
Chapter 3

Community Organizations in Mantua

Organizations by Name

- HUB Coalition (Haverford-Union-Brown)
- Mantua Community Planners
- Mantua Community Improvement Committee (MCIC)
- Mantua Community Improvement Association
- Mantua Hall Tenants' Council
- Aspen-Olive CDC
- Mantua CDC
- Mantua Peacemakers
- Gangs to Men
- Mantua Against Drugs
- McMichael School Home and School Association
- Local Clergy

Planning Meetings

Community input is a key element of the NTI concept. In preparation for this plan, the Planning Commission staff attended or held several meetings with community residents. Presentations were made by Planning Commission staff at these meetings in order to generate discussion where citizen comments were collected and documented.

Some of the citizen comments:

- Need for notification of plans and demolition, development activities
- Need for community based developers (not

"favored" developers)

- Residents want to be included in planning and development decisions
- Job creation
- Residents want more activities and recreation for youth
- The needs of senior citizens need to be addressed
- A supermarket is needed
- More support is needed for after school programs
- Most residents here wanted to keep one-way traffic on certain major streets, contrary to a consultant's recommendation to make the streets two-way

Resident Questionnaire

The Planning Commission prepared a questionnaire to collect citizen feedback and opinions to supplement documented data collected. The questionnaires were distributed at the planning meetings in Mantua and are available on the Planning Commission website (www.philaplanning.org). However for Mantua, the number of responses has not been sufficient for reporting purposes.



Chapter 4

Neighborhood Analysis

Overview

The Neighborhood Analysis section identifies issues that act as barriers to neighborhood revitalization, as well as opportunities on which solutions to some neighborhood problems might be built. This section focuses on neighborhood elements



This scene from Sloan Street exemplifies the issues of vacant housing and the management of vacant land.

including the mix and appropriateness of land uses, transportation, recreation, the appearance of private and public space, retail districts and community services. In addition to comparing neighborhood conditions with planning standards that indicate good communities, information used in the analysis came from community workshops, staff studies and resident questionnaires. Citywide and neighborhood trends, proposed private developments and previous plans were also reviewed as part of the analysis.

What Makes a Good Neighborhood?

If we want to develop neighborhoods that will be great places to live now and into the next century, we need to understand, and be able to describe and measure the basic elements that define good neighborhoods - homes in good condition, adequate parking, good transit, quality shopping, nearby playgrounds and libraries, and safe streets. The City Planning Commission staff gathered standards from many places. These include our own past studies, national organizations such as the American Planning Association and the American Library Association, and from

surveys of Philadelphia residents.

Planning standards can provide a consistent basis for determining community need and measuring program success. They let us know if things are getting better or worse; they tell us if what we have is good enough or where we should be headed to make it better.

The Planning Commission established standards in the following areas:

- Housing
- Retail Services
- Transportation
- Community Services
- Environmental
- Public Safety

The Mantua neighborhood is meeting some of the standards. This is indicative of the neighborhood's advantages and strengths.

Standards are being met or exceeded in these areas:

- Transit
- Highway access
- Recreation facilities
- Parkland
- Library facilities
- Fire fighting facilities

However, conditions in Mantua need to be improved to meet standards in several key areas including housing, schools, noise and public safety. These are areas where the neighborhood is performing poorly, in relation to the standards.

The specific standards where Mantua is not in conformity include:

- Community appearance
- Housing condition
- Housing stock (features and amenities of the homes)
- Housing vacancy
- Condition of sidewalks in residential and commercial areas
- Tax delinquency
- Neighborhood Retail Services (distance/access)
- School facilities (design and building standards)
- Noise (noise is a problem near the AMTRAK/SEPTA railroad)
- Traffic (high volume on 33rd, 34th, Mantua Avenue and Spring Garden Street)
- Inadequate street lighting (a measure of public safety)

Issues

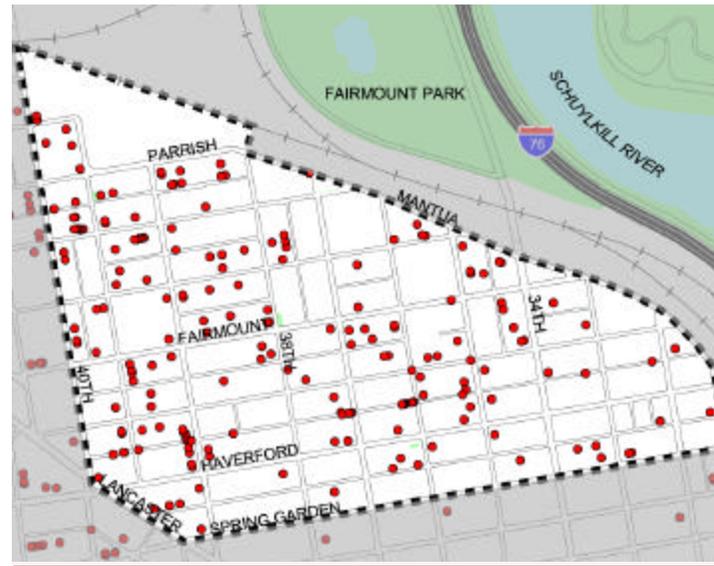
Scarce resources and the challenges of urban revitalization

Mantua is an example of an aging urban neighborhood greatly in need of renewal and reinvestment. While NTI is a bold and unprecedented attempt to address this issue, neighborhoods like Mantua require massive infusions of funds in order to achieve comprehensive revitalization.

Housing Conditions

The homes in Mantua exhibit a wide array of conditions ranging from meticulously maintained properties to blighted and substandard housing. Despite residents' intentions to maintain their

homes, the age, size, and cost of repairs have resulted in deferred maintenance of some properties. The largest and most ornate homes that are most attractive are also the most costly for low-to-moderate income families to maintain.



These buildings were identified as Dangerous by the Department of Licenses and Inspections in 2001. Many are slated for demolition.

Dangerous Buildings and Impending Demolitions

The structural integrity of many buildings in the area has degraded to the point at which they pose a public safety hazard and cannot be conserved without great cost. In many cases, it may be found that the most efficient option will be to demolish these properties.

Historic Preservation

The southern section of the neighborhood, along

Spring Garden Street, contains buildings that are historically and architecturally significant. Other historic buildings exist along the 40th Street corridor. If these buildings are demolished valuable heritage will be lost. However, reuse and rehabilitation is problematic because of a lack of funding.

Vacant Land Management

There are more than 750 vacant lots in Mantua. Most of them are being acquired by the City under the NTI program. The lots are located in every section of the neighborhood, with the largest concentration in western Mantua to the west of 35th Street. City acquisition is intended to make it easier for developers to obtain properties, but developers will only be interested in specific groups of lots (leaving many others still available). In accordance with NTI goals, the remaining lots will be landbanked for possible future development.

The predominance of vacant land in the community raises important questions.

What will become of the lots that are not immediately claimed by developers?

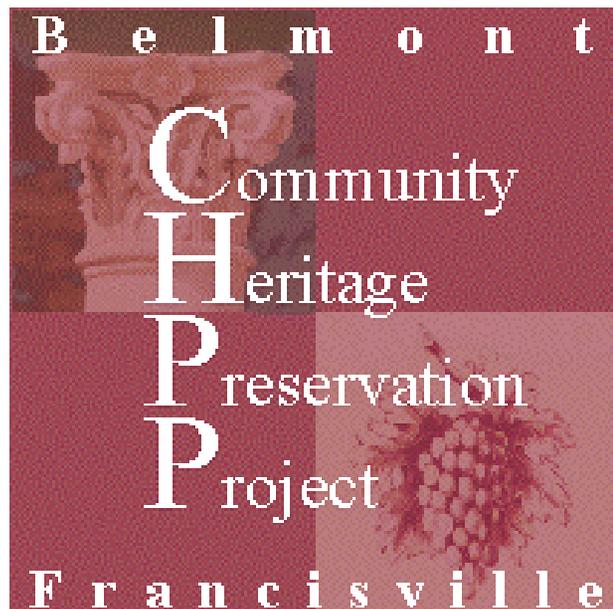
Cultural Assets

Acknowledging and documenting important and vulnerable cultural elements and resources becomes increasingly important to Philadelphia's neighborhoods as the city continues to age and change.

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The Philadelphia City Planning Commission has begun to explore methods of addressing this issue. One effort resulted in an award-winning project, The Community Heritage Preservation Project, which focused on Francisville in North Philadelphia and the Belmont neighborhood in West Philadelphia.

The project involved recruiting interested community residents and organizations to collect historical neighborhood information and encouraging them to become collectors and curators of architectural and cultural information about their community. Methods for information collection and recording included: photography, recording of oral histories, and exhibitions of cultural artifacts found and collected.



Transportation

TSNR Study of 2002

The Planning Commission managed a public transportation study, funded by a Transportation Strategies for Neighborhood Revitalization (TSNR) grant obtained through the Delaware Valley Regional Planning Commission. Two Philadelphia communities were studied: Frankford and Mantua. In Mantua, a public meeting was held at the Charles Durham branch of the Free Library, 34th & Haverford. Residents voiced concerns about the lack of bus service in late night hours, the lack of connections to 30th Street and the Zoo, poor treatment by some bus drivers, and difficulties with handicapped access on buses.

Analysis by PCPC staff and its consultants confirmed some of the community comments. Night service on the bus routes is sparse and infrequent; and even though Mantua is well served by bus routes at first glance, it can be quite difficult "to get from here to there." This is especially true in terms of access to the transit hub at 30th Street Station and the increasingly important transit stop at the Philadelphia Zoo.

TSNR recommendations for Mantua include the following:

- Increasing the frequency of service on the Route 38 bus, which SEPTA has agreed to be important
- Development of a neighborhood transit center, preferably at a location along Haverford Avenue
- future shuttle bus with connections to 30th Street Station and the Zoo



One-Way Streets in Mantua

Some of the major arteries in Mantua are one-way streets. Thirty-third Street going north, and 34th Street going south, are paired as one-way streets. Haverford Avenue is one-way heading west. Fairmount Avenue is one-way in certain sections. One of the advantages of this system is increased travel capacity during peak hours when many commuters are driving through the neighborhood. Disadvantages include faster travel speeds on residential streets and a more general concern for compatibility with pedestrian, residential and commercial activity.

Other Transportation Projects and Plans Affecting Mantua:

- Lancaster Avenue's Route 10 Trolley recently received new preferential traffic signals. This improves trolley service and enhances the flow of general traffic as well. Preferential signals are also being installed for the new Route 15 trolley on Girard Avenue, and the 52 bus on 52nd Street.
- The Route 15 Trolley reconstruction along Girard Avenue. The historic trolley cars are being renovated and brought back into use.
- The proposed Transportation Center at the Zoo would bring together the Route 15 trolley, the proposed future "City Branch" light rail line, and a possible commuter rail station serving certain SEPTA and NJ Transit trains.
- A series of "Clean Railways meetings" have been



The Route 10 Subway Surface Trolley on Lancaster Avenue received new rolling stock and a new railbed during the 1980's. Recently, the Route 10 also received a new preferential signal system to improve service.

held between the railroad companies and the City's Law Department, NTI Office, and Planning Commission. This has established a new channel of communication regarding railroad issues and railroad rights-of-way that affect the quality of life in adjoining neighborhoods.

Westbank Greenway
The Westbank Greenway is a planned transportation and recreation improvement that would create a multi-use trail along the western edge of the Schuylkill River in the area of Mantua, Powelton and University City. The Greenway would connect to existing pathways along Kelly Drive, Martin Luther King Drive (formerly West River Drive), West Fairmount Park and Schuylkill River Park. \$1.9 million in federal dollars is available for this project which is expected to begin construction in 2005. Project components are as follows:

- **Section A: Spring Garden Street Bridge and Approach to Center City:** A new path will be built on east side of the river, connecting to M. L. King Drive. On the bridge, the opaque barrier wall (with mural) will be replaced with transparent plexiglass to give the appearance of more space and make views available. New "brown round" overhead



Planned route of the Westbank Greenway, with connections to Martin Luther King Drive (formerly West River Drive) and Kelly Drive; the pathway will border the Mantua neighborhood along 31st Street and Mantua Avenue.

lights will be installed on the bridge (in addition to new lights recently installed as part of Millennium Lighting Project for the Schuylkill River Bridges). A new traffic signal will be installed where the Art Museum access road intersects with Spring Garden Street. The bridge was already re-stripped for a bike lane and fewer travel lanes for vehicles.

- **Section B: 31st Street and Mantua Avenue:** Widen sidewalk from 12 ft. to 20 ft., including sections for new trees and grass along the curb. Install new landscaping. No change to fence is planned at this time.

- **Section C: 32nd Street in Powelton Village:** Restripe the street and add new crosswalks. No change to the sidewalks.

The Greenway is planned to be extended further north to the Zoo when the current City-sponsored application for Transportation Enhancement (TE) funds is implemented. This project will extend the Greenway north along 34th Street to Girard Avenue and M.L. King Drive. Construction of this section is expected in 2005.

Access to Parks

Just as the TSNR transportation study identified that it is difficult "to get there from here," the same can be said about parks. Mantua is located in close proximity to the Schuylkill River and its multi use trails, but pedestrian and bicycle connections are difficult. The Westbank Greenway will address this issue.

Employment and Economic Opportunity

The 2000 Census shows that workers living in Mantua are employed in the "Education and Health" category of employment more than any other category. At least 30% of Mantua workers are in this category. Although education and health is also the largest category city-wide, with 26% of the jobs, it is a very promising statistic for Mantua

because of the neighborhood's proximity to hospitals and universities.

The 2000 Census also shows that unemployment is significantly higher in Mantua than in the city overall. The poverty rate is high and median incomes are low, compared to citywide and national statistics (see list on page 7). Therefore despite Mantua's geographic proximity to jobs, there are real problems with unemployment and economic opportunity. Based on citywide experience, it can be assumed that part of that problem is inadequate education and training of the workforce. Another factor involves transportation: Mantua residents have difficulty making "reverse commutes" to jobs in suburban areas. This was borne out in the TSNR study.

Another reason for unemployment in Mantua is related to the severe decline in Mantua's population since 1950. It is clear that many employed persons have decided to move away from Mantua in search of a better overall quality of life.

Renewal Community incentives include:

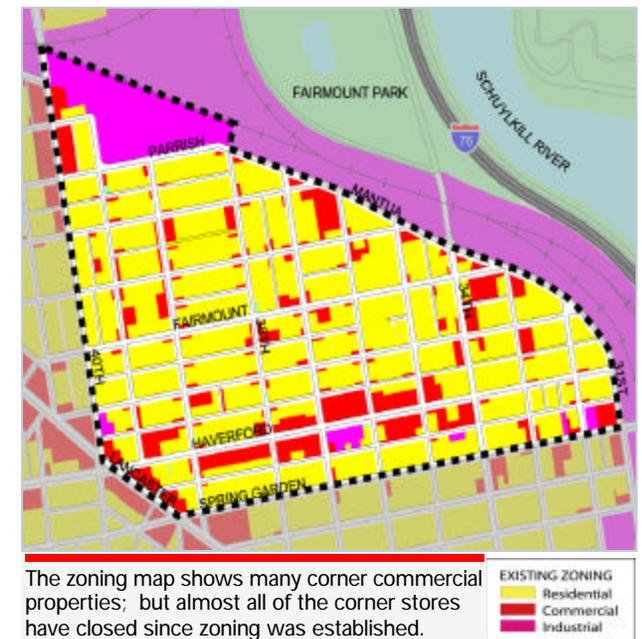
- 0% capital gains rate
- Employment tax credit: a 15% wage credit for workers living and working in the Renewal Community
- Commercial Revitalization deduction for new construction or rehabilitation
- Increase in allowable tax-exempt or tax-deferred expenses
- Expansion of Work Opportunity Tax Credit (WOTC) for high-risk youth living in Renewal Community

Zoning

The Planning Commission, in partnership with the affected community, can review the zoning maps for entire neighborhoods and propose zoning changes that reflect planning goals and community desires.

Public Safety

Crime is a significant problem in Mantua, but the neighborhood has been fortunate to have one of the City's leading community-based anti-crime initiatives, known as Mantua Against Drugs. For years this group has worked to identify drug houses and hold community vigils to regain control of known drug locations.



The zoning map shows many corner commercial properties; but almost all of the corner stores have closed since zoning was established.

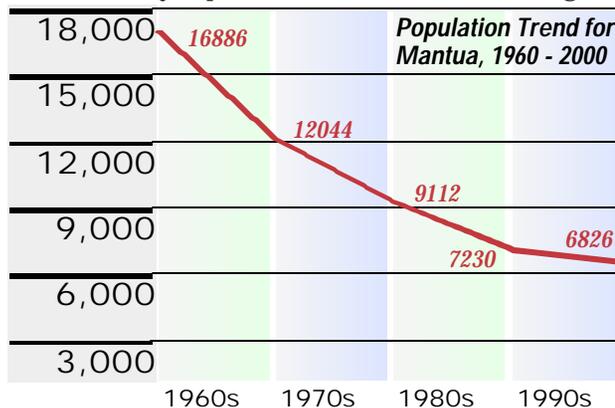
Real Estate Taxes

In areas experiencing private development pressures, longtime residents are sometimes fearful that taxes will go up and make it difficult to remain in the neighborhood. Senior citizens on fixed incomes are especially vulnerable. In Mantua, the area along the Spring Garden Street corridor is experiencing private development pressures.

Some tax relief is available in Philadelphia through the Senior Citizens Property Tax Rebate administered by the Mayor's Commission on Aging. Another program is the Philadelphia Senior Citizen Low Income Real Estate Tax Provisions, from the Philadelphia Revenue Department. The revenue department also offers an installment payment program for all taxpayers.

Trends

Population Loss and related problems
Mantua's population has declined from 18,000 to 6,826 during the past 50 years. This trend has affected every aspect of life in Mantua including

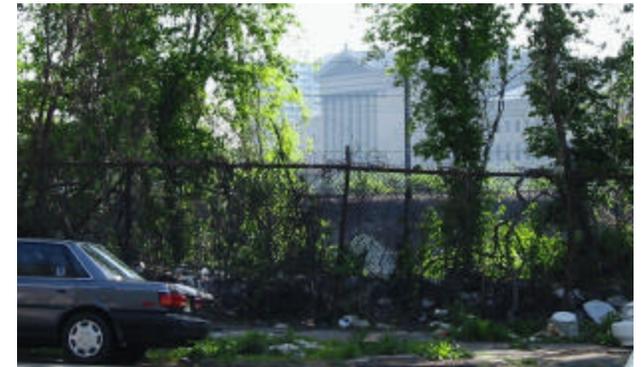
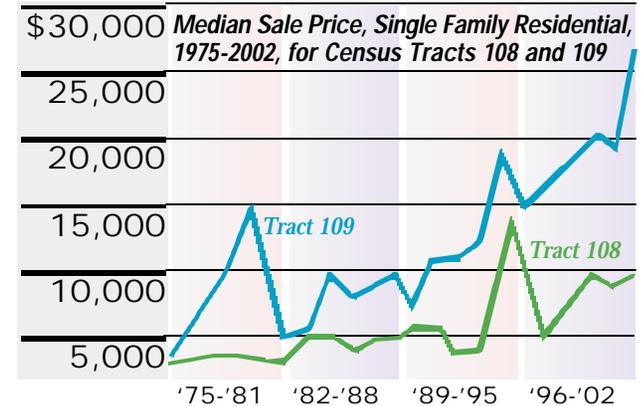


the housing market, property values, the market for commercial services, physical blight, poverty, crime and community capacity.

Property Values

Using data from the Board of Revision of Taxes and the University of Pennsylvania Neighborhood Information System, property values have been tracked for the years 1975 through 2002. Information on property values is presented at the Census Tract level for tracts 108 and 109 in the Mantua neighborhood. The median prices are based on a small number of total sales. For instance in tract 108, the total number of sales was 36 in 1975, 32 in 1980, 21 in 1990 and 17 sales in 2002. The information shows that real estate prices in Mantua have been remarkably low over a lengthy time period, reflecting the serious neighborhood deterioration and disinvestment that has been documented in this Plan. Census Tract 109, in the eastern section of Mantua, has consistently higher values than tract 108. However, sale prices in both tracts have been well below the City median throughout the 27-year time span.

Deterioration of the major corridors and the edges of the community
In the West Philadelphia Plan, published by the Planning Commission in 1994, there was a major chapter entitled, "Corridors in Decline." It was stated that a pattern exists in West Philadelphia where properties along the major highways have become more deteriorated than on the typical residential streets in the neighborhoods. This is true in Mantua. Haverford Avenue, 40th Street and Mantua Avenue are important corridors that have



This scene from the 31st Street edge of the community shows how a lack of landscaping and upkeep has detracted from the potential view across the river to the Art Museum. The Westbank Greenway will occupy this sidewalk, with new lighting and paving, but the fence would not be changed. See Recommendations and the Appendix for more information and plans for the Greenway.

major problems with vacancy and blight. These corridors carry large amounts of traffic and they are important access routes for community residents. Therefore, the impacts of blight along these corri-

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dors are significant and far-reaching. Other corridors including 34th Street and Spring Garden Street are in better condition. Most of Mantua's boundary streets are in poor condition. The 31st Street edge offers fine views toward the Art Museum, but the fence is in poor condition, litter is not picked-up and the vegetation is not maintained or controlled. Vines and trees obscure the view, negating a potentially important neighborhood asset.

Along large portions of Mantua Avenue, there is no screening towards the railroad. Where Mantua Avenue turns into Parrish Street, at the northern edge of the neighborhood, there is a major land use conflict: a PECO electrical substation is situated directly across the street from occupied row homes.

The 40th Street boundary is another problem because of the large number of vacant buildings and vacant lots.

Decline of retail services in the neighborhood

Residents of Mantua have poor access to retail shopping. As the population has declined, retail shopping has declined as well. The number of businesses on Haverford Avenue is significantly less than than existed during more prosperous times in the first half of the 1900's. Mantua once had at least 40 business in corner storefronts dispersed throughout the neighborhood, while today the number is closer to 15; and a large section of western Mantua has virtually no corner stores. This is a real hardship for the residents who remain.



Electric power substation across from Parrish Street housing



Mantua Avenue adjacent to the railroad



Another section of Mantua Avenue

Philadelphia Shops Update, 2004

The Planning Commission's study of neighborhood retail conditions and trends shows that in Mantua, the overall level of service by convenience-oriented retail is satisfactory. In fact it ranks higher than the median for Philadelphia commercial centers. However, the adequacy of retail services is probably overstated because the data includes all the stores on the Lancaster Avenue corridor, and the data is misleading because the total population of Mantua is so small. In addition, the map of retail uses from PhilaShops shows a geographically uneven distribution of commercial properties, leaving significant sections of Mantua outside a reasonable walking distance from retail establishments.

The adequacy of parking is an important consideration when recommending new retail uses. Currently, according to PhilaShops, the Planning Commission's study of retail centers in Philadelphia, the stores that do exist in Mantua are lacking in parking. PhilaShops identifies two commercial areas serving Mantua: (1) 35th & Haverford and (2) 40th & Lancaster. The study examines the amount of parking available in each shopping area, including both on-street parking and off-street parking. The amount of parking is related to the amount of retail space as a ratio, or "Parking Index." The Parking index is 0.75 for the 35th & Haverford retail center, and 0.64 for the 40th & Lancaster commercial district. This indicates a lack of parking, because citywide, the normal parking index for similar-sized commercial areas is in the range of 1.5 to 2.5.

Retail Market Analysis for the Lancaster Avenue Business District 38th to 42nd Streets (2002)

People's Emergency Center Community Development Corporation (PECCDC) hired a consultant to conduct this study. Its purpose is to propose a business development strategy for commercial and retail uses on Lancaster Ave. between 38th and 42nd St., based on a market study of the area. The study concludes that the following components

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Mantua is adjacent to the 40th & Lancaster commercial district.



Vacant storefront, Haverford Avenue



Commercial properties in the Mantua Area



Vacant commercial properties in red; occupied in gray

are required for the business development strategy:

- Preserving and enhancing the customer base
- Strengthening the organization and management of Lancaster Avenues businesses
- Recruiting additional stores
- Making visible physical improvements

Other key findings:

1 Maintaining and upgrading the trade area housing stock is critical. Loss of units and population over last two decades impacts current businesses and discourages new ones.

2 A corridor manager should be hired to organize technical assistance sessions, coordinate communications w/merchants association; write grant apps for physical improvements; tenant recruitment and tech assistance.

3 Expand current retail mix and get better retail operators. Sit-down restaurants are needed. Other needs include clothing stores, a financial institution and a pharmacy.

4 Physical improvements are recommended, including a façade rehab program and increased use of the upper floors of buildings. A municipal parking lot needs enhanced signage and security.

Community capacity

Although many community organizations are listed on page 19, the Mantua community is not as well organized as other neighborhoods that have one well-established civic association to represent the community. As the population has decreased in Mantua, community structures and community-based organizations have weakened. At one time

Mantua had an organization known as Mantua Community Planners. MCP still exists as a volunteer organization, but during the 1960's, 70's and 80's it had a full-time office and a permanent staff. It was an early example of a Community Development Corporation. Currently there is no Community Development Corporation that is active in Mantua. Fortunately, the Mantua Community Improvement Committee (MCIC) has begun operations and it holds the promise of becoming the kind of permanent community based corporation that is needed in Mantua. It is important for Mantua to be successful in this area because CDCs are an increasingly important neighborhood resource in Philadelphia and the nation.

CDC's are important because government alone is hard pressed to fix all community problems with its own scarce resources. CDC's create a means for private and philanthropic organizations to contribute to community renewal. CDC's can take on various kinds of projects, including housing rehabilitation, social services or commercial and business development. CDC's have had a major positive impact on Philadelphia neighborhoods and neighborhoods across the country.

The Community Development Partnership Network published A New Framework for Community Development in Weak Market Cities (2003), based on experiences in four weak market cities - Baltimore, Cleveland, Philadelphia and Pittsburgh. The study recommends 10 steps that Community Development Corporations can take to revitalize their neighborhoods.

1 Support the development of mixed-income communities. Many weak market cities contain areas with high concentrations of poverty. Residents are isolated and unable to build assets and neighborhood amenities. CDCs can help promote a range of housing types to retain and attract a diverse population.

2 Take a partnership approach. In each of the four cities, a partnership exists that enables the philanthropic, banking, corporate, government and non-profit communities to pool resources for community development.

3 Base revitalization efforts on market realities. Detailed and precise market data can be used to describe neighborhoods and their competitive advantages and disadvantages. With this data, different approaches to revitalization can be tailored to local market realities.

4 Make land ready for investment. Weak market cities typically have a large amount of vacant buildings and land. Government policy reforms can make the acquisition of vacant and abandoned property faster, easier and cheaper. In Pennsylvania, such reforms are being pursued by the City of Philadelphia's Neighborhood Transformation Initiative and the Housing Alliance of Pennsylvania, among other organizations.

5 Provide the tools that support development and rehabilitation. Weak market cities need incentives to encourage residents of all incomes to move in and buy homes. Tax credits are used in innovative

ways in Maryland and Washington D.C.

6. Market neighborhoods. To draw residents back to the city, nonprofit groups in various cities are developing marketing campaigns based on the unique assets that distinguish older, urban neighborhoods from their suburban counterparts.

7 Develop unusual regional amenities. Successful strategies must have a "lure" that draws people to a neighborhood. In Pittsburgh, two CDCs are collaborating to develop the 16:62 Design Zone (named for the street boundaries), as the regional place for home improvement and design services. This new amenity has brought more people and businesses into the district.

8 Advocate for accessibility. As a result of deferred maintenance, many weak market cities have poor infrastructure such as roads, sidewalks, bus and rail systems. New transportation amenities and services can have a major positive impact in weak market areas.

9 Make neighborhoods clean and safe. Philadelphia's NTI and Operatin Safe Streets programs are examples of this strategy, which can also involve actions such as curfews, code enforcement, and community-based efforts such as Town Watch and monitoring of nuisance businesses.

10 Work proactively. CDCs in weak market cities must work to preserve affordability through strategies such as affordable housing land trusts, tax abatements for low-income residents and vigilance against predatory lending practices in the commu-



nity. In Philadelphia, NTI is developing strategies to combat predatory lending.

Public Art

During recent years the number of murals has increased in Mantua. Currently there are as many as one dozen murals in the neighborhood, painted on formerly blank side walls of buildings and sometimes combined with gardens or newly seeded lawn. More than just paintings, the murals are meaningful: they depict community leaders of Mantua (past and present), neighborhood history, celebrity role models and neighborhood issues. Mantua is becoming a showcase for public art in the midst of neighborhood revitalization. The murals are the work of the Mural Arts Program/ Recreation Department of the City of Philadelphia.



"Wall of Heroes," at the 39th & Haverford Community Center; depicting the leaders of Mantua, past and present, including elected officials and community activists.

Patti Labelle at 34th & Mantua



34th & Haverford



Another mural in Mantua

Potential for Private Development

Despite the difficult issues and downward trends, private and non-profit developers are showing interest in Mantua. Blighted sections of Mantua are seen as opportunities to rebuild. NTI acquisitions are creating a ready supply of vacant properties for developers to purchase. Proximity to Powelton, University City and Center City is being noticed by the developers.

As shown under "Recent Investment" on the following pages, several developers are active in Mantua including Pennrose Properties, People's Emergency Center CDC and Neighborhood Restorations L.P. Other developers such as Belmont Affordable Housing, Union Hill Home Developers, Strong Properties, Inglis Housing and Presbyterian Homes have prepared plans for additional investment and revitalization. Most of the activity involves public subsidies, which is not surprising given the property values and the extent of blight in the area. However one project, The Cloisters, is market rate housing; and the continuation of private and public investment is making market rate development an increasingly viable proposition.

Private investment by individual families will be encouraged by the University of Pennsylvania's Enhanced Mortgage Program. The boundaries of the program were recently expanded northward to Haverford Avenue. Therefore the southern section of Mantua will benefit from this incentive. Under the program, Penn faculty and staff (including Penn health system employees) receive a \$7,500 for-

givable cash loan for new home purchases. These loans can be used for a down payment, to buy down points, or for interior or exterior home improvements. A homebuyer may also use the loan to convert a property from a multifamily to a single-family home. Existing homeowners may apply for a \$7,500 loan for improvements to houses valued at \$75,000 or less. Loans through the Enhanced Mortgage Program are forgiven after the purchaser has lived in the home for seven years.

Recent Investment

Early Action by NTI since 2002

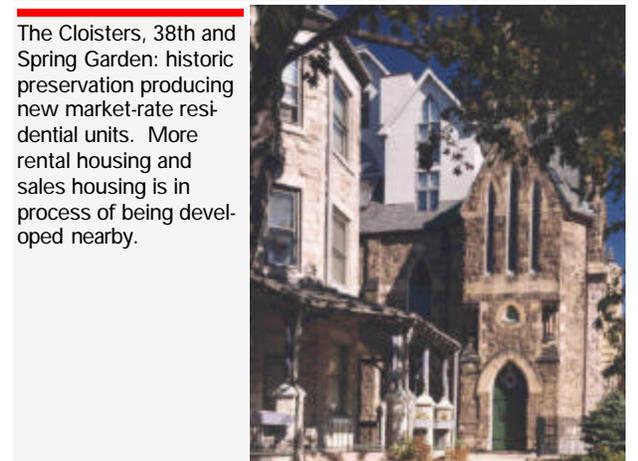
- Greening projects, 38th & Haverford and (2003) 3400 block Haverford
- Demolition of 111 vacant buildings
- Acquisition approved for 837 vacant lots for land banking

Acquisition approved for 61 vacant lots and 90 vacant buildings for new developments including the following:

- 1 "Cloisters" project, vicinity 38th & Haverford
 - Co-developers: People's Emergency Center CDC and Pennrose Properties
 - 50 rental and 20 homes for sale to home owners
- 2 Scattered-site Rehabilitation
 - Developer: Strong Properties
 - 9 homes for sale to homeowners



39th and Haverford: seeding and fencing by the Pennsylvania Horticultural Society in partnership with the City's NTI Office.



The Cloisters, 38th and Spring Garden: historic preservation producing new market-rate residential units. More rental housing and sales housing is in process of being developed nearby.

New Housing

Homestart Program (1989-97) - Affordable Homeownership funded by OHCD, for 33 properties in Mantua. The rehabilitated homes are scattered throughout the neighborhood, but 15 of the properties are clustered near the 3700 and 3800 blocks of Wallace Street. Prior to the establishment of the Homestart program, the Philadelphia Housing Development Corp. rehabilitated several homes on the south side of the 3600 block of Olive Street. This is located across the street from a newer housing development called Spencer's Place.

Spencer's Place, 36th & Olive Streets - Pennrose Properties developed 21 new homes in 1997 as affordable rental units for families. The development was supported by OHCD and was a partnership with Aspen-Olive CDC.

The Cloisters, 38th & Spring Garden - also managed by Pennrose Properties, this market rate rental housing development is a unique reuse of a former Catholic church and school (110 units completed in 1993).

Neighborhood Restorations - affordable rental housing in vicinity of 33rd & Spring Garden Streets (12 units new construction completed in 1996).

Mt. Vernon Garden Apartments, vicinity 33rd & Mt. Vernon. This 124-unit affordable rental complex was built by Altman Brothers Realty during the 1980s at several sites in eastern Mantua.

Capital Program (2005-10)

- **Westbank Greenway:** \$3.0 million allocated in the 2005 budget year
- **40th Street bridge:** \$11.9 million programmed for 2005 & 2006
- **Zoo improvements:** \$16.7 million over six years

39th & Olive Playground: In recent years, improvements were made at this playground including new play equipment, new surfacing and repairs to the recreation building.

Current Development Proposals and Initiatives

Cloisters housing, vicinity 38th & Haverford.
Developers: People's Emergency Center CDC and Pennrose Properties
 50 rental and 20 homeownership (rehabilitation and new construction)

HDI Homeownership
 New housing near 40th & Fairmount and 39th & Olive
 Approx. 80 homes

Belmont Affordable Housing
 New construction and rehabilitation along the 40th Street corridor
 Number of homes not determined

Elderly housing at NW corner 34th & Haverford
 Developer: Presybterian Homes of Phila. Approx. 60 units, six stories with ground floor commercial

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New rental housing at Spencer's Place, 3600 block Olive Street



33rd & Brandywine: new rental housing by Neighborhood Restoration S.P



Mt. Vernon garden Apartments, 33rd & Haverford

New housing at 38th & Brown
Developer: Inglis Housing Corp.
14 units new construction, for people with special needs

9 rehabilitations for homeownership
Developer: Strong Properties
Scattered locations

Retail center 3600 block Haverford Avenue
Developer: Strong Properties

Charter School on the 3600 block Haverford Avenue
Developer: a non-profit educational organization

Philadelphia Housing Authority - Mantua Hall site at 36th & Fairmount
PHA is studying possible improvements to this site. One alternative is to demolish the high rise apartment building to create a site for development of low-rise homes. Another alternative is to keep the high-rise and use several surrounding vacant lots to build new homes and stabilize the area. These plans are long term and funding is not in place at this time.

Mantua Community Improvement Committee (MCIC). Headquartered at 35th & Mt. Vernon Streets, this non-profit initiative is similar to a Special Services District.

Review of Previous Plans

The Planning Commission files contain numerous reports about Mantua, many of which were pub-

lished by community-based organizations. These studies, summarized below in chronological order, constitute an important part of the background and contemporary history of Mantua.

West Philadelphia District Plan
Philadelphia City Planning Commission, 1964
This plan identified 34th & Haverford as a local shopping location. McMichael School had just been rebuilt the year before.

Recommendations: A major new arterial highway along the route of Mantua Avenue; a decrease in residential density; blight removal and renewal. Two new playgrounds were proposed for the southern section of Mantua near Spring Garden Street.

Mantua Redevelopment Area Plan
Philadelphia City Planning Commission, 1968
This redevelopment plan documented blighted conditions and made the area eligible for urban renewal planning. The report acknowledged active community leadership performing physical and social planning in Mantua.

Recommendations: Major new commercial and institutional buildings in the 3300 blocks of Fairmount Avenue and Wallace Street; housing rehab and infill new construction along Wallace Street; new housing and apartments at 38th & Brown; a new recreation facility in the 3500 block of Haverford Avenue; widening of Mantua Avenue.

Mantua Urban Renewal Plan
Redevelopment Authority, 1969
The Urban Renewal Plan has been updated and amended many times since its original publication in 1969. It established a Proposed Land Use map and earmarked specific parcels for acquisition and redevelopment. Many of the neighborhood's modern landmarks (recreation center, playgrounds, housing complexes) have been built on land that was acquired through this Plan.

Planning For Mantua
Mantua Joint Workshop, 1971
This lengthy Plan was written under the direction of the Mantua Project Area Committee. Mantua Community Planners and Young Great Society assisted with the project. Major objectives were to provide for economic, physical, health and educational security.

Recommendations: An acquisition list was established for the NDP Program. A major development project was planned for a publicly-owned site at 34th & Haverford: the Benjamin Banneker Urban Center (expansion of an existing private school and social service facility). A new church-affiliated family center was planned for a site at 36th & Aspen. A small park was recommended at 35th & Wallace. A new public Middle School was envisioned as a decentralized facility to be built on multiple sites including 38th & Brown and the 3600 block of Haverford Ave. Housing treatment areas were identified in eastern Mantua and in the vicinity of 39th & Aspen; these treatment areas included proposals for new sidewalks and street trees.

A Community Rebuilding: Mantua

Redevelopment Authority, 1971

This report provides historical background before presenting a plan for urban renewal activities. The recommendations are based on the work of the Mantua Joint Workshop (see above). Two major treatment areas are recommended: one in eastern Mantua and another in the vicinity of the 39th & Olive playground.

The People of Mantua Planning

Mantua Community Planners, 1972

This report was another collaboration with Mantua Joint Workshop and Young Great Society.

Recommendations: **Employment of community residents in all publicly-sponsored renewal projects; commercial development and job training services.** Multi family housing is proposed for several sites in eastern Mantua, and specific locations are proposed for LPA Rehabilitation, street resurfacing and new curbs, sidewalks and street trees. The Plan recommended temporary improvement of publicly owned sites for use as picnic areas, sitting areas and tot lots until final development is realized. The authors recommend that a Neighborhood Self Help Handbook be prepared to facilitate positive action by homeowners and families. Schools and day care facilities are recommended, including an infant care center at 39th & Folsom. A new health center was also proposed for Mantua.

First Year NDP

Mantua Project Area Committee and the Mantua Joint Workshop, 1972

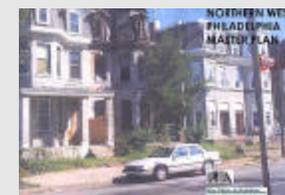
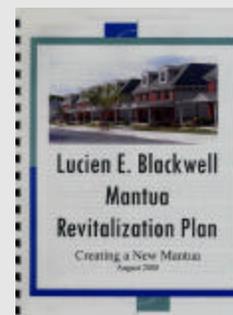
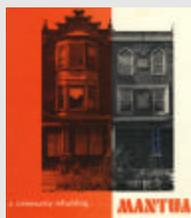
Another similar collaboration, this report sets forth detailed proposals for site improvements, code enforcement, acquisition, community facilities and zoning. Recommended activities are consistent with the other reports of the time, but this Plan is address-specific and its geographic scope is limited to the area east of 36th Street.

Mantua Community Planners: 8 Years of Community Involvement

Mantua Community Planners, Inc., 1982

This 18-page newsletter gives progress reports on a wide range of community projects.

Review of Existing Plans



The Plan for West Philadelphia

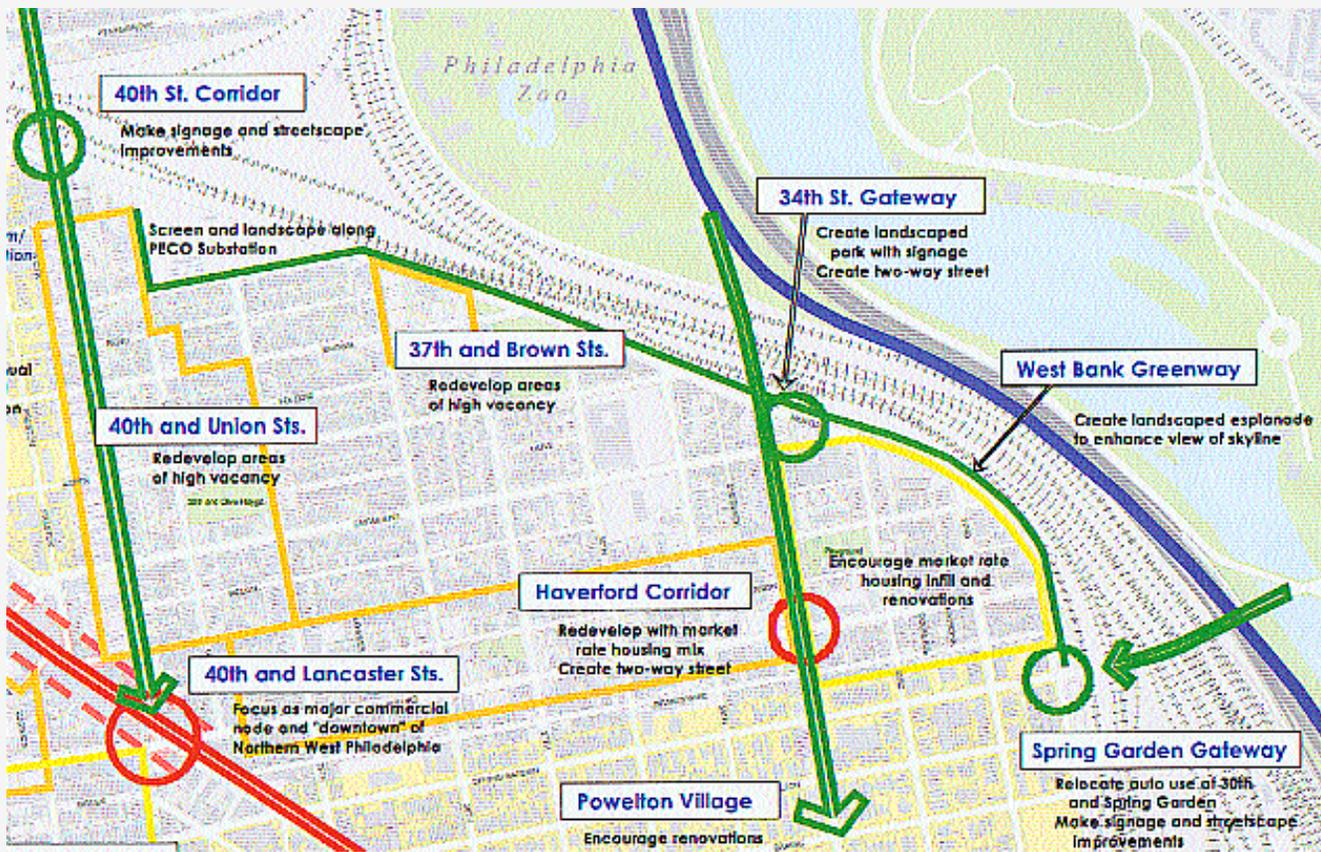
Philadelphia City Planning Commission, 1994

Recommended: a community land trust to take control of vacant land, a revitalized Town Center along Haverford Avenue near 34th Street, housing activity areas near the 39th & Olive Playground and at 39th & Haverford, new development at 34th & Haverford.

Lucien E. Blackwell Mantua Revitalization project, 2001
Prepared by Pennrose Properties and Neighborhood Restorations, in consultation with Councilwoman Jannie Blackwell (and in collaboration with PCPC staff)

Recommendations summary:

- Housing rehab and new construction
- Open space, greening actions in NW section
- Commercial revitalization/ Town Center on Haverford Avenue



Northern West Philadelphia Master Plan, 2003

Prepared by KSK consultants, commissioned by PHA. This plan contains a complete set of recommendations for physical renewal of Mantua.

- Haverford Avenue - new residential development (market rate)
- 40th Street corridor - new residential development
- 39th & Olive Playground - redevelopment as an expanded park, and centerpiece of housing zone along 40th Street corridor
- Change 34th Street and Haverford Avenue to two-way traffic
- Westbank Greenway
- Gateways at 34th Street and 34th & Mantua
- 37th & Brown - redevelop areas of high vacancy
- Eastern Mantua - encourage market rate housing infill and renovations
- Part of larger district to be revitalized with a series of interconnecting initiatives