

LOWER SOUTHWEST DISTRICT PLAN

PHILADELPHIA 2035

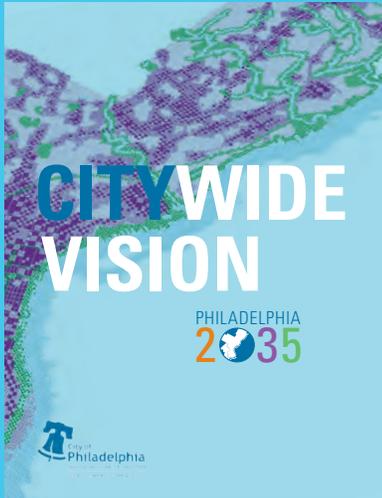
# LOWER SOUTHWEST

DISTRICT PLAN  
2016

PHILADELPHIA  
2035



**Philadelphia2035** is the city's Comprehensive Plan. Adopted, maintained, and updated by the Philadelphia City Planning Commission (PCPC), this document serves as a roadmap to guide physical development for the next 25 years and beyond.



*Philadelphia2035* is a two-phase effort. PCPC completed Phase 1 in 2011 with the adoption of the *Citywide Vision*. This document lays out broad, far-reaching goals for development organized under three themes of Thrive, Connect, and Renew, and nine planning elements including neighborhoods, land management, open space, and transportation. The many objectives and strategies identified in the *Citywide Vision* are crafted to contribute to a stronger economy, a healthier population, and a smaller environmental footprint for Philadelphia. The *Citywide Vision* predicts that 100,000 more residents and 40,000 more jobs will come to Philadelphia by 2035.



**Phase 1: Citywide Vision**  
Informs district plans



**Phase 2: District Plans**  
Informs zoning map revisions



## THE 18 DISTRICTS

CENTRAL  
CENTRAL NORTHEAST  
LOWER FAR NORTHEAST  
LOWER NORTH  
LOWER NORTHEAST  
LOWER NORTHWEST  
LOWER SOUTH  
LOWER SOUTHWEST  
NORTH  
NORTH DELAWARE  
RIVER WARDS  
SOUTH  
UNIVERSITY SOUTHWEST  
UPPER FAR NORTHEAST  
UPPER NORTH  
UPPER NORTHWEST  
WEST  
WEST PARK

Phase 2 of *Philadelphia2035* is the district plans. These plans apply the concepts of the *Citywide Vision* to specific areas of Philadelphia, using the PCPC's 18 planning districts to organize the process. Each district plan has three major products:

1. Land use and proposed zoning plans (to guide zoning map revisions)
2. Planning focus areas (locations where multiple or significant interventions are needed)
3. Recommendations for changes to the physical environment, including transit infrastructure and neighborhood facilities (to inform the Capital Program and other funding choices).

# LOWER SOUTHWEST DISTRICT PLAN

**THE LOWER SOUTHWEST DISTRICT PLAN**  
was adopted by the PCPC on June 14, 2016.

## BUILDING ON OUR STRENGTHS

- 2 | A Diverse Community
- 4 | An Industrial Economy
- 6 | Planes, Trains, and Automobiles
- 8 | Environmental Resources
- 10 | Land Use and Zoning
  - 12 | Existing Land Use
  - 14 | Existing Zoning

## FRAMING OUR FUTURE

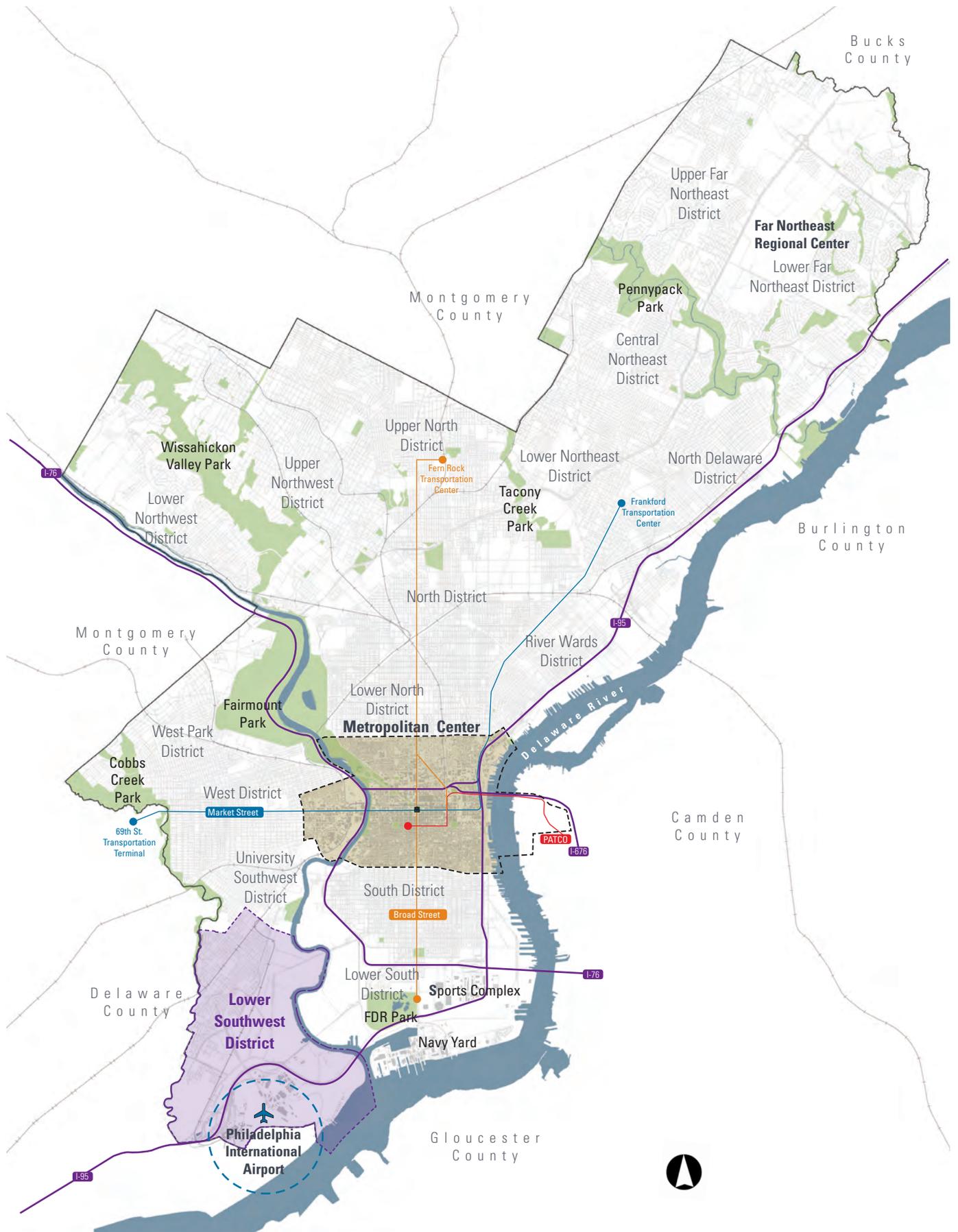
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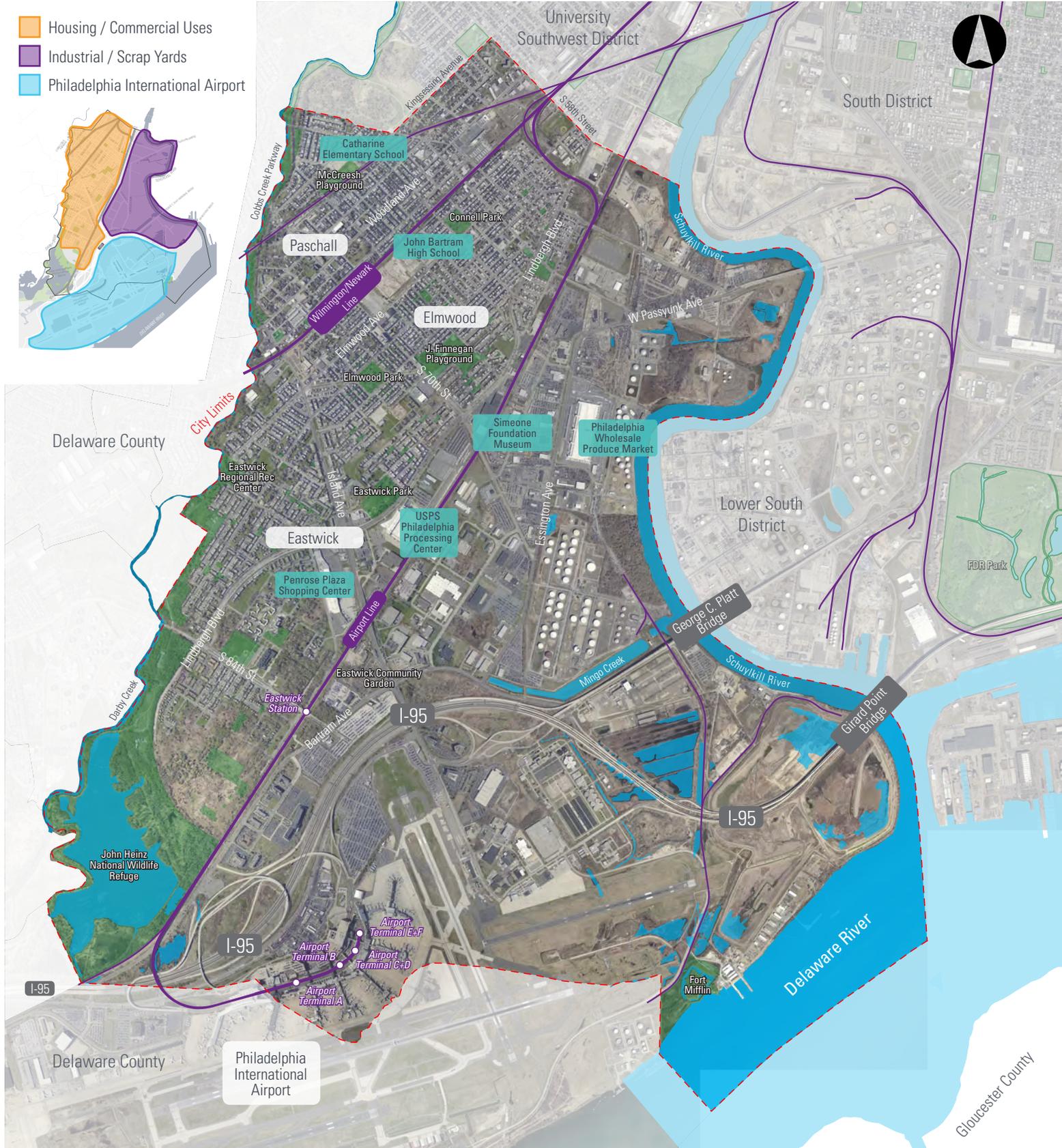
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# LOWER SOUTHWEST DISTRICT

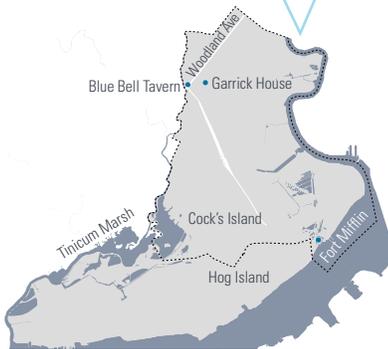
- **SQUARE MILES** -- 10.05 SQUARE MILES OR 6,434.37 ACRES
- **RESIDENTS** -- 42,117 (2010 U.S. CENSUS)
- **NEIGHBORHOODS** -- EASTWICK, ELMWOOD, PASCHALL

-  Housing / Commercial Uses
-  Industrial / Scrap Yards
-  Philadelphia International Airport



## Prior to 1800

European settlement begins in Philadelphia. Lower Southwest is known as Kingsessing.



**1634:** 5,700 acres of the Tincum Marsh is drained by the Swedish, Dutch, and eventually English for grazing animals.

**1681:** Swedish settlers purchase Hog Island from the Lenape Indians.

**1742:** Cock's Island is purchased by the City of Philadelphia to build the first quarantine station in the province. The island then became known as Province Island, and later, State Island.

**1642:** Old Swedes Mill is built in Cobbs Creek Park by Swedish governor Johan Printz, and is the first water-powered mill constructed in Pennsylvania.

**1696:** King's Highway (Woodland Avenue) is designed from Grays Ferry to the Baltimore area, becoming a main road from Philadelphia to the southern colonies.

**1723:** The Garrick House is constructed at 69th Street and Paschall Avenue.



Blue Bell Tavern

**1766:** Blue Bell Tavern is constructed as an important rest stop along King's Highway.

**1776:** Construction of Fort Mifflin on Mud Island is completed. After being destroyed during the Revolutionary War, it was rebuilt in 1794.

## 1800

The area is consolidated into the City of Philadelphia, and new development begins.



**1810:** The neighborhood of Paschalville is founded.

**1880:** Irish, Italian, and Polish immigrants move out west of the Schuylkill and begin settling in the Southwest neighborhoods.

First quarantine station in Pennsylvania  
Source: [www.sas.upenn.edu](http://www.sas.upenn.edu)



**1863:** Bell Road Station opens along Island Avenue as a passenger station for the Philadelphia, Wilmington, & Baltimore Railroad.

**1895:** Fels-Naptha soap creates enough success for owner Joseph Fels to build a factory at 73rd Street and Island Avenue. As of 2011, his soap is still marketed by the Dial Corporation.



John Bartram High School  
Source: [greatphillyschools.org](http://greatphillyschools.org)

**1883:** Irwin T. Catharine is born. Catharine became the main architect of Philadelphia Public schools, designing in mainly the Gothic Revival-style, and working on buildings including John Bartram High School, Joseph W. Catharine and John M. Patterson Elementary schools.

## 1900

The Philadelphia Airport is built and schools are established to support a growing population.



**1920:** The building boom is so extensive that sociologist William Weaver predicts that Tincum Marsh will disappear.

**1923:** The Woodland Avenue commercial corridor becomes an important retail district to a growing population. Benn Theatre opens.



Benn Theatre  
Source: [cinematreasures.org](http://cinematreasures.org)

**1917:** Hog Island Shipyard opens and produces over 100 pre-fabricated ships until 1922.

**1927:** Charles Lindbergh lands at Philadelphia's "Municipal Aviation Landing Field." He then dedicates the landing field as the "Philadelphia Municipal Airport."

**1949:** The Southwest Sewage Treatment Plant is under construction, imposing on the Cannonball House near Mud Island.

**1926:** Saint Barnabas Church and Elementary School opens at 63rd and Buist Avenue.

**1927:** Tilden Middle School opens on the corner of 66th and Elmwood in the Gothic-Revival style. It was added to the National Register of Historic Places in 1986.



Tilden Middle School  
Source: [phillyhistory.org](http://phillyhistory.org)

## Neighborhoods and Development

## Transportation and Industry

## Parks and Institutions

## 1950

New development and population numbers increase with Eastwick's urban renewal project.



## 1975

The area preserves land for environmental assets but is also affected by flooding.



## TODAY

Immigration is on the rise, and the airport has plans for expansion.



**1953:** Eastwick Neighborhood Urban Renewal Project is laid out. Prior to the project, Eastwick, known as the "Meadows," had a relatively small population. The plan included the acquisition of 2300 acres of land, the relocation of over 8,000 residents, and the redevelopment of 900 acres of land for residential and residential-related uses, 750 acres for airport-related uses, and 850 acres for airport clear zone, streets, and Interstate-95 construction.

**1956:** Route 37 Trolley is discontinued and Route 36 Trolley is extended to 94th Street and Eastwick Avenue. The stop is moved over the next 20 years to its current location at 80th and Eastwick Avenue.



Route 36 Trolley  
Source: PhillyTrolley.org

**1954:** U.S. Army decommissions Fort Mifflin and returns it to the City of Philadelphia.

**1970:** Penrose Park is completed and opened to the public.

**1972:** Tincum National Environmental Center is established, preserving the nature and habitats of the Tincum Marsh, which is the largest remaining freshwater tidal wetland in Pennsylvania.

**1970s:** Immigrants from Southeast Asia move and settle in the Southwest Philadelphia area.

**1976:** Pepper Middle School is completed. The school was closed in 2013 due to low enrollment, forcing many students to transfer to nearby Tilden Middle School.

**1999:** Hurricane Floyd drops over 6 inches of rain in one day, causing destructive flooding in the Southwest neighborhoods.

**1977:** Philadelphia International Airport opens four additional terminals and two parking garages.

**1985:** SEPTA's new airport rail line opens, connecting downtown Philadelphia to Philadelphia International Airport. The last section of I-95 is completed and opened.

**1976:** The Eastwick Community Garden is established on South 82nd Street.

**1991:** Tincum National Environmental Center is renamed the John Heinz National Wildlife Refuge at Tincum.



John Heinz National Wildlife Refuge at Tincum  
Source: fws.gov

**2010s:** African immigration increases population numbers in Lower Southwest.

**2012:** Rebel Gardeners from Pepper Middle School cultivate their own vegetable gardens.



Rebel Gardeners  
Source: RebelGardeners.org

**2010:** The Philadelphia International Airport's Capacity Enhancement Program is approved by the FAA in order to expand and modernize the airport.

**2011:** Philadelphia Wholesale Produce Market moves to Essington Avenue from its previous location in South Philadelphia.

**2013:** The Lower Schuylkill Master Plan is adopted, aiming to make the area a modern industrial hub.

**2001:** Clearview landfill is declared as a National Superfund site. In 2014, EPA selects the final cleanup plan for the site.

**2003:** Our Lady of Loreto church is listed on the Philadelphia Register of Historic Places as a visible "Art-Moderne" style landmark.



LOWER SOUTHWEST

# BUILDING ON OUR STRENGTHS

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# A DIVERSE COMMUNITY

With just over 42,000 people, the Lower Southwest District is the second-least populated district in the city, comprising just 3% of the city's total population. The district is suburban in scale in the Eastwick neighborhood and is more densely urban in the neighborhoods of Elmwood and Paschall, all west of SEPTA's Airport regional rail line. Land in the eastern and southern edges of the district are devoted to industrial and airport use.

What the Lower Southwest District lacks in population size, it makes up in diversity. It hosts the third highest

percentage of foreign-born population of all the districts in the City. The foreign-born population is very active and visible, and is largely responsible for the recent growth and future growth potential of the district.

Challenges in the district include higher than city average poverty and unemployment rates, a lack of housing investment, higher than city average housing vacancy, and a relative increase in rental housing as opposed to home ownership.

## Population Characteristics

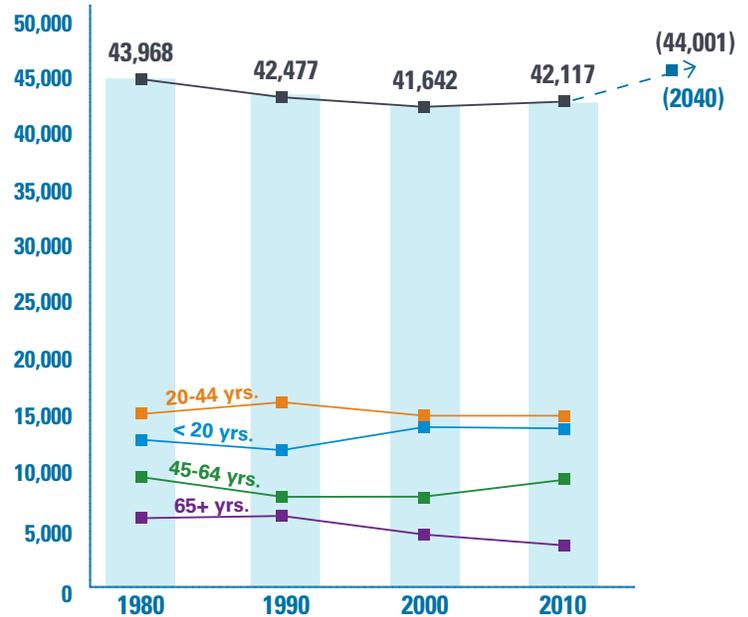
As of 2010, the Lower Southwest District housed a higher than average percentage of population under 20 years of age, and a lower than average percentage of population over 65 years of age as compared with the city. The adult population has steadily increased, though, so it is anticipated that the population over 65 will also increase as this group ages. Household sizes are larger than citywide averages, peaking in 2010 at 2.8 people per household, with the potential to continue to increase in the future.

Over the past decade or more, the unemployment rate in the Lower Southwest District has increased to sixteen percent, slightly higher than the citywide unemployment rate. Poverty rates have also risen to an all-time high of twenty-eight percent, slightly higher than the citywide average, and median household incomes have remained slightly lower than citywide median incomes. Poverty and lower than average incomes are generally isolated in the northern part of the district, with the Eastwick median income being higher than the citywide median. Educational attainment is very low in the district, with only thirteen percent of the population having four or more years of college experience.

Poor socioeconomic conditions in the district are characterized by a decrease in housing units, an increase in housing vacancy, and a decrease in home ownership. The number of renters has increased throughout the district, with the exception of Eastwick, the only neighborhood to see an increase in home ownership. Despite a decline in home ownership, the rate of homeownership in the Lower Southwest is still higher than citywide averages.

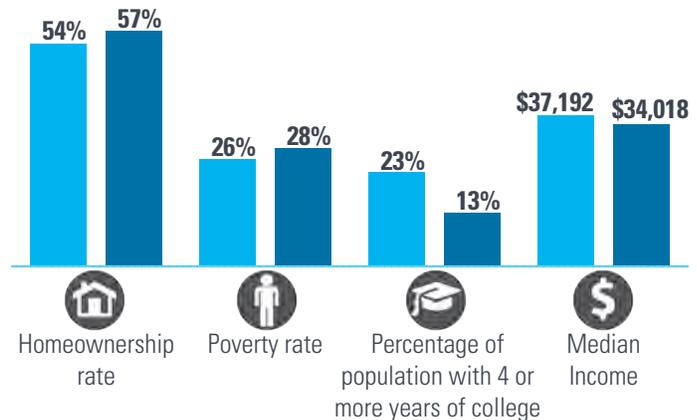
## Population Trends by Age Cohort, 1980 - 2010

Source: U.S. Census Bureau, 2010



## Key Comparisons between the Lower Southwest District and the City of Philadelphia, 2013

Sources: Statistics for Poverty and Median Income, American Community Survey, 2009-2013 Homeownership Rate, U.S. Census Bureau, 2010



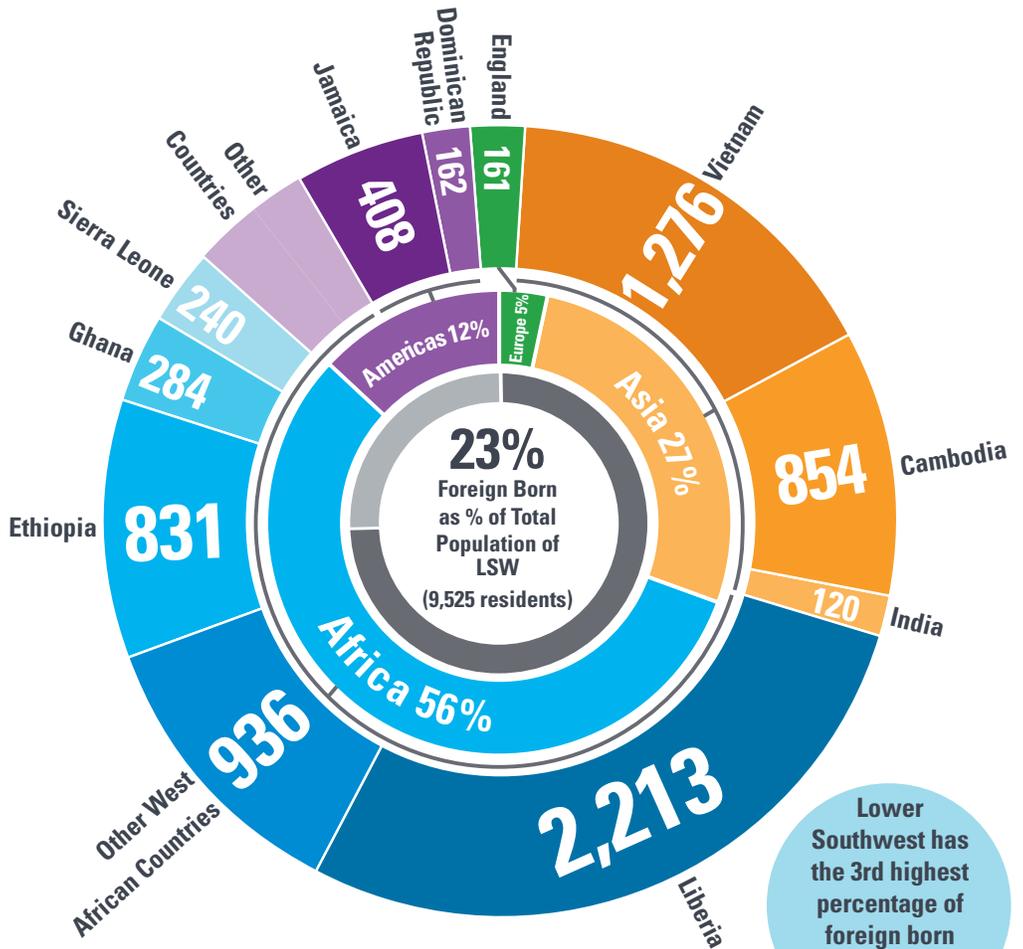
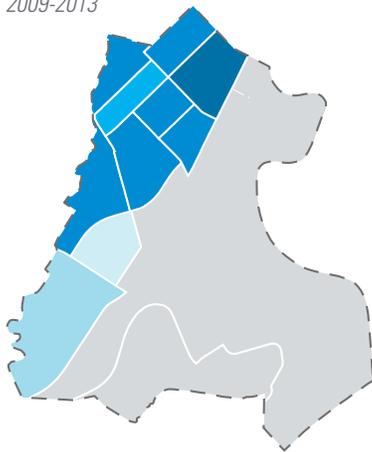
City of Philadelphia ■  
Lower Southwest District ■

## Diversity

With a foreign-born population of 9,525 or twenty-three percent, the Lower Southwest District has the third highest percentage of foreign-born population of all the districts in the city. Unlike other districts in the city with large numbers of European and Asian foreign-born residents, the majority of the Lower Southwest District's foreign-born population is African. Of the total foreign-born population, 56% is from Africa, 27% is from Asia, 13% is from the Caribbean and Central and South America, and three percent is from Europe.

### Foreign Born Concentration, 2013 (estimates)

Source: American Community Survey, 2009-2013



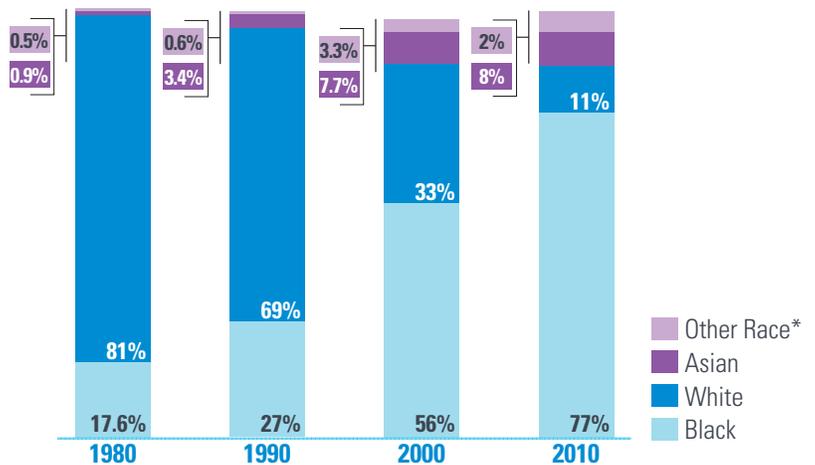
Lower Southwest has the 3rd highest percentage of foreign born population in the City

### Foreign Born Population, 2013 (estimates)

Source: American Community Survey, 2009-2013

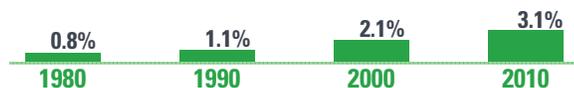
### Population Trends by Race, 1980 - 2010

\* Other Race includes American Indian, Native Hawaiian and Other Pacific, Two or more races, etc. and any others that choose to self-identify as "Other Race."  
Source: U.S. Census Bureau, 2010



### Latino Percentage Population, 1980 - 2010

Source: U.S. Census Bureau, 2010



## Population Change

The total population in the Lower Southwest District increased just one percent between 2000 and 2010, or by 475 people. This was the first population increase in the district since 1980. Population growth was concentrated in the north central section of the district and in Eastwick, and is expected to increase through 2035.

The district has grown more racially and ethnically diverse, with increases in the number of residents identifying as black, Asian, other race, and Latino, accompanied by steady decreases in white residents. Since 1980 the black population has tripled, the Asian population has increased seven-fold, both the Latino ethnicity and other race populations have more than doubled, and the white population has dropped by nearly ninety percent. The most notable loss of white population was seen between 1990 and 2010 district-wide, but this was also the period for the most notable increases in black, Asian, Latino ethnicity, and other race populations.

# AN INDUSTRIAL ECONOMY

The Lower Southwest District is home to a portion of the Philadelphia International Airport (Airport), which covers land in both Philadelphia and Delaware County and has a dominant influence on the economic activity of the district. The airport, including the hospitality and logistics-related firms that rely on proximity to the airport node, constitutes part of a major employment center in Greater Philadelphia. A large number of people are also employed in the wholesaling, distribution,

and construction sectors, related to the presence of the Philadelphia Wholesale Produce Market, strong highway accessibility and land availability. There are 31,900 jobs in the Lower Southwest District, and only 14,000 employed residents, making the district a net importer of jobs.

## Localized Employment

The labor force of the Lower Southwest District is generally localized. Approximately 34% of district residents are employed. Sixty-eight percent of the district's workforce works within Philadelphia, however, only about ten percent work within the district. A high concentration of workers living in the district are employed at either the Airport or within the Metropolitan Center's major employment center of Center City and University City. The Lower Southwest is well-connected to these other major employment centers via SEPTA's subway-surface trolley network. Strong transit access offers significant employment opportunities in a wide range of sectors for workers at most levels of educational attainment. However, most of these district residents are disproportionately employed in support service functions in these areas. This is most likely due to lower levels of educational attainment that limit access to higher wage occupations in those nearby employment centers.

Sixty-one percent of jobs in the Lower Southwest District are located at the airport. Outside of the Airport, the largest concentrations of jobs are at the Philadelphia Wholesale Produce Market, the Eastwick Industrial Parks, and in the nearby industrial areas east of Lindbergh Boulevard (e.g. the new USPS facility and within the Philadelphia Auto Mall). Forty-six percent of the total 31,900 jobs in the district are held by Philadelphia residents. Significant clusters of workers come from West and Southwest, as well as South, Upper North and Near Northeast Philadelphia.

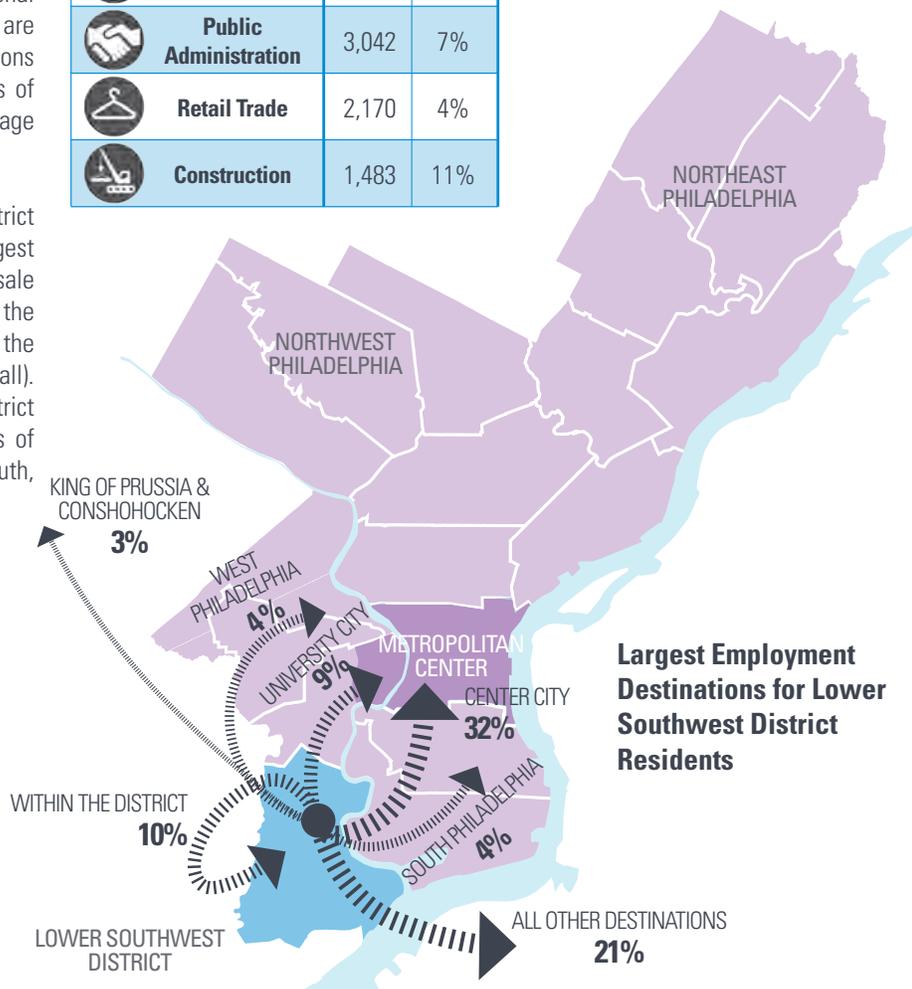
## Employment Sector Composition between Lower Southwest District and the City of Philadelphia

Source: American Community Survey, 2009-2013

	Lower Southwest	
	# of jobs in LSW	% of all jobs in Phila.
 <b>Transportation &amp; Warehousing</b>	13,699	80%
 <b>Accommodation &amp; Food Services</b>	3,202	6%
 <b>Public Administration</b>	3,042	7%
 <b>Retail Trade</b>	2,170	4%
 <b>Construction</b>	1,483	11%



USPS Philadelphia Processing and Distribution Center (Source: Robert G Little Jr. Architect, 2015)



## Industrial Land

The District is home to some of the largest heavy industry active tracts and warehousing/logistics centers in the city. The airport anchors the district at its southern edge, supporting distribution activity for mail/shipping, foodstuffs, flowers and other goods. The eastern portion of the district is occupied by the Lower Schuylkill industrial district, which includes low-density, land-intensive uses such as an oil tank field, the wholesale produce market, a confined disposal facility operated by the US Army Corps of Engineers, municipal wastewater treatment and biosolids plants, and a variety of recycling and sanitation collection and processing facilities. Within this eastern industrial portion, only 13% of the industrial land is vacant, indicating a very active industrial zone.



Philadelphia Wholesale Produce Market

## Philadelphia International Airport

The Airport is responsible for much of the economic activity within the Lower Southwest. Based on the number of active security badges provided to employees, there are currently 19,300 on-site jobs at the Airport. This includes jobs in the sectors of Transportation, Warehousing, Public Administration, Food Service and Accommodations, and Construction. The presence of the Airport is responsible for many of the other Food Service and Accommodations jobs elsewhere in the District, as well as many of the Transportation and Warehousing jobs that depend on nearby airport access.

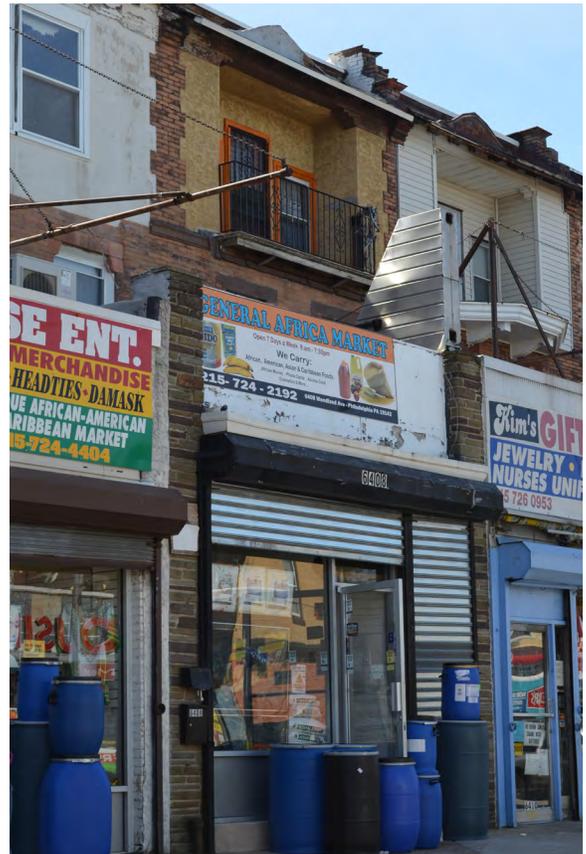
### Top Employers in the Lower Southwest District

Employment Sector	Top Employers
 <b>Transportation &amp; Warehousing</b>	American Airlines; Federal Express; Prospect Airport Services
 <b>Accommodation &amp; Food Services</b>	OTG Management; Embassy Suites; Hilton; Sheraton Suites
 <b>Public Administration</b>	Transportation Security Administration; Philadelphia Department of Aviation
 <b>Education</b>	School District of Philadelphia
 <b>Construction</b>	Goldner Herman Company

Source: American Community Survey, 2009-2013

## Informal Economy

The Lower Southwest District is home to a strong informal economy, especially in the retail, food services, and transportation and warehousing industries. Immigrants from West Africa and elsewhere comprise a large part of this informal economic activity. The informal economy contributes to the lively feeling and successful economy of the already-bustling commercial corridor of Woodland Avenue. Roadside barbecues and grills, as well as other goods, bring additional people to the commercial corridor, where they can also shop and dine at the traditional stores and restaurants. Additionally, there is significant traffic of cars and auto-related parts and materials to West Africa and other destinations. Due to the nature of the informal economy, it is difficult to fully quantify the economic value gained by the district.



Plastic barrels in the Lower Southwest District are sold to local residents as shipping containers to send goods back to family members in other parts of the world, specifically West Africa.

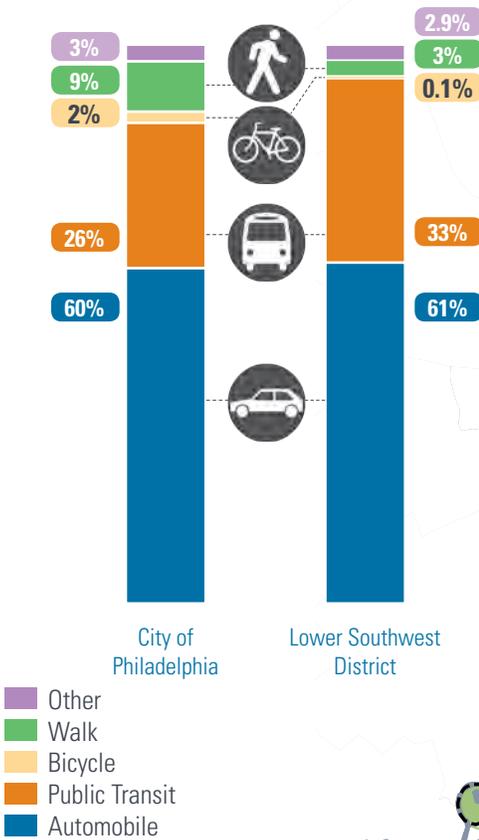
# PLANES, TRAINS, AND AUTOMOBILES

With the exception of the Elmwood and Paschall neighborhoods, the Lower Southwest District has developed into distinct, mostly single use areas that make driving easy, but make walking, biking, and the ability to provide truly efficient transit service challenging. Three trolley routes traverse the district: the 36, 11, and 13. Both the Wilmington/Newark and Airport Regional Rail Lines run through the district; however, the only regional rail line stop in the district, not within the airport, is Eastwick Station.

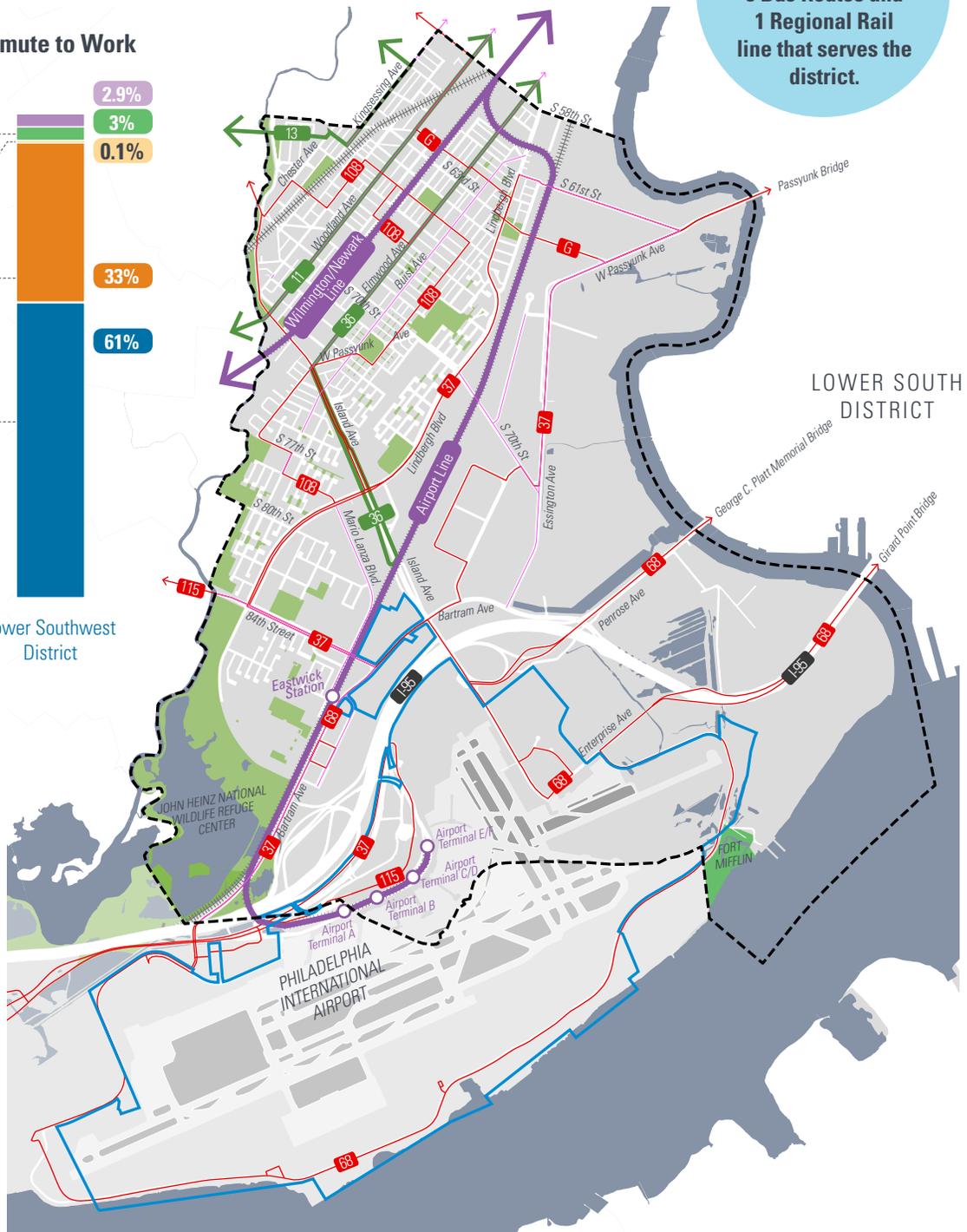
The Airport straddles the City's boundary with Tinicum Township between Interstate 95 and the Schuylkill and Delaware Rivers. The Airport is the 10th busiest airport in the United States, measured by total airplane movements (takeoffs and landings).

**The Lower Southwest has 3 Trolley Routes, 5 Bus Routes and 1 Regional Rail line that serves the district.**

## How Residents Commute to Work



Source: U.S. Census, 2010 American Community Survey, 2009-2013



## Philadelphia International Airport

Philadelphia International Airport, owned by the City of Philadelphia, operates without the use of local tax dollars. It is one of the largest economic engines in Pennsylvania, generating more than \$14.4 billion in spending to the regional economy, and accounts for more than 141,000 direct and indirect jobs within the region.

In 2014, the Airport accommodated 30.7 million passengers, including 4.5 million international passengers, and handled 419,253 aircraft takeoffs and landings. Twenty-nine airlines offer 550 daily departures to 131 cities, including 39 international destinations.

Since 2000, the Airport has invested \$2 billion in capital improvements, including two new terminals which have increased gate capacity by 94%. Current projects include a north-south runway extension, airfield taxiway improvements, design of a new automated people mover system, a new consolidated rental car facility, redesign of Terminal B/C, and numerous on site rehabilitation projects.

The Airport is served by major highways, local roads, and SEPTA's Airport Line, with connections to AMTRAK and other SEPTA routes at 30th Street, Suburban, and Jefferson stations.

**\$14.4** billion in spending to the regional economy

Daily **PHL** Passengers  
**84,000**

**10<sup>th</sup>** Most Airplane Movements at US Airports (takeoffs + landings)

**432,752 TONS** of cargo in and out of PHL per year



Philadelphia Wholesale Produce Market Distribution

## The Importance of Trolleys

Auto access rates in the District are similar to the citywide average; however, there are major differences between Lower Southwest neighborhoods. Only about half the households in the older parts of Paschall and Elmwood, focused around Woodland Avenue and the Route 11 Trolley, have access to a car, while the vast majority of households in areas that developed in the 1960s and 70s such as Eastwick have vehicle access. This pattern is also reflected in the number of vehicles per household and can be easily seen in the different development patterns of Paschall, Elmwood and Eastwick.

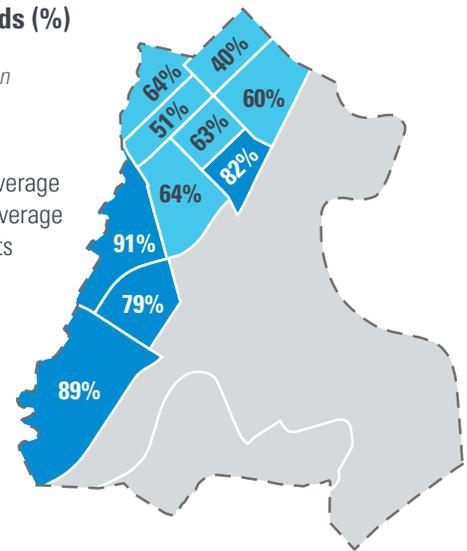
One third of LSW resident workers take public transit to work, and one third of these workers commute to jobs in University City and Center City. SEPTA's trolley network in the Lower Southwest provides convenient access to these employment centers. The district is also served by bus and regional rail, though there is only one station in the residential portion of the district in Eastwick.

### Vehicular Ownership Trends (%)

District Average = 67.5%

Source: U.S. Census, 2010, American Community Survey, 2009-2013

- Ownership Under District Average
- Ownership Above District Average
- Non residential census tracts



## Freight and Goods Movement

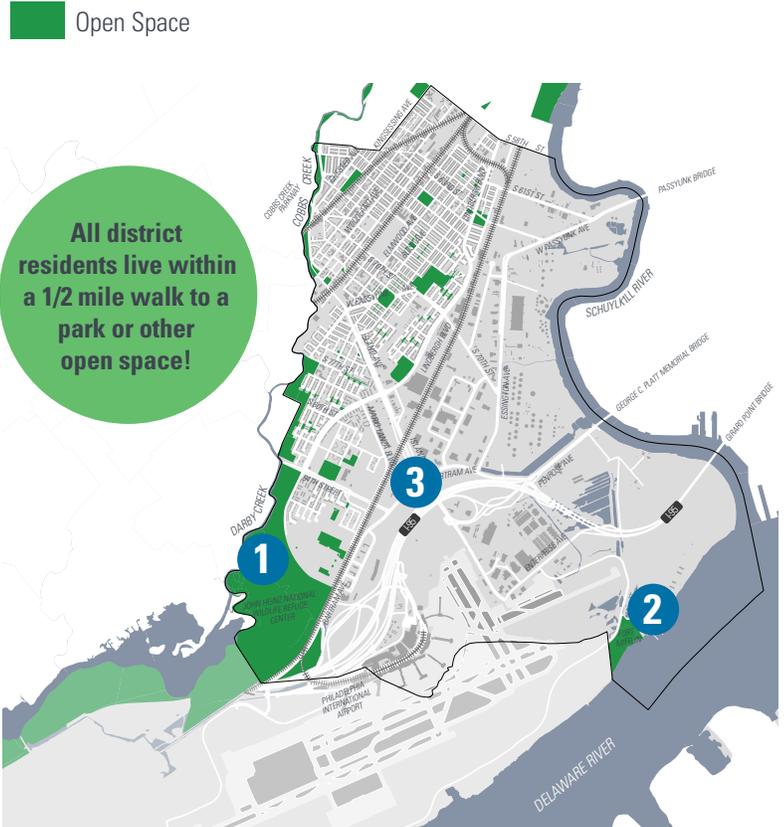
The industrial parts of the Lower Southwest District along with the PHL International Airport help make the Lower Schuylkill a “mega freight center”, as defined by the Delaware Valley Regional Planning Commission. In total, the Lower Schuylkill mega freight center comprises over 4,000 acres and is responsible for over 22,000 jobs. Industrial uses are situated east of Lindbergh Boulevard and Island Avenue along the Delaware and Schuylkill waterfronts with easy access to I-95, pipelines, crude oil shipments, and a number of freight rail lines. Generally, these industrial uses occupy large parcels oriented for truck access, and include notable facilities such as Philadelphia Energy Solutions along the west bank of the Schuylkill River, the Philadelphia Wholesale Produce Market, and the United States Postal Service Philadelphia Processing and Distribution Center.

The Lower Southwest District has extensive freight networks that support the surrounding refinery, port and distribution industries, in addition to commerce far beyond the region. These freight networks create jobs, as well as barriers – both physically and visually. Adjacent residential areas are buffered from industrial uses by hotels, airport parking, and an auto sales district, but also feel the burden of truck traffic, particularly along large arterials.

# ENVIRONMENTAL RESOURCES

From its original habitation by Leni-Lenape Indians, to viable farms and plantations, and later, the preservation of marshland at Tinicum Marsh, the Lower Southwest has had a robust environmental history. Today, this history is most obvious in the 1,200 acre preserve known as the John Heinz Wildlife Refuge, historic Fort Mifflin, the Eastwick Community Garden, assorted public parks and breezeways and two main waterways: Cobbs Creek to the west and the Schuylkill River to the east. Better connections through physical improvements and educational programming could help put these environmental assets in closer reach of the community.

## Open Space Assets in the Lower Southwest District



### 1 John Heinz National Wildlife Refuge Center

The John Heinz National Wildlife Refuge is America’s first urban refuge. It was established in 1972 for the purpose of “preserving, restoring, and developing natural areas to promote environmental education and to allow visitors an opportunity to study wildlife in its natural habitat” (US Fish & Wildlife Service). The refuge spans both Philadelphia and Delaware counties and is a conservation leader of urban, freshwater tidal marshes in the United States. It is also the largest remaining tidal wetland in the Commonwealth, at over 1,200 acres. The refuge is managed by the United States Fish and Wildlife Service and has a comprehensive conservation plan for the next 15 years (plan completed in 2012).

The refuge benefits the district by not only providing tidal wetland to control flooding, but it also provides activities and programs to residents, including bird watching, hiking/biking/walking trails, fishing areas, a canoe launch, and a large environmental education center. Heinz is expanding its education arm into the communities of the Lower Southwest, connecting residents with their programs through greening and gardening projects, and working with partner agencies on open space and trail improvements.



Wetland areas within the John Heinz National Wildlife Refuge Center

## 2 Historic Fort Mifflin

At the mouth of the Delaware River, and adjacent to the Airport, the non-profit Fort Mifflin on the Delaware manages, operates, preserves, and provides programming for the Fort Mifflin National Historic Landmark, with capital and maintenance assistance from the Philadelphia Department of Parks and Recreation. This landmark was commissioned in 1771 as a military fort, and was later decommissioned in 1954.

This landmark offers a unique educational opportunity to district residents, offering tours, demonstrations, educational programs, and special events highlighting its preserved architecture and interpretation of the fort's role in each of America's major wars. Environmental interpretation also incorporates the Fort's river setting, wetland habitat, and wooded areas.

Fort Mifflin is a designated landmark on the Philadelphia Register of Historic Places. There is also a public boat launch at this location, the only Delaware River access available within the district.



*Artillery shed and former commandant's house at Fort Mifflin*



*Individual planting plots at Eastwick Community Garden*

## 3 Eastwick Community Garden

Eastwick Community Garden is an important educational, gardening, and open space asset and source of food for many residents of the district. At eight acres, it is one of the largest and oldest community gardens in the City. The parcel is owned by the Philadelphia International Airport, and leased to the gardeners on a yearly basis. Established in 1975, the Eastwick garden has hosted hundreds of gardeners on 20x30 plots of land. The community garden is widely popular, provides food to homeless and elderly populations in the neighborhood, and has hosted clubs such as 'Rebel Gardeners', composed of students from the former Pepper Middle School and undergraduates from the University of Pennsylvania.

## Other parks and public assets

Well served by parks and recreation centers, the Lower Southwest District includes several expansive areas of open space including Elmwood Park, Eastwick Park, J. Finnegan Playground, Eastwick Regional Playground, and Cibotti and McCreesh Recreation Centers. Together, these parks offer a range of passive and programmed recreation.

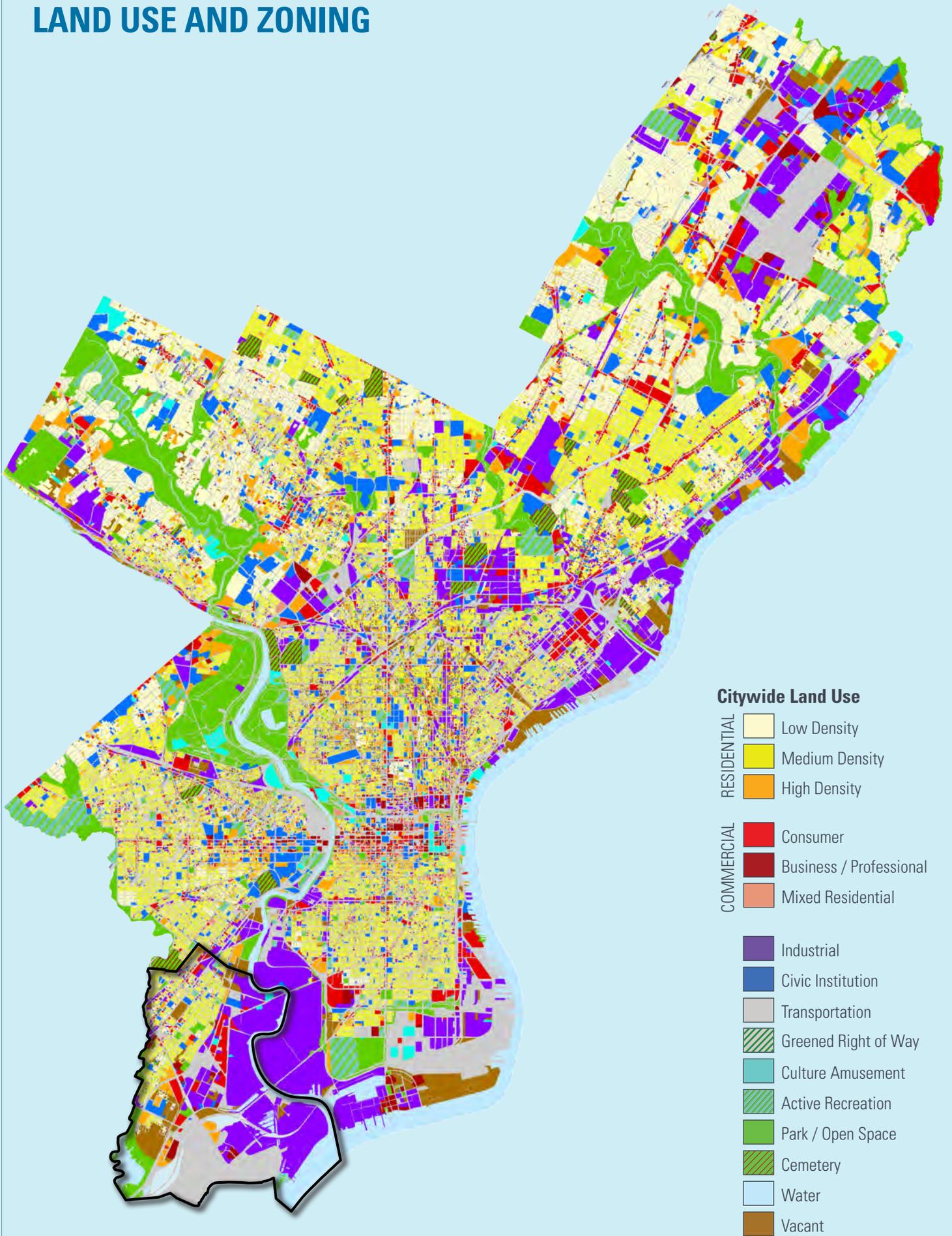
The district is bounded on the east, west, and south by bodies of water; however, improvements are needed to connect residents to these assets. Planned trails will add bicycle and pedestrian connections, improving access to both the Schuylkill River and Cobbs Creek.

Public art is visible throughout the district. Trips along Woodland Avenue and throughout Eastwick reveal works that have been dedicated through the City's Percent for Art Program and other events. These works add visual interest to the landscape.



*Elmwood Park is one of many highly used recreational amenities in the Lower Southwest*

# LAND USE AND ZONING



## Citywide Land Use

- |             |   |                         |
|-------------|---|-------------------------|
| RESIDENTIAL |  | Low Density             |
|             |  | Medium Density          |
|             |  | High Density            |
| COMMERCIAL  |  | Consumer                |
|             |  | Business / Professional |
|             |  | Mixed Residential       |
|             |  | Industrial              |
|             |  | Civic Institution       |
|             |  | Transportation          |
|             |  | Greened Right of Way    |
|             |  | Culture Amusement       |
|             |  | Active Recreation       |
|             |  | Park / Open Space       |
|             |  | Cemetery                |
|             |  | Water                   |
|             |  | Vacant                  |

## WHAT IS LAND USE?

Planners categorize and map land use to document and understand the current state of development. Land use refers to broad categories such as residential, commercial, or industrial and can be broken out into more detail such as high-density residential, office commercial, or warehousing/distribution. Maps can help planners identify potential uses that, if developed, could enhance the quality of life or economic productivity of an area. Intensity or type of land use also impacts infrastructure needs such as transit or utilities.

## WHAT IS ZONING?

Zoning is the primary tool for regulating land use. Zoning is a set of rules governing land development and permitted uses for property. These laws control what type of uses can occur (use), where buildings can be located on a property (area), and the size of the buildings (bulk). Existing properties may not conform with zoning regulations if they have received a variance for their use, area, or bulk, or if they legally existed prior to the zoning laws being enacted.

There are two parts to zoning laws - the zoning code which sets the rules and the zoning map which determines what rules apply to each land parcel.

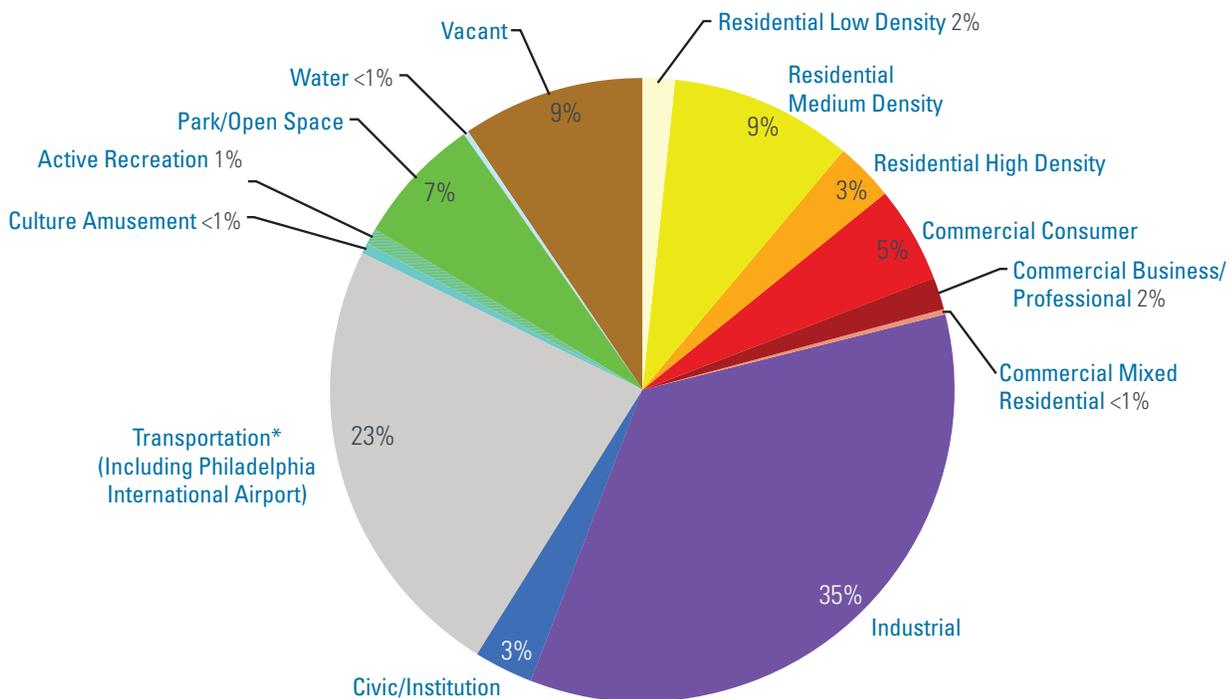
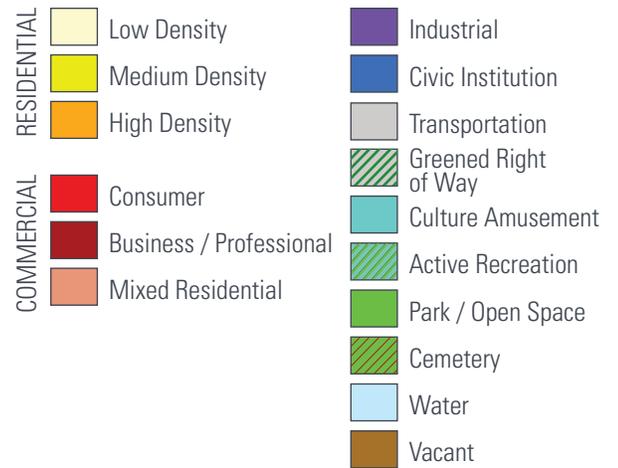
## ZONING MAP REVISION PROCESS

When analyzed together, land use and zoning inform planners if a property or area is zoned correctly for current conditions or if zoning changes are necessary to either reflect existing conditions or bring about changes to future physical development. Over time, changes in land use may require remapping, or a change to a property's zoning district classification. Zoning remapping is a public process for updating and revising the zoning map for an area.

# EXISTING LAND USE

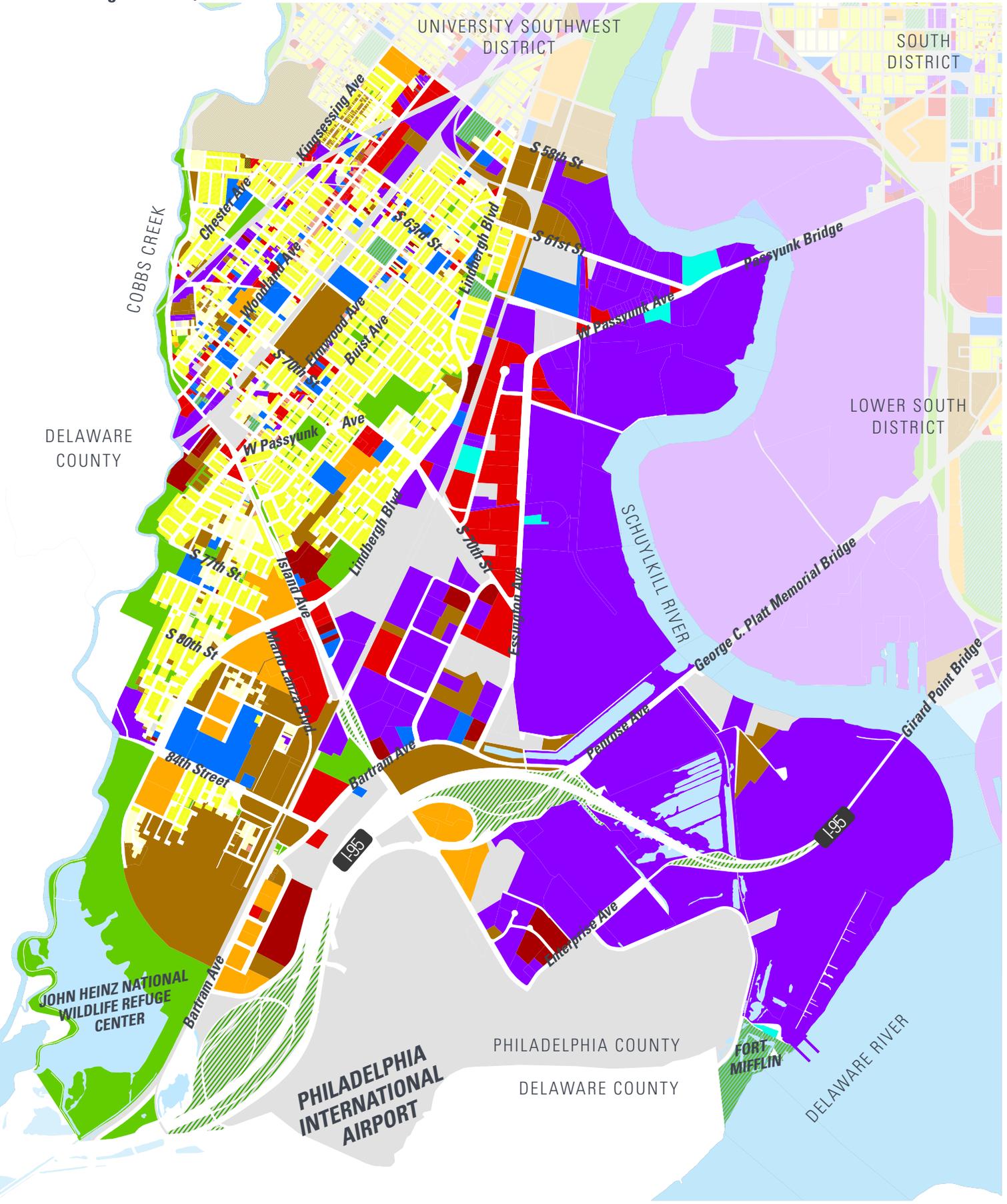
PCPC staff completed a survey of the Lower Southwest District land use in 2015. To collect this information, a working land use map was created from various city sources, including the Office of Property Assessment, and was then verified by surveys in the field. The land use data are stored in a geographic information system (GIS) database maintained by PCPC. Color codes are used to represent 15 major categories of land use.

Land use in the Lower Southwest District is largely industrial, making up 35 percent of all land use in the district. Industrial land is largely clustered along the eastern portions of the district between Lindbergh Boulevard to the west and the Schuylkill River to the east, but also is situated on smaller parcels along rail lines through residential neighborhoods. Transportation uses, which include Philadelphia International Airport, make up 23% of all land use, and are located predominantly along the Delaware River and major arterials, such as I-95. Residential land uses occupy 14% of the district and consist predominantly of medium density rowhomes. Parks and Open Space also play a comparatively large role in the district at seven percent. Vacancy, when compared to other districts, is relatively high at nine percent. The remaining uses, such as commercial and mixed uses, amount for less than five percent each.



\* The transportation percentage does not include streets and sidewalks, which cover a total of 1,190 acres.

Existing Land Use, 2015

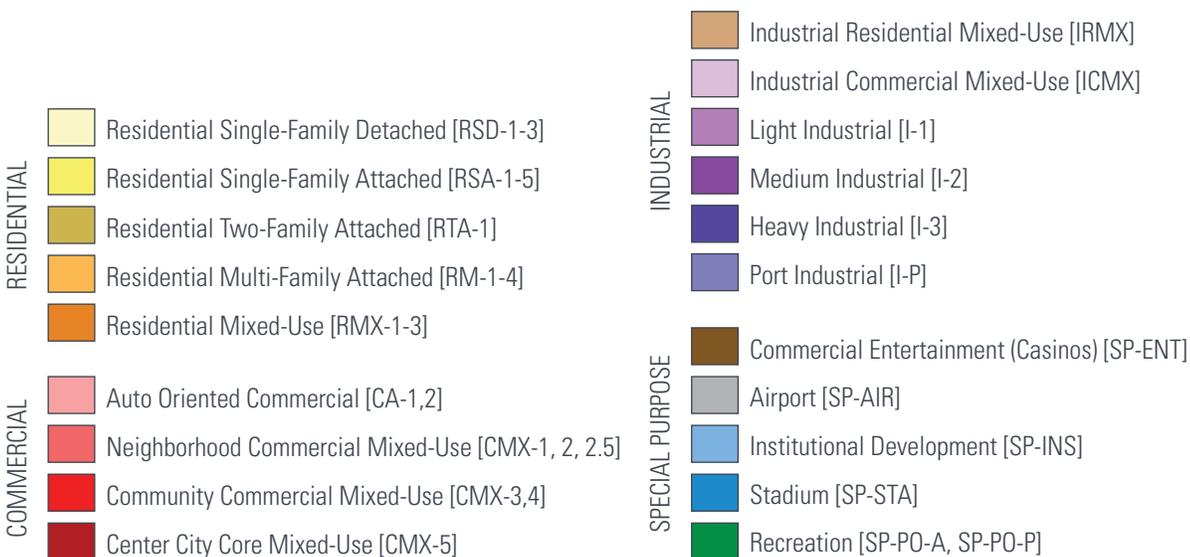
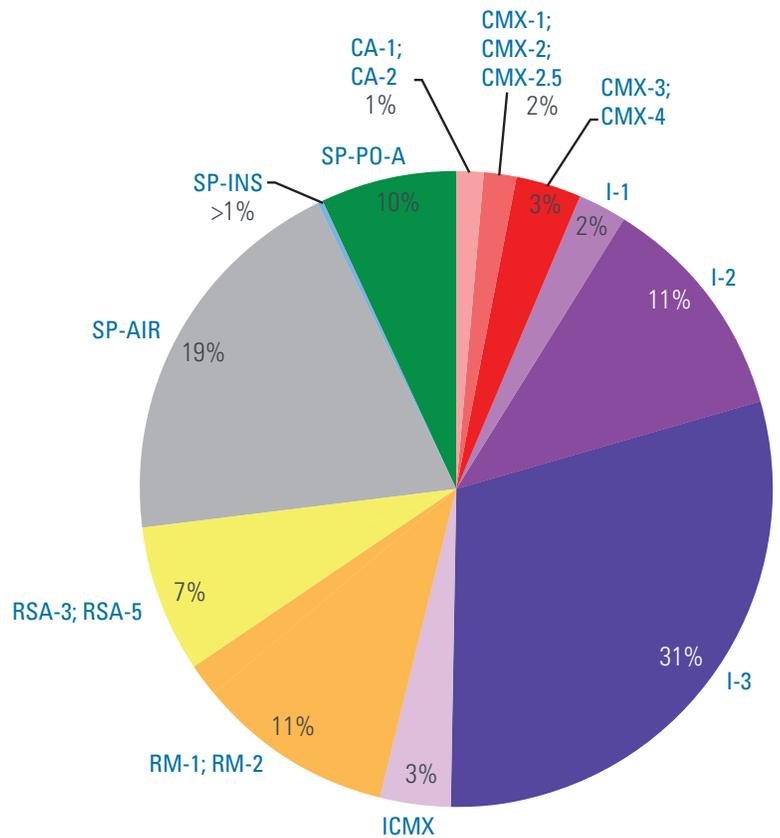


# EXISTING ZONING

Zoning in the Lower Southwest District is varied, but is predominantly heavy industrial (I-3), medium industrial (I-2), and special airport zoning (SP-AIR), which collectively account for 61 percent of all zoning categories in the district. Multifamily residential and open space are the next most prevalent zoning classifications, followed by single family residential. Other commercial, light industrial, and institutional classifications make up less than three percent each of total district zoning.

Less than one tenth of the land area in the district has current land uses that are inconsistent with existing zoning. However, many of the zoning designations are more permissive than what is currently located in the district. One example of this is the prolific multi-family zoning in predominantly single-family neighborhoods.

While zoning in the Lower Southwest District creates base rules for development, complicating factors include flood protection and airport hazard control areas, regulated by special "overlay" zoning districts. Flood Protection Regulations restrict development within the Floodway and places rules on development in the FEMA-designated Special Flood Hazard Area, which extends over much of the Lower Southwest. The Airport Hazard Control Overlay places restrictions on uses and heights of buildings within the Airport's airspace. A section of the zoning code has been reserved for an airport noise compatibility overlay district to limit uses within an area that is impacted by airport noise.







John Vena, Inc.

F6

G & G Produce, Inc.

F7

G & G Produce, Inc.

F8

F9

G

G1

G2

G3

G4

G5

G6

G7

G8

G9

NPR 17

CLARK

CLARK

10

ERS774

F3974

LOWER SOUTHWEST  
**FRAMING OUR FUTURE**

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44 | Focus Areas

46 | Lower Eastwick

52 | Woodland & Elmwood Avenue Corridors

# THRIVE

The *Citywide Vision* calls for all Philadelphians to **THRIVE** in the center of a competitive metropolitan region.

## NEIGHBORHOODS

*Improve neighborhood livability*

### Neighborhood Centers

Promote strong and well-balanced neighborhood centers

### Housing

Improve the quality and diversity of new and existing housing

## ECONOMIC DEVELOPMENT

*Make Philadelphia more competitive in the metropolitan region*

### Metropolitan and Regional Centers

Support the growth of economic centers

### Industrial Land

Target industrial land for continued growth and development

### Institutions

Grow Philadelphia's strong institutional job sectors

### Cultural Economy

Develop tourism and creative economy into leading economic sectors

## LAND MANAGEMENT

*Capitalize on land assets*

### Vacant Land and Structures

Manage and reduce vacancy

### Land Suitability

Protect sensitive lands from over development

### Municipal Support Facilities

Locate and manage all municipal support facilities efficiently

*The Lower Southwest District has access to commercial establishments that offer consumer-oriented goods and services, but there is room for improvement. While the northern section of the district is walkable and has transit access to job and shopping opportunities, the southern section of the district is marked by automobile-oriented uses and high commercial vacancy. Despite an overall lack of investment and lack of new housing stock throughout the district, continuing population increases and an improving economy could spur greater reinvestment in existing housing units and in new homes and apartments. The presence of Philadelphia International Airport has a dominant influence of the economic activity of the district, not only as a major employment center, but also as a catalyst for job production in many related industries and sectors, including transportation, logistics, distribution, and wholesaling.*

## Neighborhood Centers

The Lower Southwest District is home to eight commercial corridors or centers, including a lively pedestrian-oriented commercial corridor in an internationally diverse community, two large shopping centers that have access to arterials and transit, and two unique specialty districts, including Philadelphia International Airport's retail markets. Commercial activity in the district comprises over 1.2 million square feet for businesses to provide goods and services to residents and visitors.

The retail activity that is most critical to the neighborhoods occurs in and around Penrose Plaza at Lindbergh and Island Avenues and along the pedestrian-transit oriented commercial corridor of Woodland Avenue between 58th and 68th Streets. The Penrose Plaza shopping center, originally planned to serve neighborhoods in the Lower Southwest as part of the 1960's era Eastwick redevelopment project, is unfortunately experiencing very high vacancy. New owners are working to expand the existing grocery store and to attract new tenants and investment, but opportunities also exist to create better access from Island Avenue and local transit, and to improve storm water management and landscaping. The Woodland Avenue retail corridor, which currently serves a diverse mix of international residents, has a strong pedestrian-transit character in its core blocks and has seen recent reinvestment from both chain and independent businesses. The vacancy rate is low, reflecting in part the large number of storefronts serving foreign-born residents of the community. Some storefronts have even been reconverted back from residential to commercial use. This shopping district will continue to be supported as a pedestrian and transit oriented commercial spine, with a focus on improvements to pedestrian and transit amenities, storefronts, and streetscape.

# FRESH

ry - Fresh Produce - Fine Meats - Africa

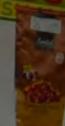
**COUSINS**  
FRESH MARKET



Essential Everyday  
Mayonnaise  
30 OZ.

**2 \$5**

**COUSINS**  
FRESH MARKET



Essential Everyday  
Charcoal  
15.7 Lbs.

**\$6.99**

**COUSINS**  
FRESH MARKET

## Neighborhood Centers (continued)

City-wide, it is a priority to ensure healthy food access for all citizens. The Lower Southwest District is currently served by three supermarkets and a number of smaller local stores with healthy foods in the northern part of the district, and a single grocery store and the large Eastwick Garden in the southern part of the district. Strategies to improve food access include supporting corner stores with healthy food options, supporting community gardening efforts, and working with existing food retailers and distributors.

The Lower Southwest District has experienced the closure of two schools: Pepper Middle School and Communications Technology High School, and the relocation of a third school out of the district: Motivation High School, leaving the district with one public high school, and a handful of elementary and middle schools. Efforts to expand educational resources for the community include building partnerships with nearby institutions, encouraging educational programming, and supporting projects that include an educational component. Partnerships can include local libraries and recreation centers as well as larger resources, such as the Heinz Wildlife Center and universities in neighboring districts.



*Many stores along Woodland Avenue provide healthy food options, but need more recognition allowing residents to identify these stores as shopping alternatives.*

## Housing

With increased population and diversity, Lower Southwest household sizes and composition are changing. Despite recent population increases, the district's housing supply has decreased and housing vacancies have increased. Home sales are beginning to increase after years of decline, however, median sales prices have decreased. Poverty and unemployment rates have increased, making it more difficult for some households to afford and properly maintain the housing stock.

The district's recent population growth is more a result of increased family sizes rather than new households or housing investments. There has been little new residential development activity and the total number of housing units has decreased between 2000 and 2010. This decline is attributable to the demolition of previously existing housing units, and a lack of new housing investment sufficient to offset the loss of those demolished units. Based on U.S. Census Bureau data, only 222 housing units were built in the district in 2000 or later.

Federal funding for affordable housing has been cut severely in the past several years and is expected to continue to decline, but there are still tools available to help with affordable housing construction and rehabilitation. The City's Office of Housing and Community Development offers access to federal resources in the form of housing counseling through Southwest CDC, homebuyer assistance, basic repairs, and other forms of assistance. A complicating factor in the district is that much of the land is in FEMA's Special Flood Hazard Area (SFHA), making it ineligible for new housing construction assistance. New housing should be directed to the north of the district, outside of the SFHA.



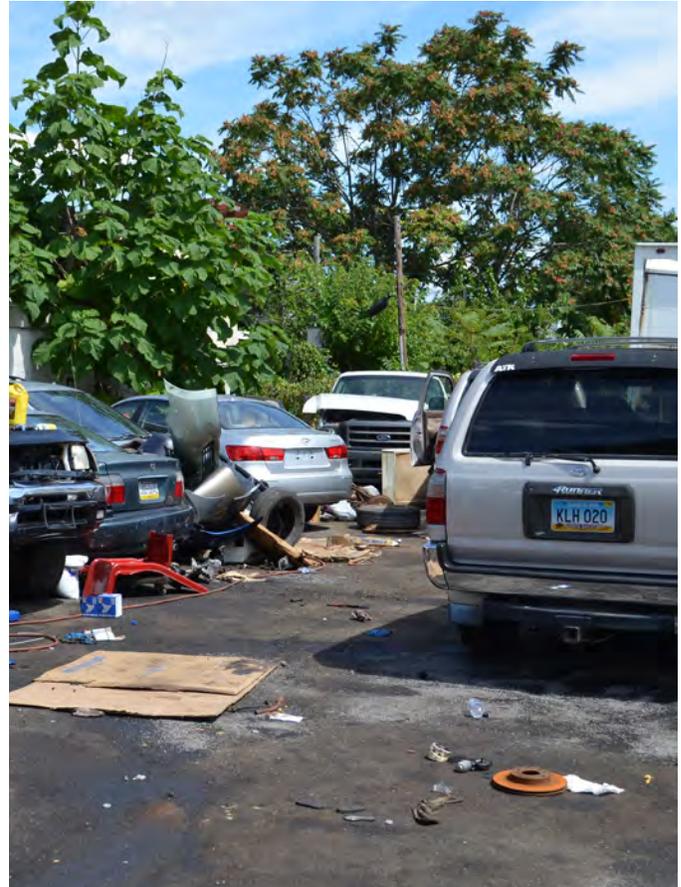
*Paschall Village, the Philadelphia Housing Authority's high-performance, green development in southwest Philadelphia, captured the Bellamy Award for Housing in 2012. This award recognizes the very best in design and new construction by affordable housing agencies across the state.*

## Industrial Land

Industrial land makes up over one third of the Lower Southwest district, over and above uses related to transportation and the international airport. The district is home to some of the largest active tracts of heavy industry and warehousing/logistics centers in the city. According to the Philadelphia Industrial Development Corporation's (PIDC's) Industrial Land and Market Strategy from 2010, there are 3,148 acres of industrial land within the Southwest Industrial District, much of which is included in the Lower Southwest. However, only 13 percent of this land is vacant and only three percent of buildings are not in active use. The PIDC study identifies vacant land within the district as an opportunity for further industrial investment and intensification.

The Lower Schuylkill Master Plan (see page 24), adopted by the Philadelphia City Planning Commission in 2013, proposes that the majority of the industrial area within the Lower Southwest District build on its strong, multi-modal transportation resources as a "Logistics Hub." This would involve intensifying distribution, warehousing, logistics, manufacturing, and airport-related operations, with the goal of attracting up to 3.8 million square feet of new industrial real estate development, supporting 2,500-3,000 new jobs.

As plans for industrial development are implemented, there are opportunities to capitalize on improvements. Public transit improvements can help provide increased access to jobs for Lower Southwest residents. Noxious uses, such as scrap yards, can be improved and health impacts can be reduced as facilities are studied and modernized. The plan also includes adding pedestrian and recreational access and stormwater management as a riverfront road is extended and as pad sites are developed, which will improve both waterfront access and conditions associated with stormwater runoff.



*Automobile-related uses, including salvage and scrapping, are prevalent in the district, and often spill over into residential neighborhoods.*

## Vacant Land and Land Suitability

Vacant land accounts for nine percent of all land use in the Lower Southwest District, and includes significant tracts of developable parcels near the airport, in the industrial Lower Schuylkill, and in the residential part of the district. Parcels in the vicinity of the Airport can help fulfill airport expansion and improvement projects or related uses, such as functions related to logistics and distribution. Vacant parcels in the industrial Lower Schuylkill can be packaged for conveyance to new users to foster economic development, particularly for logistics and distribution type functions. Vacant land in residential districts is varied, and ranges from small infill lots to large tracts of vacant land, such as the former GE site on Elmwood Avenue, the former Pepper School site on 84<sup>th</sup> Street, and the 128-acre parcel of land formerly held by Korman Land Company. Each of these sites is large enough to accommodate a range of uses, however, each of these sites also has environmental constraints that restrict the type of development that could occur on each site. [See Focus Areas].

Much of the Lower Southwest District lies within the FEMA-designated Special Flood Hazard Area, or 100-year floodplain. According to FEMA, these areas have a 1%

chance of a flood event occurring each year. This rate is expected to increase, however, as our rivers and streams are impacted by sea level rise and increased frequency and intensity of rain events. In the Lower Southwest District, industrial and transportation activities make up the largest land uses located within the floodplain. These uses must be flood proofed or otherwise secured to ensure protection. Since residential and residential-related uses are the most vulnerable to the effects of flooding, new residential construction should be directed away from the floodplain whenever possible. Open areas in flood plains can be instrumental in supporting open space uses, such as urban agriculture, parks and trails, flood prevention measures, and other passive uses.



*The former Korman site represents 128-acres of undeveloped land in Lower Southwest Philadelphia.*

# NEIGHBORHOODS

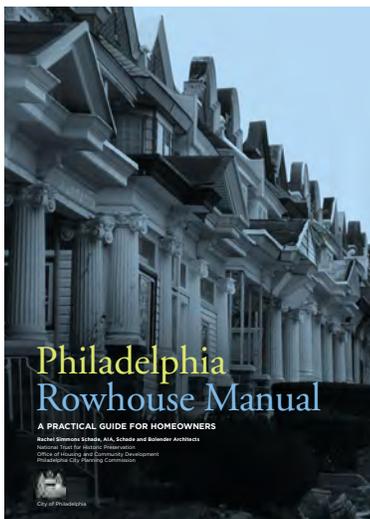
## NEIGHBORHOOD CENTERS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
1	<p>Support growth and maintenance of existing commercial corridors and centers:</p> <ul style="list-style-type: none"> <li>Bring together disparate stakeholder groups to come up with a unified vision for Woodland Avenue.</li> <li>Expand the storefront improvement program along Woodland Avenue.</li> <li>Support planned upgrades and co-location of community serving facilities at Penrose Plaza.</li> <li>Ensure that shopping areas are accessible through transit-oriented pedestrian improvements.</li> <li>Expand streetscape improvements, including landscape and stormwater management features, along corridors and in the Penrose Plaza shopping center.</li> </ul> <p><b>Focus Areas: "Lower Eastwick" and "Woodland &amp; Elmwood Avenue Corridors"</b></p>	Commerce PCPC CDCs Streets Water	1.1.2 1.1.3
2	<p>Increase access to healthy food for all residents.</p> <ul style="list-style-type: none"> <li>Work with the owners to expand supermarket in Penrose Plaza.</li> <li>Identify areas and support urban agriculture where feasible.</li> <li>Explore opportunities to increase healthy food access through programs such as the Food Trust's Project PEACH (People Eating and Cooking Healthy), their SNAP-ED funded initiative to educate adults to improve food access and teach lifelong skills in lower-income communities.</li> </ul>	Health PPR PRA Food Trust	1.1.4
3	<p>Reduce educational barriers to healthcare by partnering with local municipal facilities to share information about available health services and to promote enrollment for health coverage per the Affordable Care Act.</p>	DPH Library CDCs PPR	1.1.1

## HOUSING RECOMMENDATIONS

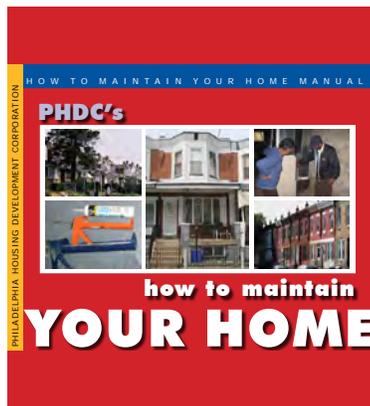
4	<p>Support the creation of affordable and senior housing in areas outside of the 100-year floodplain.</p> <ul style="list-style-type: none"> <li>Direct new multi-family units to major arterials and transit nodes.</li> <li>Support infill housing development in single-family neighborhoods.</li> </ul>	PRA OHCD CDCs	1.2.2
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### Housing Maintenance and Guidance Programs



*Philadelphia Rowhouse Manual:*

Published by and available from the PCPC, the Philadelphia Rowhouse Manual offers homeowners tips, guidance, and advice on maintaining and restoring their houses.



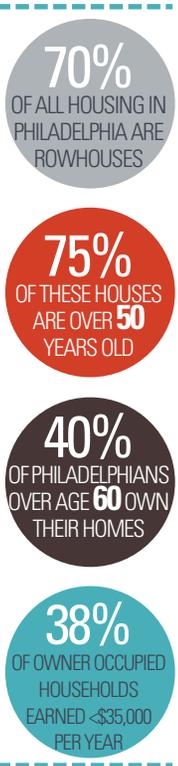
*Basic System Repair Program (BSRP):*

BSRP, a program of the Philadelphia Housing Development Corporation, provides free repairs including the electrical, plumbing and heating systems to qualified, owner-occupied home owners in Philadelphia. The program also provides home repair guidance through online and print publications such as the "How to Maintain Your Home Manual."

## HEALTHY ROWHOUSE PROJECT

*Healthy Rowhouse Project:*

The Healthy Rowhouse Project is a growing coalition of organizations in the fields of health, housing, planning and preservation, dedicated to improving substandard conditions in rowhouses owned by lower-income Philadelphians. The goal is to improve the health of Philadelphians and preserve affordable housing by creating better conditions in thousands of rowhouses each year.



# ECONOMIC DEVELOPMENT

## INDUSTRIAL LAND RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES	
PRIORITY	5	Evaluate best practices and market feasibility for creating a modern scrap/salvage/recycling district to reduce its environmental and physical footprint and create design guidelines for salvage/scrap uses and rail lines that abut residential areas to enhance compatibility with surrounding land uses.	PIDC Commerce PWD PCPC	2.2.1 2.2.2 9.2.1
	6	Implement the Lower Schuylkill Master Plan and support growth of modern logistics-related facilities within the Lower Schuylkill Industrial District. <ul style="list-style-type: none"> <li>• Build a new roadway that incorporates pedestrian, transit, and stormwater improvements to enable modern industrial development along the Lower Schuylkill waterfront.</li> <li>• Develop modern light industrial uses along Passyunk and Essington Avenues.</li> <li>• Complete environmental assessments of former industrial sites to position them for new users.</li> </ul>	PIDC	2.2.1 2.2.2

### Case Study: Storefront Improvement Program - Chocolate City Hair Studio



Before Storefront Improvement Program



After Storefront Improvement Program Renovations

#### Definitions | Storefront Improvement Program (SIP):

SIP is a Philadelphia Commerce Department program that provides \$10,000-\$15,000 reimbursement aid for improvements to storefront facades along neighborhood commercial corridors. There is also the "InStore" program for interior upgrades, providing up to \$50,000 in reimbursements for equipment and other work. Both programs help strengthen the vibrancy and aesthetics of neighborhood commercial corridors.



Residents learn to prepare healthy international cuisines (Source: Oldways: A Taste of African Heritage)

### Case Study: A Taste of African Heritage

A Taste of African Heritage is a new kind of cooking class program, made possible by the Walmart Foundation, which brings back the healthy "old ways" of eating by combing cultural history, nutrition education, and community cooking to dramatically improve health and well-being. The Health Annex at 6100 Woodland Avenue currently showcases its demo kitchen and participates in this program, teaching local community members about the benefits of healthy eating and cooking with cultural. A Taste of African Heritage's six-week program is held in over 100 communities across the country with the help of volunteers and various organizations. Students reconnect to a long lineage of healthy eating, helping people to claim health by reclaiming history.



# LAND MANAGEMENT

## VACANT LAND AND STRUCTURES RECOMMENDATIONS

			IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
P	7	Document PRA land holdings and convey properties in accord with city disposition policies.	PRA	3.1.1
	8	Revise and update blight certification and redevelopment area plans in Eastwick and Southwest Schuylkill.	PCPC PRA	3.1.3
PRIORITY	9	<p>Repurpose large vacant areas, taking into consideration economic feasibility, existing plans, flood risk, transportation needs, and community concerns.</p> <ul style="list-style-type: none"> <li>Complete a feasibility study for the redevelopment of the former GE site at 70th and Elmwood Avenues.</li> <li>Repurpose former Pepper School site at 84th Street and Lindbergh Boulevard.</li> <li>Complete a plan for the 128-acre site south of 84th Street, which includes climate adaptation needs.</li> </ul> <p><b>Focus Areas: "Lower Eastwick" and "Woodland &amp; Elmwood Avenue Corridors"</b></p>	PRA OS SDP PIDC Commerce Council	3.1.3

## MUNICIPAL SUPPORT FACILITIES RECOMMENDATIONS

	10	<p>Make improvements to recreational assets; prioritize sites where accessibility improvements are needed:</p> <ul style="list-style-type: none"> <li>Eastwick Regional Recreation Center</li> <li>Cibotti Recreation Center</li> <li>McCreesh Recreation Center</li> <li>J. Finnegan Recreation Center</li> </ul>	PPR Council DPP	3.3.1 6.3.3
	11	Make improvements to city-owned facilities to increase public access to the internet and digital resources.	OIT Free Library	3.3.1 5.2.2

### Lower Schuylkill Masterplan

The Lower Schuylkill Master Plan envisions a 21st Century industrial district that integrates opportunities for new and growing businesses with sustainable features and public amenities.

In 2010, the Philadelphia Industrial Development Corporation (PIDC), the Philadelphia City Planning Commission (PCPC), and the Philadelphia Department of Commerce released the Industrial Land & Market Strategy for the City of Philadelphia, a comprehensive study that inventoried all of the industrial land in Philadelphia and found a critical shortage of modern industrial sites. Based on its size, industrial character, transportation assets, and proximity to economic engines, the Lower Schuylkill was identified as a prime opportunity to satisfy this need. Philadelphia2035 - The Citywide Vision echoed this conclusion.

The Lower Schuylkill Masterplan, an inclusive planning initiative led by PIDC, PCPC and the Department of Commerce, with generous support from the William Penn Foundation, developed a long-term blueprint for revitalization, recommending targeted public investments in roads, the environment, and public amenities to attract a diverse array of new and growing businesses. These investments are projected to attract over \$860M in private investment and up to 6,500 new jobs, while establishing an integrated green network with five miles of new trails and 46 acres of new green space.



# ECONOMIC AND SOCIAL IMPACTS OF VACANCY

**Eastwick Redevelopment Area Plan (1954)**

**Eastwick Urban Renewal Plan, (1957)**

**Korman Company Secures Rights -128 acres (1961)**

From the Philadelphia Redevelopment Authority (PRA) in Lower Eastwick with plans of development for the Urban Renewal Project.

**I-95 Construction (1969)**

Begins running through parts of the Lower Eastwick Neighborhood.

**Eastwick Urban Renewal Plan Review (1982)**

The City updates the original Urban Renewal Plan and assesses redevelopment moving forward.

**SEPTA's Airport Line Opens + I-95 Construction Complete (1985)**

**City Attempts to reclaim 128 acres from Korman (2005)**

City argues Korman fell through on their deal to build in 1961, Korman is found to still have development rights

**Korman Company proposes Multi-family Housing (2012)**

Community is against the new development proposal.

**George Pepper Middle School Closes (2013)**

**City of Philadelphia Secures Rights to Korman Site (2015)**

**Planning of Korman Site to begin after Wetlands Assessment**

Once nicknamed 'The Meadows', the former marshlands and farms in Eastwick have been partially developed. Following the dredging of the Darby Creek in the 1930's, the City determined the Eastwick community to be blighted and created a redevelopment area plan (1954) and urban renewal plan (1957), to redevelop 3,000 acres. The goal was to create a new "Town" within the City, complete with homes, schools, parks, commercial, and industrial areas. Over 20 miles of new streets with water mains and sewers, and more than 4,200 housing units were built, accompanied by shopping centers, public schools, churches, industrial buildings, a library, and parks and playgrounds. While the intentions of the renewal area were positive, the effort displaced thousands of people from their homes and disrupted an established community. Tensions and anxieties are still high, and the community is uneasy with government actions.



*Under-utilized land in Lower Eastwick*



*Pedestrian plaza/breezeway in Lower Eastwick*



*View of Vacant Land at Former Korman Site*

The Eastwick Redevelopment and Urban Renewal Plans were only partially realized, and new economic conditions as well as competing development interests have impacted the potential future growth of the community. The closure of Pepper Middle School and Community Technology High School due to low enrollments has created a perceived gap in educational service, while the vacancies in Penrose Plaza limit the availability of retail services and goods. The expanding airport could become a partner in the creation of jobs and economic development opportunities, however, its mission is first and foremost to build a thriving environment for airport service.

In December 2015, the Philadelphia Redevelopment Authority successfully bought back the rights of development that were still being held by the Korman Company for the completion of the urban renewal effort. The remaining 128-acre parcel is low-lying and undeveloped with no streets or infrastructure. The City of Philadelphia holds a first right of refusal to purchase the land following a wetlands assessment and plan conducted in association with the Philadelphia City Planning Commission.

# CONNECT

The *Citywide Vision* calls for all Philadelphians to **CONNECT** seamlessly to the region and the world.

## TRANSPORTATION

**Improve transportation safety, efficiency, and convenience**

### Transit

Increase the use of transit to reduce environmental impacts and travel time

### Complete Streets

Balance use of roadways to ensure safe and efficient travel by all modes

### Streets and Highways

Provide a safe and efficient road network that supports planned land uses

### Airports, Seaports, and Freight Rail

Enhance the city and regional economy by reinforcing airports, seaports, and freight rail

## UTILITIES

**Adapt utility services to changing technology and consumption patterns**

### Consumption, Capacity, and Condition

Provide environmentally supportive, affordable, and reliable utility service to all customers

### Broadband Infrastructure

Reinforce access to and use of broadband telecommunications infrastructure as a vital public utility

*The dominant transportation feature in the Lower Southwest District is Philadelphia International Airport (PHL). PHL, the main airport for the greater Philadelphia region, is owned by the City of Philadelphia. In 2014, over 30 million passengers used PHL. The Lower Southwest District has extensive freight networks that support the Airport, petroleum refineries, port, and distribution industries. These freight networks create jobs, as well as barriers – both physical and visual. In addition to the Airport Regional Rail Line, SEPTA operates three trolley and five bus routes within the district. All three trolley routes will be improved with SEPTA's upcoming trolley modernization project. A variety of street types and development patterns, often disconnected from each other, contribute to the varied circulation patterns and pedestrian conditions in the district.*

## Transit

The Airport Regional Rail Line is an asset to the district with stops at Philadelphia International Airport (PHL) and Eastwick Station. However, with improvements, the Airport Line can be better utilized as both a neighborhood transportation mode and a focal point in the redevelopment of Lower Eastwick. More frequent service can be provided on the Airport Line after the addition of a new interlocking within the area of the airport stations to allow Airport inbound and outbound trains to pass each other. Additional improvements include separating freight and passenger infrastructure, making more or all of the line double-tracked, and making improvements where the Airport Line joins the Northeast Corridor. Eastwick station, built as a temporary station in 1997, can be improved, and together with an extension of the Route 36 Trolley, could help support investment and development. The Lower Eastwick Focus area includes this concept, illustrating how a new Eastwick transit center can be a stimulus for the redevelopment of Eastwick as a dense, walkable, mixed-use center with plentiful connections to open space and trails.

SEPTA operates three trolley routes within the district: Routes 11, 13 and 36. Of these, the Route 36 has the highest ridership within the District. Its current terminus on Island Avenue is roughly three blocks from Eastwick Station. The Route 36 trolley should be extended so that it shares a new transportation center with Eastwick Station. In addition, options for extending the Route 36 Trolley to the airport should be explored in conjunction with PHL's Capacity Enhancement Program and proposed people mover project.

All three trolley routes will be improved with SEPTA's upcoming trolley modernization project. SEPTA will be purchasing new, low floor light rail vehicles, which will be longer in length, for use on all of its trolley routes. Along with the new vehicles, Transit Signal Prioritization and ADA accessible streetscape improvements will lead to quicker speeds and more efficient boarding on trolley routes. ADA accessible streetscape improvements include curb extensions at trolley stop locations, ADA ramps at intersections, and station amenities, such as new shelters and lighting. These amenities will improve pedestrian safety and improve streetscapes on Elmwood, Woodland, and Island Avenues. Trolley modernization will necessitate an expanded surface transportation depot to complement the Elmwood Depot and accommodate larger trolley vehicles. The Woodland/Elmwood Avenues Focus Area explores options for building a new surface transportation depot at the former GE site on Elmwood Avenue.



SEPTA  
Airport Terminal B

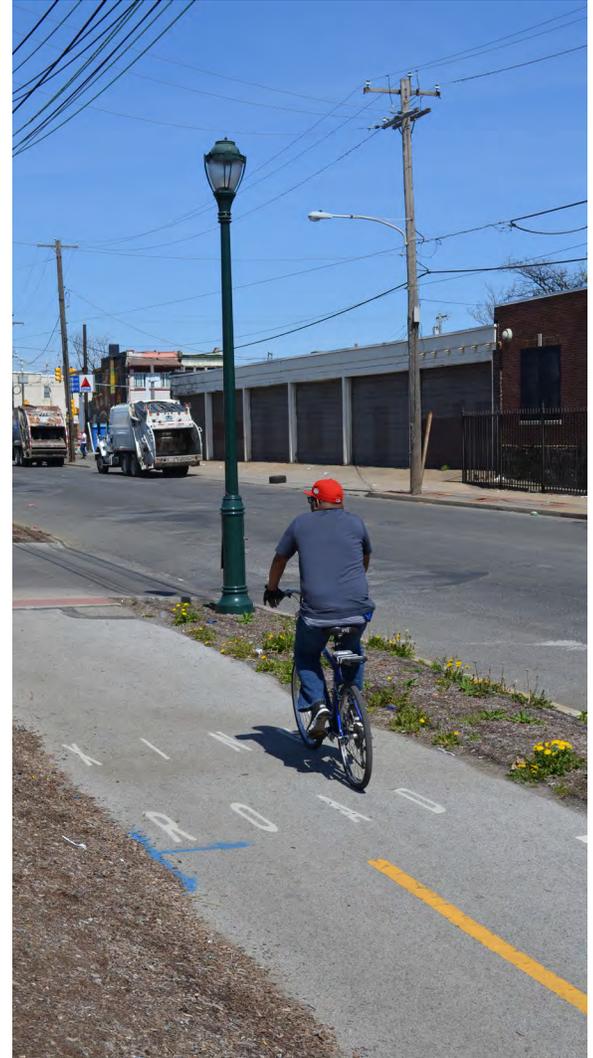
## Complete Streets

The City of Philadelphia has an established complete streets policy that gives full consideration to the safety and convenience of all users of the transportation system, be they pedestrians, bicyclists, public transit users, or motor vehicle drivers, during planning, design, construction, maintenance, and operation of all City streets. Complete Streets balance the needs of all users, particularly children, the elderly, and persons with disabilities, to increase safety.

A variety of street types and development patterns, often disconnected from each other, contributes to varied pedestrian and bicycle conditions in the district. There are walkable commercial corridors with wide sidewalks; industrial arterials with narrow, obstructed, or no sidewalks; bridge approaches; highway interchanges to I-95 with uncontrolled on and off ramps; suburban-style residential roadways; and low-volume neighborhood streets with dense development. In some areas of the district, particularly Lower Eastwick, vehicular travel speeds often exceed speed limits, resulting in dangerous conflicts between automobiles, cyclists, and pedestrians.

Disconnected street networks are particularly problematic in Eastwick. The Lower Eastwick Focus Area demonstrates the potential of concentrating development around a new Eastwick Transportation Center with a connected street grid. Clustering development around a transportation center and preserving open space can reduce impervious surface coverage. A continuous street grid with consistent intersection spacing, bicycle lanes where appropriate, and wide sidewalks encourages pedestrian activity and helps to slow automobile traffic.

Along with the improvements from SEPTA's upcoming trolley modernization project, and the improvements to Island Avenue currently in the federally funded Transportation Improvement Program, employing traffic calming measures at dangerous intersections will help increase pedestrian safety and improve the public realm within the district. Locations in need of traffic calming include intersections along the Cobbs Creek Parkway, where traffic patterns can be simplified and impervious surface coverage reduced to create better gateways to the park. Overly wide arterials such as Island, Passyunk, and Essington Avenues have plenty of space to implement complete streets strategies that improve conditions for pedestrians and bicyclists without impacting vehicle capacity or movement.



*58th Street Greenway at Woodland Avenue*

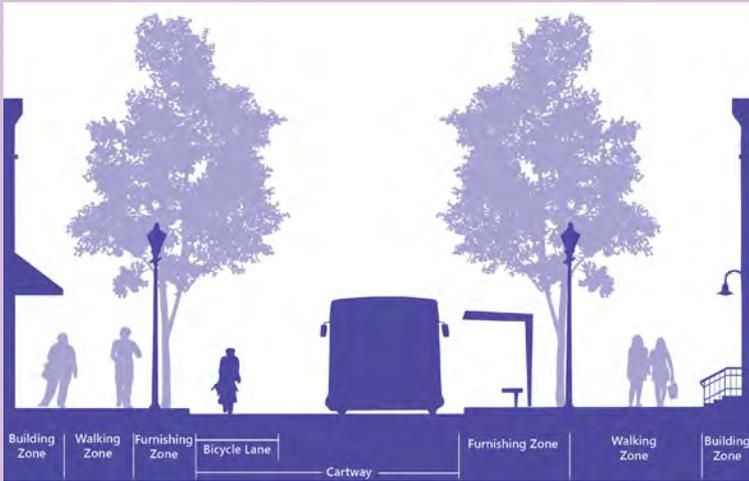


*SEPTA's Elmwood Avenue Trolley Loop Storage Facility*

The bicycle network within the district was largely installed during the early 2000s where space was available in the roadway. There are several significant gaps in the existing bicycle network in the district, but there are many planned additions in both the upcoming paving season and longer-reaching vision of the 2012 Pedestrian & Bicycle Plan. On wide and dangerous streets, improvements can be made, such as creating buffered bike lanes and extending recreational trails, to make the district a safer place to move around for all users.

The 2012 Pedestrian & Bicycle Plan sidewalk inventory identified several significant gaps in the sidewalk network, including sections of Mario Lanza Boulevard, Holstein, Lindbergh, Essington, Enterprise, and Bartram Avenues. These large gaps in the network need attention, particularly between transit, residential, and employment locations.

## Complete Streets in Philadelphia



The Complete Streets diagram shows a graphic representation of walking zones, bicycle lanes, building zones, and cartways, designed to build safer street uses and configurations.

On June 4, 2009, Philadelphia became the first city in Pennsylvania to establish a complete streets policy. In 2013, the city adopted its first Complete Streets Handbook, which helps the city ensure that the city's streets accommodate all users of the transportation system, be they pedestrians, bicyclists, public transit users, or motor vehicle drivers.

The Complete Streets Handbook delineates standards and dimensions for cartways, transit amenities, sidewalk furnishings, bike lanes, pedestrian zones, and encroachments so that all users of our roadways and sidewalks can travel safely and efficiently. The Handbook is a tool box and guide for community groups looking to improve their neighborhood streets, developers looking to build a new project, and for City employees designing a new street to meet current standards.

## Airports, Seaports, and Freight Rail

Philadelphia International Airport (PHL) is the main airport for the greater Philadelphia region. It covers 2,394 acres in the City of Philadelphia and Delaware County (Tinic Township), but is owned by the City of Philadelphia. In 2014, over 30 million passengers used PHL. The PHL Master Plan includes improving capacity at PHL over the next 20 years. In 2010, the Federal Aviation Administration approved PHL's capacity enhancement program (CEP). The CEP includes an additional runway that requires filling and building into the Delaware River, a reconfiguration of existing runways, a new Automated People Mover (APM), a consolidated car rental facility, as well as terminal and other airport infrastructure upgrades. The APM will connect passengers seamlessly through the terminals, parking lots, car rental facilities and interface with SEPTA's Airport Regional Rail Line.

The Lower Southwest District has extensive freight networks that support the surrounding refinery, port and distribution industries, and serve commerce far beyond the region. These freight networks create jobs, as well as barriers – both physical and visual, but are important for local and interstate goods movement. The network serves the Southwest industrial district, which is over 3,000 acres with several parcels over 50 acres each, including Sunoco, the Philadelphia Regional Produce Market, and the United States Postal Service. These industries take advantage of nearby highway access and proximity to Philadelphia International Airport for transportation, as well as pipelines, for goods movement. The *Industrial Market & Land Use Strategy* identified that most of the industrial land uses not only be protected and maintained, but also intensified.

The *Lower Schuylkill Master Plan*, adopted by PCPC in 2010, expands upon the recommendations of the *Industrial Market & Land Use Strategy*, and recommends multiple improvements to the transportation network to further enable industrial development of the area.



Philadelphia International Airport Flight control tower and Terminal A West (Source: Philadelphia International Airport)

# TRANSPORTATION

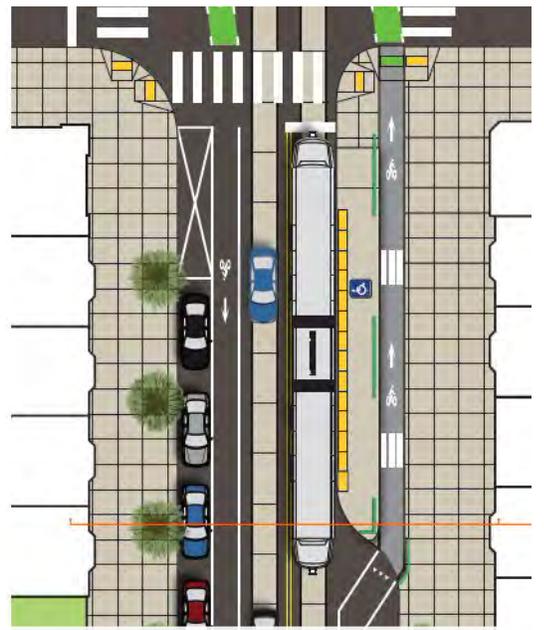
## TRANSIT RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES	
PRIORITY	12	Revisit and update plans for an enhanced Eastwick Transportation Center. <ul style="list-style-type: none"> <li>• Improve signage and pedestrian and bicycle connections to surrounding job centers and recreational amenities.</li> <li>• Explore options for co-locating Eastwick Station and the Route 36 Trolley.</li> <li>• Improve access to and from I-95.</li> <li>• Incorporate plans for a "Park-and-Ride."</li> </ul> <i>Focus Area: "Lower Eastwick"</i>	SEPTA PCPC DVRPC Airport PennDOT	4.1.1 4.1.2
	13	Study feasibility of extending the Route 36 trolley to Philadelphia International Airport.	SEPTA PCPC DVRPC Airport	4.1.2
	14	Explore building a new SEPTA surface transportation depot to provide additional space for new SEPTA vehicles to be stored, maintained and repaired, as well as provide sufficient space for employee amenities such as parking. <i>Focus Areas: "Woodland &amp; Elmwood Avenue Corridors"</i>	SEPTA	4.1.2
	15	Implement Transit Signal Prioritization, ADA accessible streetscape improvements, as well as depot and loop improvements to accommodate SEPTA Trolley Modernization program. ADA accessible streetscape improvements include curb extensions at trolley stop locations, ramps at intersections, and new station amenities such as new shelters and lighting.	SEPTA Streets PennDOT Commerce PCPC	4.1.2 4.1.3
	16	Introduce new service and improve existing service on east-west SEPTA routes to connect residents to employment centers, regional rail stations, and trolley service.	SEPTA	4.1.1
PRIORITY	17	Improve speed, frequency, and quality of regional rail service to Philadelphia International Airport. <ul style="list-style-type: none"> <li>• Create dedicated service to the Airport on the Airport Line and implement the Automatic People Mover.</li> <li>• Dedicate Silverliner V cars, which have more space for luggage, to the Airport Line.</li> <li>• Completely separate passenger and freight traffic.</li> <li>• Make the entire line dual track.</li> </ul>	SEPTA Airport	4.1.1 4.4.3

### SEPTA Trolley Modernization

SEPTA is beginning a vehicle replacement project for its trolley system, which services 31.9 million riders annually. Single-ended and double-ended Kawasaki light rail vehicles (LVRs), as well as single-ended Presidents' Conference Committee (PCC) vehicles, are coming to an end of their useful lifespans and need to be replaced. Since these trolleys went into service, federal law and industry standards have changed both the look and operations of light rail vehicles. The main impact of new modern vehicle design is the passage of the Americans with Disabilities Act (ADA). New modern light-rail vehicles have operator controls in a spate cab, are longer in length, are articulated, and have low floors with no entry steps.

ADA requires that both the vehicle (low-floor) and system vehicles be fully accessible. This means that passenger boarding locations, which are mostly on-street sidewalk locations in Lower Southwest, must meet the vehicle to allow ADA accessible vehicle ramp deployment. The standard sidewalk bumpout that coincides with trolley modernization will reduce streetscape clutter, make crosswalks safer for pedestrians, make room for other commuter amenities such shelters and lighting, make the system comply with federal law, and improve on-time performance and efficiency. Streetscape and intersection improvements will be made to Island, Elmwood, and Woodland Avenues and will include traffic calming and stormwater management improvements.



Standard Bumpout Trolley Modernization Design Rendering

# Transportation Recommendations Diagram



Priority safety improvement sites for pedestrians and bicycles



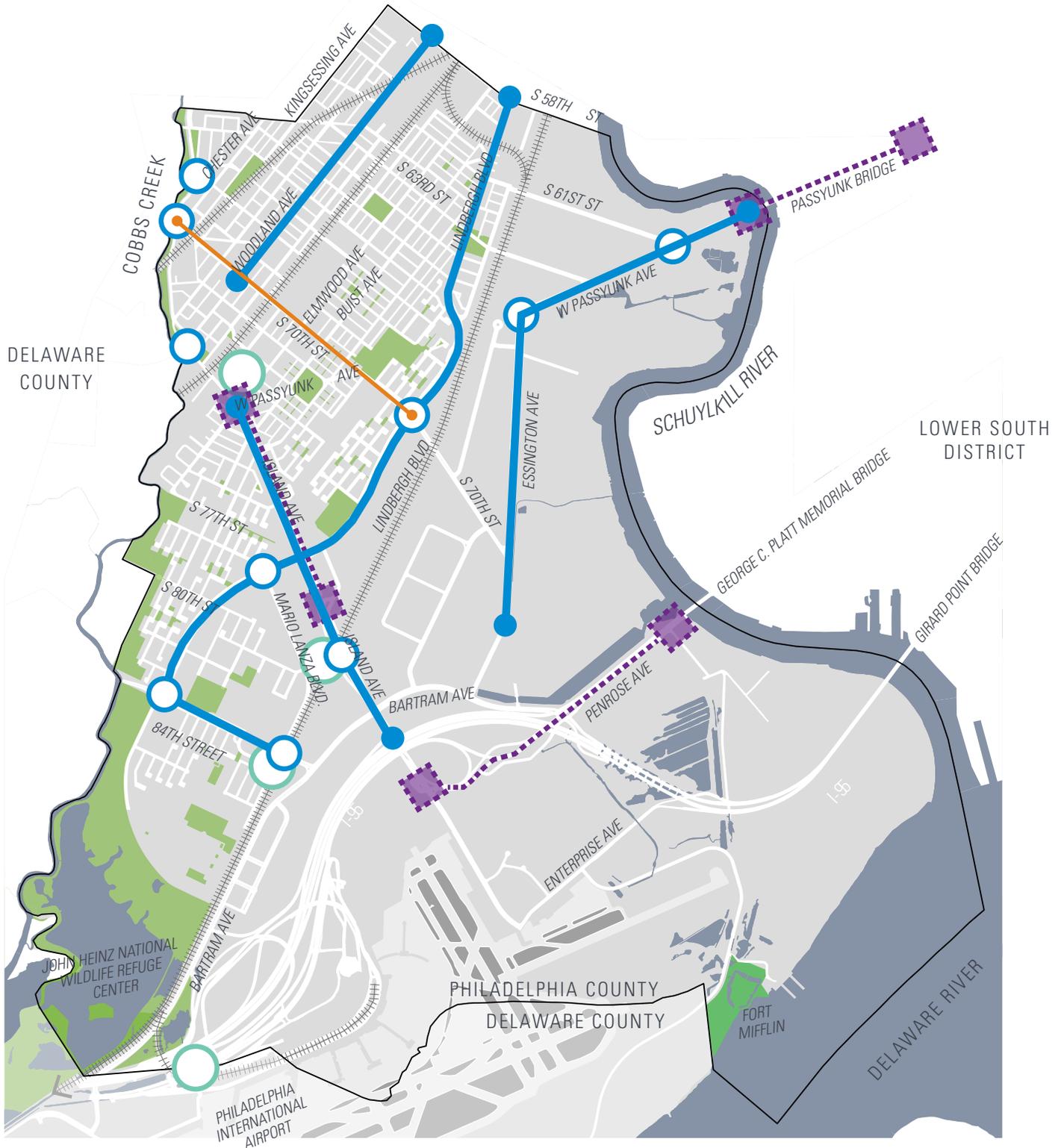
Priority bicycle network improvements



Priority transit improvements: Eastwick Station, 36 Trolley, Elmwood Trolley Terminus, Airport Line



Proposed installation of bicycle shared lane markings (Sharrows)



# TRANSPORTATION

## COMPLETE STREETS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
18	<p>Complete streetscape and intersection improvements on roads with excess capacity dedicating more space to pedestrians, bicycle network improvements, and stormwater management:</p> <ul style="list-style-type: none"> <li>Island Avenue from Elmwood Avenue to I-95.</li> <li>Lindbergh Boulevard from 70th to 84th Street.</li> <li>84th Street from Lindbergh Boulevard to Mario Lanza Boulevard.</li> </ul>	Streets PWD	4.2.1 4.2.3
19	<p>Employ traffic calming measures at Cobbs Creek Parkway intersections to simplify intersections, reduce crossing distances for pedestrians, build opportunities for stormwater management, and create better gateways to the Cobbs Creek Trail.</p> <ul style="list-style-type: none"> <li>70th Street from Larry Street to Cobbs Creek Parkway.</li> <li>Woodland Avenue, Island Avenue, and Cobbs Creek Parkway.</li> <li>65th Street and Cobbs Creek Parkway.</li> </ul>	Streets PennDOT PPR	4.2.3 9.2.2
PRIORITY	<p>Improve safety at dangerous intersections and corridors through traffic calming measures:</p> <ul style="list-style-type: none"> <li>Access to Penrose Plaza at Island Avenue and Lindbergh Boulevard.</li> <li>Lindbergh Boulevard from 70th to 84th Street.</li> <li>Passyunk and Essington Avenues, especially at 61st Street and the Essington curve.</li> <li>Woodland Avenue corridor from 58th Street to 70th Street.</li> </ul>	Streets OTIS	4.2.3 4.2.4
	<p>Implement bicycle network improvements according to priorities established in the 2015 Ped and Bike Plan Progress Report:</p> <ul style="list-style-type: none"> <li>Island Avenue from Elmwood Avenue to Suffolk Avenue.</li> <li>Passyunk Avenue Bridge.</li> <li>Sharrows on 70th Street between Cobbs Creek and Lindbergh Boulevard.</li> <li>On road portions of the East Coast Greenway.</li> <li>Connections to the PHL Airport.</li> <li>Sidepath on Penrose Avenue leading to the Platt Bridge.</li> </ul>	Streets OTIS	4.2.2
	<p>Make improvements to the pedestrian network by filling gaps between transit, residential, and employment locations.</p> <ul style="list-style-type: none"> <li>Sections of Holstein Avenue</li> <li>63rd Street</li> <li>84th Street</li> <li>Lindbergh Avenue</li> <li>Essington Avenue</li> <li>Bartram Avenue</li> <li>Mario Lanza Boulevard</li> </ul> <p><b>Focus Areas: "Lower Eastwick"</b></p>	Streets OTIS	4.2.1
23	<p>Work with PennDOT to ensure that improvements to I-95 complement and are constructed in accord with the Lower Schuylkill Master Plan, PHL Master Plan, DVRPC's long-range vision for freight, and the city's district plan recommendations.</p>	Streets OTIS PIDC Airport DVRPC PCPC	4.3.1 4.3.3 4.3.4

### Definition | Complete Streets:

Complete streets are designed to provide safe and comfortable travel for all users. In 2009, Mayor Nutter signed an executive order that established Philadelphia as the first city in PA to have a complete streets policy, and in 2013 the "Complete Streets Handbook" was adopted. The policy decrees that every City agency should adopt complete streets strategies to balance the needs of multiple users on city streets.

### Definition | Sharrows:

Shared lane markings or "sharrows" are white painted markings on the street, depicting a bicycle and arrow, and serve to make motorists aware that they should be sharing the road with cyclists. Sharrows can also help guide where in the traffic lane cyclists should be riding, helping to keep them out of the "door zone", (area closest to parked cars where they are most likely to get "doored") and encouraging safe travel.



## AIRPORTS, SEAPORTS, AND FREIGHT RAIL RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
24	<p>Modernize freight assets to ensure efficient goods movement.</p> <ul style="list-style-type: none"> <li>• Complete and analyze recommendations of downtown delivery guide to identify delivery needs.</li> <li>• Identify and strengthen areas needed for intermodal access.</li> <li>• Strengthen truck routes so traffic does not traverse and idle in residential neighborhoods.</li> </ul>	DVRPC Streets PennDOT Railroads	4.4.3
25	<p>Continue to implement Philadelphia International Airport Capacity Enhancement Program.</p> <ul style="list-style-type: none"> <li>• Coordinate Airport improvements with transit and recreational trail plans and Lower Schuylkill Masterplan.</li> <li>• Ensure that uses are compatible with and appropriately buffered from adjacent residential areas.</li> <li>• Build consolidated rental car facility.</li> </ul>	PHL Commerce	2.1.2 4.4.1

### Philadelphia International Airport Capacity Enhancement Program

The Capacity Enhancement Program (CEP) is a comprehensive construction program to expand and modernize Philadelphia International Airport (PHL). The program calls for addressing issues of delay and service by improving operational efficiencies, connectivity, and every aspect of customer experience. The multi-year, multi-billion dollar improvement effort is a once-in-a-generation opportunity to strengthen a vital regional economic engine and further elevate the greater Philadelphia region's status as a global destination. The CEP will improve crucial aspects of traveler accessibility and convenience, from expanding the reach of international travel to streamlining rental car transactions. Current CEP projects include:

- A 1,500 foot runway extension that will enable easier access for larger aircraft traveling the longest international routes
- Airfield taxiway improvements that will enable greater flexibility and efficiency for departures and arrivals
- Design of a new Automated People Mover (APM) system, which can move travelers between terminals quickly and conveniently
- Construction of a new consolidated rental car facility
- Redesign Terminal B/C to provide new ticketing, baggage screening, and security screening
- Numerous Airport rehabilitation infrastructure projects such as roof and window replacements, escalator replacements, new restrooms and security upgrades, etc.



(Source: Federal Aviation Administration)



Proposed Rendering of Terminals D+E (Source: Philadelphia International Airport)

# RENEW

The *Citywide Vision* calls for all Philadelphians to **RENEW** valuable resources to sustain a bright future.

## OPEN SPACE

**Increase equitable access to our open space resources**

### Watershed Parks and Trails

Complete, expand, and connect watershed parks and trails in the city and the region

### Waterfronts

Create improved access to our waterfronts

### Neighborhood Parks and Recreation

Expand access to neighborhood parks and recreation

## ENVIRONMENTAL RESOURCES

**Fulfill city obligations to meet ambitious federal environmental standards**

### Air Quality

Improve air quality within the city and the region

### Water Quality

Improve the quality and management of our water and wetland resources

### Tree Cover

Increase tree coverage equitably across the city

## HISTORIC PRESERVATION

**Preserve and reuse historic resources**

### Cultural, Historical, and Architectural Resources

Support sensitive development that preserves and enhances Philadelphia's multifaceted past

### Heritage Tourism

Expand tourism programs to highlight cultural and historic heritage and to increase spending on heritage tourism

## PUBLIC REALM

**Achieve excellence in the design and quality of Philadelphia's built environment**

### Development Patterns

Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks

### Urban Design

Elevate public demand for good design in the public realm

*Lower Southwest residents enjoy walkable access to most of the district's small, neighborhood-serving parks and playgrounds. The plan supports numerous proposed trails or trail extensions, in order to fill in trail infrastructure gaps. The district has a unique set of longstanding, local environmental conditions that require further understanding and action. More recently, air and water quality have generally improved due to citizen activism, regulatory enforcement, public investment, and more efficient and cleaner processes and vehicles. However, opportunities still exist to better address flooding and stormwater management as their impacts could become more pronounced with the projected changes in climate and sea level.*

## Watershed Parks and Trails and Waterfronts

The Lower Southwest District is bounded by water on the east, south and west, however, these assets are mostly inaccessible due to active or former industrial uses and Philadelphia International Airport. There are very few river or waterfront trails, parks and open spaces in the district and the plan recommends improving district residents' access to the water for recreational uses.

There are significant opportunities to fill in trail gaps by promoting proposed trails, specifically the Cobbs Creek Extension Projects (A, B, C, D), and the Bartram's Fort Mifflin Trail. Several proposed trails have the potential to expand the trail network and link existing open spaces and trails to several other areas of the city and region. The largest trail of the district is within the Heinz Wildlife Refuge and is used as an educational pathway to explore the grounds and habitats. The Heinz Wildlife National Refuge is one of the few urban national wildlife refuges and contains more than 10 miles of trails in Philadelphia and Delaware County. The Cobbs Creek Trail is an off-road sidepath owned and maintained by Philadelphia Parks & Recreation. The trail begins at 63rd and Market Streets and currently terminates at 70th Street and Island Avenue. Plans are in the works to create the Cobbs Creek Connectors (A,B,C,D) (see map on page 41), which would allow access from University Southwest District to Delaware County along Darby and Cobbs Creeks and through to the Heinz Wildlife Refuge Trail, with multiple access points to serve the local community.



## Neighborhood Parks and Recreation

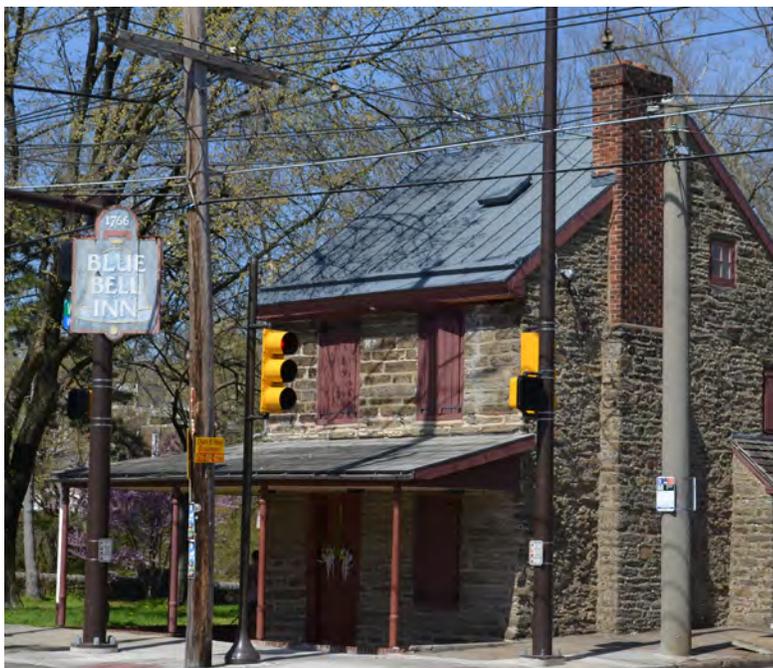
The Lower Southwest District is home to eight Philadelphia Parks and Recreation parks, four recreation centers, and two nationally known public open spaces: John Heinz National Wildlife Refuge and the historic Fort Mifflin. These parks and recreation centers range in size from less than an acre, to over 300 acres. Most of the district's parks are small, neighborhood-serving public squares and playgrounds within the neighborhood street grid, although several larger parcels of open space run parallel with Cobbs and Darby Creeks along the district and city western limits. Many neighborhood parks also have limited bike access due to the lack of bike lanes.

Pedestrian breezeways are unique open spaces in the Lower Southwest District. They evolved as part of the region's development patterns. Newer developments in the district are cul-de-sac designs with auto-oriented patterns, and have limited walkability access to goods and service. These developments include areas of pedestrian breezeways, which are useful in connecting neighbors. The breezeways are in varied conditions and are limited in their usability due to their passive designs. There is a new program from the Audubon Society, John Heinz National Wildlife Refuge, Philadelphia Parks and Recreation and the Philadelphia Water Department to create a more active and maintained breezeway system throughout the district.

The Clearview superfund site is an additional open space that has a major impact on the community in regards to open space, as it is directly adjacent to one of the district's main recreational assets, Eastwick Park. The Environmental Protection Agency (EPA) decided upon a final cleanup plan in 2014, and they are currently in the design phase of the cleanup plan, expected to be complete by 2017. The cleanup plan includes constructing an evapotranspiration (ET) cover over approximately 50 acres to contain landfill waste and contaminants, excavating contaminated soils outside the cover and placing them under the ET cover, and collecting and treating leachate, which is the liquid that drains from the landfill.



*Public breezeway adjacent to Elmwood Park. The breezeways provide additional public open space amenities for the community.*



*The Blue Bell Tavern is one of the very few historically designated properties in the Lower Southwest District, and one of the oldest extant structures (1766).*

## Cultural, Historical, and Architectural Resources

The district is home to only six properties listed on the Philadelphia Register of Historic Places, and seven properties individually listed on the National Register of Historic Places. A National Register designation offers property owners financial incentives to maintain and restore properties through tax credits. Designation to the Philadelphia Register, however, is meant to protect a property against inaccurate and unsympathetic alterations and unnecessary demolitions.

There are a number of challenges facing historic preservation in Lower Southwest: most importantly, no comprehensive survey of historic resources; disinvestment in historic buildings districtwide; and the compromised integrity of many historic buildings. While preliminary survey work has been completed for the district, both PCPC and the Philadelphia Historic Commission support further survey work to fully assess the extant historic resources in the Lower Southwest District.



*Pedestrian-scaled development pattern along Woodland Ave.*

## Development Patterns

The Lower Southwest District's public realm has three distinctive scales: a traditional rowhouse neighborhood scale, an auto-oriented residential scale, and an industrial/commercial mega block scale. Major infrastructure, including the Interstate-95 corridor, Philadelphia International Airport and several freight and commuter rail lines partition the district, and typically denote boundaries between these three urban scales.

Due to the district's historic and current contexts, the Lower Southwest has had issues maintaining successful public realm environments. While the older, historic rowhouse developments in the northwest section of the district preserve walkable streetscapes and commercial corridors; other areas, including some of Eastwick and several Korman development sites, reflect a more suburban development pattern, including single family detached home cul-de-sac neighborhoods and low-rise apartment complexes. The latter have very few walkable connections, limiting residents to a more vehicular lifestyle. In addition to these two neighborhood development patterns, the continued growth of the Airport has seen an influx of hotels, parking facilities, and other distribution or vehicular related uses. The industrial uses of the district also require a more auto-oriented development pattern, specifically for heavy truck uses. This creates a very distinct public realm with oversized roadways, minimal sidewalks and large curb cuts to accommodate heavy industry. These industrial uses, as well as the Airport, limit pedestrian access to other parts of the city and provided limited connectivity between the distinct neighborhoods of the district.

## Urban Design

In addition to the three main development patterns of the district, the Lower Southwest has varied degrees of architectural design and public realm amenities, such as sidewalks, streetscaping, and pedestrian-scaled lighting. The public realm of the district has been complicated over the years by transitioning uses and housing typology shifts. Additionally, areas of industrial uses and the airport have minimal urban design features or amenities and lack gateway features, signage, or public art. Most of the Lower Southwest's public realm features are somewhat distressed and could potentially be upgraded along commercial corridors, enhanced around neighborhood gateways, or even added along heavy industrial or infrastructure parcels. There are a few intentional gateways throughout the district, and several neighborhoods do provide public art, but these are limited, under-maintained and poorly located. Adding new art installations, gateway features or improving existing amenities can help reinforce an identity for a particular neighborhood or corridor.

Along with strengthening public amenities, when new development does occur in the Lower Southwest, the design should be elevated to match the workmanship and variety that already exists in other areas of the city. New construction should provide a similar yet enhanced range of quality materials and façade standards to other areas within the district. Lastly, if new public spaces are created, design standards should be developed based on neighborhood contexts, providing useful public amenities to residents of the district.



*Our Lady of Loreto Church provides an airport-themed Art Moderne architectural style.*



*Mitosis is one of the 40 pieces of art in the Lower Southwest District that was created by Clark B. Fitz-Gerald as part of the PRA generated Percent for Art Program in 1959.*



*New Philadelphia Water Department stormwater garden in Elmwood Park collects excess rainwater and helps minimize excess runoff during wet weather events.*

## Water Quality: Stormwater

The City of Philadelphia is mandated by the EPA to reduce its Combined Sewer Overflow (CSO) discharges, which occur when excess stormwater runoff during wet weather events exceeds the capacity of the combined stormwater/sewer systems and causes raw sewage to discharge into surface waters. The northern portion of the Lower Southwest District as well as an industrial area to the southwest of Bartram Ave and Penrose Ave are located in the combined sewer area.

To better manage stormwater runoff and reduce CSO discharges, the PWD is implementing a green stormwater infrastructure (GSI) program to install infiltration trenches, rain gardens, stormwater planters, stormwater tree trenches, and more. Within the district, there are seven stormwater tree trenches, two rain gardens, one infiltration/storage trench, one stormwater bump-out, and one other form of green stormwater infrastructure. Additional opportunities for GSI exist throughout the district, particularly within parks, playgrounds, schoolyards, and other publicly-owned sites.

## Water Quality: Flooding

The Lower Southwest District is one of the more flood-prone areas of the city. The District has the greatest number of people estimated to need shelter during a 100-year flood event, according to a 2009 FEMA Hazard US (HAZUS) study. This area has the biggest concentration of repetitive flood loss events and the second greatest value of loss after Manayunk. Based on discharge data from the Mt Moriah U.S. Geological Survey (USGS) monitoring station, a '10-year flood' occurred in the district approximately seven times between 2009 and 2012.

Early steps to manage stormwater and flooding help set the stage for further studies, plans, and actions to guide future water management policies and investments. Under present conditions, the district already

has areas with high water tables that do not readily absorb infiltrated stormwater, low-lying neighborhoods and infrastructure subject to flooding during heavy rains and high tides, and waterfront acreage within FEMA's Special Flood Hazard Area. Analysis of climate change models for Philadelphia indicates that the city will experience in the future increased precipitation and continued sea level rise. This could mean more stormwater to manage, as well as an expansion of the acreage regularly at risk from inundation or from flooding due to heavy rain and storm surge. The Lower Southwest needs to strategically reduce impervious surface where practicable, implement green and grey infrastructure, and gradually adapt property and infrastructure to manage water-related risks.



*Eastwick Flooding Example (Source: Philadelphia Water Department)*

## Tree Cover

Trees not only enhance the quality of our air and water resources, but they also have many social and economic benefits. The City's Greenworks2015 Report set a goal of 30 percent tree coverage in all neighborhoods. The Lower Southwest District's current, estimated coverage of ten percent is far lower than the citywide tree canopy cover of 20 percent.

In 2011, the City of Philadelphia funded a project to identify gaps in Philadelphia's existing tree canopies and opportunities to fill those gaps ("A Report on the City of Philadelphia's Existing and Possible Tree Canopy", [http://www.fs.fed.us/nrs/utc/reports/UTC\\_Report\\_Philadelphia.pdf](http://www.fs.fed.us/nrs/utc/reports/UTC_Report_Philadelphia.pdf)). Researchers inventoried the "unmet potential" tree canopy, identified as vegetated areas and underutilized impervious surfaces. Their gap analysis of the Lower Southwest District's tree canopy estimated the District's full potential coverage at 60-70 percent.

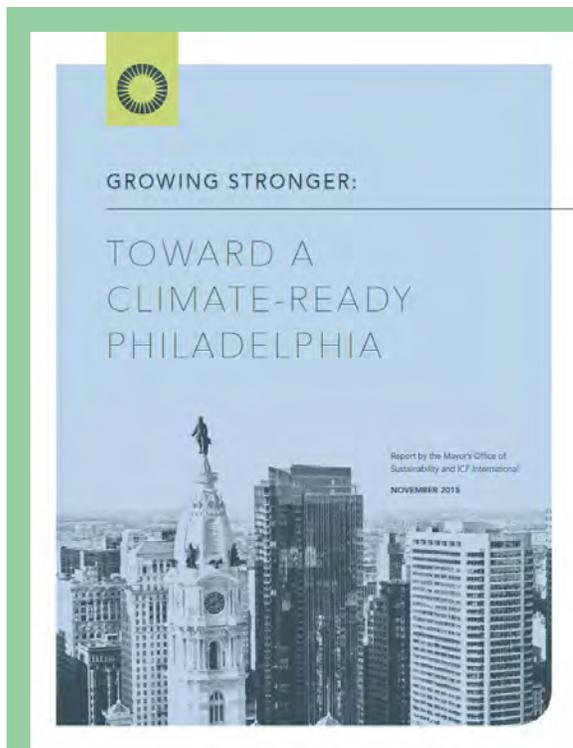
The feasibility of greatly increasing the tree canopy in the Lower Southwest may be limited by practical considerations. Some larger, vacant sites are considered to be held for development and are maintained in a state of "shovel-readiness" with minimal tree cover. Other large sites, such as the USACE dredge spoils facility, the Airport, fuel terminals, and Auto Mall car lots, limit tree cover for operational and safety reasons. Still, there are ample locations to increase the district's tree cover on publicly-owned facilities and streets, in residential yards, and as part of new development projects.



*Tree Philly diagram showing free tree options.*



*Free Tree Philly trees can be planted in either your yard or planting strips in the sidewalk. Both options are possible for residents in the Lower Southwest District. Please visit: [treephilly.org](http://treephilly.org) to request your new tree.*



### Case Study: Climate Adaptation

The City of Philadelphia is responsible for many aspects of human welfare, and recognizes climate change for its potential risks related to infrastructure, services, residents, and businesses. Climate scientists anticipate that Philadelphia will become hotter and wetter, with increasingly frequent extreme precipitation and high heat events due to climate change. In response, the City of Philadelphia Office of Sustainability has created the city's first climate adaptation report, Growing Stronger: Toward a Climate Ready-Philadelphia. This report reviews the essential actions that the city must undergo in order to mitigate various impacts of climate change.

The City is also committed to working with residents to create community-driven climate adaptation plans for neighborhoods exposed to climate risk. These plans will help identify, reinforce, and improve the complex systems that, during times of stress, support residents. The City anticipates undertaking a six step planning process that includes: committing to reduce harms from climate change, identifying climate projections and impacts, assessing vulnerabilities and risks, developing and prioritizing adaptation strategies, implementing adaptation actions, and assessing effectiveness.

## OPEN SPACE

### WATERSHED PARKS AND TRAILS RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
PRIORITY	26	Complete recreational trails as prioritized in the Trails Master Plan to enhance the local and regional trail system: <ul style="list-style-type: none"> <li>• Cobbs Creek Connector</li> <li>• Eastwick-Heinz Trail</li> <li>• Fort Mifflin Trail, including a greenway along the 60th Street track</li> </ul> <b>Focus Areas: "Lower Eastwick"</b>	PPR Clean Air Council 6.1.1 6.1.3
	27	Increase local access to trails through improved lighting, signage, and pedestrian and bicycle routes, particularly in the following locations: <ul style="list-style-type: none"> <li>• 70th Street and Cobbs Creek Parkway</li> <li>• Woodland Avenue and Cobbs Creek Parkway</li> <li>• Island Avenue Corridor</li> <li>• Woodland Avenue Corridor</li> <li>• Cibotti Recreation Center and Elmwood Avenue</li> <li>• Eastwick Cul de Sacs</li> <li>• Heinz Refuge Gateway</li> </ul>	OTIS Streets PPR PWD 6.1.2

### NEIGHBORHOOD PARKS AND RECREATION RECOMMENDATIONS

PRIORITY	28	Formalize a design and maintenance plan for underutilized open space parcels, urban gardens, and other civic-maintained open spaces. <ul style="list-style-type: none"> <li>• Repurpose city-owned breezeways for stormwater management and provide environmental educational programming via public private partnerships.</li> <li>• Identify opportunities to expand urban agriculture.</li> <li>• Dedicate urban garden spaces and open spaces necessary for trail development to ownership under PPR.</li> </ul>	PPR National Park Service Audubon Society Neighborhood Gardens Trust PRA PWD 6.3.3
	29	Preserve recreational space on the former Pepper School site and expand recreational opportunities adjacent to Bartram High School and Tilden Middle School. <b>Focus Areas: "Lower Eastwick" and "Woodland &amp; Elmwood Avenue Corridors"</b>	SDP PPR 6.3.2 6.3.3



Eastwick Community Garden

#### Case Study: Eastwick Community Garden

Despite being located between the Philadelphia International Airport and Interstate-95, Eastwick maintains its green vitality by housing Philadelphia's largest community garden. Initially seven acres in size, the garden was expanded to ten and a half acres when the former Gulf Oil garden was relocated to the Common Ground garden at the intersection of Bartram and Island Avenues. This relocation expanded its grounds and made it the largest operating community garden in the city.

Activity at this location has been an important aspect of the Eastwick neighborhood for over 40 years. It has become an educational tool for school children and their parents, and the garden yields approximately 400,000 pounds of produce annually.

In 2008, the long-term lease for the garden expired, but the garden has continued to operate on a year to year lease on Airport owned land. As the Airport continues to maintain this interest, it will be important to secure either a permanent or long-term lease for the garden or to identify locations where garden relocation and/or expansion could occur.



### Case Study: East Coast Greenway

The East Coast Greenway is a developing trail system, linking many of the major cities of the Eastern Seaboard between Canada and Florida. Over 30% of the route is already developed on traffic-free greenways, providing safe routes for bicycle and pedestrian travel for people of all ages and abilities. The greenway is in various stages of design and completion within the City of Philadelphia, and a planned system along Cobbs Creek will help complete these routes in the Lower Southwest. Trail design includes creating connections to neighborhoods, particularly near recreation centers and other popular destinations.

The Cobbs Creek Connector Trail will extend from the existing Cobbs Creek Bike Trail at 70<sup>th</sup> Street to the John Heinz Wildlife Refuge at 86<sup>th</sup> Street and Lindbergh Boulevard. The majority of the trail falls within the Lower Cobbs Creek Park, owned by Philadelphia Parks and Recreation, and traverses past the historically significant Blue Bell Inn at Woodland Avenue. Trail users will be able to connect to natural lands in Cobbs Creek Park as well as historic resources upon completion.

### Lower Southwest Trail and Open Space Diagram



#### Existing Trails

- 1 Cobbs Creek Trail
- 2 Eastwick Park Trail
- 3 Heinz Wildlife Refuge Trail

#### Proposed Trails

- 1 Cobbs Creek Trail Extension A
- 2 Cobbs Creek Trail Extension B
- 3 Cobbs Creek Trail Extension C
- 4 Cobbs Creek Trail Extension D
- 5 Eastwick Heinz Refuge Access
- 6 Passyunk Point Trail
- 7 Bartram's Fort Mifflin Trail
- 8 Platt Bridge Sidepath

#### Recreational Assets

- 1 Eastwick Regional Park
- 2 Eastwick/Suffolk Park
- 3 Elmwood Park
- 4 Buist Park
- 5 Connell Park
- 6 Lindbergh Park
- 7 Eastwick Community Garden
- 8 McCreesh Playground
- 9 J. Finnegan Playground
- 10 Cibotti Rec Center

#### Other Assets

- 1 John Heinz National Wildlife Refuge Center
- 2 Fort Mifflin

# ENVIRONMENTAL RESOURCES

## WATER QUALITY RECOMMENDATIONS

		IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
	30	Modernize municipal facilities related to storm and waste water treatment and flood control.	PWD Army Corps of Engineers 7.2.1
PRIORITY	31	Implement strategies for green and gray infrastructure to manage stormwater and to address public/private risks associated with existing and potential changes in flood risk as determined by PWD and the Citywide Flood Risk Management Task Force; work with large property owners to reduce stormwater runoff. <ul style="list-style-type: none"> <li>• Complete and implement recommendations of flood study for Eastwick. Examine large vacant sites as alternatives for flood control.</li> <li>• Review the outcomes of storm surge, hydrologic, and climate change studies and evolving regulatory and funding requirements for their implications on the built environment.</li> </ul>	PWD Army Corps of Engineers OS OTIS PCPC Federal Agencies 7.2.3
	32	Complete stormwater management projects within the public realm where stormwater can be captured to reduce runoff. <ul style="list-style-type: none"> <li>• City-owned breezeways in the vicinity of Elmwood and Buist Parks.</li> <li>• Buist Park, Finnegan Playground, and Cibotti Recreation Center.</li> <li>• Gateways into Cibotti Recreation Center and Finnegan Playground.</li> <li>• Medians and/or bumpouts in Passyunk, Elmwood, Buist and Lindbergh Avenues.</li> </ul>	PWD 6.3.3 7.2.3
	33	Improve environmental conditions of Clearview Superfund site through the completion of EPA's recommended cleanup plan; Ensure that Eastwick Regional Park and the preferred alignment for the East Coast Greenway are preserved. <ul style="list-style-type: none"> <li>• Treat contaminants through bioremediation.</li> <li>• Reforest site using native species.</li> <li>• Incorporate East Coast Greenway and flood control into EPA design.</li> </ul>	EPA PPR PWD 7.2.1 7.3.2

## TREE COVER RECOMMENDATIONS

	34	Plant street trees to increase tree cover and improve air quality as recommended in Greenworks, the Bicycle and Pedestrian Plan, and the Complete Streets Handbook.	PPR Streets PWD Commerce 7.3.1 7.3.3
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### Case Study: Flood Risk Task Force

The Flood Risk Task Force is working on mitigating flooding in the Lower Southwest District as well as maintaining and modernizing municipal amenities related to storm and waste water treatment and flood control. Flooding in the Lower Southwest occurs when heavy rains overflow Cobbs Creek and Darby Creek and when sewers overflow. There is a need for improved flood warnings in order to protect residents, businesses, and infrastructures. The Eastwick neighborhood is one of three key areas in need of improved warnings in Philadelphia. In collaboration with the United States Geological Survey (USGS), Philadelphia Water, National Weather Service (NWS), United States Army Corps of Engineers (USACE), and the Pennsylvania Department of Environmental Protection, the Philadelphia Office of Emergency Management has initiated flood warning projects. Long-term flood gauges will be installed in the tidal Darby Creek at 84th Street. A 2014 study on Eastwick Stream Modeling in close proximity to the union of Darby Creek and Cobbs Creek concluded that a levee at this proposed location would provide flood protection for the Eastwick neighborhood during flooding; however, the levee would have detrimental impacts both up and downstream. As of January 2016, the Philadelphia Water Department is waiting for the notice for a Phase 2 study extension to examine alternatives.



*Flooding in Philadelphia is sometimes severe and can lead to safety impacts. (Source: Philadelphia Water Department)*

# HISTORIC PRESERVATION AND PUBLIC REALM

## CULTURAL, HISTORICAL, & ARCHITECTURAL RECOMMENDATIONS

PRIORITY	RECOMMENDATIONS	IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
35	<p>Adaptively reuse historically significant buildings:</p> <ul style="list-style-type: none"> <li>• Complete an assessment of schools, churches, and other landmarks to determine eligibility for local and national registers, and determine key sites for nomination.</li> <li>• Repurpose historically significant landmarks, theatres, and vacant school buildings.</li> </ul>	Historical Commission Preservation Alliance PCPC	8.1.1
36	Repurpose commercial corridor anchor buildings along Woodland Avenue for such uses as sit-down restaurants, community-serving functions, and other uses that will complement the commercial corridor.	CDCs Commerce	8.1.1 8.1.3
37	Expand funding opportunities for Fort Mifflin and Heinz Wildlife Refuge and expand their reach into the community through environmental programming.	National Park Service PPR Fort Mifflin Audubon Society SDP	8.1.6



### Historic Theaters along Woodland Avenue

Small theaters were abundant in the city as nickelodeons boomed throughout the early 20th century. Larger theaters eventually replaced these smaller venues to accommodate the increased popularity of full-length feature films. Historic theaters in Philadelphia offer importance and insight on the city's past. All three of the historic theaters located on Woodland Ave in the Lower Southwest district of Philadelphia were previously operated by the Warner Brothers Circuit Management Corporation, and are closed. The theaters are either abandoned, or have been refurbished for commercial use. Reclaiming these structures will benefit the community by reconnecting residents with the historic past, while preserving these significant landmarks and repurposing them for public use.

The Benn Theater opened on September 1, 1923 and was later renovated in 1929. The theater had one screen with the capacity of 1,345 seats. Albert Douglas Hill and Harvey Childs Hodgens were the architects who designed the building. The theater was owned by Abraham and Marcus Benn, a father-son duo before it was closed in 1975.

## URBAN DESIGN RECOMMENDATIONS

PRIORITY	RECOMMENDATIONS	IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
38	<p>Install gateway improvements, such as lighting, landscaping, signage, and public art, at major intersections to improve the public realm:</p> <ul style="list-style-type: none"> <li>• Island Avenue at 70th Street, Passyunk Avenue, Lindbergh Boulevard, and Bartram Avenue.</li> <li>• 70th Street and Lindbergh Boulevard.</li> <li>• 62nd Street and Woodland Avenue.</li> <li>• W Passyunk Avenue at the Passyunk Bridge and 61st Street.</li> <li>• Penrose Avenue and the George Platt Memorial Bridge.</li> </ul>	MOACCE PCPC Streets	9.2.2
39	<p>Incorporate public art into new developments and public spaces through PRA's Percent for Art Program, the City's Percent for Art Program, and the Mural Arts Program.</p> <ul style="list-style-type: none"> <li>• Install sculpture at the Philly Pet Hotel and Villas at 7401 Holstein Avenue</li> <li>• Partner with Mural Arts to expand art in Bartram's Gardens to the Lower Southwest.</li> </ul>	PRA Mural Arts	9.2.2 9.2.3

# FOCUS AREAS

Focus areas are strategically located sites with the potential to benefit the entire district, or even the city as a whole. They can be catalysts for thoughtful reinvestment in the larger community.

Focus areas illustrate many of the recommendations from the **THRIVE**, **CONNECT**, and **RENEW** sections of this plan. They show how individual recommendations work together to transform a place comprehensively.

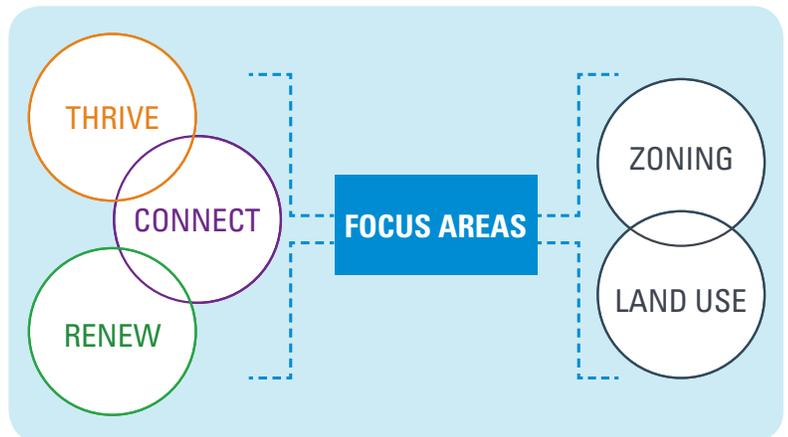
Focus areas often have underutilized land or inappropriate zoning classifications, which make them suitable for land use and/or zoning recommendations.

## FOCUS AREAS

Focus areas are places within the district that offer multiple opportunities for transformation: economically, aesthetically, and functionally. These long-term visions provide inspiration and a framework for achieving many objectives incrementally over time.

## IDENTIFYING THE FOCUS AREAS

The process of “discovering” district plan focus areas is extensive. The PCPC strives to select locations in need of a more intensive planning study -- areas that have strong contextual framework, yet do not function to their highest capacity. After completing the land use survey, the district can be analyzed in terms of use, vacancy, and zoning in order to then find the areas with the greatest potential for redevelopment within the next ten years. The focus area selection process is the result of input from the PCPC staff, the district’s steering committee, and community members. After several iterations of feedback from all these stakeholders, two focus areas were identified.



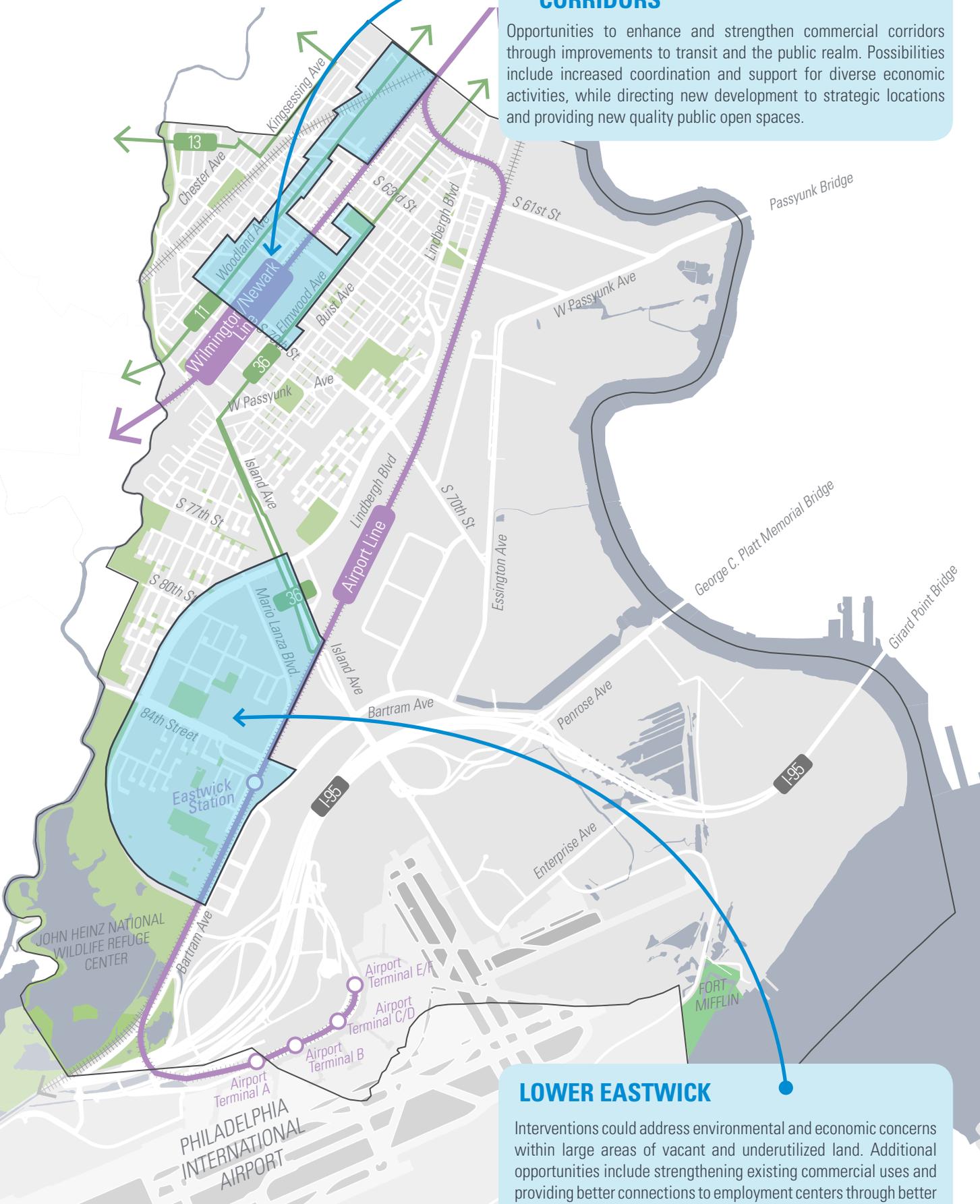
**WOODLAND AND ELMWOOD AVENUE CORRIDORS**



**LOWER EASTWICK**

## WOODLAND AND ELMWOOD AVENUE CORRIDORS

Opportunities to enhance and strengthen commercial corridors through improvements to transit and the public realm. Possibilities include increased coordination and support for diverse economic activities, while directing new development to strategic locations and providing new quality public open spaces.



## LOWER EASTWICK

Interventions could address environmental and economic concerns within large areas of vacant and underutilized land. Additional opportunities include strengthening existing commercial uses and providing better connections to employment centers through better public transit facilities. Promote environmental solutions such as additional public open space and flood control enhancements.

# LOWER EASTWICK

*George Pepper Middle School*



## Penrose Plaza + Eastwick Station + Former Korman Site + G. Pepper Middle School Campus

### FOCUS AREA SUMMARY

The Lower Eastwick focus area is different than typical Philadelphia2035 Focus Areas, in that much of the current occupancy and future owners are still uncertain. The focus area includes undeveloped parcels that were previously under redevelopment agreement, a closed Philadelphia School District site that is currently for sale, and several other acres of publicly owned parcels that are underutilized. The site is situated between the Philadelphia International Airport, the Heinz Wildlife Refuge, and the Eastwick residential community.

A future planning effort will be conducted by the Philadelphia Redevelopment Authority to help inform future land uses on the site. The current Lower Southwest District Plan aims to inform that planning effort by examining the area's history, existing conditions, opportunities, and constraints; and by framing a set of guidelines and principles to inform future development.

### FOCUS AREA GOALS

- Preserve and create natural resources and community amenities
- Reduce flooding
- Provide commercial/light industrial development opportunities
- Create better pedestrian and transit connections to surrounding neighborhood and job centers

### OPPORTUNITIES

- Vacant and underutilized properties
- Proximity to highway / transit networks
- Beginnings of a gridded street network
- Historic and environmental preservation opportunities

### CHALLENGES

- Flood risk and environmental issues
- Proximity to Airport
- Land suitability constraints

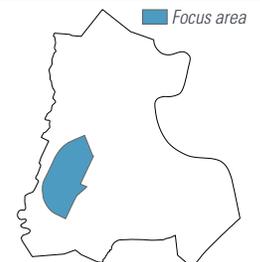
## PHYSICAL CONDITIONS IN LOWER EASTWICK

Once sparsely populated, Eastwick was nicknamed 'The Meadows' for its vast open spaces and marshlands created by the Darby Creek. In the 1930s, dredging of the Darby Creek to create land for the Airport reduced some of the marshy conditions of Eastwick and created space for small farms and scattered homes. In 1954, the City of Philadelphia adopted a redevelopment area plan to develop 3,000 acres of this low-lying land. The plan was not fully realized, however, and over 128 acres of open land remains without physical infrastructure improvements.



Today's environment of Lower Eastwick is complicated by many competing interests and impacts including the nearby residential community that was developed as a result of the urban renewal plan, an adjacent expanding international airport, flood effects from the Cobbs and Darby Creeks, remaining wetlands from the area's once large marsh, and a nearby wildlife refuge. Some members of the community would like to see completion of the urban renewal plan, including the realization of industrial and commercial development, educational and recreational uses, preservation efforts, and relief from flooding and sinking homes. The Airport is interested in expansion and protection of existing operations, and the wildlife refuge would like to improve their connections to the community, which in some cases come into conflict with each other. All of these interests are confounded by a very high water table and flooding.

### KEY MAP

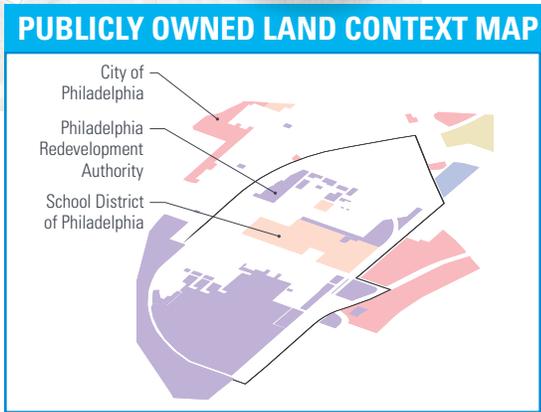


LOWER EASTWICK SITE CONDITIONS AND OPPORTUNITIES



**PUBLICLY OWNED LAND IN LOWER EASTWICK**

The Lower Eastwick Focus Area includes a great deal of public, undeveloped land, which presents opportunities for development. However, the series of constraints listed on the next page indicates barriers to certain types of development. When considering alternatives for future land use, it will be important to keep in mind the suitability of the site based on these physical and environmental limitations.



# LOWER EASTWICK SITE CONSTRAINTS AND CHALLENGES

		CONSTRAINT / CHALLENGE	POTENTIAL FUTURE LAND USES				
<b>EXISTING BUILDINGS</b>		<ul style="list-style-type: none"> <li>Residential land uses should be buffered from higher intensity uses, such as dense commercial, transportation, and industrial development.</li> <li>Small residential streets are not compatible with truck traffic.</li> <li>Some areas do not have an existing street network.</li> <li>Airport rail line creates a barrier between vacant land and adjacent economic uses.</li> </ul>	●	●	●	●	●
<b>FLOOD PLAIN (100 &amp; 500 YEAR)</b>		<ul style="list-style-type: none"> <li>Certain uses are prohibited in 100-year floodplain: Hospitals, medical centers, rest/old age, nursing homes, correctional institutions, mobile homes, federally funded housing.</li> <li>New and rehabilitated privately funded housing must be elevated 18" above base flood levels. New commercial and industrial uses must be flood proofed.</li> </ul>	●	●	●	●	●
<b>WETLANDS</b>		<ul style="list-style-type: none"> <li>No construction is allowed on wetlands.</li> <li>The City of Philadelphia will be completing a Wetland Assessment Study in the near future to determine additional wetland areas within the focus area.</li> </ul>	●	●	●	●	●
<b>AIRPORT NOISE CONTOURS</b>		<ul style="list-style-type: none"> <li>Areas within the Airport noise contours are not compatible with residential homes, schools, healthcare facilities, and hospitals.</li> </ul>	●	●	●	●	●
<b>AIRPORT SURFACE ZONES</b>		<ul style="list-style-type: none"> <li>There are height controls within the Airport Safety Hazard Area, which become more crucial closer to the Airport.</li> <li>FAA guidelines specify that wildlife habitats and open space amenities be limited due to potential conflicts with air traffic.</li> </ul>	●	●	●	●	●
<b>LOWER EASTWICK CONTEXT MAP</b>							
		<ul style="list-style-type: none"> <li>● FAVORABLE land use potential</li> <li>● LIMITED land use potential</li> <li>● UNFAVORABLE land use potential</li> </ul>					
			RESIDENTIAL USES	COMMERCIAL / HOSPITALITY USES	INDUSTRIAL / TRANSPORTATION USES	PRESERVED OPEN SPACE URBAN AGRICULTURE	ACTIVE RECREATION USES

DESIGN PRINCIPLES FOR LOWER EASTWICK

EDUCATIONAL USES



The Eastwick community has a high interest in expanding educational uses in the area, particularly since the closure of the Pepper Middle School and Communications Technology High School, and the relocation of Motivation High School out of the district. Wherever possible, the addition of educational programming or educational related uses should be added.

FLOOD PROTECTION



Eastwick is predominately within FEMA's Special Flood Hazard Area (SFHA), or 100-year floodplain. It is crucial to implement climate change adaptation, stormwater management, and flood protection measures into new development proposals. Public funding for new housing is not available within the SFHA, while new private residential development must be raised at least 18" above the base flood level, and new commercial or industrial structures must be flood proofed. New development proposals must incorporate stormwater management to reduce the impacts of runoff on the neighboring community.

NEIGHBORHOOD-SCALE DEVELOPMENT PATTERNS



In areas of new investment, reestablishing the street grid can promote walkable, neighborhood-scale development patterns. New development should fit into context with surrounding uses, and should be scaled appropriately. Any new uses that are not compatible with neighborhood scale development should be buffered from existing residential and commercial properties.

PHILADELPHIA INTERNATIONAL AIRPORT COMPATIBLE DEVELOPMENT



All potential development or preservation within the Airport safety hazard area must be compatible with Airport related use. Residential and other noise sensitive uses should be discouraged within the Airport's noise contours, height must be limited within airport safety zones, and wildlife attracting uses should also be discouraged within the Airport Hazard Overlay.

OPEN SPACE AND RECREATIONAL AMENITIES



The former Pepper School site currently holds a number of ball fields in use by the community. Development should try to include the maintenance or replacement of these fields. Preserving areas of natural open space should also be considered when developing in Lower Eastwick.

TRAILS DEVELOPMENT



Lower Eastwick is situated along the future East Coast Greenway, and has the opportunity to connect to this recreational amenity. Users can benefit from the access to natural areas in a healthy way. The trails should be buffered from residences and connect with neighborhood amenities and transit nodes.

TRANSIT-ORIENTED DEVELOPMENT



Co-locating commercial uses and access to transit can promote new growth and investment. Penrose Plaza is in a prime location to build upon existing commercial activity, and to leverage the benefits of being located along a major arterial and major transit route. Development should be guided close to these amenities to maximize access to jobs, goods, and services, and maximize the economic, environmental, and public health benefits of transit.

URBAN AGRICULTURE



Urban agriculture is a prominent use in Eastwick, but the Eastwick Community Garden is currently located on Airport owned land and is leased on a yearly basis. Provisions should be made to determine a permanent location for the maintenance or expansion of this garden.

## APPLYING DESIGN PRINCIPLES IN LOWER EASTWICK

Penrose Plaza, highlighting new pad sites and upgraded trolley station

### EMPLOYMENT IN LOWER EASTWICK

With over 200 acres of underutilized or vacant lands, Lower Eastwick could accommodate several new employment generating land uses. With utilities and infrastructure in place and proximity to I-95, there is potential for more commercial, industrial, or transportation uses; potentially creating a new localized job center. Future planning should incorporate neighborhood-scale development patterns helping connect pedestrians to housing, commercial nodes, and transit options including Eastwick Station and the Route 36 trolley. Transit oriented development (with a new transit hub for both the Airport Line and trolley) could create regional attraction, promoting ease of access to the new development uses.



1



Creating a more vibrant and accessible Penrose Plaza starts with upgrading connections and transit amenities as part of SEPTA's trolley modernization process. Additionally, adding pedestrian and greening enhancements to the Penrose's parking lot will make the commercial node safer and more attractive. As a long term goal, providing additional commercial and retail sites in newly designed pad sites will help spur additional economic growth in Lower Eastwick.



### LOWER EASTWICK AS AN ENVIRONMENTAL RESOURCE

Providing the Lower Southwest community with additional environmental resources is a major planning goal moving forward. Preserving portions of land will allow for new amenities including urban agriculture, community gardens, and passive recreational spaces. Likewise, these areas can help mitigate runoff with stormwater and flood control solutions, while providing new trails and access to surrounding open spaces including the John Heinz Wildlife Refuge.

### PRINCIPLES FOR NORTH OF 84<sup>TH</sup> STREET

### PRINCIPLES FOR SOUTH OF 84<sup>TH</sup> STREET



2

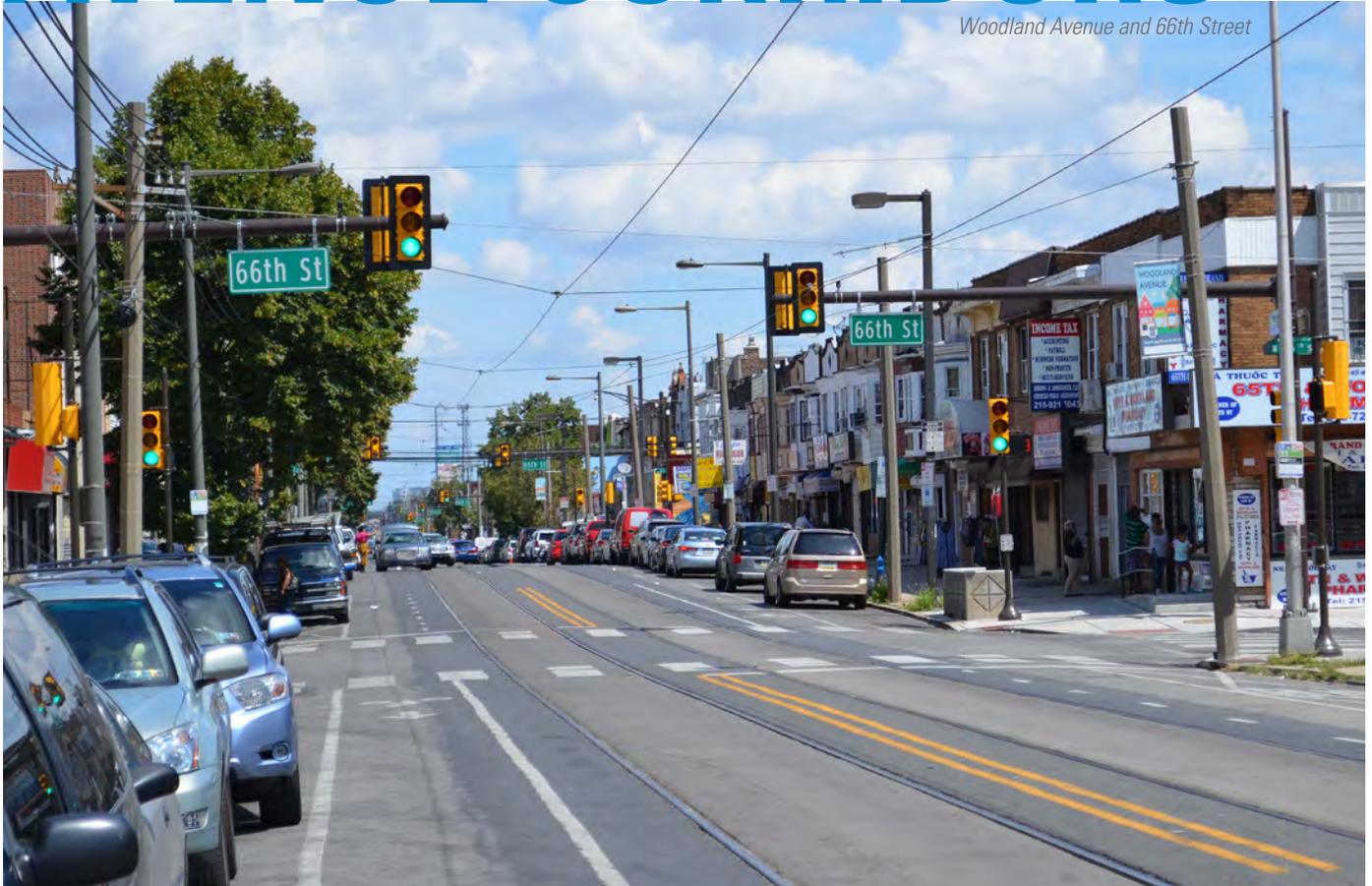


Preserving open space for additional urban agricultural fields can also double as educational resources for the community.

John Heinz National Wildlife Refuge

# WOODLAND & ELMWOOD AVENUE CORRIDORS

Woodland Avenue and 66th Street



## Woodland Avenue + Elmwood Avenue + Former GE Site

### FOCUS AREA SUMMARY

The Woodland and Elmwood Avenue Corridors focus area is characterized by one very well occupied commercial corridor with diverse retail options and a secondary corridor, both of which have the potential for improvement. The Woodland Avenue commercial corridor is a local cultural destination, with shops and stores that emphasize the districts' diverse heritage. Historic preservation opportunities are abundant along both Woodland and Elmwood Avenues, and there is potential to reinvigorate the corridors using city improvement programs. In addition to the corridors, the former GE Site and northern shopping centers (Woodland Plaza) have the opportunity to enhance both public open spaces and transit options within the neighborhood. With the addition of a new business association and SEPTA's upcoming trolley modernization process, these transformations could help weave together the fabric of commercial options and guide investment within the area. Overall, the focus area could promote a more walkable and vibrant series of streetscapes and public spaces.

### FOCUS AREA GOALS

- Enhance the public realm along the commercial corridors
- Synthesize and strengthen vacant or underutilized parcels by building on existing retail options
- Provide additional public amenities including better transit options and open spaces

### OPPORTUNITIES

- Public transit connections
- Cultural shopping corridor
- Historic preservation
- City storefront improvement initiatives

### CHALLENGES

- Vacant and underutilized properties
- Transitioning uses on corridors
- Multi-modal transit conflicts
- Diverse users / lack of business association

# EXISTING SITE CONDITIONS

Penrose Plaza, highlighting new pad sites and upgraded trolley station



## KEY MAP

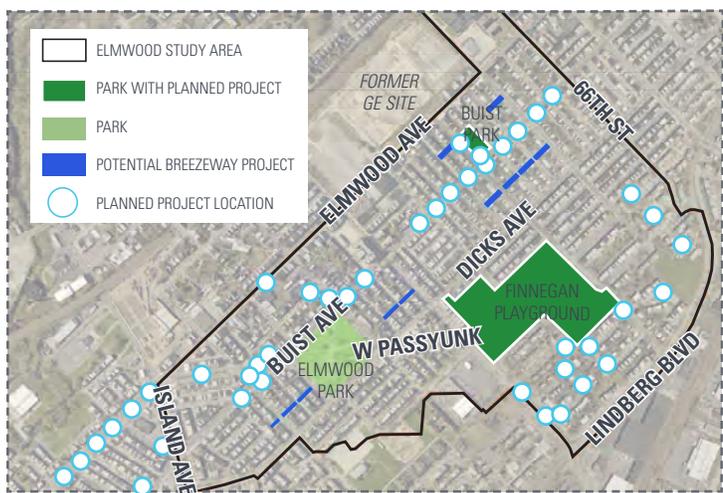


1



Potential upgrades to Woodland Village Plaza include facade improvements, greening initiatives, and pedestrian walking zones.

Proposed rendering for Woodland Village Plaza



**STORMWATER MITIGATION ALONG THE CORRIDORS**

In addition to the Focus Area recommendations presented by PCPC, the Philadelphia Water Department is also in the process of designing and implementing Green Stormwater Infrastructure (GSI) projects along Elmwood and Buist Avenues as well as several parks in the community. GSI projects help capture rainwater after storms and mitigate stormwater that enters into the city's sewers. The Water Department's projects, which are in the planning and design phases, include tree trenches and rain gardens, which are sustainable solutions to minimizing stormwater along hardscaped areas such as roads, parking lots, and sidewalks.

**NEW USES ALONG WOODLAND & ELMWOOD AVENUES**  
 The Woodland and Elmwood Avenue commercial corridors offer pedestrian-friendly shops and restaurants that serve a diverse, international community. A new business association could help shepherd new investment that would complement existing activities and shop options. Trolley modernization will also provide better access to these corridors and will provide helpful connections to other neighborhoods. Enhancing streetscape amenities including pedestrian-scaled lighting, greening enhancements, seating and art will strengthen the corridors' identity, not only as a neighborhood-focused commercial corridor, but as a regional destination.

2



Proposed rendering for Woodland Avenue

City storefront improvement programs can upgrade commercial spaces, which help promote services and shops for a more regionally attractive corridor.

## COMMERCIAL NODE IMPROVEMENTS

Shopping nodes in the area, including Woodland Village Plaza, are highly-used neighborhood serving amenities, but are auto-oriented in nature and unsafe for pedestrians. Providing streetscape enhancements including dedicated walking zones, as well as vegetated buffers, will enhance safety for all users, while adding better connections for multi-modal visitors. Additionally, the vegetated buffers can also help mitigate stormwater in the large impervious parking lots.



## PROPOSED SITE CONDITIONS



Trolley modernization will occur along the corridors providing better access and new ADA compliant streetscape amenities.

Infilling vacant or underutilized parcels along the corridors will provide additional commercial services for the community.

Collecting stormwater along the corridors as well as within John Bartram High school and local parks will help mitigate runoff.

Activating vacant parcels adjacent to John Bartram HS could provide needed open space and can be used as flex space such as a farmer's market on weekends.

Adding new SEPTA trolley facilities could activate the Former GE Site, providing new transit options for the LSW.



### 33rd and Dauphin Streets SEPTA Bus Loop

New SEPTA trolley facilities should be integrated into the current character and context of the neighborhood.

Source: Bradley Maule



LOWER SOUTHWEST

# MAKING IT HAPPEN

58 | Implementing the District Plan

59 | Priority Recommendations

60 | Proposed Land Use

62 | Proposed Zoning

64 | Corrective Zoning

64 | Zoning to Advance the Plan

# IMPLEMENTING THE DISTRICT PLAN

Once a District Plan has been adopted, the work of bringing to fruition the recommendations enumerated in each adopted plan commences fully. This is a multi-pronged effort undertaken by PCPC working collaboratively with staff from relevant City Agencies,

City Council, neighborhood and community groups. This involves implementing recommendations for economic development, land management, transportation, open space, environmental resources, historic preservation, the public realm and zoning changes.

## THRIVE, CONNECT, RENEW

Within the plan, each recommendation is based on one of the Comprehensive Plan themes of Thrive Connect or Renew and are identified with suggested Implementing Agencies. After plan adoption, PCPC meets with representatives from those agencies to discuss methodologies, timelines and funding sources for implementation. Twice a year the Commission convenes the agencies relevant to each theme, to discuss the status of all recommendations. PCPC tracks the progress of all recommendations.

## Zoning

In collaboration with City Council and community groups, zoning recommendations identified in the plan are prioritized based on importance and complexity. PCPC conducts field assessments, utilizes geographic data and researches property information to create a draft version of potential zoning changes. This draft undergoes review and revision by City Council and neighborhood representatives prior to a public presentation to the community for additional feedback. PCPC staff creates a bill to be introduced by City Council and once introduced, the Planning Commission reviews it at a public meeting. The bill is then heard again publicly at City Council's Rules Committee meeting and at the Whole Committee of City Council for Final passage. Once approved by Council, the bill is sent to the Mayor for final signature and the zoning change becomes effective.

## Capital Program

The Capital Program is the City's investment strategy for public improvements, infrastructure and facilities. The Program plays an important role in strategic planning for City Government. Philadelphia 2035 allows the City the means for making proactive investment decisions. The PCPC, Department of Public Property and the Department of Finance use the recommendations of Philadelphia2035 as a framework for capital projects. Each district plan identifies opportunities for improved delivery of city services through new, renovated and/or consolidated public facilities. The annual Capital program process, coordinated by PCPC, helps implement recommendations for public facilities contained in the District Plans.

PCPC is also a member of the Mayor's Task Force on City Facilities charged with developing specific recommendations for improving the financial efficacy of and delivery of services by the City's vast inventory of owned and leased facilities. As a member of the task force, PCPC ensures that recommendations align with those of Philadelphia2035.

# A GUIDE TO ZONING REMAPPING:

## 1 FORMULATION



Plan Recommendations



Requests from Community & City Council

## 2 RECOMMENDATION & REVISIONS



Meet with City Council Staff & Neighborhood Representatives



Present to the Community

## 3 BILL INTRODUCTION & REVIEW



Bill Introduced in City Council



Planning Commission Review

## 4 LEGISLATIVE ACTION



Rules Committee Hearing & Approval



City Council Vote & Mayoral Action

## 5 ZONING MAP AMENDED AND UPDATED

# PRIORITY RECOMMENDATIONS

In addition to the zoning map revision process, implementation efforts include advancing priority recommendations contained within the District Plan. The PCPC will coordinate with relevant agencies and organizations and help to facilitate the next steps. The recommendations listed are identified as priorities because of factors such as: master plans or feasibility studies indicate need and strong public support, zoning map revisions will facilitate development, availability

of resources, and multiphase planning or development processes require initial studies.

The priority recommendations of the district plans support the 73 objectives of the Citywide Vision (see Appendix for the complete list). The PCPC is measuring progress on citywide objectives through an annual progress report for Philadelphia2035. Which can be found at [www.phila2035.org](http://www.phila2035.org).

			IMPLEMENTING AGENCIES & PARTNERS	CITYWIDE VISION OBJECTIVES
THRIVE	5	Evaluate best practices and market feasibility for creating a modern scrap/salvage/recycling district to reduce its environmental and physical footprint and create design guidelines for salvage/scrap uses and rail lines that abut residential areas to enhance compatibility with surrounding land uses.	PIDC Commerce PWD PCPC	2.2.1 2.2.2 9.2.1
	7	Document PRA land holdings and convey properties in accord with city disposition policies.	PRA	3.1.1
	9	Repurpose large vacant areas, taking into consideration economic feasibility, existing plans, flood risk, transportation needs, and community concerns. (See <i>THRIVE</i> for full recommendation).	PRA OS SDP PIDC Commerce Council	3.1.3
CONNECT	12	Revisit and update plans for an enhanced Eastwick Transportation Center. (See <i>CONNECT</i> for full recommendation).	SEPTA PCPC DVRPC Airport PennDOT	4.1.1 4.1.2
	17	Improve speed, frequency, and quality of regional rail service to Philadelphia International Airport. (See <i>CONNECT</i> for full recommendation).	SEPTA Airport	4.1.1 4.4.3
	20	Improve safety at dangerous intersections and corridors through traffic calming measures. (See <i>CONNECT</i> for full recommendation).	Streets OTIS	4.2.3 4.2.4
RENEW	26	Complete recreational trails as prioritized in the Trails Master Plan to enhance the local and regional trail system. (See <i>RENEW</i> for full recommendation).	PPR Clean Air Council	6.1.1 6.1.3
	28	Formalize a design and maintenance plan for underutilized open space parcels, urban gardens, and other civic-maintained open spaces. (See <i>RENEW</i> for full recommendation).	PPR National Park Service Audubon Society Neighborhood Gardens Trust PRA PWD	6.3.3
	31	Implement strategies for green and gray infrastructure to manage stormwater and to address public/private risks associated with existing and potential changes in flood risk as determined by PWD and the Citywide Flood Risk Management Task Force; work with large property owners to reduce stormwater runoff. (See <i>RENEW</i> for full recommendation).	PWD Army Corps of Engineers OS OTIS PCPC Federal Agencies	7.2.3
	35	Adaptively reuse historically significant buildings. (See <i>RENEW</i> for full recommendation).	Historical Commission Preservation Alliance PCPC	8.1.1

# PROPOSED LAND USE

The Lower Southwest District has the opportunity to capitalize on its long-standing residential neighborhoods, viable commercial corridors, and strong industrial core. The proposed land use map provides a generalized road map for the appropriate distribution of residential densities, industrial uses and intensity, and where commercial activity should be concentrated. The land use map is guided by the recommendations of this plan, and leads to the zoning recommendations on the following pages. Other considerations include neighborhood context, guidance from the Citywide Vision, existing neighborhood plans, and community feedback.

Proposed Change in Land Use 

## Citywide Land Use

- RESIDENTIAL
  -  Low Density
  -  Medium Density
  -  High Density
- COMMERCIAL
  -  Consumer
  -  Business / Professional
  -  Mixed Residential
-  Industrial
-  Civic Institution
-  Transportation
-  Greened Right of Way
-  Culture Amusement
-  Active Recreation
-  Park / Open Space
-  Cemetery
-  Water
-  Vacant

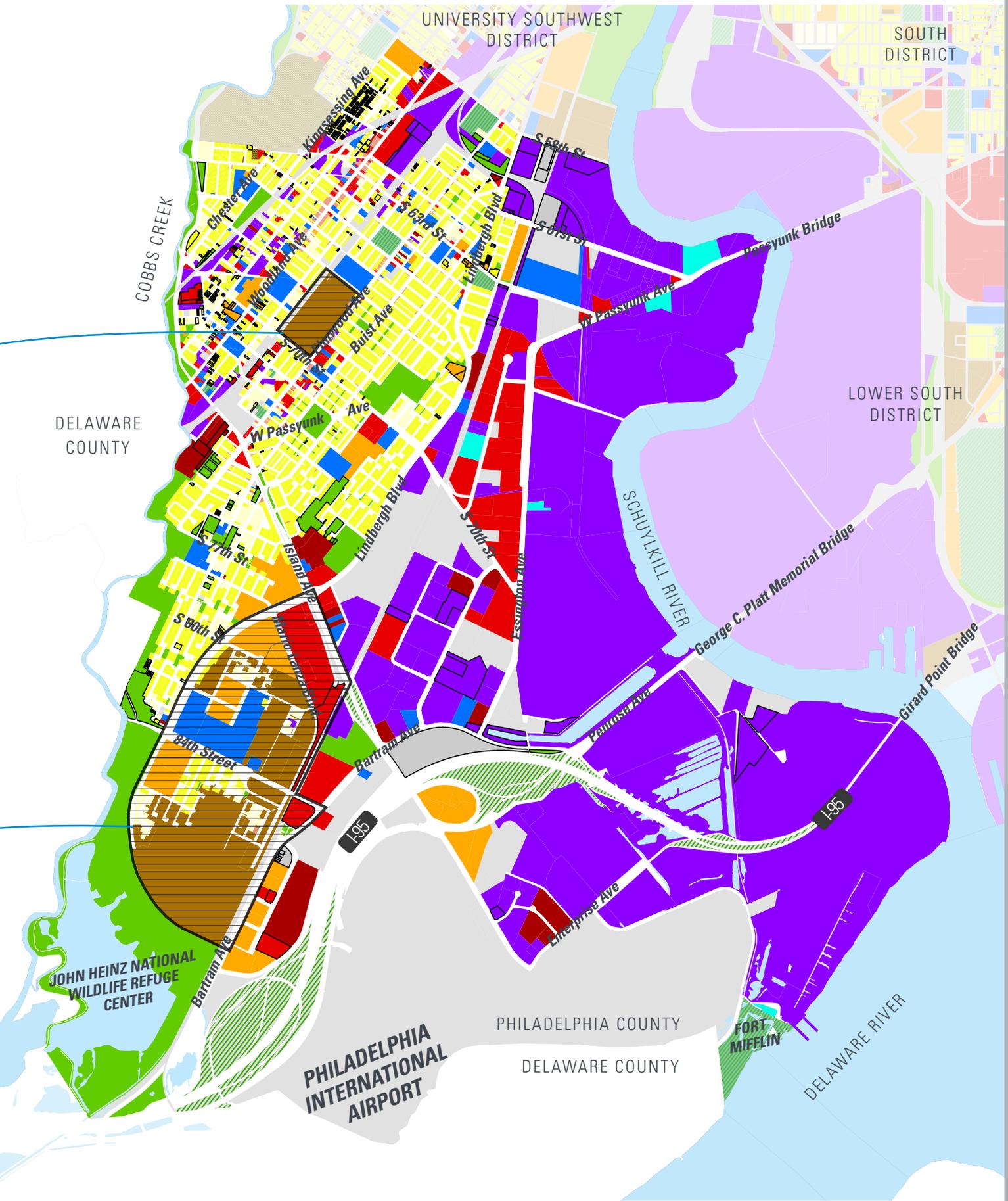
## Former GE Site

There are a number of forces at play for the former GE site that complicates proposing a future land use for the parcel. SEPTA's interest in utilizing this location for a bus and trolley depot, Bartram High School's need for amenities, environmental constraints, community needs, and other considerations lead PCPC to recommend further study and analysis for this site to better understand its full potential.

## Lower Eastwick

As of December 2015, the Philadelphia Redevelopment Authority has development rights to the 128-acre parcel, formerly held by the Korman Company. As part of the agreement, the City has first right of refusal to the land, and will be completing a wetlands survey in addition to a full planning process, to be held in association with PCPC. Since a plan for this site is forthcoming, the Lower Eastwick Focus Area has no proposed land use recommendations at this time.

Proposed Land Use, 2016



# PROPOSED ZONING

Zoning is the primary tool to regulate land use (use), where a building can locate on a property (area), and building size (bulk). In some areas, the zoning does not match the existing and proposed land use and, therefore, requires Corrective Zoning. Other areas are targeted for long-term transition to new uses and development as envisioned by the community through the planning process. Such zoning revisions are referred to as Zoning to Advance the Plan.

Proposed Change in Zoning 

- RESIDENTIAL**
  -  Residential Single-Family Detached [RSD-1-3]
  -  Residential Single-Family Attached [RSA-1-5]
  -  Residential Two-Family Attached [RTA-1]
  -  Residential Multi-Family Attached [RM-1-4]
  -  Residential Mixed-Use [RMX-1-3]
- COMMERCIAL**
  -  Auto Oriented Commercial [CA-1,2]
  -  Neighborhood Commercial Mixed-Use [CMX-1, 2, 2.5]
  -  Community Commercial Mixed-Use [CMX-3,4]
  -  Center City Core Mixed-Use [CMX-5]
- INDUSTRIAL**
  -  Industrial Residential Mixed-Use [IRMX]
  -  Industrial Commercial Mixed-Use [ICMX]
  -  Light Industrial [I-1]
  -  Medium Industrial [I-2]
  -  Heavy Industrial [I-3]
  -  Port Industrial [I-P]
- SPECIAL PURPOSE**
  -  Commercial Entertainment (Casinos) [SP-ENT]
  -  Airport [SP-AIR]
  -  Institutional Development [SP-INS]
  -  Stadium [SP-STA]
  -  Recreation [SP-PO-A, SP-PO-P]

## Lower Eastwick

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# PROPOSED ZONING DETAILS

## Corrective Zoning

Corrective zoning matches zoning with existing land use. These are areas where the mismatch may cause unnecessary zoning variances or certificates, or allow an inappropriate use.

The proposed corrective zoning recommendations for Lower Southwest are based on the principles of preserving existing neighborhood character, strengthening commercial corridors, and protecting existing open space and environmental resources.

Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-2	RSA-5	Preserve existing single-family housing
B. Various	RM-1; CMX-2	SP-PO-A	Preserve existing open space and environmental resources
C. Various	Various residential/ commercial/industrial	RM-1; CMX-1; CMX-2; ICMX	Match existing uses and encourage appropriate development
D. Various residential areas	CMX-2	CMX-1	Direct commercial activity to major corridors and nodes

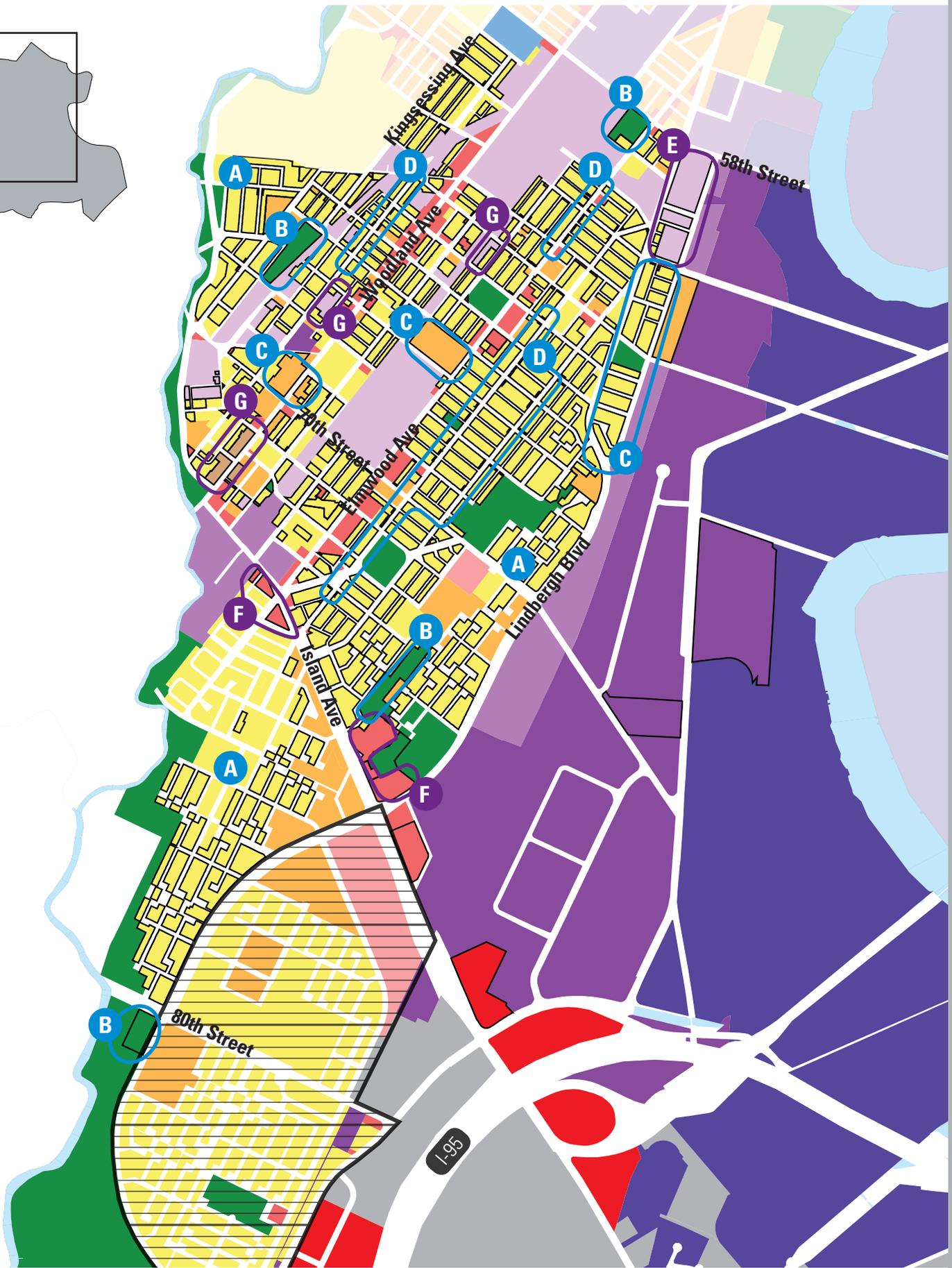
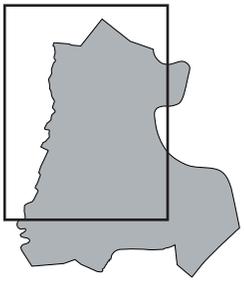
## Zoning to Advance the Plan

Zoning to advance the plan encourages new development and uses envisioned by the community through the planning process. These are areas where revisions to the zoning code will enable development as recommended by this plan.

The zoning recommendations to advance the plan for Lower Southwest seek to reposition commercial sites for higher intensities and transit accessibility, as well as protect residential neighborhoods from heavy industrial uses.

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
E. Industrial area along Lindbergh Boulevard	I-2; CMX-2; RM-1	ICMX	Align zoning with other plans' recommendations
F. Island Avenue	RSA-3; CA-2	CMX-2.5	Reposition commercial sites for higher intensity and transit accessibility
G. Various residential areas	Various commercial & industrial	RSA-5; RM-1; IRMX	Protect existing residential uses from heavy industrial uses

Proposed Zoning, 2016





# LOWER SOUTHWEST APPENDIX

- 68 | Summary of Public Meetings
- 69 | Digital Outreach
- 70 | Lower Southwest Health Profile
- 73 | Objectives from the Citywide Vision
- 74 | Partner Agencies and Abbreviations
- 75 | Steering Committee
- 76 | Acknowledgments

# SUMMARY OF PUBLIC MEETINGS

The Philadelphia City Planning Commission hosted three public meetings within the district to present ideas, plans, and recommendations, and to receive valuable feedback from the community.

**November 9, 2015: Ezekiel Baptist Church**

**January 21, 2016: Penrose Elementary School**

**April 14, 2016: Simeone Foundation Auto Museum**

These public meetings were open to all interested residents and attracted over 268 people. Additional information can be found at [www.phila2035.org](http://www.phila2035.org).

## First Community Meeting: Building On Our Strengths

The first public meeting for the Lower Southwest District took place on November 9, 2015 at Ezekiel Baptist Church. The meeting attracted over 120 attendees to the church located at 5701 Grays Avenue.

The first focus of this meeting was to educate the public about the existing conditions of the Lower Southwest District and the District Planning process. The second focus of this meeting was to obtain community input on planning preferences in order to create a solid foundation for district plan content.

The Mapping Group Exercise allowed residents to identify the important physical attributes of the community. Groups were asked to identify strengths, weaknesses, barriers, and opportunity areas within the district. After these four attributes were identified, trace paper was laid over the maps so that groups could identify potential planning focus areas.



Community meeting, November 9, 2015

## Second Community Meeting: Framing Our Future

The second public meeting for the Lower Southwest District took place on January 21, 2016 at Penrose Elementary School. This meeting attracted over 75 attendees to the school located at 2515 S. 78th Street.

The first focus of this meeting was to update the public about the planning process and to provide analysis from the first public meeting results. The second focus was to obtain community input on proposed plan recommendations and comments for the two selected focus areas (Lower Eastwick and the Woodland & Elmwood Avenue Corridors).

Following a presentation about the planning process and the first public meeting results, Planning Commission staff facilitated conversations and requested public input at ten different stations to help prioritize planning recommendations.



Community meeting, January 21, 2016

## Third Community Meeting: Draft Plan Open House

The PCPC hosted an open house at the Simeone Foundation Automotive Museum on April 14, 2016. This meeting attracted over 73 attendees to the museum located at 6825 Norwitch Drive.

Participants spoke individually with PCPC staff, viewed graphics and maps, and reviewed draft plan recommendations. Existing conditions, planning Focus Areas, recommendations from **THRIVE**, **CONNECT**, and **RENEW**, and future land use and zoning recommendations were presented at various stations. Staff documented comments for each topic, prior to the plan being finalized.

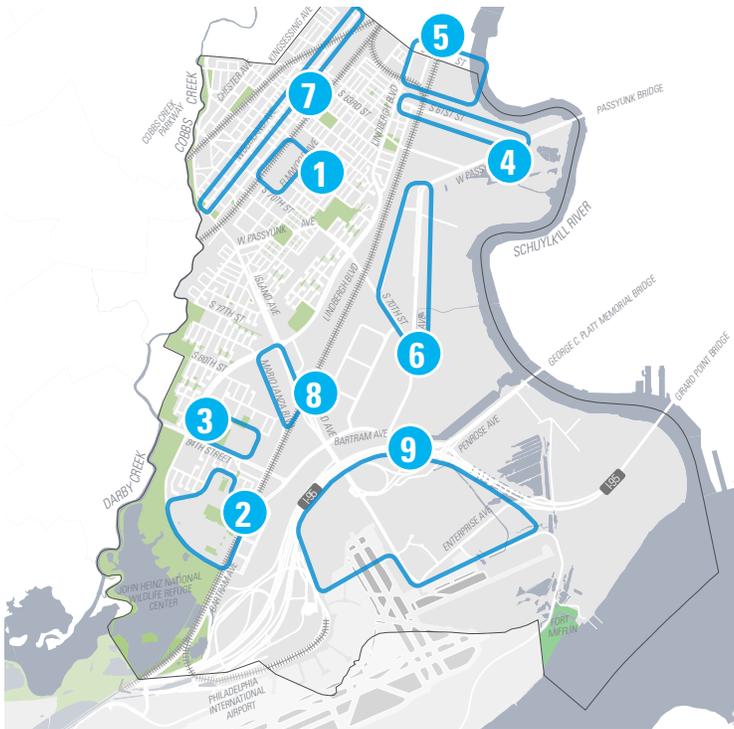


Community meeting, April 14, 2016

The following are meeting materials that were used to help identify areas of opportunity within the Lower Southwest District and to develop priorities. Staff used this input to develop detailed recommendations for public investment throughout the district. Example materials from the first, second, and final meetings are displayed below. A more detailed summary can be found at [www.phila2035.org](http://www.phila2035.org).

### What are the areas of opportunity within the district where planning and design intervention can have a positive affect?

1. GE Site
2. Korman Site
3. Pepper School Site
4. 61<sup>st</sup> Street
5. 56<sup>th</sup> Street and Lindbergh Blvd.
6. Auto Mall
7. Woodland Avenue
8. Penrose Plaza Shopping Center
9. PHL Airport Expansion



### Which intersections are in most need of safety improvement along the Cobbs Creek Parkway?

#### CURRENT CONDITIONS

1

9%



Cobbs Creek Parkway and S 67th Street

2

50%



Cobbs Creek Parkway and S 70th Street

3

6%



Larry Street and 70th Street

4

28%



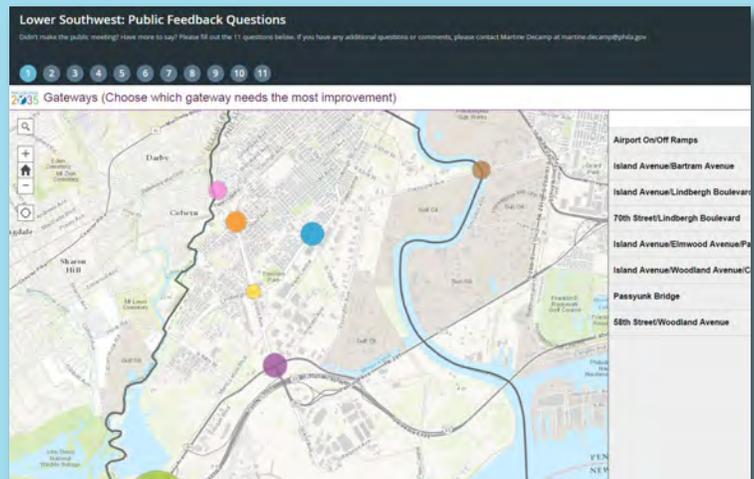
Cobbs Creek Parkway, Woodland Avenue & Island Avenue

## DIGITAL OUTREACH

# 2035

SHARE / INFORM / ENVISION

In an effort to extend reach members of the public who were not able to attend public meetings, the Lower Southwest District Plan team recreated materials and requested online input for the same exercises that were performed at the three public meetings. The team made use of a platform called 'Storybook' to publish all materials and findings. The planning team received very few online comments, but the comments were very similar to those from the public meetings.



# LOWER SOUTHWEST HEALTH PROFILE

## Health Link to the Built Environment

The built environment influences how we interact with the world: what we eat, how we travel, and how often we play and exercise. Healthy eating and active living relate to our risk for developing chronic disease conditions including, but not limited to, heart disease, obesity, asthma, and cancer. The success of Philadelphia2035, and the sustainability of the Lower Southwest District, depends on the continued health of its residents. The Philadelphia Department of Public Health (PDPH) has partnered with the Planning Commission to create healthy communities that promote healthy lifestyles. This means that healthy choices are easier where we live, work, learn, shop, and play.



## Lower Southwest Health Summary

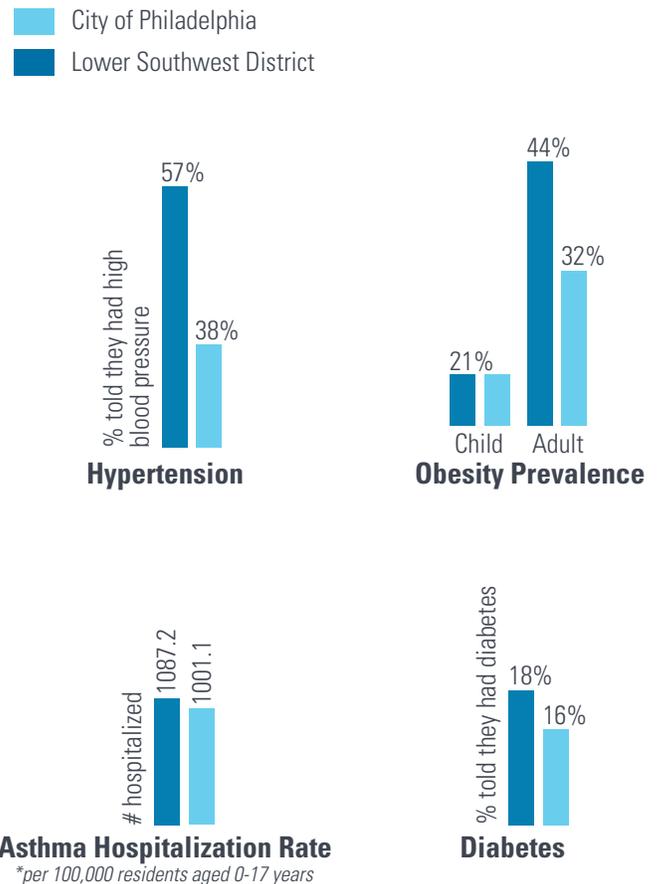
PDPH's analysis of primary health indicators shows below average health in the Lower Southwest District. The district has a significantly lower life expectancy than the city average, with the second lowest life expectancy for females within Philadelphia (Vital Stats, 2010). Life expectancy stands as one of the most significant health indicators, representing the cumulative overall health of a community.

As the leading cause of death among Americans, chronic disease significantly affects life expectancy. The Lower Southwest District experiences higher than average rates of chronic disease. Eighteen percent of the district's residents have diabetes and, at 57 percent, the district's hypertension rates are 19 percent higher than the citywide average (PDPH, PHMC, 2012). The District's adult obesity rates are the highest in the city, with 4 out of 10 adults in the District considered to be obese, a major risk factor for both hypertension and diabetes (CDC). Furthermore, the district struggles with higher than average rates of sexually transmitted diseases and of hospitalization for asthma (AACO, 2011; DDC, 2011; PDPH). These high rates of disease affect the way residents of the district perceive their health as well, with 35 percent of residents self-reporting their health as either "poor" or "fair", above the city average of 23 percent (PHMC).

These indicators point to unmet needs in the area, despite several nearby health centers and available options for healthy food, both of which are important determinants of chronic disease. Access to these health centers and other services by the large population of foreign-born residents, at 22 percent of the district (US Census, ACS 2009-2013), is likely hindered by differing cultural and social norms. Phila2035 initiatives to help improve health outcomes in the Lower Southwest aim to address these barriers to access and include forming and fostering partnerships between healthcare and community organizations and supporting existing programs and services which contribute to a healthy community.

### Key Health Comparisons between Lower Southwest District and City of Philadelphia, 2013

Sources: Philadelphia Health Department's Health Assessment

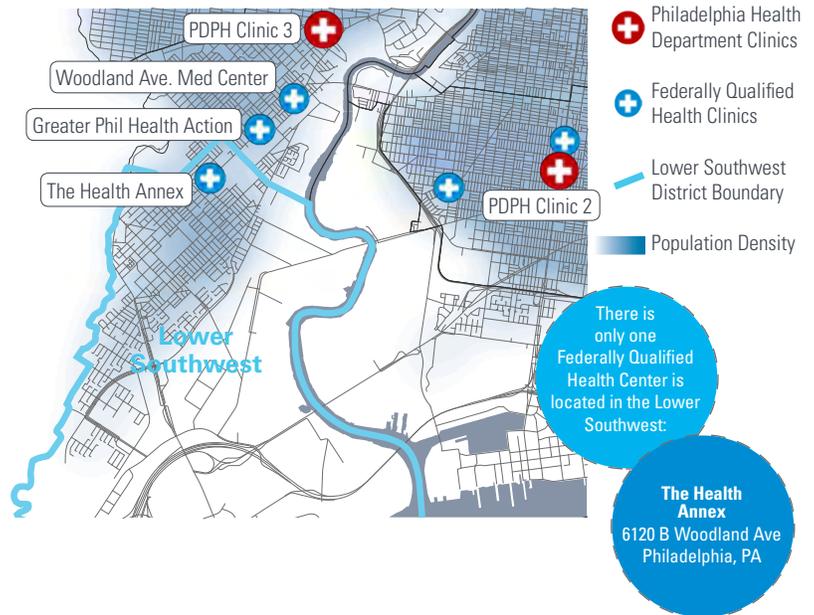


## Access to Care and Social Services

Despite the district's poor health outcomes, only 12 percent of the Lower Southwest residents report foregoing needed healthcare, lower than the city average of 19 percent (PHMC, 2012). Additionally, with an unemployment rate of 14.1 percent, the district's employment is comparable to the city-wide average of 13.4 percent (US Census, ACS 2007-2011). Employment is significant to healthcare access due to the high prevalence of employer-provided health insurance. Access for those who are uninsured in the district is provided at Health Centers 3, 4, and 2. There are also many other federally qualified health centers within the area. Yet, given the large immigrant population in the Lower Southwest District, cultural access to care and social services is an important factor, not merely the proximity of service locations. Cultural barriers to access may include language barriers, stereotypes, or misgivings or apprehension about the system, among others. Many of these barriers are contributing to the district's low life expectancy and poor overall health.

Phila2035 proposes tapping into the Lower Southwest's unique social and cultural networks through community hubs to provide greater access to care. This strategy will include

partnering with places like local recreation centers, libraries, and small businesses to provide health education and workshops. Providing access to this information in convenient locations could help to reduce chronic disease by providing education about preventative care and available health services. Additionally, placing the information in familiar locations will reduce apprehension about seeking care and help to provide education about how to enter and navigate the healthcare system.



## Access to Healthy Foods

The Lower Southwest District has four supermarkets that vary in their orientation towards pedestrians, with the ShopRite in Penrose Plaza standing out as the least pedestrian-friendly. The northern portion of the district is also flush with corner stores that carry produce, particularly along the commercial corridors of Woodland and Elmwood Avenues. Many of these stores have been designated as Healthy by PDPH. The Philadelphia Wholesale Produce Market is located in the southern portion of the district, and although it provides excellent produce, it must be purchased by the carton and generally requires access to a vehicle (PWPM). The district does not currently have any farmers markets but is home to the Eastwick Community Garden, one of the largest in the city. The garden is currently run by local gardeners and leased annually from the airport.

While these shopping options provide relatively good physical access to healthy food options, they are constrained by the cultural differences throughout the population. Many of the healthy corner stores supply produce and whole foods specific to traditional African diets. While these products represent the heritage of the majority of the immigrant population, they may be a barrier to the remaining residents who are not accustomed to cooking with these types of foods. The Health Annex on Woodland Avenue is currently tackling this issue by providing a class called "A Taste of African Heritage". This program provides cooking classes rooted in nutrition education and cultural history to help educate the community around healthy eating and African foods (Oldways).

The Lower Southwest District plan aims to improve food access through expansion of programs and physical improvements. Facilitating partnerships with other organizations and facilities will expand the reach of "A Taste of African Heritage", helping more people to learn healthy cooking strategies. Additionally, upgrades to the streetscape and other transit-oriented improvements along commercial corridors and in Penrose Plaza will improve access to ShopRite and the other many healthy corner stores and supermarkets throughout the district. The plan also hopes to identify and support urban agriculture opportunities, including promoting a permanent home for the Eastwick Community Garden.



# THRIVE

## NEIGHBORHOODS

### 1.1 NEIGHBORHOOD CENTERS

*Promote strong and well-balanced neighborhood centers*

1. Strengthen neighborhood centers by clustering community serving public facilities.
2. Strengthen neighborhood centers by developing viable commercial corridors.
3. Strengthen neighborhood centers by promoting transit-oriented development around stations.
4. Provide convenient access to healthy food for all residents.

### 1.2 HOUSING

*Improve the quality and diversity of new and existing housing*

1. Stabilize and upgrade existing housing stock.
2. Ensure that a wide mix of housing is available to residents of all income levels.
3. Promote new affordable housing developments to strengthen existing neighborhood assets.

## ECONOMIC DEVELOPMENT

### 2.1 METROPOLITAN & REGIONAL CENTERS

*Support the growth of economic centers*

1. Support and promote Center City/ University City as the primary economic center of the region.
2. Strengthen metropolitan subcenters.
3. Encourage the growth and development of both existing and emerging regional centers.

### 2.2 INDUSTRIAL LAND

*Target industrial land for continued growth and development*

1. Ensure an adequate supply and distribution of industrially zoned land.
2. Reposition former industrial sites for new users.

### 2.3 INSTITUTIONS

*Grow Philadelphia's strong institutional job sectors*

1. Encourage institutional development and expansion through policy and careful consideration of land resources.
2. Create cooperative relationships between institutions and neighbors.

### 2.4 CULTURAL ECONOMY

*Develop tourism and the creative economy into a leading economic sector*

1. Maintain Philadelphia's strong role in the national and international tourism market.
2. Provide ample resources to cultural institutions to enrich the city's quality of life.

## LAND MANAGEMENT

### 3.1 VACANT LAND & STRUCTURES

*Manage and reduce vacancy*

1. Centralize land management in a single City agency to track and dispose of surplus land and structures and return publicly owned vacant parcels to taxable status
2. Prevent abandonment of land and structures
3. Reuse vacant land and structures in innovative ways.

### 3.2 LAND SUITABILITY

*Protect sensitive land from over development*

1. Use topography to direct land development.

### 3.3 MUNICIPAL SUPPORT FACILITIES

*Locate and manage all municipal support facilities efficiently*

1. Reduce expenditures for municipal support facilities.

# CONNECT

## TRANSPORTATION

### 4.1 TRANSIT

*Increase the use of transit to reduce environmental impacts and travel time*

1. Invest in existing infrastructure to improve service and attract riders.
2. Extend and introduce new technological advances to the transit network to service new markets.
3. Coordinate land use decisions with existing and planned transit assets to increase transportation choices.

### 4.2 COMPLETE STREETS

*Balance use of roadways to ensure safe and efficient travel by all modes*

1. Implement a complete streets policy to ensure that the right-of-way will provide safe access for all users.
2. Expand on- and off-street networks serving pedestrians and bicyclists.
3. Improve safety for pedestrians and bicyclists and reduce pedestrian and bicycle crashes.

### 4.3 STREETS & HIGHWAYS

*Provide a safe and efficient road network that supports planned land uses*

1. Upgrade and modernize existing street, bridges, and traffic-control infrastructure to ensure a high level of reliability and safety.
2. Control automobile congestion through traffic management and planning.
3. Improve highway access for goods movement.
4. Improve pedestrian connections across major rights-of-way.

### 4.4 AIRPORTS, SEAPORTS, FREIGHT RAIL

*Enhance the city and regional economy by reinforcing airports, seaports, and freight rail*

1. Strengthen the airport's global and local connections.
2. Elevate the competitive position of Philadelphia ports on the Eastern Seaboard.
3. Modernize freight rail assets to ensure efficient goods movement to and through Philadelphia.

## UTILITIES

### 5.1 CONSUMPTION, CAPACITY, & CONDITION

*Provide environmentally supportive, affordable, and reliable utility service to all customers*

1. Reduce electric, gas, and water consumption to reduce financial and environmental costs
2. Achieve reductions in waste through reuse, recycling, and composting of solid waste materials.
3. Ensure adequate utility capacity to serve customers
4. Modernize and bring the condition of existing utility infrastructure to a state of good repair.

### 5.2 BROADBAND INFRASTRUCTURE

*Reinforce access to and use of broadband telecommunications infrastructure as a vital public utility*

1. Prepare a long-term plan for maintenance and use of City-owned broadband infrastructure and wireless assets.
2. Expand affordable access to broadband and promote digital literacy programs among low-income populations of the city.
3. Encourage technical innovation and recruitment of high-tech businesses.

# RENEW

## OPEN SPACE

### 6.1 WATERSHED PARKS & TRAILS

*Complete, expand, and connect watershed parks and trails in the city and the region*

1. Create a citywide trails master plan to coordinate the planning and construction of trail systems within Philadelphia.
2. Create a corridor network that connects parks, neighborhoods, and trails citywide.
3. Connect citywide parks to the existing protected natural areas of the regional greenspace network.

### 6.2 WATERFRONTS

*Create improved access to waterfronts*

1. Improve and increase waterfront recreation opportunities.
2. Expand use of rivers for passenger transportation.

### 6.3 NEIGHBORHOOD PARKS AND RECREATION

*Expand access to neighborhood parks and recreation*

1. Ensure that all Philadelphians live within a 10-minute walk of a neighborhood park or recreation center.
2. Connect neighborhood parks and trails to neighborhood centers and major public facilities.
3. Ensure proper maintenance and vibrancy of park and recreation facilities.

## ENVIRONMENTAL RESOURCES

### 7.1 AIR QUALITY

*Improve air quality within the city and the region*

1. Reduce overall and per capita contributions to air pollution.
2. Reduce overall and per capita greenhouse gas emissions by 45 percent by 2035.
3. Reduce air temperature during the warm season in the city.

### 7.2 WATER QUALITY

*Improve the quality and management of water and wetland resources*

1. Improve the quality of city and regional water sources.
2. Restore and create urban stream banks and tidal wetlands along watersheds.
3. Support stormwater regulations set by the Philadelphia Water Department to capture stormwater on-site and reduce flooding damage.

### 7.3 TREE COVER

*Increase tree coverage equitably across the city*

1. Increase the overall tree canopy across the city to 30 percent.
2. Enhance the city's forests to create a total of 7,200 acres.
3. Support tree planting and stewardship within the city.

## HISTORIC PRESERVATION

### 8.1 CULTURAL, HISTORICAL, & ARCHITECTURAL RESOURCES

*Support sensitive development that preserves and enhances Philadelphia's multifaceted past*

1. Preserve culturally, historically, and architecturally significant buildings, sites, structures, and districts.
2. Rehabilitate abandoned industrial infrastructure for new uses and reuse industrial buildings to create new neighborhood anchors.
3. Preserve and reuse all "at risk" historic anchor buildings and commercial corridor buildings.

4. Protect archaeological sites.
5. Ensure maintenance and management of cemeteries and religious properties.
6. Preserve historically significant viewsheds and landscapes.
7. Preserve cultural and ethical traditions, places, and resources.

### 8.2 HERITAGE TOURISM

*Expand tourism programs to highlight cultural and historic heritage and to increase spending on heritage tourism*

1. Create new and enhance existing tourism programs based on various cultural experiences unique to Philadelphia.
2. Demonstrate sustainable practices in visitor activities and facilities.

## PUBLIC REALM

### 9.1 DEVELOPMENT PATTERNS

*Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks*

1. Preserve the walkable scale of the city.
2. Ensure that new development reinforces the urban scale.

### 9.2 URBAN DESIGN

*Elevate public demand for good design in the public realm*

1. Apply sound design principles to guide development across the city.
2. Create welcoming, well-designed public spaces, gateways, and corridors.
3. Link public art with major capital initiatives.
4. Ensure maintenance and protection of public art.

# 73 OBJECTIVES FROM THE CITYWIDE VISION

 Citywide Vision objectives referenced in this District Plan.

# PARTNER AGENCIES AND ABBREVIATIONS

<b>Full Name</b>	<b>Abbreviation</b>
------------------	---------------------

**Federal Agencies**

Army Corps. of Engineers	Army Corps
Environmental Protection Agency	EPA
Federal Emergency Management Agency	FEMA
Fish and Wildlife Service	FWS

**State Agencies**

Pennsylvania Department of Environmental Protection	PADEP
Pennsylvania Department of Transportation	PennDOT
Pennsylvania Historical and Museum Commission	PHMC

**Regional Agencies**

Delaware Valley Regional Planning Commission	DVRPC
Southeastern Pennsylvania Transportation Authority	SEPTA
Philadelphia Regional Port Authority	PRPA

**Quasi-Governmental Agencies**

Philadelphia Housing Development Corporation	PHDC
Philadelphia Industrial Development Corporation	PIDC

**Service Providers**

Philadelphia Electric Company	PECO
Pennsylvania Horticultural Society	PHS
CSX (Railroad) Transportation	CSX
Conrail	Conrail

**City Agencies**

Department of Public Property	DPP
Free Library of Philadelphia	Library
Philadelphia Housing Authority	PHA
Philadelphia Historical Commission	PHC
Mayor’s Office of Arts, Culture, & the Creative Economy	MOACCE
Office of Housing and Community Development	OHCD
Office of Sustainability	OS
Office of Transportation and Infrastructure Systems	OTIS
Philadelphia City Council	City Council
Philadelphia City Planning Commission	PCPC
Philadelphia Department of Commerce	Commerce
Philadelphia Department of Licenses and Inspections	L&I
Philadelphia Department of Public Health	PDPH
Philadelphia Parks and Recreation Department	PPR
Philadelphia Streets Department	Streets
Philadelphia Water Department	PWD
Philadelphia Parking Authority	PPA
School District of Philadelphia	SDP

# STEERING COMMITTEE

Robert Armstrong, PhD	Philadelphia Parks and Recreation
Nicholas Baker	Philadelphia Streets Department
Brice Baker	Eastwick Community Network
Jennifer Barr	SEPTA
Tyrone Beverly	Eastwick United
Faith Boose	Commitment and Concern Organization
Danielle Bower	Philadelphia International Airport
Kim Broadbent	Philadelphia Historical Commission
Nina Bryan	Southwest Community Partners
Marty Cabry	3rd District City Councilwoman Jannie Blackwell
Amy Laura Cahn	Public Interest Law Center
Charlotte Castle	Mayor's Office of Transportation and Utilities
Donald Cave III	U.S. State Senator Anthony Williams
Steven Cobb, Esquire	2nd District City Councilman Kenyatta Johnson
Chuck Davies	PennDOT
George Farrell	U.S. State Senator Lawrence Farnese Jr.
John Furey	U.S. State Representative Maria Donatucci
Jocelyn Gabrynowicz	Consolidated Rail Corporation
Tracey L. Gordon	Southwest Concerned Citizens
Lamar Gore	John Heinz National Wildlife Refuge
Joanne Graham	Lower Darby Creek Area Community Advisory Group
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Patrick Grossi	Preservation Alliance for Greater Philadelphia
Mark Harrell	Southwest CDC
Dr. Baltazar Harris	African Caribbean Collaborative
Page Huey	Southwest CDC, Corridor Manager
Cean James	City Lights Network
Michael Johns	Philadelphia Housing Authority
Roger Kern	Philadelphia Department of Commerce
Melissa Long	Philadelphia Office of Housing and Community Development
Maria McClinton	U.S. State Representative Joanna McClinton
Kate McNamara	Philadelphia Industrial Development Corporation
Craig Melidosian	40th Republican Ward
Carolyn Mosely	Eastwick Community Network
Michael Nairn	University of Pennsylvania Department of Urban Studies
Richard Newton	Philadelphia University
Minh Nguyen	Boat People SOS
Tania Nikolic	Philadelphia Redevelopment Authority
Joseph Nixon	Philadelphia Water Department
Mike Ross	Southwest Philadelphia District Services
Ramona Rousseau-Reid	Neighbors Helping Neighbors
Jasmine Sadat	2nd District City Councilman Kenyatta Johnson
Raymond Sheinfeld	Philadelphia International Airport
Karen Small	Philly Rising
Reverend Frank Smart	St. Paul AME Church
Abigail Sullivan	Philadelphia Water Department
Darien Thomas	Walk in the Light Abundant Harvest Christian Center
Marsha Wall	Southwest Community Advorsory Group
Terry Williams	Eastwick Friends and Neighbors Coalition
Earl Wilson	Lower Darby Creek Area Community Advisory Group
Regina Young	Empowered Community Development Corporation

# ACKNOWLEDGMENTS

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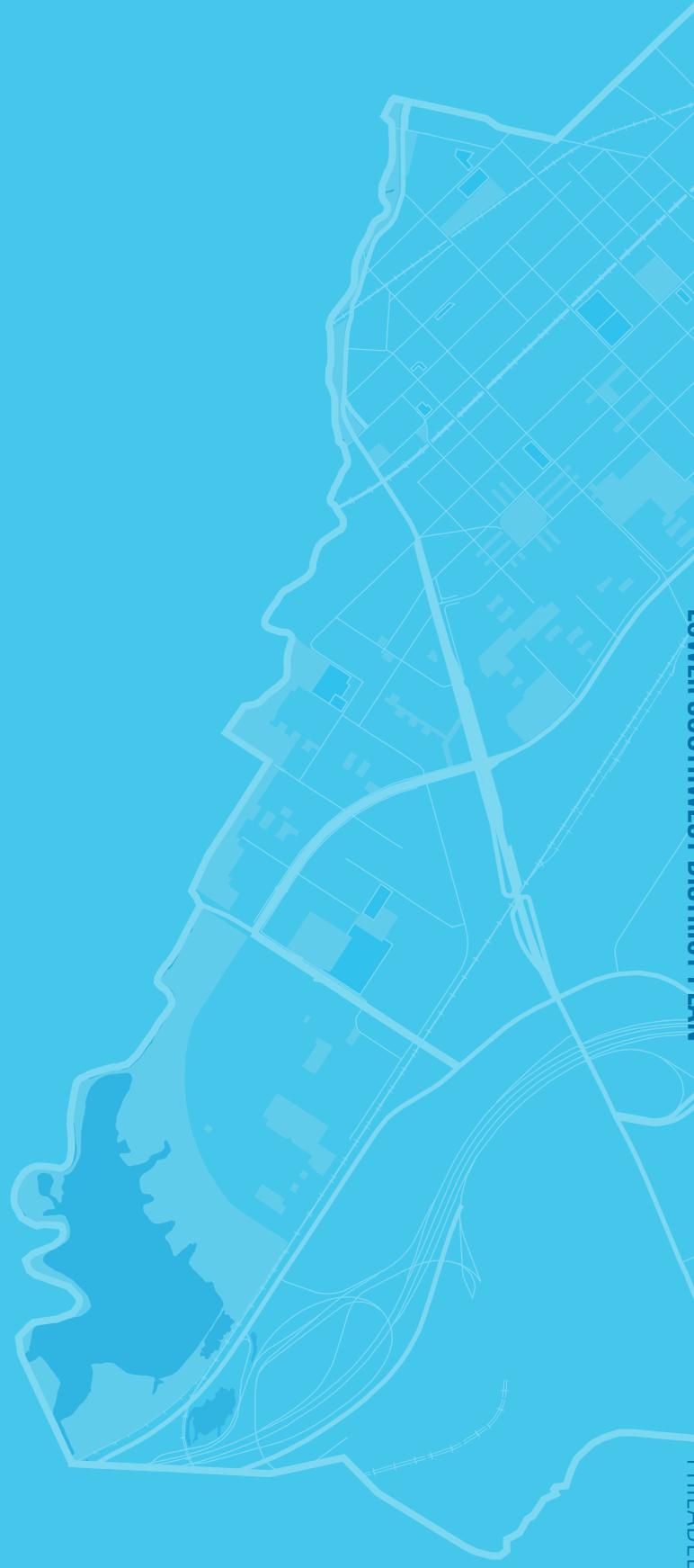


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