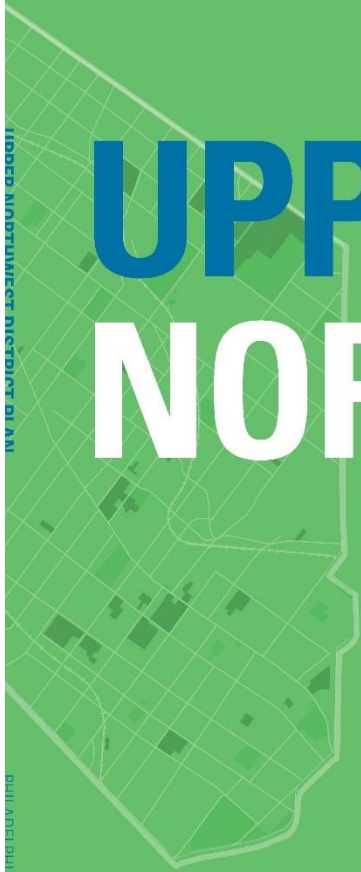


Download the Draft Plan  
[www.phila2035.org/upper-northwest](http://www.phila2035.org/upper-northwest)

# UPPER NORTHWEST

DISTRICT PLAN  
2018

PHILADELPHIA  
2035

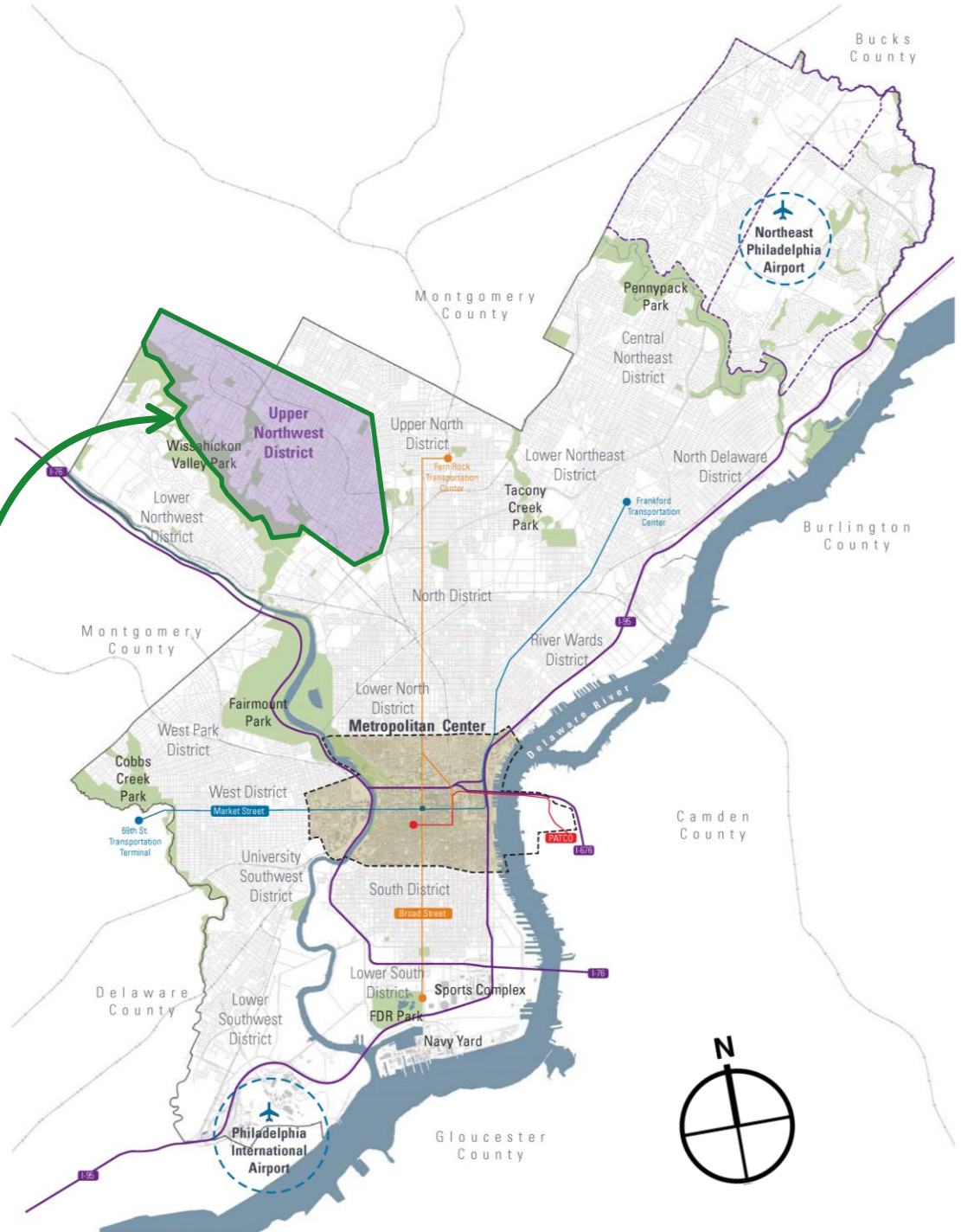


UPPER NORTHWEST DISTRICT OF PHILA

PHILA 2035

# PHILADELPHIA 2035

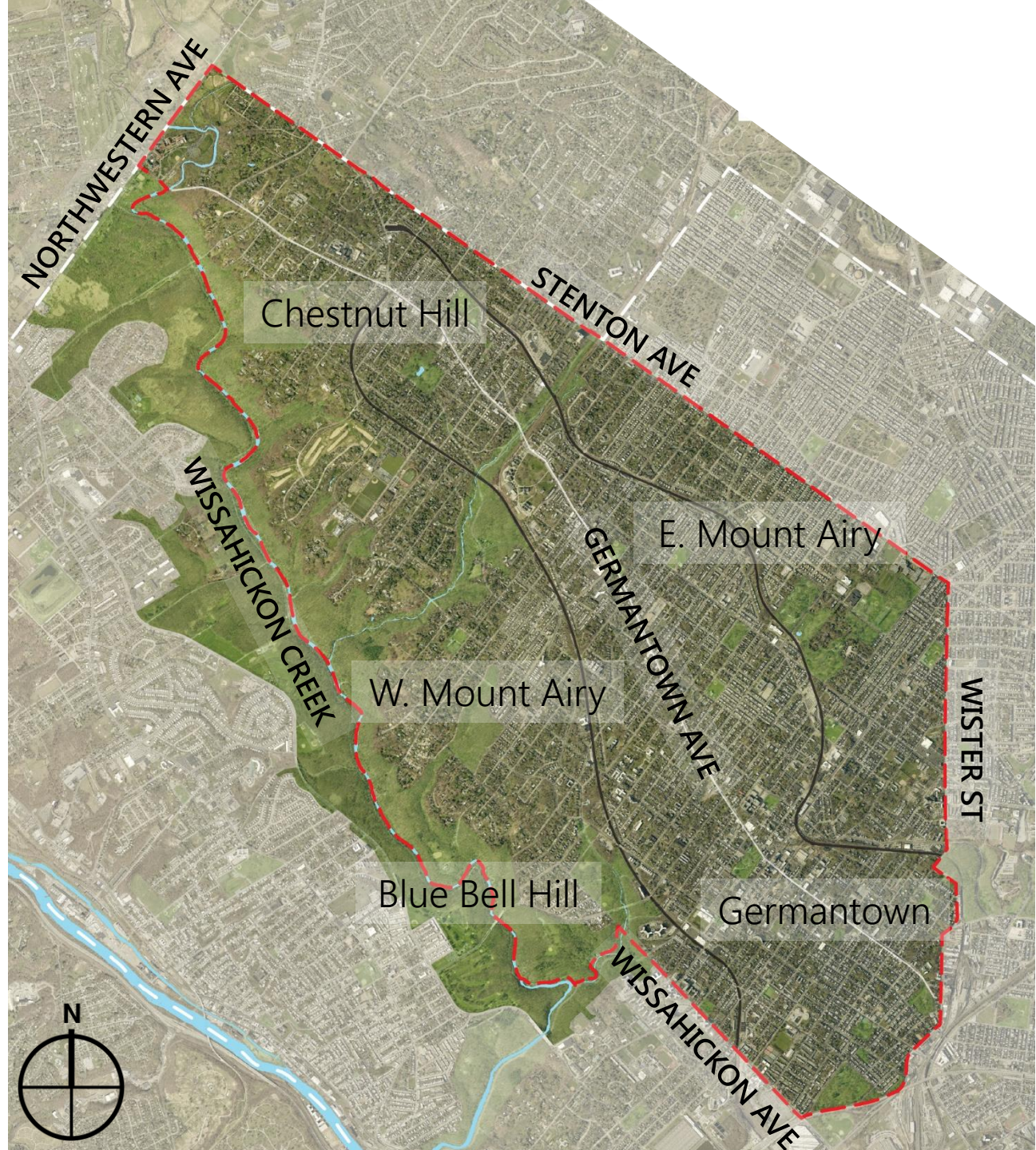
- ✓ Central
- ✓ Central Northeast
- ✓ Far Northeast
- ✓ Lower North
- ✓ Lower Northeast
- ✓ Lower Northwest
- ✓ Lower South
- ✓ Lower Southwest
- ✓ North
- ✓ North Delaware
- ✓ River Wards
- ✓ South
- ✓ University Southwest
- ✓ Upper North
- ✓ **Upper Northwest**
- ✓ West
- ✓ West Park



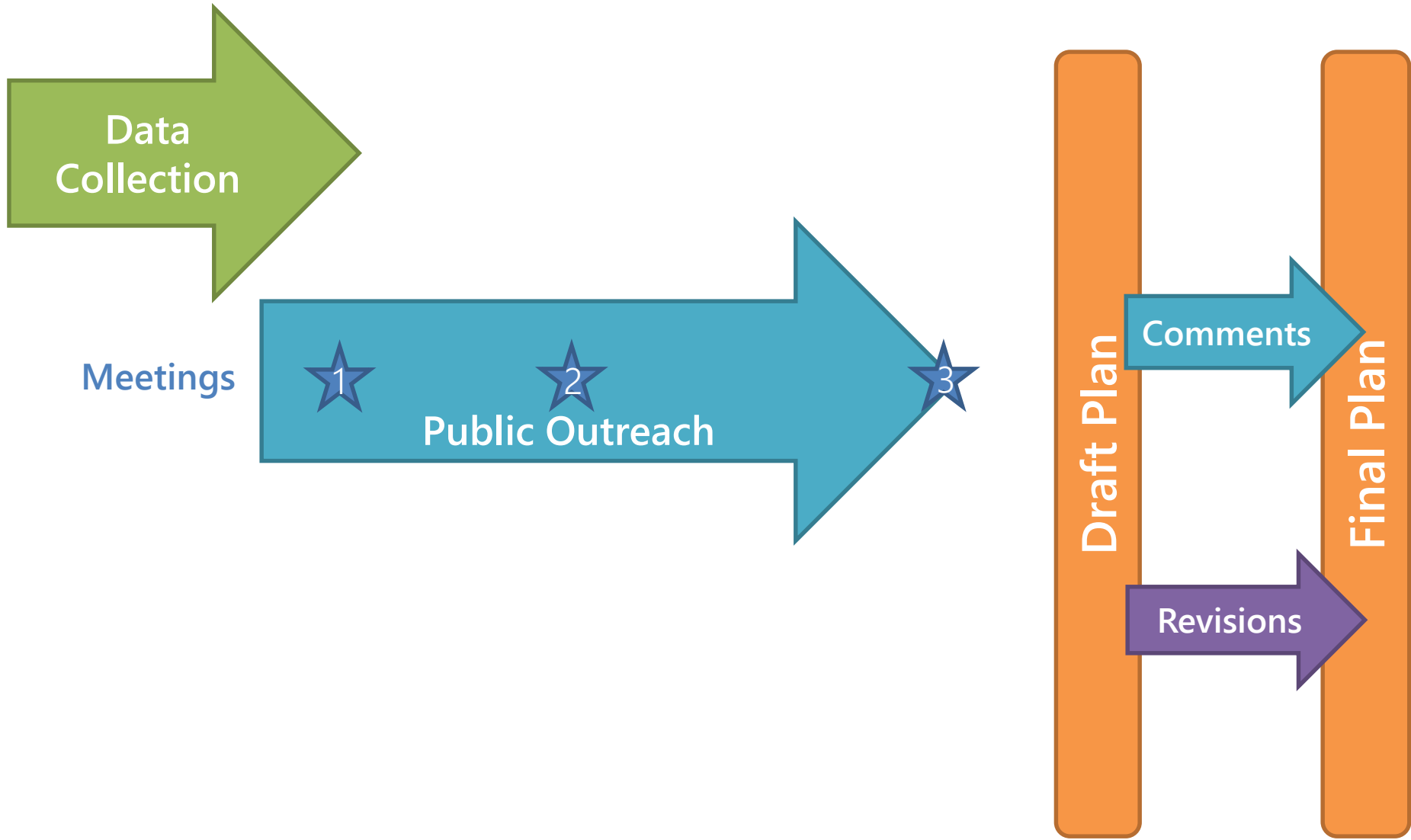


# Major Neighborhoods

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



# PLAN TIMELINE



Nov    Dec    Jan '18    Feb    Mar    Apr    May    Jun    Jul    Aug    Sep



# 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

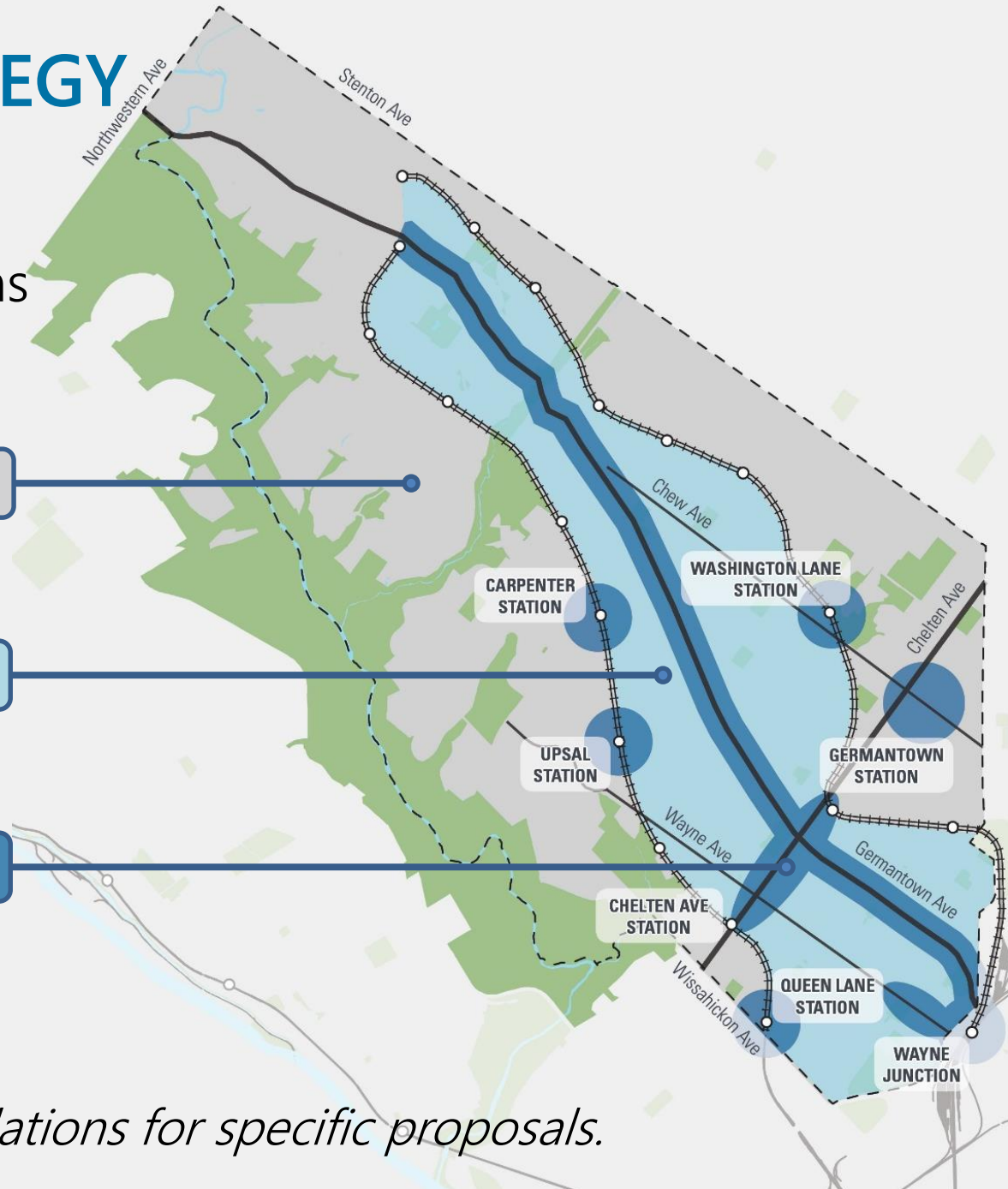
# GROWTH STRATEGY

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

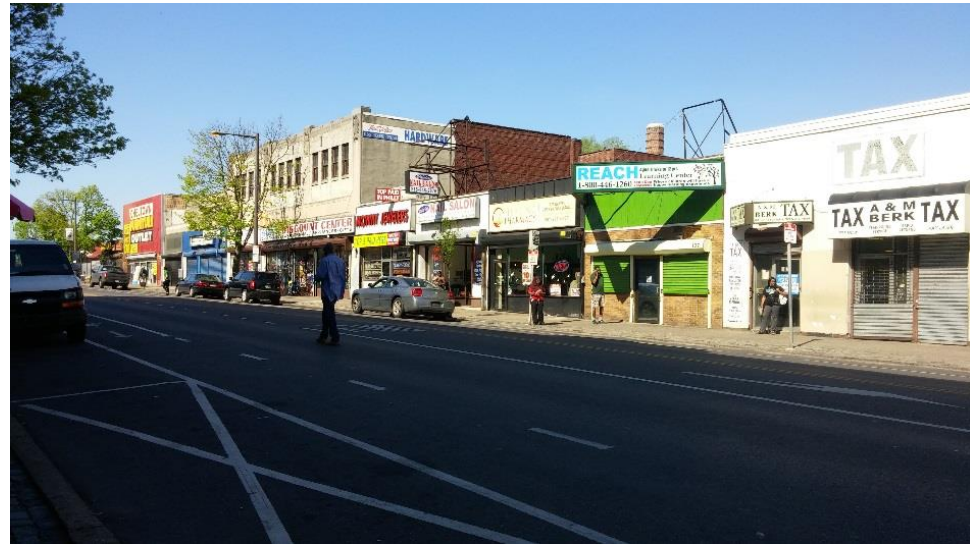
- A** Construct a series of comfort stations in the Wissahickon Valley Park
- B** Improve park and recreation access in underserved areas
- C** Complete a comprehensive survey of historic properties and resources to aid in preservation





# 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

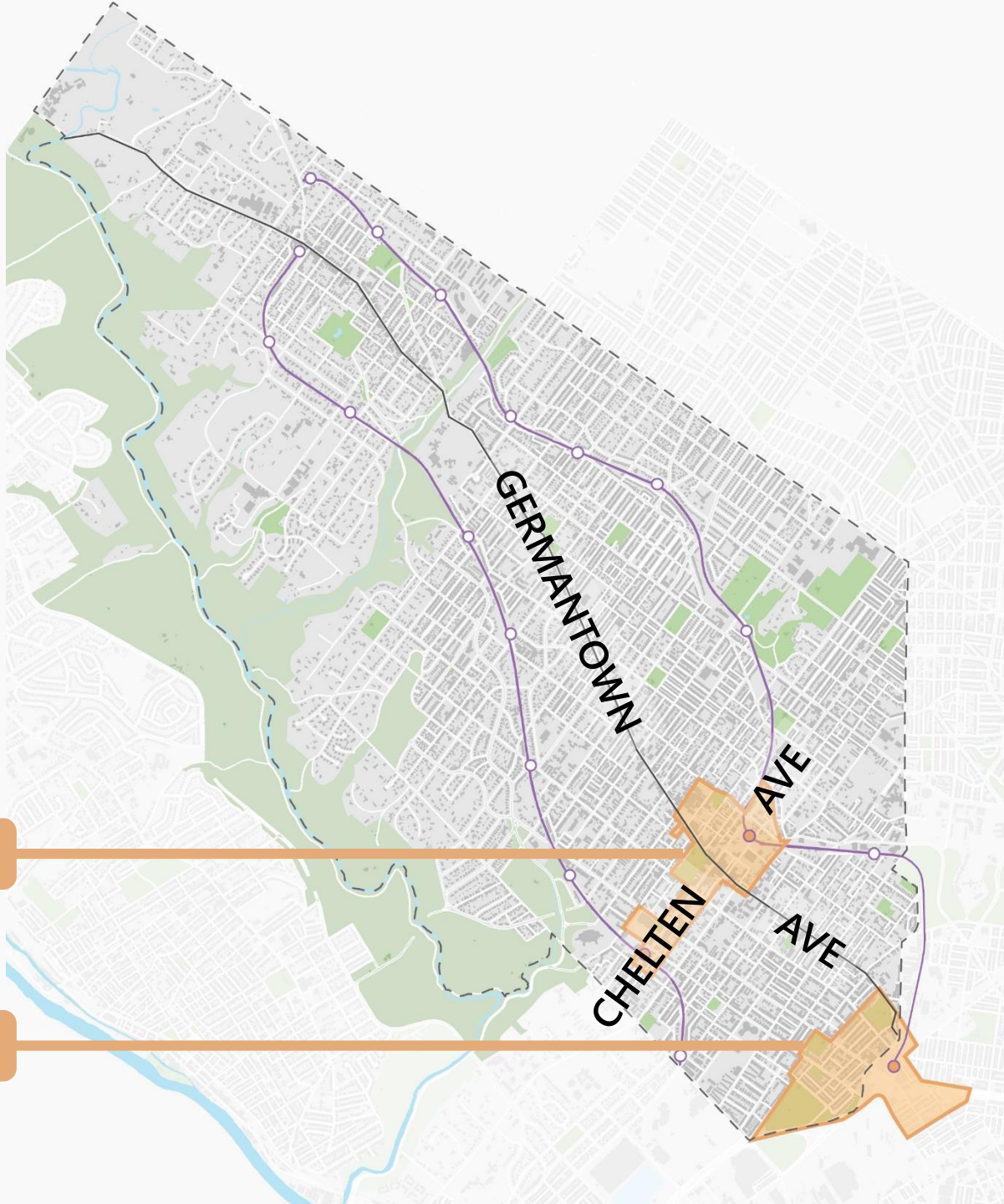




# FOCUS AREAS

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



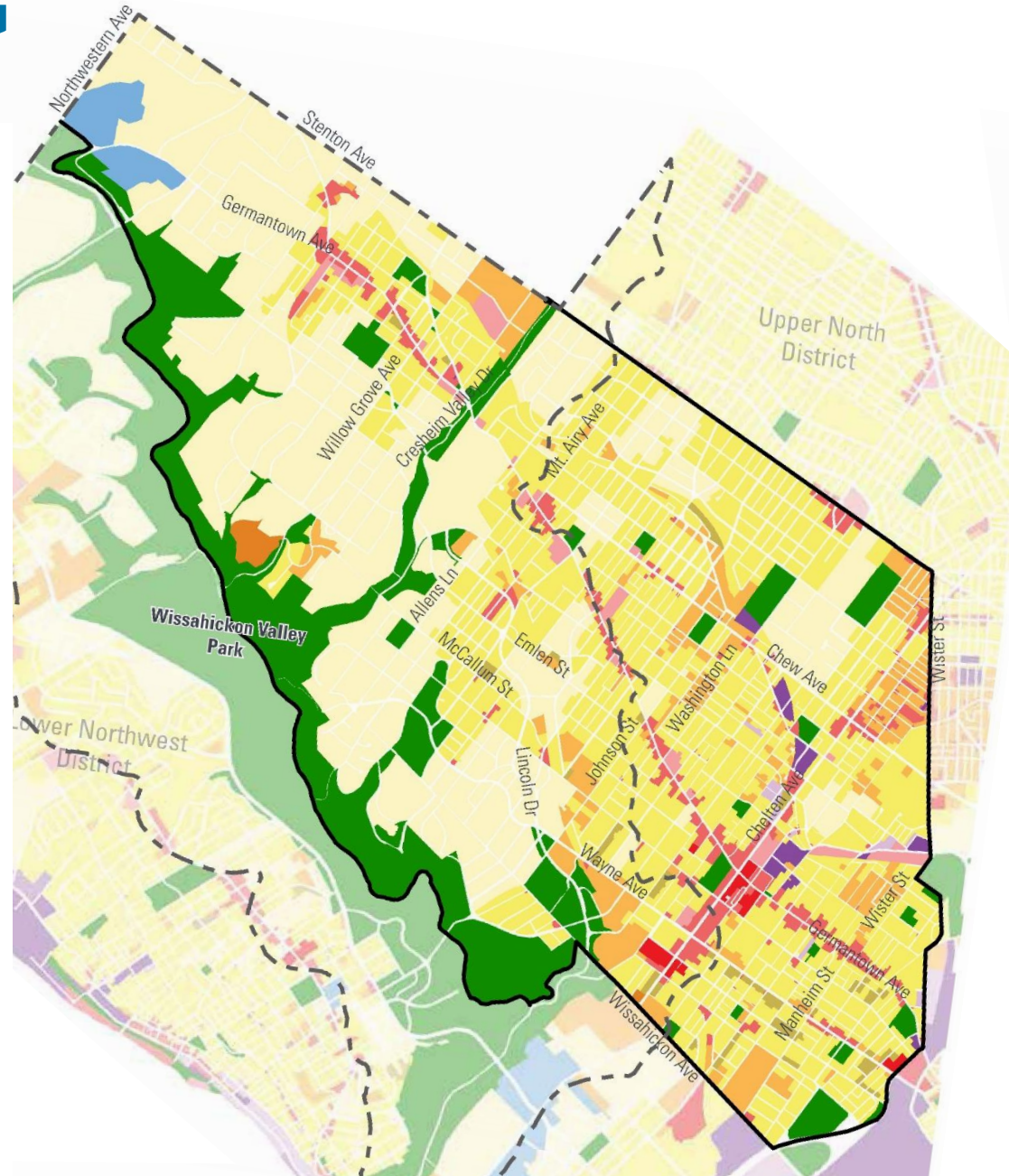
# PROPOSED ZONING GOALS

## 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

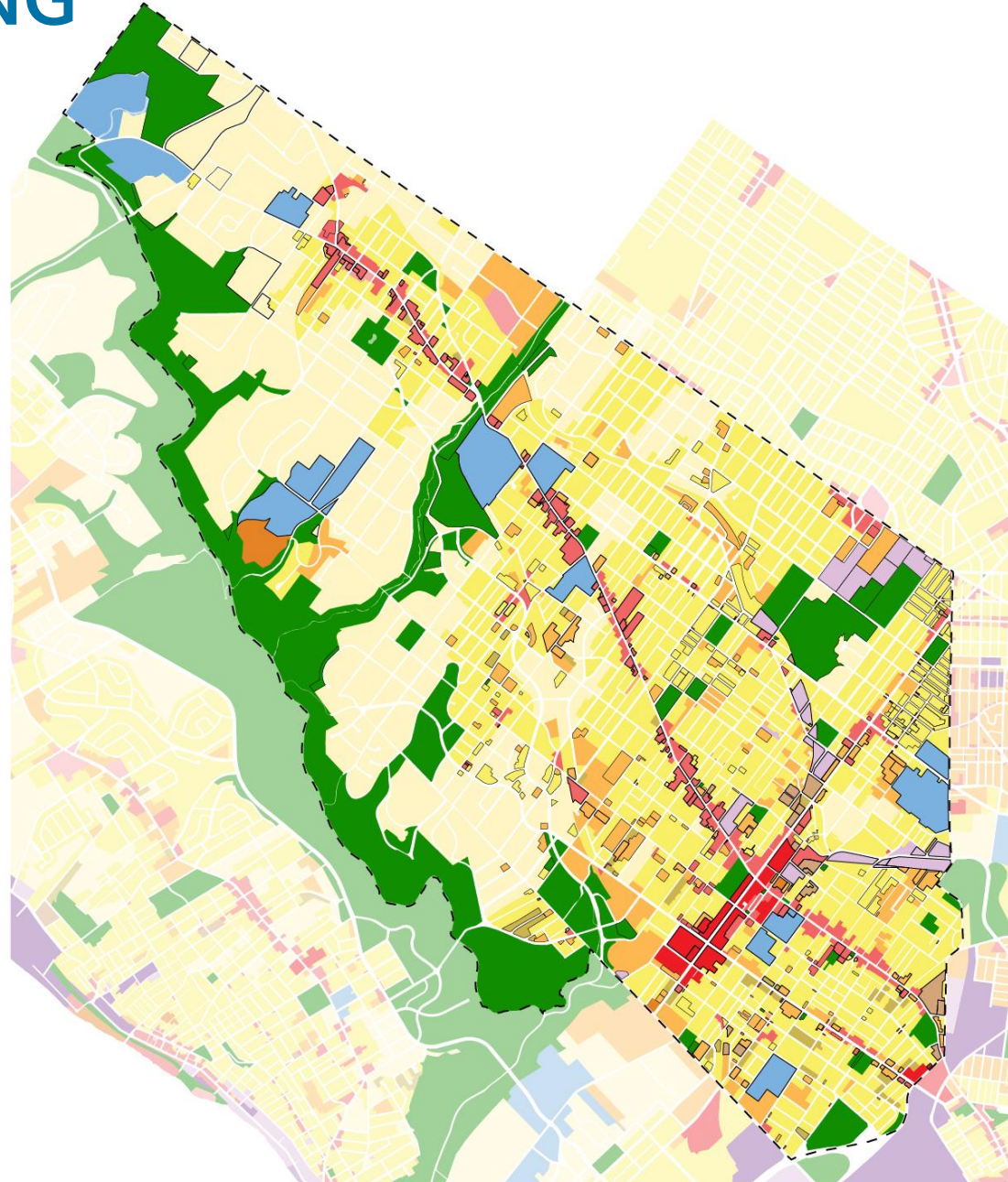
Interactive map at  
[www.phila2035.org](http://www.phila2035.org)





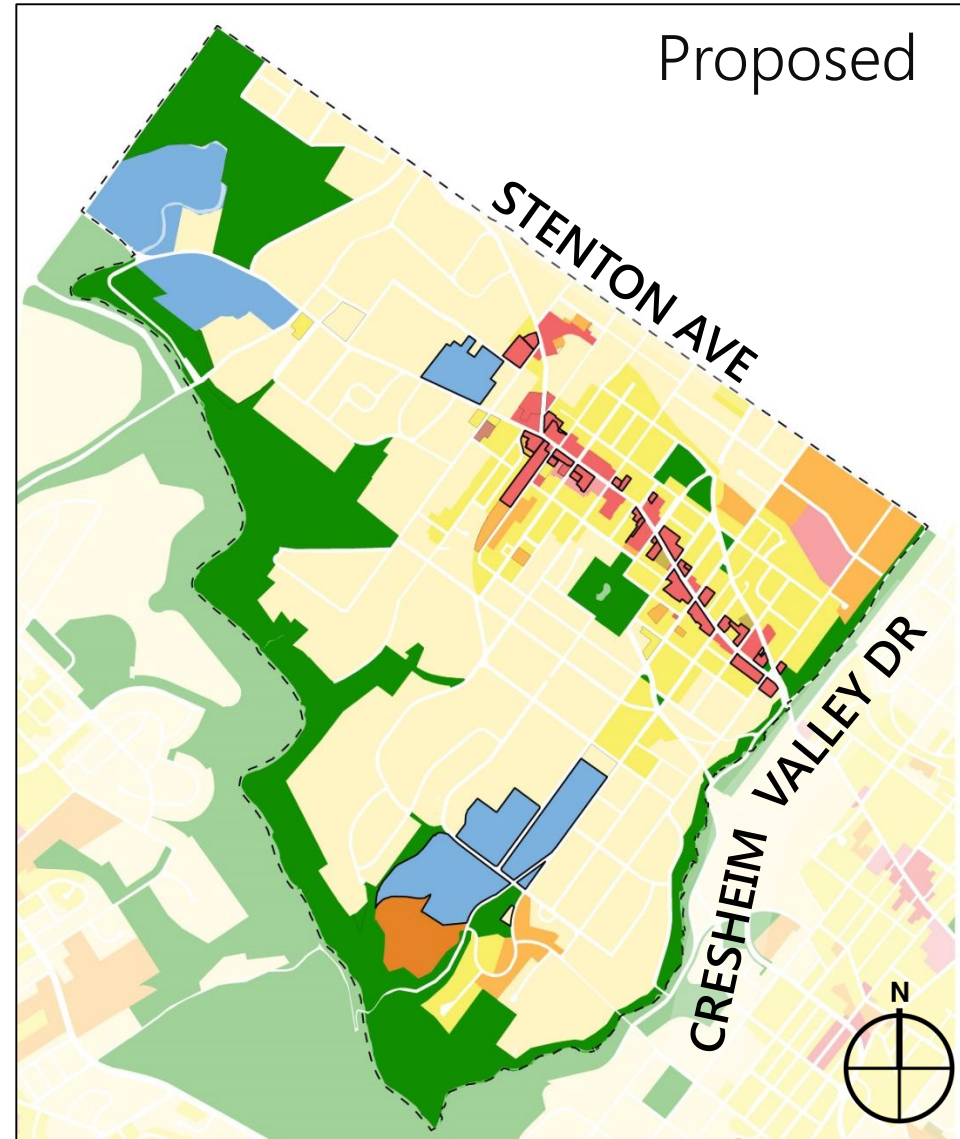
# PROPOSED ZONING

Interactive map at  
[www.phila2035.org](http://www.phila2035.org)



# ZONING RECOMMENDATIONS

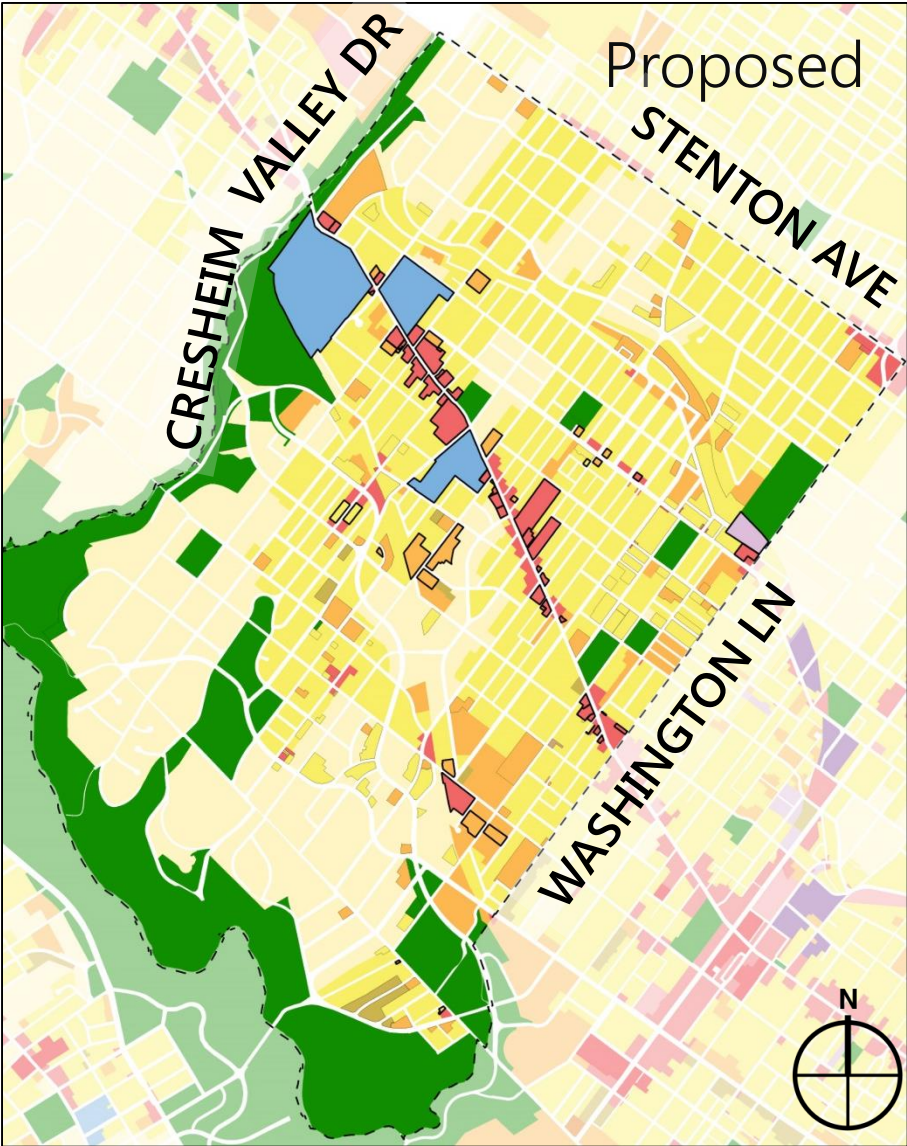
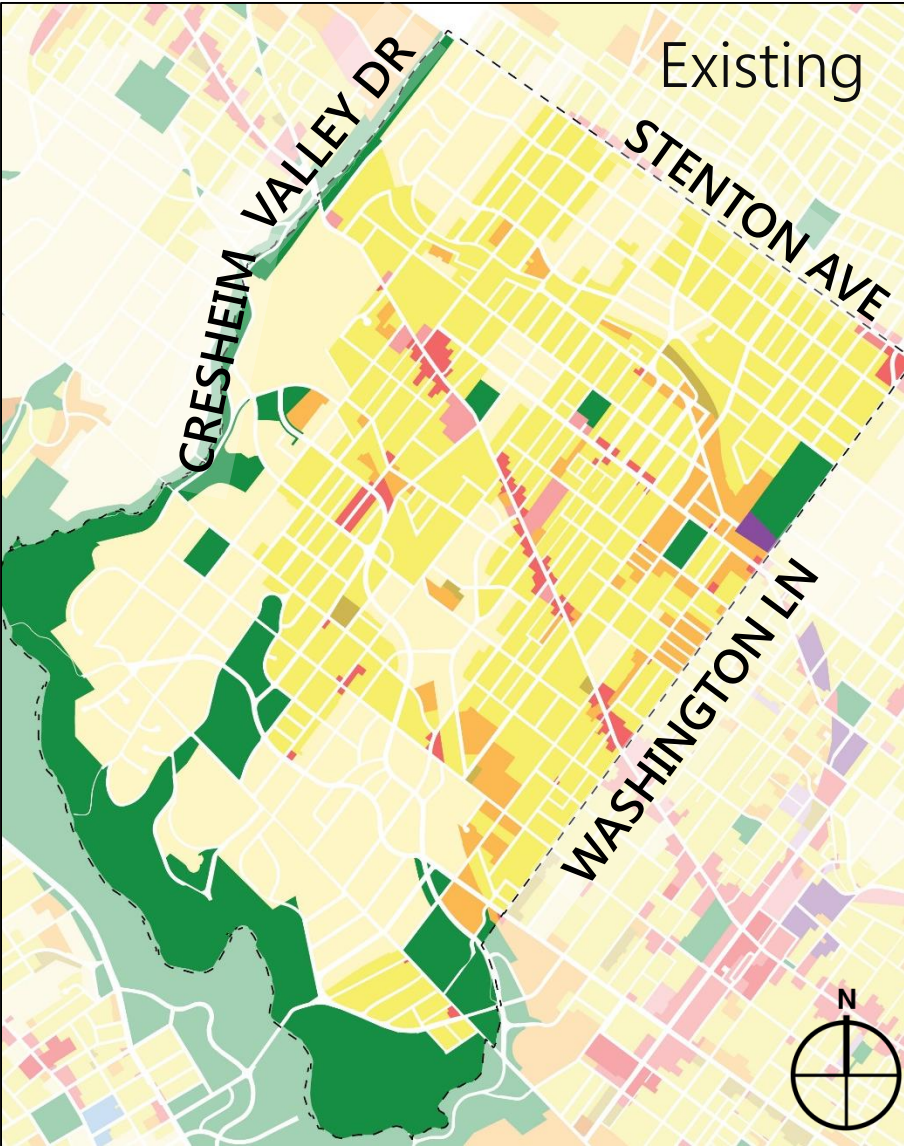
## Northwest Avenue to Cresheim Creek





# ZONING RECOMMENDATIONS

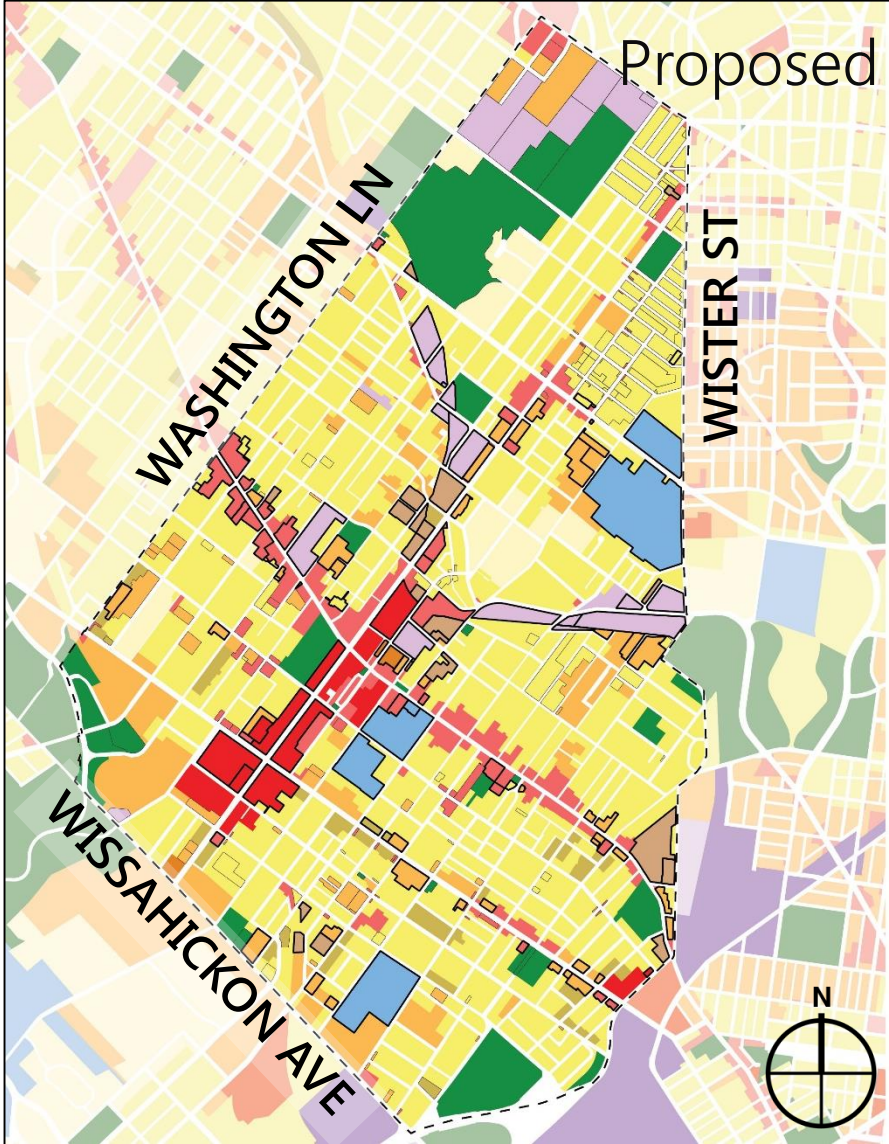
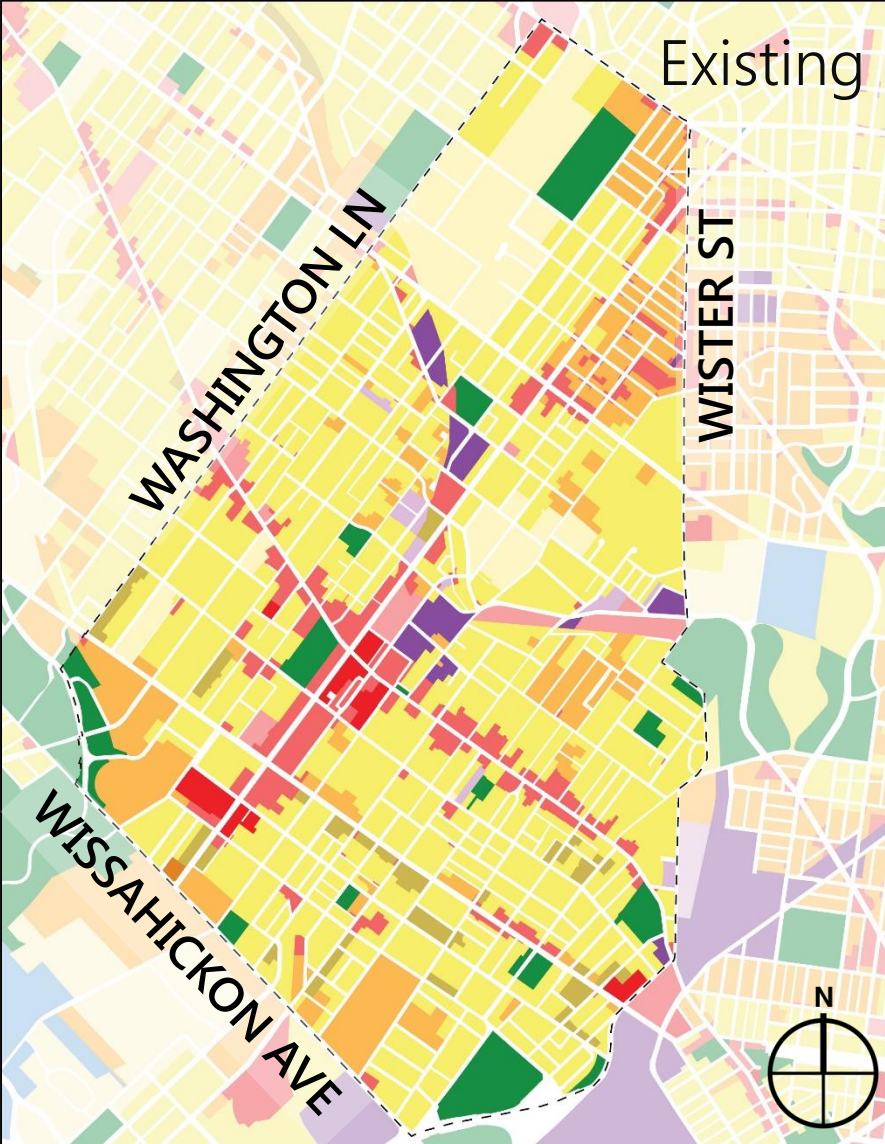
## Cresheim Creek to Washington Lane





# ZONING RECOMMENDATIONS

## Washington Lane to Wayne Junction







# UPPER NORTHWEST DISTRICT PLAN – NEXT STEPS

**Comments Due**

**September 4<sup>th</sup>**

**Plan Adoption**

**September 18<sup>th</sup>**

Draft plan available at [www.phila2035.org](http://www.phila2035.org)

Send comments to [ian.hegarty@phila.gov](mailto:ian.hegarty@phila.gov)