

UPPER NORTHWEST DISTRICT PLAN

UPPER

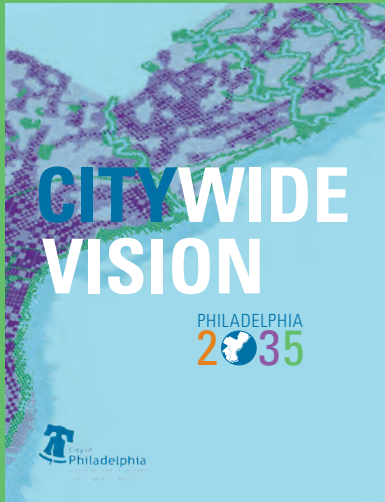
NORTHWEST

DISTRICT PLAN
2018

PHILADELPHIA 2035



Philadelphia2035 is the city's Comprehensive Plan. Adopted, maintained, and updated by the Philadelphia City Planning Commission (PCPC), this document serves as a roadmap to guide physical development for the next 25 years and beyond.



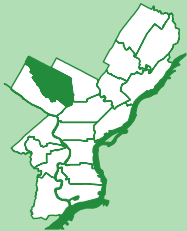
Philadelphia2035 is a two-phase effort. PCPC completed Phase 1 in 2011 with the adoption of the *Citywide Vision*. This document lays out broad, far-reaching goals for development organized under three themes of Thrive, Connect, and Renew, and nine planning elements including neighborhoods, land management, open space, and transportation. The many objectives and strategies identified in the *Citywide Vision* are crafted to contribute to a stronger economy, a healthier population, and a smaller environmental footprint for Philadelphia. The *Citywide Vision* predicts that 100,000 more residents and 40,000 more jobs will come to Philadelphia by 2035.



Phase 1: Citywide Vision
Informs district plans



Phase 2: District Plans
Informs zoning map revisions



THE 18 DISTRICTS

- CENTRAL
- CENTRAL NORTHEAST
- LOWER FAR NORTHEAST
- LOWER NORTH
- LOWER NORTHEAST
- LOWER NORTHWEST
- LOWER SOUTH
- LOWER SOUTHWEST
- NORTH
- NORTH DELAWARE
- RIVER WARDS
- SOUTH
- UNIVERSITY SOUTHWEST
- UPPER FAR NORTHEAST
- UPPER NORTH
- UPPER NORTHWEST
- WEST
- WEST PARK

Phase 2 of *Philadelphia2035* is the district plans. These plans apply the concepts of the *Citywide Vision* to specific areas of Philadelphia, using the PCPC's 18 planning districts to organize the process. Each district plan has three major products:

1. Land use and proposed zoning plans (to guide zoning map revisions).
2. Planning focus areas (locations where multiple or significant interventions are needed).
3. Recommendations for changes to the physical environment, including transit infrastructure and neighborhood facilities (to inform the Capital Program and other funding choices).

UPPER NORTHWEST DISTRICT PLAN

THE UPPER NORTHWEST DISTRICT PLAN

was adopted by the PCPC on October 16, 2018

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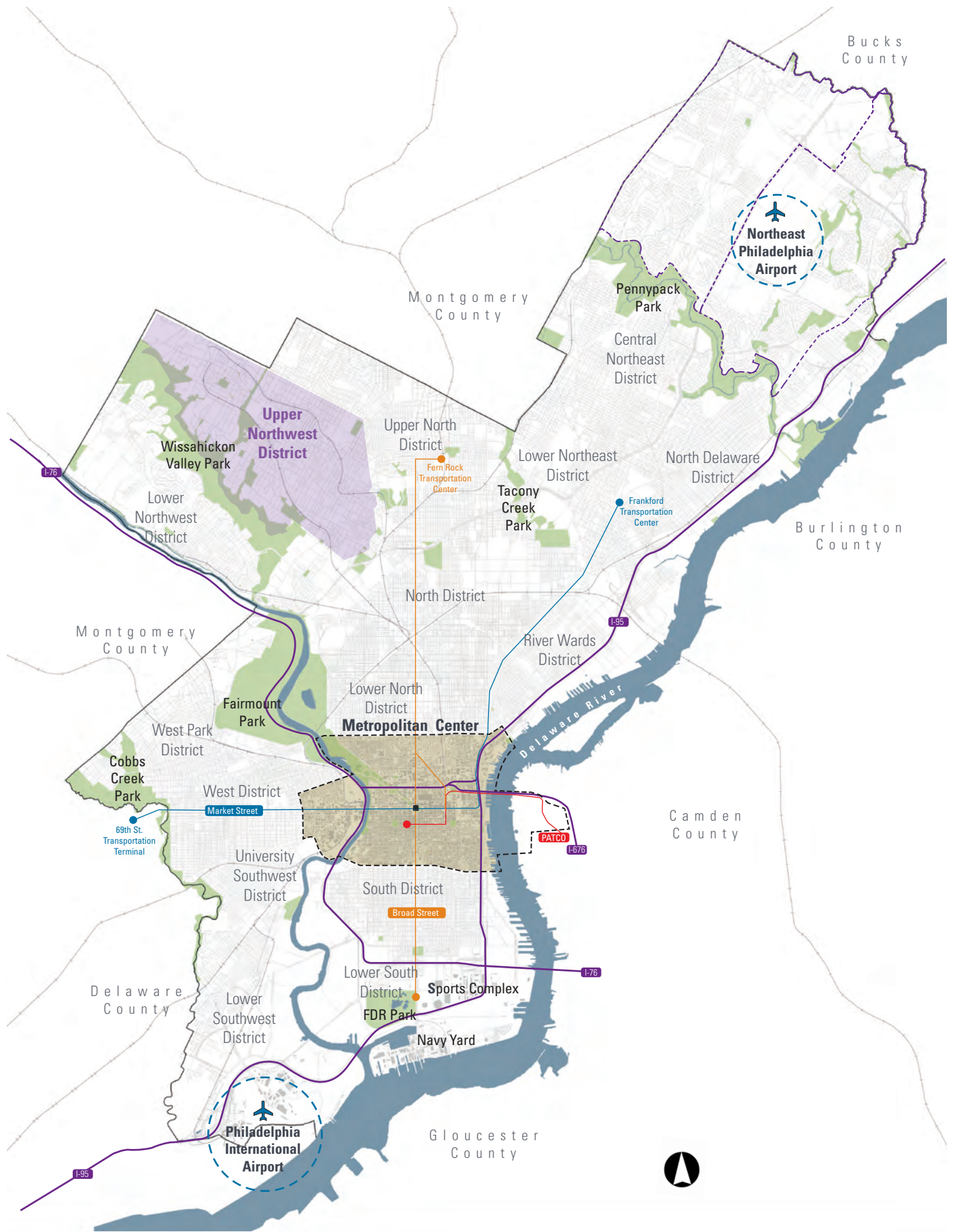
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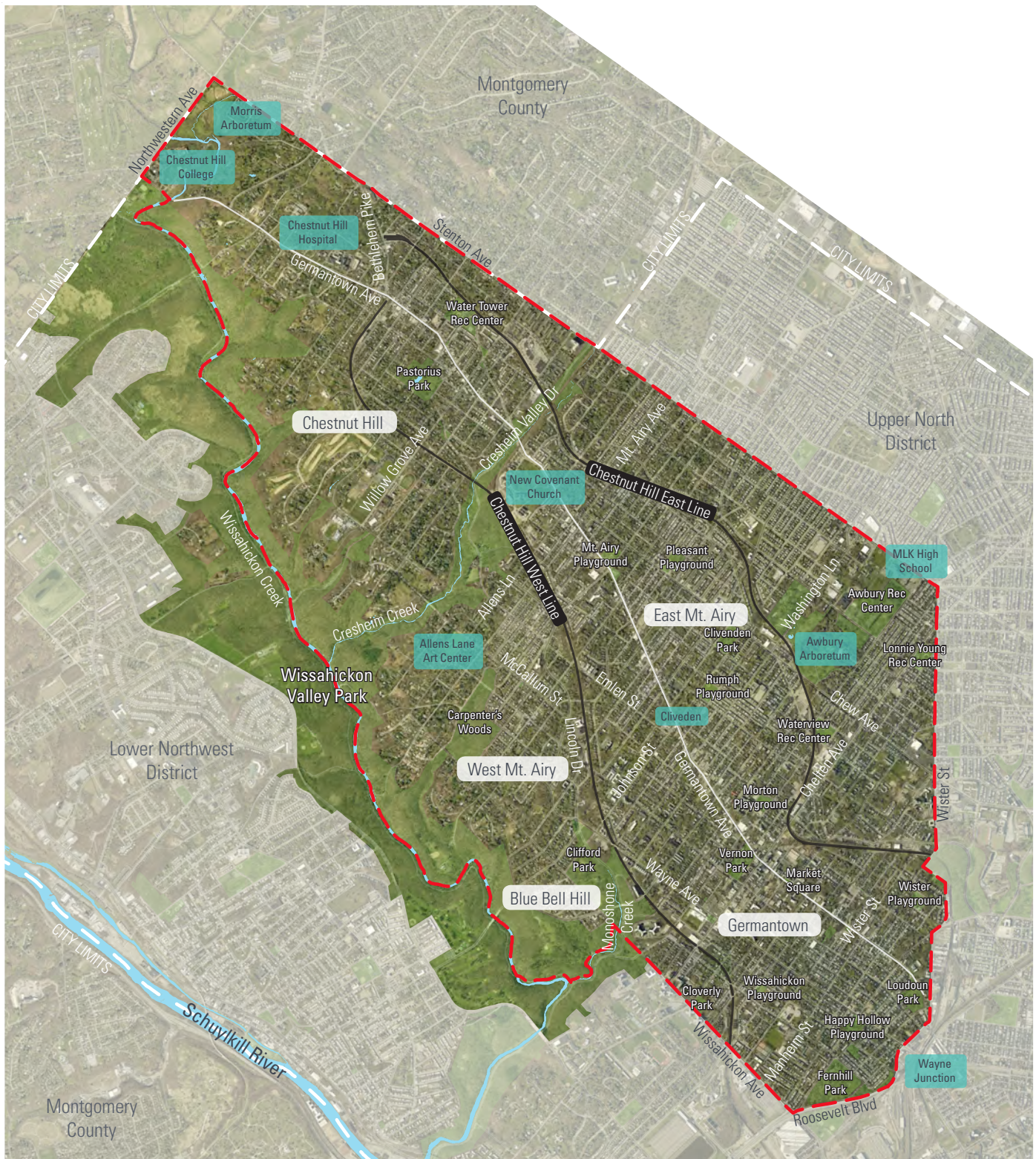
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UPPER NORTHWEST DISTRICT

- **AREA:** 10.2 SQUARE MILES OR 6,528 ACRES
- **RESIDENTS:** 84,013 (AMERICAN COMMUNITY SURVEY, 2015)
- **NEIGHBORHOODS:** CHESTNUT HILL, EAST MT. AIRY, WEST MT. AIRY, BLUE BELL HILL, GERMANTOWN



People and Neighborhoods

Transportation and Infrastructure

German Township

The district has a sparse mix of mills, religious buildings, roads, and hotels.



Pre-1700: Leni-Lenape tribes inhabit the area prior to European settlement.

1683: Germantown was founded, one year after the founding of Philadelphia, by German-speaking immigrants in search of religious freedom and economic opportunity. William Penn establishes the township's boundaries.

1688: German Quakers presented the first protest against slavery in North America. It preceded by 92 years Pennsylvania's passage of the nation's first abolition law.

1793: The Deshler-Morris House provided the temporary home for President Washington during a yellow fever epidemic.

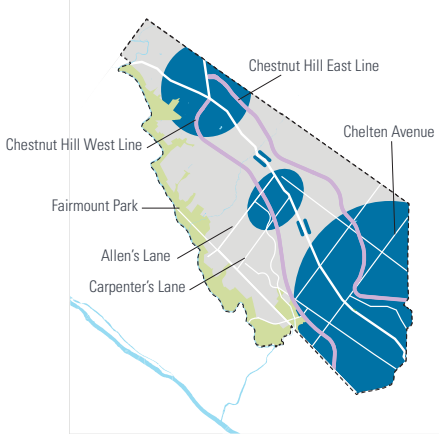
Pre-1700: Germantown Road, or the Great Road (today known as Germantown Avenue), was a Native American trail that followed the ridge between two creeks. It has continued to be a main transportation route.

1700s - 1854: Wissahickon Ave (Township Line Road) divided German Township from Roxborough Township, whose boundaries then extended north of what is now Wissahickon Valley Park.

1832: The Philadelphia, Germantown, and Norristown Railroad was built as far as Germantown, then extended to Chestnut Hill in 1854. The Pennsylvania Railroad followed suit with its Chestnut Hill Branch.

Consolidation

Railroad lines arrive. Institutions and the road network expand.



1854: Germantown, previously an independent township, was incorporated into the City of Philadelphia.

1884 - 1895: The Pennsylvania Railroad executive Henry Howard Houston built Wissahickon Heights along Willow Grove Avenue, one of several planned residential communities in Chestnut Hill. A garden suburb for the wealthy was emerging.

1900-1920: Most of the remaining large landholdings were platted and developed as transportation improvements brought the district within easy commuting distance from Central Philadelphia.

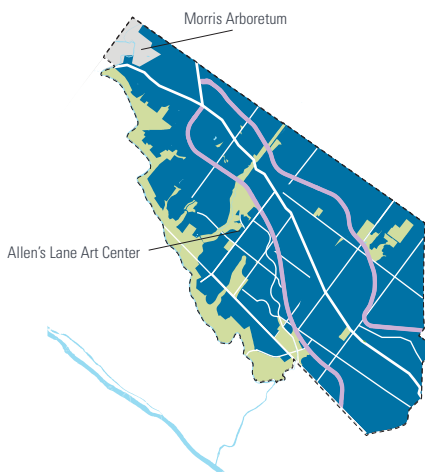
1856: Lincoln Drive's winding first section was built along the Wissahickon Creek to connect early industries to Center City. Subsequent extensions were completed by burying a tributary (the Monoshone Creek), a common public works practice at the time.

1887: Trolley service on Germantown Avenue began between Germantown and Dauphin Street.

1908: The Walnut Lane Bridge over the Wissahickon Creek became the nation's first reinforced concrete bridge.

Neighborhoods of Choice

Full build-out, stagnation and rebirth.



1950s - 1960s: Allen's Lane Art Center members, religious communities, and other Mt. Airy residents fought "blockbusting" practices, welcoming African-American residents in an effort to intentionally integrate the neighborhood.

1950s: Chestnut Hill became a repository for modern architecture, including Louis Kahn's Margaret Esherick House and Oscar Stonorov's Cherokee Village Apartments.

1960-1980: Ambitious Urban Renewal plans were crafted to stem decline in Germantown. Only a handful of projects were eventually implemented.

1966 - 1984: Planning for the North Penn Expressway, which ultimately failed due to lack of support, created disinvestment within its proposed path.

1992: Trolley line 23 transitioned to bus service. Trolley tracks still run down the Belgian-block-paved Germantown Ave., a unique streetscape in the city.

1970s: Maplewood Mall, a brick-paved pedestrian mall surrounded by low-scale Victorian row buildings, became one of the City's first pedestrian malls.



Walnut Lane Bridge
Image source: HAER

Institutions

1694: Johannes Kelpius, a mystic who left Germany to avoid persecution, lived in a cave in a hillside along Wissahickon Creek. Members of the community played instruments, wrote hymns, and shared their healing arts with other settlers.

1708: Mennonites constructed their first meetinghouse in the Americas on Germantown Avenue at present-day Pastorius Street. The building was replaced by the current structure in 1770.

1777: First English-language Christian Bible printed in Germantown by Christopher Sauer.

1876: Enon Tabernacle Baptist Church founded, the first African-American Baptist church in Germantown.

1885: Wissahickon Boys Club founded shortly after the Civil War by Germantown Quakers for the sons of freed slaves and African-American domestic servants.

1900: Germantown Historical Society founded, one of the oldest historical societies in the United States.

1921-1923: U.S. Lawn Tennis Championship (U.S. Open) hosted at the Germantown Cricket Club.



Germantown Cricket Club
Image source: *Germantown Cricket Club*

1978: The Northwest Regional Library opened in Germantown.

1990: Chestnut Hill Conservancy and Friends of the Wissahickon created the nation's first accredited urban land trust.

1990s: Germantown Masjid founded, reflecting an increasingly diverse population.

2013: After 99 years at its location at Haines St. and Germantown Ave, Germantown High School closes due to low enrollment.

Industry and Commerce



The third Rittenhouse mill in 1890.
Image source: *'Germantown, Mount Airy, and Chestnut Hill,'* by Judith Callard.

1690: William Rittenhouse establishes the first mill on the Monoshone Creek. Unlike the grist mills of New England and the South, most Germantown mills were powered by indoor water wheels, an innovation unique to the Philadelphia area.

1860s - 1880s: Industry gradually shifted from locations along creeks to areas with good rail access. Firms producing scientific instruments and photographic equipment clustered at Wayne Junction.

1900 - 1930: The commercial center of Germantown shifted northward as large department stores opened along Cheltenham Avenue.



C.A. Rowell Store on Cheltenham Ave.
Image Source: *Germantown Historical Society/ Historic Germantown*

1940s - 1960s: Factories moved out of the district and into the suburbs, seeking more space.

1950s: The rise of suburban shopping malls and automobile culture lead to the decline of shops in Germantown.

1990s: Local merchants moved to provide supplemental services by organizing special districts in Chestnut Hill, Mount Airy, and Germantown.

Parks and Recreation

1704: Citizens petitioned provincial authorities for a market at Germantown Avenue and School House Lane. Public gatherings were held in the new Market Square.



Illustration of Market Square in the 1700's.
Image source: *'Germantown, Mount Airy, and Chestnut Hill,'* by Judith Callard.

1868: The Fairmount Park Commission purchased most of the Wissahickon Valley.

1895: The City purchased an estate in Germantown to create Vernon Park

1911: Happy Hollow Recreation Center was built. It remains the oldest city-owned recreation building still in use.

1916: Awbury Arboretum established.

1933: The Morris Estate became an arboretum, today's Morris Arboretum.



Vernon Park

1982: Colonial Germantown National Historic Landmark District was established.

1997: The Johnson House was declared a National Historic Landmark for its role as a stop on the Underground Railroad.

2013: Vernon Park underwent a renovation by the Philadelphia Water Department and Fairmount Park Conservancy.



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A DISTRICT OF CONTRASTS

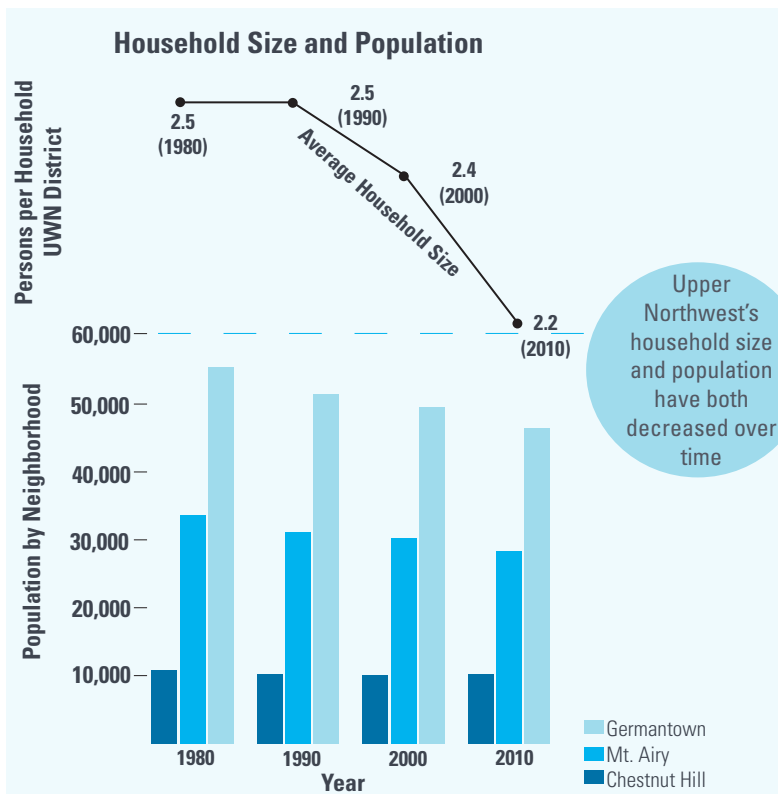
While bound together by geography and history, the neighborhoods of the Upper Northwest District are a study in contrasts. At first glance, demographic and economic data depict a middle-class district that is very close to the average for Philadelphia in a variety of dimensions. However, a closer look reveals that, as with the city as a whole, these averages obscure variation between neighborhoods with high levels of wealth and those with high levels of poverty. While a broad look at the Upper Northwest District is necessary, this district's basic conditions are best understood through a comparative analysis of its component neighborhoods. A detailed description of the boundaries used for analysis is included in the Appendix.

Total Population

Like many of Philadelphia's outlying sections, the Upper Northwest is less populous today than it was in 1980. The total population decreased by nearly 15,000 residents between 1980 and 2010. Disinvestment and flight out of neighborhoods played a role in this decline, which was made more intense by a decrease in average household size from 2.5 to 2.2 over the same period. At the neighborhood level, Germantown and Mount Airy saw the deepest declines. Over this same thirty-year period, they each lost roughly 16 percent of their population. Chestnut Hill lost about five percent of its residents. Since 2010, population estimates indicate that Chestnut Hill and Mount Airy have begun to rebound, while population continues to decrease in Germantown. The loss in population has led in part to a general decline in the quantity and quality of retail and service establishments in Central Germantown and along Germantown Avenue.

Race

As population decreased, the racial composition of the Upper Northwest has remained relatively stable since 1980. As then, it remains a primarily African-American district with a significant minority of white residents. However, racial composition differs significantly between neighborhoods. Chestnut Hill was almost entirely white in 1980. It has become more diverse since then, with people of color now comprising an estimated 30 percent of the population. Mount Airy's racial composition has remained relatively stable between 1980 and the present. In Germantown, the white population as a share of the neighborhood has decreased from 26 percent to 14 percent, while the African-American population has increased from 72 percent to 81 percent. Within Mount Airy and Germantown, concentrations of African-American residents generally increases moving south and east through the District. For example, the population of West Mt. Airy is 48.6 percent white while that of East Germantown is 90.7 percent African-American. Residents identifying as Latino, regardless of race, make up less than four percent of the Upper Northwest's population.



Located in Germantown, Center in the Park fosters community connections for older residents



The annual Mt. Airy Day street festival on Germantown Avenue brings people together from many of the district's neighborhoods

Age

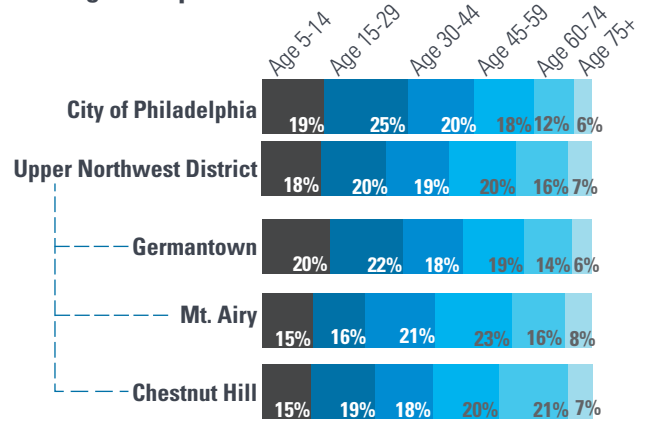
The population of the Upper Northwest is slightly older than the City as a whole. Residents over age 60 make up 23 percent of the population in the District but only 18 percent in all of Philadelphia. Of the three major neighborhoods, Germantown has the youngest population, while Chestnut Hill has the oldest. Between 1980 and 2010, the population under age 45 declined as a fraction of the total population, whereas the population aged 45 to 64 saw an increase from 20 percent to 28 percent of the total. This suggests that the cohort now heading into retirement age is larger than those that follow. As this cohort ages, it will become increasingly important to ensure that housing, transportation, and the public realm are designed to accommodate elderly residents. For example, older residents who cannot or choose not to drive cars should feel safe and comfortable walking to accomplish everyday errands in their neighborhoods.

Comparing the Upper Northwest District to the City of Philadelphia, 2015

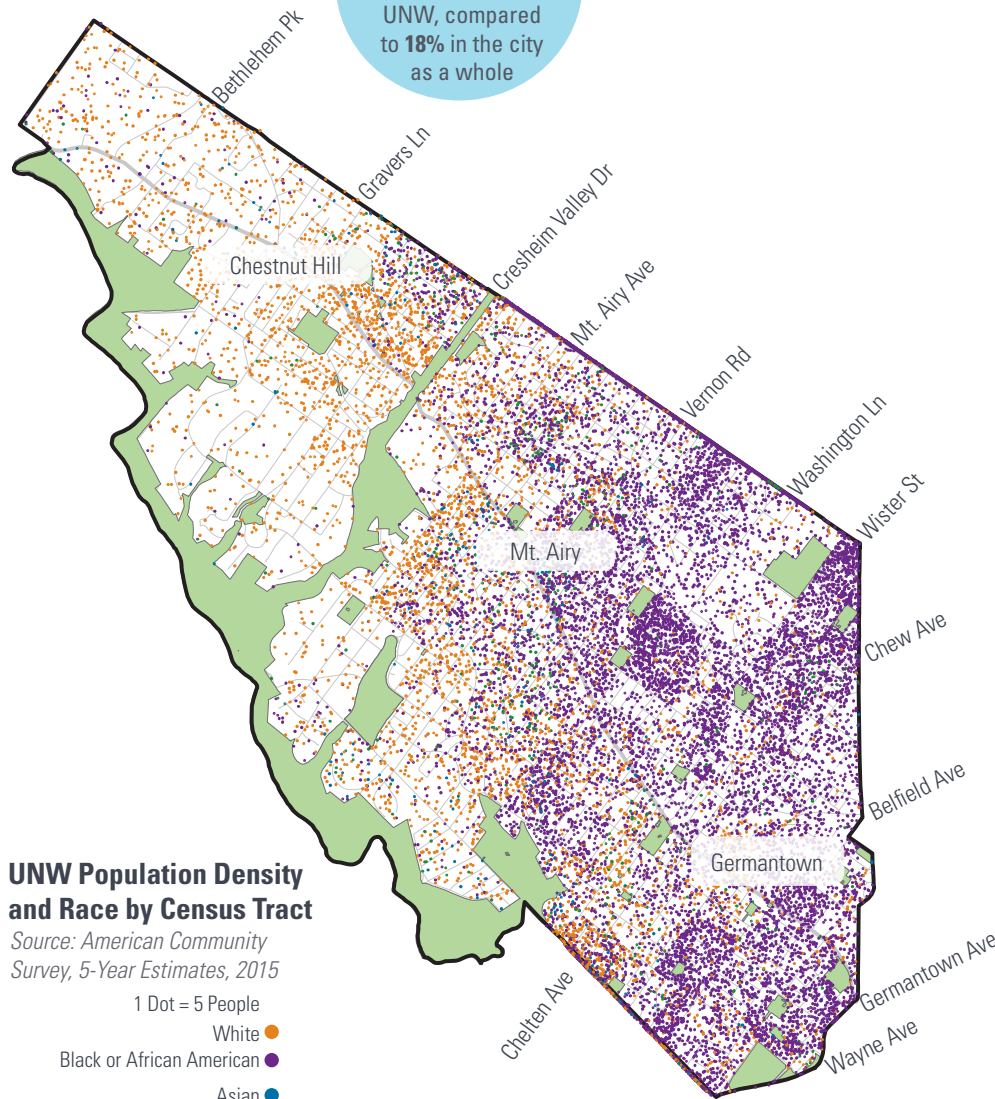
Source: American Community Survey, 5-Year Estimates, 2015



Population Age Groups



Residents over age 60 make up 23% of the population in the UNW, compared to 18% in the city as a whole



UNW Population Density and Race by Census Tract

Source: American Community Survey, 5-Year Estimates, 2015

1 Dot = 5 People

- White ●
- Black or African American ●
- Asian ●
- Two or more Races ●

Neighborhood Boundaries for Data Purposes



Neighborhood boundaries are difficult to define. However, we felt it necessary to delineate to illustrate differences between different sections of the district. Since data describing many of our analysis subjects are reasonably accurate at the Census Tract level, this District Plan uses agglomerations of 2010 Census Tracts as the “neighborhoods” of Germantown, Mount Airy, and Chestnut Hill. Germantown includes tracts 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, and 252. Mt. Airy includes tracts 235, 236, 237, 253, 254, 255, 256, 388, and 389. Chestnut Hill includes tracts 231, 257, 385, 386, and 387.

A DISTRICT OF CONTRASTS

Comparing the Upper Northwest District to the City of Philadelphia, 2015

Source: American Community Survey, 5-Year Estimates, 2015

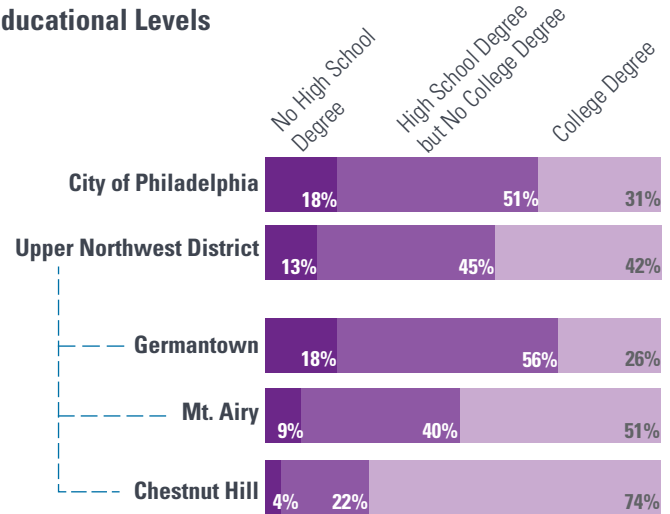
Education

Regardless of neighborhood, Upper Northwest residents have achieved high levels of education relative to the City, and are therefore well-positioned to benefit from economic expansion. Overall, 42 percent of the population over age 25 holds a college degree. This figure is especially high in Chestnut Hill (74 percent). While only 26 percent of Germantown residents over age 25 hold a college degree, the percentage of those that hold a high school diploma or equivalent is slightly higher than the citywide average.

Upper Northwest residents have achieved high levels of education compared to the rest of the city



Educational Levels

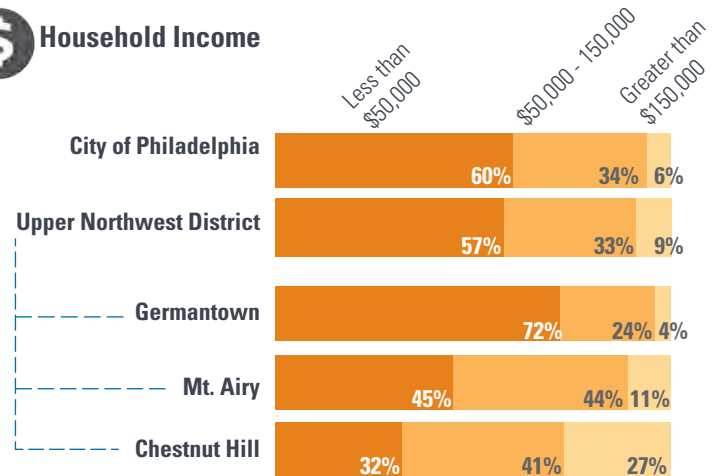


Income

As is the case throughout Philadelphia, higher education levels correspond closely with higher household incomes. As a whole, the Upper Northwest has a slightly higher median household income than the city average. However, in Germantown, where far fewer residents hold a college degree, incomes are vastly lower than average. In 2015, Seventy-two percent of Germantown households made less than \$50,000 per year, and nearly 35 percent of Germantown residents lived in households earning less than the federal poverty threshold (\$24,250 for a family of four). Meanwhile, in well-educated Chestnut Hill, households are nearly seven times as likely as their Germantown neighbors to earn more than \$150,000 per year.



Household Income

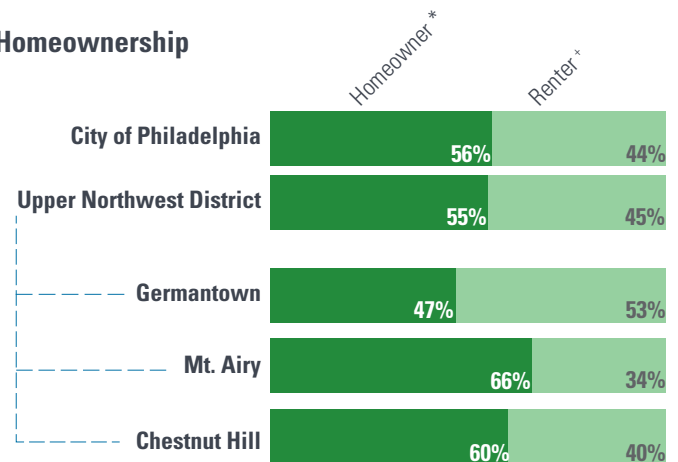


Homeownership

Households in the Upper Northwest District mirror the overall city averages for shares of homeowners and renters. Most Germantown households live in rental housing, while Mt. Airy and Chestnut Hill households skew towards homeownership. Some of the differentiation between neighborhoods can be explained by income—Germantown residents have less access to the capital required to purchase and maintain a home. However, rental properties catering to medium- and high-income households are present in each of the three major neighborhoods. In addition, several new middle- and upper-market multifamily rental projects are in various stages of permitting and construction in Germantown and Mount Airy, suggesting an undersupply of market-rate rental housing.



Homeownership



* Living in an owner-occupied unit

† Living in a rental unit

HEALTH PROFILE

The built environment influences health in many ways. A neighborhood's density, land use, and quality of streets, trails, and transit influence residents' travel habits, thereby affecting physical activity and environmental footprint. Air quality and age and condition of housing affect respiratory health and exposure to toxins, while access to natural lands and public gathering spaces influence mental health. Land use and transportation decisions also impact access to jobs, education and needed goods and services, including healthy food. Most statistical measures of health indicate that the Upper Northwest is mostly in line with citywide averages. However, data that are available by zip code or other sub-district level—combined with health inequities associated with known demographic differences—suggest that health outcomes and conditions are varied within the district.

Major health concerns in the Upper Northwest include lead poisoning from paint, access to healthy food and parks, and proposed improvements to public Health Center No. 9 in Germantown.

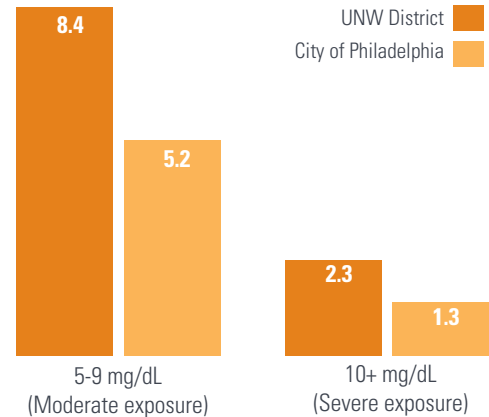
Childhood lead paint exposure is a significant concern given the age of the district's housing stock. Upper Northwest District children had the city's highest rates of newly diagnosed lead exposure at both moderate (5-9 mg/dL) and very high (10+ mg/dL) levels in 2015. The highest exposure rate is in Germantown, but Chestnut Hill and Mount Airy have the city's highest rates of new lead exposure among zip codes with less than 15 percent of residents living in poverty. The city's efforts to address lead poisoning have historically focused in the lowest income neighborhoods and on renters and landlords. There may be a need for greater education and support for moderate to high income homeowners regarding lead safety.

Despite a strong network of farmer's markets and community gardens, which provide fresh produce and nutrition education, some residents experience high poverty and low walkable access to healthy foods. These factors are especially common in eastern and lower Germantown and East Mount Airy.



Wister Playground and Recreation Center includes adult health equipment

Percent of Children with First-time Diagnosis of Elevated Blood Lead Levels, 2015



Childhood lead poisoning is highest in low income neighborhoods with older housing

Upper Northwest respondents to Public Health Management Corporation (PHMC) surveys from 2012-2015 reported better-than-average access to parks within their neighborhoods, with 81.9 percent saying they had a neighborhood park they felt comfortable using compared to 73 percent citywide. Concerns about crime, pedestrian safety at intersections, and unsightly vacant properties are some obstacles that deter active transportation and use of neighborhood parks. These conditions are concentrated in the southeastern portion of the district.

The Philadelphia Department of Public Health's District Health Center No. 9 provides a vital health resource to Germantown residents in an area with significant poverty and relatively few health care resources. Renovations are needed to provide state-of-the-art care, and to make the entire building accessible to patients and staff with disabilities. There is also potential for improvements at the facility to contribute to the revitalization of Cheltenham Avenue and the Central Germantown Business District.

OLDER INFRASTRUCTURE, MODERN COMMUTING

The Upper Northwest is primarily a district of residences. It has relatively few major employers and its commercial districts are centered on retail and services rather than office work or manufacturing. Most residents work outside the district, which is located midway between the Metropolitan Center—Center City and University City—and major suburban employment and commercial centers located in King of Prussia, Plymouth Meeting, and Conshohocken. While transit connections within the district and to the Metropolitan Center are strong, car ownership can significantly expand the range of destinations for Upper Northwest residents.

Transit

Transit has guided development in the Upper Northwest for . Most neighborhoods in the Upper Northwest were built as early railroad suburbs. The Philadelphia, Germantown & Norristown Railroad (now the Chestnut Hill East line) arrived in central Germantown in 1832. It sparked industrial growth and caused the first wave of suburban development. The Philadelphia & Reading Railroad acquired the line in 1870 and extended it to Chestnut Hill. In 1884, the Pennsylvania Railroad built a competing line on the west side of Germantown Avenue. Both railroad companies also owned large tracts of land along their train lines, and they profited from the construction and sale of hundreds of suburban houses.

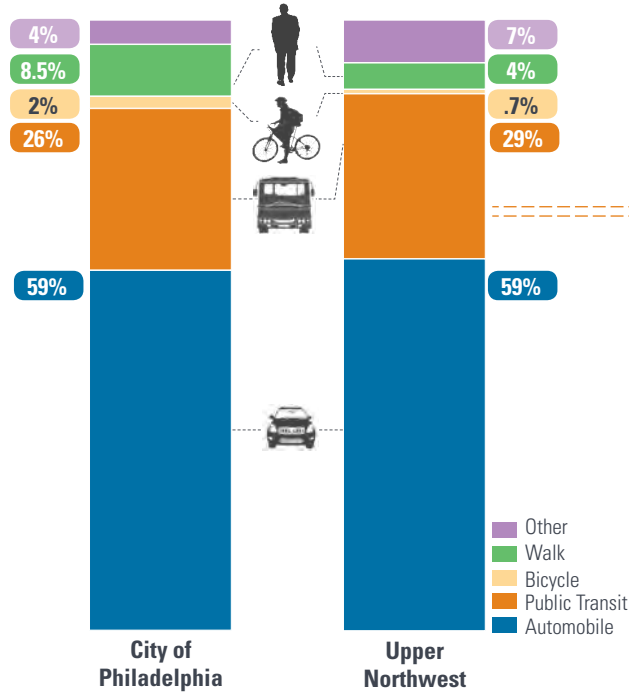
While the regional rail network provides fast service for commuters bound for the Metropolitan Center, the bus network accounts for most of the transit ridership in the Upper Northwest. Upper Northwest bus routes attract an average of 28,187 riders each day within the District. Numerous bus lines connect to the Broad Street Line, as well as suburban employment centers.

Today, these two lines are a vital transportation link between the Upper Northwest and the Metropolitan Core. The district hosts 19 regional rail stations along the Chestnut Hill East and Chestnut Hill West Lines—the most of any district in Philadelphia. Both lines come every thirty-minutes during the morning and evening rush hours. Together, they attract an average daily ridership of 4,912 passengers.

Located on separate lines, these two stations are about 1/2 mile apart

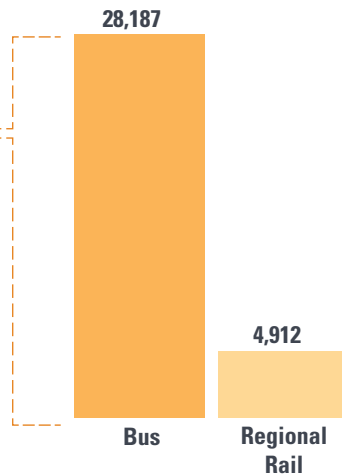
How Residents Commute to Work

Source: U.S. Census, 2011-2015 American Community Survey



Average UNW Weekday Ridership

Source: SEPTA, average weekday boardings and alightings in 2015



Mt. Airy Train Station, Chestnut Hill East Regional Rail



Allens Lane Train Station, Chestnut Hill West Regional Rail

STREET SAFETY FOR ALL MODES

Pedestrian and bicycle activity in the Upper Northwest may not be as robust as neighborhoods closer to the Metropolitan Center. Improvements to streets, sidewalks, and trails are needed to widen access and bring new users to the district's strong commercial corridors, transit stations, and parks.

Street Network

While Germantown Avenue forms the spine of a rough grid, the street network in the Upper Northwest is the result of many generations of independently planned plats. As automobile dependence has increased, roads such as Allens Lane and Bells Mill Road, that originally served only local traffic or connected adjacent neighborhoods, now fill the role of arterials, despite lacking basic improvements like curbs, sidewalks, shoulders, and lighting. Traffic congestion occurs only during a few short peaks in specific locations, and is not a widespread problem in the Upper Northwest.

Trail Network

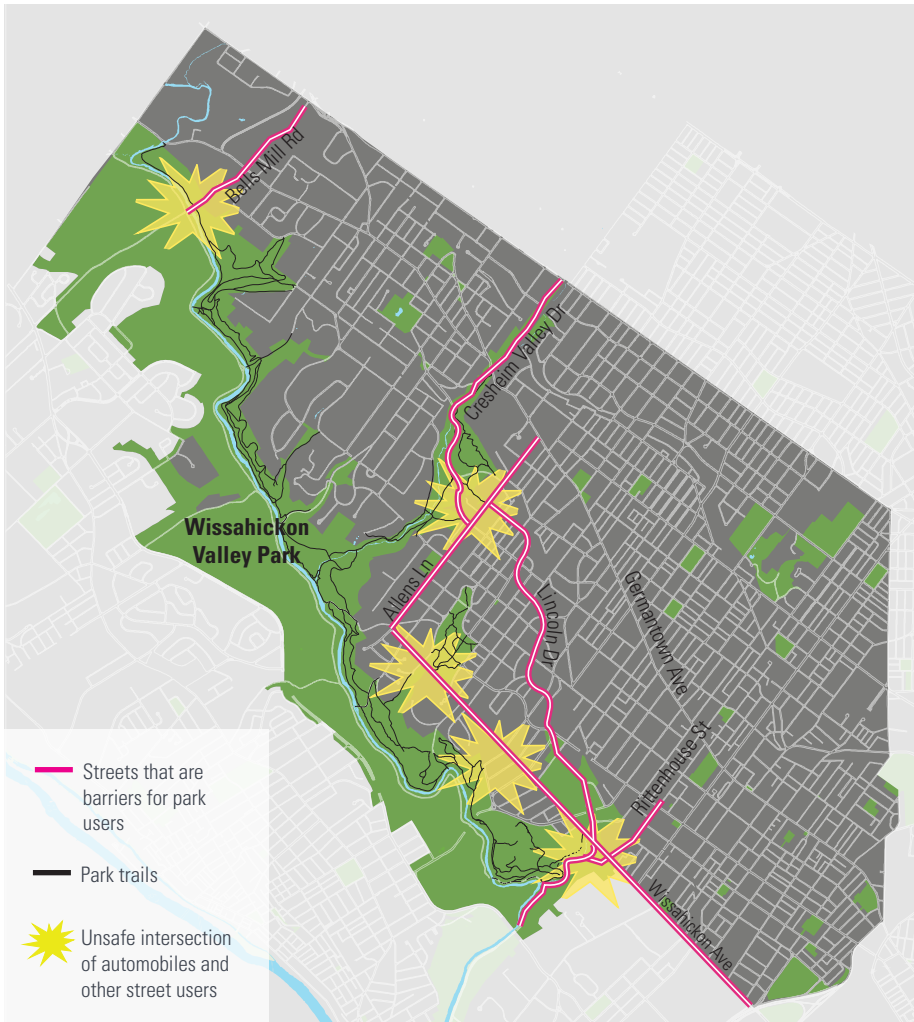
Upper Northwest residents and visitors alike frequently cite the Wissahickon Valley Park and its rich network of trails as a primary strength of the district. Trails serve a recreation function, but also form part of the transportation network. Forbidden Drive, running through the Wissahickon Valley Park parallel to the Creek, is an important off-street transportation artery in addition to a recreational trail. The proposed Cresheim Trail, paralleling the Cresheim Creek and extending into Montgomery County will extend this off-street network. The number of commuters and recreational users of these trails will likely continue to increase. The challenge will be how to accommodate new users while limiting environmental impacts.

Connections and Safety for Cyclists and Pedestrians

Consistent with its relatively low job density and hilly topography, the district's pedestrian and bicycle commute modes are lower than the citywide averages. Germantown Avenue's historic Belgian block pavement and legacy trolley tracks lend visual appeal to the streetscape, but also suppress bicycle access to the Upper Northwest's primary commercial street. In some sections of the district, residents lack direct walking connections to important destinations like SEPTA regional rail stations and neighborhood parks, due to gaps in the sidewalk network. Wissahickon Valley Park, an enormously valuable regional recreation asset, is very poorly connected to the district's most populous neighborhoods due to natural and man-made barriers, including Lincoln Drive.

The Upper Northwest is among the least dangerous with regards to traffic safety, with no deaths by vehicular crash reported by PennDOT in 2016. However, excessive speed is common on its arterials and neighborhood streets. Speed cushions have been installed on a handful of low-volume, wider neighborhood streets in a concerted effort to lower vehicle speeds.

Arterial Streets that are Barriers to Park Access



PROTECTING THE ENVIRONMENT

The Upper Northwest holds a well-deserved reputation for its dedication to sustainability and stewardship of the landscape. Responsible land use practices and protection of the natural environment through forward-thinking environmental regulations, and the conservation and preservation of natural areas, have bolstered this reputation. Local advocacy groups with strong organizational capacity continue to promote high standards for environmental protection.

Wissahickon Valley Park

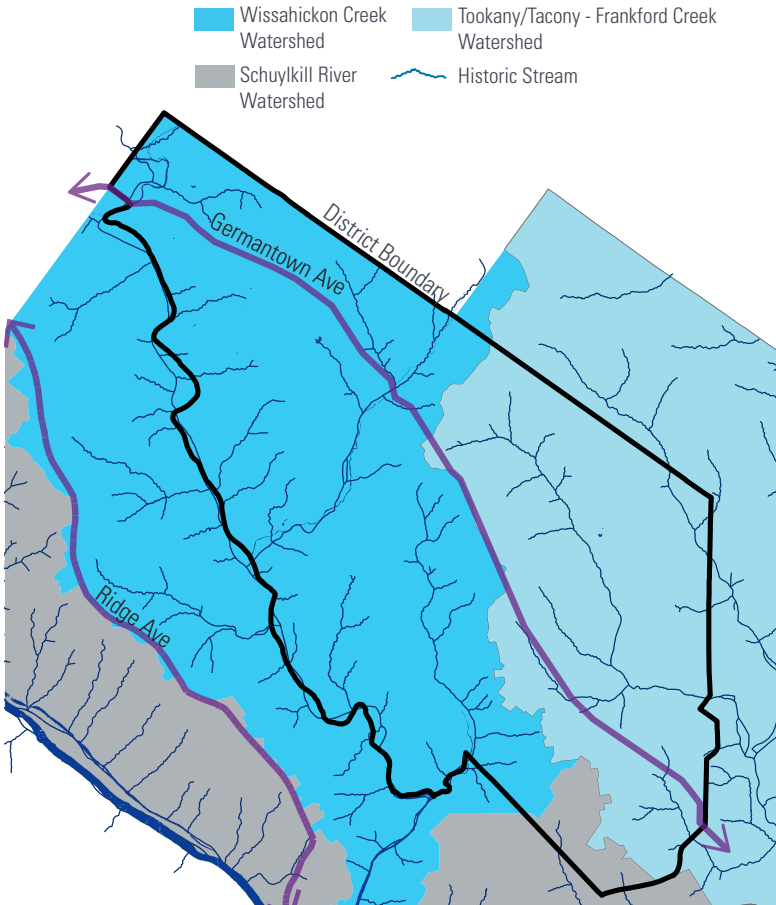
The Upper Northwest is home to Wissahickon Valley Park, one of the most cherished public open spaces in the Philadelphia region. This unique park owes its existence to the forward-looking action of the Fairmount Park Commission, which purchased the entire valley in 1868. The park's trails provide a popular active recreation option for walkers, joggers, bicyclists, and horseback riders, while its 1,800 acres of steep riparian woodlands provide a unique habitat for wildlife within a heavily urbanized region and protect Philadelphia's supply of drinking water. The National Park Service designated Wissahickon Valley Park a National Natural Landmark in 1964. Today, efforts to preserve and enhance this natural landscape are championed by nonprofits, with Friends of the Wissahickon (FOW) at the fore. In partnership with the city, FOW maintains historical park structures, addresses watershed management issues, and restores trails throughout the park.

Arboretums and Conservation Easements

The district also contains two notable manmade landscapes that stand apart for their harmony with nature and beauty. The Morris Arboretum of the University of Pennsylvania occupies the far northern corner of the Upper Northwest in Chestnut Hill. Holding the title of the official arboretum of the Commonwealth, Morris Arboretum performs research and outreach in conjunction with the state government. The property was once the estate of the Morris family, which purchased and landscaped much of the current site starting from the 1880s. Awbury Arboretum is a nonprofit arboretum and estate comprising over 50 acres in Germantown. Dating to 1852, the grounds were laid out in the English landscape tradition. The arboretum lies entirely within the Awbury Historic District, which is listed on both the National and Local historic registers. In addition to the two arboretums, the Chestnut Hill Conservancy manages the nation's first accredited land trust in an urban area, which holds conservation easements on private land adjacent to Wissahickon Valley Park.

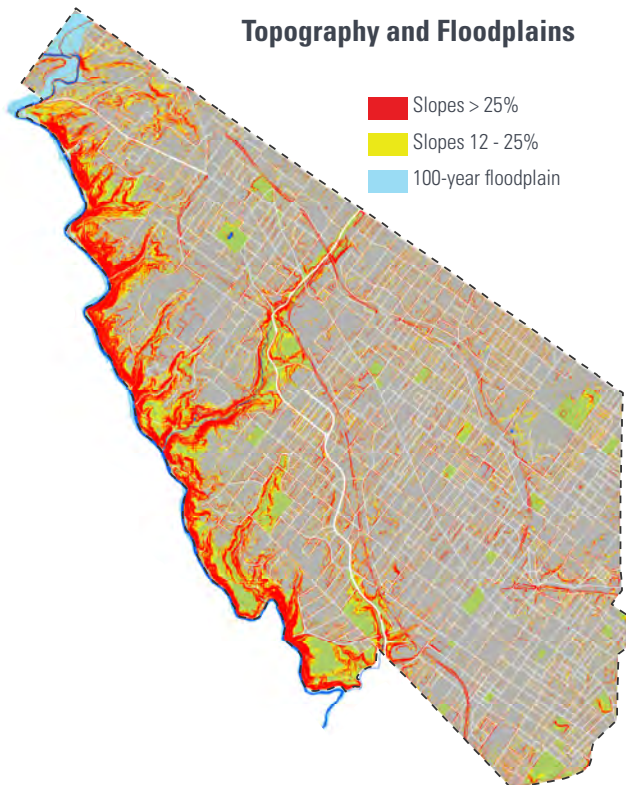


Watersheds and Historic Creeks



Most of the area west of Germantown Avenue drains to the Wissahickon Creek, while eastern portions generally drain to Frankford Creek.

Topography and Floodplains



Local Environmental Regulations

The entire Wissahickon Creek watershed is located within the Wissahickon Watershed Overlay District (WWO). This overlay was enacted in 1975 to protect the watershed, which is highly susceptible to development-related urban runoff effects. The WWO restricts impervious coverages, limits steep slope disturbances, and prevents encroachment upon streams and swales to mitigate the flow of runoff entering the Creek.

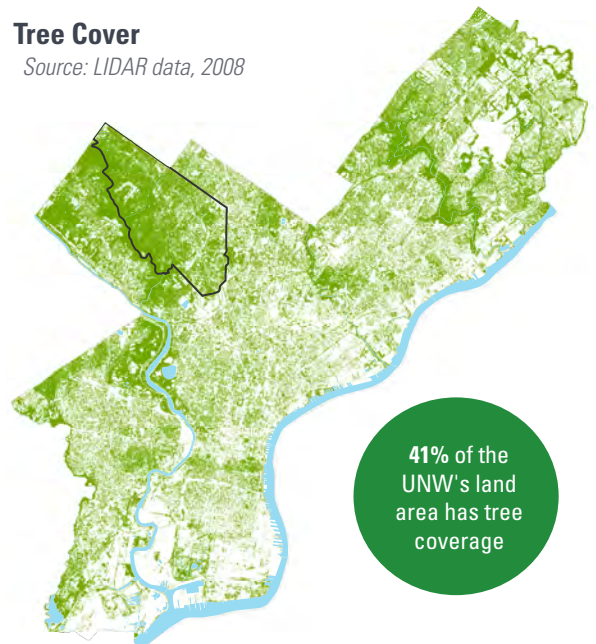
Much of the western side of the Upper Northwest District is also within the Steep Slope Protection Area (SSPA). The SSPA restricts development in areas where the slopes exceed 15 percent and prohibits earth moving where the slope exceeds 25 percent to prevent sediment from running into the streams.

Tree Cover

Trees improve air quality, reduce air temperatures during heat waves, lower the risk of heat exposure, lower summer energy costs, and absorb stormwater. To achieve these positive effects, the Philadelphia Office of Sustainability has established a citywide target of 30 percent tree canopy cover. The Upper Northwest includes some of the city's best covered neighborhoods, averaging between 24 and 47 percent. However, many mature trees are nearing the end of their life cycle.

Tree Cover

Source: LIDAR data, 2008



The Upper Northwest is far above the city average for tree coverage. Only 11% of Philadelphia's census tracts have a tree cover of 30% or more.

HISTORIC SITES AND ASSETS

The Upper Northwest is rich with unique, historic properties with impressive architectural detail. They serve as physical reminders of the district's defining moments and movements listed in the Development History section. Despite disinvestment in certain neighborhoods over the past several decades, there are many remarkably well-preserved blocks of homes that represent the history of the district. However, most of these sites and buildings remain vulnerable to demolition, since very few are afforded the protection of designation on the Philadelphia Register of Historic Places. No comprehensive historic resources survey has ever been conducted in the Upper Northwest.

Historic Resources

There are generally two types of formal historic designation of buildings and other places. The National Register of Historic Places, maintained by the National Park Service, offers tax incentives for historically sensitive renovations. Properties listed on the Philadelphia Register of Historic Places are under the jurisdiction of the Philadelphia Historical Commission and are generally protected from demolition or alterations that diminish historic character.



Historic Street Paving Thematic District

The Historic Street Paving Thematic District on the local Philadelphia Register of Historic Places encompasses portions of streets throughout the city, including most of Germantown Avenue and a few additional blocks in the Upper Northwest District. Germantown Avenue is comprised of a mix of materials, most notably granite block. The 100 block of W. Abbottsford Avenue is an example of red brick paving and the 5200 block of Laurens Street is an example of yellow brick paving.



1 Chestnut Hill National Historic District

Chestnut Hill's National Register Historic District boundary roughly follows the natural boundaries of the neighborhood: the Wissahickon and Cresheim Creeks and the city lines at Stenton and Northwestern Avenues. Over 2,600 buildings are included within the boundaries, drawing on two and a half centuries of architectural traditions and styles. Because of the neighborhood's history as a home for developers and builders, it contains the work of dozens of notable Philadelphia architects and architectural firms.



2* Lutheran Seminary Local Historic District

The Lutheran Theological Seminary of Philadelphia (today known as the United Theological Seminary) sits on the site of the country home of 18th Century judge and statesman William Allen. The campus includes several nineteenth and twentieth century Gothic institutional buildings. The Historic District also includes several nearby residential buildings associated with renowned Philadelphia architect Frank Furness.



3 Colonial Germantown National Historic District

The Colonial Germantown National Historic District is focused on the civic and cultural backbone of the Upper Northwest: Germantown Avenue. This historic district is large both geographically and in terms of contributing resources. It is unique in that two-thirds of the district is also a National Historic Landmark. When listed in 1966, it became the first national district to be designated in the Upper Northwest. It was expanded in the 1980s to include the 6500-7600 blocks of Germantown Avenue.



4 Awbury National and Local Historic District

Awbury Arboretum and adjacent properties form the Awbury Historic District, listed on the Philadelphia and National Registers. The Historic District consists of landscapes, buildings, and sites of the Cope family's enclave between Ardleigh Street and SEPTA's Chestnut Hill East Line, north of Haines Street.



5 East Logan Street Local Historic District

Properties on East Logan Street in lower Germantown form another historic district on the Philadelphia Register. This district recognizes a 19th century suburban development anchored on the western end by Hood Cemetery, which acts as a physical transition from the busy commercial character of the Avenue to the quiet of the residential neighborhood.

The houses on East Logan represent a variety of styles and are arranged along the street to create a stylistic romantic landscape.



6 Wayne Junction National and Local Historic District

Wayne Junction was an industrial innovation hub in the late 19th and early 20th centuries extending from Germantown into the Nicetown. It was designated as a National Historic District in 2012, becoming the second industrial historic district to be nominated in the City of Philadelphia after Callowhill in 2010. In 2018, it was added as a historic district to the Philadelphia Register of Historic Places.

*Pending local Philadelphia Register Historic District



*Pending local Philadelphia Register Historic District

A LEGACY OF GRASSROOTS ADVOCACY

German Township was founded by a group of Quakers who rejected slavery at a time well in advance of the general population, and even before most other Quakers. In 1688, the Germantown Meeting of the Religious Society of Friends drafted a petition calling for the abolition of slavery. The document is today recognized to be the first in the Americas to argue that all humans deserve equal rights. The residents of the Upper Northwest continue a legacy of organizing and advocating to improve the lives of their neighbors and protect the natural environment. This tradition is manifest in the physical form of the district, from its numerous historic landmarks to the preservation of open space to its reputation for welcoming people from all backgrounds.

Self-Help and Cooperation

As industry and the working-class settlements arrived in Germantown in the late 1800s, the neighborhood's social service needs changed rapidly. In 1884, the Morton Street Day Nursery emerged to provide free child care for working families. In 1934, it merged with a similar organization called the Germantown Community Center to become Germantown Settlement. For decades, Germantown Settlement provided services for children and the aging.

With humble origins in a produce-buying club, Weaver's Way has emerged as a vital source of fresh food and a national leader among cooperative food markets. With more than 7,500 member households, Weaver's Way has branched out to Chestnut Hill and Ambler from its original location at Carpenter and Greene Streets in Mount Airy. The organization operates working farms at Awbury Arboretum and at Saul High School in Roxborough, and leads efforts to improve nutrition through community outreach programs.



Purposeful Racial Integration

In the early 1950s, Mount Airy began to integrate as African American families bought homes in the neighborhood. Activists recognizing the need for intervention inhibited panic selling and steep declines in white population (re-segregation) that occurred in other neighborhoods. Neighborhood institutions including West Mount Airy Neighbors (founded in 1959) and various religious communities organized a broad anti-discrimination movement, with a focus on curbing harmful real estate practices that encouraged segregation. Allen's Lane Art Center (1952) was developed to bring together Mount Airy residents with art programs, with an early emphasis on educating and fostering discussion about racial integration. It also operated one of the city's first integrated day camps.



Allen's Lane Art Center
Source: allenslane.org

Historic Preservation

As one of the earliest areas to be settled in the colonies, the Upper Northwest is a composite of many layers of history. Building on a well-established tradition of local historical studies, a concerted effort to honor colonial history emerged in the 1950s. In Chestnut Hill, this manifested itself as “colonialization”—altering building facades along Germantown Avenue with eaves and other features to add some cohesion to the streetscape. The Chestnut Hill Conservancy has its origins in an ad-hoc committee formed in 1966 to save a prominent building under threat of demolition. The organization was instrumental in the creation of the Chestnut Hill National Historic District. It holds the Chestnut Hill and Wissahickon Archives, and manages dozens of historic easements to protect landscapes and facades.

The Colonial Germantown National Historic Landmark was created in 1965 thanks to the efforts of residents and business owners. Historic Germantown, Inc. (see case study, page 33) is a partnership of 16 historic houses, destinations, and museums.



Landscape Conservation

The unique landscapes of the Upper Northwest are products of activism by forward-thinking people and organizations. Caroline Moffet, the first principal of C.W. Henry School, successfully petitioned the Fairmount Park Commission to acquire and preserve Carpenter’s Woods as a sanctuary for migrating warblers in 1917. The park still draws birders from around the region. On the other side of Germantown Avenue, Awbury Arboretum—once the private enclave of an extended Quaker family—has been open to the public free of charge as a public park and arboretum for nearly 100 years. More recently, the Natural Lands Trust and the Chestnut Hill Conservancy, in partnership with Friends of the Wissahickon, have been securing easements along the edges of the Wissahickon Valley Park to preserve the natural landscape.



Friends of Carpenter's Woods
Source: focw.org

Strong Community Cohesion Today

78 percent of Upper Northwest residents answered “yes” to the question, “Have people in your neighborhood ever worked together to improve the neighborhood?”

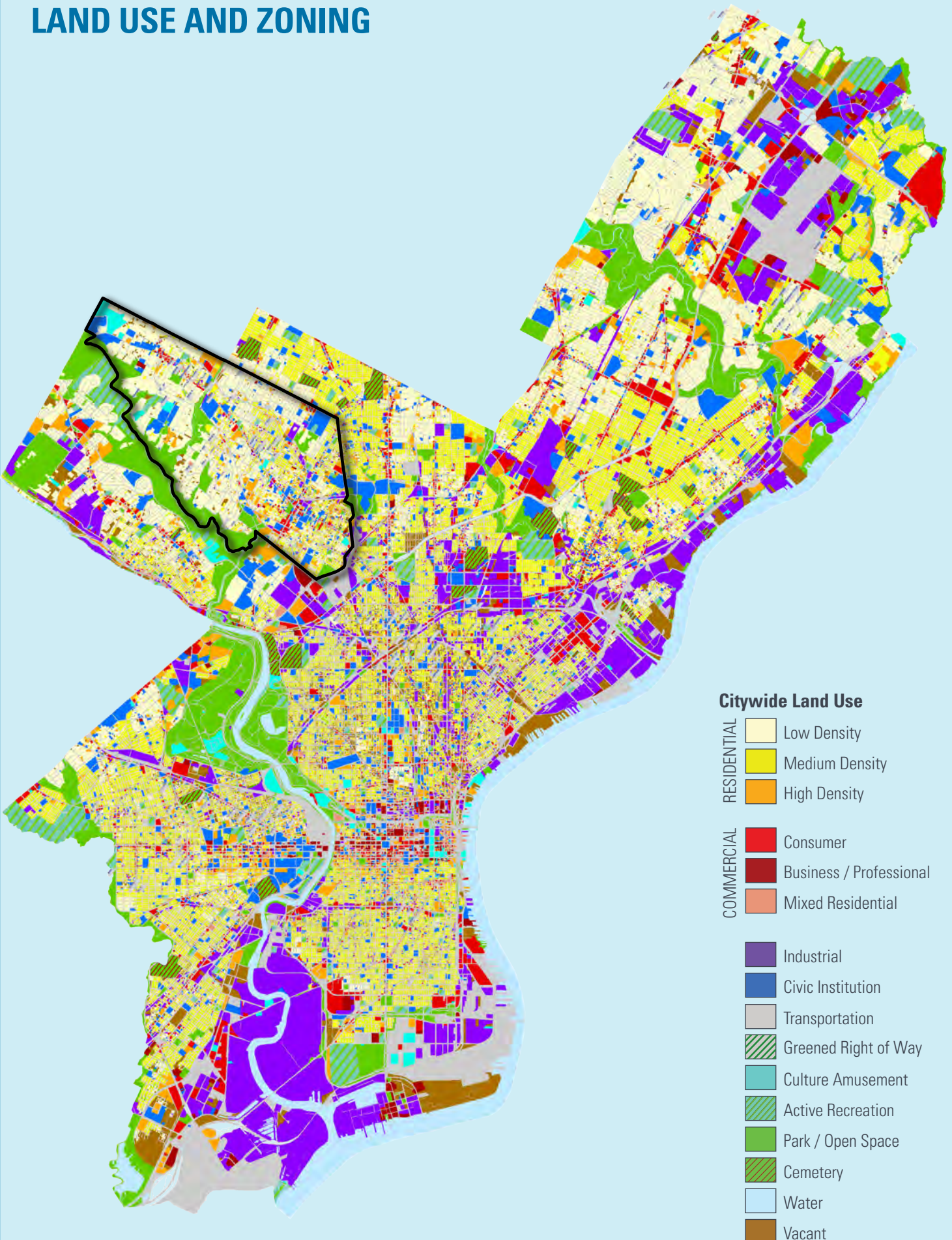
Source: PHMC Household Health Surveys from 2012-2015



















Volunteers at a park clean up day
Source: FOW



LAND USE AND ZONING



Citywide Land Use

- | | |
|-------------|---|
| RESIDENTIAL |  Low Density |
| |  Medium Density |
| |  High Density |
| COMMERCIAL |  Consumer |
| |  Business / Professional |
| |  Mixed Residential |
| |  Industrial |
| |  Civic Institution |
| |  Transportation |
| |  Greened Right of Way |
| |  Culture Amusement |
| |  Active Recreation |
| |  Park / Open Space |
| |  Cemetery |
| |  Water |
| |  Vacant |

WHAT IS LAND USE?

Planners categorize and map land use to document and understand the current state of development. Land use refers to broad categories such as residential, commercial, or industrial and can be broken out into more detail such as high-density residential, office commercial, or warehousing/distribution. Maps can help planners identify potential uses that, if developed, could enhance the quality of life or economic productivity of an area. Intensity or type of land use also impacts infrastructure needs such as transit or utilities.

WHAT IS ZONING?

Zoning is the primary tool for regulating land use. Zoning is a set of rules governing land development and permitted uses for property. These laws control what type of uses can occur (use), where buildings can be located on a property (area), and the size of the buildings (bulk). Existing properties may not conform with zoning regulations if they have received a variance for their use, area, or bulk, or if they legally existed prior to the zoning laws being enacted.

There are two parts to zoning laws: the zoning code, which sets the rules and the zoning map, which determines what rules apply to each land parcel.

ZONING MAP REVISION PROCESS

When analyzed together, land use and zoning inform planners if a property or area is zoned correctly for current conditions or if zoning changes are necessary to either reflect existing conditions or bring about changes to future physical development. Over time, changes in land use may require remapping or a change to a property's zoning district classification. Zoning remapping is a public process for updating and revising the zoning map for an area.

EXISTING LAND USE

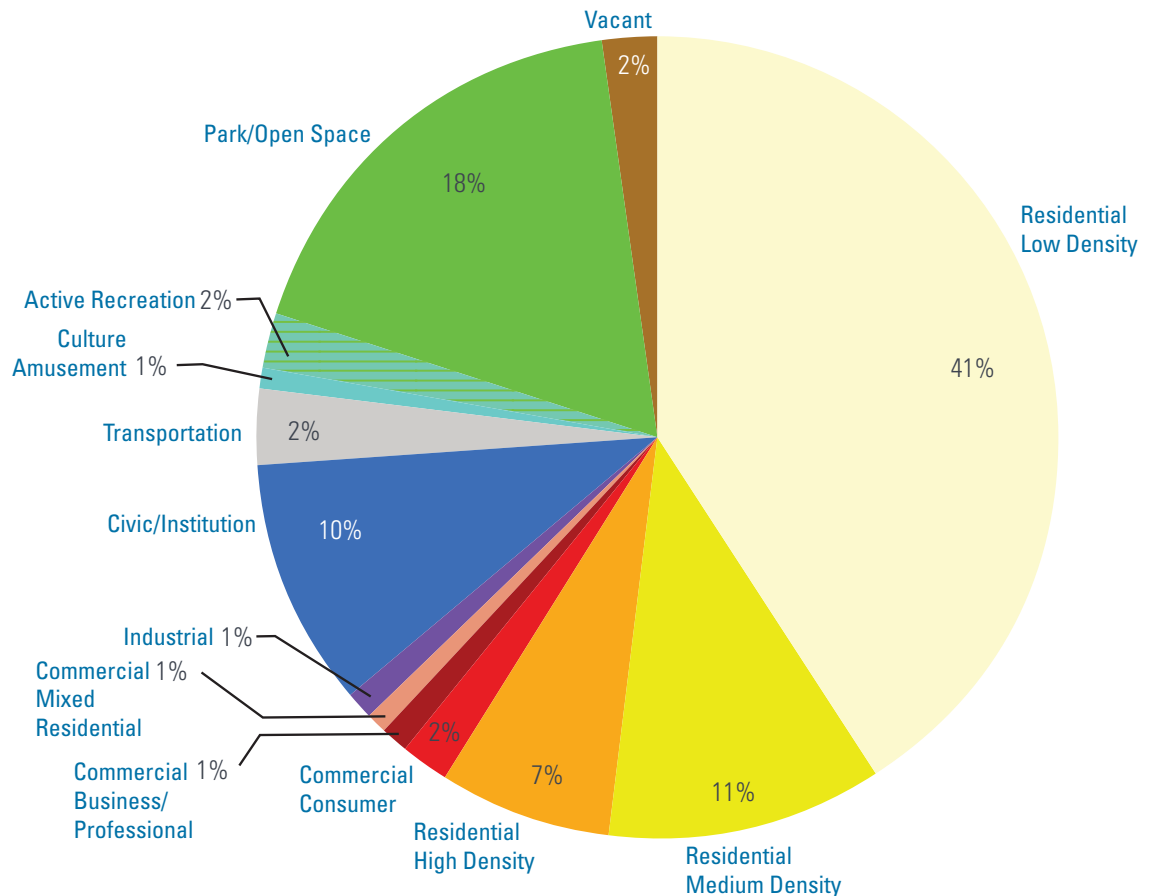
A survey of Upper Northwest District land use was completed in 2017. To collect this information, a working land use map was created from various city sources, including the Office of Property Assessment (OPA), and was then verified by in-field surveys conducted by PCPC staff. The land use data is stored in a geographic information system (GIS) database maintained by PCPC. Color codes are used to represent 15 major categories of land use.

The top three land uses by area in the Upper Northwest District are residential (59 percent), parks and open space (18 percent), and civic or institutional uses (10 percent).

Forty-three percent of residential lots are single-family rowhouses. These are primarily located in the neighborhoods of Germantown, East Germantown, Blue Bell Hill, and East Mount Airy. The remaining residential uses in the district include semi-detached (twin) homes and detached homes, comprising 32 percent and 15 percent of residential lots respectively. These less-dense housing types cluster in Chestnut Hill, West Mount Airy, and the northern part of East Mount Airy. Finally, multi-family residential buildings are scattered throughout the neighborhoods of Germantown, East Germantown, Blue Bell Hill, and East Mount Airy. A handful of large multi-family buildings are clustered around the stations of the Chestnut Hill West line.

















Parks and open space uses include a major portion of the 1,800-acre Wissahickon Valley Park and many neighborhood parks and recreation centers. Civic and Institutional uses are primarily educational. In addition to public schools, the district hosts several large private primary and secondary schools and two higher education campuses.

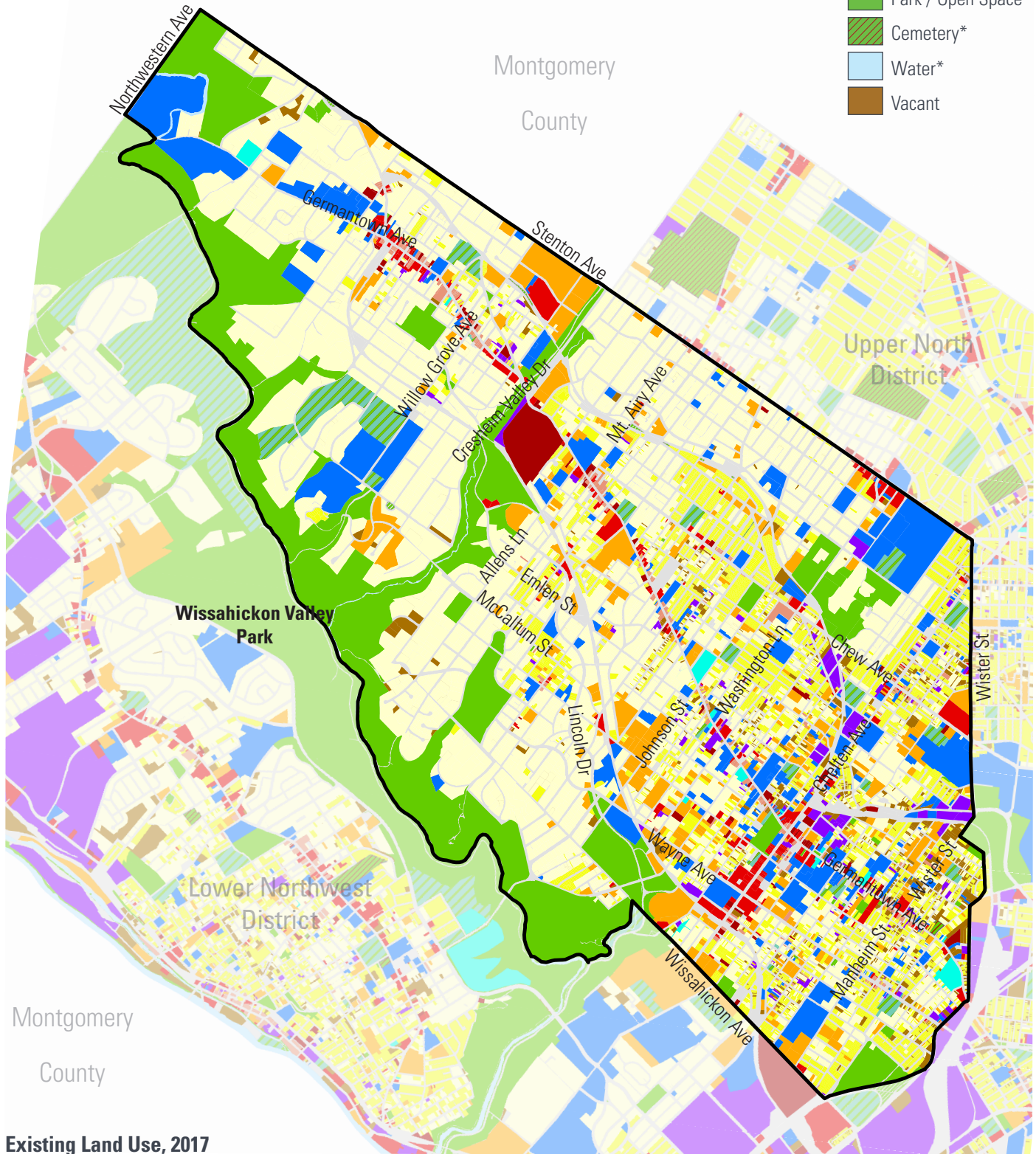
Only four percent of the land area in the district is dedicated to commercial uses, mainly strung along Germantown and Cheltenham Avenues. Transportation facilities, excluding street rights-of-way, occupy three percent of the land in the district. The Chestnut Hill East and West Regional Rail lines account for 65 percent of the district's transportation area. Just two percent of the parcels in the Upper Northwest are vacant land. The highest concentrations of vacant land are in eastern and southern Germantown.



**Note: Land Use codes 511 (Transportation Street and Sidewalk ROW) and 529 (Transportation Related Open Space) were removed from the Land Use calculations. The 511 land use comprises 1121.07 acres and the 529 land use comprises 2,055 acres.*

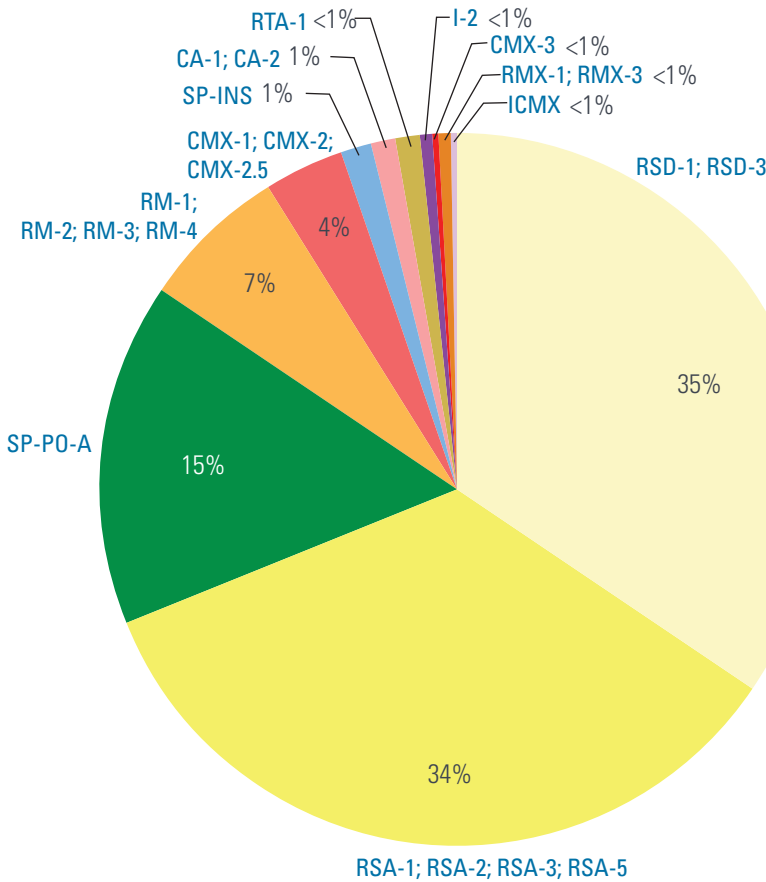
Cemetery and Water land uses are less than one tenth of one percent and are not included in the pie chart.

- | | | | | |
|-------------|---|---|---|----------------------|
| RESIDENTIAL |  | Low Density |  | Industrial |
| |  | Medium Density |  | Civic Institution |
| |  | High Density |  | Transportation* |
| COMMERCIAL |  | Consumer |  | Greened Right of Way |
| |  | Business / Professional |  | Culture Amusement |
| |  | Mixed Residential |  | Active Recreation |
| | | |  | Park / Open Space |
| | | |  | Cemetery* |
| | | |  | Water* |
| | |  | Vacant | |



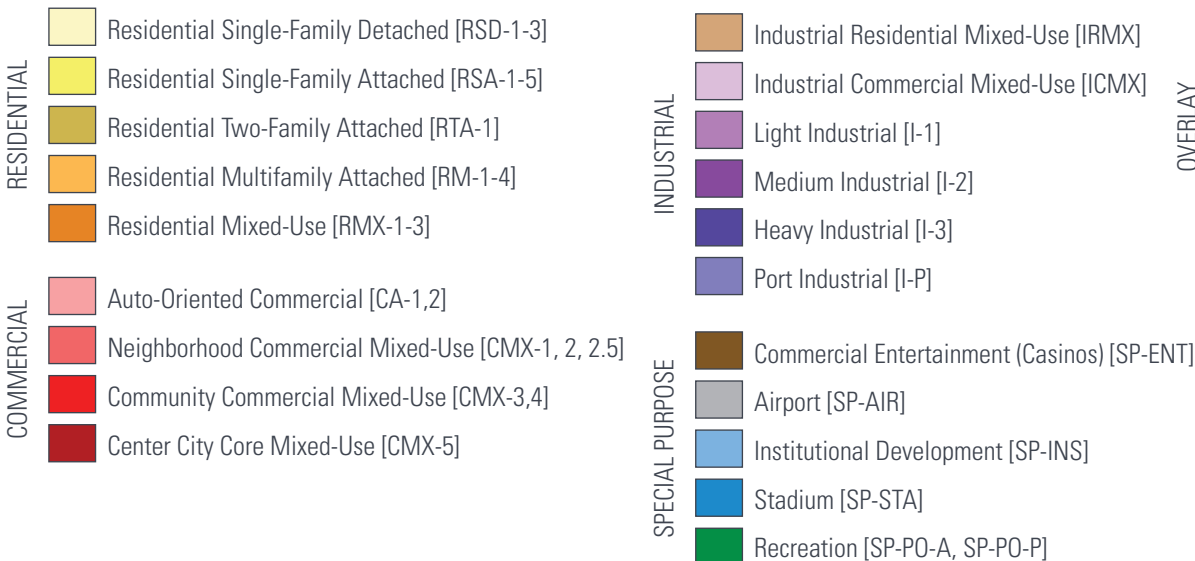
EXISTING ZONING

The Upper Northwest has not had a comprehensive remapping in decades. In the interim, major development projects have been enabled by variance or zoning map amendments that address a single property. Zoning in the district reflects its primarily residential nature. Single-family districts account for 69 percent of zoned land area, while 8 percent is zoned multi-family. Fifteen percent of the district is covered by park zoning, and five percent is in commercial districts. Recreation and commercial both comprise 22 percent of the land area. Industrial districts make up less than one percent of the total zoned area.



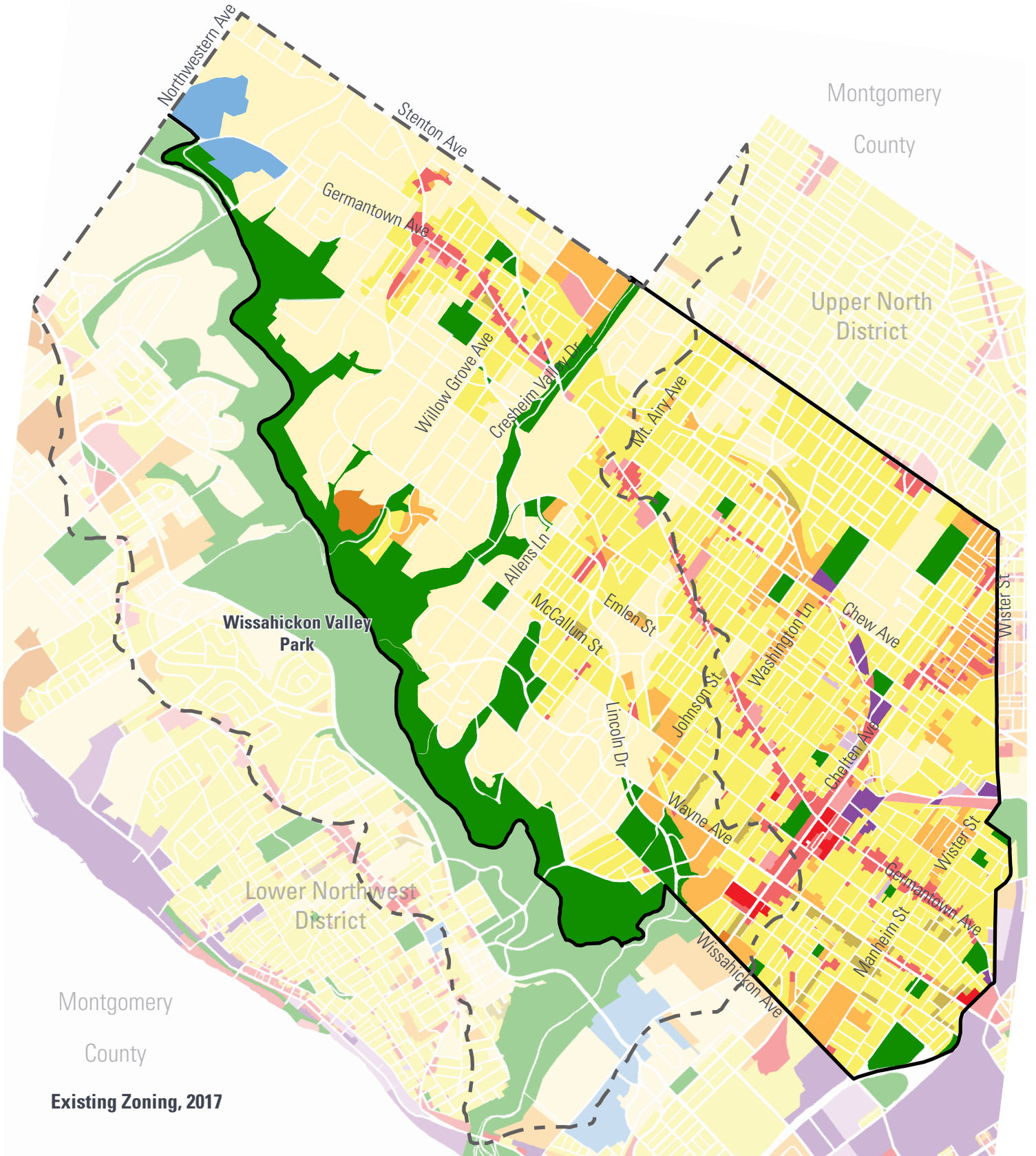
Approximately 16 percent of the district's land area is made up of properties with a land use that conflicts with the location's zoning. The largest concentrations of zoning inconsistencies are found in Germantown, Blue Bell Hill, and West Mount Airy. This is a relatively high proportion when compared to other planning districts. The most common types of land use mismatches are civic, institutional, or open space uses on properties within RSD-1 and RSD-3 zoning districts.

Commercial corridors in the district are primarily CMX-2 and CMX-2.5, mixed-use zoning districts that permit a variety of neighborhood-serving commercial uses in addition to dwelling units. Commercial zoning is applied inconsistently along Germantown Avenue, where there are several instances of commercial mixed-use buildings incorrectly zoned residential. Two sections of Germantown Avenue are also covered by zoning overlays. In Germantown, an overlay prohibits certain defined commercial uses, while another in Chestnut Hill regulates building mass and the location of uses within buildings.



Industrially-zoned land accounts for less than one percent of the total land, including I-2, medium industrial and ICMX, light industrial-commercial mixed-use. All industrially-zoned land is located along the Chestnut Hill East line within Germantown.

Also of note is the Wissahickon Watershed Overlay (WWO). The WWO covers more than half the district, and establishes limits on the amount of impervious ground cover (including buildings, paving, and streets) that can be placed on a property and encroachment upon bodies of water.



Existing Zoning, 2017



UPPER NORTHWEST

FRAMING OUR FUTURE

22 | THRIVE

36 | CONNECT

48 | RENEW

62 | Focus Areas

64 | Central Germantown

70 | Wayne Junction

THRIVE

The *Citywide Vision* calls for all Philadelphians to **THRIVE** in the center of a competitive metropolitan region.

NEIGHBORHOODS

Improve neighborhood livability

Neighborhood Centers

Promote strong and well-balanced neighborhood centers

Housing

Improve the quality and diversity of new and existing housing

ECONOMIC DEVELOPMENT

Make Philadelphia more competitive in the metropolitan region

Metropolitan and Regional Centers

Support the growth of economic centers

Industrial Land

Target industrial land for continued growth and development

Institutions

Grow Philadelphia's strong institutional job sectors

Cultural Economy

Develop tourism and creative economy into leading economic sectors

LAND MANAGEMENT

Capitalize on land assets

Vacant Land and Structures

Manage and reduce vacancy

Land Suitability

Protect sensitive lands from overdevelopment

Municipal Support Facilities

Locate and manage all municipal support facilities efficiently

After more than four decades of population loss, the Upper Northwest is experiencing an uptick in development. New and rehabilitated buildings bring benefits such as new customers for local stores and opportunities for families to access high-quality schools, parks, and transportation options. However, because there is no current comprehensive plan for growth, new buildings are being approved in an ad-hoc manner. Without a plan, neighborhood quality can suffer. Negative aspects of growth, such as traffic and parking impacts, overtaxed sewers, and loss of unprotected historic resources may begin to outweigh the benefits. This plan charts a path forward by balancing growth, affordability, and history.

Neighborhood Centers

The Upper Northwest has 16 commercial corridors or nodes, encompassing about 3.6 million square feet of leasable commercial space. These neighborhood centers are important gathering places and are often clustered with community and civic spaces. Germantown Avenue is the district's primary commercial spine that connects several neighborhood centers and helps to define their historic character.

Historically, Germantown's commercial core (centered on the intersection of Germantown and Cheltenham Avenues) was a significant regional shopping destination, second only to Center City. However, it has suffered significant decline over the past several decades and is no longer home to any major department store. When surveyed in 2017, over 20% of the storefronts in Central Germantown were vacant. Redevelopment in recent decades has consisted primarily of auto-oriented retail projects. The result of these trends has been a steep reduction in the array of goods and services available. Nevertheless, it retains numerous local and national retailers alongside public and non-profit services. With approximately 800,000 square feet of commercial space, abundant transit access, and robust infrastructure, Central Germantown is well-positioned to reaffirm its historic role as a center of commercial and civic life in Northwest Philadelphia.

Wayne Junction is an emerging mixed-use district in a formal rail-oriented industrial section. Private investment, including restaurants and new apartments, is planned for several properties on Berkeley Street and on lower Wayne Avenue. Public investment in the streetscape and active corridor management for this area should be pursued to encourage infill on Wayne Avenue and reuse of vacant historic mill buildings at Wayne Junction. Wayne Junction and Central Germantown are addressed in greater detail as Focus Areas (see page 64).



Formalized as a pedestrian mall in 1974, Maplewood Mall will be rebuilt in 2019.



Neighborhood Centers, continued

Chestnut Hill and Mount Airy are also anchored by substantial neighborhood commercial centers on Germantown Avenue. While these centers remain challenged by regional competition and shifting consumer preferences, they retain a competitive advantage through their historic building stock, rich public realm, walkability, and support from business improvement districts. Continued investments in the public realm will be necessary to sustain these districts, particularly in Chestnut Hill.

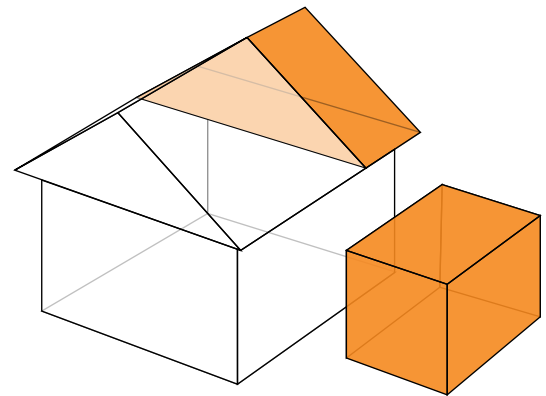
Germantown Town Hall and Germantown High School, both vacant, face each other across Germantown Avenue between Haines and High Streets. This pair of buildings represent Germantown's decline while also standing as symbols of hope for renewal. Town Hall once housed municipal offices but became too expensive to operate by the 1990s. Germantown High School was closed by the School Reform Commission in 2012 in the face of declining enrollment. Together, the shuttered buildings interrupt activity on the corridor and depress adjacent property values. However, they are both endowed with high-quality design and strong materials, making them good candidates for adaptive reuse. While previous studies have concluded that portions of Germantown High School would probably need to be demolished to accommodate reasonable reuse, care should be taken to preserve the most iconic features. Given the long history of public use at both sites, community-serving uses such as education, training, and community arts, should be prioritized if any public funding is used to support redevelopment. If housing is contemplated, rent caps or other affordable housing options should be evaluated.

As the Department of Public Health plans to add an elevator to its Health Center No. 9 on Chelton Avenue, consideration should be given to the potential for co-location of additional municipal offices. The surrounding area is well-suited to accommodate transit-oriented development of stores and homes. Public-serving city functions could work well in this environment by anchoring and supporting private development.

The Philadelphia Department of Public Health and City Planning Commission have been working together to identify gaps in walkable access to healthy food. As of 2014, gaps in this access remained in parts of East Germantown and Lower Germantown. In these sections, low car ownership, a high number of traffic injuries and crime rates discourage walking to purchase healthy food. Farmers markets and community gardens can help to fill these gaps, although they are only seasonal.

Case study: Accessory Dwelling Units

Accessory Dwelling Units (ADUs) are small housing units within or next to a primary residence. They are often referred to by familiar terms like "in-law suites," "granny flats," "carriage houses," and "basement apartments." ADUs generate rental income for their owners and meet the needs of smaller households like first-time renters, retirees, and live-in caretakers. These units are popular in communities because they can expand a neighborhood's housing supply without changing its outward appearance. Many U.S. cities have recently changed their laws to make adding ADUs simpler and less expensive.



Housing

Between 2000 and 2015, fewer than 800 housing units were built, owing to modest growth in the number of households in Mount Airy and Chestnut Hill and increased demand for small apartments in Germantown. These new units comprise slightly less than two percent of the homes in the District. In comparison, 4.5 percent of Philadelphia’s total housing stock is from this period, indicating a relatively dormant construction environment in the Upper Northwest District.

In contrast, housing construction accelerated markedly beginning in 2015. From January 2015 until May of 2018, the Department of Licenses and Inspections issued permits for 46 new buildings, with a total of 250 new dwelling units. Two hundred fifteen of these permitted units are included in multifamily buildings, reflecting strong demand for condominiums and apartments.



New mixed-use construction on Germantown Avenue in Mount Airy

If this demand is not met with an increase in supply, those who seek housing will compete for an ever-shrinking stock of available homes, and prices will rise drastically. This plan recommends several measures to allow measured growth in the supply of housing and avoid rapid inflation of housing costs.

Buildings that exist today offer tremendous opportunities to meet housing demand. Property owners are expected to continue to rehabilitate vacant houses. Zoning incentives that add flexibility to dwelling unit counts and use requirements in exchange for historic designation could also protect and re-activate significant buildings.

Accessory Dwelling Units (ADUs, sometimes called “in-law suites”) are another potential solution. ADUs are attractive because they can meet the need for new housing without impacting the appearance of neighborhoods. In addition to filling the need for housing, ADUs could provide additional income to homeowners. Additionally, owners would be able to legalize and improve the safety of existing but unpermitted units. Additional study is needed to determine where ADUs could be best supported by the housing stock and infrastructure.

These strategies to make the most of existing buildings will need to be complemented with new construction. New units should be guided toward existing infrastructure and transit, where new housing can be best accommodated, and away from floodplains, steep slopes and lower-density blocks. Additionally, care should be taken that the form of new development remains compatible with existing buildings, especially in contexts with historic significance. To balance these competing pressures, changes to base zoning districts are proposed in tandem with historic protections and zoning overlays that promote good design.

Rehabilitated homes, adaptive reuse projects, ADUs, and market-driven new construction have the potential to relieve pressure on the housing market with a variety of housing types and prices. However, most high-quality housing will remain out of reach for many current residents of the Upper Northwest. In 2015, 32 percent of owner-occupied Upper Northwest households and almost 60 percent of renter-occupied households paid 30 percent or more of their income for housing, a common benchmark for gauging the cost burden of shelter. Affordable housing projects, such as WCRP’s Nicole Hines Townhomes on East Wister Street, have the potential to renew neighborhoods with new investment while providing high-quality housing to some families.

Within the Upper Northwest, poverty and unemployment are concentrated in portions of eastern and southern Germantown. These areas are also home to the highest concentrations of group housing and single-room occupancy buildings outside of college dormitories. While group housing and rooming units are needed to meet citywide demand, they have tended to reinforce poverty. As the Zoning Board of Adjustment considers special exceptions and variances for these types of units, the Board must thoroughly evaluate the cumulative impact of concentration, especially with regard to single-room occupancy buildings without supportive services.

The Upper Northwest’s housing stock is appreciated for its architectural value. However, homeowners may find maintenance of the district’s older homes burdensome. This is especially true for households in poverty. The most serious problem resulting from a lack of maintenance is lead poisoning, which is a significant public health concern in the Upper Northwest because elevated blood lead levels in children are more common than in other districts. A concerted effort is needed to educate residents and remediate homes.

Planning for Growth

With its location on the slopes of the Wissahickon Valley, its abundance of other parklands, and its meandering country lanes, the Upper Northwest is home to a landscape that is truly unique in Philadelphia. Its historic sites further endow a character that helps to draw visitors and would-be residents alike to the district. However, these very features that help to attract interest and demand for housing are also those that are most likely to be imperiled by unplanned development.

In order to reconcile this tension and provide for orderly growth in the Upper Northwest, a general growth strategy is proposed. This growth strategy guides zoning and other recommendations presented in the Upper Northwest District Plan.



Core Growth Area

Generally characterized by commercial corridors with greater capacity for development than the existing building stock.



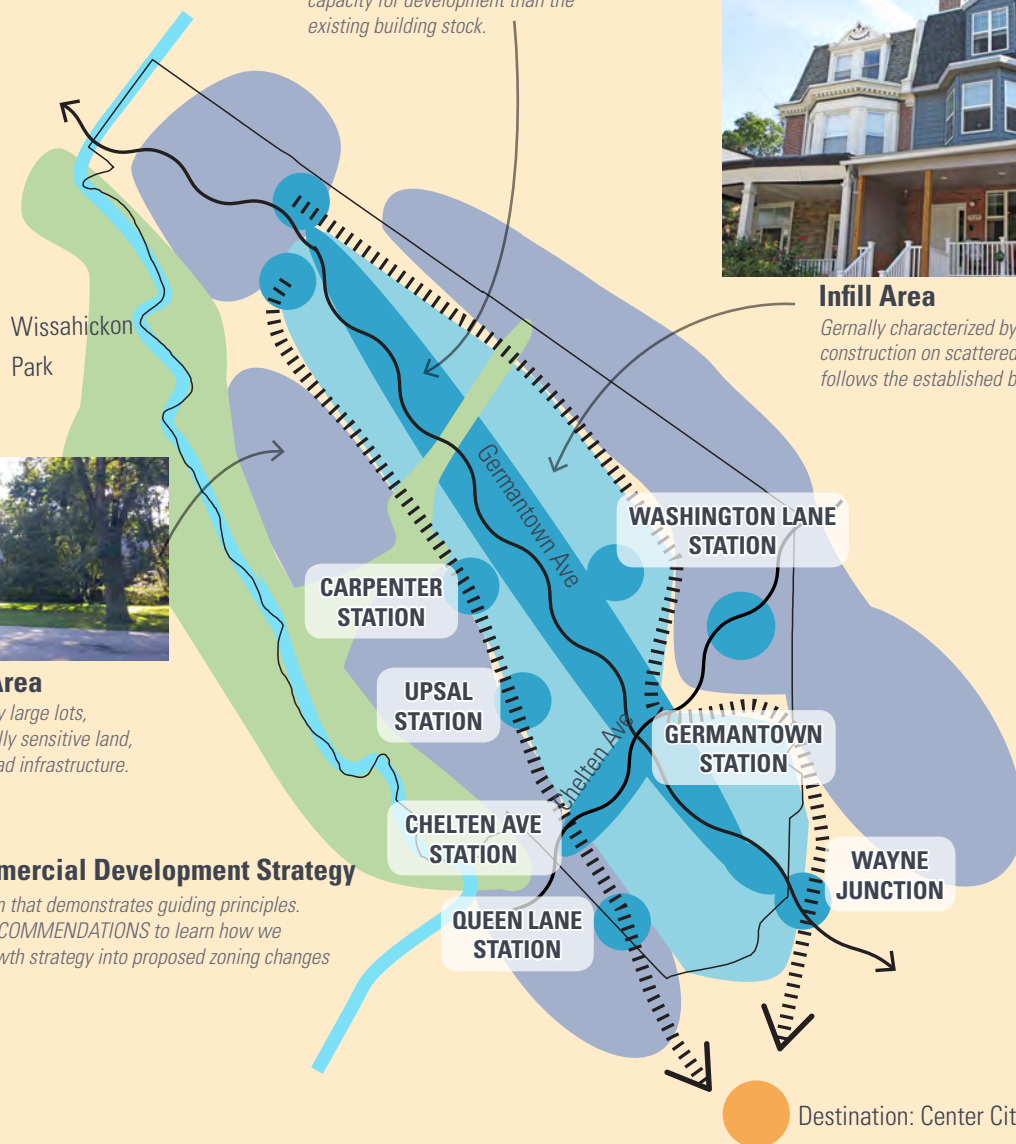
Infill Area

Generally characterized by small-scale construction on scattered vacant lots that follows the established building patterns.



Limited Growth Area

Generally characterized by large lots, adjacent to environmentally sensitive land, with limited utility and road infrastructure.



Housing and Commercial Development Strategy

This is a schematic diagram that demonstrates guiding principles. Please see our ZONING RECOMMENDATIONS to learn how we translated this general growth strategy into proposed zoning changes

- Core growth area
- Infill area
- Limited growth area

The growth strategy encourages housing and commercial development in **core growth areas** where it can be best accommodated. Focusing development will limit the impact on the transportation network, as households will be able to access jobs and services on foot and transit, while bringing new customers to support the local businesses located in the district’s commercial corridors and nodes. It will also help to relieve development pressure on historic properties, on more environmentally sensitive areas where roads and utilities are less able to handle the impact of new homes, and on lower-income neighborhoods where existing residents are vulnerable to increases in rent and property taxes. To ensure that new buildings complement the historic fabric, an overlay zoning district is proposed along Germantown and Cheltenham Avenues to regulate the shape of new development.

The goal is that core growth areas will be complemented by **infill areas** located between the two regional rail lines in Germantown, Mt. Airy, and Chestnut Hill. In these areas, small-scale development on vacant lots and limited conversion of large homes to 2-unit structures could absorb housing demand and strengthen neighborhoods without inducing a significant impact on infrastructure or amenities.

Subdivision and development is not recommended in the parts of the district that are farther from transit, have limited road capacity, or sit on ecologically sensitive land. Subdivision and new development will be discouraged in **limited growth areas**.

	Core Growth Areas	Infill Areas	Limited Growth Areas
Issues	Needs density to support commercial corridors Housing demand Affordability	Affordability Overscaled development Housing demand	Limited road & sewer capacity Low transit access Ecologically sensitive land Overscaled development Housing demand Affordability
Goals	Historic preservation Walkable design New housing and shops	Moderate housing growth Contextual design	Minimize watershed impacts Improve park connections Contextual design Limited housing growth
Tools	Zoning overlays Preservation incentives Historic designation Zoning remapping Public space improvements Transit improvements	Corrective zoning remapping Accessory dwelling units Historic designation Neighborhood conservation overlays	Remove “paper streets” Update the Wissahickon Watershed Overlay Conservation Easements Accessory Dwelling Units Historic Designation Neighborhood conservation overlays

Institutions

Institutions connect the Upper Northwest to its past while pointing the way toward its future. The Upper Northwest is, in many ways, defined by its preeminent educational, cultural, and historic sites such as its numerous prestigious primary and secondary schools, higher education campuses, arboretums, and historic estates.

Despite their positive impacts, institutions may pose challenges for the public realm including poor lighting and sidewalk conditions around an institution's borders. Furthermore, institutional expansion can infringe functionally and aesthetically on adjacent neighborhoods. The Zoning code provides a way to address this tension through the use of Special Purpose zoning districts for institutions. These districts encourage thoughtful land use planning and are recommended for several large properties in the District. A cluster of social service organizations has formed along East Armat Street in Central Germantown, anchored by Tabor Family Services and Covenant House. Residents seeking services in this area often arrive by public transit or on foot, but the surrounding streets are poorly lit. Upgrades to street lighting are recommended, especially under the railroad overpass on Armat Street.

As the City continues transitioning to a service economy, the Upper Northwest could play a larger role attracting heritage tourism dollars, just as Old City does today. This could provide additional jobs for district residents and potential economic spin-offs like bed and breakfasts and short-term stays in private homes. Investment in, and coordination of, the promotion of these resources could help invigorate the district's commercial thoroughfares and bring new life to some of the city-owned properties in the District. Historic Preservation is not only an important cultural goal, but also a job generator. According to The Cultural and Heritage Traveler (Mandala Research, 2013), cultural and heritage travelers spend an average of \$1,319 per trip, compared to \$820 per trip for all U.S. travelers. Germantown's businesses are well-suited to take advantage of this type of tourism.



Greene Street Friends School campus expansion under construction, view along Armat Street in fall of 2017. Image: greenestreetfriends.org

Founded in **1820** Pennsylvania School for the Deaf, the third oldest school for the deaf in the nation

Founded in **1845** Germantown Friends School

Founded in **1855** Greene Street Friends School

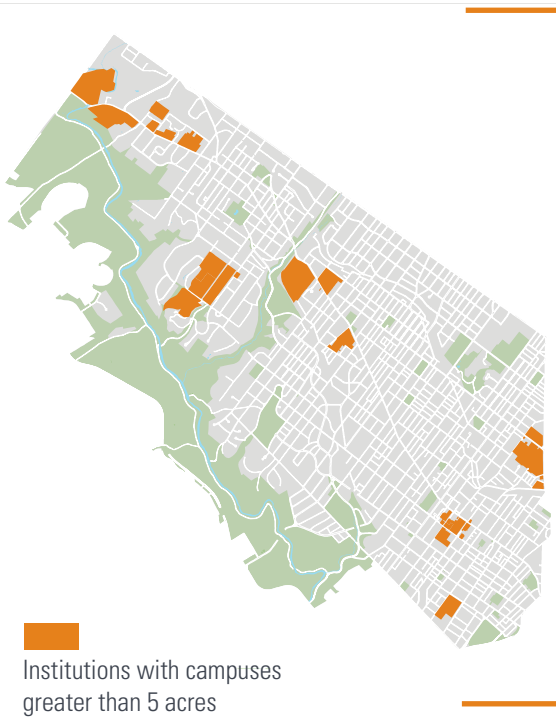
Located in Mt. Airy since **1889** Lutheran (now United) Theological Seminary was founded in 1864, and moved from Franklin Square to Mt. Airy two decades later

Founded in **1890** Germantown Cricket Club, the second oldest cricket club in the nation

Opened to public **1910** Woodmere Art Museum

Campus Influence on the Public Realm

Campuses greatly impact their surrounding built environment, as their extensive perimeters interact with the public realm.



376 ACRES of campus land in the UNW

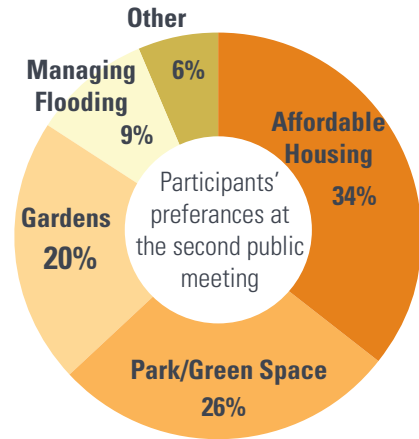
Vacant Land and Structures

The Upper Northwest has approximately 1,200 vacant lots and just under 1,100 vacant structures, most of which are in residential blocks in Lower Germantown, East Germantown and Blue Bell Hill. These constitute roughly four percent of land and buildings, or less than 130 acres, among the lowest proportion of the 18 planning districts. Robust property values in Mount Airy and Chestnut Hill have mitigated conditions which lead to vacancy. Storefront vacancy tends to be higher on minor commercial corridors and the southern half of Germantown Avenue.

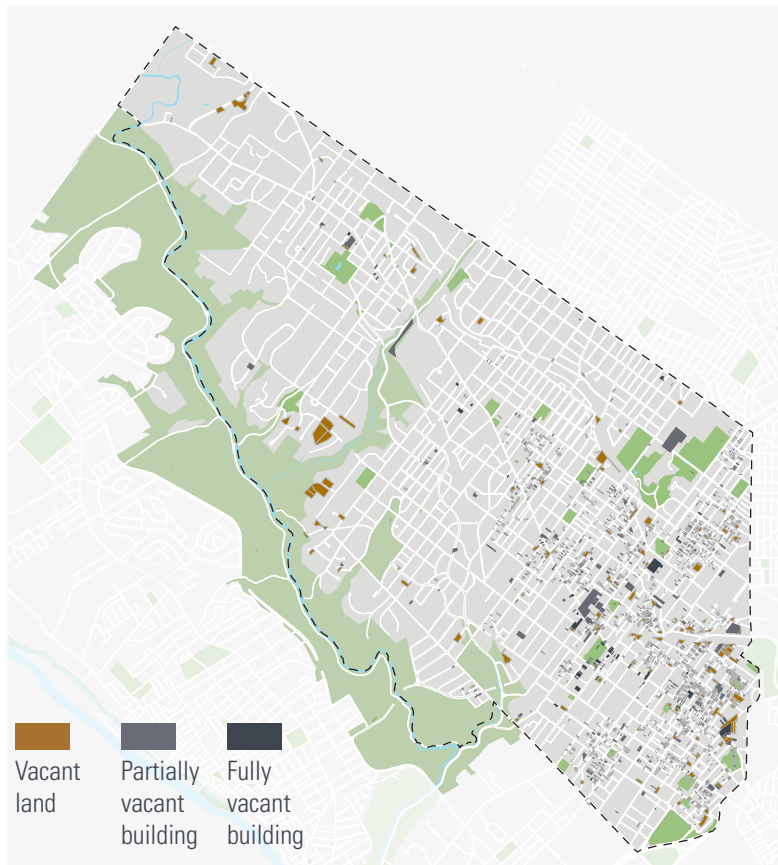
Many vacant parcels and structures are publicly owned, either through the tax foreclosure process or acquisition pursuant to urban renewal efforts in the 1960s, '70s, and '80s. These properties should be viewed as resources to achieve important goals that stabilize residential blocks. Strategies should include construction of affordable housing, conversion to neighborhood gardens and pocket parks, and transfer to adjacent property owners for use as side yards. Publicly-owned vacant land at street corners, near storm sewer inlets, and especially near the buried Wingohocking Creek should be prioritized for capturing stormwater to relieve pressure on the storm sewers.

Goals for City-owned Empty Lots

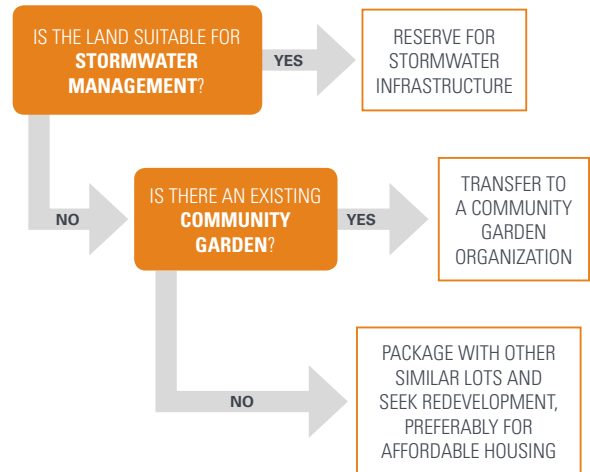
Publicly-owned vacant parcels are resources that can stabilize residential blocks when they are addressed strategically. At the second public meeting on March 26, 2018, participants prioritized five tools for improving vacant lots. There was strong support for affordable housing and various types of open space.



District Vacancy



City Priorities for Vacant Land



NEIGHBORHOODS

NEIGHBORHOOD CENTERS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
PRIORITY	1	<p>Renew streets and sidewalks and support businesses along neighborhood commercial corridors in Germantown, Mount Airy, and Chestnut Hill</p> <ul style="list-style-type: none"> Plant street trees, install pedestrian-scale lighting, and deploy placemaking signs Repair sidewalks and street furniture Install public art Work with landlords to seek commercial tenants that meet community needs Expand “clean, green, and safe” corridor services <p>Focus Areas: Central Germantown, Wayne Junction</p>	<p>Commerce PCPC Council Nonprofits PennDOT PPA</p> <p>1.1.2 2.1.3</p>
	2	<p>Plan for the reuse of Germantown High School</p> <ul style="list-style-type: none"> Prioritize community-serving uses, including education, job training, and performing arts Allow demolition of portions of the building that cannot feasibly be reused Seek funding to support reuse Identify operators <p>Focus Area: Central Germantown</p>	<p>Council Landowner Nonprofits</p> <p>2.1.3 2.3.2</p>
	3	<p>Acquire land next to Health Center No. 9 to expand health services. Consider relocating the Licenses and Inspection North Field Office and the Streets Department Fourth Highway District Office to this location</p> <p>Focus Area: Central Germantown</p>	<p>DPP PDPH Streets L&I</p> <p>1.1.1 1.1.2 1.1.3 3.3.1</p>
	4	<p>Improve access to healthy foods for underserved residents</p> <ul style="list-style-type: none"> Ensure zoning supports store selling healthy food Expand reach of culinary literacy programs Support community gardens by following the Neighborhood Gardens Trust’s Priority Acquisition Plan Update zoning to preserve established community gardens Draw more residents to neighborhood gardens with exercise and nutrition education programs, such as guided walks in Awbury Arboretum 	<p>PDPH PCPC Food Trust</p> <p>1.1.4</p>

Case Study: Awbury Agricultural Village

The Agricultural Village at Awbury Arboretum brings together many organizations working toward healthy food and a healthy environment. The 16 acres west of Washington Lane include an education center and space for numerous agricultural and educational partners. The village includes an organic farm operated by Weaver’s Way Co-op and nonprofit partner FOOD MOXIE, a community garden, the Philadelphia Orchard Project’s Awbury Food Forest, pollinator habitat, greenhouses, and a home base for the Philly Goat Project, which houses goats for grazing, therapy, and education.

The Agricultural Village is open to the public free of charge, and all partners participate in educational and volunteer activities with neighbors. Recent grants through the East Mount Airy Neighbors Community Fund have helped to construct accessible pathways and build raised planters. Most of the food grown is sold within Northwest Philadelphia, used for community events and programs, or donated through the Pennsylvania Horticultural Society’s Healthy Harvest program.



City Harvest program seedlings in a greenhouse at Awbury Agricultural Village. Source: Philadelphia Horticultural Society

GOOD DESIGN IS GOOD BUSINESS

Central Germantown's history as a major shopping destination has greatly influenced the design of the built environment. Early Germantowners bought farm products at Market Square, which was the center of civic life. In the 1800s, commercial development spread along Germantown Avenue, which had become a well-traveled turnpike. In the 20th century, department stores came to Cheltenham Avenue as new trolley lines brought shoppers into the neighborhood.

Germantown's commercial fortunes waned throughout the 1980s, '90s, and 2000s as shoppers flocked to suburban centers. However, thanks to a renewed interest in walkable shopping districts, Germantown businesses and commercial property owners are well-poised to benefit from the district's traditional urban form. Investment in well-designed public space and programming is necessary to augment this revival and support local business. The city and local partners are beginning to implement public works projects and events that complement and celebrate the walkable qualities of the streets, sidewalks, and open spaces.

Central Germantown Streetscape Improvements

The Philadelphia City Planning Commission is coordinating the design and reconstruction of two important civic spaces in Central Germantown. By applying robust community input and current urban design principles, these relatively small projects will have an outsized impact by creating pleasant spaces that support businesses, transit, and municipal buildings. Maplewood Mall, a curbside shopping street originally opened in 1974, will be completely rebuilt to accommodate community events and support active storefronts. Cheltenham and Greene Plaza, a major bus transfer point, will be reimagined as a grand entrance to Vernon Park from Cheltenham Avenue while improving the experience for transit users. Funding for these projects includes a combination of State and Federal grants and commercial corridor funding from the Department of Commerce.



Maplewood Mall, Greene Street Plaza
Image: Whitman, Requardt & Associates, Ground Reconsidered

Germantown Second Saturday Festival at Market Square

Since 2015, Historic Germantown, Inc. and Germantown United Community Development Corporation, have hosted an outdoor festival at Market Square to showcase cultural, civic, and business attractions. The festival celebrates the kick-off of summer "Second Saturdays" when each of Historic Germantown's sixteen historic sites open their doors to the public.



Cheltenham and Greene Plaza, view from Cheltenham Avenue
Image: Michael Baker International



Images: Germantown Second Saturday Festival. Photo by Gary Reed. Courtesy of Germantown United CDC

NEIGHBORHOODS

HOUSING RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
PRIORITY	5	Direct multifamily housing development to commercial streets and train stations to increase the number of people using public transportation and shopping at local businesses	Council PCPC 1.1.2 1.1.3 1.2.3
	6	Preserve large houses and properties by allowing accessory dwellings ("in-law suites")	Council PCPC 1.2.1 1.2.2
	7	Secure conservation easements in areas with limited road access or incomplete water, sewer, gas, and electric networks	Nonprofits 3.2.1
	8	Refrain from granting special exceptions for single-room-occupancy housing ("rooming houses" or "boarding houses") to avoid concentrations of this type of housing	ZBA 1.2.2
	9	Increase residents' awareness of the hazards of lead paint and resources to remove it <ul style="list-style-type: none"> • Encourage blood lead level testing for all children under age 6 who live in housing constructed before 1978 • Distribute educational materials about lead risks and removal • Promote access to lead removal resources and requirements for tenants, landlords, and homeowners of all income levels 	DHCD PDPH MCEO Hospitals Nonprofits 1.2.1

Case Study: JumpStart Germantown



Image: Ken Weinstein

JumpStart Germantown is an initiative by Philly Office Retail that facilitates revitalization in the Germantown neighborhood through residential renovations. The program seeks to engage developers who also desire to invest in the neighborhood. The process involves a training program, developers' network, and a loan program that enables these developers to transform blighted and deteriorated properties into attractive homes. The training program educates novice developers and connects them to real estate professionals through four mentoring sessions. The Developers' Network enables these developers to share the same resources, such as contractors, tenants, potential properties and vendors, so they can achieve the shared outcome that is productive and profitable for Germantown. The loan program provides financial resources for the acquisition and construction of properties.

ECONOMIC DEVELOPMENT

INSTITUTIONS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
10	Establish or expand special-purpose zoning districts to guide development on large institutional campuses	Council Institutions	2.3.1
11	<p>Celebrate local history throughout the Upper Northwest to attract publicity and create jobs in the heritage tourism economy</p> <ul style="list-style-type: none"> • Reinforce Market Square as a starting-off point for cultural and architectural history • Establish walking and bus tours • Link Germantown, Mount Airy, and Chestnut Hill to historical attractions in the Metropolitan Center through cross-promotion • Engage and train local workforce in hospitality and historic interpretation <p>Focus Area: Central Germantown</p>	Nonprofits Colleges Commerce	2.1.3 2.3.2 2.4.1 8.1.7 8.2.1
12	<p>Improve safety for pedestrians in the social services cluster near Lena and Armat Streets in Central Germantown with improvements to sidewalks, lighting, and loading/parking management</p> <p>Focus Area: Central Germantown</p>	Streets	2.3.1

Case Study: Historic Germantown, Incorporated

Sixteen historic sites within the Germantown neighborhood of Philadelphia formed a partnership, under the title Historic Germantown, Inc., to better preserve and manage the resources found within Northwest Philadelphia. As a part of the organization’s goals, the sites work collaboratively to preserve, interpret, and increase awareness of not only the properties themselves but also the greater history of Germantown. Central to these goals is an emphasis on cultural and economic development for the community. Historic Germantown offers a program of various tours and events throughout the year to connect the sites to the surrounding community and engage the neighborhood in the continued use and preservation of the historic assets. Their efforts have been successful in relating past events and historic sites to the present day communities.

Source: freedombackyard.com



Cliveden, an Historic Germantown site, during a neighborhood festival

LAND MANAGEMENT

VACANT LAND AND STRUCTURES RECOMMENDATION

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
13	Advance community priorities in the sale of City-owned vacant land: affordable housing development, community open space, and stormwater management	Land Bank PRA PCPC Council PWD	3.1.1

AWBURY SUPERBLOCK

Martin Luther King High School, Awbury Park and Recreation Center, Hill-Freedman Middle School, and Stenton Family Manor share a “superblock” bounded by Stenton Avenue, Haines Street, Ardleigh Street, and Washington Lane. Traditionally, these facilities have been physically separated from one another because each is maintained and planned for by separate agencies. However, recent planning work by the Philadelphia Water Department has considered the school, park, and recreation center in the context of a stormwater management system. In addition, Stenton Family Manor and the high school have collaborated with Weaver’s Way Co-Op on small food gardens on their properties. This idea of cross-facility planning should be taken further, to make the site more legible and useful to its residential neighbors. Scaling up community garden production to improve local access to fresh food and establishing a physical improvement plan for the entire block are logical first steps.

These city-owned facilities are joined by some residential and manufacturing uses, and the former Ada Lewis Middle School, now under consideration for redevelopment by a private owner. New uses on this block should not be siloed as self-contained islands; rather, designs should emphasize physical connections to the existing recreation and educational assets.

Awbury Recreation Center is joined by Lonnie Young and Waterview Recreation Centers, all less than a half-mile apart. The three centers could continue to coordinate programming and specialize in their respective strengths. The green median of Rittenhouse Street, combined with Ardleigh Street, could be retrofitted with a walking route offering an exercise loop between these three sites.

Summary of Awbury Superblock recommendations in this plan:

THRIVE

- 4: Improve access to healthy foods for underserved residents
- 13: Advance community priorities in the sale of City-owned vacant land: affordable housing development, community open space, and stormwater management

CONNECT

- 27: Mitigate severe flooding along the former Wingohocking Creek in Germantown and Mt. Airy

RENEW

- 31: Develop a partnership between Awbury Park and Recreation Center, Lonnie Young Recreation Center, Waterview Recreation Center, and Awbury Arboretum to form a network of open space

Examples of Managed Open Space within the Awbury Superblock



Image source: foodmoxie.org

1 Kitchen Garden

Stenton Family Manor is an emergency shelter serving families experiencing homelessness from across the city. Its facilities include a partnership with the non-profit FOOD MOXIE, who care for and cultivate a half-acre farmette called Hope Garden, and provide lessons on growing and cooking nutritious food. The partnership between Stenton and FOOD MOXIE is the first of its kind in Philadelphia.



2 Meadowland

Within Awbury Arboretum is 8.5 acres of open meadowlands that support local wildlife and plants, as well as aid with stormwater absorption. The meadowlands include native warm-season grass and wildflowers, and European cool-season grass, as well as specimen trees.



3 Rain Garden

The Clearview Community Park, a small but beautiful rain garden, was completed in 2016 through partnerships with PWD, community groups, SEPTA, and the Tookany/Tacony-Frankford Watershed Partnership. It manages stormwater from the nearby regional rail station and surrounding streets.



CONNECT

The *Citywide Vision* calls for all Philadelphians to **CONNECT** seamlessly to the region and the world.

TRANSPORTATION

Improve transportation safety, efficiency, and convenience

Transit

Increase the use of transit to reduce environmental impacts and travel time

Complete Streets

Balance use of roadways to ensure safe and efficient travel by all modes

Streets and Highways

Provide a safe and efficient road network that supports planned land uses

Airports, Seaports, and Freight Rail

Enhance the city and regional economy by reinforcing airports, seaports, and freight rail

UTILITIES

Adapt utility services to changing technology and consumption patterns

Consumption, Capacity, and Condition

Provide environmentally supportive, affordable, and reliable utility service to all customers

Broadband Infrastructure

Reinforce access to and use of broadband telecommunications infrastructure as a vital public utility

Residents and workers in the Upper Northwest benefit from a diverse range of transportation options, including 13 bus routes, two regional rail lines, and trails to complement the street network. Regional rail stations serve almost every corner of the district, though frequency of service remains low. As the district's "main street," Germantown Avenue plays many roles. In addition to being home to the highest density of storefronts, it also carries vehicle traffic, both local and through the district, and a busy bus route. Lincoln Drive has become a crucial link for car users who depend on the regional expressway network to get to and from job and retail centers, especially during rush hour. As the district experiences a new wave of redevelopment and a rebound in population, investment in transit and street safety will be necessary to keep people connected. The recommendations in this section aim to enhance the quality and accessibility of existing infrastructure by improving transit service, using Complete Streets principles to humanize major roads for bicycles and pedestrians, and filling gaps in the sidewalk network.

Transit

In terms of ridership, buses are the predominant transit mode in the district, thanks to their higher frequency, longer service hours, and less expensive fare structure when compared to rail. Among the district's bus routes, the Route 23, which serves Germantown Avenue, has the highest ridership, ranking among the region's most-used surface transit lines. As this plan recommends continuing to concentrate housing, jobs, services, and stores along Germantown Avenue, there will need to be associated improvements in the efficiency and rider experience for Route 23. Proposed improvements include stop consolidation based on ridership trends, electronic traffic signal controls to speed buses, and upgrades to bus stops with shelters, seating, and lighting.



SEPTA completed a major renovation to Wayne Junction Station in 2015.

Transit, continued

Compared to most of the regional rail network, stations located along the two lines that serve the Upper Northwest are relatively close together. They are approximately the same distance apart as stations on the Broad Street Line, making them accessible to pedestrians while also providing available station and on-street parking. Each line provides convenient access to employment, retail, and educational destinations in Center City and University City.

Small steps could improve ridership on the regional rail lines. Since the most densely populated sections of the District are close to stations on both lines, their schedules should be adjusted to complement one another, thereby effectively improving the frequency. Ongoing implementation of the SEPTA Key fare system will enable further integration of fare payment between transit and rail. This integration could be used to take advantage of the excess off-peak and reverse-commute capacity on these regional rail lines. A change in fare structure to fill seats on otherwise low-ridership trips would make access for nontraditional commuters faster and less expensive.

All stations on the Chestnut Hill East Line and many on the Chestnut Hill West Line will need to be retrofitted to permit access for limited mobility passengers. Germantown Station, located on a curve, is a candidate for relocation associated with additional transit-oriented development, which would require a feasibility study.

Large open spaces, including the Wissahickon Valley Park and Awbury Arboretum, draw visitors from outside the district. However, visitors primarily access these places by automobile since transit connections can be time-consuming or confusing. Installing transit gateways that include enhanced shelters and wayfinding systems would improve citywide access to recreation sites and lessen the demand for limited auto parking space.

SEPTA Key

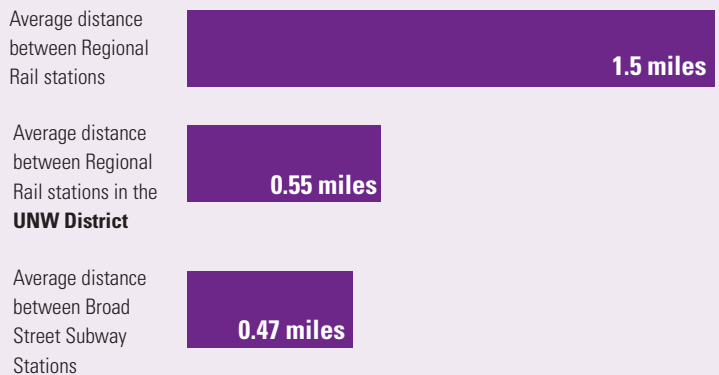
SEPTA Key, a reloadable contactless card, has been gradually replacing tokens and swipe cards for transit users. SEPTA is now in the process of adding infrastructure to support Key cards to its regional rail stations. This technology will enable new flexibility in fare structures, including discounts for reverse commuters recommended for the Chestnut Hill East and West Lines.



Regional Rail Stop Spacing in the UNW

SEPTA's regional rail network generally operates as a commuter railroad, connecting regional town centers to the Metropolitan Core. The average distance between stations along the system's 13 lines is about 1.5 miles. Stations in the Upper Northwest, on the other hand, are generally about a half mile apart—like the Broad Street Subway. Regional rail stations in the district have the benefit of being integrated into the urban fabric, with large proportions of walk-up riders relative to other parts of the network. Changes to fare structure and scheduling recommended in this plan would make regional rail more attractive for current residents and foster transit-oriented development.

The legacy of the competing rail lines has left the UNW with 19 stations that are spaced unusually close together:



Transit Routes

- Bus routes
- High volume bus stops (greater than 1,000 average daily weekday boards)
- High volume regional rail stations
- Regional rail lines (Weighted to reflect ridership volume)



Complete Streets

The Upper Northwest has a wide variety of street types, from narrow urban streets to boulevards designed around the automobile. Complete Streets recommendations are aimed at safely and comfortably accommodating pedestrians, cyclists, children, and seniors alongside cars.

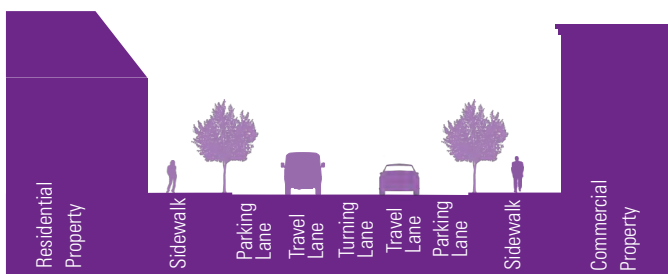
Although there have been very few traffic fatalities in recent years relative to other districts, Lincoln Drive and Stenton Avenue have been listed on Philadelphia’s High-Injury Network of dangerous streets. Because these commuter arterials have been modified to allow very high volumes during short periods of peak use, motorists tend to drive too fast in off-peak hours when these roads are not congested. Excessive speeds are also common on narrow arterials such as Wissahickon Avenue, Allens Lane, and Cresheim Valley Drive. This plan recommends narrowing travel lanes, extending curbs at crosswalks, and other appropriate traffic calming measures on streets where speeding is common. Several projects, primarily on Pennsylvania state routes, are slated for funding in the PennDOT Transportation Improvement Plan (TIP). The repaving or reconstruction of these roads should include design features that advance safety goals. Lincoln Drive and Wissahickon Avenue, which pass through residential sections, were identified during public outreach as barriers to park access. These arterials require roadway design studies to address high speeds and crossing safety.

The Upper Northwest includes a handful of park access streets. These are streets that usually lack sidewalks and have been constructed alongside small streams leading to the Wissahickon Creek. This leads to a rustic aesthetic that neighbors often want to preserve, but which also forces pedestrians to share the roadway with motor vehicles with none of the protections provided by sidewalks or traffic calming. The addition of a new street type to the Complete Streets Design

Wissahickon Avenue Street Section (at Cliveden St.)



Lincoln Drive Street Section (at Glen Echo Rd.)



Handbook could provide design standards tailored to very narrow park access streets with low traffic volumes.

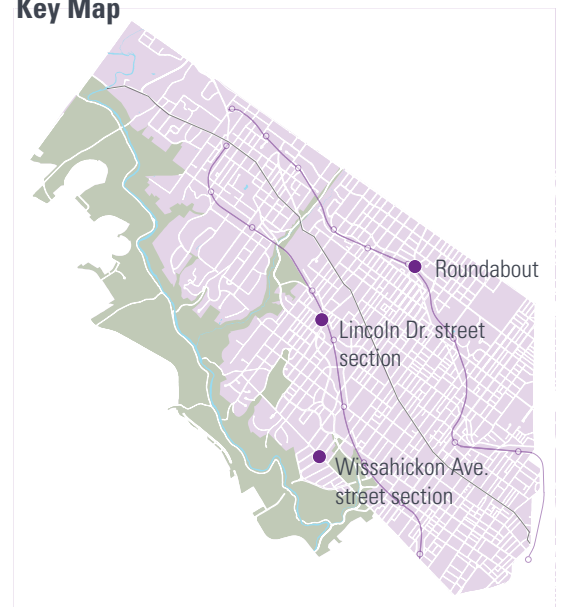
Germantown Avenue is well-positioned to accommodate growth of stores and homes. In addition to transit service upgrades described on page 36, improvements that enhance the experience of pedestrians and cyclists will support business and improve safety.

As Germantown Avenue fills in with new development and reactivated storefronts, residents and shoppers will increasingly need to cross this busy street. In some sections, sanctioned crosswalks are too far apart. As PennDOT considers improvements to traffic signals along this corridor, additional crosswalks and signalized intersections should be considered.

Germantown’s cobblestones and trolley tracks add tremendously to the character of the neighborhoods it serves, and are therefore rightly protected by Philadelphia’s Historic Street Paving Thematic District. However, these roadway elements are uncomfortable and dangerous for cyclists. PennDOT, the Streets Department, and the Historical Commission should work together to identify roadway designs that respect the Avenue’s heritage while expanding its usability.

Pedestrians headed for rail transit stations and schools are also sometimes forced to choose between a circuitous route or an unsafe crossing point to reach these destinations. Pedestrian access to these common neighborhood destinations should be analyzed for opportunities to improve ease and safety.

Key Map



Streets and Highways

The Upper Northwest's street network does not follow a grid pattern typical of most of the older sections Philadelphia, nor does it have a strong hierarchy including arterial (through) streets supported by smaller collector and local streets, as in far Northeast Philadelphia. There are only a handful of streets that connect throughout the district. Some streets that bridge neighborhoods or commercial areas are primarily developed with homes and are not suitable for high speeds or volumes. Roundabouts or smaller neighborhood traffic circles should be considered for intersections where traditional stop-sign controls have not been effective in limiting speeds, or where stormwater and beautification goals can also be met.

On-street and off-street parking used by visitors to Central Germantown is poorly coordinated and may be oversupplied. Pricing and restrictions are inconsistent, so motorists jostle for free spaces while metered spaces remain empty. Many off-street parking lots have few amenities and are in poor condition. An organization to study and manage the supply of public parking would greatly help improve the efficiency of parking lots and on-street spaces. Revenue raised by off-street lots could be used to improve the appearance of parking lots, streetscapes, and deploy safety officers. Ultimately, underused surface lots could be redeveloped with new buildings.

Case Study: Stenton Station Roundabout

The proposed reconfiguration of the intersection of Vernon Road, Ardleigh Street, and Phil Ellena Street calls for the construction of a five-point roundabout that incorporates stormwater management and landscape features into the design.

The result is an infrastructure investment that provides a three-fold benefit: efficient and understandable circulation, diversion of stormwater away from the combined sewer system, and an aesthetically pleasing focal point for the community.



Source: David Vodila

Utilities

Parts of Germantown, West Oak Lane, and many other Northwest Philadelphia neighborhoods lie within an area that drains to the Wingohocking Creek. Long ago, the creek was covered over in a large sewer to carry away storm and wastewater from houses, stores, and other buildings. However, heavy rain storms overwhelm these tunnels. During severe storms, water has backed up in to basements and risen into streets, creating extremely dangerous situations. Often there is little warning that a flood is imminent.

The Philadelphia Water Department (PWD) is currently working on a study to determine the best combination of structural and non-structural measures to mitigate the effects of flooding. PWD's goal for the study is to identify a system of improvements that is affordable, supported by the community, and capable of timely design and construction.

Many sections of the Upper Northwest remain unserved by public sewers. While this has had the benefit of concentrating denser development and limiting development near sensitive parkland, there is at least one area where a lack of sewer service inhibits transit-oriented development on a major street. PWD should conduct a preliminary feasibility analysis of extending public sewers to the vicinity of Chestnut Hill East Station on Bethlehem Pike.

TRANSPORTATION

TRANSIT RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES	
PRIORITY	14	Improve the frequency and rider experience for the Route 23 bus to support the core growth area of Germantown Avenue. <ul style="list-style-type: none"> • Consolidate stops • Improve bus stops with seating and shelters • Give buses signal priority on Germantown Avenue • Reconstruct the bus loop at Germantown Avenue and Bethlehem Pike 	SEPTA OTIS Streets	4.1.1
	15	Draw ridership to Regional Rail train service on the Chestnut Hill West and Chestnut Hill East lines <ul style="list-style-type: none"> • Allow riders on these lines to use transpasses during off-peak hours • Adjust train schedules to complement each other, especially during mid-day and off-peak 	SEPTA	4.1.1
	16	Study feasibility of relocating Germantown Station so it can be ADA-accessible. Ensure that a new station location has direct, convenient, well-designed connections to Cheltenham Avenue, Germantown Avenue, and potential new uses on land near the station Focus Area: Central Germantown	SEPTA OTIS PCPC	4.1.1 4.1.3
	17	Create transit gateways to recreational assets by installing shelters with wayfinding and interpretive signs near park entrances	SEPTA OTIS	4.1.1

COMPLETE STREETS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES	
PRIORITY	18	Design and build safety improvements to reduce crashes in High Injury Network locations	Streets OTIS	4.2.1 4.2.3
	19	Complete design studies for Lincoln Drive and Wissahickon Avenue <ul style="list-style-type: none"> • Complete the sidewalk network • Add sidepaths or bike lanes • Create and improve safe bicycle and pedestrian crossing points to permit park access • Reduce automobile speeds • Beautify streets and sidewalks while preserving historic character 	Streets OTIS PCPC	4.2.1 4.2.2 4.2.3
	20	Close sidewalk gaps. Focus on sidewalks that connect to parks and neighborhood commercial centers	Council L&I Streets	4.2.2 6.3.2
	21	Create a new Complete Streets designation for low-traffic, very narrow streets that connect to parks	PCPC	4.2.1
	22	Improve pedestrian and bicycle safety on Germantown Avenue <ul style="list-style-type: none"> • Install new crosswalks on Germantown Avenue in areas with high storefront density, high pedestrian volumes, and long gaps between crosswalks. • Identify roadway designs that improve bicycle access while maintaining historic integrity 	Streets PennDOT PHC	4.2.3
	23	Add crosswalks near train stations and schools	Streets	4.2.3

Case Study: Transit and Trails App

To make it simpler for residents without cars to access regional recreation destinations, California's Bay Area Open Space Council created a mobile and web app called Transit & Trails. The app helps people identify destinations and share their trips with friends. Since its launch in 2012, it's been adopted by the City of San Jose as that municipality's official source of information about using transit to get to parks and recreation facilities. As more people visit the Wissahickon Valley, a similar technology could also be deployed. However, the technology should be complemented with a program to designate transit connection points, make physical improvements to those stops, and install wayfinding to trailheads and park destinations.



TRANSPORTATION

Park Access Street Type

PCPC defines street types to describe elements of streets, like the roadway, the sidewalk, and the curb. When private construction or road work require changes to the street, these classifications are used to guide the design. This plan proposes a new typology, "Park Access Street," for streets leading to or through watershed parks.

These streets have rights-of way no wider than 30 feet, with parking prohibited, and typically carry fewer than 500 vehicles per day. Often, they have only one curb and traverse steep topography. On Park Access Streets, pedestrians and vehicles may share the roadway through the application of traffic calming or non-standard striping.

Guidelines for Park Access Streets should emphasize the visual quality of the roadway. When overhead utility lines must be installed, conflicts and duplications should be minimized. After installation, landscaping should be used to restore the area as quickly as possible to natural conditions. When lights are deemed necessary, use low-profile, low density illumination lamps of a design compatible with the surrounding natural environment.

Clearing of vegetation at the roadway edge should be undertaken only to ensure adequate snow storage and drainage. Ditches should be no larger than required for drainage of the roadway and adjacent development.

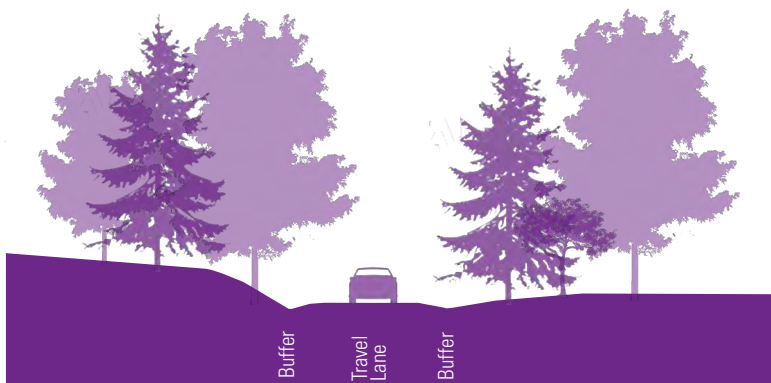
Design Treatments

Pedestrian Component	No minimum sidewalk width; Shared/pedestrian priority street; Material change for pedestrian space if applicable
Building and Furnishing Component	6' furnishing zone for light poles/utilities, maintained landscape/dirt path buffer for pedestrian
Bicycle Component	Bicycle-friendly street
Curbside Management Component	No curbside management treatments are recommended on country lanes
Vehicle/Cartway Component	9-11' lane width; speed cushions to slow traffic
Urban Design Component	Stormwater management



Many Wissahickon Park access streets cannot safely accommodate the variety of users that visit the park. View of the deteriorating conditions of Kitchens Lane near Wissahickon Avenue.

Kitchens Lane Street Section




Definition |

High Injury Network

Corridors with the highest rates of fatalities and severe injuries per mile. The Network includes the 12% of Philadelphia streets that accounted for 50% of all traffic deaths and severe injuries between 2012 and 2016.

TRANSPORTATION

Completing the Sidewalk Network

-  Park Access Point
-  High-Priority Sidewalk Construction
-  Recommended Sidewalk Construction
-  Regional Rail



Lincoln Drive

The section of Lincoln Drive that runs through Mount Airy is the result of a late-19th century effort to convert the Monoshone Creek into a sewer. The creek was channelized and buried, and a parkway in the tradition of the City Beautiful movement was built on top to augment motor vehicle access to the growing neighborhood. By the 1950s, high traffic volumes prompted the City to convert the roadway from two to four lanes. The roadway has earned a reputation as a dangerous route, with regular serious crashes and average speeds that far exceed posted limits. In the coming years, the Streets Department and PennDOT should study modifications to roadway design that better balance safety and neighborhood quality of life with traffic throughput.

Lincoln Drive with Monoshone Creek on the left, early 1900s.
 Source: philadelphiaencyclopedia.org



Lincoln Drive at Mt. Pleasant St showing excessive roadway width, 2018.

TRANSPORTATION

STREETS AND HIGHWAYS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
24	Maintain appropriate vehicle speeds in residential areas by designing and building roundabouts or neighborhood traffic circles with green stormwater infrastructure, where feasible	Streets	4.2.3
25	Use car parking spaces more efficiently by creating a Central Germantown parking district or association <ul style="list-style-type: none"> • Establish long-term leases for private management of publicly-owned parking lots • Price on-street and off-street parking spaces similarly to balance supply and demand • Use parking revenue to improve the appearance of parking lots and streets, and to fund security patrols • Pursue a long-term goal of replacing parking lots with housing, retail, recreation, and institutions to fill gaps along commercial streets <p><i>Focus Area: Central Germantown</i></p>	Council PPA Nonprofits	1.1.2 4.3.2

Case Study: Chestnut Hill Parking

By placing parking behind storefronts, Germantown Avenue in Chestnut Hill is lined with shops and active with pedestrians; rather than driveways and parked cars.

In May 2012, the Chestnut Hill Parking Foundation turned a number of parking lots into pay lots with kiosks to ensure that parking users paid their share of maintenance and beautification costs for these lots off of Germantown Avenue. The Philadelphia Parking Authority monitors the lots and collects fines from tickets while the Parking Foundation receives and spends the parking fees to maintain and beautify the lots.



Parking lots in Chestnut Hill shown in yellow. Most lots do not front on Germantown Avenue, preserving its safe and pleasant walking environment.

UTILITIES

UTILITIES RECOMMENDATIONS

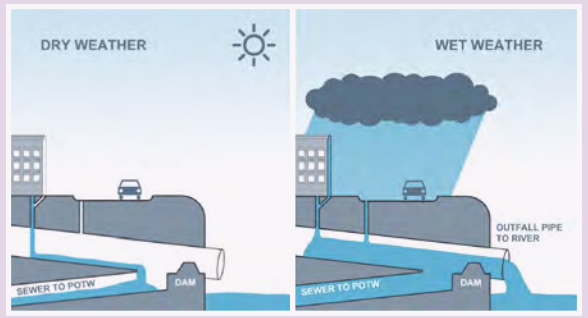
		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
26	Install fiber optic cable along Germantown Avenue to link traffic signals and provide broadband wireless for municipal agencies	Streets	5.2.1
27	Mitigate severe flooding along the former Wingohocking Creek in Germantown and Mt. Airy <ul style="list-style-type: none"> • Study engineering alternatives • Explain problems and potential solutions to residents, businesses, and community leaders • Select preferred grey and green stormwater infrastructure upgrades • Fund planning and construction 	PWD	5.1.3 5.1.4

FLASH FLOODS

The two branches of the Wingohocking Creek were converted into underground sewers to facilitate land development in the late 19th and early 20th centuries. The Wingohocking Creek watershed, spanning across portions of Germantown, Mount Airy, and beyond, is heavily developed with hard surfaces like buildings and asphalt. Rainwater that falls in this watershed, plus wastewater generated by homes, businesses, and institutions, eventually drains to the covered sewer.

Because rainwater travels quickly over hard surfaces, there is little opportunity for it to be absorbed into the soil. Heavy rain storms can overwhelm the sewer system. On several occasions, rain water has backed up in to basements and risen into streets, usually with little warning. Flood waters usually recede very quickly, but still create dangerous situations and lead to property damage.

Combined Sewer Overflow



Types of Flooding in the Upper Northwest

Overland or Street Runoff
 Flooding on the ground and streets. This flooding can be made worse when combined sewers can't handle the volume of water. Some areas of Philadelphia have overland flooding because they don't have sewers. Overland runoff can also lead to flash floods.

Basement Backups
 Extreme amounts of rain can overwhelm the sewer system. At times, water is forced into basement through drains, sinks, and toilets.

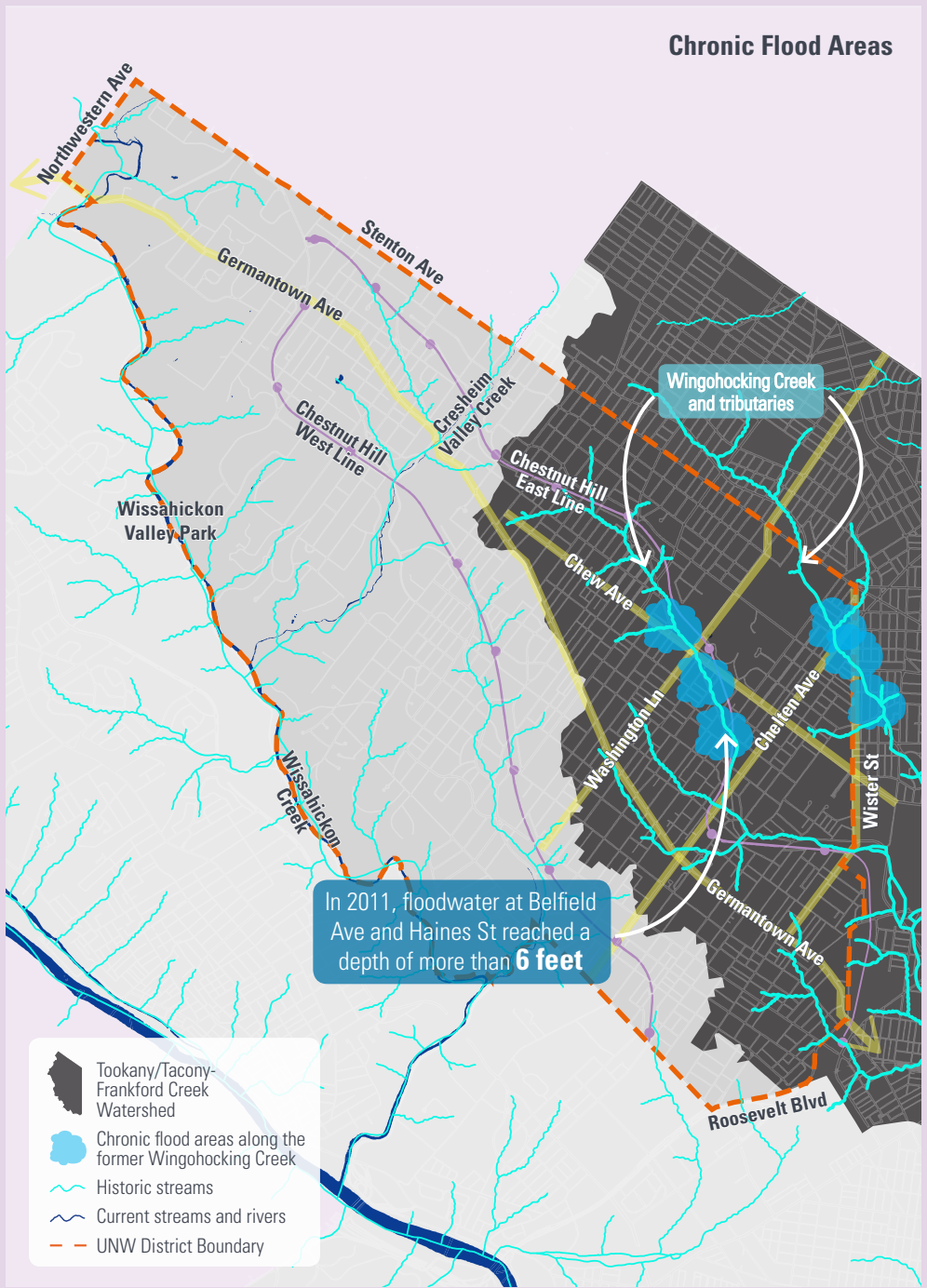
Definition | Combined Sewer Systems

In combined sewer systems, both rain and household water goes into the same pipes. The pipes take it to treatment plants, where it is treated then released into rivers and creeks. However, during the heaviest storms, there is not enough space for rain and household water in the pipes and treatment plants. The extra water is released through combined sewer overflows (CSO). These overflows cause the untreated water to be released into nearby rivers and streams.

Definition | Watershed

A watershed is an area of land within which water from rain or snow drains into a body of water, such as a river, lake or ocean

Chronic Flood Areas



The Philadelphia Water Department (PWD) is studying the flooding problem to find the best solution. Ultimately, the solution will include a combination of regulations, policies, and physical improvements aimed to reduce flooding in the Germantown area. PWD is committed to recommending a system of improvements that is affordable, long-lasting, supported by the Germantown Community, and capable of timely design and construction.

Tool Box: Flood Mitigation

PLANNING AND POLICY

Controls that may limit housing in flood areas and require or encourage builders to capture rainwater before it enters the sewer. These solutions cannot be used in all areas.



Zoning controls & incentives to reduce flood risks



Early warning systems & coordinated emergency management



Basement controls in flood hot-spots



Prioritizing city-owned land in flood hot-spots for rain water management

0 - 5 Years

GREEN STORMWATER INFRASTRUCTURE

Low-cost solutions that use soil or plant systems to hold rainwater, evaporate it back into the air, put it back into the ground, or slowly release it back into the sewer system.



Stormwater Planter



Rain Gardens



Green Roofs

5 - 15 Years

TRADITIONAL STORMWATER INFRASTRUCTURE

High-cost, high-impact systems such as tunnels, tanks, and pipes. Some of these options are very expensive, disruptive, or both.



Conveyance Upgrades (bigger pipes)



Storage Tanks



Relief Tunnels

15 - 30 Years

SOLUTIONS

TIME FRAME



Wingohocking Creek joined with Tacony Creek to form Frankford Creek. Source: Philadelphia City Archives, 1916



Wingohocking sewer outlet. Source: Department of Records, 1929



Frankford Creek looking south from junction of Tacony and Wingohocking Creeks. Source: Department of Records, 1916



Wetlands area of Awbury Arboretum was once the Wingohocking Creek, but the current form reflects designed landscape alterations. Source: Awbury Arboretum

RENEW

The *Citywide Vision* calls for all Philadelphians to **RENEW** valuable resources to sustain a bright future.

OPEN SPACE

Increase equitable access to our open space resources

Watershed Parks and Trails

Complete, expand, and connect watershed parks and trails in the city and the region

Waterfronts

Create improved access to our waterfronts

Neighborhood Parks and Recreation

Expand access to neighborhood parks and recreation

ENVIRONMENTAL RESOURCES

Fulfill city obligations to meet ambitious federal environmental standards

Air Quality

Improve air quality within the city and the region

Water Quality

Improve the quality and management of our water and wetland resources

Tree Cover

Increase tree coverage equitably across the city

HISTORIC PRESERVATION

Preserve and reuse historic resources

Cultural, Historical, and Architectural Resources

Support sensitive development that preserves and enhances Philadelphia's multifaceted past

Heritage Tourism

Expand tourism programs to highlight cultural and historic heritage and to increase spending on heritage tourism

PUBLIC REALM

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

Development Patterns

Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks

Urban Design

Elevate public demand for good design in the public realm

The Upper Northwest District is home to many treasured open spaces, from local neighborhood parks and woodlands to Awbury Arboretum and the expansive Wissahickon Creek Park. Although the larger watershed parks comprise the majority of the district's open space, there are a variety of neighborhood-serving parks and recreation facilities that are distributed throughout the district. In addition to providing active recreational space, these parks also act as community gathering spaces, hosting farmers market, movie nights, cultural celebrations, and other community events that define them as significant assets for the neighborhood.

Watershed Parks and Trails and Waterfronts

The Wissahickon Valley Park contains numerous trails enjoyed by hikers, cyclists, and horseback riders. Today, efforts to better integrate the Park's trails with the emerging regional trail network are underway. The prime example is the Cresheim Trail, a proposed multi-use trail that would connect the Wissahickon Valley Park to Montgomery County via an abandoned rail right of way running close to the Cresheim Creek. Planning work has been mostly led by a volunteer organization, and the City has begun the process of acquiring access rights for the portion of the trail within Philadelphia. The design should include connections to neighborhood streets in East Mount Airy and Chestnut Hill and the trail will need to be complemented with safe on-street bicycle facilities near entrances on Germantown and Stenton Avenues.

The Wissahickon Valley Park attracts visitors from across the region. Friends of the Wissahickon (FOW) and Philadelphia Parks and Recreation (PPR) are steadily working through a long backlog of deferred maintenance, including major trail stabilization and erosion control projects. FOW is currently leading a facility and site improvement plan for the section of the park near the Valley Green Inn and Devil's Pool. The plan will address access, safety, and accommodation of a wide range of uses from fishing to wedding receptions. Further efforts should include improvements to trail comfort stations, many of which were constructed in the 1930s under the direction of the Works Progress Administration. A basic set of amenities, including restrooms, water fountains, lighting, and wi-fi access should be provided at these stations.



Upper Northwest residents can live near refreshing natural landscapes without being too far from the Metropolitan Center.

Neighborhood Parks and Recreation

Parks and Recreation facilities are often the civic heart of a neighborhood. Beside hosting events, they fulfil the community's needs for physical activity and social interaction. The Upper Northwest's community parks are generally in good shape, but critical improvements are needed to some facilities and a few neighborhoods remain underserved.

Between 2014 and 2015, the PHA demolished the 120-unit Queen Lane high rise building and constructed 55 affordable rental units in its place. PHA committed \$500,000 toward the purchase of two nearby properties to replace a playground that formerly occupied part of the current site. Now that the properties are under municipal ownership, the replacement play spaces should be built.

The large Pickett School complex at Wayne and Cheltenham Avenues is primarily occupied by a charter school operator, but portions remain unused and a large entry plaza facing this intersection is no longer active. The building also contains an indoor public pool operated by PPR. The pool is relatively hidden; the entrance is accessed from the building's dumpster service area and no identification signs are visible from the street. The pool and underused portions of this building represent an opportunity to bring much-needed recreation opportunities and public realm improvements to Central Germantown. PPR, the charter operator, and the School District of Philadelphia should collaborate on a plan to improve the corner plaza, create a more inviting entrance to the pool, and establish community recreation programming in the building's underused classroom space.

As is the case throughout the city, many recreation facilities in the Upper Northwest have maintenance needs stemming from chronic underfunding of basic repairs. Happy Hollow Recreation Center on lower Wayne Avenue, features the City's earliest municipal recreation building, which is listed on the Philadelphia Register of Historic Places. It is also heavily used by clubs, teams, and organizations throughout the day and into the evening. Water Tower Recreation Center in Chestnut Hill is also well-used. PWD is currently designing green stormwater infrastructure for the grounds of Happy Hollow. Additional investment in these major recreation centers that enhance historic appeal and enable continued enjoyment by the community would have an outsized positive impact.

Awbury Recreation Center and Park, a 27.4-acre site in East Germantown, includes a baseball field, basketball and tennis courts, and an open-air tennis stadium. The stadium shows signs of decay, including broken seats and deteriorated playing surface. The site sits on a superblock that includes several other municipal properties, including the closed Ada Lewis School, Martin Luther King, Jr. High School, and Stenton Family Manor. Within a few blocks, additional recreation facilities include Lonnie Young Recreation Center and Waterview Recreation Center. Planning for these facilities in a cohesive and unified way would increase the positive impact these facilities have on current residents.

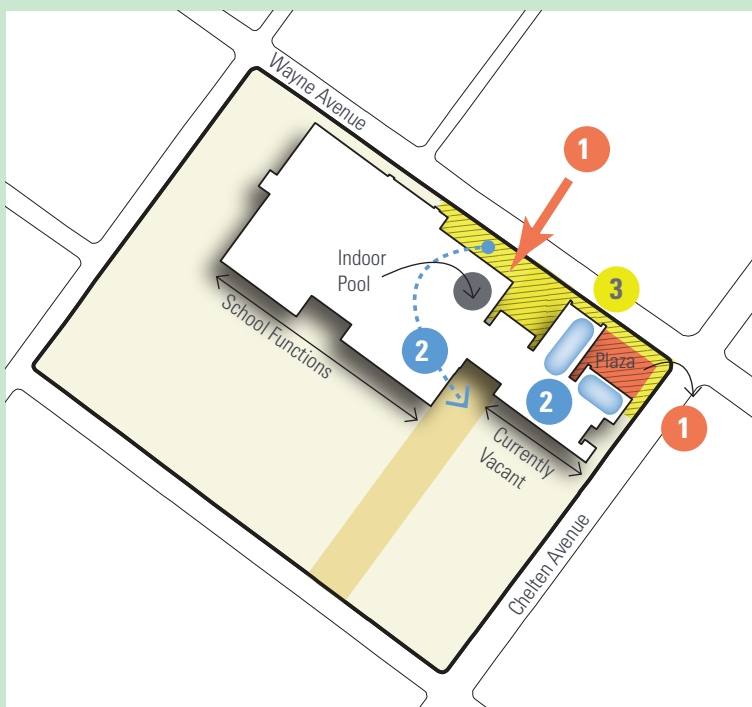
Pickett School Pool and Plaza Revitalization



Existing Conditions: Pool entrance



Existing Conditions: Plaza



Phase 1

- Install low-cost interim signs at pool entrance to announce its presence
- Activate plaza with pop-up recreation-themed events on summer weekends



Phase 2

- Establish recreation programming in unused classroom space accessed from plaza
- Relocate trash service area to rear parking lot



Phase 3

- Add permanent improvements to plaza and streetscape, including lighting, seating, and trees in the plaza, and a formal entrance into the pool

Images: Philadelphia's Pop Up Pool Project
Source: groupmelvindesign.com

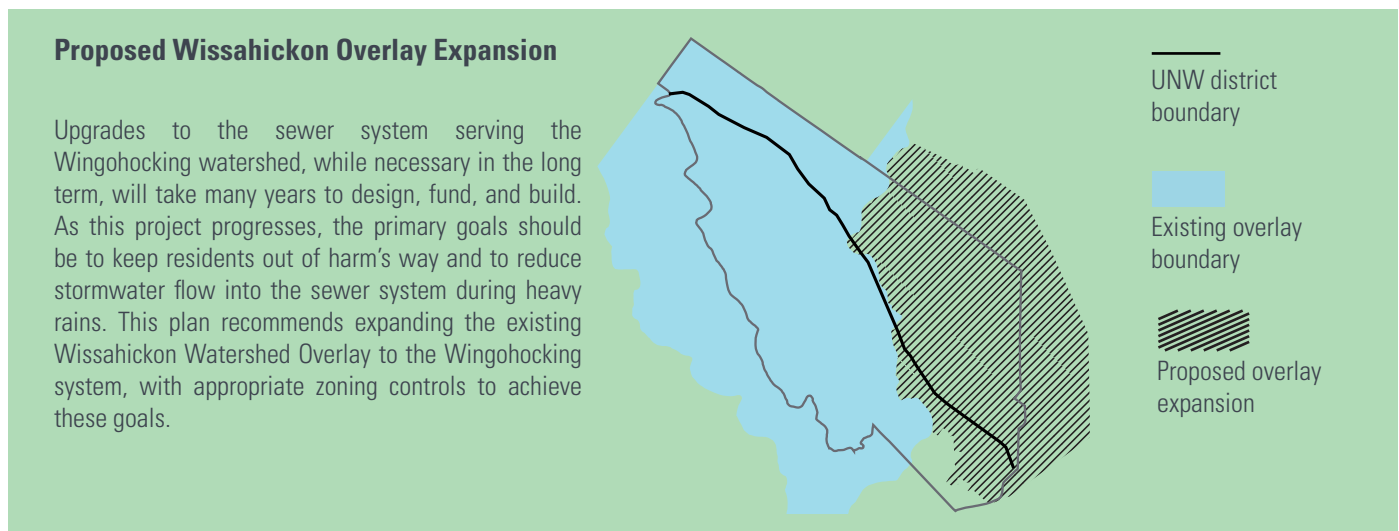
Water Quality

Water quality is affected by land development in watersheds, as an increase in impervious ground cover leads to greater erosion from stormwater runoff. The Wissahickon Watershed Overlay (WVO) was established in 1975 to achieve environmentally sound land development within the Wissahickon Watershed and thereby improve water quality in the Creek and its tributaries. It has been largely successful by preventing projects requiring significant earth disturbance and generally limiting new impervious surfaces. Since its enactment, there have been significant advancements in both scientific understanding of watershed protection and building technologies that limit water quality impacts. The overlay should be renewed and its controls re-evaluated in the context of these advancements to ensure that it continues to achieve its original purpose.

Watershed protection should also be extended to the Wingohocking Creek watershed, which faces a different set of issues (see page 47). The basic controls of the WVO should be included to the enlarged overlay, alongside identification of areas subject to inundation resulting from constrained sewer capacity. In these areas, sensitive uses such as dwelling space and daycares should be

prohibited from lower levels and basements to protect lives. Furthermore, strong zoning incentives should be established to encourage developers to build systems that reduce stormwater flows into the combined sewer. The terms of these incentives should be created in consultation with builders and PWD.

PWD has initiated planning and design on several Green Stormwater Infrastructure projects in lower Germantown, which is served by a combined sewer. Happy Hollow Recreation Center, Fernhill Park, Kay Park, and Loudoun Park have been identified as public open spaces with potential for limiting the flow of stormwater into the sewer system. In addition, PWD is exploring several locations for suitability of in-street GSI projects such as curb bump-outs and tree pits. Wherever possible, these projects should be leveraged to include small improvements that improve access to and circulation within parks.



Tree Cover

The Chestnut Hill and Mount Airy neighborhoods are well known for ample tree cover and unpaved surfaces. To preserve the character of streets with rows of mature trees and the distinct role trees play in the district's horticultural history, PPR will need to evaluate conditions and establish a street tree replacement schedule in coordination with neighborhood groups. Opportunities exist to increase the cover of the tree canopy by planting street trees, particularly in the more densely developed areas of Mount Airy and

Germantown. In many of the district's less dense areas, grand street trees are approaching the end of their lives and will need to be replaced. Future work by PPR, Philadelphia Horticultural Society, Tree Tenders, and other partners, will need to maintain a dual focus on increasing the tree cover where there is none and replacing those trees that are past maturity.

Cultural, Historical, and Architectural Resources

With a long history of settlement and development, the Upper Northwest is a trove of architectural, cultural, and historical resources. An essential component of protecting these resources is listing properties and historic districts on the Philadelphia Register of Historic Places. Listing allows the Philadelphia Historical Commission to evaluate proposals to alter or demolish buildings that are valued for their contribution to the historic feel of the Upper Northwest. A general recommendation is therefore to augment existing inventories of these resources, and prioritize efforts to list the most valuable and vulnerable places.

Through the narrow lens of redevelopment value, official historic designation can be viewed as a burden rather than a resource. To encourage preservation of buildings whose owners are concerned with limitations associated with listing on the Register of Historic Places, zoning incentives that relax use and dimensional requirements should be applied to historic properties. For example, locally listed properties could be allowed additional dwelling units or greater lot coverage as a matter of right.

Sometimes, government agencies or City Council have site control or other leverage, such as through the zoning approval process, for the redevelopment of prominent historic buildings. Adapting and re-using these buildings should be prioritized over new construction where possible. Potential redevelopers should be educated on the use of historic tax credits.

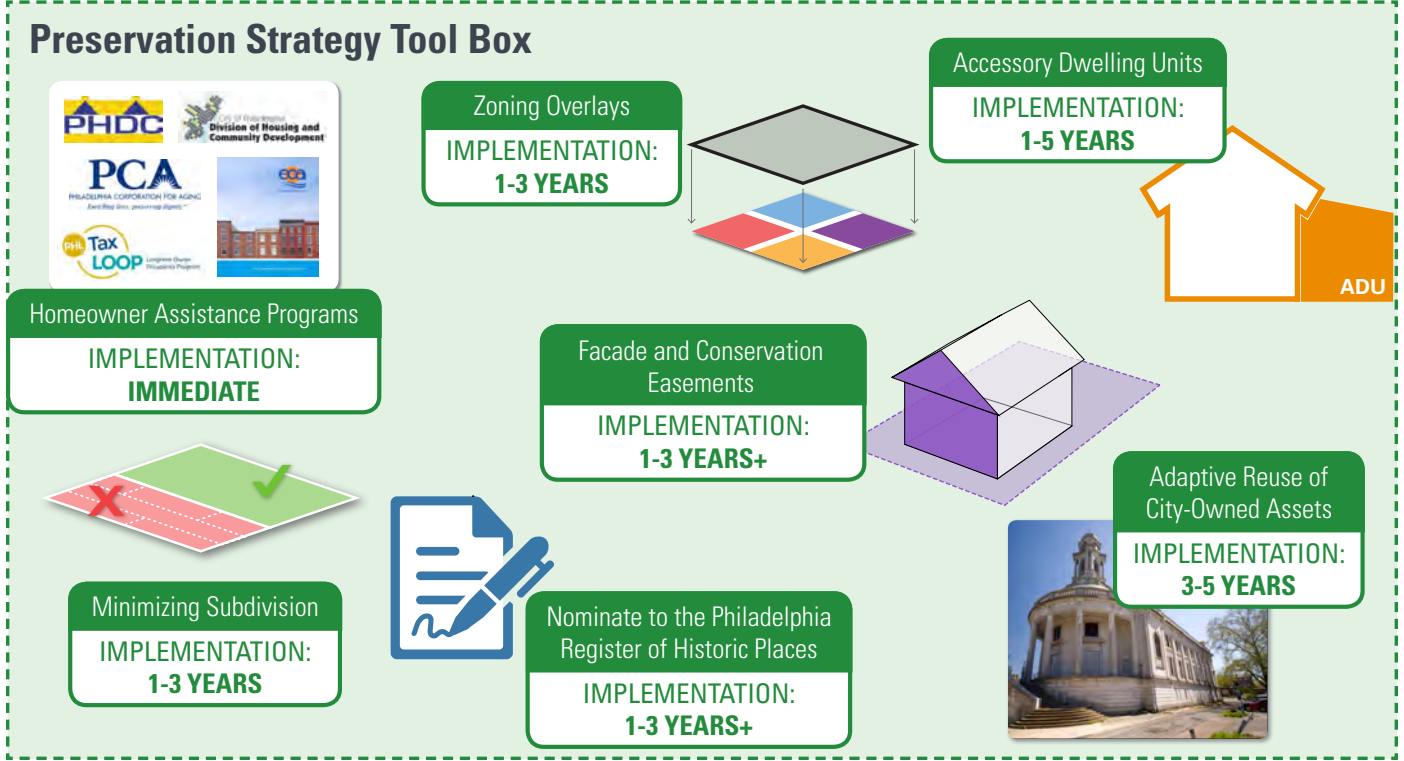
Recent City Investment in Historic Facilities



Lovett Library was renovated in 2017. Image source: agati.com



The Chestnut Hill Fire Station (Engine 37) is on the local Philadelphia register of historic places and will soon include a new addition that accommodates modern equipment. Image source: cecilbakerpartners.com





Thematic districts may be considered by the Philadelphia Historical Commission.

Two examples of thematic districts include:



Because of the Upper Northwest’s well-preserved unique building stock, several historic districts are proposed to be added to the Philadelphia Register of Historic Places. These proposed districts would offer a higher order of protection for many buildings and sites already recognized on the National Register of Historic Places.

Neighborhood Conservation Overlays, a zoning tool that guides new construction to blend in to a historic context, should also be considered.

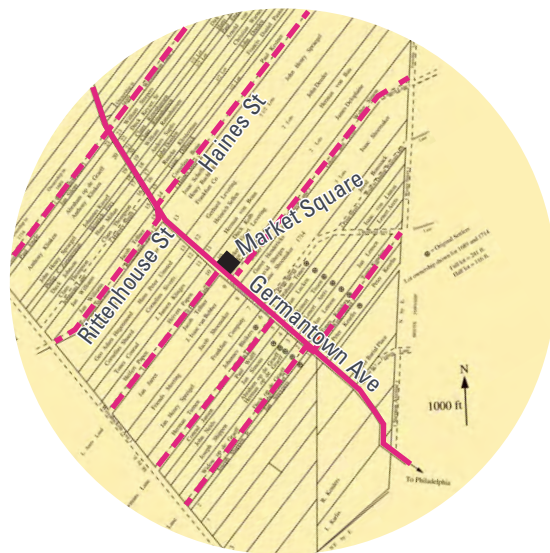
The plan proposes that these historic districts will be paired with zoning overlays in primary growth areas, to ensure that new buildings blend well with the historic building stock.

Urban Design

The Upper Northwest's colonial settlement history is largely concentrated within Germantown and recognized as an important asset by the greater historic preservation community. Mount Airy includes a wide variety of housing types from large apartment buildings to small row houses that were built densely to provide transportation, shopping, and recreation within walking distance for many of its residents. Chestnut Hill's mid-nineteenth century development as a railroad suburb is still evident within its built environment, although important examples of architectural modernism also contribute to the neighborhood context. The benefits of the two railroad lines spread beyond Chestnut Hill, influencing the entire district. The rail stations themselves, some architecturally significant, have become part of the Upper Northwest's identity.

Because of its long history as a road that pre-dates European settlement, Germantown Avenue has a tremendous amount of historic character. Many of the District's architecturally significant properties are along Germantown Avenue, where a variety of uses and more intense uses are desirable to achieve economic development and growth management goals. To manage this tension, a set of development rules are recommended along this corridor to ensure that new blends with old harmoniously. These guidelines would ultimately encourage the built environment along the corridor to be uniform in design, prioritize human scale, and retain the historic character of the area.

Significant entry points into the district could benefit from eye-catching improvements to welcome visitors and reinforce neighborhood identity. The Roosevelt Expressway that soars over Nicetown could be re-imagined as a gateway to Wayne Junction over Roberts Avenue. SEPTA's Chestnut Hill East trestle over Chelton Avenue marks an important entry to Central Germantown. The City recently acquired the former rail trestle over Germantown Avenue between Mount Airy and Chestnut Hill, which will be an entry to the proposed Cresheim Trail as well as a gateway between the two neighborhoods.



Plan of lots in Germantown, PA in 1689. The street grid was created by following established lot lines that fronted onto Germantown Avenue and extended either south to Wissahickon Avenue or north to Stenton Avenue (drawn with dashed lines).

Definition | Gateway

A gateway is a moment of transition or point of entry between two or more neighborhoods, landscapes, districts, or other defined areas of the city. Gateway elements, such as signage, art installations, memorials, and/or monuments can introduce the character and spirit of a neighborhood as well as welcome in those traveling between different parts of our city.



The public realm at Germantown Avenue and Washington Lane is rich with street trees, lighting, overhead trolley wires, banners, building materials, street furnishings, etc. The street materials themselves are historically certified.



The United Lutheran Seminary's public plaza, at Germantown Ave and Allens Ln, has high quality materials but lacks activity.

Contextual Urban Design Solutions from Various Time Periods:



Market Square, 2018



Market Square in the 1700s

Market Square, Germantown

Market Square is a public open space that has been contributing to the public realm of Central Germantown since at least 1703. It exhibits urban design principles still used today, the open space is defined by street walls on all sides, is activated by nearby civic and institutional uses, and includes public art.



Market Square events

Gateways, Mt. Airy

The district has many gateway types, but these two locations use urban design to achieve a sense of place along major roadways. The two sets of stone piers from the early 20th century help to calm traffic, provide refuge for pedestrians, demarcate important crossroads between neighborhoods, and mark Fairmount Park entrances. They help to preserve the original design intentions of the roadways, as picturesque parkways, not just high-volume roads.



Cresheim Valley Drive pergolas at Germantown Avenue were originally dedicated in 1909 and restored in 2005



The Statesbury pergolas at Lincoln Drive at Johnson Street were originally dedicated in 1901 and restored in 2015.



Revitalization of The Fareway was completed in 2016.

The Fareway, Chestnut Hill

Both the alley between the post office and the Chestnut Hill Hotel, and the adjacent space to the rear of the properties have recently received investment. The revitalized alley links a rear parking lot with the Germantown Avenue commercial corridor. Finished with high-quality exterior materials, it is activated by art, landscaping, fountains, seating areas, and storefronts. It is an unexpected and delightful gathering space for visitors.

OPEN SPACE

WATERSHED PARKS AND TRAILS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
	28	Design and build the Cresheim Trail from Germantown Avenue to Stenton Avenue <ul style="list-style-type: none"> • Include bicycle access to the trail in upgrades to Germantown Avenue 	PPR Nonprofits PennDOT 6.1.2 4.2.1 4.2.2 4.2.3
P	29	Provide restrooms, water fountains, lighting, and wi-fi access at stations in the Wissahickon Valley Park	PPR Nonprofits 6.1.2 6.3.2

WPA Shelters

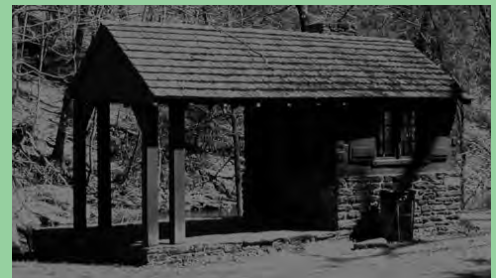
As part of President Roosevelt's New Deal, the Works Progress Administration (WPA) was a federal program created to help with the country's rising unemployment. The WPA funded the paychecks of workers doing maintenance and construction of infrastructure mostly in urban areas, including Philadelphia. During this time, a three-phase project was proposed to improve the Wissahickon Valley in Fairmount Park, which was met with controversy around the fear of how new construction would affect its natural beauty. In the end, thirteen new buildings (including guard, toilet, and picnic shelters) were constructed with the help and support of local community groups.

After the Fairmount Park Guards disbanded in the early 1970s, the WPA shelters were locked up and largely ignored. By the mid-1990s an effort to revitalize the deteriorating structures began with the help of the Friends of the Wissahickon, one of the community groups heavily involved in the original construction. A majority of the thirteen structures have been restored and are now functional to serve the many visitors to the park today.

Image Source: Historic Preservation Education Foundation (HPEF)



Allen's Lane Guard Shelter in disrepair (1996), the first WPA shelter in Wissahickon Valley Park to be surveyed and restored.



New Allen's Lane Guard Shelter (2005)

NEIGHBORHOOD PARKS AND RECREATION RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
PRIORITY	30	Improve park and recreation access <ul style="list-style-type: none"> • Build a community playground on the 5300 block of Newhall Street • Improve the entrance to Pickett Pool at the Mastery Charter School-Pickett Campus and rehabilitate the plaza at the corner of Cheltenham and Wayne Avenues • Rehabilitate the historic recreation buildings and make site improvements at Happy Hollow Recreation Center and Water Tower Recreation Center • Improve Fernhill Park by connecting the two halves of the park under Roosevelt Expressway with more lighting, public art, improved sidewalks and adding gateway signage to entrances <p>Focus Area: Wayne Junction</p>	PPR DPP City Council PWD 6.3.1 6.3.2 6.3.3
	31	Develop a partnership between Awbury Park and Recreation Center, Lonnie Young Recreation Center, Waterview Recreation Center, and Awbury Arboretum to form a network of open space <ul style="list-style-type: none"> • Coordinate the recreation programs at each facility to reduce overlapping functions and serve more residents • Install street trees and wayfinding signs to create green connections between the facilities and nearby residential and commercial areas 	PPR Nonprofits Recreation Councils City Council 6.3.3

Happy Hollow Detailed Plan



The Happy Hollow site could better accommodate visitors by adding a pavilion and a patio behind the historic building. The community garden could be expanded, and a new entrance provided at Pulaski Avenue (see Focus Area).



The front entrance of Happy Hollow serves as an informal gathering space for visitors.



An amphitheater, similar to the one at Martin Luther King High School shown above, adjacent to the quarry walls would draw attention to the site's history and provide an exciting new place for performances or informal gathering.



A pergola and a pool at Happy Hollow, circa 1913. Source: Philadelphia Parks and Recreation.

ENVIRONMENTAL RESOURCES

AIR QUALITY RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
32	Ensure that point-source emissions near Wayne Junction are within permitted limits <ul style="list-style-type: none"> • Install monitoring stations in Lower Germantown and Nicetown • Partner with Air Management Services to address inequalities in pollution exposure <i>Focus Area: Wayne Junction</i>	PDPH, Nonprofits	7.1.1

WATER QUALITY RECOMMENDATION

PRIORITY			
33	Improve water quality in the Wissahickon and Wingohocking Creek systems <ul style="list-style-type: none"> • Re-evaluate the Wissahickon Watershed Overlay, applying advances in science and engineering • Support conservation easements on private property next to parkland • Extend watershed protection measures, including strong incentives for on-site stormwater management, to the Wingohocking Creek watershed • Prohibit habitable space below grade in areas at risk for flash flooding 	PCPC Council PWD Nonprofits	7.2.3
34	Build Green Stormwater Infrastructure projects to decrease combined sewer overflows and beautify streets and parks <ul style="list-style-type: none"> • Install tree pits, rain gardens, and other stormwater capture measures in streets next to Happy Hollow Recreation Center, Fernhill Park, Kay Park, and Loudoun Park • Install in-street stormwater capture systems <i>Focus Area: Wayne Junction</i>	PWD	7.2.3

TREE COVER RECOMMENDATION

35	Plant street trees and fund street tree maintenance, focusing on areas with fewer trees, areas with aging trees, and streets that connect to parks	PPR Nonprofits	7.1.3
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Mature tree in Cloverly Park



The Wayne Avenue commercial corridor has sidewalks that could accommodate street trees

HISTORIC PRESERVATION

CULTURAL, HISTORICAL, & ARCHITECTURAL RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
	36	Create incentives for reuse of historic properties. Allow a wider range of uses, additional housing units, and relaxed size requirements for properties listed on the Philadelphia Register of Historic Places, where appropriate	PCPC Council 8.1.1 8.1.3
P	37	Complete a survey of all historic properties and sites to develop a complete list of properties, objectively assess priorities for historic designation, analyze local regulations, and find funding and incentives for reuse and preservation	PHC PHMC Nonprofits 8.1.1
	38	Encourage reuse of prominent historic buildings <ul style="list-style-type: none"> • Include historic preservation goals in requests for proposals related to government-owned properties • Leverage historic tax credits for redevelopment projects 	Council Nonprofits Property Owners 8.1.1
	39	List historic districts and properties on the Philadelphia Register of Historic Places, focusing on historic themes identified by residents and other stakeholders	PHC Council Nonprofits 8.1.1

PUBLIC REALM

URBAN DESIGN RECOMMENDATIONS

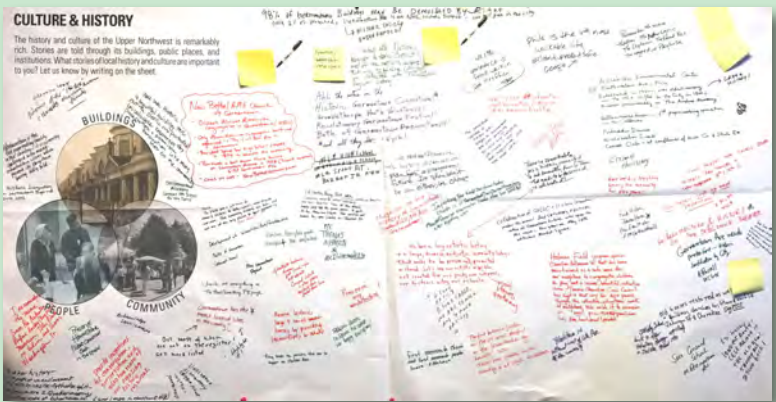
		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
	40	Extend the Central and Lower Germantown Neighborhood Commercial Area Overlay (/NCA) to cover Germantown Avenue from Wayne Junction to Cresheim Creek and Cheltenham Avenue. Use this /NCA overlay and the existing /NCA overlay in Chestnut Hill to promote development that complements the scale and function of buildings on these commercial streets <ul style="list-style-type: none"> • Require visibility into first-floor shops and limit curb cuts and front-yard parking lots to maintain walkability • Encourage consistency with the predominant building scales with height and setback rules • Support reuse of historic buildings by relaxing use, density, and open space rules for properties listed on the Philadelphia Register of Historic Places 	PCPC Council Commerce Nonprofits 1.1.2 4.3.2 9.1.2
	41	Add public art, lighting, signs, murals, and plantings at major gateways, including: <ul style="list-style-type: none"> • Washington Lane at Stenton Avenue • U.S. 1 Overpass at Roberts Avenue • SEPTA trestles over Wayne Avenue, Germantown Avenue, and Cheltenham Avenue • Future Cresheim Trail trestle over Germantown Avenue • Germantown Avenue at Northwest Avenue • Bethlehem Pike at Stenton Avenue 	Commerce OACCE SEPTA PCPC Nonprofits Landowners 8.2.1 9.2.2
	42	Establish Neighborhood Conservation Districts to guide new residential development	Nonprofits PCPC Council 9.1.2



The City recently acquired the railroad trestle and adjacent land that will allow the Cresheim Trail to continue its course across Germantown Avenue and towards Montgomery County. A competition for a trestle mural is in progress.

HISTORICAL CONTEXT, CULTURAL LANDSCAPES

The historical record of the Upper Northwest is remarkably rich. History and culture are embodied in its buildings, public places, and institutions. At the second public meeting for the Upper Northwest District Plan, attendees shared examples of the physical reminders of history. The answers demonstrate a broad set of themes, extending the definition of 'historic' beyond Colonial history. Many of these themes could be the basis for thematic historic districts or other efforts to reinforce a historical narrative. Some examples are highlighted here.



Participants were asked how local history and culture make the Upper Northwest unique and attractive. Through written dialogue, they identified places, people, and stories that deserve recognition in the planning process for the district.

The 23 Trolley

The Germantown Passenger Railway Company began operating horse-drawn streetcars along Germantown Avenue in 1859. Although many things have changed since then, public transportation is still a major feature on the Avenue. Although fixed-rail trolleys no longer run on this route, many remember them fondly as a feature of civic life in Germantown, Mount Airy, and Chestnut Hill.



Route 23 Trolley (1947). Image Source: PhillyTrolley.org



Route 23 Trolley passing Vernon Park and the Germantown Food Mart in 1976. Image Source: Special Collections Research Center. Temple University Libraries. Philadelphia, PA

Open Space

Unique landscapes, both public and private, are an important part of neighborhood identity in the Upper Northwest. In particular, the district's hilly topography has been used to create visual interest and sweeping vistas. Examples include Fernhill Park, with its views of central Philadelphia, the two arboretums, and the expansive open space at the Philadelphia Cricket Club.

Pond at Awbury Arboretum (1926). Image Source: Special Collections Research Center. Temple University Libraries. Philadelphia, PA



Morris Arboretum (1970). Image Source: University of Pennsylvania Archives

Germantown's Commercial Heyday

Residents from all over Philadelphia's northwest section were funneled into central Germantown by the confluence of trolley lines at Germantown and Cheltenham. Germantown's commercial district was the second largest in the region to that of Center City. The Germantown commercial district grew significantly between 1890 and 1915, becoming a major, urban center with numerous department stores, including Woolworth's, S.S. Kresge & Company, and Allen's. However, in the 1960s, it began to lose ground to suburban malls. The district's last department store, a J.C. Penney branch, closed in the early 1980s.



Festival float on Cheltenham Avenue in front of Allen's Department Store, 1959 Image Source: Germantown Historical Society/ Historic Germantown



Woolworth's on W. Cheltenham Ave (1959)
Image Source: Special Collections Research Center, Temple University Libraries, Philadelphia, PA



"Germantown & Cheltenham" by Robert Riggs (1950). Image Source: National Gallery of Art, Reba and Dave Williams Collection



Woodward Residences by St. Martin's Station, 45-42 Willow Grove Ave. Built in 1915 by Duhring, Okie, and Ziegler. Image Source: Special Collections Research Center, Temple University Libraries, Philadelphia, PA

Railroad Development

In the late 1800s and early 1900s, Henry Houston and his son-in-law George Woodward constructed hundreds of suburban houses using the services of talented local architects along the commuter rail line that is now known as the Chestnut Hill West line. Houston had overseen the construction of the rail line in 1884, and had purchased vast tracts of land for development. While Houston's real estate exploits were defined by large homes for the upper classes, Woodward sought to develop smaller homes for renters in Chestnut Hill and the northern parts of Mount Airy.

FOCUS AREAS

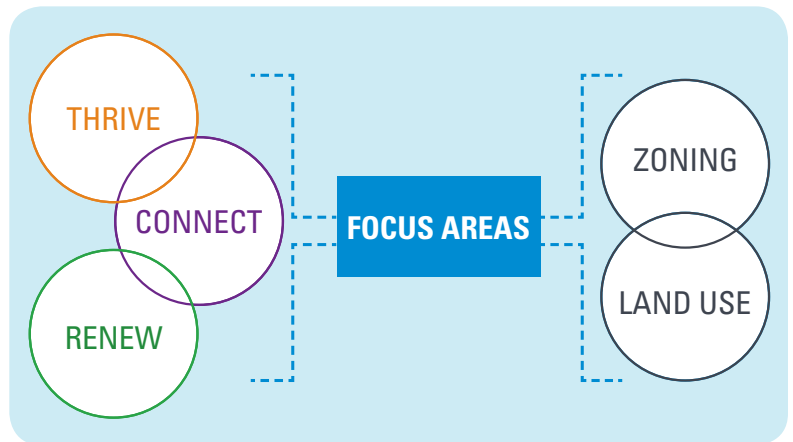
Focus areas are strategically located sites with the potential to benefit both districts, or even the city as a whole. They can be catalysts for thoughtful reinvestment in the larger community.

Focus areas illustrate many of the recommendations from the **THRIVE**, **CONNECT**, and **RENEW** sections of this plan. They show how individual recommendations work together to transform a place comprehensively.

Focus areas often have underutilized land or inappropriate zoning classifications, which make them suitable for land use and/or zoning recommendations.

IDENTIFYING THE FOCUS AREAS

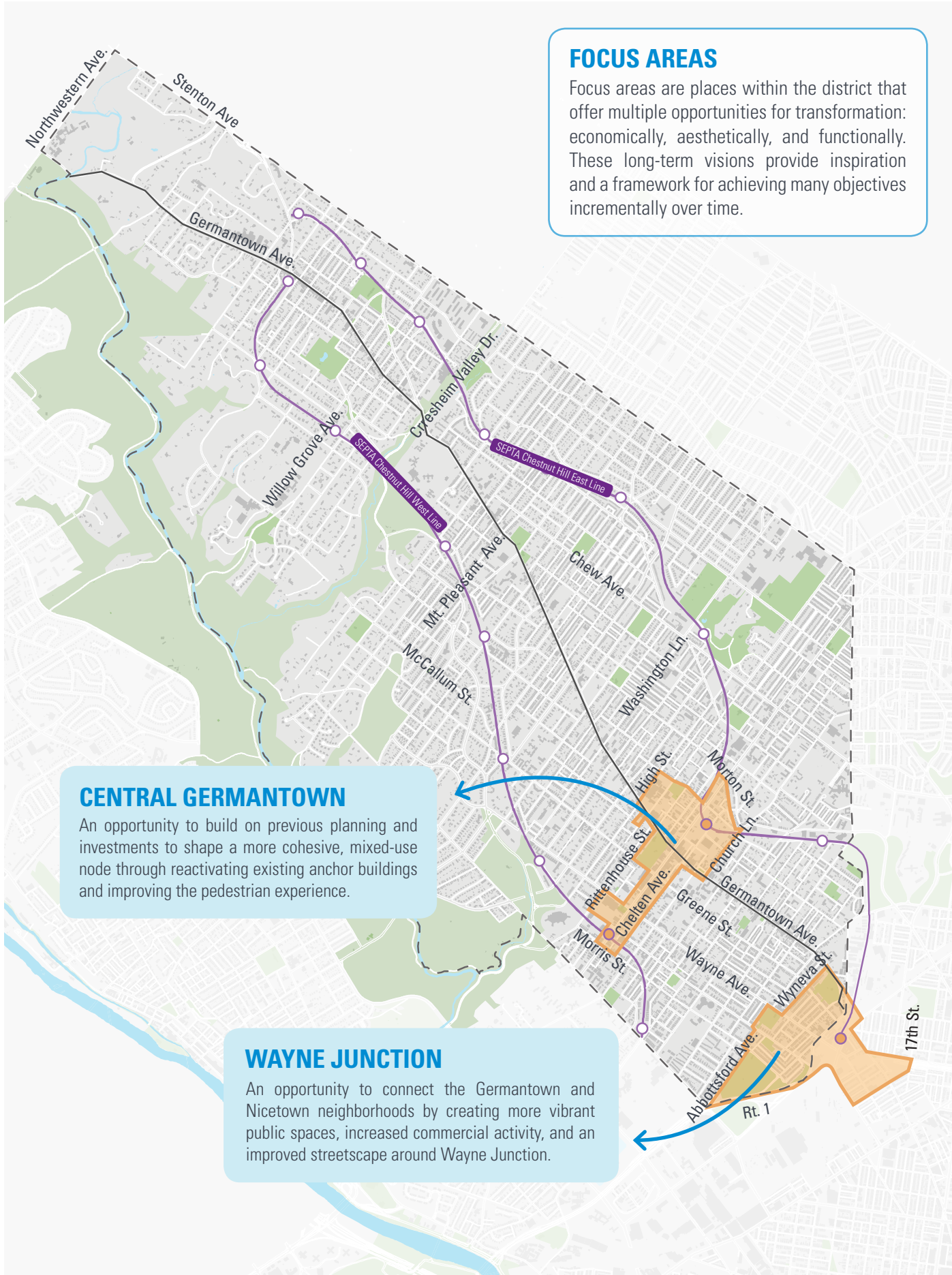
The process of “discovering” district plan focus areas is extensive. The PCPC strives to select locations in need of a more intensive planning study — areas that have strong contextual framework, yet do not function to their highest capacity. After completing the land use survey, the district can be analyzed in terms of use, vacancy, and zoning in order to then find the areas with the greatest potential for redevelopment within the next ten years. The focus area selection process is the result of input from the PCPC staff, the district’s steering committee, and community members. After several iterations of feedback from all these stakeholders, two focus areas were identified.



CENTRAL GERMANTOWN



WAYNE AVENUE JUNCTION



FOCUS AREAS

Focus areas are places within the district that offer multiple opportunities for transformation: economically, aesthetically, and functionally. These long-term visions provide inspiration and a framework for achieving many objectives incrementally over time.

CENTRAL GERMANTOWN

An opportunity to build on previous planning and investments to shape a more cohesive, mixed-use node through reactivating existing anchor buildings and improving the pedestrian experience.

WAYNE JUNCTION

An opportunity to connect the Germantown and Nicetown neighborhoods by creating more vibrant public spaces, increased commercial activity, and an improved streetscape around Wayne Junction.

CENTRAL

GERMANTOWN

JOINING NEIGHBORHOOD RESOURCES



Cheltenham Avenue looking east towards Germantown Avenue

FOCUS AREA SUMMARY

Central Germantown has a remarkable amount of physical resources, from transit infrastructure, landmark buildings, and vibrant open spaces. Equally notable are its social resources that include renowned cultural and educational institutions, neighborhood commercial and community services, and a rich history. Rising from a period of disinvestment, the timing is right for reimagining how these assets, both old and new, can be woven together to create a more cohesive neighborhood center and visitor destination.

During the middle of the 20th century, the intersection of Germantown and Cheltenham Avenues was a regional shopping destination. Bustling department stores anchored the two avenues with well-designed commercial buildings. However, in the latter years of the 20th century, Germantown began to see disinvestment as its population and businesses moved to the suburbs. Currently the area is experiencing rising vacancy, a lack of diversity in retail offerings, and physical deterioration.

A handful of key revitalization projects are underway that will improve the area's built environment. The focus area illustrates how public and private investment can combine to produce new streetscapes and buildings that renew the neighborhood's traditional role as a pedestrian-friendly commercial center.

GOALS

- Connect Germantown Station with adjacent commercial, community, and park spaces
- Support commercial growth and mixed-uses on the corridors
- Improve street safety for all users
- Increase tourism to the area

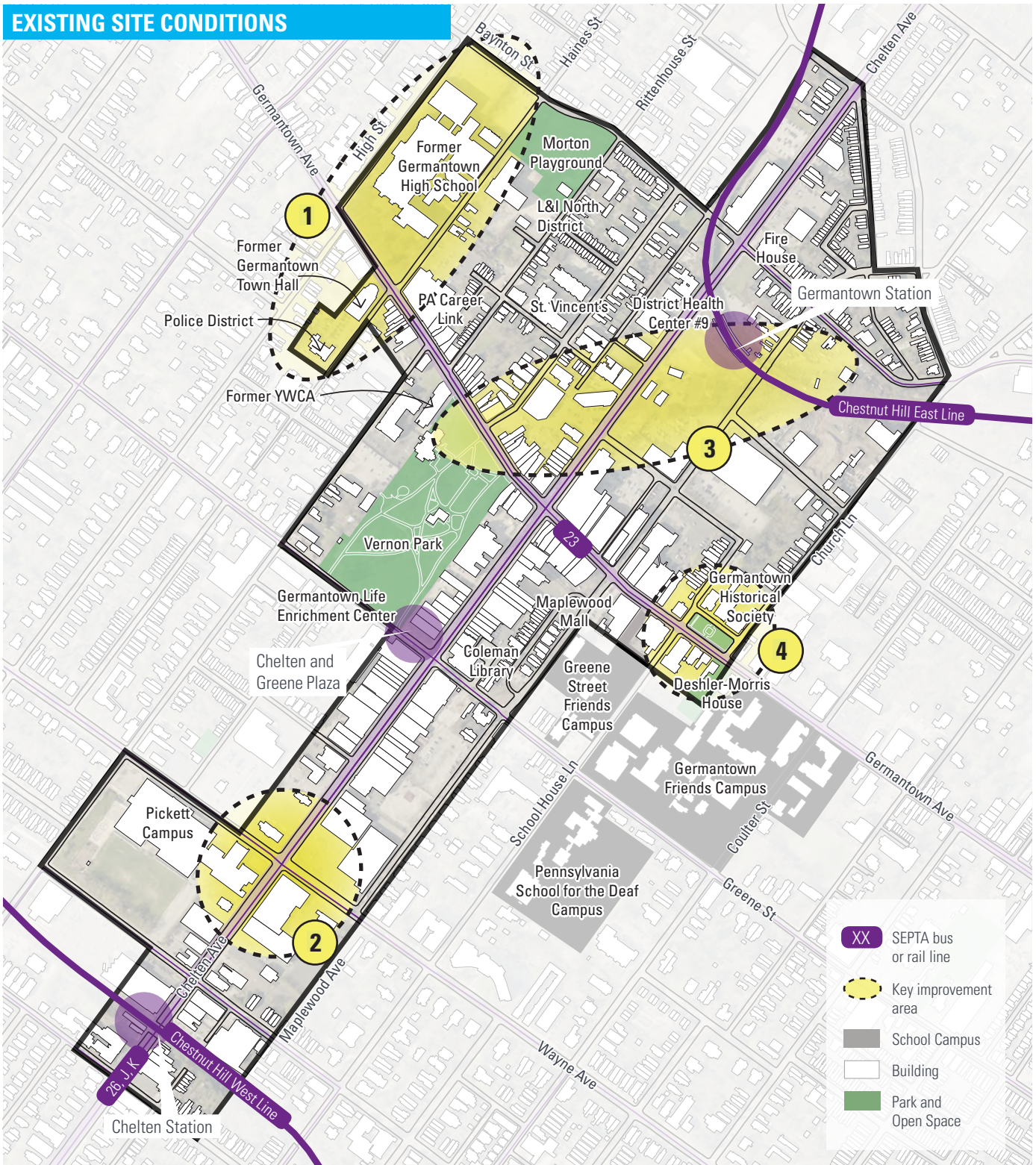
OPPORTUNITIES

- Anchor buildings, such as the Pickett School campus, the former Germantown Town Hall, and the former Germantown High School
- Unused rail trestle adjacent to Germantown Station
- Dense transit network
- Vibrant local artist community

CHALLENGES

- High vacancy of storefronts and upper floors on corridor buildings
- Incorporating long-term plans for the Germantown and Wister regional rail stations
- Applying creative preservation strategies for complex historic sites

EXISTING SITE CONDITIONS

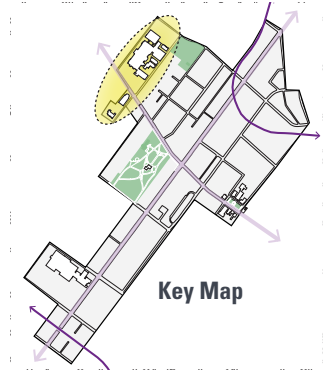


FOUR KEY IMPROVEMENT AREAS:

- 1 Town Hall + High School**
Reuse buildings
- 2 Cheltenham + Wayne Avenues**
Improve pedestrian experience and safety
- 3 Germantown Station + Pedestrian Way**
Strengthen connections
- 4 Market Square**
Increase tourism

ADAPTIVE REUSE AREA: TOWN HALL AND HIGH SCHOOL

Although the Borough of Germantown merged with the City of Philadelphia in 1854, Germantown's special brand of local civic pride and identity lingered on well past consolidation. Two of the neighborhood's historic buildings in particular represent Germantown's identity as a town-within-a-city: Town Hall (1922-23, by Architect John P.B. Sinkler) and Germantown High School (1914, by Architect Henry Decourcy Richards). Although each building is celebrated for its stately architecture and role as a civic common ground, they sit vacant, awaiting new users. A few private developers have expressed interest in bringing commercial or residential uses to Town Hall, which is still publicly owned. Any redevelopment should permit public access to the building's generous rotunda. The High School's sheer size presents a bigger redevelopment challenge. This plan endorses the concepts presented by the Germantown High School Coalition in 2014: retaining the historic Auditorium and gymnasium for public use, with a mix of residential, educational, and live-work space filling the balance of the complex. A priority should be placed on preserving the original 1914 structure.



Images from the Past of the Civic Buildings



Germantown High School under construction, 1914. Image Source: City of Philadelphia Department of Records

Morton Playground



Germantown High School Class of 1926 Image Source: Germantown Historical Society/ Historic Germantown



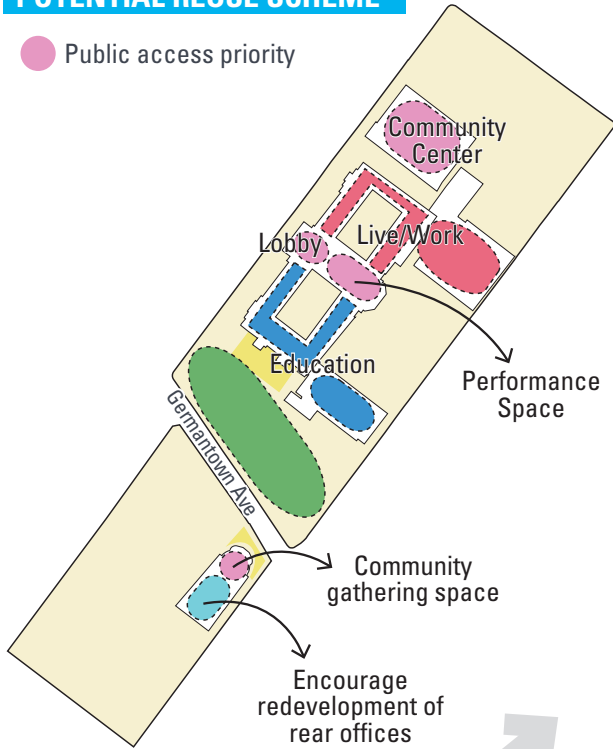
Germantown Town Hall shortly after completion, 1925 Image Source: City of Philadelphia Department of Records



View of steps and railings at Town Hall, 1961 Image Source: City of Philadelphia Department of Records

POTENTIAL REUSE SCHEME

● Public access priority



Exterior Space Priorities

Lawn, Terraces, Walkways



Interior Space Priorities

Auditorium, High St Entrance Lobby



Interior Space Priority

Rotunda



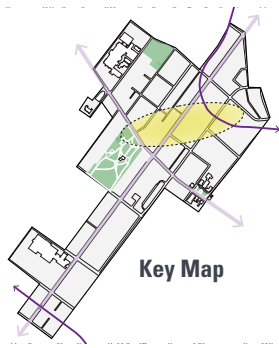
Exterior Space Priorities

Plaza, Staircases



Germantown Town Hall
Public access priorities

CONNECTIONS AREA: GERMANTOWN STATION & PEDESTRIAN WAY



Central Germantown's first railroad terminal was built in 1832 on Germantown Avenue at East Price Street. The station was eventually moved to a sweeping curve, which was built as part of an 1854 effort to extend the line to Chestnut Hill. Rail yards for servicing trains and storing cargo occupied much of the land between today's Lena and Armat Streets, behind the stores that lined Germantown Avenue. The legacy of transportation use is plainly evident today, as much of this land remains vacant or occupied with marginal uses such as parking lots and a gas station.



Philadelphia and Reading Railroad spur at Germantown Station, 1895



Abandoned SEPTA right-of-way at Germantown Station, 2018

PROPOSED SITE PLAN

St. Vincent's

Proposed Expanded City Facility Center

Lena Street Extension

Proposed Vernon Walk

Germantown Ave

Chelton Ave

Kenyon Street

Armat St

Lena Street

Vernon Park

1

Activate abandoned rail spurs for an elevated public park

Relocate Germantown Station for ADA compliance

- Proposed mixed use development (first phase)
- Proposed expanded City facility center
- Proposed mixed use development (later phase)
- Proposed pedestrian path and park

View of existing clock tower from SEPTA tracks near the proposed station relocation. Restoring the clock face and tower would give the relocated station a visual landmark and a sense of arrival into the Germantown neighborhood.



The area holds promise as a transit-oriented redevelopment node. The rail station itself will need to be moved to a straight section of track, closer to Church Lane. To maintain the station's connection to Cheltenham Avenue, former rail bridges spanning Armat Street could be repurposed as elevated public open space. A pedestrian way lined with mixed-use buildings, tracing the route of Germantown's first trains, could connect the station area with Vernon Park.

Connect park space, transit, housing, and shopping through a new pedestrian path

1 PROPOSED MIXED USE DEVELOPMENT ALONG VERNON WALK



Special thanks to Runyan & Associates Architects for sharing design concepts for this area.



Existing conditions of the abandoned rail right-of-way space where Vernon Walk is proposed. Marginal uses and service functions such as trash storage and drive aisles for drive-thru pick up are scattered throughout.

Case Study: The Rail Park



Anticipated for many years, Philadelphia's new elevated rail park is now open. Phase one of the Rail Park opened in the summer of 2018, and shows how a section of unused, elevated rail line can be successfully transformed into beautiful public open space. Phase one features the park's main entrance with interpretative signage, skyline views, swings and other opportunities to relax.

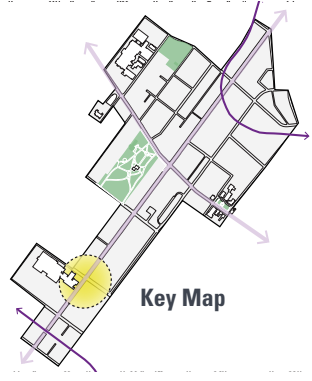
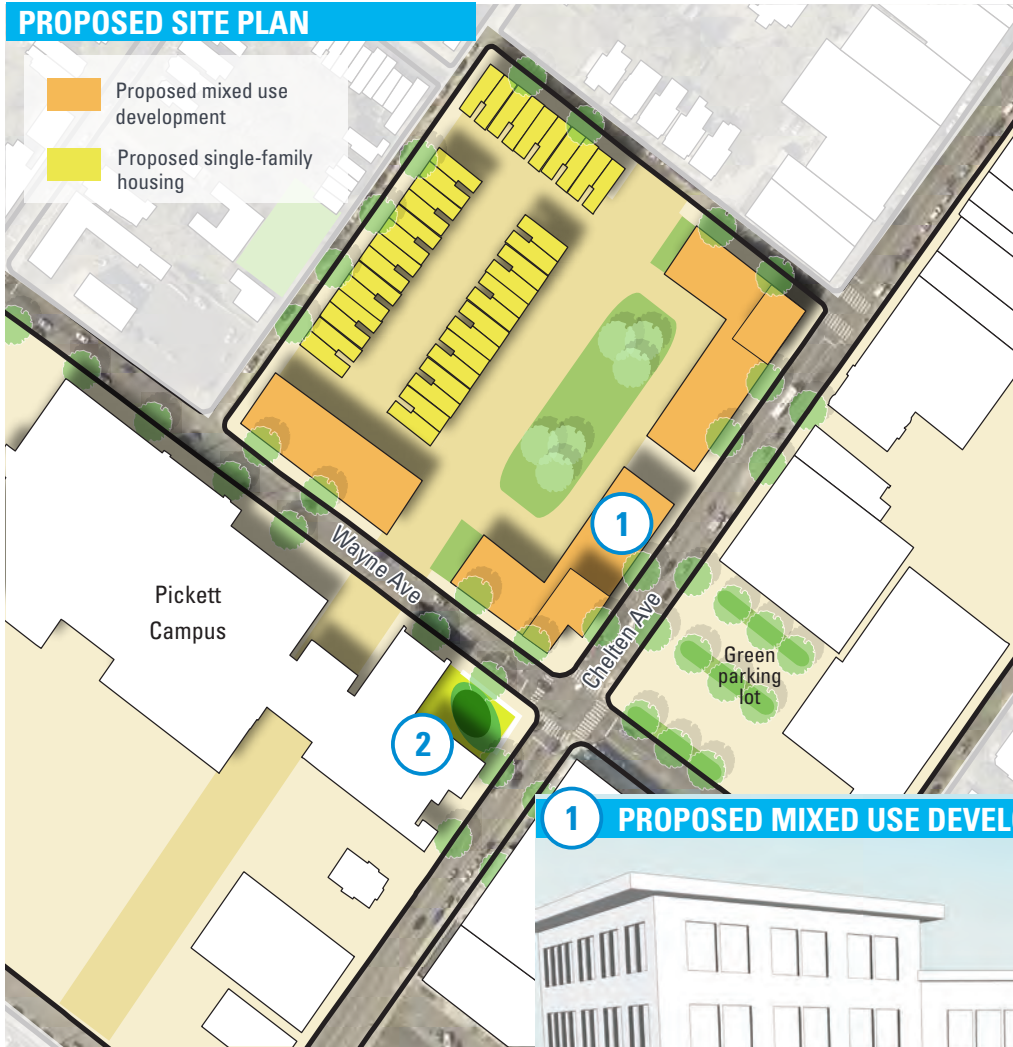


View of abandoned rail spurs over Armat Street show their potential for reuse as pedestrian circulation and park space.

REDEVELOPMENT AREA: CHELTEN AND WAYNE AVENUES

PROPOSED SITE PLAN

- Proposed mixed use development
- Proposed single-family housing



Vacant lots, parking lots, aging strip malls, and one-story buildings are likely to be redeveloped. Buildings that relate to the street with a modest scale and ground floor commercial uses will reinforce Central Germantown's role as a retail destination while providing new housing.

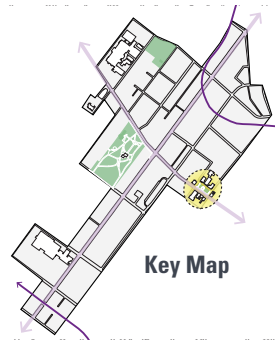
1 PROPOSED MIXED USE DEVELOPMENT



2 PROPOSED PICKETT CAMPUS PLAZA



Existing conditions of plaza at Cheltenham and Wayne Avenues.



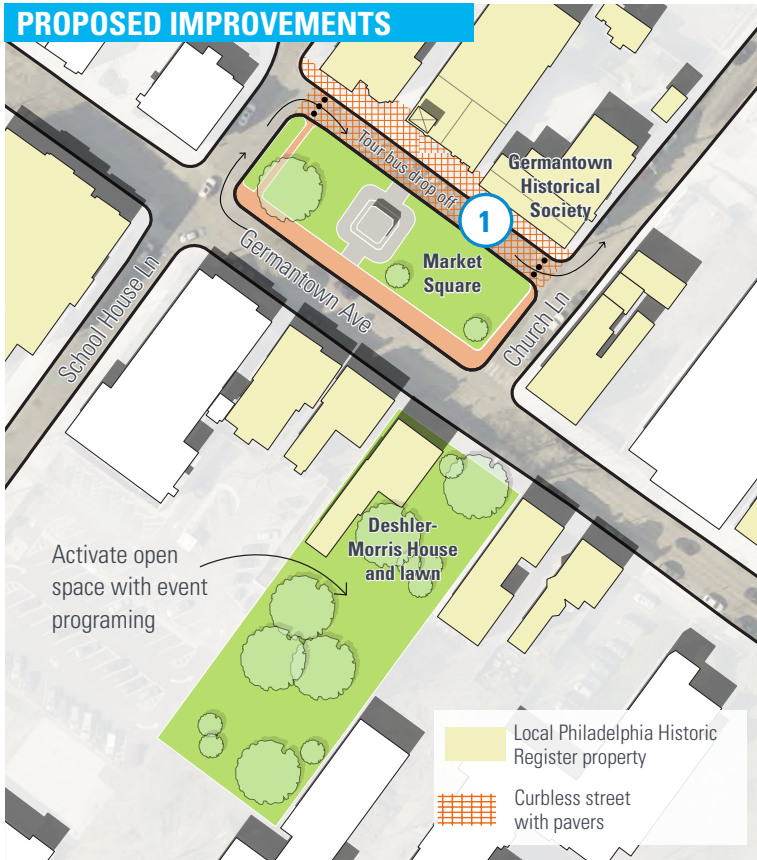
TOURISM AREA: MARKET SQUARE

Market Square has recently been active with Germantown's Second Saturday Market and weekly farmers' markets, but public realm improvements could help to increase Germantown's regional tourism.



A recent Thursday farmers' market

PROPOSED IMPROVEMENTS



Deshler-Morris House

The Deshler-Morris House, also known as the Germantown White House, was built in 1752. It was occupied by George Washington and later, the British General William Howe towards the end of the 18th century. It is now owned by the National Park Service and is in need of maintenance.



Extend visitor hours and maintain the exterior to help increase tourism

1 PROPOSED CURBLESS STREET

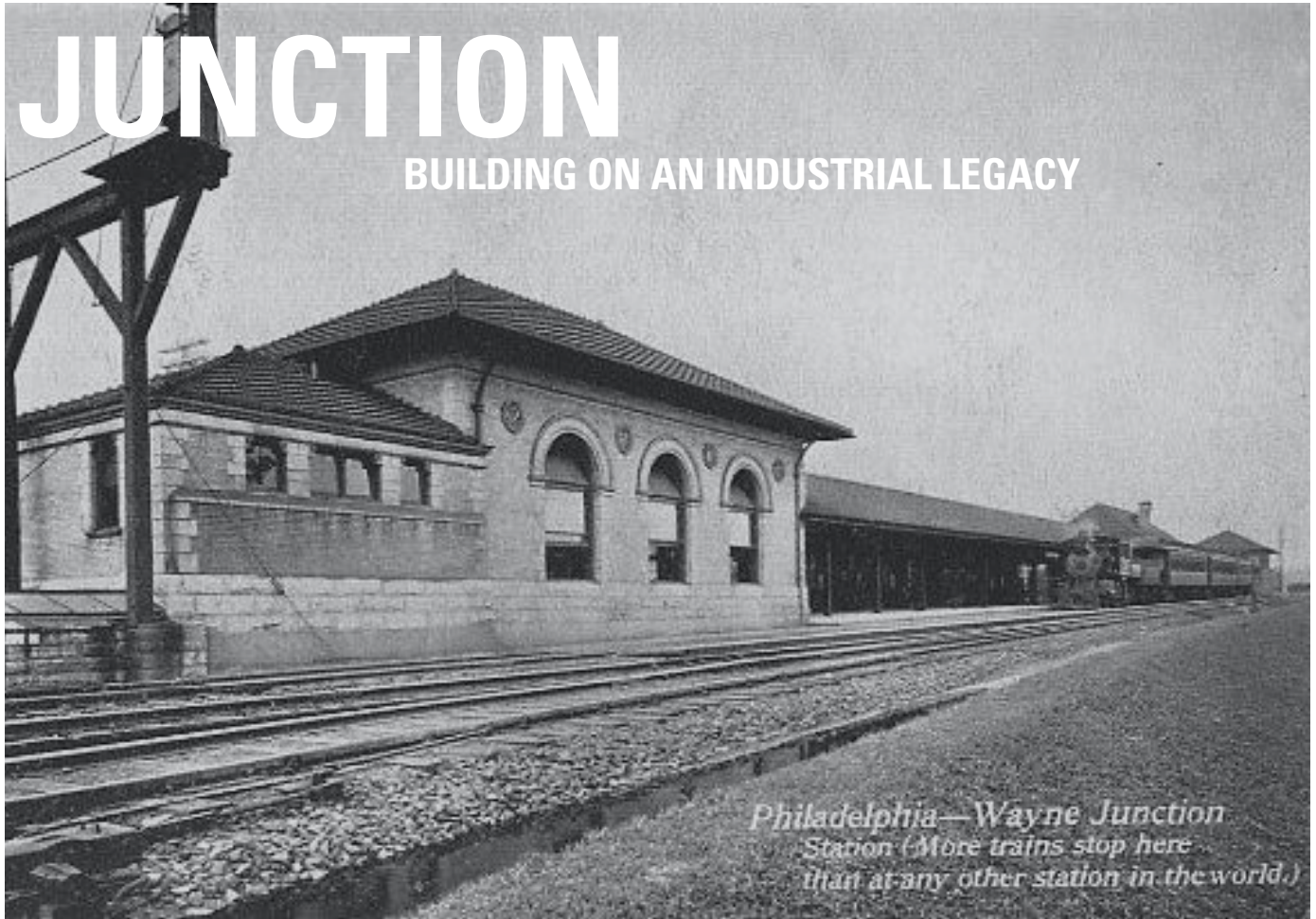


A brick, curbless street between the Germantown Historical Society and Market Square offers flexibility for the space. The street could become a tour bus drop-off zone, or could be closed with removable bollards for an extended park space.

WAYNE

JUNCTION

BUILDING ON AN INDUSTRIAL LEGACY



Philadelphia—Wayne Junction Station (More trains stop here than at any other station in the world.)

FOCUS AREA SUMMARY

Wayne Junction was established as a manufacturing district shortly after the Reading Railroad opened the rail station here in 1881. Factories in the area produced textiles, industrial machinery, pencils, photographic equipment, and even push-pins. Following a nationwide pattern, industry began to relocate to suburban sites following World War II. However, passenger railroad services remain robust, making Wayne Junction accessible and a feasible place for development of commercial and residential uses. The Wayne Junction Focus Area builds on the 2008 Germantown and Nicetown Transit Oriented Plan, which identified Wayne Junction as a strong potential transit node featuring adaptive reuse of historic industrial buildings.

GOALS

- Preserve and showcase industrial history
- Redevelop vacant land and buildings
- Improve the condition of public streets and plazas
- Increase connections between Germantown, Nicetown, public parks and recreation sites
- Increase ridership on SEPTA transit

OPPORTUNITIES

- Regional Rail and bus access
- Large, sturdy buildings with potential for re-use
- Recent/planned public investment in transit and streets

CHALLENGES

- Diversity of businesses on the corridors
- High volume of traffic on major arterials
- High amounts of curb cuts serving auto-oriented businesses interrupt the sidewalk

EXISTING SITE CONDITIONS

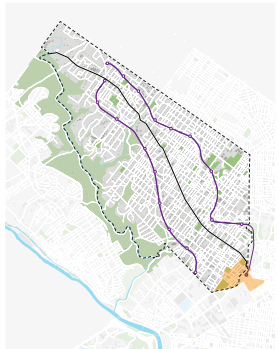
Loudoun Mansion, Happy Hollow, Fern Hill Park, and Nicetown Park

Improve connections between Germantown, Nicetown, public parks and recreation sites.



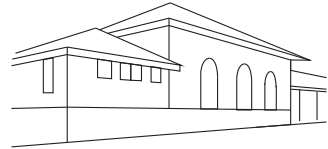
Berkley and Wayne Avenues
Improve the condition of public streets

KEY MAP AND LEGEND

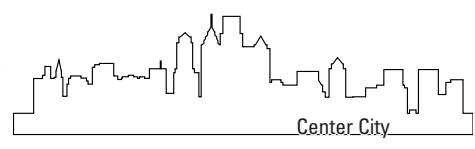


- Historic paved streets
- Opportunities for adaptive reuse of historic buildings
- Breaks in street wall

- Chestnut Hill East Line
- Warminster Line
- Lansdale/Doylestown Line
- Fox Chase Line
- West Trenton Line



Wayne Junction



Center City

Five regional rail lines pass through Wayne Junction each day into Center City

PROPOSED SITE PLAN



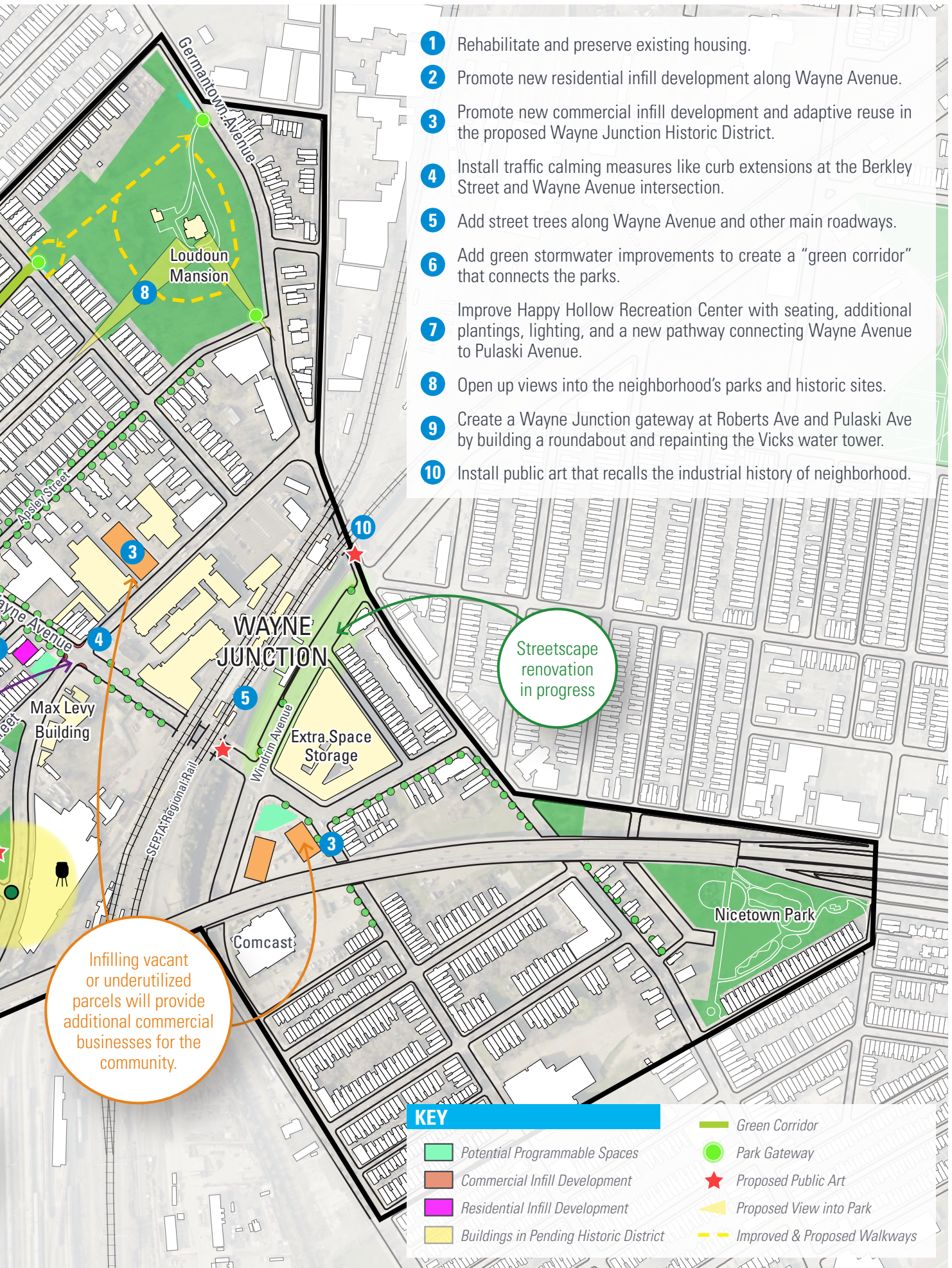
1 Rehabilitate and preserve existing housing

Improving entrances and circulation at Happy Hollow Rec Center will aid operations.

Selectively removing trees and undergrowth at the edges of parks will allow residents and visitors to see into the parks from the street and their homes.

Curb extensions, lighting, and benches will calm traffic and make this intersection safer for pedestrians.

New gateway at Roberts Avenue, including a roundabout and public art.



- 1 Rehabilitate and preserve existing housing.
- 2 Promote new residential infill development along Wayne Avenue.
- 3 Promote new commercial infill development and adaptive reuse in the proposed Wayne Junction Historic District.
- 4 Install traffic calming measures like curb extensions at the Berkley Street and Wayne Avenue intersection.
- 5 Add street trees along Wayne Avenue and other main roadways.
- 6 Add green stormwater improvements to create a "green corridor" that connects the parks.
- 7 Improve Happy Hollow Recreation Center with seating, additional plantings, lighting, and a new pathway connecting Wayne Avenue to Pulaski Avenue.
- 8 Open up views into the neighborhood's parks and historic sites.
- 9 Create a Wayne Junction gateway at Roberts Ave and Pulaski Ave by building a roundabout and repainting the Vicks water tower.
- 10 Install public art that recalls the industrial history of neighborhood.

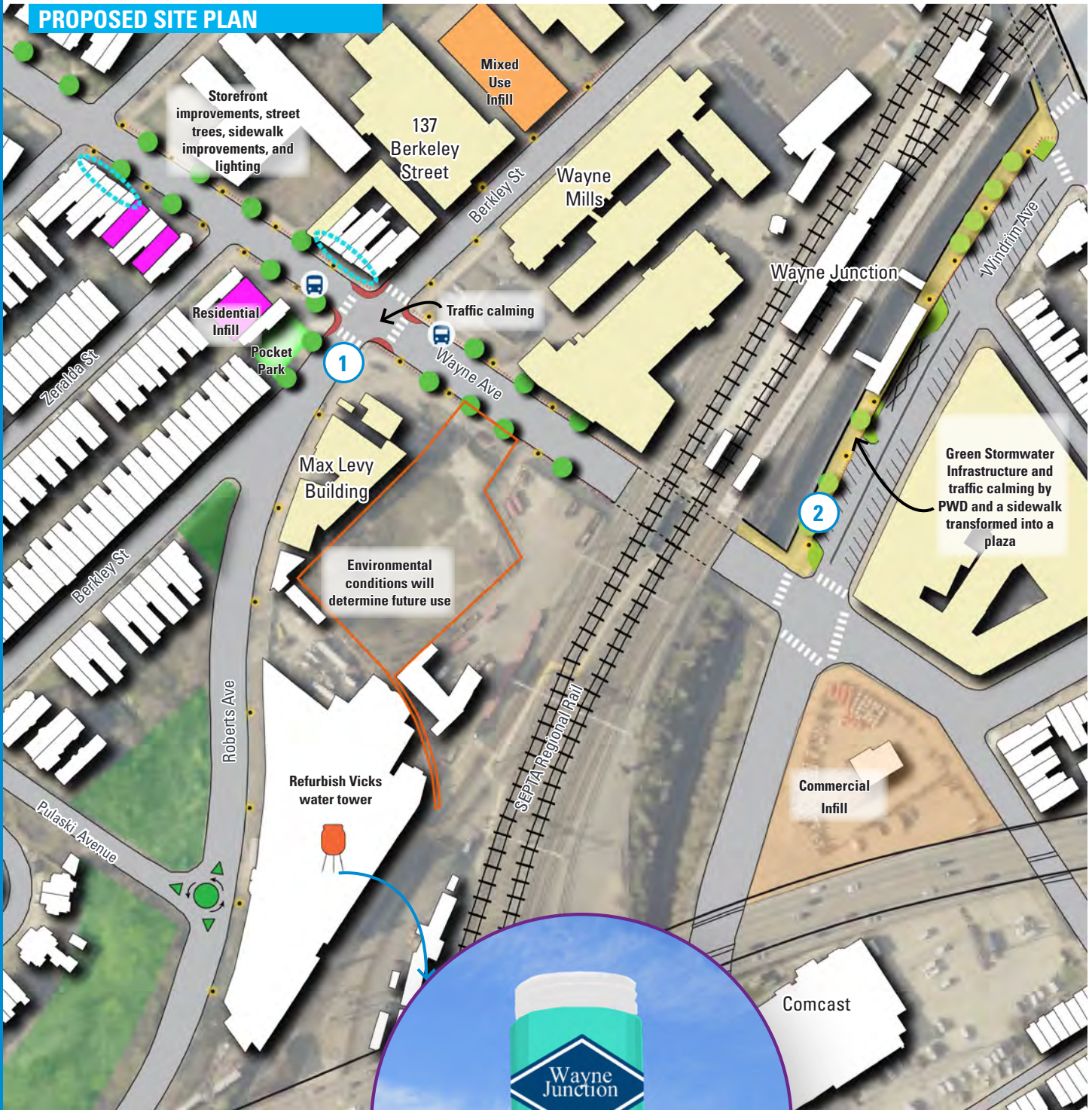
Streetscape renovation in progress

Infilling vacant or underutilized parcels will provide additional commercial businesses for the community.

KEY			
	Potential Programmable Spaces		Green Corridor
	Commercial Infill Development		Park Gateway
	Residential Infill Development		Proposed Public Art
	Buildings in Pending Historic District		Proposed View into Park
			Improved & Proposed Walkways

BERKLEY AND WAYNE AVENUES

PROPOSED SITE PLAN



Existing conditions of Roberts Ave

Refurbish the former Vicks Vap-o-Rub water tower into a gateway sign for Wayne Junction

KEY

- Pedestrian Lighting
- Street Tree
- Decorative Paving
- Storefront Improvements
- Bus Stop
- Buildings in Pending Historic District

PROPOSED TRAFFIC CALMING AND PUBLIC SPACE IMPROVEMENTS

1



In order to support businesses and transit, the intersection of Wayne Avenue and Berkley Street should be targeted for improvements including pedestrian safety features, public art, street trees, and lighting.

PROPOSED WINDRIM AVENUE IMPROVEMENTS

2



Activating Wayne Junction

The Philadelphia Water Department is installing new green stormwater infrastructure and traffic calming at the Wayne Junction Station. Additional public realm improvements like benches and plantings could transform this wide, barren sidewalk into an inviting linear public plaza



The Porch at 30th Street Station combines plantings, seating, and events to make the station area more inviting. Similar approaches may be used at Wayne Junction.

GREEN SPACE CONNECTIONS



KEY

- Green Corridor
- Park paths
- Historic paved streets
- Historic properties

The Wayne Junction Focus Area includes a constellation of open spaces. These public assets should be connected to the neighborhoods and to one another through projects that create and formalize entrances, enhance views, and make neighborhood residents feel comfortable and invited.

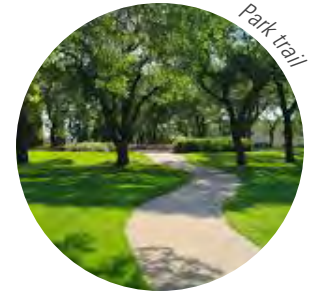
At the second public meeting, participants selected improving park paths and entrances as their number one choice among options to improve park spaces.



What is a Green Corridor?

A green corridor is an informal term that describes certain roads that can connect parks in the Wayne Junction Focus Area. These roads may contain street trees and capture stormwater. The goal of a green corridor is to make walking to the park easier and more enjoyable and to improve the environment.

Revealing History at Loudoun Park



Loudoun Mansion is currently hidden from view behind large trees. Trees should be selectively removed to create clear views of the mansion from Germantown Avenue. Signage and a loop trail should also be added to welcome visitors to the historic site.

Rain garden plants



The existing Happy Hollow entrance on Pulaski Avenue does not look like a park entrance. Improvements such as a rain garden, low fence, and signage would enhance safety and welcome the neighborhood to the park.

Welcoming Neighbors at Happy Hollow



Enhancing Facilities at Fernhill Park



The Fernhill Park entrance on Morris Street includes fencing and a pavilion. Additions to the entrance landscape such as street trees, a rain garden, and new signage would enhance this entrance.



UPPER NORTHWEST

MAKING IT HAPPEN

80 | Implementing the District Plan

81 | Priority Recommendations

82 | Proposed Land Use

84 | Proposed Zoning

86 | Northwestern Ave to Cresheim Creek

88 | Cresheim Creek to Washington Lane

90 | Washington Lane to Wayne Junction

IMPLEMENTING THE DISTRICT PLAN

Once a District Plan has been adopted the work of bringing the recommendations to life begins. This is an all-around effort by PCPC, working with staff from City Agencies, City Council, neighborhood and community groups. This involves implementing recommendations for economic development, land management, transportation, open space, environmental resources, historic preservation, the public realm and zoning changes.

THRIVE, CONNECT, RENEW

Within the plan, recommendations are based on the Comprehensive Plan themes of Thrive Connect or Renew and are identified with suggested Implementing Agencies. After plan adoption, PCPC meets with representatives from those agencies to discuss methods, timelines and funding sources for implementation. Each year, the Commission convenes agencies to discuss the status of recommendations. PCPC tracks the progress of all recommendations.

Zoning

In collaboration with City Council and community groups, zoning recommendations identified in the plan are prioritized based on importance and complexity. PCPC conducts field assessments, uses geographic data and researches property information to create a draft version of potential zoning changes. This draft undergoes review and revision by City Council and neighborhood representatives prior to a public presentation to the community for additional feedback. PCPC staff creates a bill to be introduced by City Council and once introduced, the Planning Commission reviews it at a public meeting. The bill is then heard again at City Council before it is finally passed. Once approved by Council, the bill is sent to the Mayor for a signature and the Commission staff changes the zoning map

Capital Program

The Capital Program is the City's investment strategy for public improvements, infrastructure and facilities. The Program plays an important role in strategic planning for City Government. Philadelphia 2035 allows the City to make proactive investments. The PCPC, Department of Public Property and the Department of Finance use the recommendations of Philadelphia2035 as a framework for capital projects. Each district plan identifies opportunities for improved delivery of city services through new, renovated and/or consolidated public facilities. The annual Capital program process, coordinated by PCPC, helps implement recommendations for public facilities contained in the District Plans.

A GUIDE TO ZONING REMAPPING

1 FORMULATION



Plan Recommendations



Requests from Community & City Council

2 RECOMMENDATION & REVISIONS



Meet with City Council Staff & Neighborhood Representatives



Present to the Community

3 BILL INTRODUCTION & REVIEW



Bill Introduced in City Council



Planning Commission Review

4 LEGISLATIVE ACTION



Rules Committee Hearing & Approval



City Council Vote & Mayoral Action

5 ZONING MAP AMENDED AND UPDATED

PRIORITY RECOMMENDATIONS

In addition to the zoning map revision process, implementation includes advancing priority recommendations from the District Plan. The PCPC will coordinate with relevant agencies and organizations and facilitate the next steps. The recommendations listed are identified as priorities because:

- master plans or feasibility studies indicate need and strong public support;
- zoning map revisions will facilitate development or protect neighborhood character;
- resources are, or will become, available;
- recommendations require initial studies to move forward.

The priority recommendations of the district plans support the 73 objectives of the Citywide Vision (see Appendix for the complete list). The PCPC is measuring progress on citywide objectives through an annual progress report for Philadelphia2035. which can be found at www.phila2035.org.

			IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
THRIVE	1	Renew streets and sidewalks and support businesses along neighborhood commercial corridors in Germantown, Mount Airy, and Chestnut Hill Focus Areas: Central Germantown, Wayne Junction	Commerce, PCPC, Council, Nonprofits, PPA	1.1.2, 2.1.3
	5	Direct multifamily housing development to commercial streets and train stations to increase the number of people using public transportation and shopping at local businesses	Council, PCPC	1.1.2, 1.1.3, 1.2.3
	6	Preserve large houses and properties by allowing accessory dwellings (“in-law suites”)	Council, PCPC	1.2.1, 1.2.2

CONNECT	14	Improve the frequency and rider experience for the Route 23 bus to support the core growth area of Germantown Avenue.	SEPTA, OTIS, Streets	4.1.1
	19	Complete design studies for Lincoln Drive and Wissahickon Avenue	Streets, OTIS, PCPC	4.2.1, 4.2.2, 4.2.3

RENEW	29	Provide restrooms, water fountains, lighting, and wi-fi access at stations in the Wissahickon Valley Park	PPR, Nonprofits	6.1.2, 6.3.2
	30	Improve park and recreation access Focus Area: Wayne Junction	PPR, DPP, Council, PWD	6.3.1, 6.3.2, 6.3.3
	33	Improve water quality in the Wissahickon and Wingohocking Creek systems	PCPC, Council, PWD, Nonprofits,	7.2.3
	37	Complete a survey of all historic properties and sites to develop a complete list of properties, objectively assess priorities for historic designation, analyze local regulations, and find funding and incentives for reuse and preservation	PHC, PHMC	8.1.1

















PROPOSED LAND USE

While land use in the Upper Northwest District has been relatively stable, moderate changes are likely in the coming decade. Trends include continued clustering of unused land and buildings in Germantown, institutional growth, an aging population, and increasing demand for market-rate rental housing.

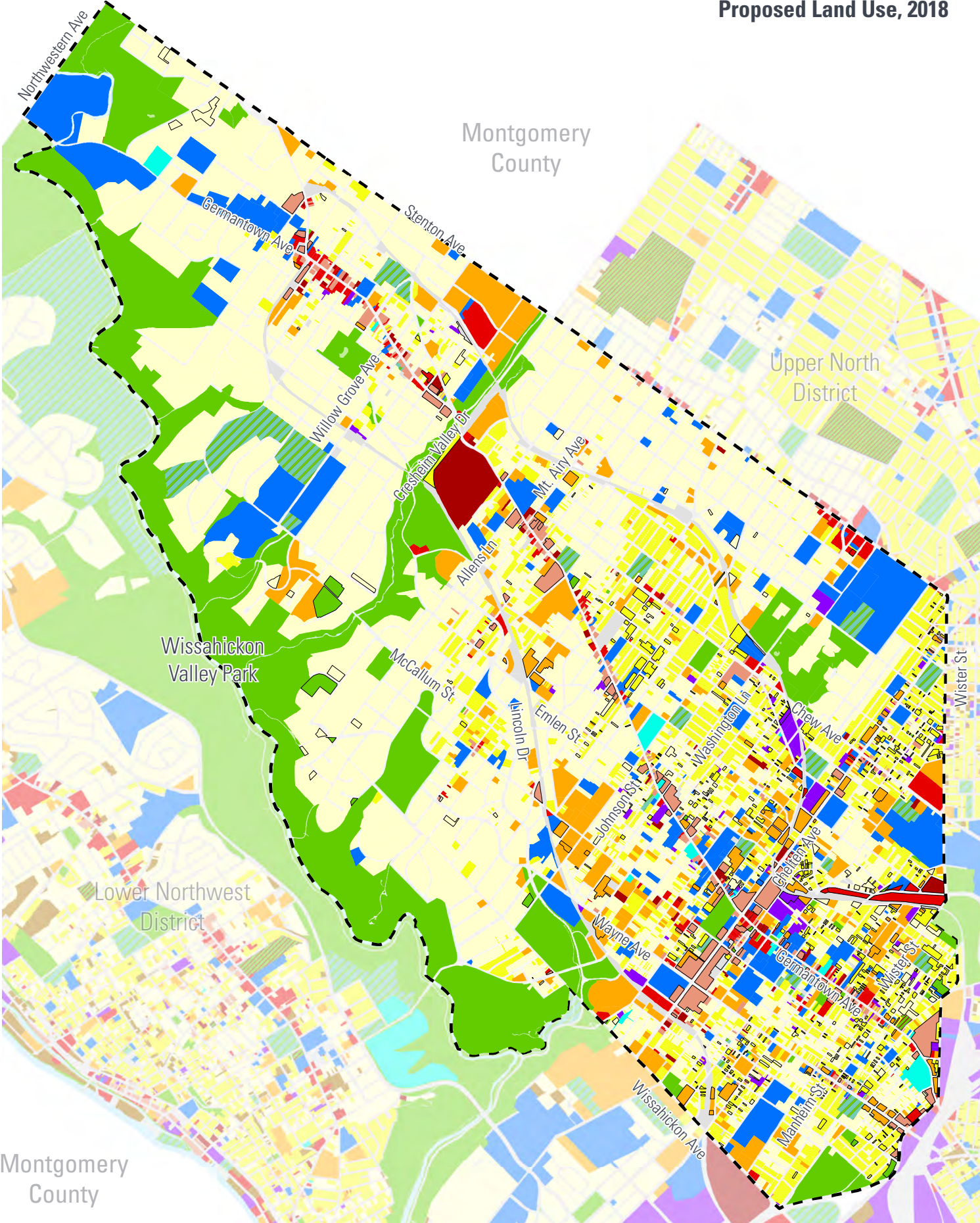
The proposed land use map provides a generalized road map for the appropriate distribution of residential development densities, industrial uses and intensity, and where commercial activity should be concentrated. The land use map is guided by recommendations of this plan, and leads to the zoning recommendations on the following pages. Other considerations include neighborhood context, guidance from the Citywide Vision, neighborhood plans and community feedback.

Proposed Change in Land Use 

Citywide Land Use

- | | |
|-------------|---|
| RESIDENTIAL |  Low Density |
| |  Medium Density |
| |  High Density |
| COMMERCIAL |  Consumer |
| |  Business / Professional |
| |  Mixed Residential |
| |  Industrial |
| |  Civic Institution |
| |  Transportation |
| |  Greened Right of Way |
| |  Culture Amusement |
| |  Active Recreation |
| |  Park / Open Space |
| |  Cemetery |
| |  Water |
| |  Vacant |

Proposed Land Use, 2018



PROPOSED ZONING

Zoning is the primary tool to regulate land use (use), where a building can locate on a property (area), and building size (bulk). 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 as envisioned by the community through the planning process. Such zoning revisions are referred to as Zoning to Advance the Plan.

Corrective Zoning

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.






















The proposed corrective zoning recommendations for Upper Northwest are based on the principles of matching zoning to existing uses, preserving neighborhood character, watersheds, landscapes and open spaces, strengthening commercial corridors, and accommodating growth where it is needed and appropriate.

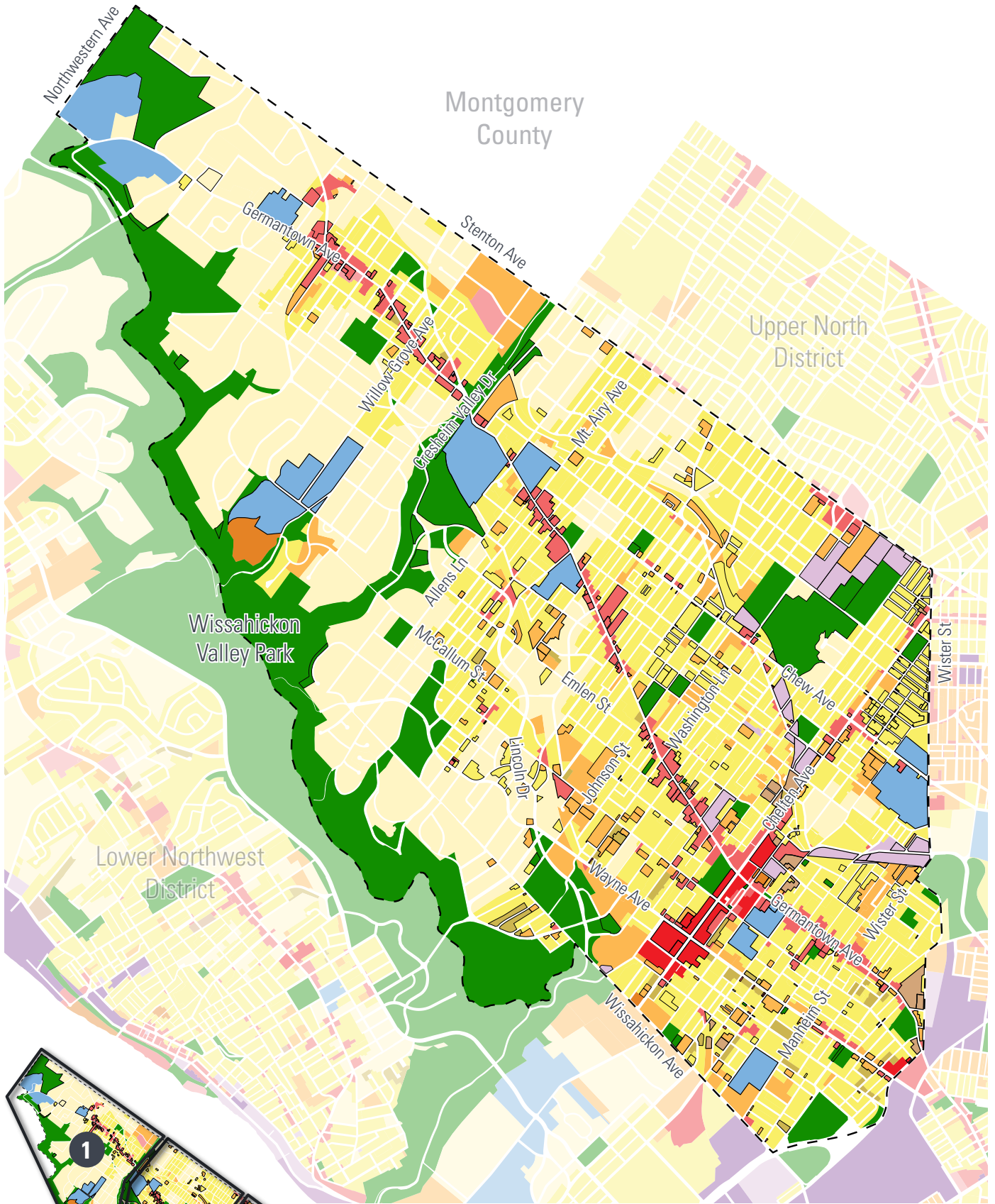
Zoning to Advance the Plan

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.

The zoning recommendations to advance the plan for Upper Northwest seek to focus new housing, retail, and office development close to transit, encourage expansion of institutions in a way that does not disturb near neighbors, encourage reuse of historic properties, protect community gardens either in public ownership or owned by responsible non-profits, improve the public realm in commercial corridors, and discourage the largest residential lots from being subdivided.

Legend

	 Corrective Zoning Change		 Industrial Residential Mixed-Use [IRMX]
	 Zoning to Advance the Plan Change		 Industrial Commercial Mixed-Use [ICMX]
RESIDENTIAL	 Residential Single-Family Detached [RSD-1-3]		 Light Industrial [I-1]
	 Residential Single-Family Attached [RSA-1-5]		 Medium Industrial [I-2]
	 Residential Two-Family Attached [RTA-1]		 Heavy Industrial [I-3]
	 Residential Multifamily Attached [RM-1-4]		 Port Industrial [I-P]
	 Residential Mixed-Use [RMX-1-3]		
COMMERCIAL	 Auto Oriented Commercial [CA-1,2]		 Airport [SP-AIR]
	 Neighborhood Commercial Mixed-Use [CMX-1, 2, 2.5]		 Institutional Development [SP-INS]
	 Community Commercial Mixed-Use [CMX-3,4]		 Stadium [SP-ST A]
	 Center City Core Mixed-Use [CMX-5]		 Recreation [SP-PO-A, SP-PO-P]



Zoning Sub-Areas

- 1 Northwestern Ave to Cresheim Creek
- 2 Cresheim Creek to Washington Lane
- 3 Washington Lane to Wayne Junction

Proposed Zoning, 2018

NORTHWESTERN AVE to CRESHEIM CREEK

1

Corrective Zoning

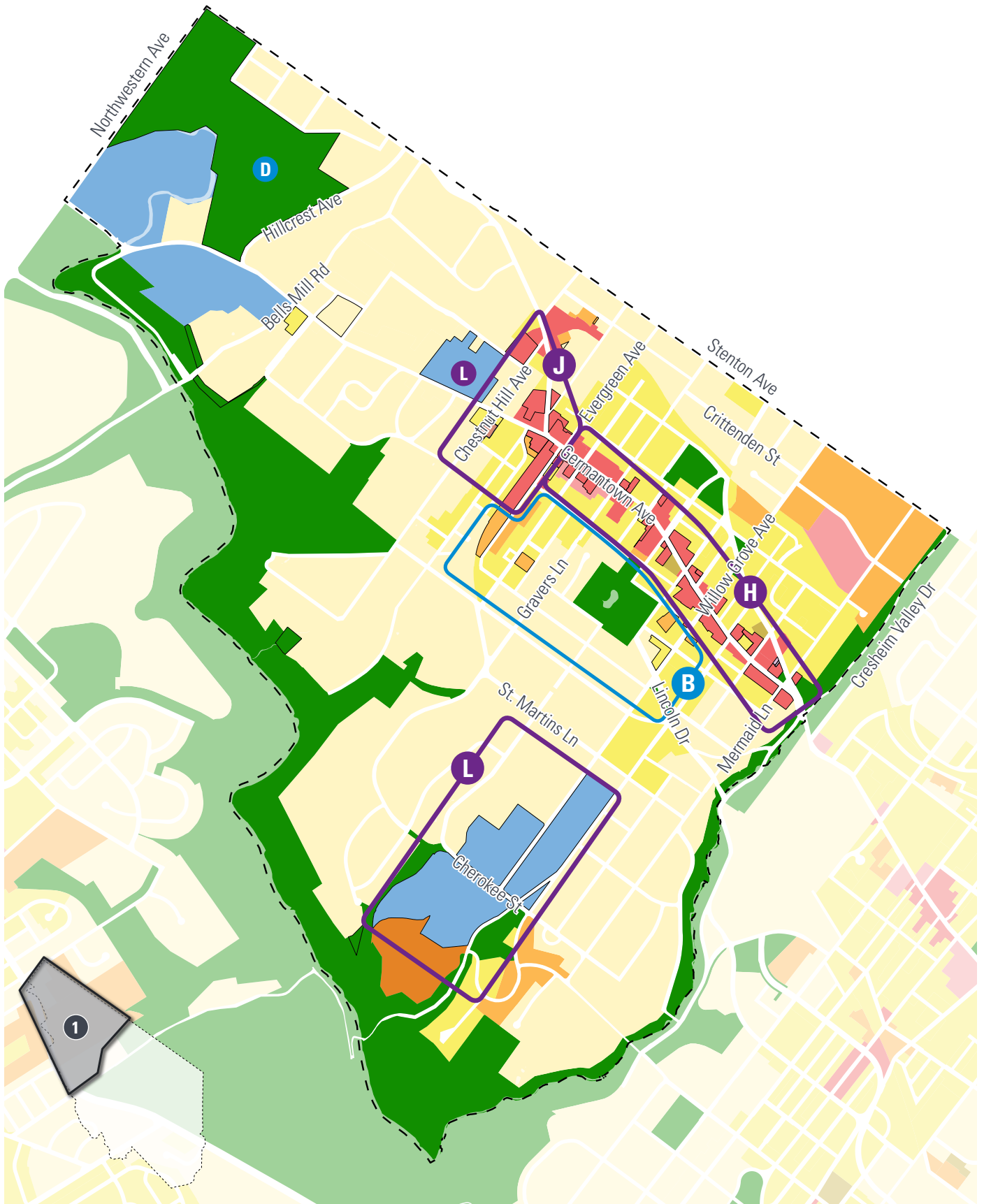
Existing Zoning	Proposed Zoning	Reason for Rezoning
RM-1	RSA-5	Replace multi-family zoning districts with single-family districts where single-family homes are the predominant housing type
Various	RM-1, RM-2, RM-3, RM-4, RSA-1, RSA-2, RSA-3, RSA-5, RTA-1	Match existing residential buildings with an appropriate zoning district to correct mismatches
Various	Various	Match commercial zoning to the scale of existing commercial properties, and remove commercial zoning where stores no longer exist
Various	SP-PO-A	Map SP-OP-A districts for City-owned parkland, permanently preserved natural areas, historic landscapes, and community gardens

Zoning to Advance the Plan

Existing Zoning	Proposed Zoning	Reason for Rezoning
CA-1, I-2, RSA-3	ICMX	Limit additional housing in flood-prone areas
I-2	IRMX, ICMX, RSA-5	Transition industrial uses to lower-intensity uses
CMX-1, CMX-2, CA-1, RSA-3, RSA-5	CMX-1, CMX-2.5, RM-1, RSA-5	Right-size minor commercial corridors by consolidating commercial uses to active nodes and limit auto-oriented sites
Various	RSA-3, RSA-5, RM-1, CMX-2, CMX-2.5, IRMX	Map consistent mixed-use zoning along Germantown Avenue
Various	CMX-2, CMX-2.5, CMX-3, RM-1	Encourage mixed-use redevelopment of commercial properties on Cheltenham Avenue
Various	RM-1, RM-2, RM-3, RM-4, IRMX, RTA-1, CMX-2, CMX-2.5, CMX-3	Promote housing production, through new construction and adaptive reuse, on major corridors and close to transit stops
CMX-2, RSA-3	IRMX, ICMX	Remap major underutilized structures to promote desired uses
Various	SP-INS	Encourage thoughtful expansion of institutions by mapping SP-INS districts

Legend

	Corrective Zoning Change		Industrial Residential Mixed-Use [IRMX]
	Zoning to Advance the Plan Change		Industrial Commercial Mixed-Use [ICMX]
RESIDENTIAL	Residential Single-Family Detached [RSD-1-3]		Light Industrial [I-1]
	Residential Single-Family Attached [RSA-1-5]		Medium Industrial [I-2]
	Residential Two-Family Attached [RTA-1]		Heavy Industrial [I-3]
	Residential Multifamily Attached [RM-1-4]		Port Industrial [I-P]
	Residential Mixed-Use [RMX-1-3]		
COMMERCIAL	Auto Oriented Commercial [CA-1,2]		Airport [SP-AIR]
	Neighborhood Commercial Mixed-Use [CMX-1, 2, 2.5]		Institutional Development [SP-INS]
	Community Commercial Mixed-Use [CMX-3,4]		Stadium [SP-STA]
	Center City Core Mixed-Use [CMX-5]		Recreation [SP-PO-A, SP-PO-P]
		INDUSTRIAL	
		SPECIAL PURPOSE	



Proposed Zoning, 2018

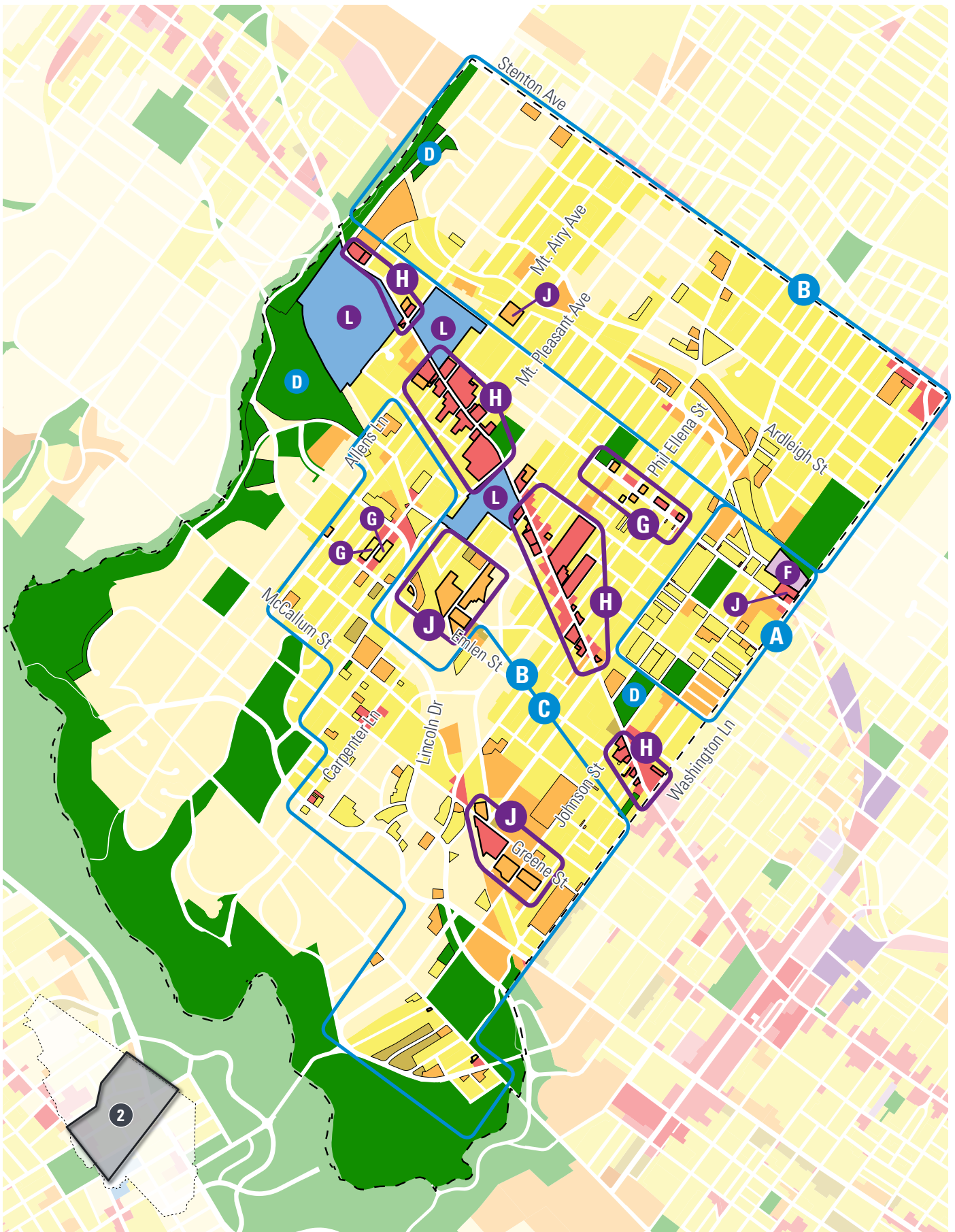
CRESHEIM CREEK to WASHINGTON LANE

Corrective Zoning		
Existing Zoning	Proposed Zoning	Reason for Rezoning
A RM-1	RSA-5	Replace multi-family zoning districts with single-family districts where single-family homes are the predominant housing type
B Various	RM-1, RM-2, RM-3, RM-4, RSA-1, RSA-2, RSA-3, RSA-5, RTA-1	Match existing residential buildings with an appropriate zoning district to correct mismatches
C Various	Various	Match commercial zoning to the scale of existing commercial properties, and remove commercial zoning where stores no longer exist
D Various	SP-PO-A	Map SP-OP-A districts for City-owned parkland, permanently preserved natural areas, historic landscapes, and community gardens

Zoning to Advance the Plan		
Existing Zoning	Proposed Zoning	Reason for Rezoning
E CA-1, I-2, RSA-3	ICMX	Limit additional housing in flood-prone areas
F I-2	IRMX, ICMX, RSA-5	Transition industrial uses to lower-intensity uses
G CMX-1, CMX-2, CA-1, RSA-3, RSA-5	CMX-1, CMX-2.5, RM-1, RSA-5	Right-size minor commercial corridors by consolidating commercial uses to active nodes and limit auto-oriented sites
H Various	RSA-3, RSA-5, RM-1, CMX-2, CMX-2.5, IRMX	Map consistent mixed-use zoning along Germantown Avenue
I Various	CMX-2, CMX-2.5, CMX-3, RM-1	Encourage mixed-use redevelopment of commercial properties on Cheltenham Avenue
J Various	RM-1, RM-2, RM-3, RM-4, IRMX, RTA-1, CMX-2, CMX-2.5, CMX-3	Promote housing production, through new construction and adaptive reuse, on major corridors and close to transit stops
K CMX-2, RSA-3	IRMX, ICMX	Remap major underutilized structures to promote desired uses
L Various	SP-INS	Encourage thoughtful expansion of institutions by mapping SP-INS districts

Legend

<p>RESIDENTIAL</p> <ul style="list-style-type: none"> Corrective Zoning Change Zoning to Advance the Plan Change Residential Single-Family Detached [RSD-1-3] Residential Single-Family Attached [RSA-1-5] Residential Two-Family Attached [RTA-1] Residential Multifamily Attached [RM-1-4] Residential Mixed-Use [RMX-1-3] <p>COMMERCIAL</p> <ul style="list-style-type: none"> Auto Oriented Commercial [CA-1,2] Neighborhood Commercial Mixed-Use [CMX-1, 2, 2.5] Community Commercial Mixed-Use [CMX-3,4] Center City Core Mixed-Use [CMX-5] 	<p>INDUSTRIAL</p> <ul style="list-style-type: none"> Industrial Residential Mixed-Use [IRMX] Industrial Commercial Mixed-Use [ICMX] Light Industrial [I-1] Medium Industrial [I-2] Heavy Industrial [I-3] Port Industrial [I-P] <p>SPECIAL PURPOSE</p> <ul style="list-style-type: none"> Commercial Entertainment (Casinos) [SP-ENT] Airport [SP-AIR] Institutional Development [SP-INS] Stadium [SP-ST A] Recreation [SP-PO-A, SP-PO-P]
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Proposed Zoning, 2018

WASHINGTON LANE to WAYNE JUNCTION

Corrective Zoning

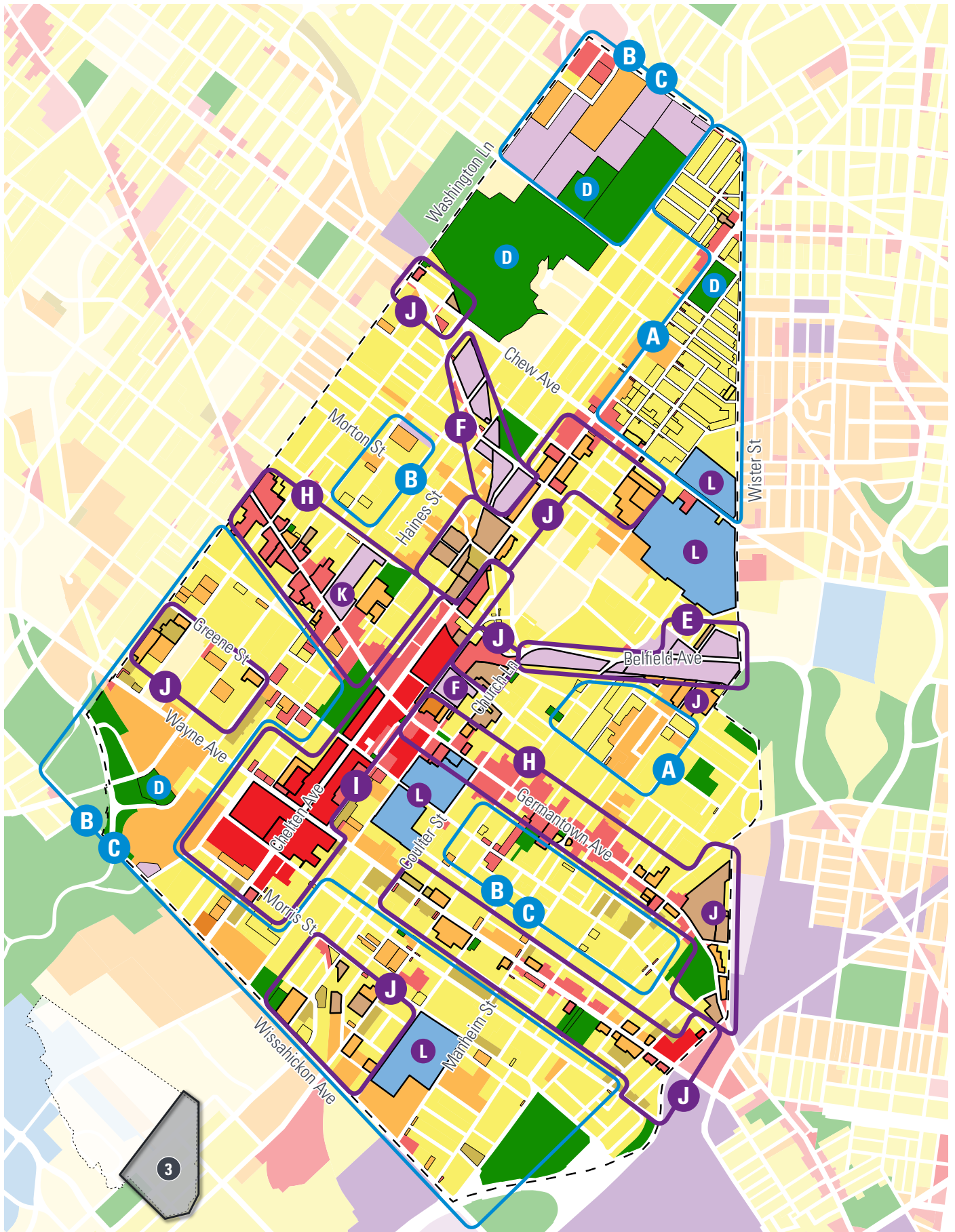
	Existing Zoning	Proposed Zoning	Reason for Rezoning
A	RM-1	RSA-5	Replace multi-family zoning districts with single-family districts where single-family homes are the predominant housing type
B	Various	RM-1, RM-2, RM-3, RM-4, RSA-1, RSA-2, RSA-3, RSA-5, RTA-1	Match existing residential buildings with an appropriate zoning district to correct mismatches
C	Various	Various	Match commercial zoning to the scale of existing commercial properties, and remove commercial zoning where stores no longer exist
D	Various	SP-PO-A	Map SP-OP-A districts for City-owned parkland, permanently preserved natural areas, historic landscapes, and community gardens

Zoning to Advance the Plan

	Existing Zoning	Proposed Zoning	Reason for Rezoning
E	CA-1, I-2, RSA-3	ICMX	Limit additional housing in flood-prone areas
F	I-2	IRMX, ICMX, RSA-5	Transition industrial uses to lower-intensity uses
G	CMX-1, CMX-2, CA-1, RSA-3, RSA-5	CMX-1, CMX-2.5, RM-1, RSA-5	Right-size minor commercial corridors by consolidating commercial uses to active nodes and limit auto-oriented sites
H	Various	RSA-3, RSA-5, RM-1, CMX-2, CMX-2.5, IRMX	Map consistent mixed-use zoning along Germantown Avenue
I	Various	CMX-2, CMX-2.5, CMX-3, RM-1	Encourage mixed-use redevelopment of commercial properties on Cheltenham Avenue
J	Various	RM-1, RM-2, RM-3, RM-4, IRMX, RTA-1, CMX-2, CMX-2.5, CMX-3	Promote housing production, through new construction and adaptive reuse, on major corridors and close to transit stops
K	CMX-2, RSA-3	IRMX, ICMX	Remap major underutilized structures to promote desired uses
L	Various	SP-INS	Encourage thoughtful expansion of institutions by mapping SP-INS districts

Legend

<p> Corrective Zoning Change</p> <p> Zoning to Advance the Plan Change</p> <p>RESIDENTIAL</p> <ul style="list-style-type: none"> Residential Single-Family Detached [RSD-1-3] Residential Single-Family Attached [RSA-1-5] Residential Two-Family Attached [RTA-1] Residential Multifamily Attached [RM-1-4] Residential Mixed-Use [RMX-1-3] <p>COMMERCIAL</p> <ul style="list-style-type: none"> Auto Oriented Commercial [CA-1,2] Neighborhood Commercial Mixed-Use [CMX-1, 2, 2.5] Community Commercial Mixed-Use [CMX-3,4] Center City Core Mixed-Use [CMX-5] 	<p>INDUSTRIAL</p> <ul style="list-style-type: none"> Industrial Residential Mixed-Use [IRMX] Industrial Commercial Mixed-Use [ICMX] Light Industrial [I-1] Medium Industrial [I-2] Heavy Industrial [I-3] Port Industrial [I-P] <p>SPECIAL PURPOSE</p> <ul style="list-style-type: none"> Commercial Entertainment (Casinos) [SP-ENT] Airport [SP-AIR] Institutional Development [SP-INS] Stadium [SP-STA] Recreation [SP-PO-A, SP-PO-P] 	
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Proposed Zoning, 2018



UPPER NORTHWEST APPENDIX

96		Summary of Public Meetings
95		Description of Neighborhood Boundaries
96		Digital Outreach
97		Partner Agencies and Abbreviations
98		Objectives from the <i>Citywide Vision</i>
102		Acknowledgments

SUMMARY OF PUBLIC MEETINGS

The Philadelphia City Planning Commission hosted three public meetings within the district to present ideas, plans, and recommendations, and to receive valuable feedback from the community.

January 29, 2018: United Lutheran Theological Seminary

March 26, 2018: Germantown Friends School

June 18, 2018: Lovett Memorial Library

These public meetings were open to all interested residents and attracted over 500 people. Additional information can be found at www.phila2035.org.

First Meeting: Building On Our Strengths

The first public meeting took place on January 29, 2018 at the United Lutheran Theological Seminary, 7301 Germantown Avenue. Over 350 people attended. The first goal of the meeting was to educate the public about the district planning process and the existing conditions of the district. The second was to obtain input on planning preferences and priorities to create a foundation for district plan content.

The group mapping exercise allowed residents to identify the important physical attributes of the community. Groups were asked to identify strengths, weaknesses, barriers, and opportunity areas within the district. After these four attributes were identified, trace paper was laid over the maps so that groups could identify potential planning focus areas.

Second Meeting: Framing Our Future

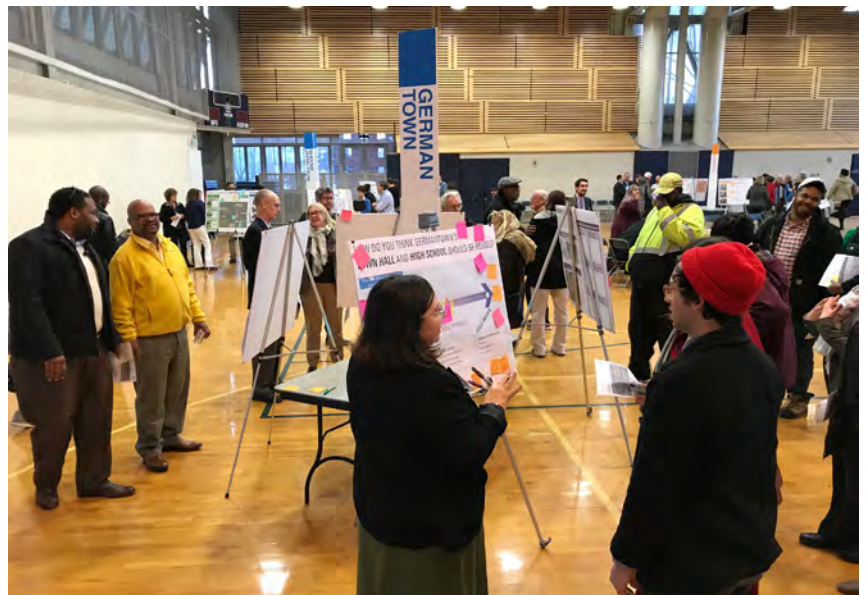
The second public meeting took place on March 26, 2018 at Germantown Friends School, 5445 Greene Street, with over 165 people in attendance. The first goal was to update the public about the planning process for the plan, providing analysis of the first public meeting results. The second was to obtain input on preliminary recommendations and Focus Areas, Central Germantown and Wayne Junction. PCPC staff facilitated conversations and preference voting exercises at stations including: managing growth; history and culture; access to parks; and flooding.

Third Meeting: Draft Plan Open House

The third public meeting took place on June 18, 2018 at Lovett Memorial Library, 6945 Germantown Avenue. Over 185 people attended. Participants spoke individually with PCPC staff, viewed graphics and maps, enjoyed food from local food trucks and reviewed draft plan recommendations. Various stations included: possible Focus Area improvements; Recommendations from **THRIVE**, **CONNECT**, and **RENEW**; and proposals for future land use and zoning. Staff documented public comments for each station, all of which are considered prior to the plan being finalized.



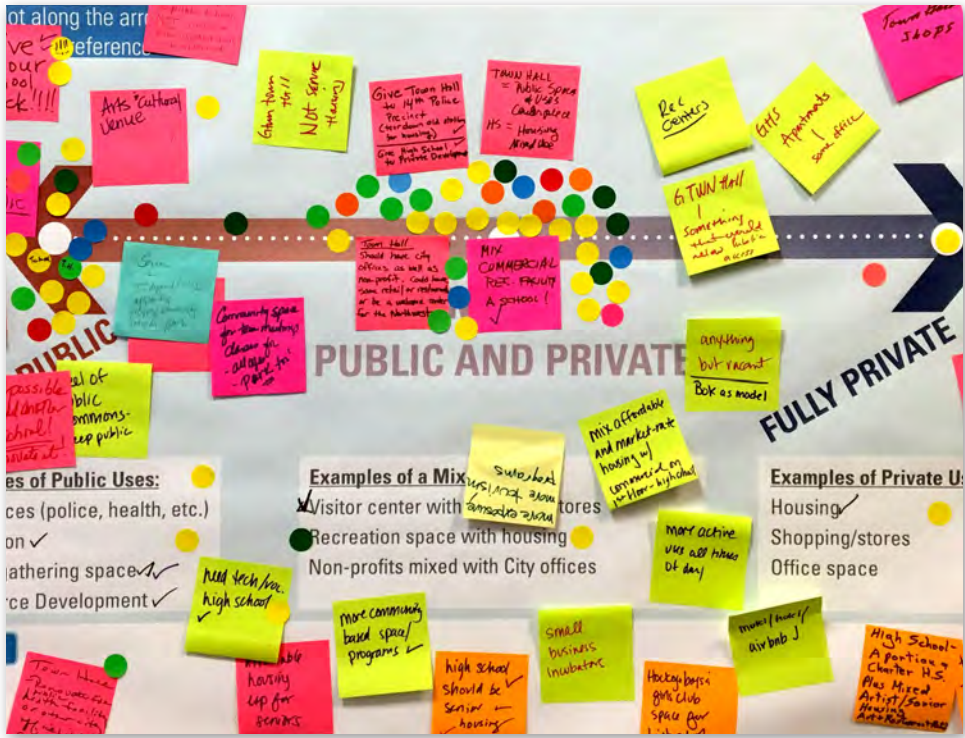
Mapping exercise during the first public meeting



Central Germantown Focus Area station during the second public meeting

The following are example activities used during the public meeting process to help identify and analyze various areas within the district. Questions were posed to the community that asked where improvements should be focused or which areas had potential development opportunities within the Upper Northwest District. Staff used this input to develop detailed recommendations for public investment throughout the districts. Example materials from the second public meeting are displayed below. More detailed summaries of each meeting can be downloaded at www.phila2035.org.

Second Public Meeting Board: Town Hall and High School Activation



Second Public Meeting Board: Connecting Park Spaces

CONNECT AND IMPROVE PARK SPACES

Place **ONE** dot to prioritize park connections:

Use a post-it note to tell us your vision for the area

Create a fitness loop between parks with distance markers

Create a historical walking route around Wayne Junction and nearby parks

Improve park paths and entrances

Happy Hollow: What additional programs or activities would you like to have here?

Loudoun Park: How can the park better connect to the neighborhood?

Nicetown Park: How can access to the park be improved?

Fernhill Park: How can access to the park be improved?

DIGITAL OUTREACH

The Upper Northwest District team extended digital outreach to the community through online tools to allow neighbors unable to attend public meetings to participate in the planning process. People who were asked for input for the same exercises that were performed at the three public meetings, and could propose additional issues and ask questions throughout the process. The team used a platform called 'Storymaps' by software publisher esri to enable online participation and publish results. The planning team received many online comments which reaffirmed and corroborated those from the public meetings.



Digital outreach included existing conditions information as well as online activities.

PARTNER AGENCIES AND ABBREVIATIONS

Full Name	Abbreviation
-----------	--------------

State Agencies

Pennsylvania Department of Transportation	PennDOT
Pennsylvania Historical and Museum Commission	PHMC
Philadelphia Parking Authority	PPA

Regional Agencies

Southeastern Pennsylvania Transportation Authority	SEPTA
--	-------

Quasi-Governmental Agencies

Philadelphia Land Bank	Land Bank
Philadelphia Redevelopment Authority	PRA

City Agencies

Philadelphia Art Commission	Art
Division of Housing and Community Development	DHCD
Department of Public Property	DPP
Department of Licenses and Inspections	L&I
Office of Community Empowerment and Opportunity	MCEO
Office of Arts, Culture, & the Creative Economy	OACCE
Office of Community Empowerment and Community	CEO
Office of Transportation and Infrastructure Systems	oTIS
Philadelphia City Council	City Council
Philadelphia City Planning Commission	PCPC
Philadelphia Department of Commerce	Commerce
Philadelphia Department of Public Health	PDPH
Philadelphia Historical Commission	PHC
Philadelphia Industrial Development Corporation	PIDC
Philadelphia Parks and Recreation Department	PPR
Philadelphia Streets Department	Streets
Philadelphia Water Department	PWD
Zoning Board of Adjustment	ZBA

THRIVE

NEIGHBORHOODS

1.1 NEIGHBORHOOD CENTERS

Promote strong and well-balanced neighborhood centers

1. Strengthen neighborhood centers by clustering community serving public facilities.
2. Strengthen neighborhood centers by developing viable commercial corridors.
3. Strengthen neighborhood centers by promoting transit-oriented development around stations.
4. Provide convenient access to healthy food for all residents.

1.2 HOUSING

Improve the quality and diversity of new and existing housing

1. Stabilize and upgrade existing housing stock.
2. Ensure that a wide mix of housing is available to residents of all income levels.
3. Promote new affordable housing developments to strengthen existing neighborhood assets.

ECONOMIC DEVELOPMENT

2.1 METROPOLITAN & REGIONAL CENTERS

Support the growth of economic centers

1. Support and promote Center City/ University City as the primary economic center of the region.
2. Strengthen metropolitan subcenters.
3. Encourage the growth and development of both existing and emerging regional centers.

2.2 INDUSTRIAL LAND

Target industrial land for continued growth and development

1. Ensure an adequate supply and distribution of industrially zoned land.
2. Reposition former industrial sites for new users.

2.3 INSTITUTIONS

Grow Philadelphia's strong institutional job sectors

1. Encourage institutional development and expansion through policy and careful consideration of land resources.
2. Create cooperative relationships between institutions and neighbors.

2.4 CULTURAL ECONOMY

Develop tourism and the creative economy into a leading economic sector

1. Maintain Philadelphia's strong role in the national and international tourism market.
2. Provide ample resources to cultural institutions to enrich the city's quality of life.

LAND MANAGEMENT

3.1 VACANT LAND & STRUCTURES

Manage and reduce vacancy

1. Centralize land management in a single City agency to track and dispose of surplus land and structures and return publicly owned vacant parcels to taxable status
2. Prevent abandonment of land and structures
3. Reuse vacant land and structures in innovative ways.

3.2 LAND SUITABILITY

Protect sensitive land from over development

1. Use topography to direct land development.

3.3 MUNICIPAL SUPPORT FACILITIES

Locate and manage all municipal support facilities efficiently

1. Reduce expenditures for municipal support facilities.

CONNECT

TRANSPORTATION

4.1 TRANSIT

Increase the use of transit to reduce environmental impacts and travel time

1. Invest in existing infrastructure to improve service and attract riders.
2. Extend and introduce new technological advances to the transit network to service new markets.
3. Coordinate land use decisions with existing and planned transit assets to increase transportation choices.

4.2 COMPLETE STREETS

Balance use of roadways to ensure safe and efficient travel by all modes

1. Implement a complete streets policy to ensure that the right-of-way will provide safe access for all users.
2. Expand on- and off-street networks serving pedestrians and bicyclists.
3. Improve safety for pedestrians and bicyclists and reduce pedestrian and bicycle crashes.

4.3 STREETS & HIGHWAYS

Provide a safe and efficient road network that supports planned land uses

1. Upgrade and modernize existing street, bridges, and traffic-control infrastructure to ensure a high level of reliability and safety.
2. Control automobile congestion through traffic management and planning.
3. Improve highway access for goods movement.
4. Improve pedestrian connections across major rights-of-way.

4.4 AIRPORTS, SEAPORTS, FREIGHT RAIL

Enhance the city and regional economy by reinforcing airports, seaports, and freight rail

1. Strengthen the airport's global and local connections.
2. Elevate the competitive position of Philadelphia ports on the Eastern Seaboard.
3. Modernize freight rail assets to ensure efficient goods movement to and through Philadelphia.

UTILITIES

5.1 CONSUMPTION, CAPACITY, & CONDITION

Provide environmentally supportive, affordable, and reliable utility service to all customers

1. Reduce electric, gas, and water consumption to reduce financial and environmental costs
2. Achieve reductions in waste through reuse, recycling, and composting of solid waste materials.
3. Ensure adequate utility capacity to serve customers
4. Modernize and bring the condition of existing utility infrastructure to a state of good repair.

5.2 BROADBAND INFRASTRUCTURE

Reinforce access to and use of broadband telecommunications infrastructure as a vital public utility

1. Prepare a long-term plan for maintenance and use of City-owned broadband infrastructure and wireless assets.
2. Expand affordable access to broadband and promote digital literacy programs among low-income populations of the city.
3. Encourage technical innovation and recruitment of high-tech businesses.

RENEW

OPEN SPACE

6.1 WATERSHED PARKS & TRAILS

Complete, expand, and connect watershed parks and trails in the city and the region

1. Create a citywide trails master plan to coordinate the planning and construction of trail systems within Philadelphia.
2. Create a corridor network that connects parks, neighborhoods, and trails citywide.
3. Connect citywide parks to the existing protected natural areas of the regional greenspace network.

6.2 WATERFRONTS

Create improved access to waterfronts

1. Improve and increase waterfront recreation opportunities.
2. Expand use of rivers for passenger transportation.

6.3 NEIGHBORHOOD PARKS AND RECREATION

Expand access to neighborhood parks and recreation

1. Ensure that all Philadelphians live within a 10-minute walk of a neighborhood park or recreation center.
2. Connect neighborhood parks and trails to neighborhood centers and major public facilities.
3. Ensure proper maintenance and vibrancy of park and recreation facilities.

ENVIRONMENTAL RESOURCES

7.1 AIR QUALITY

Improve air quality within the city and the region

1. Reduce overall and per capita contributions to air pollution.
2. Reduce overall and per capita greenhouse gas emissions by 45 percent by 2035.
3. Reduce air temperature during the warm season in the city.

7.2 WATER QUALITY

Improve the quality and management of water and wetland resources

1. Improve the quality of city and regional water sources.
2. Restore and create urban stream banks and tidal wetlands along watersheds.
3. Support stormwater regulations set by the Philadelphia Water Department to capture stormwater on-site and reduce flooding damage.

7.3 TREE COVER

Increase tree coverage equitably across the city

1. Increase the overall tree canopy across the city to 30 percent.
2. Enhance the city's forests to create a total of 7,200 acres.
3. Support tree planting and stewardship within the city.

HISTORIC PRESERVATION

8.1 CULTURAL, HISTORICAL, & ARCHITECTURAL RESOURCES

Support sensitive development that preserves and enhances Philadelphia's multifaceted past

1. Preserve culturally, historically, and architecturally significant buildings, sites, structures, and districts.
2. Rehabilitate abandoned industrial infrastructure for new uses and reuse industrial buildings to create new neighborhood anchors.
3. Preserve and reuse all "at risk" historic anchor buildings and commercial corridor buildings.

8.2 HERITAGE TOURISM

Expand tourism programs to highlight cultural and historic heritage and to increase spending on heritage tourism

1. Create new and enhance existing tourism programs based on various cultural experiences unique to Philadelphia.
2. Demonstrate sustainable practices in visitor activities and facilities.
4. Protect archaeological sites.
5. Ensure maintenance and management of cemeteries and religious properties.
6. Preserve historically significant viewsheds and landscapes.
7. Preserve cultural and ethical traditions, places, and resources.

PUBLIC REALM

9.1 DEVELOPMENT PATTERNS

Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks

1. Preserve the walkable scale of the city.
2. Ensure that new development reinforces the urban scale.

9.2 URBAN DESIGN

Elevate public demand for good design in the public realm

1. Apply sound design principles to guide development across the city.
2. Create welcoming, well-designed public spaces, gateways, and corridors.
3. Link public art with major capital initiatives.
4. Ensure maintenance and protection of public art.

73 OBJECTIVES FROM THE CITYWIDE VISION

 **Citywide Vision objectives referenced in this district plan**

ACKNOWLEDGMENTS

District Plan Team

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and Environmental Design
RA: Registered Architect

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Linda Rauscher

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Office of Transportation and Infrastructure Systems
Mt. Airy USA
Cliveden Hills Association
West Mount Airy Neighbors
Pennsylvania Department of Transportation
Chestnut Hill Business Association
Office of Transportation and Infrastructure Systems
Blue Bell Hill Civic Association
Philadelphia Streets Department
Senator Art Haywood
Tookany/Tacony-Frankford Watershed Partnership
State Representative Stephen Kinsey
Philadelphia Redevelopment Authority
Philadelphia Commerce Department
Chestnut Hill Community Association
Division of Housing and Community Development
Lutheran Theological Seminary of Philadelphia
Faith Community Development Corporation
Mt. Airy USA
Historic Germantown
Baynton Hill Neighbors
Friends of the Wissahickon
Wakefield 49ers Community Development and Improvement Association
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Office of Transportation and Infrastructure Systems
Nicetown CDC (CPI)
Philadelphia Water Department
Mt. Airy Business Improvement District
Germantown Special Services District
East Mount Airy Neighbors (CPI)
Chestnut Hill Conservancy
West Central Germantown Neighbors (CPI)
Germantown United CDC (CPI)
Germantown Community Connection (CPI)
Philadelphia Department of Public Health
SoLo/Germantown Civic Association (CPI)
Chew and Belfield Neighbors Club (CPI)
Office of Sustainability

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Roxborough / Chestnut Hill
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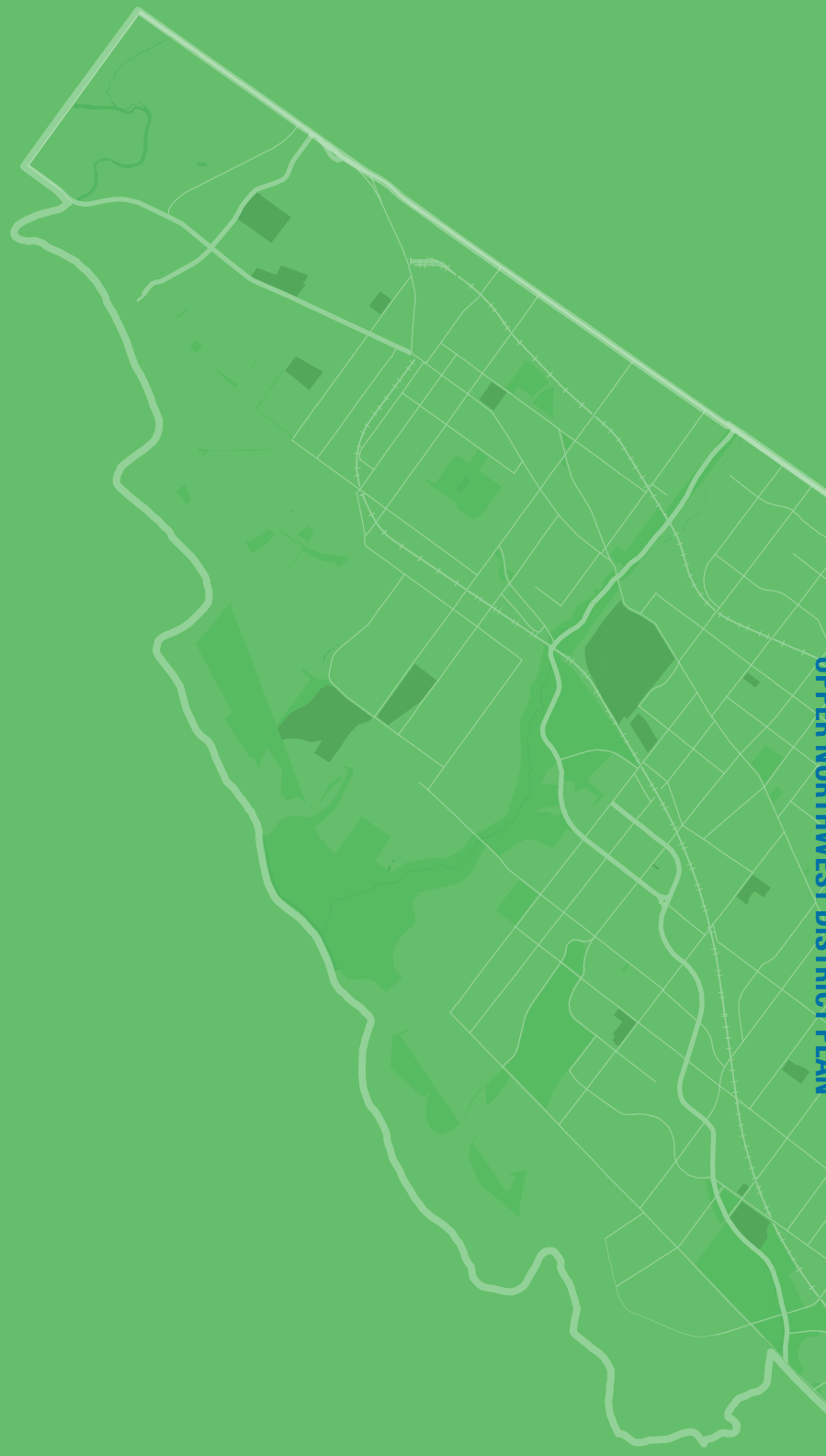
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