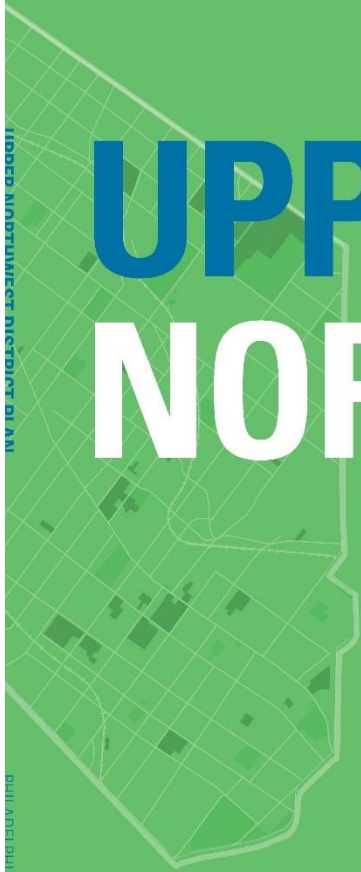


Download the Draft Plan
www.phila2035.org/upper-northwest

UPPER NORTHWEST

DISTRICT PLAN
2018

PHILADELPHIA
2035

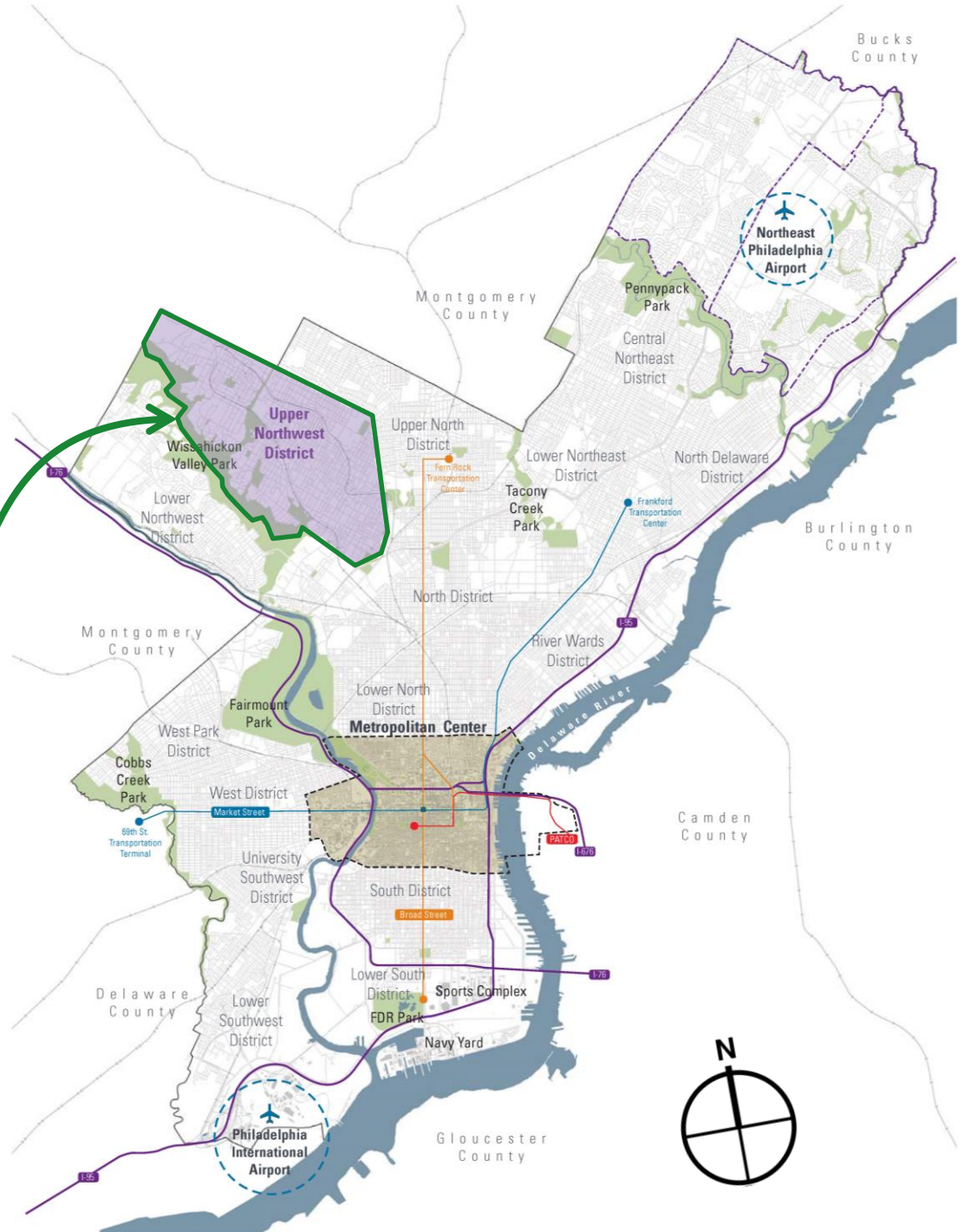


UPPER NORTHWEST DISTRICT OF PHILA

PHILA 2035

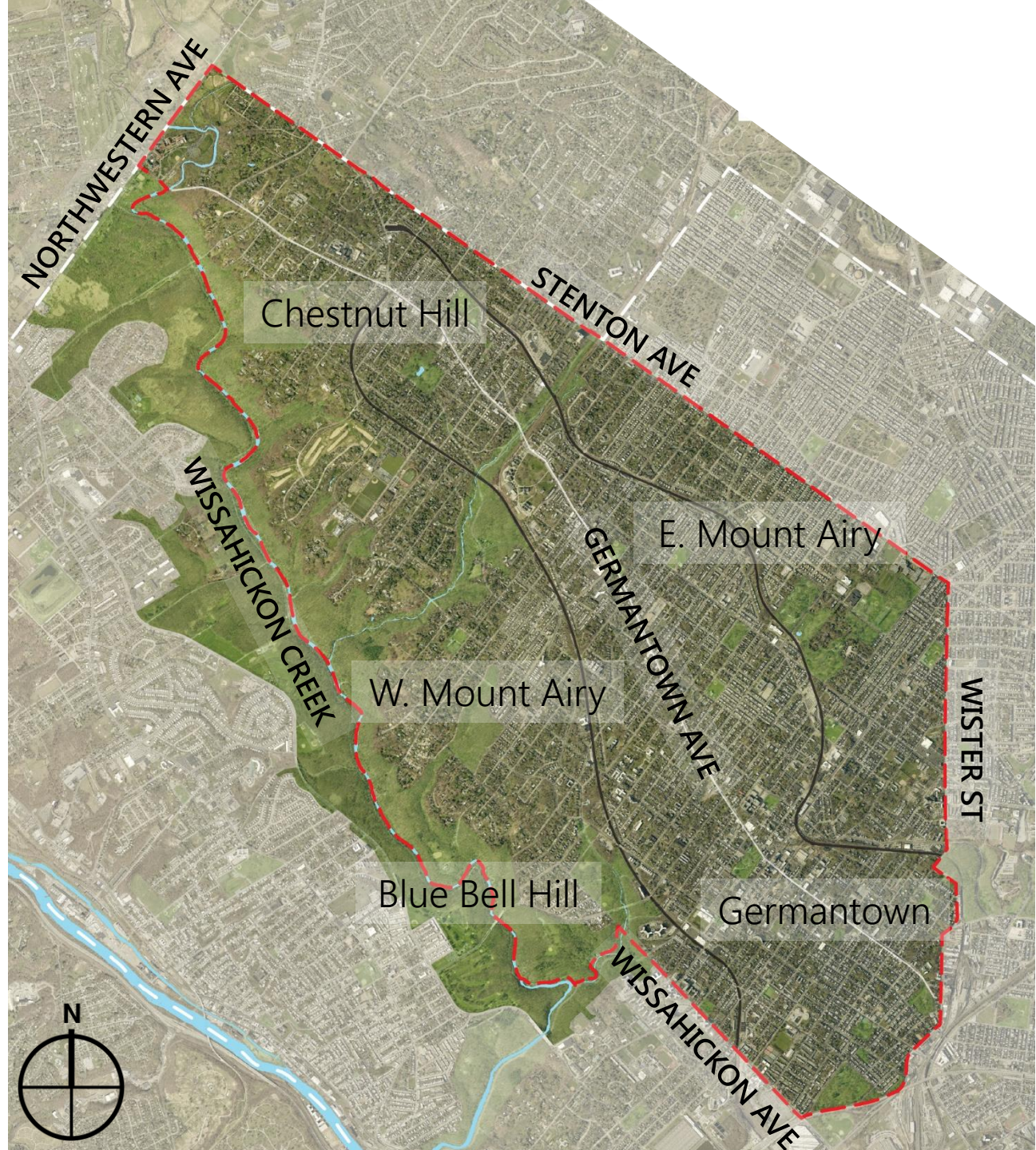
PHILADELPHIA 2035

- ✓ Central
- ✓ Central Northeast
- ✓ Far Northeast
- ✓ Lower North
- ✓ Lower Northeast
- ✓ Lower Northwest
- ✓ Lower South
- ✓ Lower Southwest
- ✓ North
- ✓ North Delaware
- ✓ River Wards
- ✓ South
- ✓ University Southwest
- ✓ Upper North
- ✓ **Upper Northwest**
- ✓ West
- ✓ West Park

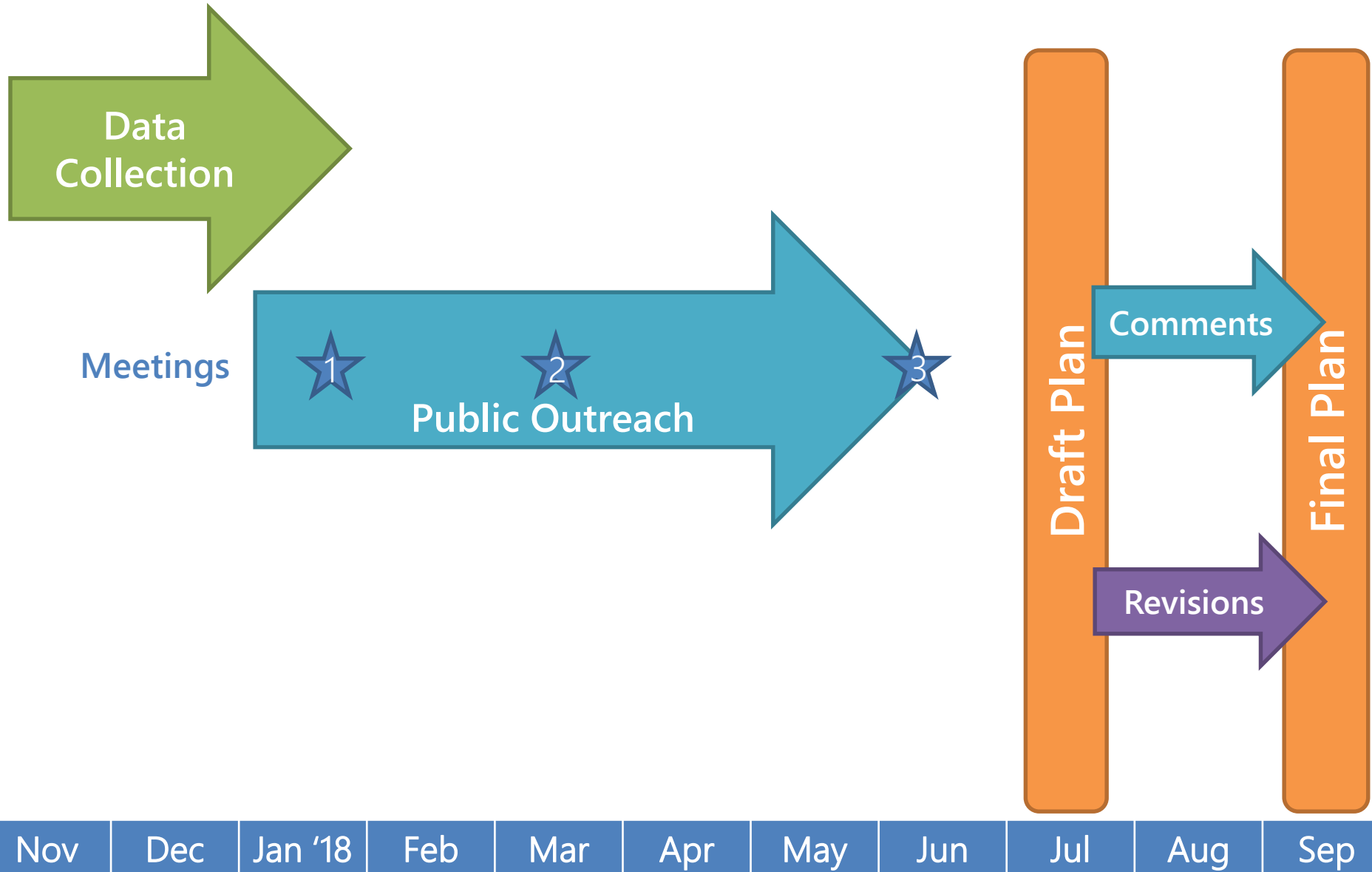


Major Neighborhoods

- Germantown
- East & West Mount Airy
- Chestnut Hill
- Blue Bell Hill



PLAN TIMELINE



OUTREACH

Five Steering Committee Meetings, attended by

- Community groups
- City agencies
- PRA
- State Senator's office
- Institutions

Three Public Meetings

- Total attendance of 685

Online Outreach

- StoryMaps
- Social media
- Regular website updates



First Public Meeting, January 29

MILESTONES



June

18: Final Public Meeting

July

17: Presentation of Draft Plan to Commission
Draft Plan Released
Comment Period Begins

September

4: Comment Period Ends
18: Plan Presented for Adoption

PLAN OBJECTIVES

THRIVE



Strengthen Commercial Corridors

Accommodate Residential Growth

Grow Economic Opportunity

CONNECT



Position Transit as a Mode of Choice

Ensure Safe Access to Parks

Decrease Flood Risk

RENEW



Improve Access to Open Space

Preserve Historic Buildings and Landscapes

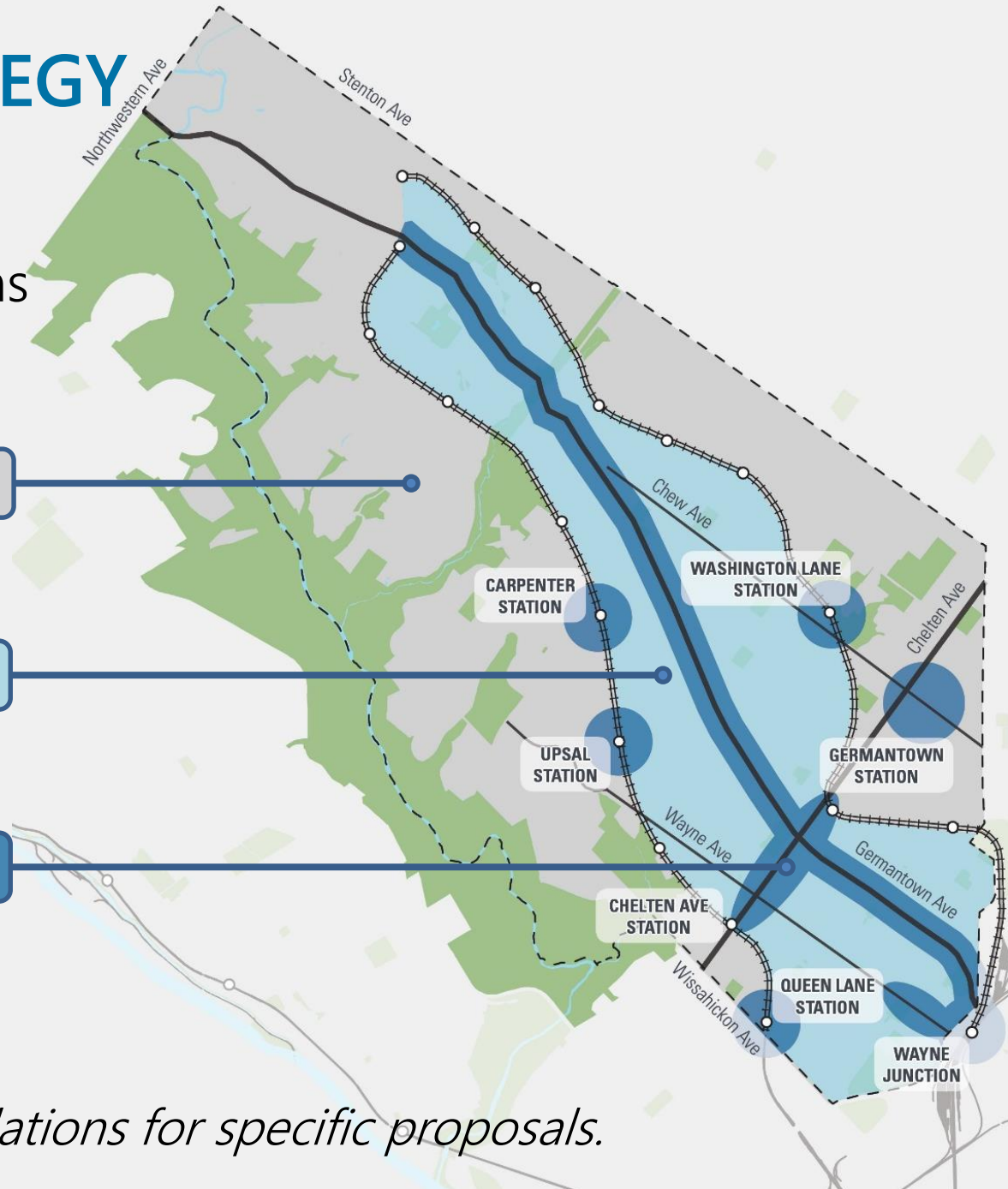
GROWTH STRATEGY

Guiding development to appropriate locations

Limited Growth Areas

Infill Areas

Core Growth Areas



*Schematic diagram only.
See Zoning Recommendations for specific proposals.*

THRIVE | PRIORITY RECOMMENDATIONS

A Renew streetscapes along the commercial corridors of Central Germantown, Wayne Junction, and Lower Wayne Avenue

B Direct multifamily housing development to commercial corridors and transit nodes

C Preserve large houses and properties by permitting accessory dwelling units



CONNECT | PRIORITY RECOMMENDATIONS

A Improve the frequency and user experience for the Route 23 bus

B Complete roadway design studies for Lincoln Drive and Wissahickon Avenue to create safe streets for all users



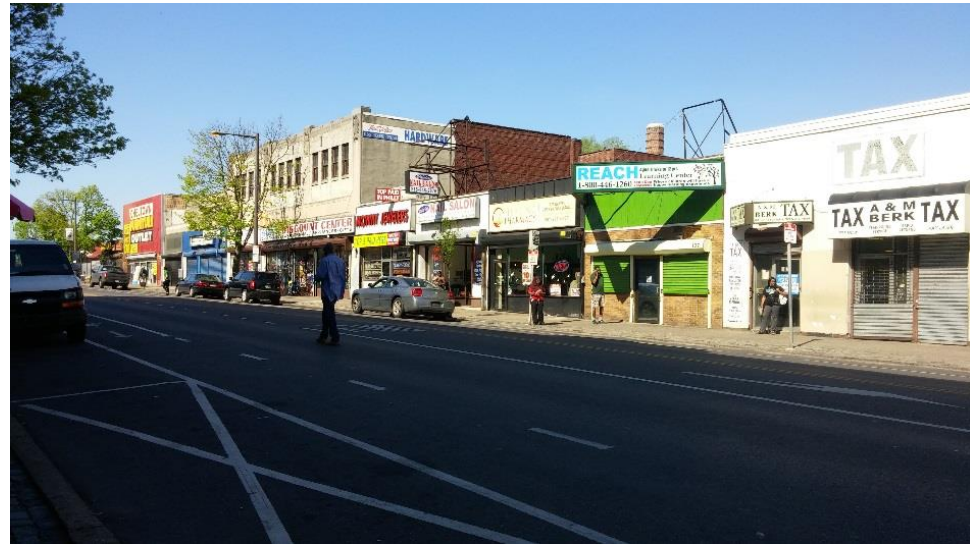
RENEW | PRIORITY RECOMMENDATIONS

- A** Construct a series of comfort stations in the Wissahickon Valley Park
- B** Improve park and recreation access in underserved areas
- C** Complete a comprehensive survey of historic properties and resources to aid in preservation



FOCUS AREAS

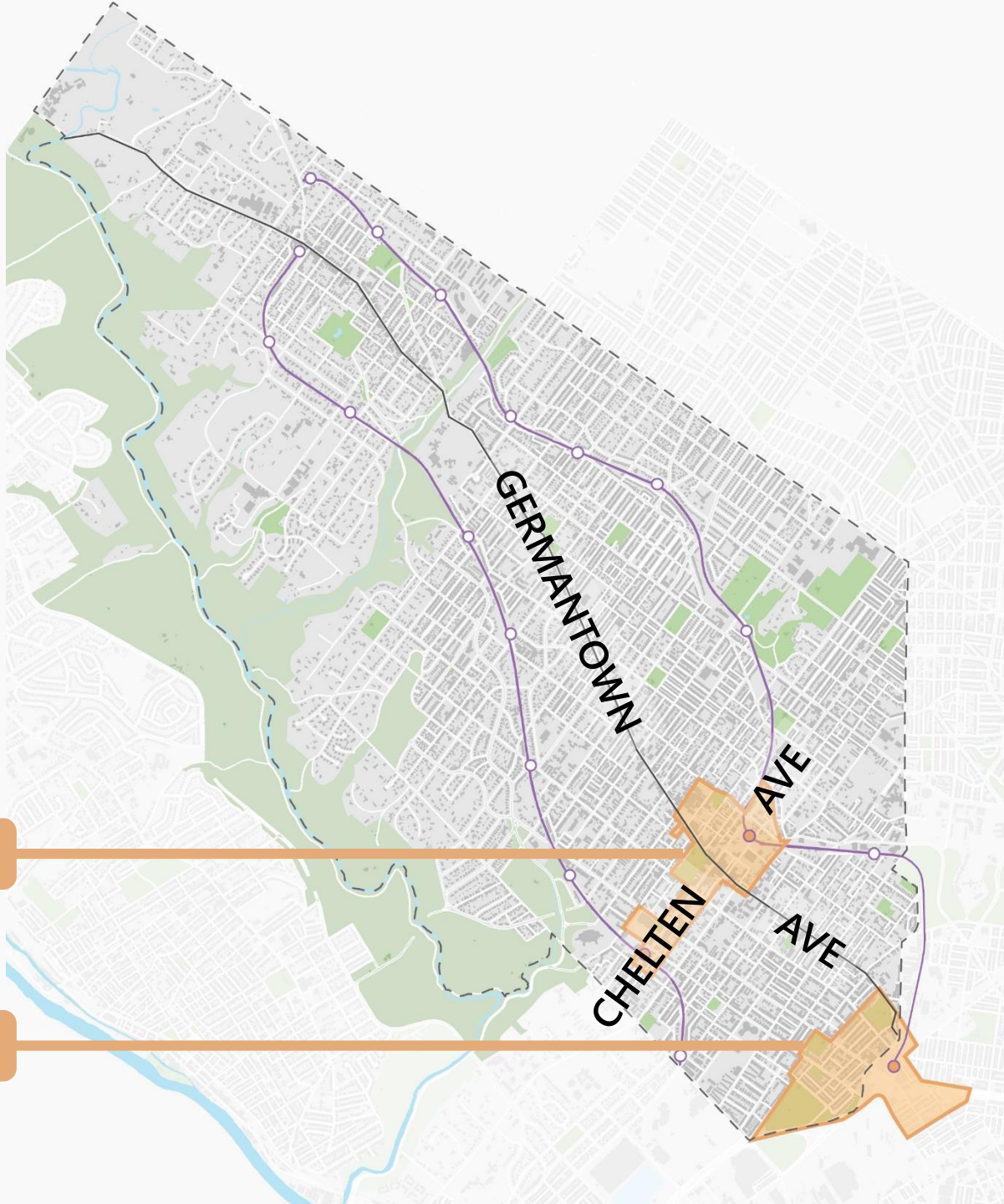
- Areas with potential to benefit the entire District
- Often underutilized or inappropriately zoned
- In need of improvement to public spaces
- Widespread recommendations spanning **THRIVE** **CONNECT** & **RENEW** themes of the plan



FOCUS AREAS

Central Germantown

Wayne Junction



PROPOSED ZONING GOALS

CORRECTIVE ZONING

- Remove multifamily zoning on predominantly single-family blocks
- Match commercial zoning to the scale of existing commercial properties, and remove commercial zoning where stores no longer exist
- Map SP-PO-A districts for city-owned parkland, permanently preserved natural areas, historic landscapes, and community gardens

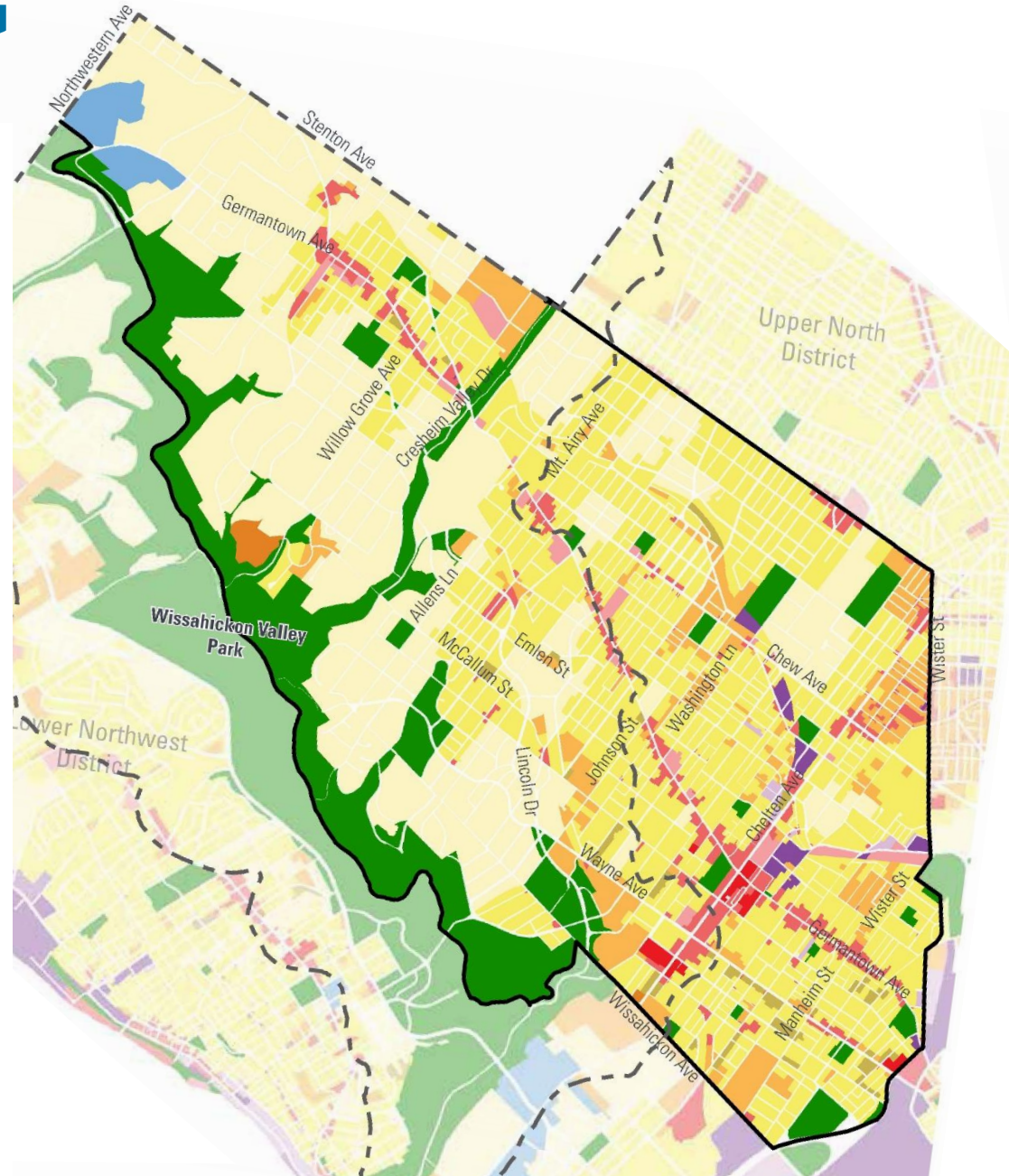
PROPOSED ZONING GOALS

ZONING TO ADVANCE THE PLAN

- Encourage housing production on major corridors and close to transit stops
- Map consistent mixed-use zoning on Germantown Avenue
- Enable reuse of industrial buildings
- Limit subdivision in low-growth areas
- Limit new housing in flood-prone areas
- Consolidate commercial uses on minor corridors
- Encourage thoughtful expansion of institutions

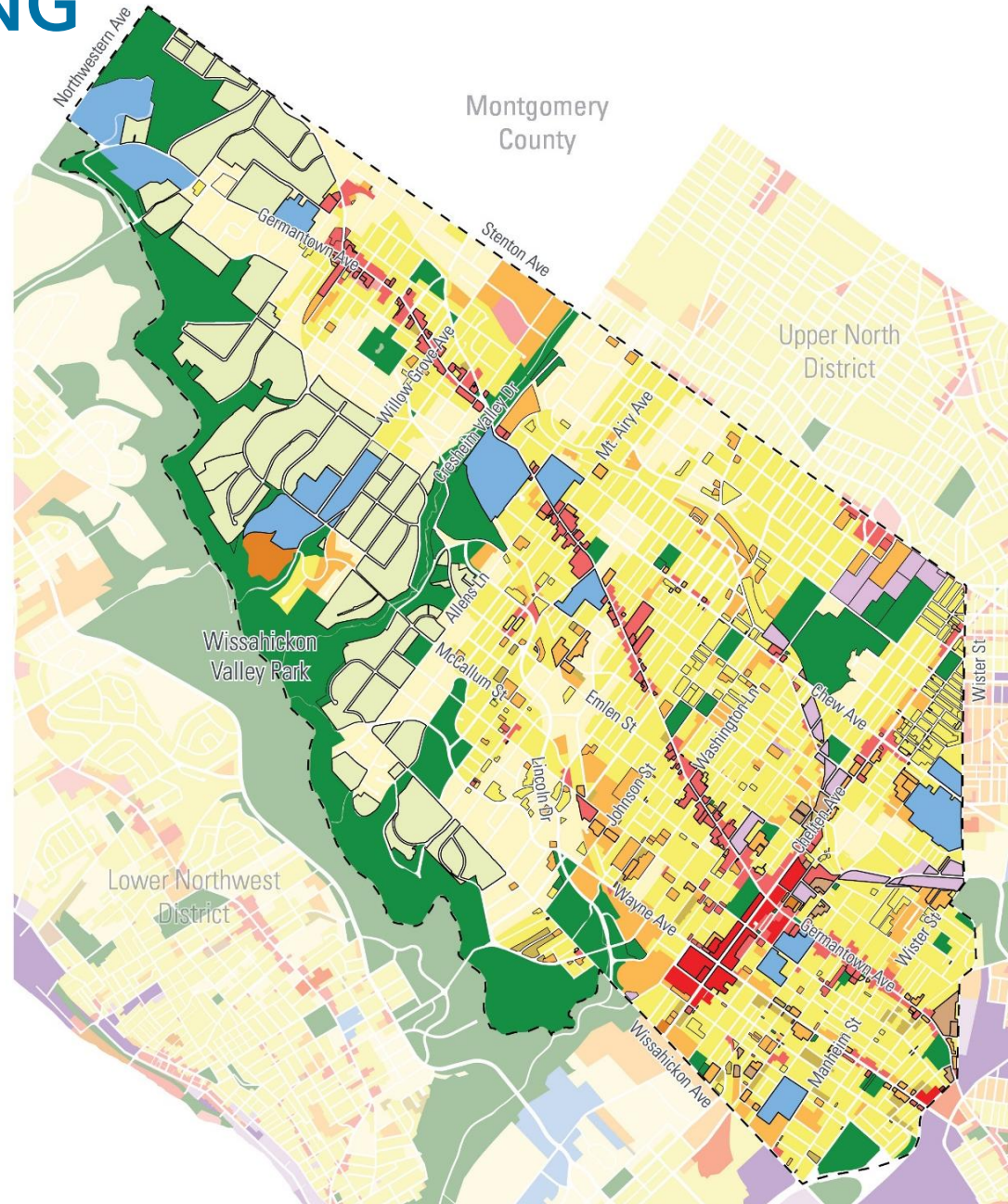
EXISTING ZONING

Interactive map at
www.phila2035.org



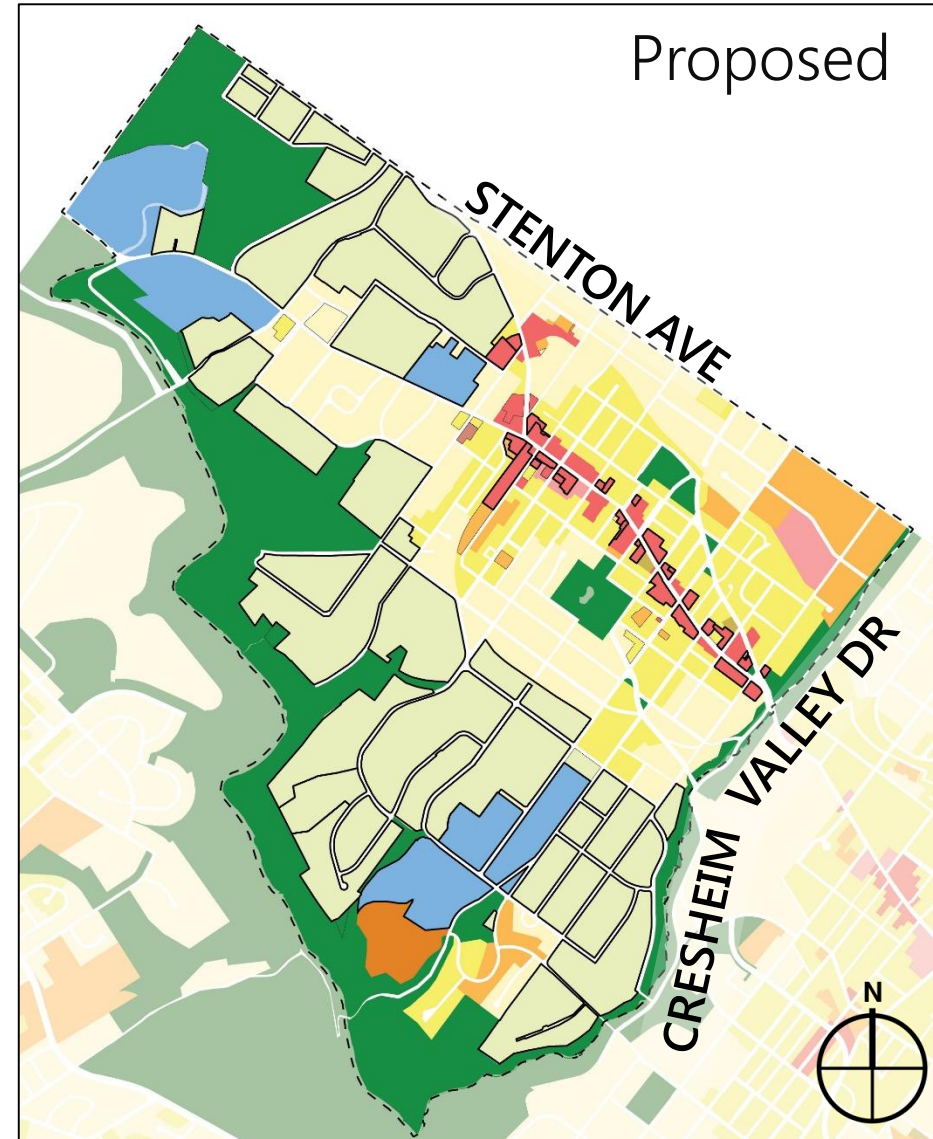
PROPOSED ZONING

Interactive map at
www.phila2035.org



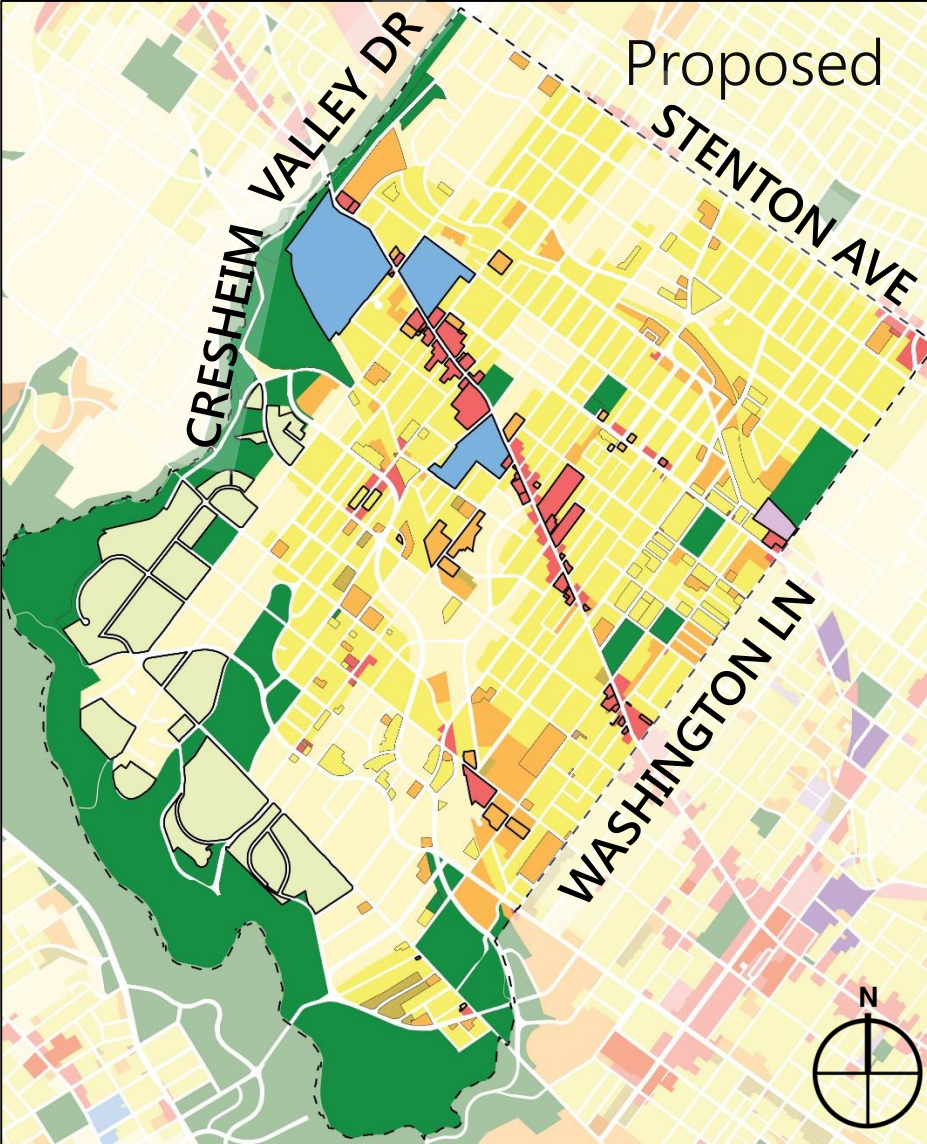
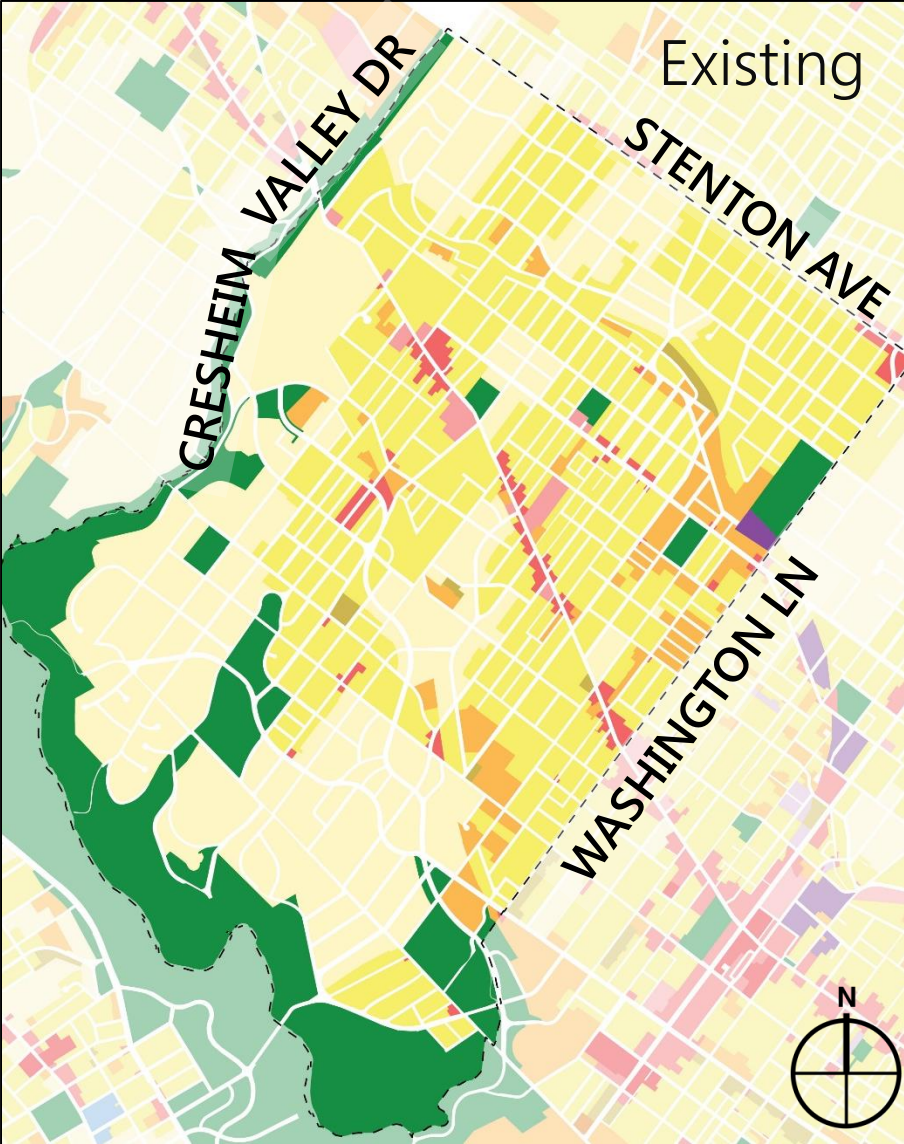
ZONING RECOMMENDATIONS

Northwest Avenue to Cresheim Creek



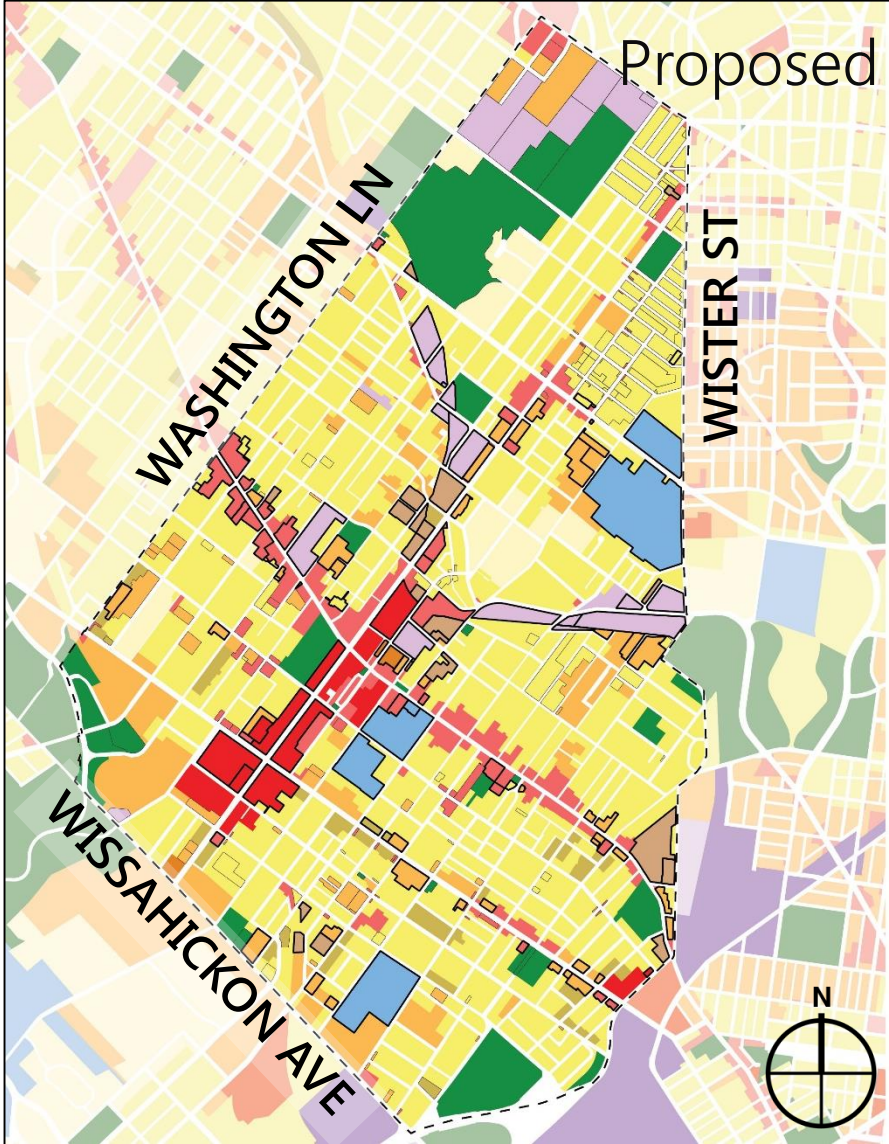
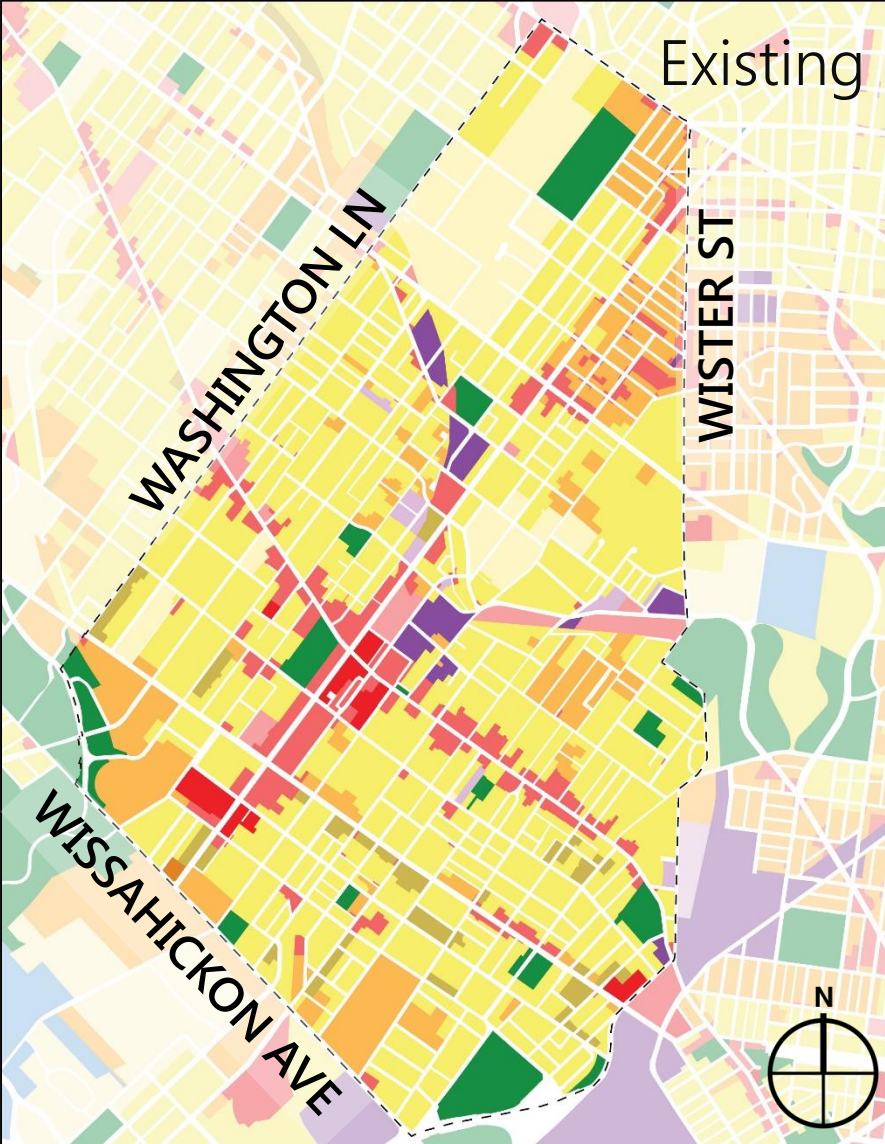
ZONING RECOMMENDATIONS

Cresheim Creek to Washington Lane



ZONING RECOMMENDATIONS

Washington Lane to Wayne Junction





UPPER NORTHWEST DISTRICT PLAN – NEXT STEPS

Comments Due

September 4th

Plan Adoption

September 18th

Draft plan available at www.phila2035.org

Send comments to ian.hegarty@phila.gov