

Parkwood Community Plan

Enhancing the Neighborhood



October 2006

Acknowledgements

John F. Street, *Mayor of The City of Philadelphia*

Councilman Brian J. O'Neill, *10th Council District*

Philadelphia City Planning Commission

Janice Woodcock, AIA, AICP, *Executive Director*

Richard Redding, *Director of Community Planning*

Report by Shari Cooper, Michael Thompson,
Richard Redding and Andrea Wong, *Student Intern*

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city planning

1. The decision making process in which goals and objectives are established, existing resources and conditions analyzed, strategies developed, and controls and incentives enacted to achieve the goals and objectives as they relate to cities and communities.
2. Furthering the welfare of people and their communities by creating convenient, equitable, healthy, efficient and attractive environments for present and future generations.



Executive Summary

Parkwood is located in the Far Northeast section of Philadelphia, to the east of Roosevelt Boulevard. The community is situated between the Poquessing Creek and Woodhaven Expressway. The neighborhood was developed in the late 1950s as a planned residential community. The predominant housing type is the brick row home. Today the housing is in generally good condition and property values are approaching \$200,000 for the row homes. Parkwood has a neighborhood shopping center as well as the regional Franklin Mills Mall which is located immediately to the east of Parkwood's residential area. Total population in Parkwood was 14,778 in the 2000 Census.

The staff of the Planning Commission has reviewed existing conditions and analyzed the issues and potentials. Community comments were gathered at meetings in the neighborhood. Participants in this plan are the Parkwood community organizations and businesses such as the Parkwood Civic Association, Parkwood Town Watch, Friends of Poquessing Creek, Friends of Benjamin Rush State Park, Byberry Industrial Park users and the Franklin Mills Mall Advisory Committee.

Since Parkwood's original development some 50 years ago, the residents have had limited opportunities for input in guiding future development. Parkwood's first community plan will be a road map to a more attractive and enjoyable community, with enhanced value.

Summary of Recommendations

The plan for Parkwood begins with proposals for improving "public spaces" in the neighborhood. This responds to citizen comments during the planning process, and the Planning Commission believes it will have the greatest impact towards enhancing and protecting the quality of life in the neighborhood. Public space includes streetscape and open space.

Streetscape Improvements

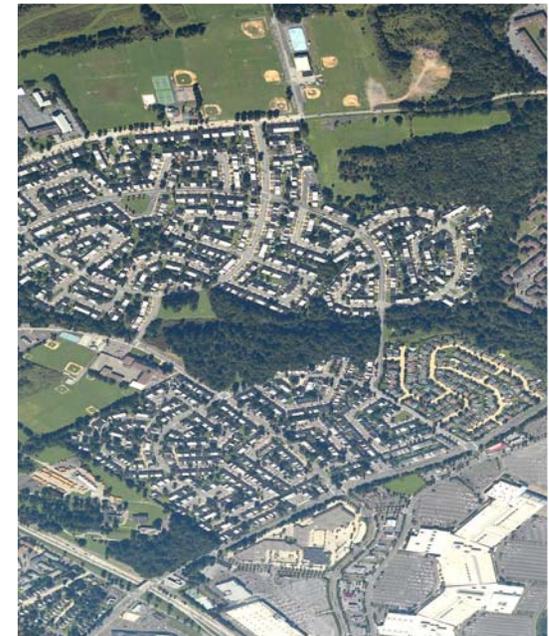
- ◆ Build new sidewalks and replace sidewalks where needed
- ◆ Improve pedestrian safety through intersection improvements and traffic calming
- ◆ Provide amenities in Parkwood's public spaces
- ◆ Parking enforcement
- ◆ Establish attractive gateways

Open Space

- ◆ Establish an interconnected system of open space and trails including continuous parkland along the Poquessing Creek that is connected to the neighborhood and the Byberry Industrial Park
- ◆ Improve the maintenance, upkeep and policing of parkland
- ◆ Support the Poquessing Creek River Conservation Plan and the Poquessing Watershed Partnership
- ◆ Complete the development of Benjamin Rush State Park according to the plan being proposed by the City
- ◆ Establish a Poquessing Environmental Center
- ◆ Make Parkwood more bicycle-friendly by improving the local bike network



Typical homes in Parkwood



Aerial view of Parkwood. To the lower right corner is the Franklin Mills Mall; to the top is Junod Recreation Center.



Another aerial view of Parkwood

Economic Development

- ◆ Improve the character and quality of the neighborhood shopping district at Academy & Byberry Roads
- ◆ Continue the dialogue between community and ownership regarding the impacts of Franklin Mills Mall
- ◆ Monitor development controls and deed restrictions at Byberry Industrial Park
- ◆ Establish a multi-use trail at Byberry Industrial Park for use by employees and the general public; with connections to neighborhood parks, Benjamin Rush State Park and the proposed Poquessing trail

Housing

- ◆ Market the neighborhood with emphasis on attracting young families and professionals
- ◆ Prepare a “Welcome Kit” for new homeowners
- ◆ Promote housing programs to assist elderly and fixed-income residents of Parkwood
- ◆ Parkwood’s civic leaders and elected officials should continue to meet with the Philadelphia Housing Authority to discuss issues connected to subsidized housing

Community Organization

- ◆ Encourage and support organized civic involvement in Parkwood

Community Heritage, Arts and Culture

- ◆ Increase awareness of neighborhood history and heritage
- ◆ Preserve historic sites such as the Friends Meeting
- ◆ Establish more community activities and classes, especially for teenagers

Quality of Life (crime and safety, litter, community facilities and zoning)

- ◆ New development should incorporate principles of Defensible Space
- ◆ Utilize the community programs of the Philadelphia Police Department
- ◆ Address the problems of litter and graffiti through Police enforcement, community action and education
- ◆ Promote the shared use of school buildings.
- ◆ Community monitoring of zoning variances to protect the character of the neighborhood

Chapter 1

The Community Planning Process

Introduction

Planning for the orderly physical development of the city is a basic charter-mandated responsibility of the Philadelphia City Planning Commission. In 2003 the City Planning Department began a comprehensive community planning process in many neighborhoods throughout the city, including Parkwood. Several community meetings were held in Parkwood, where citizen comments, ideas, and concerns were documented. Informational reports and presentations were given at these meetings in order to facilitate discussion and ideas to support the plan.

While this document signifies the completion of a major milestone, citizen feedback has not come to an end. It is hoped that this planning process will result in increased and ongoing citizen involvement by community volunteers and that this document will serve as a road map for decision-making in the years ahead. The Planning Commission wishes to thank the citizens and elected officials of Parkwood for their cooperation and valuable insight.

Specific areas of research and analysis in the planning process included:

- ◆ Researching and identifying neighborhood strengths, weaknesses, opportunities, and threats
- ◆ Listening to community opinions and needs as expressed by Parkwood residents, leaders of institutions, business owners and stakeholders
- ◆ Identifying opportunities and establishing goals for land use and development

The planning process was designed to be transparent and inclusive, and to include the preparation of a clear plan for implementation of the recommendations.



Parkwood residents participated in the Plan



Byberry Friends Meeting House

Chapter 2

Neighborhood History

Unlike some other Philadelphia neighborhoods, Parkwood shows little signs of age. Most of the structures in the neighborhood are less than 50 years old, so there are not many visible indications of this neighborhood's history. Parkwood used to be a Native American settlement. The Algonkian and Iroquois Nations originally inhabited the area. The dominant Algonkian group, the Lenni-Lenape, settled in this area because of the proximity to the Poquessing Creek, where fishing, hunting, and water resources were readily accessible. Despite their dependence on water, the Lenape created well-established paths to major features in the region. Early explorers and European settlers, who arrived in the 1600's, utilized these paths, which became wagon trails and major highways such as Knights Road, Bristol Pike and Roosevelt Boulevard.

In 1645, Swedish settlers moved into the area and were soon followed by the English Quakers. Unofficial sources report the area was named "Byberry," after one of the first settler's hometown of Bibury, England. Others argue that William Penn suggested the name. In any case, the spelling varied for some time until the area officially became known as Byberry Township in 1694. Just before the township was formally established, the Quakers built a Friends' Meetinghouse (1692) at Southampton and Townsend Roads. By 1710 the Quaker Friends' School was built.

As the small village of Byberry began to grow, the first "Free School" opened in 1802. These buildings were reconstructed in the 19th century and remain today. Byberry Hall (1846) served as a meeting place for abolitionists and it is reported that Lucretia Mott spoke here. Because this area was mostly farmland, these buildings created the "town center" of this community.

Just on the other side of the Poquessing Creek, The Red Lion Inn, located along the historically important road Bristol Pike, opened in 1730. It was here that George Washington and the Massachusetts delegation reportedly stopped before attending the Continental Congress in Philadelphia. The Poquessing Creek area was developed with several mills during the late 18th and 19th

centuries. Though none of the structures of the Knight's Mill, (1750), Townsend Mill (1767) and Carter Mill (1838) remain standing, there are intact stone arch bridges representing this historic period along the Poquessing Creek.

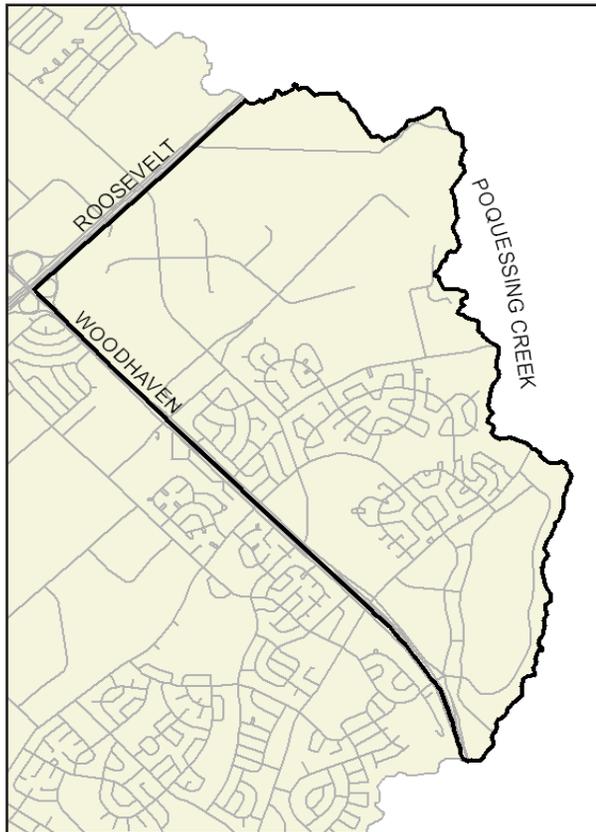
By the late 1700s, as the Byberry Township village grew, the Lenni Lenape were moving out from this area. The Native American culture was acutely observed and recorded by one of Philadelphia's most significant forefathers, Dr. Benjamin Rush. He settled in Byberry Township in closer proximity to the mouth of the Poquessing creek at Keswick and Rayland Roads. Benjamin Rush recorded the medicinal treatments the Indians used. His historic contributions and credentials, too long to list in full, include being appointed to the Continental Congress and signing the Declaration of Independence; and being appointed physician-general in charge of hospital patients in George Washington's Army. Known as "The Father of American Psychiatry," Dr. Rush's medical accomplishments included training Meriweather Lewis as a medic on the Lewis & Clark expedition, and treating many patients during the Yellow Fever Epidemic in Philadelphia. Today, there is a memorial marker to Dr. Rush at the site of his family home.

By 1854, the City of Philadelphia annexed Byberry Township and in the late 19th Century, Byberry Hospital was built. This hospital became the Philadelphia State Hospital in 1906. When the hospital finally closed in the 1970s, its site to the east of Roosevelt Boulevard was divided into two major sections for use as an industrial park and the Benjamin Rush State Park.

During the late 1950's the majority of the housing was built by the Korman Corporation as a planned community. A neighborhood commercial center was added in the 1960s at Byberry & Academy Roads, and it is still owned by Korman. During the late 1970's and early 1980s, the City established Byberry Industrial Park and approved the development of the Franklin Mills Mall on the former Liberty Bell Racetrack. Soon after, the Philadelphia Community College opened its Northeast location in the Parkwood area.



Dr. Benjamin Rush



Parkwood is bounded by Poquessing Creek, Woodhaven Road and Roosevelt Boulevard

Chapter 3

Existing Conditions

The purpose of conducting an existing conditions study is to understand current neighborhood characteristics to inform the development of a neighborhood analysis. Data was collected on the demographic makeup of the neighborhood and types of land uses and major features, including the various park and recreational facilities available to the community.

Location

Parkwood is located in the Far Northeast section of Philadelphia, and is bounded by the Poquessing Creek to the north, Interstate 95 to the east, Woodhaven road to the south and Roosevelt Boulevard to the west. The Poquessing Creek is the boundary with Bensalem Township, Bucks County.

Population Characteristics

Total population in Parkwood was 14,778 in the 2000 Census. Between the 1980 Census and 2000 Census, the neighborhood experienced a 22% population decrease due in part to smaller household size and an increase in single person households. Parkwood experienced a 4% increase in persons over age 65 between 1990 and 2000. Census statistics indicate that Parkwood, like Philadelphia as a whole, is becoming more racially diverse. Racial composition was 89% white in 2000 compared to 95% in 1980.

	Parkwood	City
White	89%	45%
Under age 20	28%	28%
65 years +	10%	14%
Population in poverty	6%	22%
Median family income	\$52,255	\$30,746
High school graduate	45%	33%
Bachelor's degree/higher ed	12%	18%
Unemployment rate	5%	11%
Cars per household	1.7	0.9
Occupied housing units	97%	89%
Owner-occupied housing	86%	60%
65 years + and owner-occupied	23%	31%

Land Use

Parkwood's land use achieves a balanced mix of residential, recreational, institutional, commercial and industrial land use. To the east of Roosevelt Boulevard, industrial and business uses occupy approximately 112 acres within Byberry Industrial Park. Just north of Byberry Industrial Park, approximately 280 acres of land is zoned recreational for Benjamin Rush State Park. Large tracts of open space border the creek, with tributaries meandering into the neighborhood creating grass-lined drainage swales that weave through residential developments. The neighborhood commercial center is located at the intersection of Academy and Byberry Road, to the west of Knights Road. Franklin Mills Mall, a regional commercial attraction, sits alongside the Poquessing Creek near Interstate 95.



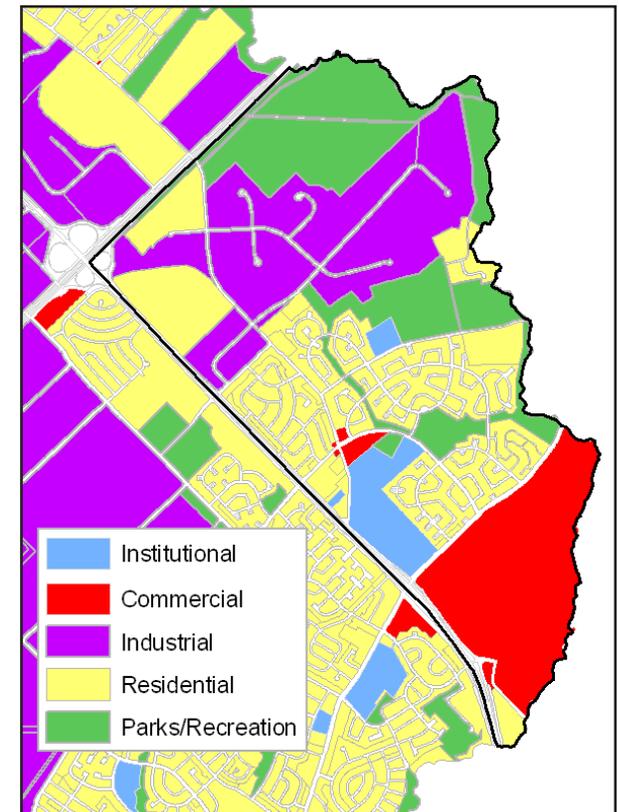
The majority of Parkwood's residential areas consist of stable, well maintained houses

Residential

Parkwood is predominantly residential and its housing is stable and attractive. Housing densities range from apartments, condominiums, and row-homes to single-family detached. For the most part, Parkwood's housing remains well maintained, though some homes in Parkwood could use cosmetic maintenance or some basic repairs. Vacant housing is virtually non-existent. The 2000 Census reports a 3% vacancy rate that reflects short-term market vacancies. Homeownership, a major strength of the neighborhood, has remained steady with a rate (86%) much higher than the city as a whole. The median residential property value is in excess of \$155,000 (2004 data) and an analysis of recent sales indicates that homes are currently selling in the range of \$160,000 to \$210,000. This is another indication of the community's strength and prosperity.

Commercial

The Franklin Mills Mall, a regional shopping center with over 2.5 million square feet of rentable floor space developed in the 1980's, is located on the eastern side of the neighborhood. There are numerous chain restaurants, a sporting goods store, and a grocery store, among other "mega-stores" within this expansive retail outlet mall. Almost unlimited shopping opportunities are available. According to the Planning Commission's PhilaShops study, the mall's stage of development is currently stable. However, community members become concerned and uneasy when large "out-parcel" sites become vacant.



Existing land uses in Parkwood



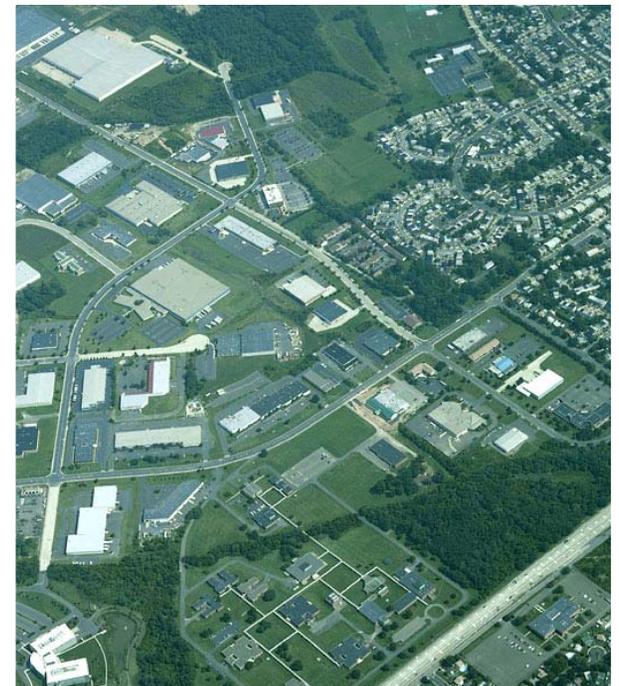
Parkwood benefits from the convenience of having its own neighborhood shopping center at Academy & Byberry Roads. However, according to PhilaShops data, this commercial center, built in the 1960s, experienced an increase in vacancy by almost 17 percent over an 8 year time span prior to 2003. Several years ago, this shopping center underwent façade improvements to create a more uniform appearance. Currently, more extensive improvements are being constructed at Parkwood Shopping Center.

Industrial

Another asset for the Parkwood community is Byberry Industrial Park, where more than 50 employers are located. The businesses here employ about 5,000 people in the region. In fact, Byberry East Industrial Park is home to some of Philadelphia's largest employers including: Elliot-Lewis Corp. (Heating Contractors), Antonio Origlio Inc. (Beer Wholesaler), Almo Corp. (Electronics Distribution), and Ricoh Business Systems (Copy Machines & Supplies). These companies have utilized economic development stimulus programs because the area is designated as a Keystone Opportunity Zone. The park is also home to the Delaware Valley Veteran's Nursing Home and the Northeast campus of the Community College of Philadelphia. The manager of the industrial park, the Philadelphia Industrial Development Corporation (PIDC), recently conveyed buffer area rights-of-way to the ownership of the Fairmount Park Commission. The buffers are part of a planned business campus that uses deed restrictions to control setbacks and landscaped areas.

Open Space, Parks and Recreation

Parkwood offers a wide array of enjoyable open space opportunities. Small creek areas and swales traverse the neighborhood and create connections for people who walk their dogs, exercise, or simply wish to enjoy the natural atmosphere of their neighborhood. Open space is a major asset. However, litter, trash and dumping are problems in some places.



Aerial view of the industrial park

Community Facilities

Parkwood's community facilities provide space for different organizations and groups to meet. These facilities are important because they help strengthen community ties. Decatur Elementary School and the Shallcross School occupy a 75-acre tract in the southeastern section of the neighborhood. The Shallcross facility is a former remedial and disciplinary school that is now being considered for other uses. Junod Playground, sometimes referred to as a Recreation Center, contains a building for indoor activities. St. Anselm Church is one of the major places of worship in Parkwood. The nearest public library, the Katherine Drexel Branch Library, is located south of the neighborhood across Woodhaven Road.



St. Anselm's Church

Community Heritage, Arts & Culture

As neighborhoods change over time it is important to catalogue and document essential elements of a community's past and evolution - even if the neighborhood is relatively new. Today, the Byberry Friends Meeting house (3001 Byberry Road) and school still exist, are in use and remain in good condition. As mentioned earlier, there are still several remaining stone arch bridges that cross the Poquessing Creek:

- Old Turnpike Bridge (1815)
- Richelieu Road Bridge (1849)
- Century Lane Bridge (1853)

In the Byberry Industrial Park, there is an old hospital administration building remaining from the original complex of buildings from Byberry Hospital. The building has been restored and is now used as an office building. North of this location, adjacent to Benjamin Rush State Park, lies the village of Mechanicsville. This area has many historic structures and original historic roads, including Old Townsend Road and Mechanicsville Road.

Recent Public Investment

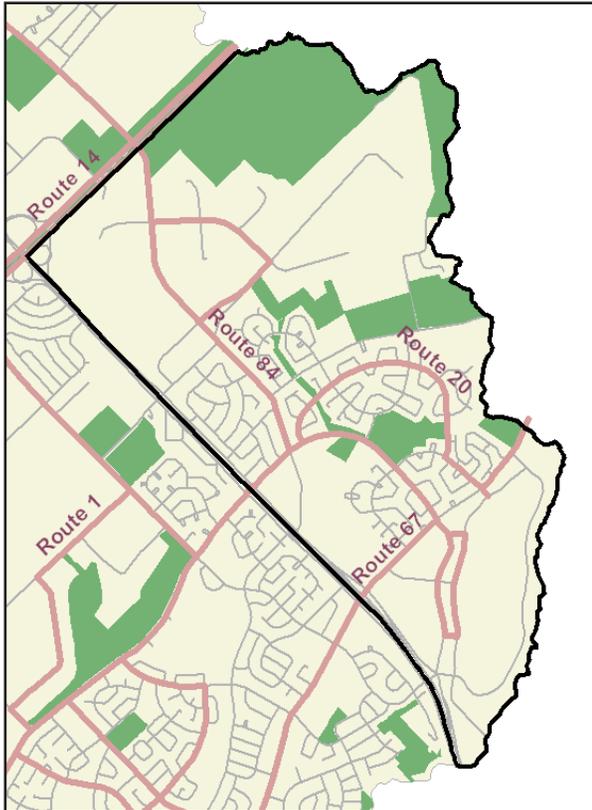
The Capital Program is the City's spending plan for municipal facilities. \$50,000 was allocated in Fiscal Year 2004 for replacing the roof at Junod Recreation Center. In the proposed 2007-2012 Capital Budget and Program, a general appropriation of approximately \$4 million per year is available for improving existing recreation facilities citywide; and a much smaller amount of funding is available for pathways and other improvements to Fairmount Park property.



Home in Mechanicsville



Junod Recreation Center



Bus routes in Parkwood include Routes 14, 20, 67 and 84

Community Organizations

The main organization in the neighborhood is the Parkwood Civic Association, which is currently re-organizing to ensure a strong commitment to the area. Other groups that are active in the area include a Town Watch, Friends of Benjamin Rush Gardens, and Friends of the Poquessing Watershed.

Transportation

Throughout the residential area in Parkwood, the streets are curvilinear. These streets were originally designed to prohibit fast traffic. Additionally, this type of design encourages pedestrian activity, making for a more interesting and safer walk. Major arterials such as

Woodhaven Road, Roosevelt Boulevard, Knights Road, and Southampton Road service the area with faster speeds and greater volumes of traffic. Minor arterials include Townsend, Thornton, Academy, Dunks Ferry, and Byberry Road. The arterial roadways allow quick access to other parts of the city and region except during peak hours when congestion and backups often develop.

Public transit is another transportation component within the neighborhood. SEPTA buses (Routes 18, 20, and 24) traverse the neighborhood via Byberry, Academy, Medford, and Knights Roads. Many bus stops serve the neighborhood as well as Franklin Mills Mall and Byberry Industrial Park.

Chapter 4

Community Involvement

Planning Meetings and Workshops

Community input is a key element of the neighborhood planning concept. In preparation for this plan, the Planning Commission staff held several meetings with community residents in Parkwood. Presentations were made by Planning Commission staff at these meetings in order to generate discussion. Citizen comments were collected and documented. Two of the sessions held at St. Anslem's Church in Parkwood were structured workshops that divided participants into smaller groups to discuss and record neighborhood strengths, weaknesses and threats.



Community reasoning workshop

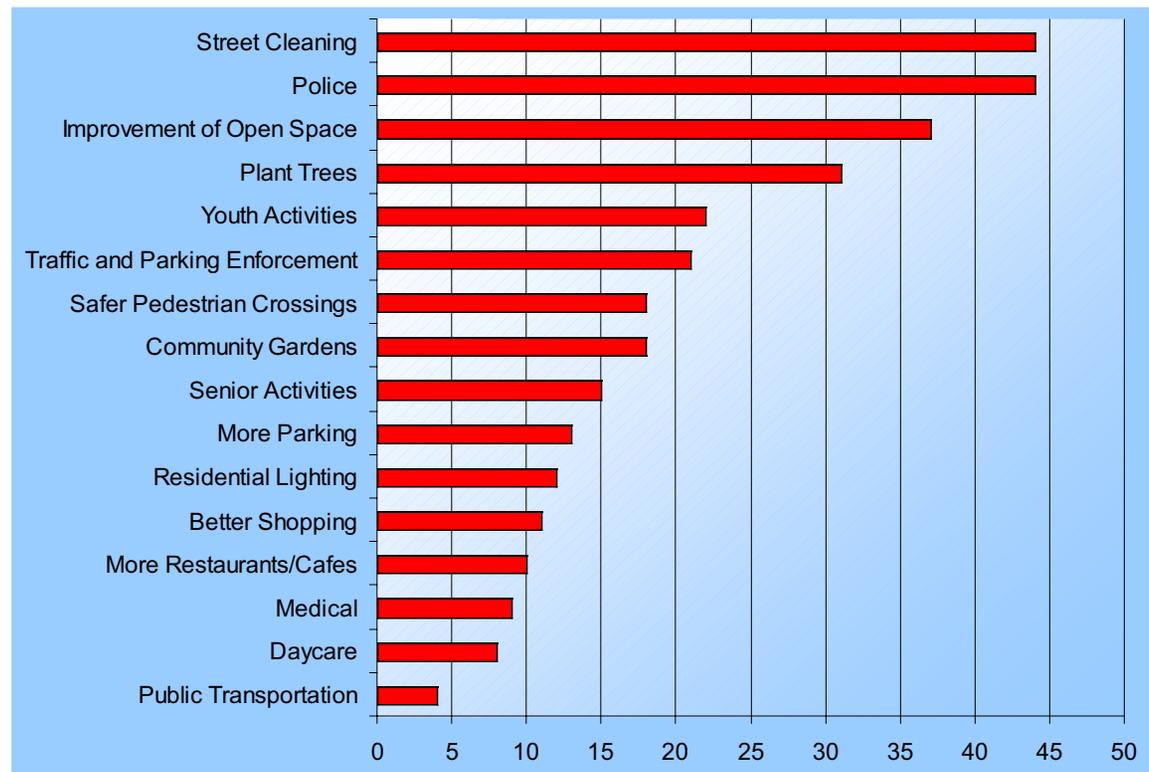
The topic areas were:

- Housing
- Parks, Open Space and Recreation
- Economic Development
- Transportation
- Quality of Life
- Community Heritage, Arts & Culture

Survey Results

Approximately 55 community surveys were collected at the community meetings in Parkwood. Survey respon-

ents indicated that there are several things they like about Parkwood: the neighbors, the housing, the open space and playgrounds, and the convenient location, schools and churches. The problems that were cited in the surveys are litter, graffiti, poor management of the parks and open spaces, loitering and drinking by teens, lack of activities for youth, Section 8 housing, dirty streets and broken sidewalks, speeding traffic and pedestrian safety. There was also dissatisfaction with the local shopping center, the degree of community organization and police services.



Quality of life improvements requested by residents in the survey



Parkwood Shopping Center

Chapter 5

Neighborhood Analysis

Retail Issues

The Parkwood Shopping Center is the closest and most convenient place for shopping in the neighborhood. It is a highly visible property, centrally located in Parkwood. However, its appearance needs improvement and the shopping center is poorly designed for pedestrians. The center lacks a pedestrian circulation plan even though many customers arrive on foot. It also lacks appropriate landscaping.

The quality of shopping is also an issue. Residents want higher-quality goods and a better retail mix at the Parkwood Shopping Center. Residents would prefer to shop locally, but they do not want stores that generate undesirable activities or behaviors. They are concerned about the proliferation of lower-end convenience markets. The disappearance of small neighborhood businesses within the Parkwood Shopping Center bothers many residents, who expressed the desire to see the center revitalized.

The shopping center owner has been responsive. The owner installed a new traffic signal, published a monthly newsletter, and started construction on major new improvements at the Center.

City Services and Fiscal Constraints

At the community meetings, many residents stated that they feel neglected by city government and are dissatisfied with the way city services are delivered. For example, they see that trash and litter is not picked up on public parkland. The residents know that Parkwood's work-

ers and homeowners contribute significantly to the tax base; so they wonder why more services cannot be delivered to the neighborhood.

This is related to another issue, namely the problem of scarce government resources. It is not evident in a stable neighborhood such as Parkwood, but over the past 50 years Philadelphia has lost approximately one-third of its total population with obvious effects on city finances and services. Most city agencies are operating with reduced staff and City departments are constantly challenged to do “more with less.” In the Parkwood plan, city budget constraints will limit the ability to build sidewalks, improve the streetscape, parks and landscape, establish new educational and recreational programs and preserve historic landmarks.

Streetscape

Parkwood's streets are in good condition, but sidewalks need to be repaved or repaired and missing sidewalks constructed. Parkwood is at the stage of its history when sidewalks are wearing out and require replacement.

According to municipal ordinance, homeowners or property owners are responsible to pay for the cost of replacing sidewalks. This is confusing to many people because the sidewalks are actually within the boundaries of the public street. It is also disappointing to residents because sidewalks are expensive to replace. The City pays for new sidewalks only in very specific cases where assisted housing developments and commercial revitalization projects are being built; and the City's ability to pay for those sidewalks has been sharply reduced due to budget limitations. From a planning standpoint it would be ideal for government to pay for new sidewalks in the neighborhoods, since it would allow for a uniform and comprehensive treatment of the

problem. However this cannot be accomplished due to budget constraints.

Traffic Congestion and Traffic Safety

Parkwood's major streets that serve as commuter arterials generate traffic congestion and excessive speeds during commuter rush-hour traffic. These problems occur along intersections of residential streets and at key locations near schools and intersections near the commercial areas. The intersection of Southampton Road & Roosevelt Boulevard is a trouble spot during peak hours, and the development of the massive Franklin Mills Mall during the 1980s created additional traffic problems in Parkwood.

On the smaller neighborhood streets, residents are concerned about the excessive speed of traffic and its effect on the safety of pedestrians (especially children and seniors). Accordingly there is the potential for "traffic calming" in Parkwood. Traffic calming refers design and construction techniques aimed at slowing traffic. Traffic calming can include measures such as crosswalks, sidewalk bump-outs, changes in paving textures, soft rumble strips and speed bumps. The City's Capital Program includes a project called "Slow Down Philadelphia," calling for these types of improvements at unspecified locations in Philadelphia. However the funding is limited (total of \$820,000 over six years), so it can be considered a demonstration project.

Zoning

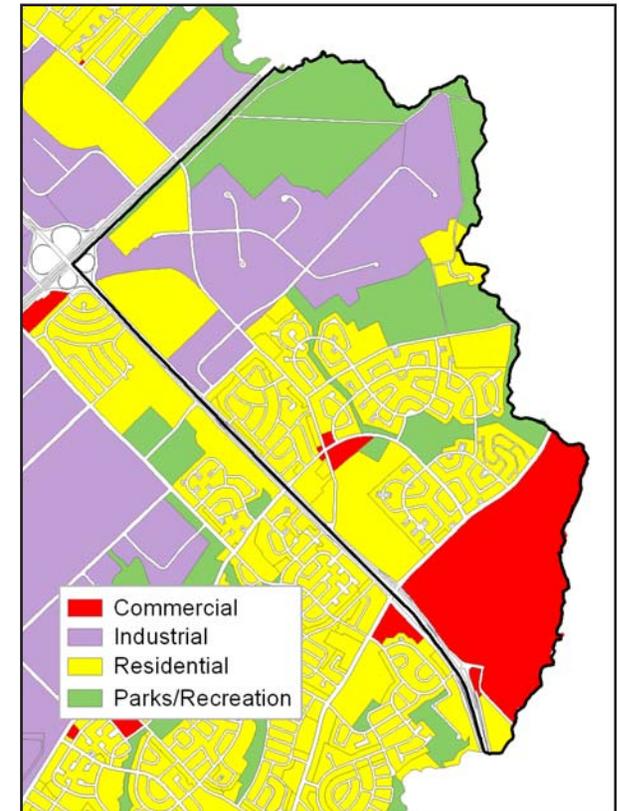
Existing zoning is "R-6 Residential" for most of the housing in the neighborhood, including the original brick row homes from the early Parkwood Manor development. Recreational properties (including drainage rights-of way) are zoned "Recreation." The

Parkwood Shopping Center at Byberry & Academy Roads is zoned "Area Shopping Center." The Decatur and Shallcross School properties are zoned "R-1A Residential." Several other zoning categories exist for various small sections of the neighborhood. In Parkwood the zoning is relatively up-to-date and generally appropriate for the land use.

Community Facilities and Schools

There are a number of public and private community-based programs operating in the neighborhood. St. Anselm Church offers many programs and classes, along with the Junod Recreation Center and Playground. The closest library to Parkwood is not within easy walking distance for most people. It is located to the south of Woodhaven Road.

The Decatur Elementary School is scheduled for conversion to a Kindergarten through 8th grade school. The Shallcross School, occupying a larger property contiguous with Decatur, is being considered for a new use. The School District has discussed several possibilities for Shallcross: (1) a new high school, (2) a charter school, (3) continued use for behavioral education services, and (4) for the school to be used in combination with the nearby Benjamin Rush School as a new high school for performing arts. Currently the plans are being re-evaluated because of community concerns about a new high school. Philadelphia's elected officials have ensured that the wishes of the Parkwood community will be factored into the planning for the Shallcross property. In the meantime the school is being leased to a company that provides behavioral education services.



Zoning in Parkwood



Several open space drainage rights-of-way exist in Parkwood

Chapter 6

Recommendations

Overview

The Parkwood neighborhood is in generally good condition, exhibiting many strengths. This is reflected in the types of recommendations and the way they are prioritized. Recommendations for Parkwood are designed to meet three objectives:

- ◆ to make the neighborhood even stronger by adding value and desirability,
- ◆ to better connect the housing with nearby commercial, industrial and natural areas, and
- ◆ to protect the neighborhood from negative trends in the future.

The recommendations are the result of a lengthy process involving analysis of neighborhood conditions and extensive input from citizens and elected officials.

The recommendations are organized into several categories:

- Public space
- Economic development
- Housing
- Community organization
- Community heritage, arts and culture
- Quality of life

Public Spaces

The plan for Parkwood begins with proposals for improving “public spaces” in the neighborhood. This responds to citizen comments during the planning process, and the Planning Commission believes it will have the greatest impact towards enhancing and protect-

ing the quality of life in the neighborhood. Public space is broadly defined to include streets, sidewalks, parks, playgrounds, pathways for pedestrians and bicyclists, and even the local shopping areas where residents come together to shop. Improving public spaces will add value to the housing, enhance neighborhood identity and attract new residents to the area. The recommendations for public space represent a vision for Parkwood in the future – a place where the quality of the housing is matched by the quality of the public realm. In order to move toward that vision, this plan offers many specific recommendations for improving the public spaces. They are organized into two sections: (1) streetscape and (2) open space.

Streetscape

Recommendation: Build new sidewalks and replace sidewalks where needed.

Sidewalks do not exist in some areas of Parkwood. This is most evident at City-owned properties such as Junod Playground. It is important for the City to build new sidewalks in these areas to complete the neighborhood’s system of sidewalks and establish connections with nearby parks, trails and neighborhoods. In the other sections of Parkwood, homeowners are encouraged to replace sidewalks as the walkways become worn and cracked. Aside from the obvious safety considerations, old and worn-out sidewalks send a message that a neighborhood is deteriorating. On the other hand, new sidewalks convey a message that the community is strong and prosperous.

Recommendation: Improve pedestrian safety through intersection improvements and traffic calming.

Parkwood residents have complained about cars and buses that move too quickly through the neighborhood.



Signage and Receptacles



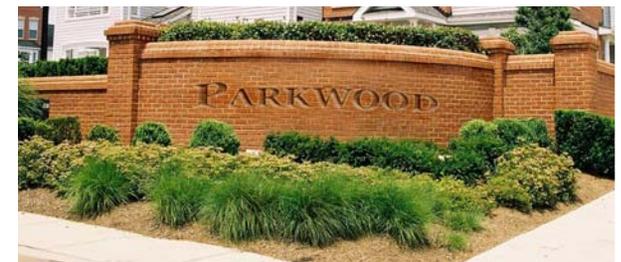
Planted Medians



Street Furniture



Illegal on street parking is a significant problem in the neighborhood



Possible Gateways

At important intersections, pedestrian crossings should be enhanced with crosswalks and bump-outs. Bump-outs (where curbing is flared-out at intersections) make crossings shorter and safer, add greenery and help to reduce the speed of traffic. Bump-outs are one element of “traffic calming,” which refers to street improvements that deter speeding by motorists. The street improvements can also include crosswalks, changes in paving textures, signage and other minor physical changes to the streets. Traffic calming is pedestrian-friendly, improving safety and community appearance.

Recommendation: Provide amenities in Parkwood’s public spaces

Beautifying the public spaces can be accomplished by providing better amenities:

- ◆ Improving the medians in roadways
- ◆ Installing benches at parks and bus stops
- ◆ Tree plantings
- ◆ Comprehensive signage program including directional signs and signs for landmarks
- ◆ Lighting along streets, sidewalks and pathways
- ◆ Landscaped islands as an alternative to the shared parking lots

Recommendation: Parking enforcement

Similar to many other neighborhoods, there are parking violations in Parkwood that detract from neighborhood appearance and annoy the neighbors. Keeping boats or junk cars on the street is unlawful and every effort should be made to address the problem through police enforcement.

Recommendation: Establish attractive gateways

New gateways are recommended for Parkwood. Gateway improvements can be as simple as a road sign that welcomes visitors to the neighborhood, or as elaborate as a landscaped flower bed with monument-style sign. It can be situated within the public rights-of-way or on the edges of private developments. Gateways are commonly found in vacation communities and resorts, and they would be beneficial to Parkwood as well. Private developers sometimes install gateway signage as a way of showing a commitment to the identity and attractiveness of the broader community. Parkwood’s new gateways could be financed by public and/or private means. After the initial installation, the gateways will need to be maintained properly over time, and this may be best accomplished by community volunteers.

Open space

Recommendation: Establish an interconnected system of open space and trails including continuous parkland along the Poquessing Creek that is connected to the neighborhood and the Byberry Industrial Park.

Parkwood is fortunate to have plentiful parkland in four major sections:

- ◆ The neighborhood contains several large areas of parks coinciding with drainage areas.
- ◆ There are sections of park along the Poquessing Creek, including Benjamin Rush State Park.
- ◆ Parkwood has active play facilities at Dunks Ferry Road and Decatur School.
- ◆ The Byberry Industrial Park has a park-like design that is suitable for linear parks or trails.

Consistent with the Fairmount Park Commission's Trails Master Plan for Poquessing Creek Park (2001), Parkwood's parks and open spaces should include a network of paths and trails linking neighborhood residents to the larger trail system. To achieve this goal, parkland should be established along the entire length of the Poquessing Creek at the Philadelphia/ Bucks County

border. The Poquessing Park can be developed on either side or both sides of the creek, and easements could be used in some sections (instead of outright parkland acquisition). The trail along the Poquessing will also connect to the East Coast Greenway as it follows the Delaware River through the region. Philadelphia has a world class urban park system including linear parks and trails along the Wissahickon, Cobbs, Tacony and Pennypack Creeks; and the Poquessing Park should be developed according to the same model.

Recommendation: Improve the maintenance, upkeep and policing of parkland.

The parks and greenways that are situated in the residential sections of Parkwood need better maintenance and monitoring. Loitering and illicit activity can be a problem. Litter and trash can sit for weeks or months before being picked up by City crews. This is a problem that was reflected in citizen comments made at the planning meetings and workshops in Parkwood. Three specific actions are recommended: better maintenance by Fairmount Park Commission, maintenance by community volunteers, and more effective police and town watch patrols.

First, the Fairmount Park Commission should increase its commitment to maintain the neighborhood parks with a more aggressive cleaning schedule. Second, the local community should continue to conduct periodic clean-ups of the parks. One approach would be to establish a neighborhood garden & landscape club that would help clean the parks and perform other beautification chores such as (1) planting flowers along the roadways in medians and islands, and (2) adopting the new gateway installations and keeping them in good shape.

Community action can also be coordinated through the "Friends of Poquessing Watershed" organization which is well established in the Parkwood area. Citywide, over 80 volunteer Friends groups support various sections of Fairmount Park. The groups are made up of volunteers who partner with the Park Commission to restore, maintain and preserve the treasure that is Fairmount Park. A small number of Friends groups receive grants from outside funders to support a higher level of activity, including a permanent office and staff. However, volunteerism is the key ingredient and it can make an immediate and important impact.





The Poquessing Creek

Third, improving Parkwood's open spaces can only be sustained with effective police enforcement and crime prevention. Strategies for patrolling the parks should be coordinated between the Police Department, Town Watch and local community groups. This kind of coordination can be accomplished through the monthly meetings at the local police district.

Recommendation: Support the Poquessing Creek River Conservation Plan and the Poquessing Watershed Partnership.

A state-funded planning process is underway for the Poquessing Creek watershed. It is a multi-jurisdictional effort led by the Philadelphia Water Department. The consultant is Forbes Environmental and Land Use Planning. The plan will address water quality, parks, trails, crime, youth, education and history. After the final plan is released in 2007, a watershed partnership will be

established to help coordinate the long term protection and improvement of the Poquessing watershed. The Planning Commission supports this planning process and will continue to participate in meetings, plan review and follow-up. The watershed partnership will be an important opportunity that should receive the backing of citizens, agencies and elected officials from Philadelphia neighborhoods as well as the suburban communities.

Recommendation: Complete the development of Benjamin Rush State Park according to the plan being proposed by the City.

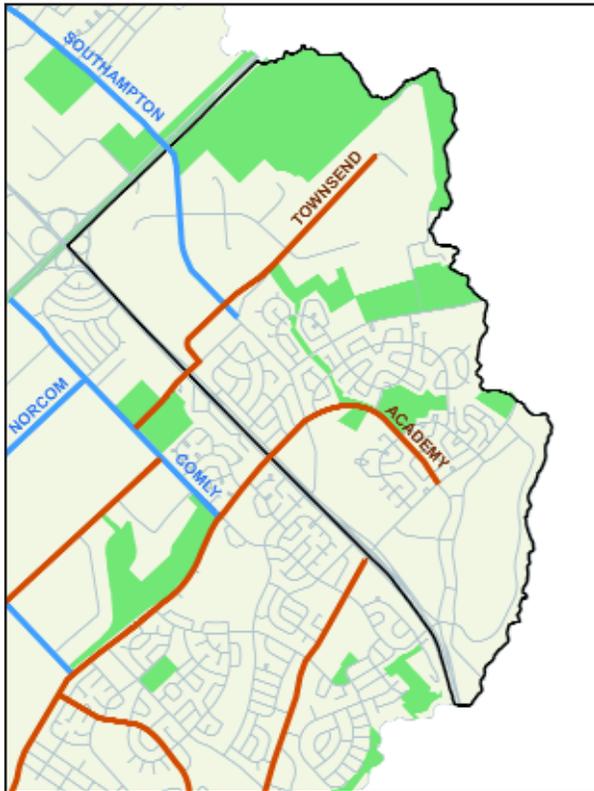
The Commonwealth of Pennsylvania should take immediate action to complete the long delayed development of this major park. The City's plan, devised under the leadership of City Councilman Brian O'Neill, is a relatively low-cost concept calling for the creation and preservation of natural areas with a minimum of pavement and development. This plan is overwhelmingly supported by the community.



Recommendation: Establish a Poquessing Environmental Center.

An environmental center would be a valuable addition to community facilities in the Far Northeast and nearby suburban communities. Environmental centers have been developed in Philadelphia at the Wissahickon, Pennypack and Cobbs Creeks with financial and programmatic support from the Fairmount Park Commission. A strong community based non-profit organization or "Friends" organization is needed as a first step. Additional funding is needed from foundations, corporate and governmental sources.





Official bicycle routes (in red) and bike-friendly streets (in blue) in Parkwood

Recommendation: Make Parkwood more bicycle-friendly by improving the local bike network.

Bicycle amenities are related to neighborhood open space as well as recreation and transportation. In Parkwood, bicycling is important for the children, for exercise and fitness for people of all ages, and for commuters who are looking for an alternative mode of transportation.

Philadelphia’s official network of bicycle routes consists of (1) bicycle lanes painted on the streets, (2) streets that have been determined to be bicycle-friendly but where the lanes have not yet been painted, and (3) off-road bike trails such as the Pennypack, Wissahickon and Schuylkill River bike routes. The official bicycle network map also shows transit stops and bike shops.

Parkwood has bicycle lanes in two sections: (1) Academy Road, and (2) Townsend and Thornton Roads. The two sections are not connected. The Academy Road

bike route travels a long distance to the south, leading to the Pennypack bike trail and bringing bikers close to train stations on the R-7 line.

The bicycle trail network should be expanded and improved in Parkwood, mainly through the addition of off-road bike routes using neighborhood parkland. The new off-road trails should connect with similar trails along the Poquessing Creek. A small section of the Poquessing Creek (near Grant Avenue) already has a bike trail, but it needs to be expanded upstream to Parkwood.

Economic Development

Economic development recommendations are made for three commercial sites in Parkwood. Each site contains important public spaces, and each site has a major impact on the desirability and well-being of the community. They are: (1) the neighborhood shopping district at the Byberry & Academy, (2) Franklin Mills Mall, and (3) Byberry Industrial Park.



Recommendation: Improve the neighborhood shopping district at Academy & Byberry.

The vicinity of the Parkwood Shopping Center is a place where people gather and meet. It functions as a neighborhood gateway and it helps establish the image and identity of Parkwood. However as mentioned through community input, the shopping center is in need of investment and remodeling. If the shopping center and nearby commercial properties were in top-notch condition, the entire Parkwood community would make a quantum leap in terms of value and attractiveness. Of obvious importance is the need to select the best store types and tenants. Selection of tenants should be discussed as part of a dialogue between the owner, community leaders and elected officials. In addition, several types of physical improvements should be made

by the owner of the shopping center, including facades, signage, pedestrian circulation, landscaping and new pavement in the parking lot. The Planning Commission is pleased to acknowledge that a privately-financed remodeling project is underway at the shopping center at the time of publication.

Recommendation: Monitor and manage the impacts of Franklin Mills Mall on the Parkwood community. The 280-acre, 170-store Franklin Mills Mall is a regional shopping center adjacent to Parkwood. Issues of concern to neighborhood residents include appearance, traffic, security, pedestrian amenities, vacant stores, upkeep and civic responsibility in general. Community leaders and elected officials are meeting periodically with mall ownership to address any problems. The Franklin Mills Mall Advisory Committee is a process that should be supported by City agencies such as Commerce Department and the Planning Commission.

Community residents are also concerned about a possible sale of Franklin Mills for a new and different use. The Planning Commission believes that this property will remain a shopping center. There is no proposal to change the commercial zoning and the City would not support such a change.

Recommendation: Reinforce and monitor development controls and deed restrictions at Byberry Industrial Park.

A major reason for the success and attractiveness of this well-planned business park is the deed restrictions (set up by the Philadelphia Industrial Development Corp. some 40 years ago) that establish setbacks, landscaping, building materials and land use controls. When businesses seek relief from the deed restrictions, there is a process calling for review by all tenants in the Industrial Park. Representatives from community groups should be included in this review and approval process. The deed restrictions are a valuable planning tool.

Recommendation: Establish a multi-use trail at Byberry Industrial Park with connections to neighborhood parks, Benjamin Rush State Park and the proposed Poquessing trail.

This attractive and successful business park could be even better with state-of-the-art amenities. The proposed “green trail connection” will have benefits for businesses, employees and residents who enjoy hiking and biking. When combined with flower beds, benches, trees and trash receptacles, the new amenities will add attractiveness and improve property values in the business park and the adjacent Parkwood community.



Parkwood Shopping Center Today



Conceptual Redesign



The shopping center parking lot would benefit from new striping, repaving, greening, landscaping, traffic and pedestrian flow



Example of a multi-use trail at an industrial park



The quality of housing stock in Parkwood is high, while vacancy is low.

Housing

Parkwood has a good housing stock, high property values, low vacancy rates and a very high rate of homeownership; but even with these impressive assets, there is a need to protect investment, reinforce homeownership and ensure a continuation of the success in the future. Several housing recommendations are appropriate for Parkwood.

Recommendation: Market the neighborhood with emphasis on attracting young families and professionals.

In 2003, the Central Philadelphia Development Corporation unveiled its Philadelphia Neighborhood Marketing Program, a demonstration program designed to promote urban living in six middle-income neighborhoods in Philadelphia. The neighborhoods are: Cedar Park, Mt. Airy, Southwest Center City, Fox Chase, Overbrook Farms and Roxborough. Special websites were created to market the neighborhoods and they can be seen at www.phillyathome.com.

The same approach is recommended for Parkwood. The local housing market is highly competitive, especially considering the proximity to the suburbs. Marketing can be done with websites, brochures and newsletters. The marketing materials can be shared with local businesses, libraries, schools, developers and realtors. This is a way to get the word out and make potential homebuyers aware of the special assets of Parkwood Manor. With a community plan and with implementation of the recommendations, a marketing program will have maximum effectiveness.

Recommendation: Prepare a “Welcome Kit” for new homeowners.

This resource packet would include helpful phone num-

bers and home repair instructions. The kit could be prepared by the civic association with assistance from the Planning Commission and other agencies and organizations; for distribution to block captains, community groups and realtors. See the Appendix for a preliminary draft of the New Homeowner’s Welcome Kit.

Recommendation: Promote housing programs to assist elderly and fixed-income residents of Parkwood.

Approximately 1,500 elderly persons live in Parkwood and many of them are homeowners who are living on fixed incomes. A variety of programs are available to help senior citizens stay in their homes and make home improvements and repairs. Most of the programs are limited to low-income seniors. The programs are not automatic and seniors need to apply. Therefore, education and assistance should be provided so qualified seniors don’t miss out on important benefits. For more information visit:

www.phila.gov/ohcd/QuickGuide.htm

These programs include:

- ◆ **Basic Systems Repair Program:** Free emergency repairs to electrical, plumbing and/or heating systems of an owner-occupied property.
- ◆ **Emergency Heater Hotline:** Free minor heater repairs.
- ◆ **Philadelphia Home Improvement Loan:** Low interest home improvement loans up to \$25,000.
- ◆ **PHIL-Plus/Mini-PHIL:** Home improvement loans to owners with less-than-perfect credit.
- ◆ **SHARP:** The Senior Housing Assistance Repair Program provides free minor repairs to homes of elderly Philadelphians.
- ◆ **Weatherization:** Free energy-efficiency improvements to owner-occupied and rental units.

- ◆ **Adaptive Modification Program:** Free adaptations to houses or apartments of low-income disabled individuals.
- ◆ **Tax relief and rent rebates for Senior Citizens:** Seniors need to apply at the offices of elected officials, or at senior centers.

Recommendation: Parkwood’s civic leaders and elected officials should continue to meet with the Philadelphia Housing Authority to discuss issues connected to subsidized housing.

Residents of Parkwood have expressed concerns about the impacts of subsidized housing in the community. In response, the Northeast Advisory Committee was established as a process that can monitor subsidized housing and allow for community input. Community leaders should continue to participate in this important process.

Community Organization

As reflected by the citizen input into this plan, Parkwood residents want to have well-organized community groups. There is a strong history of community involvement, primarily through the Parkwood Civic Association and Parkwood Area Planning Council. Similar to many neighborhoods, the civic groups have had many years of intense and sustained activity, and years when there is little or no activity.

Recommendation: Encourage and support organized civic involvement in Parkwood.

The Planning Commission urges the citizens of Parkwood to remain involved in a local neighborhood group or civic association. There are many potential benefits, and several of the recommendations of this plan rely on civic action and volunteerism. Community groups can keep a watch on development, zoning variances and

liquor licenses, and they can lobby for more and better City services and government support. The groups can facilitate volunteer clean-ups and maintenance efforts as suggested in this plan. A civic association can also help educate the public and disseminate information on important issues such as assistance to the elderly and disabled. A neighborhood group can represent local citizens in public hearings regarding planning, environmental, housing and transportation issues.

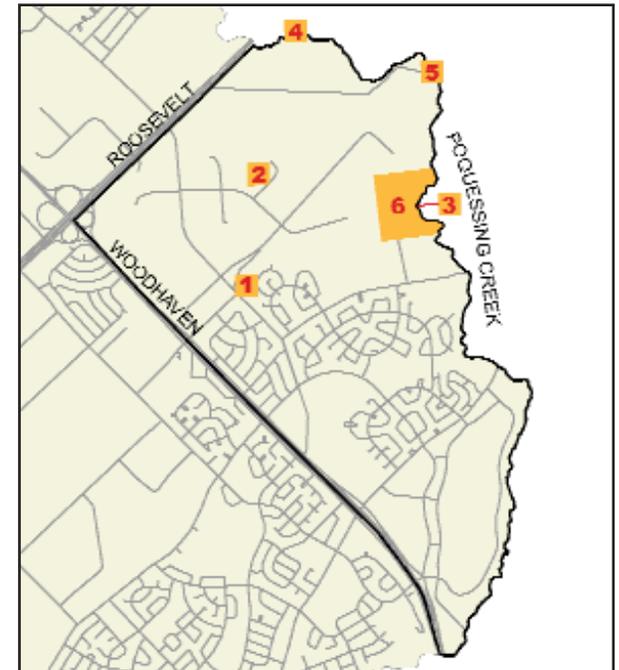
Community Heritage, Arts and Culture

Recommendation: Increase awareness of neighborhood history and heritage

Residents of Parkwood are encouraged to establish a historical society for the neighborhood, or to participate in a historical society for Far Northeast Philadelphia. Residents should consider starting an annual “Benjamin Rush Day” of activities commemorating the rich history of the neighborhood.

Recommendation: Preserve historic sites

Parkwood’s primary historic site is the Byberry Friends Meeting House and School. This property should be preserved and supported financially so it can continue to exist as an area landmark. Other historic features in the area include the stone arch bridges over the Poquessing and buildings in the village of Mechanicsville. Preservation is the goal for these properties and landmarks. Technical assistance is available from the Planning Commission, the Philadelphia Historical Commission, the non-profit Preservation Alliance and the National Trust for Historic Preservation.



Historic sites in Parkwood: (1) Byberry Friends Meeting House, (2) Renovated historic hospital building in Byberry Industrial Park (also shown in the photo below), (3) Century Lane Bridge, (4) Old Turnpike Bridge, (5) Richelieu Road Bridge, and (6) the village of Mechanicsville.





Teenagers would benefit from more organized educational and recreational programs

Recommendation: Establish more community activities and classes, especially for teenagers.

It is apparent from community input that more structured activities and educational programs are needed in Parkwood, especially for teenagers. Ideally the programs can serve residents of all ages and facilitate inter-generational support and dialogue. Junod playground already has several programs that are open to the public: gymnastics, tumbling, dance, arts and crafts, recreation for tots, swimming and summer day camps. Most of these programs are attended by younger children as opposed to teenagers. St. Anselm Church has additional classes and activities, and there is a major non-profit youth athletic association that manages a variety of sports teams. Clearly the basics are in place and the capacity exists to establish more programs for teens; but the array of services should be re-evaluated and improved, specifically for teenagers. This should be done by city, religious and non-profit service providers with extensive input from community leaders and parents.

Quality of Life

Quality of life issues sometimes appear to be minor in nature, but taken together they can add up to be crucial to the well-being of a neighborhood. In this plan, quality of life recommendations address crime and safety, litter, community facilities and zoning variances.

Recommendation: New development should incorporate principles of Defensible Space.

Although Parkwood is clearly not a high-crime area, crime prevention and police services rank near the top of the list of community concerns in the neighborhood. One way to address this in a community plan is to promote the Defensible Space principles of author Oscar Newman, also known as Crime Prevention Through

Environmental Design (CPTED) or “safe design.” Defensible Space has two major elements: (1) community design and (2) community action.

The design principles can be applied to new or renovated housing and commercial developments in Parkwood. Defensible space involves the definition of private space vs. public space and the notion of community control of public spaces. For example, community design should maximize visibility and opportunities for surveillance by residents and visitors. This involves designing buildings, walkways, landscaping and lighting systems to eliminate blind corners and other anonymous places where people can lurk.

According to defensible space principles, crime prevention is further enhanced through community action or collective action that brings neighbors together to prevent crime. Neighborhood groups, town watch and police/community councils are just as important as community design in fighting crime.

Recommendation: Community leaders and neighborhood institutions should utilize the community programs of the Philadelphia Police Department.

Most importantly, community leaders should continue the neighborhood Town Watch and attend meetings of the Police Advisory Council so that police services can be better tailored to particular needs in Parkwood. Several police department programs are described below (for more details go to www.ppdonline.org/cmt):

- ◆ **Police District Advisory Council:** Monthly meetings are held at the local police district to discuss crime prevention in the neighborhoods. From these meetings, community spokespersons are elected and they have significant input into departmental policies.

- ◆ **Operation Town Watch:** A joint effort between the Police Department and the Managing Director's Office, this program provides liaisons, training and equipment to the local Town Watch organizations. Philadelphia's Townwatch Program is heavily involved in the National "Night Out" events each August. Currently, the program has 514 active groups, and a membership of over 13,305.
- ◆ **Community Relations Unit:** These officers work with neighborhood groups to help ensure the Department is being responsive to community needs. Community Relations officers also conduct educational programs such as DARE and Police Explorers.
- ◆ **Drug Abuse Resistance Effort (D.A.R.E.):** Available to 4th and 5th grade students during school instruction, DARE addresses the drug problem and peer pressure to use illegal substances.
- ◆ **Police Explorer Program:** In partnership with the Boy Scouts of America, this program is aimed at young people 14 to 20 years of age who are already in an Explorer post. At times these Explorers are asked to assist police in crowd control and special events held by the Department.
- ◆ **Ride-Along Program:** Allows citizens to view the operation of the Police Department while riding with an on-duty officer. This program is coordinated by the District Community Relations Officer.

Recommendation: Address the problems of litter and graffiti.

Community input indicates that litter and graffiti are problems in Parkwood, and the Planning Commission is in full agreement. Several actions are recommended:

- ◆ **Police enforcement:** Littering and dumping of trash is a violation of sanitation laws and offenders are subject to prosecution by police.
- ◆ **Community and City cleanups** are needed to offset the effects of littering. The City can send Graffiti Abatement Teams to help with the cleanup. Under the Community Partnership Program coordinated by the Managing Director's Office, community organizations are loaned rakes, brooms, shovels, etc. to clean up their neighborhoods. Special weekend trash pickups can also be scheduled.
- ◆ **Education in the schools** is needed so that behaviors can be changed over the long term.

Recommendation: Promote the shared use of school buildings.

Community services, such as after school programs and adult education can be housed in Parkwood's public schools if they can remain open for extended hours. School buildings can also be used for activities for the teenagers in the community. Shared use of facilities is an efficient and cost-effective way to meet community service needs.

Recommendation: Monitor zoning variances to protect the character of the Parkwood community.

Local community organizations should monitor zoning variances to prevent unwanted uses from being developed in Parkwood. Zoning variance hearings also provide an opportunity to negotiate changes and improvements in plans for new development. The best way to accomplish this is to have a strong community association (with a zoning committee) working with elected officials and Planning Commission staff.



Front steps and patios create a human presence, critical for a safe neighborhood

IMPLEMENTATION

Category	Recommendation	Location / Detail	Agencies/ Organizations	Potential Funding Sources	Timeframe
Improving Public Spaces	Build and replace sidewalks	Sidewalks area-wide, especially near Dunks Ferry and Mechanicsville Roads	Streets Dept., Recreation Dept., PennDOT, individual property owners	City, state, federal and individual homeowners	Ongoing; within 10 years
	Intersection redesign for pedestrian safety	Residential streets including streets near playgrounds and shopping centers	Streets Dept., PennDOT	City, state, federal	Within 5 years
	Provide amenities and furnishings	Medians, benches, signs, lighting, landscaping in parks and streetscape	Streets Dept., Recreation Dept., Fairmount Park	City funds with some upkeep by community	Ongoing; within 10 years
	Parking enforcement	To deter illegal parking, abandoned cars and parking of boats on trailers	Police Dept.	City operating budget	Immediate and ongoing
	Establish attractive gateways	Key intersections at neighborhood entrances or landmarks	Streets Dept., PennDOT, private developers and donors	City, state, private with some upkeep by community	Within 10 years
	Interconnected system of parks and trails	From Parkwood to Poquessing Creek, Industrial Park, Benjamin Rush State Park, Delaware River	Fairmount Park, PIDC, PA DEP, PA DCNR	City, state, grants with some upkeep by community	Within 10 years
	Improve maintenance and upkeep of parks	Neighborhood parks, trails, gateways	Neighborhood civic groups, Friends group, local garden club	Volunteer efforts, special grants	Immediate and ongoing

Category	Recommendation	Location / Detail	Agencies/ Organizations	Potential Funding Sources	Timeframe
	Support Poquessing Creek River Conservation Plan	Partnership for stream protection, park management, crime reduction, education	Community leaders, civic groups, Water Dept., Fairmount Park	Volunteer efforts, City, state, federal	Ongoing after plan completion
	Complete development of Benjamin Rush State Park	280-acre state park property at Roosevelt Blvd. and Poquessing Creek	PA DCNR	State	Completion within 2 years
	Establish a Poquessing Environmental Center	Located in Parkwood or another community adjacent to the Creek	Fairmount Park, PA DEP, PA DCNR, forestry agencies, universities	City, state, universities and private donors	5 to 10 years
	Improve bicycle network	Bike trails in parks and on community streets	Fairmount Park, PA DEP, PA DCNR, Streets Dept., PIDC	City, state, corporate	Immediate and ongoing
Economic Development	Improve Parkwood Shopping Center	Facades, signs, landscaping, pedestrian amenities, paving, curbing	Private owner	Private	Underway
	Manage impacts of Franklin Mills Mall	Community participation in Advisory Committee	Partnership (private, City and community)	Volunteer efforts	Continue existing process indefinitely
	Extend deed restrictions in Byberry Industrial Park	Controls on setback, landscaping, amenities	PIDC, businesses and community leaders	N.A.	Continue existing process indefinitely
	Build multi-use trail in Byberry Industrial Park	In business campus near Townsend and Southampton Roads	PIDC, private	Private, City, grants	Within 5 years

**Philadelphia City Planning Commission
Parkwood Community Plan**

Category	Recommendation	Location / Detail	Agencies/ Organizations	Potential Funding Sources	Timeframe
Housing	Neighborhood marketing	Web, brochures, newsletters, advertisements	Community groups and volunteers	Community-based, City, corporate donors	Within 5 years
	Welcome kit for homeowners	Home repair info, resources and helpful phone numbers	Community groups, Planning Commission, realtors	Community-based, City, corporate donors	Within 5 years
	Promote housing programs for elderly and fixed income residents	Home repair, weatherization, adaptive modifications, tax and rent relief	OHCD, Philadelphia Corporation for Aging, local banks	City, state, federal	Immediate and ongoing
	Continue meetings of the Northeast Advisory Committee	Addressing issues with subsidized housing	PHA, City Council, Planning Commission, community groups	N.A.	Continue existing process indefinitely
Community Organization	Encourage organized civic involvement in Parkwood	Organized communities receive many benefits and advantages	Parkwood Civic Association, Town Watch, Friends of Poquessing, block captains, civic leaders	Volunteer efforts with private and public grants	Continue and improve on existing efforts
Community Heritage, Arts and Culture	Increase awareness of neighborhood history	Creation of local historical society and special commemorative events	Technical assistance: local and state historical commissions, and National Trust	Volunteer efforts and grants	Within 5 years
	Preserve historic sites	Byberry Friends Meeting House, Mechanicsville, historic bridges over the Creek	Local and state historical commissions, National Trust	Government grants and incentives, private sources	Immediate and ongoing

Category	Recommendation	Location / Detail	Agencies/ Organizations	Potential Funding Sources	Timeframe
	Establish new community activities and classes	More programs are needed, especially for teens	Recreation Dept., school district, local churches, civic associations	City, non-profits, grants	Continue existing programs and augment in future
Quality of Life	New development should use Defensible Space principles	Project design for enhanced safety and community action	Private builders, Planning Commission with input from civic associations	Private funding, technical assistance from Planning Commission	Immediate and ongoing
	Use community programs of the Philadelphia Police Dept.	Advisory Council, Town Watch, Community Relations, DARE, Explorers	Police Dept., MDO, civic associations, town watch, Boy Scouts, Girl Scouts	City funds and community town watch and scouting organizations	Immediate and ongoing
	Address the problems of litter and graffiti	Police enforcement, community action, education for the long term	Police Dept., schools, neighborhood groups	City, school, residents and volunteer efforts	Immediate and ongoing
	Promote the shared use of school buildings	Schools should provide community services after hours	School District, Archdiocese, Managing Director	School District, Archdiocese, City	Immediate and ongoing
	Monitor zoning variances	Community can negotiate for better design and development	Civic association, Zoning Board, Planning Commission, elected officials	Volunteer community involvement	Continue existing efforts and augment in the future

Appendix

New Homeowners' Welcome Kit

The Planning Commission staff and Parkwood Civic Association have prepared this material to help orient residents to the Parkwood Community (all phone numbers are area code 215 unless otherwise noted).

Helpful Phone Numbers

Parkwood Civic Association

(on the web at -- www.parkwoodcivic.com)

Mike Hatala - President -267-249-6677

Bill Neveil - Vice President - 267-784-0144

Eugene McAleer – Treasurer - 267-679-9756

Patty Zeitz - Public Relations - 637-3313

Carol Kain - Secretary - 281-3228

Lou Farinella – Recording Secretary - 637-6968

Government and Service Agencies:

Town Watch Membership 686-1423

Department of Licenses and Inspection East District 685-0580

Zoning Board of Adjustment 686-2429

City Planning Commission 683-4615

Office of City Representative Art & Culture

Logistics of events 683-2060

Welcome Center for New Pennsylvanians 557-2626

Police District #8 686-3080

Highway Maintenance District Center #6 685-0362

Streets Department Survey District #4 685-0350

Health District #10, 685-0600

Community Mental Health/Mental Retardation Center 632-9040

Elected Officials:

City Council Dist. #10, Brian J. O'Neill, 686-3422

PA State Senatorial District #5, Michael J. Stack 281-2539

PA State Rep. Dist. #170, George T. Kenney, Jr. 934-5144

PA State Rep. Dist. #169, Dennis M. O'Brian 632-5150

Voter Registration, 686-1505

Business:

Northeast Philadelphia Chamber of Commerce, 332-3400

Parkwood Shopping Center, 244-5145

Franklin Mills Mall, 632-1500

Byberry Industrial Park, PIDC, 496-8020

Northeast Philadelphia Airport (noise complaints), 937-6879

Schools:

Decatur, at Academy & Torrey, 281-2606

St. Anselm, at 12669 Dunks Ferry road, 637-3525

Community College of Philadelphia, N.E. Branch, 972-6372

Kathryn Drexler Library, at 11099 Knights road, 685-9383

Parks:

Fitzpatrick Recreation Center, at Academy & Torrey, 685-9395

Junod Playground, at 3301 Mechanicsville road, 685-9396

Benjamin Rush State Park 591-5250

Friends of Poquessing Watershed, 638-0832

Fairmount Park Commission Northeast District, 685-8797

Problem and Complaint Calls:

Trash & Debris

- uncollected trash or recyclables, 686-5560

- in streams, 685-3097; on lots, 686-2463

- overflowing dumpster, 686-5560

- dumping (illegal), 685-3097

- leaflets left on doors and car windshields, 686-3082

Noise

- loud noise, 685-7580

- car and building alarms, 823-7583

- barking dogs, 685-9040

Philadelphia City Planning Commission
Parkwood Community Plan

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Problem and Complaint Calls (continued)

Streets

- Potholes, hazardous sidewalk, 686-5560
- Missing or broken street signs or traffic light, 686-5560
- Snow and ice on roads, 686-5560
- Broken street and alley light, 686-5516
- Missing manhole covers:
 - Water Dept, 685-6300
 - PGW, 235-2050
 - PECO, 841-4141

- Abandoned or dangerous building 686-2463
- Abandoned car 683-2277
- Auto repair in public street:
 - L&I Intake complaint section 686-2463
- Block clean-up 686-5560
- Damaged bus shelter 671-8411
- Damaged mailbox 895-8331
- Dog handling and dog cleanup 686-3082
- Foul odor 686-2473
- Graffiti 685-9556
- Open fire hydrant, flooded intersection 685-6300
- Nuisance bar, underage drinking 726-6200
- Tree limbs in contact with PECO wires 841-4141

