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CENTER CITY PHILADELPHIA

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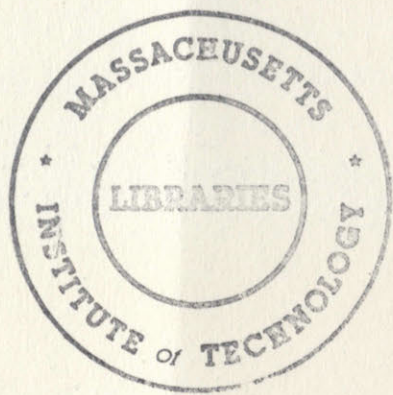


Photo Tam, Philadelphia

Philadelphia City Planning Commission

THE PLAN FOR CENTER CITY PHILADELPHIA

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CITY OF PHILADELPHIA
JAMES H. J. TATE, *Mayor*

PHILADELPHIA CITY PLANNING COMMISSION

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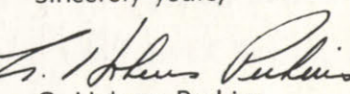
January 8, 1963

TO HIS HONOR THE MAYOR OF THE
CITY OF PHILADELPHIA AND
TO THE PRESIDENT AND MEMBERS OF THE
COUNCIL OF THE CITY OF PHILADELPHIA

I have the honor to transmit herewith the Center City Plan for the physical development of Central Philadelphia, prepared by the City Planning Commission in accordance with Section 4-600 of the Philadelphia Home Rule Charter.

This Plan is a further development of the Comprehensive Plan, the Physical Development Plan for Philadelphia, which was published by the Planning Commission on May 4, 1960. It is directly related to the entire Comprehensive Plan and is a further detailing of it for a limited geographical area.

Work on the Center City Plan has been proceeding since 1946. It was begun under the Chairmanship of Edward Hopkinson, Jr. and was carried forward during the period in which Albert M. Greenfield was Chairman of the Commission. The development of this plan has been possible only because of the continuing cooperation of the many City agencies and of the Council.

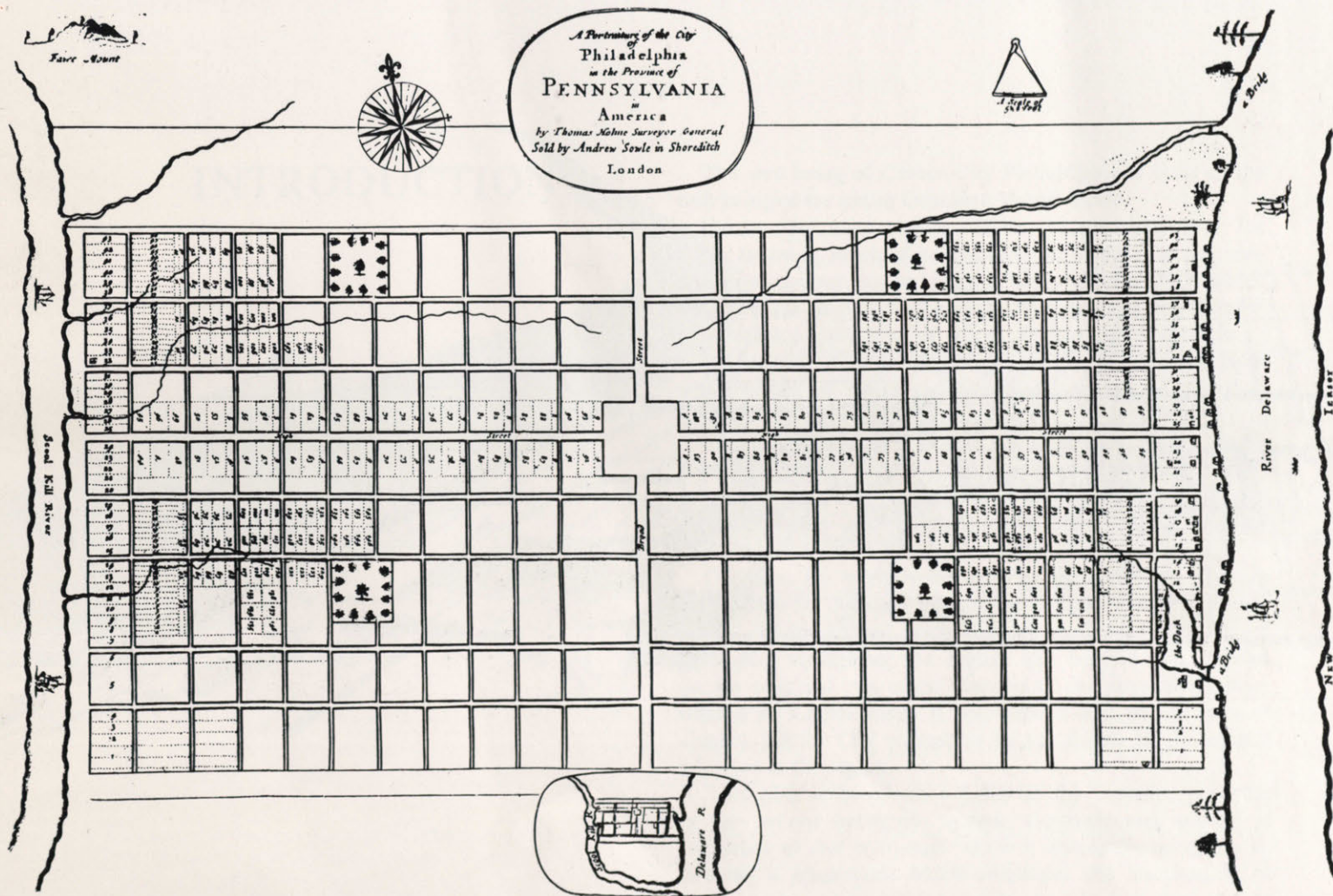
Sincerely yours,

G. Holmes Perkins
Chairman

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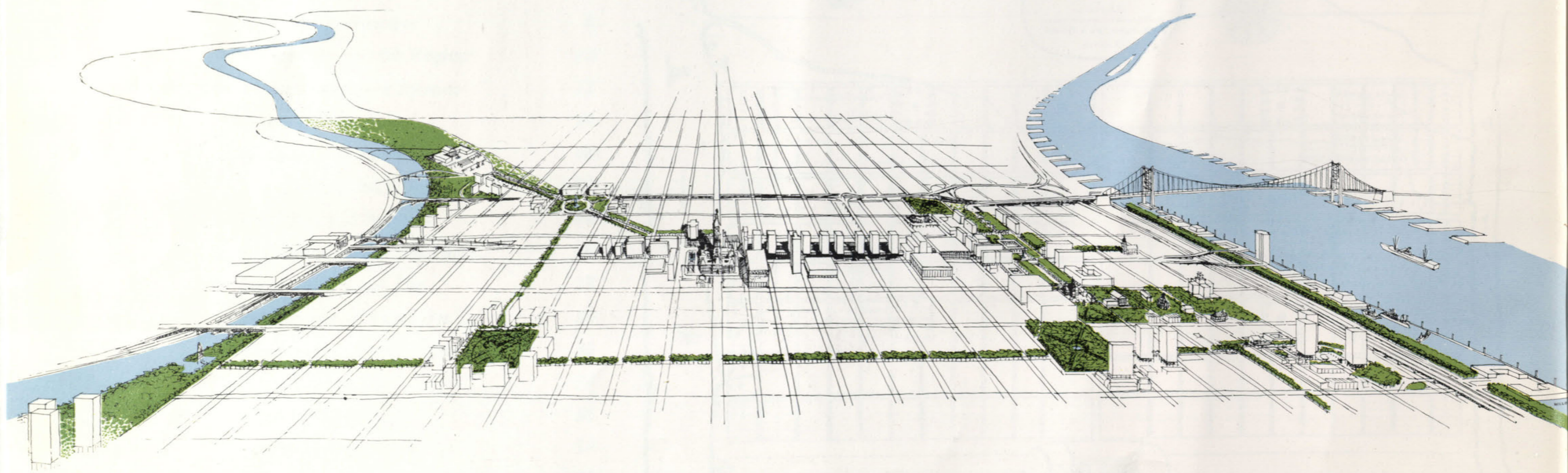
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"We are today embarked on a genuine program
for a more beautiful and modern big city,
which will at the same time produce
the means to support it."

JAMES H. J. TATE, Mayor



PENN'S PLAN, 1682



INTRODUCTION

The well being of Center City Philadelphia is basic to the well being of the entire Delaware Valley region.

Center City must always remain the principal place for doing business, much of which, after all, depends on person-to-person contact; for purchase of those special things which give richness to our lives and for those great cultural activities which set the tone of our contemporary civilization.

In addition, Center City serves as the springboard from which waves of revitalization spread outward as suburban families are reattracted to urban living.

The resurgence of Center City is already firmly established, but it will need all of the push that government and private interests can give it to keep the momentum going and establish finally and beyond doubt that Center City will survive and flourish despite forces for decentralization.

Decisions are being made daily by entrepreneurs who are responsible for locating millions of dollars of capital investment. Whether these go to strengthen Center City or are disbursed throughout the region and beyond will depend on the practical fact of the richness of the physical facilities offered by Center City. It will depend also on the type of symbol Center City represents in the minds of the people who live in the region.

This plan is based on a belief in the initiative potential of the private enterprise system. Governmental activity is restricted to that minimum which is absolutely necessary to provide a framework which stimulates the imagination of

private investors and which includes the physical facilities necessary to support those investments after they are made.

Although it is a plan issued by government, much that is in it already has been planned or built by private initiative, and many of its ideas had their origin in the minds of professional or business men.

Carrying out this plan in its entirety—and all of it must be completed to make any part of it fully effective—will challenge the imagination of the businessman's group. It will require continued inventiveness in devising new ways of securing financing for new kinds of facilities demanded by the new scale of metropolitan development—projects which are profitable in themselves, and which support and strengthen investments in existing properties adjacent to or in the vicinity of them.

In the past, Philadelphia has been a leader in this field.

This plan does not attempt to provide blueprints or cost estimates for detailed projects. Rather, it presents a total set of relationships, a system of organization of part to part and part to the whole, in which every element and every section of Center City plays a significant role.

This system of organization is flexible, and can be adjusted to a series of different economic conditions and governmental policies without losing its overall value. It is designed to give a basic directive to the individual efforts of private and governmental groups in individual areas for many years to come.

HISTORICAL PERSPECTIVE

The present plan for the future of Center City is a logical outgrowth of the historical development of this area since the creation of the first plan by William Penn in 1682.

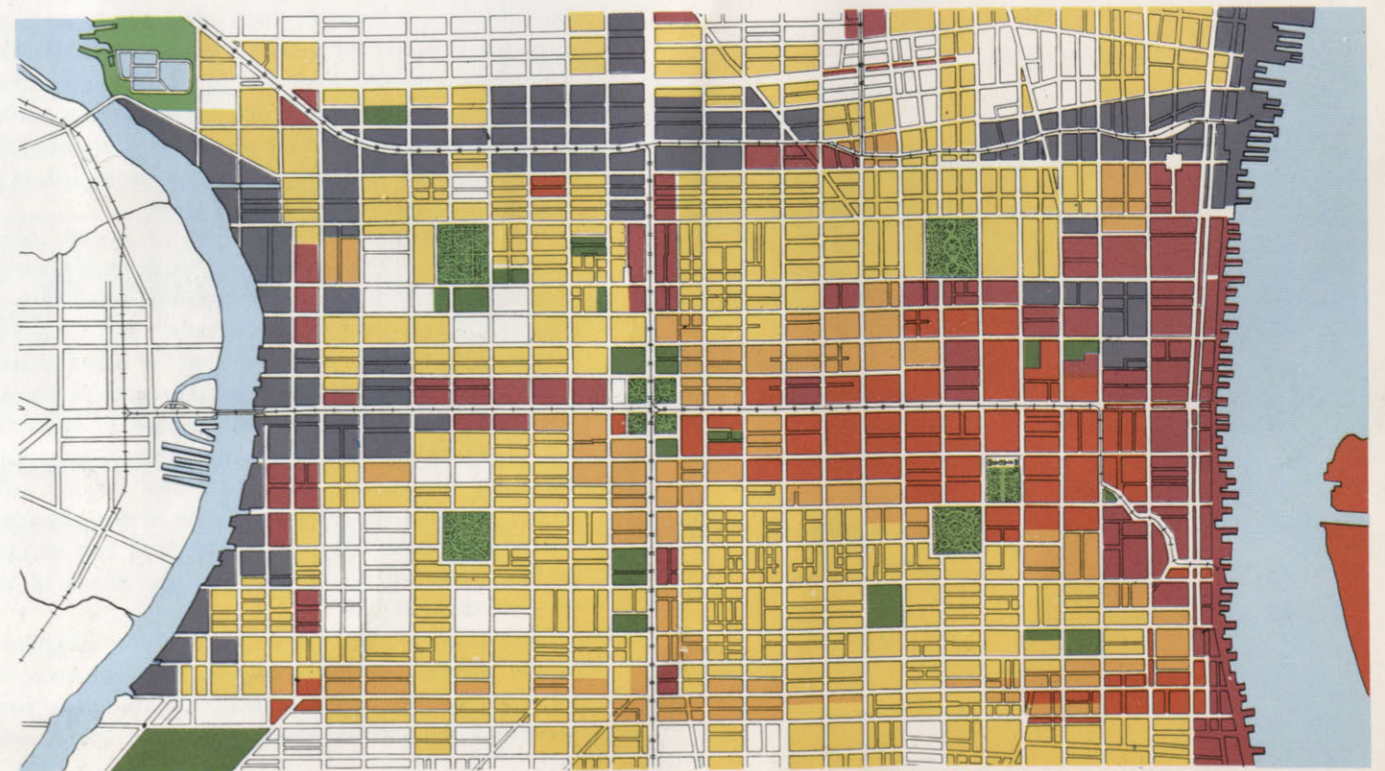
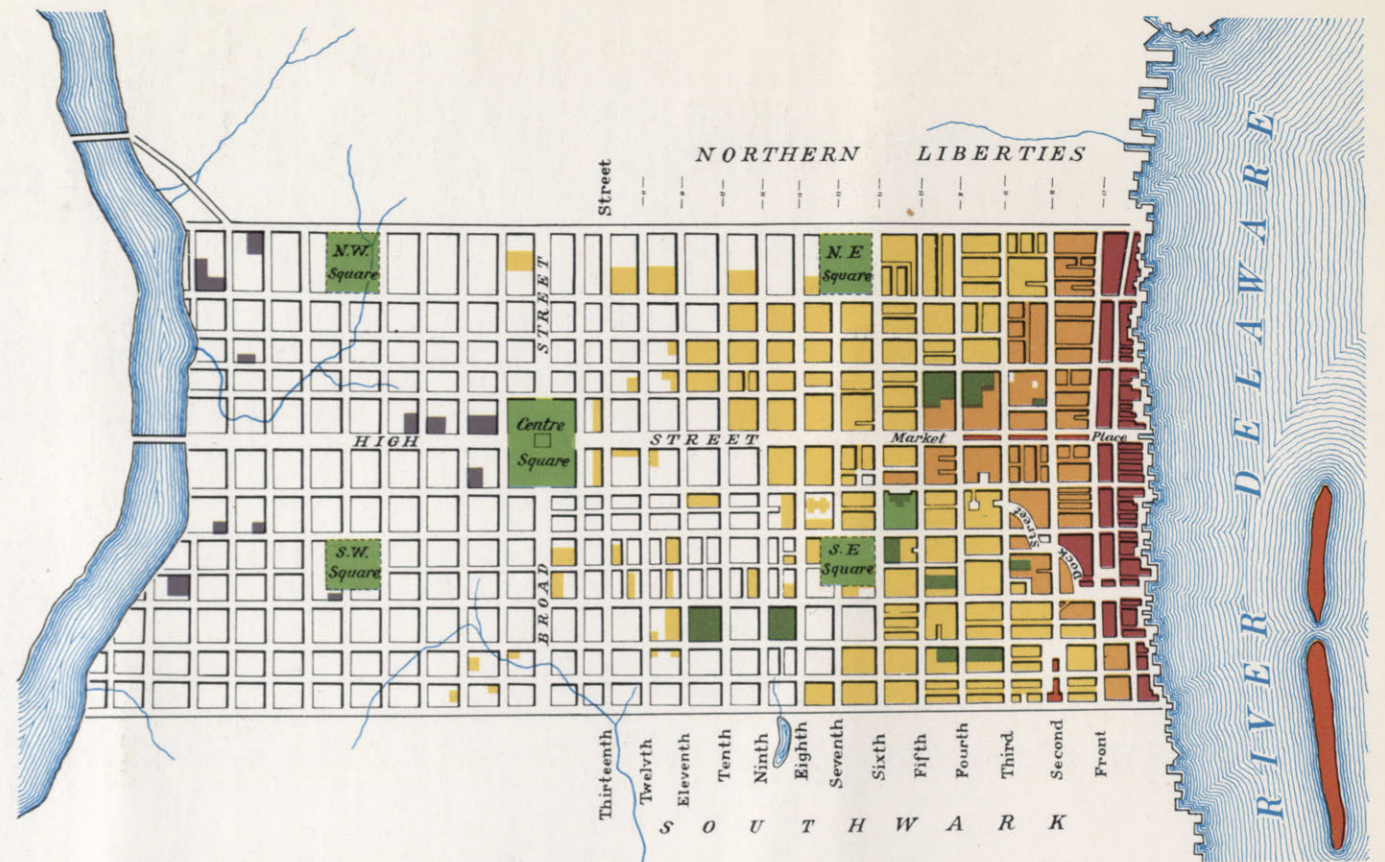
1776

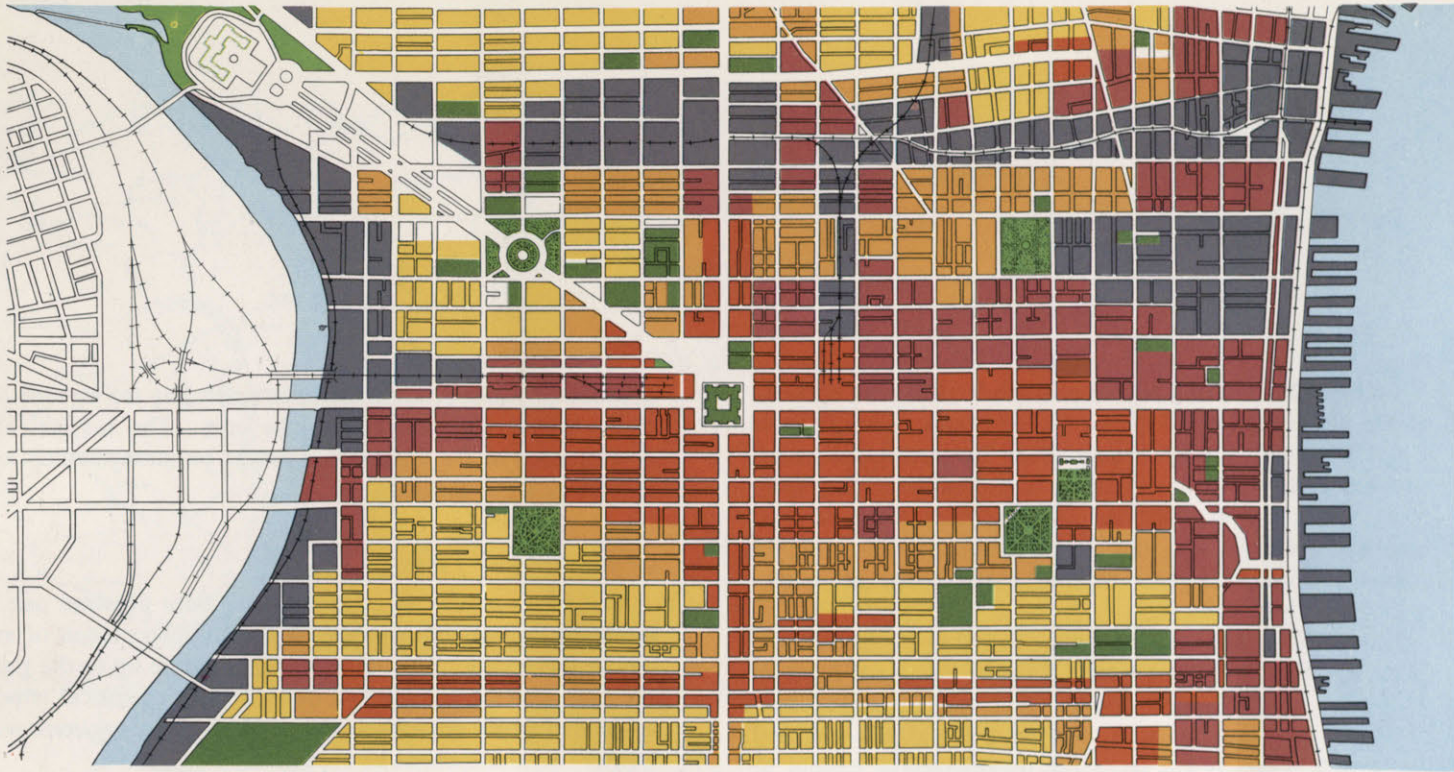
The 1682 Plan for Philadelphia conceived by William Penn, and laid out by Thomas Holme, his Surveyor-General, was based on several very simple principles which have had, and continue to have, an astonishing influence on contemporary development. Penn selected the flat land at the narrowest point between the Delaware and Schuylkill Rivers as the point of beginning for his City. He connected the two rivers with an east-west axis, now called Market Street, and intersected this with another wide street, Broad Street, about half-way between the rivers at the watershed. Penn further emphasized the focal importance of the intersection of these two axes by placing a square there to be used for "public buildings." Each of the four quadrants defined by these axes received its own focal center in the form of four additional park squares which continue to generate vitality into these quadrants.

Penn's plan was so farsighted that it took 200 years to fill it up, and today it precisely defines the area we now call Center City.

1876

The Centennial Exposition, the world's fair marking the first 100 years since the signing of the Declaration of Independence, established Philadelphia as a great metropolitan center. The William Penn Plan had been developed to its borders and new housing was extended into North and South Philadelphia, and across the river into West Philadelphia. To protect the City's water supply, the City fathers had acquired great tracts of land on the upper Schuylkill River, establishing the nucleus for the 4,076-acre Fairmount Park. The Pennsylvania Railroad and later the Reading Railroad extended the elevated tracks of the steam lines deep into the heart of the City, thus bringing at the same moment new stimulation and new problems.

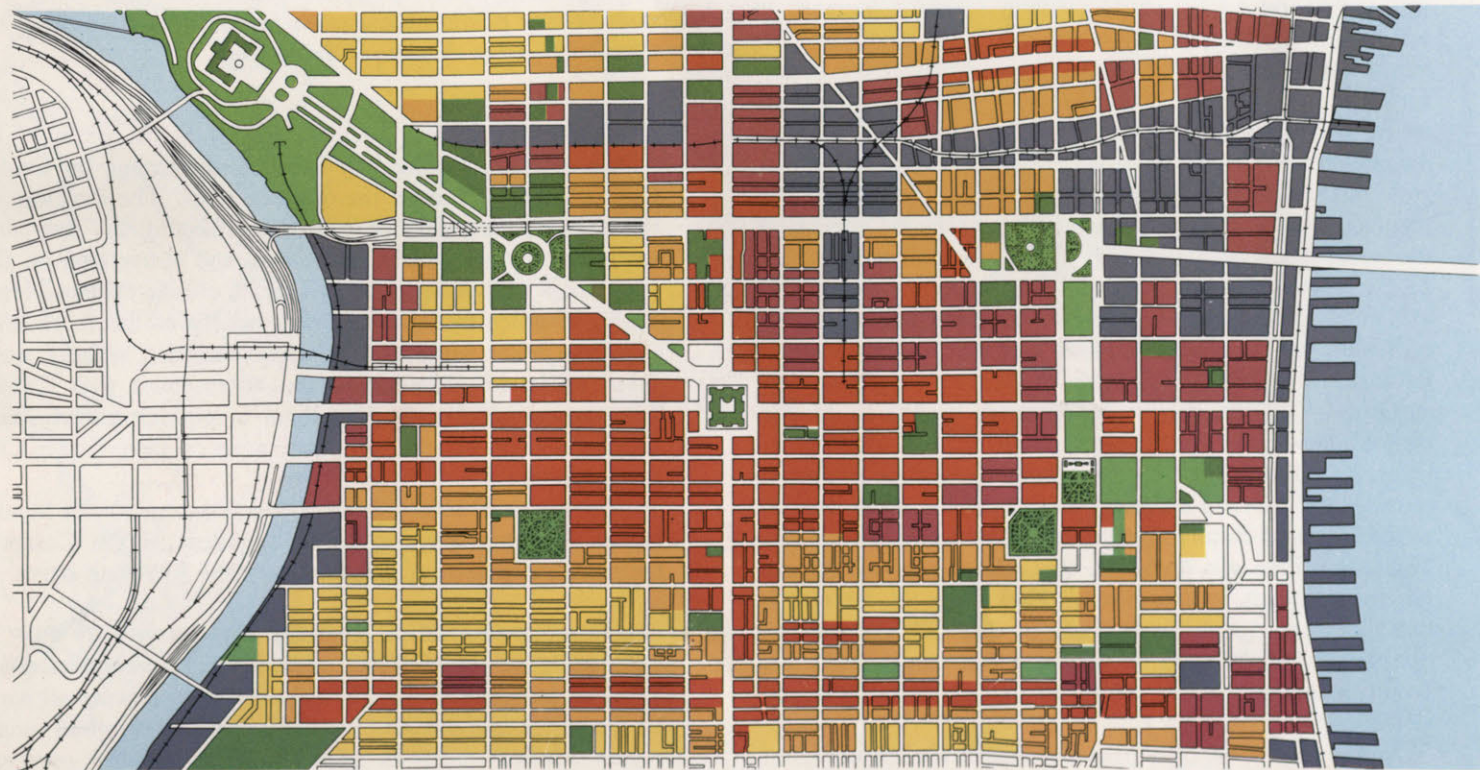




1920

By the beginning of the Twentieth Century, construction of the massive City Hall at the intersection of William Penn's two axes was finished. The 547-foot tower with William Penn on top of it was set for all time as the central image of Philadelphia as a City. Construction, during the next 30 years, of subway tubes for electrically-driven mass transit vehicles on precisely the lines of the two axes that William Penn planned for horse-drawn vehicles 200 years earlier finally established beyond retrieval the centrality of the plan where he wanted it. The intersection of these subway lines today gives Philadelphia one of its most valued characteristics—a firm center.

Construction of the Benjamin Franklin Parkway, designed on "city beautiful" principles by French architect Jacques Greber, set a diagonal wedge of green as an extension of Fairmount Park from the great Art Museum built on the "Faire-Mount" right to the focal center, City Hall.



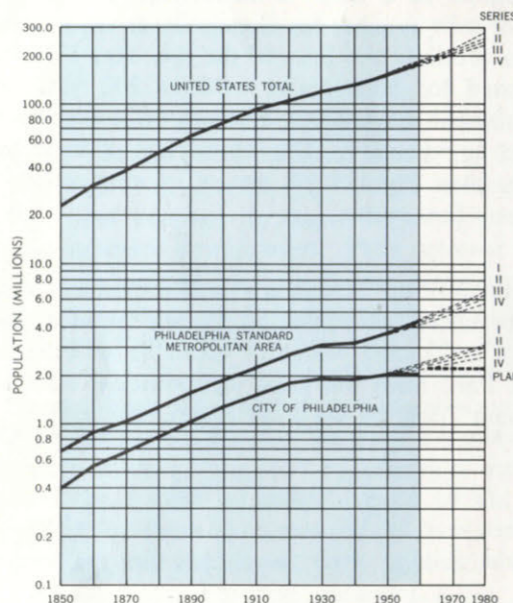
1962

Today the Pennsylvania Railroad elevated tracks, the so-called "Chinese Wall," have been removed and in their place is rising a great new commercial development called Penn Center. To the north and east of this, the City Government is building a series of civic squares and buildings which are extending their vitalizing influence into west Market Street. Great new expressways have been built and are being planned by the Commonwealth of Pennsylvania leading to Center City. The Commonwealth and the National Park Service are building monumental historical parks centering on Independence Hall which, in turn, have attracted business enterprises to their borders. Three of the four park squares laid out by William Penn, as well as the Benjamin Franklin Parkway, even now are extending their vitalizing influences into their residential hinterlands where new apartments are rising and, more importantly, where old and deteriorating houses are being reclaimed for modern city living.

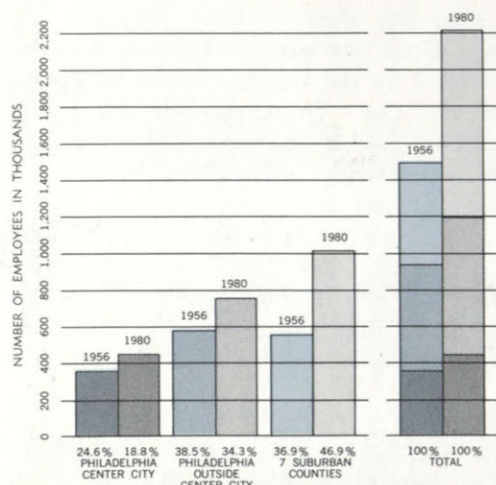
The job for the future is to extend these revitalizing forces in accordance with the Comprehensive Plan, adopted in 1960, in such a way that the continued dominance of Center City is assured.

CENTER CITY AND THE REGION

Center City must take full advantage of its strategic location in the northeastern United States metropolitan corridor.



This shows population growth rates in the United States, the Philadelphia Standard Metropolitan Area, and the City of Philadelphia projected to 1980.



Employment in the Philadelphia Standard Metropolitan Area 1956 and 1980 (est.) by major areas.

Philadelphia lies in a central position in the urban corridor of the eastern seaboard of the United States. Thus, Center City Philadelphia may benefit from its strategic location and attract some of the overflow of economic activity from New York and Washington. On the other hand, it must compete not only with the decentralizing influence of the suburban trend, but also with magnets of the great metropolises which flank it.

The first requirement to carry out the Comprehensive Plan objective to keep Center City as a dominant force in the region is to provide adequate, gracious, attractive, inexpensive transportation to it, and to provide pleasant and convenient ways to get from the transportation termini to the points of destination. Achievement of this objective is the most important single element of the Center City Plan.

The issue is sharply underlined by the chart showing population growth, taken from the Comprehensive Plan, indicating the leveling-off of population within the City limits at a figure of 2,277,000 persons. When the population arrives at this figure, the City will be filled and all further population growth must take place outside the City and in the region around it. Along with the increase in population in the outlying areas will come additional regional shopping centers and additional employment opportunities. This stresses the urgency of providing adequate means of transporting people from the areas of growth on the outskirts to Center City.

A further issue is presented in the chart indicating employment in the City of Philadelphia and in the region for the years 1956 and 1980. It will be seen from this that 25 percent of all employment within the region was located in Center City in 1956. The assumptions upon which the economics of the Comprehensive Plan are based, shown in the chart for 1980, provide for an increase in employment in Center City resulting in a percentage decline to 18 percent of the region's total employment, but an absolute increase of 41,000 jobs. The assumptions of City income in terms of tax revenue necessary to support the many welfare, residential, and cultural improvements provided in the Comprehensive Plan are based on the achievement of the employment shown in this chart. Thus, it is of interest to those concerned with every phase of City development that the plan's objectives are realized and that employment continues to increase in the central district at least at the projected rate.

A map on the opposite page showing in tan the urbanized area indicates that the City is in an extraordinarily fortunate position to achieve this objective because of the unrivaled

network of transportation facilities extending throughout the region which leads directly to the core. The survival and development of the core is dependent on strengthening and improving these facilities.

Commuter Rail Lines

The blue network of commuter rail lines provides one of the finest systems of this type of mass transportation of any city in the nation. The value of this network up to the present time approaches a billion dollars. It is of critical importance that it be strengthened and that its connections with Center City destinations be improved.

Subway-Elevated Lines

The intersecting of the Broad Street subway system and the Market-Frankford subway-elevated system (shown in blue) at Penn Square is of greatest value to Center City. Here again, the tremendous investment of public funds which has already been made must be protected and strengthened by improvements in the system itself and particularly the stations, the points of reception for persons converging on Center City from all parts of the region.

Expressways

The emerging expressway network converging on Center City is shown in red on the opposite map. The structure of this system, consisting of radials intersecting the five- and ten-mile circumferential expressways and converging on the inner loop surrounding Center City, is clearly evident. Here again, in order to obtain the full benefit of the more than a billion dollar investment in these facilities, orderly ways must be found of receiving the automobiles with Center City destinations, conducting them to parking garages, and distributing the people from these areas to their Center City destinations.

The ways in which these connections are to be made, which are necessary for the achievement of the Comprehensive Plan objective, are shown on the following pages.

A basic policy which underlies the Center City Plan is to provide the limited core area with the richest possible series of interrelated transportation facilities serving all parts of the region and encouraging the concentration of all major region-oriented activities within walking distance of these transportation centers, generally within the core area as depicted by the red area on the opposite page.



SCALE IN MILES
0 5 10 15

TRANSPORTATION - CITY-WIDE

The planning of Center City must take full advantage of the regional transportation system which serves it.

Commuter Rail Lines

The establishment by the City of the Passenger Service Improvement Corporation, under which the City agrees to pay the railroads for any loss of income incurred through reduced fares and joint mass transit transfer systems, has resulted in improved service and lowering the cost to the commuters with a subsequent increase in the number of riders. The commuter rail lines are shown in blue on the accompanying map.

A key element of the plan is the linking of the two commuter systems, the Pennsylvania and Reading Railroads, into a single functioning unit by joining the tracks in an underground connection in Center City. The 38 new air-conditioned cars manufactured for the City for lease to the Pennsylvania Railroad will bring much better and more reliable service to many riders, and more parking spaces provided at outlying stations make the transfer easier for those who have to begin their trip in an automobile.

Subway-Elevated Lines

The Comprehensive Plan for Philadelphia provides for extending the Frankford Elevated (shown in yellow) in a northeasterly direction and the Broad Street Subway (also in yellow) in a northerly direction deep into the Far Northeast and in a southerly direction to a terminal point at Pattison Avenue.

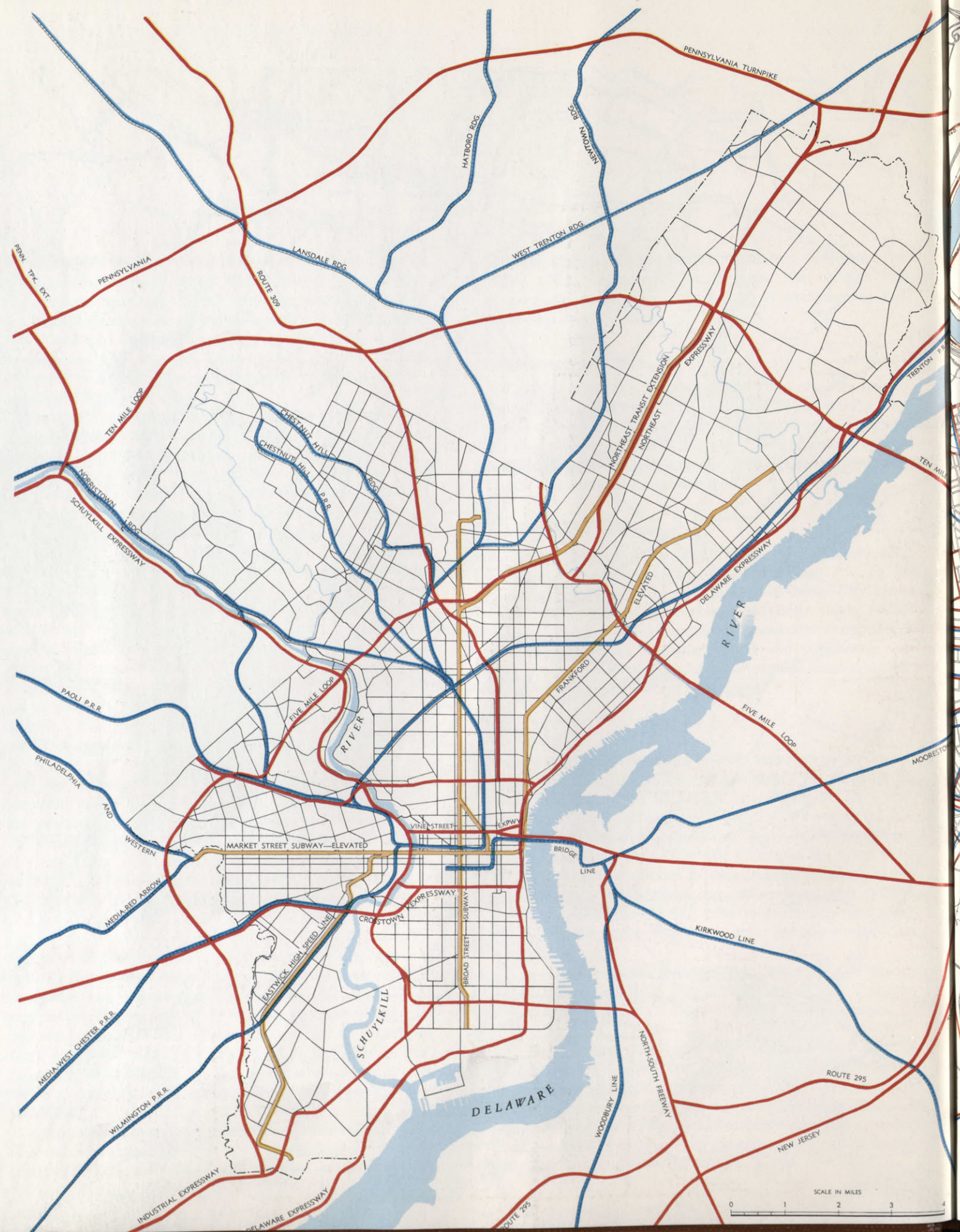
The Delaware River Port Authority is developing a rail connection (shown in blue) with the Locust Street Subway-New Jersey Bridge Line, possibly to be followed by two additional rail lines which will converge into the Locust Street Subway System.

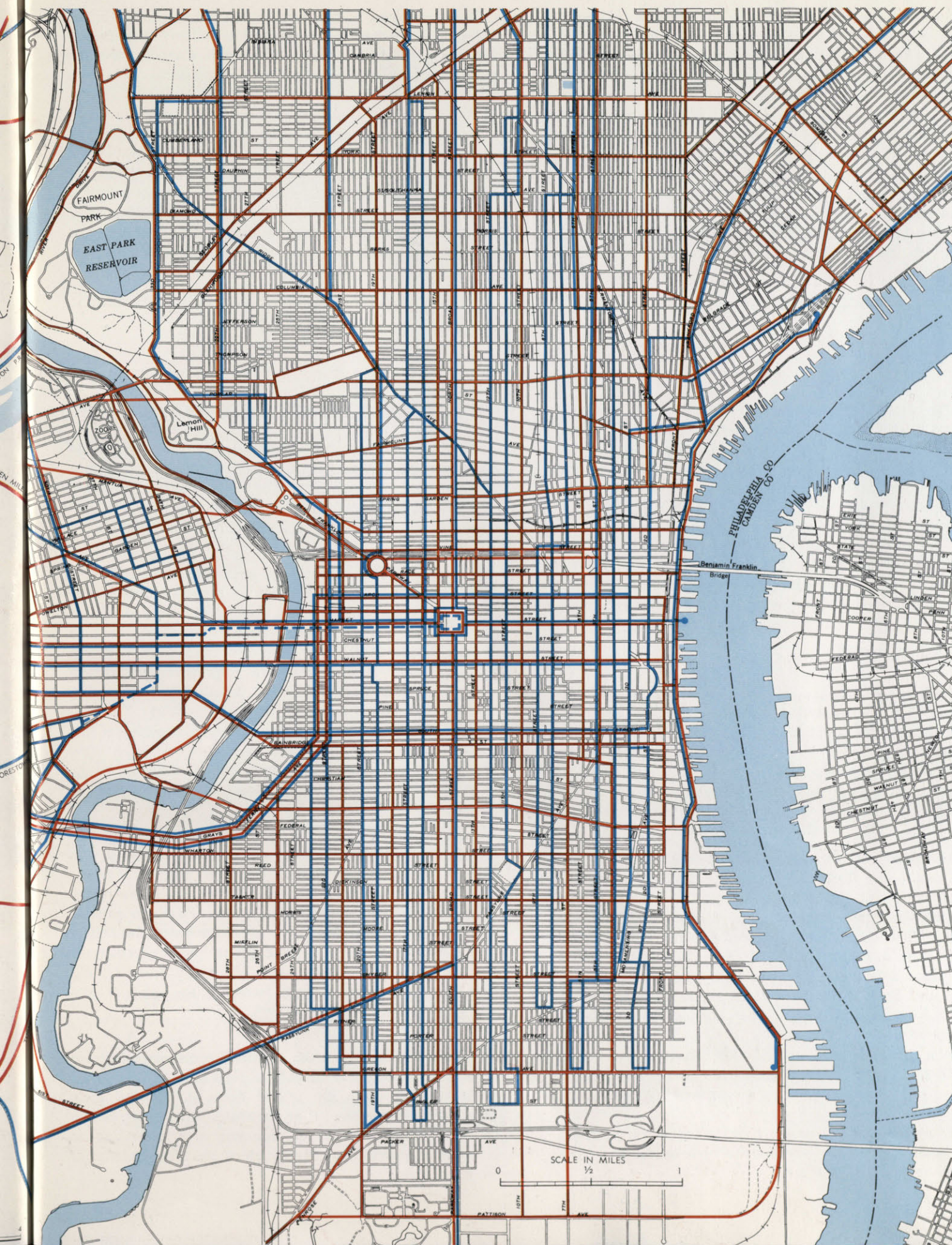
The purchase by the City of Philadelphia of 270 new subway cars which were leased to the Philadelphia Transportation Company has resulted simultaneously in far more attractive vehicles and service to the riders and, also, in reduced maintenance and operating costs to the operating agency.

Expressways

In planning the expressway system, shown in red, City agencies have worked closely with county planning commissions in the adjoining counties in Pennsylvania and New Jersey to evolve a regional network which reflects the interest and desires of all the governmental organizations in the area.

Planning expressways is closely geared to the functional and architectural requirements of Center City development and related to positioning the terminal facilities and methods of distribution from them. In addition, the expressway system serves as a route for fast express bus service from various parts of the City to the Downtown area.





Transportation—Central Area

The transportation system built up during the late Nineteenth Century to serve near North Philadelphia, South Philadelphia, and West Philadelphia, must be maintained and adjusted to fit into proposed traffic systems.

The principal addition to the surface transportation system is a light, two-way electrical trolley proposed for Chestnut Street, as explained on Page 36. This system will provide convenient transfer to any location within Center City.

Arterial Streets (Shown in red)

All existing arterial streets leading into Center City will remain and be improved. The most important proposed new arterials are the extended 32nd Street and the Mantua Avenue connection to Lancaster Avenue. Washington Avenue is now being improved to provide a by-pass to the narrow cross-town streets in South Philadelphia.

Within Center City, the only major change is a proposal to close Chestnut Street to vehicular traffic. This will require reversing the direction of Chestnut and Walnut Streets through West Philadelphia. Eastbound traffic would use Walnut Street, using the northbound streets to get to parking facilities. The north-south streets will continue to cross Chestnut Street as at present. Traffic on the River Drives and the Parkway will continue to use the southbound streets. Westbound traffic will use Market Street and Arch Street, now not used to capacity. It is proposed that 23rd Street be improved south to Chestnut Street. The Crosstown Expressway and widened South Street will carry westbound traffic in the southern portion of Center City.

Surface Transit System (Shown in blue)

During the late Nineteenth Century, an extensive system of trolley lines was developed to serve those areas immediately adjacent to Center City. Many of these routes are still in operation and provide the most convenient access to Center City. In West Philadelphia, several of these lines go into an underground subway system before they enter Center City. This subway-surface system will gain increased capacity with the proposed linking of cars during rush hours.

The former trolley lines west of Broad Street now are replaced with buses, and they are proposed to operate as they do now. The trolley lines east of Broad Street also are proposed to remain as they exist.

The only major change required is the relocation of buses on Chestnut Street. It is recommended that these buses enter on Walnut Street and leave on Market Street, with a convenient connection to the Chestnut Street surface transit system at 29th Street.

Adequate connections between Center City and the region can be realized only by a joint program of regionwide improvement in the nature of the transportation systems themselves, combined with action by the City to improve the connection between these systems and Center City destinations.

ARRIVAL DOWNTOWN

The transportation systems must connect firmly with Downtown areas.

The value of the multi-billion dollar transportation network described on the previous pages will be largely negated unless the final gap can be overcome and people can be transported successfully from the system to their final destinations. The value of the vast expressway system is largely

frustrated if the driver, after moving speedily for miles across the region, leaves the expressway system Downtown and finds himself faced with slow moving traffic on confused and congested local streets with no place to park his vehicle. The value of the rail commuter system is greatly reduced if the objective is several blocks from the rail terminus and not readily accessible by some pleasant means of access. The value of the tremendously costly subway system is enormously reduced if the traveler is received by an unattractive, inefficient, and unpleasant station which negates the pleasant impressions which may have been obtained by the new vehicles and efficiency of the system.

The Philadelphia Center City Plan seeks to overcome all

of these problems and to bring about full realization of the value of the transportation network in building up economic activity in the central area. The overlays on the opposite page explain how the various parts fit together to achieve this objective.

The system indicated in these diagrams is a total unity which connects together all of the modes of transportation and provides means for circulation from one system to the other and from any of the systems to the various points of destination in an attractive, pleasant, and efficient manner, all related to the land uses in the area and designed to strengthen the economic activities which take place in them.

THE CORE AND ITS ACTIVITY CENTERS BASE MAP

THE ORANGE-COLORED AREA on this map shows the core of Center City Philadelphia where most of the business and shopping of Downtown Philadelphia takes place. Lying centrally between the Delaware and the Schuylkill Rivers, this core is longitudinal in character, stretching between the two southern parks laid out by William Penn.

THE SMALLER RED CIRCLE denotes the great retail area centered on 8th and Market Streets, the focal point of three of the five department stores in Center City.

THE LARGER RED CIRCLE indicates the area of most intense business activity, centered roughly on Broad and Chestnut Streets.

An objective of the Center City Plan is to serve efficiently the longitudinal core and bind together the two centers of economic activity, and to provide new stimulus to the area which lies between.

THE TRANSPORTATION NETWORK OVERLAY 1

THIS OVERLAY SHOWS IN RED the various lanes of the inner loop of the expressway system, including the below street level Vine Street Expressway, which connects with the Schuylkill Expressway on the west bank of the Schuylkill River and with the Delaware Expressway and the Benjamin Franklin Bridge to the east. The Delaware Expressway extends south along the eastern border of the Center City area, most of the Expressway being at grade to the point where it joins with the Crosstown Expressway, which is on a lower level beneath the cross streets. The red lines indicate the various loops which move from the expressways into these various terminal points related to Center City destinations.

SHOWN IN BLUE are the subway systems and the railroads which serve the area, including the underground extension

from the present terminal in Penn Center into East Market Street and the northern extension which connects with the Reading System. This link is an essential element of the plan which connects East Market Street with the railroad commuter system of the western suburbs. Its completion is calculated to save the railroads \$2,000,000 each year in operating costs.

It should be noted that most of the access is provided along the northern border of the longitudinal core to avoid penetrating the residential area which stretches between the two rivers along the southern portion of the core area.

TERMINAL FACILITIES OVERLAY 2

SHOWN IN BLACK is the proposed new commuter underground railroad station centrally located in East Market Street between the two centers of economic activity. A bus terminal with its own ramps connecting with the expressway system will be developed above it.

Also in black are the new stations to be built on the Market Street Subway system to replace the existing stations and to provide for the eight-car trains.

THE RED AREAS indicate major parking terminals, which have their own direct connections with the expressway system. Clustered west of Broad Street are parking garages served from the Vine Street Expressway by widened 15th and 16th Streets. Their counterpart is indicated in the Independence Mall Garage in the east part of Center City which is served by a widened 5th and 6th Streets. The large parking garage above the East Market Street commuter railroad station is served by the same ramps which connect the bus system with the expressway loop.

In the southern portion of Center City, a major underground parking garage is suggested on south Broad Street with its own underground ramp connections with the Crosstown Expressway.

The parking garages on the Expressways at the east and west ends of Chestnut Street are related to the proposals for the treatment of that street.

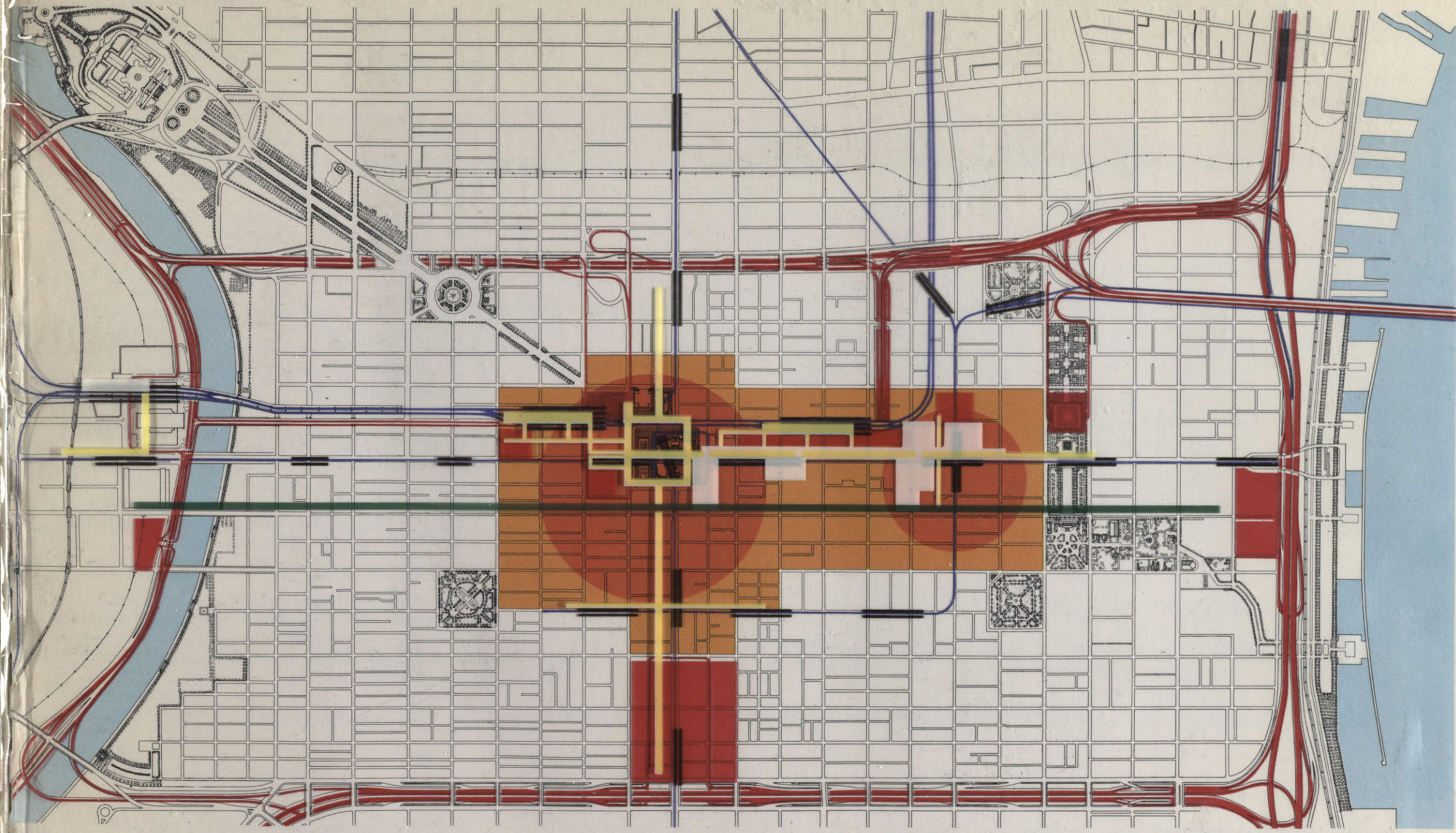
THE PEDESTRIAN CIRCULATION SYSTEM OVERLAY 3

The third overlay shows the three levels of systems of pedestrian distribution from the various termini to the points of destination in Center City. The basic pattern here stresses principle of linear distribution along the length of the core from termini located along its northern border.

THE YELLOW SYSTEM indicates the pedestrian circulation one level below the street. This shows an extension of the existing underground concourses in Penn Center west of Broad Street extended to the new system proposed in the East Market Street area. The southerly connection with the parking garage at the Crosstown Expressway proposes a carveyor system proposed to be installed in the existing subway concourse over the Broad Street subway. The conjunction of these several systems provides a complete distribution pattern for pedestrians one level below the street which functions as a superblock system, undisturbed by cross traffic, connecting several modes of transportation.

THE GREEN SYSTEM shows the proposal for eliminating surface traffic on Chestnut Street and replacing it with a light electric trolley moving in both directions directly into terminal parking garages which are directly accessible to the Schuylkill and Delaware Expressways. This will provide a very necessary and desirable surface transportation facility which will move freely in both directions, connecting the various parts of the longitudinal core and distributing persons from the terminal garages located at the points of contact with the outer expressway loop.

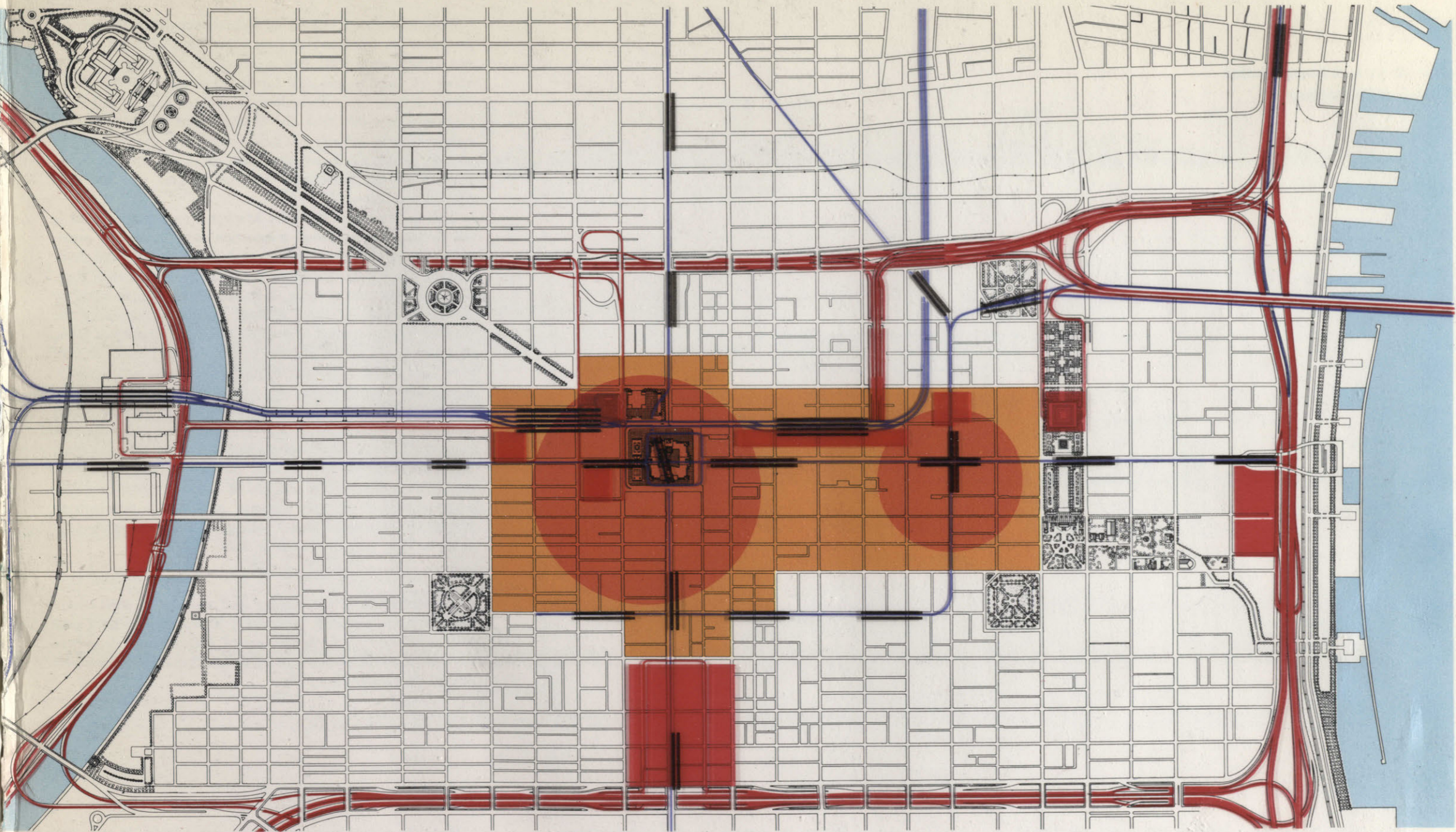
THE WHITE SYSTEM shows the elevated pedestrian shopping promenade proposed to be built in East Market Street, connecting directly with the second floors of the five great department stores, also shown in white, and serving further to bind the two centers of economic activity as well as distributing people along the length of the northern edge of the linear core.



SPRING GARDEN
 CALLOWHILL
 VINE
 RACE
 ARCH
 MARKET
 CHESTNUT
 WALNUT
 LOCUST
 SPRUCE
 PINE
 LOMBARD
 SOUTH











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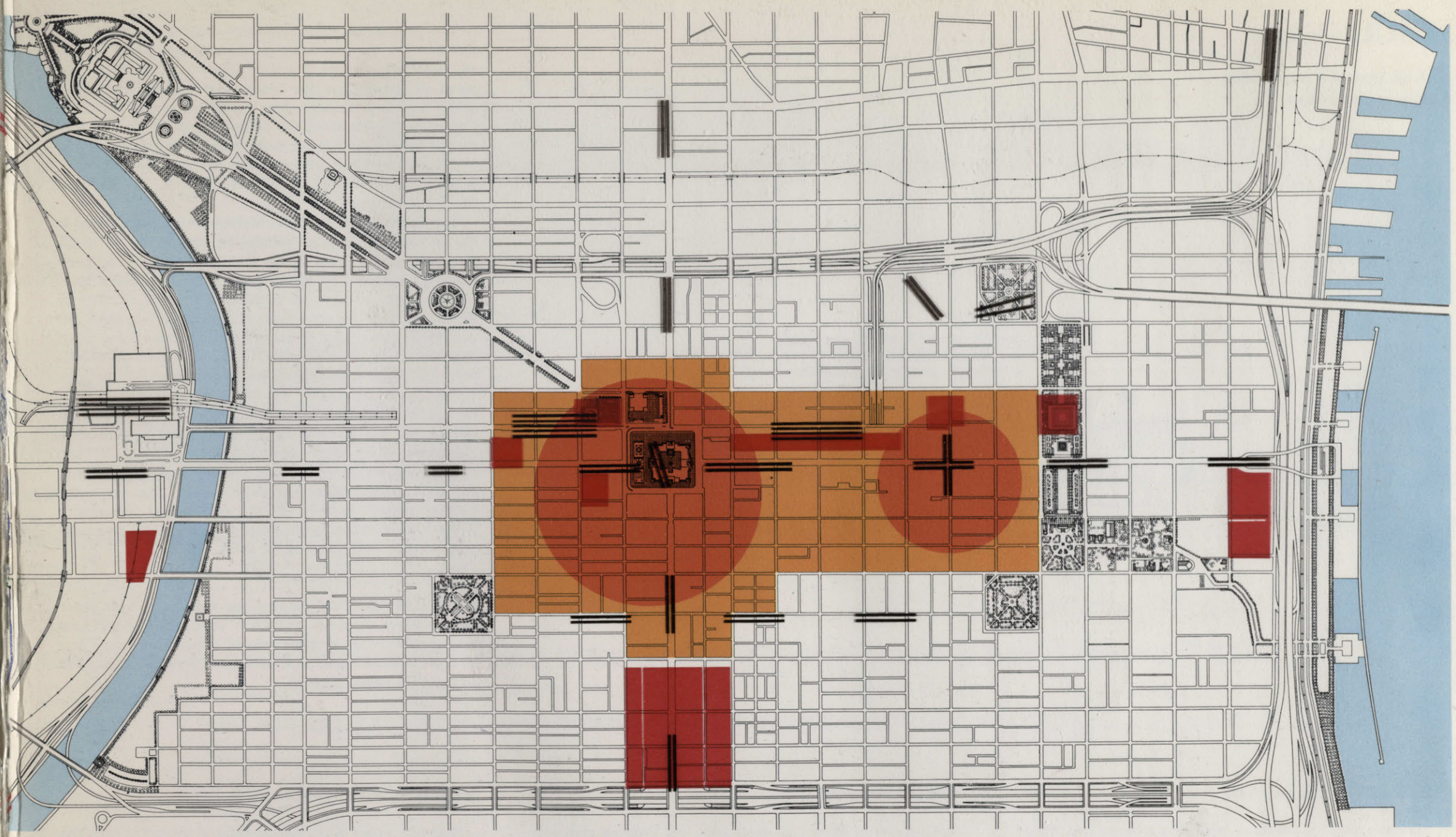
- OVERLAY 1
 - EXPRESSWAYS
 - ACCESS STREETS
 - RAIL TRANSIT LINES
- OVERLAY 2
 - STATIONS
 - PARKING STRUCTURES
- COVERLAY 3
 - LOWER LEVEL PEDESTRIAN CONCOURSE
 - STREET LEVEL WALKWAY WITH TROLLEY
 - UPPER LEVEL SHOPPING PROMENADE
- BASE
 - THE COMMERCIAL CORE
 - ACTIVITY CENTERS



SPRING GARDEN
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 RACE
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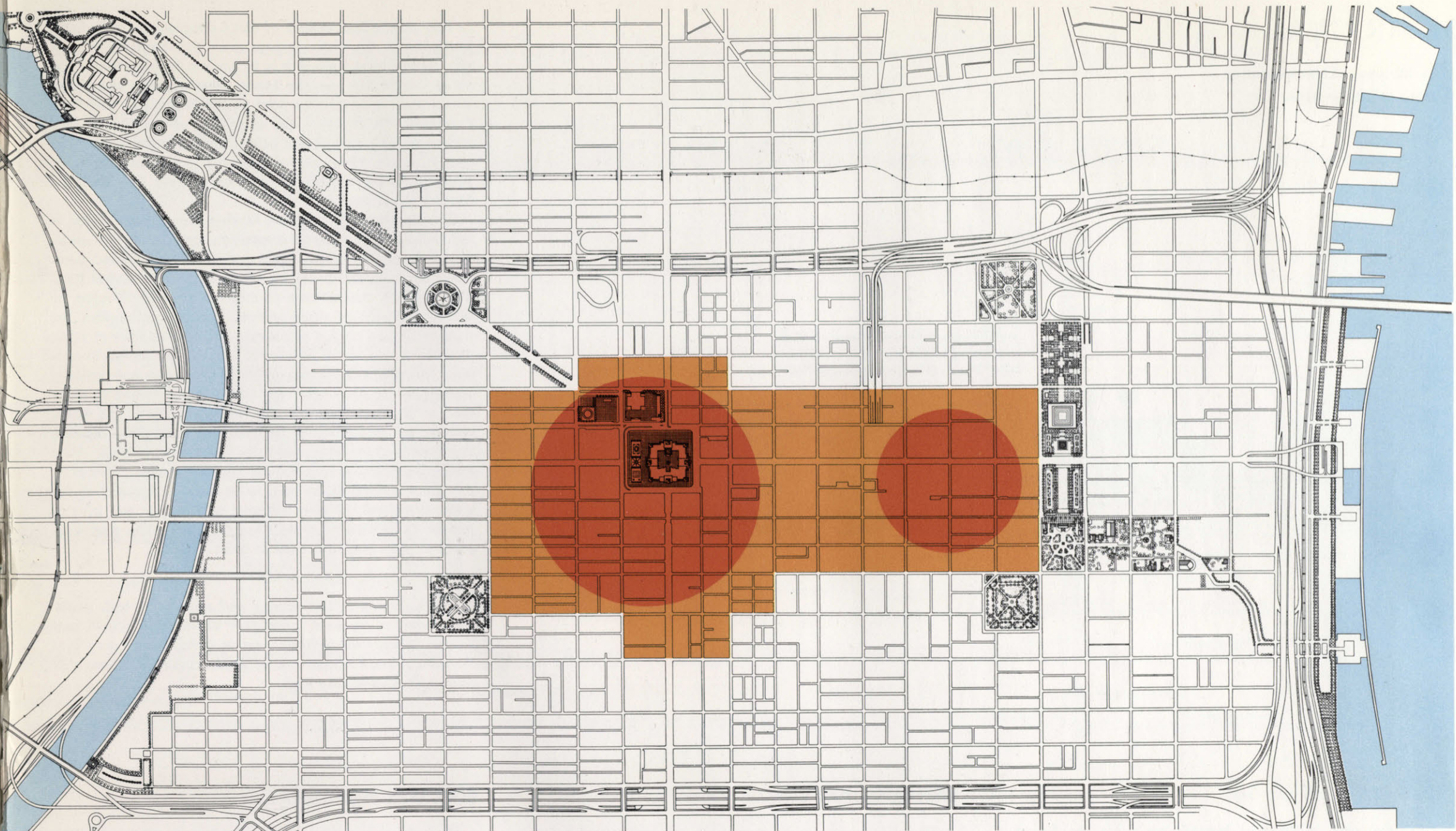
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- OVERLAY 2
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- THE COMMERCIAL CORE
- ACTIVITY CENTERS

BASE



POINTS OF ARRIVAL

The points of arrival on all types of transportation must be interrelated into a unified system.



The generalized system of three-dimensional movements presented on the previous page must be interpreted in definite architectural form if it is to achieve its objectives. The series of overlays on the facing page presents the things which already have been done in the concourses and Penn Center in this direction, the extensions of the underground system which currently are being planned in the West Plaza and Reybun Plaza sections west of City Hall, and the planned further extensions of these systems into the East Market Street area.

The backbone of the East Market Street development is the underground railroad connection, completing the amalgamation of the Pennsylvania and Reading Railroad commuter systems, and providing a new station in Market East. This not only makes more of the core available to users by giving a choice of three stations, but also minimizes the number of cars needed to provide the same number of seats, or preferably a larger number to expand the service to provide for added employment and other economic activity. Above this at street level will be off-street loading facilities for the Market Street stores. One level above the street will be the bus terminal for commuter and long distance buses and, above that, using the same ramps to the Vine Street Expressway, a 3,000-car parking garage. However, this great transportation unit, to be built by agencies of the government, will be fully effective only if it is tied in with private developments along Market Street. The plan proposes to show how this could be done.

The extension of the existing and soon to be built major transportation terminal, pedestrian distribution system and related commercial facilities west of Broad Street deep into the critical retail center east of Broad Street is an essential part of the Center City Plan.

LOWER LEVEL PLAN BASE MAP

On this plan of the area beneath the street, the Broad and Market Street Subways and Subway-surface Loop are shown in dark blue. The plan shows in light blue the existing lower level public concourses of Penn Center and their extension into West Plaza and Reybun Plaza.

The green areas are garden spaces, open to the sky, including the skating rink and garden court spaces already built in Penn Center.

The dark blue lines along the north edge of the project indicate the present underground tracks of the Pennsylvania Railroad Suburban Station and the planned underground extension east into the new commuter station between 10th and 12th Streets. The plan shows in light blue the proposed concourse extension in Market East, punctuated by open air gardens connecting the new commuter station and the rebuilt station of the Market Street Subway.

STREET LEVEL PLAN OVERLAY 1

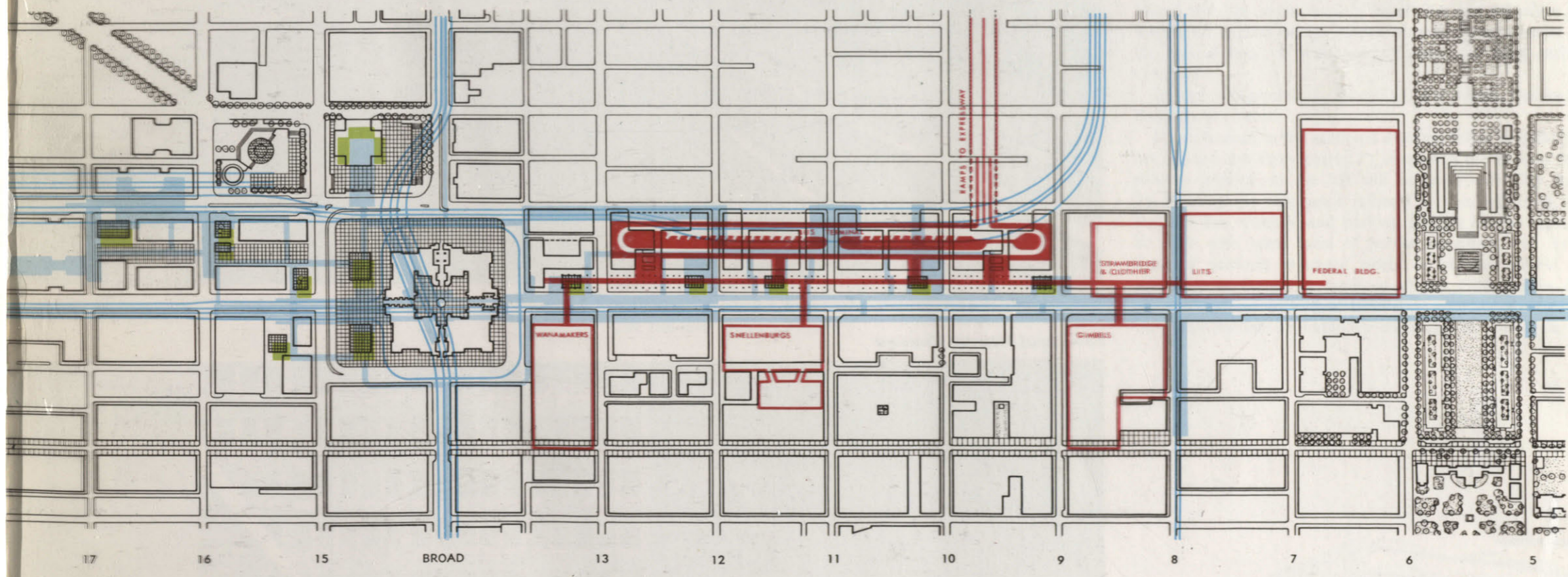
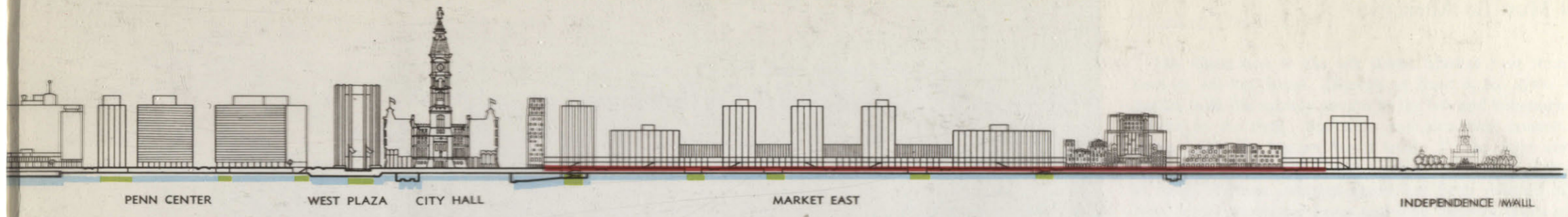
This overlay shows, at street level, the evolving plan for the Civic Center at Reybun Plaza and the terminus of the Parkway, including the Municipal Services Building and the fountain at the Parkway terminus, supplementing and completing Penn Center. Also shown in the rebuilding of the south side of Market Street between 15th and 16th Streets, the first step toward revitalizing this area. The plan indicates the reconstructed shops on the north side of Market Street as they can be related to the transportation facilities, designed to be connecting links between the five great department stores. On the west side of Independence Mall, new single-purpose office buildings are in the process of being built with redevelopment assistance.

Along the top of the page is a cross-section showing the relationship of the various levels and a suggestion of the buildings on the north side of Market Street.

UPPER LEVEL PLAN OVERLAY 3

Here the upper level bus terminal is shown in red, the outer loop being travelled by express commuter buses, including the Jersey buses, using the expressway system. The buses would make two curb stops in Center City, one between 12th and 13th Streets, and one between 9th and 10th Streets. The center provides loading space for long distance buses, augmenting the present terminal facilities used by Greyhound in Penn Center, and service an even larger number of long distance buses.

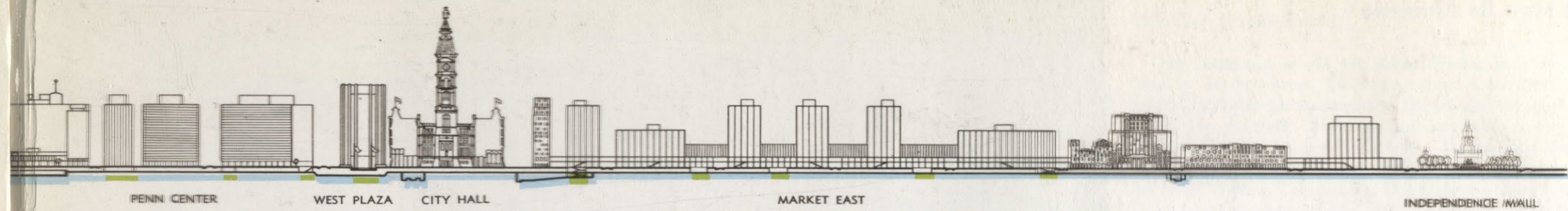
Included in the plan is an upper level shopping promenade, directly accessible to the rail and subway station by escalators. It is adjacent to the bus terminal and convenient to the parking garage, and extends for three-quarters of a mile uninterrupted above the street level. The promenade is connected by glass bridges with each of the five department stores, creating one unified commercial facility.



PENN CENTER WEST PLAZA CITY HALL MARKET EAST INDEPENDENCE MALL

Nearing Completion In The Design Stage Under Study Nearing Completion

- | | | |
|-----------|--------------------------------------|-----------------------------------|
| OVERLAY 1 | | STREET LEVEL AND CROSS-SECTION |
| OVERLAY 2 | █ | UPPER LEVEL SHOPPING PROMENADE |
| BASE | █ | LOWER LEVEL PEDESTRIAN CONCOURSES |
| | █ | OPEN GARDEN COURTS |



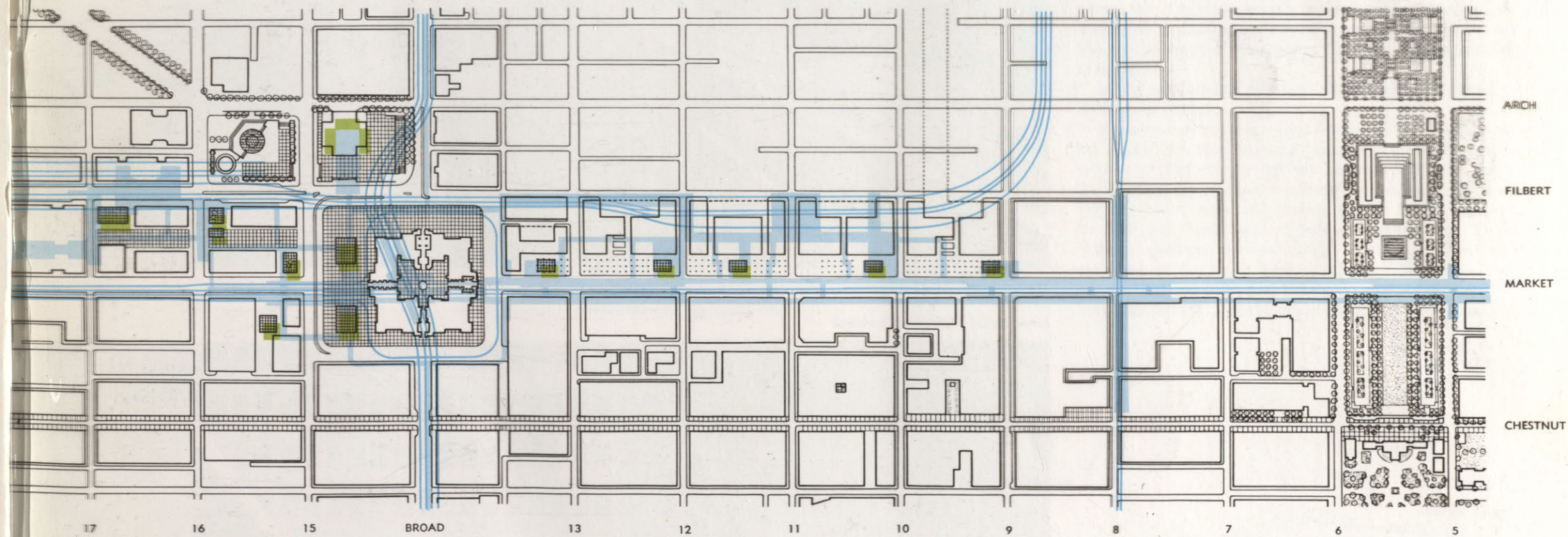
PENN CENTER

WEST PLAZA

CITY HALL

MARKET EAST

INDEPENDENCE MALL



ARCH

FILBERT

MARKET

CHESTNUT

17

16

15

BROAD

13

12

11

10

9

8

7

6

5

PENN CENTER
Nearing Completion

WEST PLAZA
In The Design Stage

CITY HALL

MARKET EAST
Under Study

INDEPENDENCE MALL
Nearing Completion

OVERLAY 1

STREET LEVEL AND CROSS-SECTION

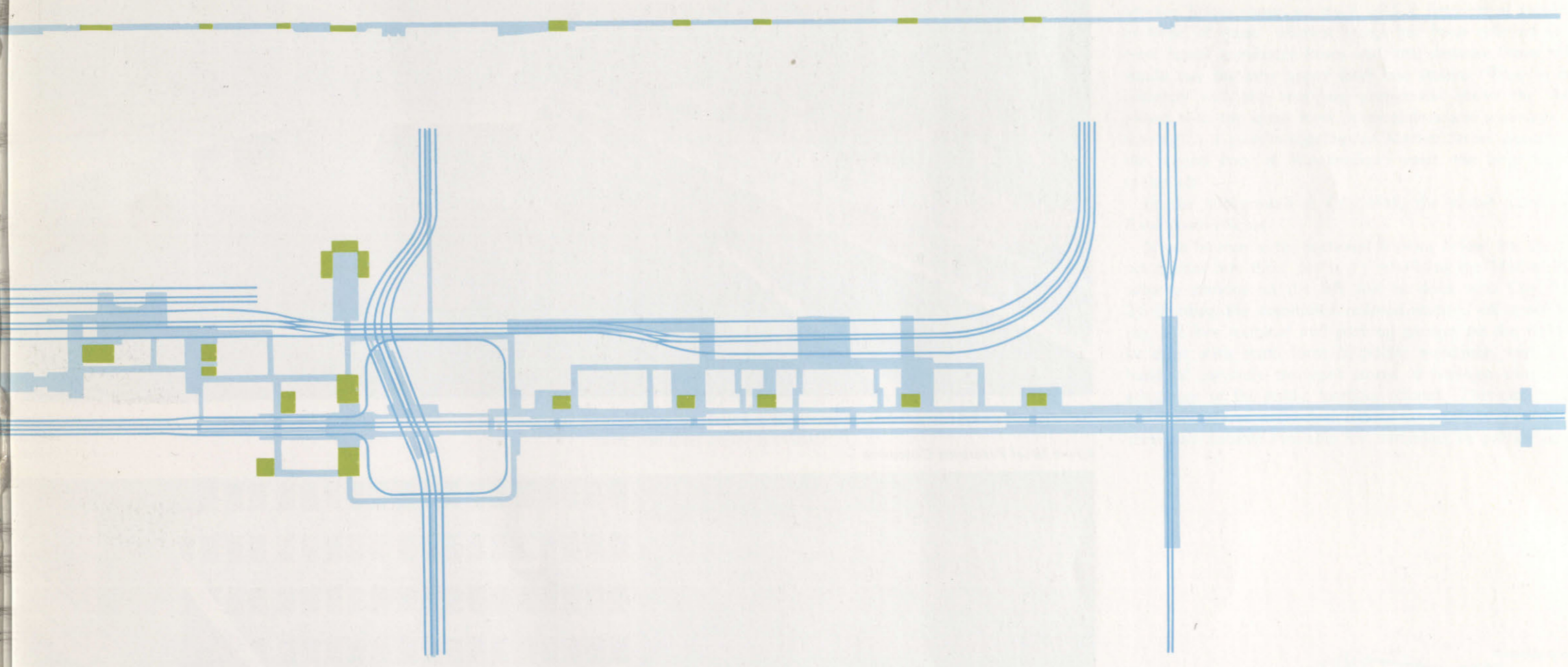
BASE



LOWER LEVEL PEDESTRIAN CONCOURSES



OPEN GARDEN COURTS



PENN CENTER
Nearing Completion



WEST PLAZA
In The Design Stage

CITY HALL

MARKET EAST
Under Study

INDEPENDENCE MALL
Nearing Completion

BASE

-  LOWER LEVEL PEDESTRIAN CONCOURSES
-  OPEN GARDEN COURTS

The Points of Arrival Must Be Attractive



Market Street Level

Lower Level Pedestrian Concourse



Lower Level Pedestrian Concourse

The first impression received on stepping out of a vehicle in Center City has a strong influence on the way people feel about the entire experience of arriving Downtown. The pleasant effect of a fine vehicle, automobile, commuter car, bus or subway train, and of a fine destination, be it a department store, movie theater, an office building or a shop, is largely negated if the point of arrival—the station or garage—and the route followed afterward is not attractive or is downright distasteful. In addition to serving as a highly efficient transportation instrument, Market East has the objective of making arrival Downtown and movement to the destination an unbroken series of attractive and pleasant experiences.

The artist's rendering to the left shows arrival by subway. The visitor who comes in the new stainless steel subway cars purchased by the City and leased to the Philadelphia Transportation Company is greeted not by a dark, closed-in station, but by a garden open to the sky, embellished with flowers, trees, and sculpture. Immediately before him is the continuous lower level footway uninterrupted by automobile traffic, passing underneath the streets, and punctuated at rhythmic intervals by other open air gardens.

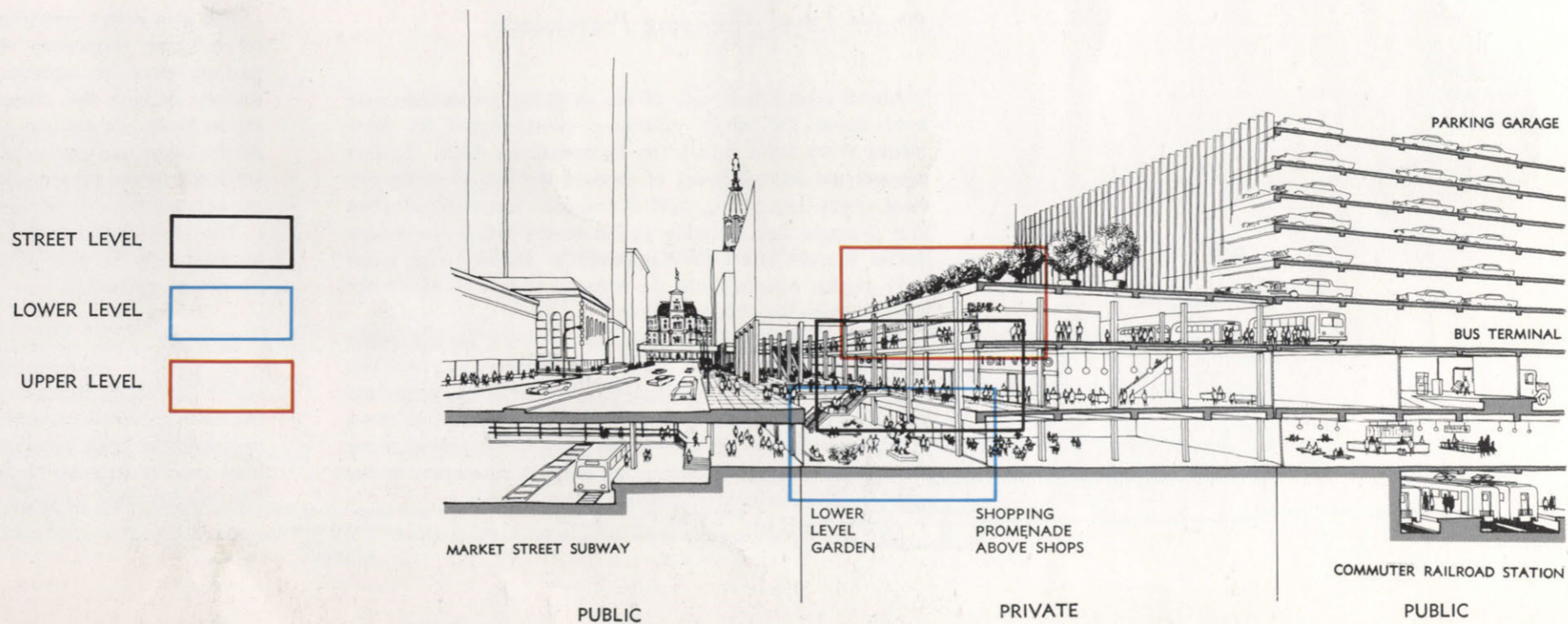
Market East is designed to provide a clear visual link between the various levels, so that the relationship with the shops and the Market Street level and the shopping promenade one level above is evident.

Market Street Level

The illustration to the left shows Market East from the level of Market Street. Directly in front is the lower level garden with the subway station to the left and commuter rail station to the right. Stairways and escalators connect the garden with the Market Street level. To the right are the Market Street shops set back with a landscaped esplanade in front of them. Market Street has been relieved of the New Jersey commuter buses and long distance buses which would use the new upper level bus station. This, in turn, connects with the shopping promenade above the shops, joined with the street level by escalators and stairways, and leading to a glass bridge across Market Street directly into the second floor of Wanamaker's store, the large building to the left.

In the background is City Hall, the visual terminus of East Market Street.

It can be seen in the sectional drawing below that the project divides into three parts: 1) rebuilding the Market Street subway stations on the left will be done with City funds, 2) building the commuter railroad station, off-street loading, the bus terminal and parking garages on the right will be done with some form of public assistance, and 3) the band of privately managed stores in between should take advantage of the public facilities offered. This can be done on the basis of individual blocks or sections of blocks as they may become available for rebuilding by private capital.



The Points of Arrival Must Be Attractive



Upper Level Shopping Promenade

Above is shown a view of the shopping promenade, one level above the street, extending uninterrupted for eight blocks from Penn Square to Independence Mall. Bridges connect the second floors of each of the five great department stores, tying their 6,000,000 square feet of retail space into a single unit. Readily visible to the left is the bridge across Market Street to Wanamaker's. Below is the lower level garden opening into the subway station in which the subway trains may be clearly seen.

To the right is the passage to the terminal for commuter buses to New Jersey and other parts of the region and also long distance buses. Because the terminal is connected directly with the expressway system by ramps, express buses may pick up passengers in various parts of the region, move on to the expressway system and deposit passengers at the station with no cross traffic interference.

The plan makes provision for the possibility of developing office space connecting directly on the same floor with parking space for supervisors, salesmen, executives, or customers, making the offices accessible to all parts of the region by the expressway system. This, in combination with all the other transportation facilities and attractions of Market East, should provide conditions for doing business which are competitive with outlying locations.

The stores between the shopping promenade and the bus terminal may be part of the street level stores or may be developed separately.

In view of the aggressive competition offered by the newly developing suburban shopping centers, merchants in Downtown Philadelphia will have to work to secure some of the attractive features of the outlying centers in the Downtown area if they are to hold and develop their patronage. The Market East proposal shows a way of doing this.

West Plaza

To the west of City Hall, as a corollary to the Market East development, the City is developing the West Plaza project on land which it has acquired. This is an extension of street level esplanades and lower level concourses developed privately by the Pennsylvania Railroad in Penn Center, tying in the Broad Street and Market Street Subways and the subway-surface system with each other and with new developments around them.

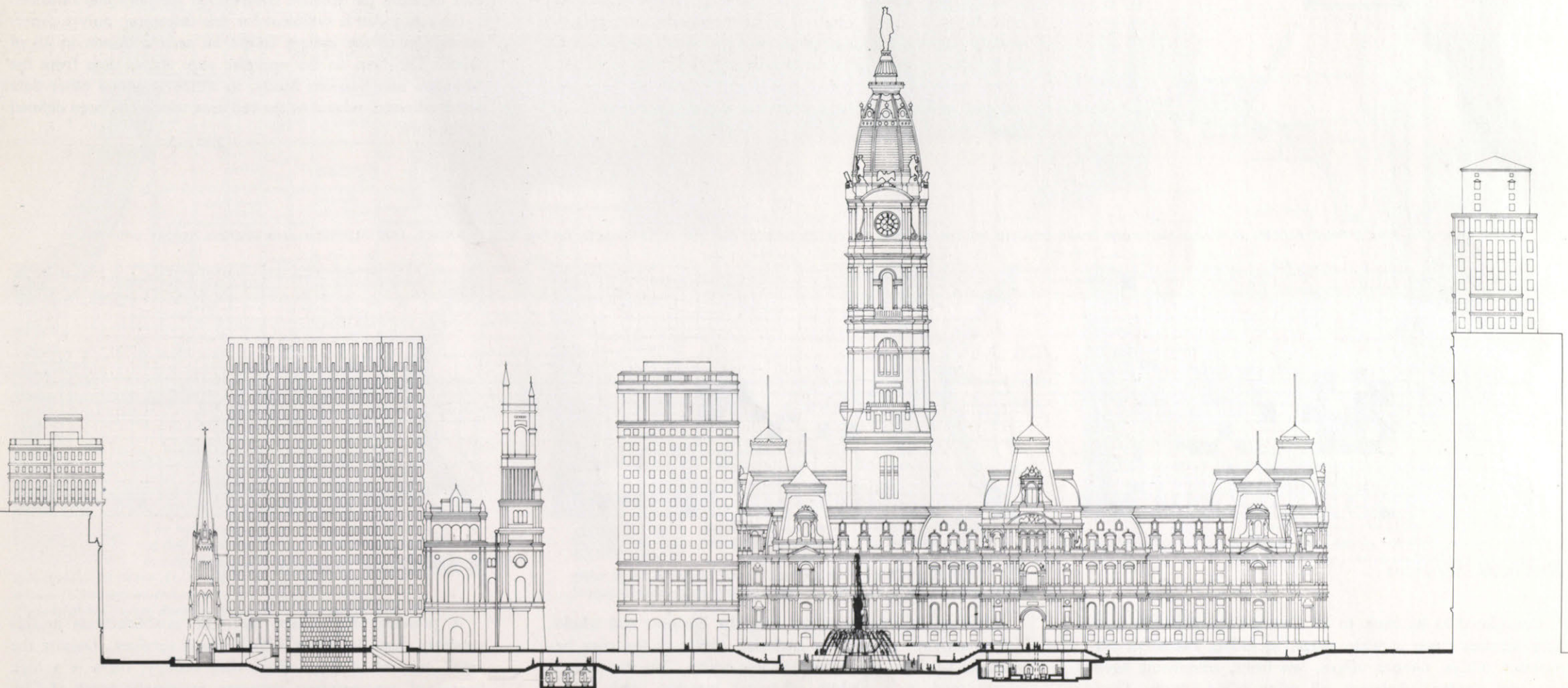
The drawing below is a cross-section through West Plaza just west of City Hall, cut along a north-south line looking east. South of Arch Street is the Municipal Services Building with an underground pedestrian concourse passing from its glass-enclosed two-story lobby over the commuter rail-

road extension to one of the two lower-level gardens planned for West Plaza.

This garden will be connected with the existing Penn Center concourse, and in the garden a fountain will be developed to act as a visual tie between City Hall and the street level Penn Center esplanade.

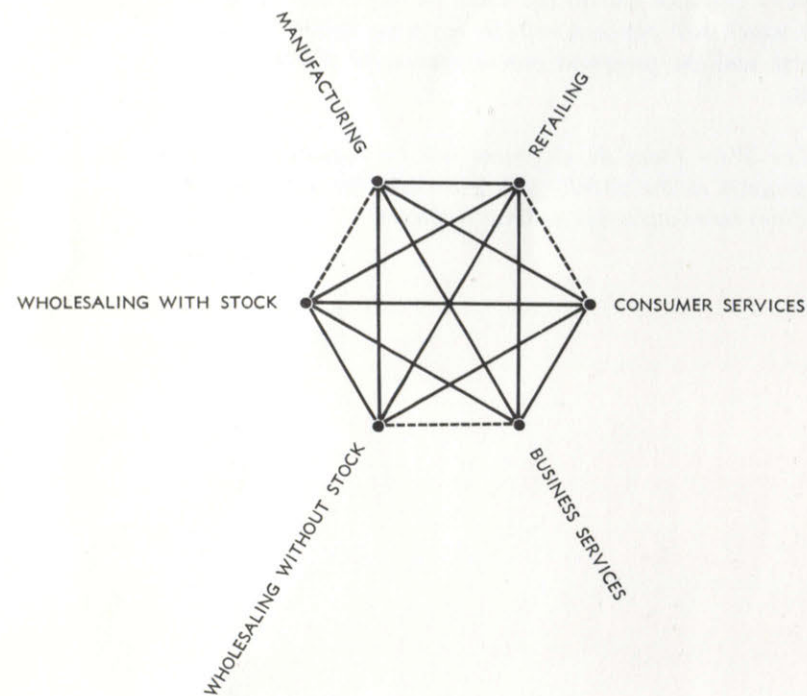
Above the Market Street subway, on the axis of Market Street, an intermediate level is planned to serve as a grand subway entrance and to the south of this is the second garden which will connect with the existing Broad Street concourse and the proposed redevelopment of the block to the west.

The West Plaza development will tie together a number of projects in the vicinity and will make the subway system facilities more attractive and more efficient.



THE COMMERCIAL CORE NEED FOR CONCENTRATION

In order to plan the Center City area in detail it is necessary to know the distribution of the various activities which occur within the framework of the circulation system previously described, the interrelation between them, and the past trends and emergent influences which are at work to affect the future of these activities.



To provide insight into these problems, the City Planning Commission engaged the consultant firm of Alderson and Sessions to make a Central District Study, the report of which was published in August, 1951. This report identified six major activities—retailing, consumer services, business services, wholesaling without stock, wholesaling with stock, and manufacturing—linked according to persons-oriented, business-oriented and goods-oriented as shown in the figure to the left. It studied the spatial distribution of these activities and projected the total floor space required to accommodate each of these for the years 1960 and 1980. This study has been used as the basis for Center City planning ever since its publication and remains the best projection available of future floor space demand.

Below are three of the maps from this report, updated for changes that have occurred since the report was written, showing the area of most intense development for three major activities. Indicated in black are those blocks in Center City in which the floor area devoted to those activities exceeds the ground area of the block, or, in technical terms, in which the Floor Area Ratio exceeds 1.0.

These maps clearly indicate two important centers. One is south and west of City Hall. This is the essence of the core based on the functional interdependencies of approximately 15,000 business establishments which are located here. The greatest demand is proximity; the important element, time. To overcome distance, the land has been developed vertically. The primary means of circulation is on foot.

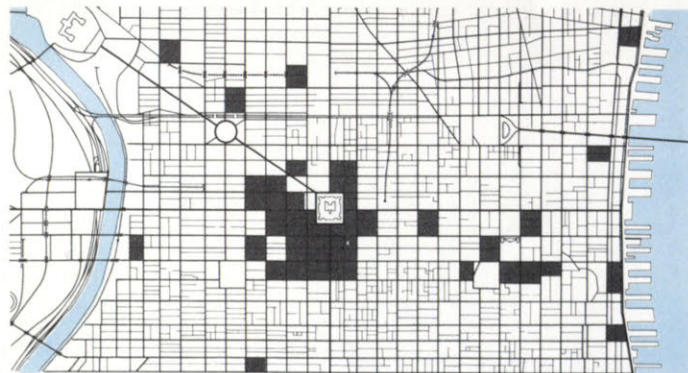
The second center occurs outside of the office area. This is the heart of the retail center east of City Hall at 8th and Market Streets. Here is the greatest choice for shopping-line goods available in the region. Here, again, walking distance defines the heavy concentration. This nucleus has its own identity and attraction. Its regional market is further augmented by thousands of workers in the office center and its existence adds to the attraction of office activity Downtown. Ideally, this center would superimpose itself on the site of the primary business center because of the availability of services, but costs and historical location keep them apart.

A major planning problem is posed, that of binding together these two centers in the most effective way, thus strengthening each of them.

A remaining task is to define the extent of the core, the one small area where the land is most intensively used, where the buildings are tallest, and the bulk of persons-oriented and business-oriented activity is located. This is the place where most Center City activities would locate if they could, thus creating the greatest competition for land and facilities.

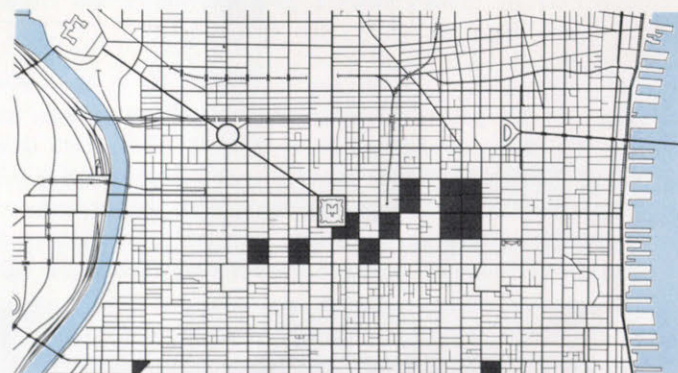
No one index is sufficient for this definition; only a superimposition of the indices shows an area common to all of them. The map on the opposite page shows data from the Alderson and Sessions Study, to which is added other data obtained since, related to the red area which has been defined as the core.

THE MAPS INDICATE IN BLACK THOSE BLOCKS IN WHICH THE FLOOR SPACE DEVOTED TO THE SEVERAL ACTIVITIES EXCEEDS THE TOTAL LAND AREA OF THE BLOCK. SOURCE, 1949 ALDERSON AND SESSIONS REPORT UPDATED.



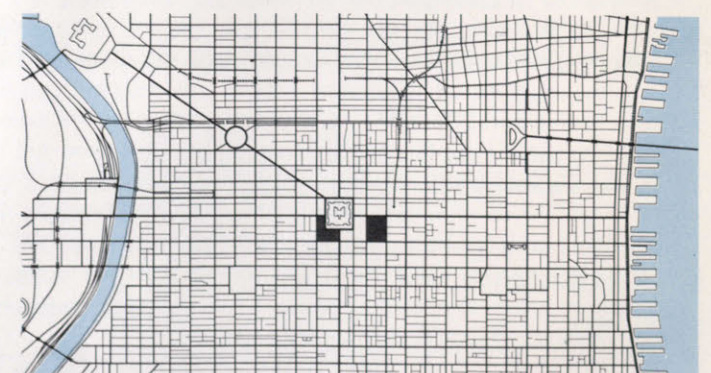
Business Services

Considered to be basic to all Center City activities, business services cover a wide range, including executive corporation offices, finance offices, law firms, advertising agencies and similar subclasses, all using office space. These activities have a strong tendency to locate together and are mostly concentrated adjacent to City Hall, with a secondary concentration adjacent to Independence Hall. Most of these activities are highly interdependent, and need to be within an area allowing for personal contact.



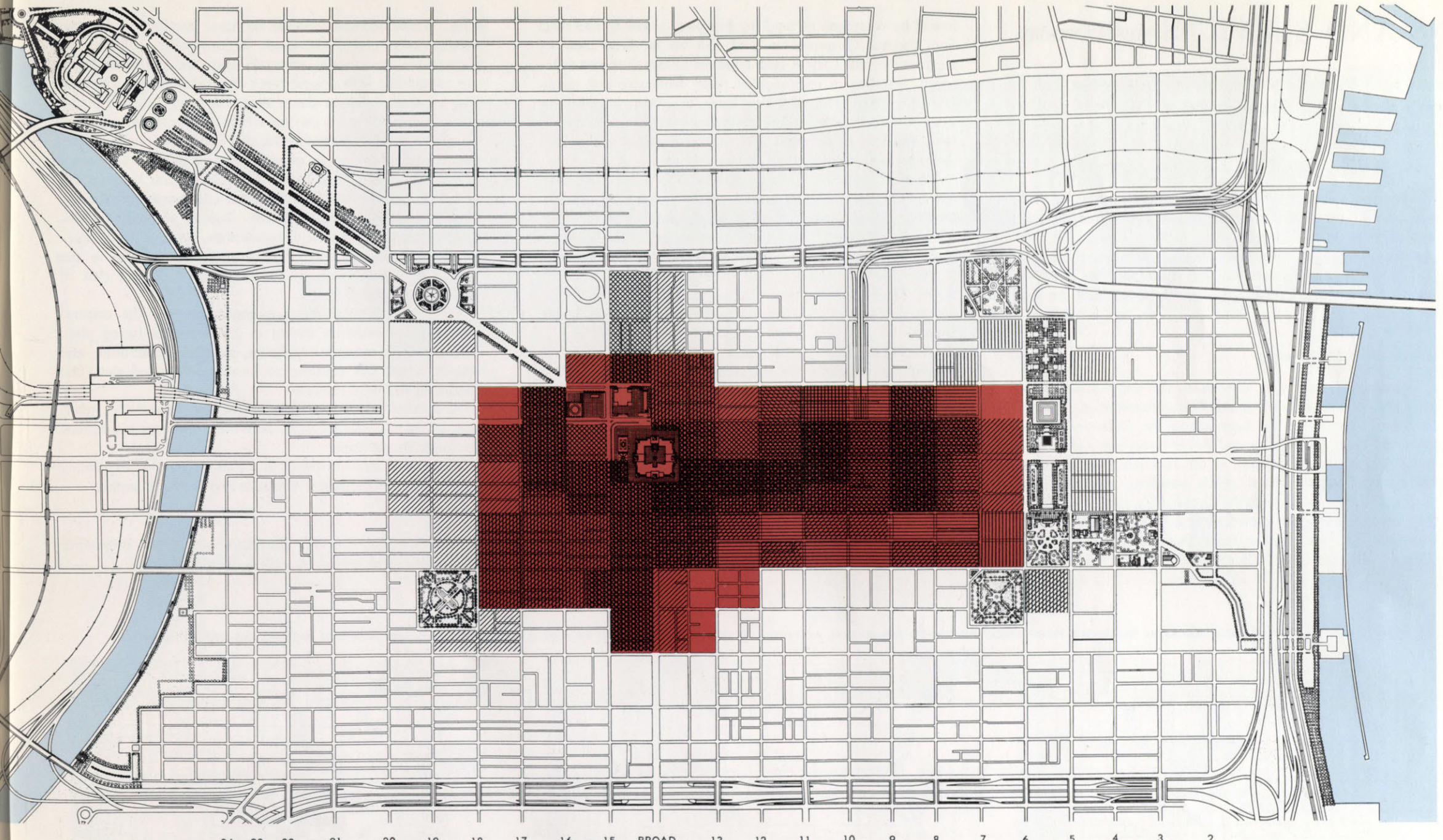
Retailing

Although less concentrated than the business and wholesaling activity, retailing is anchored firmly to the core because of its dependence on consumer traffic. The department stores tend to a slightly off-center location, while other locations relate by type to their primary market. Specialty and style lines locate near prestige business offices and quality residential areas; general merchandise and chain stores locate near mass transit, particularly on Market Street from 8th Street to Broad Street.



Wholesaling Without Stock

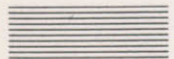
A primary office space user, the establishments in this category share locations with business services. Despite the small amount of floor space they occupy, there is a high degree of concentration apparent, principally south of City Hall. Predicted growth in this group is high and will be in this same area since it, above all others, requires a centralized location. This type of brokerage and goods transaction is particularly appropriate to Center City since it avoids physical movement of goods in and out of the area.



SPRING GARDEN
 CALLOWHILL
 VINE
 RACE
 ARCH
 MARKET
 CHESTNUT
 WALNUT
 LOCUST
 SPRUCE
 PINE
 LOMBARD
 SOUTH

24 23 22 21 20 19 18 17 16 15 BROAD 13 12 11 10 9 8 7 6 5 4 3 2

FLOOR AREA RATIO



The building intensity of five (floor area of five times the block area) is a meaningful breakpoint to delineate core activity. All blocks having a non-residential Floor Area ratio of five or more are shown above. (Commercial-Industrial Floor Space Forecast, Philadelphia Central Business District, by Marketers Research Service, Inc.)

FRONT FOOT VALUE



The value of land is a direct reflection of its location. Land in the core has the highest value in the City. The blocks having a front foot value of \$1,000 or more, are illustrated here. (Assessment 1949)

RETAILING BY SALES



Retailing is a primary core activity. While retail establishments are distributed over a wide area, 50 per cent of all sales in Center City take place in the blocks shown. (Retail Trade in the Philadelphia Standard Metropolitan Area. The U.S. Bureau of the Census, 1948)

PERSON TRIPS



Core activities are all oriented toward people. The destinations of one-half of all person trips to Center City are confined to a relatively small and contiguous area shown above. (1947 Origin Designation Study)

CORE



The area shown in red is the area of congruence of the greatest number of these factors, and is identified as the core in the Center City Plan.

FUNCTIONS AND SERVICES NEED FOR DIVERSITY

The activities of regional significance which cluster within the core can function effectively only if they are backed up by related service functions which are close at hand.

Activities in the core include both direct services to business and closely related services, or *goods-oriented services*, and services to the people who work in Center City, or *persons-oriented services*. The combination of these two major groups of activities with the core functions is necessary for a healthy Center City and the plan must provide space for them.

Goods-Oriented Services

Formerly, Center City contained the goods distribution activities for the entire region. The concentration of these functions historically has been along the Delaware waterfront and along the Willow and Noble Street railroad. These areas became congested and, in the food-handling industry, unsanitary. In two cases, goods handling activities were purposefully uprooted from the Center City area. First came the relocation of the crowded and wholly unsatisfactory wholesale produce market from Dock Street to its new, efficient 388-acre tract in South Philadelphia. This was fol-

lowed by clearance of land for historical parks by the State and Federal Governments, and will be followed later by clearance by the City of land adjacent to them for new office space, resulting in relocation of many wholesale and manufacturing firms. In addition, there has been a trend for such activities to seek less congested outlying locations, a fact which is reflected in the Alderson and Sessions floor space projection for 1980.

There are a number of direct services to firms doing business in the core, such as printing, photo-engraving, mimeographing, display and model making, and a host of other activities on which core functions depend. The area set aside for such services, shown in dark red, lies north of Market East, adjacent to the interior core east of Broad Street. This area can be served by trucks from the expressway inner loop so they will not have to penetrate residential areas.

In addition, there are a number of industrial firms which benefit by proximity to Downtown hotels, business and banking centers, good transportation, and to each other, which should be contained in the Center City area. To provide for these, the plan shows, in purple on the facing page, the Callowhill Industrial Park just north of the Vine Street Expressway, to be provided through urban renewal.

Persons-Oriented Services

Other activities which require proximity to the core are direct services to the people who work or shop in Center

City. These include medical services, specialty retail and service uses, clubs, non-profit organizations, studios and showrooms, restaurants, entertainment, and tourism. These are compatible with several types of residential development. The areas planned for them, shown in orange on the facing map, border the core on the south and west, serving as a transition to the intense residential land use to the south, and bolstering the policy of concentrating office development in the area best served by mass transportation between 6th and 18th Streets, with a revitalized entertainment area extending east along Locust Street. Tourist accommodations, tourist services, historical institutions, and related commercial activities would be encouraged to develop in the "Old City" area north of the National Park and east of Independence Mall.

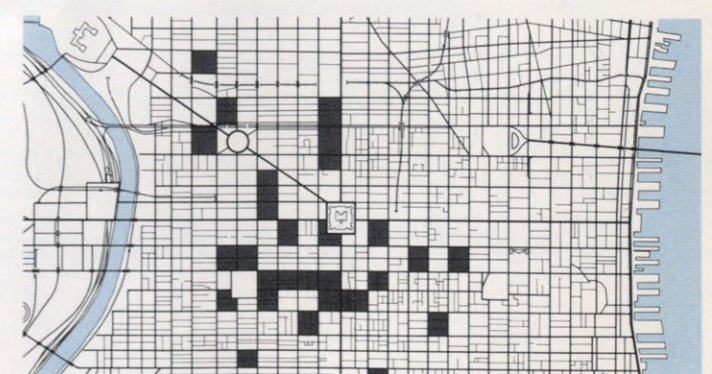
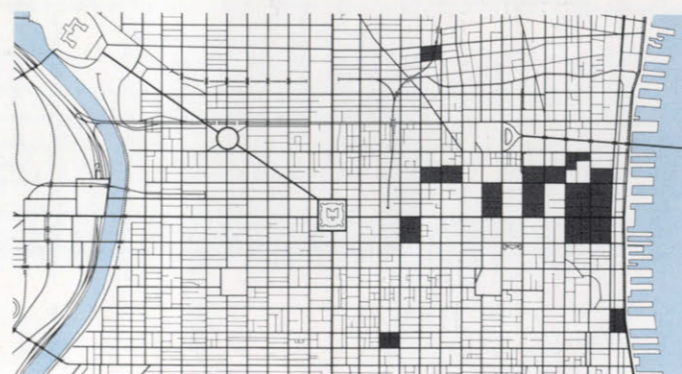
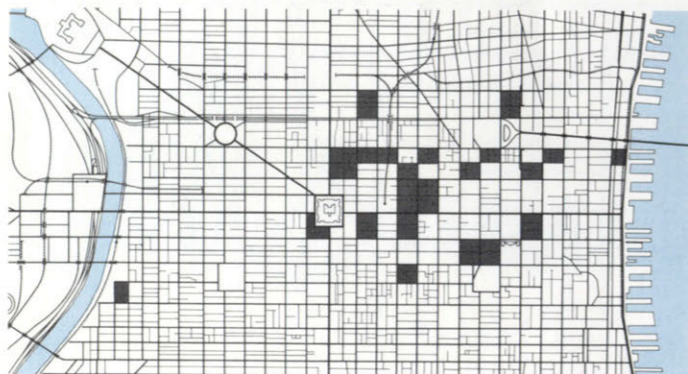
Other activities of regional importance are the cultural and religious activities shown in green on the facing plan. These include museums, galleries, religious institutions, and schools which will continue to locate and expand along the Benjamin Franklin Parkway.

A cultural center would be developed around the Academy of Music, the theaters, and other existing institutions on south Broad Street.

Areas are also provided in Center City for expanding the facilities of the major hospitals and medical centers.

Together, these service functions bolster the economics of the core, and provide it with a suitable setting.

THE MAPS INDICATE IN BLACK THOSE BLOCKS IN WHICH THE FLOOR SPACE DEVOTED TO THE SEVERAL ACTIVITIES EXCEEDS THE TOTAL LAND AREA OF THE BLOCK. SOURCE, 1949 ALDERSON AND SESSIONS REPORT UPDATED.



Manufacturing

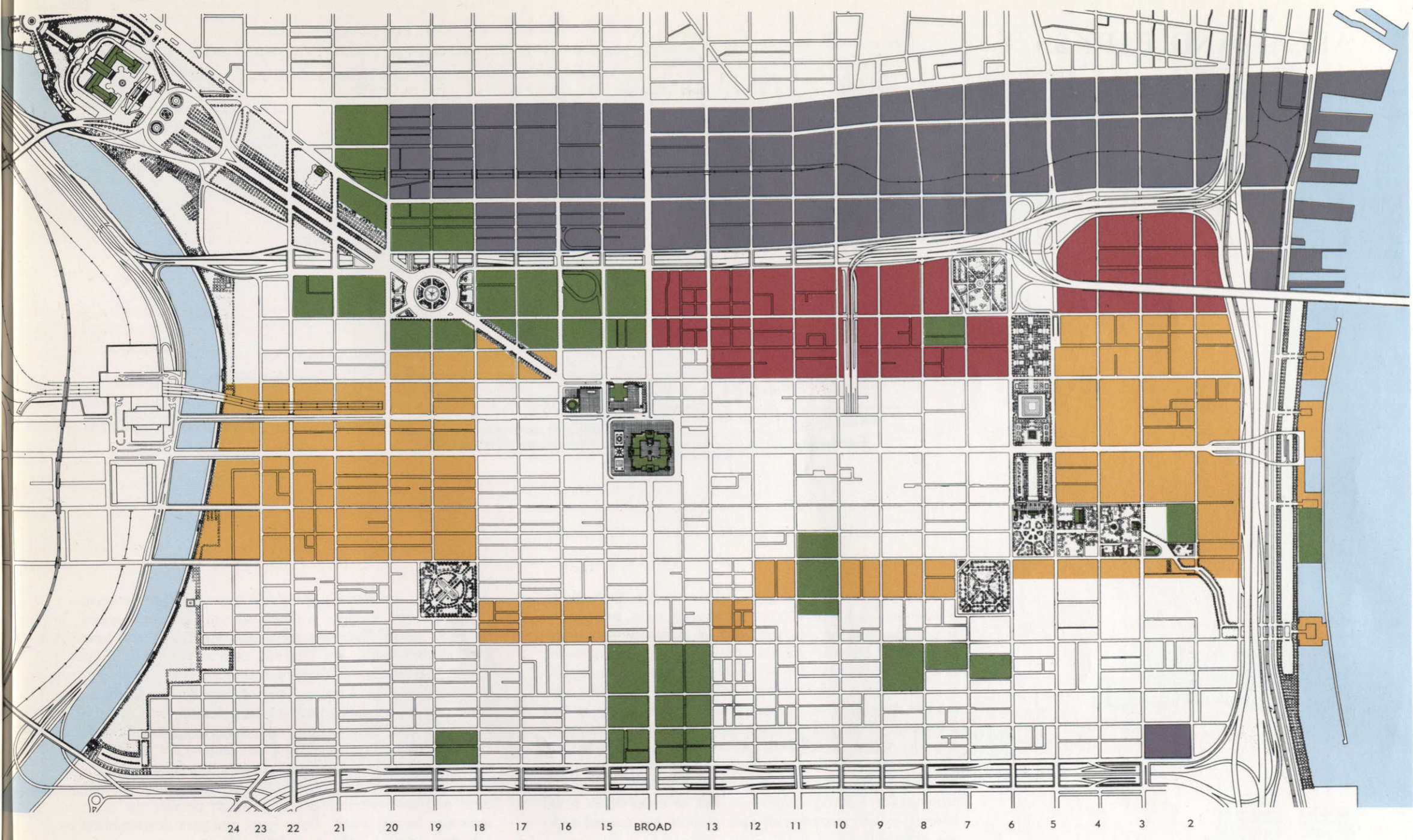
Certain types of industry, whose productivity per worker and per unit of floor area is high, compete strongly for Center City space. They concentrate in the area north of Vine Street. There is expected to be an increase in the demand for industrial space in Center City, mostly by small light industries who assemble material from a large hinterland and distribute the product widely. To them, the central location provides a maximum opportunity for skilled labor and the availability of all necessary services.

Wholesaling With Stock

Strongly anchored in the northeast quadrant of Center City, the wholesale warehouse is a vital link in the system of transportation, storage and order assembly which facilitates the flow of goods to the consumer. With the improved mechanical methods of loading and sorting, future space needs of this activity are expected to be met in multi-story buildings. Display is an important criteria for many of these establishments, such as soft goods and hardware. Tapping a common market, they tend to group together.

Consumer Service

This is the most dispersed of all the six basic types of activity because of its linkages to all other activities and to residential areas, and also because this category covers a broad range of services from barber shops to museums. There are a few apparent concentrations containing activities of similar nature, such as the activities around Rittenhouse Square and museums and institutions, both civic and religious, about Logan Circle, the major hospitals, and the hotels and theaters on South Broad Street.



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 SOUTH

24 23 22 21 20 19 18 17 16 15 BROAD 13 12 11 10 9 8 7 6 5 4 3 2



CENTRAL INDUSTRIAL DISTRICT



INSTITUTIONAL SERVICES



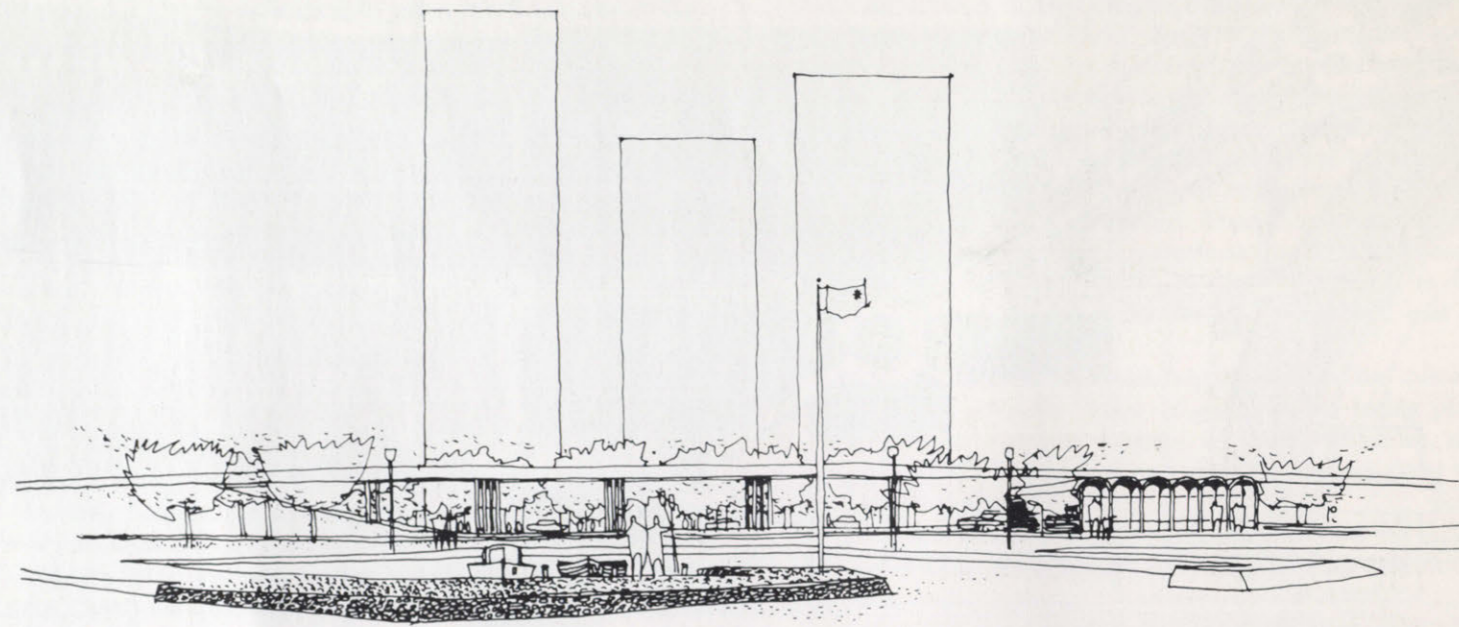
GOODS HANDLING COMMERCIAL



COMMERCIAL CONSUMER SERVICES AND RESIDENTIAL

RESIDENTIAL AREAS AND PARKS

The economic vitality of the core can be greatly strengthened by the development of good residential areas adjacent to it.



Attractive housing in good neighborhoods, particularly where there is a wide diversity of housing types, has proven it can make easier the recruiting of executive and office workers for Downtown firms. Good housing gives a desirable environment for Downtown business concerns and provides customers for Downtown retail stores. Another significant advantage of proximity of residential areas is the nurturing of secondary uses, such as small restaurants, specialty stores, and galleries that can survive only by the continual support of core workers and residents in the daytime and evening. These small businesses furnish a major attraction to working Downtown, and, in areas which have become entirely commercial, their absence has created serious problems.

The southwest quadrant of Center City, in the vicinity of Rittenhouse Square, has seen extensive new apartment house construction, accompanied by rehabilitation of large town houses and small row houses for single family occupancy. The southeast quadrant, the Washington Square area, is well on its way toward total renewal through the stimulus of the great redevelopment project in the Dock Street area which has triggered a wave of restoration in historic Society Hill. As the east and west quadrant renewal efforts finally join hands at Broad Street, the major element of the Center City Plan will be achieved, consisting of a band of healthy housing extending from river to river and

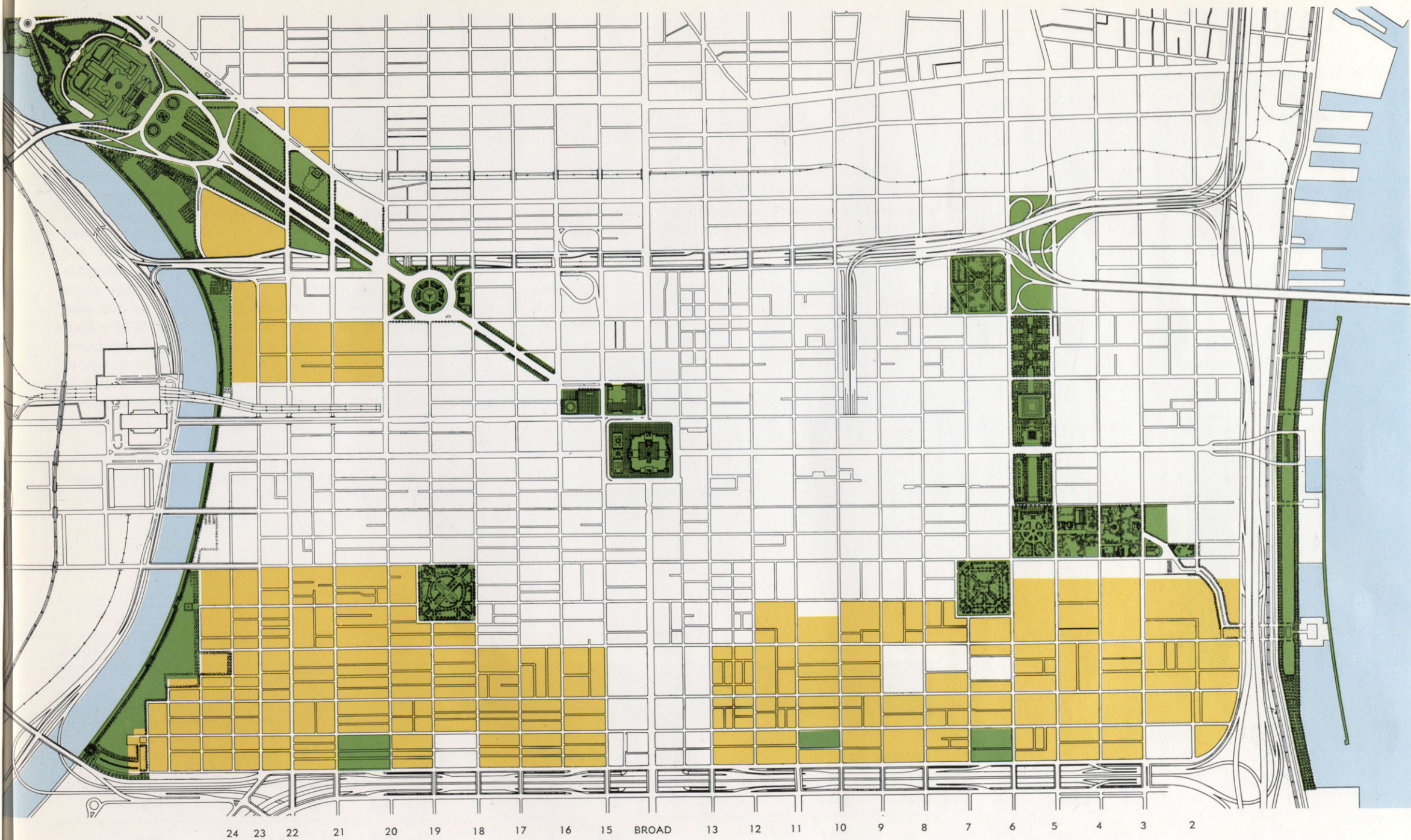
meeting the core cleanly without a layer of blight between.

The renewal activities in the northwest quadrant, inspired by Park Towne Place, are proceeding vigorously, and have now jumped across the Parkway and are penetrating the Spring Garden area. These activities provide the springboard for an ever-widening circle of housing and neighborhood renewal extending outward from Center City, a product of the new trend toward a return to city living.

This revitalization of housing in Center City is dependent on providing neighborhood services distributed throughout the residential area. Also, the plan strengthens the cultural and entertainment activities which provide the main attraction for city living. Open space and park developments are also required. The Park Plan, shown in green on the facing map, augments the original Penn Plan and its five squares with the Benjamin Franklin Parkway, the great historical parks extending north and east from Independence Hall, and the Delaware and Schuylkill Park developments described more fully on Pages 38 and 39.

The total effect of blight removal, rehabilitation of old houses and new home construction, augmented by a completed open space and park system, will be to strengthen core activities.





SPRING
GARDEN

CALLOWHILL

VINE

RACE

ARCH

MARKET

CHESTNUT

WALNUT

LOCUST

SPRUCE

PINE

LOMBARD

SOUTH

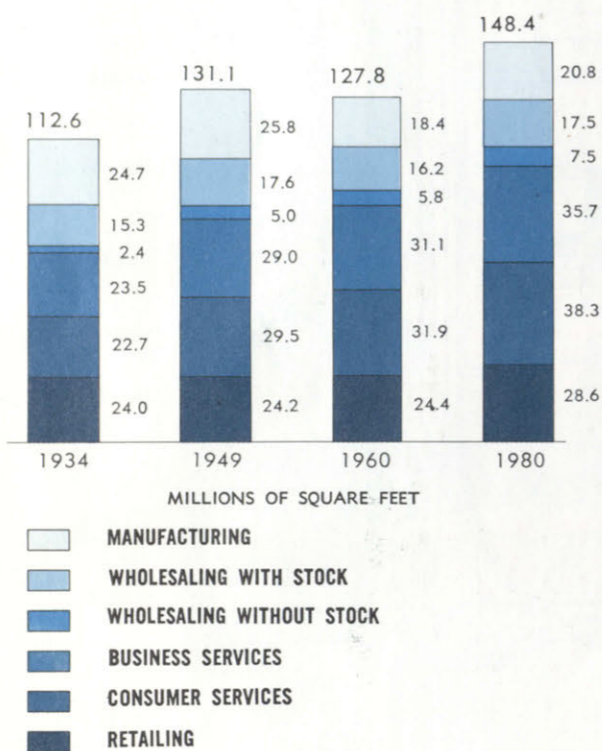
RESIDENTIAL

PARKS AND OPEN SPACE

INTENSITY OF LAND USE

Basic to the Center City Plan is the policy to encourage the development of all new office space within the core area between 6th and 18th Streets from Arch to Locust Streets.

Amount of Floor Space Required for All Center City Business Establishments.



A mistaken notion is widely held that concentration *per se* creates congestion. If the intensity of Center City functions were logistically reduced to one-fifth of their present intensity, and so were spread out over five times the present area, inter-communication and communication with the railroad and subway system would have to be by taxi and automobile, thus creating far greater congestion than exists now when so much communication is done on foot.

There is little danger that the sidewalks will become unable to bear the burden of foot traffic placed upon them, but the possibility is forestalled by the proposals of the Center City Plan to widen the sidewalks of Chestnut Street, and to develop further the below-street and above-street systems of pedestrian communications.

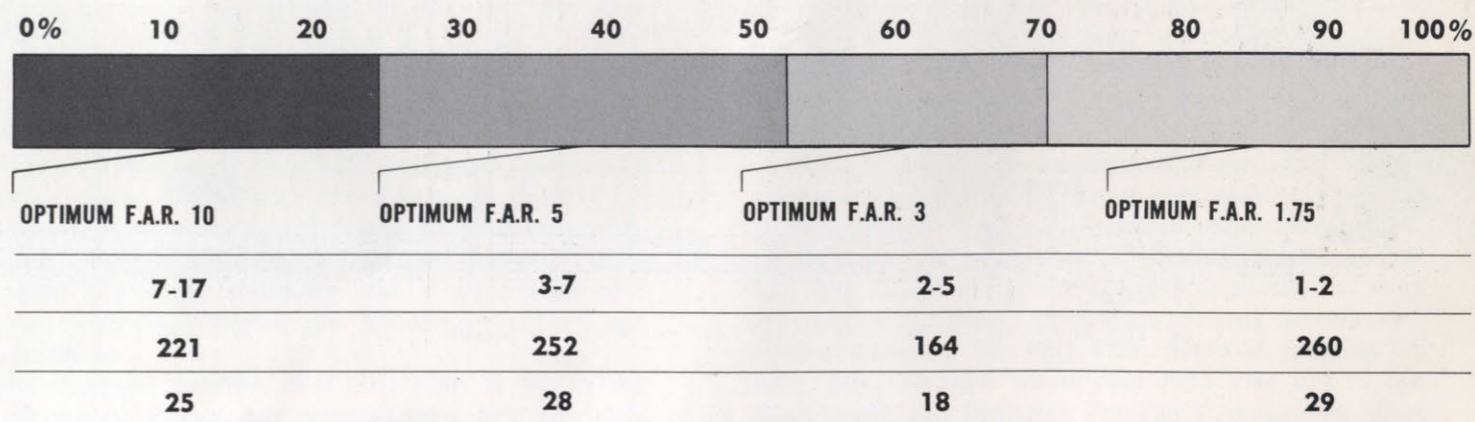
The interest of reducing congestion is best served by encouraging very dense development within walking distance of the longitudinal transportation structure. That is provided in the proposed intensity map on the facing page.

The core is designated as having an optimum floor area ratio of 10, that is, a total floor space is 10 times the area of the land on which it is constructed. An example of this is the two 20-story buildings which occupy one-half of the lot in the block of Penn Center between 15th and 16th Streets. In certain individual cases it will be desirable to go somewhat above this ratio. The total floor space demand projected by Alderson and Sessions for the year 1980 can be accommodated within the core area of a floor area ratio of 10, with ample provision for further expansion.

The reduction in intensity proposed by the decreases in the floor area ratios as they move away from the core is related to the general types of land use previously described.

A basic policy underlying the Center City Plan is to encourage intense development of the core and to limit intensity of development outside the core.

Proposed Development Intensities

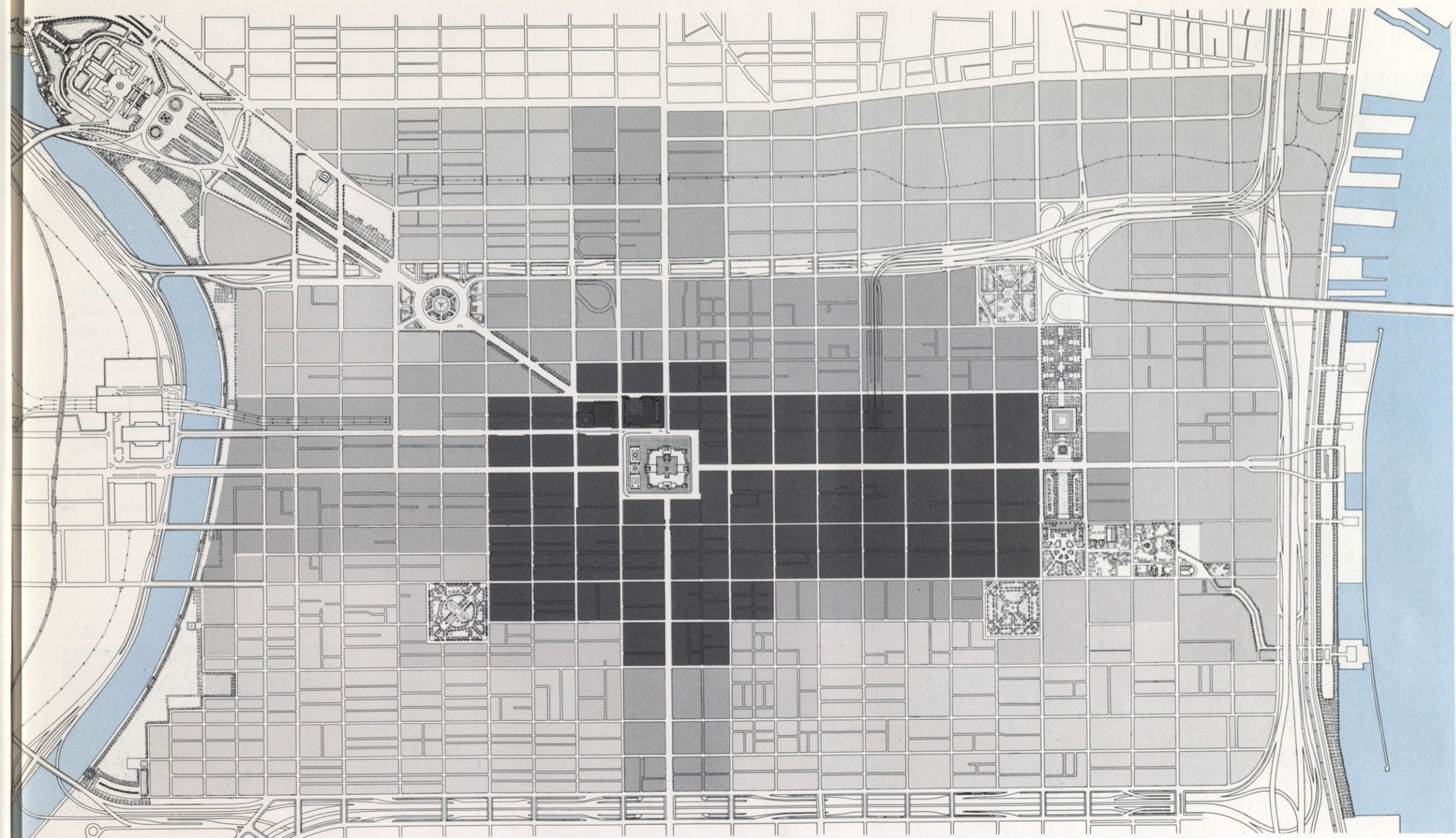


This is the intensity for the development of the primary business core. It is exemplified by Penn Center and reflects the latest trends in commercial development. (Mile High Center in Denver, F.A.R. approximately 8.5; Seagram's Building in New York, F.A.R. approximately 13.5). The 1980 demand for the core space can be well accommodated within the existing core area at this intensity.

These areas of mixed commercial and residential usage have less access to mass transit facilities than do the core areas. This is an environment for the kind of business activity which seeks out other features than those found in the core, such as the prestige of a park address, or the relative ease of automobile access. This density is also established for light industrial activity. It is the necessary average density required to hold the amount of industrial activity projected for Center City.

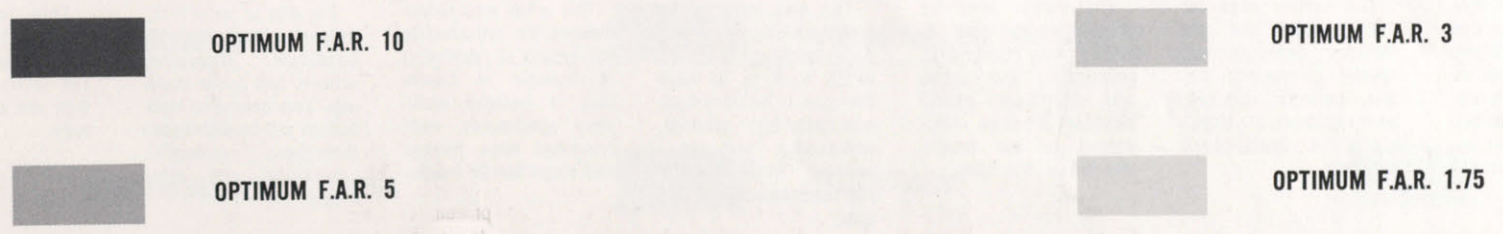
This density is established primarily for high residential development. It is a reflection of recent development of a desired quality, such as the Washington Square East Redevelopment Project and the North Triangle Project. It is based on proven economic feasibility and the desire for an increased residential population around the core.

This is the average intensity for low residential development (three stories or less) encompassing new buildings at an F.A.R. of 1.5, and rehabilitated row houses at an F.A.R. of 2. The maximum building coverage for new buildings is 70 per cent.



SPRING GARDEN
 CALLOWHILL
 VINE
 RACE
 ARCH
 MARKET
 CHESTNUT
 WALNUT
 LOCUST
 SPRUCE
 PINE
 LOMBARD
 SOUTH

24 23 22 21 20 19 18 17 16 15 BROAD 13 12 11 10 9 8 7 6 5 4 3 2



THE PATTERN OF LAND USE

The pattern of land use is the expression of existing and past trends in land use, modified to accord with projected land use demands, and is designed in relation to the regional transportation network, to significant landmarks and historic structures, and carries forward specific objectives for Center City.

The composite of all the functions and uses is shown in this plan. It represents a framework within which decisions by public and private agencies can be made. These decisions, when directed toward the objective laid out in the plan, will create an environment where the developments complement with each other and reinforce the character and quality of the region's center. The basic activity groups are consolidated in areas where they are best served and where they are most compatible with the adjoining uses.

The plan is generalized to the extent that it does not indi-

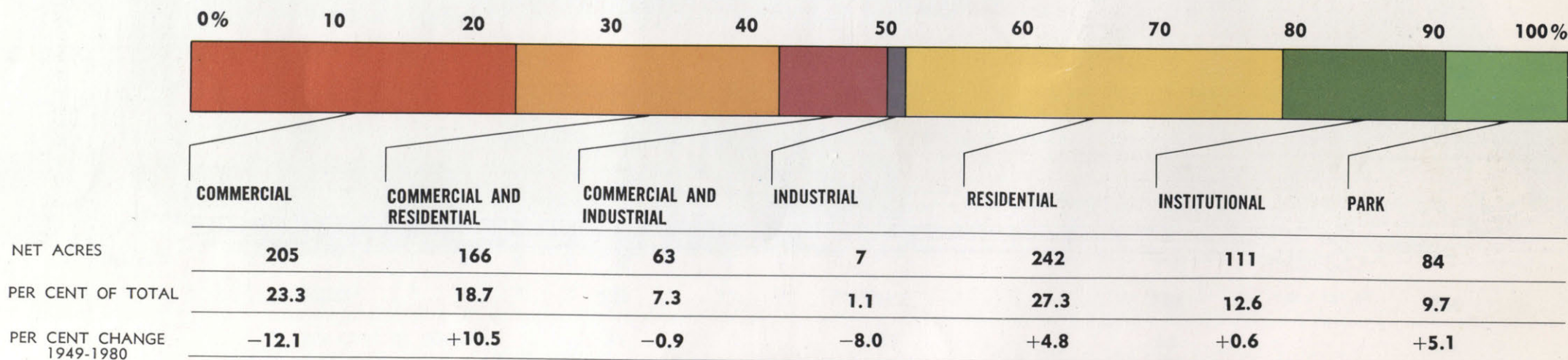
cate the parcel-by-parcel mix that occurs and will continue to occur among compatible activities in certain areas. Convenience and local shopping areas will continue to operate within residential and institutional areas. Institutions which were historically located in residential, commercial, and industrial areas will remain and expand, in cases where such expansion would not be detrimental to surrounding uses.

This plan will serve as a guide to public agencies in the location of governmental activities within Center City, and for location of or provision of expansion for commercial,

industrial, and institutional activities through redevelopment.

To private businesses and home owners, the plan establishes a planning policy within which they can formulate their own decisions on location and expansion. Their decisions can be made with a reasonable assurance that their developments will not conflict with other developments or with public policy. Even more important is the fact that private developments, especially commercial ventures, which develop within the framework of the plan, will collectively contribute to the vitality of Center City Philadelphia.

Proposed Land Use



This is the core area, the decision-making center of the Philadelphia region which includes executive offices, both public and private, professional offices, brokers, retail stores, and specialty shops.

The service area for people around the core includes entertainment, special commercial, hotels, personal services, and residential, especially in multi-story buildings.

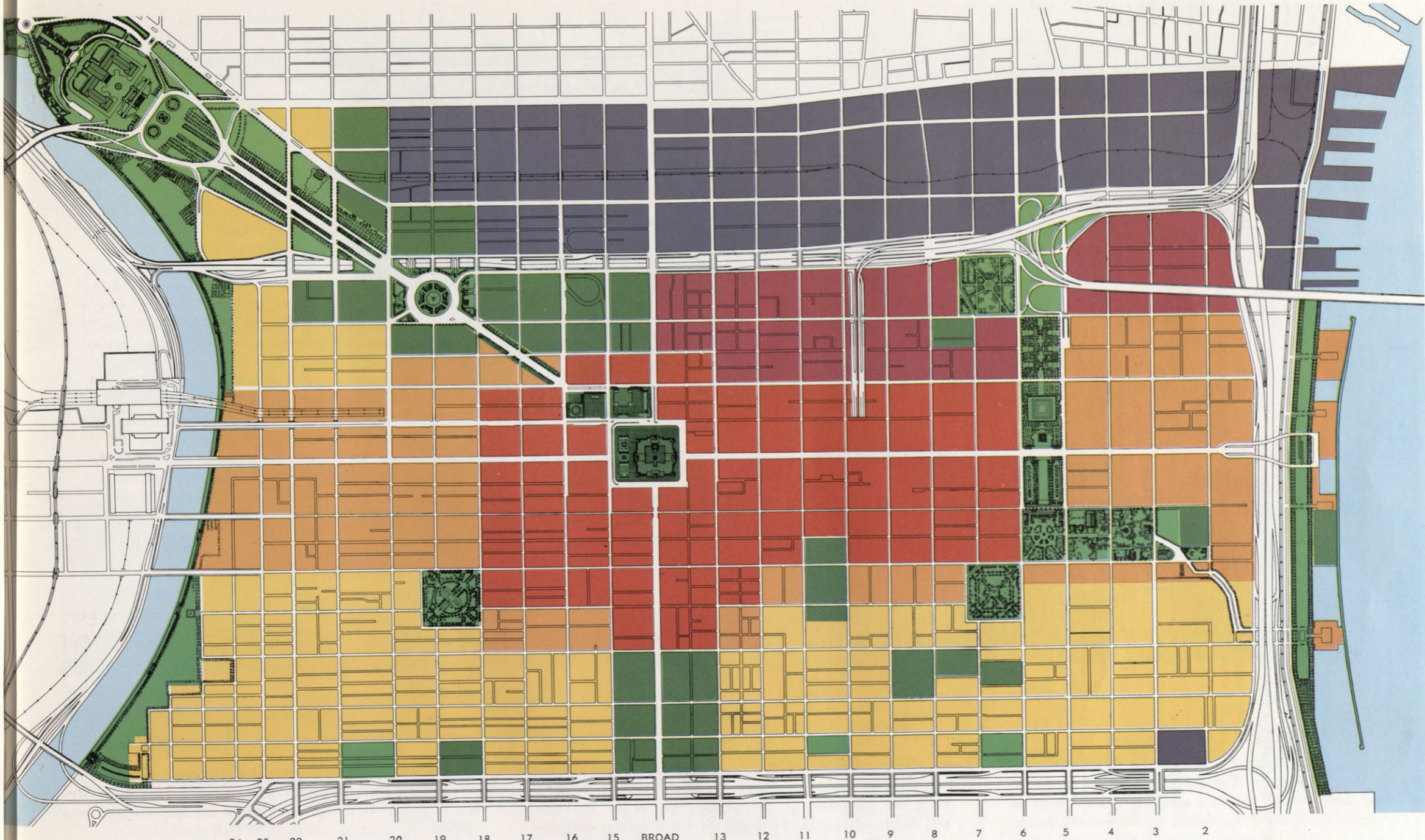
The service area for goods near the core includes heavy commercial, wholesaling and public and institutional goods-handling activities. Residential is not recommended in this zone.

This area includes the manufacturing and heavy goods-handling activities which want to be near the core. It includes light manufacturing, printing, wholesaling, and warehousing. Residential is not recommended in this zone.

This is the area recommended for preservation and growth of residential development in Center City. It includes multi-story apartments, well-converted large houses, and single-family houses.

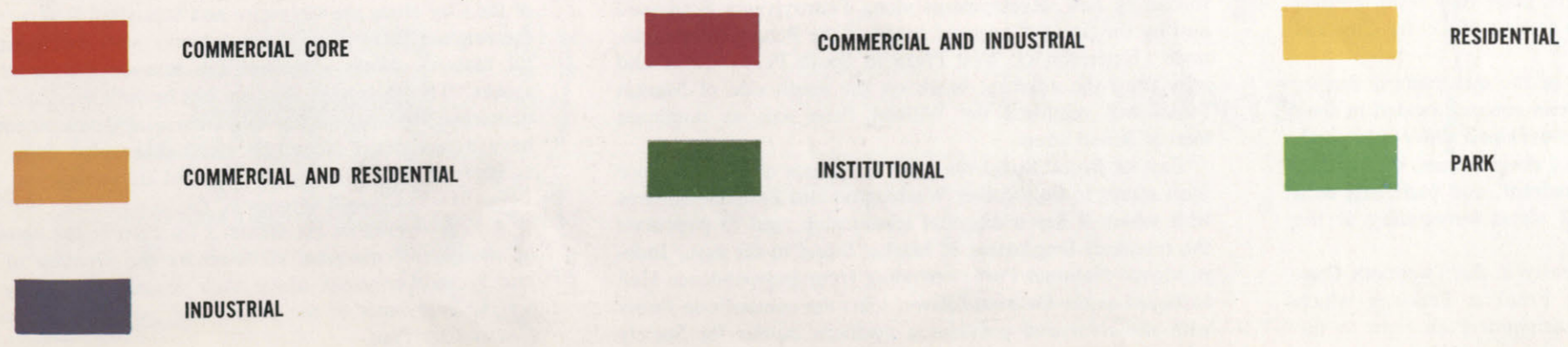
The area of major institutional services includes hospitals, museums, schools, and public buildings. Less extensive institutions will be distributed throughout residential, commercial and other areas.

This includes City, State and Federally-owned parks and open space. The relationship and design are explained more fully.



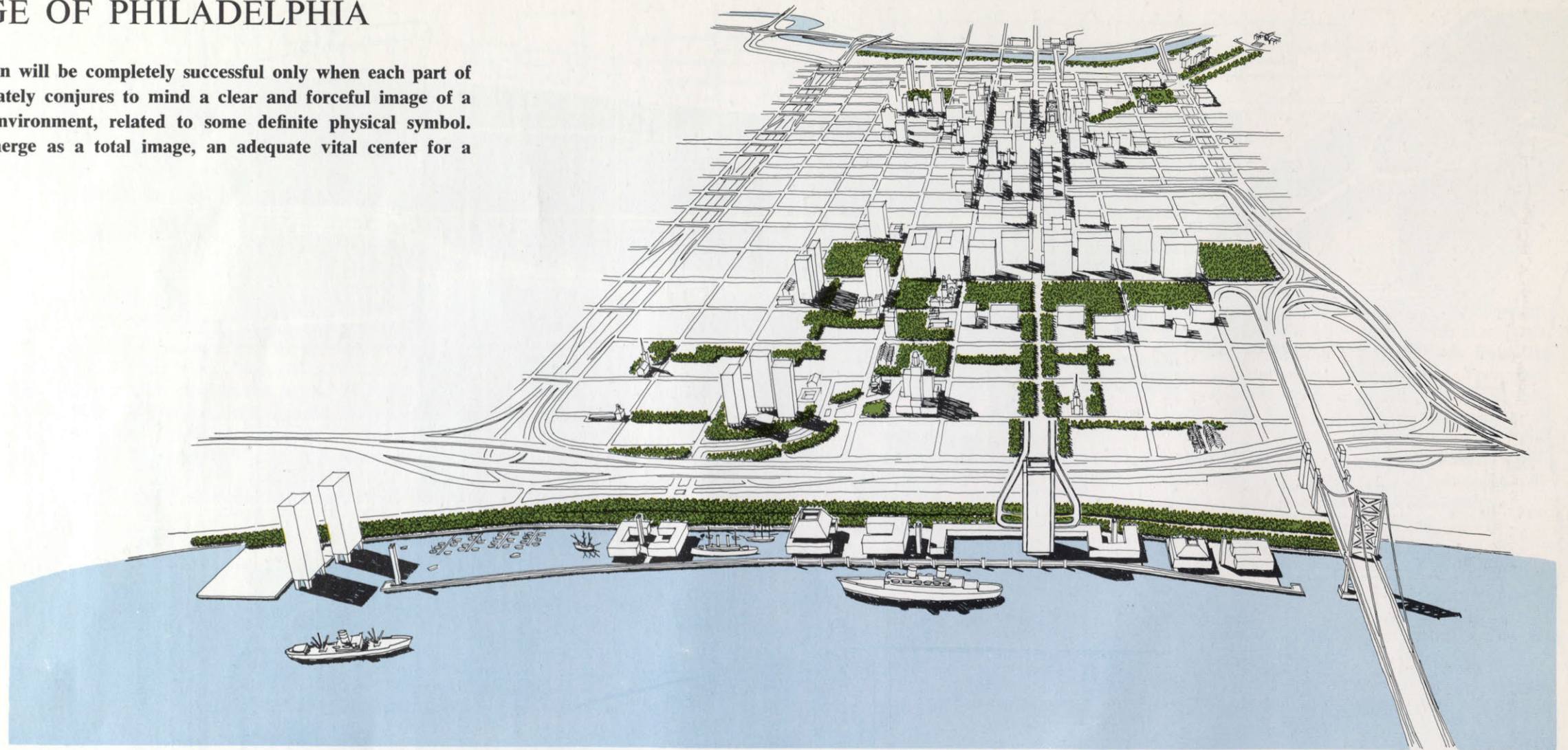
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THE IMAGE OF PHILADELPHIA

The Center City Plan will be completely successful only when each part of Center City immediately conjures to mind a clear and forceful image of a desirable physical environment, related to some definite physical symbol. The whole must emerge as a total image, an adequate vital center for a metropolitan region.



32

Downtown Philadelphia has few rivals for the clarity of its basic design structure. The dominant element is the two rivers and the buildings and open spaces in relation to them.

The centrality of the Penn plan is forever secured by the dominance of City Hall tower erected at the intersection of the two axial streets, just at the watershed between the two rivers. The existence of City Hall as a visual terminal of the two halves of the axial streets, each view being entirely different, gives character to each section of Center City and serves as a point of orientation.

The special character of each of the quadrants is further reinforced by the four original Penn squares located in their centers. Each square has been developed differently, each has attracted to it a special kind of development, each serves as a symbolic center for the quadrant, and each acts as a counterfoil to the four marginal vistas terminating at the four facades of City Hall.

A great new note was struck early in the Twentieth Century by the diagonal Benjamin Franklin Parkway which brings the wedge of green of Fairmount Park right to the

focal center at City Hall, and incorporates Logan Square into it. The current developments in and around Reynburn Plaza will tie down the Center City end of the Parkway to a degree never achieved before. It will be further strengthened by the Pennsylvania Boulevard axis, terminating at 30th Street Station across the Schuylkill River and at the City Hall Annex at the Downtown end. This axis is reinforced by new developments along Pennsylvania Boulevard and by the parallel prism of space of the Penn Center esplanade. Extension of West Plaza to South Penn Square and rebuilding the adjacent block on the south side of Market Street will reinforce the William Penn axis as dominant west of Broad Street.

East of Broad Street the great cross axis of Independence Mall serves to tie together Washington and Franklin Squares with which it has a diagonal relationship, and to punctuate the relatively long extent of Market Street to the east. Independence National Park, extending from Independence Hall eastward to the Delaware River, joins the composition firmly with the river and provides a northern border for Society

Hill. Market East is a great new east-west reinforcement of Market Street and serves, in conjunction with Penn Center, to define the northern border of the intensive core and to bind the historical area and City Hall together.

The Vine Street and Crosstown Expressways will reinforce the margins of Center City to the north and south.

The great visual symbols still to be added are at the edges of the City along the Delaware and Schuylkill Rivers. Under the original Penn plan, the riverbanks were dominant natural features which contained the interior system of open spaces. This feature of the plan has been blurred and almost obliterated by commercial and industrial developments that have accumulated along the riverbanks since then, acting as barriers between Center City and its setting.

A key element in the Center City Plan is the restoration of these great marginal elements by the creation of parks and recreation areas along their length, reclaiming them for the enjoyment of the people and tying them in with the Center City Plan.

Historical Preservation

The Old City east of 7th Street is rich in the architecture of our Nation's history. Independence Hall, where the Declaration of Independence and the Constitution were written, is the focal point of two major series of open spaces.

Independence Mall, extending to the north of Independence Hall, opens up the older commercial area and will encourage the development of prestige office space along it. Walkways will be developed to the east, allowing the pedestrian to move along an interesting and varied path to such buildings as Christ Church, the Friends Meeting, and Elfreth's Alley.

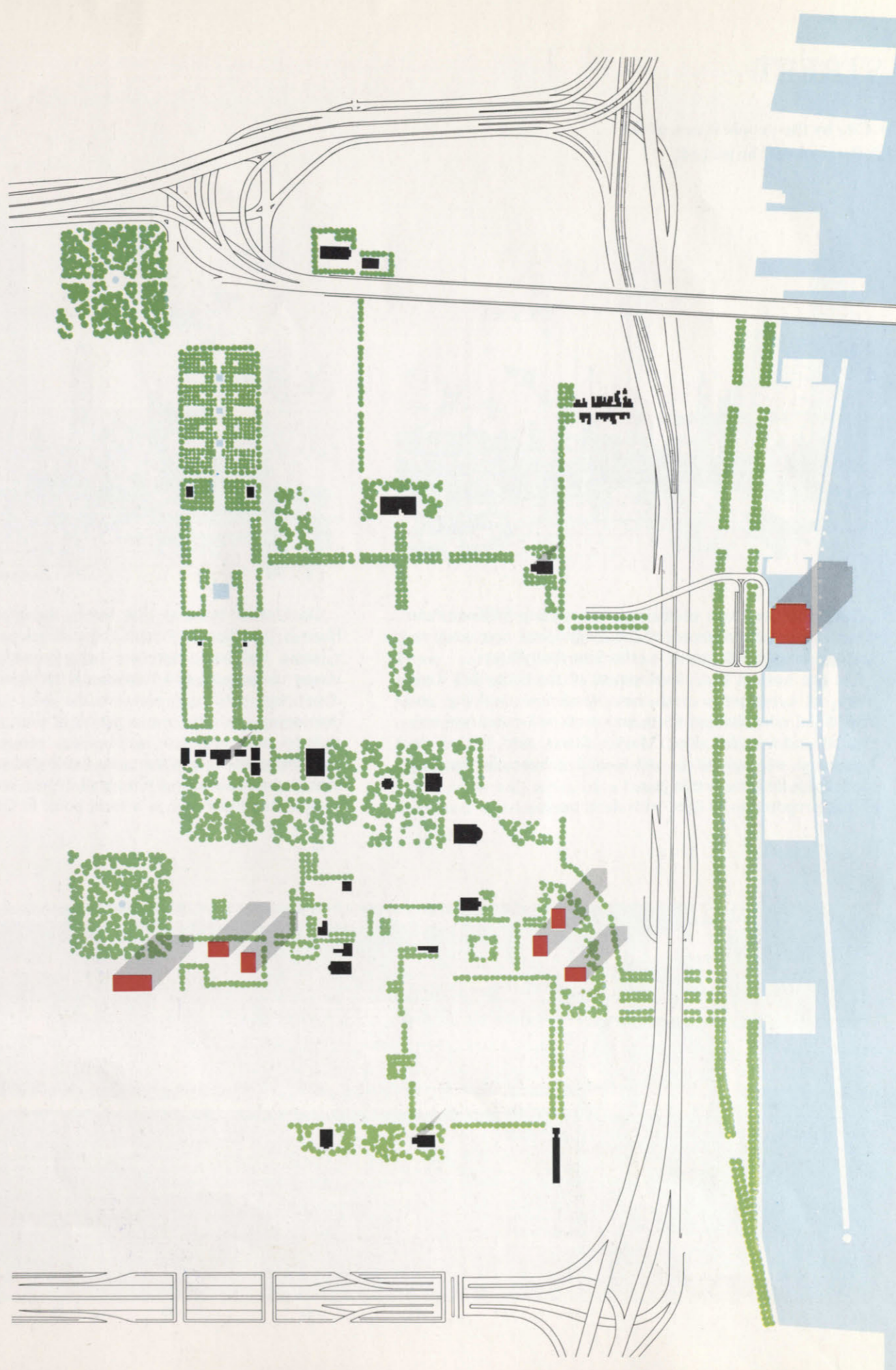
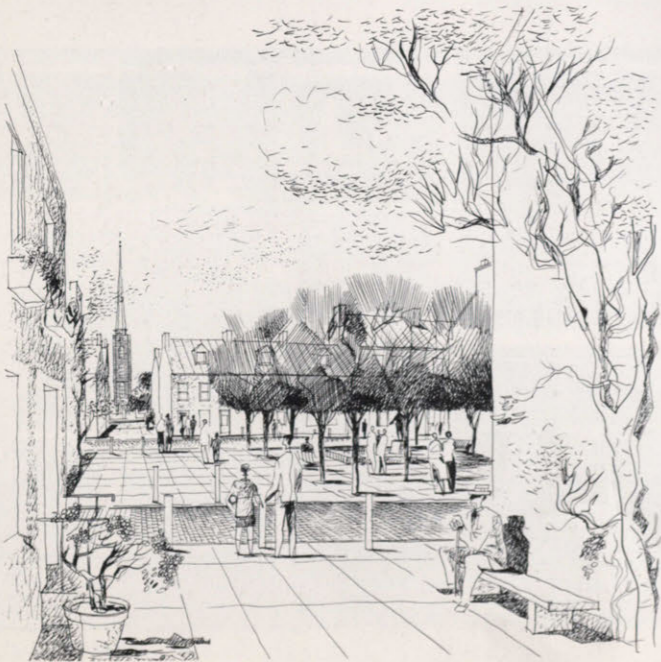
East of Independence Hall, the Independence National Historical Park traces the founding and early development of this Nation. Located in the midst of the informal landscaping of the area are the Second Bank of the United States, Carpenters Hall, the First Bank of the United States, the Merchant's Exchange, and several restored houses.

To the south is the "Society Hill" area where more than 500 houses dating from the 18th and early 19th Centuries are being restored as part of the Washington Square East Redevelopment.

The central design concept of this plan is a series of pedestrian walkways moving through the area. These walks connect together gardens, small parks, and historic landmarks, including St. Mary's Church, the Contributionship, the Powel House, St. Paul's Church, St. Peter's Church, Old Pine Street Church, and the Head House and Market Sheds. New high-rise apartment buildings are planned at the two major open areas, Washington Square and Dock Street.

The walkways through the historic area tie into the waterfront development at Market Street over the Delaware Expressway, and at Dock Street under the Expressway.

An essential feature of the Center City Plan is the enhancement of Philadelphia's historical tradition.



MARKET STREET

The enjoyment of the City by the people is one of the basic criteria by which the plan will be judged.



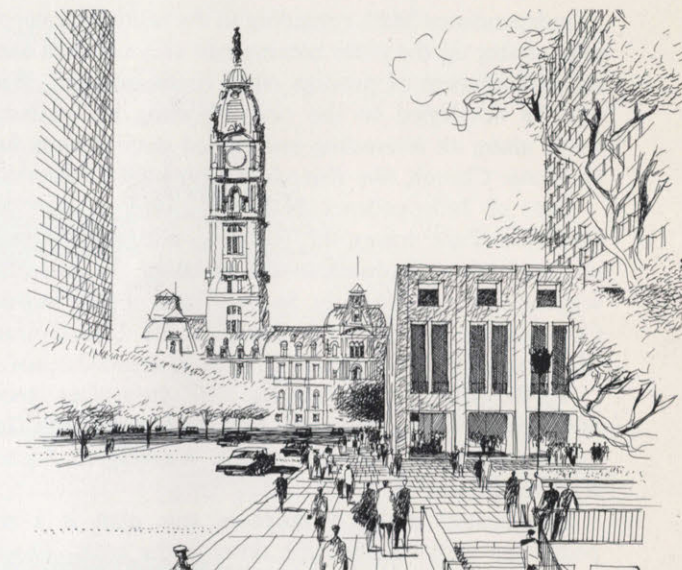
Market Street, one of the two intersecting William Penn axes, forms the backbone of the longitudinal core area extending from the Delaware to the Schuylkill Rivers.

At the western end, development of the Schuylkill River Park in combination with new residential building and residential rehabilitation north and south will encourage residential construction along Market Street, and further development of institutions, office, and commercial facilities compatible with residential use.

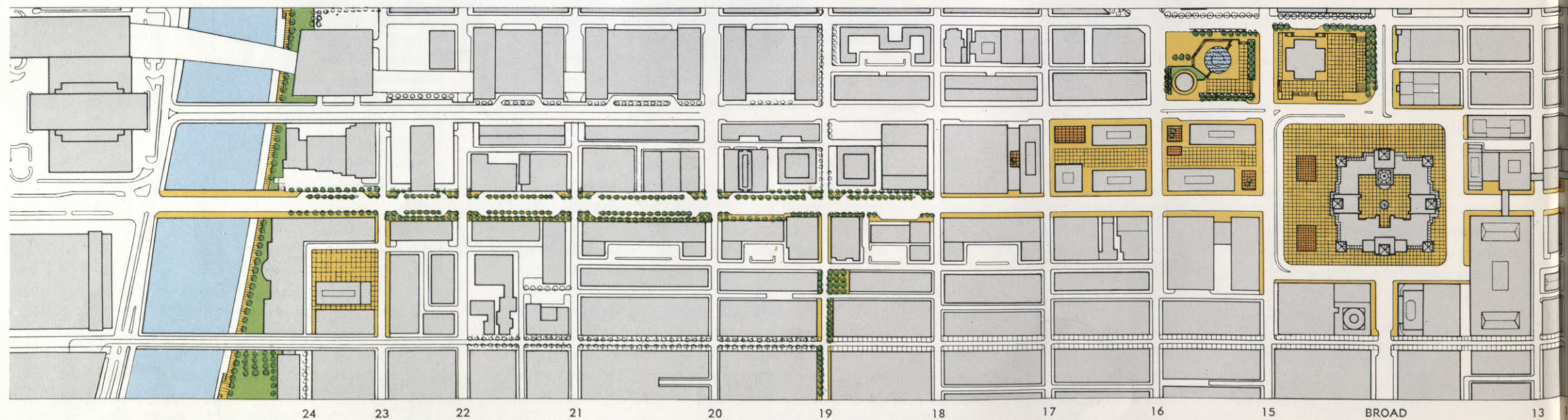
It is proposed to be lined with street trees.

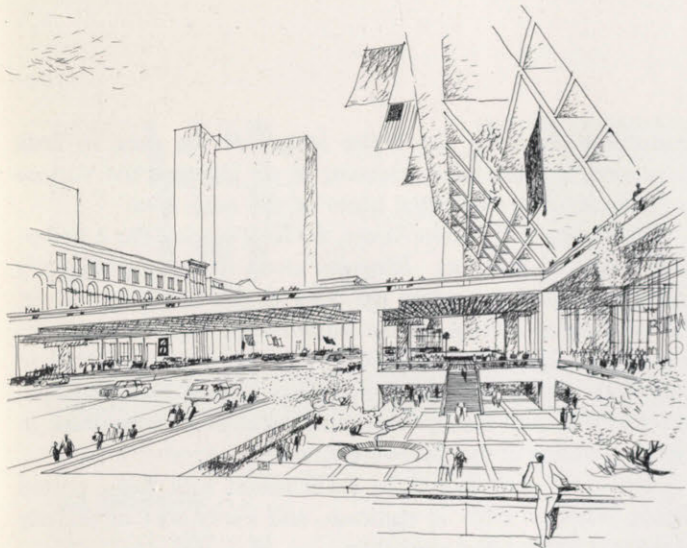


On Market Street at 18th Street, the intense core begins. Here is the start of Penn Center, developed by the Pennsylvania Railroad. Here are being provided many of the shops, restaurants, and recreational facilities for the rapidly developing residential areas to the west. Penn Center is developing gradually over a period of time which will give a richness not achieved in one-shot projects. As further embellishments are added to its fine broad open esplanades, centering on the vista of City Hall Tower, it will increasingly assume its proper role as a focal point in Center City.

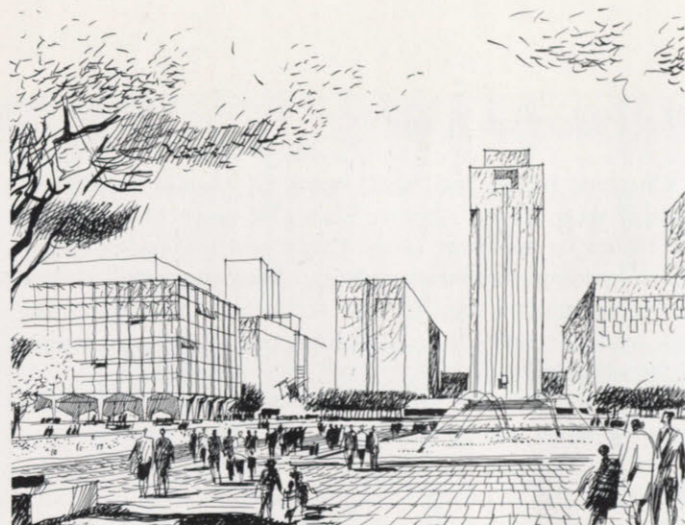


On the south side of Market Street, the building of West Plaza and the rebuilding of the block between 15th and 16th Streets will set into motion vitalizing forces that will extend westward. The large amount of open land between West Plaza and the edge of the core at 18th Street will provide for long-range expansion of Center City activities. The design of the newly developing areas will carry forward many of the principles of Penn Center, open pedestrian esplanades at the street level, sunken courts, and pleasant connections with subway stations and concourses.

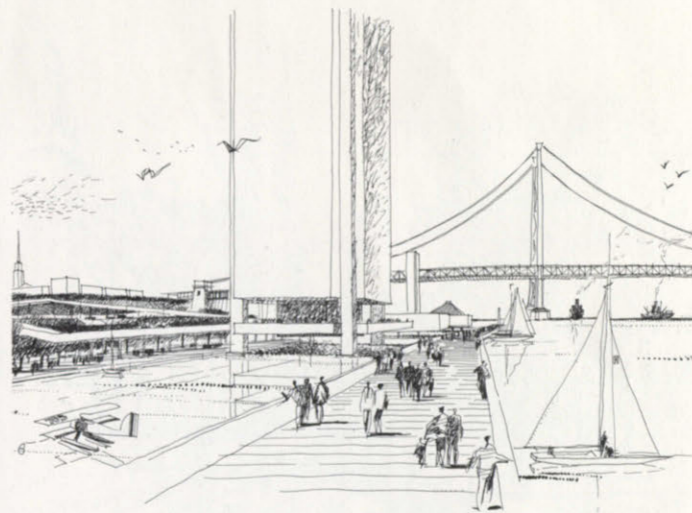




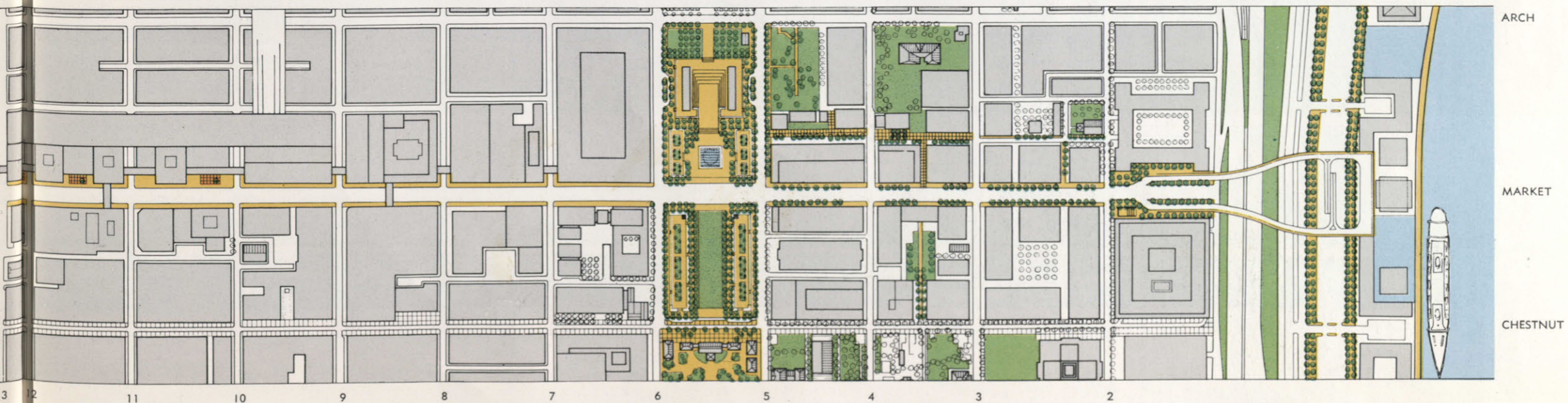
East of Broad Street, the Market East project will provide the visual excitement necessary to expunge the rather dreary image now existing of parts of this area. It will provide a fine visual setting for the many handsome buildings and substantial institutions which now exist in the area, including the five department stores, the office building at Penn Square, the world-famous Philadelphia Saving Fund Society Building, and the Federal Building. It will enrich the "point of arrival" and will bring East Market Street into a better relationship with the western suburbs.



The green open cross axis of Independence Mall, embellished by fountains and flowers, offers rhythmic punctuation to progress along Market Street. It delineates the eastern edge of the core, and is in process of developing a "hard edge" of new large-scale office development which, in time, will generate subsidiary activities and provide customers for Downtown department stores. The Mall and its adjacent development carries the prestige and dignity of Independence Hall through to Market Street and contributes to up-grading the area.



At the eastern end, the termination of Market Street at the Delaware River is marked by the multi-story Port Tower, an important part of the Penn's Landing development. This constitutes a major new visual symbol and will serve to emphasize the importance to the City of its port commerce and to mark the point of beginning of the City. Between the Mall and the Port Tower, Market Street will gradually take on activities related to the ever-growing tourist trade and serves as a facade for the Delaware River waterfront development.



CHESTNUT STREET



The Pedestrian Spine

Chestnut Street, one block south of Market Street and parallel to it, is the sensitive center of much of the City's life. Along it are many of the City's principal banks, major office buildings, and finest shops. Most important, it includes the nation's most revered and beloved historic shrine, Independence Hall. It could become one of the great streets of the world.

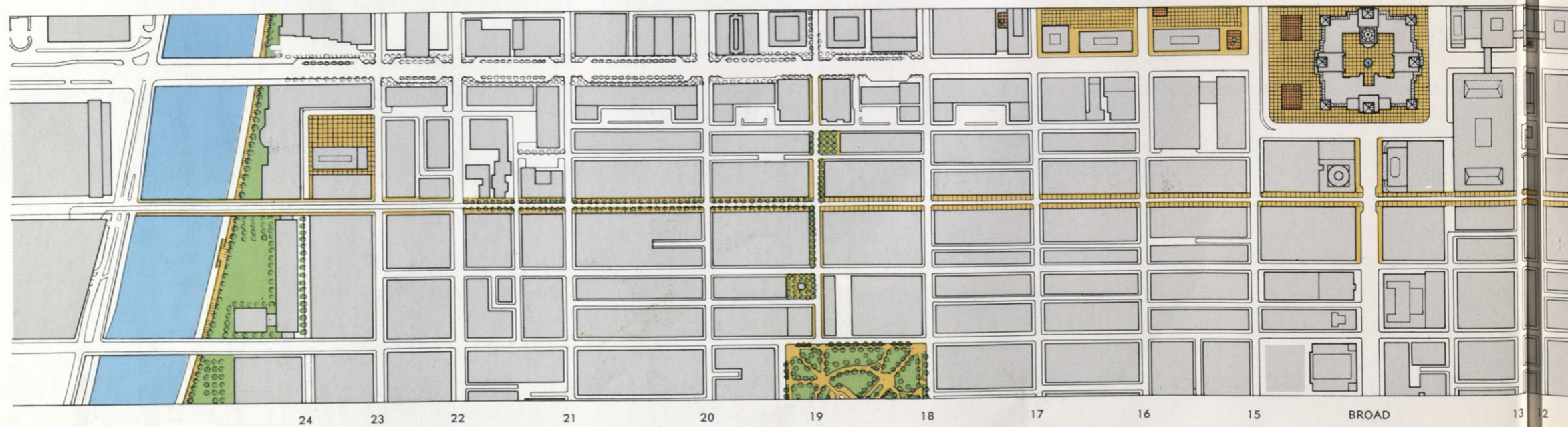
The plan proposes the removal of all vehicular traffic from the street and its replacement by a light two-way electric trolley, moving directly into the parking garages at the Delaware and Schuylkill Expressways. The north-south streets would continue to cross Chestnut Street at one block intervals, letting off passengers a maximum of one-half block from any destination. The electric trolleys, being freed of interference from parallel traffic, especially the delays caused by turning movements, would move promptly to each intersection and permit embarkation and discharge of passengers during a single traffic light. Rapid and efficient surface

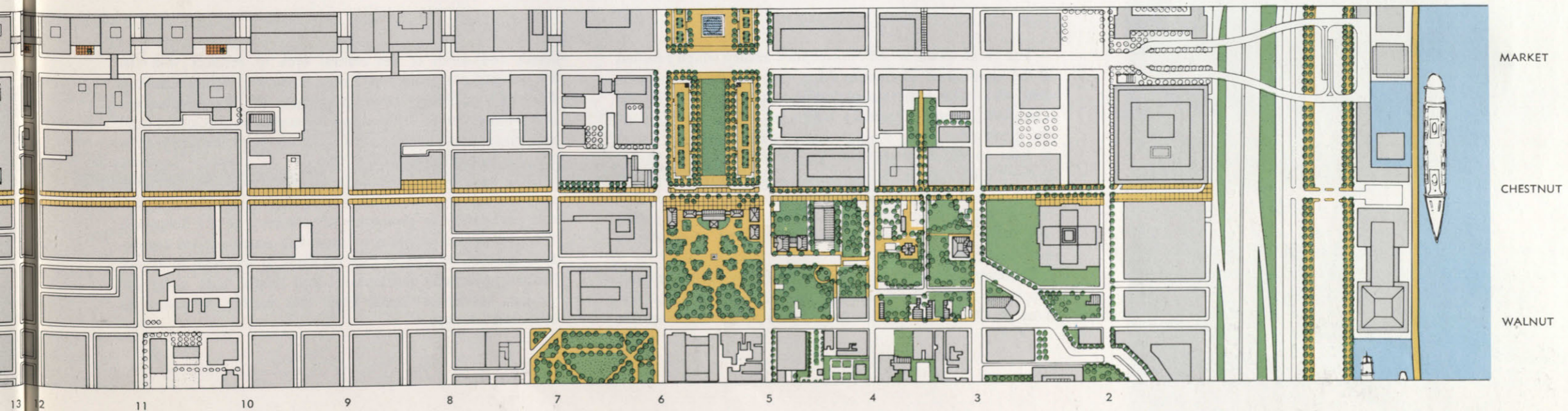
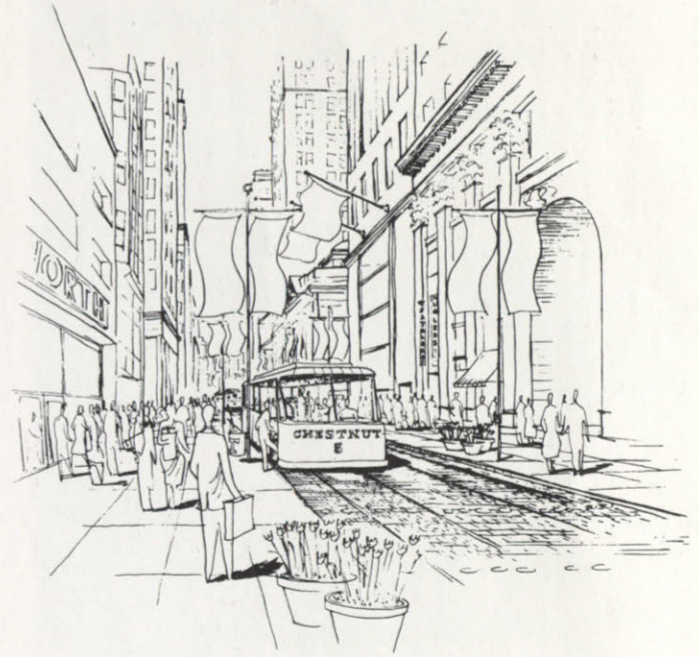
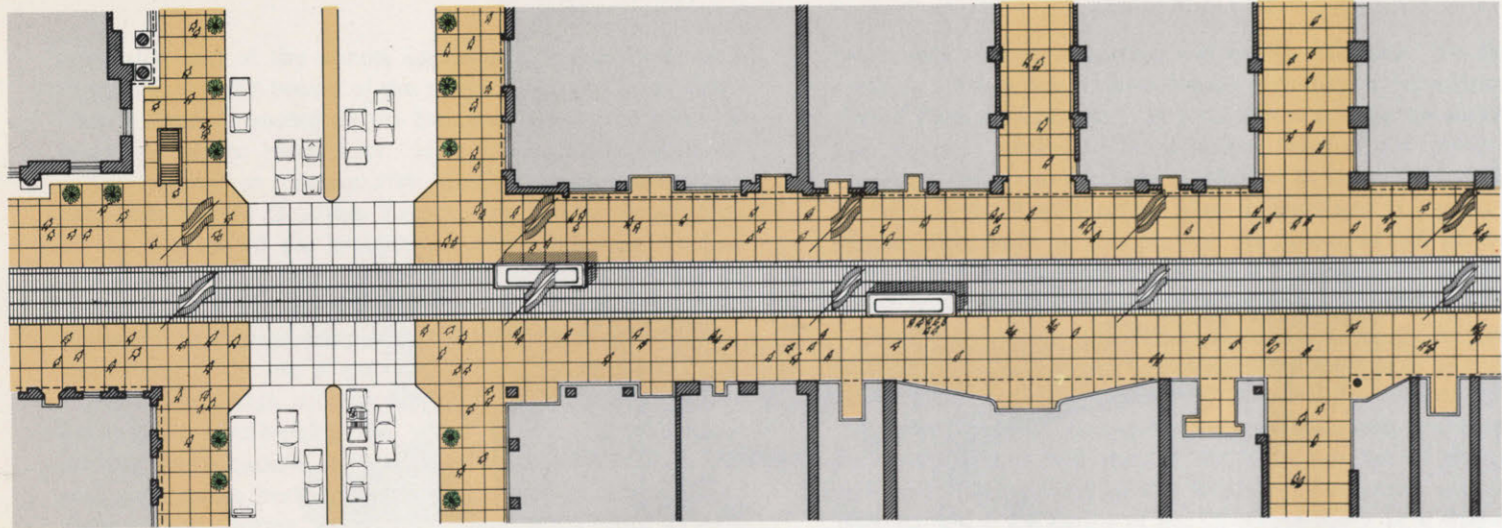
transportation along the entire length of the core in both directions is a necessary element to tie together the various commercial and residential parts of the core area.

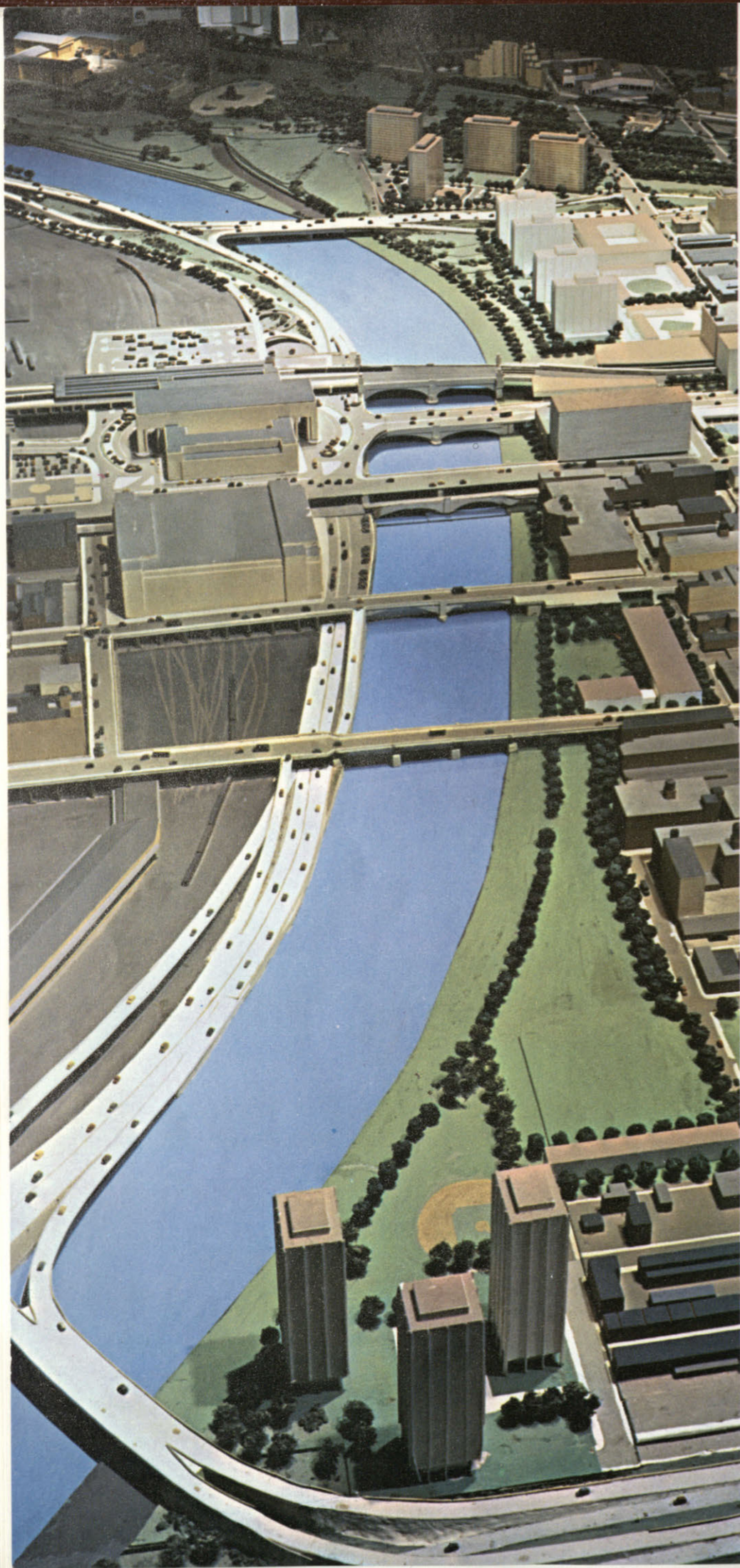
The width of Chestnut Street, 60 feet, is ideal for a pedestrian street of this sort. Progress along it has a continually changing aspect, including the park at the Schuylkill River, the residential section in the Rittenhouse Square area, the commercial center punctuated by the view of City Hall to the north, Independence Hall, Independence National Historical Park, and finally the termination at Science Park in Penn's Landing at the Delaware River.

Chestnut Street should be embellished with flags, potted plants, outdoor cafes in summer, and every sort of activity to make it urbane and enjoyable.

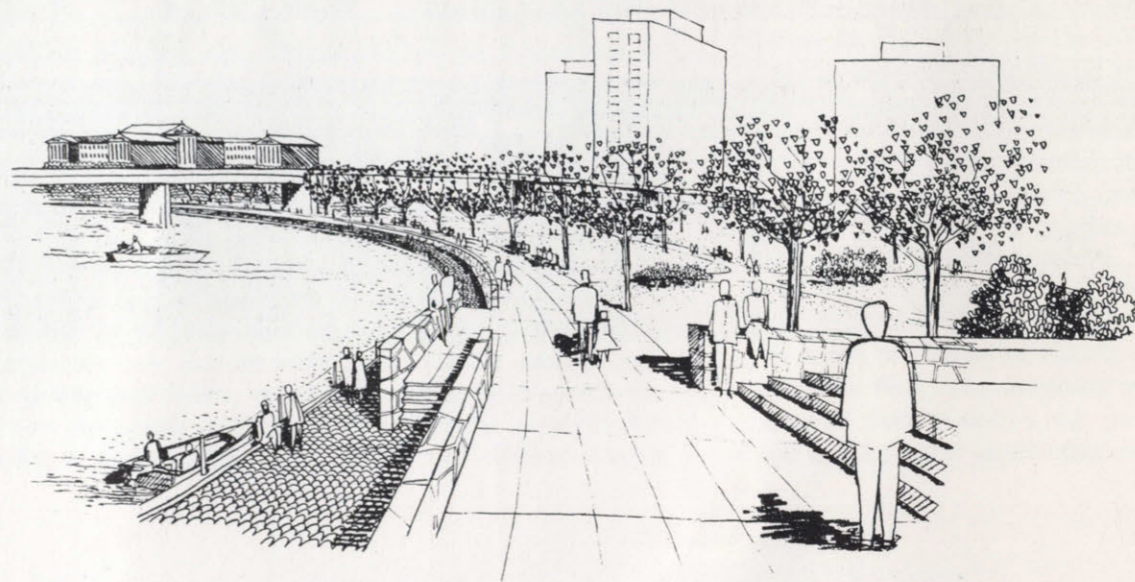
In addition to attracting as many people as possible from the Delaware Valley region, Chestnut Street should change the habits of millions of visitors who, each year, go to Independence Hall. The attraction of the trolley should inspire many of them to take a ride the length of Chestnut Street, and in the process spend some money sampling the facilities.







SCHUYLKILL RIVER PARK



The great vision of the Nineteenth Century which resulted in the creation of Fairmount Park, followed by the magnificent and bold achievement of the Parkway early in the Twentieth Century, logically points to the continuation of the green edge along the east bank of the Schuylkill River, at least to the southern end of Center City at the Cross-town Expressway at South Street. This will reclaim the banks of the Schuylkill River for enjoyment by people and restore the western boundary of Penn's Plan, recreating something of the natural beauty that existed when Penn's town was laid out.

Through the most congested Central City area, the park can be a narrow landscaped esplanade between the Baltimore & Ohio Railroad tracks and the river, widening out

north and south of the central area to connect with the City-owned playground at Taney Street and with Fairmount Park at Vine Street. It will pass under the Walnut-Chestnut and Market Street Bridges and Pennsylvania Boulevard, and will provide an uninterrupted footpath from South Street to the Art Museum.

This handsome green edge to Center City would make an attractive foreground for the skyline of Downtown Philadelphia as seen by thousands of motorists on the Schuylkill Expressway. In addition to providing much-needed recreation facilities for Center City residents, it will tend to attract further residential development and related uses along the western border of Center City, thus further bolstering its economic strength.

PENN'S LANDING

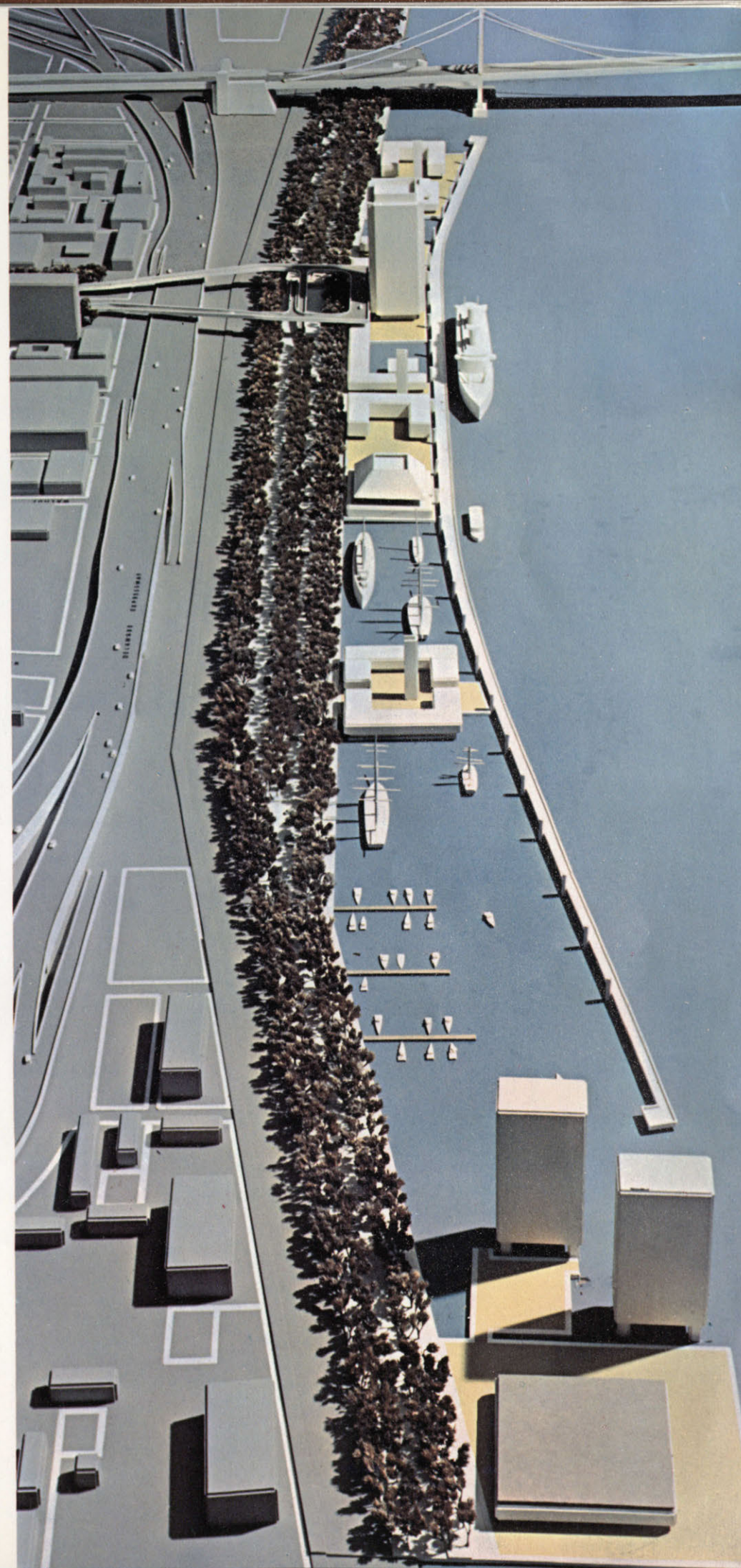
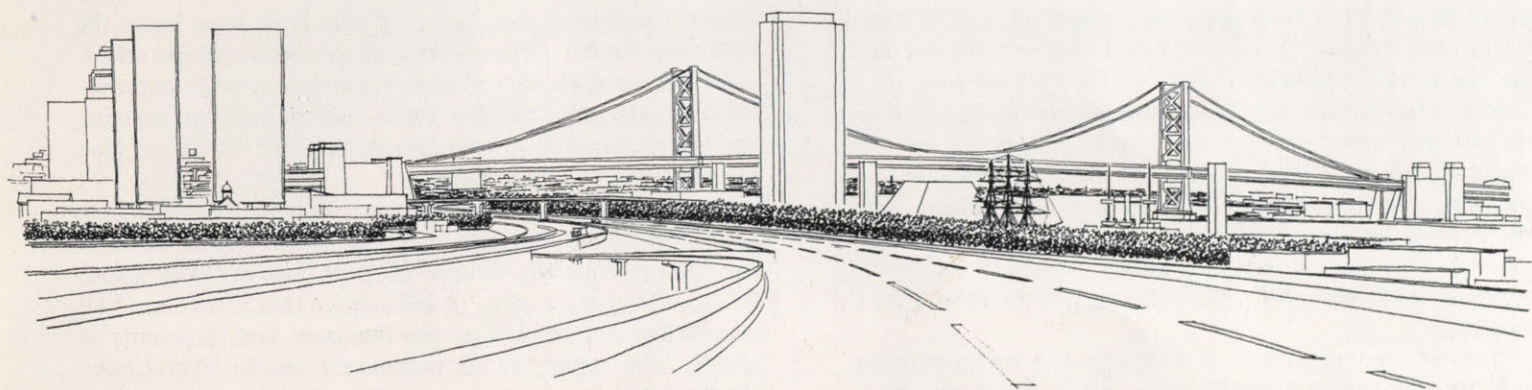
Finally, and of the utmost importance, is the restoration of the dignity and beauty of the eastern edge of Center City. This is Penn's Landing on the Delaware River, the point of beginning of the entire City. Here, through the efforts of urban renewal in Society Hill, the taking of commercial properties for the Delaware Expressway, and the acquisition by the City of all the property between Delaware Avenue and the pierhead line, this great stretch of waterfront is being reclaimed for the enjoyment of the people and is being replanned to express adequately the importance of the Delaware River in the life of the City and the Region.

The basic design consists of parking areas and tree-lined promenades overlooking the water basins. Beyond is a curving embarcadero, almost a mile long, bordering the river with ample berthing facilities for overseas cruise ships, distinguished visiting vessels, and sightseeing boats.

At the south end, at the foot of Dock Street, is a boat

basin with related restaurant and exhibit facilities. To the north is a basin for historic vessels including a reconstruction of Penn's "Welcome." Beyond that is a major conservation museum leading to the principal focus of the project, the Port Tower at the foot of Market Street. This tower serves as a visual terminus for Market Street and as a symbol of the importance of the port in the economic life of the City. There is space for the eventual development of additional port related commercial facilities in the north.

A careful balance will be maintained between public and private investment throughout the three main stages of construction so that direct income from privately-financed elements and indirect (tax-generated) income from publicly-financed elements will support the high standard of design and operation essential at this location. The entire project will emphasize the theme of the Delaware River as it shapes the City's role in history and world commerce.



THE SITE PLAN

The site plan on the facing page presents the full realization of the Center City Plan.

Immediately evident is the fact that this is an economical plan. It disrupts the smallest amount possible in order to conserve what is already here. New construction is concentrated in relatively small, intense projects, and everything that can be left alone is left alone.

It is an architectural plan. All of the new buildings are related to each other and to the larger area in a clear and organized way. It is the product of the working together over a long period of years of practicing architects and governmental officials, each committed to further the overall objective. It is a culturally rich plan, respecting and enhancing historical landmarks, and embellished by gardens and works of art. It is built upon the original plan of William Penn, and attempts to carry forward into our present day the clarity and simplicity of his idea for Philadelphia.

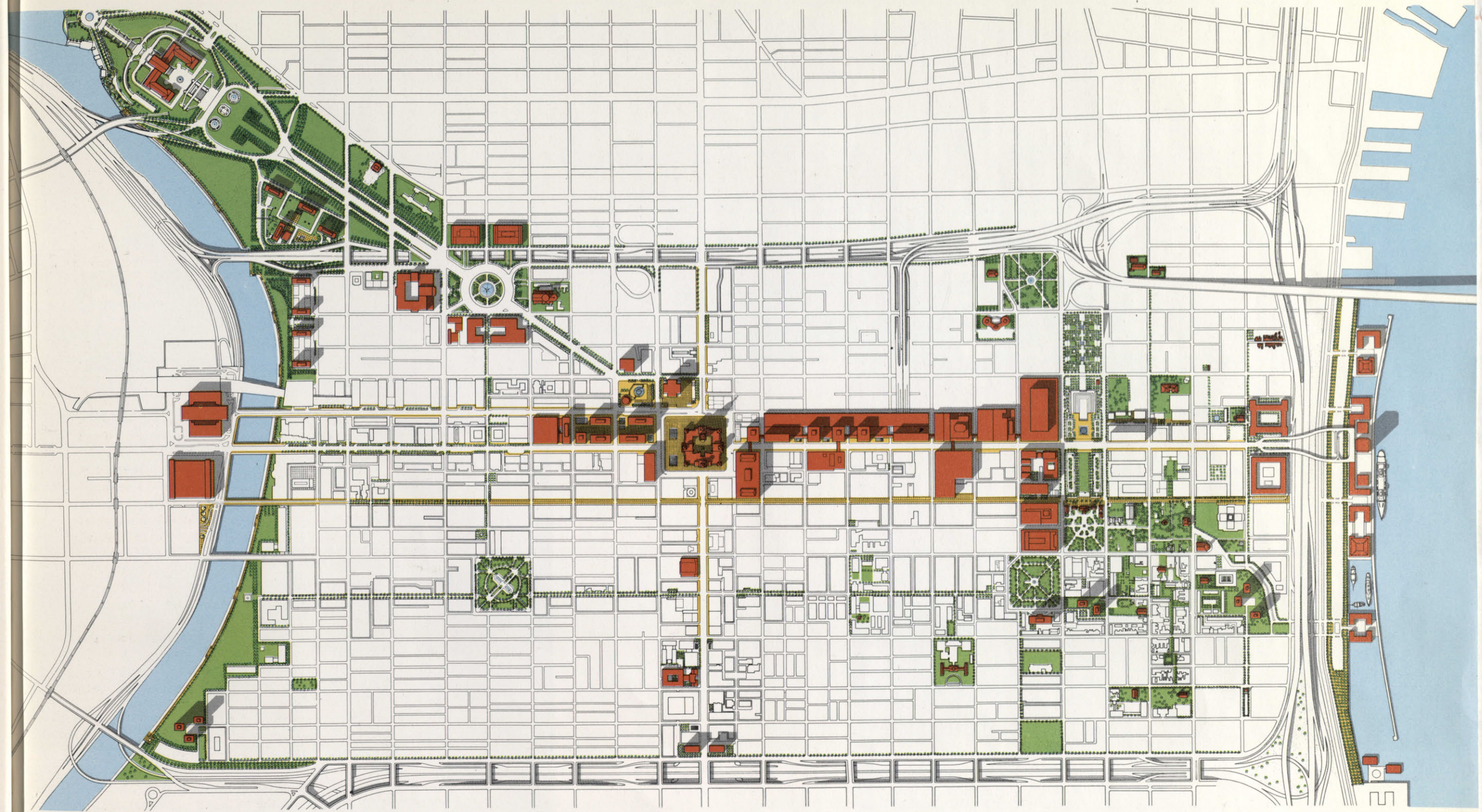
It is a functional plan. It is a logical expression in three-dimensional terms of regional forces, particularly of the regional transportation systems. It is carefully adjusted to provide unified terminal facilities for these systems, and connections between them and the various Center City objectives. The land uses and building masses are carefully organized to relate most perfectly to these systems and their terminals.

It is an economic plan. It is designed to retain business and retail trade that is already here, and to attract new busi-

ness and commercial enterprises. It is geared to conserve and build up the supply of jobs in Center City, and so to accomplish one of the major objectives of the Comprehensive Plan for the long-range development of Philadelphia.

It is a practical plan. An amazing amount of it has already been accomplished or is under way, through the carefully coordinated efforts of government and private enterprise. What remains to be done will be geared into a practical financial program through the adoption each year by Council of a six-year Capital Program, setting forth all projects to be built by public monies, the amounts required, and the source of funds. This is governed by a rigorous and conservative financial policy which the City has imposed on itself. Because of this process, in which all City needs are carefully evaluated and balanced on a long term basis, the funds for further Center City improvements can be scheduled without disrupting neighborhood or city-wide improvement programs. The City funds are planned to generate the highest possible private investment, and the whole plan is practicable of accomplishment.

Finally, it is an attractive plan. It is designed to help produce a Center City that is fun to be in. Center City can survive only if people want to be there, and this will require far more than just a plan. It will require that extra effort and imagination on the part of the hundreds and thousands of people, who separately or collectively decide what Center City is to become.



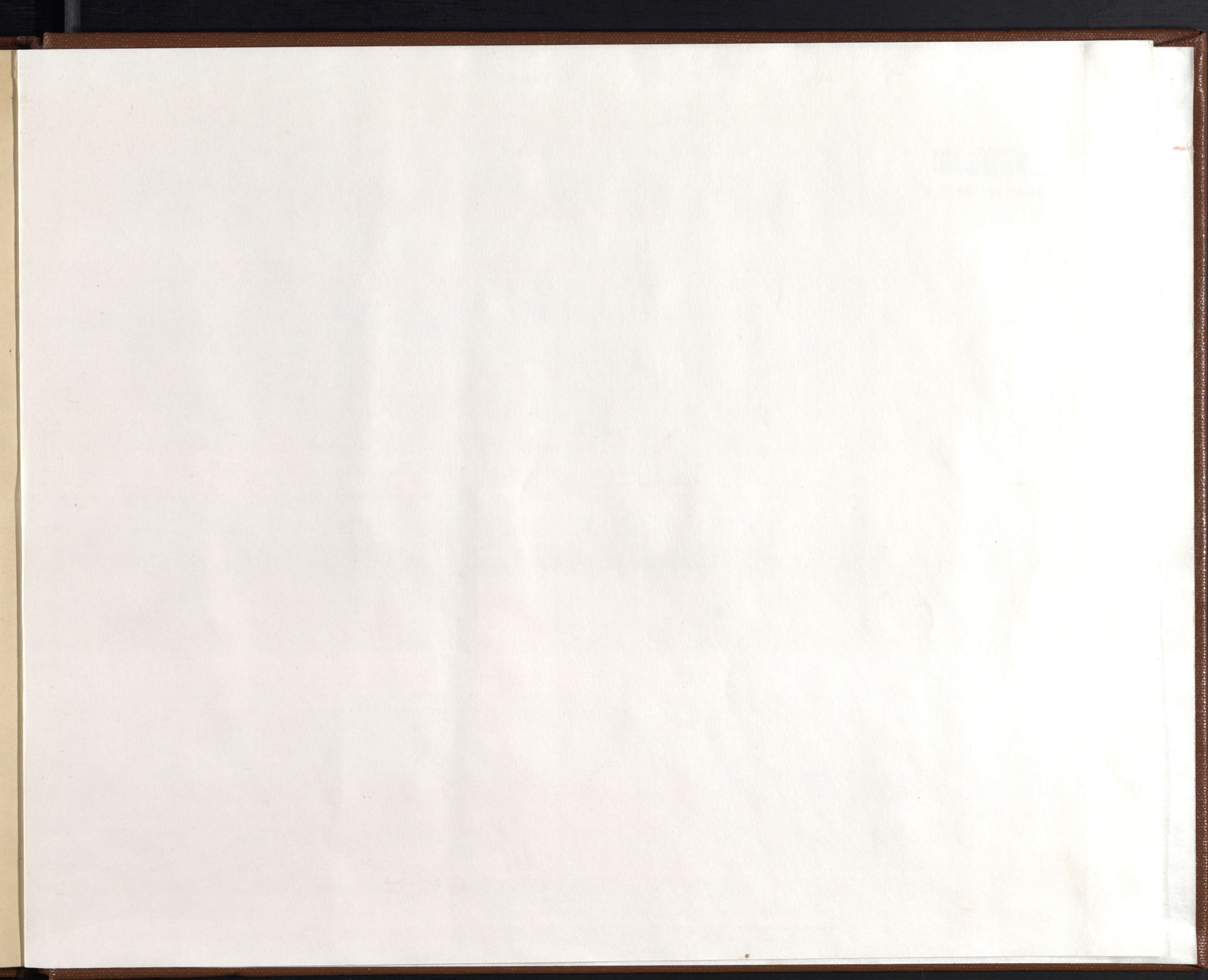
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