

PHILADELPHIA CITY PLANNING COMMISSION



IMPLEMENTATION UPDATE



Health Center 10

CENTRAL NORTHEAST DISTRICT PLAN

PHILADELPHIA2035

Philadelphia2035 is the city's Comprehensive Plan. Created and updated by the Philadelphia City Planning Commission (PCPC), this document serves as a guide for the city's long-term growth.

Philadelphia2035 is a two-phase effort:

I. CITYWIDE VISION

The **Citywide Vision** lays out broad goals and policy for all aspects of the city. These include neighborhoods, vacant land, economic development, open space, and transportation.

II. DISTRICT PLANS

District Plans apply the concepts of the Citywide Vision to specific areas of Philadelphia.

IMPLEMENTATION

PCPC staff works with city agencies, City Council, and non-profit partners to see the District Plans become reality. PCPC has secured grants for follow-up studies, engineering, and construction totaling almost \$23 million. This document highlights our implementation progress so far.

BENEFITS OF PLANNING

ENVIRONMENT

Natural and man-made surroundings provide safe and healthful conditions for current and future generations.

ECONOMY

Economic development generates jobs, income, wealth, revenue and city services.

EQUITY

Planning helps ensure that everyone benefits from programming and funding, regardless of race, ethnicity, class or any other dimension of identity.

HEALTH & WELL-BEING

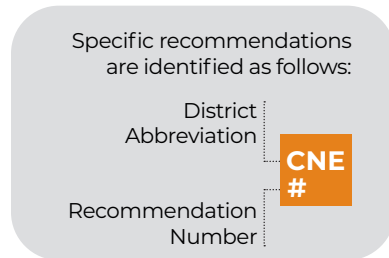
Philadelphia's built environment encourages active living and supports fair access to the resources and amenities necessary for residents of all ages to improve their physical, mental, and social well-being

ENGAGEMENT

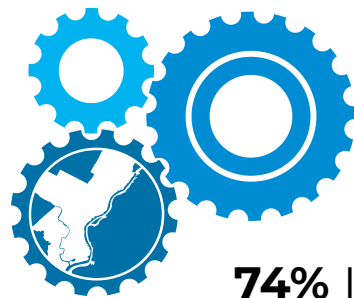
Many stakeholders come together to shape a common, future vision.

PLAN IMPLEMENTATION PROGRESS

The Philadelphia City Planning Commission adopted the Central NE District Plan in **March 2014**. The plan makes **36** recommendations across three themes:



- 12 THRIVE**
Neighborhoods | Economic Development | Land Management
- 10 CONNECT**
Transportation | Utilities
- 14 RENEW**
Open Space | Environmental Resources
Historic Preservation | Public Realm



With the help of our Implementation Partners, we've advanced 68% of plan recommendations:

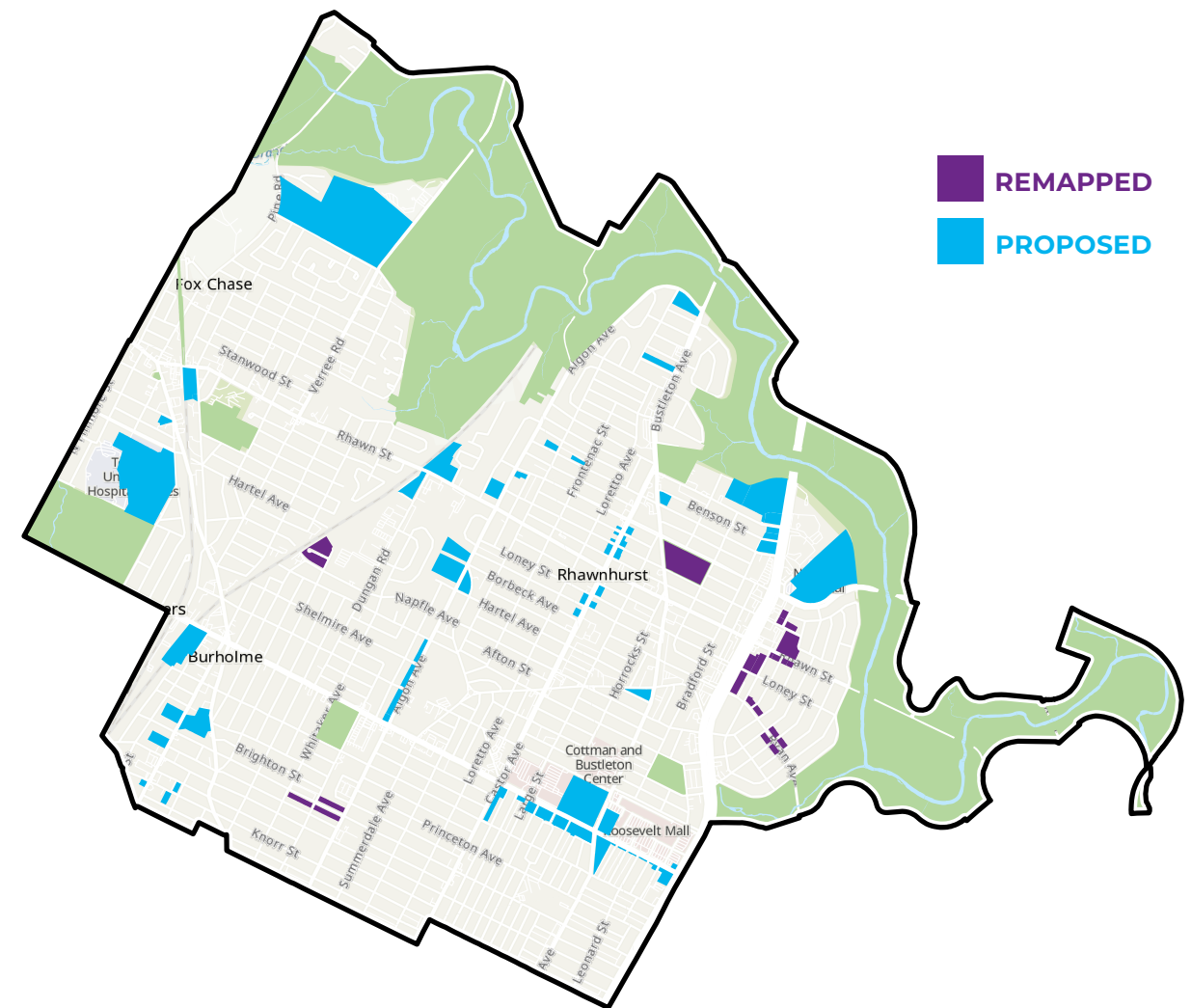
74% In Progress // **15%** Ongoing // **10%** Complete

Thank you to our Implementation Partners:

- Brixmor Property Group
- Burholme Town Watch and Civic Association
- Castor, Bustleton & Cottman Business Association
- Councilmember Bobby Henon
- Councilmember Brian O'Neill
- Councilmember Cherelle Parker
- Free Library of Philadelphia (FLP)
- Greater Northeast Philadelphia Chamber of Commerce
- Kimco Realty
- Mayor Jim Kenney
- Oxford Circle Christian Community Development Corporation
- Oxford Circle Civic Association
- Philadelphia Health Department
- Philadelphia Department of Commerce
- Philadelphia Office of Transportation, Infrastructure, and Sustainability (oTIS)
- Philadelphia Streets Department
- Philadelphia Parks and Recreation Department (PPR)
- Philadelphia Department of Water (PWD)
- Pennsylvania Department of Transportation (PennDOT)
- Philadelphia Historical Commission (PHC)
- Pennsylvania Horticultural Society (PHS)
- State Representative Kevin Boyle
- State Senator John Sabatina
- State Representative Jared Solomon
- SEPTA
- Take Back Your Neighborhood

ZONING REMAPPING PROGRESS

As of Spring 2022



A big part of making Philadelphia2035 a reality is updating Philadelphia's zoning maps. PCPC is working with City Council to make sure the zoning matches existing uses and points the way for future projects.



HONOR SQUARE AT FIVE POINTS

BRINGING A UNIFIED STREETSCAPE TO A COMPLEX INTERSECTION



Existing conditions of the Honor Square War Memorial

RECOMMENDATIONS

- CNE 2** Improve the public realm at Five Points
- CNE 30** Nominate historic resources of extraordinary value to the Philadelphia Register of Historic Places
- CNE 33** Redesign Honor Square at Five Points

The Honor Square Memorial is dedicated to residents of the Burholme neighborhood who served in the First World War. It is a landmark at the Five Points intersection created by Cottman, Rising Sun, and Oxford Avenues. A recent State grant paid for the memorial to be cleaned and for new flower beds, lighting, flags, and plaque. The City and PennDOT are working to rebuild the intersection so that it's safer, greener, and more attractive. That project is in the early design phase.

The recommendations of the Central Northeast District Plan support these improvements at the 5 Points Intersection so that it can continue to serve as the heart of the Burholme community.

ROUTE FOR CHANGE

SAFE, ACCESSIBLE AND RELIABLE TRANSIT ALONG ROOSEVELT BOULEVARD



Boulevard Direct station and bus

RECOMMENDATIONS

- CNE 13** Implement the recommendations of DVRPC's Alternative Development for Roosevelt Boulevard Transit Enhancements study in order to incrementally transform Roosevelt Boulevard into a multi-modal corridor with expanded transit service, automobile circulation improvements, and pedestrian and bicycle upgrades
- CNE 15** Add bus shelters and evaluate stop locations at high volume bus stops

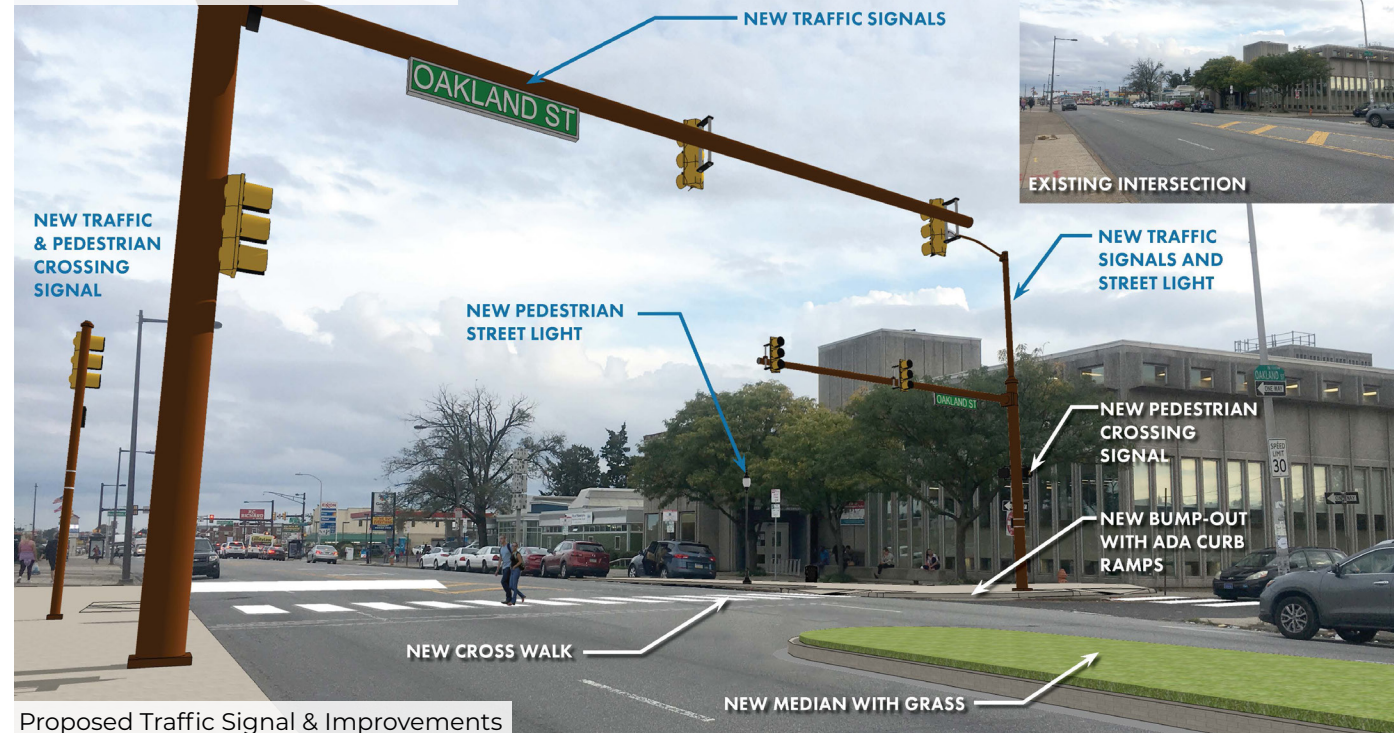
In October 2017 the Southeastern Pennsylvania Transportation Authority started a new bus line. **Boulevard Direct** runs between the Frankford Transportation Center and the Neshaminy Mall. Fewer stops mean less travel time for riders.

Each station has benches, grass and trees, bus shelters and signs. The new bus has increased ridership on this road by 13 percent. It is part of the City's goal to make Roosevelt Boulevard safe and reliable.

COTTMAN & THE BOULEVARD

REINVIGORATING ONE OF PHILADELPHIA'S STRONGEST REGIONAL CENTERS

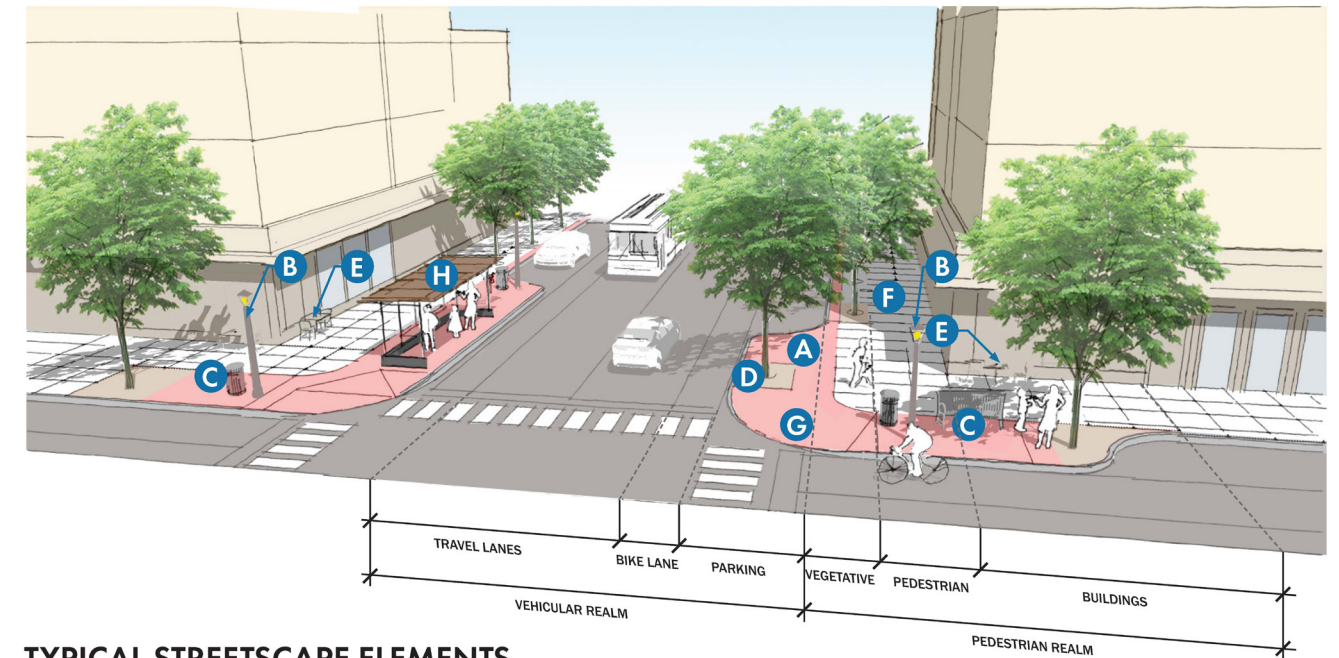
Source: Michael Baker International



Cottman Avenue from Roosevelt Boulevard to Castor Avenue is a busy commercial corridor. Both Health Center 10 and the Northeast Regional Library are on Cottman Avenue. Shoppers from near and far travel to shop at Cottman & the Boulevard. But the corridor is old and needs upgrades. The City and private partners are creating a plan to make the street safe. This will include lights, crosswalks, trees, and places to manage stormwater. The City will also improve the traffic flow and make it safer for all users. With this update, Cottman and the Boulevard can continue to thrive as a regional center. This project is now in final design.

State Representative Jared Solomon helped bring together the Castor, Cottman, and Bustleton Business Association and get money to install new banners on Castor Avenue. New restaurants have opened, and some have outdoor dining. A new Giant supermarket opened at the former Sears department store at Cottman and Bustleton Avenues. The non-profit People Acting to Help (PATH) completed the renovation of a landmark bank building at Cottman and Castor for its new headquarters. The 2nd Police District also moved into a renovated building next door.

A STREETScape CONSISTS OF A VARIETY OF COMPONENTS, THAT WHEN COMBINED PROPERLY CREATE A DYNAMIC ENGAGING SPACE. UNDERSTANDING AND PROVIDING SPACE FOR THE VARIOUS COMPONENTS IS ESSENTIAL IN CREATING A SUCCESSFUL STREET.



TYPICAL STREETScape ELEMENTS

Source: Michael Baker International

RECOMMENDATIONS

- CNE 10** Strengthen Cottman and the Boulevard as a competitive regional center
- CNE 15** Add bus shelters and evaluate stop location at high volume bus stops such as Cottman Avenue and Roosevelt Boulevard
- CNE 20** Install additional traffic signals on Cottman Avenue at the intersection with Leonard Street and develop a study design to improve pedestrian, transit, and vehicular movement at the Cottman and the Boulevard shopping center entrance opposite Health Center #10
- CNE 22** Replace and upgrade sidewalks and street trees along the Cottman Avenue commercial corridor
- CNE 28** Install stormwater management infrastructure to control stormwater runoff from large commercial, institutional, and industrial sites
- CNE 29** Increase the tree canopy in the Central Northeast, prioritizing areas such as the Cottman and the Boulevard shopping area
- CNE 32** Improve the public realm through well-marked curb cuts, driveways, and refuge islands in order to improve walkability
- CNE 36** Provide a gateway at Roosevelt Boulevard and Cottman Avenue

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Ryers Train
Station

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