



- Create attractive points of entry into the city at major streets, including Wadsworth and Ogontz Avenues, Old York Road, and North 5th Street.
 - Rehabilitate and illuminate the rail bridges above North 5th Street in Olney and North Broad street at the Logan BSL station.
- UNO 36** Public Realm
- Strengthen neighborhood, commercial, and cultural identity through the use of gateways and place-making treatments.
 - Program community events at the site.
 - Create welcoming, well-designed public spaces with public art.
 - Harmoniously with the existing neighborhood.
 - Develop the edge of the site with contextual buildings that interface.
 - Create effective visual and functional pathways through the site.
- UNO 35** Logan Triangle
- Incorporate high-quality urban design in the redevelopment agreement for the area.
 - Remove invasive vegetation.
 - Connect existing neighborhood groups to PWD's Green Ambassadors program.
 - Identify recreational opportunities.
- UNO 26** Open Space
- Create a stewardship group from among existing and potential park users focused on promotion and maintenance of the natural open spaces of the Winglocking Creek valley; Wister's Woods, Wakefield Park, Kemble Park, and Harper's Hollow.



- RENEW**
- Create a safe pedestrian connection between Fern Rock T.C. and existing streets and plans.
 - Rehabilitate and enhance Fern Rock Transportation Center in accord with existing studies and plans.
 - Prioritize transportation safety through the Logan and Broad and Olney business districts.
 - Make improvements to Old York Road to transform it into a safe neighborhood corridor.
 - Create pedestrian plazas to decrease the number of intersections and conflict points along Broad Street.
 - Build curb extensions to slow vehicular traffic and make crossing safer and more comfortable.
- UNO 17** Transportation
- Create a safe pedestrian connection between Fern Rock T.C. and existing streets and plans.
 - Reconfigure perimeter streets with enhanced crosswalks, bus-only lanes, and clear signage to minimize conflict points.
 - Expand park-and-ride capacity.
 - Reconfigure perimeter streets with enhanced crosswalks, bus-only lanes, and clear signage to minimize conflict points.
- UNO 14** Transportation
- Rehabilitate and enhance Fern Rock Transportation Center in accord with existing studies and plans.



- CONNECT**
- Cultivate strong corridor management partners for the major commercial nodes of Broad Street in Logan and the institutional core at Broad and Olney by diversifying the retail mix and implementing streetscape improvements that reinforce pedestrian safety and comfort.
 - Re-establish, expand the Cheltenham/Ogontz Blvd to support corridors on Ogontz, Cheltenham, and Wadsworth Avenues, Washington Lane, and Vernon Road.
 - Promote a mix of uses and high-quality design for the redevelopment of the Logan Triangle.
 - Set aside land within the site for useful open space and stormwater retention.
 - Carefully choose the type and quantity of proposed retail to avoid displacement of existing businesses in nearby traditional commercial districts.
 - Include office and residential uses in the redevelopment plan to expand the availability of housing and services in Logan.
- UNO 12** Land Management
- UNO 2** Neighborhoods
- UNO 1** Neighborhoods

THRIVE



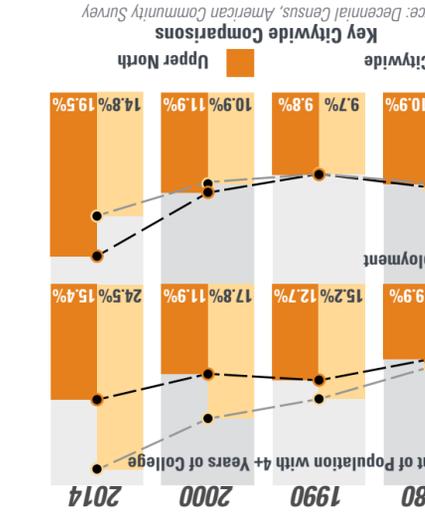
Natural Open Space

The Upper North is a mixture of dense urban fabric and natural amenities that came to coexist due to variations in topography. Open space is dominated by natural areas, located in three distinct places: Tacony Creek Park, Fisher Park, and the four parks in the valley of the now-channelized branches of the Winglocking Creek: Harper's Hollow, Kemble Park, Wakefield Park, and Wister's Woods. Conceiving of these parks as a system will allow us to develop a cohesive network, supported by local stewardship. Interest in the restoration of the Winglocking Valley parks to make them more accessible to neighborhood residents and improve water and habitat quality is already gaining momentum.



An Institutional Core

At the geographic and economic heart of the Upper North lies an institutional core comprised of major employers and destinations. The core is anchored by the intersection of North Broad Street and Olney Avenue, commonly known as Broad and Olney. Nearly half of the 19,500 jobs in the Upper North are located at institutions around this core. While many of these jobs require highly advanced and specialized educational qualifications, Einstein Medical Center and La Salle University also provide opportunities for service and administrative support positions. Their proximity to the Broad Street Line provides an efficient commute for workers, and students.



Stable Communities

With over 14,000 residents, the Upper North is the most populous of Philadelphia's 18 planning districts. Despite broad shifts in ethnic makeup and the loss of nearly 1,000 homes to land subsidence in Logan, Upper North neighborhoods retain well-deserved reputations for being stable, affordable, safe communities with good transit access and strong institutions.

Challenges include accommodating an aging population, maintaining older homes, and integrating a growing number of foreign-born residents into the economic, social, and political life of the community. Despite continued increases, the rate of higher education continues to lag behind the city as a whole. Meanwhile, unemployment has begun to outpace the citywide average and household incomes in some census tracts are well below the citywide median.

UPPER NORTH DISTRICT PRIORITY RECOMMENDATIONS

MAKING IT HAPPEN

The *Upper North District Plan* recommends next steps that Philadelphia government and its many partners can take to transform our city according to the vision set forth by *Philadelphia2035*. The City has numerous tools at its disposal to implement plan recommendations, including zoning, blight certifications, historic designations, grant programs, partnerships with a variety of private and nonprofit entities, and the capital program process. The PCPC coordinates the creation of a six-year Capital Program each year, which includes the following year's capital budget and five additional years of priority investments. *Philadelphia2035* district plans can inform this annual process and help the City allocate resources to maximize efficiency and long-term impact.

The full *Citywide Vision* and district plans can be downloaded at www.phila2035.org

Zoning is the PCPC's most direct tool for influencing future development patterns and fulfilling its City Charter obligation to "guide the orderly growth of the city." After four years of input from thousands of Philadelphians, City Council adopted a more modern and predictable zoning code in August 2012. City Council and the PCPC work together to use this new code to remap areas of the city where current zoning does not align with existing and future land use, to achieve community and economic development goals. The chart below describes the major zoning recommendations of the *Upper North District Plan*.

Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various locations	RM-1; CMX-2; RTA-1	RSA-5; RSA-3	Preserve existing single-family housing.
B. Various locations	I-1; I-2; CA-1; CMX-2; RSA-5	ICMX; CMX-1; CMX-2; RM-1	Match existing uses and encourage appropriate development.
C. Wadsworth	RSA-2	RM-1	Match existing garden apartment uses.
D. Various locations	RSA-3; RSA-5; RM-1; RM-4	SP-PO-A	Preserve existing open space.
E. Olney	I-2	CA-2	Match existing uses and encourage appropriate development.
F. Broad and Olney	RSA-2	RM-3; CMX-2.5; CMX-3	Match existing uses and encourage appropriate development.

Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
G. Stenton Avenue	RSA-5	CMX-2	Facilitate commercial development.
H. Various locations	CMX-1; CMX-2	RM-1	Encourage transition to residential uses.
I. Various locations	CMX-2	CMX-1	Direct commercial activity to major corridors and nodes.
J. Various locations	RSD-3; RSA-3; RM-1; CMX-2	SP-INS	Consolidate zoning and create campus master plans.
K. Broad and Olney	RSA-5; RTA-1; RM-1; CMX-2.5	CMX-2.5; CMX-3	Reposition commercial sites for higher intensity.
L. Various locations	I-2	ICMX; I-1	Protect existing residential uses from heavy industrial uses.

PHILADELPHIA2035 IMPLEMENTATION



UPPER NORTH 2016



DISTRICT PLAN Executive Summary

FOCUS AREA AND PRIORITY RECOMMENDATIONS

A focus area is a place within the district that offers multiple opportunities for transformation: economically, aesthetically, and functionally. The Upper North focus area consists of one large area encompassing Broad Street and Old York Road with three sub-areas within those boundaries. These long-term visions provide inspiration and a framework for achieving many objectives incrementally over time.

OAK LANE

The intersection of Broad Street, Old York Road and 66th Avenue is a node for automobile traffic with the potential to become a neighborhood retail destination. The plan's recommendations for Oak Lane aim to create a renewed sense of place. Zoning that requires strong street walls and rear-loaded parking sets the stage for the gradual redevelopment of the sub-area in a form more consistent with a neighborhood commercial center. Unnecessary segments of Old York Road are eliminated in favor of pedestrian plazas.

SUB-AREA GOALS

- Encourage context-sensitive redevelopment
- Simplify pedestrian crossings and minimize traffic conflict points
- Highlight historic resources

OPPORTUNITIES

- A vocal and involved community association
- Historic buildings and neighborhoods

CHALLENGES

- Suburban-type retail development
- Vacant storefronts and underutilized land
- High-speed vehicular traffic



Vision for Broad Street at 66th Avenue (looking west)

BROAD AND OLNEY

Broad and Olney is a regionally important transportation and employment center. Over 20,000 transit riders pass through on a typical weekday, and the corridor is home to the two top employers in the Upper North: La Salle University and Einstein Medical Center. Several transportation and zoning changes are proposed to take full advantage of these assets. Dangerous intersections are calmed by re-routing through traffic to Broad Street, while new pedestrian plazas and parks are proposed. Single-story retail buildings are rezoned to enable the construction of mixed-use buildings. This strategy lessens development pressure in the adjacent stable rowhouse neighborhoods while activating and enlivening Broad Street with additional housing and retail.

SUB-AREA GOALS

- Create a public realm that supports development of housing, retail, and offices and capitalizes on existing transit connections
- Minimize pedestrian crashes
- Simplify intersections

OPPORTUNITIES

- Large underutilized parcels
- Wide streets
- The Broad Street Line

CHALLENGES

- Frequent crashes, including fatal pedestrian crashes and bus crashes
- An unpleasant public realm
- No business association or commercial corridor manager

Vision for Broad Street at Olney Avenue (looking north)



BROAD AND LINDLEY

The intersection of Broad Street and Lindley Avenue is the northern gateway to the Logan business district, cut through overhead by a visually dominant rail viaduct, carrying both SEPTA and freight rail traffic. It is home to the Logan BSL Station, and several historic architectural resources. This node of the focus area presents opportunities to provide for comfort and safety of all users of the area and to improve overall aesthetics and efficiency.

SUB-AREA GOALS

- Discourage vehicular through-traffic on Old York Road
- Increase pedestrian safety and comfort
- Create high-quality public space to support local businesses

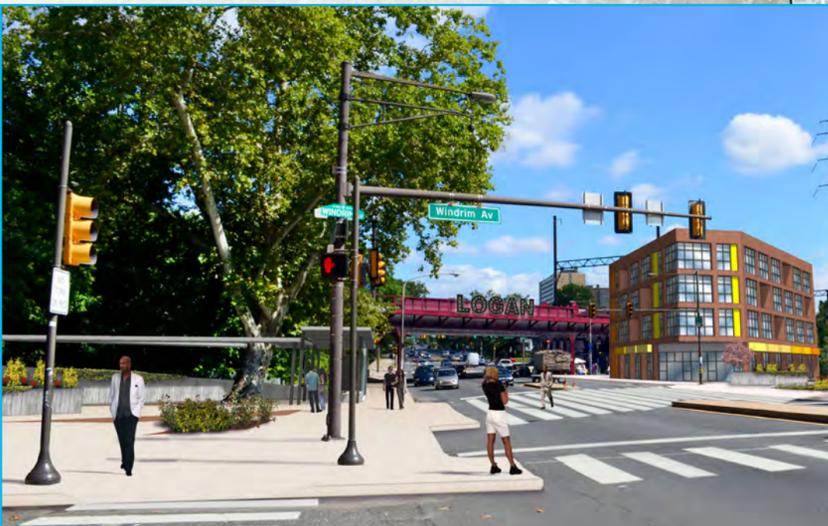
OPPORTUNITIES

- Potential for neighborhood gateway
- Fast, frequent access to the Metropolitan Center
- Wide streets

CHALLENGES

- Closely spaced and numerous intersections
- No commercial corridor manager
- Recent auto-oriented development
- Poorly maintained public spaces

Vision for Broad Street at Ruscomb Street (looking north)



UPPER NORTH DISTRICT