West Philadelphia Promise Zone Land Use and Vacancy Survey And Analysis of Access to Assets: Healthy Foods

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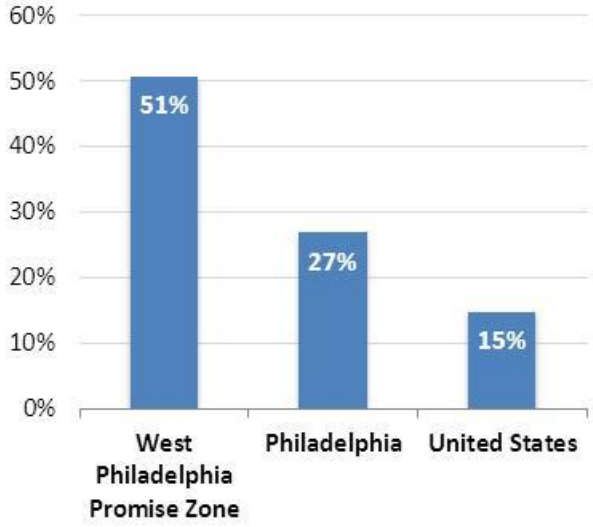
Introduction

In January 2014, a roughly 2-square mile area on the west side of Philadelphia was designated as a Promise Zone, one of only five cities chosen by the U.S. Department of Housing and Urban Development (HUD). The Promise Zone is located in West Philadelphia – bounded by the Schuylkill River to the east, Girard Avenue to the north, 48th Street to the west, and Sansom Street to the south. It includes 35,315 residents with an overall poverty rate of 50.8%, nearly double the city's rate of 26.9%.[1]

This designation came as part of a new 10-year federal initiative led by the White House with support from federal agencies, including the U.S. Department of Housing and Urban Development, U.S. Department of Agriculture, U.S. Department of Justice, and U.S. Department of Education. The Obama Administration created the Promise Zones to address the challenges that are experienced by individuals and families living in deep and persistent poverty. Taking an inclusive approach to community change, the initiative works to ensure that all individuals living within the target area will be connected with social services needed to lead healthy and sustainable lifestyles.

FIGURE 1: Poverty Rates



Source: Census American Community Survey

[1] Mayor's Office of Community Empowerment and Opportunity. (2014). *Promise Zone Philadelphia*. City of Philadelphia.

The Promise Zone aims to empower residents by ensuring that these communities have access to the resources that are identified as “missing” or “lacking” by the current civic base. Key institutions such as Drexel University and the University of Pennsylvania provide support and leadership on projects, resident-driven events, further development of formal and informal networks, as well as garnering a diverse array of resources (financial or social). In conjunction with providing preference for funding opportunities, federal agencies will work with local communities and municipal entities to implement strategies that focus on creating jobs, increasing economic activity, developing educational opportunities, reducing crime, and leveraging private capital.

Overview

A team of ten undergraduate and graduate students, participants in the 2014 Mayor’s Internship Program, undertook a survey of the West Philadelphia Promise Zone on a parcel-by-parcel basis. Leadership and support for this project was provided by Carolyn R. Brown, Director of Planning and Evaluation from the Mayor’s Office of Community Empowerment and Opportunity and Andrew Meloney, Senior Planner from the Philadelphia City Planning Commission.

All team members were trained by the Philadelphia City Planning Commission (PCPC) on the procedures for conducting a “windshield survey” – a method for evaluating land-use and vacancy through visual inspection of each property in the study area. Properties were evaluated and coded as based on a standardized color-specific system. This process included neighborhoods that PCPC had not comprehensively surveyed in decades, thus providing important information on an overlooked area of the city. After collection, data were entered into the City’s geographic information system (GIS) database of land parcels.

As shown in Table 1 below, the survey found that vacancy is a significant challenge in the Promise Zone. There are nearly 3.7 million square feet of vacant land, which includes over 2,380 parcels. Much of this vacant land is clustered in a few neighborhoods – 38 percent of the vacant land in the Promise Zone is in Mantua, and 27 percent is in Belmont. In addition, a significant share of the land in certain neighborhoods is vacant; overly 20 percent of Mantua, East Parkside and the portion of Walnut Hill that is within the Promise Zone boundaries is vacant. A summary table of the survey findings is available in the appendix.

To illustrate how the data collected through the survey can be used to support analysis of policy and community proposals, the remainder of this paper offers a preliminary analysis of a proposal to develop urban farms on one or more of the large, contiguous areas of vacant property in the Promise Zone.

TABLE 1: Vacant Land in Promise Zone, by neighborhood

	Total Square Footage	As share of vacant land area in Promise Zone	As share of neighborhood
Mantua	1,398,252	38%	25%
Belmont	992,008	27%	19%
East Parkside	420,064	11%	21%
Mill Creek*	393,900	11%	6%
Walnut Hill*	155,885	4%	24%
West Powelton	158,343	4%	5%
Saunders Park	51,079	1%	3%
Spruce Hill*	44,763	1%	2%
Powelton Village	43,983	1%	1%
University City*	4,096	0%	0%
PROMISE ZONE	3,662,372	100%	8%

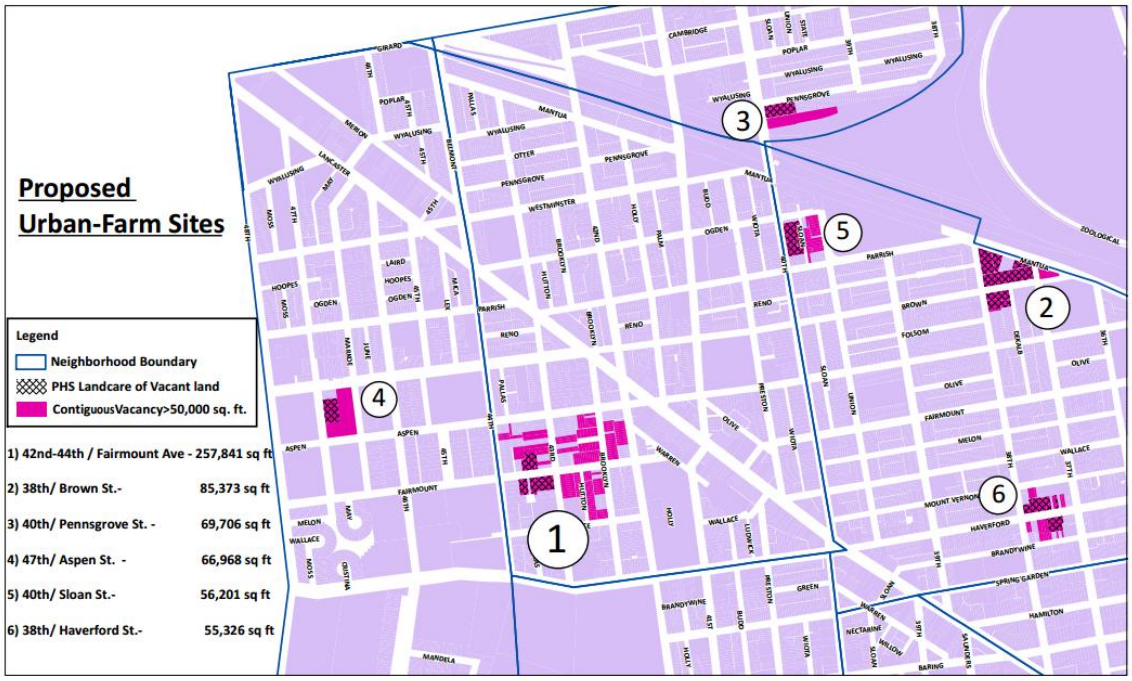
* The West Philadelphia Promise Zone is the area between Girard Avenue and Samson Street, west of the Schuylkill and east of 48th Street. The boundaries of some neighborhoods extend beyond these lines. In these cases, the data shown is only for the area within the Promise Zone.

NOTE: These statistics summarized by number and share of parcels (rather than total square footage of those parcels) are available in the appendix.

Proposal to Develop an Urban Farm within the Promise Zone

As shown in Figure 2 below, we have identified six potential sites areas with contiguous vacant parcels that could serve as sites for an urban farm within the Promise Zone.

FIGURE 2: Proposed Urban Farm Sites



As discussed below, further analysis would be needed to determine which site or sites would be most appropriate for the proposed urban farm. Preliminary analysis of ownership found that acquiring some sites may pose more of a challenge than others – for example, as shown in Table 2, two of the sites are entirely owned by City agencies (38th and Brown and 47th and Aspen), while others have a number of independent owners.

TABLE 2: City Ownership of Potential Urban Farm Sites

Proposed Site	Share of Property That Is City-Owned	Number of Non-City Owners
42nd-44th Fairmount Ave	26% of parcels, 24% of area	46
38th and Brown	100% of parcels and area	0
40th and Pennsgrove	13% of parcels, 68% of area	13
38th and Haverford	76% of parcels, 70% of area	5
40th and Sloan	40% of parcels, 35% of area	25
47th and Aspen	100% of parcel and area	0

NOTE: City-owned describes all properties listed as owned by the Philadelphia Housing Authority, the Redevelopment Authority, and the City of Philadelphia

In addition, as indicated by the cross-hatching in the map above, a number of these plots have been cleared and graded by the Pennsylvania Horticultural Society, which would minimize the upfront work necessary to convert these spaces into urban farms.

Three factors led to our conclusion that the conversion of these vacant areas would provide a beneficial service to the community. First, this proposal builds upon existing efforts centered on gardening and fresh food production, while also modeling best regional urban farming practices. Second, it would improve access to healthy and affordable food in the surrounding area, thus addressing a challenge faced by the Promise Zone neighborhoods. Finally, by forming strategic partnerships with local enterprises, and supplementing this revenue with external financing, the project could be economically sustainable.

Urban Agriculture in the Philadelphia Area

Urban agriculture can be thought of as the growing, harvesting, and distribution of fresh fruits, vegetables, and other foodstuffs in or around a town or city community. Throughout the history of the United States, this communal practice has played an important role in providing healthy and affordable foods to individuals living in densely populated city environments. During World War II, citizens were encouraged to plant small plot gardens, which eventually produced over 40 percent of the vegetables consumed nationally.[2] Over the course of recent decades, the benefit of utilizing vacant urban parcels for such practices has been increasingly acknowledged, as concerns and awareness of issues centered on food security have grown.[3]

A variety of prospering urban farms operate across Philadelphia and provide examples of the success that could stem from implementation within the Promise Zone. As described below, each urban farm follows a different model of utilizing community-organization partnerships. The

[2] Meyers, A. (2008). Vitalizing the vacant. Retrieved July 31, 2014. http://thoughtsonthetable.files.wordpress.com/2008/05/myersvitalizingthevacant1.pdf

[3] Lovell, S. (2010). Multifunctional urban agriculture for sustainable land use planning in the United States. *Sustainability*, *2*, 2499-2522. doi:10.3390.

exact organizational structure of the proposed urban farm would depend on the interests of the community, the resources of participating partners, and the specific site (or sites) chosen.

In 2001, the Philadelphia Water Department (PWD) and the Institute for Innovations in Local Farming (IILF) established the Somerton Tanks Farm in northeast Philadelphia.[4] This partnership resulted from a push to find environmentally and financially efficient methods to maintain green spaces. Somerton Tanks Farm utilizes a unique small plot farming method, which allows for production of on half-acre sites.[4] In 2006, about half of the produce was sold at outdoor farmers markets in Old City, Center City, South Philadelphia, and West Philadelphia, and the remaining product was sold to wholesale distributors and as Community Supported Agriculture shares.[5] The financial result of this urban farming model was annual income increases, ranging from $52,000 in 2004 to $69,800 in 2006.[6]

The Mill Creek Urban Farm, located in West Philadelphia (just outside of the Promise Zone boundary), is committed to education and increasing sustainable access to fresh produce for the surrounding community.[7] The land for the farm was awarded by PWD to a nonprofit agency called "A Little Taste of Everything" (ALTOE), which is driven by a mission centered on building healthier communities through addressing the issue of food deserts and overall access to affordable produce.[8] Currently, Mill Creek Urban Farm is funded through a diverse array of sources, including grants, private donations, and product sales.[9]

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[4] Somerton Tank. http://www.somertontanksfarm.org/. Retrieved July 31, 2014.
[5] Institute for Innovations in Urban Farming.(2007). *Farming in Philadelphia: Feasibility Analysis and Next Steps*.
[6] Ibid.
[7] Mill Creek Urban Farm.(2014). Accessed August 5, 2014. http://millcreekurbanfarm.org/.
[8] Ibid.
[9] Ibid.

The Marathon Urban Farm sits on 15,750 square feet of land in the Brewerytown section of North Philadelphia. Before being converted into an agricultural site in 2011, this cluster of parcels sat vacant.[10] The land has since been converted to a multi-use site, offering a variety of activities including healthy cooking classes, raised bed gardening, and education classes for youth that seek to increase access to healthy foods, as well as build a sense of camaraderie between residents.[11] The produce grown on site is used to supply the Marathon Restaurants, a local healthy food-based business chain operating three locations across Philadelphia.[12] This approach to sustainability keeps the locally grown food in the surrounding community, while also providing a stable form of income and funding. Additionally, the Marathon Urban Farm operates a market stand to further harness income and seeks to cut costs associated with further development by using entirely recycled materials.[13]

An alternative approach to urban farming has been adopted in Camden, New Jersey. A 2010 study conducted by the University of Pennsylvania observed that roughly 15 percent of the food consumed in Camden is sourced from local urban agricultural sites.[14] These gardens vary in both size and overall yield, with the majority located in areas where the average household income is below 200 percent of the federal poverty line ($22,113 for a family of 4 in 2010).[15] Additionally,

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[10] Marathon Farm. (2014). Accessed August 5, 2014. http://marathonfarm.wordpress.com/.
[11] Ibid.
[12] Corr, Kathleen. Foodtank. http://foodtank.com/news/2014/01/ten-exciting-urban-agriculture projects-in-philadelphia.
[13] Ibid.
[14] Vitiello, D., Nairn, M., Grisso, J. A., & Swistak, N. (2010). Community gardening in Camden, NJ Harvest report: Summer 2009. Retrieved July 31, 2014.
[15] Poverty Thresholds (2010). United States Census Bureau. Accessed August 5, 2014. www.census.gov/hhes/www/poverty/data/threshld/.

residents are provided easy access to garden vacant land through the implementation of the simple municipal "adopt-a-lot" program.[16]

Improving Resident Access to Healthy Food

Urban farms could improve access to affordable healthy foods to residents of the communities in and around the Promise Zone. Residents who participated in the farm's effort would have access to healthy and local food, but the proposed farm could also build upon existing City food-accessibility initiatives to partner with local corner stores.

Studies have found that urban agriculture projects that foster community engagement (especially within lower-income areas) have promoted healthier access to food within these neighborhoods. In "Fruit and Vegetable Intake among Urban Community Gardeners," Katherine Alaimo and others stress the importance of community gardening, suggesting that this form of urban agriculture introduces fresh produce into neighborhoods that do not have immediate access to supermarkets. In their study from Flint, Michigan, these researches discovered that a strong community engagement in community gardens encouraged residents to eat healthier because they had the access to these food options. Their results found that "Adults with a household member who participated in a community garden consumed fruits and vegetables 1.4 more times per day than those who did not participate, and they were 3.5 times more likely to consume fruits and vegetables at least 5 times daily."[17]

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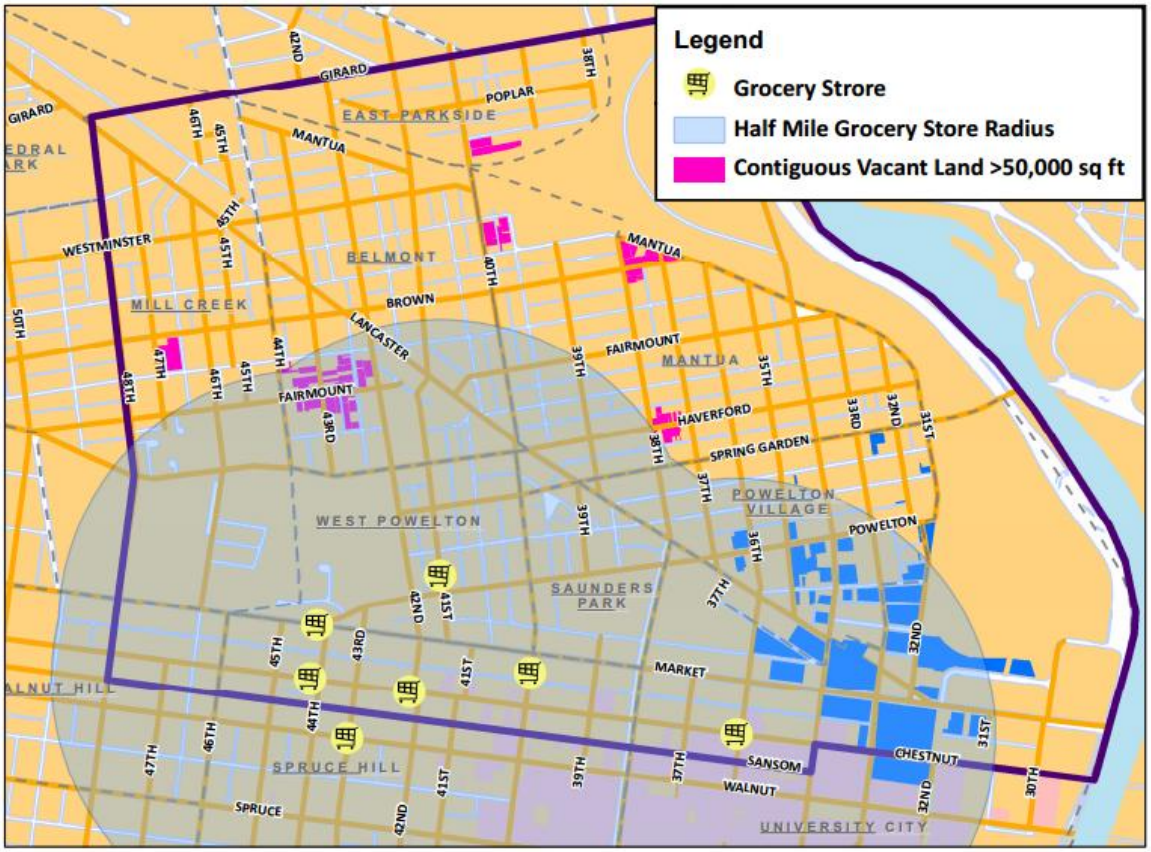
[16] Vitiello, D., Nairn, M., Grisso, J. A., & Swistak, N. (2010). Community gardening in Camden, NJ Harvest report: Summer 2009. Retrieved July 31, 2014.

[17] Alaimo, Katherine, Elizabeth Packnett, Richard A. Miles, and Daniel J. Kruger. 2008. "Fruit and Vegetable Intake among Urban Community Gardeners." *Journal Of Nutrition Education & Behavior* 40, no. 2: 94. *Academic Search Premier*, EBSCO*host* (accessed July 31, 2014).

As seen in Figure 3 below, most of the supermarkets within the Promise Zone are located in the southern section of area and are less accessible to the lower-income families and households that need healthy food access the most.

FIGURE 3. Map of Grocery Stores in the Promise Zone



Therefore, the proposed urban farm would partner with local corner stores to provide Promise Zone residents with walkable access to healthy food.

A suggested marketing strategy is to build upon the efforts of Food Fit Philly, an initiative that promotes healthy corner stores throughout the City of Philadelphia. A partnership between the Department of Public Health's Get Healthy Philly initiatives (started in March 2010) and the Food Trust, this campaign has worked to create 600 healthy corner stores throughout

Philadelphia[18]. About 425 received training on transforming the stores into health-promoting food retailers, over 350 stores added at least four new healthy products such as fresh fruit and vegetables, and about 300 corner stores were provided with refrigeration and shelving units to expand inventories for healthy products.[19] Furthermore, the healthy corner stores use positive marketing techniques to encourage the communities to participate in this food initiative, such as helping consumers "make healthy choices with colorful signs that provide easy-to-use nutrition information."[20]

Just over half of the corner stores participating in Food Fit Philly currently accept Electronic Benefits Transfer cards (EBT), a method commonly used by participants in the Supplemental Nutrition Assistance Program (SNAP) to purchase foodstuffs. It follows that increasing the number of participating businesses will then lead to improved accessibility to affordable and healthy food for low-income customers.[21]

According to a study completed by the City of Philadelphia Department of Public Health (Walkable Access to Healthy Food in Philadelphia, 2010-2012), neighborhoods and residents have better access to healthy foods, due in part to the increase of healthy corner stores during this time frame. Since most residents have walkable access to their local corner stores (within a tenth

[18] "Healthy Corner Stores: Helping Corner Stores to Sell Healthy, Affordable Foods." Food Fit Philly. Last modified n.d. http://foodfitphilly.org/eat-healthy/healthy-corner-stores/

[19] Philadelphia Department of Public Health. *Get Healthy Philly 2013 Annual Report.* (Philadelphia, PA: Department of Public Health, 2013).

[20] Ibid.

[21] Ibid.

of a mile), partnering with local corner stores could be an effective way to ensure that the food grown at the proposed urban farm benefits local residents.[22]

Economic Sustainability

The transformation of vacant parcels of land into sustainable and profitable urban farms will require active community effort and involvement.[23] The challenge with ensuring the sustainability of these urban farms lies in balancing aggregate community benefit (i.e. keeping the healthy foods in the area) and distributing to local businesses that can support the farms. Ideally, these urban farms will become a source of affordable, nutrient-rich fruits and vegetables for local community members. These farms will also serve to strengthen community relations and provide additional recreational and therapeutic opportunities.

The goal is to be able to utilize a system where the products of the urban farms can generate revenue to support the farm – selling subsidized produce at farmer's markets and through the plethora of corner stores in the neighborhoods, while upselling to local restaurants and businesses that emphasize their support for locally grown food. Many restaurants in the University City area, like Sweetgreen, White Dog, and City Tap House highlight their support of using local ingredients in their menu items. Restaurants like Sweetgreen even advertise the geographic location of their ingredients. This revenue can be supplemented by public-private partnerships, or external funding sources such as federal grants.

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[22] Philadelphia Department of Public Health. *Walkable Access to Healthy Food in Philadelphia, 2010-2012.* (Philadelphia, PA: Department of Public Health, 2013), 5.

[23] Henderson, B. R., & Hartsfield, K. (2009). Is getting into the community garden business a good way to engage citizens in local government? *National Civic Review*, 98(4), 12–17.

In order for the proposed urban farms to be sustainable, the community, local government, and other local organizations must support them. The support can be in the form of zoning or regulatory laws for the gardens, partnerships with nonprofit organizations and community groups, or simply active gardening participants. In Philadelphia, the Pennsylvania Fresh Food Financing Initiative (FFFI), a public-private partnership, enabled 29 Philadelphia corner stores to purchase refrigeration units, which allowed the corner stores to offer fresh fruit at affordable prices.[24]

Federal government programs are another potential source of funding. For example, the recently passed Farm Bill contained two federal loan guarantee programs offered through the Department of Agriculture: the Local Food Promotion Program and the Farmers Market Promotion Program.[25] The Local Food Promotion Program offers grants to entities that support local food, with a goal of increasing consumption, production and access to local food. The Farmers Market Promotion Program offers grants to improve and expand outreach and market opportunities for local food (including the provision of training and technical assistance).[26] Either or both of these funding streams could be appropriate for the proposed urban farm.

Issues for Further Exploration

Challenges that need to be addressed going forward include the following:

- Determine interests/goals of the community: Many residents support the need for a better access to healthy food. However, since healthy food is only one aspect to take into

[24] Kisner, Corinne. "Developing a Sustainable Food System." *National League of Cities, City Practice Brief.* Accessed July 29, 2014.

[25] "Farmers Markets and Local Food Marketing: Farmers Market Promotion Program (FMPP)." *USDA Agricultural Marketing Service*. Last modified June 25, 2014. http://www.ams.usda.gov/AMSv1.0/FMPP

[26] Office of Communications. "USDA Announces $78 Million Available for Local Food Enterprises" *United States Department of Agriculture*, May 9, 2014.

consideration, it is important to continue to engage in conversations with the community members to ensure that all needs are met.

- Further research analysis of soil conditions: In order to implement an urban farm into some of this contiguous vacant space, the quality of the land, its current ownership, and the zoning codes will have to be assessed to determine where the urban farm can best thrive.

- Outreach to local restaurants to determine interest in participating in such a venture

- Attempts to partner with existing organizations/entities: Drexel University, the University of Pennsylvania, the Pennsylvania Horticultural Society, and others that already have invested interest in the Promise Zone.

- Determine the most appropriate organizational structure. Considerations include whether should it be an independent nonprofit, or incorporated with existing organization or institution? Should the city be directly involved? Should the mission be expanded to include, for example, job training or after school programming?

Conclusion

In closing, the West Philadelphia Promise Zone Vacancy and Land Use Survey provided an important opportunity to collect information that will prove useful throughout future revitalization efforts. This research has helped develop an understanding of what the current status is regarding land use and vacancy within the Promise Zone and has worked to fill gaps in municipal databases. Ideally, this information can be used to help the community, associated neighborhoods, and city make informed decisions when implementing revitalization projects

moving forward. As a result of this work, a well-grounded proposal was produced, lending from best practices at both the city and regional levels. Therefore, this land use and vacancy survey opens the door for many more plans to be explored within the Promise Zone. This area has a plethora of positive assets, such as key institutions, a large area of graded land, a strong civic base, and most importantly community pride, all of which will be extremely beneficial as ideas for the Promise Zone are developed. In all, the Promise Zone lives up to its name and truly has great potential for the future of the City of Philadelphia.

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West Philadelphia Promise Zone Land-Use and Vacancy Survey

CATEGORY	LAND USE						VACANCY			
	Total Area		As share of Promise Zone		As share of neighborhood		Vacant Buildings		Vacancy Rate* (Buildings only)	
	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels
TOTAL PROMISE ZONE	**43,250,845**	**11,344**	**100%**	**100%**	**n.a.**	**n.a.**	**2,324,969**	**749**	**6%**	**8%**
Residential	14,741,438	7,680	34%	68%	n.a.	n.a.	823,608	585	6%	8%
Low-density	*1,978,912*	*1,064*	*5%*	*9%*	*n.a.*	*n.a.*	*150,398*	*90*	*8%*	*8%*
Medium-density	*9,052,908*	*6,335*	*21%*	*56%*	*n.a.*	*n.a.*	*668,652*	*502*	*7%*	*8%*
High-density	*3,709,618*	*281*	*9%*	*2%*	*n.a.*	*n.a.*	*45,187*	*12*	*1%*	*4%*
Commercial	3,727,985	628	9%	6%	n.a.	n.a.	294,652	128	8%	20%
Consumer	*1,237,036*	*169*	*3%*	*1%*	*n.a.*	*n.a.*	*102,209*	*18*	*8%*	*11%*
Business/professional	*1,437,519*	*62*	*3%*	*1%*	*n.a.*	*n.a.*	*3,623*	*1*	*0%*	*2%*
Mixed residential	*1,053,430*	*397*	*2%*	*3%*	*n.a.*	*n.a.*	*188,820*	*109*	*18%*	*27%*
Industrial	1,593,128	89	4%	1%	n.a.	n.a.	263,821	26	17%	29%
Civic/institutional	6,493,102	228	15%	2%	n.a.	n.a.	941,957	9	15%	4%
Transportation	8,142,603	175	19%	2%	n.a.	n.a.	931	1	0%	1%
Culture/recreation	3,644,196	46	8%	0%	n.a.	n.a.	0	0	0%	0%
Culture/amusement	*1,908,947*	*8*	*4%*	*0%*	*n.a.*	*n.a.*	*0*	*0*	*0%*	*0%*
Active recreation	*1,735,249*	*38*	*4%*	*0%*	*n.a.*	*n.a.*	*0*	*0*	*0%*	*0%*
Park/open space	1,246,020	118	3%	1%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Vacant land and other	3,662,372	2,380	8%	21%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
BELMONT	**5,110,599**	**2,640**	**12%**	**23%**	**100%**	**100%**	**403,701**	**234**	**10%**	**12%**
Residential	2,764,578	1,645	19%	21%	54%	62%	264,138	173	10%	11%
Low-density	*517,070*	*335*	*26%*	*31%*	*10%*	*13%*	*53,770*	*31*	*10%*	*9%*
Medium-density	*1,793,474*	*1,279*	*20%*	*20%*	*35%*	*48%*	*193,776*	*139*	*11%*	*11%*
High-density	*454,034*	*31*	*12%*	*11%*	*9%*	*1%*	*16,592*	*3*	*4%*	*10%*
Commercial	420,695	212	11%	34%	8%	8%	107,569	56	26%	26%
Consumer	*152,223*	*51*	*12%*	*30%*	*3%*	*2%*	*27,571*	*11*	*18%*	*22%*
Business/professional	*19,243*	*10*	*1%*	*16%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Mixed residential	*249,230*	*151*	*24%*	*38%*	*5%*	*6%*	*79,998*	*45*	*32%*	*30%*
Industrial	84,889	15	5%	17%	2%	1%	31,994	5	38%	33%
Civic/institutional	551,201	47	8%	21%	11%	2%	0	0	0%	0%
Transportation	274,251	18	3%	10%	5%	1%	0	0	0%	0%
Culture/recreation	6,735	6	0%	13%	0%	0%	0	0	0%	0%
Active recreation	*6,735*	*6*	*0%*	*16%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Park/open space	16,243	10	1%	8%	0%	0%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	992,008	687	27%	29%	19%	26%	n.a.	n.a.	n.a.	n.a.
EAST PARKSIDE	**2,004,488**	**1,081**	**5%**	**10%**	**100%**	**100%**	**187,368**	**114**	**13%**	**14%**
Residential	924,350	752	6%	10%	46%	70%	112,407	93	12%	12%
Low-density	*27,338*	*12*	*1%*	*1%*	*1%*	*1%*	*8,470*	*3*	*31%*	*25%*
Medium-density	*877,312*	*731*	*10%*	*12%*	*44%*	*68%*	*102,282*	*89*	*12%*	*12%*
High-density	*19,700*	*9*	*1%*	*3%*	*1%*	*1%*	*1,654*	*1*	*8%*	*11%*
Commercial	128,486	37	3%	6%	6%	3%	67,472	19	53%	51%
Consumer	*66,117*	*4*	*5%*	*2%*	*3%*	*0%*	*41,965*	*2*	*63%*	*50%*
Mixed residential	*62,368*	*33*	*6%*	*8%*	*3%*	*3%*	*25,507*	*17*	*41%*	*52%*
Industrial	49,243	4	3%	4%	2%	0%	1,357	1	3%	25%
Civic/institutional	31,696	9	0%	4%	2%	1%	6,132	1	19%	11%
Transportation	232,746	15	3%	9%	12%	1%	0	0	0%	0%
Culture/recreation	56,846	12	2%	26%	3%	1%	0	0	0%	0%
Active recreation	*56,846*	*12*	*3%*	*32%*	*3%*	*1%*	*0*	*0*	*0%*	*0%*
Park/open space	161,057	3	13%	3%	8%	0%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	420,064	249	11%	10%	21%	23%	n.a.	n.a.	n.a.	n.a.

CATEGORY	LAND USE						VACANCY			
	Total Area		As share of Promise Zone		As share of neighborhood		Vacant Buildings		Vacancy Rate* (Buildings only)	
	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels
MANTUA	**5,704,960**	**3,333**	**13%**	**29%**	**100%**	**100%**	**268,833**	**191**	**19%**	**23%**
Residential	2,866,820	2,097	19%	27%	50%	63%	219,134	164	8%	8%
Low-density	*515,096*	*377*	*26%*	*35%*	*9%*	*11%*	*57,404*	*43*	*11%*	*11%*
Medium-density	*2,182,197*	*1,699*	*24%*	*27%*	*38%*	*51%*	*159,050*	*120*	*7%*	*7%*
High-density	*169,526*	*21*	*5%*	*7%*	*3%*	*1%*	*2,680*	*1*	*2%*	*5%*
Commercial	201,505	83	5%	13%	4%	2%	37,660	23	19%	28%
Consumer	*41,298*	*12*	*3%*	*7%*	*1%*	*0%*	*0*	*0*	*0%*	*0%*
Business/professional	*18,033*	*5*	*1%*	*8%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Mixed residential	*142,174*	*66*	*13%*	*17%*	*2%*	*2%*	*37,660*	*23*	*26%*	*35%*
Industrial	235,186	13	15%	15%	4%	0%	7,064	3	3%	23%
Civic/institutional	459,844	47	7%	21%	8%	1%	4,976	1	1%	2%
Transportation	242,052	10	3%	6%	4%	0%	0	0	0%	0%
Culture/recreation	271,079	8	7%	17%	5%	0%	0	0	0%	0%
Active recreation	*271,079*	*8*	*16%*	*21%*	*5%*	*0%*	*0*	*0*	*0%*	*0%*
Park/open space	30,222	20	2%	17%	1%	1%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	1,398,252	1,055	38%	44%	25%	32%	n.a.	n.a.	n.a.	n.a.
MILL CREEK**	**6,109,854**	**1,508**	**14%**	**13%**	**100%**	**100%**	**982,475**	**77**	**69%**	**9%**
Residential	3,107,962	1,128	21%	15%	51%	75%	77,664	68	2%	6%
Low-density	*198,375*	*58*	*10%*	*5%*	*3%*	*4%*	*2,250*	*2*	*1%*	*3%*
Medium-density	*1,638,585*	*1,051*	*18%*	*17%*	*27%*	*70%*	*71,154*	*65*	*4%*	*6%*
High-density	*1,271,002*	*19*	*34%*	*7%*	*21%*	*1%*	*4,259*	*1*	*0%*	*5%*
Commercial	311,268	43	8%	7%	5%	3%	7,479	5	2%	12%
Consumer	*287,915*	*25*	*23%*	*15%*	*5%*	*2%*	*2,015*	*1*	*1%*	*4%*
Business/professional	*1,408*	*1*	*0%*	*2%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Mixed residential	*21,945*	*17*	*2%*	*4%*	*0%*	*1%*	*5,464*	*4*	*25%*	*24%*
Industrial	148,806	17	9%	19%	2%	1%	1,534	1	1%	6%
Civic/institutional	1,719,178	20	26%	9%	28%	1%	895,798	3	52%	15%
Transportation	58,764	48	1%	27%	1%	3%	0	0	0%	0%
Culture/recreation	226,563	3	6%	7%	4%	0%	0	0	0%	0%
Culture/amusement	*1,483*	*1*	*0%*	*13%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Active recreation	*225,080*	*2*	*13%*	*5%*	*4%*	*0%*	*0*	*0*	*0%*	*0%*
Park/open space	143,413	37	12%	31%	2%	2%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	393,900	212	11%	9%	6%	14%	n.a.	n.a.	n.a.	n.a.
POWELTON VILLAGE	**3,243,759**	**844**	**7%**	**7%**	**100%**	**100%**	**95,438**	**29**	**7%**	**3%**
Residential	2,189,289	722	15%	9%	67%	86%	36,998	20	2%	3%
Low-density	*510,559*	*190*	*26%*	*18%*	*16%*	*23%*	*13,244*	*6*	*3%*	*3%*
Medium-density	*847,808*	*401*	*9%*	*6%*	*26%*	*48%*	*22,512*	*13*	*3%*	*3%*
High-density	*830,922*	*131*	*22%*	*47%*	*26%*	*16%*	*1,242*	*1*	*0%*	*1%*
Commercial	207,709	49	6%	8%	6%	6%	22,038	6	11%	12%
Consumer	*69,422*	*11*	*6%*	*7%*	*2%*	*1%*	*8,601*	*1*	*12%*	*9%*
Business/professional	*22,736*	*3*	*2%*	*5%*	*1%*	*0%*	*0*	*0*	*0%*	*0%*
Mixed residential	*115,550*	*35*	*11%*	*9%*	*4%*	*4%*	*13,437*	*5*	*12%*	*14%*
Industrial	66,982	3	4%	3%	2%	0%	32,756	1	49%	33%
Civic/institutional	434,211	25	7%	11%	13%	3%	2,715	1	1%	4%
Transportation	98,069	11	1%	6%	3%	1%	931	1	1%	9%
Culture/recreation	52,985	5	1%	11%	2%	1%	0	0	0%	0%
Culture/amusement	*25,095*	*3*	*1%*	*38%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Active recreation	*27,890*	*2*	*2%*	*5%*	*1%*	*0%*	*0*	*0*	*0%*	*0%*
Park/open space	150,532	10	12%	8%	5%	1%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	43,983	19	1%	1%	1%	2%	n.a.	n.a.	n.a.	n.a.

CATEGORY	LAND USE						VACANCY			
	Total Area		As share of Promise Zone		As share of neighborhood		Vacant Buildings		Vacancy Rate* (Buildings only)	
	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels
SAUNDERS PARK	**1,462,404**	**280**	**3%**	**2%**	**100%**	**100%**	**76,096**	**29**	**5%**	**3%**
Residential	512,304	204	3%	3%	35%	73%	18,112	16	4%	8%
Low-density	*47,134*	*31*	*2%*	*3%*	*3%*	*11%*	*3,504*	*2*	*7%*	*6%*
Medium-density	*189,416*	*165*	*2%*	*3%*	*13%*	*59%*	*14,608*	*14*	*8%*	*8%*
High-density	*275,754*	*8*	*7%*	*3%*	*19%*	*3%*	*0*	*0*	*0%*	*0%*
Commercial	112,199	22	3%	4%	8%	8%	24,758	8	22%	36%
Consumer	*61,846*	*6*	*5%*	*4%*	*4%*	*2%*	*14,366*	*1*	*23%*	*17%*
Business/professional	*25,184*	*1*	*2%*	*2%*	*2%*	*0%*	*0*	*0*	*0%*	*0%*
Mixed residential	*25,169*	*15*	*2%*	*4%*	*2%*	*5%*	*10,392*	*7*	*41%*	*47%*
Industrial	45,235	8	3%	9%	3%	3%	29,193	4	65%	50%
Civic/institutional	552,314	8	9%	4%	38%	3%	4,033	1	1%	13%
Transportation	93,600	6	1%	3%	6%	2%	0	0	0%	0%
Culture/recreation	2,363	1	0%	2%	0%	0%	0	0	0%	0%
Active recreation	*2,363*	*1*	*0%*	*3%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Park/open space	93,311	5	7%	4%	6%	2%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	51,079	26	1%	1%	3%	9%	n.a.	n.a.	n.a.	n.a.
SPRUCE HILL**	**2,402,584**	**534**	**6%**	**5%**	**100%**	**100%**	**103,988**	**19**	**7%**	**2%**
Residential	845,359	345	6%	4%	35%	65%	16,990	11	2%	3%
Low-density	*11,956*	*8*	*1%*	*1%*	*0%*	*1%*	*0*	*0*	*0%*	*0%*
Medium-density	*587,671*	*307*	*6%*	*5%*	*24%*	*57%*	*16,990*	*11*	*3%*	*4%*
High-density	*245,732*	*30*	*7%*	*11%*	*10%*	*6%*	*0*	*0*	*0%*	*0%*
Commercial	743,189	112	20%	18%	31%	21%	18,448	7	2%	6%
Consumer	*254,284*	*33*	*21%*	*20%*	*11%*	*6%*	*3,813*	*1*	*1%*	*3%*
Business/professional	*290,992*	*18*	*20%*	*29%*	*12%*	*3%*	*3,623*	*1*	*1%*	*6%*
Mixed residential	*197,913*	*61*	*19%*	*15%*	*8%*	*11%*	*11,013*	*5*	*6%*	*8%*
Industrial	172,528	8	11%	9%	7%	1%	68,549	1	40%	13%
Civic/institutional	362,468	20	6%	9%	15%	4%	0	0	0%	0%
Transportation	228,198	19	3%	11%	9%	4%	0	0	0%	0%
Culture/recreation	3,565	1	0%	2%	0%	0%	0	0	0%	0%
Active recreation	*3,565*	*1*	*0%*	*3%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Park/open space	2,514	2	0%	2%	0%	0%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	44,763	27	1%	1%	2%	5%	n.a.	n.a.	n.a.	n.a.
UNIVERSITY CITY**	**8,447,720**	**100**	**20%**	**1%**	**100%**	**100%**	**0**	**0**	**0%**	**0%**
Residential	310,220	8	2%	0%	4%	8%	0	0	0%	0%
High-density	*310,220*	*8*	*8%*	*3%*	*4%*	*8%*	*0*	*0*	*0%*	*0%*
Commercial	1,298,095	28	35%	4%	15%	28%	0	0	0%	0%
Consumer	*39,743*	*2*	*3%*	*1%*	*0%*	*2%*	*0*	*0*	*0%*	*0%*
Business/professional	*1,057,518*	*23*	*74%*	*37%*	*13%*	*23%*	*0*	*0*	*0%*	*0%*
Mixed residential	*200,834*	*3*	*19%*	*1%*	*2%*	*3%*	*0*	*0*	*0%*	*0%*
Industrial	19,110	1	1%	1%	0%	1%	0	0	0%	0%
Civic/institutional	2,068,966	32	32%	14%	24%	32%	0	0	0%	0%
Transportation	4,633,639	25	57%	14%	55%	25%	0	0	0%	0%
Culture/recreation	87,139	2	2%	4%	1%	2%	0	0	0%	0%
Culture/amusement	*30,197*	*1*	*2%*	*13%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Active recreation	*56,942*	*1*	*3%*	*3%*	*1%*	*1%*	*0*	*0*	*0%*	*0%*
Park/open space	26,455	3	2%	3%	0%	3%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	4,096	1	0%	0%	0%	1%	n.a.	n.a.	n.a.	n.a.

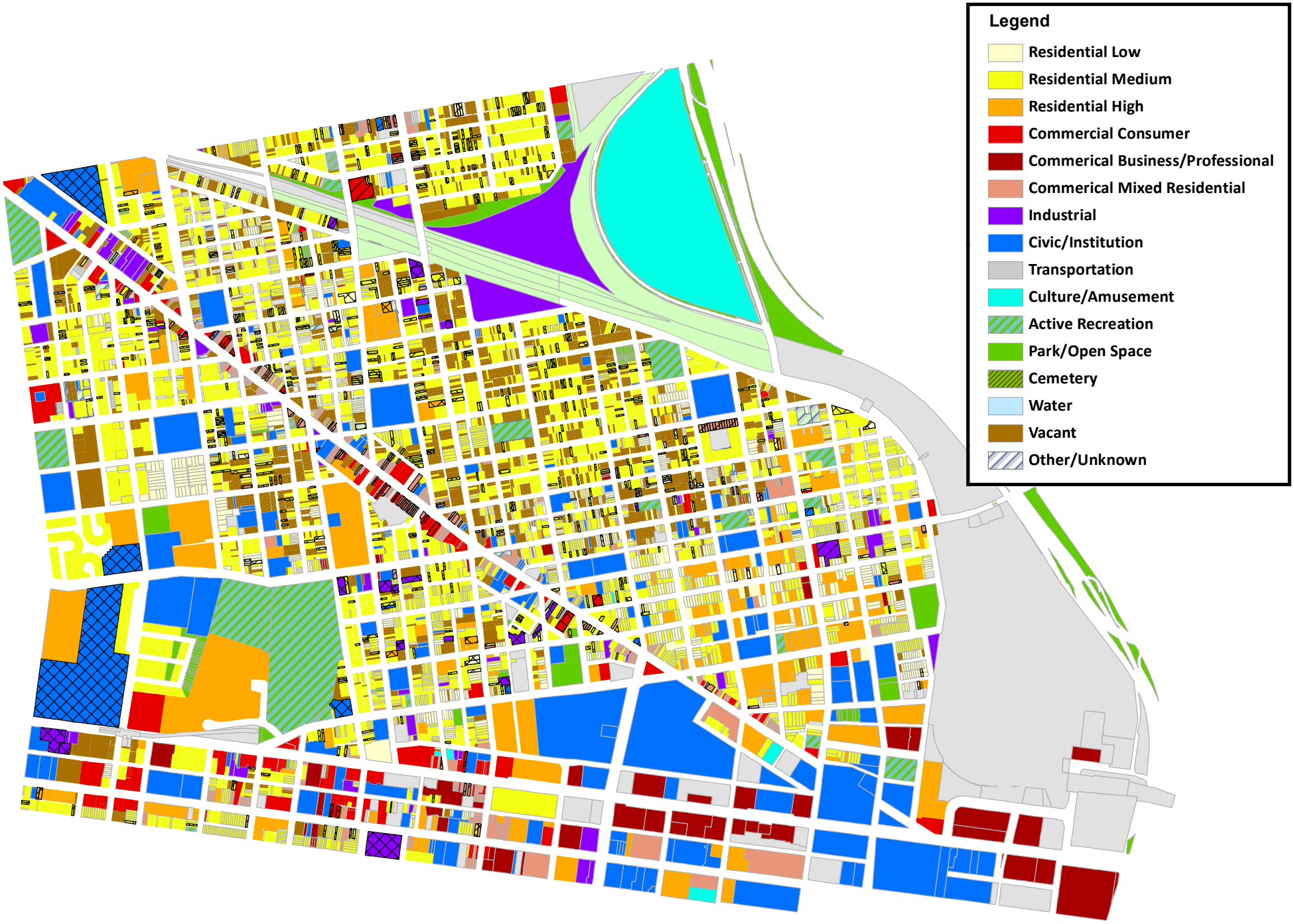
CATEGORY	LAND USE						VACANCY			
	Total Area		As share of Promise Zone		As share of neighborhood		Vacant Buildings		Vacancy Rate* (Buildings only)	
	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels	Sq. feet	Parcels
WALNUT HILL**	**642,239**	**157**	**1%**	**1%**	**100%**	**100%**	**57,137**	**8**	**4%**	**1%**
Residential	178,228	105	1%	1%	28%	67%	11,288	6	6%	6%
Low-density	*8,757*	*7*	*0%*	*1%*	*1%*	*4%*	*0*	*0*	*0%*	*0%*
Medium-density	*125,892*	*87*	*1%*	*1%*	*20%*	*55%*	*5,843*	*4*	*5%*	*5%*
High-density	*43,579*	*11*	*1%*	*4%*	*7%*	*7%*	*5,446*	*2*	*12%*	*18%*
Commercial	131,803	10	4%	2%	21%	6%	0	0	0%	0%
Consumer	*131,803*	*10*	*11%*	*6%*	*21%*	*6%*	*0*	*0*	*0%*	*0%*
Industrial	59,831	4	4%	4%	9%	3%	45,849	2	77%	50%
Civic/institutional	94,372	5	1%	2%	15%	3%	0	0	0%	0%
Transportation	22,120	3	0%	2%	3%	2%	0	0	0%	0%
Vacant land and other	155,885	30	4%	1%	24%	19%	n.a.	n.a.	n.a.	n.a.
WEST POWELTON	**2,910,451**	**836**	**7%**	**7%**	**100%**	**100%**	**149,933**	**48**	**11%**	**6%**
Residential	1,042,328	674	7%	9%	36%	81%	66,877	34	6%	5%
Low-density	*142,626*	*46*	*7%*	*4%*	*5%*	*6%*	*11,755*	*3*	*8%*	*7%*
Medium-density	*812,168*	*616*	*9%*	*10%*	*28%*	*74%*	*43,422*	*29*	*5%*	*5%*
High-density	*87,534*	*12*	*2%*	*4%*	*3%*	*1%*	*11,700*	*2*	*13%*	*17%*
Commercial	162,243	31	4%	5%	6%	4%	9,228	4	6%	13%
Consumer	*121,591*	*14*	*10%*	*8%*	*4%*	*2%*	*3,878*	*1*	*3%*	*7%*
Business/professional	*2,405*	*1*	*0%*	*2%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Mixed residential	*38,247*	*16*	*4%*	*4%*	*1%*	*2%*	*5,350*	*3*	*14%*	*19%*
Industrial	90,253	15	6%	17%	3%	2%	45,525	8	50%	53%
Civic/institutional	218,851	15	3%	7%	8%	2%	28,303	2	13%	13%
Transportation	110,928	9	1%	5%	4%	1%	0	0	0%	0%
Culture/recreation	1,093,886	7	30%	15%	38%	1%	0	0	0%	0%
Culture/amusement	*9,136*	*2*	*0%*	*25%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Active recreation	*1,084,750*	*5*	*63%*	*13%*	*37%*	*1%*	*0*	*0*	*0%*	*0%*
Park/open space	33,619	11	3%	9%	1%	1%	n.a.	n.a.	n.a.	n.a.
Vacant land and other	158,343	74	4%	3%	5%	9%	n.a.	n.a.	n.a.	n.a.
ZOO	**5,211,786**	**31**	**12%**	**0%**	**100%**	**100%**	**0**	**0**	**0%**	**0%**
Commercial	10,794	1	0%	0%	0%	3%	0	0	0%	0%
Consumer	*10,794*	*1*	*1%*	*1%*	*0%*	*3%*	*0*	*0*	*0%*	*0%*
Industrial	621,067	1	39%	1%	12%	3%	0	0	0%	0%
Transportation	2,148,235	11	26%	6%	41%	35%	0	0	0%	0%
Culture/recreation	1,843,036	1	51%	2%	35%	3%	0	0	0%	0%
Culture/amusement	*1,843,036*	*1*	*97%*	*13%*	*0%*	*0%*	*0*	*0*	*0%*	*0%*
Park/open space	588,654	17	47%	14%	11%	55%	n.a.	n.a.	n.a.	n.a.

* Vacancy rate for a neighborhood is calculated as the square footage (number) of vacant parcels as a share of the total square footage (number) of the neighborhoods less the square footage (number) of parcels marked as park/open space, vacant land, or other.

** The West Philadelphia Promise Zone is the area between Girard Avenue and Samson Street, west of the Schuylkill and east of 48th Street. The boundaries of some neighborhood extend beyond these lines. In these cases, the data shown is only for the area within the Promise Zone.

NOTE: When no parcels of particular land-use are present in a given neighborhood, that land-use is not shown.

Data collected by MIP survey team from June 13th through July 18th, 2014.


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