



RENEW > Historic Preservation

Cultural, Historical, and Architectural Resources

The Central Northeast district neighborhoods consist not only of houses but commercial corridors, schools, places of worship, and parks. All of these elements reflect the area's history and culture and provide important services to the community. The district contains several individual historic properties including colonial-era buildings such as the Verree and the Krewstown houses. Identifying and preserving multiple Mid-century Modern architecture areas in the district will help communicate a more comprehensive story of the neighborhood's history. Mid-century Modern architecture has unique building design elements and materials that warrant historical evaluation. Many of these neighborhood commercial areas consist of genuine 1950s and 1960s era structures that could use additional storefront improvement resources to reestablish a sense of place.

While the PCPC supports ongoing efforts to designate significant resources, the goal of this plan is not to assign designation priorities to individual properties or areas and commercial corridors just for the sake of adding another layer of review, but instead to identify historic preservation opportunities that strengthen existing community assets and advance the long-term vision of the district. By leveraging historic preservation together with other recommendations, there is a better chance of stimulating development that is sensitive to its existing context.

Recommendations

30. Nominate historic resources of extraordinary value to the Philadelphia Register of Historic Places:
 - Hop Angel, 7980 Oxford Avenue
 - Ott Camera, 6901 Castor Avenue
 - Philadelphia Savings Fund Society, Northeast Branch, 2014 Cottman Avenue
 - Fox Chase Farm, 8500 Pine Road (resources located within the Philadelphia city boundary only)
 - Northeast Regional Library, 2228 Cottman Avenue
 - District Health Center #10, 2230 Cottman Avenue
 - Engine 71 Fire Station, 1900 Cottman Avenue
 - World War I Memorial, intersection of Rising Sun, Oxford and Cottman Avenues
 - Evangelical Home for the Aged, 8401 Roosevelt Boulevard
 - Maternity BVM Roman Catholic Church, Old Bustleton and Winchester Avenues (Pennypack Park)
 - Verreeville Houses, Verree Road House and Kline House, 8600 Verree Road (Pennypack Park)
 - > Implementing Agencies: PHC, Preservation Alliance | CW Objectives: 8.1.1, 8.1.2, 8.1.3
31. Enhance the architectural integrity of commercial corridors that reflect the unique concentration, identity, and place-making value of Mid-century Modern architecture:
 - Coordinate applications for the Commerce Department's Storefront Improvement Program for eligible addresses
 - Create a historic preservation plan that supports commercial and mixed-use reinvestment in the district, including recommendations for zoning, conservation tools, marketing, and designation strategies, e.g. Mid century Modern thematic district to enable property owners to access financial incentives.
 - > Implementing Agencies: PHC, Preservation Alliance, PCPC, Commerce | CW Objectives: 8.1.1, 8.1.2, 8.1.3



*Hop Angel, 7980 Oxford Avenue
In continuous operation since 1683 in
this location*



*Engine 71 Fire Station, 1900 Cottman
Avenue*



Fox Chase Farm, 8500 Pine Road



*Philadelphia2035
Citywide Vision*

Goal 8.1:
Support sensitive
development that
preserves and enhances
Philadelphia's multifaceted
past.

Definition | *National Register of Historic Places*

The National Register of Historic Places is the federal government's official list of districts, sites, buildings, structures, and objects deemed worthy of preservation. Owners of income-producing properties listed individually in the National Register of Historic Places or of properties that are contributing resources within a National Register Historic District may be eligible for a 20 percent investment tax credit for the rehabilitation of the historic structure. If federal money or a federal permitting process is involved, Section 106 of the National Historic Preservation Act of 1966 is invoked.

Definition | *Philadelphia Historical Commission*

Created by City Council ordinance in 1955, the Philadelphia Historical Commission (PHC) is responsible for ensuring the preservation of historically significant buildings, structures, sites, objects, interiors, and districts in the city. The Commission identifies and designates historic resources, listing them on the Philadelphia Register of Historic Places. It regulates preservation through the City's building and other permitting processes.



RENEW > Public Realm



Philadelphia2035 Citywide Vision

Goal 9.1:

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

Goal 9.2:

Elevate public demand for good design in the public realm.

Development Patterns and Urban Design

The Central Northeast District's public realm is characterized by an automobile-oriented environment with mid-to-low density residential neighborhoods. Many of these neighborhoods are separated from each other by wide connector streets and by railroad and utility rights-of-way. The Central Northeast district separates further from its adjoining districts by hard edge boundaries including Roosevelt Boulevard, and the meandering Pennypack Creek Park. All of these patterns and characteristics are intrinsic to the Central Northeast's post World War II development pattern. The plans of the era delineated areas for residential, commercial and recreational uses along a standard street grid pattern. A few deviations to these patterns, such as diagonal colonial-era streets and historic churches and industrial mill structures occur within an otherwise predictable public realm.

The district's public realm is generally of a higher quality in residential areas than in its commercial corridors. Residential areas are extremely well-cared for and residents take pride in their carefully maintained houses, yards, driveways and sidewalks. The appearance of some of the commercial corridors is in sharp contrast. Signage, sidewalks, facades, and landscaping look haggard and have inconsistent street frontage, creating a visually cluttered streetscape with low pedestrian usage. It is not easy to walk great distances between or within these retail areas due to the lack of public amenities like landscaped buffers and pedestrian-friendly intersections. The public realm could benefit from expanded multi-modal transportation opportunities across the entire district including improved pedestrian and vehicular circulation at key commercial intersections.

The Central Northeast has much less public art compared to other districts. Going forward, public art should be linked with major capital initiatives and can be used to emphasize the many gateways already within the district. Existing public works of art, such as the Honor Square War Memorial at Five Points and the totem-like sculpture, titled "Family" by Evelyn Keyser, located near Cottman and Bustleton Avenues, could create a stronger sense of place if given more significant streetscape treatments such as landscaping, lighting, and space for reflection. The district has several triangular, concrete plots at street intersections that would benefit from the addition of public art and landscaping.

Definition | Gateway

A landmark gateway is a prominent entrance into the city of a passage between two regions within the city that has a distinguishing physical or visual feature.

General Development Patterns, Central Northeast

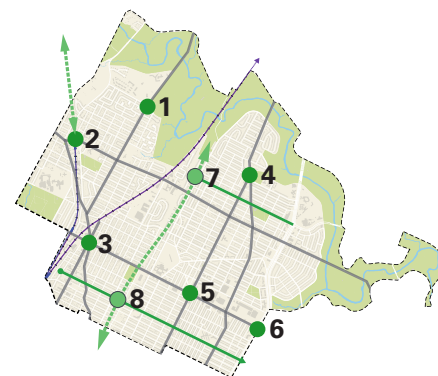


Recommendations

32. Improve the public realm through well-marked curb cuts, sidewalks, driveways, and refuge islands in order to improve walkability.
 - Cottman Avenue sidewalks from Roosevelt Boulevard to Castor Avenue
 - Cottman Avenue and Oakland Street intersection
 - Bustleton Avenue and Castor Avenue intersection (see illustration below)
 - > Implementing Agencies: SEPTA, PennDOT, MOTU, Streets | CW Objective 9.1.1
33. Redesign Honor Square at Five Points [see [Focus Areas](#), p. 40]
 - Restore War Memorial
 - Reduce visual clutter (e.g., remove vacant newsstand, honor boxes, illegal signage, relocated bus shelters from narrow sidewalks).
 - Evaluate traffic flow to make area more pedestrian friendly
 - Add landscaping and seating areas.
 - > Implementing Agencies: PHC, PCPC, MOTU, MOAACE, PennDOT, Streets, SEPTA | CW Objective 9.2.1, 9.2.2, 9.2.3, 9.2.4
34. Improve the streetscape at the locations where commercial corridors transition to well-maintained residential blocks.
 - Improve trash management, landscaping, paving and lighting where appropriate.
 - Work with community and business associations to increase capacity on code enforcement issues.
 - > Implementing Agencies: Streets, L&I, CLIP, City Council, Commerce | CW Objective 9.1.1
35. Evaluate traffic flow on Roosevelt Boulevard, the Focus Areas and along other commercial corridors to make area streets and sidewalks more pedestrian friendly.
 - Utilize leading pedestrian intervals and other pedestrian-friendly signals and markings at appropriate locations.
 - > Implementing Agencies: Commerce, Streets, MOTU, DVRPC | CW Objective 7.1.3, 7.2.3, 9.1.1
36. Provide gateways at the following locations: 1. Verree and Susquehanna Roads; 3. Five Points; 4. intersection of Bustleton and Castor Avenues; 6. Roosevelt Boulevard and Cottman Avenue. Propose new gateways at the following locations: 5. Castor and Cottman, 7. Solly Avenue at proposed PECO right-of-way recreation trail; 8. Tyson Avenue at proposed PECO recreation trail; 2. entrance to proposed trail near Rhawn and Rockwell Streets.
 - > Implementing Agencies: PWD, PennDOT, Streets, DVRPC | CW Objective 7.1.3, 7.2.3, 9.1.1

Gateways

The Central Northeast has numerous opportunities for the enhancement of existing gateways and for the creation of new gateways because of the long perimeter of the park and the numerous corridor intersections within the district.



Definition | Leading Pedestrian Interval

A pedestrian walk signal precedes the green light by a few seconds, allowing pedestrians to start crossing before cars can begin their turn. This promotes yielding to pedestrians and decreases pedestrian/motor vehicle conflicts.

Potential public realm enhancements at the intersection of Bustleton and Castor Avenues



Existing conditions



Illustrative enhancements