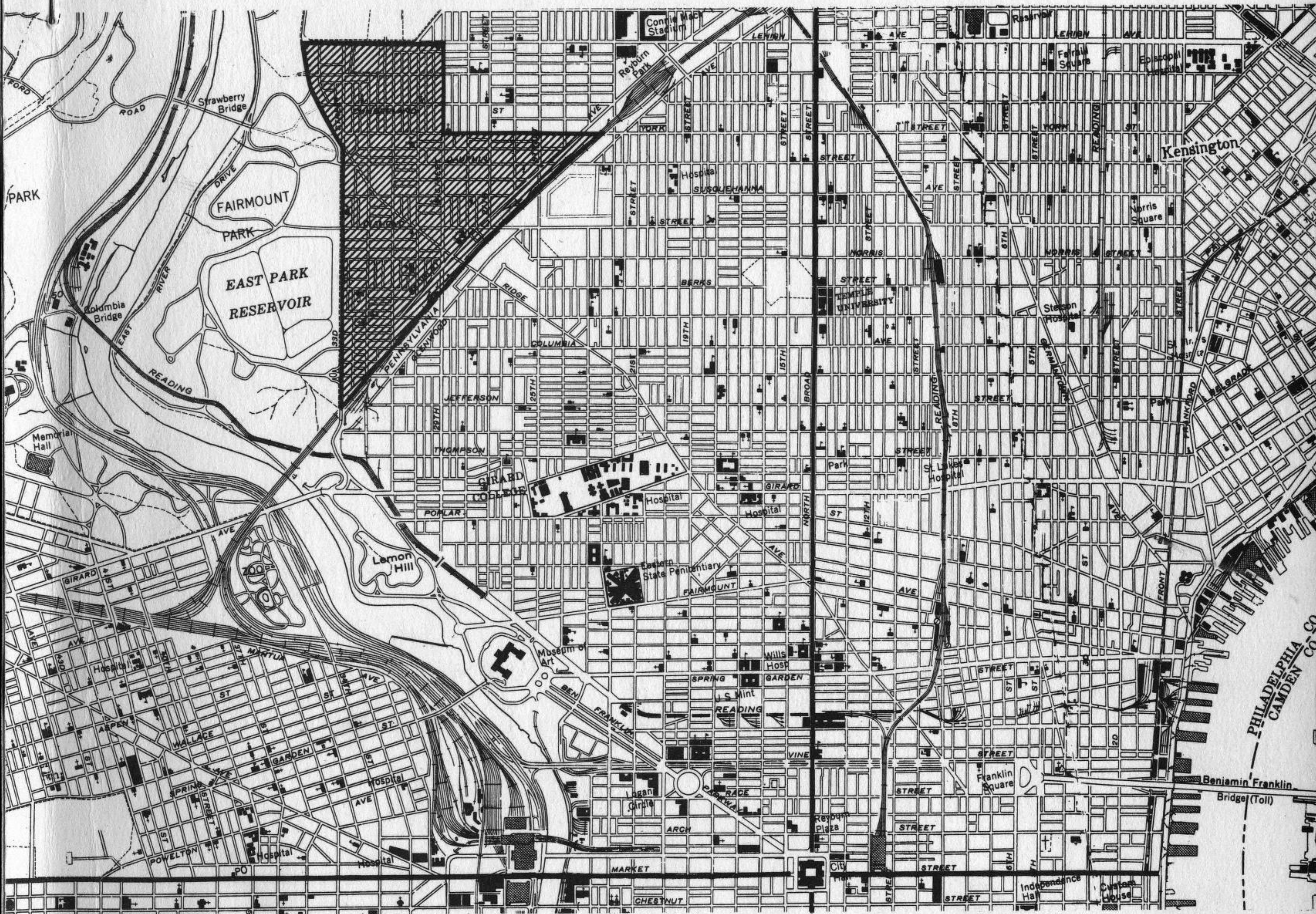


URBAN RENEWAL - PHILADELPHIA
(STRAWBERRY MANSION)

STRAWBERRY MANSION

REDEVELOPMENT AREA PLAN

CITY
PLAN
FILE



PHILADELPHIA CITY PLANNING COMMISSION

DECEMBER 1966



CITY OF PHILADELPHIA

STRAWBERRY MANSION
REDEVELOPMENT AREA PLAN
Philadelphia City Planning Commission
December 1966

PHILADELPHIA CITY PLANNING COMMISSION
13th Floor, City Hall Annex
S. E. Cor., Juniper & Filbert Sts., Philadelphia, Pa. 19107
MU 6-9700

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Chairman

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PAUL F. CROLEY
Assistant Executive Director

EDWIN H. KNAPP
Assistant Executive Director

December 20, 1966

Mr. Gustave G. Amsterdam, Chairman
Redevelopment Authority of the
City of Philadelphia
City Hall Annex
Philadelphia, Pa. 19107

Dear Mr. Amsterdam:

Transmitted herewith is a redevelopment area plan for the Strawberry Mansion Redevelopment Area which includes all provisions of plans previously prepared for this area.

This plan covers the area bounded by Lehigh Avenue, 29th Street, York Street, the right-of-way of the Pennsylvania Railroad, 33rd Street and Ridge Avenue. The area comprises approximately 364 acres.

The Commission further certifies that this area is a redevelopment area as defined by the Urban Redevelopment Law of May 24, 1945, P.L. 991 as amended.

This plan conforms with the Comprehensive Plan for the City of Philadelphia, dated May 1960 as amended, and was approved by the City Planning Commission at its meeting of December 20, 1966.

Sincerely yours,

G. Holmes Perkins
Chairman



Fine Arts/HT/177/P5/P5357/1966

INTRODUCTION

The Strawberry Mansion Redevelopment Area Plan covers that portion of North Philadelphia bounded by Lehigh Avenue, 29th Street, York Street, the right-of-way of the Pennsylvania Railroad, 33rd Street and Ridge Avenue. The plan is a development of the concepts established in the Strawberry Mansion General Redevelopment Plan of May 1962, and incorporates the proposed Strawberry Mansion Urban Renewal Area Unit No. 1.

**STRAWBERRY MANSION
REDEVELOPMENT AREA PLAN
Philadelphia City Planning Commission
December 1966**

The Plan is in keeping with the Comprehensive Plan of the City of Philadelphia May 1960 (as amended).

EXISTING CONDITIONS

The Strawberry Mansion Redevelopment Area comprises approximately 364 acres. The area was certified by the City Planning Commission on April 27, 1962. At that time the characteristics which warranted designation of the area for redevelopment were:

1. Inadequate planning of the area.
2. Unsafe, unsanitary, and inadequate conditions of (certain) buildings.
3. Excessive land coverage.
4. Lack of proper light, air and open space.
5. Defective arrangement of buildings.
6. Deficient street and lot layout.
7. Industrially and socially undesirable land uses.

These conditions continue to exist in the area. Intensely developed residential areas with narrow streets cause severe parking problems and traffic congestion. Industrial and commercial uses occupy a large portion of the area and are generally located in converted buildings which make inefficient use of the available land. Scattered and strip commercial uses are particularly prominent on Ridge Avenue and 31st Street. The lack of off-street parking or loading facilities increases traffic congestion in the area.

The residential area is in good condition and can be so maintained with limited clearance. This will also allow for the development of recreation facilities and open space which the area is entitled to in spite of its proximity to Fairmount Park.

INTRODUCTION

The Strawberry Mansion Redevelopment Area Plan covers that portion of North Philadelphia bounded by Lehigh Avenue, 29th Street, York Street, the right-of-way of the Pennsylvania Railroad, 33rd Street and Ridge Avenue. The plan is a development of the concepts established in the Strawberry Mansion General Neighborhood Renewal Plan of May 1962, and incorporates the proposals of the Strawberry Mansion Urban Renewal Area Unit No. 1.

The Plan is in keeping with the Comprehensive Plan of the City of Philadelphia May 1960 (as amended).

EXISTING CONDITIONS

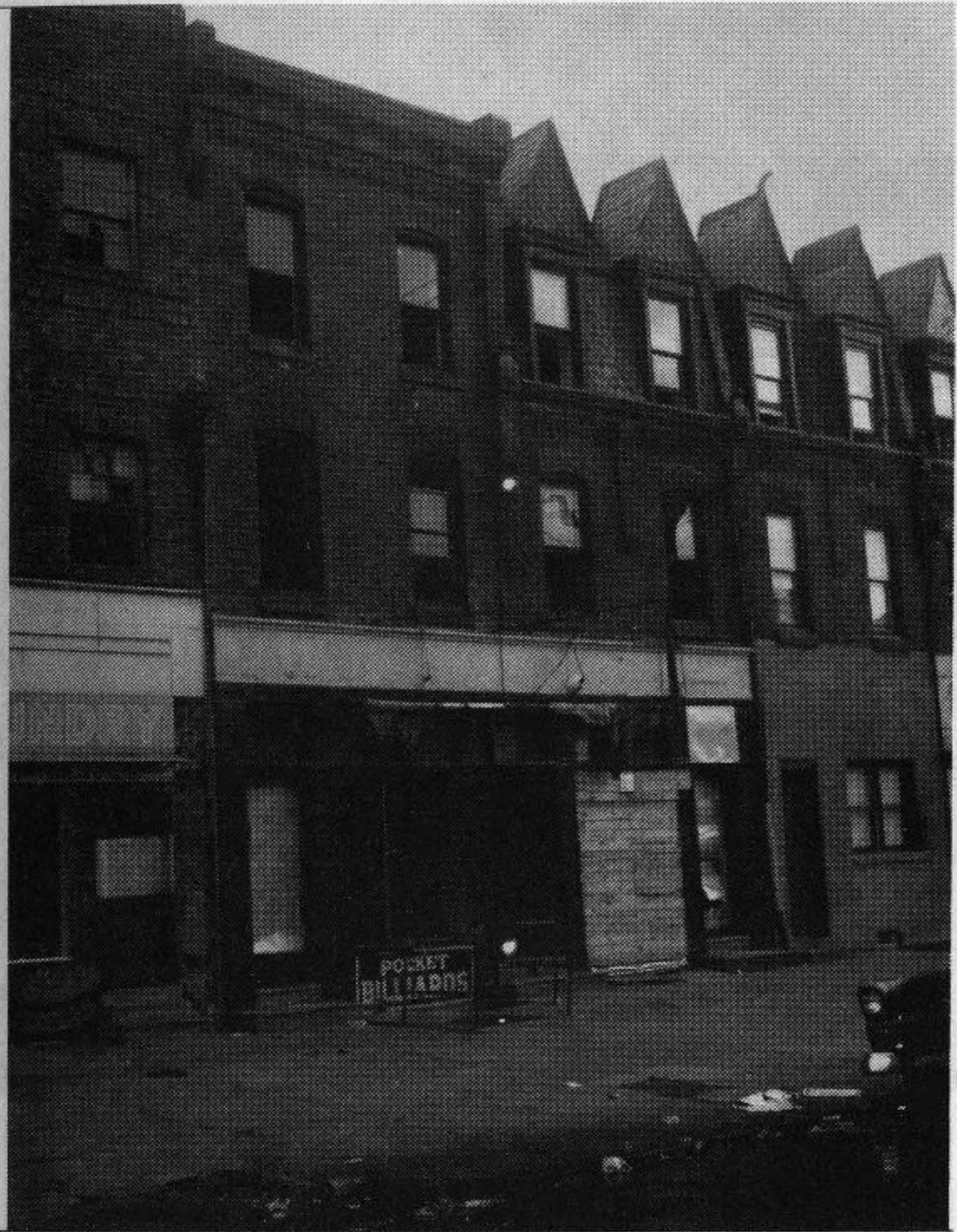
The Strawberry Mansion Redevelopment Area comprises approximately 364 acres. The area was certified by the City Planning Commission on April 27, 1962. At that time the characteristics which warranted designation of the area for redevelopment were:

- a. Inadequate planning of the area.
- b. Unsafe, unsanitary, and inadequate condition of (certain) buildings.
- c. Excessive land coverage.
- d. Lack of proper light, air and open space.
- e. Defective arrangement of buildings.
- f. Faulty street and lot layout.
- g. Economically and socially undesirable land uses.

These conditions continue to exist in the area. Intensely developed residential areas with narrow streets cause severe parking problems and traffic congestion. Industrial and commercial uses occupy a large portion of the area and are generally located in converted buildings which make inefficient use of the available land. Scattered and strip commercial uses are noticeable particularly on Ridge Avenue and 31st Street. The lack of off-street parking or loading facilities increases traffic congestion in the area.

Much of the residential area is in good condition and can be so maintained by conservation with limited clearance. This will also allow for the development of recreation facilities and open space which the area is lacking in spite of its proximity to Fairmount Park.

Economically or socially undesirable
land uses *open light and open space*
26th Street and Sedgley Avenue



Unsafe, unsanitary condition of certain buildings
31st Street and Euclid Avenue *27th Street*

Unsafe, unsanitary condition of
certain buildings *Street*
31st and Norris Streets



Lack of proper light and open space
2600 block of Dover Street



EXISTING LAND USE



that the predominant use is
the area in this category.
street. Within this area are
such as the Elaine, Stokley,
Junior High Schools. Scatter-
ments exist along 31st Street

Inadequate planning of the area
2200 block of 27th Street



Faulty street layout
Ridge Avenue and Natrona Street

seriously dilapidated build-
ings will make land available
for residential parking as well as for small neighborhood parks.
Large areas for recreational purposes will be provided adjacent to the
Elaine School and the Hill and Strawberry Mansion Junior High Schools.
The George Leiberer Seminary at Lehigh Avenue will be made available
for a new school. Other sites essen-
tial as the closing of certain streets
and reconstruction. Rehabilitatio
changes of non-conforming uses will
be made. Open spaces will be retail
and commercial center will be deve
located and commercial area east
This will consist
replacement of
anyway with
total work will continue adjacent to

EXISTING LAND USE

A survey of existing land use indicates that the predominant use is residential with 163 acres or 44.5% of the area in this category. This area lies primarily west of 29th Street. Within this area are the major existing institutional uses such as the Blaine, Stokley, McIntyre, Hill and Strawberry Mansion Junior High Schools. Scattered commercial uses in dilapidated structures exist along 31st Street and Ridge Avenue.

The area east of 29th Street is primarily industrial and commercial with some residential uses on the periphery. Institutions located in this area include the Most Precious Blood Church and the Clara Baldwin Settlement House.

PROPOSED LAND USE

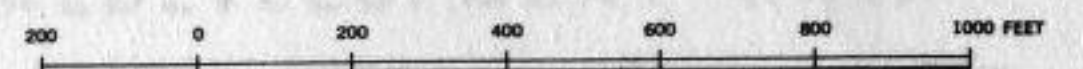
Limited clearance of non-residential and seriously dilapidated buildings within the existing residential areas will make land available for residential parking as well as for small neighborhood parks. Large sites for recreational purposes will be provided adjacent to the Blaine School and the Hill and Strawberry Mansion Junior High Schools. The German Lutheran Cemetery at Lehigh Avenue will be made available for a new school. Other sites assembled by the removal of commercial uses and the closing of certain streets will be available for new residential construction. Rehabilitation of existing dwellings and limited clearance of non-conforming uses will predominate west of 29th Street. Selected corner stores will be retained in this residential area and a new commercial center will be developed at 32nd and Columbia. The industrial and commercial area east of 29th Street will be cleared for new construction. This will consist of a new commercial center at 29th and Dauphin Streets, a replacement of the McIntyre School at 28th and Dauphin Streets and new housing with related public open space. Industrial uses will continue adjacent to the railroad.



EXISTING LAND USE

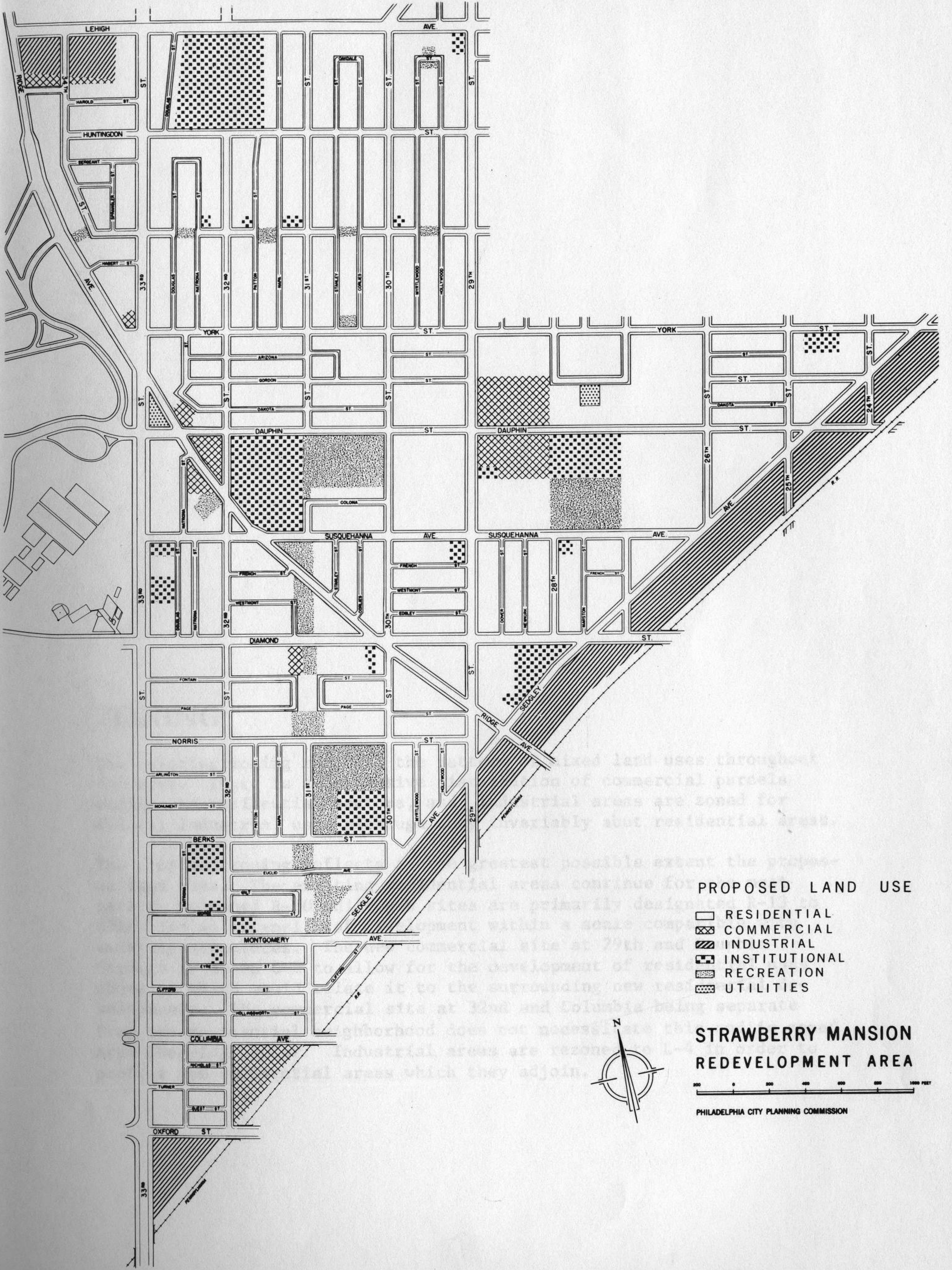
- RESIDENTIAL
- ▨ COMMERCIAL
- ▩ RESIDENTIAL COMMERCIAL
- ▧ INDUSTRIAL
- ▤ INSTITUTIONAL
- ▥ RECREATION
- ▽ VACANT

**STRAWBERRY MANSION
REDEVELOPMENT AREA**



PHILADELPHIA CITY PLANNING COMMISSION





PROPOSED LAND USE

- RESIDENTIAL
- ⊠ COMMERCIAL
- ▨ INDUSTRIAL
- ▣ INSTITUTIONAL
- ░ RECREATION
- ░ UTILITIES

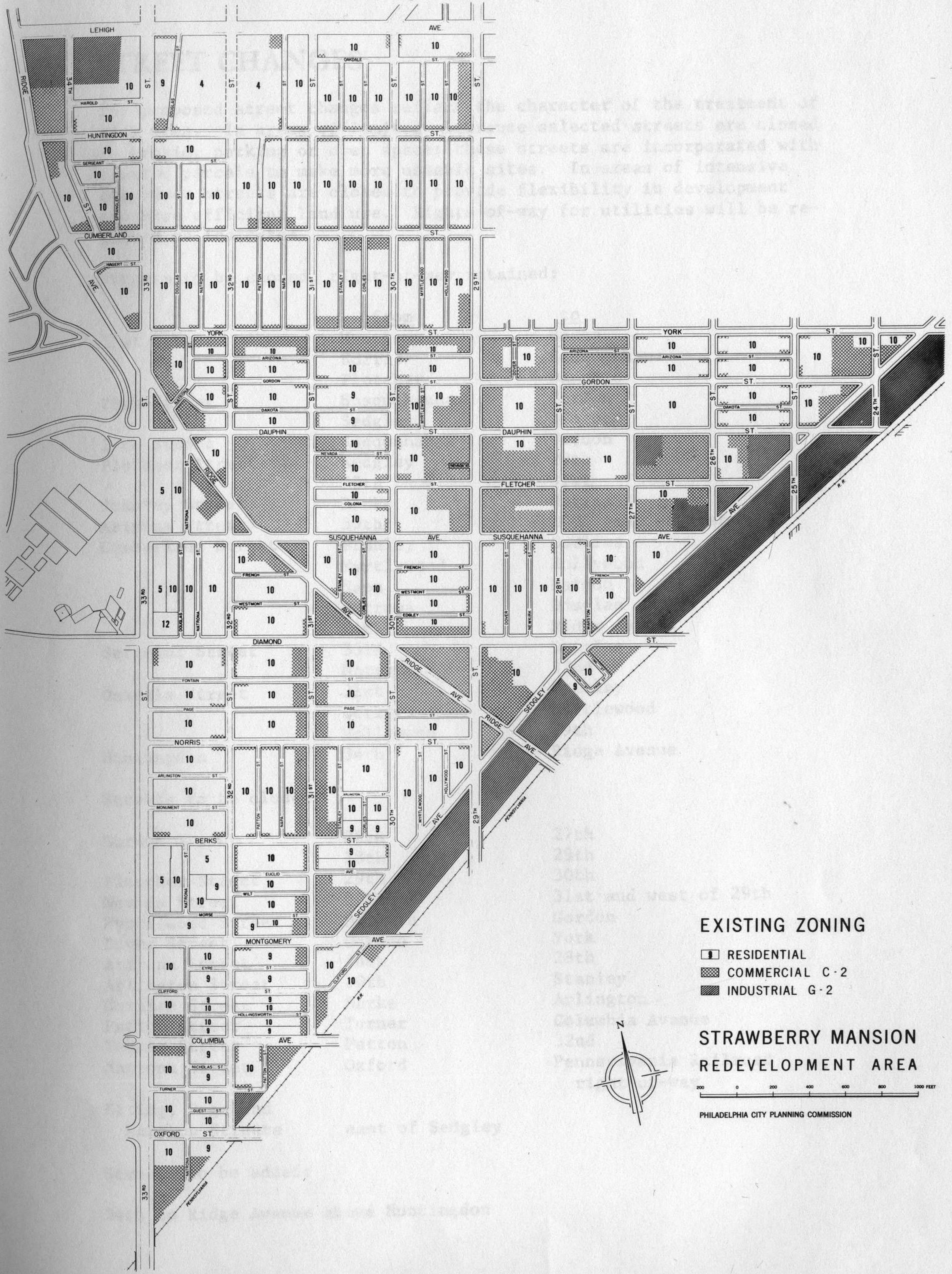
STRAWBERRY MANSION REDEVELOPMENT AREA






ZONING

The existing zoning reflects the pattern of mixed land uses throughout the area. There is an extensive distribution of commercial parcels within the residential sectors, and industrial areas are zoned for General Industrial uses although they invariably abut residential areas.

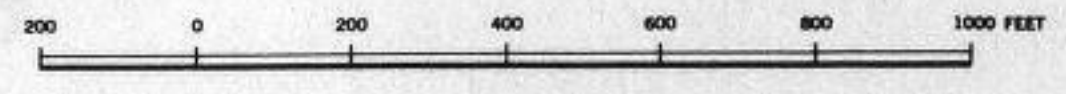
The proposed zoning reflects to the greatest possible extent the proposed land uses. The existing residential areas continue for the most part to be zoned R-10 while new sites are primarily designated R-13 to allow for an intensity of development within a scale compatible with existing structures. The new commercial site at 29th and Dauphin Streets is zoned C-2 to allow for the development of residential uses above it which would relate it to the surrounding new residential developments. The commercial site at 32nd and Columbia being separate from the residential neighborhood does not necessitate this and is zoned Area Shopping Center. Industrial areas are rezoned to L-4 in order to protect the residential areas which they adjoin.



EXISTING ZONING

-  RESIDENTIAL
-  COMMERCIAL C-2
-  INDUSTRIAL G-2

**STRAWBERRY MANSION
REDEVELOPMENT AREA**



PHILADELPHIA CITY PLANNING COMMISSION



STREET CHANGES

The proposed street changes reflect the character of the treatment of each area. In areas of limited clearance selected streets are closed to provide parking or open space; these streets are incorporated with cleared parcels to make more useable sites. In areas of intensive clearance streets are closed to provide flexibility in development and more efficient land use. Rights-of-way for utilities will be retained as indicated.

Streets to be closed, right-of-way retained:

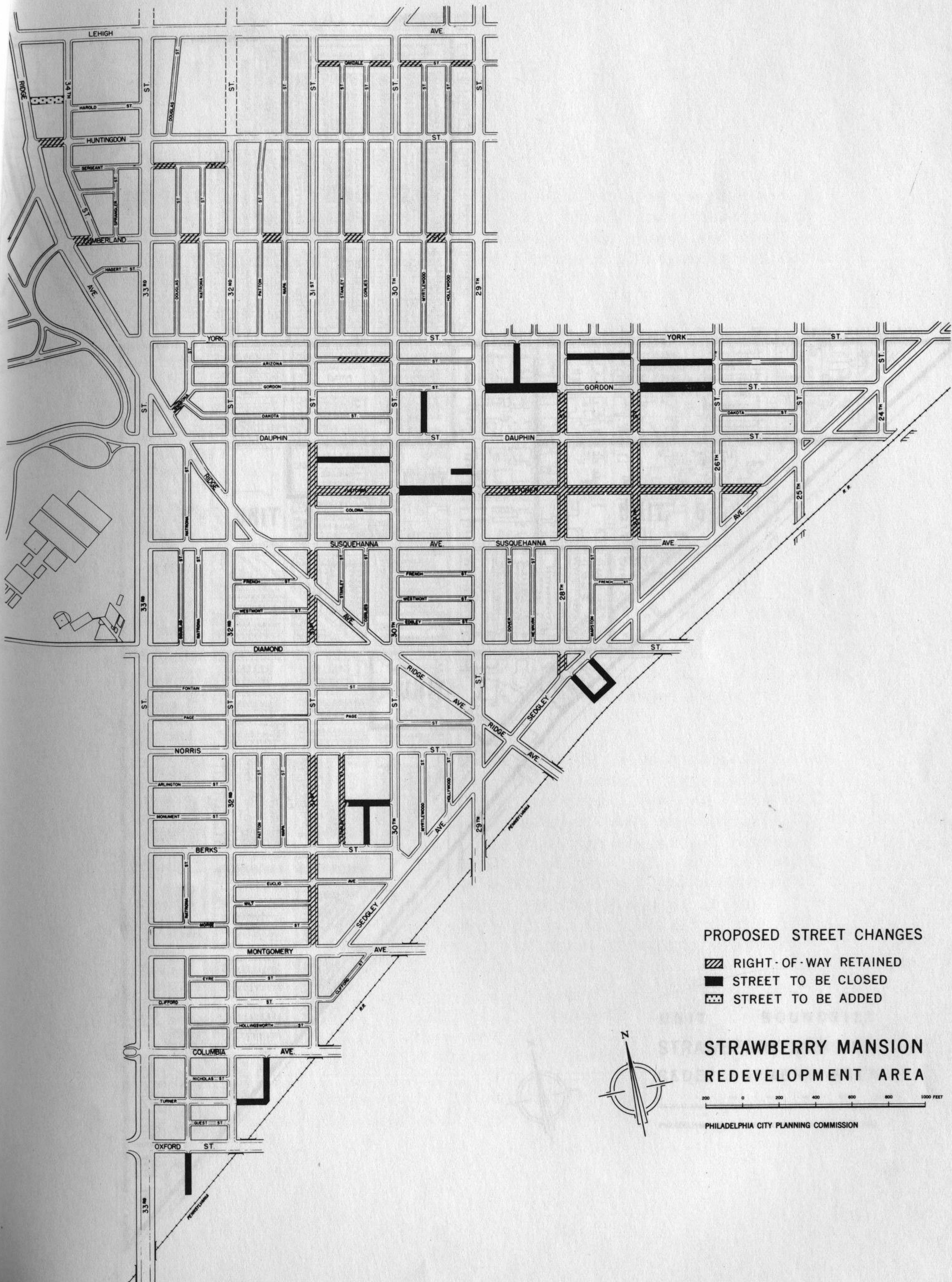
	<u>from</u>	<u>to</u>
31st Street	Montgomery	Berks
	Norris	Susquehanna
	Fletcher	Dauphin
28th Street	Susquehanna	Gordon
	Sedgley	Diamond
27th Street	Susquehanna	Gordon
Fletcher Street	Sedgley	29th
	30th	31st
Stanley Street	Berks	Norris
Arizona Street	30th	100' east of 31st
Cumberland Street	Stanley	Corlies
	Myrtlewood	Hollywood
	Napa	Patton
	Natrona	Douglas
	34th	Ridge Avenue
Sergeant Street	33rd	Douglas
	Natrona	32nd
Oakdale Street	31st	Stanley
	Corlies	Myrtlewood
	Hollywood	29th
Huntingdon	34th	Ridge Avenue

Streets to be closed:




Gordon Street	26th	27th
	28th	29th
Fletcher Street	29th	30th
Nevada Street	30th	31st and west of 29th
Myrtlewood Street	Dauphin	Gordon
Dover Street	Gordon	York
Arizona Street	26th	28th
Arlington Street	30th	Stanley
Corlies Street	Berks	Arlington
Patton Street	Turner	Columbia Avenue
Turner Street	Patton	32nd
Natrona Street	Oxford	Pennsylvania Railroad
		right-of-way
Etting, Page and Marston Streets	east of Sedgley	

Streets to be added:

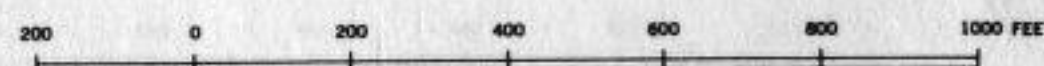
34th to Ridge Avenue above Huntingdon



PROPOSED STREET CHANGES

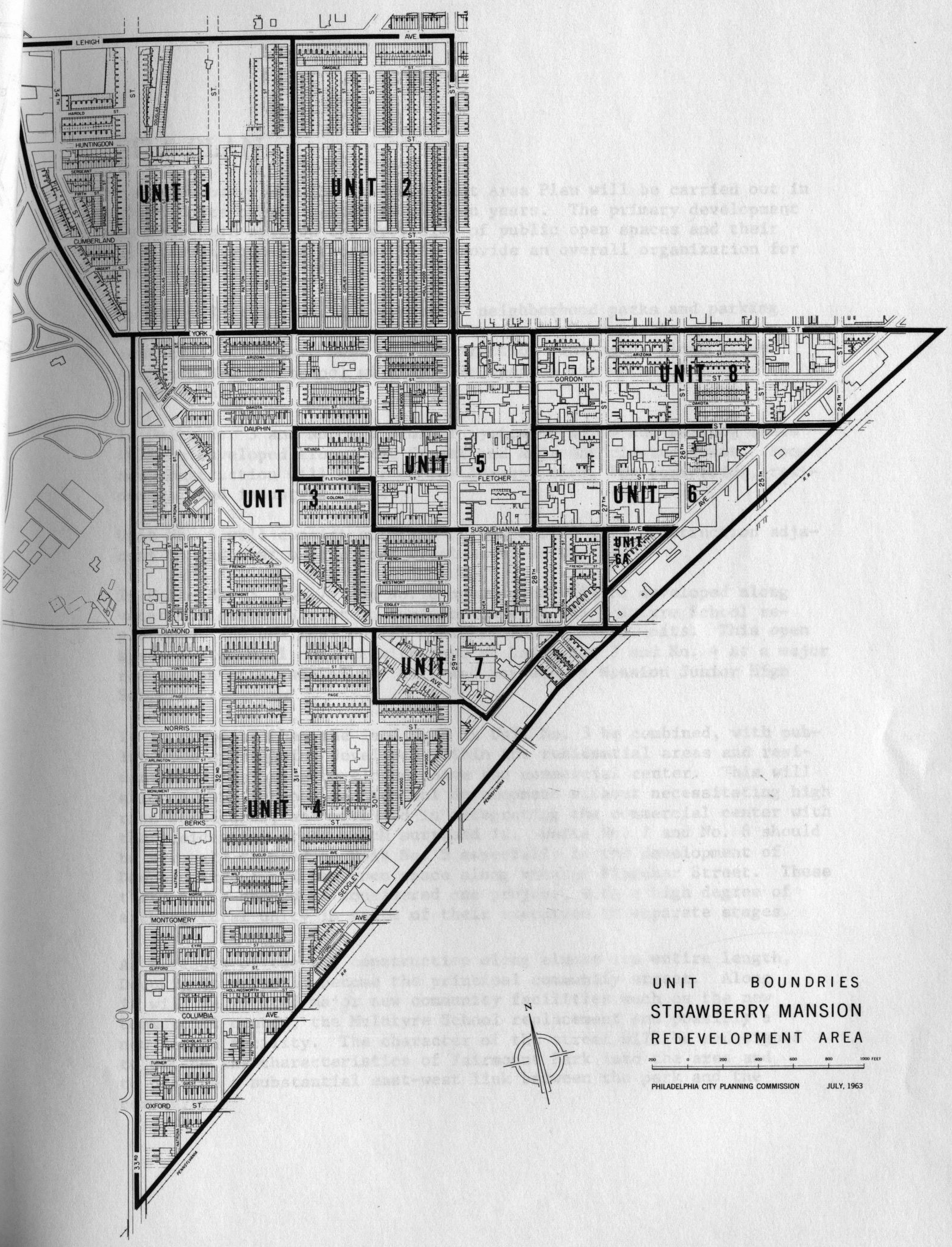
-  RIGHT-OF-WAY RETAINED
-  STREET TO BE CLOSED
-  STREET TO BE ADDED

STRAWBERRY MANSION REDEVELOPMENT AREA



PHILADELPHIA CITY PLANNING COMMISSION



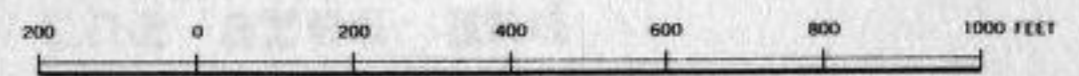


Area Plan will be carried out in
 years. The primary development
 of public open spaces and their
 role in overall organization for

development of
 the area. This area
 will be developed in a major
 urban center.

...be combined, with sub-
 commercial areas and resi-
 dent center. This will
 be a high
 commercial center with
 No. 5 and No. 6 should
 development of
 streets. These
 in degree of
 separate stages.

UNIT BOUNDRIES
 STRAWBERRY MANSION
 REDEVELOPMENT AREA



PHILADELPHIA CITY PLANNING COMMISSION JULY, 1963

SITE PLAN

The Strawberry Mansion Redevelopment Area Plan will be carried out in eight units over a period of fifteen years. The primary development in each unit will be the provision of public open spaces and their relationship to one another will provide an overall organization for the area.

In Units No. 1 and No. 2 a system of neighborhood parks and parking areas would be developed along vacated Cumberland Street and adjacent cleared areas. Some new construction will occur along Ridge Avenue and a new school will be developed on the German Lutheran Cemetery site.

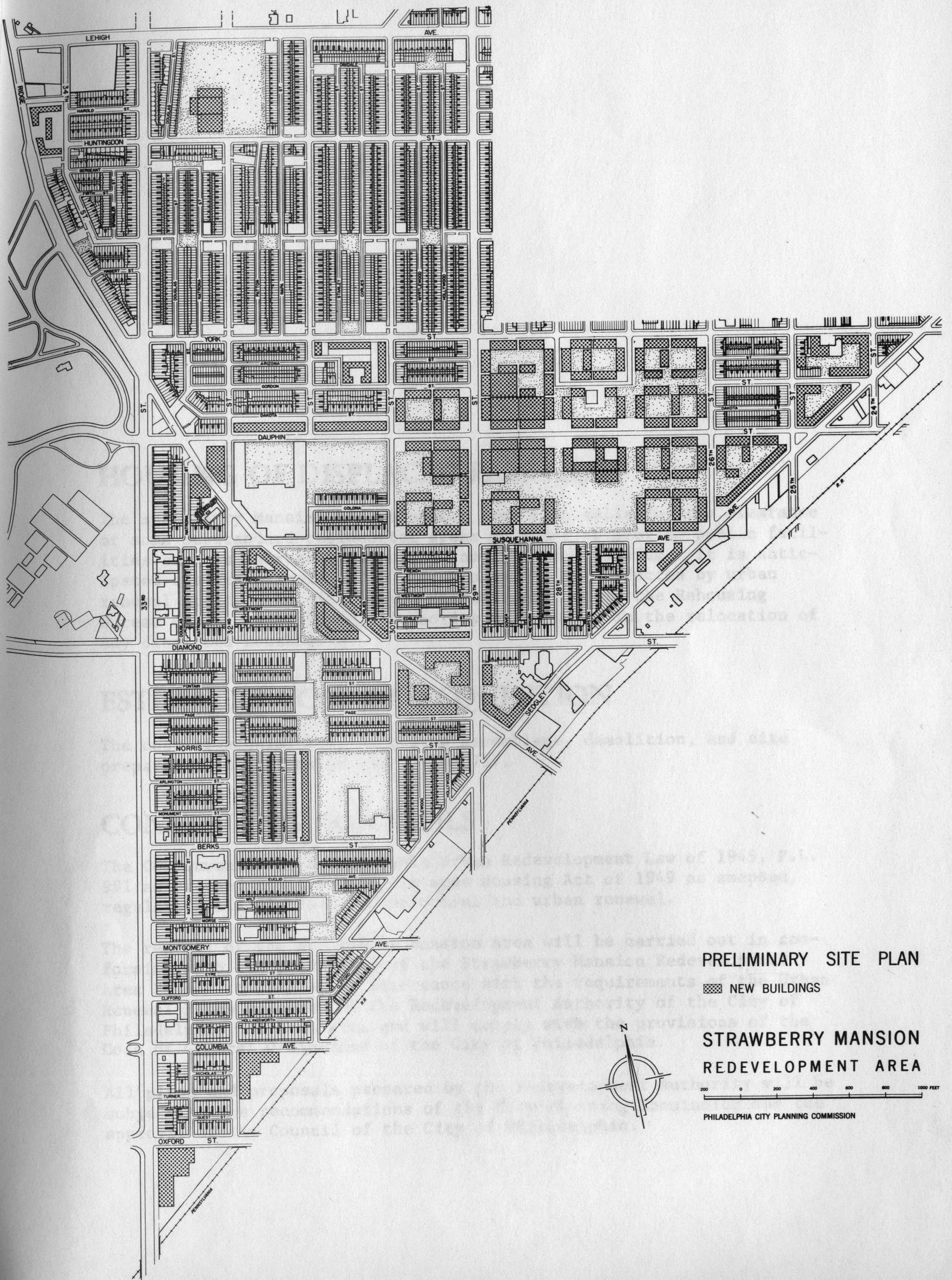
In Units No. 3 and No. 4 a similar system of parks and parking areas will be developed along 31st Street and adjacent cleared areas. Some new construction will occur on the larger sites, for commercial, residential and industrial uses.

Unit No. 6 will consist entirely of new residential construction adjacent to and west of the Most Precious Blood Church.

In Units No. 5, No. 7, and No. 8 open space will be developed along vacated Fletcher Street in conjunction with the McIntyre School replacement and new residential construction in these units. This open space system will connect with that of Units No. 3 and No. 4 at a major recreation site east of the Hill and Strawberry Mansion Junior High Schools.

It is proposed that the land uses in Unit No. 5 be combined, with public open space being developed within the residential areas and residential units being developed above the commercial center. This will allow a more intense residential development without necessitating high rise structures, and will aid in integrating the commercial center with the residential areas which surround it. Units No. 7 and No. 8 should be strongly related to Unit No. 5 especially in the development of Dauphin Street and the open space along vacated Fletcher Street. These three units should be considered one project, with a high degree of architectural unity in spite of their execution in separate stages.

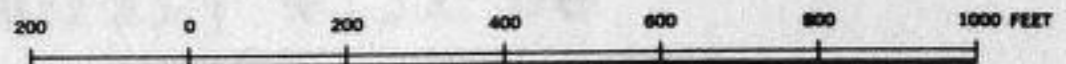
As a result of the new construction along almost its entire length, Dauphin Street will become the principal community street. Along it will be located major new community facilities such as the new commercial center, the McIntyre School replacement and possibly a new health facility. The character of the street will be redesigned to extend the characteristics of Fairmount Park into the area and to provide a substantial east-west link between the park and the community.



PRELIMINARY SITE PLAN

▨ NEW BUILDINGS

STRAWBERRY MANSION
REDEVELOPMENT AREA



PHILADELPHIA CITY PLANNING COMMISSION

HOUSING OF DISPLACED FAMILIES

The Strawberry Mansion Redevelopment Area Plan calls for the clearance of some substandard residential areas in order to provide public facilities such as recreation space and neighborhood parking. It is anticipated the approximately 2100 households will be affected by urban renewal action. In cases where displacement occurs the Rehousing Bureau of the Redevelopment Authority will assist in the relocation of any displaced households.

ESTIMATED COST OF ACQUISITION

The cost of acquisition, including assemblage, demolition, and site preparation is estimated at \$17,364,797.

CONTINUING CONTROLS

The Commonwealth of Pennsylvania Urban Redevelopment Law of 1945, P.L. 991 as amended and the United States Housing Act of 1949 as amended, regulate Philadelphia's redevelopment and urban renewal.

The renewal of the Strawberry Mansion Area will be carried out in conformity with the provisions of the Strawberry Mansion Redevelopment Area Plan. It will be in accordance with the requirements of the Urban Renewal Plans prepared by the Redevelopment Authority of the City of Philadelphia for this area and will comply with the provisions of the Code of General Ordinances of the City of Philadelphia.

All plans and proposals prepared by the Redevelopment Authority will be subject to the recommendations of the City Planning Commission and the approval of the Council of the City of Philadelphia.