

5. Plan Recommendations

5.1. The Area's Organization and Character

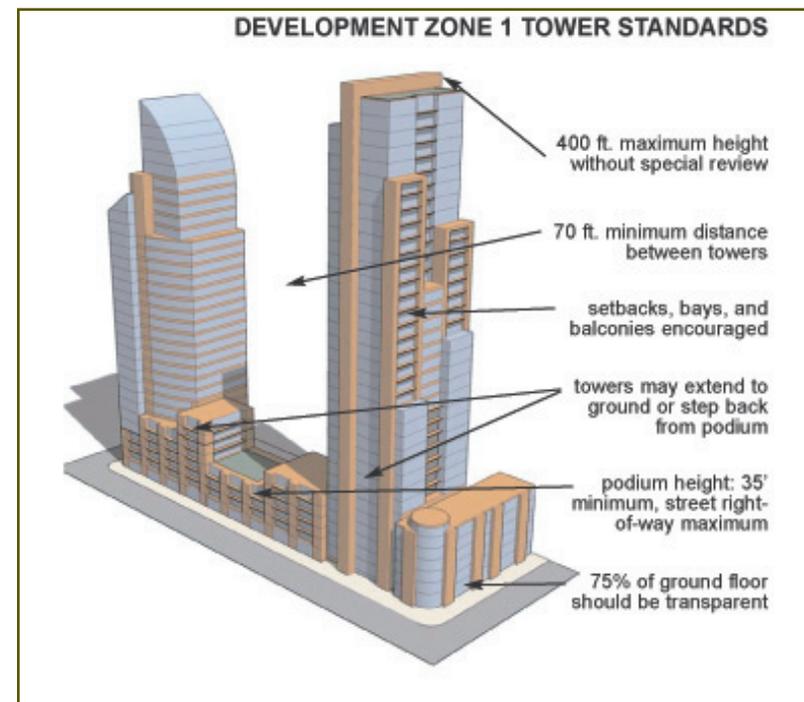
The area of the city represented by the Center City Residents Association divides into four "Development Zones" of varying character depicted on Figure 5.1. The Design Guidelines proposed in the Neighborhood Plan are formulated to strengthen the positive attributes of each of these four zones.

5.1.1. Development Zone 1 – High Rise Commercial

The signature Philadelphia skyline is predominantly composed by the buildings in Zone 1. For the most part, the urban form along JFK Boulevard and Market Street is comprised of modern, large scale buildings, which serve as the city's primary financial district. Broad Street in this area is aptly coined the Avenue of the Arts because of the numerous historic, academic, and arts-related institutions that are interspersed among office and residential buildings and is designated a national historic district.

The design goal in this zone is to encourage appropriately spaced high-rise towers and well designed building podiums. Building façades along the street should provide a continuous building wall that contributes positively to a vibrant, pedestrian-friendly streetscape. Tower spacing and configuration impacts the amount of light and the feeling of openness at the street level.

Wider streets can accommodate taller buildings. Appropriately, Market Street, Broad Street, and JFK Boulevard, which have the highest buildings, are the widest streets in Center City. Proposed building heights should be analyzed relative to street width.

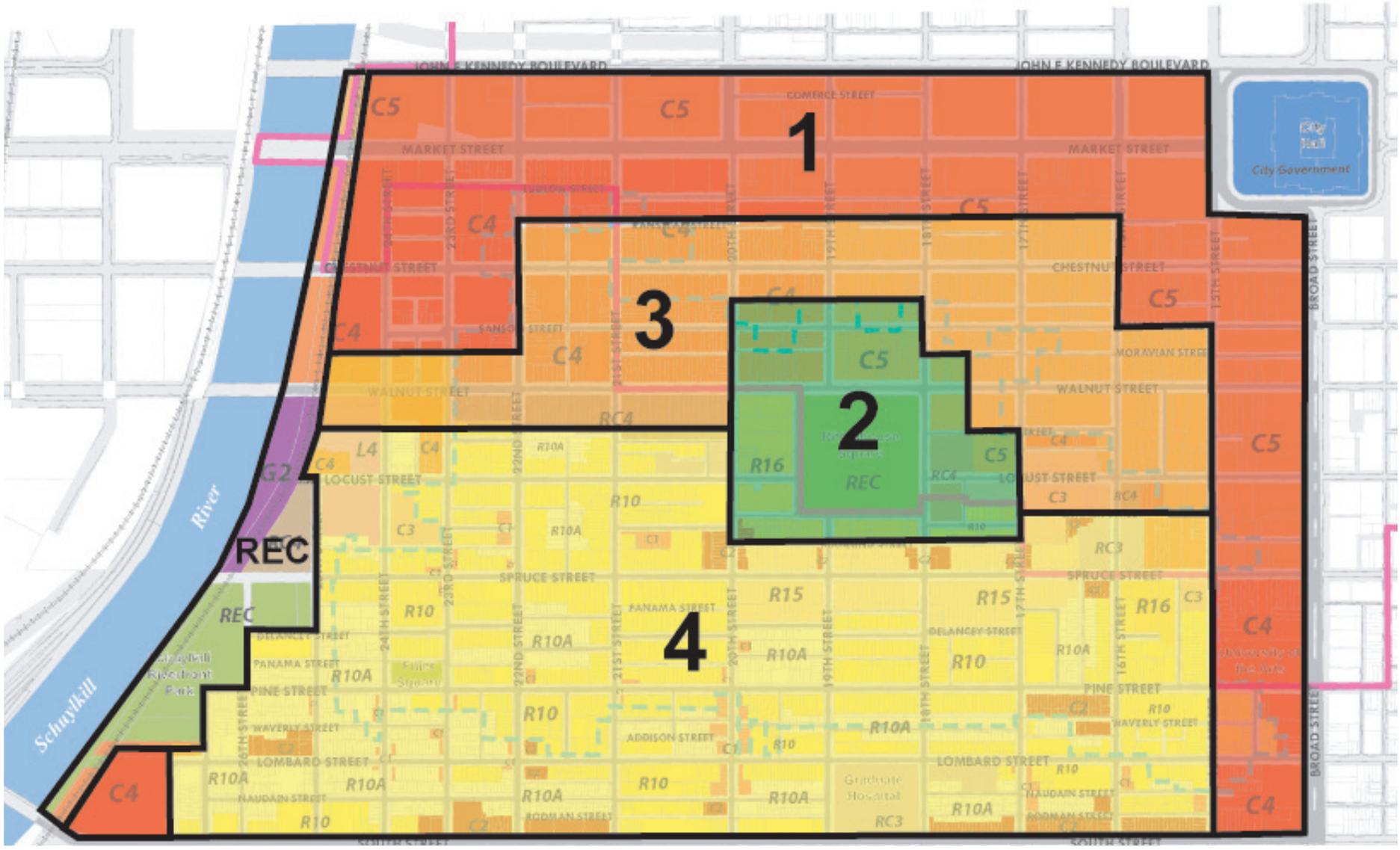


Tower guidelines for Zone 1

Figure 5.1 - CCRA Development Zones

Threshold Height Limits

1 400 ft **2** 300 ft **3** 300 ft **4** 45 ft





Highrises frame Rittenhouse Square

5.1.2. Development Zone 2 – High Rise Residential

This area encompasses the blocks surrounding Rittenhouse Square and the heart of the Rittenhouse-Fitler Square Local Historic District. As the premier public space in Philadelphia, Rittenhouse Square has thrived for many reasons, including being framed by high rise residential buildings that create an open air urban room for residents to enjoy. Restaurants and retail line two sides of the square, and the high-end shopping district along Walnut Street is anchored by the Square.

Historic mansions and prominent churches still remain in this area and are juxtaposed to more modern, higher buildings. The successful integration of new development with historic properties is essential to create a diverse and captivating urban form that exemplifies a fuller, richer story of Philadelphia.

5.1.3. Development Zone 3 – Shopping District

Zone 3 includes the premier shopping area in the neighborhood along most of Chestnut and Walnut Streets and portions of Sansom and Locust Streets. Retail storefronts are mixed with office and residential towers. Many of the office buildings are considered Class B and C office space and a good portion of them have either been converted to residential or could be in the future. The influx of residential properties in this area is a positive trend that adds foot traffic for retail and restaurants and contributes to this area being a '24-hour' district in the City.

The fine collection of art deco office and retail buildings is highlighted on many architectural walking tours and is the primary reason for designation of the area as the Center City West Commercial Historic District. Every possible effort should be made to enhance the quality and maintenance of the storefronts and integrate retail development into the ground level of new buildings.

5.1.4. Development Zone 4 – Row House Mix

This area includes the bulk of the townhouse and low-rise, multi-family residential land uses in the neighborhood. The larger scale townhouses typically line Spruce, Pine, and Delancey Streets and the smaller townhouses line the smaller streets such as Waverly, Panama, and Naudain Streets. The neighborhood also includes a large number of corner stores, neighborhood-serving retail establishments along South and 20th Streets, and restaurants, which are great amenities for residents.

Small museums and galleries are located throughout the area, such as the Rosenbach Museum and Library, and the Print Center. The diverse

composition of this neighborhood's urban residential form – integrating various housing sizes and retail amenities - is in short supply in this country. It has evolved to meet today's living styles as successfully as it did when it was first developed and the key ingredients to its success should be carefully maintained and developed for the future.

5.2. Design Guidelines

The following general design guidelines define the physical framework for development within each zone. These guidelines should be further developed and incorporated into the zoning code, to convey to developers and property owners the community's desire for the form of new development and how it should support the existing character of the neighborhood. These standards, in combination with the other recommendations, will be the measure by which the CCRA Zoning Committee responds to development proposals.

5.2.1. Building Specific Guidelines

5.2.1.1. Height of Buildings

The following building heights are to be considered as general limitations within each Development Zone. Variations should only be granted in special circumstances following CCRA review. Consideration must also be given to the height limitations contained in the applicable zoning classification.

- a. Zone 1 - Buildings to be at least 40 ft and not more than 400 ft.
- b. Zone 2 - Buildings to be at least 35 ft and not more than 300 ft.
- c. Zone 3 - Buildings to be at least 35 ft and not more than 300 ft. (with the exception of buildings at the transition edge to zone 4, which should not exceed 175')
- d. Zone 4 - Buildings to be at least 25 ft and not more than 45 ft.



A mix of residential and neighborhood-serving commercial uses characterize Development Zone 4

5.2.1.2. Tower Spacing and Placement (Zones 1-3)

In accordance with the current zoning code, all buildings over 65 feet in height should be limited to a maximum width of 250 feet (or 66% of the block) with a minimum spacing of 75 feet between adjacent towers. Tower placement should consider shadow and view impacts; an analysis and model of those impacts should be provided by the developer. Developers should also provide renderings of the streetscape view as well as the skyline view.

5.2.1.3. Podium Heights

When towers are set upon podiums, the podium height should be consistent with the width of the street right of way (cartway plus sidewalks). The tower should be set back from the street front of the podium.

5.2.1.4. Decks

Decks should be set back three feet from the building wall to decrease visibility from a public street and decks which are visible should be

screened. Decks and railings should be constructed of high quality, durable materials such as metal, hardwood or glass.

5.2.1.5. Setbacks

The current Zoning Code provides FAR bonuses in RC4 and C5 for buildings which have upper floor setbacks regardless of whether the setback surface is landscaped and/or accessible to the public or occupants. These bonuses should only be awarded for landscaped usable roof terraces.

5.2.1.6. Building Lines

Buildings should maintain a reasonably consistent building wall or “build-to-line” along the sidewalk.

5.2.1.7. Party Walls

Blank party walls should be avoided and party walls which rise above neighboring buildings should be articulated and contain windows where possible. (refer to section 5.6.1)



Decks should be designed to maintain privacy



View of existing Spruce and 18th Street intersection



Potential overscaled development with existing R15 zoning controls

5.2.1.8. Green Roofs

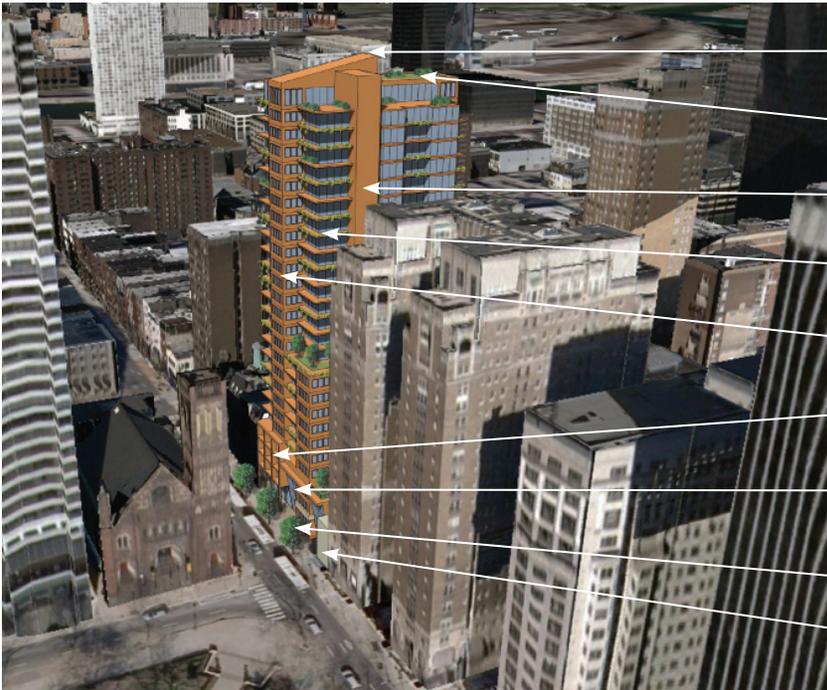
Green roofs and other environmental building practices and features are encouraged.

5.2.2. Streetscape/Sidewalk Specific Guidelines

5.2.2.1. Sidewalk materials

The use of high quality non-slip materials such as brick, slate or exposed aggregate concrete is suggested and indicators for pedestrian safety are encouraged, where appropriate.

1900 BLOCK WALNUT STREET DEVELOPMENT GOALS DEVELOPMENT ZONE 2



5.2.2.2. Trees

Planting new trees and saving existing trees along streetscapes and elsewhere are goals for all development.

5.2.2.3. Street furnishings and Bike Racks

Street furnishings and bike racks should be organized so that half of the sidewalk or a minimum of five feet is reserved for a pedestrian zone. Different paving should be installed to designate the street furniture area used for honor box “corrals”. Bike racks should be required for any building having a floor area ratio of 5 or greater.

300 ft. maximum height without special review

green roofs encouraged

75 ft. minimum distance between towers

approximately 40 sq. ft. of private open space per unit

upper level setbacks encouraged

podium height: 35 ft. minimum

active ground floor uses to continue Rittenhouse Row, i.e. retail, restaurant, theater

high-quality streetscaping

parking garage completely underground with entrance off Sansom Street

5.2.2.4. *Underground Utilities*

Utility lines along public streets should be buried.

5.2.2.5. *Lighting*

The CCRA Street Lighting Study should be implemented and, in the interim, placed on the CCRA website.

5.2.2.6. *Dumpsters*

Dumpsters permitted on a public way should be hidden from public view.

**1600 BLOCK PINE STREET DEVELOPMENT GOALS
DEVELOPMENT ZONE 4**



community input required for buildings in excess of 35 feet

green roof encouraged

approximately 40 sq. ft. of private open space per unit

small corner commercial space, i.e. retail, cafe, or restaurant

semi-public open space maintained by public/private partnership - active uses recommended, i.e. tot lot or community garden

parking provided underground

high quality streetscaping

5.2.3. General Urban Planning Guidelines

5.2.3.1. Open Space per Household

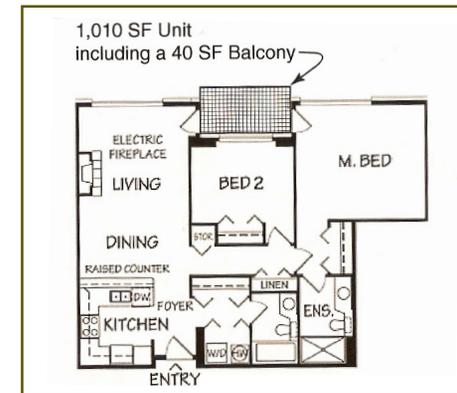
For each residential unit, forty square feet of open space, should be provided in the form of commons, yards, balconies, courtyards, decks, or other similar elements. When this is not possible, developers are encouraged to fund the development of public open space

5.2.3.2. Mixed Use Developments

Mixed residential/commercial development presently found in the neighborhood is a major asset and should be encouraged. New development along existing commercial corridors should include retail on the ground floor with an active street façade. Corner properties in Zone 4 are encouraged to have ground floor retail.



Corner stores and cafes serve the community needs. Retail improves the quality of life in the neighborhood.



Floor Plan of a 2 bedroom unit with 40 sf of open space

5.2.3.3. Pedestrian Scale

Ground level detailing, especially at entrances, should enhance pedestrian experience and contribute towards a vibrant streetscape. Special attention should be given to the pedestrian experience on Walnut Street west of Rittenhouse Square to encourage the westward expansion of the Rittenhouse shopping district.

5.2.3.4. Pedestrian Oriented Usages

Street level usages in Zones 1 through 3 should be pedestrian oriented, i.e. restaurants, stores, theatres, hotels, churches, child care, schools and venues for music.

5.2.3.5. Façades

Blank, mirrored, or opaque façades should be avoided. All ground level façades should have architectural detailing, such as changes in the building plane or materials, to break up the building mass and width of the façade. In commercial areas, an average of 75% of the ground level building façade should be transparent with doorways and windows.

Varied cornice heights are encouraged as well as bays, changes in plane or materials, and other architectural elements to break up the mass of the façade and to effect a pedestrian friendly streetscape.



New development should have ground floor retail, such as this development proposal.

5.2.3.6. Signage

- a. Internally illuminated signs should not be permitted in Zone 4.
- b. Signage in storefront windows should not cover more than 20% of the window.
- c. Awnings should not be plastic or backlit, and signage on awnings should be limited to the front surface.

5.2.3.7. Public Art

Floor area ratio bonuses could be provided for public art in large developments, when deemed appropriate through the community review process.

5.2.3.8. Historic Preservation

Preservation of historic buildings is a primary goal.



The Boyd Theater on Chestnut is a prime example of Art Deco style theaters



Unattractive blank facades with no active uses should be prohibited.

5.2.3.9 Parking Garages

Above ground parking garages are prohibited as a primary use. Above ground garages that are accessory to buildings with desirable primary uses must be fully wrapped with actively inhabited building areas, so that the garage is not apparent from the street. The provision of underground parking is highly encouraged.

5.3 Neighborhood Amenities

5.3.1 Recreational Areas

5.3.1.1 Tot Lots

In the interest of promoting the neighborhood as being child-friendly, it is important that CCRA encourages the development of tot lots and



Potential areas for a tot lot exist around Penn Medicine facilities

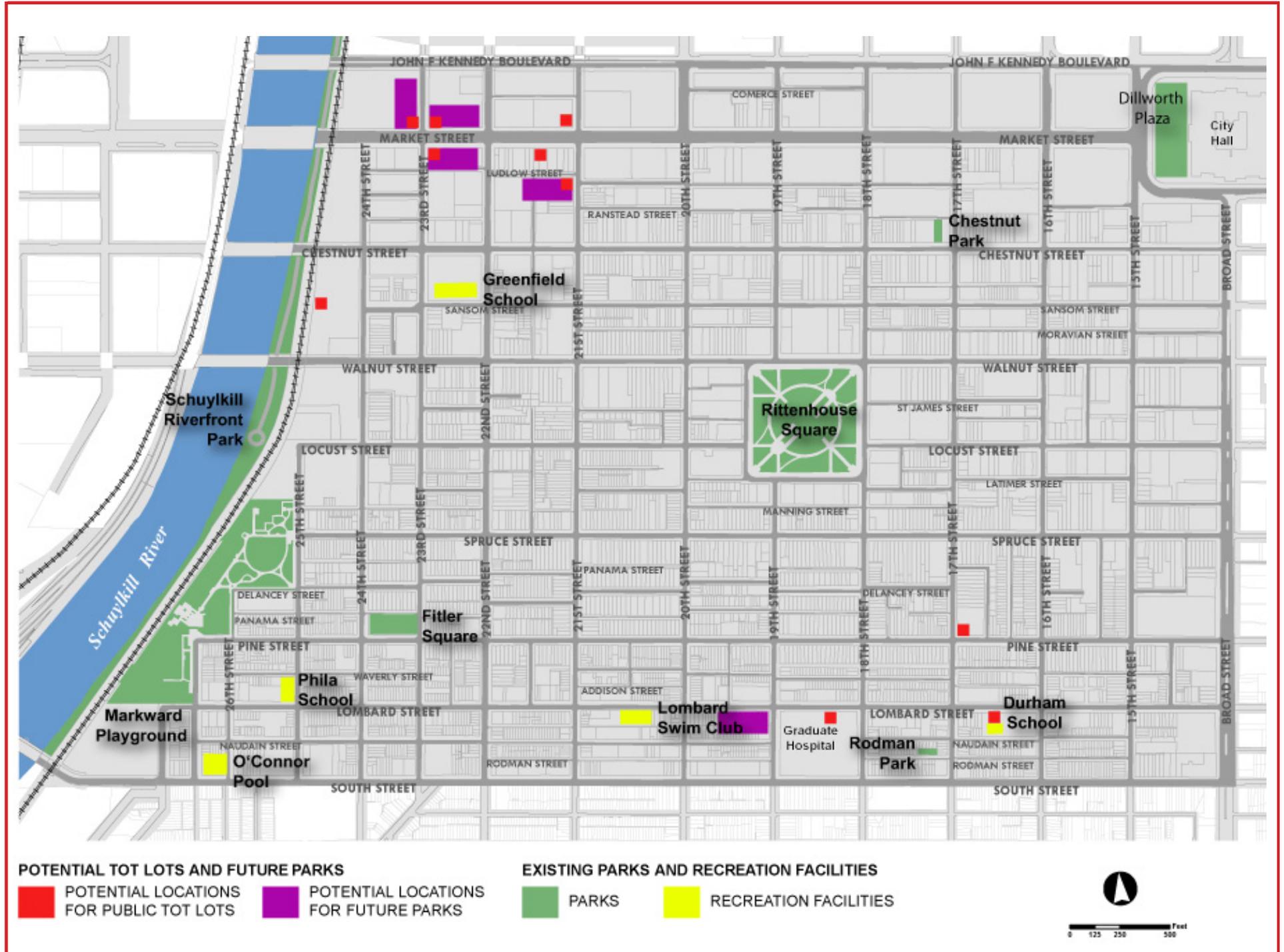
pocket parks including the planned Greenfield School playground improvements.

5.3.1.2 New Neighborhood Parks

The neighborhood should advocate for new parks in the following locations:

- a. In the rectangle between 20th and the Schuylkill, JFK and Chestnut Street
- b. Penn Medicine facilities (the former Graduate Hospital) parking lot
- c. The Schuylkill River Trail south of Locust Street

Figure 5.2 - Existing and potential areas for park and recreation





Potential locations for new development and future parks.

5.3.2. Pedestrian Connections

5.3.2.1. Schuylkill River Trail

The connection to the trail at Locust Street should be maintained at grade.

5.3.2.2 Bridgewalk Improvements

Streetscape and lighting improvements, similar to those on the Market and JFK bridges, should be placed on the Chestnut and Walnut Street bridges. The new South Street Bridge should be constructed with the pedestrian and bicycle lane improvements outlined by the “Design Recommendations for the South Street Bridge”, prepared by the South Street Bridge Coalition, April 2008.

5.3.2.3 Schuylkill Pedestrian Bridge

Funds should be sought for the erection of the pedestrian bridge over

the Schuylkill proposed by the University of Pennsylvania. The design should be coordinated with the proposed bridge over the CSX railroad tracks at Locust Street.

5.3.3. Education

5.3.3.1. Zoning Provisions

Reflecting the neighborhood’s desire for additional day care and extended learning centers, zoning should allow for these uses by right in all areas of the neighborhood and include these centers in the definition of active uses required for the wrapping of parking garages and for ground floor building levels.

5.3.3.2 Improved Facilities

New and expanded primary and secondary school options should be encouraged such as the recently completed renovation of the former Durham School site by Independence Charter School and the planned expansion of The Philadelphia School.

5.4. Transportation

5.4.1. Bicycles

5.4.1.1 Bike Lanes

An increase in bicycle use and a corresponding decrease in cars on the streets in Center City would greatly enhance Center City life. To encourage the use of bicycles, a master bicycle plan must be created for the downtown area including, most importantly, a link to the Schuylkill River trail. CCRA should work with the Bicycle Coalition and the Planning Commission to encourage a city wide plan for bicycles.

5.4.1.2. Bicycle Parking

Streetscape improvements should include bike racks and racks should be required at any building having a floor area ratio of 5 or greater.

5.4.2. Public Transportation

5.4.2.1. Broad Street Concourse and Stations

Maintaining the cleanliness and security of the Septa and Patco underground concourses is of utmost importance to CCRA. The revenue from Concourse advertising should be used to support these efforts.

5.4.2.2. Buses

Septa should provide bus schedules and maps in boxes on sign posts at bus stops and employ quiet non-polluting bus alternatives.

5.4.2.3. Mass Transit Entrances

Subway/Trolley entrances and stairways should be improved and made more attractive.



Trolley stops can be improved with lighting and signage



Example of attractive entrance signage with a map

5.4.3. Traffic

5.4.3.1. Traffic Cameras

Cameras should be installed at heavily trafficked intersections to discourage violation of red signals and blocking the box.

5.5. Parking

5.5.1. Garages

5.5.1.1. Below Ground Garages

The construction of below ground parking garages is encouraged and these should conform to the following guidelines:

- access to below ground garages should be located on secondary streets where possible.
- curb cuts should be limited to the street line and driveways crossing sidewalks should be level with the sidewalk's surface.
- sidewalk material should continue across the driveway access.
- ventilation equipment should not be located near pedestrian areas.
- the area above underground garages that is not covered at ground level should be treated as public accessible space with sufficient topsoil for planting (two feet minimum).

5.5.1.2. Garage Entrances

Ingress and egress locations for parking garages should be well lit and architecturally treated as entrances integrated with the rest of the building so that the sidewalk and streetscape are consistent. There should be no more than two 11' wide accessways.

5.5.1.3. Parking for Townhomes

Parking provided for townhome developments should conform to the following guidelines:

- a. Parking incorporated into developments of four or more units should be screened and not visible from the street
- b. New townhouses with garage fronts should not be permitted.
- c. Developments with more than 48' of frontage should be allowed a single driveway for access to rear/courtyard parking.
- d. Developments with 96' or more of frontage should contain a rear or courtyard parking lot and two driveways should be allowed for access and egress.



Parking should be centralized with one egress and one ingress.



Garage front townhouses should be prohibited. If the property has two frontages, a garage should be allowed on the lesser traveled street.

5.5.2. Surface Parking Lot Screens

5.5.2.1. Surface Lot Perimeter

Surface parking lots should include one or a combination of the following screening devices:

- a. Evergreen hedges consisting of shrubs installed at 2.5 feet on center in a continuous 3' screen within 3 years with breaks provided at a minimum of every 24' and a maximum of every 36' for pedestrian access; or
- b. Street trees installed at maximum of 24' on center connected by either evergreen hedges as described above or decorative paving such as cobblestones or pavers; or

- c. Masonry walls at a maximum of 4' for security with plantings on the outside to provide a continuous screen and pedestrian access points at a minimum of every 24' and a maximum of every 36'.

5.5.3. On Street Parking

The following changes should be made to the neighborhood parking regulations and practices:

5.5.3.1. Meter Hours

Extend short term 2 hour parking hours in the south west quadrant from 8AM to 6 PM to 8 AM to 8PM.

5.5.3.2. Online Permits

Make residential parking permits obtainable through the internet.

5.5.3.3. Permit Limits

Limit residential permits to 2 per household.

5.5.3.4. Permit Prices

Increase annual permit price to \$150.

5.5.3.5 Tolls on Permit Blocks

Pay stations should be placed on permit parking blocks. Non-permit holders should be required to pay immediately upon parking rather than obtaining two free hours so as to encourage turn over on permit blocks.

5.5.3.6. New On Street Spaces

Add parking spaces on Pine west of 17th Street past 6 PM by permitting parking on both sides of the street.

5.5.3.7. Car Sharing

Work with car sharing organizations to locate on street parking spaces and require residential developments of 25 or more units to provide at least 1 car share space.

5.5.3.8. Bicycle Parking

Require residential developments of 15 or more units to provide at least 2 bicycle spaces for every 15 cars.

5.5.3.9. Programmable Centralized Meters

Install programmable centralized stations serving the entire block rather than having one meter per slot.

5.5.3.10. Meter Rate Increase

Increase meter rates to encourage slot turnover and discourage unnecessary trips.



Centralized parking meters are used around the country to maximize parking space and revenue.

5.5.3.11. *Bundling Parking Slots in Condos*

Require vendors of condominium units to bundle parking spaces with sales of the units.

5.6. Land Use Regulation Changes

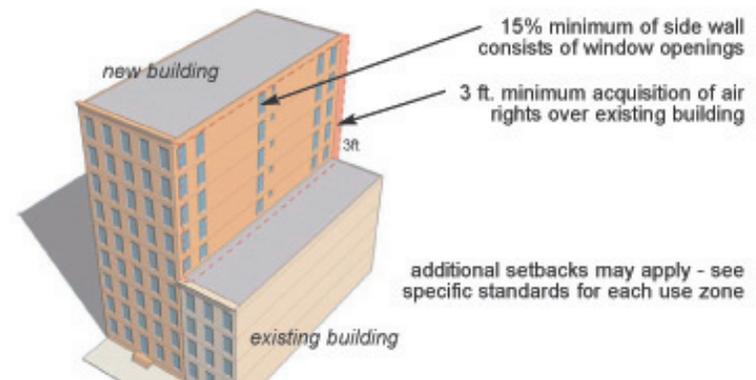
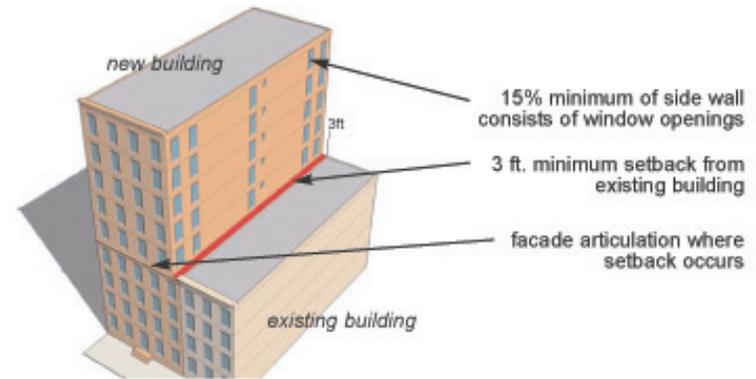
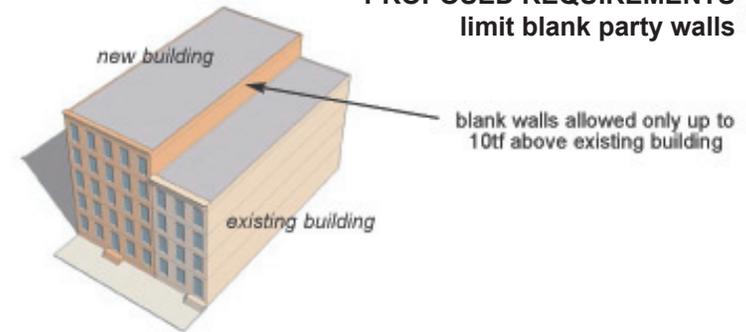
Various recommendations contained in this chapter would require new or revised zoning regulations and/or ordinances to be revised. This portion of the Plan highlights those recommendations.

5.6.1. *Blank Party Walls*

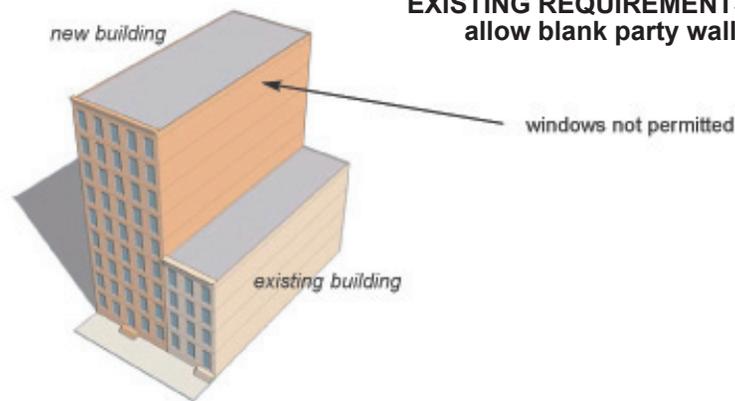
Under current building codes, windows in party walls on mid-block high-rise developments are not permitted. This results in unsightly blank party walls, which loom over neighboring buildings. New buildings that rise above their adjacent neighbors should be required to have windows in their party walls.

Regulations should be developed to require that party walls of new construction which abut an existing building and exceed the height of the

**PROPOSED REQUIREMENTS
limit blank party walls**



**EXISTING REQUIREMENTS
allow blank party walls**



adjacent building by more than 10' include a minimum of 15% window openings (compared to 20-25% typical for the front façade of traditional residential buildings in the CCRA area). To comply with building code requirements, this would require either a setback of the wall 3' or more from the lot line, acquisition of air rights over the abutting building for walls on the lot line or a Board of Building Standards variance from the Building Code requirement for prohibition of windows on lot line walls.

5.6.2. *Inappropriate Bonuses for Setbacks*

Zoning controls in R15 provide FAR bonuses of two square feet for each square foot of setback for buildings set back a minimum 10' from the street line. Section 14-1303 of the Zoning Code, Additional Floor Area, permits an additional 15 square feet of floor area for each square foot between the street line and building line. These incentives encourage undesirable development forms and should be changed.

The provisions of Section 14-208 relating to additional floor area in R15 for buildings set back from the street line 14-208(3)(a) and (b) should be deleted as well as provisions of Section 14-1303 relating to buildings constructed back from street lines. Incentives for modest setbacks of up to a maximum of 10' should be included in the bonus provisions for public open space.

5.6.3. *Public Art*

Presently RC4/C4/C5 Zoning controls require that public art be provided to qualify for the 800% additional floor area provisions. While this incentive would be excessive for zoning categories other than RC4/C4/C5, some form of incentive for public art should be extended to other zoning classification categories within the CCRA area.

5.6.4. *Bonuses for Accessible Open Space Only*

Large bonuses for open space in RC4/C4/C5 Zones not publicly accessible should be eliminated. Consideration should be given to smaller bonus support where open space is not publicly accessible but is publicly displayed – an example of such a space is the fenced garden at the United Engineers Building on the west side of 17th between Market and Chestnut.

5.6.5. *Demolition of Historic Buildings*

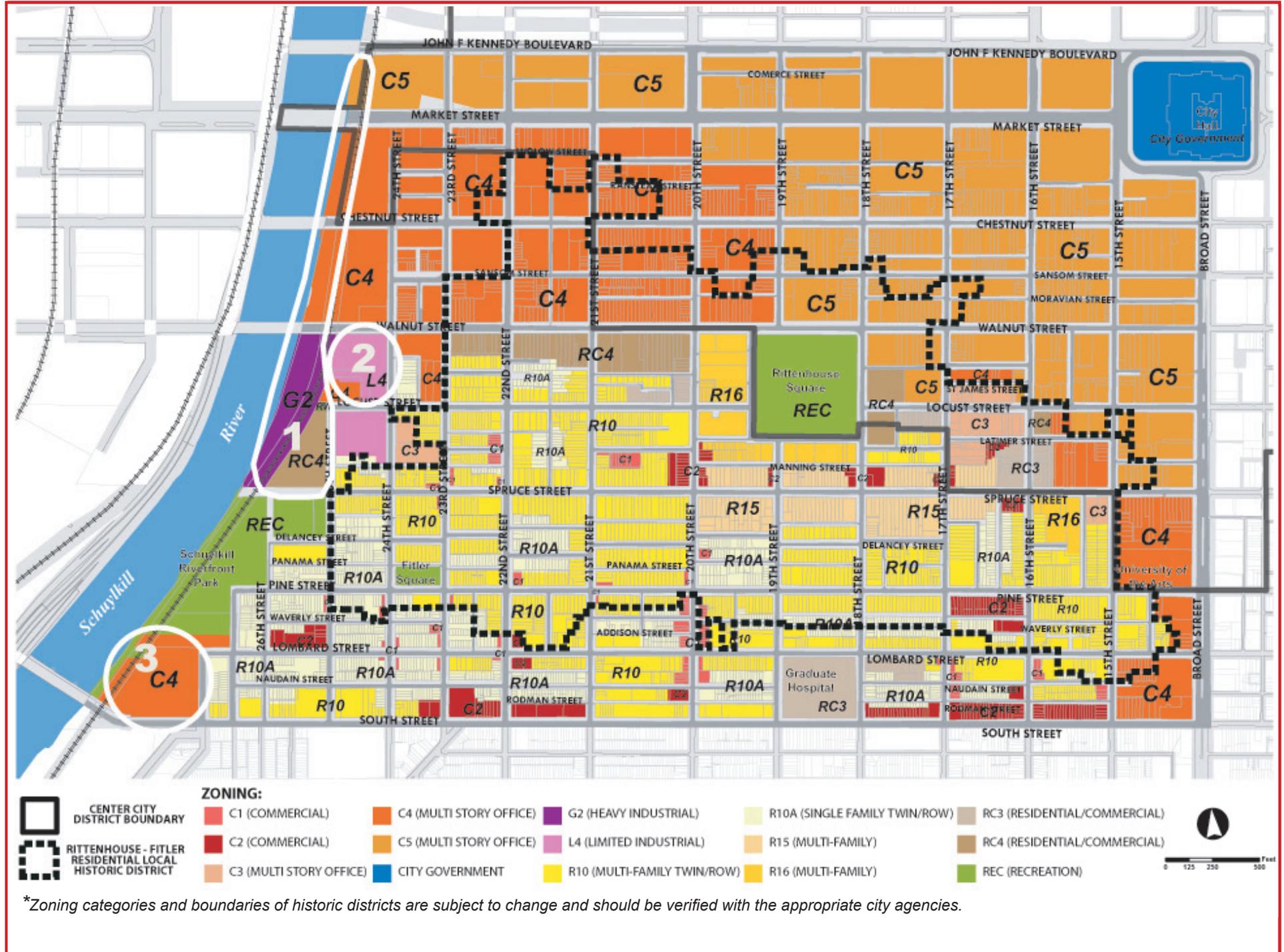
The Historical Commission and Licenses and Inspection should require the following prior to issuance of demolition permits:

- (1) proof of valid construction permits and financing commitments for the entire project;
- (2) proof of binding contracts with the demolition, excavation, grading and construction contractors;
- (3) notice of any work interruption to be posted on site and registered with the Historical Commission, where it would be publicly available.

5.6.6. *Zoning Map Changes* (see Figure 5.3)

1. Rezone areas along the Schuylkill River trail and the community garden to REC.
2. Rezone industrial zoned areas north of Locust Street between 23rd and 25th Streets in accordance with existing rowhouse neighborhood patterns
3. Rezone the site of the At&T facility at 27th & Lombard to RC4.

Figure 5.3 - Recommended Area of Change to the Existing Zoning Map



*Zoning categories and boundaries of historic districts are subject to change and should be verified with the appropriate city agencies.

5.6.7. *Parking Garages*

1. Prohibit above ground parking garages as a primary use.
2. Prohibit above ground parking garages as an accessory use from the CCRA area unless fully wrapped with actively inhabited uses.
3. Create a bonus system, in the zoning code, which would encourage the construction of underground parking for new large-scale developments.

5.6.8. *Height Limits*

1. Introduce threshold height limits in accordance with this plan's Zone 1-4 recommendations which would require CCRA and Planning Commission review and approval for any proposed project exceeding the limit.
2. Increase 35' height limit to 45' in R10 and R10A areas if adjacent buildings are higher than 35'.

5.6.9. *Environmental Bonuses*

1. Revise code to offer floor area bonuses for "green" roofs.

5.6.10. *Open Space*

1. Modify all medium and high density districts including R15, R16, RC3, RC4, C3, C4 and C5 to require the provision of a minimum of 40sf of open space per new residential unit. This can take

the form of accessible "green roofs", roof terraces, balconies, yards or public plazas.

2. Setback bonuses in RC4, C4 and C5 should require that setback areas in residential highrises incorporate accessible "green" roofs.
3. Require that soil of sufficient depth for plantings be provided over underground parking when not covered by building areas.

5.6.11. *Surface Parking Lot Screens*

The Zoning Code should be revised to call for screening devices around surface parking lots as detailed in section 5.5.2.1.

5.7 A Proactive Role for the Association

As a general matter, CCRA should take a more proactive role in dealing with development rather than, as has been its custom, entering the planning process only when new development is proposed. Specifically, CCRA should take a proactive approach to the northwest quadrant of the neighborhood identified in the "MarketPlace Vision Plan" prepared by the University of Pennsylvania School of Design graduate students for CCRA's Neighborhood Plan Committee. CCRA should institute conversations involving the landowners in the area, city officials, and the Logan Square Neighborhood Association.

A permanent Long Range Planning Committee of design professionals and members of other disciplines should:

1. Provide periodic review and update of the Neighborhood Plan based on the input of the Zoning Committee and the Development Task Forces appointed by the Board; and
2. Participate with task forces assigned to address large development projects.

CCRA would look to the committee's design professionals as a resource for advice on design and urban planning issues. The committee would be encouraged to work closely with the Planning Commission representative assigned to our area. In addition, the Association should, periodically, consider hiring outside professionals to look anew at the Neighborhood Plan.