UNIVERSITY SOUTHWEST

> DISTRICT PLAN

City of Philadelphia
MAYOR MICHAEL A. NUTTER
LIFE • LIBERTY • AND YOU™

PHILADELPHIA 2035

The future begins with *Philadelphia2035*. It builds on our city's recent achievements and long-established assets to guide physical development for the next 25 years and beyond.

>The Philadelphia Home Rule Charter requires the Philadelphia City Planning Commission (PCPC) to adopt and maintain a comprehensive plan. *Philadelphia2035* is our two-phase comprehensive plan. The *Citywide Vision* portion was adopted by the PCPC in June 2011. Over the next several years, the PCPC will complete 18 strategic district plans, taking many of the broad-brush objectives of the *Citywide Vision* and applying them at the local level.

Phase 1:
Citywide Vision
> Informs district plans

Phase 2:
District Plans
> Informs zoning map revisions

>The PCPC also prepares the Capital Program, a six-year funding plan for public facilities and infrastructure such as transit lines, highways, parks, playgrounds, libraries, health centers, and other municipal facilities. Specific recommendations for these facilities are included in the district plans.

>*Philadelphia2035* is part of an integrated planning and zoning process that includes zoning reform and the *Citizens Planning Institute.* A new zoning code was signed into law in December 2011. The new code is user-friendly and consistent with today's uses and development trends. The *Citizens Planning Institute* offers classes in planning, zoning, and government.

PHILADELPHIA
2035
www.phila2035.org

***Philadelphia2035* is our blueprint for a 21st-century city** that thrives with new growth and opportunities, connects to the region and the world, and renews its valued resources for future generations.

> CITYWIDE VISION

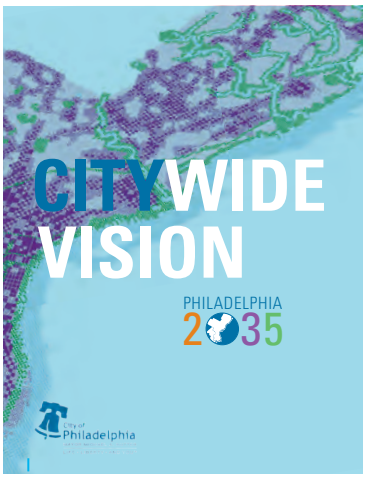
The *Citywide Vision* lays out broad, far-reaching goals for the future under the themes of THRIVE, CONNECT, and RENEW.

These themes and their related goals are described through specific objectives across the nine planning elements of neighborhoods, economic development, land management, transportation, utilities, open space, environmental resources, historic preservation, and the public realm.

The *Citywide Vision* builds on our strengths of a strong metropolitan center, diverse neighborhoods, and industrial legacy areas by recommending goals that contribute to a stronger economy, a healthier population, and a smaller environmental footprint.

The *Citywide Vision* also includes an ambitious forecast for population and employment in 2035 of an additional 100,000 people and 40,000 jobs.

Implementation of the *Citywide Vision* is ongoing. Progress is tracked at regularly scheduled "Exchange Meetings" with City agencies and partners. The PCPC will also provide an annual update on progress to the public.



+100,000 people in 2035

+40,000 jobs in 2035

> DISTRICT PLANS

There are three major products of the district plans: land use plans, planning focus areas, and Capital Program recommendations.

The 18 district plans are focused on a shorter time frame than the 25-year *Citywide Vision*. While the majority of the land use and development recommendations are meant to be accomplished within a ten-year period, some of the recommendations are early action items designed to lay the foundation for longer-term proposals. Strategic recommendations for municipal facilities, infrastructure, and City-owned land are addressed because of PCPC's leadership role in the Capital Program process. The district plans present priority planning focus areas to illustrate the written recommendations and suggest visionary changes in these areas. The district plans' land use maps guide the zoning map revisions, a public process that begins after each district plan is complete.

The civic engagement planning process for each district plan includes three public meetings, frequent Steering Committee meetings, and several public presentations to the PCPC. When the PCPC completes all 18 district plans, the entire *Philadelphia2035* planning process will be revised and updated, thereby maintaining a current comprehensive plan for the city.

This is the **UNIVERSITY SOUTHWEST DISTRICT PLAN**. It was adopted by the PCPC on June 11, 2013.

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

UNIVERSITY SOUTHWEST DIST

46th Street and Market Street Elevated Station looking east

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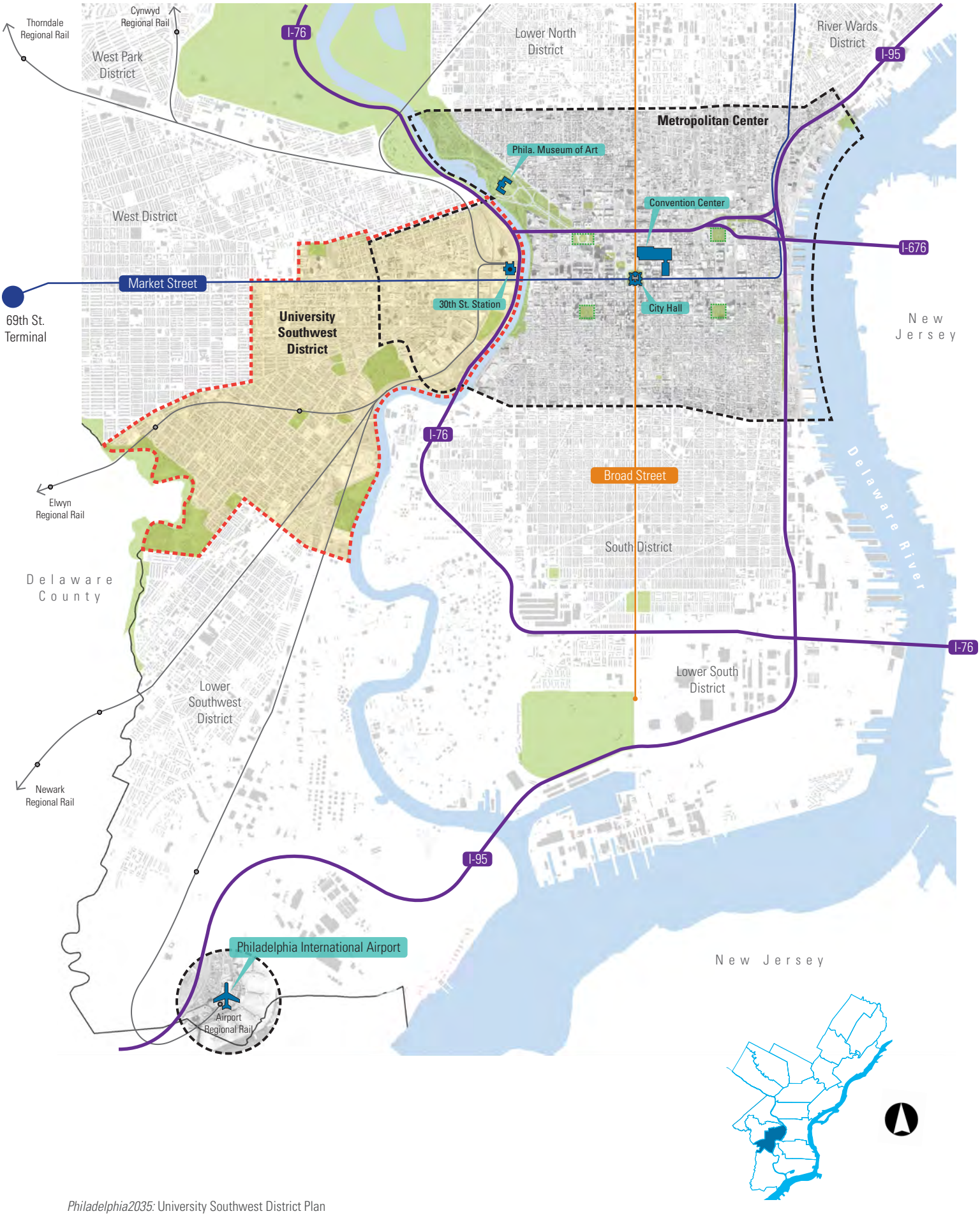
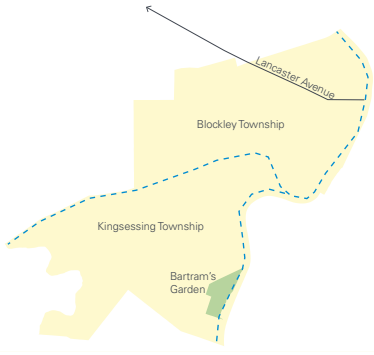
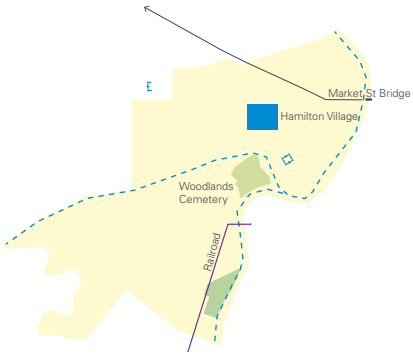

Thorndale Regional Rail
Cynwyd Regional Rail
West Park District
I-76
Lower North District
River Wards District
I-95
Metropolitan Center
Phila. Museum of Art
Convention Center
West District
I-676
Market Street
69th St. Terminal
30th St. Station
City Hall
University Southwest District
New Jersey
I-76
Broad Street
Elwyn Regional Rail
Delaware River
South District
Delaware County
I-76
Lower South District
Lower Southwest District
Newark Regional Rail
I-95
Philadelphia International Airport
Airport Regional Rail
New Jersey

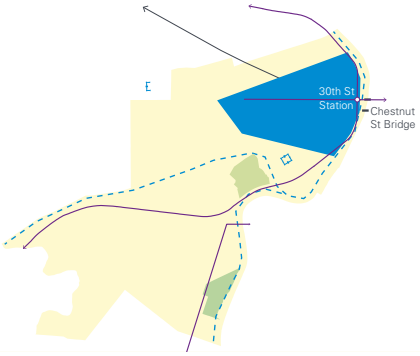
UNIVERSITY SOUTHWEST DISTRICT

The University Southwest District (USW) covers 4.49 square miles and has a total population of 81,746 (2010). The district includes the large institutional, educational, and medical portion of the Metropolitan Center known as University City, host to 10.9 percent of the city's employment. The district includes the neighborhoods of Spruce Hill, Powelton Village, Cedar Park, Kingsessing, West Powelton, Walnut Hill, Garden Court, and University City.

Development History







Prior to 1800

Neighborhoods

1644: The township of Kingsessing is founded by Swedish settlers.

1682: The township of Blockley is founded by British settler William Warner.

Institutions

1728: Construction begins on John Bartram's house. Now part of the public park system, the property is one of the few intact estates in Philadelphia.

Bartram's House, 1895 (Source: Department of Records)

Transportation

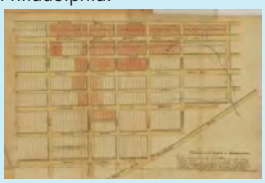
1690: The path of Old Lancaster Road is laid out.

1795: Old Lancaster Road is engineered into the first highway, becoming the Lancaster Turnpike that would connect Philadelphia with Pennsylvania's western frontier.

1800

1802: Charles P. Varle attempts to arrange USW land as an extension of Center City, but the plan is never carried out.

1809: Hamilton Village is established as the first planned development in West Philadelphia.



Hamilton Village Plan, 1808 (Source: Univ. of Penn; WPCHC)

1800s: Beginning of the era of institutions as medical and academic organizations look to USW for large amounts of land outside of the dense, expensive Center City.

1835: The Philadelphia Almshouse moves from Center City to the old Blockley Farm in USW, becoming the Blockley Almshouse.

1840: The Woodlands Cemetery Company of Philadelphia is founded, transforming the Hamilton estate into a rural cemetery.

1841: The PA Hospital for the Insane opens.

1805: The Market Street bridge opens as the first permanent bridge over the Schuylkill River.

1849: Pennsylvania Railroad begins passenger service from Center City serving West Philadelphia among other locations.

1850

1850: Beginning of the residential development era as massive estates are portioned into smaller, individual plots.

1860s: Mass closing of the mills sparks residential construction.

1875-1890: Speculative development of the Powel estate with the Shedwick Houses and Poth-Schmidt Houses.

Queen Anne style Poth and Schmidt Development Houses (Source: Department of Records)

1857: Philadelphia Divinity School opens at 4201 Spruce Street.

1862: Satterlee Military Hospital opens on the grounds of today's Clark Park.

1875: Univ. of Penn. becomes the first academic institution to move its campus from Center City to USW.

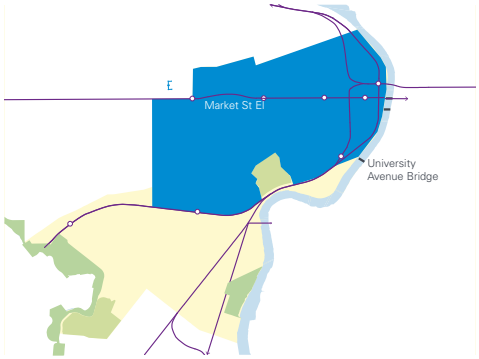
1892: Drexel Univ. moves to its current location.

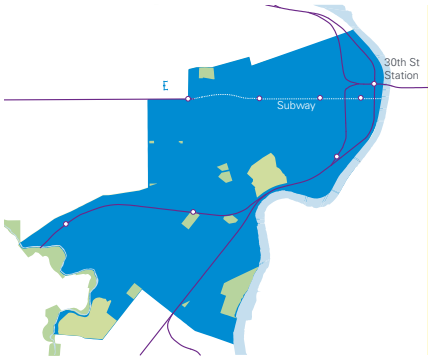
1864: Pennsylvania Railroad opens its first passenger station at 30th Street, only to close it 12 years later.

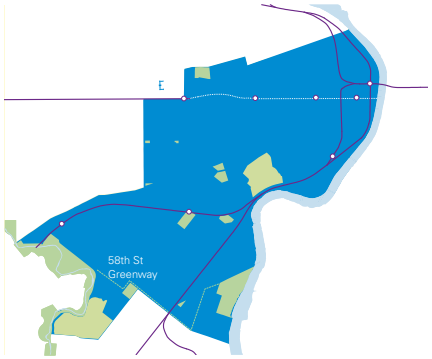
1866: Chestnut Street Bridge opens.

1894: Electric streetcars replace horsecars, setting USW's path to becoming a streetcar suburb.

Chestnut Street Bridge, 1902 (Source: Department of Records)







1900

1919: The Garden Court neighborhood is developed, embodying the autocentric ideal and offering a mix of housing density and financial options.

Garden Court residences (Source: National Historic Register Nomination)

1911: West Philadelphia High School opens at 47th and Walnut Streets, becoming the first secondary school in West Philadelphia.

1914-1922: Mass opening of elementary schools to serve the growing population: Henry C. Lea School, Mitchell S. Weir School, and Anna Howard Shaw School (now all listed on the National Register).

1907: The Market Street Elevated Line opens across Market Street bridge, reducing commute time and spurring the last major wave of development.

Market Street elevated rail crossing into University City in the early 1900s (Source: Temple Univ. Digital Archives)

1925: The University Avenue Bridge opens.

1950

1930: End of the residential development era.

1964: PCPC publishes first plan for all of West Philadelphia.

1978-1998: Period of designation of five National Historic Districts within USW.

Front gates into the University of Pennsylvania Campus Historic District, c. 1899 (Source: Free Library of Phila.)

1950s: Univ. of Penn. campus expands, aided by federal research grants, the GI Bill and urban renewal.

1963: University City Science Center opens.

1974: CHOP moves to University City building a hospital adjacent to the Almshouse property.

1977: The Blockley Almshouse, now Philadelphia General Hospital, officially closes.

1934: Pennsylvania Railroad constructs 30th Street Station, in accordance with the new Philadelphia Improvements Plan.

1950s: Market Street Elevated Line lowered to subway grade east of 46th Street.

1963: The establishment of SEPTA coordinates travel between USW and the central business district.

30th Street Station in 1946, along with the U.S. Post Office (Source: Univ. of Penn Digital Archives)

Post-2000

2007: LISC launches SCI-West, a sustainable communities initiative pilot program to improve quality of life in West Philadelphia.

2012: Drexel Univ. begins constructing a high-rise housing complex for nearly 900 students.

Drexel campus construction, 2012

2001: Univ. of Penn. opens the Penn Alexander School (K-8), emphasizing research and collaboration, on the former site of the Philadelphia Divinity School.

2001: CHOP begins an expansion project that will more than double the hospital's campus.

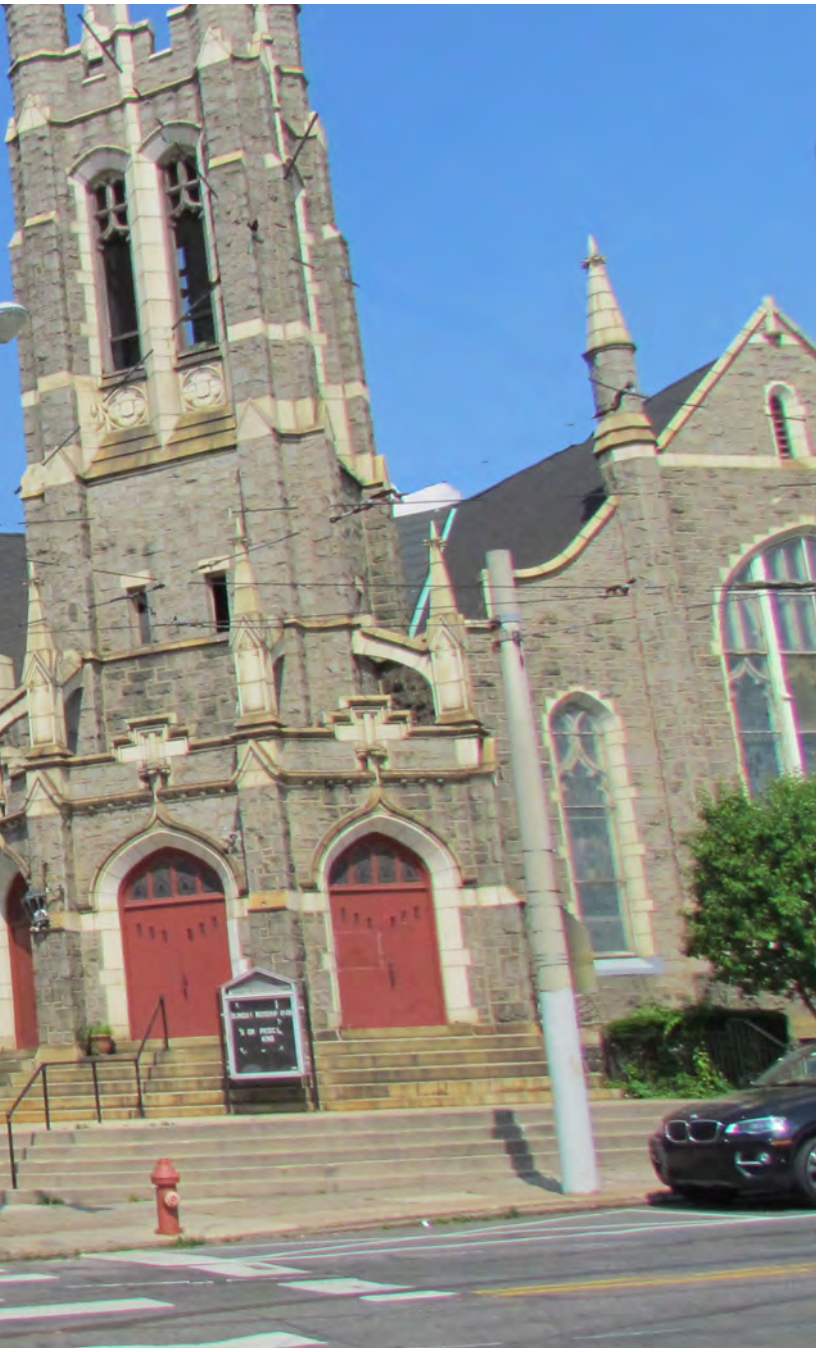
Renovated 46th St Station, 2009

2009: SEPTA completes renovation of the Market Street Line (between 46th and 69th Streets).

2012: 58th Street Greenway construction begins, connecting Cobbs Creek to Bartram's Garden.

BUILDING ON OUR STRENGTHS

58th Street and Chester Avenue



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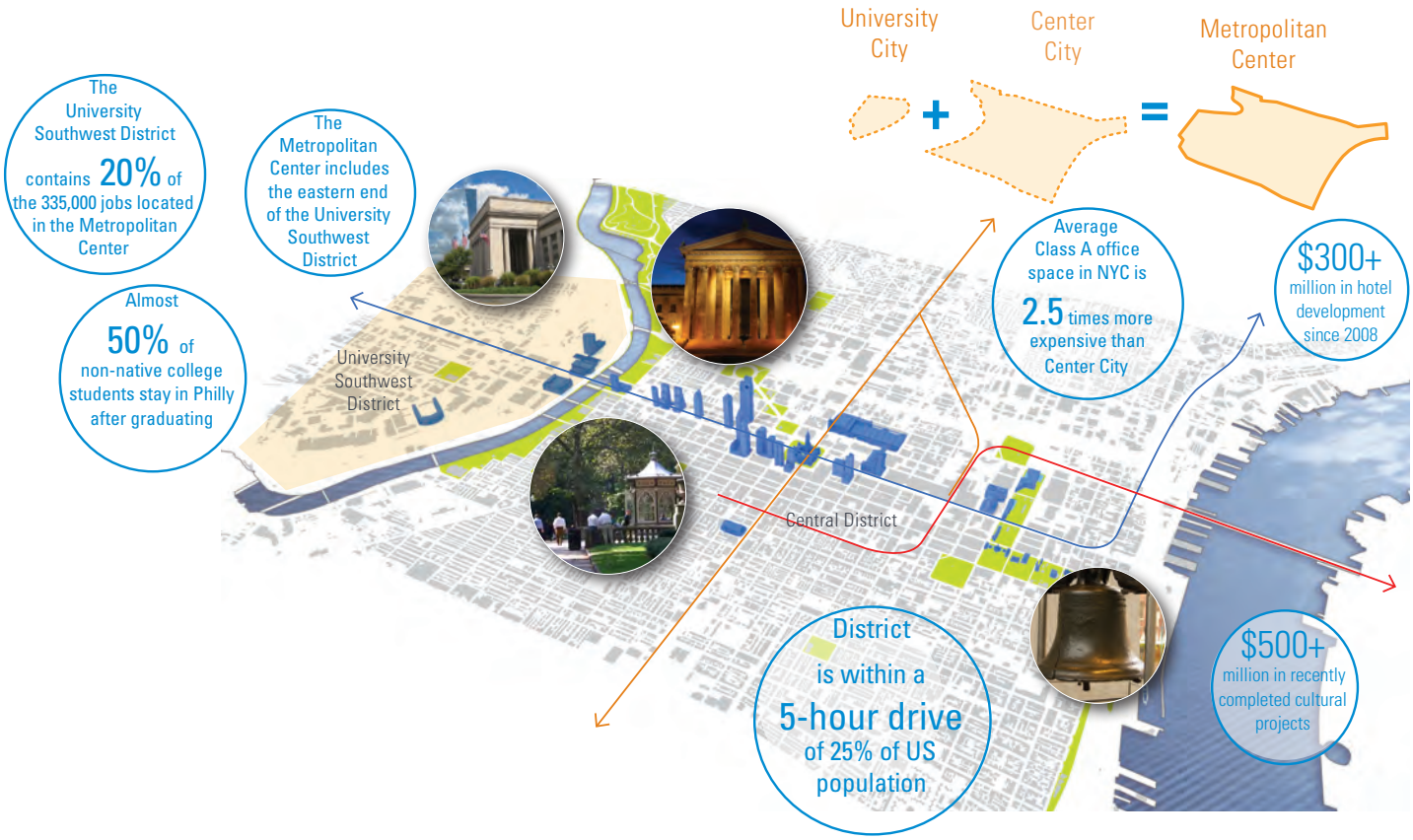
A Strong Metropolitan Center

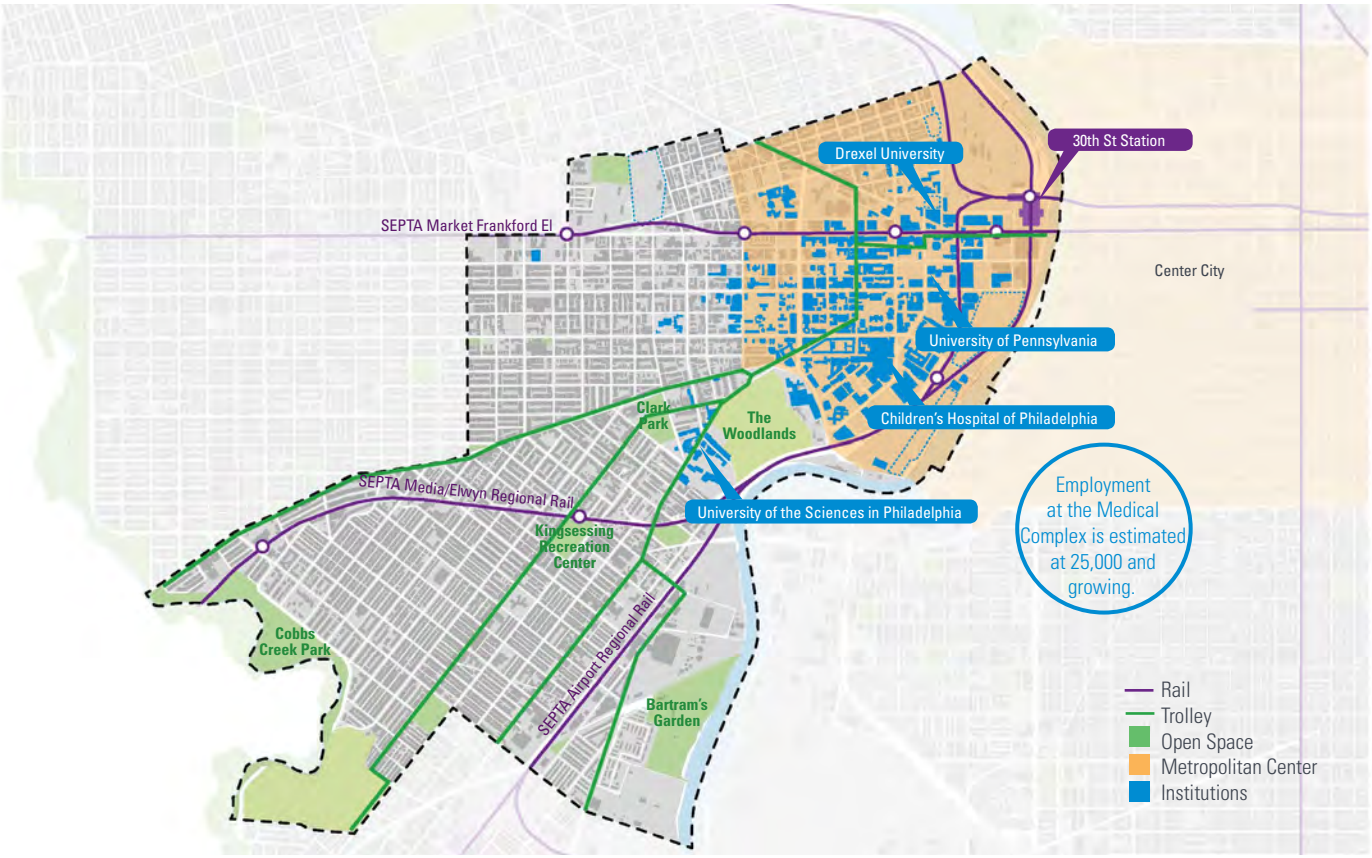
The Metropolitan Center, consisting of the area between the Delaware River and 40th Street and from Girard Avenue to Washington Avenue, is the economic center of Philadelphia and its 12-county region. It encompasses all of the Central District and the eastern end of University Southwest District. The Metropolitan Center has seen a growth of 12,000 jobs over the last decade and PCPC forecasts an additional 20,000 jobs over the next few decades. Compared to other metropolitan centers in the Northeast, Philadelphia's offers the most cost-efficient location for office space. Class A office space in the Metropolitan Center averages $28 per square foot, compared to $42 in Boston, $53 in Washington, DC, and $73 in New York City.

> University City and the Metropolitan Center

Philadelphia's Metropolitan Center is critical to our region. University City (one neighborhood in this district) and Center City together comprise Philadelphia's Metropolitan Center. It includes the major employment, institutional, and residential hubs of Center City and University City. Within the Metropolitan Center are world-renowned historic sites such as the Independence National Historical Park, along with cultural assets like the Philadelphia Museum of Art.

Many of the region's largest public and private employers are headquartered or have major operations in the Metropolitan Center. The University of Pennsylvania is the largest employer in the district and, indeed, in the city. University-based homeowner programs enhance the quality of life in adjacent neighborhoods, and the universities have been effective in improving service delivery for education, sanitation, and safety in their communities, notably through the University City District partnership.





> Diverse Commercial Corridors

The University Southwest District has many important corridors that connect neighborhoods and provide commercial services to residents, students, and employees. These corridors grew out of the historic routes between the city and the suburbs. As retail development changes, it is important for corridors to adapt and serve residents with necessary goods and services, building off of strong cores and extending into underutilized stretches.

Lancaster Avenue

> Historic & Cultural Resources

The University Southwest District was developed as a residential suburb between the mid-eighteenth and mid-nineteenth centuries. It consists of homes and entire neighborhoods that embody some of the most exemplary architectural styles from their respective eras.

University Southwest's history as a transportation and institutional hub has also yielded many monumental gems such as 30th Street Station, College Hall (Univ. of Penn), and Most Blessed Sacrament Church (5600 Chester Avenue).

Within the district, there are eight national register historic districts, twenty-three properties individually listed on the national register, four national historic landmarks, along with 307 properties and two objects listed on the Philadelphia Register of Historic Places.

> Extensive Transportation

The Metropolitan Center is a hub for SEPTA and Amtrak, and is connected to freight, port, and air facilities that link Philadelphia's residents, workers, and goods to the Eastern Seaboard and the world. The district's proximity and excellent transit connections to Center City is a critical asset. Given the strength of the transit system and the limits on auto access to key University City development sites due to roadway capacity constraints, use of transit and other modes should be increased. Multiple transit-oriented-development opportunities exist in the district, including 30th Street, 40th Street, and 46th Street Stations.

Most of the Schuylkill River bridges are planned to be improved over the next nine years and will allow enhanced bicycle and pedestrian connections between University City and Center City. There are other opportunities for reconnecting the street grid to overcome existing barriers and open up development potential.

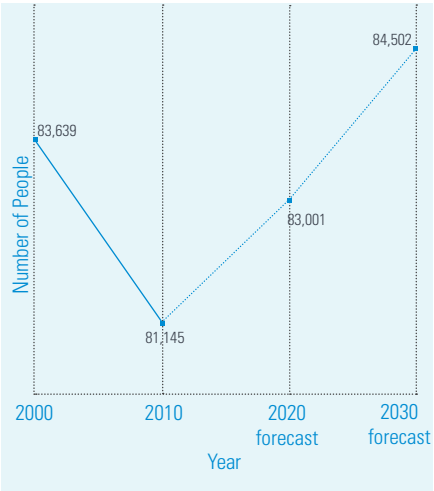
Philadelphia's historic trolley system has shaped the identity of the district. It physically and psychologically attained more prominence in University Southwest over time, eventually establishing the area as a streetcar suburb.

Emerging Population Trends

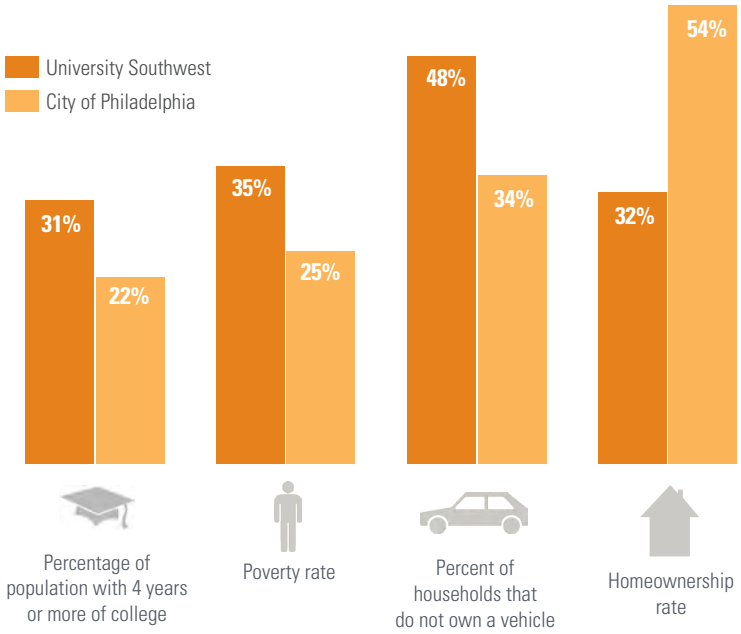
When viewing the demographic and socio-economic data for the University Southwest District, it is important to understand that higher incidences of poverty, higher renter-occupancy rates, lower median household incomes, and lower automobile ownership rates are primarily attributable to the large number of students living in the University section of the district, and are not the typical signs of distress or disinvestment usually associated with these demographic indicators.

However, in some neighborhoods outside of the University area, there are real issues with poverty, unemployment, and disinvestment. Those areas of the district include Bartram's Village, Kingsessing, West Powelton, and Saunders Park. The demographic differences between the University and Southwest sections of the district are clearly evident when examining the data on a census tract level.

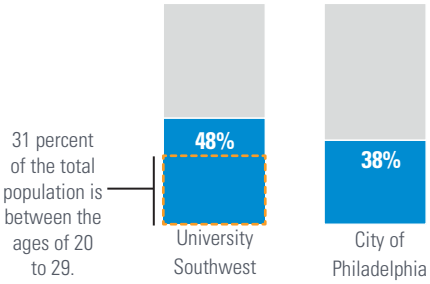
Total Population



Effect of Student Population on USW Demographics



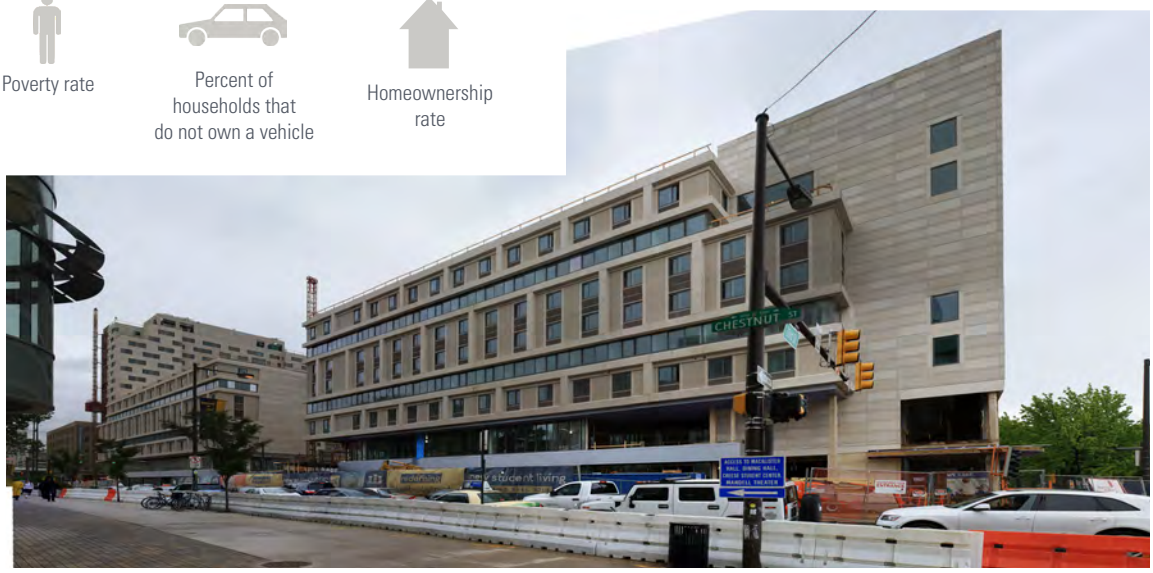
Population in the 20 to 44 Age Cohort



These bar charts comparing key demographic statistics of the University Southwest district vs. the city as a whole illustrate the profound effect of a concentrated student population on an area.

Drexel will invest in recruiting and retaining students to increase enrollment to 30,000 by 2017 and 34,000 by 2021.

source: www.drexel.edu



Chestnut Square under construction, 3200 Chestnut Street, Spring 2013

> Drivers of Growth

Universities and hospital expansion of the district both have a profound effect on the housing stitistics of the neighborhoods of the University Southwest. According to the University City District, there has been a 21 percent increase in population of residents between 20 and 34 years of age within their catchment and 54 percent of these residents have a bachelor's degree or above. This shows that there is not only a growing student population, but also a growing population cohort that is staying within the district post-graduation or working on further degrees. Directing these residents towards home ownership zones in neighborhoods and rental zones around transit nodes and corridors becomes a priority. This is especially clear when the low home ownership rates of the district are viewed against that of the City as a whole-- 32 percent and 54 percent, respectively.

It must be noted that students living in dormitories were counted toward the total population for the first time in the 2010 Census. This had the effect of artificially inflating population growth figures in some of the census tracts within the district. The district has the highest percentage of population living in group quarters (17 percent), which includes dormitories, of any district in the city.

> Population Change

With a population of 81,145 people, the University Southwest comprises 5.3 percent of the city's total population (1,526,006). Population in the district decreased 3.0 percent between 2000 and 2010. However, there is a stark contrast between the population trends of the University and Southwest sections of the district:

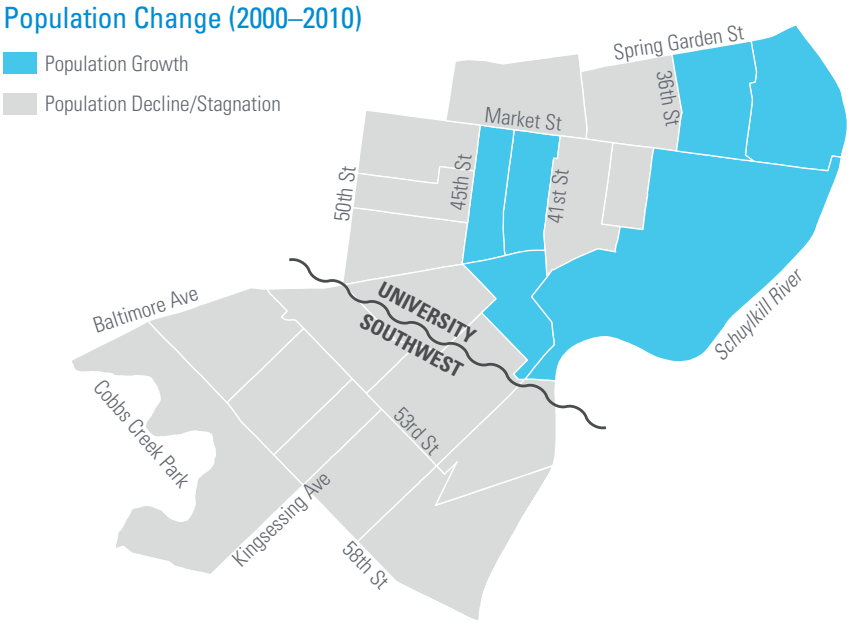
- Census tracts roughly comprising the core of the Spruce Hill neighborhood experienced a population increase of 11.4 percent between 2000 and 2010. Those roughly comprising the core of the Powelton Village neighborhood experienced an increase of 2.3 percent during the same period.
- Census tracts roughly comprising the Cedar Park, Walnut Hill, Garden Court, and Kingsessing neighborhoods have experienced either a continuous decline or a stagnation of population between 1980 and 2010.

> Diversity

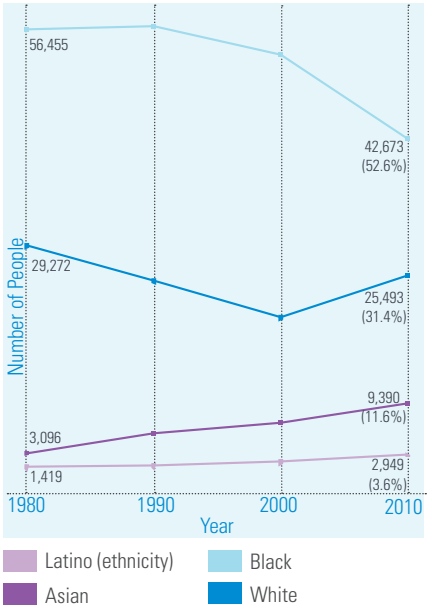
As of 2010, University Southwest is one of the most diverse districts in the city: 52.6 percent Black, 31.4 percent White, 11.6 percent Asian and 3.6 percent Latino, with the remainder falling into other racial groups. But while the White, Asian and Latino populations are a growing segment of the district and supporting the growth of the Spruce Hill and Powelton Village neighborhoods, the Black population has experienced a steep decline of 19.9 percent since 2000. Racial composition also proves to be another indicator that sets the University and Southwest sections of the district apart from each other:

- Census tracts roughly comprising the University section of the district have the following racial composition: 48.9 percent White, 27.7 percent Black, 18.1 percent Asian and 4.7 precent Latino, with the remainder falling into other racial groups.
- Census tracts roughly comprising the Southwest section of the district have the following racial composition: 93.3 percent Black, 2.8 percent White, 2.0 percent Latino and 0.7 percent Asian, with the remainder falling into other racial groups.
- The recent growth of White, Asian and Latino populations (particularly people in the 20 to 44 age cohort) as well as the district's high job amounts are signs of the district's future growth potential.

Student Population Impact on USW Population Change (2000–2010)



Population Trends by Race



Eds and Meds

The University Southwest District contains a major economic hub of Philadelphia, accounting for 20 percent of the 335,000 jobs in the Metropolitan Center. Education and health care services ("Eds and Meds") is the strongest and growing economic sector of the district. Major institutions, such as the University of Pennsylvania, Drexel University, and the University City Science Center, have been expanding and constructing new office, research, residential, academic and medical facilities, which has led to an 18.5 percent growth in employment from 2002 to 2010. Institutional growth has also spurred reinvestment in nearby neighborhoods to create over 1,000 new jobs in those areas.

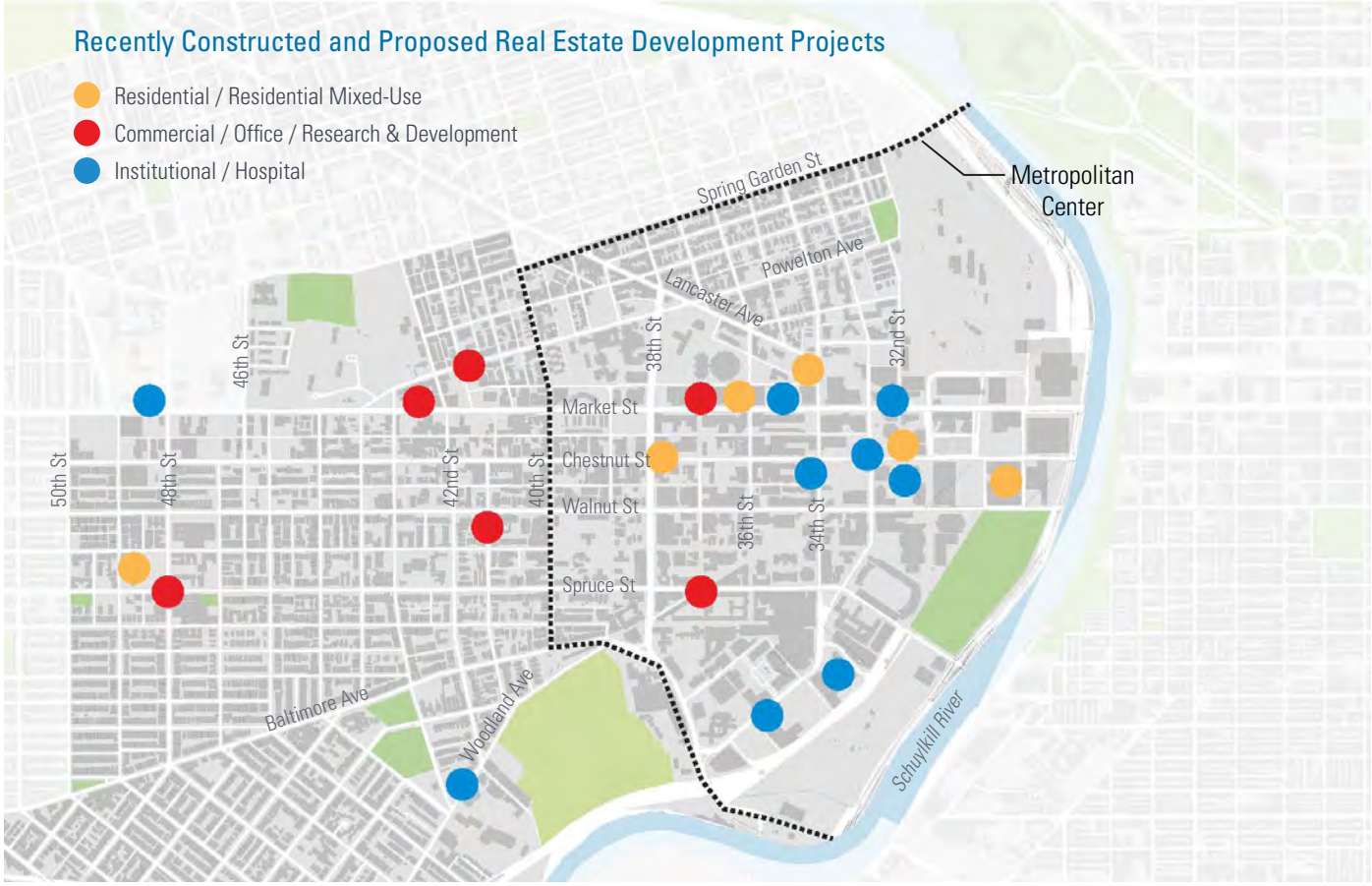
> Employment Profile

Education and health care account for 77 percent of all jobs in the University Southwest District. In 2010, the number of jobs at the top seven education and health care employers in the District totalled 49,500.

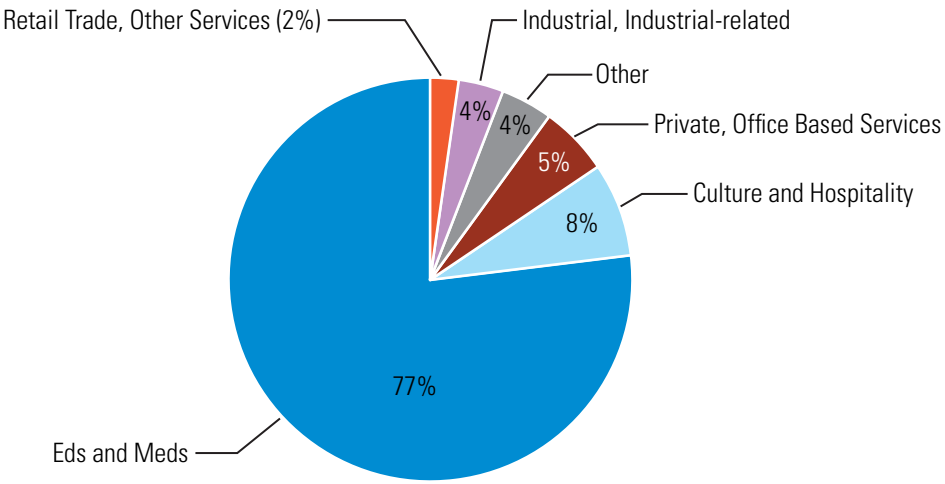
Education and health care account for 77% of all jobs in the University Southwest District.

Economic sectors demonstrating the most significant growth from 2002 to 2010 were Culture and Hospitality (57 percent), Retail (34 percent), and Education and Health Care (23 percent). Combined, these sectors added nearly 12,000 jobs over this time period.

The *Citywide Vision* projects that Philadelphia will gain 40,000 jobs by 2035. University Southwest is expected to capture a significant share of the projected gains.



Employment by Job Sectors, 2010



Source: U.S. Census Bureau, Statistics of U.S. Businesses

> Estimated Jobs By Major Employer in University Southwest, 2010

University of Pennsylvania: **16,500**

Penn Medicine: **13,600**

Children's Hospital of Philadelphia: **9,600**

U.S. Internal Revenue Service: **4,200**

Drexel University, main campus: **2,800**

Veteran's Administration Medical Center: **2,300**

University of the Sciences: **500**

Sources: University City District, Delaware Valley Regional Planning Commission, Philadelphia Department of Revenue

> Education and Health Care

Major education and health care institutions are the primary drivers of job creation and capital investment in the University Southwest District.

The three largest employers are the University of Pennsylvania, Penn Medicine, and the Children's Hospital of Philadelphia (39,700 jobs total). In the last three years, 5.1 million square feet of new/nearly complete development and 30 acres of public green space have been constructed by these employers, representing $3 billion of investment in the district.[1]

[1]Source: University City District, *The State of Center City, 2012/13*

Karabots Center, Children's Hospital of Philadelphia's new facility at 48th and Market St

> Culture and Hospitality

The universities in the district maintain various venues for student and non-student performers and support a wide range of athletic events. Major cultural attractions in the district include the University of Pennsylvania Museum of Archaeology and Anthropology, the Institute for Contemporary Art, and Franklin Field.

The district's variety of cultural and visitor activities and expanding university and health systems are increasing demand for hotels. Hotels in University City include the Inn at Penn, the Sheraton and a new $43 million, 136-room extended stay Hilton Homewood Suites hotel.

Hilton Homewood Suites, 4109 Walnut Street

> Retail

Institution-funded and other private commercial investments have resulted in the expansion in retail and commercial service activity in many of the the district's commercial corridors.

The Hub on Chestnut Street and The Radian on Walnut Street have added a significant amount of ground-floor retail to University City's 40th Street commercial area and are examples of commercial investments made by the District's anchor institutions into the surrounding neighborhoods.

Further west, private investments have led to the emergence of new retail activity along Chestnut Street, Walnut Street, Spruce Street, and Baltimore Avenue. The number of restaurants and stores in the district have increased approximately 10 percent between 2009 and 2011. [1]

Commercial Corridor at 44th and Spruce Streets

The Streetcar Suburb

> The Evolution of the West Philadelphia Streetcar Suburb

The transportation network, development patterns, and architecture in West Philadelphia show the evolution of the area from a bucolic scene of rolling farmlands along the banks of the Schuylkill River to Philadelphia's original "streetcar suburb". The construction of the first permanent bridge over the Schuylkill River at Market Street in the early 19th century opened the area for development to wealthy Philadelphians seeking a retreat from congestion of Center City. Large single Gothic and Italianate villas became country estates for these upper class families.

From 1850 to 1930, transportation advances enabled rapid suburban and urban development of the district. The horsecar and, later, the electric streetcar expanded employment and living opportunities for the middle class, leading to the transformation of the district into a bustling streetcar suburb. The urbanization of West Philadelphia boomed following the introduction of the first electric streetcar in 1894. The Philadelphia Rapid Transit Company's streetcar network was extensive, making transportation available within a short walk from every home in the district, and connected West Philadelphia to City Hall through the operation of a subway service on its Baltimore Avenue route.

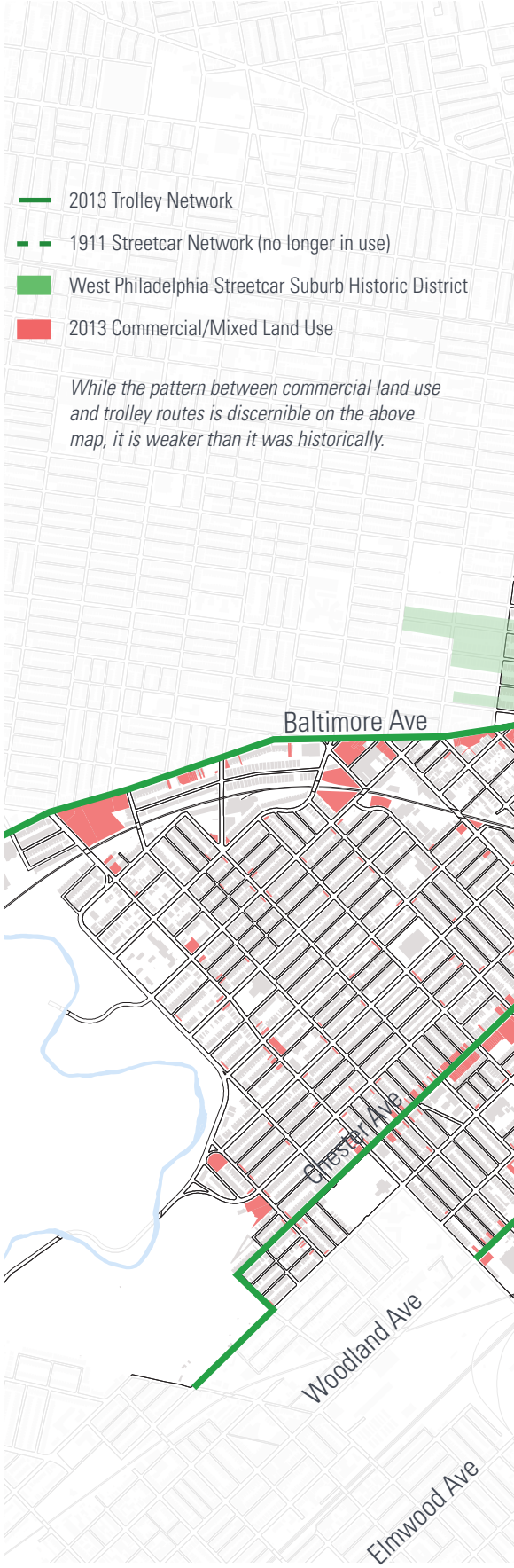
Development quickly followed the streetcar routes. Late Victorian and late 19th to early 20th century twins and rowhouses were built to meet the new housing demand. Routes along Market Street, Chestnut Street, Baltimore Avenue, Chester Avenue, and Woodland Avenue developed into neighborhood commercial corridors, exemplified by rows of three-story buildings with retail space on the ground floor and residential units above.

> The Streetcar Suburb Today

The West Philadelphia Streetcar Suburb Historic District was placed on the National Register of Historic Places in 1998 and contains over 3,500 buildings located within the area shown in green on the map at right.

Today, the character of the district is still strongly shaped by the trolley lines along Lancaster, Baltimore, Woodland, Chester, and Elmwood Avenues. These corridors continue to provide pedestrian-friendly retail and services for nearby residents and workers, thus keeping the tradition of the streetcar suburb alive today.

In the future, SEPTA plans to commission a new fleet of trolley cars in West and Southwest Philadelphia. These cars will be modern light rail vehicles that are ADA accessible and serviced by upgraded stops and fare collection.



Northeast corner of 43rd Street and Baltimore Avenue, 1912

Northeast corner of 43rd Street and Baltimore Avenue, 2013

Fully developed commercial corridor in 1910, Cedar Park neighborhood

Trolley going through suburban neighborhood at 49th Street and Woodland Avenue

Queen Anne style twins in Spruce Hill, a common style at the turn of the 19th century

Land Use and Zoning

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. Most importantly, land use impacts development regulations such as zoning.

What Is Zoning?

Zoning is the primary tool for regulating land use. Zoning is a set of regulations governing land development and permitted uses for property. These laws regulate 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.

Zoning Map Revision Process

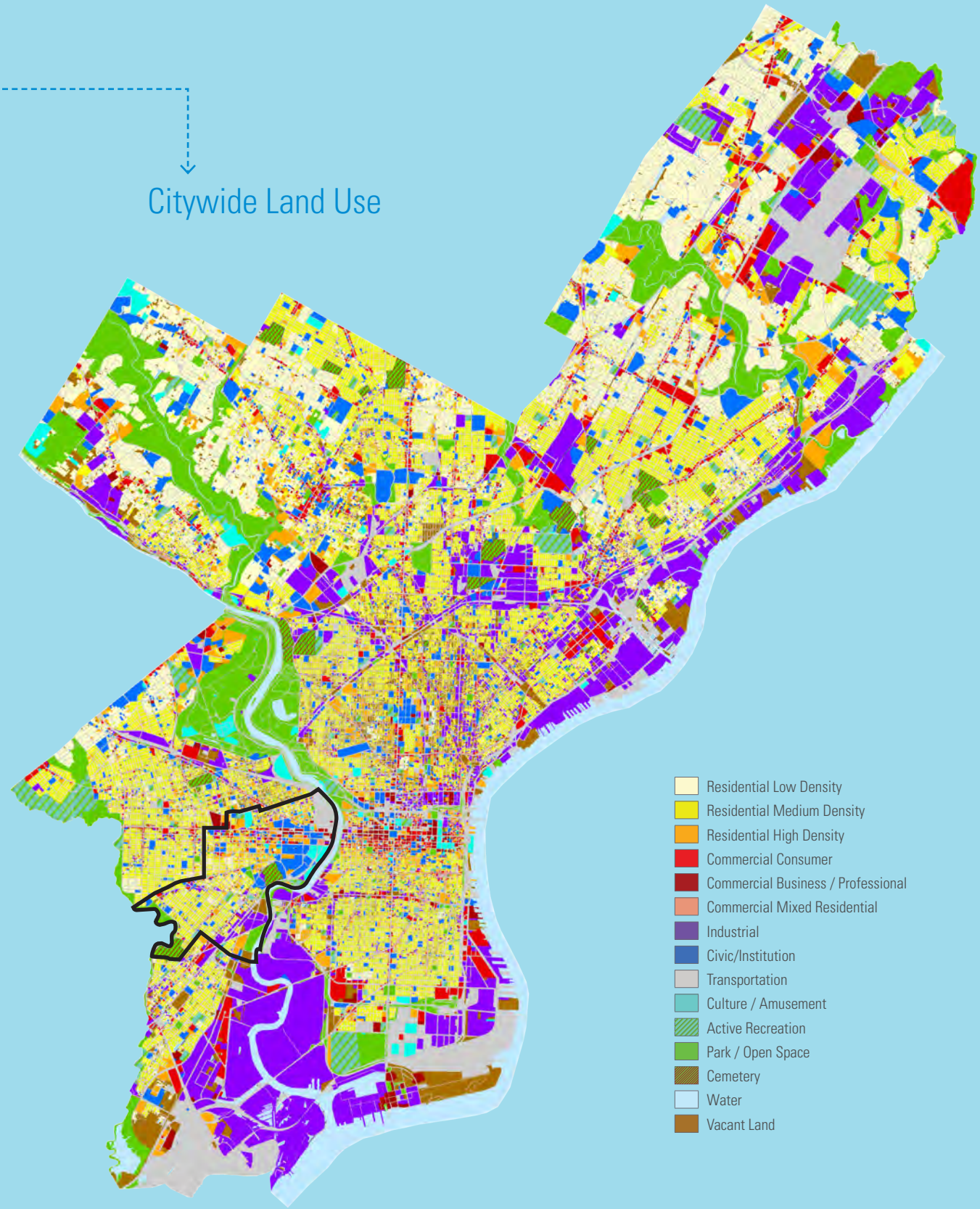
When analyzed together, land use and zoning inform planners if a property or area is zoned correctly for current conditions or if zoning changes are necessary to either reflect existing conditions or bring about changes to future physical development. Over time, changes in land use may require remapping, 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.

Adoption of the New Zoning Code

On December 22, 2011, Mayor Nutter signed Bill No. 110845, enacting into law the first comprehensive rewrite of the Philadelphia Zoning Code in 50 years. The new code took effect on August 22, 2012. Better organized and easier to navigate, the new code sets clear rules and expectations for land use, preserving neighborhood character, protecting open space, and encouraging investment and jobs.

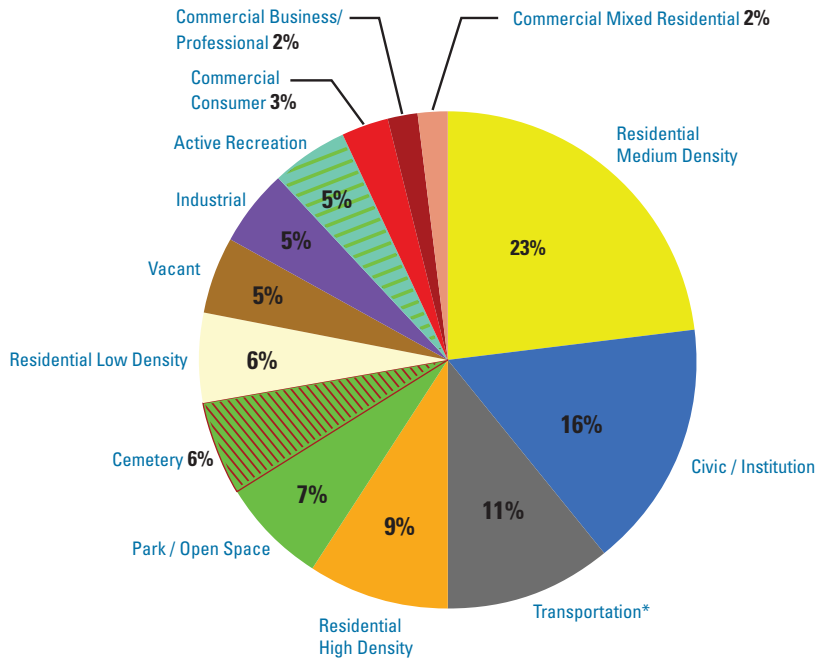
The zoning code rewrite is part of Philadelphia's integrated planning and zoning process, which also includes the zoning map revision process. District plans guide the zoning map revision process by providing land use and zoning recommendations, ensuring that the new code is properly mapped to reflect both existing and future land use needs. This will reduce the number of developments requiring relief from the Zoning Board of Adjustment.

Citywide Land Use



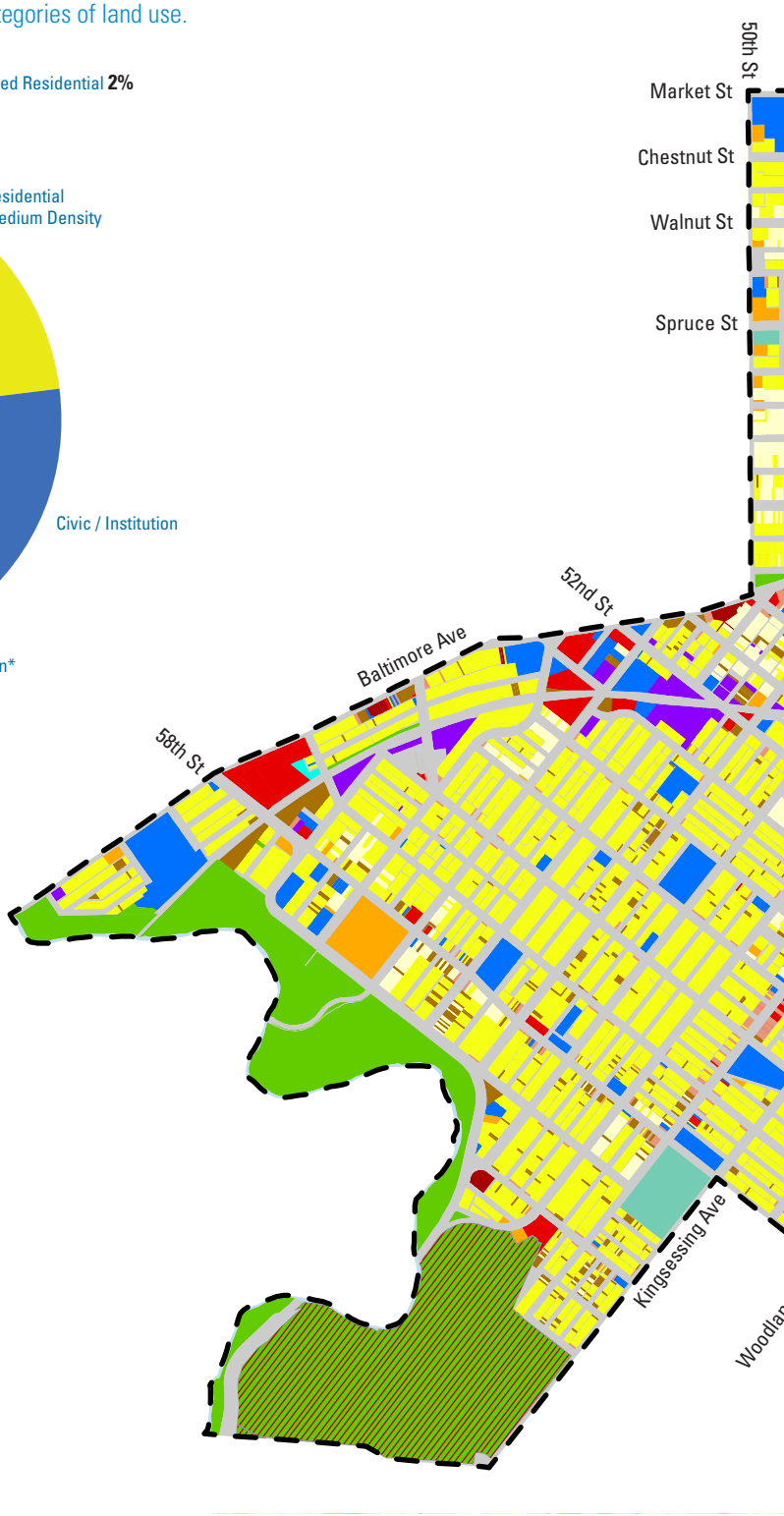
Existing Land Use

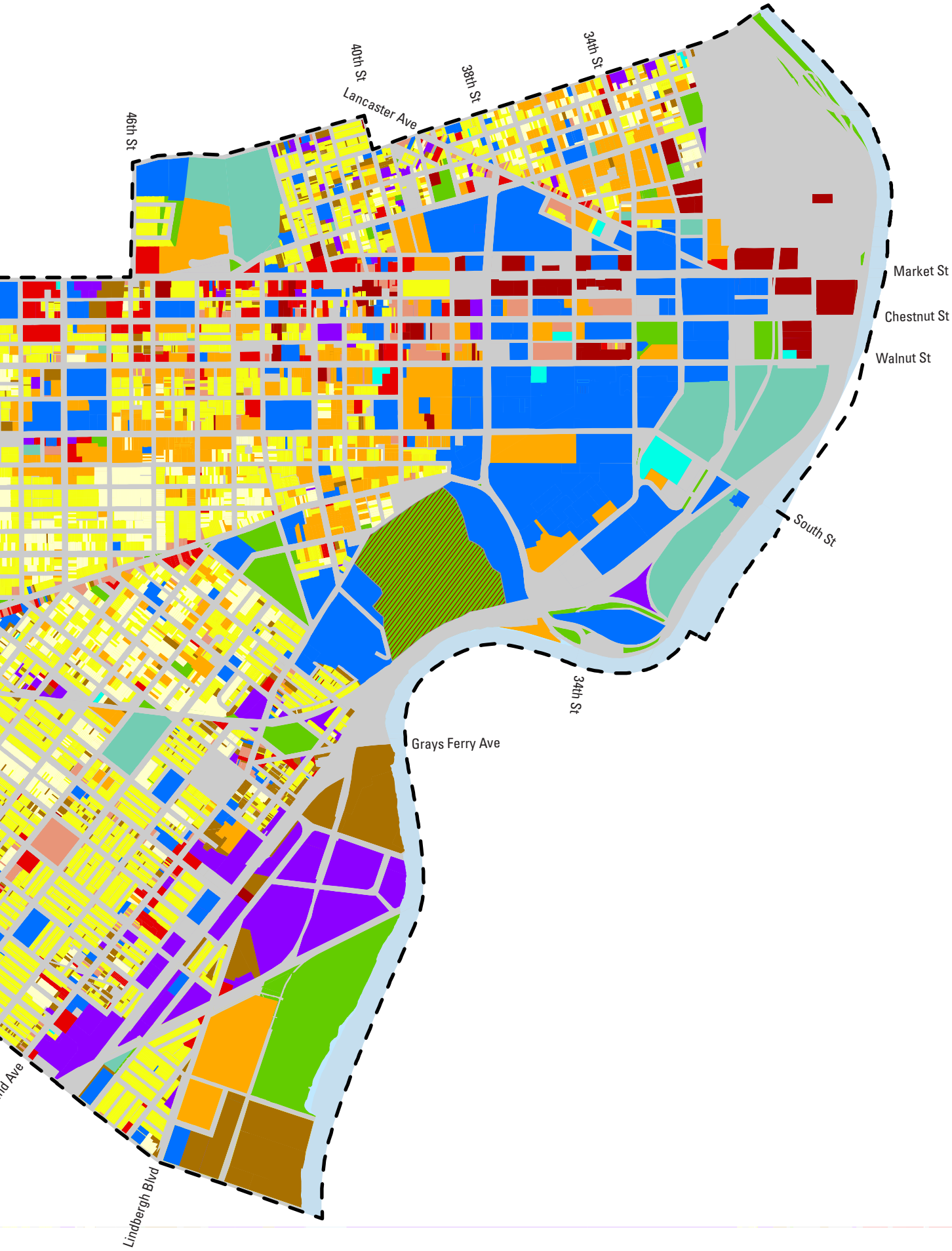
A detailed land use survey of the University Southwest District was completed in the summer of 2012. To collect this information, a working land use map was created from various city sources including the Office of Property Assessment and then verified by field surveys conducted by PCPC staff. The land use data is stored in a geographic information system (GIS) database maintained by the PCPC. Color codes are used to represent 15 major categories of land use.



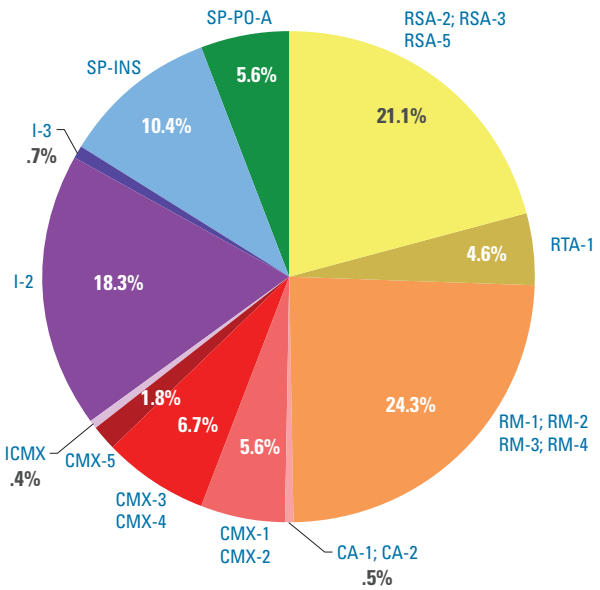
- Residential Low Density
- Residential Medium Density
- Residential High Density
- Commercial Consumer
- Commercial Business / Professional
- Commercial Mixed Residential
- Industrial
- Civic/Institution
- Transportation
- Culture / Amusement
- Active Recreation
- Park / Open Space
- Cemetery
- Water
- Vacant Land

* The Transportation percentage does not include streets and sidewalks, which cover a total of 753 acres.

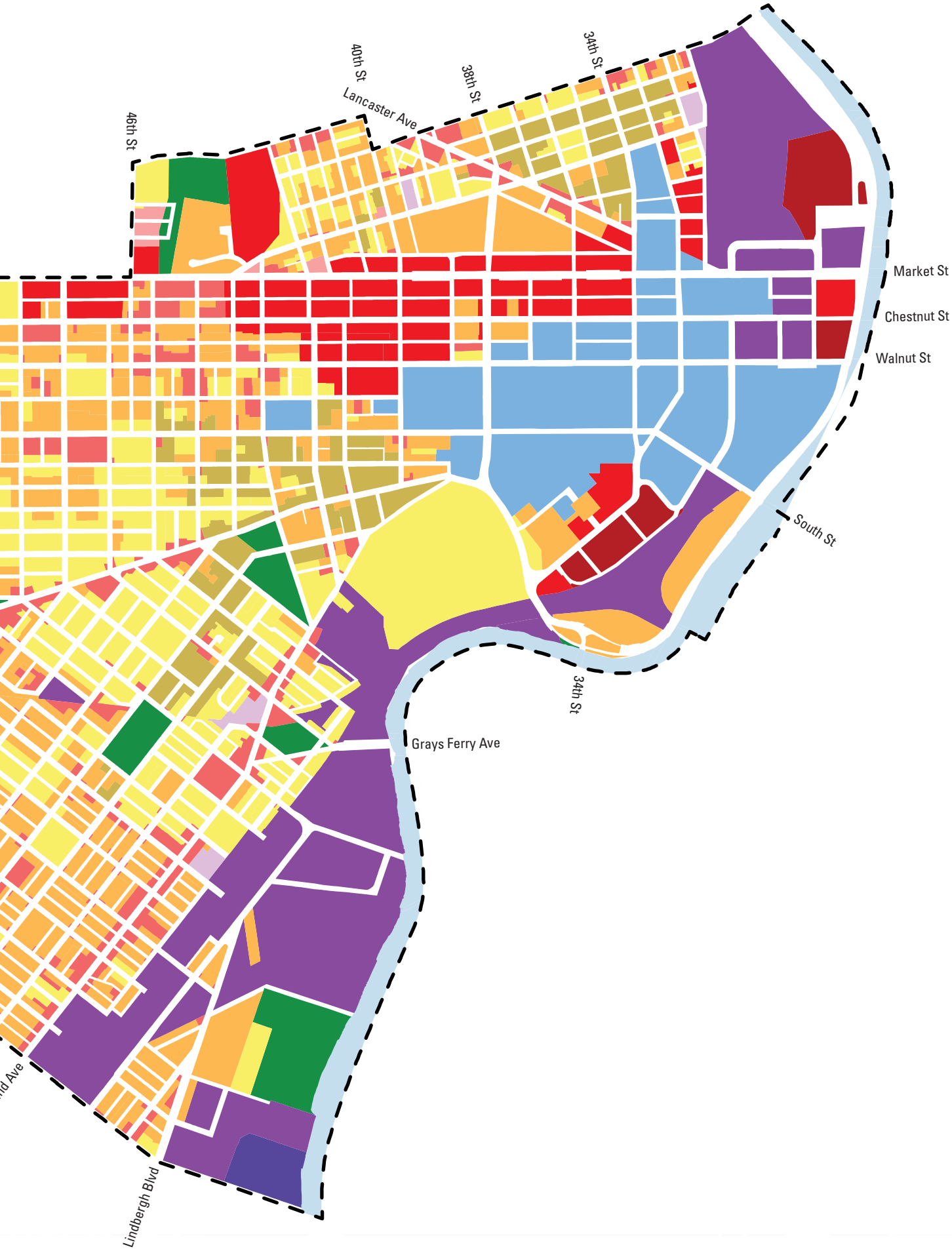



46th St
40th St
Lancaster Ave
38th St
34th St
Market St
Chestnut St
Walnut St
South St
34th St
Grays Ferry Ave
Lindbergh Blvd

Existing Zoning



Residential Single-Family Attached	RSA-2; RSA-3; RSA-5
Residential Two-Family Attached	RTA-1
Residential Multifamily	RM-1; RM-2; RM-4
Auto-Oriented Commercial	CA-1; CA-2
Neighborhood Commercial Mixed-Use	CMX-1; CMX-2
Community/Center City Commercial Mixed-Use	CMX-3; CMX-4
Center City Core Commercial Mixed-Use	CMX-5
Medium Industrial	I-2
Heavy Industrial	I-3
Industrial Commercial Mixed-Use	ICMX
Institutional Development	SP-INS
Recreation	SP-PO-A


46th St
40th St
Lancaster Ave
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Market St
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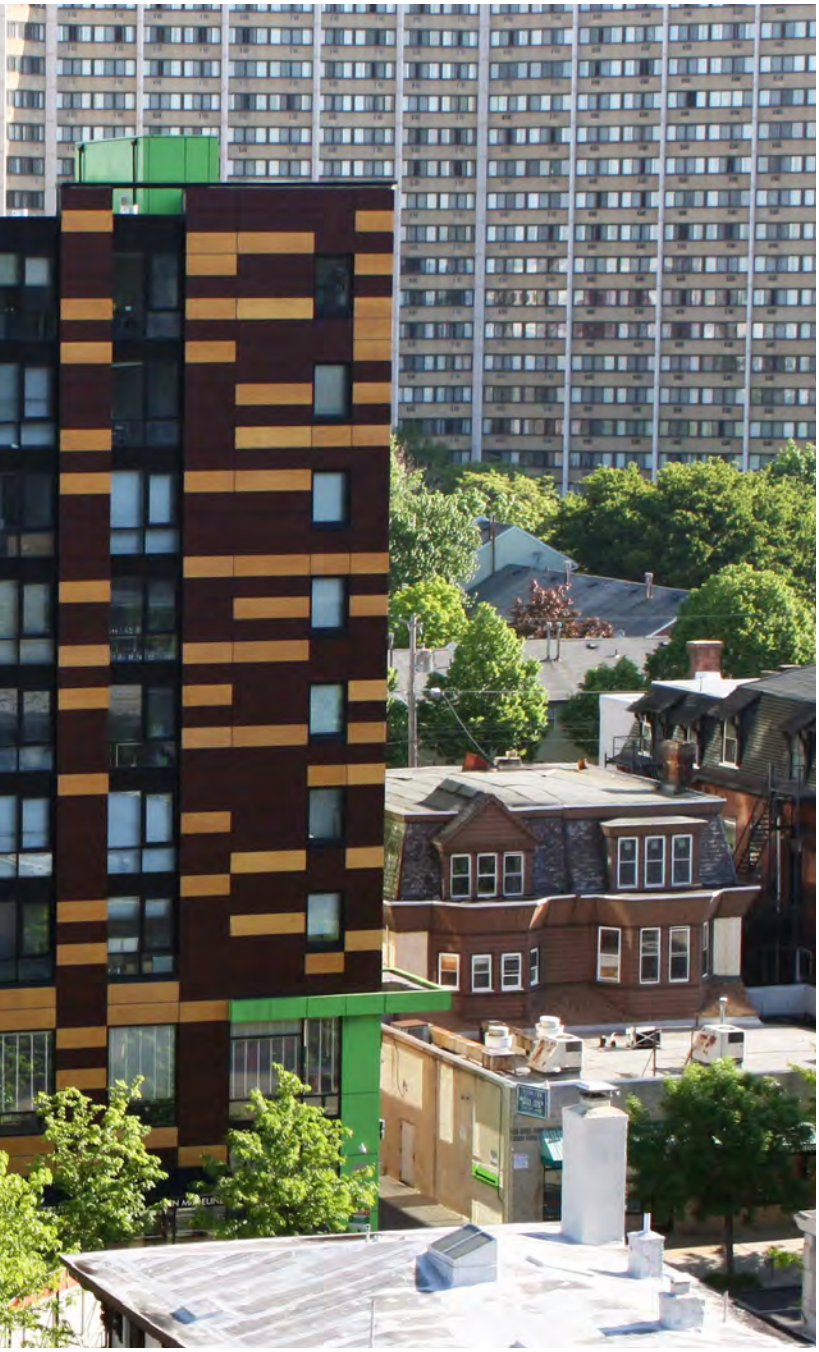
South St
34th St
Grays Ferry Ave
Lindbergh Blvd

FRAMING OUR FUTURE

The Hub, mixed use development, 40th and Chestnut Street



24 | Focus Areas

28 | 40th Street Station Area

32 | 46th Street Station Area

38 | Baltimore Avenue Commercial Corridor

40 | Woodland Avenue Commercial Corridor

42 | Recommendations

44 | THRIVE

54 | CONNECT

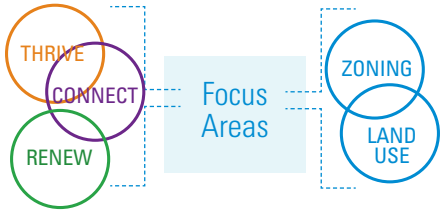
58 | RENEW

Focus Areas

Focus areas are strategically located areas with the potential to benefit the entire district, or even the city as a whole. They are catalysts for their larger context.

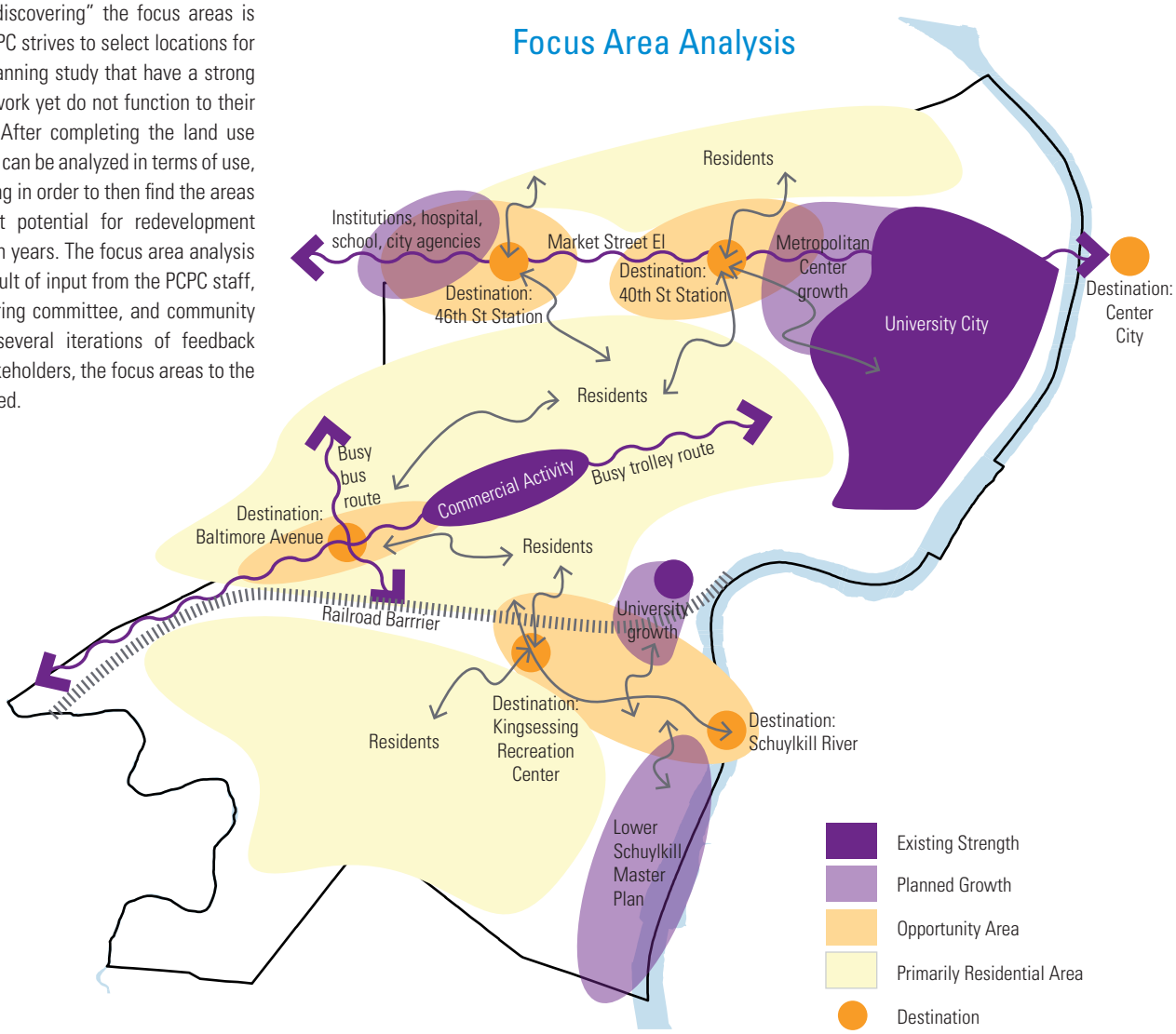
Focus areas illustrate many of the recommendations presented in the THRIVE, CONNECT, and RENEW sections of this plan. They show how individual recommendations can work together to transform a place comprehensively.

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

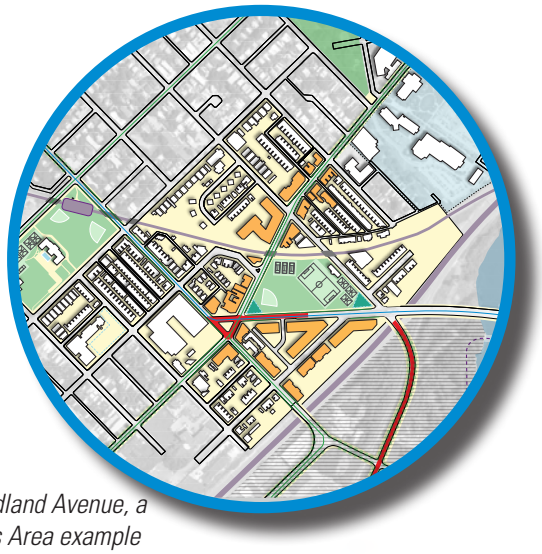


> Identifying the Focus Areas

The process of "discovering" the focus areas is extensive. The PCPC strives to select locations for more intensive planning study that have a 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 analysis diagram 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, the focus areas to the right were identified.



Four focus areas emerged from the University Southwest district analysis; their boundaries are identified below. By being mindful of the individual characteristics of neighborhoods, reimagining these areas as more dynamic economically, aesthetically, or functionally can have a transformational effect. The illustrative visions in the following pages provide inspiration and a framework for smaller improvements to occur incrementally.



Woodland Avenue, a Focus Area example

1. 40th and Market Streets, p. 28

Opportunity for growth of the Metropolitan Center

A concentration of "soft sites" could bridge the universities and neighborhoods with new mixed-use developments.

2. 46th and Market Streets, p. 32

Opportunity to connect neighborhoods and transit

An opportunity for a sustainable transit oriented development with community amenities to complement current public investment.

3. Baltimore Avenue, p. 38

Opportunity to revitalize the corridor

Opportunity to extend the current, successful redevelopment pattern.

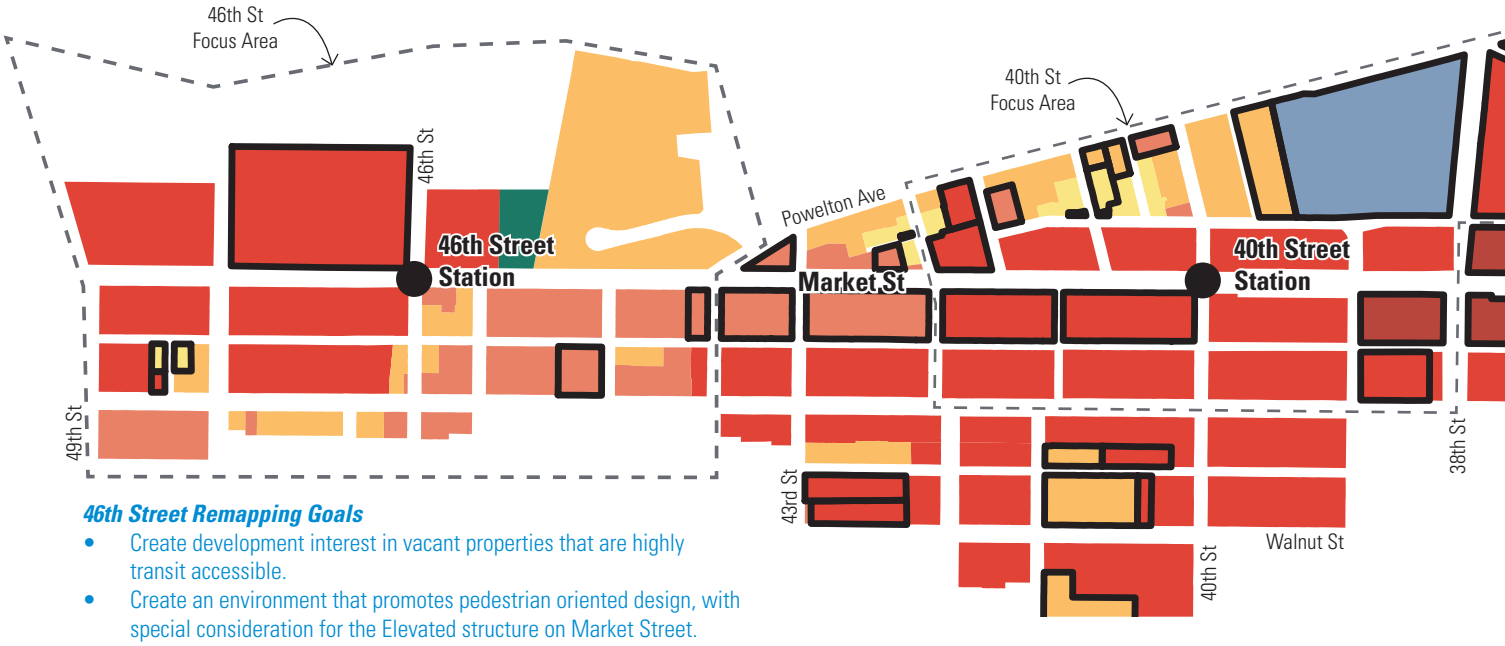
4. Woodland Avenue, P. 40

Opportunity to connect neighborhoods and open space

A struggling commercial corridor could benefit from the growth of the USP campus and the Schuylkill River trail expansion.

MARKET STREET FOCUS AREAS>

Increase density around transit stations



46th Street Remapping Goals

- Create development interest in vacant properties that are highly transit accessible.
- Create an environment that promotes pedestrian oriented design, with special consideration for the Elevated structure on Market Street.
- Attract multifamily development and student living to a well connected area.

> Market Street Proposed Zoning

Market Street is the spine of West Philadelphia and is an important part of the University Southwest District. With 30th Street Station (the nation's third busiest Amtrak station) on the east end and the 46th and Market Elevated Station (the first above ground station) on the west, this corridor is extremely transit accessible. Building on the recommendations of the *Citywide Vision,* it is important to increase density and build communities that are oriented around high-speed, high-frequency transit. The zoning recommendations are for mixed-use, with height and scale focused on the Market Street corridor and tapering off further away. The Transit Oriented Development Overlay follows the corridor, giving bonuses for density as well as controlling design to be pedestrian and urban friendly.

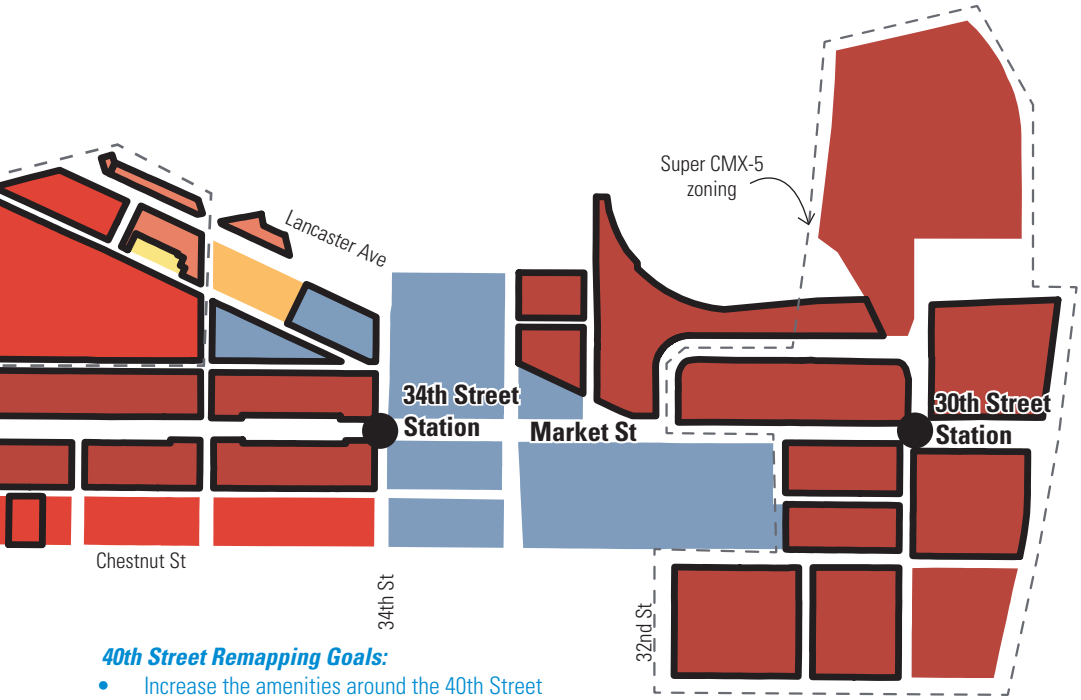
> The Benefits of TOD Overlays in the Zoning Code:

All Properties:

- Minimum parking requirements are reduced by 50 percent

CMX Zoned Properties:

- Density bonus for affordable housing; up to 150 percent Floor Area Ratio increase
- Density bonus for green building; up to 100 percent Floor Area Ratio increase



30th Street Remapping Goals:

- Create a level of density equal to the Center City portion of the Metropolitan Center.
- Reduce parking requirement to alleviate congestion.
- Introduce design controls to create a better pedestrian environment.

40th Street Remapping Goals:

- Increase the amenities around the 40th Street El Station with development that is more appropriately scaled.
- Increase pedestrian and bicycle accessibility by limiting parking and curb-cuts.
- Introduce more housing units that are mixed income and multi-family.

Proposed TOD overlay boundaries

Philadelphia2035 Vision:
Metropolitan Center West

FOCUS AREA > 40th Street Station Area

This area has two significant areas for growth:

- The large parcels near 38th Street and Lancaster Avenue, and the University City high school parcel:
  Potential for a campus-type cluster of classroom, retail, residential, and open space functions.
- The intersection of 40th and Market Streets:
  Potential for both large scale redevelopment and smaller infill projects.

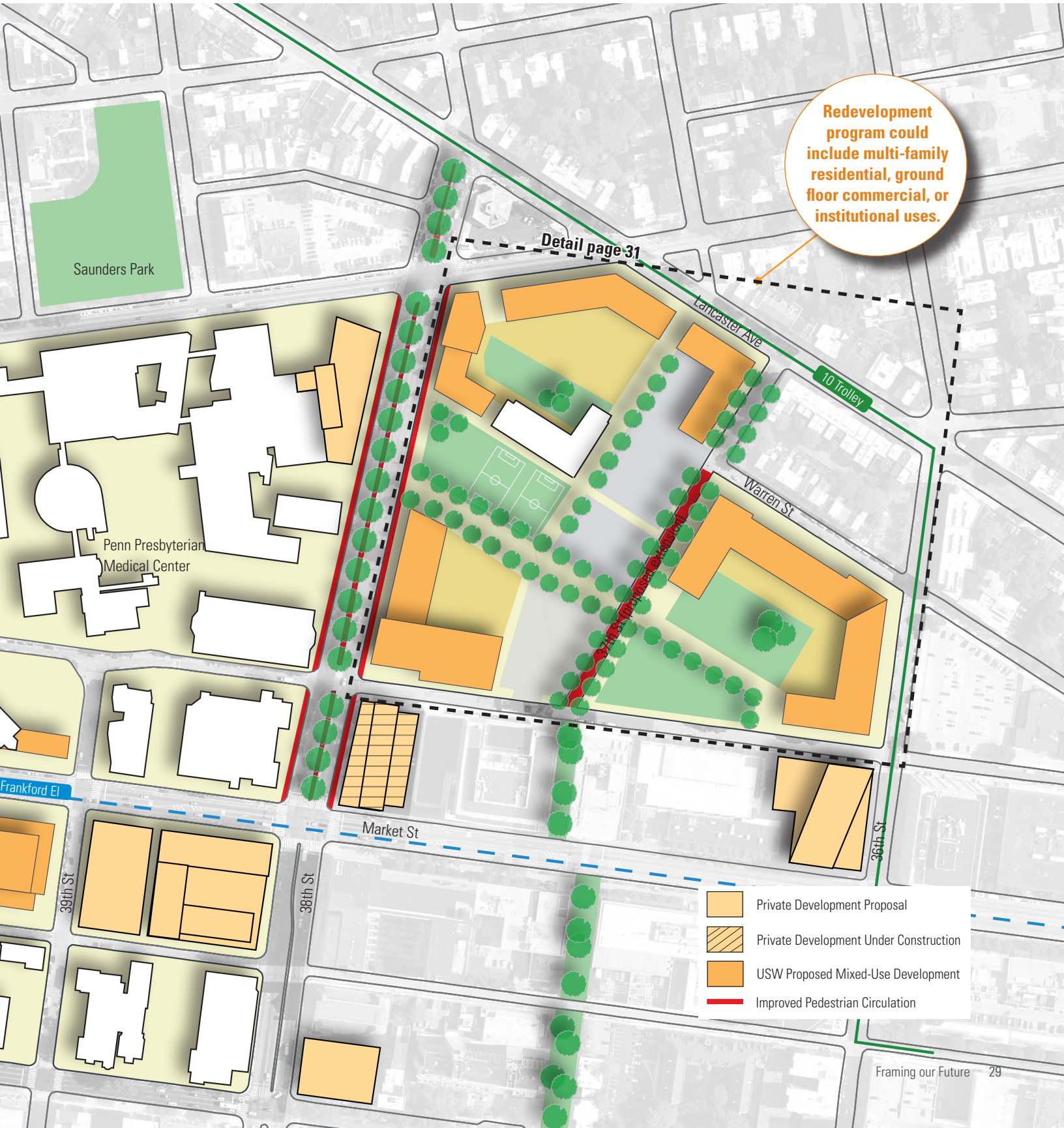
Redevelopment here would most likely follow any 40th and Market Street investment, moving west from the station area.

Redevelopment program could include a hotel, retail, and mixed-income residential units (CMX-4)

46th Street Focus Area, see page 32

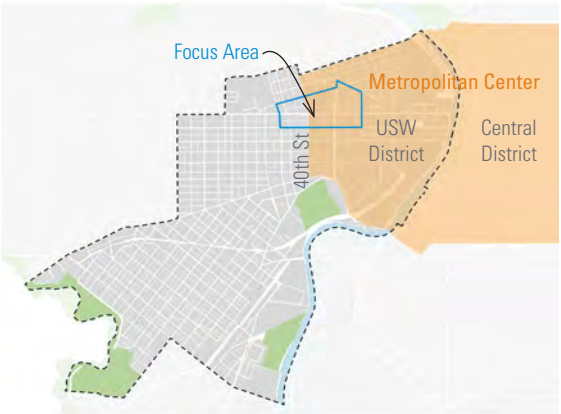
Detail page 30

Powelton Ave
Filbert St
40th St
42nd St
41st St
Market
Ludlow St
Chestnut St
Bus routes 30, 40
Diverted trolley route


Redevelopment program could include multi-family residential, ground floor commercial, or institutional uses.
Detail page 31
Saunders Park
Lancaster Ave
10 Trolley
Warren St
Penn Presbyterian Medical Center
Frankford El
Market St
39th St
38th St
36th St
Private Development Proposal
Private Development Under Construction
USW Proposed Mixed-Use Development
Improved Pedestrian Circulation

FOCUS AREA > 40th Street Station Area

Philadelphia2035 Vision:
Metropolitan Center West



A Growing Metropolitan Center

The intersection of 40th and Market Streets represents the western edge of the Metropolitan Center and can support higher density development than currently exists. It is well-served by transit and situated among first-rate urban amenities and university campuses. These development sites are uniquely located to serve neighborhood and regional needs. Redevelopment program possibilities include:

- Hotels
- Mixed-income residential
- Retail
- Improved transit amenities, such as elevators serving the El station

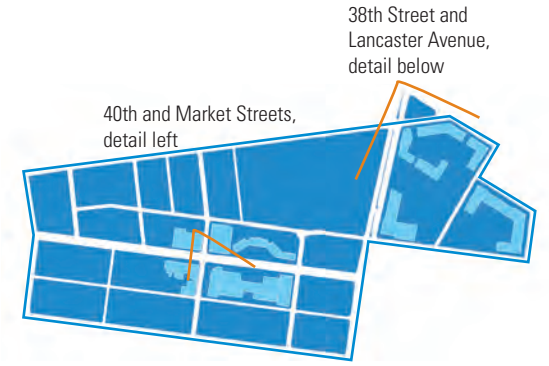
Future vision for southeast corner of 40th and Market Streets, looking southeast

Case Study | *Paseo Verde*

A mixed-use and mixed-income housing development located near Temple University serves as an example for the 3900 block of Market Street. Its density, site design, programming, and compatibility with transit are all desirable qualities for any future development at 3900 Market Street.

Paseo Verde rendering, 9th and Berks Streets
Image courtesy of WRT

Existing housing development, 3900 Market Street



Redevelopment of Parcels with School Closings

With the School District of Philadelphia proposing closing schools across Philadelphia it is important for the PCPC to help to imagine the reuse of the sites to best repair the gap in the physical environment that is created. It is important to use well thought out design to create spaces that have a positive impact on the community as new uses are proposed, as well as to zone blocks correctly for the type of uses that would best fit particular sites and communities. Many schools occupy large blocks, like here at University City high school. As such, the creation of green space and improved access to integrate this development into the neighborhood is recommended.

Private Development Proposal

USW Proposed Mixed-Use Development

38th Street (Reclaimed Space for Pedestrians)

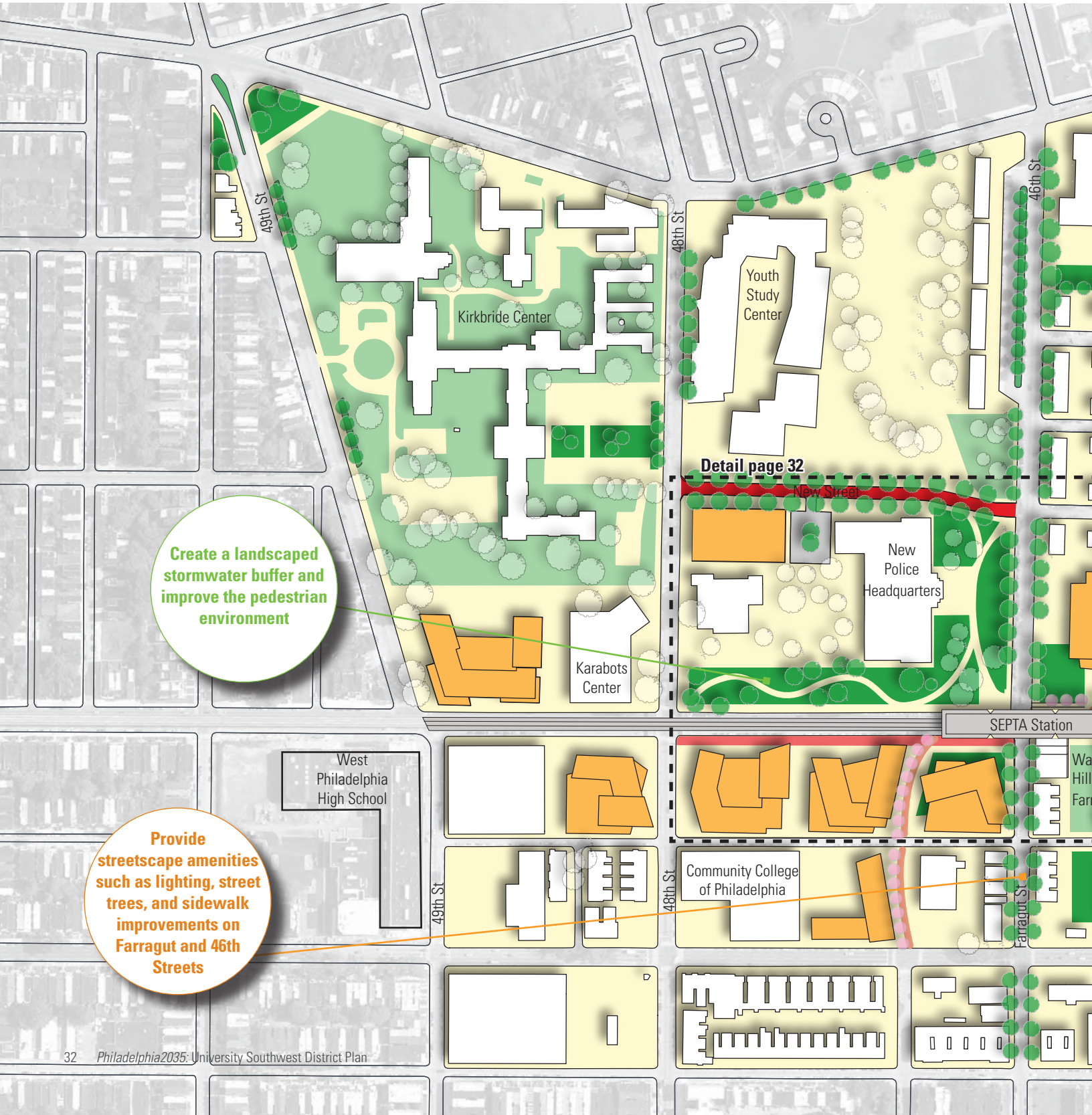
Future vision for the redevelopment of parcels near Lancaster Avenue and 38th Street, looking southeast

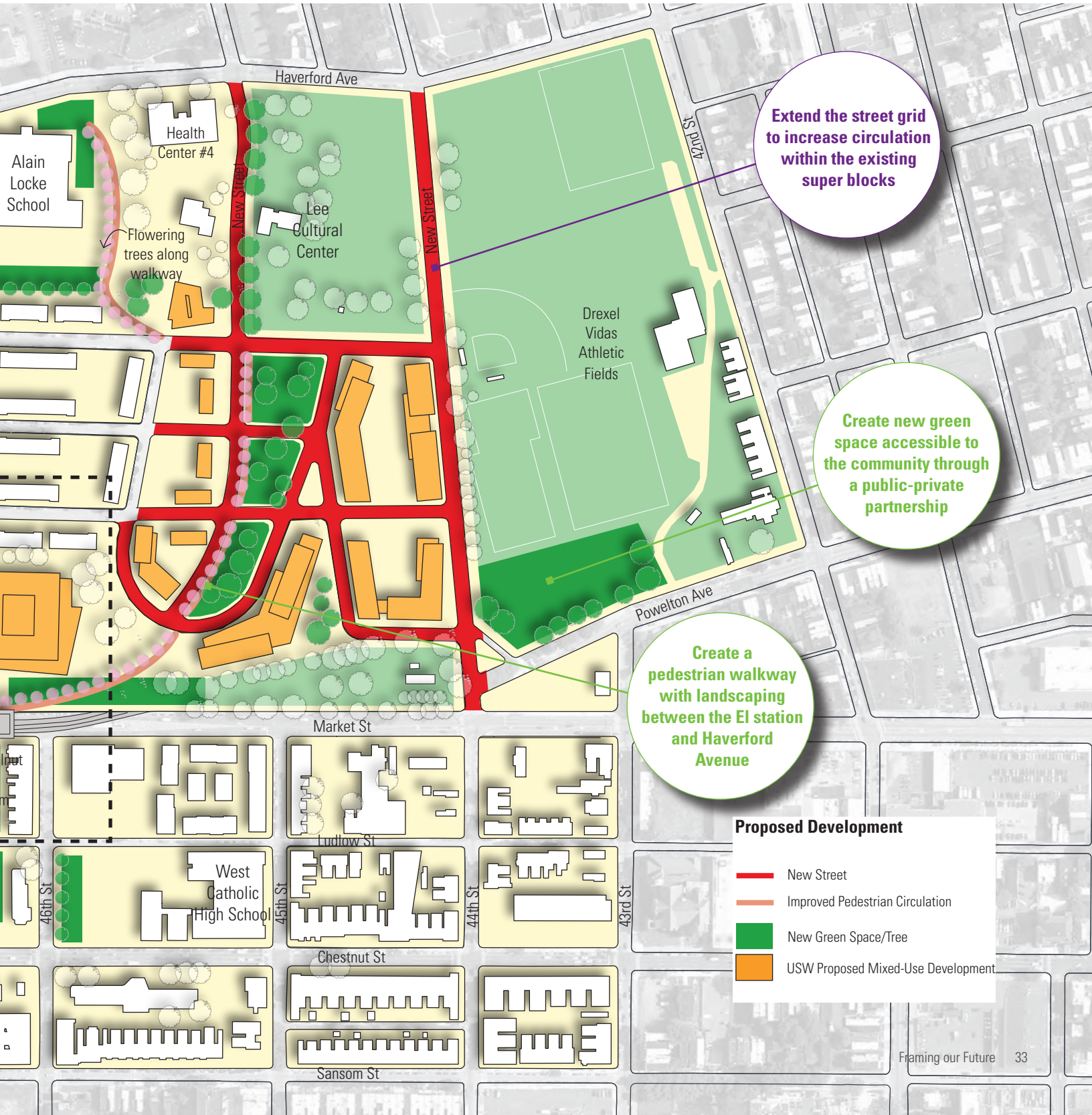
FOCUS AREA > 46th Street Station Area

Philadelphia2035 Vision:
Sustainable Transit-Oriented Development

Components that will establish a framework for future transit-oriented development:

- Extend the street grid:
  Increase access to the station by dividing the super blocks with more circulation routes.
- Design pedestrian-friendly commercial/mixed-use buildings:
  Include active commercial uses on the ground floor to increase safety at the station.
- Install green stormwater elements along Market Street from 46th to 48th Streets:
  A landscape buffer will create a welcoming street edge for pedestrians.




Haverford Ave
Health Center #4
Alain Locke School
Flowering trees along walkway
New Street
Lee Cultural Center
New Street
42nd St
Extend the street grid to increase circulation within the existing super blocks
Drexel Vidas Athletic Fields
Create new green space accessible to the community through a public-private partnership
Powelton Ave
Create a pedestrian walkway with landscaping between the El station and Haverford Avenue
Market St
Ludlow St
West Catholic High School
46th St
45th St
44th St
43rd St
Chestnut St
Sansom St
Proposed Development
New Street
Improved Pedestrian Circulation
New Green Space/Tree
USW Proposed Mixed-Use Development

FOCUS AREA > 46th Street Station Area

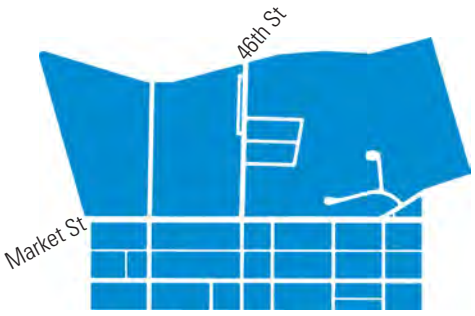
Philadelphia2035 Vision: Sustainable Transit-Oriented Development

Phase I

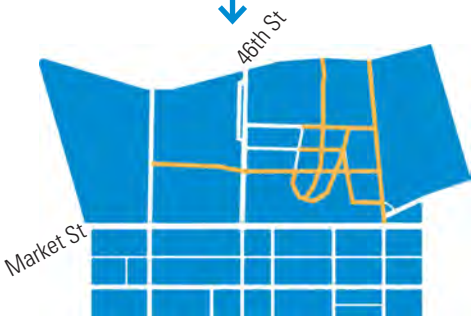
- Create stormwater retention area on the north side of Market Street between 46th and 48th Streets
- Improve the pedestrian experience along Farragut Street with lighting, new sidewalks, and street trees to improve the connection to the SEPTA station
- Create east-west street between 46th and 48th Streets, located south of the Youth Study Center and north of the 4601 building
- Renovate 4601 Market Street campus and landscape for new Philadelphia Police Headquarters
- Private sector infill development at southwest corner of 46th and Market Street to increase neighborhood amenities and support transit users

Extending the Street Grid

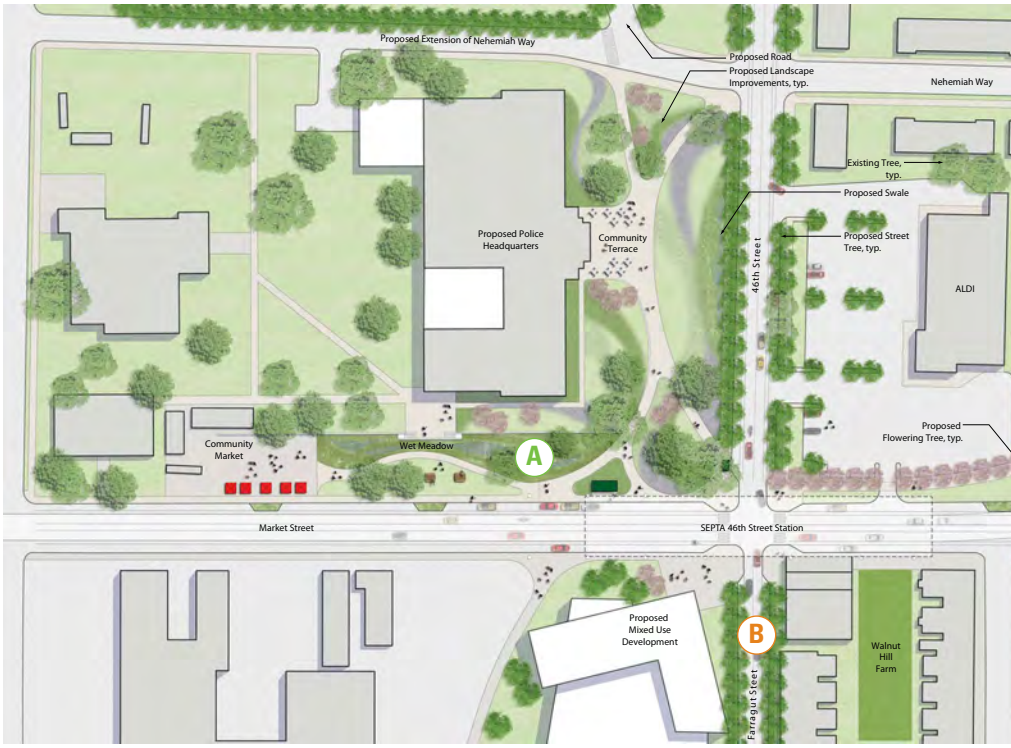
Perhaps the most critical intervention that will help bring vibrancy to 46th and Market is to create more circulation through the super blocks north of Market Street. The proposed additional streets provide easier access to all the resources in and around the study area including the station, allowing for better and denser use of the land, and creating new forms of development.



Existing Street Grid



Proposed Street Grid



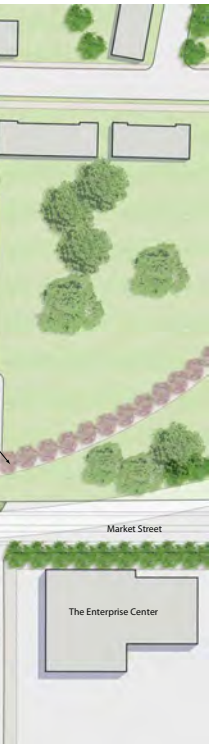
Vision of Phase I development
Image courtesy of the Community Design Collaborative

Additional Phases

- Develop stormwater Best Management Practices on publicly held land and/or willing land owners to create sustainable identity
- Establish minimum street grid that encourages maximum pedestrian circulation before critical development occurs and does not require building structure demolition
- Add additional streets for increased vehicular and pedestrian circulation
- Develop mixed-income housing/mixed-use development in new street grid; improve gateway intersections
- Private sector, infill development south of Market Street occurs as market demands

A. Create a landscaped stormwater buffer and improve pedestrian environment

A. Vision of stormwater retention area on the north side of Market Street, 46th to 48th Streets, looking east. Image courtesy of the Community Design Collaborative



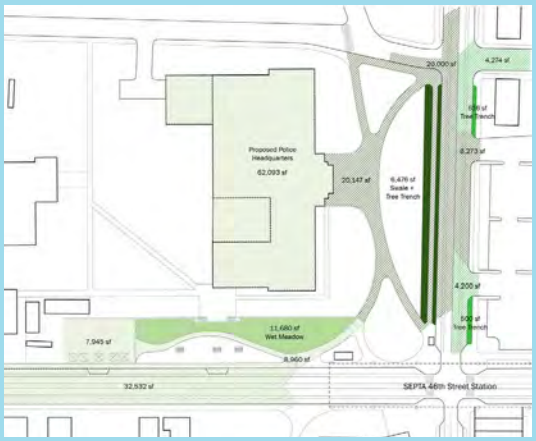
B. Provide streetscape amenities such as lighting, street trees, and sidewalk improvements on Farragut and 46th Streets

B. Vision of Streetscape improvements and new development on Farragut Street, looking north. Image courtesy of the Community Design Collaborative

Early Action Stormwater Infrastructure

Early action items prioritize new open space development to coincide with improvements to the former Provident Mutual Life Insurance property. As this property is proposed for future Police Headquarters, it is important that the public face of headquarters support the transit oriented development goals to establish 46th and Market as a community hub.

Enhancements to the street definition of 46th Street, north of Market, and Farragut Street, south of Market, are proposed through the development of a green street corridor. This thoroughfare is not only the confluence of pedestrian and transit connectivity in the neighborhood, it is also historically and geographically significant because the Mill Creek tributary once flowed here.



49TH STREET FOCUS AREAS >
Connecting neighborhoods to the river

Focus Area Goals

> Improve 49th Street

49th Street has the ability to link neighborhood parks, recreation centers, commercial corridors, trails, and the Schuylkill River in a direct, meaningful way. The street is one of the few that bridges across railroad tracks and has public transit.

> Baltimore Avenue

- Lighting and streetscape improvements to increase walkability along corridor.
- Redevelop vacant properties at 51st Street and Baltimore Avenue.
- Create amenities at 52nd Street and Baltimore Avenue to facilitate transfer between two heavily used routes.

> Woodland Avenue

- Increase commercial activity along Woodland Avenue.
- Improve circulation leading to Grays Ferry Bridge.
- Create a walkable and bikeable connecting street out of 49th Street to facilitate movement between capital facilities and open space amenities.

1. Baltimore Avenue Commercial Corridor
49th Street intersects with Baltimore Avenue near the commercial corridor's most active node. Cedar Park, a busy park space, and the successful retail at 701 S. 50th Street, a former fire station that is eligible for the Philadelphia Register of Historic Places, define this intersection and are neighborhood anchors.

2. Kingsessing Recreation Center
Kingsessing Recreation Center is one of the most heavily programmed and utilized recreation centers in Philadelphia. Due to its central location and transit connections that allow it to serve a large and diverse population, the center needs physical improvements, in part because it is not compliant with the Americans with Disabilities Act.

3. Newkirk Viaduct Monument
Currently hidden from view at the base of the 49th Street Bridge, the Newkirk Viaduct Monument commemorates the first permanent bridge at Grays Ferry and was designed by Thomas Ustick Walter. Placed in 1838, the monument has been moved from its original location and has been defaced. The plan recommends restoring the monument and moving it back into the public landscape.

4. Proposed Boat Dock and Bartram's Mile Trailhead
The Lower Schuylkill Master Plan proposes a trailhead and boat dock at the intersection of South 49th Street and Botanic Avenue. This would allow the people of West and Southwest Philadelphia water access above and beyond the current levels.

Image courtesy of Lower Schuylkill Master Plan

Philadelphia2035 Vision:
Pedestrian-friendly corridor

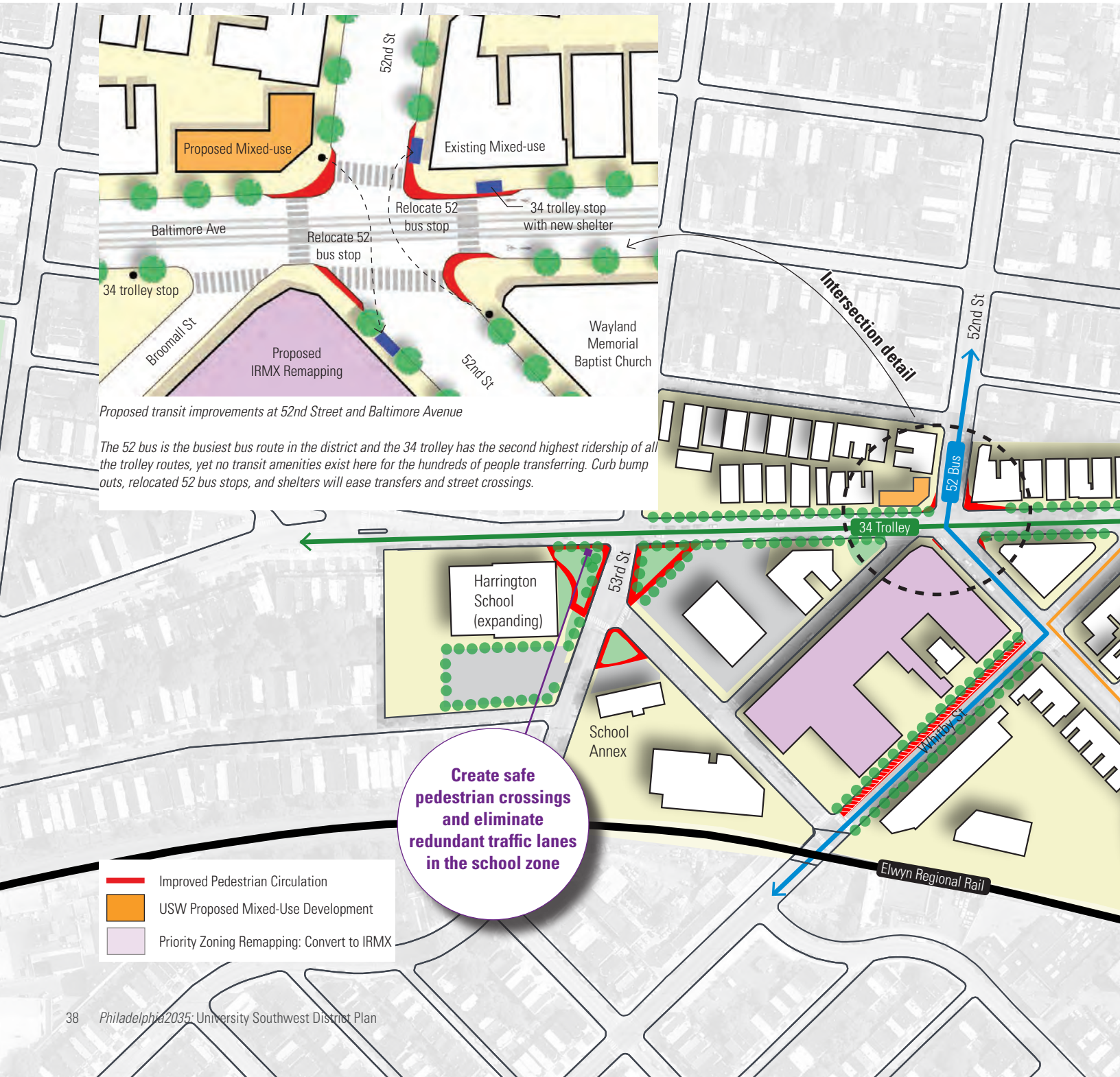
FOCUS AREA >
Baltimore Avenue Commercial Corridor

The revitalization of Baltimore Avenue has three main action items:

- Streetscape improvements:
  Lighting, street trees, and sidewalk reconstruction to increase pedestrian activity on Baltimore Avenue.
- Blight Recertification for properties at the intersection of 51st Street and Baltimore Avenue to aid redevelopment:
  New construction must have active ground floors and programming could include senior housing.
- Cluster trolley and bus transit stops and add amenities at 52nd Street:
  Simplify transfers between the two modes of transit.

Proposed transit improvements at 52nd Street and Baltimore Avenue

The 52 bus is the busiest bus route in the district and the 34 trolley has the second highest ridership of all the trolley routes, yet no transit amenities exist here for the hundreds of people transferring. Curb bump outs, relocated 52 bus stops, and shelters will ease transfers and street crossings.



Create safe pedestrian crossings and eliminate redundant traffic lanes in the school zone

Proposed pedestrian plaza at 50th Street and Baltimore Avenue

Philadelphia2035 Vision:
Simplified street network

FOCUS AREA >
Woodland Avenue Commercial Corridor

Restore building to a level that is commensurate with its Philadelphia Register of Historic Places designation

13 Trolley

49th St Station

Kingsessing Recreation Center

Kingsessing Ave

49th St

50th St

51st St

Comegys Benjamin School

Potential PWD stormwater project

Bus routes 64, 12

SEPTA storage and maintenance building

11 Trolley

Woodland Ave

47th St

46th St

Comegys Recreation Center

Grays Ferry Ave

Clark Park

Wils Scho (clos

36 Trolley

Grays Ave

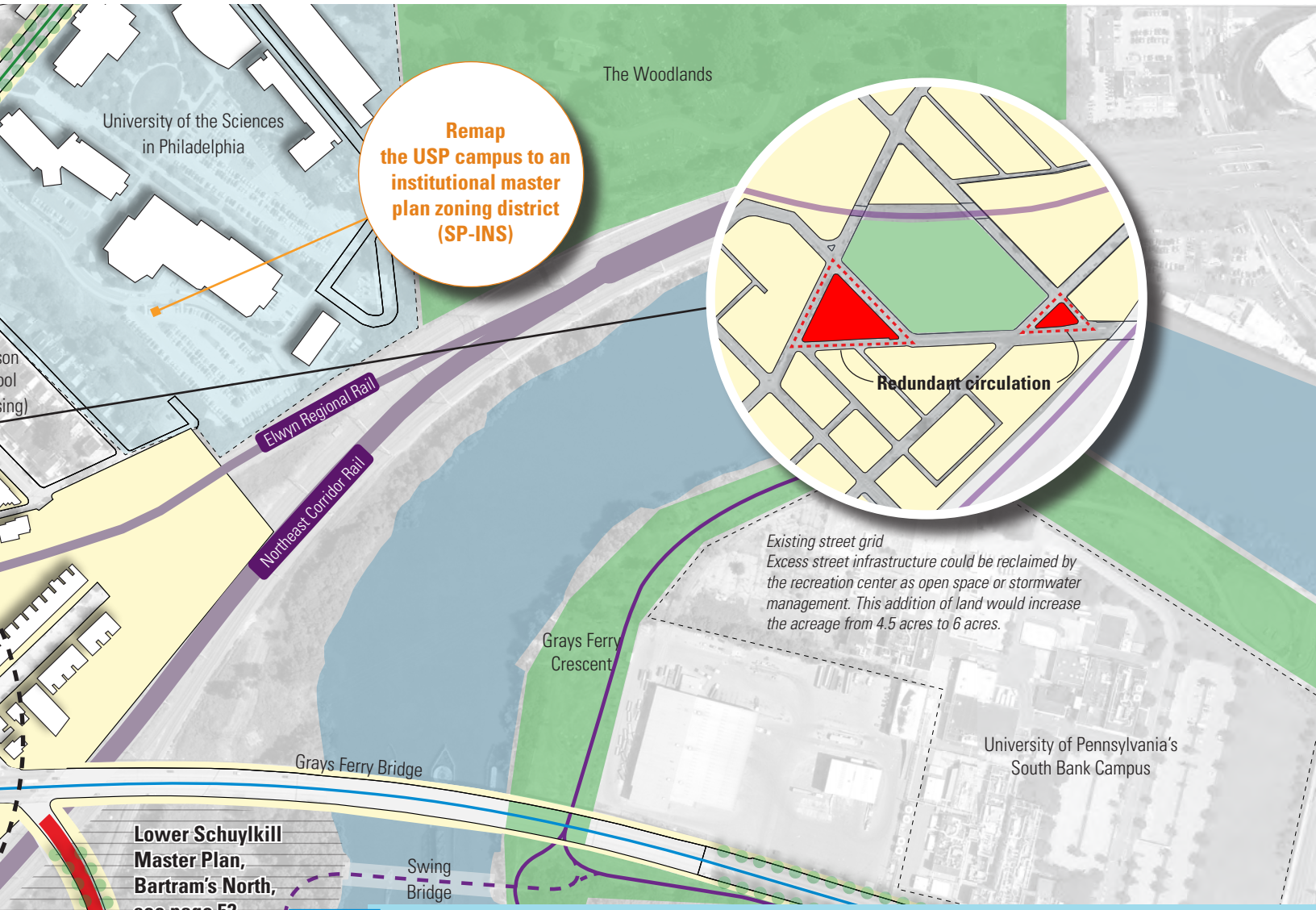
Relocate the Newkirk Viaduct Monument to increase its visibility and define the new Grays Ferry Bridge approach

Proposed Development

- Improved Street Network
- USW Proposed Mixed-Use Development
- SP-INS Remapping
- Lower Schuylkill Master Plan

The revitalization of Woodland Avenue has three main action items:

- Improve the Woodland Avenue commercial corridor:
  Blight certification of some property as well as institutional expansion would help to increase storefront occupancy .
- Improve Comegys Recreation Center:
  Street closures would create space to expand the facility, and a new public-private partnership would improve its condition.
- 49th Street improvements:
  Lighting, street trees, and sidewalk reconstruction to connect geen space, recreation centers, and the Schuylkill River.



Lower Schuylkill Master Plan, Bartram's North, see page 52

New River Road

Bartram's Mile

Case Study | *Bartram's Mile*

As part of its *Green2015* initiative, Parks and Recreation seeks to transform eight acres of land along the Schuylkill River to the north and south of Bartram's Garden into a high-quality green landscape that will serve as a park asset for all members of the community and an extension of the Schuylkill River Trail.

Source: Philadelphia Parks and Recreation and Andropogon and Associates

Recommendations

University Southwest District recommendations are organized into three forward-looking themes: THRIVE, CONNECT, and RENEW. These themes reflect the goals and strategies of the *Citywide Vision*.

Within the three themes are eight elements from the *Citywide Vision* that address the major issues, opportunities, and unique qualities of the University Southwest. Each element is broken into topics that include a description of existing conditions, district-specific recommendations, responsible implementing agencies, and references to applicable objectives from the *Citywide Vision*. A complete list of objectives from the *Citywide Vision* is provided in the Appendix.

> THRIVE

44 | Economic Development
Make Philadelphia more competitive in the metropolitan region

45 | Neighborhoods
Improve neighborhood livability

50 | Land Management
Capitalize on land assets

> CONNECT

54 | Transportation
Improve transportation safety, efficiency, and convenience

> RENEW

58 | Open Space
Increase equitable access to our open-space resources

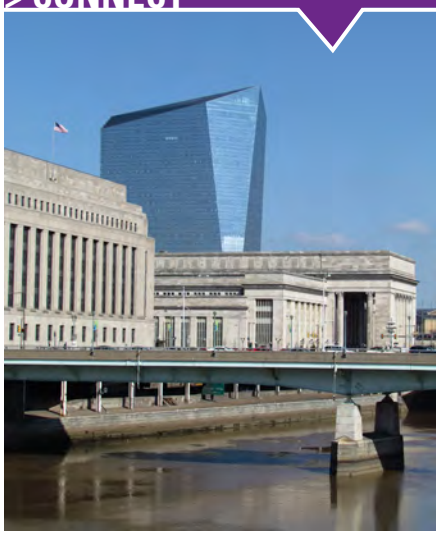
60 | Environmental Resources
Fulfill city obligations to meet ambitious federal environmental standards

61 | Historic Preservation
Preserve and reuse historic resources

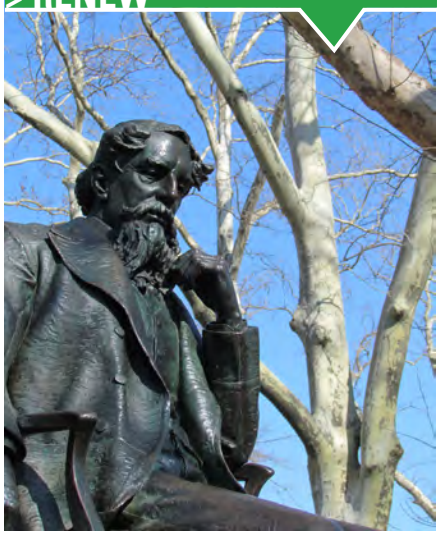
63 | Public Realm
Achieve excellence in the design and quality of Philadelphia's built environment

> THRIVE

> CONNECT



> RENEW



The University Southwest District's major educational, medical, and research institutions are contributing to job growth and a development boom in areas on and near the campuses. The district's residential neighborhoods are well connected to these economic engines and well positioned to benefit from these positive trends. Preserving single-family housing in historically residential districts and directing higher density, mixed-use development to key commercial corridors and transit nodes are land use priorities for this district.

Residents and workers in the University Southwest District benefit from a strong transit network, anchored by the Market-Frankford Line and the five trolley lines. Building on that network is critical to future growth, particularly for University City, as I-76 and access to it is at capacity. Enhanced pedestrian and bicycle connections are recommended throughout the district to expand transportation options and improve livability.

University Southwest is home to the often overlooked west bank of the Lower Schuylkill River. Reclaiming barren industrial properties and connecting them with existing neighborhoods and amenities will enhance quality of life and restore the ecology of the river. Rehabilitating recreation centers in the district will increase the desirability of adjacent neighborhoods and strengthen community character. Similarly, preserving historic resources will stimulate pride in the district and protect the assets that draw new residents and investment to the community.

THRIVE > Neighborhoods

Neighborhood Centers: Commercial Corridors

Philadelphia2035 Citywide Vision

Goal 1.1:
Promote strong and well balanced neighborhood centers.

The University Southwest District's commercial corridors and nodes run the gamut from thriving strips with little vacancy and ongoing new investment, to traditional neighborhood shopping streets that struggle to retain tenants and a cohesive identity. Generally, districts and corridors within or immediately proximate to larger University City institutions appear to be performing relatively well. These districts and corridors have benefitted from growth in student population and jobs as well as direct institutional intervention in new housing, commercial development, security, community programming, and streetscape improvements. Three of these areas — 40th Street, 36th Street and vicinity, and 30th Street — are welcoming new development projects of varying scales that will add retail spaces. Other nearby neighborhood commercial areas, including segments of Lancaster and Baltimore Avenues east of 50th Street, have also enjoyed lower vacancy rates and other improvements in recent years.

The average vacancy rate for commercial corridors and districts serving the University Southwest District has remained high, above 20 percent, since 1995. Most of the vacant spaces are in older corridors and less competitive structures in neighborhoods that have lost population and income. These are focused primarily along the western portions of Baltimore, Chester, and Woodland Avenues. Without significant population increases, zoning, streetscape, and facade programs should target strategic nodes to create viable neighborhood-serving centers in place of longer corridors. 52nd Street and Baltimore Avenue is one example of a location that could become a viable commercial node with proper investments in the public realm and vacant properties, even as blocks surrounding this former commercial area may transition back to residential uses.

With substantial employment growth and related development planned for the 46th Street Station area on the Market Frankford Line, it is likely that the current auto-oriented commercial outlets in surrounding blocks will shift focus to serve a larger population of office workers and new residents reaching the area on foot and by transit. The city can encourage appropriate design standards at these locations through zoning overlays, and strengthen the 46th Street commercial area in the process.

Transit-Oriented Development/Overlay District

Transit-Oriented Development (TOD) is a type of community development that locates housing, commercial, entertainment, retail, and services around a transportation hub. TODs are walkable communities where the pedestrian right of way is protected and high-speed, high-frequency transit service is the basis for urban life.

A TOD zoning overlay allows for special design and use controls within a certain proximity of a transit stop or node. This includes bonuses for density, prohibition of auto-oriented uses, and walkable streetscapes.

Corridor Management Program

Vibrant commercial corridors contribute to strong neighborhoods. They provide a place to work, shop, and meet your neighbors. A corridor manager brings planning and resources to the corridor, provides assistance to businesses, oversees activities to make the corridor clean and safe, and works to attract new businesses to the area. Through the Targeted Corridor Management Program the City supports the redevelopment of commercial corridors by providing funding to community based development organizations to hire corridor management staff.

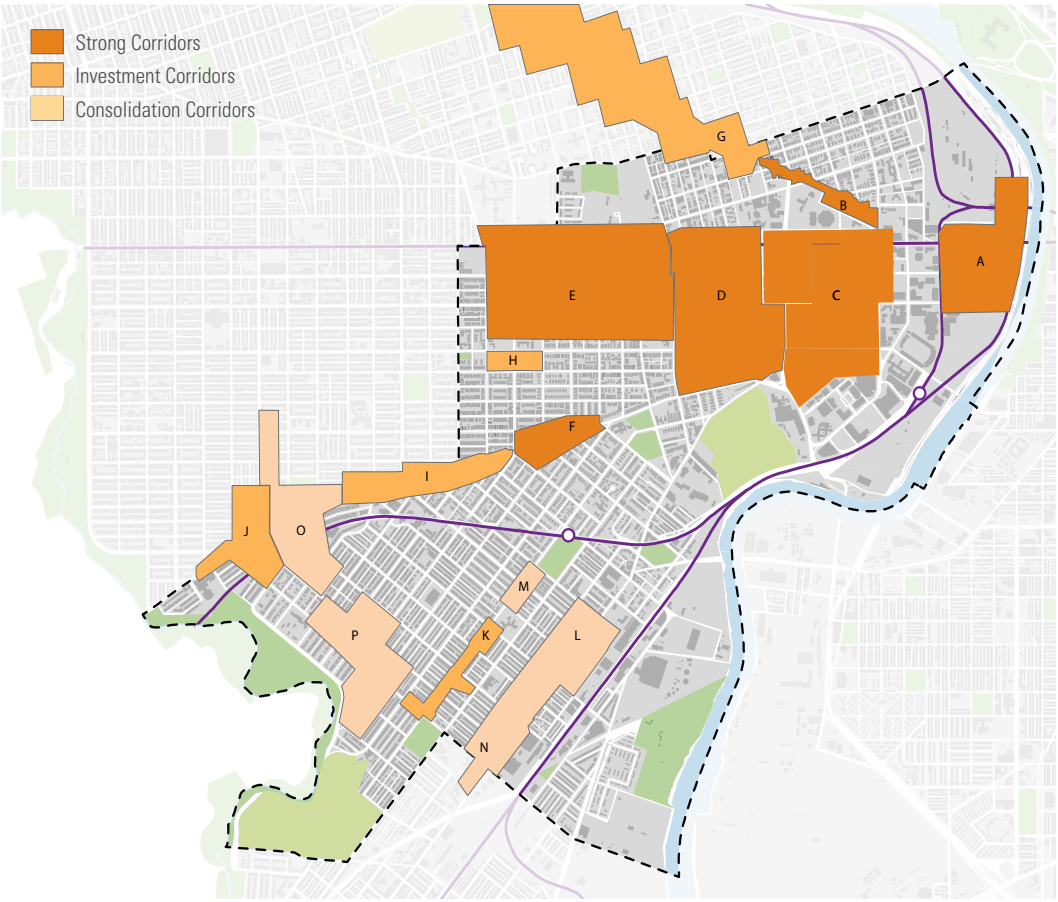
Recommendations

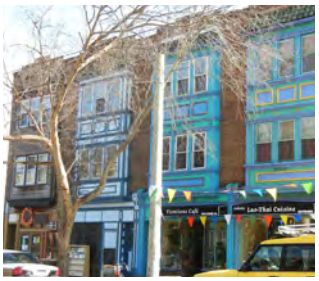
1. Establish dedicated corridor management programs for Baltimore Avenue and Chester Avenue to promote the growth and vitality of these corridors.
   > Implementing Agencies: PCPC, Commerce | CW Objective 1.1.2

2. Prioritize the redevelopment of the Department of Public Property holdings located at 5100-5114 Baltimore Avenue and 728-738 S. 51st Street (see Focus Areas, p. 38-41)
   - Assemble Department of Public Property properties with remaining privately-owned properties on the block.
   - Issue a Request for Proposal (RFP) for the development of a commercial mixed-use project.
   > Implementing Agencies: DPP, PRA | CW Objective: 1.1.2, 3.1.3

3. Create transit-oriented development overlay districts along Market St and in vicinity of stations at 30th Street, 40th Street and 46th Street to enable higher density, mixed-use development.
   > Implementing Agencies: PCPC, Council | CW Objective: 1.1.3, 4.1.3

4. Right-size commercial areas with excess supply through zoning changes to increase the viability of key nodes of neighborhood serving commercial.
   > Implementing Agencies: PCPC, Council | CW Objective: 1.1.2





4700 block of Baltimore Avenue

Lancaster Avenue

Chester Avenue

	Corridor Name	Gross Leasable Area (square feet)	# of Commercial Spaces (2012)	Vacancy Rate	Notes
Strong Corridors					
A	30th Street (Schuylkill River to 32nd, Arch - Walnut)	65,000	48	12.5%	These corridors require little public intervention due to their location in strong and growing market areas. Corridors can become building blocks of surrounding neighborhoods.
B	36th and Lancaster	55,000	51	21.6%	
C	36th Street and vicinity (campus-serving locations)	275,000	104	5.8%	
D	40th Street (Filbert - Spruce)	278,000	119	9.2%	
E	46th Street and vicinity (Filbert - Locust)	238,000	83	21.7%	
F	46th and Baltimore	70,000	58	19.0%	
Investment Corridors					
G	40th and Lancaster	250,000	196	29.1%	These are viable corridors which public interventions could further stabilize and strengthen (zoning changes, streetscape investments, management, etc).
H	48th and Spruce	80,000	39	7.7%	
I	50th and Baltimore	130,000	81	29.6%	
J	58th and Baltimore	55,000	20	5.0%	
K	Chester Avenue (54th - 58th)	100,000	66	37.9%	
Consolidation Corridors					
L	49th and Woodland	40,000	43	44.2%	These corridors are no longer viable in their original configuration. Consolidating to a smaller area could strengthen them.
M	52nd and Chester	10,000	10	40.0%	
N	54th and Woodland	50,000	57	19.3%	
O	55th and Baltimore	30,000	30	36.7%	
P	58th and Florence	10,000	13	61.5%	

THRIVE > Neighborhoods

Housing

Philadelphia2035 Citywide Vision

Goal 1.1:
Promote strong and well-balanced neighborhood centers.

Occupancy rates in the USW District have remained relatively stable at approximately 87 percent, as compared to the city-wide occupancy rate of 89 percent, since the 1980s. Between 2000 and 2010, District trends of decreasing household size, decreasing home-ownership, and increasing single-family to multi-family conversions coupled with an increasing population of residents between 20 and 34 years of age indicate a growing rental market for students and young professionals. Despite a general downward trend of homeownership, senior homeowners are on the rise. As of 2010, 32 percent of all homeowners in the district were senior citizens compared to a Citywide rate of 27 percent.

While mid- to high-rise housing is available on the University of Pennsylvania and Drexel University campuses, the majority of the district's housing stock is comprised of two- and three-story twins and rowhomes, many of which have become the subject of multi-family conversions. To date, the majority of conversions have taken place within University City, however, conversions are being observed outside of University City.

Single-family housing stock

Preserving the single-family housing stock in neighborhoods like Cedar Park and West Powelton requires two basic strategies. First, new rental demand must be directed towards transit nodes and commercial corridors (see recommendations in Neighborhood Centers: Commercial Corridors). Second, existing single-family homes must be maintained in a state of good repair. This is especially critical for the growing senior homeowner cohort.

Recommendations

5. Redesign Bartram's Village public housing complex to provide better connections to the existing street grid and the proposed River Road as well as Bartram's Garden and the 58th Street Greenway.
   > Implementing Agencies: PHA | CW Objective: 1.2.1

6. Preserve single-family building stock in portions of West Powelton, Saunders Park, Powelton Village, Walnut Hill, Garden Court, Cedar Park, and Spruce Hill by rezoning these areas to single- or two-family zoning classifications (see Table below) and directing multi-family growth to commercial corridors and transit nodes (see Future Zoning, p. 70).
   > Implementing Agencies: PCPC, City Council | CW Objective: 1.2.2

7. Create a targeted zone for OHCD's Basic System Repair Program in Kingsessing to help residents maintain their homes.
   > Implementing Agencies: OHCD | CW Objective: 1.2.1, 3.1.2

Residential Zoning Typology Table

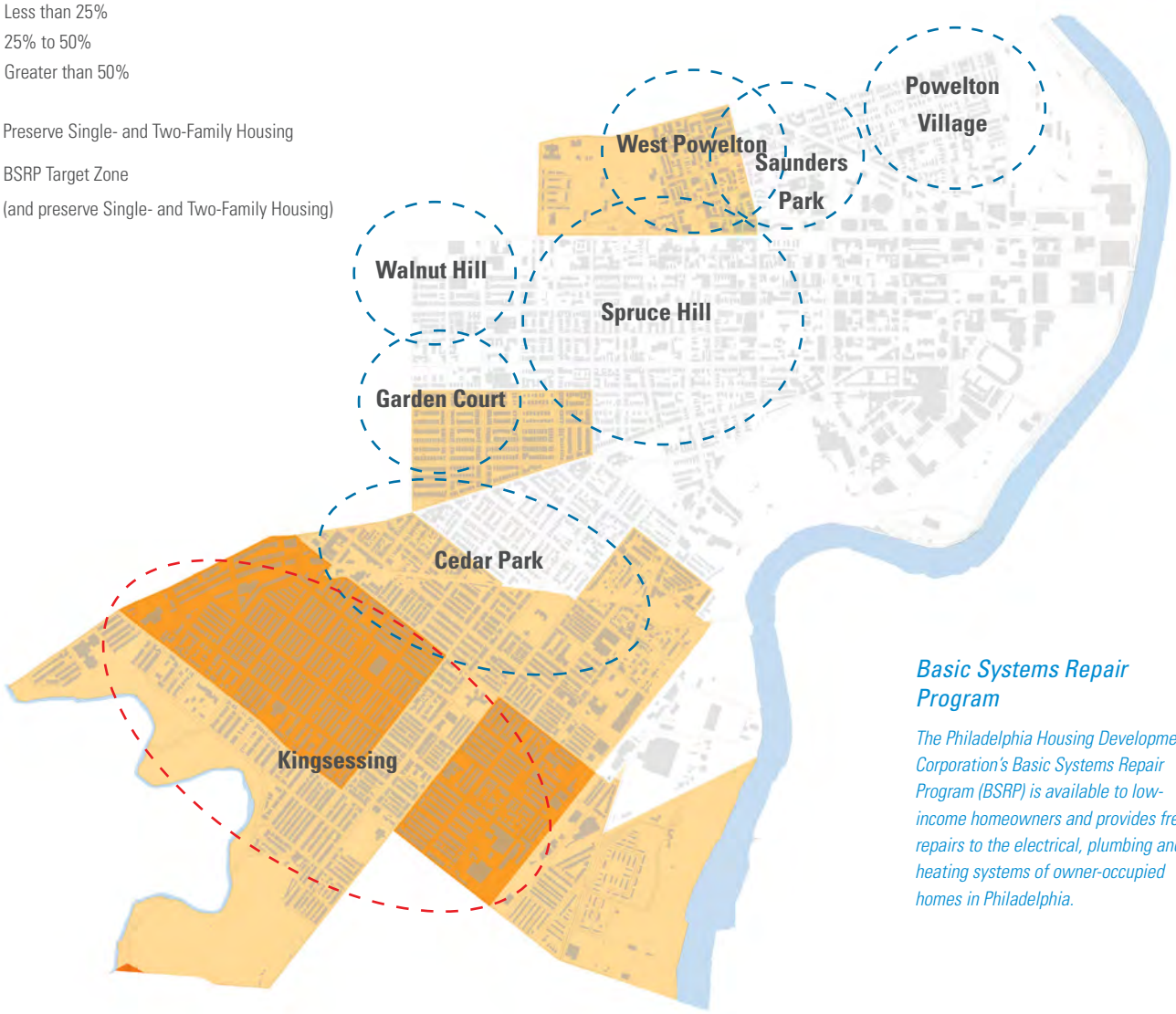
	Permitted Building Types	Minimum Lot Size (square feet)	Minimum Open Area (% of lot area)	Minimum Front Setback (feet)	Minimum Rear Setback (feet)	Maximum Height (feet)
Single-Family Residential						
RSA-2	Detached, Semi-Detached	3,150	60	15	20	38
RSA-3	Detached, Semi-Detached	2,250	50	8	Single-Family:15 Multi-Family: 20	38
RSA-5	Detached, Semi-Detached, Attached	1,440	30 (20 for corner lot)	*Contextual	Greater of 9 ft. or 20% of lot depth	38
Two-Family Residential						
RTA-1	Detached, Semi-Detached	2,250	50	8	Single-Family:15 Multi-Family: 20	38
Multi-Family Residential						
RM-1	Detached, Semi-Detached, Attached	1,440	30 (20 for corner lot)	*Contextual	Single-Family:15 Multi-Family: 20	38
RM-4	Detached, Semi-Detached, Attached, Multiple Buildings	5,000	30 (20 for corner lot)	20	5 (optional)	No limit

* Setback must be within the setback range established by the buildings on the two abutting lots.

Percentage of Home Ownership by Census Tract

- Less than 25%
- 25% to 50%
- Greater than 50%

- Preserve Single- and Two-Family Housing
- BSRP Target Zone (and preserve Single- and Two-Family Housing)

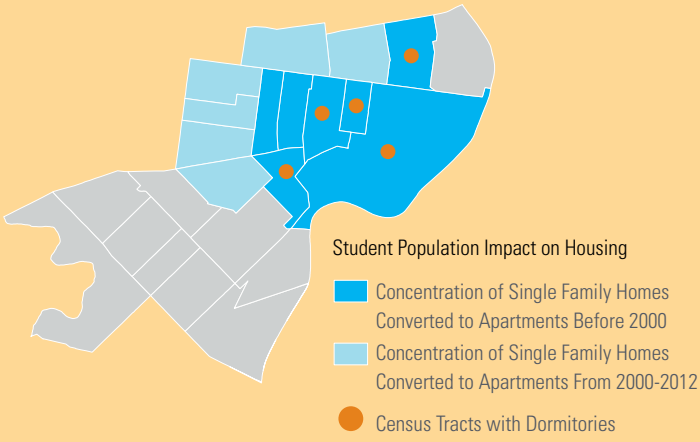


Basic Systems Repair Program

The Philadelphia Housing Development Corporation's Basic Systems Repair Program (BSRP) is available to low-income homeowners and provides free repairs to the electrical, plumbing and heating systems of owner-occupied homes in Philadelphia.

Preserving Single Family Housing Stock

As the universities and medical campuses that make up University City have grown over time, the residential neighborhoods that surround have seen an increase in student population and conversion of single family homes. In some areas, rental housing is appropriate, especially on commercial corridors, major traffic routes, and around transit nodes. In other areas, it is important to maintain a single family/homeowner style of residential block because homeowners are less transient and more likely to take part in neighborhood building activities. As growth continues, zoning will be an important tool to help guide housing to compatible locations that will allow both students and long-term residents to thrive in the district.



Neighborhood Centers: Municipal / Community Support Facilities

Philadelphia2035 Citywide Vision

Goal 1.1:
Promote strong and well balanced neighborhood centers.

The *Citywide Vision* recommends co-locating, consolidating, and modernizing municipal and community-serving public facilities and locating them along with schools in neighborhood centers. The University Southwest District has a number of facilities, but few that are co-located to conserve space and expenses. The Kingsessing Recreation Center and Library are one such neighborhood center and is a model to build off of for the rest of the district. This pair of facilities gets use from many residents and visitors across a number of neighborhoods and needs modernization to keep it a top destination in the University Southwest District.

Myer's Recreation, located along the newly-created 58th Street Greenway which connects Cobbs Creek Park to Bartram's Garden, is another well-located facility. However, there are whole sections of the district with little to no access to such facilities. Residents of the West Powelton, Walnut Hill, and northern Spruce Hill neighborhoods have to travel to playgrounds and Libraries.

Municipal Facilities are located in the more industrial sections of the University Southwest District along the Schuylikill waterfront, and are few in number. Some of these facilities are nearing the end of their useful lives and should be relocated to allow for waterfront access and development.

Definition | *Municipal Support Facilities*

Municipal support facilities are facilities that serve municipal operations and are generally not used by the public.

Definition | *Community Serving Facilities*

Community support facilities are city facilities that serve the general public. Examples include recreation centers, neighborhood parks, libraries, and health centers.

Definition | *Neighborhood Center*

A neighborhood center can be:

1. A clustering of community-serving public facilities
2. A viable commercial corridor or node
3. A transit hub

Recommendations

8. Improve the Kingsessing Recreation Center by providing stormwater management, ADA accessibility, and repairs that bring the building to a level that is commensurate with its Philadelphia Register of Historic Places designation. This should be begun with a strategic plan for the future of the facility.
   > Implementing Agencies: PHC, PWD, PPR | CW Objectives: 1.1.1, 8.1.1

9. Relocate the Streets Department facility located at South 49th Street and Botanic Avenue to create publicly accessble waterfront activities.
   > Implementing Agencies: Streets, PIDC, PPR | CW Objectives: 3.3.1

Kingsessing Recreation Center, 4901 Kingsessing Avenue

Case Study | *Adult Playground*

Playgrounds outfitted with equipment to enable fully grown adults of all ages to perform strength conditioning and cardiovascular exercises are gaining in popularity around the world. As with traditional playgrounds, these public amenities are free to use, providing nearby residents with a no-cost alternative to monthly gyms and other organized fitness programs. The picture at right shows a typical day at New York City's pilot adult playground in Macombs Dam Park in the Bronx. Similar equipment could be introduced at any number of city-owned Parks and Recreation facilities, especially Kingsessing Recreation Center, where there is a range of ages within the service area.

Photo courtesy of www.thetimes.co.uk

THRIVE > Economic Development

Metropolitan Center and Institutions

Institutions are vital to the future economic growth of the University Southwest district and of the Metropolitan Center. The "Eds and Meds" sector is one of Philadelphia's three strongest economic sectors and the University Southwest district has more education and health care institutions than any other planning district. The district's institutions are growing, adding new office, research, residential, academic and medical facilities. The Eds and Meds create jobs, attract new residents to the district and the City, and spur reinvestment in the adjacent neighborhoods. The long-term development of these institutions will have lasting physical impacts.

The proximity of the Drexel University, University of Pennsylvania (UPenn), and University City Science Center (UCSC) campuses make Market Street, Chestnut Street, Walnut Street and 34th Street the major spines of institutional development. The Institutions' recent investments have energized these corridors, attracting new commercial and pedestrian activity. Similarly, the University of the Sciences in Philadelphia has recently expanded its science and technology center campus and improved the Woodland Avenue corridor. The Planning Commission has worked with these institutions on each of their master plans (*PennConnects 2.0, Drexel Campus Master Plan 2012-2017*, and USP's upcoming document) to ensure future development contributes positively to the character of the neighborhoods in which they are located. Additionally, the recently adopted Lower Schuylkill Master Plan calls for harnessing the energy of institutional expansion and the growing tech transfer scene that university research supports by creating an Innovation District along underutilized waterfront land on the west bank of the Schuylkill (see Focus Areas, p. 38-41).

Outside of University City, the 111-acre grounds of the former Pennsylvania Hospital for the Insane, bounded by 42nd Street, 49th Street, Market Street, and Haverford Avenue is the focus of new redevelopment activity. The Children's Hospital of Philadelphia Karabots Center, which opened in the Fall of 2012, provides new access to pediatric care services to families in West Philadelphia. The new Youth Study Center provides rehabilitation services to troubled youth in a campus setting. The former Provident Mutual Life Insurance Building at 4601 Market Street will become the future headquarters of the Philadelphia Police Department. With the recent renovation of the SEPTA 46th and Market transit station, the reuse of the Provident Mutual Life Insurance Building provides an opportunity to integrate this institutional campus back into the neighborhood.

Recommendations

10. Enact parking design zoning controls on Market Street, Chestnut Street, Walnut Street, and 38th Street to prevent curb cuts, driveways, lay-by-lanes, and other interruptions to the streetscape to preserve the pedestrian-friendly environment of University City.
    > Implementing Agencies: PCPC, City Council | CW Objective: 2.1.1, 4.2.3

11. Create SP-INS district and accompanying Master Plan for the University of the Sciences in Philadelphia. Update and expand SP-INS districts for Drexel University and the University of Pennsylvania.
    > Implementing Agencies: PCPC, City Council | CW Objective: 2.3.1

12. Create an east-west street through the 4601 Market Street superblock.
    > Implementing Agencies: PCPC, PIDC, Streets | CW Objective: 2.3.2

Philadelphia2035 Citywide Vision

Goal 2.1:
Support the growth of economic centers.

Goal 2.3:
Grow Philadelphia's strong institutional job sectors.

Parking Design Controls

The zoning code applies a variety of parking design controls in Center City, TOD overlay districts, and rowhouse neighborhood districts to promote a walkable and pedestrian-friendly environment. These controls include limits on curb cuts, requirements for parking to be located behind buildings, screening of parking garages, and required active uses in the ground floor of garages.

SP-INS

The SP-INS, or Institutional (Special Purpose) district, is intended to encourage the development of institutional uses, commercially-related facilities to service the institutional complex and area, and certain other nonresidential uses in accordance with an approved master plan.

University of the Sciences in Philadelphia, 600 S. 43rd Street

THRIVE > Economic Development

Lower Schuylkill Master Plan

Released in May 2013

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

In 2010, the City of Philadelphia, 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 echoed this conclusion.

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.

Key Investments

1. New River Road linking planned Innovation District to University City
2. Publicly accessible riverfront trail and greenspace
3. Integrated, district-wide stormwater management system
4. Distinct gateways and campus features
5. Upgraded bicycle and pedestrian amenities

All images courtesy of Philadelphia Industrial Development Corporation

INNOVATION DISTRICT

The Innovation District is envisioned as a vibrant, green campus for research and development, advanced and artisanal manufacturing, institutional growth, and other high-quality uses.

LOGISTICS HUB

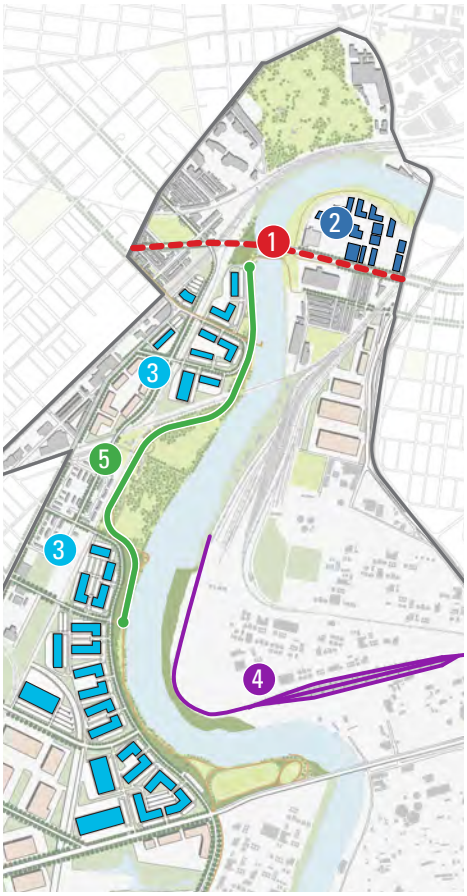
The Logistics Hub is envisioned as a highly competitive center for distribution, warehousing, and manufacturing, with superior connections to Philadelphia's expanding international airport, two interstate highways, and a dense regional population.

ENERGY CORRIDOR

The Energy Corridor is envisioned as a national hub for energy production and distribution, leveraging superior rail, highway, and port assets.

Implementation Efforts

Focusing early implementation efforts on key sites within the Innovation District will spur redevelopment and establish a high-quality precedent for future growth. Subsequent phases will support growth and expansion within the Logistics Hub and Energy Corridor. The following projects are already underway:



1 GRAYS FERRY BRIDGE UPGRADES

PennDOT bridge upgrades slated for 2015-2016 include bicycle/pedestrian features to better connect the east and west sides of the Innovation District, while providing an interim link between the Schuylkill Banks trail and its planned extension on the west bank.

2 PENN'S SOUTH BANK CAMPUS

New investment and planning are transforming this 23 acre former industrial site into a vibrant, mixed-use campus featuring cutting-edge innovation, the next generation of entrepreneurs and expanded institutional activity. Early efforts are underway to establish a distinctive Innovation District gateway at 34th and Grays Ferry Avenue.

3 BARTRAM'S NORTH & SOUTH

These riverfront sites, many with skyline views, present some of the most promising redevelopment opportunities in the Lower Schuylkill. Environmental remediation is underway on several publicly-owned parcels. Strategic public investments in access, infrastructure, and amenities, coupled with high-quality redevelopment of publicly owned sites, will establish a strong foundation to attract private investment and development.

4 PHILADELPHIA ENERGY SOLUTIONS' ENERGY COMPLEX

Speedy new rail facilities are transforming the nation's oldest continuously-operating oil refinery into a modern, competitive facility with new opportunities for growth and diversification.

5 BARTRAM'S MILE

Design and planning are already underway to extend the popular Schuylkill Banks recreation trail to the west bank of the Innovation District, between the Grays Ferry Bridge and 58th Street. The result will be a striking one-mile stretch of new trail showcasing the river and Bartram's Garden, as well as providing dedicated public river access to adjacent communities.

View of Botanic Avenue near 49th Street looking towards a river sports complex and Schuylkill Banks Trail

THRIVE > Land Management

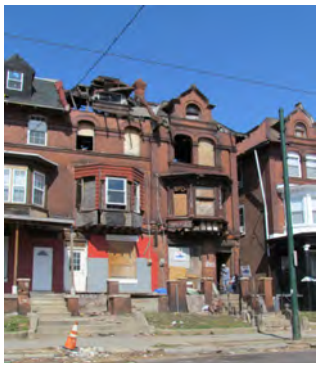
Vacant Land and Structures

Philadelphia2035: Citywide Vision

Goal 3.1:
Manage and reduce vacancy.

The University Southwest District contains approximately 110 acres of vacant land and a little over one thousand vacant structures (approximately 5 percent of both land and structures in the district). When looking at the spread of vacancy, the overwhelming majority is located in the southwestern section of the district, as well as pockets along the lower Schuylkill River, and near western Market Street.

Because vacancy of both land and structures has a significant effect on quality of life, home value, crime levels, and commercial corridor store attraction, it is important to target redevelopment to attack this issue. Building off the growing strength of the district, both in terms of job creation and institutions, can help to expand areas of stability and stem the tide of disinvestment in aging urban areas. Recent investments in transit and public institutions along Market Street are helping to push the market for growth in the northwestern section of the district, while potential for job creating ventures and recent investment in facilities are the catalyst for the southern portion of the Univesity Southwest. Along the west bank of the Schuylkill, the Philadelphia Industrial Development Corporation is investing in environmental remediation of Bartram's North and Bartram's South, large sites on either side of Bartram's Garden. Remediation paves the way for redevelopment of these sites as a combination of light industrial uses and community-serving recreation.



Vacant building in Kingsessing

The redevelopment process for vacant land and structures is an important tool in the effort to improve neighborhoods and corridors. The Philadelphia Redevelopment Authority, along with the Planning Commission, have a joint task of working to plan for the acquisition and swift reuse of properties in blighted areas, revitalizing key sites, and building on the strength of the vibrant and historic uses of the University Southwest District.

Recommendations

13. Create a Request For Proposals and subsidize the development of scattered site affordable housing in a section of Kingsessing bounded by Chester Avenue, Woodland Avenue, 58th Street, and 57th Street. There are a number of scattered city-owned lots here and it would build off of recent investments such as the 58th Street Greenway and Myers Recreation Center.
    > Implementing Agencies: OHCD | CW Objective: 3.1.3

14. Redevelop the 4600 Block of Sansom Street for mixed-income housing taking advantage of the proximity to transit.
    > Implementing Agencies: PRA | CW Objective: 3.1.3

15. Re-certify for blighted conditions and update the Redevelopment Area Plans for the following redevelopment areas:
    - South 51st Street and Baltimore Avenue (see Focus Areas, p.38)
    - 4800 Block of Woodland Avenue (see Focus Areas, p.40)

    > Implementing Agencies: PCPC, PRA | CW Objective: 3.1.3

16. Create a targeted vacant land stabilization zone in Kingsessing to prevent the spread and detrimental effects of vacant land.
    > Implementing Agencies: PHS, PWD | CW Objective: 3.1.2

17. Rezone Lower Schuylkill Industrial properties, which include larger areas of vacant land, to better attract research and development, advanced and artisanal manufacturing, and institutional uses as put forth in the Lower Schuylkill Master Plan.
    > Implementing Agencies: PCPC, City Council | CW Objective: 2.2.2

51st Street and Baltimore Avenue

Vacant Land and Structures

Vacant Land

Vacant Building

Image courtesy of Pennsylvania Horticultural Society

Redevelopment Area Plans

Pennsylvania Urban Redevelopment Law enables the Philadelphia Redevelopment Authority (PRA) to acquire, assemble, and dispose of blighted and deteriorated properties for redevelopment and neighborhood revitalization. The PRA operates in neighborhoods for which the PCPC has adopted a blight certification and Redevelopment Area Plan. The Plan establishes goals for future development with recommendations for land use, zoning, and site planning.

CONNECT > Transportation

Transit

Philadelphia2035 Citywide Vision

Goal 4.1:
Increase the use of transit to reduce environmental impacts and travel time.

Public transportation is essential to the life of the University Southwest district. Nearly half of households do not own a vehicle, and one-third of workers use transit to commute to work. While the transit mode share is high, impressive rates of active transportation (walking and bicycling) account for nearly as many trips. With a 22% walk mode share and a 5% bike mode share, the district's residents walk and bike 2.75 and 2.5 times more, respectively, than citywide averages.

30th Street Station is the multi-modal transit hub for the Metropolitan Center. Average weekday ridership (combined boardings/alightings) at the 30th Street Station complex is over 46,000, including Amtrak, regional rail, trolleys, the Market-Frankford El, and New Jersey Transit. This is the third busiest station in the Amtrak system. University City Station is directly adjacent to the Hospital of the University of Pennsylvania and is the region's fifth busiest Regional Rail station with 5,161 weekday users. Continued strengthening of the transit service and connections in this area is vital in light of ongoing development in the vicinity and severe limitations on the roadway capacity.

The Market-Frankford El, the busiest line in the SEPTA system, passes directly through the upper portion of the District, serving it with four stations, including a station at 30th Street. Each weekday, about 7,000 passengers use the 30th Street subway station, while the 34th Street and 40th Street Stations both are used by about 6,000 riders. The 46th Street El Station gets a respectable 3,800 daily users even though much of the surrounding land is vacant or underutilized. With the support of TOD zoning and associated urban design guidelines, and improved pedestrian connections to the south, this area has potential for more intensive development which can, in turn, strengthen the transit system.

About 63,600 passengers within the district use the five trolley lines. This is by far the most heavily utilized transit mode in the district. Two trolley lines in particular have extremely high ridership: Route 13 (Chester Avenue), with 22,000 riders, and Route 34 (Baltimore Avenue), with 19,200 riders. SEPTA operates 17 bus routes with stops in the district; these carry nearly 43,000 passengers each weekday. Route 52, with almost 11,000 weekday passengers, is used by more than one-quarter of all district bus riders. Routes 21 and 42 each carry about 6,000 weekday passengers. SEPTA also operates the Loop through University City or LUCY service between 30th Street Station and the Medical Campus.

Multi-Modal Hubs

By adding amenities to improve major transfer locations, the transit experience can be improved. Here is an example at Broad Street and Morris Street, where landscaping, bus shelters, and a newstand make for a more welcoming location.

Bike Stations

Bike stations provide 24-hour, secure, weather-protected parking for multiple bicycles. Besides parking, other services may include bathrooms, changing rooms, lockers, showers, wireless internet, food and coffee or other beverages. Some bike stations offer bike rentals, bike repairs, and sell small parts and accessories. Access may be free, on a pay-per-use basis, or by membership.

Recommendations

18. Create multi-modal transit hubs at the intersection transfer points between heavily-used transit lines. The intersections should be studied for correct stop placement and the installation of signage, shelters, ADA accessibility and other amenities to increase ridership (See Focus Areas pg 28-39). These areas include:
    - South 52nd Street and Baltimore Avenue
    - 40th Street and Market Street
    - 46th Street and Market Street
    > Implementing Agencies: MOTU, SEPTA, Streets | CW Objective: 4.1.1, 1.1.2

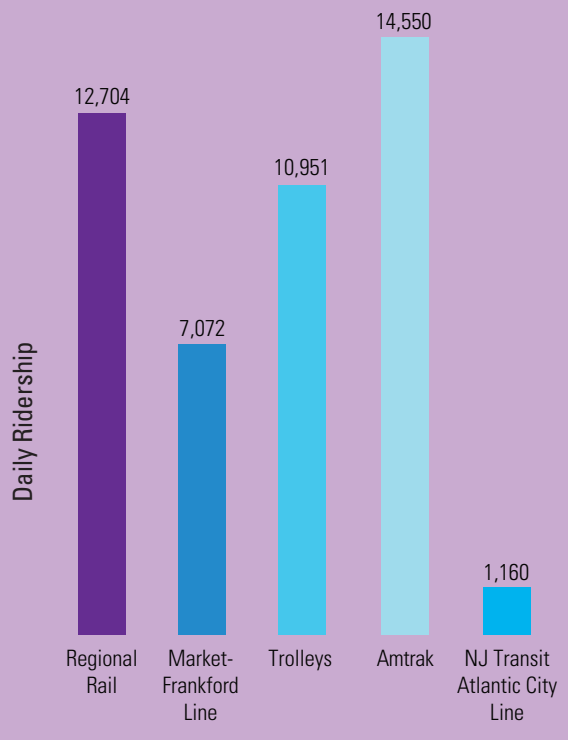
19. Reorganize bus routes through University City to advance the expansion of transit service within the Metropolitan Center that will connect Center City residential growth areas with University City employment centers.
    - Improve connections between activity centers in Center City and University City
    - Provide better service to growing employment centers
    > Implementing Agencies: SEPTA, MOTU | CW Objective: 4.1.1, 2.1.1

20. Develop a bike station in the vicinity of 30th Street Station to support a multi-modal hub catering to all forms of transportation.
    > Implementing Agencies: PCPC, Amtrak, University City District, PennDOT | CW Objective: 4.2.2

21. Study changes in trolley service, stop locations, ADA accessibility, and station amenities related to eventual fleet modernization.
    > Implementing Agencies: SEPTA, MOTU, DVRPC, PCPC | CW Objective: 4.2.2

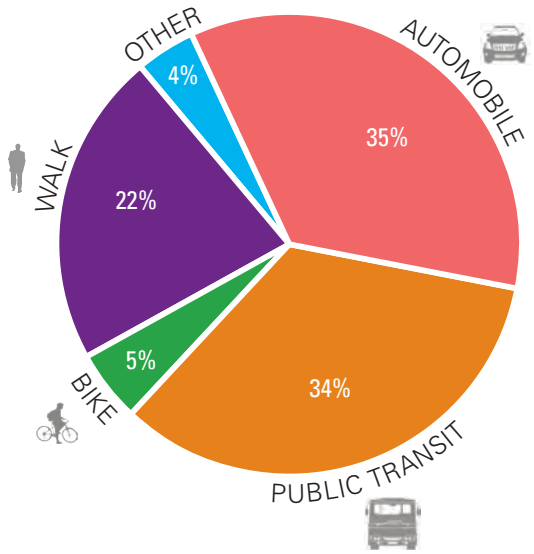
30th Street Station

The Federal Railroad Administration (FRA) is evaluating the entire Northeast (Rail) Corridor with an eye toward improving services and travel times. This assessment should lead to various recommendations to improve train services and overall accessibility for the long term, including such things as revenue-generating proposals for railroad properties.

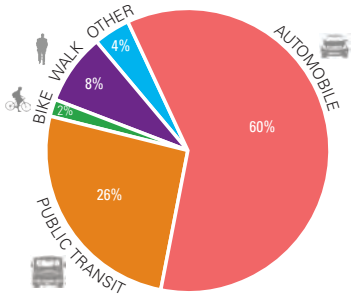


Commute to Work

University Southwest



Citywide



University Southwest District residents are more likely to use transit, walk, or bike to work than the average City resident. In Kingsessing and West Powelton, transit commuting ranges near 50% or above. In University City, the walk mode is in the 50 to 75% range, and in parts of Spruce Hill, Cedar Park, and Garden Court, the bicycling mode is more than 7%. Car-sharing is also actively used in the District.

CONNECT > Transportation

Complete Streets and Highways

Philadelphia2035 Citywide Vision

Goal 4.2:
Balance the use of roadways to ensure safe and efficient travel by all modes.

Goal 4.3:
Provide a safe and efficient road network that supports planned land uses.

Definition | *Complete Streets*

Complete streets are designed to provide safe and comfortable travel for all users. On June 4, 2009, Mayor Nutter signed an executive order that established Philadelphia as the first city in Pennsylvania to have a complete streets policy. The policy decrees that every City agency should adopt complete streets strategies to balance the needs of multiple users on city streets.

Philadelphia Pedestrian and Bicycle Plan

The PCPC has adopted a *Pedestrian and Bicycle Plan* for the City of Philadelphia. Improving pedestrian and bicycle safety and mobility is an important element of the city's ongoing efforts to become more sustainable and healthy.

The District is served on the eastern edge by the Schuylkill Expressway, I-76, with four interchanges from Spring Garden to University Avenue, but the Expressway is at capacity during peak commuting hours and at many other times. As a result, growth in the 30th Street Station and University of Pennsylvania/medical campus areas cannot rely on auto access to the extent it has in the past.

Transit, walking and bicycling, already very popular modes in the District, must play even more important roles in the future. If steps are not taken to shift trips out of cars and onto active transportation, congestion, parking, and road safety problems will reach levels that will ultimately detract from the area's livability and economic competitiveness.

With expanding development in University City, large garages are being built on streets that are important pedestrian corridors, including Market, Chestnut, and Walnut Streets. These streets lack the protections offered by the Center City Overlay that prohibits garage driveways in CMX-4 and CMX-5 districts. Driveways that cross busy sidewalks diminish the walking environment .

With many residents of the USW District cycling to Center City and many residents there riding to work and school in University City, the bicycling connections between the District and Center City are especially important. The Walnut Street bridge was recently improved, and the Market Street, Chestnut Street, and Grays Ferry Avenue bridges will be improved by PennDOT over the next nine years. These projects will provide better bicycle and pedestrian connections across the Schuylkill River.

The extension of bike lanes westward on Chestnut Street to form a pair with Walnut Street is a priority recommendation of the Pedestrian and Bicycle Plan. Another key recommendation is for a cycle track/sidepath on JFK Boulevard extending across the Schuylkill River bridge, around the back of 30th Street Station, then west and south to Market Street at 32nd Street. The Drexel Master Plan also recommends a multi-use trail along 31st Street from JFK to Chestnut. This would provide a north-south bicycle connection to avoid the pedestrian-only Drexel Park on 32nd Street.

Pedestrian connections between the 46th Street Station and the Walnut Hill neighborhood to the south need improvement. Speeding traffic on Chestnut and Walnut Streets, along with unattractive pedestrian links on 46th and Farragut Streets, discourage people from walking to the El. Similarly, 38th Street/University Avenue has been identified as both a barrier and a bottleneck. Potential changes to the roadway must balance both concerns, along with multiple transportation modes. [See case study for 38th Street on p. 45]

Image courtesy of Lower Schuylkill Master Plan

New River Roadway

A new roadway is proposed to improve the development potential of industrial areas in along the Schuylkill River. The Lower Schuylkill lacks a robust internal roadway network to link new development sites with adjacent economic drivers. The proposed new River Road will provide a key north-south connection to University City and will open up new riverfront development sites. The new road, in combination with several east-west streets that currently dead-end at the river, will create a functional street grid pattern for more efficient circulation and access. A trail would be developed adjacent to the new road.

Recommendations

22. Remove a travel lane on Chestnut Street west of 34th Street and replace it with a buffered bike lane or cycle track. This would create an eastbound bike route to work in conjunction with the existing westbound route on Walnut Street, and would also make pedestrian crossings safer.
    > Implementing Agencies: Streets, City Council | CW Objective: 4.2.2

23. Redesign and improve 38th Street/University Avenue by imposing a new "road diet" north of Market Street and creating a safer pedestrian environment south of Market Street.
    > Implementing Agencies: Streets, University City District, PennDOT, PWD | CW Objective: 4.2.1, 4.3.1

24. Design and construct a new roadway along the Schuylkill River to serve industrial development. This roadway will require re-engineering the intersection of 47th Street, Paschall Avenue, and Grays Ferry Avenue where stormwater management opportunities exist.
    > Implementing Agencies: PIDC, Streets, MOTU, PWD | CW Objective: 4.3.3, 6.1.3

25. Improve bicycle and pedestrian connectivity between University City and Center City:
    - Create a cycle track connection between 30th Street Station and Center City via JFK Boulevard.
    - Create a shared-use sidepath and buffered bike lane on the Grays Ferry Bridge.
    - Create a multi-use sidepath on the west side of the University Avenue Bridge.
    > Implementing Agencies: PennDOT, Streets, MOTU | CW Objective: 4.1.2, 4.2.2

26. Link the Kingsessing Recreation Center, residential neighborhoods, and Schuylkill River public space (located at 49th Street and Botanic Avenue) together by extending bicycle lanes and sharrows (shared bike and vehicle lanes) and re-opening South 49th Street between Grays Avenue and Botanic Avenue.
    > Implementing Agencies: Streets, MOTU | CW Objective: 4.2.2

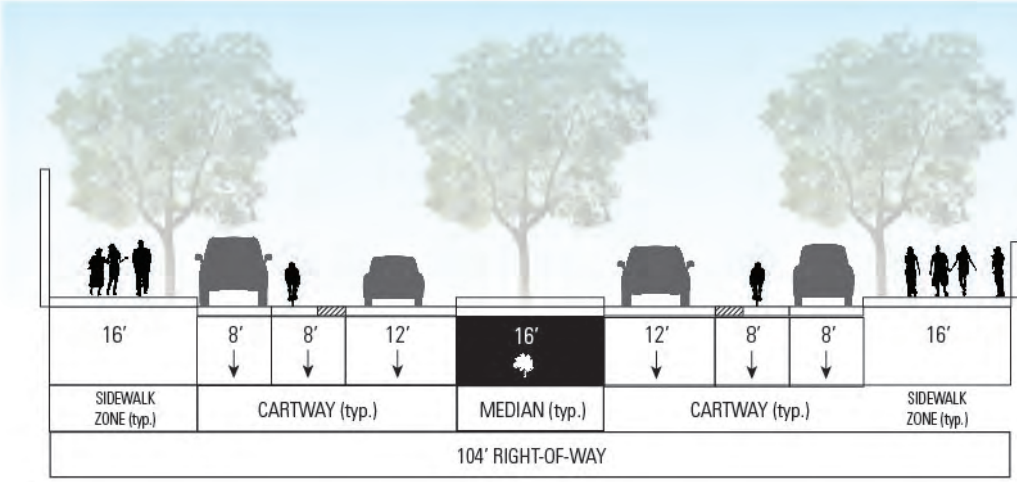
Recent improvements to the Walnut Street Bridge included wider sidewalks and relocation of the bike lane to the left side of the road.

Definition | *Left Side Bike lane*

Left side bike lanes reduce conflicts between bicyclists and passengers entering or exiting a bus.

North 38th Street Road Diet

A "road diet" involves removing traffic lanes from a roadway, often to make it more pedestrian- and bicycle-friendly. North 38th Street carries around 17,000 vehicles per day, a level which could be readily accommodated with a single lane of traffic in each direction plus left turn lanes at intersections. Such a configuration would allow expansion of the existing narrow sidewalks to 16', adding painted buffers to the bike lanes, and widening the center median to allow for pedestrian refuge areas at the intersections. Where the median is not needed for the center turn lane, it would be wide enough for generous landscaping.



RENEW > Open Space

Watershed Parks, Trails and Waterfronts

Philadelphia2035 Citywide Vision

Goal 6.1:
Complete, expand, and connect watershed parks and trails in the city and the region.

Over the past decade, the Schuylkill River and its banks have been strengthened as a regional recreational asset and thoroughfare for non-motorized travel. However, it has become apparent that the areas around Boat House Row and the Art Museum have become too successful. The trails can be packed shoulder to shoulder with joggers and cyclists, while rowers compete for valuable space in the river itself. As a result, the City is committed to creating more recreational capacity on the lower Schuylkill River by filling in the gaps of the river trail network, opening up tidal areas to water recreation. This has the added benefit of expanding the regional trail network and connecting to the 58th Street Greenway, restoring riparian ecology, and providing recreational opportunities to underserved areas of University Southwest.

Key trail connectors and river berthing points have been identified. However, there are many physical obstacles to overcome. Access to the river is obstructed by roads, highways, rail lines, brownfields, and abandoned structures. This requires innovative solutions such as building boardwalks and bridging the Schuylkill River. Completion of the recommendations below require feasability and engineering studies, some of which have been completed.

Recommendations

27. Complete the extension and creation of the following trails as prioritized by the Philadelphia Trail Master Plan:
    - Bartram's Mile - the "Bartram's North" section is highest priority
    - Schuylkill River swing-bridge connection from Bartram's Mile to Grays Ferry Crescent
    - West Bank Greenway
      > Implementing Agencies: DVRPC, PIDC, Streets, SRDC, PPR | CW Objective: 6.1.2, 6.2.1, 4.2.2

28. Create access to the Schuylkill River for residents and visitors to the district at South 49th Street and Botanic Avenue as shown in the Lower Schuylkill Master Plan.
    > Implementing Agencies: PIDC, PPR, PWD | CW Objective: 6.2.1

Case Study | *Philadelphia Trail Master Plan*

The City Planning Commission, in collaboration with other city agencies and trail development groups, has ccompleted a plan to organize and prioritize City support for trail projects. There are more than 60 proposed off-road trails in Philadelphia, which will link with existing trails and connect to parks, waterfronts, and employment centers that are not currently served by existing facilities. Completion of this plan fulfills Objective 6.1.1 of the Citywide Vision.

USW Trails

RENEW > Open Space

Neighborhood Parks and Recreation

Parks and recreation centers afford residents of all ages with passive and active recreation opportunities, often within walking distance of their homes, offices, and schools. Parks in the district serve as spaces for farmers' markets, outdoor performances, sledding, and relaxation. Recreation centers serve as spaces for community gatherings, after-school and summer camp programs, and classes.

University Southwest is home to four recreation centers with traditional facilities such as gymnasiums, playgrounds, and ball courts (Comegys, Kingsessing, Lee, and Myers). The district also contains two neighborhood parks (Barkan and Clark), one private park (Penn), and two regional parks (Bartram's Garden and Cobbs Creek). Some areas of the district are underserved by parks and recreation centers, while some facilities are in a state of disrepair due to public funding constraints. The recommendations below address the need to give residents better access to parks and recreation centers while enhancing the quality and financial sustainability of these facilities.

Philadelphia2035 Citywide Vision

Goal 6.3:
Expand access to neighborhood parks and recreation.

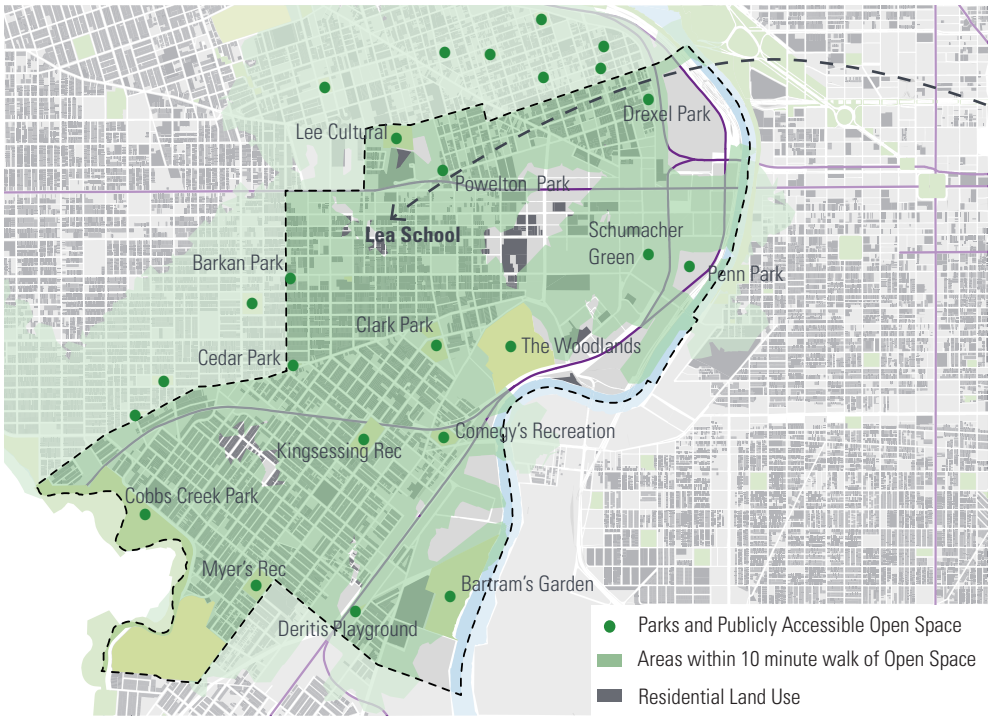
Recommendations

29. Create access to open space in the Garden Court, Walnut Hill, and Spruce Hill neighborhoods by transforming the schoolyard at Lea Elementary into a green, publicly-accessible park space.
    > Implementing Agencies: SDP, PPR, PWD | CW Objective: 6.3.1

30. Create a more functional and aesthetically pleasing park space along Powelton Avenue at the Drexel Vidas Athletic Fields, adding a neighborhood amenity for the West Powelton and Spruce Hill communities.
    > Implementing Agencies: Drexel, PWD | CW Objective: 6.3.1

31. Establish a public-private partnership for the stewardship of Comegys Recreation Center.
    > Implementing Agencies: PPR | CW Objective: 6.3.3

Park and Open Space Walksheds (10 minutes or 1/2 Mile)



Case Study |
Henry C. Lea Elementary School

4700 Locust Street

In 2012 the Lea School received a service grant from the Community Design Collaborative to create a master plan for the 36,000 square foot asphalt lot which lies on the Spruce Street side of the school. With its prominent location in the midst of three neighborhoods, the greening of this schoolyard will create an amenity for communities, students and faculty.

Image courtesy of the Community Design Collaborative

RENEW > Environmental Resources

Water Quality and Tree Cover

Philadelphia2035 Citywide Vision

Goal 7.2:
Improve the quality and management of our water and wetland resources.

Goal 7.3:
Increase tree coverage equitably across the city.

On a district scale, University Southwest conjures images of wide, stately streets lined with mature plane trees and homes with ample yard space. But at a neighborhood scale, there is an unbalanced distribution of tree cover and unpaved surfaces. Neighborhoods such as Powelton Village, Garden Court and Spruce Hill seem to have a wealth of street trees, garden frontages, and backyards, while other areas of the district lack all of those features. Dense tree cover helps to improve air quality and reduce the urban heat island effect. Unpaved surfaces act as a sponge to suck up rain water and filter pollutants, thus keeping them out of our streams, rivers, and drinking water.

Fortunately, the district has a considerable amount of civic uses on large parcels of land and streets with wide rights-of-way. These public spaces offer opportunities to reap the benefits of increased tree coverage and unpaved surfaces in areas of University Southwest that need them most.

Recommendations

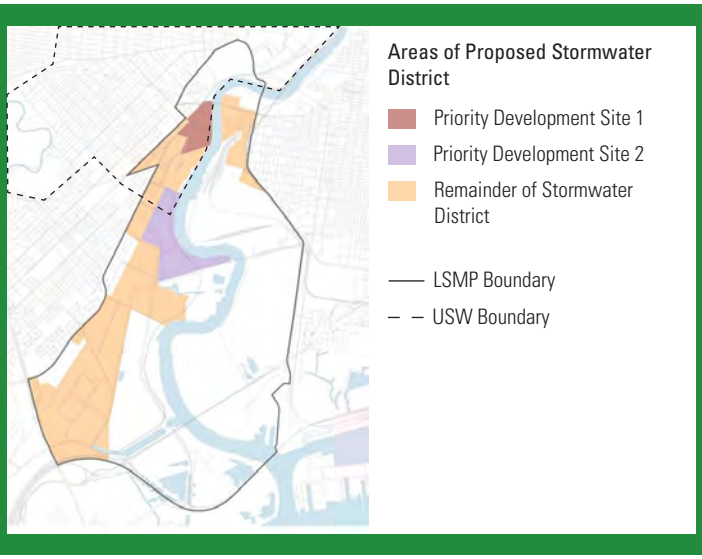
32. Construct stormwater management and passive open space along the north side of Market Street from 46th Street to 48th Street. [See Focus Area pg. 32]
    > Implementing Agencies: PWD, DPP, PIDC | CW Objective: 7.2.1, 7.2.3, 7.3.1, 7.3.3
33. Implement Lower Schuylkill Master Plan stormwater district concept to help manage runoff and attract industrial development.
    > Implementing Agencies: PWD, PIDC | CW Objective: 7.2.3
34. Improve the tree canopy of the Kingsessing neighborhood by planting trees along the key corridors of Woodland Avenue, South 49th Street, Chester Avenue, South 58th Street, Whitby Avenue, and South 54th Street.
    > Implementing Agencies: PPR | CW Objective: 7.3.1

Definition | Green Streets

Green street projects capture rain and melting snow (stormwater) from the impervious street surface in an effort to reduce the amount of runoff entering our sewers and overall pollution of our city's waterways. Tree trenches, stormwater planters, and stormwater bump-outs are three types of technologies found on green streets that utilize landscaping to manage stormwater runoff. Another type of green street uses a pervious surface that permits the immediate infiltration of stormwater.

Case Study | *Lower Schuylkill Stormwater District*

The master plan proposes a 'Lower Schuylkill Stormwater District' to provide shared green stormwater infrastructure to off-set the stormwater burden of individual property owners and offer opportunities for transformative appearance and functionality district-wide. This district would cover a portion of the stormwater mitigation for development sites across the Lower Schuylkill, allowing developers to save on their costs. A green stormwater infrastructure project of this scale has never been implemented in Philadelphia, and provides an opportunity for the district to set the standards and be a city and national pilot project.



RENEW > Historic Preservation

Cultural, Historical, and Architectural Resources

The district contains an impressive yet unbalanced mix of nationally and locally designated properties of historic significance. Eight National Register Historic Districts exist (and four more areas have been identified as eligible) yet no local districts have been recognized within the district. In fact, only one local district has been certified west of the Schuylkill River: The Parkside Historic District. A National Register designation offers financial incentives for restoring structures through a historic tax credit. Conversely, a local Philadelphia Register designation offers greater protection against inaccurate or unsympathetic alterations and unnecessary demolition. Several potential historic districts have been identified that may satisfy the criteria for designation.

Despite not having any local districts, University Southwest has 307 properties that are individually listed on the Philadelphia Register, and many other commercial, residential, and institutional historic resources have been identified as potential historic resources. To focus preservation efforts and support the plan's corridor recommendations, special emphasis needs to be placed on preserving "at risk" neighborhood anchor buildings that signficantly contribute to the built environment of the district's many commercial corridors.

While the PCPC supports ongoing efforts to designate significant resources, the goal of this plan is not to assign designation priorities to individual properties, but instead to identify historic preservation opportunities that strengthen existing community assets and advance the long-term vision of the district. By leveraging historic preservation together with other recommendations, there is a better chance of stimulating development that is sensitive to its existing context.

Philadelphia2035 Citywide Vision

Goal 8.1:
Support sensitive development that preserves and enhances Philadelphia's multifaceted past.

Recommendations

35. Create Philadelphia Historic Register districts:
    - Identify and designate a group or groups of buildings that best represent the historical development of Spruce Hill
    - Identify and designate a group or groups of buildings that best represent the historical development of Powelton Village
      > Implementing Agencies: PHC | CW Objective: 8.1.1

36. Protect commercial corridor anchor buildings
    - Add the Fire House at 701 South 50th Street and the West Philadelphia Branch of the Free Library at 3948-50 Walnut Street to the Philadelphia Historic Register and/or National Registry of Historic Places.
    - by participating in the Main Street development program
      > Implementing Agencies: PHC, Commerce, commercial corridor managers | CW Objective: 8.1.3

37. Facilitate partnerships to utilize under-used religious buildings
    - Partner arts organizations with congregations with large facilities
    - Provide flexibility in the building code to accommodate uses other than religious services in existing buildings
      > Implementing Agencies: MOACCE, L&I, non-profits | CW Objective: 8.1.5

38. Create a strategic plan for the reuse and stabilization of Mount Moriah Cemetery.
      > Implementing Agencies: Friends of Mount Moriah, MDO | CW Objective: 8.1.5

39. Increase tourism to the three National Historic Landmarks that already have visitor programs:
    - The Woodlands, the John Bartram house, and the Furness Library at the University of Pennsylvania.
      > Implementing Agencies: non profits | CW Objective: 8.2.1

40. Preserve the Paul Robeson House (4951 Walnut Street) as a place of cultural and ethnic traditions and resources by adding it to the Philadelphia Historic Register.
      > Implementing Agencies: non profits, PHC | CW Objective: 8.1.7

Case Study |
Calvary Center for Culture and Community

801 S. 48th Street

The Calvary Methodist Episcopal Church, built in 1906, was among the top ten endangered Delaware Valley landmarks by 1994. In response, community members formed a coalition that has restored the building and redeveloped it as a community center, the "unofficial townhall of University City."

RENEW > Historic Preservation

Cultural, Historical, and Architectural Resources

National Historic Landmarks

USW has four National Historic Landmarks, the highest level of federal historic designation:

The Woodlands, 4000 Woodland Avenue

Alfred Newton Richards Medical Research Laboratories and David Goddard Laboratories Buildings, 3700-10 Hamilton Walk

John Bartram House, 1650 S. 53rd Street

Furness Library of the University of Pennsylvania

Mount Moriah Improvements

Mount Moriah Cemetery is one of the City's more prominent burial grounds. Its 142 acres of rolling hills, bisected by the Cobbs Creek and the Cobbs Creek Parkway, are situated in both the City of Philadelphia (77.3 acres) and the Borough of Yeadon in Delaware County (64.7 acres). The cemetery has fallen on hard times, both physically and financially. Invasive species have engulfed large sections of Mount Moriah, monuments have been desecrated, and the cemetery lacks a management entity with the capacity to ensure long term financial stability. This cemetery is an integral piece of Philadelphia's cultural history and, if programmed and managed properly, could serve as a major open space asset in Southwest Philadelphia, the inner ring suburbs of Delaware County, and the region as a whole. Some of the goals of the newly formed Friends of Mount Moriah are to promote preservation and passive recreation opportunities through community engagment.

Section of the cemetery lacking maintenance

Maintained section of the cemetery

Existing gateway

Future vision of new gateway entrance showing new sidewalk and creekside trail

RENEW > Public Realm

Development Patterns and Urban Design

The University Southwest's public realm is best explained by dividing the district into areas of similar development patterns and describing them individually. These large, distinct areas include rail yards, university and hospital campuses, industrial land, and neighborhoods. Many of these areas have current plans – master plans, neighborhood plans, development plans, etc - and there has been recent capital investment in the public realm in discrete areas.

Despite having multiple development patterns, there are a few themes in the built environment that apply to the whole district. One unifying theme is the history of the district's diagonal avenues. Southwest Philadelphia served as the arrival-shed to Central City and its ancient approach roads tell that story: Lancaster Avenue (the road to Lancaster), Baltimore Avenue (the road to Baltimore), and Chester Avenue (the road to Chester). These roads pre-date the orthogonal street grid that was extended from Center City, now they serve as neighborhood commercial corridors.

Much of the district's built environment is disrupted by railroad lines, which separate neighborhoods. The railroad cuts for industrial lines between Woodland Avenue and Lindbergh Boulevard, and well as the railway trench of the Media/Elwyn line form distinct demarcations between economically healthy and struggling areas of the district. Additionally, parcels alongside the railway cuts have a high incidence of vacancy, which furthers the perception of a spatial barrier between neighborhoods on either side of a railway trench.

Some of the district's key commercial corridors have inappropriate, auto-oriented building forms that reduce their walkability. There are stretches of Market Street (approximately 40th- 46th Streets) where car washes, gas stations, car dealerships, etc. dominate the street with large setbacks, surface parking, and multiple curb cuts. Similarly, on Chestnut and Walnut Streets (approximately 40th -50th Streets) many of the buildings and their siting create a poor pedestrian environment.

Philadelphia2035 Citywide Vision

Goal 9.1:
Enhance and improve the walkable form with buildings and spaces that have appropriately scaled heights, massing, and setbacks.

Goal 9.2:
Elevate public demand for good design in the public realm.

Parklet at 44th and Spruce Streets

Recommendations

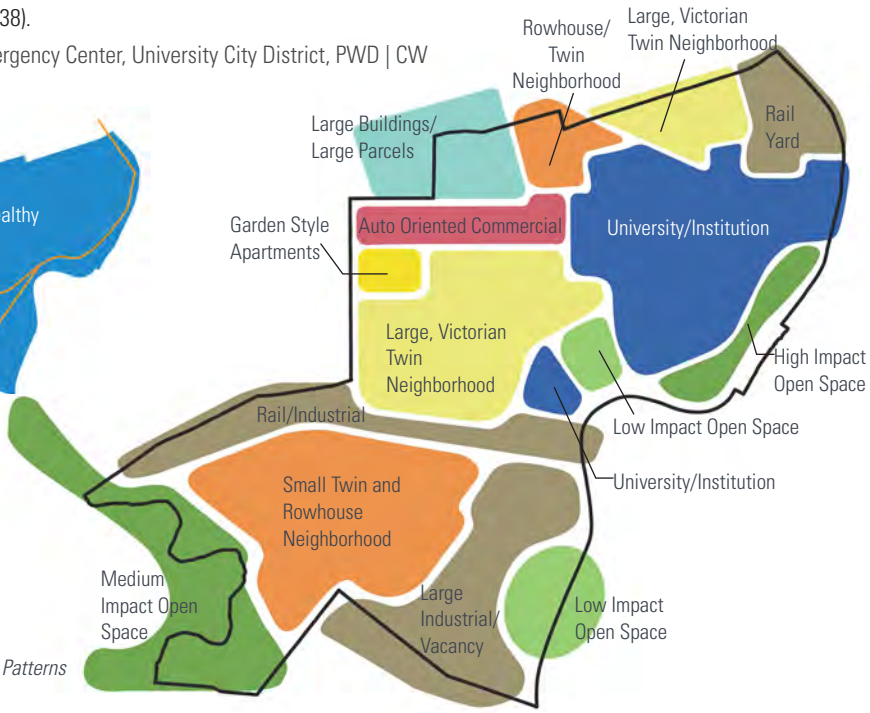
41. Improve connectivity through the superblocks created by the historic Institute of Pennsylvania Hospital by introducing a north-south street from 44th Street and Market Street to Haverford Avenue and North 43rd Street.
    > Implementing Agencies: PCPC, PIDC, Streets | CW Objective: 2.3.2, 9.1.1

42. Improve pedestrian safety by creating pedestrian plazas at North 40th Street and Lancaster Avenue and South 50th Street and Baltimore Avenue (see Focus Area, p.38).
    > Implementing Agencies: MOTU, People's Emergency Center, University City District, PWD | CW Objective: 9.1.1

Diagonal Avenues

Rail Line Barriers

The primary transportation corridors of the District had a direct role in molding the development patterns of the University Southwest over the past two centuries. Today, they serve as boundaries between neighborhoods and district of differing character and quality



Development Patterns

MAKING IT HAPPEN

Walnut Street branch of the Free Library, 40th and Walnut Streets

66 | Implementing the District Plan
67 | Priority Recommendations
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Implementing the District Plan

> Public Process for Zoning Map Revisions

After the University Southwest District Plan is adopted by the PCPC, civic engagement will continue to ensure that the zoning recommendations in this plan are appropriate and implemented.

The PCPC will use the district plan's future land use map and zoning recommendations to prepare draft zoning maps and ordinances. After discussion with the Steering Committee, City Council and input from public meetings, the PCPC will make revisions to the draft maps and ordinances and then submit final versions to City Council for introduction as a bill.

Both the PCPC and City Council will host public hearings to discuss the zoning legislation. If the bills pass Council, they will go to the Mayor for approval. After the bill is enacted into law with the Mayor's signature, PCPC will change the official City zoning maps to reflect the new revisions.

> Making Proactive Investments with the City's Capital Program

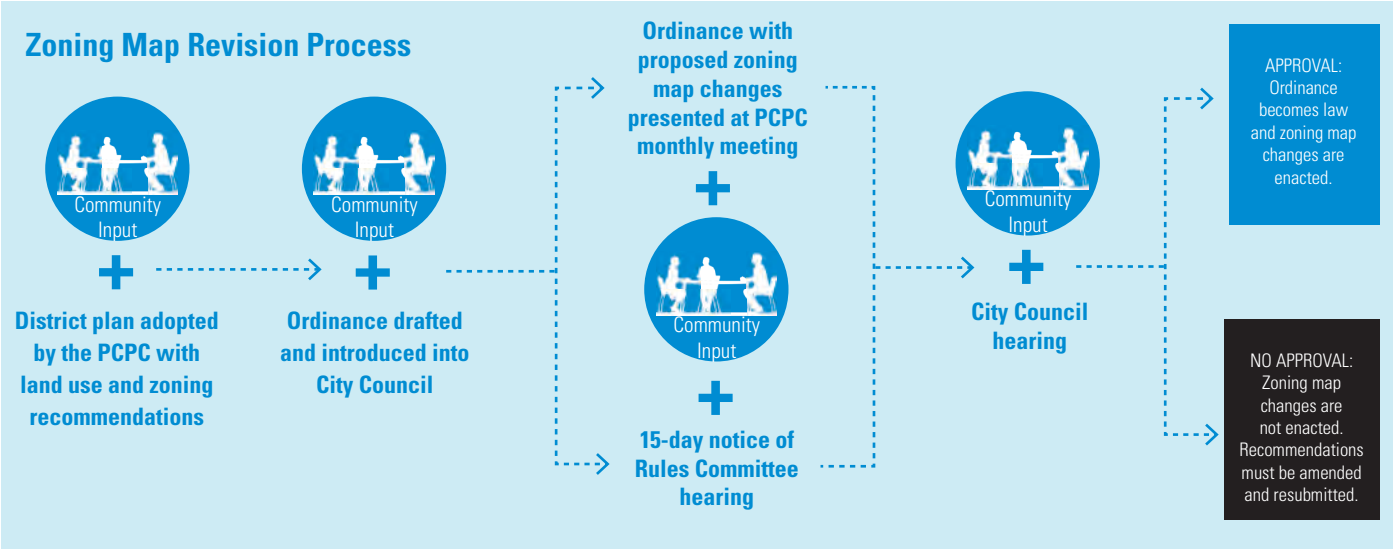
Each district plan identifies opportunities for improved delivery of city services through new, renovated, and/or consolidated public facilities. The annual Capital Program process, coordinated by the PCPC, will help implement recommendations for public facilities contained in the district plans.

The Capital Program is the city's six-year investment strategy for infrastructure and facilities. The first year of the six-year program is known as the Capital Budget. Both the Capital Budget and Capital Program are ordinances enabling the city to spend funds on public improvements.

The Capital Program plays an important role in strategic planning for city government. It can be an effective tool for aligning scarce resources with the needs of Philadelphia's diverse population and its use of city facilities, and can aid in decision-making about the future of those facilities. In recent years, however, without the benefit of an up-to-date comprehensive plan, the Capital Program has served as a reactive mechanism for dealing with deferred maintenance and has had little influence on the planning of facilities based on current and future needs.

With our new comprehensive plan, *Philadelphia2035*, the city now has the means for making proactive investment decisions. The PCPC, Department of Public Property, and the Department of Finance–the agencies most involved in preparing the Capital Budget and Program–can use the recommendations of *Philadelphia2035* as a framework for future capital projects.

Additionally, by Executive Order in summer 2011, Mayor Nutter established the Mayor's Task Force on city facilities. Its charge is to develop specific recommendations for improving the financial efficacy of and delivery of services by the city's vast inventory of owned and leased facilities. The PCPC is a member of the Task Force and will ensure that its recommendations align with those of *Philadelphia2035*.



Priority Recommendations

> THRIVE

USW 3 Create transit-oriented development overlays along Market St and in vicinity of stations at 30th Street, 40th Street and 46th Street to enable higher density, mixed-use development.

USW 6 Preserve single-family building stock in portions of West Powelton, Saunders Park, Powelton Village, Walnut Hill, Garden Court, Cedar Park, Spruce Hill, and Kingsessing by rezoning these areas to single- or two-family zoning classifications and directing multi-family growth to commercial corridors and transit nodes

USW 13 Create a Request For Proposals and subsidize the development of scattered site affordable housing in a section of Kingsessing bounded by Chester Avenue, Woodland Avenue, 58th Street, and 57th Street.

USW 15 Re-certify for blighted conditions and update the Redevelopment Area Plans for the following redevelopment areas:

- South 51st Street and Baltimore Avenue
- 4800 Block of Woodland Avenue

USW 17 Rezone the Lower Schuylkill Industrial properties to better attract research and development, advanced and artisanal manufacturing, and institutional uses as put forth in the Lower Schuylkill Master Plan.

> CONNECT

USW 19 Reorganize bus routes through University City to advance the expansion of transit service within the Metro Center that will connect Center City residential growth areas with University City employment centers:

- Improve connections between activity centers in Center City and University City
- Provide better service to growing employment centers

USW 22 Remove a travel lane on Chestnut Street west of 34th Street and replace it with a buffered bike lane or cycle track. This would create an eastbound bike route to work in conjunction with the existing westbound route on Walnut Street, and would also make pedestrian crossings safer.

> RENEW

USW 27 Complete the extension and/or creation of the following trails as prioritized by the Philadelphia Trail Master Plan:

- Bartram's Mile - the "Bartram's North" section is highest priority
- Schuylkill River swing-bridge connection from Bartram's Mile to Grays Ferry Crescent
- West Bank Greenway

USW 32 Construct stormwater management and passive open space along the north side of Market Street from 46th Street to 48th Street.

USW 40 Preserve the Paul Robeson House (4951 Walnut Street) as a place of cultural and ethnic traditions and resources by adding it to the Philadelphia Historic Register.

In addition to the zoning map revision process, implementation efforts include advancing priority recommendations contained within the district plan. 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:

- strong public support, as well as master plans or feasibility studies that indicate need,
- zoning map revisions that facilitate development,
- availability of resources, and
- multiphase planning or development processes that require initial studies.

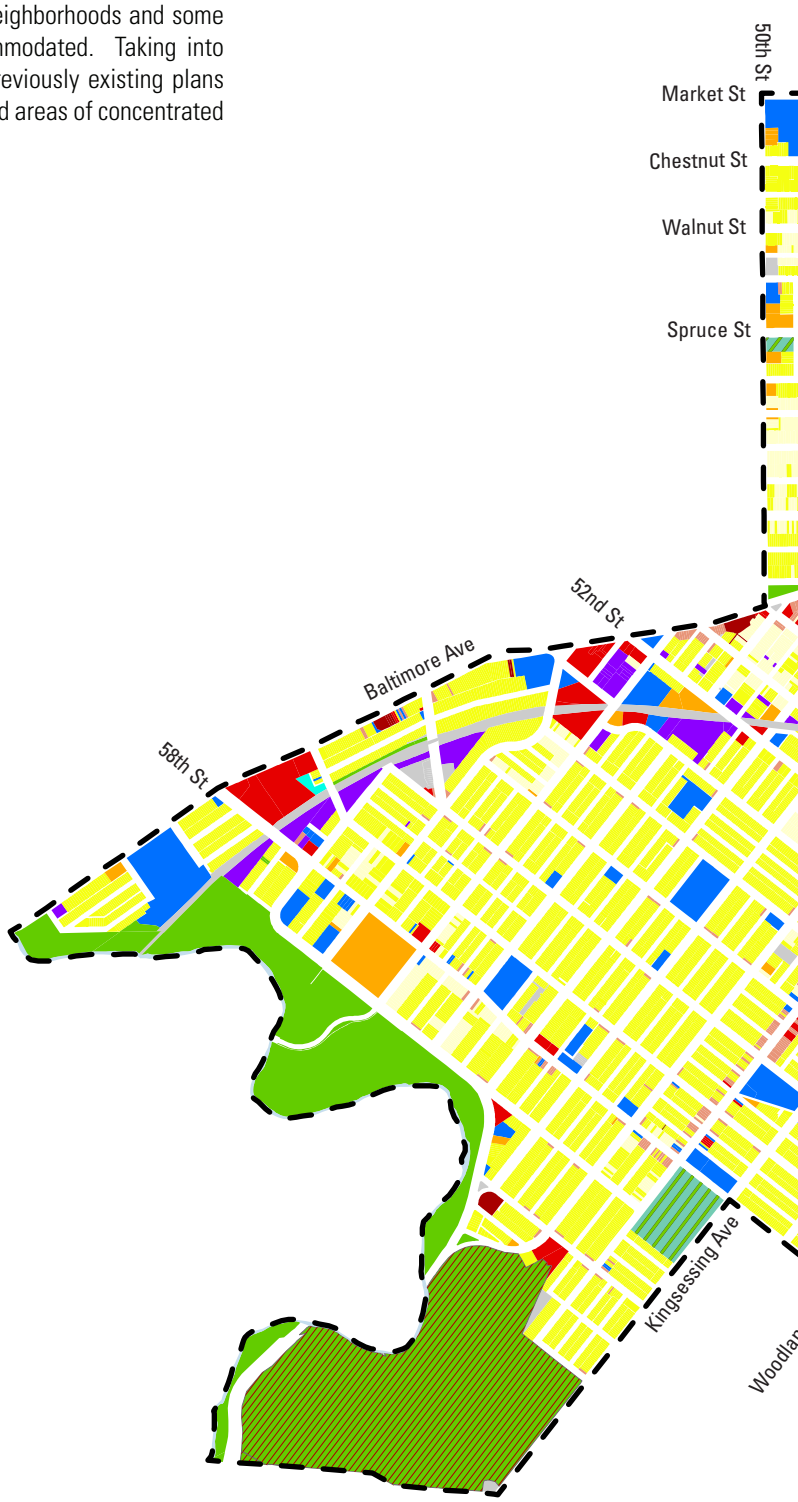
The priority recommendations of the district plans support the 73 objectives of the ***Citywide Vision*** (See Appendix for the complete list). PCPC is measuring progress on citywide objectives through an annual progress report for *Philadelphia2035*.

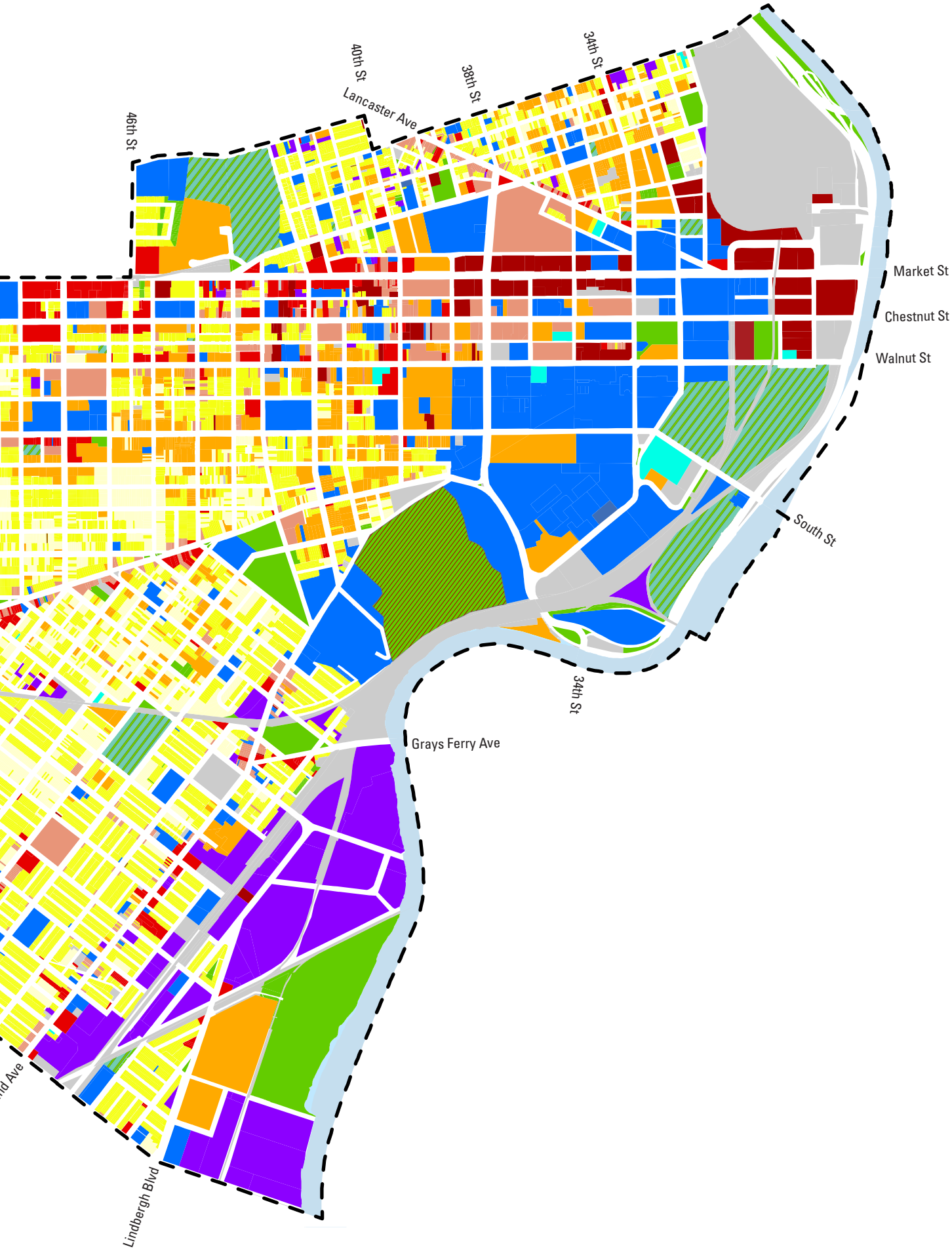
Proposed Land Use

The University Southwest District is forecast to see moderate growth over the next ten years as well as continued job growth. These proposed changes to the land use of the district take into account not only places that are stable, such as the residential neighborhoods and some commercial areas, but also where growth can and should be accommodated. Taking into account the recommendations from the Citywide Vision as well as previously existing plans and community feedback, this proposal looks to distribute density around areas of concentrated transit access, capital facilities, and cultural amenities.

Proposed Land Use Map Legend:

- Residential Low Density
- Residential Medium Density
- Residential High Density
- Commercial Consumer
- Commercial Business / Professional
- Commercial Mixed Residential
- Industrial
- Civic/Institution
- Transportation
- Culture / Amusement
- Active Recreation
- Park / Open Space
- Cemetery
- Water
- Vacant



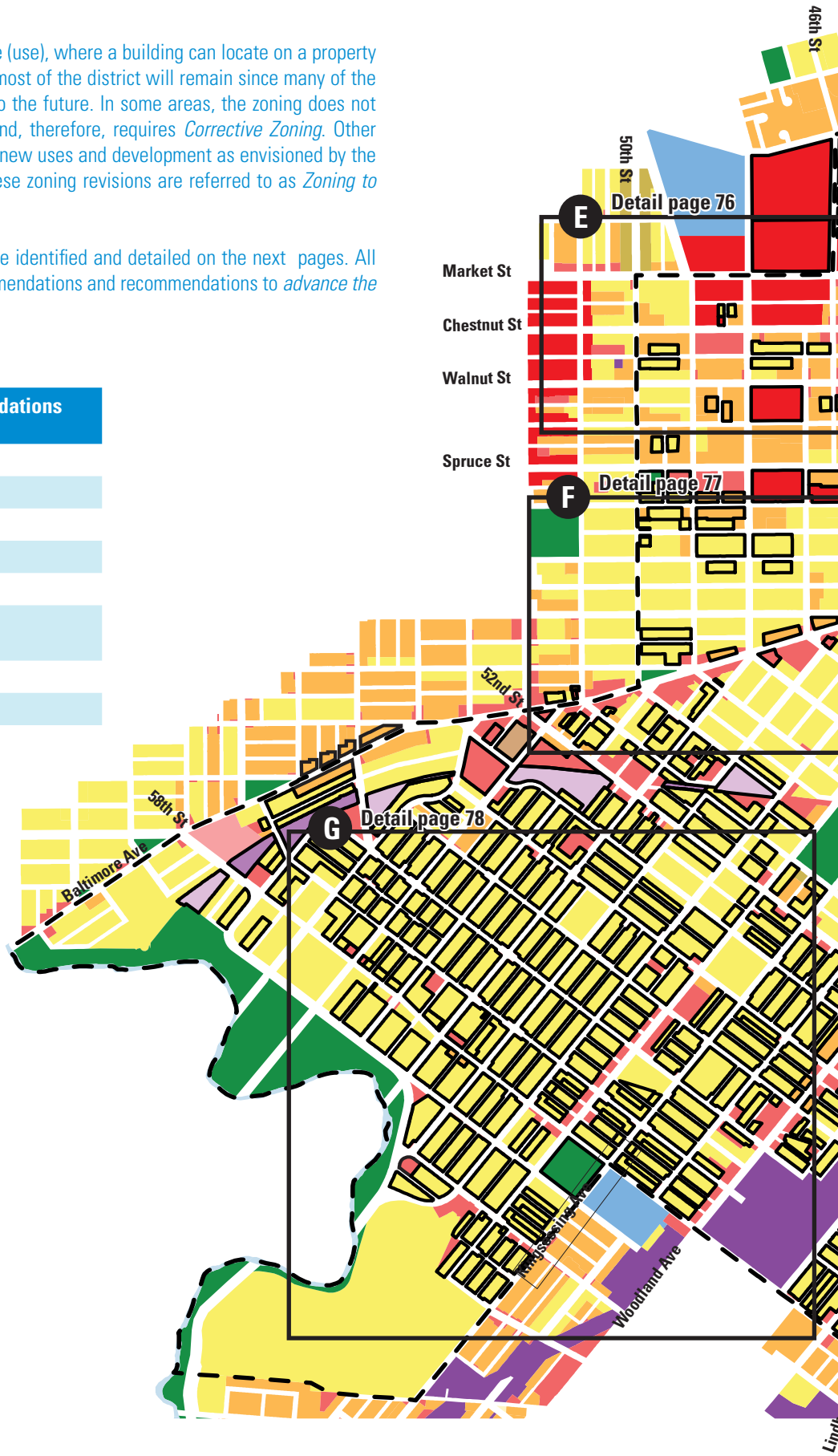

46th St
40th St
Lancaster Ave
38th St
34th St
Market St
Chestnut St
Walnut St
South St
34th St
Grays Ferry Ave
Lindbergh Blvd

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). The zoning in most of the district will remain since many of the uses are appropriate and should continue into the future. 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. These zoning revisions are referred to as *Zoning to Advance the Plan*.

Places where a zoning change is proposed are identified and detailed on the next pages. All Zoning Sub-areas have both *corrective* recommendations and recommendations to *advance the plan*.

Zoning Sub-areas	Plan Recommendations
A. Powelton Village	USW 6, 11
B. University City	USW 6, 11
C. West Powelton	USW 6
D. Spruce Hill	USW 6, 11
E. Walnut Hill	USW 6
F. Garden Court/ Cedar Park	USW 6
G. Kingsessing	USW 4
H. Lower Schuylkill	USW 17

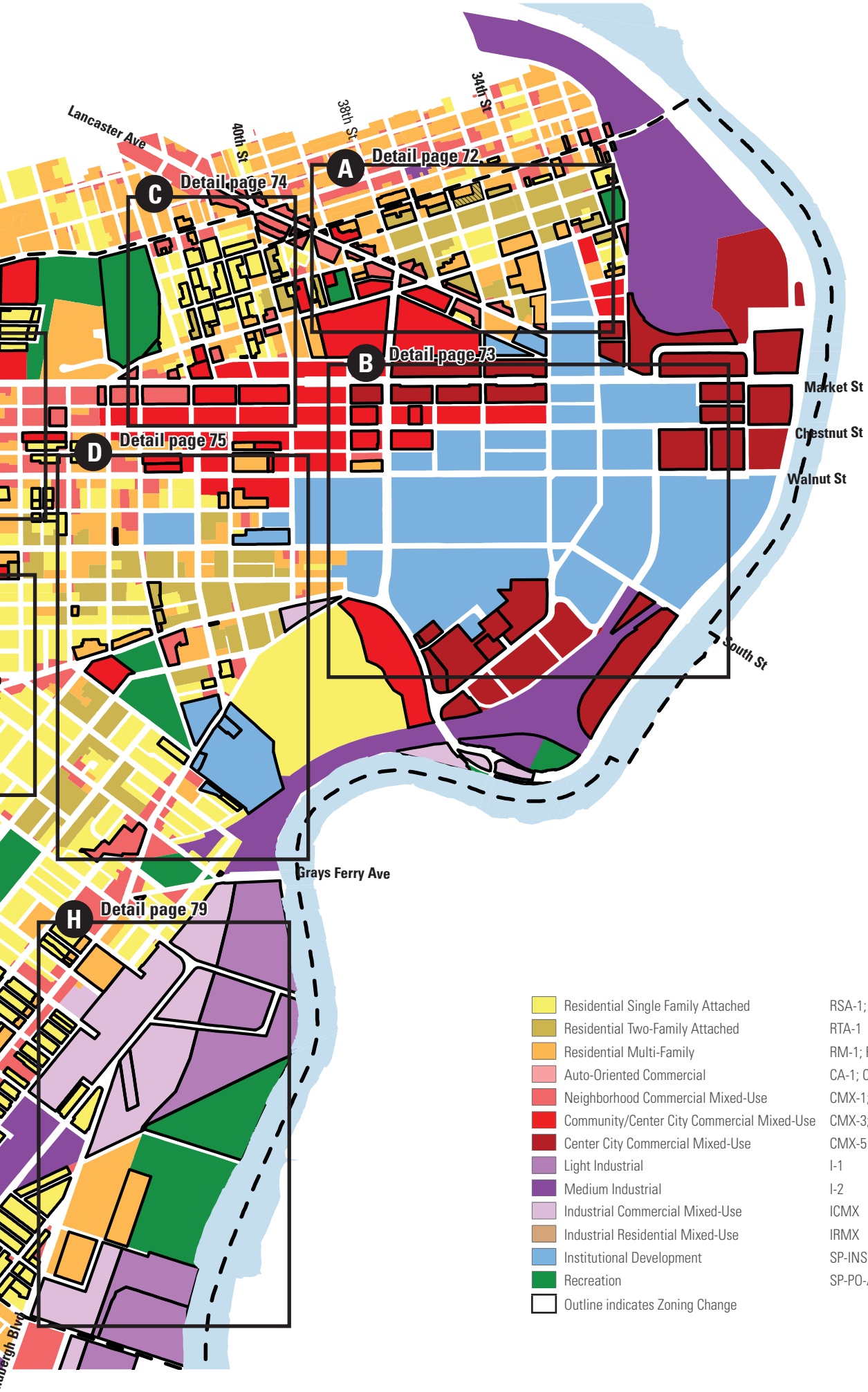


Definition | *Corrective Zoning*

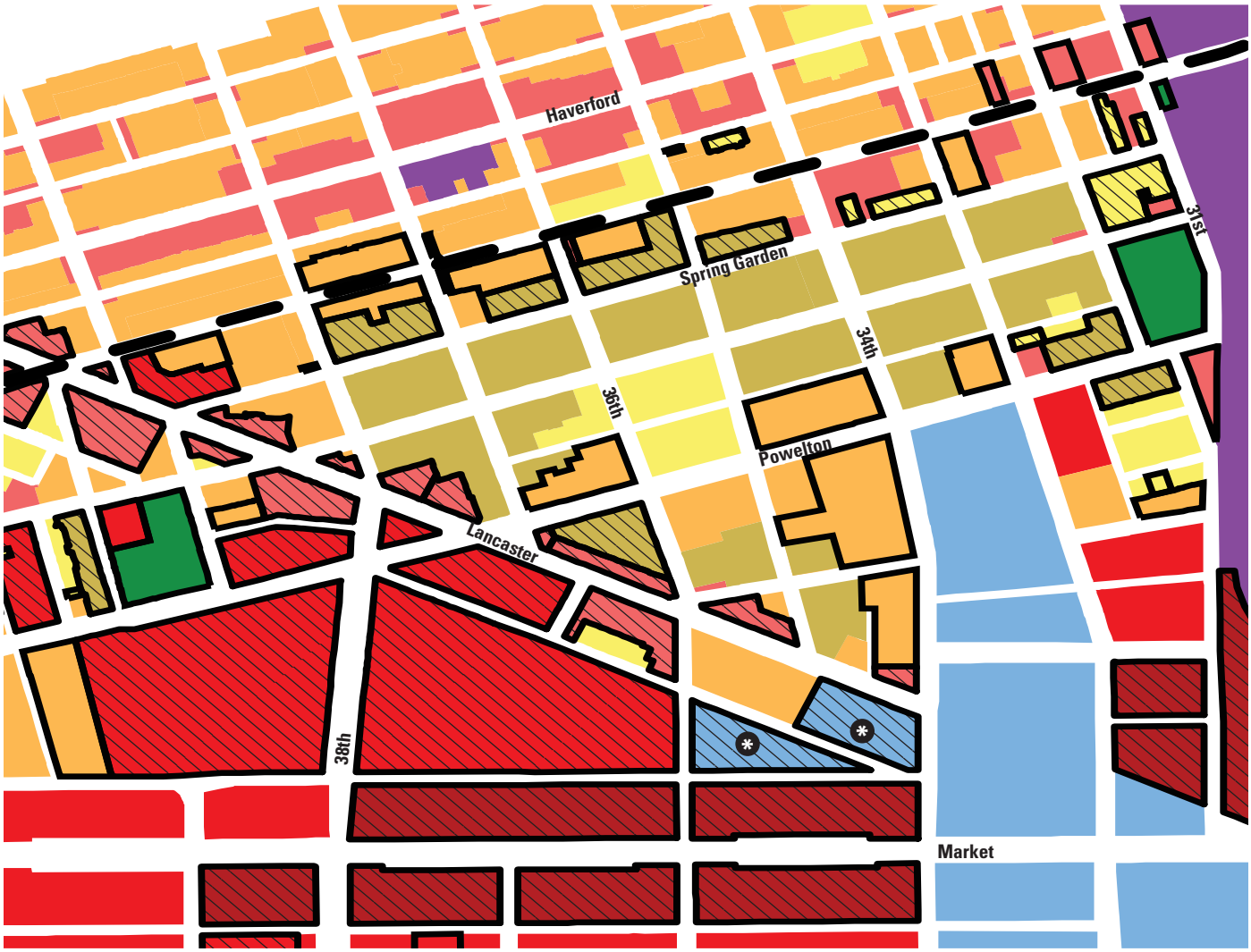
Corrective Zoning matches zoning with existing land use. These are areas where the "mismatch" may cause unnecessary zoning variances or certificates, or allow an inappropriate use.

Definition | *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.


Lancaster Ave
40th St
38th St
34th St
A
Detail page 72
C
Detail page 74
B
Detail page 73
D
Detail page 75
Market St
Chestnut St
Walnut St
South St
Grays Ferry Ave
H
Detail page 79
Residential Single Family Attached
RSA-1; RSA-2; RSA-3; RSA-4; RSA-5
Residential Two-Family Attached
RTA-1
Residential Multi-Family
RM-1; RM-2; RM-3; RM-4
Auto-Oriented Commercial
CA-1; CA-2
Neighborhood Commercial Mixed-Use
CMX-1; CMX-2; CMX2.5
Community/Center City Commercial Mixed-Use
CMX-3; CMX-4
Center City Commercial Mixed-Use
CMX-5
Light Industrial
I-1
Medium Industrial
I-2
Industrial Commercial Mixed-Use
ICMX
Industrial Residential Mixed-Use
IRMX
Institutional Development
SP-INS
Recreation
SP-PO-A; SP-PO-P
Outline indicates Zoning Change

Proposed Zoning - Powelton Village

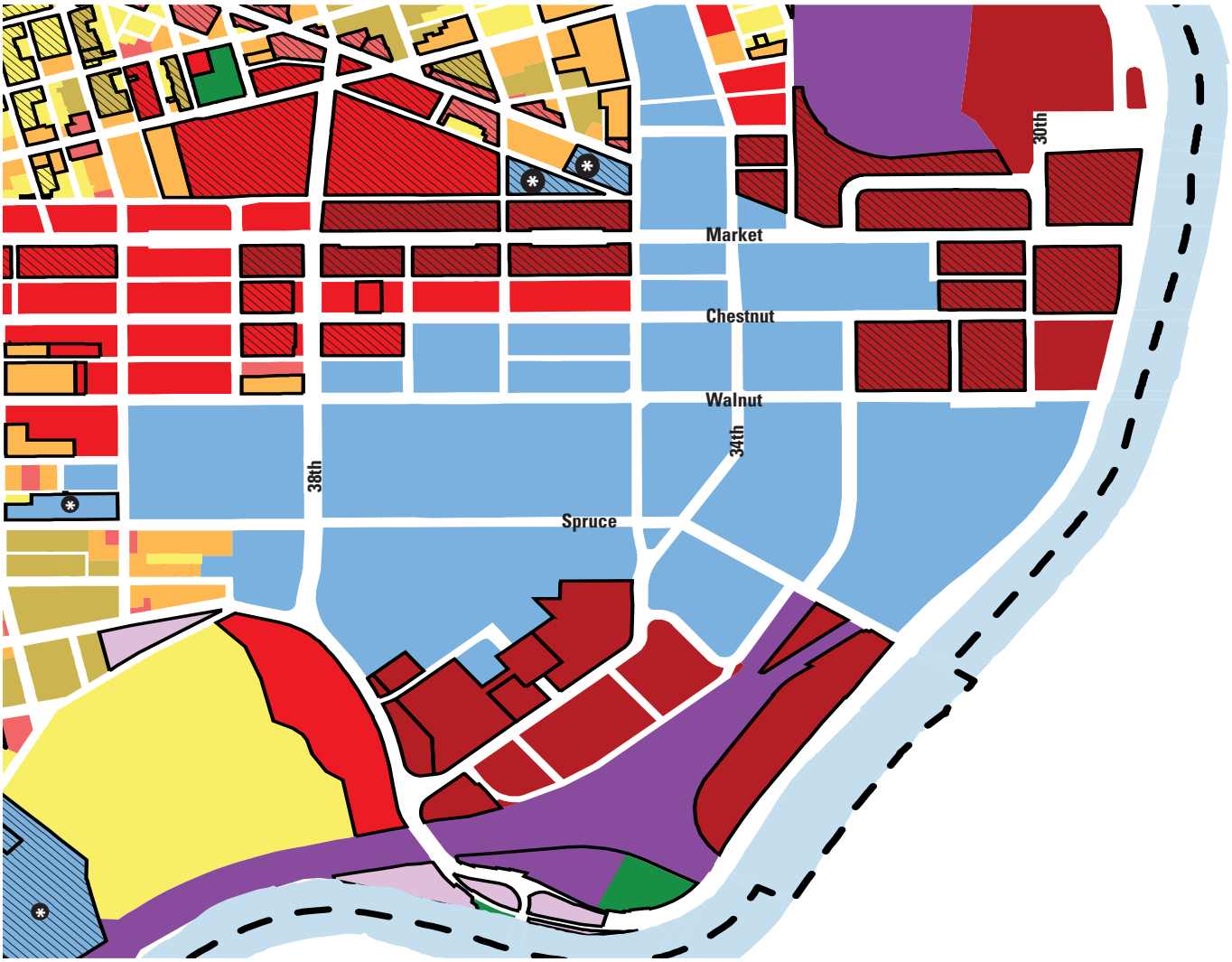


A

The Powelton Village zoning sub-area has seen a significant number of single-family to multi-family conversions over the last 20 years. This is due to the growth of the needs of student population for housing as well as the large Victorian housing typology that is easily converted into many units. This has led to a very low home-ownership level causing clashes between long-time residents, absentee landlords, and renters. To solve some of these issues the proposed zoning seeks to place multi-family conversions and development to the southern edge of the neighborhood (closest to University City) and Lancaster Avenue. This gives increases density around a transit accessible commercial corridor that needs more influx of population to market goods and services. The historic core of Victorian houses remain zoned RTA-1, which allows for two units. By doing this it allows home-owners to have a unit for rent in their house using up large amounts of extra square footage and making mortagages more affordable.

- Align zoning to existing land use
- Zoning change to preserve Single-Family housing and promote Multi-Family uses along Commercial Corridors and at highly transit oriented locations (USW 6).
- Zone institutional uses SP-INS

Proposed Zoning - University City

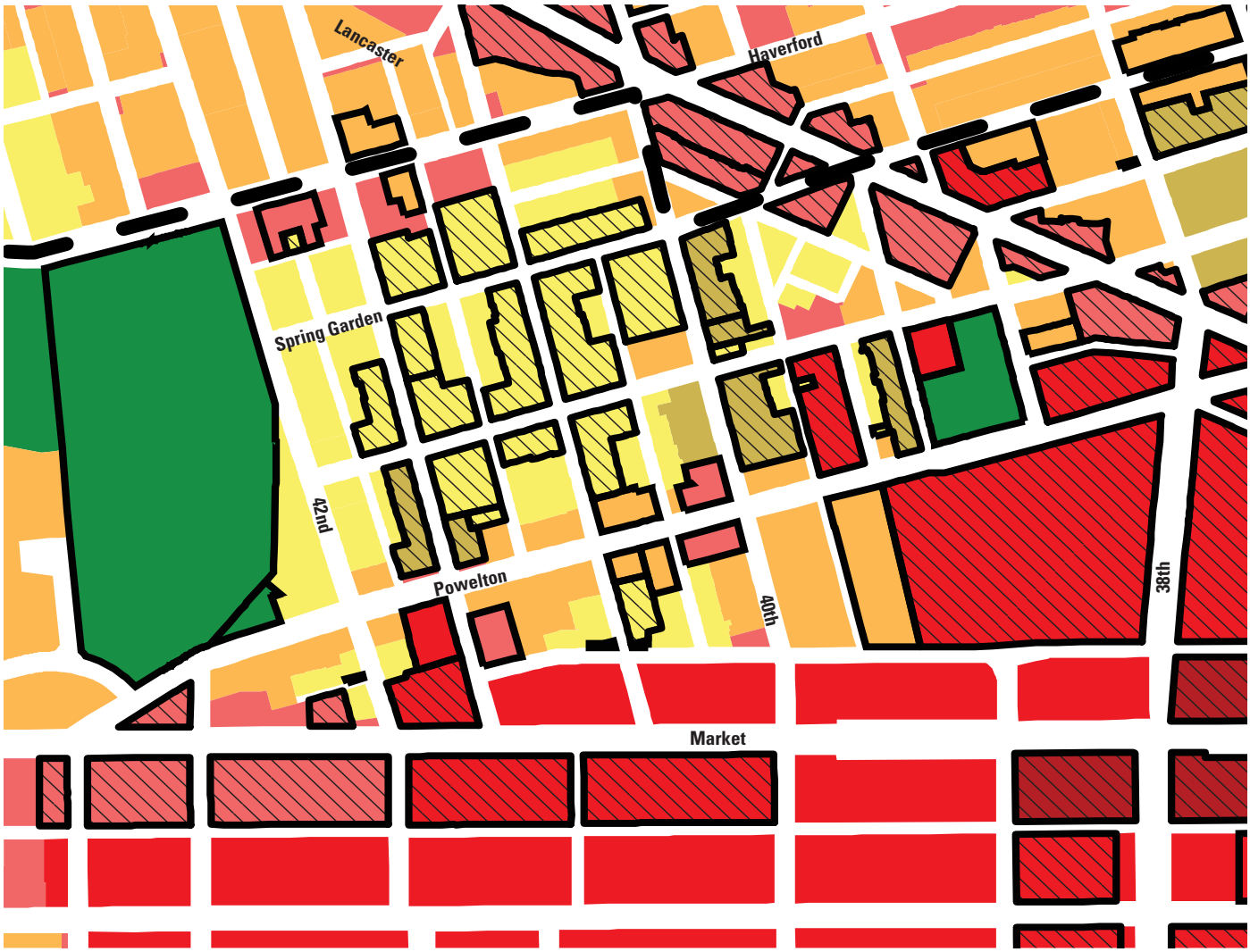


B

The University City zoning sub-area is the most dense and transit-accessible section of the University Southwest District. It includes the western section of Metropolitan Center which allows for density bonuses and higher height limits. While there is a large amount of SP-INS institutional zoning, there is also a large market for office space and market-rate housing. To take advantage of this market and to focus jobs and living spaces close to transit, zoning should be upgraded to CMX-5 in the key sections around 30th Street Station and within the Science Center. It is also proposed (USW 8) that a Transit Oriented Development overlay district be positioned along the Market Street corridor further encouraging pedestrian oriented, mixed-use development with restrictions on parking to make use of an abundance of high-speed, high frequency transit. There is also a need to correct the zoning of areas around the riverfront and the hospitals to reflect the current and future land uses.

- Align zoning to existing land use
- Zoning Change to create density around transit nodes.
- Zone institutional uses SP-INS

Proposed Zoning - West Powelton

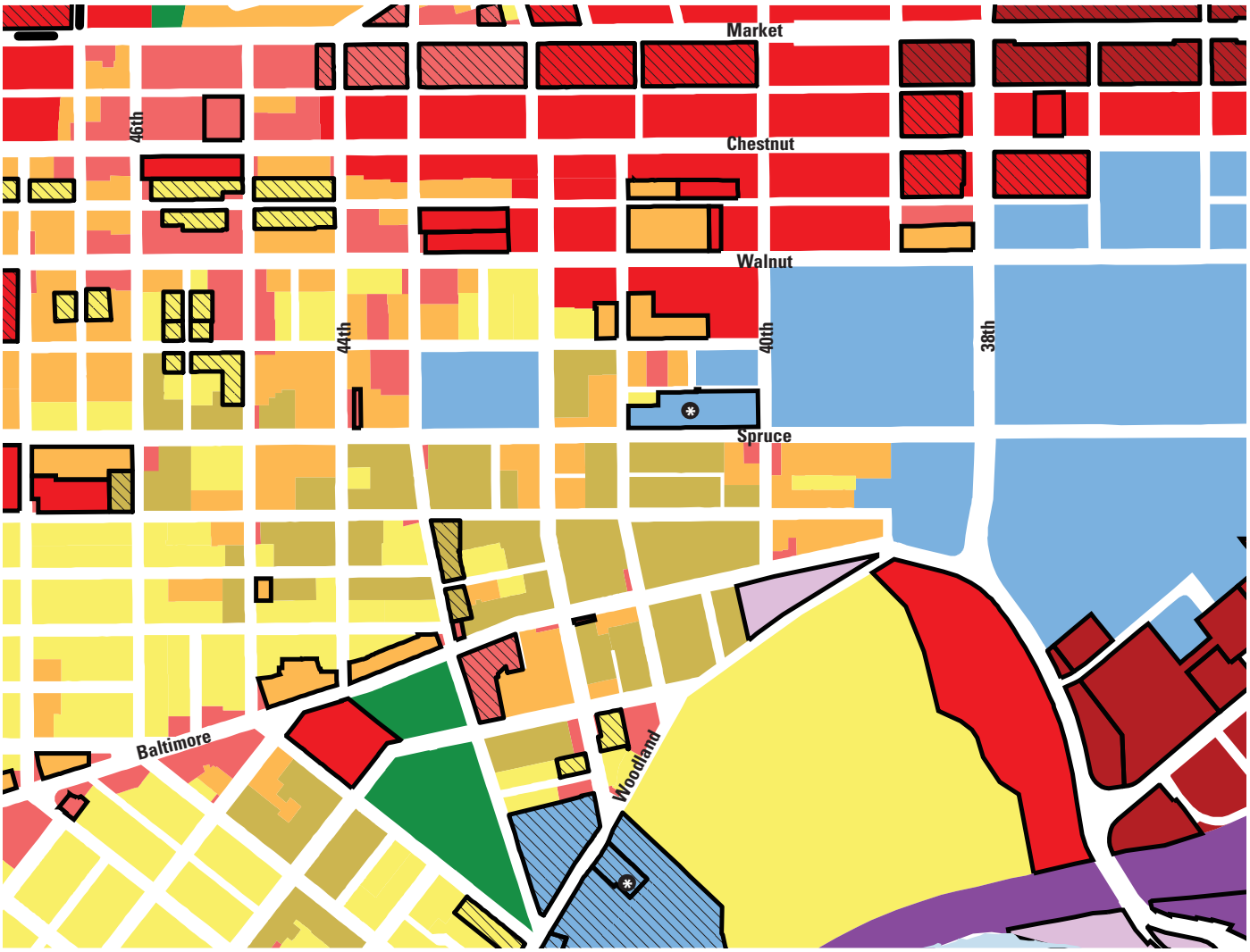


C

The West Powelton zoning sub-area has become the most recent focus for new student housing. The area has a higher vacancy level than the neighboring Powelton Village and new properties are being developed frequently due to good transit accessibility and close proximity to jobs and universities. With this new development, it is important that the area be zoned consistently to keep it from developing inappropriately. Smaller residential blocks should be zoned for single-family use (RSA-5) while the Market St and Lancaster frontages are good locations for multi-family and commercial uses.

- Align zoning to existing land use
- Zoning Change to preserve Single-Family housing and promote Multi-Family uses along Commercial Corridors and at highly transit oriented locations (USW 6).

Proposed Zoning - Spruce Hill



D

The Spruce Hill zoning sub-area is an area with historic Victorian houses in the southern section and commercial corridors to the north. Given that it is the neighborhood directly west of the University of Pennsylvania, there is a significant population of students and faculty but also a home ownership rate that is improving while still far below the city average. It is important here to zone blocks to protect residential neighborhoods from multifamily conversions, which increase the number of units and strain limited parking. There are also a number of corrective zoning locations, including the University of the Sciences, Philadelphia, which is currently zoned industrially.

- Align zoning to existing land use
- Zoning Change to preserve Single-Family housing and promote Multi-Family uses along Commercial Corridors and at highly transit oriented locations (USW 6).
- Zone institutional uses SP-INS

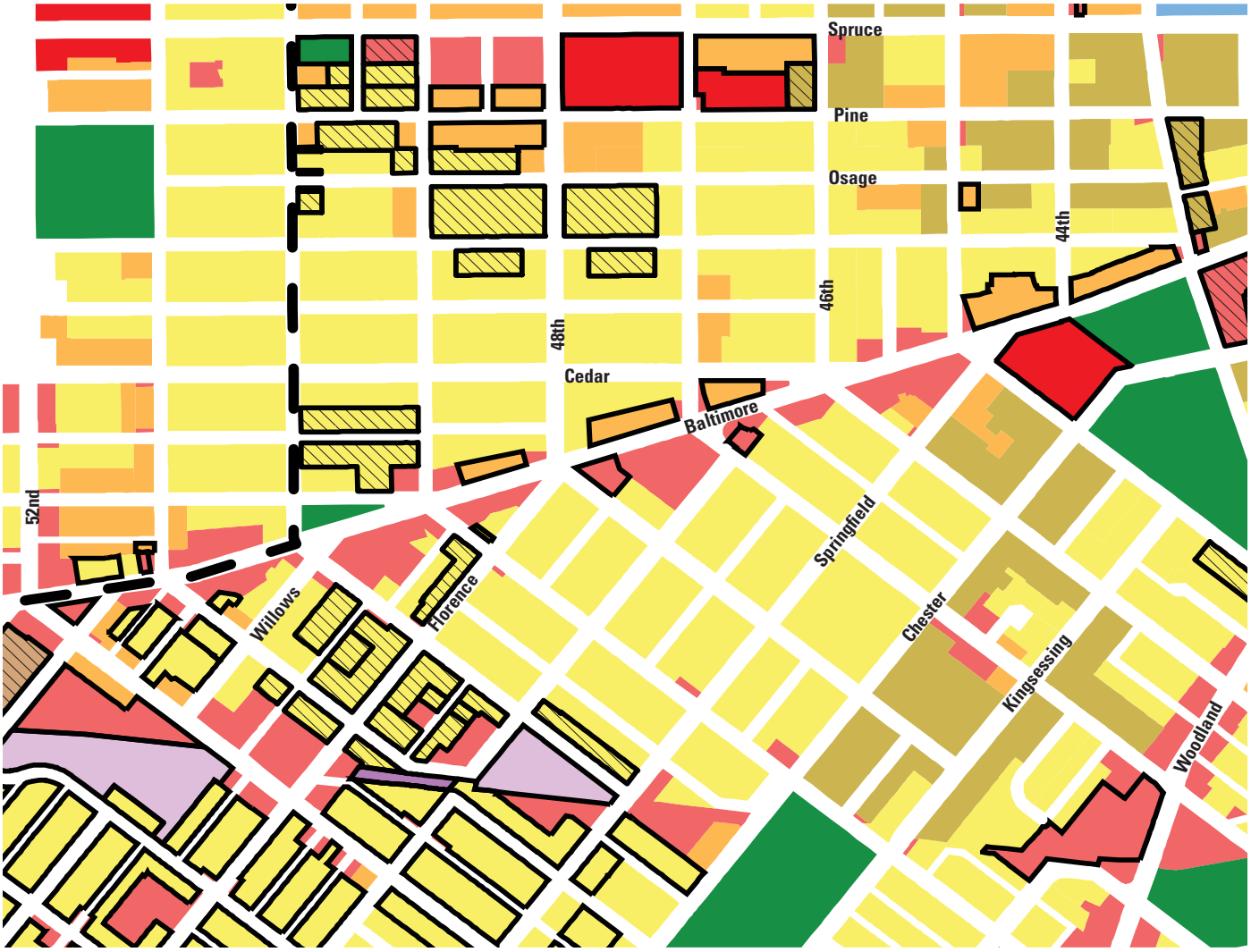
Proposed Zoning - Walnut Hill

E

The Walnut Hill zoning sub-area includes the high traffic corridors of Walnut and Chestnut Streets and the potential high density transit oriented area around the 46th and Market Street El Station. The station area has significant vacancy which holds the potential for new commercial and institutional development. The sub-area also contains single-family residential areas that need protection from conversion to multi-family by zoning them RSA-5 instead of RM-1. There are also two park and open space areas, Drexel's Vidas Fields and Barkan Park that are zoned for development and should be zoned for active and passive uses.

- Align zoning to existing land use
- Zoning Change to preserve Single-Family housing and promote Multi-Family uses along Commercial Corridors and at highly transit oriented locations (USW 6).

Proposed Zoning - Garden Court/Cedar Park

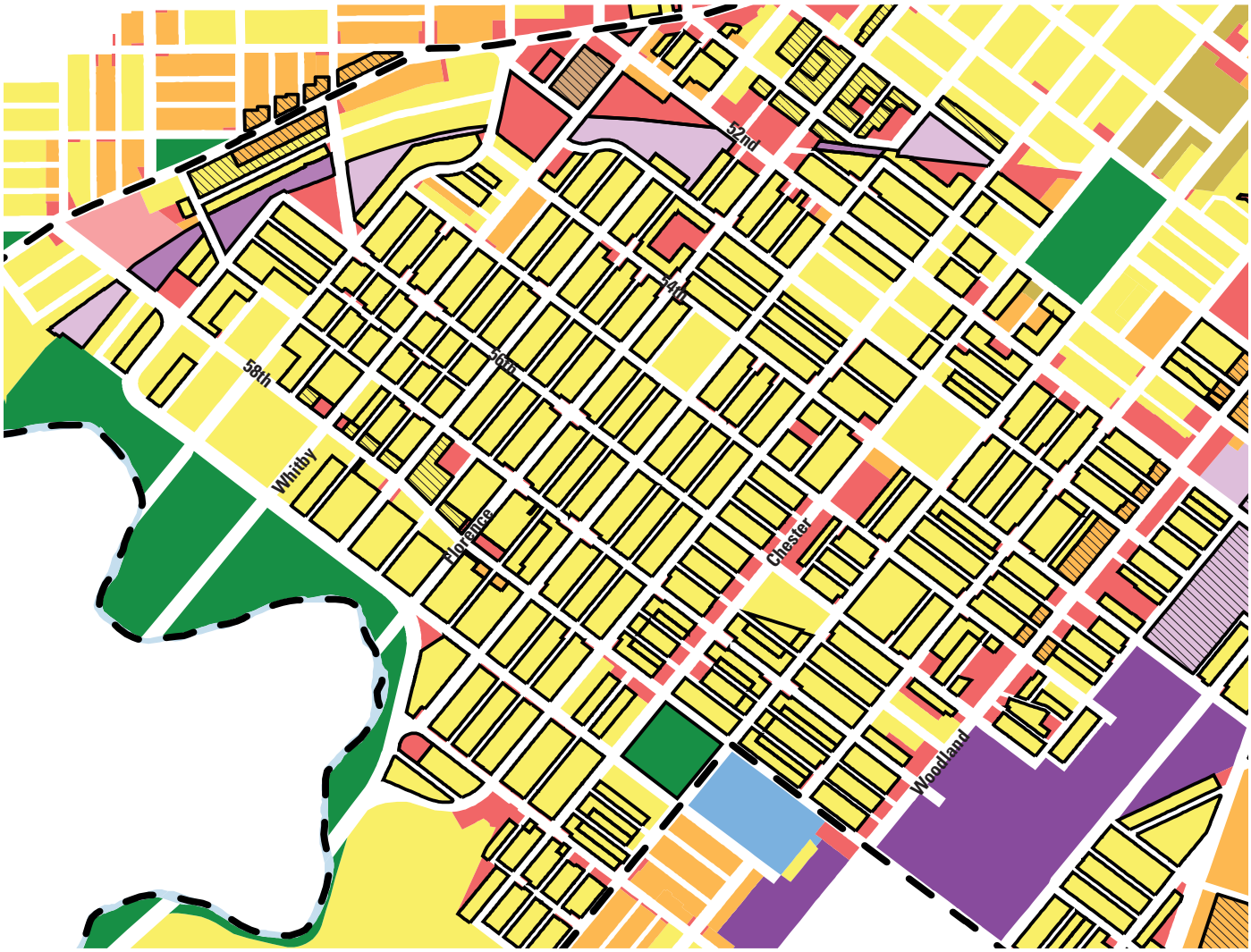


F

The Garden Court/Cedar Park zoning sub-area is the western extent of University City-centric single-to-multifamily housing conversions. Being further from the Metropolitan Center of University City has allowed the zoning of these neighborhoods to remain single-family, and it is important to continue that zoning to allow for appropriate housing ownership. Multi-family housing should be encouraged along mixed-use commercial and residential corridors like Baltimore, Chester, and Woodland Avenues. Most changes within this sub-area are corrective and help to insure that development continues in an appropriate manner.

- Align zoning to existing land use
- Zoning Change to preserve Single-Family housing and promote Multi-Family uses along Commercial Corridors and at highly transit oriented locations (USW 6).

Proposed Zoning - Kingsessing

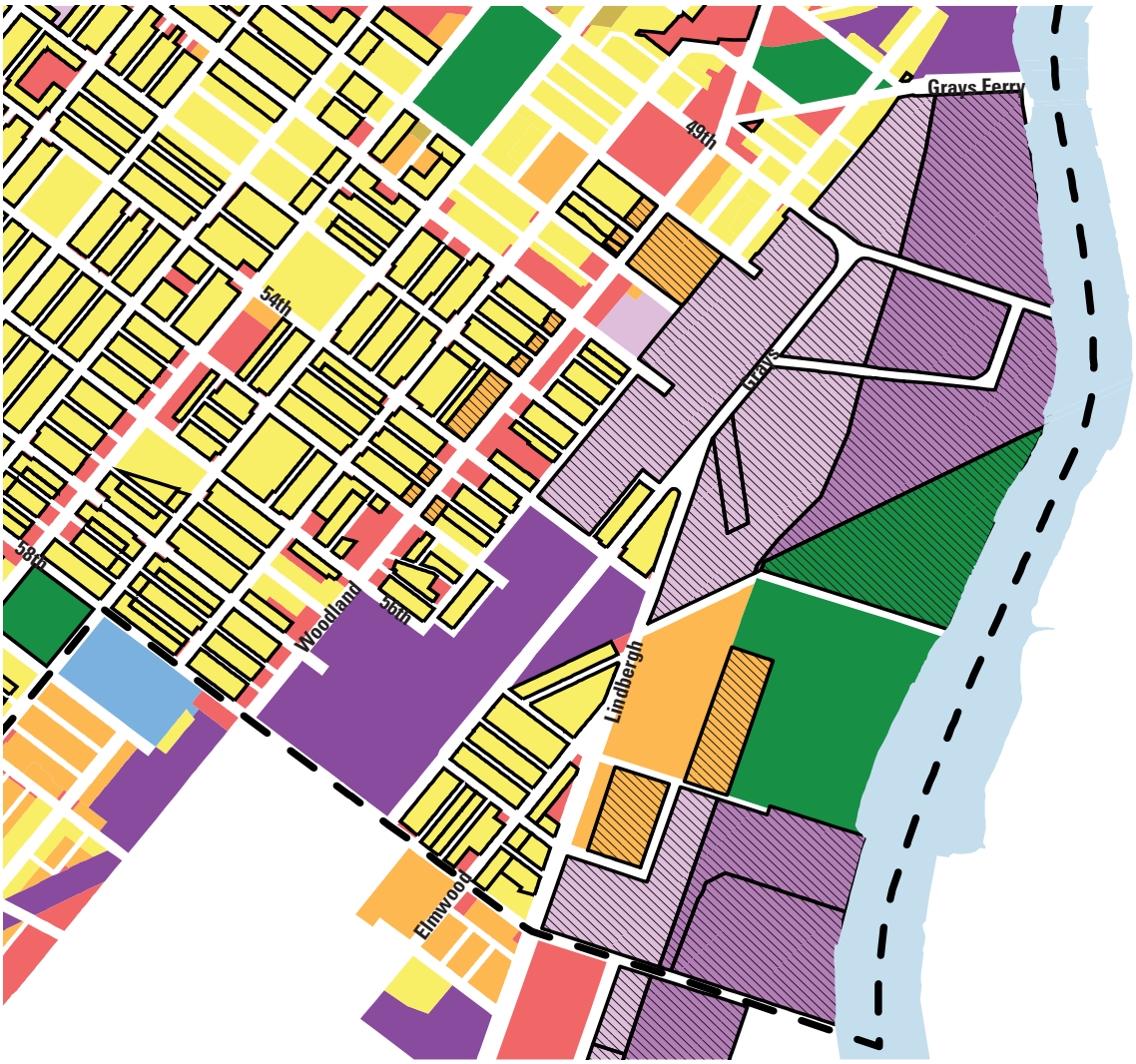


G

The Kingsessing zoning sub-area is primarily residential with ribbons of commercial uses on Chester, Woodland, and Baltimore Avenues. The housing typology of the sub-area is predominantly small to medium sized rowhomes which have been incorrectly zoned RM-1--a multi-family classification--even though most homes are not large enough for multiple units. In order to keep new construction and development in correct scale with surrounding existing housing stock it is important to change the zoning of residential properties to RSA-5, a single-family district. It is also important to encourage commercial uses along corridors with the capacity and density to allow businesses to thrive. To do this, it is recommended that blocks of South 58th Street (61.5% vacancy), Baltimore Avenue (36.7% vacancy), and Woodland Avenue (44.2% vacancy) be zoned for residential uses.

- Align zoning to existing land use
- Right size commercial areas with excess supply to increase the viability of key nodes of neighborhood serving commercial (USW 4).

Proposed Zoning - Lower Schuylkill



H

The Lower Schuylkill zoning sub-area is an industrial legacy area that stretches along the Schuylkill river south of the University of the Sciences and the Woodlands Cemetery. This area was studied closely in the Lower Schuylkill Master Plan (2013) which laid out the steps necessary to foster a center of job growth and innovation. The zoning here is proposed to stay industrial, but change to to a lighter or mixed commercial district (I-1 and ICMX), to leverage the proximity of the Lower Schuylkill to University City and Center City to attract development that is centered around research and development, technology, and artisnal industrial manufacturing. This sub-area also includes the historic Bartram's Garden. Here, it is proposed to rezone the meadow north of the main grounds to SP-PO-P to maintain passive open space use.

- Align zoning to existing land use
- Rezone to better attract research and development, advanced and artisanal manufacturing, and institutional uses (USW 17).

APPENDIX

Bartram's Garden

76 | Citizen Engagment
80 | Health Profile
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85 | Agency Names and Abbreviations
86 | Acknowledgments

Citizen Engagment

The PCPC held three public meetings to solicit ideas, priorities, recommendations, and feedback at various stages of the planning process. Each of these meetings was held within the district.

November 13, 2012: The Enterprise Center, 4548 Market Street

January 23, 2013: Kingsessing Recreation Center, 4901 Kingsessing Avenue

April 8, 2013: Quorum (at the University City Science Center), 3711 Market Street

These public meetings were open to all interested citizens, regardless of their ties to the district. Physical development within the University Southwest District can have citywide and regional implications given its location and role as an employment, cultural, and transportation hub. The University Southwest's role as a major economic and educational driver for the entire city and region give it a broader stakeholder base than many other planning districts.

The PCPC also employed multimedia tools to gather additional comments and engage a wider population of residents and property owners in the planning process. These tools - a text message survey tool and an online planning 'game' - are discussed in the following pages. This combination of engagement strategies yielded the largest number of participants in a District Plan to date, with an estimated 1,500 people attending meetings and/or providing input via social and electronic media.

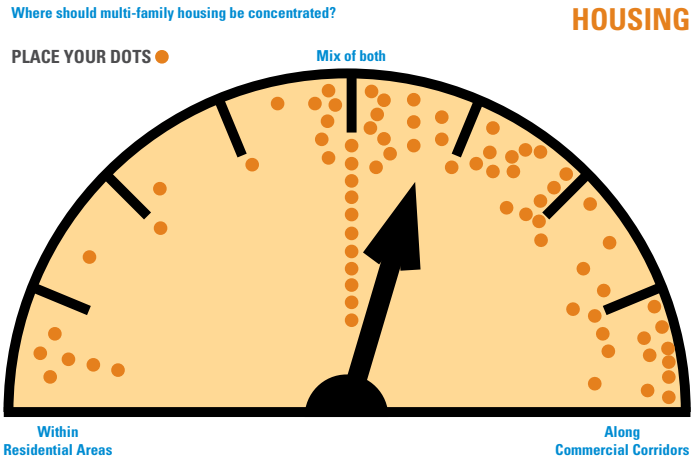
> **Above:** Scenes from the first and second public meetings.
> **Below:** an example of a gauge exercise employed at the 2nd public meeting to understand local priorities on specific policy issues or development decisions.

> First Community Meeting: Defining the Context

This meeting set a District Plan meeting attendance record with 169 guests. Staff from the PCPC introduced the planning process and presented information about existing conditions.

The public participated in a mapping exercise facilitated by PCPC staff. Small groups identified planning focus or opportunity areas by noting destinations, barriers, areas of change, and areas of stability on a map.

To identify areas of stability and change, facilitators asked participants to imagine the University Southwest District in ten years and identify which areas would stay the same and which would change and how. Reaching consensus was not part of the exercise; some planning focus areas were viewed with differing perspectives from participants.



Meeting attendees at this station had differing opinions on the optimal locations for multi-family housing, though a majority indicated support for permitting it along commercial corridors.

> Second Community Meeting: Setting Priorities

PCPC staff provided guests with a presentation of draft recommendations and a detailed analysis of the five draft Focus Areas. Staff also provided instructions for Philadelphia2035: The Game, an opportunity to provide input to the plan through an online activity.

Following the presentation, participants were engaged in three interactive exercises. The first exercise used a gauge to examine two seemingly opposing ideas and find a consensus for a particular scenario. Participants were given stickers to mark where their opinion fell on the gauge while staff noted public comments. In the second exercise, guests were given "funny money" to help prioritize public investment projects in the district. Each participant received a $10, $5, and $1 bill to "vote" for the projects they felt were most important.

The third exercise allowed the public to give open-ended comments on the draft Focus Areas.

> Final Open House: Refining Recommendations

The final public meeting was an open house and included a wrap-up of PHL2035: The Game to encourage those that participated in the process online to attend in person. Awards were also given to 3 local causes, thanks to the Knight Foundation's sponsorship of the game. Following this brief presentation, participants were free to talk individually with PCPC staff, to view graphics and maps, and to review draft recommendations. Existing conditions, demographic projections, public meeting summaries, 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.

Above: Total votes from the 2nd public meeting in favor of various public improvements. Rec center upgrades and attracting housing development to Kingsessing were the most popular ideas.

Internet Outreach through PHL2035: The Game

The University Southwest District Plan involved an unprecedented level of public outreach and engagement, fueled by partnerships with Code for America and Engagement Game Lab, tech-savvy non-profits that focus on innovative solutions to civic challenges and new ways of presenting and debating community issues. By incorporating text-message feedback (see Textizen, below) and a local adaptation of an online platform called Community PlanIt, the PCPC heard from approximately 1,500 people throughout the planning process for USW.

> PHL2035: The Game

PHL2035: The Game modified Community PlanIt, an existing community planning tool, to fit within Philadelphia's district planning process. The game posed 60 questions about different built envirionment issues to players in a user-friendly, web-based format for a period of three weeks during January and February of 2013. A summary of key game statistics is on the facing page. A permanent data visualization summarizing every response and comment received during the run of the game is available at **http://russellgoldenberg.com/egl/cpi/viz/phila/**

The game posed questions about land use, zoning, transportation, open space, city facilities, vacant land, food access, physical activity, housing, recreation, and other issues relating to physical development. The game included resources - maps, charts, previous plans, reports, memos - that players could use to educate themselves about current trends and projects affecting the district.

The game's participants indicated high levels of support for several of the plan's draft recommendations, thereby reinforcing their inclusion in the plan. These included zoning changes to preserve single-family homes in some neighborhoods while allowing more density and mixed-uses near transit and along traditional shopping streets; implementing strategies to discourage driving and reduce congestion in University City; and continuing to invest in active transportation infrastructure including bike lanes and trails. Game participants agreed less on other topics including modifications to trolley service patterns and bus routes, the mix of affordable and market rate housing in certain areas, priorities for park improvements, and proposed uses for the Lower Schuylkill. The PCPC will continue to reference these responses as they work with decision-makers to implement the plan's many recommendations.

Flyers promoted PHL2035: The Game in schools, recreation centers, and online.

The PCPC hopes to engage an ever more diverse group of constituents by expanding its capacity to ask questions and receive comments in various media. With PHL2035: The Game, staff reserved time at KEYSPOTs (free computing centers) to offer assistance to those interested in playing. Game data indicate that more could be done in the future to effectively engage young people, and that more aggressive publicity could increase participation from low-income populations who may not have regular access to the internet.

Text Message Outreach: Textizen

PCPC partnered with Code for America to pilot Textizen, a new system for soliciting citizen feedback via text message, in the summer of 2012. The pilot indicated that questions posed within the SEPTA system yielded the highest response levels, and so PCPC decided to use SEPTA advertising space exclusively to disseminate three USW-specific questions to gather additional public input and inform recommendations.

Of the three questions, a multiple choice question about preferred bicycle infrastructure investment proved most popular with 334 total responses during the course of one month. Of six proposed improvements, **72 percent of respondants selected "physically separated bike lanes on major streets."** This feedback reinforces our priority recommendation from the Transportation element of the plan to design and install a buffered eastbound bike lane on Chestnut Street. (***Continued on facing page)***

The Game By the Numbers

921

Sign-Ups for PHL2035: The Game

318

Active Players

4,893

Responses and comments collected

179,110

Coins pledged to real-world community causes ($1750.00 in donations to 4 local non-profits from the Knight Foundation)

Who Played

133

Players with no prior participation in planning activities

Gender Breakdown

49%	51%
Male	Female

Age Breakdown

23	127	91	36	41
< 18 yo	18-30	31-40	41-50	> 50yo

Location

53%	47%
From the district	From outside

Household Income

60	131	60	67
<50k	50-100k	>100k	Didn't say

Key Consensus Topics

Smarter zoning near transit and shopping

Mixing uses and creating sufficient density helps make neighborhoods safer and businesses more viable

More ways to cut traffic and limit auto use

Encourage commuters to SEPTA, bike, or walk, invest in active transportation infrastructure

Key Debate Topics

Trolley stop consolidation

How can we speed service without creating a hardship for seniors?

Suitable areas for multi-family housing

How can we preserve affordability and accommodate a growing student population?

The second question, placed within select bus routes, asked commuters to describe the origin and destination of their trips in and out of USW, and to offer suggestions for improved service. **Of all bus routes, the Route 40 received the most comments focusing on more frequent service, route modification, and greater predictability.** This feedback supports complementary recommendations in this plan and the Central District Plan to study and pilot a circulator route that improves service for growing populations on the east side of the Schuylkill to growing job centers on both sides of the river.

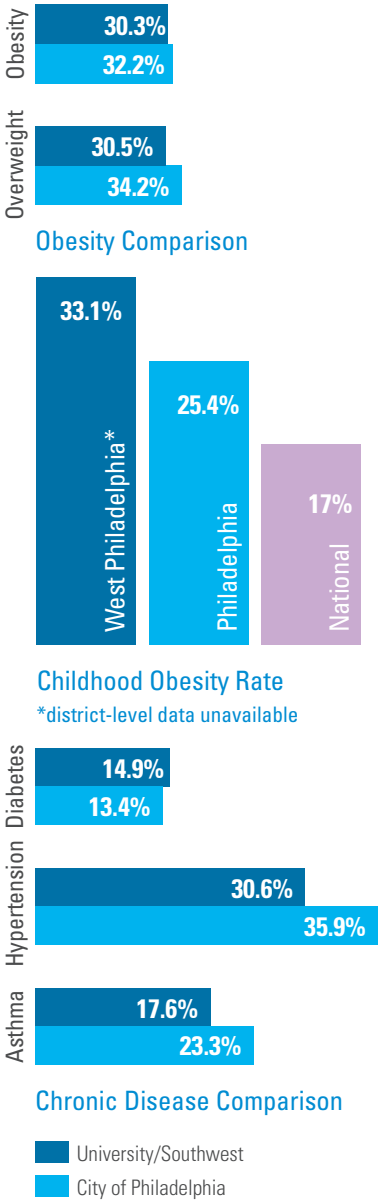
A third question asked respondents to indicate whether they shop along traditional neighborhood commercial corridors served by SEPTA trolley routes. Follow up questions asked respondents to indicate whether they support zoning remappings to allow greater commercial concentrations along these corridors. This question received only 9 responses, therefore PCPC will not pursue exterior advertisements on SEPTA vehicles given this low yield. The issues addressed in this question have been discussed in other forums, including PHL2035: The Game, and during public meetings.

5 bus shelters, 10 trolley exteriors, and nearly 100 placements in buses provided multiple opportunities for transit riders and pedestrians to encounter questions.

University Southwest Health Profile

The Built Environment and Public Health

There are strong associations between land use, transportation, and issues of public health. Land use decisions determine proximity of jobs, parks, fresh food, and essential services to residents, affecting levels of physical activity, nutrition, and the likelihood of chronic disease. Transportation infrastructure helps determine residents' decisions to travel via car, transit, bike, or walking. As a partner in the Get Healthy Philly initiative, PCPC considers the health impacts that the implementation of District Plan recommendations can have on the city's residents.



> Obesity and Chronic Disease Rates

A screening of the University Southwest District revealed several health-related issues. The University Southwest does not fare much better than citywide averages in terms of major health indicators. Just over 30 percent of the district's residents are obese, as compared to a citywide rate of 32 percent. The district reports a 15 percent lower incidence of hypertension among its residents compared to the city as a whole, but the rate of diabetes is 11 percent higher than the citywide average (14.9 percent as compared to 13.4 percent). Though there is little association between smoking and the built environment, it is interesting to note that three in ten district residents smoke, as compared to a quarter of the citywide population.

Within the district, residents of different neighborhoods experience vastly different physical and social environments that can in turn affect levels of physical activity. Access to public transportation is strong throughout the district and very few areas are designed primarily for the automobile, but the poor condition of commercial corridors in parts of Kingsessing limits walkable options for goods and services. Scarce employment opportunities in the western portions of the district also limit walking as a viable commute option for certain residents, whereas University City enjoys higher than average mode share for walking.

> Active Transportation

Active transportation describes modes that involve physical activity– namely, biking, walking, and public transit (which involves walking or biking in most cases to access stations and final destinations). Several ongoing streetscape and trail projects promise better connections to current and planned recreation assets. The district also stands to gain significantly improved access to the regional trail network once these same projects are connected to other trail segments outside the district.

The 58th Street Greenway will provide a safer cross-district route for accessing the trail and grounds of Bartram's Gardens and/or the Cobbs Creek Parkway, linking previously disconnected sites along the district's southwestern edge (see page 52). The Bartram's Mile trail segment, and future linkages up to the Grays Ferry Crescent and the rest of the Schuylkill River Trail, will provide a viable bike- and pedestrian-friendly corridor for accessing both University City and Center City. These infrastructure improvements could contribute in the longer term to higher rates of physical activity, more time spent outdoors, and perhaps most importantly, greater use of active transportation for commuting.

> Access to Healthy Foods

Walkable access to healthy foods is stronger in University Southwest than many other parts of Philadelphia. New farmers' markets in locations such as The Enterprise Center and Myers Recreation Center, a number of corner stores recruited and retrofitted by the Healthy Corner Store Initiative, and a fairly even distribution of grocery stores throughout the Southwest and University areas gives the vast majority of residents good to excellent access to healthy foods on foot. Three targeted areas would benefit the most from improvements to the food access environment:

1 Bartram's Village: This PHA site is physically separated from most resources, and healthy foods are no exception. The 58th Street Greenway should improve the physical experience of traveling to the closest supermarket at 58th and Woodland. A recent investment by Bartram's Garden in fresh food has created community garden space and a farmer's stand near the public housing site helping to improve healthy food access.

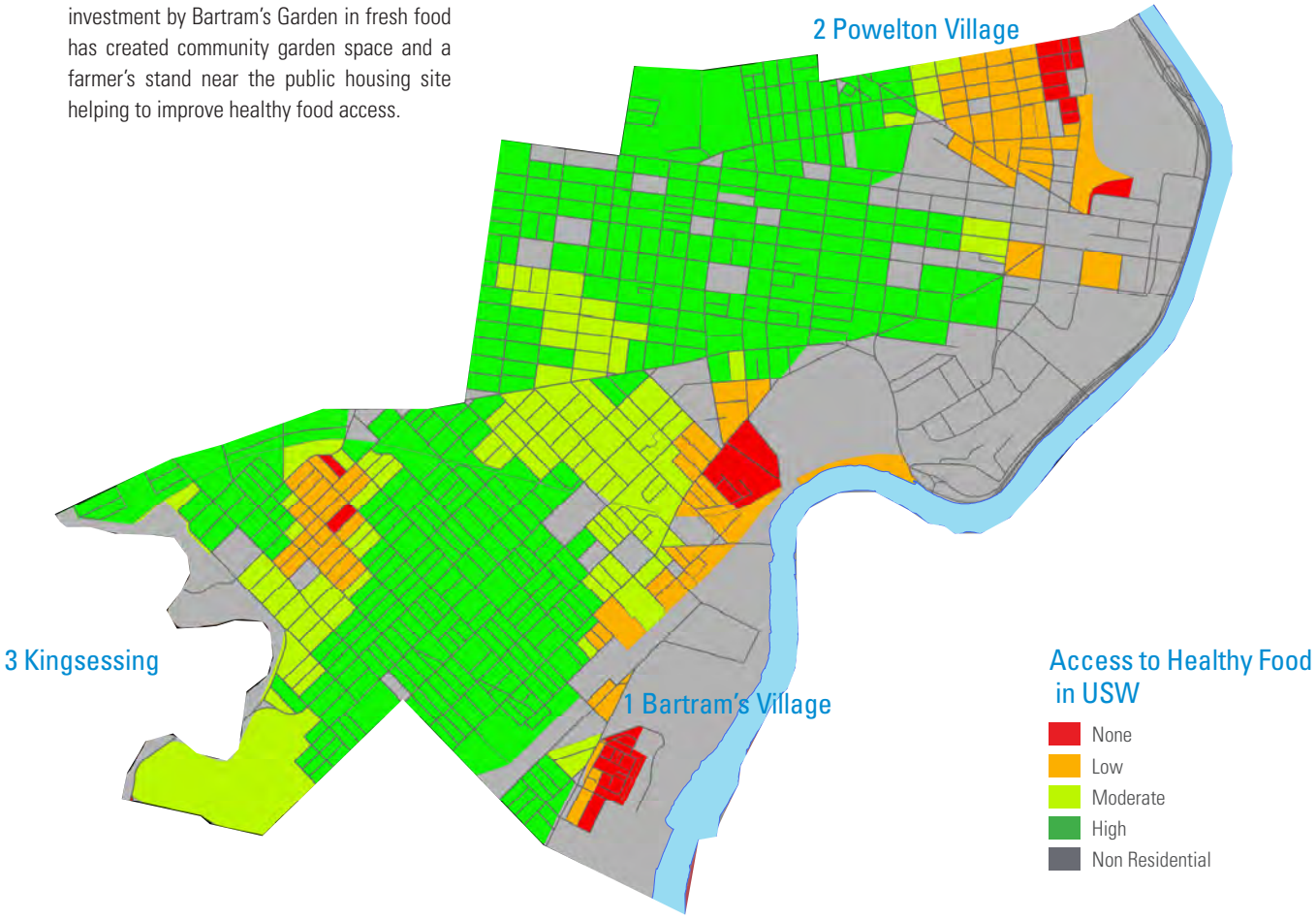
2 Powelton Village: This area contains relatively little commercial despite a strong residential base, and few sites able to accommodate larger food businesses. Drexel's campus master plan proposes greater density and transit-oriented development around 30th Street Station and at 34th and Lancaster. If this materializes, major grocery operators may follow. In the meantime, this neighborhood is farthest from major healthy food outlets.

3 Kingsessing: A cluster of blocks just east of Cobbs Creek along Hadfield Street between 54th and 58th falls just outside a comfortable walking radius of supermarkets at 54th and Chester and Angora, but access is otherwise strong. More healthy corner stores in this area and a better pedestrian experience to existing businesses would help fill the void.

Definition | *Walkable Access to Healthy Food*

The Philadelphia Department of Public Health considers the different sizes, hours, and offerings of different retail food outlets in calculating food access scores for census blocks across the city.

Supermarkets of several sizes and categories, corner stores, farmers' markets, and produce carts are all factored into the scoring system. Walking distances to each source correlate with its size and selection. The map shows access scores at the census block level.



Citywide Vision Objectives

THRIVE

Neighborhoods

Neighborhood Centers

1.1.1 Strengthen neighborhood centers by clustering community-serving public facilities.

1.1.2 Strengthen neighborhood centers by developing viable commercial corridors.

1.1.3 Strengthen neighborhood centers by promoting transit-oriented development around stations.

1.1.4 Provide convenient access to healthy food for all residents.

Housing

1.2.1 Stabilize and upgrade existing housing stock.

1.2.2 Ensure a wide mix of housing is available to residents of all income levels.

1.2.3 Promote new affordable housing development to strengthen existing neighborhood assets.

Economic Development

Metropolitan and Regional Centers

2.1.1 Support and promote Center City/University City as the primary economic center of the region.

2.1.2 Strengthen metropolitan subcenters.

2.1.3 Encourage the growth and development of both existing and emerging Regional Centers.

Industrial Land

2.2.1 Ensure an adequate supply and distribution of industrially zoned land.

2.2.2 Reposition former industrial sites for new users.

Institutions

2.3.1 Encourage institutional development and expansion through policy and careful consideration of land resources.

2.3.2 Create cooperative relationships between institutions and neighbors.

Cultural Economy

2.4.1 Maintain Philadelphia's strong role in the national and international tourism market.

2.4.2 Provide ample resources to cultural institutions to enrich the city's quality of life.

Land Management

Vacant Land & Structures

3.1.1 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.

3.1.2 Prevent abandonment of land and structures.

3.1.3 Reuse vacant land structures in innovative ways.

Land Suitability

3.2.1 Use topography to direct land development.

Municipal Support Facilities

3.3.1 Reduce expenditures for municipal support facilities.

Citywide Vision Objectives

CONNECT

Transportation

Transit

4.1.1 Invest in existing infrastructure to improve service and attract riders.

4.1.2 Extend and introduce new technological advances to the transit network to serve new markets.

4.1.3 Coordinate land use decisions with existing and planned transit assets to increase transportation choices; decrease reliance on automobiles; increase access to jobs, goods, and services; and maximize the economic, environmental, and public health benefits of transit.

Complete Streets

4.2.1 Implement a complete streets policy to ensure that the right-of-way will provide safe access for all users.

4.2.2 Expand on- and off-street networks serving pedestrians and bicyclists.

4.2.3 Improve safety for pedestrians and bicyclists and reduce pedestrian and bicycle crashes.

Streets and Highways

4.3.1 Upgrade and modernize existing streets, bridges, and traffic-control infrastructure to ensure a high level of reliability and safety.

4.3.2 Control automobile congestion through traffic management and planning.

4.3.3 Improve highway access for goods movement.

4.3.4 Improve pedestrian connections across major rights-of-way.

Airports, Seaports, and Freight Rail

4.4.1 Strengthen the airports' global and local connections.

4.4.2 Elevate the competitive position of Philadelphia ports on the Eastern Seaboard.

4.4.3 Modernize freight rail assets to ensure efficient goods movement to and through Philadelphia.

Utilities

Consumption, Capacity, and Condition

5.1.1 Reduce electric, gas, and water consumption to reduce financial and environmental costs.

5.1.2 Ensure adequate utility capacity to serve customers.

5.1.3 Modernize and bring the condition of existing utility infrastructure to a state of good repair.

Broadband Infrastructure

5.2.1 Prepare a long-term plan for maintenance and use of City-owned broadband infrastructure and wireless assets.

5.2.2 Expand affordable access to broadband and promote digital literacy programs among low-income populations.

5.2.3 Encourage technical innovation and recruitment of high-tech businesses.

RENEW

Open Space

Watershed Parks and Trails

6.1.1 Create a citywide trails master plan to coordinate the planning and construction of trail systems within Philadelphia.

6.1.2 Create a corridor network that connects parks, neighborhoods, and trails citywide.

6.1.3 Connect citywide parks to the existing protected natural areas of the regional green-space network.

Waterfronts

6.2.1 Improve and increase waterfront recreation opportunities.

6.2.2 Expand use of rivers for passenger transportation.

Citywide Vision Objectives

Neighborhood Parks and Recreation

6.3.1 Ensure that all Philadelphians live within a 10-minute walk of a neighborhood park or a recreation center.

6.3.2 Connect neighborhood parks and trails to neighborhood centers and major public facilities.

6.3.3 Ensure proper maintenance and vibrancy of parks and recreation facilities.

Environmental Resources

Air Quality

7.1.1 Reduce overall and per capita contributions to air pollution.

7.1.2 Reduce overall and per capita greenhouse gas (GHG) emissions by 45 percent by 2035.

7.1.3 Reduce air temperature during the warm season in the city.

Water Quality

7.2.1 Improve the quality of city and regional water sources.

7.2.2 Restore and create urban stream banks and tidal wetlands along watersheds.

7.2.3 Support stormwater regulations set by the Philadelphia Water Department to capture stormwater on-site and reduce flooding damage.

Tree Cover

7.3.1 Increase the overall tree canopy across the city to 30 percent.

7.3.2 Enhance the city's forests to create a total of 7,200 acres.

7.3.3 Support tree planting and stewardship within the city.

Historic Preservation

Cultural, Architectural, and Historic Resources

8.1.1 Preserve culturally, historically, and architecturally significant buildings, sites, structures, and districts.

8.1.2 Rehabilitate abandoned industrial infrastructure for new uses and reuse industrial buildings to create new neighborhood anchors.

8.1.3 Preserve and reuse all "at risk" historic anchor buildings, commercial corridor buildings, and districts' elements.

8.1.4 Protect archeological sites.

8.1.5 Ensure maintenance and management of cemeteries and religious properties.

8.1.6 Preserve historically significant viewsheds and landscapes.

8.1.7 Preserve cultural and ethnic traditions, places, and resources.

Heritage Tourism

8.2.1 Create new and enhance existing tourism programs based on various cultural experiences unique to Philadelphia.

8.2.2 Demonstrate sustainability practices in visitor activities and facilities.

Public Realm

Development Patterns

9.1.1 Preserve the walkable scale of the city.

9.1.2 Ensure that new development reinforces the urban scale.

Urban Design

9.2.1 Apply sound design principles to guide development across the city.

9.2.2 Create welcoming, well-designed public spaces, gateways, and corridors.

9.2.3 Link public art with major capital initiatives.

9.2.4 Ensure maintenance and protection of public works of art.

Agency Names and Abbreviations

As noted in the Framing Our Future section, the goals and objectives found in *Philadelphia2035* will be accomplished with the partnership of various agencies and organizations. Below is a listing of organizations and government agencies at the federal, state, regional, and local levels that will play a role the implementation of the *Citywide Vision*. The abbreviations correspond with those used in the *Citywide Vision*.

Full Name	Abbreviation
State Agencies	
Pennsylvania Department of Transportation	PennDOT
Pennsylvania Department of Environmental Protection	PADEP
Pennsylvania Housing Finance Agency	PHFA
Regional Agencies	
Delaware Valley Regional Planning Commission	DVRPC
Southeastern Pennsylvania Transportation Authority	SEPTA
Quasi-Governmental Agencies	
Philadelphia Industrial Development Corporation	PIDC
Philadelphia Housing Development Corporation	PHDC

Full Name	Abbreviation
City Agencies	
Department of Public Property	DPP
Free Library of Philadelphia	Library
Philadelphia Historical Commission	PHC
Mayor's Office of Arts, Culture, & the Creative Economy	MOACCE
Mayor's Office of Sustainability	MOS
Mayor's Office of Transportation and Utilities	MOTU
Office of Housing and Community Development	OHCD
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 Fire Department	PFD
Philadelphia Housing Authority	PHA
Philadelphia Parks and Recreation Department	PPR
Philadelphia Redevelopment Authority (formerly known as The Redevelopment Authority of Philadelphia; RDA)	PRA
Philadelphia Streets Department	Streets
Philadelphia Water Department	PWD
School District of Philadelphia	SDP
Zoning Board of Adjustment	ZBA

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