

REDEVELOPMENT PROPOSAL
FOR THE
FRANKLIN TOWN PROJECT

Redevelopment Authority
of the
City of Philadelphia

July 1971

First Modification – September, 1990

Second Modification – September, 1991

First Amendment – November, 2010

A PORTION OF THE
CENTER CITY REDEVELOPMENT AREA
FRANKLIN TOWN PROJECT
REDEVELOPMENT PROPOSAL

Statement of Development Objectives

The Franklin Town Project encompasses a 49.2 acre portion of Center City Philadelphia, north and northeast of Logan Circle.

The area today contains a high proportion of vacant land, parking lots, and obsolete industrial, warehouse and heavy commercial facilities interspersed with a scattering of residential uses. Municipal tax revenues are among the lowest in Center. Yet because of its central location, the area could provide the City a much higher return.

Redevelopment along the residential and commercial guidelines proposed for the Franklin Town Project, by providing needed major additions to the City's housing stock and its commercial core, will not only create the new tax revenues so sorely needed by the City, but will also convert an underdeveloped area in the heart of the City into a vibrant new community.

Boundaries

The Franklin Town Project covers the 49.2 acre portion of the Center City Redevelopment Area generally bounded by 16th and 21st Street, Buttonwood, Race, Vine and Hamilton Streets. A legal and more detailed description of these boundaries is included in Exhibit A, while Map 1 shows the Project's boundaries.

Area Certification

The Franklin Town Project is a portion of the Center City Redevelopment Area. The Center City Redevelopment Area was certified for redevelopment by the City Planning Commission on January 8, 1963.

Existing Area Characteristics

The Franklin Town Project Area consists primarily of warehousing, and heavy commercial uses. In addition, small enclaves of mixed residential, office and retail use are scattered throughout the area.

Due to the modern demands on the function of commercial and industrial buildings, many buildings are obsolete in terms of present usage.

Many of the streets in the area are inadequate to handle moving traffic and service the industrial, warehouse, and commercial buildings. Loading and unloading from the streets, caused by crowded site conditions, seriously impedes traffic. By today's standards the abundance of small sites with inadequate service facilities represents poor design and results in uneconomical operations.

Traffic congestion, uneconomic land utilization, and conflicting or incompatible adjacent land uses are among the detrimental characteristics found throughout the area. As a result, no new construction has taken place in recent years and the area has continued to deteriorate. As structures have been demolished, the most frequent result has been conversion of surface parking. In many instances, even this minimal use has been precluded by the unwieldy shape of the lots, and such land has simply remained vacant and unused for any purpose.

Existing uses of land in the Project Area are shown on Map 2. The approximate acreages covered by these uses are:

Industrial/Commercial	18.9 acres
Parking	8.2 acres
Residential	2.8 acres
Unused/Vacant	3.5 acres
Railroad	<u>1.3 acres</u>
Sub-Total	34.7 acres
Streets	<u>14.5 acres</u>
TOTAL	49.2 acres

Area Planning

The Franklin Town Project is a portion of the Center City Redevelopment Area. The City Planning Commission adopted the Center City Redevelopment Area Plan in December 1967, and approved a Redevelopment Area Plan Amendment for the Franklin Town portion of the Center City Redevelopment Area in July 1971.

Proposed Development

The Franklin Town Project will create a new neighborhood that complements the development effort in Center City. Throughout the area, but primarily north of Vine Street approximately 4,000 new residential units will be created, from high-rise apartments to townhouses. The focus of this residential community will be a new park (town square) between 18th Street and 19th Street north of Reading Railroad tracks.

The predominantly residential neighborhood planned for the northwest portion of the Franklin Town Project will be linked to the predominantly commercial development in the southern sector of the Project by a major new street. This new street will extend diagonally from the new park southeasterly to Vine Street at its junction with 17th Street.

Approximately 4,000 square feet of new commercial office and retail space, and up to 1,700 new hotel rooms with related convention facilities, will be built -- primarily in the southern and eastern portions of the Project and along the new diagonal street.

The retail space to be developed in the Franklin Town Project will include theaters, sidewalk cafes, neighborhood stores and restaurants -- all designed to assure that Franklin Town will create a living environment of variety and convenience.

The proposed residential, commercial, and institutional development bounded by 16th, Buttonwood, 18th Street and the Reading Railroad cut contemplates the design of this area in cooperation with the Philadelphia Community College.

If agreement with the involved property owners can be reached, the purpose of this cooperative design will be to achieve the integration of a part of the Community College into a substantial portion of this development area.

Proposed land uses in the Project Area are shown on Map 3. The approximate acreages covered by these uses are:

Residential/Commercial	27 acres
Residential/Commercial/Institutional	8 acres
Park	<u>2 acres</u>
Sub-Total	37 acres *
Streets	<u>12 acres</u>
TOTAL	49 acres

A preliminary site plan, designed to give a general impression of the configuration scale and density of the development, is shown in Map 4.

Zoning Plan

Present zoning in the project Area is predominantly G2 and C4, but also includes C2, C3, R10, R14 and R16. Therefore, a large portion of the Project Area must be rezoned in order to achieve the proposed land use and density planned for the new development. There will be three zones in the project area. The new zoning will be: C5 between 16th and 18th from Vine Street to former Wood Street.

The Existing Zoning Map (Map 5) and the Proposed Zoning Map (Map 6) show the zoning changes.

*This acreage total includes development in vacated street rights-of-way, as well as portions of the Reading right-of-way.

Regulations and Controls

This section shall include the following sites unless noted otherwise: sites bounded by 16th and 18th from Vine Street to Wood (former Wood) Street and the site bounded by 16th and 17th from Vine Street.

The General Land Use Controls and Building Requirements are written for all new permanent construction in the entire Project Area. Temporary or interim use of cleared land which has been conveyed to the developer will be permitted. Interim land use can include, but is not limited to, such things as parking and storage or operation of construction equipment. Determination of the appropriateness of any interim use shall be made by the Redevelopment Authority and responsible regulatory City agencies.

A. Permitted Uses

1. Residential uses such as: single-family row houses; duplex row houses; garden apartments; high-rise apartments; hotels; and motels.
2. Commercial uses such as; business and professional offices; retail sales and personal service stores and shops; amusement; entertainment and cultural establishments; and public and semi-public institutions.
3. Accessory uses incidental to the above residential and commercial uses.
4. Religious Institutional uses such as: religious places of worship and any facility incidental to their use.

B. Building Requirements

1. Building Heights

- a. There shall not be a maximum height limit per se except:

- 1) As controlled by the C-5 zoning envelope.

2. Building Coverage

- a. Up to 100% coverage of the lot is permitted. However, in residential and commercial districts, if 100% of the lot is covered, then 30% of the roof area must be usable open space; or if the lot with 100% coverage is part of a larger development parcel the usable open space may in fact be provided in another part of the parcel.

3. Floor Area Ratio

- a. Base Floor Area Ratio (F.A.R.). Shall be 1200% of the site area. All additional bonus provisions of the code shall apply in excess of the base, not to exceed an F.A.R. of 20.

4. Setbacks

- a. For the site bounded by 18th Street, former Wood Street, Franklin Town Boulevard and Vine Street, the building setback line shall be 10 feet from the property line at Franklin Town Boulevard, in order to provide a 20' sidewalk and to preserve the street wall. Floors above the ground floor need not adhere to this requirement.
- b. On the site bounded by 18th Street, former Wood Street, Franklin Town Boulevard and Vine Street, the plan shall provide the same setback line of the adjacent family court building (approximately 12') along Vine Street for 80 feet easterly from the 18th Street house line.
 1. This setback line can be increased by additional 11' if any portion of the site is used as a religious place of worship and provided that the building line is set back from 18th Street in accordance with the provisions of C. Design Guidelines.
- c. The only other required setback for the sites shall be those required for walls containing legally required windows, as per building codes.

5. Off-Street Parking

- a. Shall be provided on the basis of .5 parking space for every dwelling unit south of Vine Street and .7 parking space for every dwelling unit north of Vine Street. Required off-street parking can be provided by central or shared facilities. However, such facilities must be within a reasonable distance and access of the building or buildings which they service

6. Curb Cut and Curb Location Controls

- a. Curb cuts on Vine Street shall not be located closer than 50 feet from 16th, 17th and 18th Streets or Franklin Town Boulevard.

7. Service Controls

- a. Service provided to the sites bounded by 16th, 18th, former Wood and Vine Streets shall not be from Franklin Town Boulevard or Vine Street. Service access shall be limited to former Wood Street, the numbered streets, and any through block connections. Truck access to the building's loading area will not be placed within thirty (30) feet from Franklin town Boulevard at the bed of former Wood Street.

8. Cornice Line Controls

- a. The site bounded by 18th Street, former Wood Street, Franklin Town Boulevard and Vine shall be built so that an 80 foot cornice line or string course is provided along Vine Street.

9. Parking Structure Controls

- a. All above-grade parking structures shall be screened with façade treatment along the numbered streets, Vine Street and Franklin Town Boulevard.

C. Design Guidelines

The site bounded by 18th Street, former Wood Street, Franklin Town Boulevard and Vine Street is currently subject to controls established in the Zoning Code to protect the Benjamin Franklin Parkway. Any changes to these controls would require the approval of the Philadelphia Art Commission and a variance from the Zoning Board of Adjustment or ordinance from City Council.

On the site bounded by 18th Street, former Wood Street, Franklin Town Boulevard and Vine Street, all buildings with frontage on the former Wood Street shall have at least 30% glazing if any portion of the site is used as a religious place of worship. Because of the location of the site on Logan Square and because of the relationship of any new building on this site to the adjacent Family Court and Free Library, it is suggested that an appropriate set back be provided above the street level (at the corner of the site at 18th and Vine Streets) that is reflective of the cornice line of the adjacent Family Court, and which serves to provide a graceful closure to the public space of Logan Square. It is suggested that future development at the corner of 18th and Vine be designed not to exceed the height of the cornice of Family Court (approximately 80') by more than 10% with the exception of such monuments, belfries, cupolas, minarets, pinnacles, gables, spires, or ornamental towers not intended for human occupancy. All portions of the building above a height of 80' with the exception of the structures previously mentioned must be setback from the building line of 18th Street and the setback line established in the Redevelopment Controls for Vine Street in Section B.4.b. at a distance at least twice as great as the amount by which the structure exceeds 80' (i.e. 88' portions of the building must be set back 16' from the 18th Street building line and from the Vine Street setback line). North and East of this portion of the site no additional height controls are recommended.

Because these design guidelines do not strictly conform to the controls in the Zoning Code for the Benjamin Franklin Parkway, it is recommended that the developer seek approval for a development meeting these design guidelines of the Redevelopment Plan from the Philadelphia Art Commission and to seek a variance for such development from the Zoning Board of Adjustment or ordinance from City Council.

D. Walls and Fencing

1. All gates must be open to allow public access during daytime hours.
 - a. On the site bounded by 18th Street, former Wood Street, Franklin Town Boulevard and Vine Street, all perimeter gates to the plaza areas shall generally be open during the property owner's day time operating hours, it being acknowledged that the property owner may at particular times close such gates for security purposes or for its exclusive use of the plaza areas in connection with particular functions or events. Nothing contained herein is intended to create any easement or to dedicate any portion of the plaza areas to the public; instead, the plaza areas shall remain the private property of the property owner.
2. The total height for any fences, walls, or combination thereof may not exceed 10'.
3. No fence may have an opacity greater than 15%.

Street Adjustment Plan

The following is a list of street changes to be made in the area. They are schematically indicated on Map 8 (Map 7 shows the existing streets). It is assumed that the City will take appropriate action in a timely manner to close streets, and place streets on the City Plan, in order to permit Franklin Town to proceed with the development schedule. This same assumption is made about the State Highway Department's plans to proceed with the depression of the Vine Street Expressway and realignment of the Expressway's north and south service roads between 16th and 17th Streets.

The following streets will be vacated:

1. Buttonwood Street from 18th Street to 20th Street.
2. Hamilton Street from 18th Street to 19th Street.
3. Carlton Street from 17th Street to 18th Street.
4. Pearl Street from 16th Street to 18th Street.
5. Summer Street from 16th Street to 17th Street

6. Spring Street from 16th Street to 17th Street.
7. Wood Street from 17th Street to 18th Street.
8. 17th Street from Wood Street to Vine Street. (North service road).
9. 18th Street from a point approximately 60 feet north of the Shamokin Street and 18th Street intersection to Callowhill Street.
10. Shamokin Street from 18th Street and 18th Street intersection.

Any costs for the relocation of utilities resulting from these street vacations will be borne by the redeveloper.

The following non-existent street will be stricken from the City map:

Penna. Avenue (subway) from 17th Street to 18th Street.

1. A new street running diagonally from the northeast side of the intersection of 17th Street and the north Vine Street service road to 18th Street at a point on 18th Street approximately 60 feet north of its intersection with the present Shamokin Street.
2. A new portion of 17th Street running diagonally in a southwestward direction from Wood Street to the new diagonal street mentioned in #1 above.
3. Newly aligned North and South Vine Street Expressway service roads between 16th and 17th Streets.
4. The continuation of the depressed Vine Street Expressway between 16th and 17th Streets.
5. A new street connecting Shamokin Street and Callowhill Street, approximately 200 feet west of 18th Street.
6. A new East/West street providing a connection between southbound 19th Street and the northermost point of the southbound lane of the new diagonal street mentioned in #1 above; the actual location of this connector will be determined by the ultimate design of the surrounding development.

Relocation Plan

While overall responsibility for relocation will be the Redevelopment Authority's, relocation assistance for all families and individuals will be provided by the City of Philadelphia's Relocation Service. Relocation assistance for all commercial and industrial concerns will be provided by the Redevelopment Authority.

An estimate of the relocation workload, based upon an on-site survey carried out by the Relocation Service of the City of Philadelphia, is as follows:

Homeowner occupied:	31
Rented Apartments-Families:	32
Rented Apartments-individuals:	45 <u>1/</u>
Rooming houses:	18 <u>2/</u>
Businesses:	64

- 1/ 12 out of 45 individual renters identified selves as students.
2/ Precise information on occupancy of rooming houses is not available. It has been determined, however, that these buildings contain approximately 220 rooms, of which approximately 80% are occupied at any one time.

All site occupants will be contacted and provided with pertinent information regarding redevelopment of the site and their rights as owners or occupants. All site occupants are requested and encouraged to contact the City of Philadelphia's Relocation Service for detailed information and assistance.

Land Acquisition and Disposition

In order to carry out the project the Redevelopment Authority proposes through exercise of its power of eminent domain to acquire the properties described in Exhibit "B". After taking title, the Redevelopment Authority will convey the land to the developer in accordance with the proposed Redevelopment Agreement. Map 9 shows the proposed acquisition areas.

Estimated Project Cost

The estimated costs of preparing the Franklin Town project are:

Acquisitions	\$8.4 million
Site Clearance	\$1.2 million
Site Improvements	\$2.1 million
Relocation	<u>\$1.2 million</u>
TOTAL -	13.1 million

The estimated development costs for the project is \$400 million.

PROPERTIES TO BE ACQUIRED

FRANKLIN TOWN PROJECT

EXHIBIT "B"

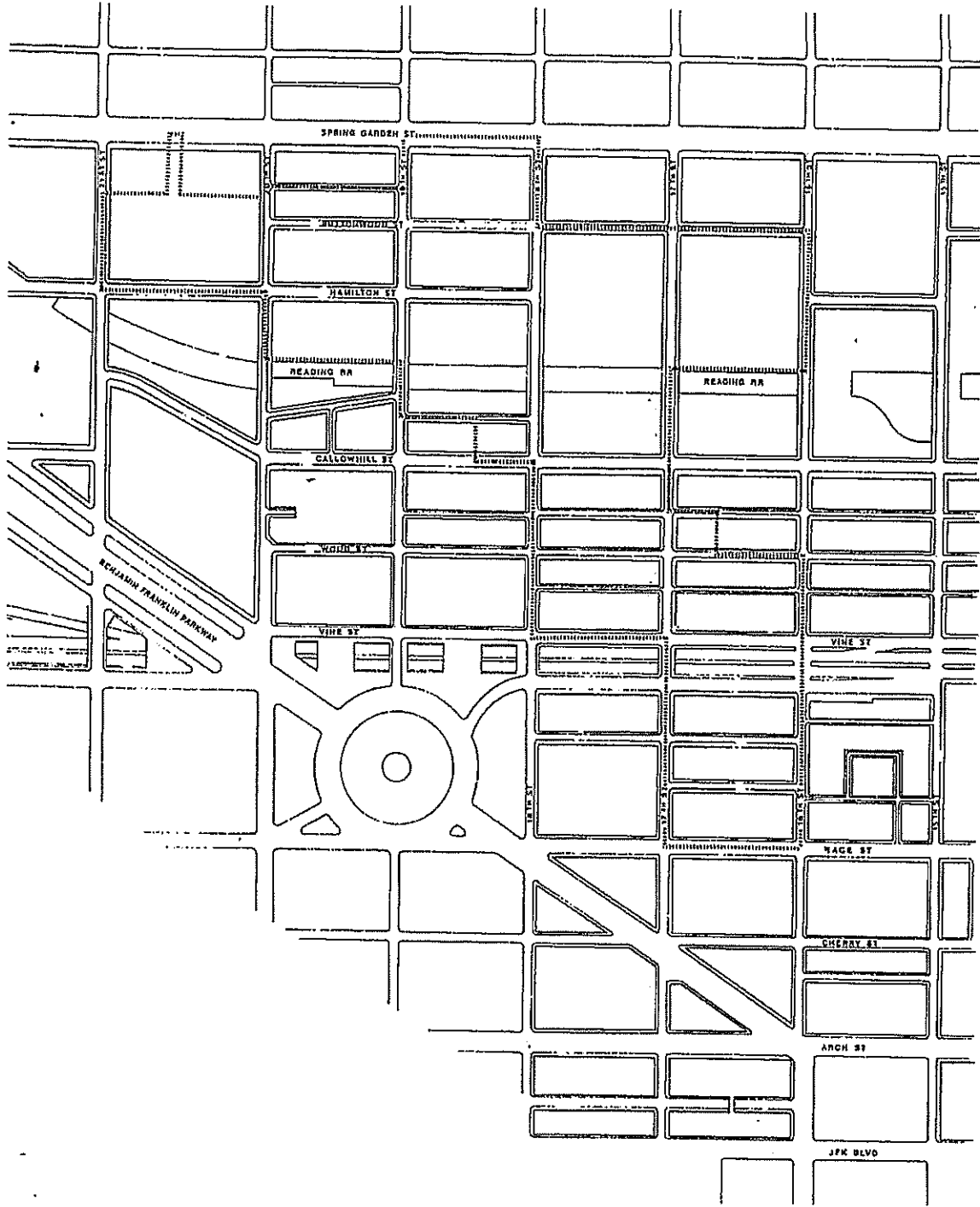
1605-1607 Race Street
1609 Race Street
1631 Race Street
1633 Race Street
1635 Race Street
1637 Race Street
1639 Race Street
1641-43 Race Street
209 North 17th Street
211 North 17th Street
213-215 North 17th Street
221 North 17th Street
210 North 16th Street
212 North 16th Street
214 North 16th Street
1600 Summer Street
1602 Summer Street
1604 Summer Street
1606 Summer Street
1608 Summer Street
1610-12 Summer Street
1614 Summer Street
1616 Summer Street
1618 Summer Street
1620-22 Summer Street
1624 Summer Street
1626 Summer Street
1609 Summer Street
1611 Summer Street
1615 Summer Street
1623 Summer Street
1625 Summer Street
1627 Summer Street
Southeast Corner 17th and Winter Streets

1601 to 1609 Vine Street and 302 to 306 North 16th Street
1611 to 1625 Vine Street
1627-29 Vine Street
308 North 16th Street
310-312 North 16th Street

1608 Wood Street
1610 Wood Street
1612-14 Wood Street
1616 Wood Street, 1615 Pearl Street and 1618 Wood Street and 1617 Pearl Street
1620 Wood Street
1622 Wood Street and 1621-23 Pearl Street
1624 Wood Street
1626 Wood Street
1628 Wood Street and 1627 Pearl Street
1630 and 34 Wood Street
1632 Wood Street
321 to 325 North 17th Street and 1642 and 1644 Wood Street
Northeast Corner of Wood Street and 17th Street
1701-05 Vine Street
1707-09 Vine Street
1711-13 Vine Street
1715-19 Vine Street
1721-25 Vine Street
1727-29 Vine Street
1731-33 Vine Street
1735 Vine Street
1737-39 Vine Street
316-26 North 17th Street and 1708 North Wood Street
1710 to 1744 Wood Street and 1711 to 1745 Pearl Street
1747 Pearl Street
327 North 18th Street
323-25 North 18th Street
321 North 18th Street
319 North 18th Street
317 North 18th Street
1708 to 22 Carlton Street, 1709 to 23 Wood Street, 328 to 338 North 17th St.
1725 to 1731 Wood Street
1732-34 Carlton Street and 1733-35 Wood Street
1737 Wood Street and 1736 Carlton Street
1738 to 1744 Carlton Street and 1739 to 1747 Wood Street
337 North 18th Street and 1746 Carlton Street
339 North 18th Street
335 North 18th Street
333 North 18th Street
329-331 North 18th Street
1700-02-04 Callowhill Street and 348 North 17th Street
1706 Callowhill Street and 1707 Carlton Street – rear
1708-10 Callowhill Street
1712 Callowhill Street
1714-16 Callowhill Street
1718 Callowhill Street

1720 Callowhill Street and 1721-25 Carlton Street
1744 Callowhill Street
1746-48 Callowhill Street
345 North 18th Street
343 North 18th Street
341 North 18th Street
1707 Carlton Street
1709 Carlton Street
1713 Carlton Street
1715 Carlton Street
1717 Carlton Street
1719 Carlton Street
1729 Carlton Street
1731 Carlton Street
1733 Carlton Street
1735 Carlton Street
1737-39-41 Carlton Street
Northwest Corner 17th and Carlton Sts. Also known as 340-44 North 17th St.
346 North 17th Street
1800 Spring Garden Street
1804 Spring Garden Street
1814-16 Spring Garden Street
1818 Spring Garden Street
1820 Spring Garden Street
1822 Spring Garden Street
524 North 18th Street
526 North 18th Street
500-02 North 18th Street
504 North 18th Street
506 North 18th Street
508 North 18th Street
510 North 18th Street
512 North 18th Street
514 North 18th Street
510 North 19th Street
512 North 19th Street
514 North 19th Street
516 North 19th Street
1909-1911 North Buttonwood Street
1912-1918 Nectarine Street and 1913-1919 Buttonwood Street
1940 Nectarine Street and 529 North 20th Street
527 North 20th Street
525 North 20th Street
1900 to 1934 Buttonwood Street, including rear of 1900-1910 Buttonwood St.
Center line of former Ralston Street, West side of 19th Street 100 feet
North of Hamilton Street

509 North 20th Street
1809-1811 Callowhill Street
1813-1815 Callowhill Street
1817 Callowhill Street and 1816 Shamokin Street
1819-1821 Callowhill Street



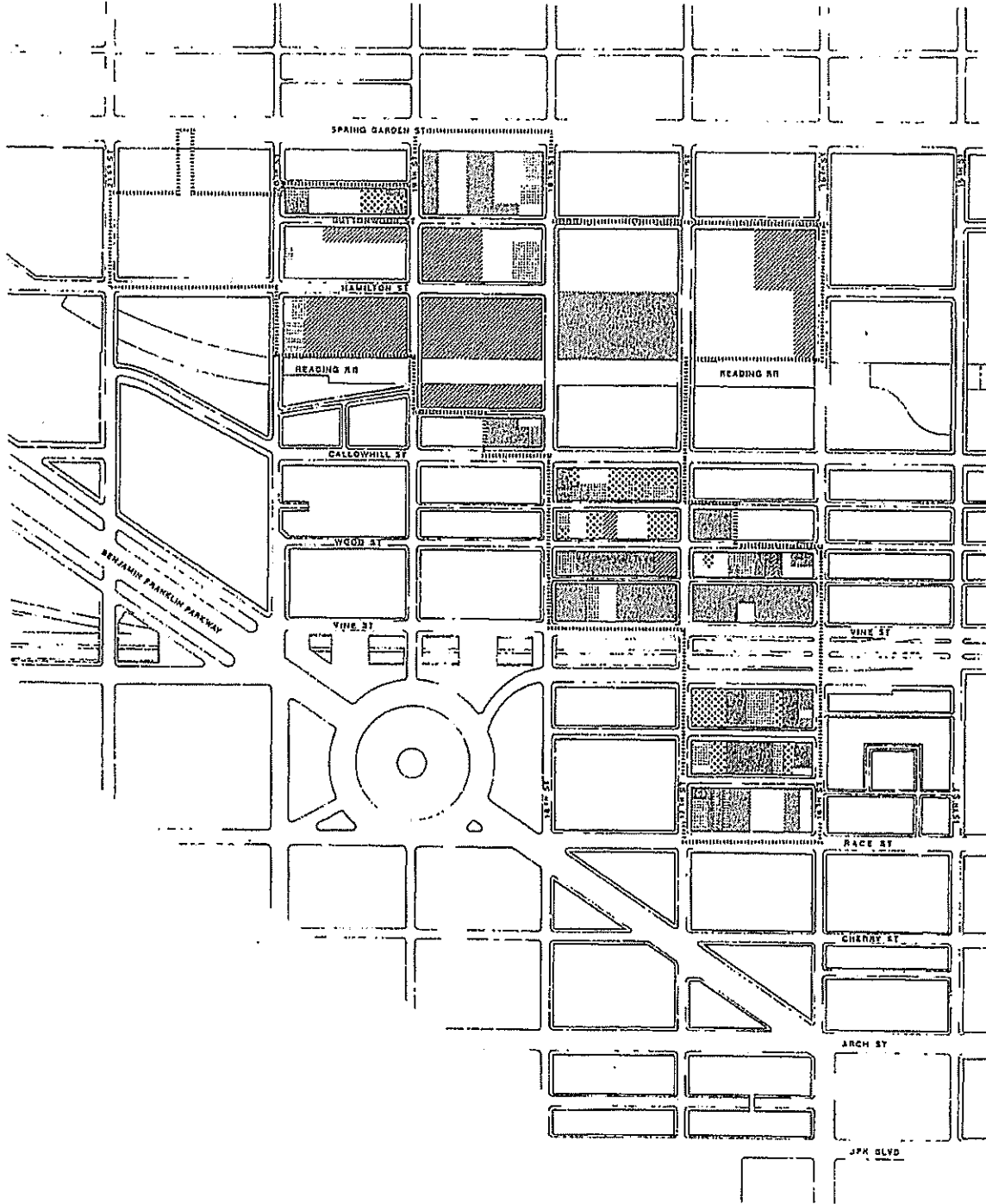
----- PROJECT BOUNDARY






FRANKLIN TOWN
PROJECT
AREA

1

1" = 400'

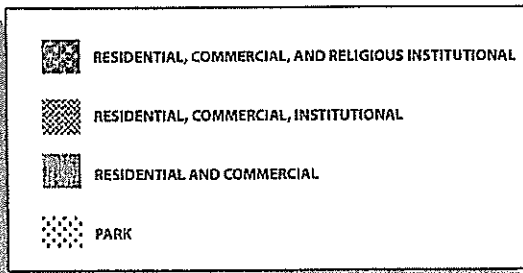
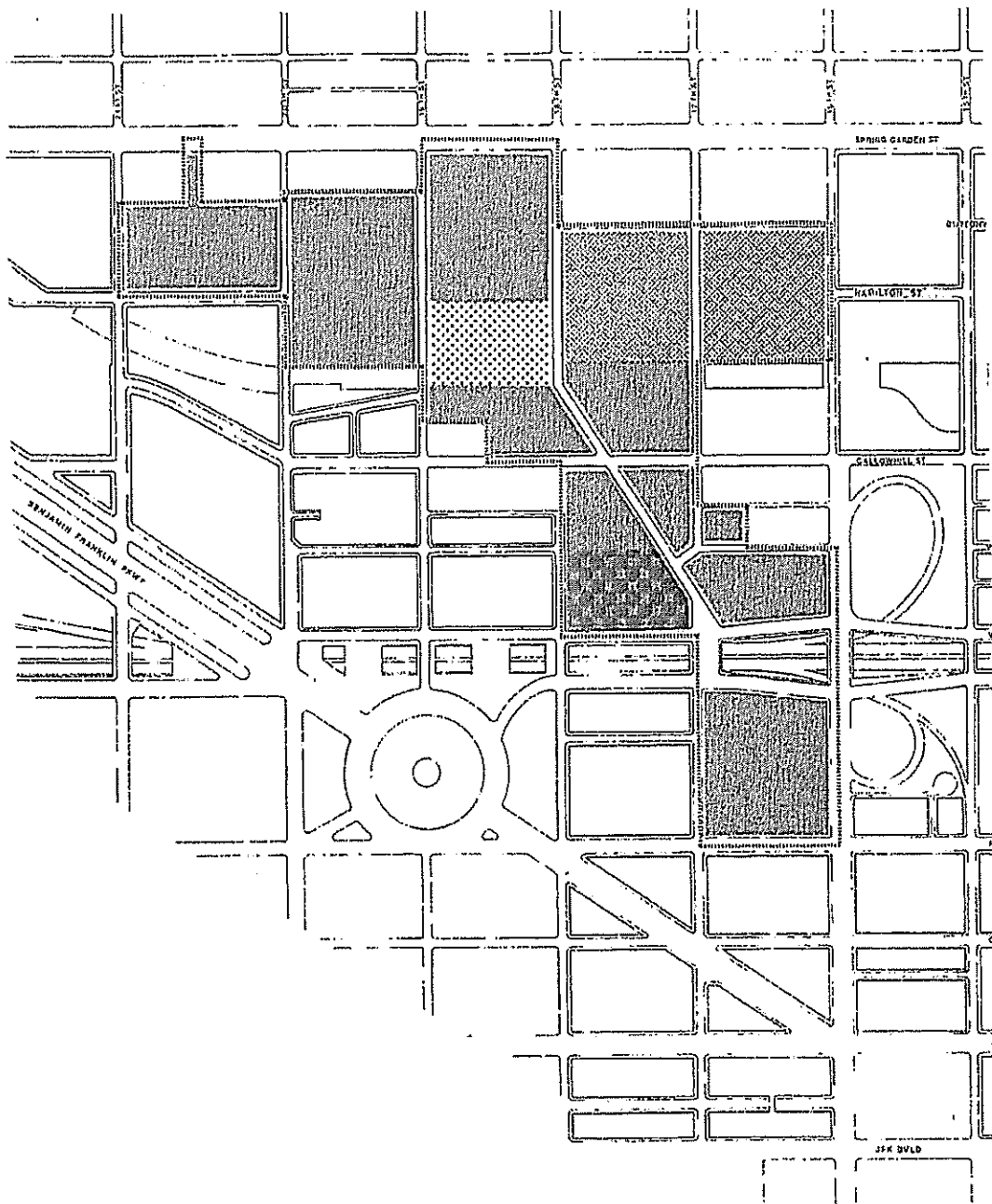
SEPT 71



 RESIDENTIAL
 RESIDENTIAL AND COMMERCIAL
 COMMERCIAL
 INSTITUTIONAL
 INDUSTRIAL
 * VACANT - PARKING

FRANKLIN TOWN
 EXISTING
 LAND USE **2**
1" = 400'

SEPT 71

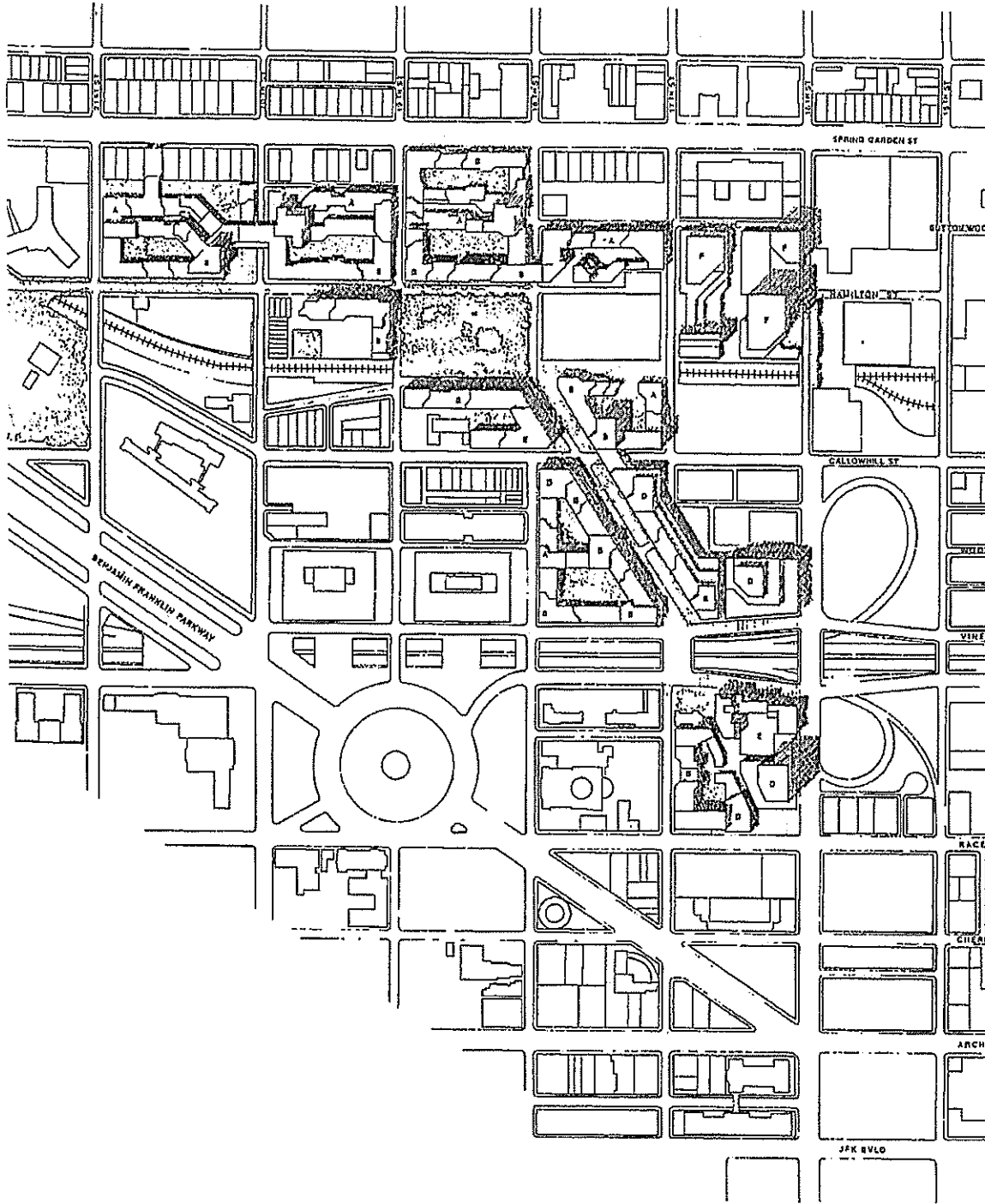


FRANKLIN TOWN
 PROPOSED
 LAND USE

3

1"=400'

SEPT 1



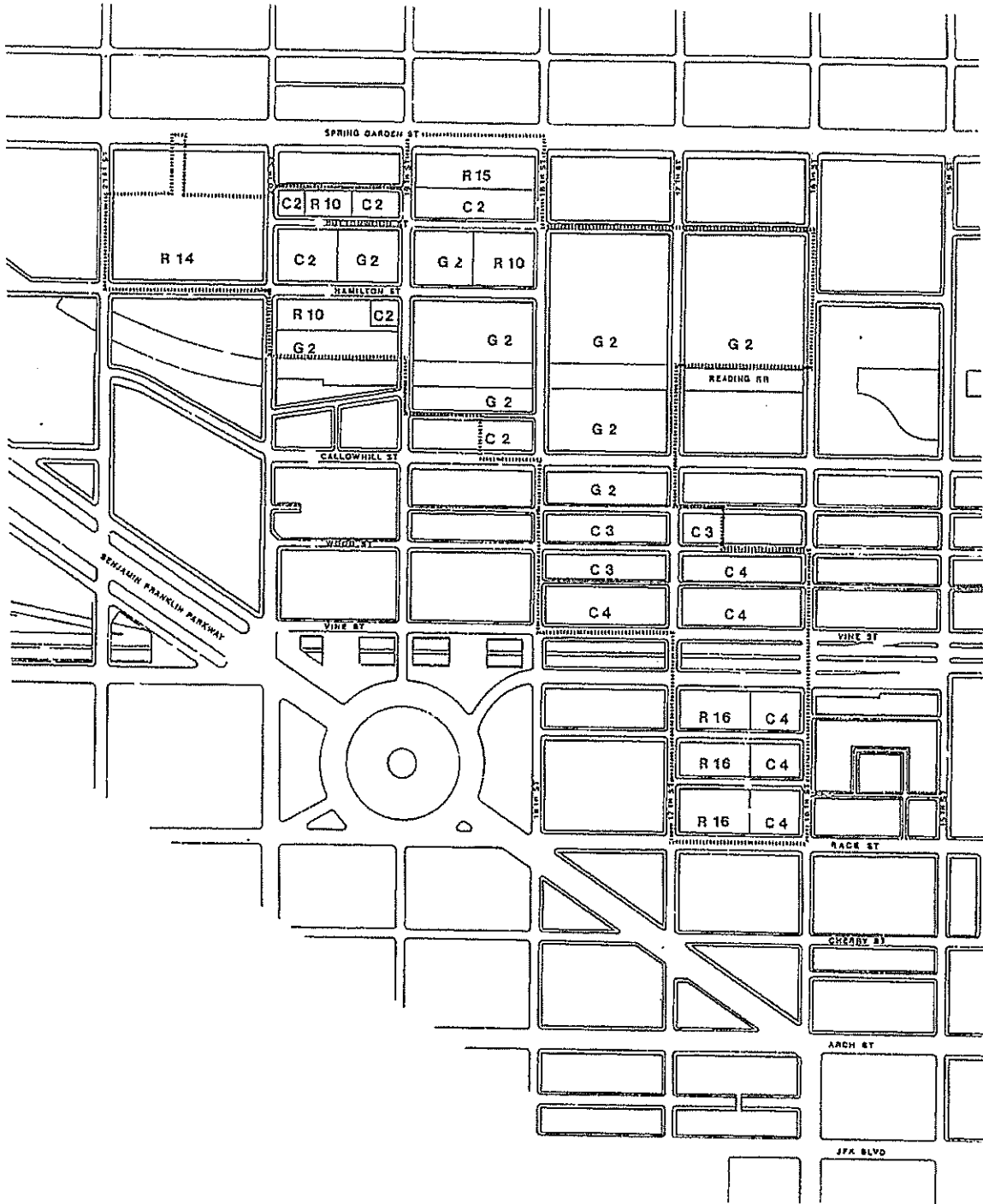
- A HOUSING
- B HOUSING ABOVE SHOP OR BUSINESS
- C PARK / TOWN SQUARE
- D OFFICE TOWER
- E HOTEL
- F COMMERCIAL / INSTITUTIONAL
- OPEN SPACE

FRANKLIN TOWN
 PRELIMINARY OR
 ILLUSTRATIVE
 SITE PLAN

4

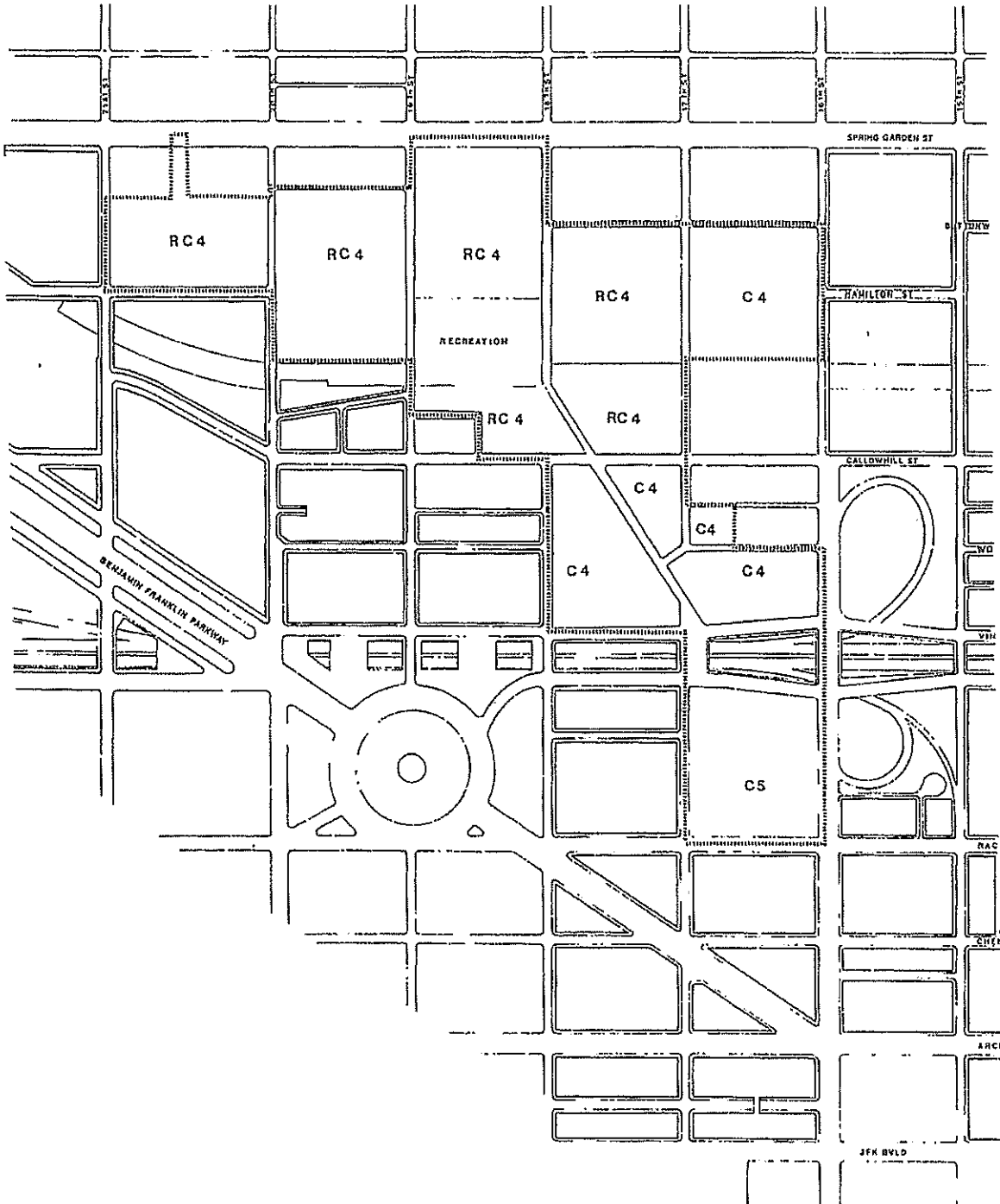
1" = 400'

REPT 31



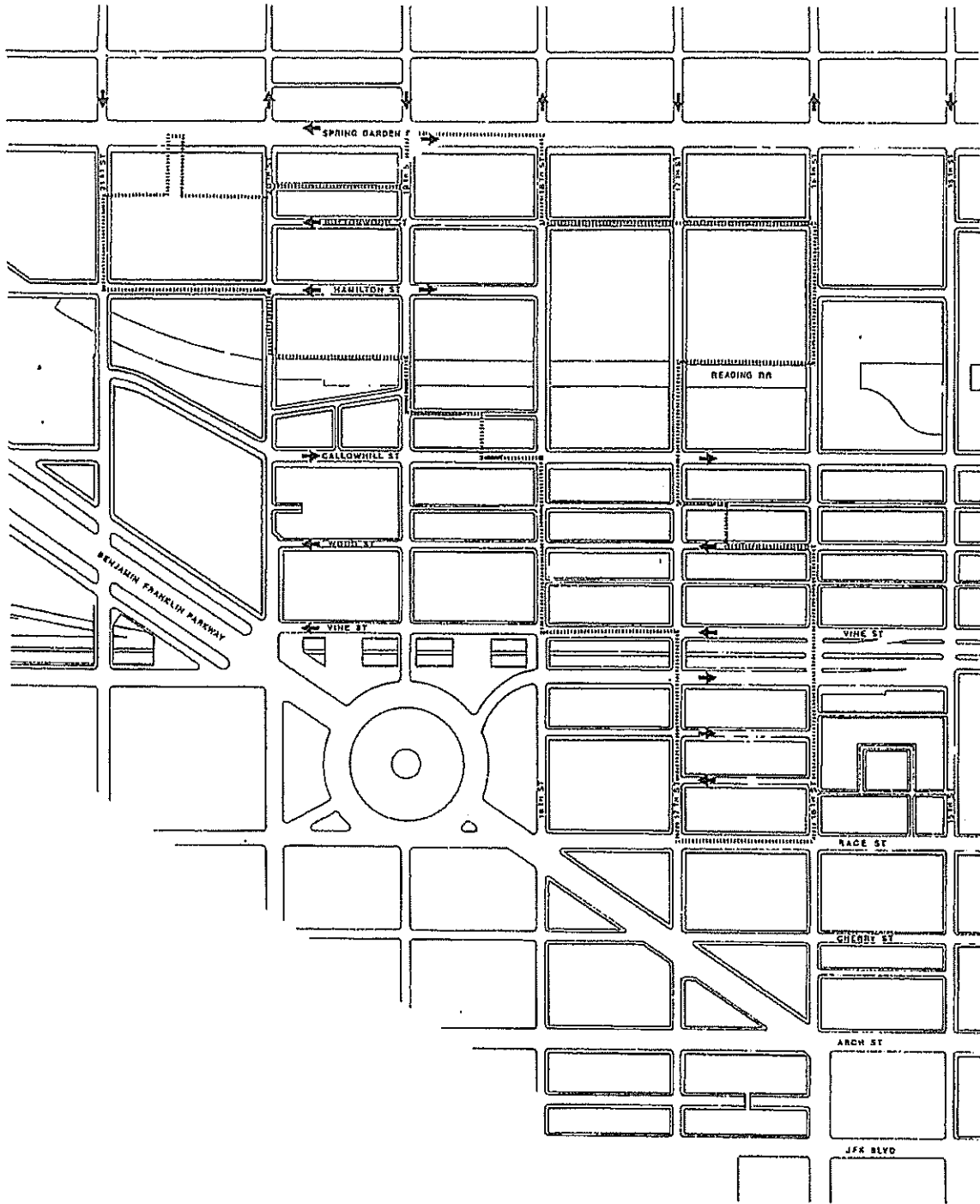
R RESIDENTIAL
 C COMMERCIAL
 G GENERAL INDUSTRIAL

FRANKLIN TOWN
 EXISTING
 ZONING
5
 1" = 400'
 SEPT 71

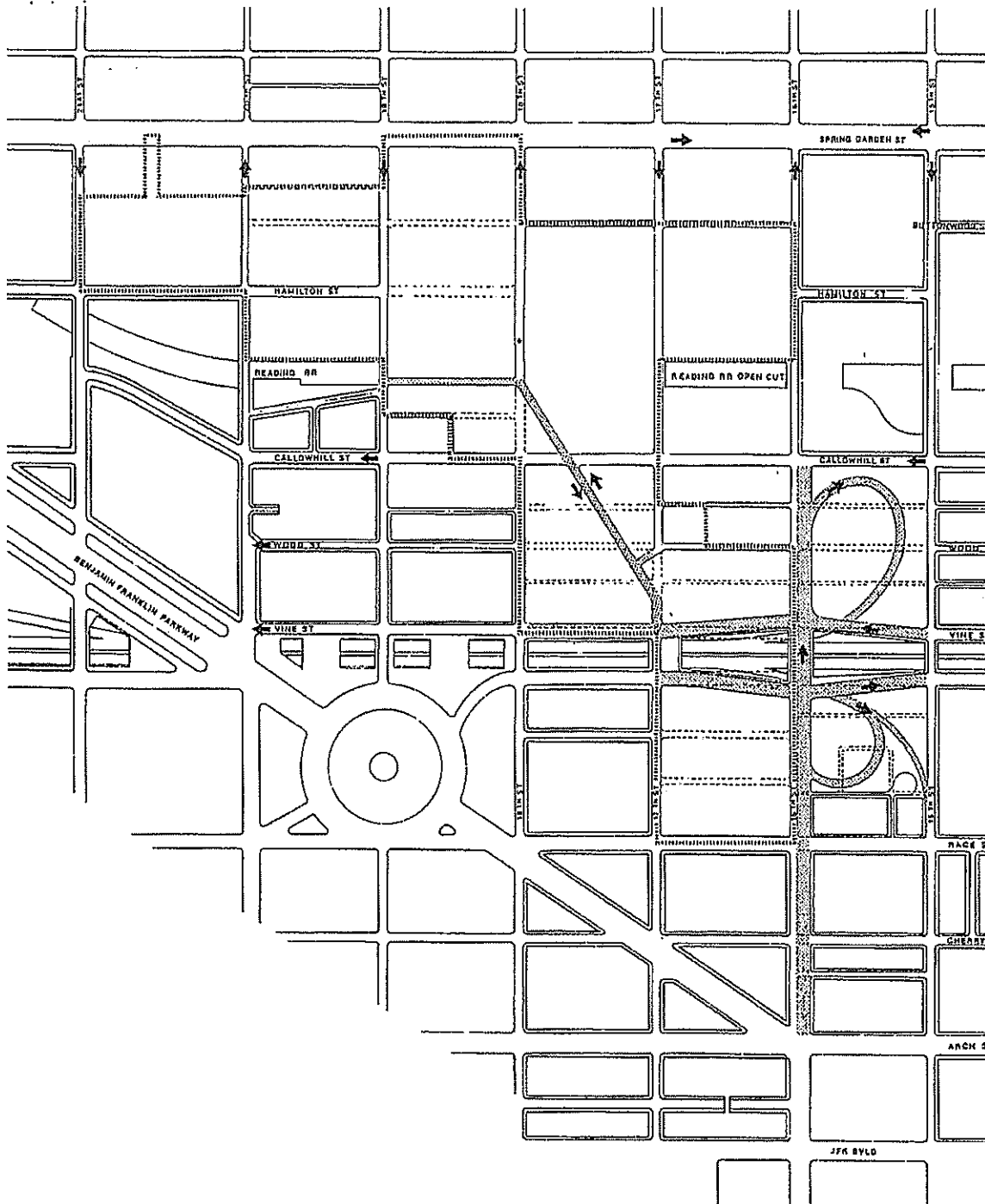




C COMMERCIAL
 RC RESIDENTIAL WITH LIMITED COMMERCIAL

FRANKLIN TOWN
 PROPOSED
 ZONING **6**
 1" = 400' SEP 71



FRANKLIN TOWN
 EXISTING
 STREETS **7**
 1" = 400' SEPT 71



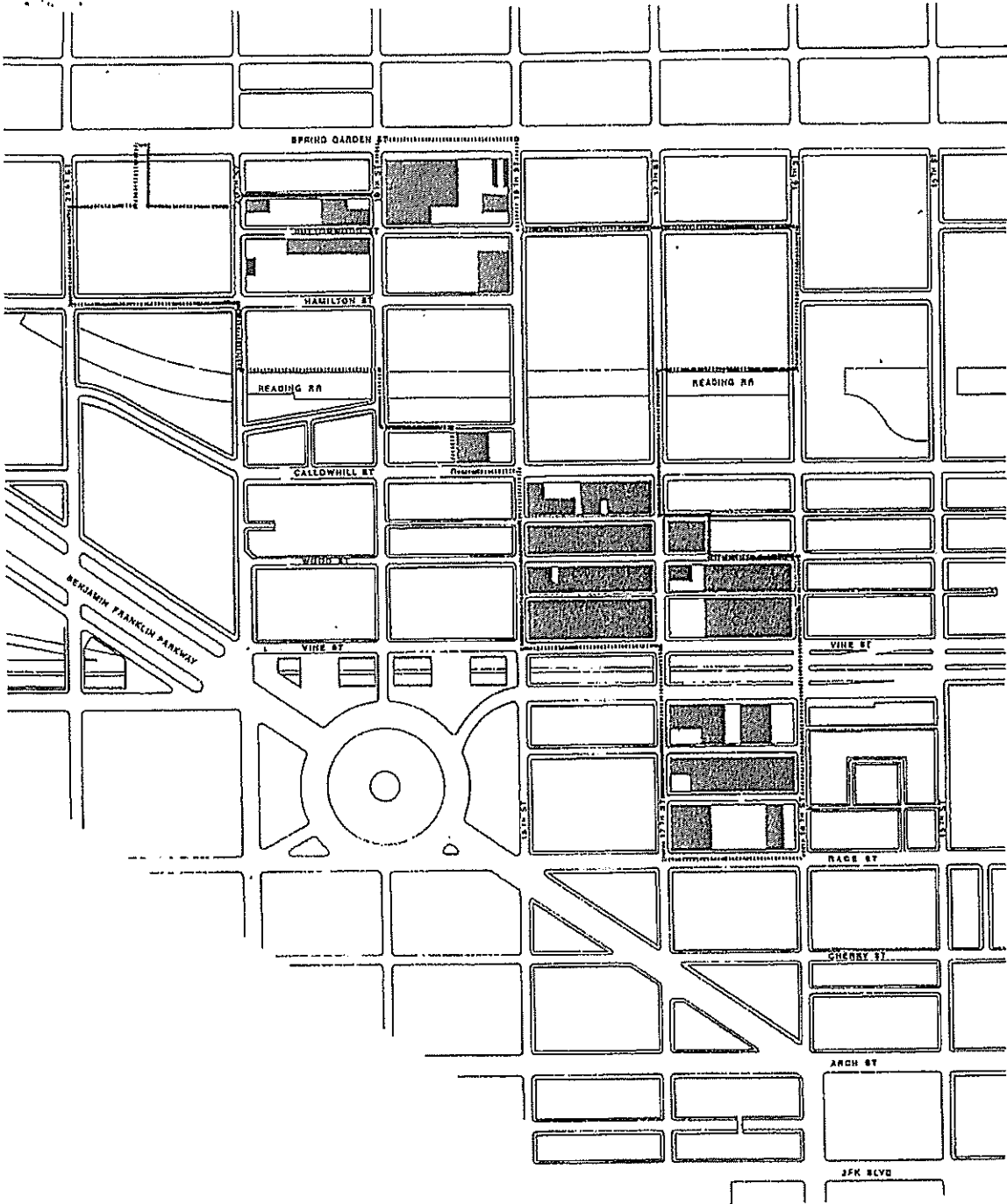
 CLOSED STREET
 NEW STREET

FRANKLIN TOWN
 PROPOSED
 STREETS

8

1" = 400'

SEPT 71



PROPOSED ACQUISITION

FRANKLIN TOWN
 PROPOSED
 ACQUISITION

9

1" = 400'

SEPT 21