

Design Visioning Workshop



Philadelphia's Central Delaware Riverfront Planning Process

PENNPRACTICE WRT PHILADELPHIA CITY PLANNING COMMISSION

INTRODUCTION

February 23, 2007

Dear design professionals and innovators,

Thank you very much for participating in the Design Visioning Workshop for the Central Delaware Riverfront Planning Process. Each of you brings unique professional experience or local knowledge that will be an incredible asset to this process.

The opportunity to influence development of the public realm along Philadelphia's central Delaware River is substantial. However, the challenges posed by the existing landscape are equally significant. That is why an exercise like the one planned for March 1-3 is so important. We will all bring our varied expertise together for a short but intense process that will help one of the largest and most historic cities in the country re-imagine the shores upon which it originally settled.

With the momentum the planning process has gathered already, it is clear that Philadelphians are eager for a new beginning for the central Delaware River—one that is 21st century and distinctively Philadelphian. With your help, we can begin to show citizens how to find solutions in even the greatest of problems, and how strong the results of a collaborative imagination can be.

As a way of beginning, we have prepared, along with the help of consultants Wallace Roberts & Todd, LLC and the Philadelphia City Planning Commission, a packet of briefing materials that outline the existing conditions of the central Delaware River. More information will be available at the workshop, but this is a strong overview that will give you the necessary background knowledge to begin to think constructively about design solutions.

Please read its contents carefully before arriving March 1, as we will jump into design work fairly quickly.

Sincerely,
Harris Steinberg
Executive Director, PennPraxis

OVERVIEW AND CHARGE



PennPraxis has been given a unique opportunity to help the citizens of Philadelphia imagine the future of seven-miles of the Delaware River in central Philadelphia. In October 2006, Philadelphia Mayor John F. Street signed an executive order authorizing PennPraxis to create a “civic vision that balances public good, access to the riverfront, open space and quality urban development.” The area runs from Allegheny Avenue at the north to Oregon Avenue at the south and from the river on the eastern edge and I-95 along its western flank.

This section of the city once housed what has been called “the Workshop of the World” – a significant industrial center that supported the explosive growth of the United States between the end of the Civil War and the close of World War II. It is currently a fragmented collection of uses: a working port facility, strip mall development, former industrial lands, limited public spaces and some new residential construction. Two 5,000-slot casinos were approved for this area by the Commonwealth of Pennsylvania just before Christmas 2006. Development pressures in portions of the site are causing high tension between longtime residents and new arrivals. Interstate 95 cuts a surgical swath disconnecting many of the adjacent riverfront communities from the river and the crossing at Center City is a 385-foot high-wire act across ten-lanes of traffic.

With your design skills, knowledge base, and experience in similar projects and neighborhoods, you will help us lay the first broad strokes of the civic vision – helping us answer the questions of where we go from here, and how we get there. Using the Central Delaware Riverfront Planning Principles – created through a robust civic engagement process throughout the past fall and winter by over 2,000 people – as your foundation, you will help demonstrate to Philadelphians what is possible along the central Delaware, and how powerful the combination of community knowledge and professional experience can be.

YIELDS AND EXPECTATIONS



Philadelphia's riverfront became known as the "Workshop of the World"

Many challenges exist along Philadelphia's central Delaware, but the opportunity to delve into detail during the design workshop is limited. Please familiarize yourself with the briefing materials so that we can optimize your energies in helping us think through possibilities and imagine new opportunities for Philadelphia's riverfront.

Attacking seven miles of varied riverfront in two days is a daunting task. With your design skills and experience in similar projects and neighborhoods, you will help us imagine what is possible on such a challenging landscape. The Planning Principles are your guide and the foundation for your work. They are based on the values of thousands of Philadelphians who have added their voice and their values to the vision of a 21st century riverfront in Philadelphia. When we present the ideas that emerge from the design workshop to the public, we will discuss them using the language of the Planning Principles.

The goal of this workshop is not to redesign each individual site in your study area, but rather to develop numerous design concepts and alternatives that begin to address the issues that currently plague the central Delaware. That is not to say that your renderings cannot be site-specific—in fact, we have identified numerous riverfront sites for each group as "acupuncture points," possessing great energy just waiting to be released. We want you to consider these sites, but do not dwell on their architectural elements. Envision alternate uses and designs that would release this kinetic energy along the riverfront, and sketch it out so we can see how it will look.

The goal is therefore not to resolve all the issues of the central Delaware in one weekend. Rather, the goal is to lay a foundation or roadmap that can be refined and filled in over the ensuing six months. Though Philadelphians have helped to create the Planning Principles, they have yet to understand their potential. Your work will be a vital first step in putting forth concepts and illustrations that point us as a city in a new direction that we can get behind and be energized by. It is important to note that the ideas produced during the workshop should be visionary and grounded in reality. For the Philadelphia riverfront to have a chance of succeeding, there must be incremental solutions that are doable and buildable today. At the same time, we must lay the groundwork for bold thinking and new ways of imagining the riverfront when infrastructure needs to be replaced, markets change and new economies are created.



William Penn's 1682 treaty with the Lenape, by Benjamin West
1771

Your work during the workshop will have two elements: inspirational renderings, and layered overarching concepts. One goal of this workshop is to open the public's eyes to the true possibilities that exist along the central Delaware and to help show them viable solutions that they never thought possible. We aim to accomplish this using your renderings and ideas; ones that are clear and captivating as they demonstrate to the citizens of Philadelphia that we can achieve the goals of a truly world-class 21st-century riverfront in their hometown.

We see the work of the visioning workshop as the creative "big bang" in which the talents and experiences of the participants merge with the civic principles to yield the big ideas that will propel the project forward and bolster the civic dialogue around the design and planning for the central Delaware in the years to come. Most of these deliverables must be completed during the workshop itself, with the hope of featuring renderings (atmospheric and evocative) from each design team in the Philadelphia Inquirer or Philadelphia Daily News. Images will also be posted on our website, www.planphilly.com. We may ask designers of especially interesting illustrations to polish their products the Sunday following the workshop to meet requirements for possible news deadline. The drawings and concepts that emerge from the crucible of the design workshop need not be totally polished – indeed, we understand that they cannot be final — but rather they are intended to be captivating and accessible to the public.

TEAM-SPECIFIC FRAMING QUESTION

Please study the enclosed briefing materials with your specific study area in mind. Think about its challenges and how they can be addressed. Each group will be assigned a deputy to monitor the pace of the workshop and ensure that each group remains focused on their objective. Teams will be decided later in the week, and we will notify you by email.

Big-box retail development



SOUTH

Team Leader: Walter Hood

During the workshop, your group will focus on the southern stretch of the seven-mile central Delaware, approximately from Washington Avenue south to Oregon Avenue. This section of the site is entirely cut off to the public by private development and existing port and Homeland Security functions. Once entirely industrial, portions of this riverfront have been developed in recent years by multiple users, such as the Sheet Metal Workers' Union and the big box development that dominates this part of project area. The United States Coast Guard occupies the site of the birthplace of the United States Navy at the foot of Washington Avenue. Under the mayoral administration of Ed Rendell, the city used land accumulation and tax incentives to turn Columbus Boulevard south of Reed Street into a bigbox retail shopping center, which now features a Wal-Mart, Super Fresh, Staples, Ikea, Old Navy, and Target. This destination for auto-based retail has translated into significant traffic problems on this portion of Columbus Boulevard, which is often backed up for miles on the weekends. On December 20, 2006, the Pennsylvania Gaming Control Board sited a slotonly gaming facility on a vacant parcel just north of the big-box center, sending shockwaves through the adjacent dense South Philadelphia neighborhoods. Residents see more sprawlstyle development as marking the demise of their tight-knit cohesive residential communities, as well as interfering with port labor jobs at the southern edge of the project area that have helped many families in Philadelphia for generations.

In your group work, please focus on ways to improve the riverfront experience in this southern section. Most of this land was developed at a time when the Delaware Riverfront was not recognized as a regional asset, so now we must think about how we can adapt this large-footprint, big-box sprawled fabric into a more inviting atmosphere along the riverfront. I-95 also acts as a barrier to adjacent residential neighborhoods, so consider how to ease this divide, which is currently blocking citizens from the riverfront. Beautiful riverfront vistas go unnoticed because they are blocked by Wal-Mart's loading and dumpster area, so thinking about urban infill here could be a solution. Think about how to allow the working port to thrive amongst such a mix of uses. Finally, neighborhood residents are extremely worried about the threat of a casino at Reed Street. Help us think about how public space around the slots parlor could be designed to minimize the negative impacts of the casino, and what alternatives for private development exist there if a gaming effort failed on that site.



I-95 at Washington Avenue

NORTH

Team Leader: Peter Latz

During the workshop, your group will focus on the northern stretch of the seven-mile central Delaware, approximately from Spring Garden Street to Allegheny Avenue. The land on this section is in many different stages of post-industrial development: some old structures have been torn down and replaced with new condo buildings, while other structures remain on old industrial lands that have not seen activity since the glory days of the Cramp Shipyards and Port Richmond Terminal. Though there is much vacant privately-owned riverfront land, property values in these riverward neighborhoods have been steadily increasing for years, with Northern Liberties and Fishtown neighborhoods seeing Center City prices in an area largely neglected ten years ago. One of the most captivating scenes along the entire riverfront is the view of a classic-style abandoned power plant overlooking Penn Treaty Park, undoubtedly the most beautiful existing public space on the central Delaware. Much of the riverfront land further north lies vacant, dotted with post-industrial ruins. One of these former industrial sites was in the running for the two state gaming licenses, while another more expansive one is an old railroad yard that once was the world's largest privately-owned railroad tidewater terminal. The land is owned by CSX/Conrail, so the railroad company is thinking about how to redevelop its southern parcel of land currently cut off from public

riverfront access. The Pennsylvania Industrial Development Corporation has a proposal in the works to use that site for light industrial transfer. On December 20, 2006, the Pennsylvania Gaming Control Board sited a slots-only gaming facility on a vacant parcel at Shackamaxon Street. Though the Gaming Control Board said that adjacent neighbors offered very little resistance during the public input period, residents have since assumed a leadership role in the opposition to casino development along their riverfront.

In your group work, please focus on ways to improve the riverfront experience in this northern section. Development pressures on portions of this stretch of the riverfront appear the strongest, with a 915-foot tower already having gone through the city permitting process, and numerous other condo proposals in the pipeline. Think about how such a dramatic increase in private development can be used to further the public good and the creation of a pedestrian-friendly riverfront. Neighborhood residents are extremely worried about the threat of a casino landing at Shackamaxon Street. Help us think about how public space around the slot parlor could be designed to minimize the negative impacts of the casino, and what alternatives for private development exist there if a gaming effort failed on that site. With two gated condo towers already on the river, think about how to make the Delaware an attractive destination for residents in adjacent neighborhoods. Think about how to exploit the incredible opportunity of having hundreds of vacant acres of land on a riverfront that is increasingly seen as a development destination. What new ways of developing postindustrial lands can we think about that will help Philadelphia transition from a post-industrial landscape to embracing new kinds of 21st century industry? The expansion of the I-95 interchange at Girard Avenue (see briefing materials for plans) will likely move Richmond Street east onto the Conrail site, so think about how this new infrastructure could integrate into new development while not interfering with the pedestrian riverfront experience. Part of this open land is a railroad viaduct that crosses Delaware Avenue at Lehigh Avenue, which a local community group is considering as a green space gateway in their planning efforts.



Delaware Avenue looking North toward Ben Franklin Bridge

CENTRAL

Team Leader: Ken Greenberg

During the workshop, your group will focus on the central stretch of the seven-mile central Delaware, approximately from Spring Garden Street to Washington Avenue. The land in this section has always been seen as the ripest for potential development, but none of the many plans for the space has been realized. Ed Bacon always envisioned Penn's Landing at the foot of Market Street to be a logical extension of the vibrancy and activity of Center City onto a newly-public riverfront that has been freed from its port uses. Today Penn's Landing is significantly underutilized, largely because of I-95 and Columbus Boulevard, which separate downtown Philadelphia from the Delaware by up to 22 lanes of high-speed auto traffic. Though some pedestrian bridges and decking exist, none of it is vibrant enough to bring citizens across this great divide to access the central Delaware's lone significant stretch of public space.

In your group work, please focus on ways to improve the riverfront experience in this central section. Think about ways the swath of auto traffic can be addressed to make this portion of the riverfront a truly public extension of Philadelphia's downtown, vibrant and inviting to pedestrians. Property values have been increasing in neighborhoods surrounding Penn's Landing, so think about how to create an experience that will be a great asset to these new residents. The Penn's Landing Corporation, a quasi-public development corporation run by the city, controls most of the land in this part of the project area. Much of their holdings are under long-term development leases to private developers. However, some significant opportunities for public spaces remain. The site known as the Incinerator site and Festival Pier at the foot of Spring Garden Street is ripe for development as a public park. This site is owned by the City of Philadelphia. Think about this space as the next great public space along the central Delaware.

Similarly, Penn's Landing should be reconceived as one of Philadelphia's most significant public spaces as it links the city with the river and across the river to Camden. With the redesign of the connections across the abyss of I-95 and Columbus Boulevard, Penn's

Foxwoods Casino Site

Slot Parlor Protest



“DELAWARE BOULEVARD”

Team Leader: Gary Hack

During the workshop, your group will focus on the entirety of Delaware Avenue/Columbus Boulevard as it runs parallel to the Delaware River for most of the seven-mile project area. Originally constructed to improve pier access in the 19th century, it was frequently widened to aid in industrial uses that no longer exist on this stretch of the riverfront. This leaves us with an expansive roadway that not only cuts off adjacent residents from the water, but also creates an auto-dominant pedestrian-unfriendly experience for anyone interested in walking along the central Delaware. It is infamous for its traffic jams in the southern end and does very little to orient itself with the river, feeding cars onto Interstate 95 instead of the river banks.

In your group work, please think about how Delaware Avenue could become “Delaware Boulevard,” a truly pedestrian-oriented roadway that would invite users to the river's edge. Many exemplary riverfront case studies have a grand traditional boulevard that utilizes measures of traffic-calming and pedestrian amenities to transform their riverfronts into regional destinations—imagine for us what Philadelphia needs to do to create its own Delaware Boulevard.

Many changes to Delaware Avenue are already underway due to the siting of the two casinos. The Pennsylvania Department of Transportation is ready to begin construction on a new I-95 interchange at Girard Avenue that would bring thousands more cars onto Delaware Avenue. South Columbus Boulevard is already clogged with traffic to the big-box retail center, so building a casino in this area could bring it to a standstill. Both traffic studies submitted by the casino developers recommend new I-95 exits and widening of Columbus Boulevard/Delaware Avenue as the only ways to mitigate the anticipated increase in car traffic. Think about how these development pressures can be addressed along a pedestrian-friendly riverfront boulevard.



Girard Avenue Interchange



Central Riverfront

NEIGHBORHOOD CONNECTIONS

Team Leader: Denise Scott Brown

During the workshop, your group will focus on the “perpendicular connections:” the roads that connect (or fail to connect) with the dense residential neighborhoods adjacent to the Delaware and the river’s edge. The construction of I-95 along the river in the 1960s tore out neighborhoods and cut off communities’ access to the river, some by a huge elevated overpass. Now that urban riverfronts are seen as a place for recreation and repose, the lack of public access to the Delaware is a problem that needs to be addressed. Better connections with adjacent neighborhoods would make the central Delaware a much more attractive place for commercial development as well as public space assets that already exist like Penn Treaty Park and Penn’s Landing.

In your group work, please think about how to improve these riverfront connections so that residents can take advantage of this regional asset in their backyard. Please look at how public access varies across the seven-mile project area, and think about where the opportunities exist to create interesting gateways from the neighborhoods to the riverfront. Think about the I-95 underpasses that cross many pedestrian routes to the riverfront, and how these routes can be attractive connectors despite these intimidating eyesores. Wide auto-dominated intersections in need of treatment to improve connectivity to nearby humanscale neighborhoods include those at Spring Garden Street, Frankford Avenue, Washington Avenue, and Snyder Avenue. Changing surrounding uses is one potential solution, while streetscaping and reorienting road networks is another. Community members are particularly concerned by access points near the casino sites and how their neighborhood will connect with such large-scale uses.

At the same time, think about the connections along the water’s edge. Your group will help us think about the connective threads that link people and neighborhoods to the river through the perpendicular feeder roads as well as lengthwise along the river as we begin to understand the potential for a continuous riverfront trail.

22 lanes of traffic divide
the riverfront and the city
at Penn's Landing



CITIZEN VALUES



Below are the citizen values consolidated from the “Values Sessions” forums on December 11, 13 and 14. Citizens returned in February to discuss these values in further detail and how they could be rewritten to form principled guidelines for future riverfront development. These principles were consolidated internally by PennPraxis and the Penn Project on Civic Engagement, and will be delivered to you in the coming days.

WE VALUE:

A safe place to live:

We value a neighborhood where children can play outside, where adults and kids alike walk the neighborhood, where they can feel safe because they know and trust each other, whether they live or work in the community.

Varieties of diversity and culture:

We appreciate the economic, ethnic, racial, cultural, generational and physical (ecological and architectural) diversity in our neighborhoods.

Economic sustainability:

The quality jobs on the riverfront are an economic engine of the city. It is important that we sustain, if not expand, industrial and shipping jobs as well as small locally owned businesses. This will underpin a strong economy for adults as well as jobs for youth.

The Environment:

We value a clean, open environment – including the river, trees, air – and access to that environment.

History:

We value Philadelphia’s history – where our democracy was born, where different ethnic groups came and prospered. The traditions that grow from that history – from the Mummers Parade to our block parties and our celebrations of freedom – make us uniquely Philadelphia. Our history is a vital aspect of our city — be it bricks and mortar, cultural/educational or other.



PennPraxis organized three “riverfront walks” that toured over 300 citizens across the seven miles of the riverfront with local historians, design professionals, public officials, and community leaders.

HISTORY OF PENNPRAXIS

PennPraxis is the clinical arm of the School of Design of the University of Pennsylvania, created to further the school's mission in the fields of architecture, city planning, landscape architecture, historic preservation, community development, and public art. PennPraxis is a vehicle for carrying out practical or applied projects for external clients under the direction of PennDesign faculty. Modeled in part on the Community Design Collaborative centers at other institutions and practice entities in other graduate schools, PennPraxis provides opportunities for faculty and student education, development, and service to the community. At PennPraxis, students and faculty do real world problem solving, working on projects around the world, around the nation, and across disciplines.

PennPraxis is organized as a 501c(3) subsidiary of the Trustees of the University of Pennsylvania, a not-for-profit entity supporting the educational mission of the University. The board is chaired by the Dean of the Penn School of Design and its members are appointed by the dean, with the approval of the provost.

While Praxis has completed many projects in its five years, its greatest successes have come in the form of community-based design processes that have empowered Philadelphia residents to imagine new possibilities in the face of humbling realities. Using a principlebased engagement process honed with in partnership with the Editorial Board of the Philadelphia Inquirer and Penn's Center for School Study Councils, Praxis designed and produced the award-winning 2003 Penn's Landing Forums and the 2005 Franklin Conference on School Design. In 2005 and 2006, Praxis partnered with the Philadelphia Daily News on Slots and the City, a series that investigated the potential physical implications of casinos on the City of Philadelphia.



OVERVIEW OF CENTRAL DELAWARE RIVERFRONT PLANNING PROCESS

With significant development pressures bearing down on the central Delaware riverfront, Philadelphia Councilman Frank DiCicco's office, whose First Councilmatic District includes much of the historic river wards, approached Penn Praxis in July 2006 about leading a planning process for the central Delaware. On October 12, 2006, Mayor Street signed an executive order that invited Penn Praxis to lead a citizen-driven planning process for the Delaware Riverfront that would be open and transparent and produce a civic vision for development along the river from Allegheny Avenue to Oregon Avenue. Working with the Philadelphia City Planning Commission (PCPC), Penn Praxis organized a process that includes citizens, civic leaders, elected officials, developers and a team of designers to produce this civic vision. The Planning Process is designed so that citizen values guide the vision for a 21st century riverfront that is distinctively Philadelphian. Penn Praxis' effort is aided by the Central Delaware Riverfront Advisory Group, chaired by PCPC executive director Janice Woodcock and comprised of public officials and local activists to form a comprehensive coalition that will ensure that all important planning issues are addressed. In accordance with the executive order, a steering committee drawn from the membership of the Advisory Group also meets monthly. All meetings of the Central Delaware Riverfront Planning Process are open to the public and reported on www.planphilly.com.

Harris Steinberg of Penn Praxis and Harris Sokoloff of the Penn Graduate School of Education and the Penn Project for Civic Engagement designed a process intended to surface the public's values around riverfront development, which would lead to principles that would inform the design team. This process includes three citywide public forums, one day-long session of presentations on best practices, a series of three principle sessions and a design workshop with citizens and professionals beginning to form a civic vision for the riverfront. Following the design workshop, Penn Praxis will work with planning consultant WRT and the PCPC on the refinement of the design ideas that are put forth in the workshop. Through periodic public design reviews, the civic vision that emerges in the ensuing six months will reflect the civic design principles, the ideas of the workshop and the vision of Philadelphians for the central Delaware.



FACT SHEET

October 2006: Mayor Street signs Executive Order authorizing PennPraxis to organize a planning process that results in a citizen-led vision for seven miles of the central Delaware riverfront.

October-November 2006: PennPraxis organizes three "riverfront walks" that toured over 300 citizens across the seven miles of the riverfront with local historians, design professionals, public officials, and community leaders.

November 2006: PennPraxis convenes the Central Delaware Riverfront Advisory Group and Steering Committee, each comprised of civic association leaders and public officials.

December 2006: PennPraxis organizes three public forums, in which 850 citizens attended to discuss what they valued in their neighborhood and riverfront.

January 2007: PlanPhilly.com launched with new format and content on urban design projects in Philadelphia.

February 2007: Over 400 attend Best Practices Session in which designers from across the country discussed examples of riverfront excellence and began to think how these ideas can be applied to Philadelphia.

February 2007: Over 440 participate in three "Principle Session" public forums. It is here where citizens combined the values expressed in December with the Best Practices to form the Planning Principles for future riverfront development.

To Date: 1,700 registered on PlanPhilly distribution list; 70 news and editorial articles published on the Riverfront Planning Process.

Upcoming: Design Visioning Workshop (March 1-3); release of Workshop deliverables; official design phase (March-August).

OPPORTUNITIES AND CONSTRAINTS

Public Riverfront Access

Much of the old industrial piers and underutilized or lay fallow. This condition provides an opportunity to provide for public riverfront access that could connect to the East Coast Greenway. Current access at Penn's Landing, Penn Treaty Park, Pulaski Park, and seasonally at Festival Pier provides a start for a continuous riverfront access as development occurs.

Rethinking a Highway

While I-95 is seen as a constraint to the riverfront because it separates the neighborhoods, the opportunity of the highway is to rethink it as a place to inhabit – under, over, or even as a boulevard. Cities around the world are rethinking downtown highways in different ways - from putting uses under the viaducts, to burying them and building on air-rights, to even removing sections of them and replacing them with a new road system.

Development Pressure

Recent and proposed developments along the riverfront are seen as constraints in the short term, as the retail, residential, and entertainment uses have been located and designed without a comprehensive riverfront vision. For this vision plan, this development and its economic pressures can also be seen as an opportunity. The diverse uses have and will bring people to the river for different reasons and provide the basis for imagining a mix of uses that serve existing neighborhoods as well as opportunities for neighborhood expansion to the river.

The opportunity and challenge is how to integrate these uses with neighborhoods and open space.

The opportunities along the riverfront are directly related to the hierarchical street plan of the city, the underutilized former industrial land and piers, and neighborhood development pressures. The major constraint is the location and configuration of Interstate 95.

City Connectivity

Connectivity to Columbus Boulevard/Delaware Avenue approximately every half mile along the wider streets – Snyder, Washington, South Market, Spring Garden, Lehigh, and Allegheny - provides an unrealized potential for a civic framework of “green” streets.

Park Systems

The parks from the Independence National Historic Park and adjoining small parks that stretch across I-95 to Penn’s Landing provide a framework for a civic open space system. Another opportunity is the Conrail rail corridor north of Lehigh Avenue. As a result of the decline of this industrial corridor and rail needs to the northern port lands much of the Conrail property is unused. While rail access to the Tioga Marine Terminal is still used, a “rails and trails” approach to this property could provide a new park system that connects neighborhoods to the riverfront.

Riverfront Focal Points

At the end of these streets there are potential development nodes, focal points that provide opportunities to create unique public spaces, like Penn Treaty at the end of Columbia Avenue.

1. “The Emerald Necklace”

Six “Penn Treaty Parks” are placed at somewhat regular intervals along the riverfront’s entire length as jewels of the riverfront necklace. Passive and active recreational corridors connect all the jewels in the necklace. The corridors are of differing widths contingent on local constraints. The necklace is connected back into the neighborhoods of the city along as many streets as possible and a network of green streets.



As an outcome of the Advisory Group Meetings and the Best Practices Sessions in February, seven broad brush framing concepts are floated for discussion. These are singular ideas that both share some common themes and generate tensions. The following are summaries of each concept with accompanying diagrams.

FRAMING CONCEPTS

1. “The Emerald Necklace”

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2. "The Port That Built The City and The State"

Port activities are expanded as far north from the proposed new "Southport" as is practicable. This scheme assumes we have a deeper channel in the Delaware River and we can get larger ships north of the Walt Whitman Bridge. The Conrail site becomes a site that accommodates light industry and warehousing. Philadelphia energizes to get a 50 foot channel that equals that of neighboring Baltimore and Newark/Elizabeth.



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3. "The Beautiful Boulevard" ~ Philadelphia answers the Embarcadero

A beautifully-landscaped multi-lane boulevard, scaled and detailed for the pedestrian, parallels the river. The public realm encourages development of even more residential development along the riverfront. There are riverfront controls on height and quality of new buildings. The public realm is established uniformly at the water's edge as a path facilitating pedestrian, bicycle, transit, and perpendicular connections into the neighborhoods of the City.



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4. "The Ecological Riverfront" ~ 1681 Revisited

Much of the riverfront is returned to natural conditions that existed when the City was founded. The riverfront is repopulated with native flora and fauna, or with species that once existed here. Buried creeks that once flowed to the Delaware River (Cohocksink Creek) are reopened. Energy-generating windmills, that reference the historic Windmill Island, are placed selectively on the riverfront. The City promotes ecotourism and green energy and Philadelphia's riverfront becomes a model for sustainability.



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5. "The Entertainment Paradise"

Casinos augment the already-burgeoning entertainment dimension of the riverfront clubs. How far can we take this as a local and regional destination? A theme park district in the vein of Disney includes an indoor water park, pier entertainment halls like Chelsea Piers in Manhattan, theaters and amusement venues. The experience is complete with a boardwalk as a promenade that links all the entertainment functions along it.



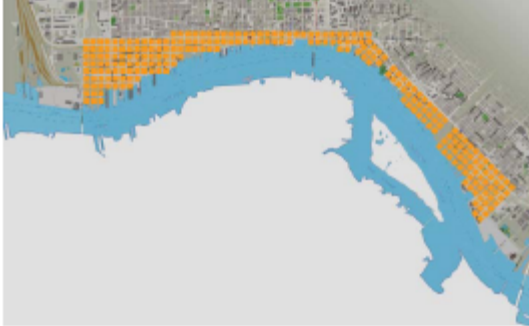
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6. "A Living Riverfront"

With all of the proposals already laid out for high-density housing, the riverfront should be an extension of the mixed-use character of Center City. By planning for residential neighborhoods along the riverfront and not just housing, the city can reposition itself as a "river city" in the context of 21st Century riverfronts like Vancouver.

"the most Convenient place upon the river for health & navigation"—William Penn



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7. "Two Cities ~ One River"

Twenty-five years ago Camden created a riverfront master plan for parks and future development that they have slowly but surely implemented. The Central Delaware Riverfront Vision Plan should imagine a comprehensive vision of a vibrant river that joins the two cities through transportation, recreation, entertainment and neighborhood development that engages the residents and visitors alike.



7. "Two Cities ~ One River"

Twenty-five years ago Camden created a riverfront master plan for parks and future development that they have slowly but surely implemented. The Central Delaware Riverfront Vision Plan should imagine a comprehensive vision of a vibrant river that joins the two cities through transportation, recreation, entertainment and neighborhood development that engages the residents and visitors alike.

As with any complex design problem, there are tensions among the different interests, concepts and specific proposals. The seven broad brush framing concepts that were floated in the beginning of the process are singular ideas that both share some common themes and generate tensions. The following is a list of tensions that have been identified to date:

Open Space – Development

Ecology – Development

Residential Riverfront – Port Industrial Use

Residential Riverfront – Entertainment Venues

Neighborhoods – Casino Designations

Local Amenities – Regional Destination

Pedestrians – Traffic

Philadelphia – Camden

Active Recreation – Civic Open Space

Neighborhood Retail – Big Box Retail

Lessons learned from around the world in places like New York City, Venice, Portland, and Vancouver have taught us that the greatest riverfronts are those that strike a balance among competing interests.