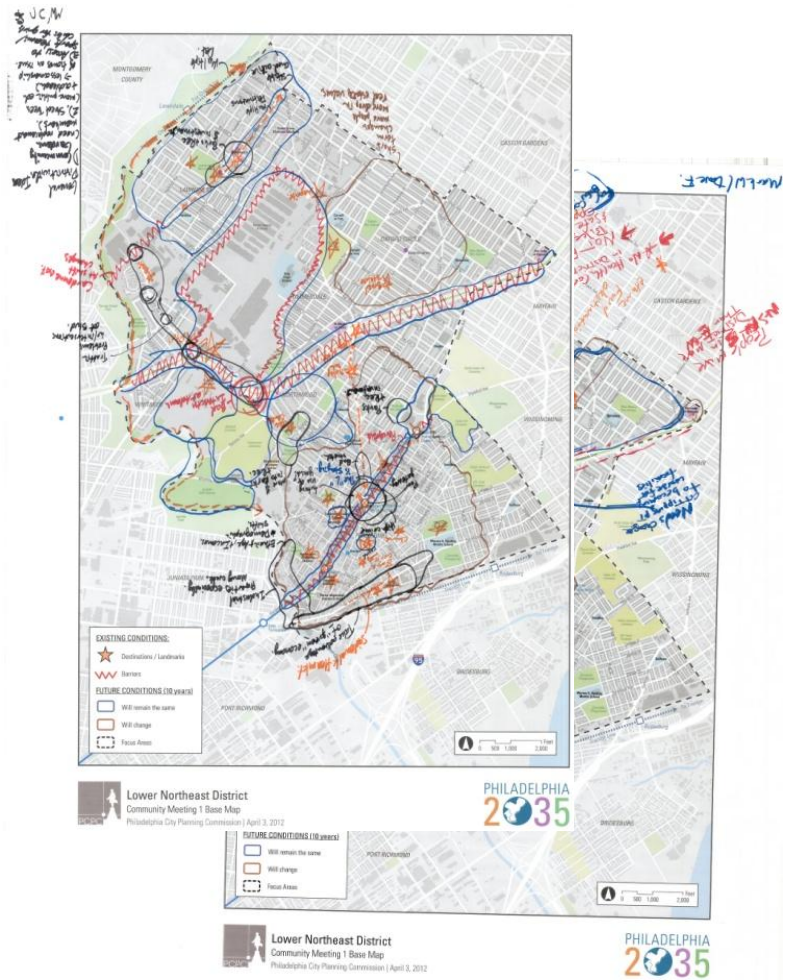
Oxford Circle-Castor Gardens

Lawncrest

*District boundaries were
determined by Census Tracts*



Results of the First Community Meeting



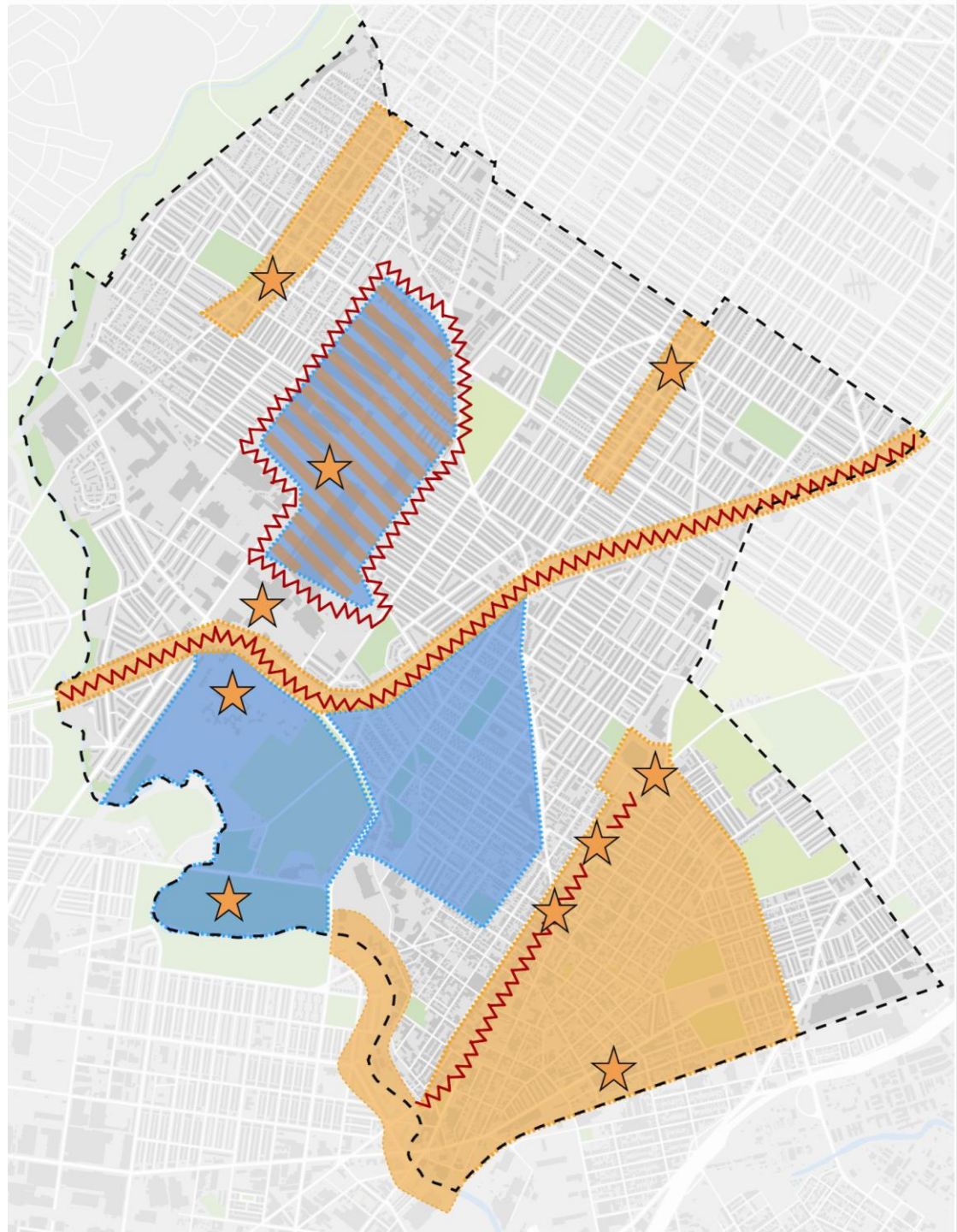
First Community Meeting

★ Destinations / Landmarks

⚡ Barriers

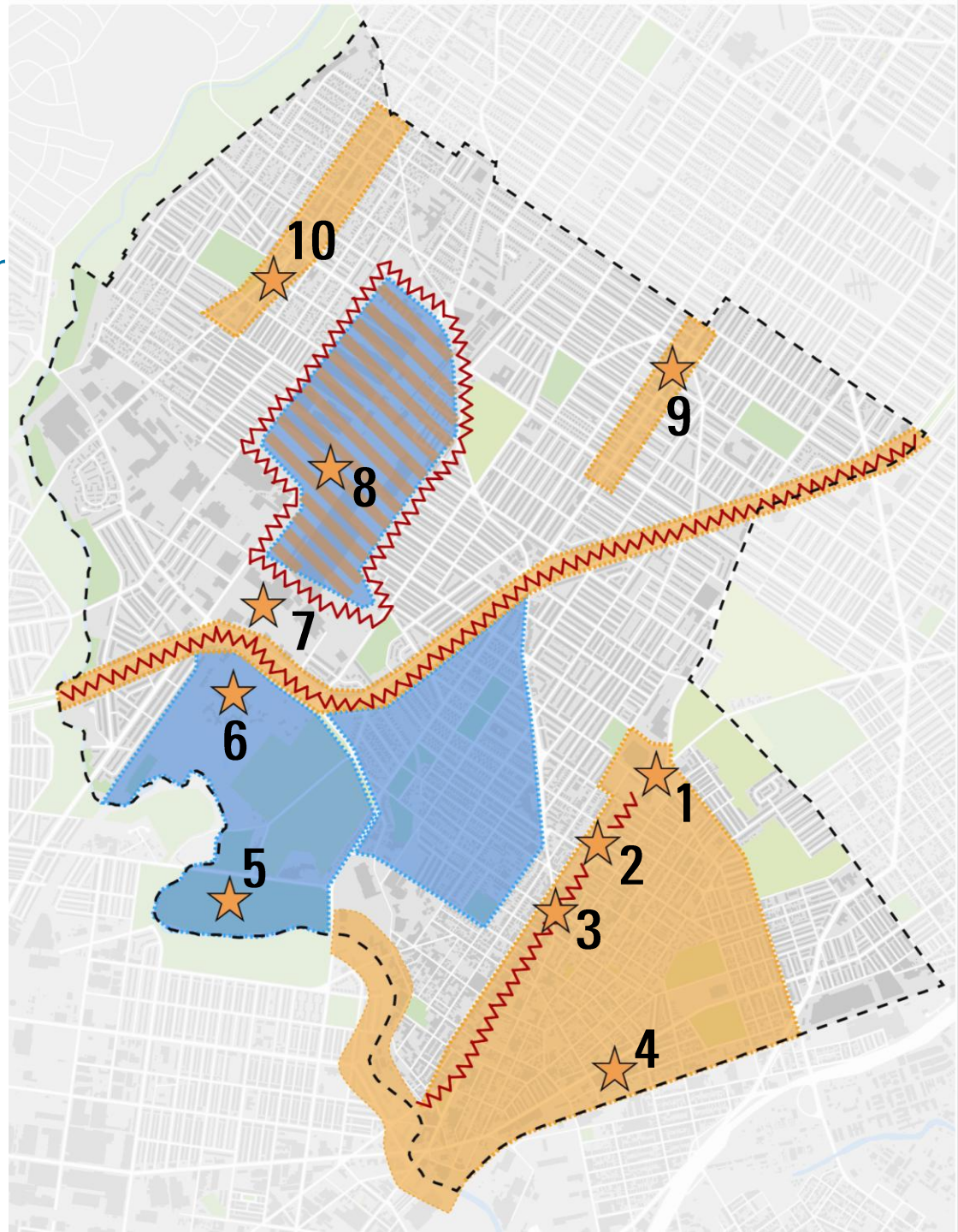
■ Areas of Stability

■ Change Areas



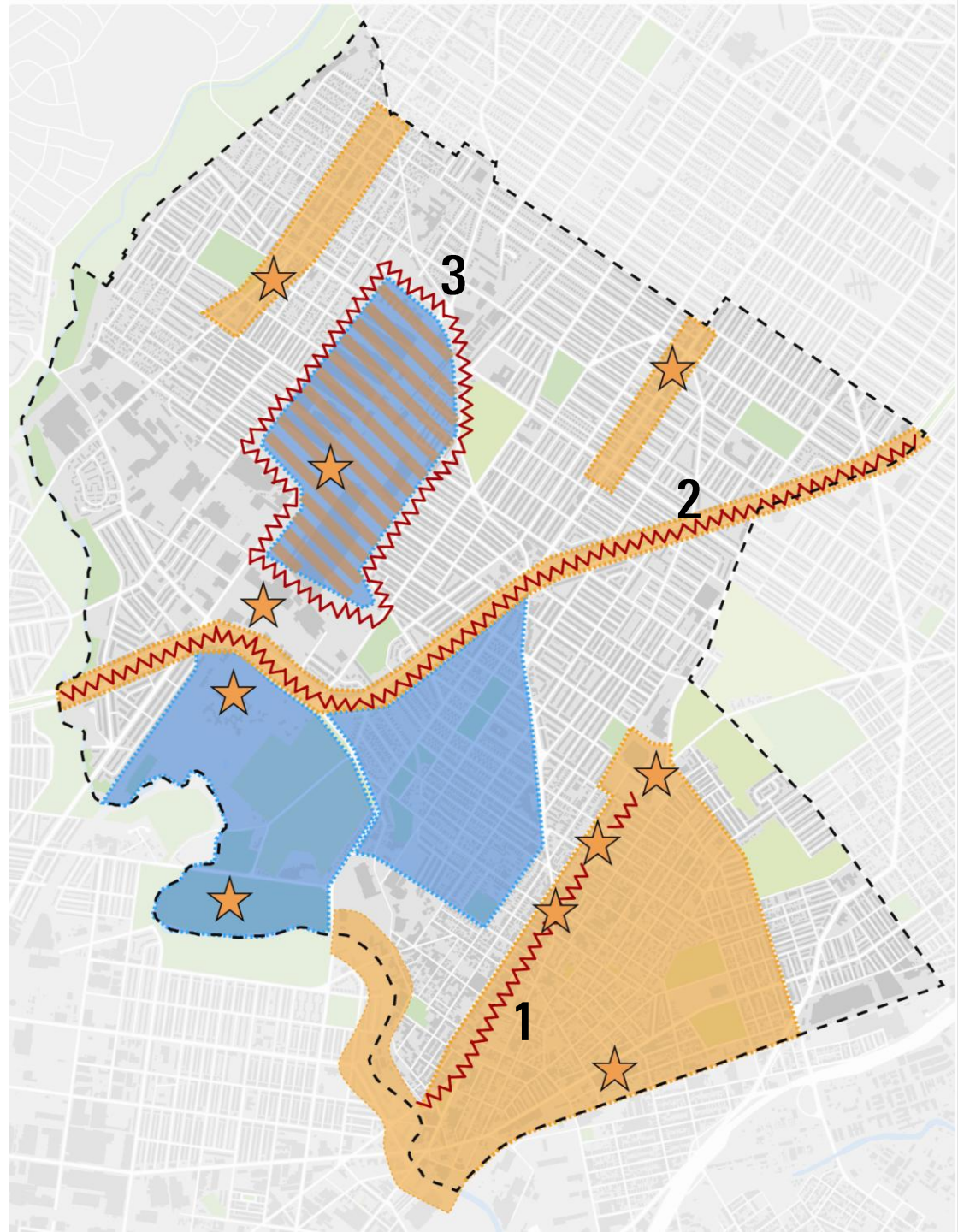
Top Destinations

1. Frankford Transportation Center
2. Aria Health
3. Margaret-Orthodox Station
4. Globe Dye Works
5. Juniata Golf Course
6. Friends Hospital
7. Northeast Tower Center
8. Naval Depot / Cardone
9. Castor Avenue Restaurants
10. Lawncrest Rec Center/Library



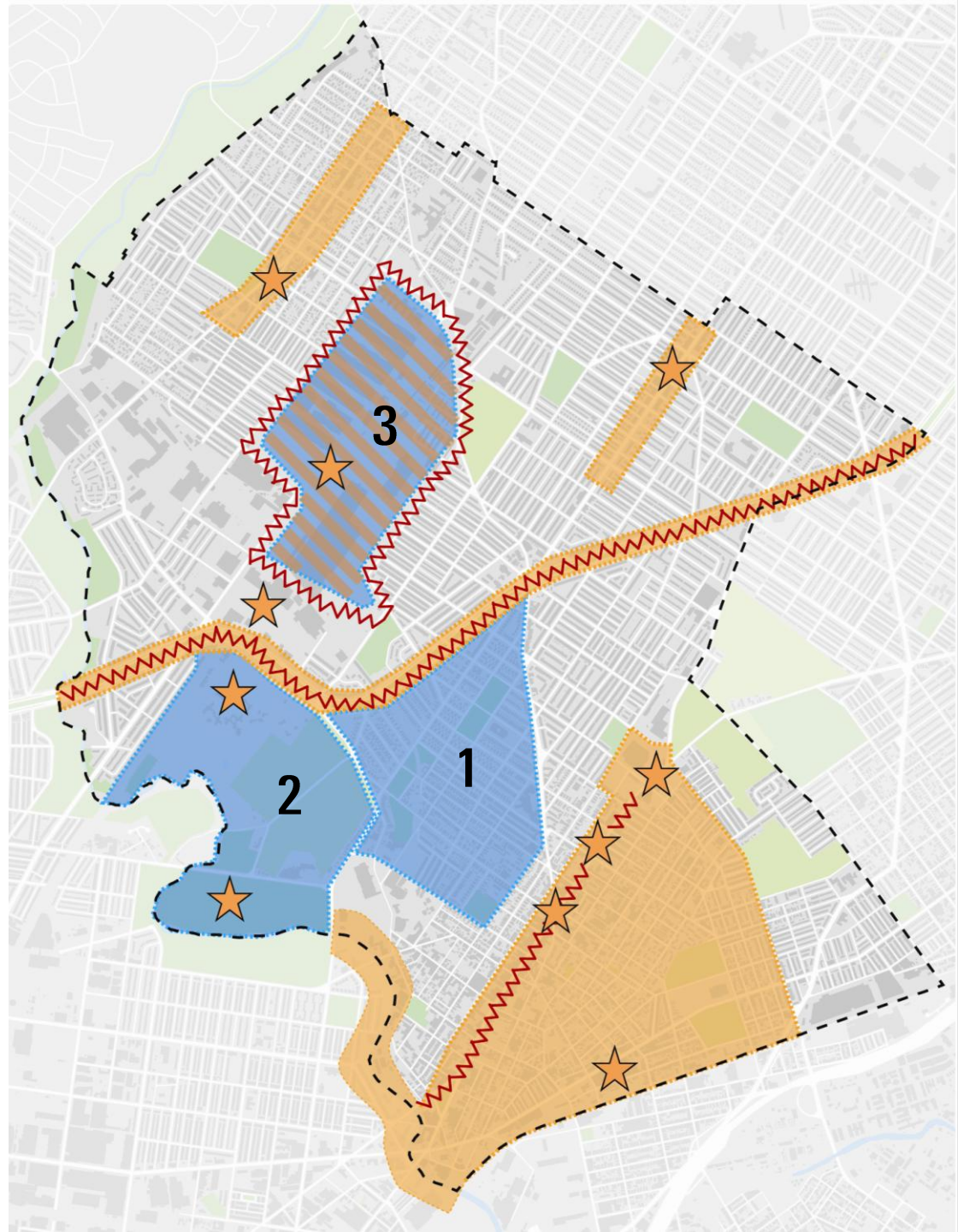
Top Barriers

1. Market-Frankford El
2. Roosevelt Boulevard
3. Naval Depot / Cardone



Areas of Stability

1. Northwood Neighborhood
2. Friends Hospital / Cemeteries
3. Naval Depot / Cardone



Change Areas

1. Market-Frankford El

*improve lighting, circulation, and aesthetics;
consolidate commercial corridor; attract new investment*

2. East Frankford

*transform industrial properties;
increase housing options*

3. Frankford Creek

*transform the creek into an open space and
recreation amenity*

4. Roosevelt Boulevard

*improve pedestrian safety;
provide new transit options*

5. Naval Depot / Cardone

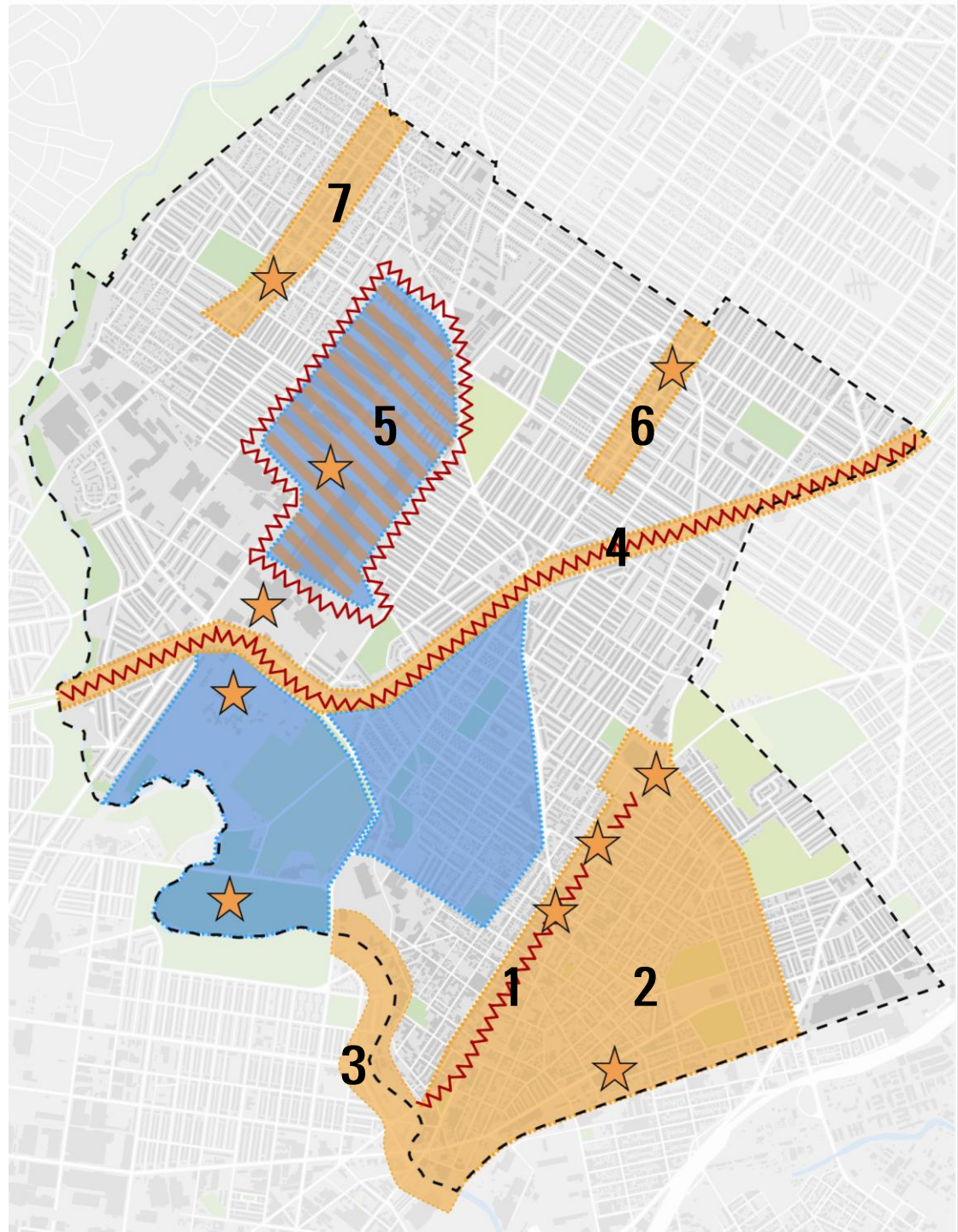
improve circulation; attract new industry

6. Castor Ave Commercial Corridor

mixed-use development

7. Rising Sun Ave

create a neighborhood center for Lawncrest

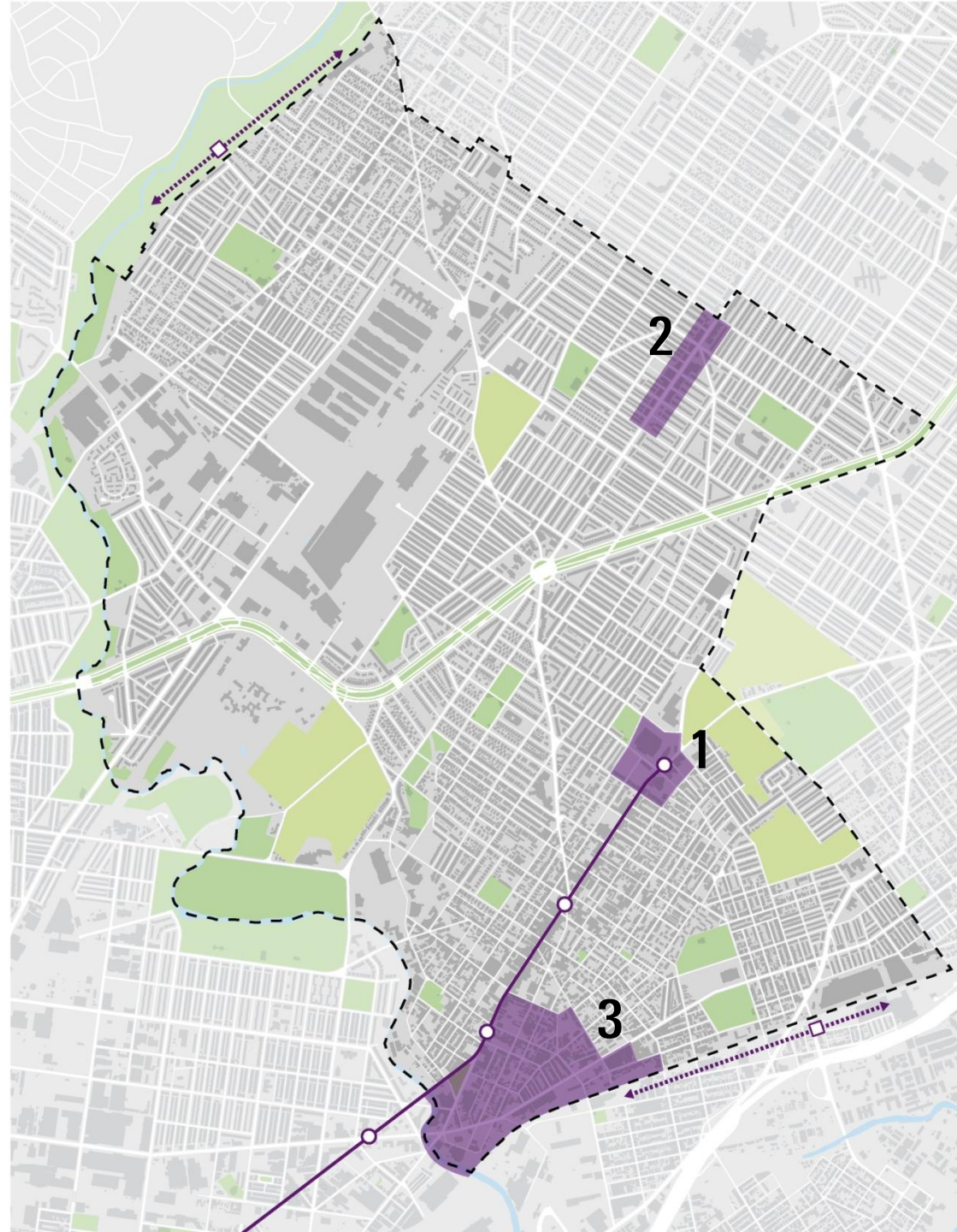


Focus Areas

1. Frankford Transportation Center

2. Castor Avenue

3. Frankford Gateway



Frankford Transportation Center

- **Public Realm Improvements**

Improve Thriftway Plaza, improve streetscape along Frankford Avenue where the El does not cover it, reduce bus circulation in front of the station

- **Redevelop surface parking lot on Frankford Avenue**

A need for health center services has been identified in the area, a public-private partnership might work well in this location

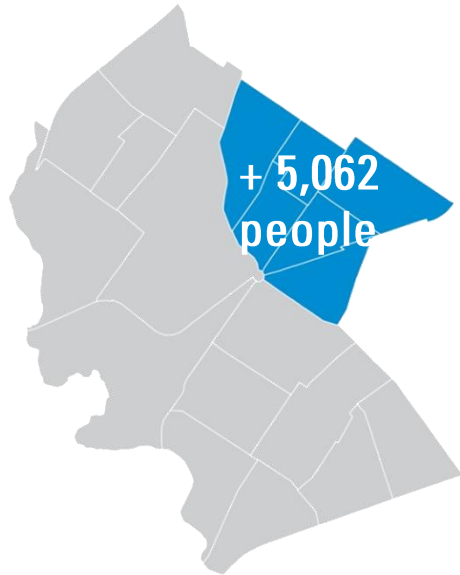
- **Redevelop parking lots behind commercial buildings**

Subsidized housing might work well here

- **Add solar panels to roof of bus depot and parking garage**



Castor Avenue



- **Upzone commercial properties along Castor Avenue**

Castor Avenue has the infrastructure to support higher density than the current CMX-1 and CA-1 classifications

- **Build multi-family housing on soft sites**

Rear surface parking lots could support mixed-use housing

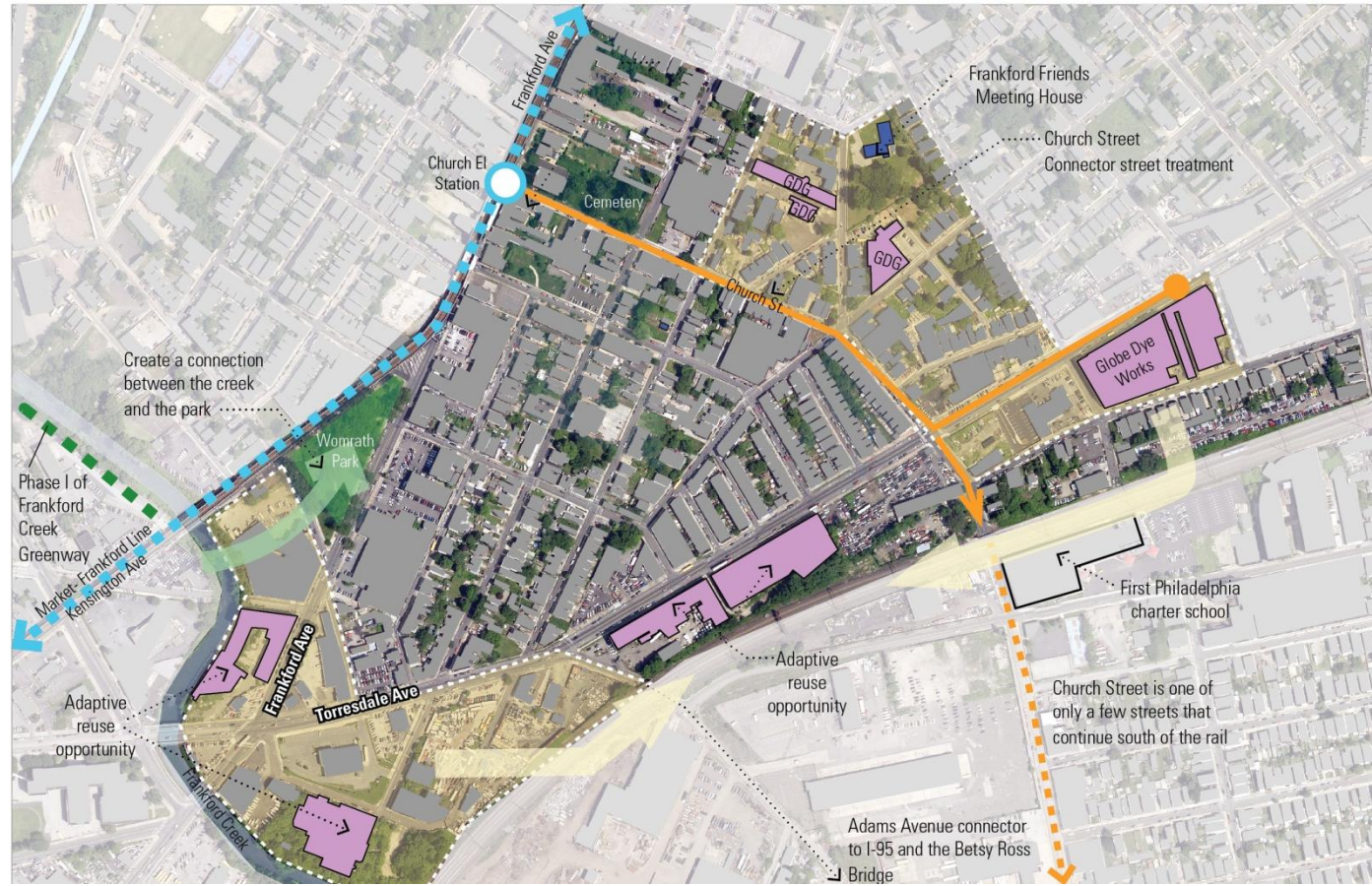
- **Create more pedestrian-friendly streets**

Levick Street and Cranford Avenue have potential for greening efforts and stormwater improvements

- **Brand Castor Avenue**

Signage standards, street trees, and pedestrian lighting would highlight the existing international restaurants

Frankford Gateway



- **Revitalize the node around Frankford Avenue and Torresdale Avenue**
Through phased adaptive reuse and new construction, create a vibrant IRMX or ICMX node that functions as the gateway to Frankford
- **Extend Womrath Park to the Frankford Creek**
Create a green connection between these two elements through the adjacent underutilized parcel
- **Transform Church Street into a major pedestrian corridor**
Streetscape improvements, corner pocket parks, and nearby redevelopment would create a safe route among the station, Globe Dye Works, and other neighborhood resources such as the Frankford Friends Meeting House

Topics and Preliminary Recommendations

> THRIVE



Neighborhoods

Improve neighborhood livability



Economic Development

Make Philadelphia more competitive in the metropolitan region



Land Management

Capitalize on land assets

> CONNECT



Transportation

Improve transportation safety, efficiency, and convenience



Utilities

Adapt utility services to changing technology and consumption patterns

> RENEW



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

THRIVE | Preliminary Ideas

Neighborhoods > Housing

Preserve single-family building stock:

- Rezone to RSA-5 portions of Oxford Circle, Lawncrest, and Whitaker that are currently zoned RM-1 in order to reduce conversions to multi-family housing
- Step-up enforcement of rental license violations and illegal conversions of single-family homes to multi-family housing



CONNECT | Preliminary Ideas

Transportation > Transit

Update the 2003 *Roosevelt Boulevard Corridor Study* in order to consider more cost-efficient options for utilizing the Boulevard's generous right-of-way to increase transit options in Northeast Philadelphia.

Transportation > Streets and Highways

Realign the intersection of Oxford and Frankford Avenues in order to simplify pedestrian and auto circulation and create a welcoming entrance plaza at Margaret-Orthodox Station.

RENEW | Preliminary Ideas

Open Space

Create a greenway along both sides of the Frankford Creek from Castor Avenue to Torresdale Avenue. Include a recreational trail, riparian buffer, and storm water management infrastructure where space permits.



CODE *for* AMERICA



Textizen



Would you use rapid transit along the Boulevard to get to Center City?

Y: yes

N: no

→ Would you be willing to transfer to the Broad Street Subway to complete your trip?

y: yes

n: no

Tonight's Exercise: Scenario Building

- > Discuss seemingly opposing ideas
- > Help us determine priorities and set the tone of the plan
- > Look for solutions that work across scenarios:

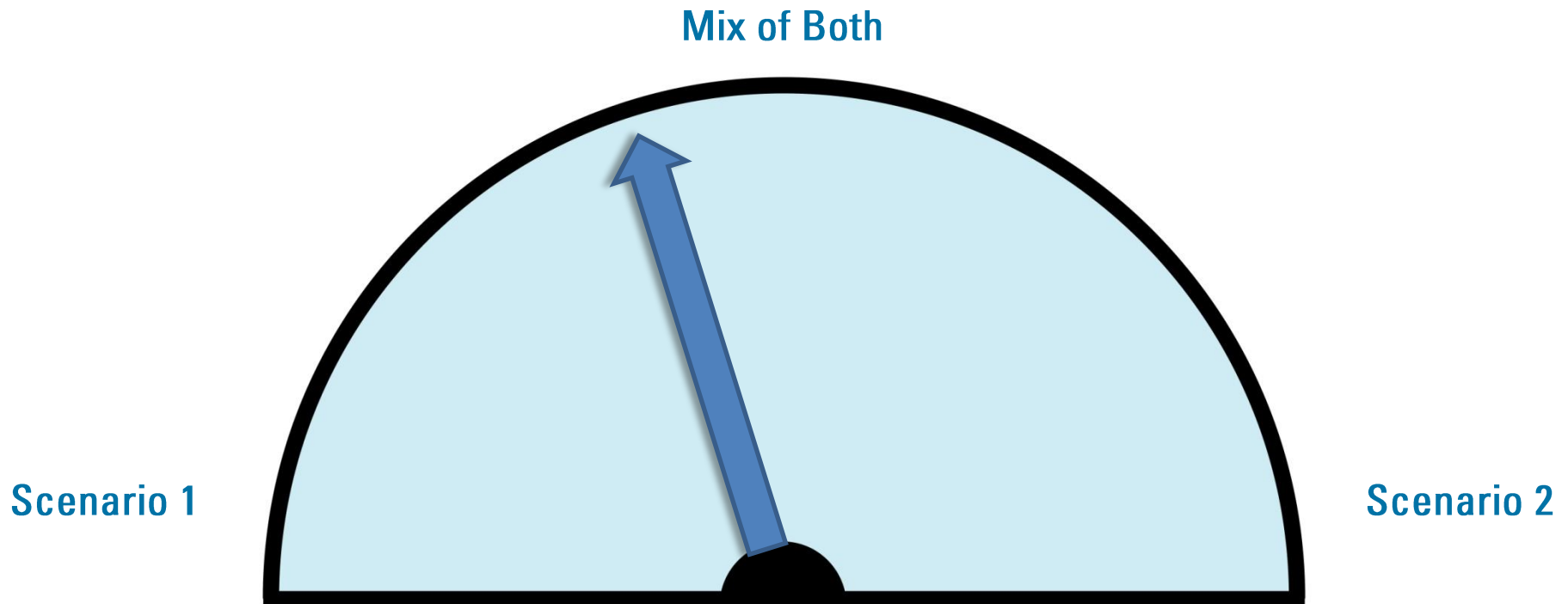
THRIVE: Commercial Corridors & Strip Retail

CONNECT: Transit Expansion & Roadway Improvements

RENEW: Frankford Creek Greenway & Existing Rec Facilities

Tonight's Exercise: Scenario Building

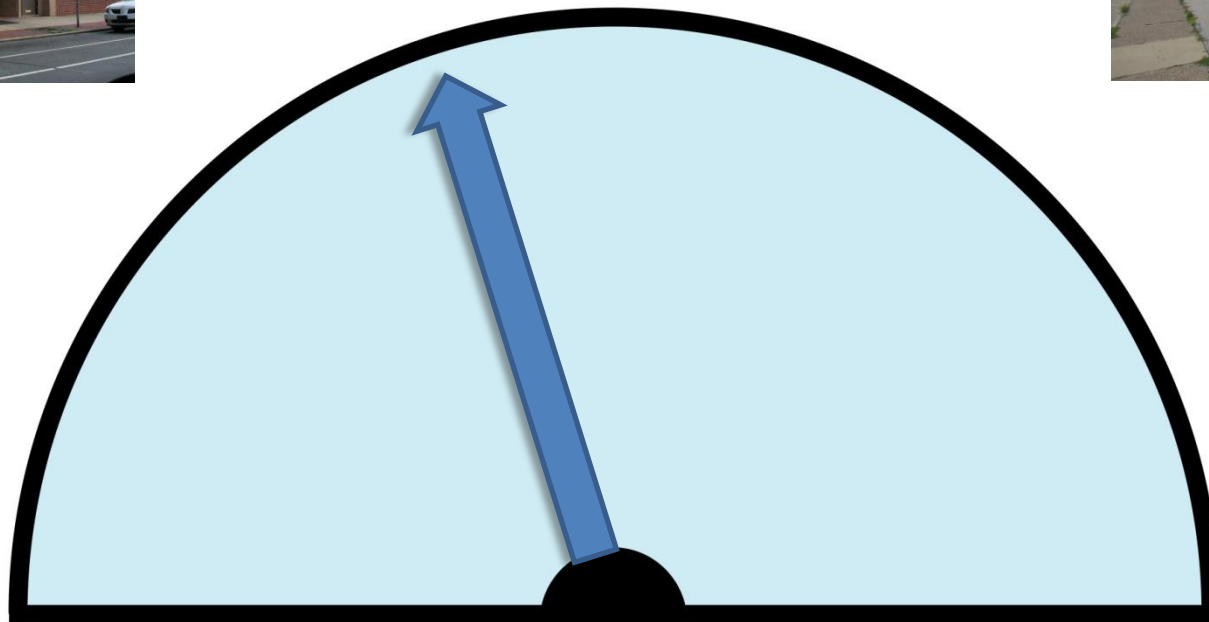
- > Facilitator will write comments within the gauge
- > Each participant will share with the group where they would place the arrow and the facilitator will record it with a tick mark
- > Facilitator will place the arrow to reflect the consensus



THRIVE | Where should commercial growth be focused?



Mix of Both



Neighborhood
Commercial
Corridors

Strip Malls/
Shopping
Centers

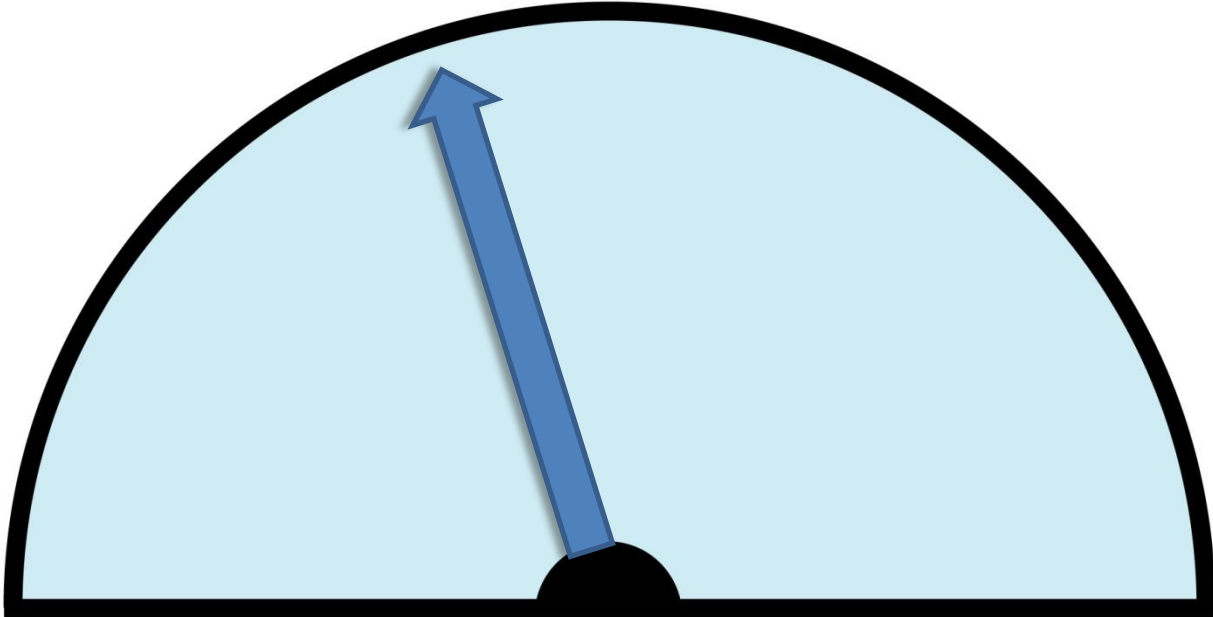
CONNECT | Which would better improve mobility on the Boulevard?



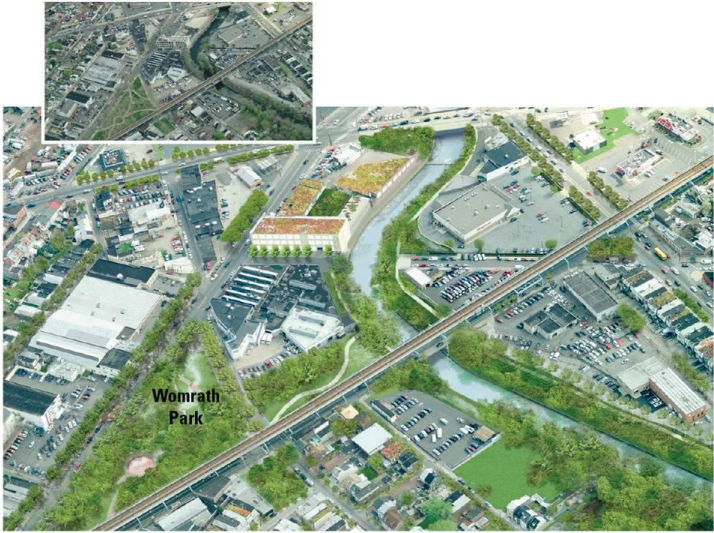
Mix of Both

Transit Expansion

Roadway Improvements

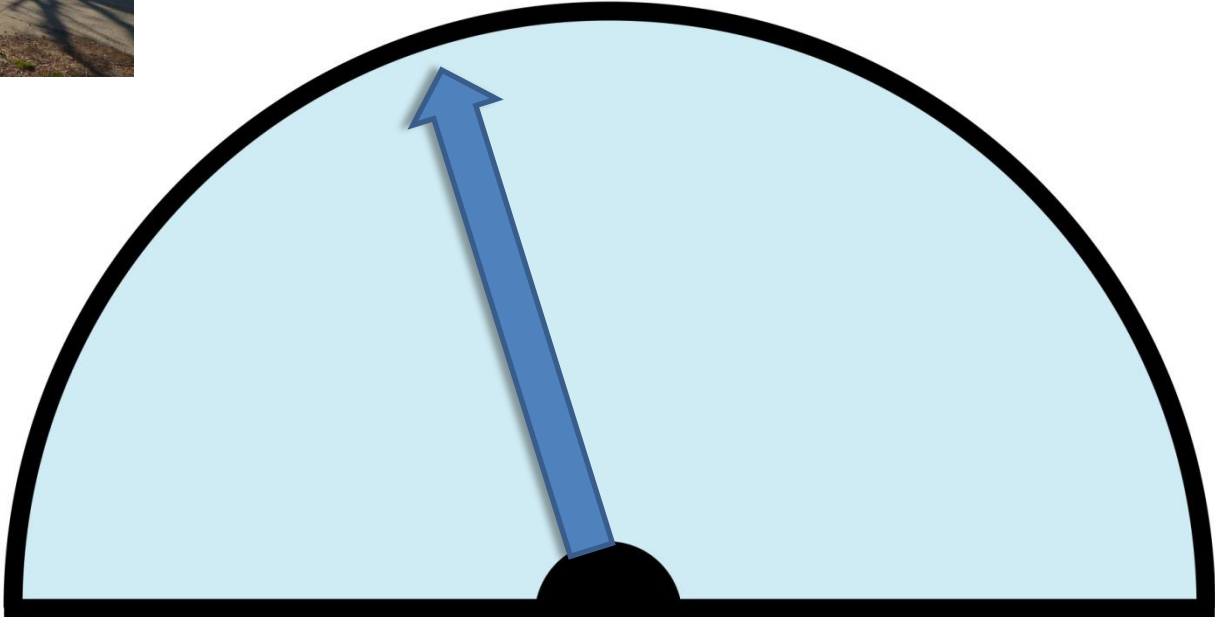


RENEW | Where should the plan recommend investment?



Mix of Both

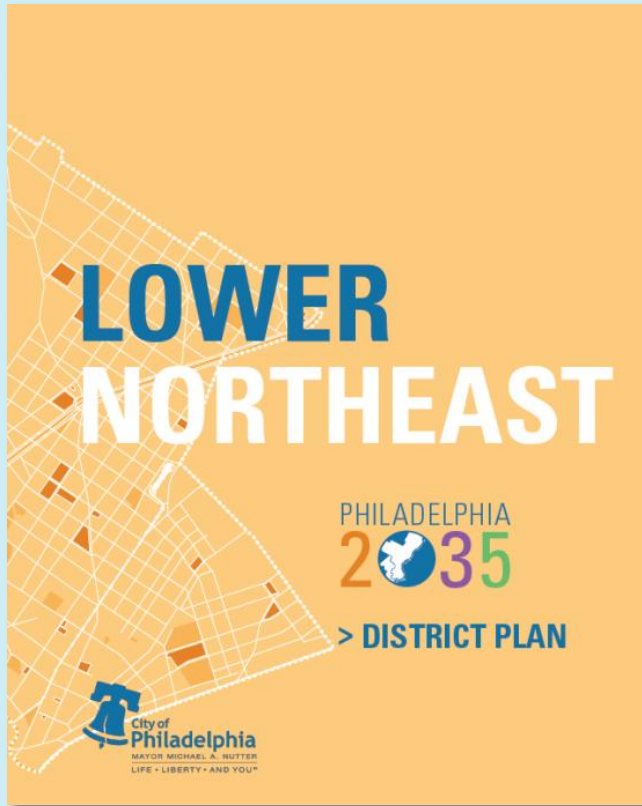
Existing
Rec Centers



Frankford
Creek
Greenway



THANK YOU



NEXT MEETING:
Tuesday, August 7th
Globe Dye Works

4500 Worth Street



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