

# FOCUS AREA > Naval Hospital Site

The Naval Hospital served the needs of employees, active service, veterans, and their families for over 50 years. When constructed, it was state-of-the-art but by the 1980s concerns about asbestos and its antiquated room layout made the facility obsolete. The hospital was imploded on June 9, 2000. The east side of the site became the Eagle's practice field and the Nova Care Center. The western side, currently a surface parking lot used for Sports Complex employee and overflow parking, is owned by the Philadelphia Industrial Development Corporation.

New housing options for seniors and neighborhood serving retail is shown in this development scenario. This fulfills recommendations from the housing and neighborhood center sections of **THRIVE**. This development scenario also improved circulation and neighborhood connections to FDR Park by introducing the street grid which fulfills recommendations from both **CONNECT** and **RENEW**. FDR Park has served both as a major regional park and a support to the stadium. Striking balance between those two roles is key to maintaining, funding, and respecting the environmental, recreational, and historical assets of FDR Park. FDR Park is key to creating a complete neighborhood center as envisioned in **THRIVE**.

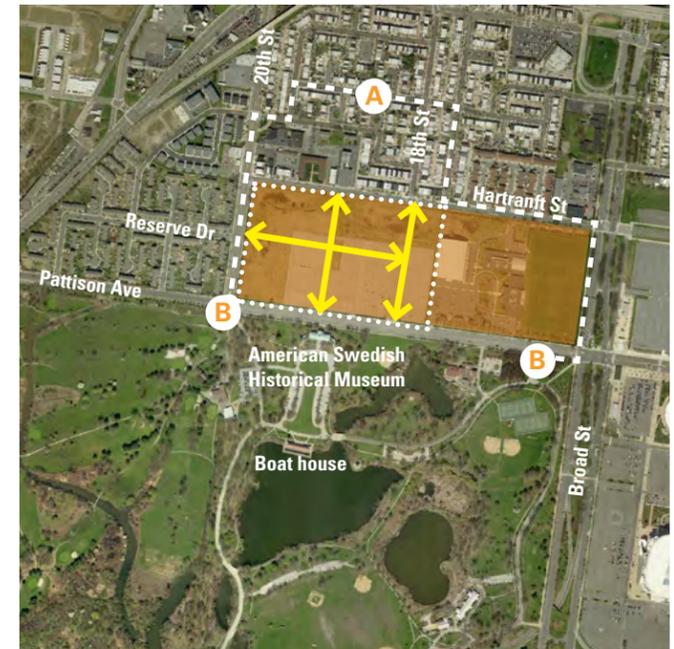
## Short Term: Analyze site for potential development

Completing a Phase 2 Environmental Analysis as well as releasing an RFQ, would test market interest in the site. It has the potential to host locally-serving commercial services as part of a residential development scheme.



Naval Hospital buildings and grounds, demolished 2000  
Photo courtesy of the Athenaeum of Philadelphia

## Medium Term: Establish neighborhood access to park amenities



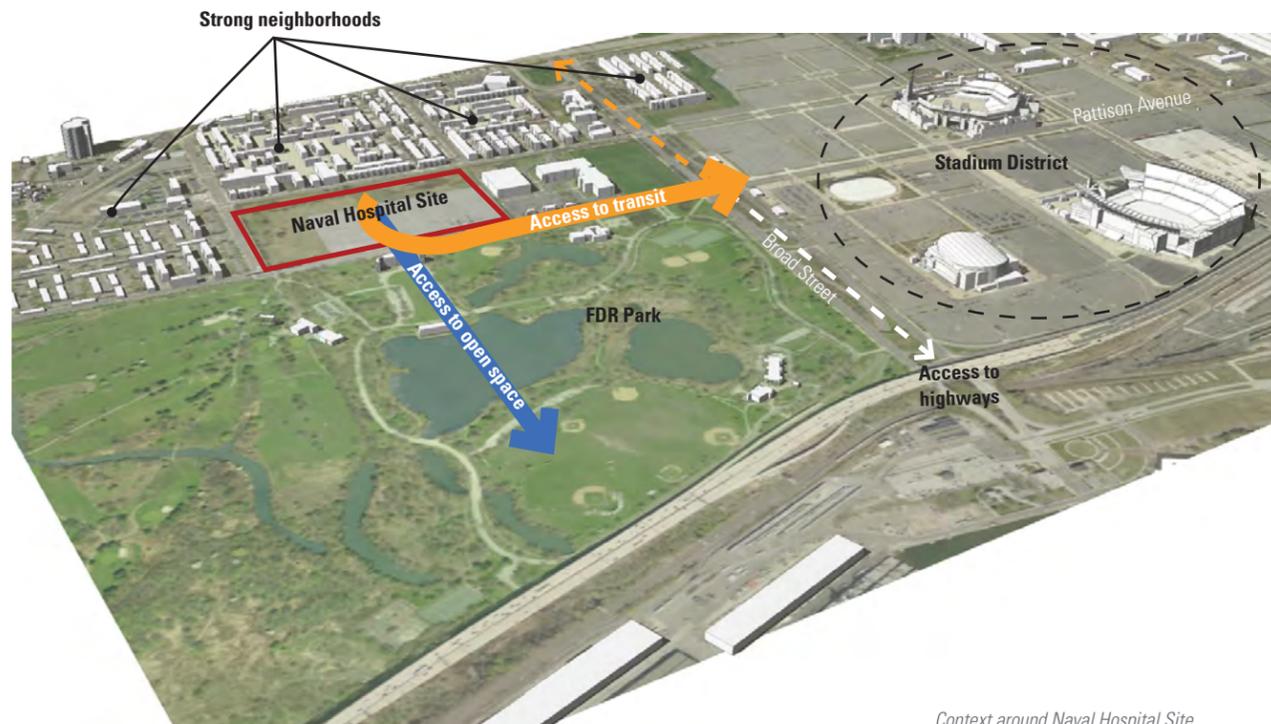
A Approximate center of adjacent neighborhood  
B Access to the park is an indirect route around the Naval Hospital site (approximately a 12 minute walk from point A)

Barrier to the park; these blocks have no public access  
Proposed Street for direct access to park  
Naval Hospital Site

## Long Term: Provide a wider variety of housing options and commercial services for an aging population



Residential  
Mixed-use Residential



Context around Naval Hospital Site

## FOCUS AREA > Sports Complex

Philadelphia is the only city or region with all four major sports franchises to have their venues co-located in the same complex. This creates major circulation challenges especially on multiple event days. Unlike other cities where new sports venues have been located down-town or in revitalizing areas, Philadelphia's stadium "glamour shots" show seas of surface parking and the skyline in the distance. Parking is necessary to the success of the Sports Complex, but limits the economic spin-off or impacts of being home to four major sports franchises.

Xfinity Live!, a restaurant and shopping complex, is the first non sports-related venue to be built within Sports Stadium zoning district. The first phase of Philly 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 and restaurants, a live music venue, and 300 room hotel.

The Sports Complex planning focus area shows a development scenario that includes the total 350,000 sq. ft. Xfinity Live! proposal and how additional development at the Sport Complex can be designed in an urban, efficient, and thoughtful manner that considers parking, transits, and vehicular circulation. This development scenario supports the Sports Complex as Philadelphia metropolitan subcenter and as a neighborhood center.

Infrastructure improvements include new roadways that efficiently disperse traffic and create better connections to highways, as well as, improvements to the BSL and new transit options.

Urban design recommendations including the street grid layout and a thoughtful public realm are also included in the planning focus area. The SS, sports stadium, master planning zoning district is a crucial tool for the City, sports franchises, and public to implement the Sports Complex development vision.



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

Future vision of Pattison Avenue, looking east

Formalized vending space could activate the sidewalk

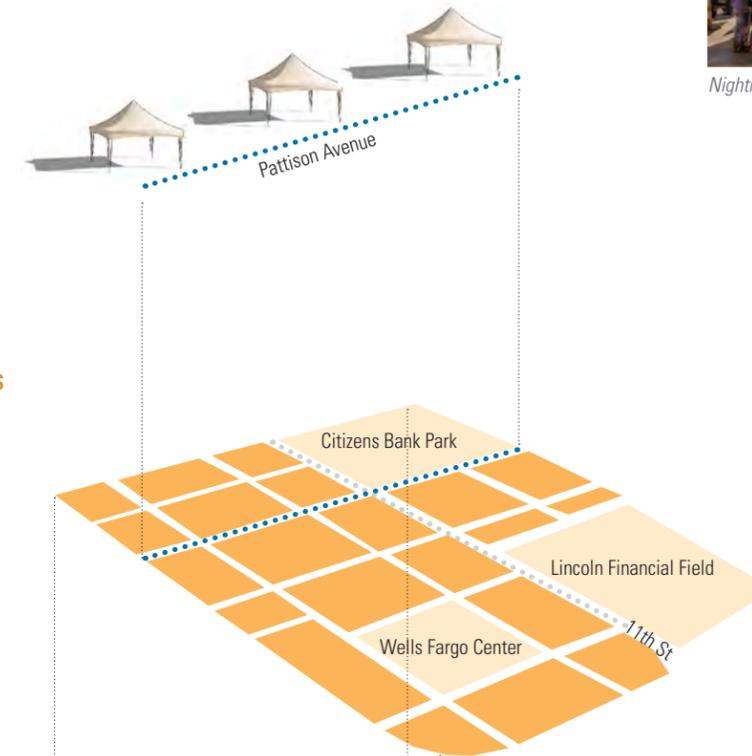
**Short Term:**  
Energize existing public space through programming



Nightmarket Philadelphia, 2011

By adding vendors, music, and other sidewalk activities along Pattison Avenue between AT&T Station and the stadiums, a grand promenade and a sense of place will be created.

**Medium Term:**  
Create new streets



By extending the street grid through the Sports Stadium District, urban-scaled development parcels are created.

**Long Term:**  
Make Pattison Avenue a destination beyond scheduled events



Xfinity Live! together with mixed-use development on the north side of Pattison Avenue and along Broad Street will create a vibrant, walkable Sports Stadium District.

- Xfinity Live! under Construction, 2011
- Xfinity Live! Phase II
- Commercial Mixed-use
- Residential
- Structured Parking

Conceptual build-out of the Sports Complex

# FOCUS AREA > Navy Yard

The Navy Yard planning focus area shows transformation that has occurred since the Navy closed the base as an active military facility and its continued development as a mixed-use district with 24/7 activity. As a part of Philadelphia's metropolitan subcenter, thoughtful planning and concentrated investment in infrastructure is crucial to fulfill the Navy Yard's potential.

Construction of the Broad Street Line extension, as detailed in CONNECT, allows the Navy Yard to create a unique campus or urban feeling by eliminating the need for large amounts parking and a greater density and diversity of uses. The extension also gives the Navy Yard an advantage over other suburban office and industrial parks by being more accessible to a larger pool of workers and providing more amenities closer together.

Parks and a riverfront trail also provide amenities not found in other office or industrial office parks, or even other downtown commercial office districts.

Together the various recommendations embodied in the Navy Yard planning focus areas create a vibrant destination that provides companies and employees, which might otherwise look outside of Philadelphia, a home.

## Short Term: Update the Navy Yard Master Plan and the Broad Street Line Extension Study



The 2004 Navy Yard Master Plan focuses on five districts, current planning only includes three.



## Medium Term: Complete projects under construction and near-term proposals

- 1 Flex commerce buildings
- 2 GlaxoSmith Kline building
- 3 Marriott Hotel
- 4 Central Green park
- 5 Urban Outfitters expansion (adaptive reuse)
- 6 Delaware River recreation trail

These projects to be completed in the near future are designed to follow the master plan in terms of use and location. Their early design schemes are consistent with the Navy Yard's high-quality built environment and sustainable philosophy.

Recent construction at the Navy Yard:



Office interior, 3 Crescent Drive, spring 2011



Tastykake Baking, new industrial building, spring 2011



Delaware River recreation trail under construction, spring 2011

## Long Term: Become the premier regional hub for industrial, commercial, and energy research activities



Conceptual build-out of the Navy Yard