FISHTOWN
Fishtown Neighbors Association | Zoning Committee | Philadelphia, PA

Design Guidelines
Contents

I. About the Neighborhood

II. Design Scorecard

III. Design Guidelines
   a. Neighborhood Context
   b. Street Activity
   c. Building Character
   d. Development Team

IV. Communicating the Design

V. Glossary

VI. Appendix A: Resources

VII. Appendix B: Historic District

Version 2 | 2017

This document was a collective effort of community members and leaders of the Fishtown Neighbors Association, the East Kensington Neighbors Association and New Kensington Community Development Corporation.

Zoning Committee Members: Matthew Karp (Chair), Chris DePalma, Michael Kind, Kimberly Miller, Joshua Stratton-Rayner, Ryan Welch, Venice Whitaker, Kara Haggerty Wilson, Marie Windfelder.

Past Committee Members: Marcus Acheson, Jeff Carpineta, Sarah Corlett, Kathryn Doherty-Chapman, Micah Hanson, Brian Kantorek, Paul Kimport, Joe McNulty, Dave Nelson, Kerry Nelson, Cosmo Lovecchio, Matt Pappijon, Marilyn Pitt, Shanta Schachter, Dan Skolnick, Sarah Thorp, Whitney Wexler, Duane Wilcox, James Wright.
Fishtown’s layout and buildings give it a unique character. Its residents feel a strong sense of attachment to and identity with their neighborhood. To many, Fishtown is an extended family of thousands. William Penn called it “one of the pleasantest situations on the river.”

Fishtown tells a unique and important story about the development of Philadelphia. Fishtown sits between Northern Liberties and Kensington on the spot where William Penn made his legendary treaty with the Native Americans. The name of the neighborhood comes from the major occupation of its early inhabitants who caught cod, shad, and pike, selling them from pushcarts in the streets. Until the 1960s, Fishtown was a major industrial area. There were four shipyards, a drydock, a canning factory, and a large sugar firm. As late as the 1950s, baseballs were being stitched in homes for the Reach Sporting Goods Company.

Today Fishtown is a close-knit community where people are proud of their homes and the blocks on which they live. Some historical spots in the neighborhood include Penn Treaty Park at the Riverfront at Beach Street and Columbia Avenue, Soup Society at 1036 Crease Street, Kensington United Methodist Church (Old Brick Church) at Richmond and Marlborough Streets, and Palmer Cemetery at Palmer and Belgrade Streets.

For reference, the Fishtown Neighbors Association recognizes the official boundaries of Fishtown shown on the below map.
The design guidelines that follow are distilled into the below scorecard to evaluate a project during the initial design review. The results are shared online and at the community meeting.

### Design Scorecard

#### Neighborhood Context

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Deficit</th>
<th>Neutral</th>
<th>Asset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the proposed building use appropriate to the site and surrounding neighborhood?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Density</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the density created by the project acceptable? Consider adjacent public transit, noise, and congestion.</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Space</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the proposed open space meet code?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amenities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are any public amenities provided or enhanced (such as plazas, gardens, or community space)?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Existing Structures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are existing on-site or nearby structures incorporated into the design?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environmental Impact</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have green roofs, storm water runoff and light pollution been considered? Construction practices?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environmental Leadership</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is LEED or an alternative green building certification being pursued?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Street Life

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Deficit</th>
<th>Neutral</th>
<th>Asset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Activity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Will the appearance of activity within the building be visible from the street and enhance safety?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Edge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the building strengthen the existing street edge or positively interrupt it?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegetation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are existing trees maintained and would new trees be added? Planters?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are multiple off-street parking spaces achieved with one curb cut?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are garage doors located off public street fronts or avoided completely?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Servicing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are meters and waste areas well hidden?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Building Character

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Deficit</th>
<th>Neutral</th>
<th>Asset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the height respond to the surrounding buildings? Are important views respected?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Massing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the shape of the building appropriate to its context?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roof</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are mechanical units, pilot houses and downspouts successfully incorporated into the design?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Composition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are the scale and alignments of the door and window openings appropriate to the surrounding buildings?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are building materials contextual, sustainable and durable? Are the number of different types minimized?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Development Team

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Deficit</th>
<th>Neutral</th>
<th>Asset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood Experience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive past experiences?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If new to the area, was an effort made to understand the neighborhood identity?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Involvement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has the team proactively engaged neighbors and responded to their concerns?</td>
<td>-1 0 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Subtotals

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>

### Total Score

Scores below 5 to revise & return for an additional design review before meeting with the community.
Design Guidelines

Note: Words in **bold type** are explained in the accompanying Glossary of Terms.

**A. Neighborhood Context**

1. **Use**

*Is the proposed building use appropriate to the site and surrounding neighborhood?*

A. Use of buildings should thoughtfully reflect the use of the block currently and should consider how effectively it functions under its current use. For example: Many blocks in the heart of Fishtown are primarily residential but corner stores, cafes, and restaurants are common.

B. **Mixed use** is highly encourage along the neighborhood’s emerging commercial corridors: Frankford, Girard & Front Streets.

C. Required **zoning variances** to the **Zoning and Planning Code** should be consistent with surrounding community and urban design best practices.

2. **Density**

*Is the density created by the project acceptable? Consider adjacent public transit, noise and congestion.*

A. The proposed **density of use** should not contribute to unacceptable levels of congestion.

B. For high-density projects, consider locating in close proximity to existing **transportation infrastructure**.

C. When higher densities than permitted by zoning are desired, attempt to achieve through built-in **zoning bonuses**.
3. Open Space

*Does the proposed open space meet code?*

A. Meet or exceed the open space code requirements for the particular zoning district.

B. Open space must be usable and physically accessible to occupants for normal outdoor activities.

C. While vegetated or “green” roofs are highly encouraged, they should not be used as a substitute for ground level open space.

D. When shortfalls at ground level cannot be avoided, a green roof should allow full occupant access similar to a lawn or garden. Extents should meet or exceed the open space requirement shortfalls.

4. Amenities

*Are any public amenities provided or enhanced (such as plazas, gardens, or community space)?*

A. For multi-family residential, commercial and mixed-use projects, consider constructing or enhancing public amenities such as parks, gardens, playgrounds, community centers, meetings spaces, transit stops, or art.

B. Be respectful of existing nearby public amenities and enhance connections to them when applicable.

5. Existing Structures

*Are existing on-site or nearby structures incorporated into the design?*

A. **Adaptive reuse** is highly encouraged.

B. Incorporate or respond to any historic or existing structures when possible. This does not necessarily mean that new developments must be aesthetically traditional or historic. While traditional and historic architectural styles can be and are appropriate in many cases, progressive and modern developments can also be sensitive to historical assets by introducing **counterpoint** or reinterpretations of historic styles.
6. Environmental Impact

Have green roofs, storm water runoff and light pollution been considered? Construction practices?

A. Minimize the overall development impact to the environment.

B. Complete a Phase 1 Environmental Site Assessment (ESA). If contaminants are identified, complete a Phase 2 ESA and remediate as required by local codes and regulations. This process is also highly encouraged for single-family homes, even if not required by code.

C. Utilize sustainable building practices, such as minimizing construction waste and noise and controlling erosion and sedimentation.

D. Vegetated or “green” roofs are encouraged and where large paved areas such as parking lots are required, it is recommended that pervious pavers be used. These strategies reduce solar heat gain, reduce storm water runoff and mitigate the “urban heat island effect.”

E. Do not use excessive and inappropriate levels of artificial light (light pollution).

F. Incorporate energy conservation measures such as building orientation for passive solar heating/cooling, optimizing building envelope insulation values and energy efficient equipment, appliances and fixtures.

G. On-site renewable energy technologies ("green power") such as solar panels are rapidly becoming more efficient and affordable. Many programs exist that may offset initial costs. Where possible, these technologies are highly encouraged.

H. Incorporate strategies to reduce water consumption and waste water.

7. Environmental Leadership

Is LEED or an alternative green building certification being pursued?

A. While not required, LEED (Leadership in Energy & Environmental Design) Certification through the U.S. Green Building Council (USGBC – www.usgbc.org) is encouraged.

B. Alternative or additional potential certifications include Passive House, Living Building Challenge, SITES and WELL, among others.
B. Street Life

1. Street Activity

*Will the appearance of activity within the building be visible from the street and enhance safety?*

A. The building use & design at the street level should promote pedestrian sidewalk activity. For example, visible ground floor retail or residential living spaces encourage this, while garages and masonry walls without windows do not.

B. The appearance of activity within the building should be visible from the sidewalk, both on the ground floor and the upper levels. This enhances neighborhood safety by proving "eyes on the street."

C. Provide clear pedestrian entrances at the front of the building.

D. Front garages are discouraged. Such features discourage pedestrian engagement, prevent visibility on the street and compromise the safety of residents with cars backing out.

E. Design well-lit exterior spaces that promote safety.

F. During construction, maintain sidewalk access or provide other pedestrian pathways to allow safe passage by the project site.

2. Street Edge

*Does the building strengthen the existing street edge or positively interrupt it?*

A. Design the project to provide a continuous street edge that responds to the existing adjacent structures.

B. Front garages break the street wall and are not recommended.

C. Breaks in the street edge may sometimes be appropriate. They should be respectful and purposeful, reinforcing the entire block and not just benefiting a singular project.

D. For corner lots, take special consideration of how the building transitions from one street edge to another.
3. Vegetation

Are existing trees maintained and would new trees be added? Planters?

A. The design of the sidewalk(s) bordering the property should enhance the pedestrian experience. Strategies could include adding trees, planters or lighting.

B. Maintain existing trees whenever possible and apply protection measures. Tree Protection Zone radius is generally calculated at 12 inches for every one inch of trunk diameter as measured at 4.5 feet from the ground. 5-6 foot high chain link fencing is recommended to delineate this area. Squishy orange snow fencing or string wrapped around rebar is not. Additionally, provision of root buffers are recommended to protect the soil from compaction. If work must take place within the protection zone, wrap the first 6 feet of the tree trunk to prevent injury.

C. New landscaping should be integrated into the existing.

D. Selected native or adapted species of plants.

E. Implement “Complete Streets” program best practices to improve walkability, safety, transportation mode choices, storm water management and aesthetics for all users. See Appendix A for link to more program information.

4. Parking

Are multiple off-street parking spaces achieved with one curb cut?

A. Provide adequate offsite parking when appropriate. Its provision should enhance the availability of on-street, public parking spaces. Off-street parking is not recommended if it requires a street-facing garage or if the space breaks the existing street edge. It is also not recommended if it reduces street visibility and activity. For each curb cut that prevents at least 1 parking space available to the public on the street, at least two off-street spaces should be provided.

B. Consider underground parking.

C. When implementing above-ground parking decks, they should be set behind the building so that visibility from the street is minimized.

D. Curb-cuts and vehicular access should be designed to create safe and comfortable interactions between pedestrians, bicycles, and cars.

E. Mitigate the environmental effects of the materials used to provide off-street parking. For example, paved surfaces typically increase the urban heat island effect. Pervious paving is an environmentally-sensitive alternative.
5. Garages

Are garage doors located off public street fronts or avoided completely?

A. Avoid garages completely or place them on an alley or out of view from the street.

B. Front-facing garages are discouraged because they break the street wall, reduce pedestrian activity and compromise safety while cars are backing out.

C. When a garage is provided, incorporate a basement or storage space into the design. Otherwise, the garage may become used primarily for storage.

6. Servicing

Are meters and waste areas well hidden?

A. Utility meters should be hidden, enclosed or strategically incorporated into the design.

B. Conceal waste areas from street.

C. Service entries should be minimized and designed to create comfortable and safe interactions between pedestrians, bicycles and motor vehicles.

C. Building Character

1. Height

Does the height respond to the surrounding buildings? Are important views respected?

A. Generally, height restrictions as set forth in the Zoning Code should be followed, but the following recommendation may be considered. Where 80% or more of the buildings on a block form a uniform cornice line (cornice continuous or stepping regularly to conform to a slope), new buildings should be of identical height and possess a similar cornice. When less than 80% of the buildings on a block form a uniform cornice, new buildings shall extend to the average height of existing buildings on the block, plus or minus six feet.

B. Shadows cast by the development should not adversely affect neighboring buildings and outdoor public space.

C. Significant views should be respected.
2. Massing

*Is the shape of the building appropriate to its context?*

A. The shape of the building should take its context into consideration. Sometimes this may mean breaking down the height and width into component parts that respond to neighboring structures.

B. The building should be orientated and shaped to respond to environmental factors, such as daylight and heat gain.

C. Balcony projections are discouraged.

D. Development fronting the Market-Frankford Line should be setback 20’ at the ground floor and 15’ at upper floors. This creates a more inviting pedestrian environment by allowing additional light onto sidewalks and building facades while also making residential uses more marketable.

3. Roof

*Are mechanical units, pilot houses and downspouts successfully incorporated into the design?*

A. Rooftop mechanical units should be concealed from the street. Consider incorporating into the shape of the building or placing inside of an enclosure or screen.

B. Pilot houses should be setback from the street to minimize visual impact.

C. Downspout locations should be integrated into the design or concealed.

D. Consider a green roof system to enhance accessible open space or assist with storm water runoff and the urban heat island effect.
### 4. Composition

Are the scale and alignments of the door and window openings appropriate to the surrounding buildings?

<table>
<thead>
<tr>
<th>A. Consider the overall composition of each facade in relation to its context and as part of the larger street. Consider how the building could enliven the streetscape or be respectfully subdued through its design.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Door and window openings should respond to those in surrounding buildings through alignment, scale and proportion. Intentional contrasts may sometimes be acceptable.</td>
</tr>
<tr>
<td>C. Each dominant wall of the buildings should have an appropriate number of door and window openings.</td>
</tr>
<tr>
<td>D. The scale of the building entrance should be appropriate to its context.</td>
</tr>
<tr>
<td>E. For facades adjacent to vacant lots, carefully consider the composition and avoid blank, non-articulated walls. These facades could remain visible for years to come.</td>
</tr>
</tbody>
</table>

### 5. Materials

Are building materials contextual, sustainable and durable? Are the number of different types minimized?

<table>
<thead>
<tr>
<th>A. Building materials and colors should be attractive and appropriate to the surroundings.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Minimize the number of different materials, using different types only when necessary to reinforce certain design goals.</td>
</tr>
<tr>
<td>C. Selections should take into account material durability and maintenance for the full life cycle of the building.</td>
</tr>
<tr>
<td>D. Materials should be used efficiently by managing construction waste. When possible, reuse resources such as salvaged material or even whole buildings. Materials with recycled, locally manufactured, or rapidly renewable content are preferred.</td>
</tr>
<tr>
<td>E. Wall and window materials must minimize adverse reflections that could impact surrounding buildings or streets.</td>
</tr>
<tr>
<td>F. For facades adjacent to vacant lots, carefully consider the materials and avoid blank, non-articulated walls. These facades could remain visible for years to come.</td>
</tr>
<tr>
<td>G. Developers are encouraged to maintain a commitment to utilize the proposed materials through the completion of the project.</td>
</tr>
</tbody>
</table>
D. Development Team

1. Neighborhood Experience

*Positive past experiences? If new to the area, was an effort made to understand the neighborhood identity?*

A. Previous development experience in the neighborhood, along with maintaining a good reputation and following through on past zoning variance commitments, are important considerations. These past experiences should be shared with the community.

B. If there is no previous neighborhood experience, project teams are encouraged to make an effort to understand the neighborhood identity and communicate this understanding to the community.

C. The communities surrounding the prior development sites may be consulted to report whether they were shown consideration with fair dealing and proper site practices. Items of interest may include: proper permits, length of construction, potential hazards, noise, transparency and accuracy of project plans, and overall respect for neighbors.

D. All applicants are expected to cultivate some personal connection to Fishtown’s history, identity, and built environment.

2. Community Involvement

*Has the team proactively engaged neighbors and responded to their concerns?*

A. Transparency, respect and care for the community are up-front priorities. Any (re)development activity must be mindful of residents’ quality-of-life and practical concerns.

B. The development team is highly encouraged to proactively engaged neighbors and responded to their concerns in advance of community meetings.
Communicating the Design

What to bring to the community meeting (& pre-meeting design review):

1. General Project Information
   - Address including building number and street
   - Copy of zoning application and refusal
   - Copy of zoning flyer
   - Location Map showing surrounding area
   - Zoning District
   - Current zoning designation and requirements under designation. See Appendix A for examples
   - Proposed Use

2. Scaled Drawings
   The drawings and renderings should clearly and neatly illustrate the project to someone without any architectural or construction background. Drawings and renderings should include but are not limited to:
   - Proposed Site Plan
     - Site plan should include but is not limited to building footprint(s), all public amenities, street furniture, plantings, and parking.
     - Include a north arrow.
     - Include street names.
     - Include a graphic scale.
   - Proposed Elevations
     - Key to floor plans or clearly label elevation direction as north, south, west or east.
     - Render and/or clearly notate materials and finishes.
     - Indicate important heights significant to the project’s context including but not limited to storefront windows, canopies, parapet/cornices, step-backs, and roof top elements.
     - Include a graphic scale.
     - Include a human scale element, such as a 5’-6” person.
   - Proposed Floor Plans
     - All floors must be clearly labeled.
     - Include room and space names.
     - Include a north arrow.
     - If applicable, include street names for reference.
     - Include a graphic scale.
   - Proposed Sections
     - Key to floor plans or clearly label elevation direction as north, south, west or east.
     - Indicate important heights significant to the project’s context including but not limited to storefront windows, canopies, parapet/cornices, step-backs, and roof top elements.
     - Include a graphic scale.
     - Include a human scale element, such as a drawing of a 5’-6” person.
3. Renderings and Illustrations

The drawings presented should articulate the project to the variety of neighbors interested in it and be legible to those without a background in design or construction. Three-dimensional renderings, photomontage, or models are encouraged to help clearly illustrate the project.

4. Builder Resume and Credentials

Depending on the scope of the proposal, applicants may be asked to provide a resume and if applicable, a Builder’s Brochure and licensees.

Visual Examples: Applicants are encouraged to provide some visual illustration of any past completed projects.

Consider the following for all drawings and representations:

1. Context

Do the drawings and illustrations present the project in its context? Is the extent of existing context sufficiently presented related to the overall scope and scale of the project?

• It is suggested that the elevations and renderings illustrate existing structures’ street frontages to an extent equal to twice the proposed structures’ total street frontage. Refer to the following diagram:
• The extent of adjacent existing buildings’ street frontages illustrated should not be less than two buildings or lots to either side of the proposed structures. For propose structures with extremely long street frontages or adjacent existing buildings with extremely long street frontages, a minimum of one existing adjacent building should be illustrated.

• It is further suggested that the sections illustrate existing structures’ street frontages to an extent that neighboring facades immediately opposite the proposed address and rear facades immediately adjacent to the rear of the proposed address are cut to show relationship of height and street fell.

2. Scale

Are the drawings and renderings presented at a scale such that they can be seen by a spectator in a large room?

• It is suggested that individual three-dimensional renderings or photomontage images be presented in formats no smaller than 12” x 18”. Larger images are always encouraged.

• For projects on lots smaller than 5,000 square feet, scaled drawings (floor plans and elevations) should be presented at a scale no smaller than 1/4” = 1'-0”.

• For projects on lots larger than 5,000 square feet, scaled drawings (floor plans and elevations) should be presented at a scale of 1/8” = 1'-0” unless this will not fit on a 24” x 36” board. In this event, smaller scales are acceptable.

3. Format

All drawings and tools used to communicate the design of the project should be large enough so that someone can see them from across a room. Be selective on what is handed out to attendees and conserve paper where possible. Consider distributing a link to allow attendees to view a digital copy of the handout on their phones.

*Note: during construction, all project permits must be posted on the property in a visible location.*
Glossary

Definitions of the bolded terms used in the guidelines are provided below:

**Adaptive Reuse** - the process of reusing an old site or building for a purpose other than which it was originally built or designed for (i.e. church is converted to condominiums).

**Cornice** - A horizontal molding that projects from the top of a structure or wall.

**Counterpoint** - in a work of art or architecture, a theme or element that forms a contrast with another theme or element.

**Density of Use** – the number of individuals per unit of area. Higher levels of density must be appropriately supported by the urban infrastructure to prevent overcrowding and congestion. The advantages of denser settlement patterns include the decrease of separating distances between individuals, businesses, and institutions; the increase of social interactions; and the preservation of natural resources, such as land and energy (decrease of sprawl). The common means to measure and regulate density of development is by Floor Area Ration (FAR), which is the proportional relationship between the total floor area of the buildings and the land on which they are built.

**Elevation** – the rendering of the front of a building.

**Environmental Site Assessment (ESA)** - a report prepared for a property that identifies potential or existing environmental contamination liabilities. The analysis typically addresses both the underlying land as well as physical improvements to the property. The Phase I ESA is generally considered the first step in the process of environmental due diligence and typically does not consist of actual soil, air or groundwater samplings. If a site is considered contaminated, as Phase II ESA may be conducted, which involves a more detailed analysis.

**Green Power** – term used to describe energy purchased from providers that generate renewable energy from sources such as solar, water, wind, biomass and geothermal.

**Historic Assets** – buildings or aspects of neighborhoods that hold significant shared memories for the residents and provide historic identity for the community. Some buildings are specifically recognized by the city for their historic character and are provided with a degree of protection from destruction or significant alterations to the exterior. Some neighborhoods that have many historic structures have been recognized as Historic Districts or, alternatively, Conservation Districts, and these classifications provide certain levels of protection for the neighborhood as a whole.

**Light Pollution** – Phenomena caused by stray light from unshielded light sources and light reflecting off surfaces that enters the atmosphere where it illuminates and reflects off dust, debris and water vapor to cause an effect known as “sky glow.” Light pollution substantially limits visual access to the night sky.

**On-site Renewable Energy** – term used to describe energy generated on a building site by using technologies that convert energy from the sun, wind, and biomass into useable energy.

**Mixed Use** - commercial space on the ground floor with apartments or condos above.
Passive Solar Heating/Cooling - refers to the use of the sun’s energy for the heating and cooling of living spaces. In this approach, the building itself or some element of it takes advantage of natural energy characteristics in materials and air created by exposure to the sun. Passive systems are simple, have few moving parts, and require minimal maintenance and require no mechanical systems.

Scale – a general design term used to describe the size and proportions of a building and its components, such as stairways, windows, doorways, cornices, and ornamentation. For example: The scale of Independence Hall is consistent with most historic houses in Society Hill, but not with most new high-rise buildings.

Section – a cutting of a building, or piece of said building cut off at right angles to an axis as indicated in Plan or Elevation; also: a representation of such cutting.

Solar Heat Gain – increase in temperature (heat) in a space, object or structure that results from solar radiation. The amount of solar heat gain increases with the strength of the sunlight, and with the ability of any intervening material to transmit or resist the radiation.

Storm Water Runoff – Water volumes that are created during precipitation events and flow over surfaces into sewer systems or receiving waters. All precipitation waters that leave project site boundaries on the surface are considered to be storm water runoff volumes.

Street Edge – a term often used to describe the line to which the front walls of buildings on a particular street are built. For example: If a new store on Chestnut Street is built with it’s front wall back twenty feet from the front of all the other buildings on the block to provide off-street parking spaces, that building can be said to have not maintained the street edge.

Sustainable Materials and Building Practices – terms used to describe a wide range of building practices and materials that are designed to limit the depletion of natural resources. Building designs that utilize such practices are often referred to as “Green Architecture”.

Transportation Infrastructure – includes all built aspects of the private and public systems of transportation, such as rail lines, roadways, bridges, parking lots, and bike paths.

Urban Heat Island Effect – term describing the phenomena when warmer temperatures are experienced in urban landscapes compared to adjacent rural areas as a result of solar energy retention on constructed surfaces. Principal surfaces that contribute to the heat island effect include streets, sidewalks, parking lots, and buildings.

Zoning Bonus - zoning restrictions (such as height or density) are eased in return for voluntary agreements with the local authority to provide specified urban design features, such as affordable housing, fresh food stores, green roofs or other public amenities.

Zoning and Planning Code – the legal guidelines by which the city controls the uses of buildings or areas of land and also the rules about building size and height, setbacks from lot lines, and required open space.

Zoning Variances – the legal remedies by which property owners may obtain permission to build structures that do not fully correspond to the existing zoning codes. In Philadelphia, variance requests are reviewed by the Zoning Board of Adjustment (ZBA).
Appendix A | Resources

City resources and incentive programs:

Philadelphia Planning Commission
http://www.phila.gov/cityplanning/

Philadelphia Historical Commission
http://www.phila.gov/historical/Pages/default.aspx

Philadelphia Commercial Development Corporation
www.philadelphiacommercial.org

Real Estate Tax Abatement
http://brtweb.phila.gov/brt.apps/OnlineApps/onlineapps_home.aspx

Plan Philly
www.planphilly.com

Philadelphia Complete Streets
http://www.philadelphiastreets.com/complete-streets/

Neighborhood resources:

Fishtown Neighbors Association
www.fishtown.org

Fishtown Blog
www.fishtown.us

New Kensington Community Development Corporation
www.nkcdc.org

Philadelphia 2035 District Plans: River Wards
http://phila2035.org/home-page/district/river-wards/

Historical Research by Ken Milano
http://kennethwmilano.com/page/default.aspx
Appendix B | Historic District

National Register Eligibility

The Fishtown Historic District is eligible for the National Register of Historic Places under Criterion A as one of the first important industrial communities in Philadelphia. The industrial and commercial enterprises within the community played a significant role in the economic development of Philadelphia past the Industrial Revolution. It is also eligible for the National Register under Criterion C as an intact working-class neighborhood dating from the early-nineteenth century to the early twentieth century, consisting of a cohesive mix of related industrial, commercial and residential resources.

What does this mean? This implies that should a building owner seek federal money for renovations, the owner is subject to the same restrictions as those buildings that exist in districts that have been officially designated.

For more information and a map of the eligible area, contact the Philadelphia Historical Commission.