

## **Planning Principles derived from Citizen Values**

### **Reconnect the City to the river's edge**

Build Philadelphia to the river. Split up the sprawling, super-block-style street layout that damages the character of the central Delaware, and link the waterfront physically and visually to adjacent neighborhoods. Reuse historic structures to hold on to traces of Philadelphia's past. Bring the narrow, neighborly grid of streets to the river's edge so that dense intimate communities can thrive, increasing the sense of safety and strengthening community pride. Remove barriers to waterfront access and make it safe to work, walk and play in this new district. Reduce car traffic on Columbus Boulevard/Delaware Avenue and Interstate 95 so the human-scale city can flow to the river. Use innovative mass transit, car sharing and automated-parking techniques so that people can visit the waterfront without having to drive.

### **Honor the river**

Acknowledge the role the river has played in shaping Philadelphia, as well as its importance today. Support the needs of the shipping industry and Philadelphia's working port as a vital part of the city's current and future economic base. At the same time, think of the river as a series of interlocking systems—economic, recreational, transportation, residential, cultural and commercial—and work to manage the river's multiple uses and needs. Improve public access for boating, recreation and leisure. Maintain the health of the river for future generations. Build on Philadelphia's relationship with Camden, its neighbor on the New Jersey side of the Delaware River, and create water-taxi and ferry services to enhance the connections.

### **Design with nature**

Remember that the Delaware River is a giant watershed. Plan development along the river's edge carefully so that natural sites can coexist with residences, businesses and the working port. Practice effective water management to reduce storm water runoff from new development, and create new streams and inlets where paved-over creeks once fed into the Delaware. Encourage new development that enhances the river's ecology and environment rather than degrading it. Promote "green" building technologies and remediate and develop vacant brownfields in ways that celebrate the industrial past while creating new uses for the twenty-first century. Offer good mass transit along the waterfront to reduce car pollution and congestion.

### **Strike the right balance**

Create a livable and walkable community along the entire water's edge by encouraging a healthy mix of urban development and public improvements. Successful sites offer a blend of uses throughout the day and the year, so no single type of activity should dominate the central Delaware waterfront. Encourage a healthy public life along the water's edge with a careful balance of public spaces, shops, cafés and residences. Design Delaware Avenue/Columbus Boulevard to be one of the great boulevards of the world, one that manages traffic artfully, encourages a mix of uses with ground-level activity to keep streets populated and includes a variety of lively public spaces. Promote dense, human-scale development that brings people and urban energy to the river. Create a destination for local residents and visitors that adds to Philadelphian's sense of hometown pride. Beautify the public realm through signage, public art and landscaping.

### **Take the long view**

Do not be seduced by short-term gains in developing the central Delaware. Think big and create bold plans for the future of I-95 at Penn's Landing, the connections between the river and the neighborhoods and the possibilities for creating a world-class waterfront. Seize the opportunity to create a visionary road map for large-scale public investment in Delaware Avenue/Columbus Boulevard, mass transit and the creation of generous public spaces. Encourage high-quality private urban development and support it with urban-design excellence in the public realm. Aim high and put forward a vision that can be implemented in phases over the next fifty years. Cultivate farsighted civic and political leadership to put the plan into action.

### **Protect the public good**

Connect city neighborhoods to the waterfront through a new and distinct network of public places that tells the story of Philadelphia and the Delaware River. Reach out along the river to the north and the south—beyond the central Delaware—and link the central region with the public improvements planned for those other areas. Develop a waterfront that will bring different types of people together through shared experiences of public spaces. Establish the waterfront as a meeting place for all Philadelphia residents, and provide multiple access points for neighbors to use. Plan for a diverse built environment as well as a diverse community of residents. Develop public policies that encourage a variety of housing opportunities for citizens of mixed income levels and backgrounds and that protect the quality of life for local community members.

### **Make it real, Philadelphia**

Honor Philadelphia's illustrious past and promising future through the design of the central Delaware. Make the riverfront a real place based on local values by ensuring that the implementation of the civic vision for the central Delaware is based on sustained citizen engagement. Tap into Philadelphia's vast

wealth of design excellence for inspiration while making sure that the vision for the central Delaware is truly contemporary. Create a lasting legacy of urban- design excellence for generations to come through the thoughtful balance of public good and private development. Continue making citizen input a priority as the plan for the central Delaware takes shape so that this vital dialogue can continue to inform development.

*To learn more about the Civic Vision please visit [www.planphilly.com/vision](http://www.planphilly.com/vision)*