



# LOWER NORTHEAST COMMUNITY MEETING 1

April 3, 2012  
Friends Hospital

Ian Litwin  
Project Manager

# Contents

## > Integrated Planning & Zoning Process

- Philadelphia2035
- Citizens Planning Institute
- Zoning Reform

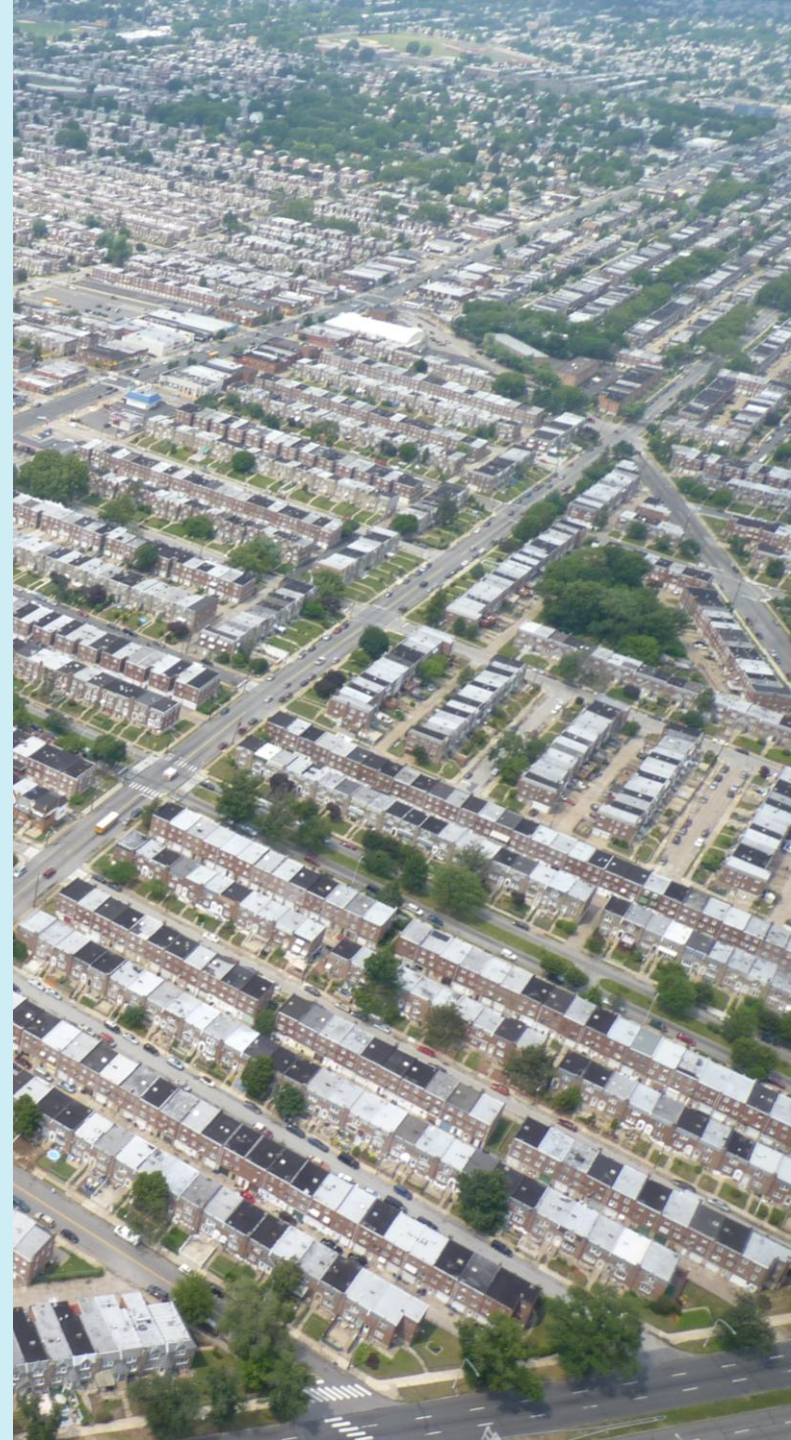
## > The District Planning Process

## > The Lower Northeast District

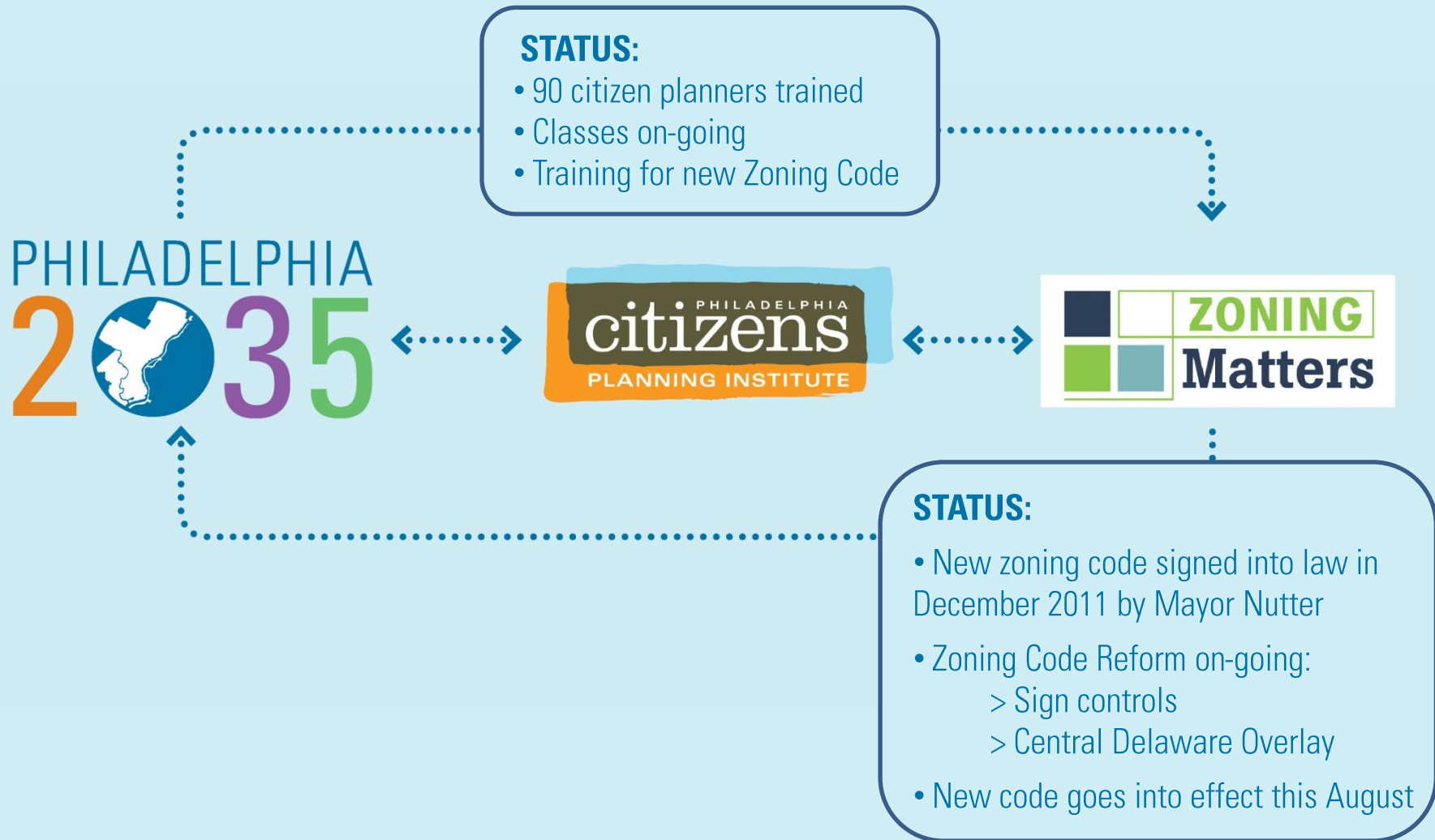
## > Existing Conditions

- Demographics
- Economy
- Zoning
- Land Use

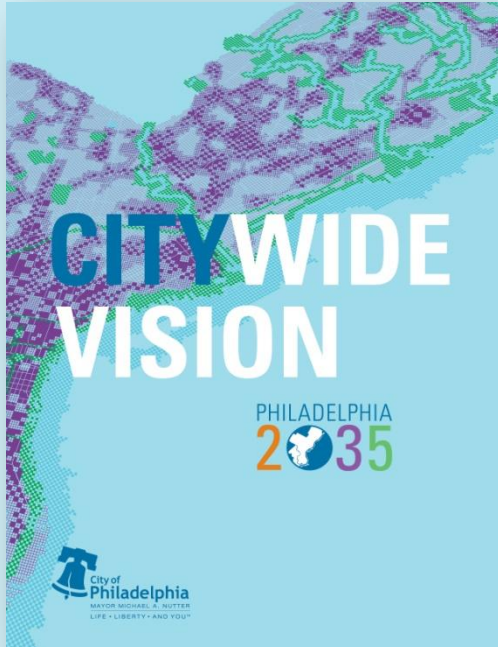
## > Tonight's Activity: Mapping Exercise



# Integrated Planning and Zoning Process



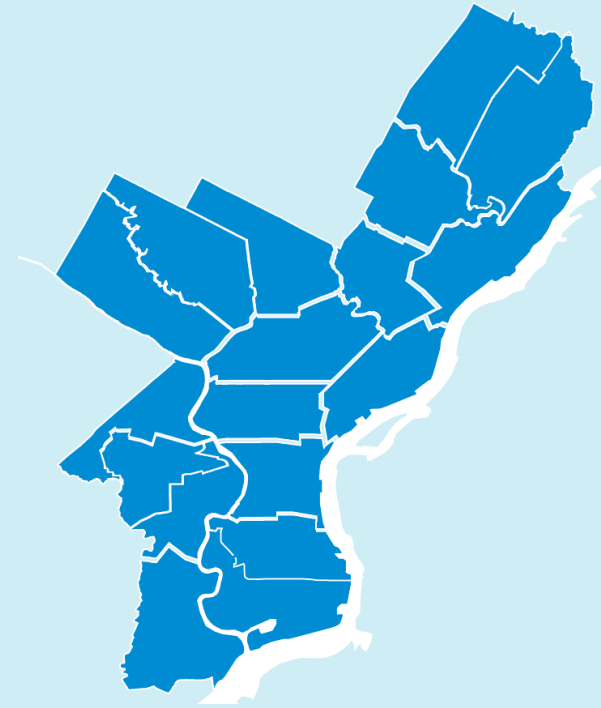
# = Citywide Vision + District Plans



Phase 1:  
Citywide Vision

Adopted by PCPC in June 2011

+



Phase 2:  
18 District Plans  
Currently on-going

# District Plan Chapters

## > Defining the Context

Existing Assets and Opportunity Areas

History of the District

Demographics and Economy

Existing Land Use and Zoning

### Development History

**Prior to 1800**      1800      1850      1900      1950      2000

Year	Event
1800	Swedish farmers settling along the Delaware River and Tacony Creek.
1800	Common settlers founded Swatara along the Frankford Creek.
1800-1850	Population increased as rail and factory laborers moved to the area.
1800	Creek Rich House, the first single-story house in the area, built on a lot on the Philadelphia Register of Historic Places.
1800	Franklin Institute, now a National Historic Landmark, was founded by Quaker Thomas Dickenson.
1800	By 1800, 20 factories producing mostly lumber operated within the Frankford Creek watershed.
1800	The original Dikler Day School is built at the corner of Tompkins Avenue and Kinsey Street. Over time, additional buildings were erected in the area.
1850	Philadelphia and Frankford Railroad Depot was constructed from Adams Avenue to Frankford Avenue.
1850	Trolley lines were extended throughout the area.
1850	The Act of Consolidation incorporated Central Township, Frankford Borough, and Whitehall Borough along with many other boroughs and townships into the City of Philadelphia.
1850	Frankford High School opened at Third Avenue and Washington Street.
1850	Frankford Community Center and New Memorial, designed by Ben Franklin Bridge architect Paul Cret, were built at Washington and Lodge Streets.
1850	Steel constructed a 2.2 million square-foot distribution center with a 1.4-story tower along Richmond Boulevard. At its peak, 4,500 people worked at the facility.
1850	In the wake of WWII, the Naval Supply Activity facility was constructed on the Pastorek Blvd. Corporate site in Lenoxtown.
1850	Steel Distribution Center established. The site is now home to the Steel Tower Center, an entertainment/office retail center.
1900	Coal built solid parcels in Northwest with deed restrictions which prohibited any development other than private, single-family dwellings.
1900	Hill Creek, one of the first federally approved public housing projects, built along the Tacony Creek.
1900	Recessed! Boulevard was constructed.
1900	Frankford High School opened at Third Avenue and Washington Street.
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1940s	Jewish immigrants migrated from South Philadelphia to the Oxford Circle neighborhood.
1940s	Lombardi and Desautels neighborhooders unite to build the Lenoxtown Recreation Center, adjacent to the library and recessed on Rising Sun Avenue.
2000	The reconstruction of Franklin Transportation Center is completed.
2000	Schools and hospitals reported to meet the growing population of the Lower Northeast.
2000	Arts and culture began to flourish around the Dikler Day Works building and a multi-story facility.

10 Philadelphia/2020 Lower Northeast District Plan

### Demographics

Between 1990 and 2010, the population of the Lower Northeast increased by 11 percent. Greater shifts in racial composition transformed the Lower Northeast into one of the most racially and ethnically diverse districts in the City. Over the same period, there was an increase in home ownership, an increase in average family size, and an increase in poverty.

The Citywide Vision projects that Philadelphia will gain 100,000 residents by 2035. The Lower Northeast District is expected to grow at a more moderate rate of approximately five percent bringing the total population to 108,000 by 2035.

#### Population Change by Census Tract 2000 - 2010

**Key Comparisons Between the Lower Northeast and the City of Philadelphia**

- Lower Northeast: 15.1%
- City of Philadelphia: 7.1%
- Lower Northeast: 16.4%
- City of Philadelphia: 10.4%
- Lower Northeast: 17.7%
- City of Philadelphia: 11.1%
- Lower Northeast: 18.8%
- City of Philadelphia: 12.1%

#### Population Growth

With a population of 108,232 people, the Lower Northeast District comprises 65 percent of the City's total population (1,520,368). Population in the district increased the most between 1990 and 2000 and another seven percent between 2000 and 2010. The Lower Northeast is now the **fastest growing district in the City.**

#### Population Age Distribution 1990 - 2010

The percentage of persons living in poverty has steadily increased over the past 20 years. One in four Lower Northeast residents now live below the poverty line. This is slightly higher than the citywide average. The causes for this include:

- An influx of younger, relatively low-income residents has replaced older, middle class residents.
- A shift from full-time manufacturing jobs to low-wage, service industry employment.
- Reduced working hours caused by the recession.
- A significant rise in students under the age of 25, many of which are school-age African-American and Latino children, who do not have jobs.

#### Racial Composition

Year	Latino (white)	Other race	Asian	Black	White
1990	3%	1%	1%	13%	82%
2000	5%	2%	2%	23%	68%
2010	6%	3%	3%	22%	66%

#### Rising Inequality

Year	Average Household Size	Home Ownership Rate	Poverty Rate
1990	2.56	72.4%	11.5%
2000	2.82	58.8%	25.4%
2010	2.82	58.8%	25.4%

10 Philadelphia/2020 Lower Northeast District Plan

# District Plan Chapters

## > Framing the Future

District-Specific Recommendations  
based on *Philadelphia2035* Themes:



### Neighborhoods

Improve neighborhood livability



### Economic Development

Make Philadelphia more competitive in the metropolitan region



### Land Management

Capitalize on land assets



### Transportation

Improve transportation safety, efficiency, and convenience



### Utilities

Adapt utility services to changing technology and consumption patterns



### 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

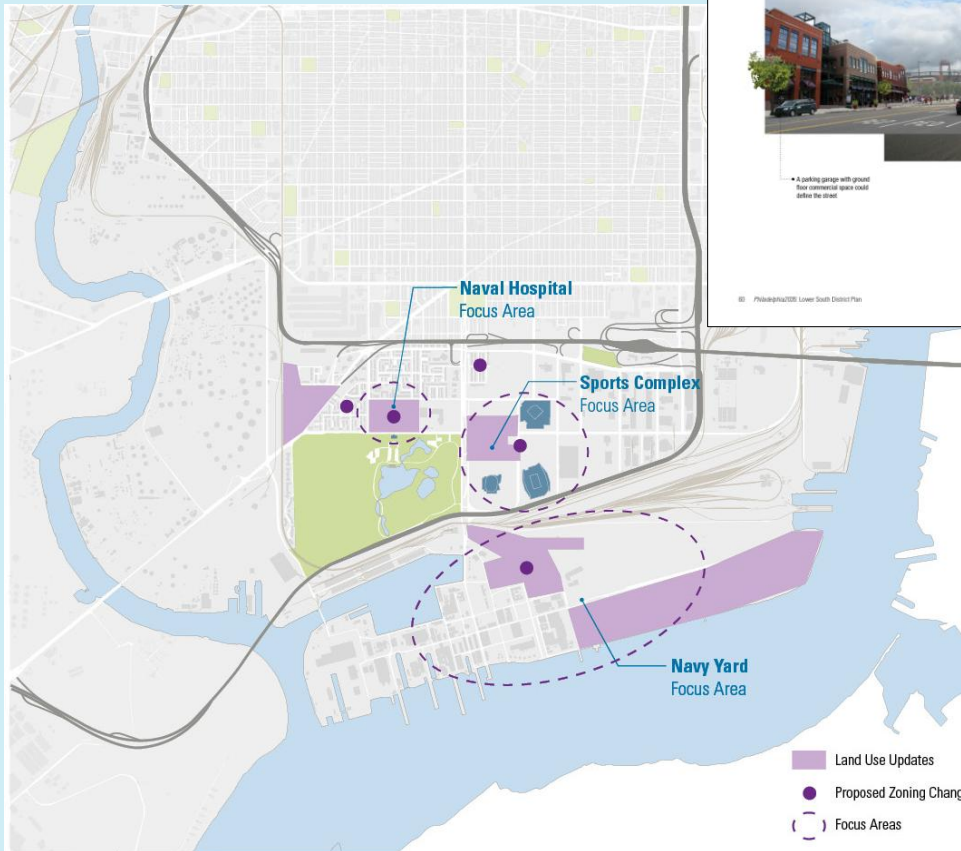
Achieve excellence in the design and quality of Philadelphia's built environment

# District Plan Chapters

## > Framing the Future Long-Term Vision

### Focus Areas

### Zoning Recommendations



#### FOCUS AREA > Sports Complex Vision

Philadelphia is the only city or region with all four major sports franchises to have their venues collocated in the same complex. This creates major circulation challenges especially on multiple event days. Unlike other cities where new sports venues have been located downtown or in installing areas, Philadelphia's stadium "giantism effect" drove several of surface parking and the decline in the district. Parking is necessary to the success of the sports complex, but limits the economic benefits of being home to four major sports franchises.

Xfinity Live!, a restaurant and shopping complex, is the first new sports-related venue to be built within the Sports Stadium zoning district. The first phase of Xfinity Live! impacts parking only slightly as the Spectrum was torn down to make room for this phase. The full development will impact parking greatly as it includes approximately 350,000 square feet of shops, entertainment, restaurants, and a 300-room hotel. This sports complex plan includes the total 350,000 square foot Xfinity Live! proposal and shows how any additional development at the sports complex can be designed in an efficient manner that considers parking, transit, and vehicular circulation. This development scenario supports the sports complex as a neighborhood subcenter and neighborhood center as recommended in **VISION**.

Infrastructure recommendations include new roadways that help disperse traffic and create better connections to highways. Improvements are also proposed for the SEU and other transit modes in **CONNECT**. Urban design recommendations including a street grid and a thoughtful public realm are also included in this site study as described in **DESIGN**. The SP-STA master plan zoning district is a crucial tool for representing the vision for the sports complex.



• A parking garage with ground floor commercial space could define the street

• Formalized vending space could activate the sidewalk

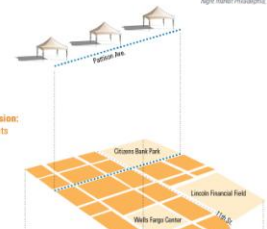
© Philadelphia2030: Lower South District Plan

**Short-Term Vision:**  
Energize existing public space through programming



Right market Philadelphia, 2011

**Medium-Term Vision:**  
Create new streets



**Long-Term Vision:**  
Make the sports complex a destination beyond scheduled events



Conceptual built-out of the sports complex

By encouraging formalized vending, music, and other informal activities along Parkway Avenue between JRT Station and the sports arena, a great parkway and a series of places will be created.

By extending the street grid through the Sports Stadium District, urban spatial development patterns are created and highway access improved.

Xfinity Live!, together with mixed-use development on the corridor of Parkway Avenue and along Broad Street, will create a vibrant, walkable sports complex transit-oriented development.

• Xfinity Live! under construction, 2011  
• Xfinity Live! Phase II  
• Commercial  
• Residential  
• Structured Parking, replacing surface lot parking

Framing Our Future 81

## Sports Complex Focus Area from Lower South District Plan

# District Plan Chapters

## > Framing the Future

### Long-Term Vision

#### Focus Areas

#### Zoning Recommendations

### Proposed Zoning from West Park District Plan

#### Proposed Zoning

The zoning of a parcel is analyzed to ensure that it can implement the desired future land use. Zoning is the primary tool to regulate land use (use), where a building can locate on the property (area), and building size (bulk). The zoning in most of the district will remain since many of the uses are appropriate and should continue into the future. In some areas, the zoning does not match the existing and proposed land use and, therefore, requires corrective zoning. Other areas are targeted for long-term transition to new uses and development, and require different zoning to implement the vision for the district.

Places where a zoning change is proposed are called out and detailed on the next pages.

	Existing Zoning	Proposed Zoning	District Plan Recommendation	Reason for Rezoning	
<b>Corrective Zoning</b>	1. Haverford Avenue, Dverbrook Park	RSA-5	CMX-1	Align zoning to existing land use	
	2. St. Joseph's University	Mixed	SP-INS		
	3. Phila. College of Osteopathic Medicine	CMX-2, CMX-3	SP-INS		
	4. Conestoga Recreation Center	I-2, RM-1, CMX-2	SP-PO-A		
	5. Phila Business and Technology Center	ICMX, I-1	CMX-3		
	6. Cathedral Park Commercial	I-2, CMX-2	RM-1, CMX-1		
<b>Zoning to Advance the Plan</b>	7. N 52nd Street	CMX-2	RM-1	WP 3	Consolidate commercial uses
	8. 52nd Street and Lancaster Avenue	CMX-2, ICMX, I-2	CMX-3	WP 1, 10	Encourage density at transit node
	9. 4800 Block of Parkside Avenue	I-1	CMX-3	WP 8	Encourage park-related development
	10. 40th Street and Girard Avenue	CMX-2	RM-1	WP 3	Consolidate commercial uses
	11. Conshohocken Avenue	RSA-1	RM-4, SP-PO-A	WP 7, 24	Strengthen a neighborhood center

#### Corrective Zoning

Matches zoning with existing land use.

These are areas where the "mismatch" may cause unnecessary zoning variances or certificates, or allow an inappropriate use.

#### Zoning to Advance the Plan

Encourages new development and uses envisioned by the community through the planning process.

These are areas where revisions to the zoning code will enable development as recommended by this plan.

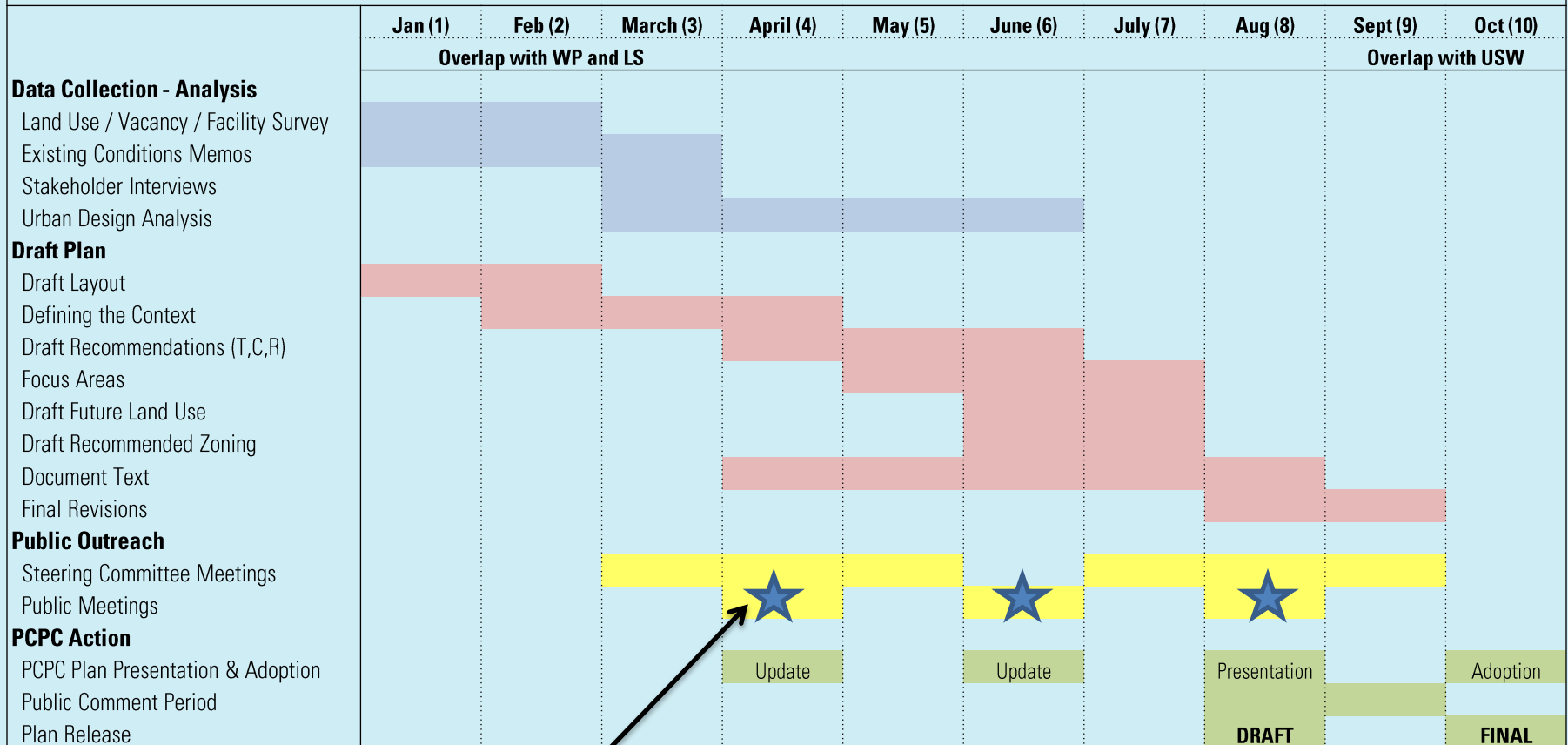
- Residential Single Family Detached
- Residential Single Family Attached
- Residential Multi-Family
- Auto-Oriented Commercial
- Neighborhood Commercial Mixed-Use
- Community/Center City Commercial Mixed-Use
- Light Industrial
- Medium Industrial
- Industrial Commercial Mixed-Use
- Institutional Development
- Recreation
- RSD-1; RSD-2; RSD-3
- RSA-1; RSA-2; RSA-3; RSA-4; RSA-5
- RM-1; RM-2; RM-3; RM-4
- CA-1; CA-2
- CMX-1; CMX-2; CMX2.5
- CMX-3; CMX-4
- I-1
- I-2
- ICMX
- SP-INS
- SP-PO-A; SP-PO-P





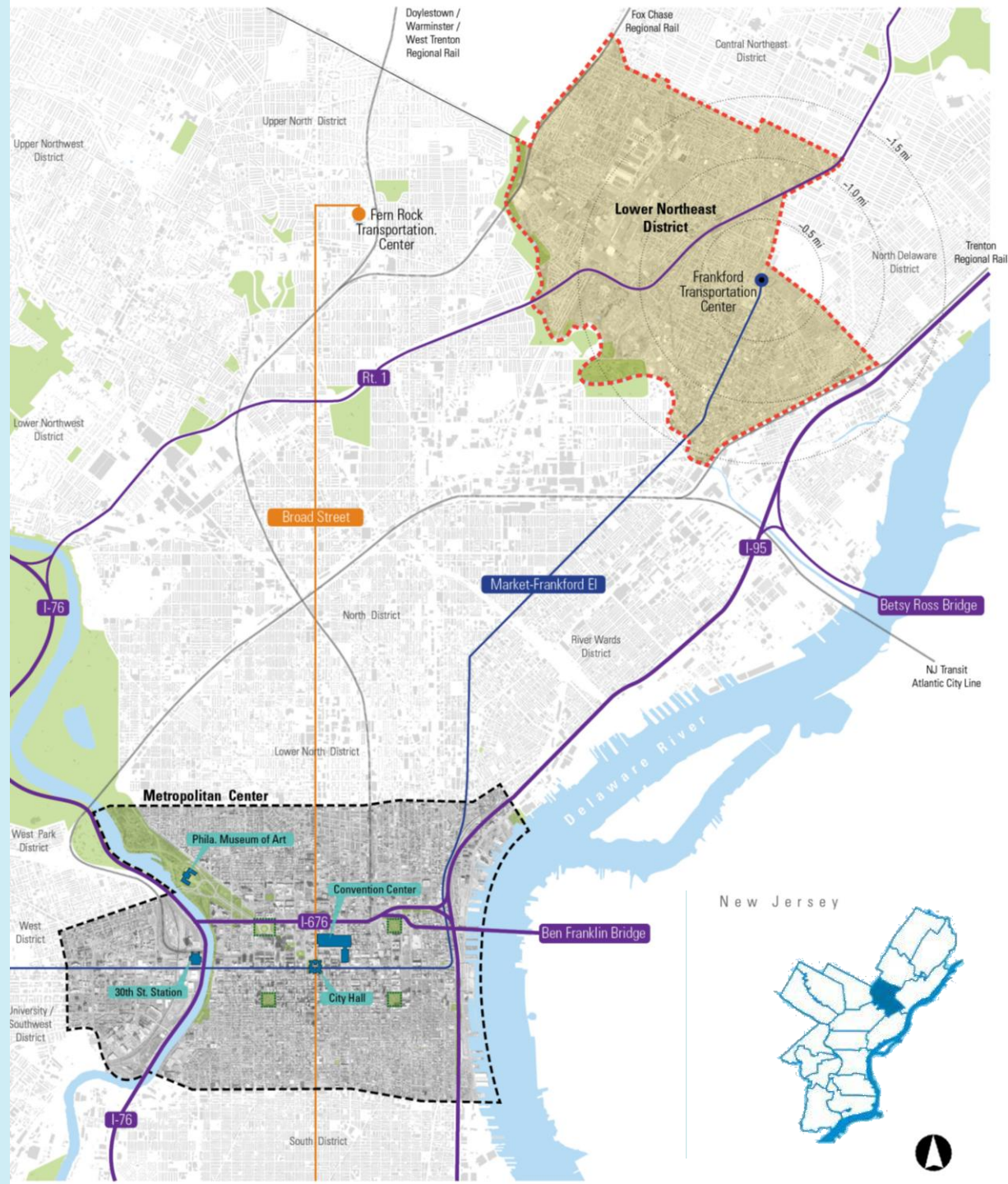
# District Plan Timeline

## Lower Northeast District Plan Timeline



Tonight's Meeting

# Lower Northeast District



# Lower Northeast District

## Major Neighborhoods:

Frankford

Northwood

Summerdale

Oxford Circle-Castor Gardens

Lawncrest

*District boundaries were  
determined by Census Tracts*

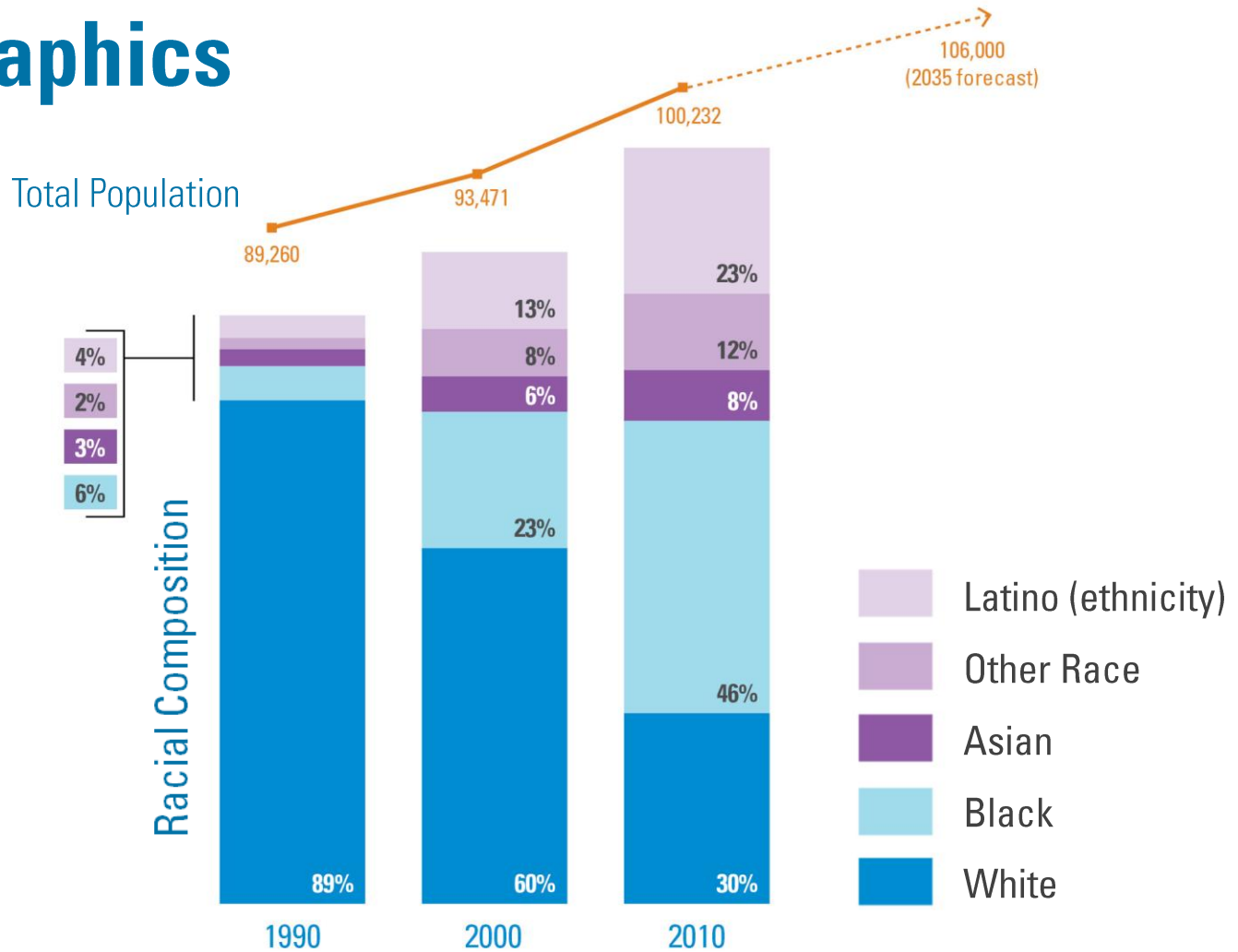


# Existing Conditions

- > Demographics
- > Lower Northeast Economy
- > Current Zoning
- > Current Land Use
- > Public Land Ownership  
& Capital Facilities



# Demographics



37,244

Housing Units

37,287

2.56

Household Size

2.92

72.4%

Home Ownership

55.8%

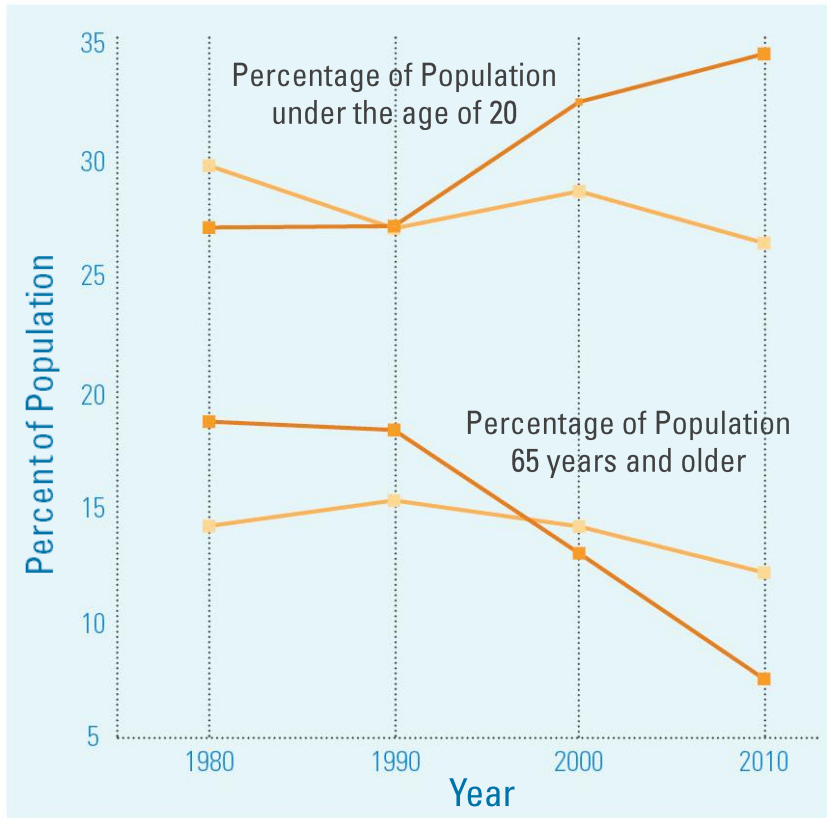
11.5%

Poverty Rate

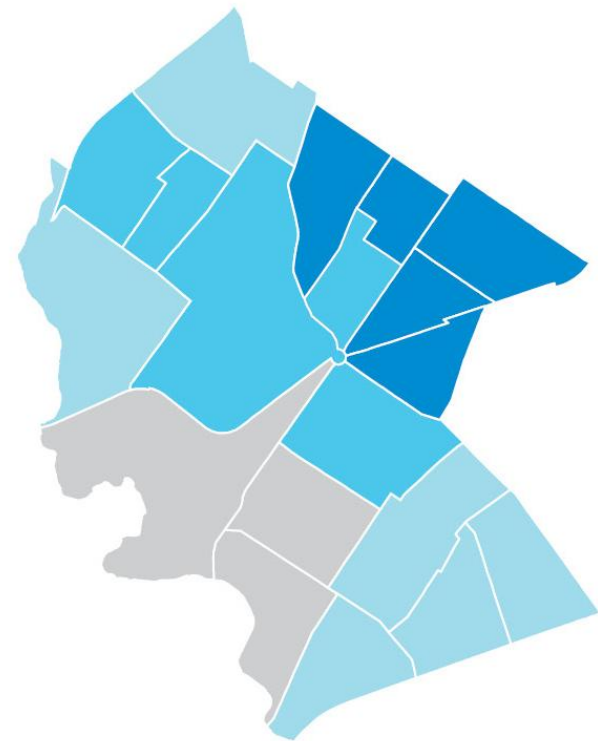
25.4%

# Demographics

Population Age Distribution  
1980 - 2010



Population Change  
by Census Tract 2000 - 2010



- Lower Northeast
- City of Philadelphia

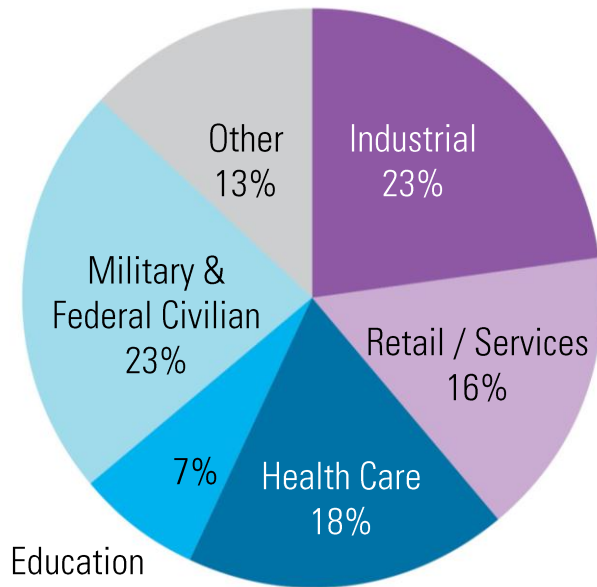
- 12.1% - 19%
- 8.1% - 12%
- 0.1% - 8%
- 5% - 0%

# Lower Northeast Economy

25,000 Jobs (4% of Citywide Total)

## Major Employers:

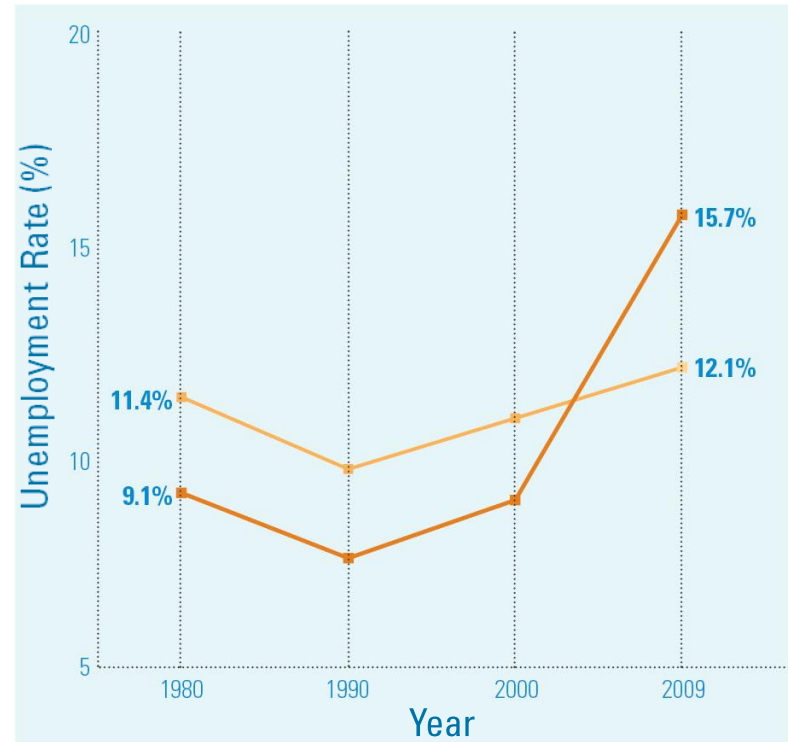
- Naval Support Activity (NSA): 5,900
- Cardone Industries: 3,000 +



35,000 Workers

*2,000 residents also work in the district*

Unemployment Rate Trend, 1980 - 2010

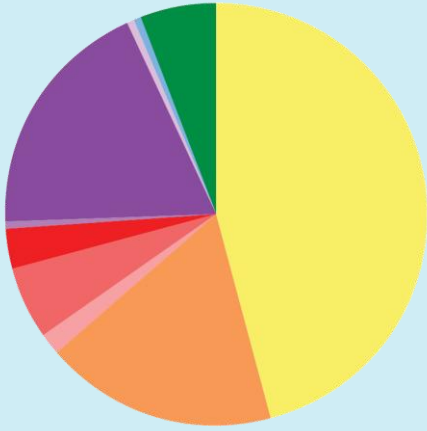


Lower Northeast



City of Philadelphia

# Current Zoning



Residential:  
63.7%

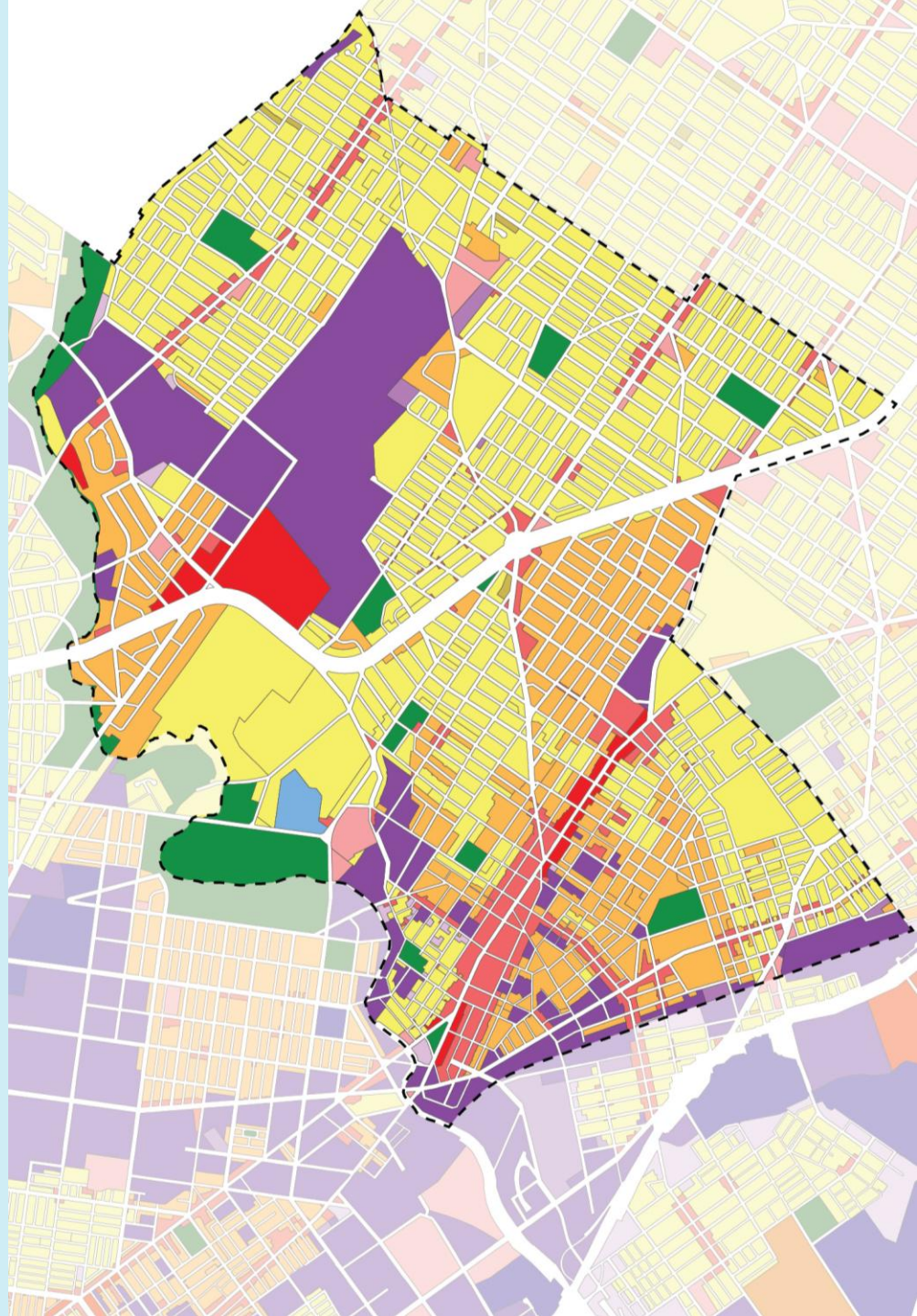
- 45.9%  RSA-1; RSA-2; RSA-3; RSA-5
- 0.1%  RTA-1
- 17.7%  RM-1; RM-2; RM-3; RM-4

Commercial:  
10.3%

- 1.7%  CA-1; CA-2
- 5.7%  CMX-1; CMX-2
- 2.9%  CMX-3

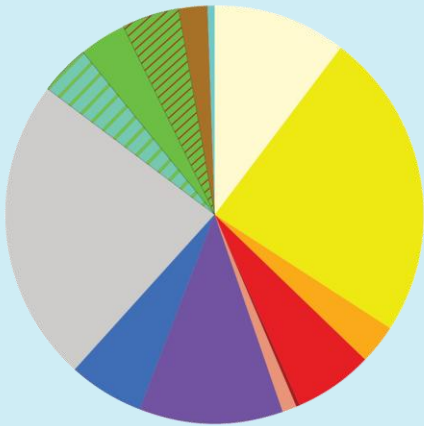
Industrial:  
19.7%

- 0.5%  I-1
- 18.8%  I-2
- 0.4%  ICMX
- 0.6%  SP-INS
- 5.8%  SP-PO





# Current Land Use



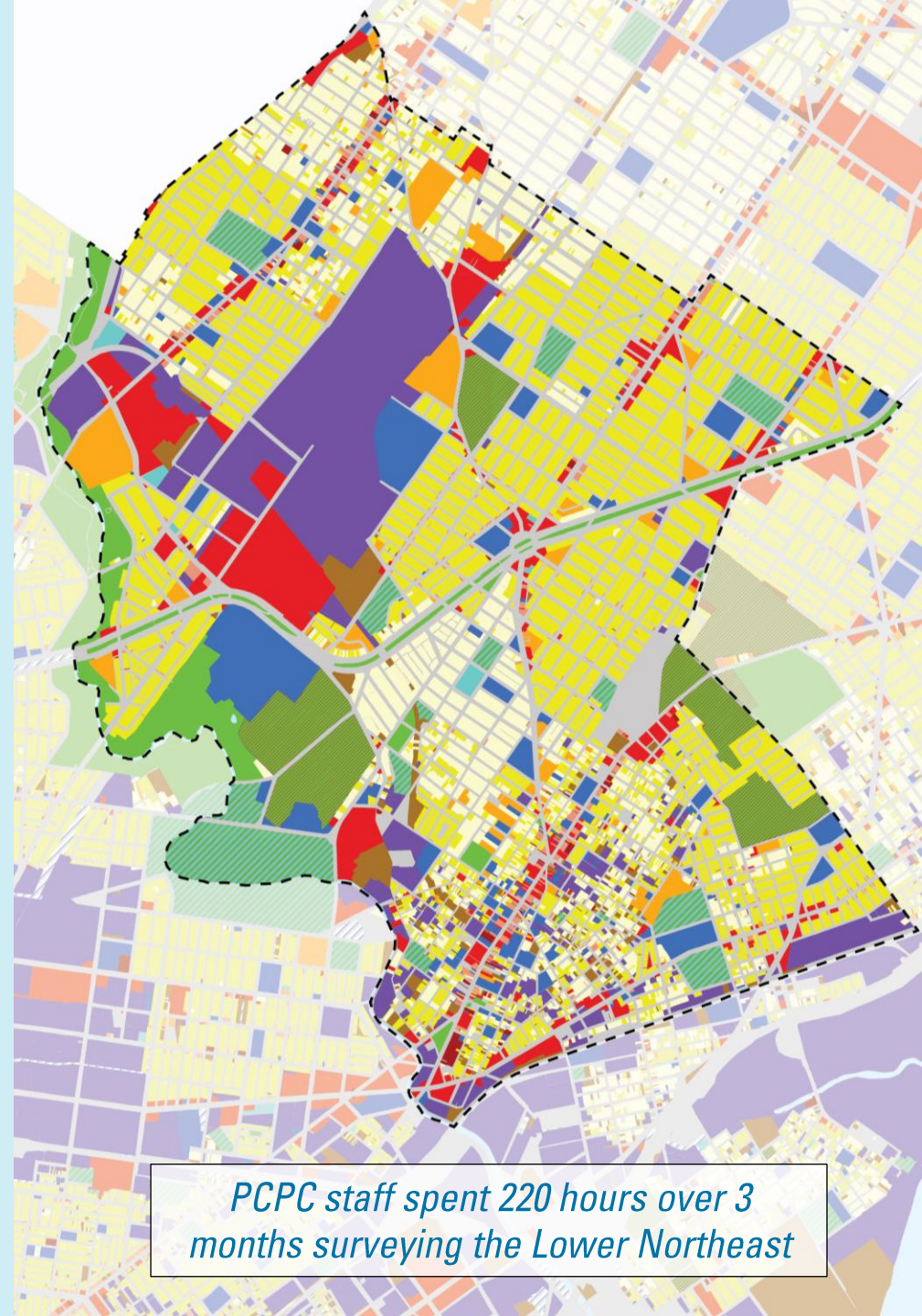
Residential:  
35.8%

- 10.1% Residential Low
- 22.7% Residential Medium
- 3.0% Residential High

Commercial:  
7.2%

- 5.9% Comm. Consumer
- 0.3% Comm. Business
- 1.0% Comm. Residential

- 10.8% Industrial
- 5.4% Civic / Institution
- 26.6% Transportation
- 0.3% Culture / Amusement
- 3.8% Active Recreation
- 3.5% Park / Open Space
- 4.4% Cemetery
- 2.1% Vacant Land



*PCPC staff spent 220 hours over 3 months surveying the Lower Northeast*

# Tonight's Activity: Mapping Exercise

- > Introductions
- > Existing Conditions
- > Future
- > Share Your Work



# Tonight's Activity:

## Mapping Exercise

### Existing Conditions:



Landmarks/Destinations



Barriers



# Tonight's Activity:

## Mapping Exercise

Future Conditions (10 years):

 Will Remain the Same

 Will Change

 Focus Areas



# Tonight's Activity:

## Mapping Exercise

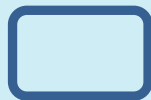
### Example Map



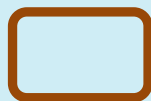
Landmarks/Destinations



Barriers



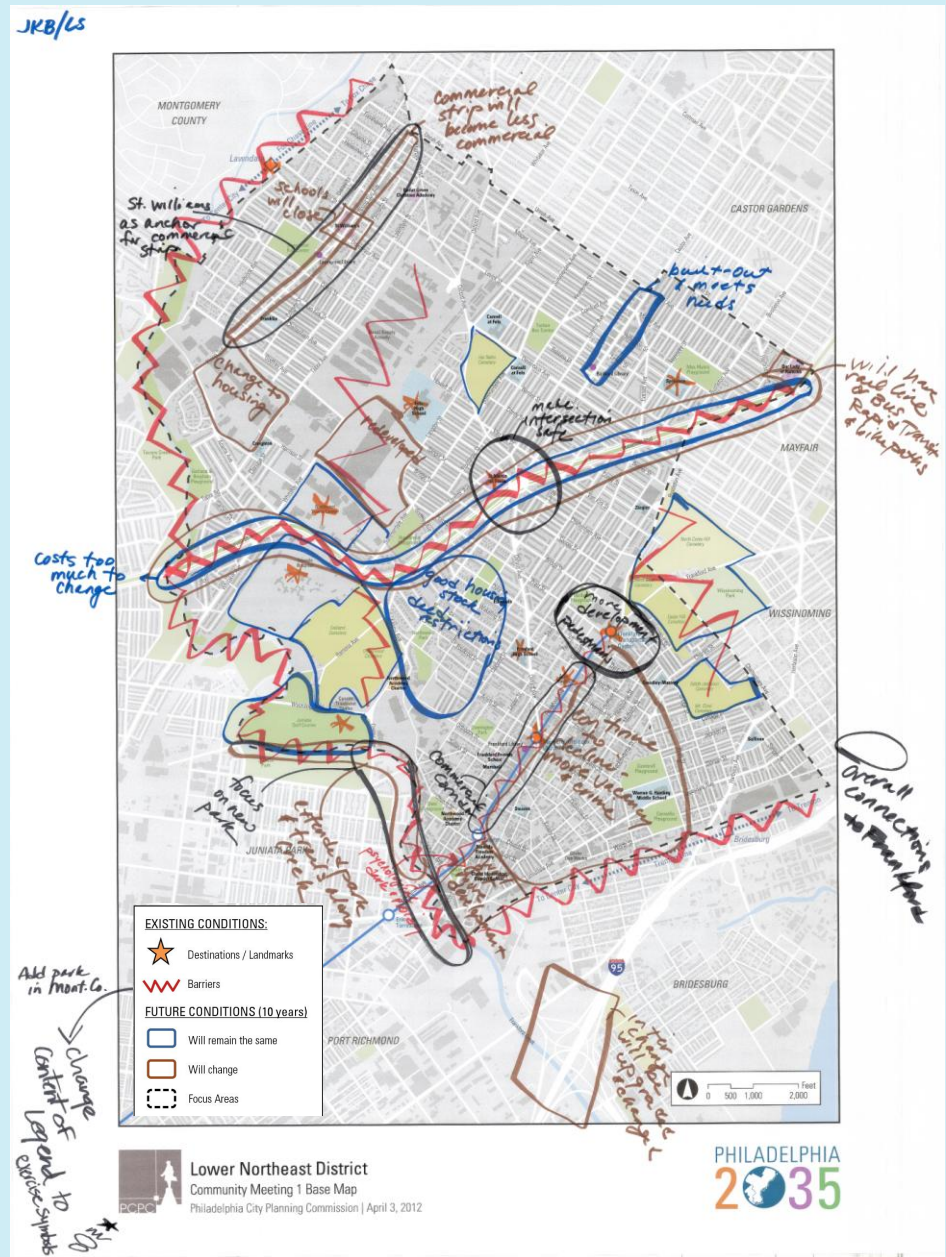
Will Remain the Same



Will Change



Focus Areas





## THANK YOU

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