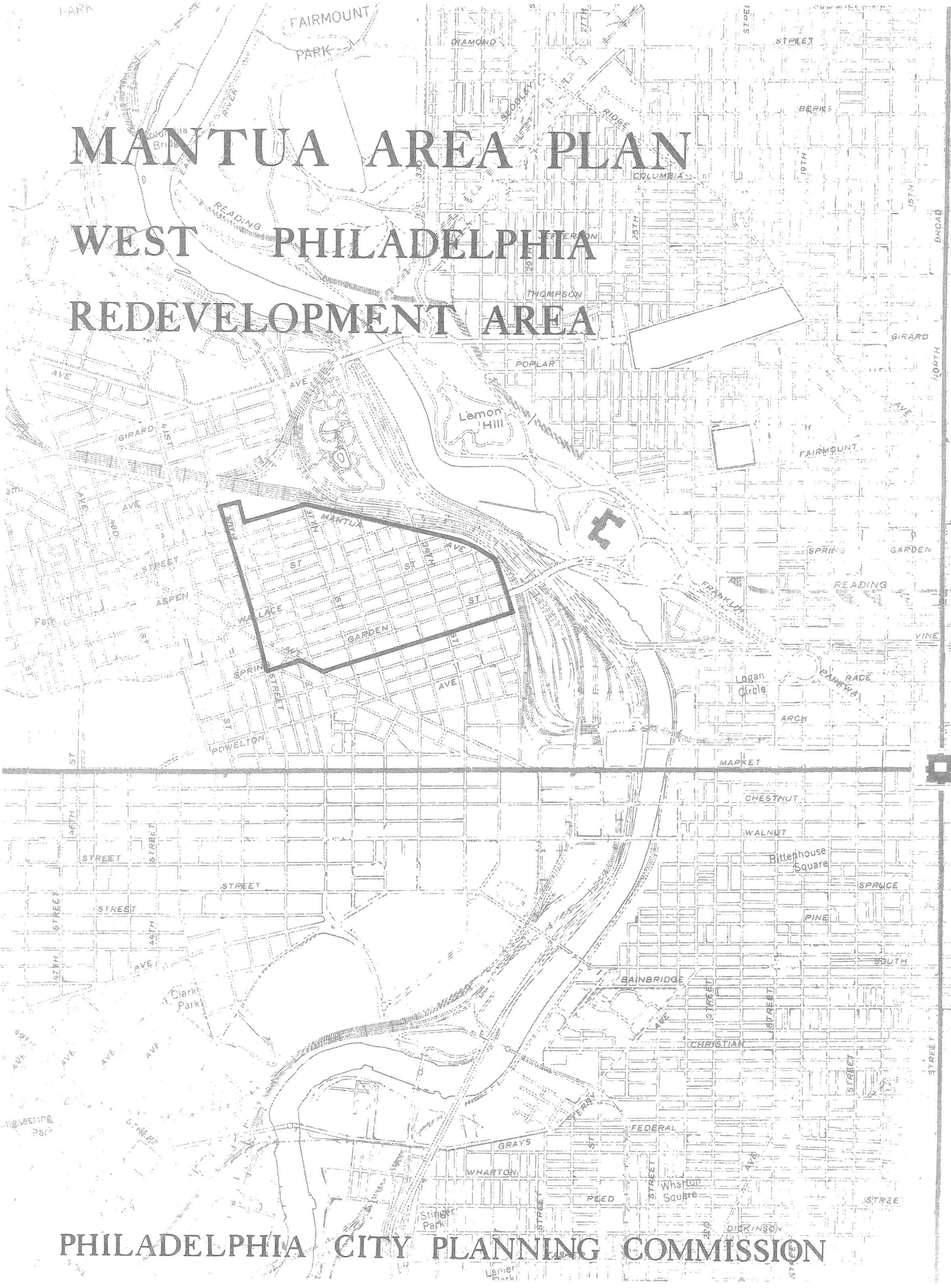


# MANTUA AREA PLAN

## WEST PHILADELPHIA

## REDEVELOPMENT AREA



PHILADELPHIA CITY PLANNING COMMISSION

MANTUA AREA PLAN  
WEST PHILADELPHIA REDEVELOPMENT PLAN

PHILADELPHIA CITY PLANNING COMMISSION

NOVEMBER 1968

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# CITY OF PHILADELPHIA

PHILADELPHIA CITY PLANNING COMMISSION  
13th Floor, City Hall Annex  
S. E. Cor., Juniper & Filbert Sts., Philadelphia, Pa. 19106  
MU 6-9700

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R. DAMON CHILDS, Assistant Planning Director

November 26, 1968

Mr. Gustave G. Amsterdam, Chairman  
Redevelopment Authority of the  
City of Philadelphia  
City Hall Annex  
Philadelphia, Pennsylvania 19107

Dear Mr. Amsterdam:

Transmitted herewith is the Mantua Area Plan as adopted by the City Planning Commission, in accordance with the provisions of the Urban Redevelopment Law of May 24, 1945, P. L. 991, as amended. The Mantua Area is part of the certified West Philadelphia Redevelopment Area.

The Mantua Area is bounded by Mantua Avenue, 31st Street, Hamilton Street, Lancaster Avenue, Spring Garden Street, 40th Street, Ogden Street, Union Street and Parrish Street.

This plan is in general conformity with the Comprehensive Plan for the City of Philadelphia, dated May 1960 as amended, and was approved by the City Planning Commission at its meeting of November 26, 1968.

Sincerely yours,

William B. Walker  
Chairman



## INTRODUCTION

The Mantua Area is a well-defined area in West Philadelphia of approximately 17,000 inhabitants, and about 200 acres in size. It is generally bounded by 40th Street on the west, the Penn Central Railroad on the north and east, and Hamilton Street on the south. To the south is Powelton Village, a neighborhood with different character, problems and opportunities. Mantua is extremely well situated, about 2-1/2 miles northwest of City Hall, with easy access to the Schuylkill Expressway and Market Street, Fairmount Park, the Zoo and Memorial Hall. The University of Pennsylvania and Drexel Institute of Technology are within walking distance as are several nursing homes and other important institutions.

There is presently within Mantua an active leadership performing physical and social planning. The leadership for programs in the Mantua Area must continue to come from within the community. Only through the interaction of the different organizations within Mantua can physical, social and economic renewal be accomplished. It is hoped that the important institutions showing interest in the Mantua Area will cooperate with the indigenous planning groups to accommodate and facilitate the needs and desires of the Mantua community. To build a self-sufficient, self-sustaining community with a variety of good housing and community facilities covering the wide spectrum of relevant programs should be the objective of all concerned.

unsafe condition of certain  
buildings...  
700 block of N. Sloan Street



faulty street or lot layout...  
3900 block of Brandywine Street



...undesirable (incompatible)  
land uses  
3600 block of Brandywine Street



## EXISTING LAND USE AND BOUNDARIES

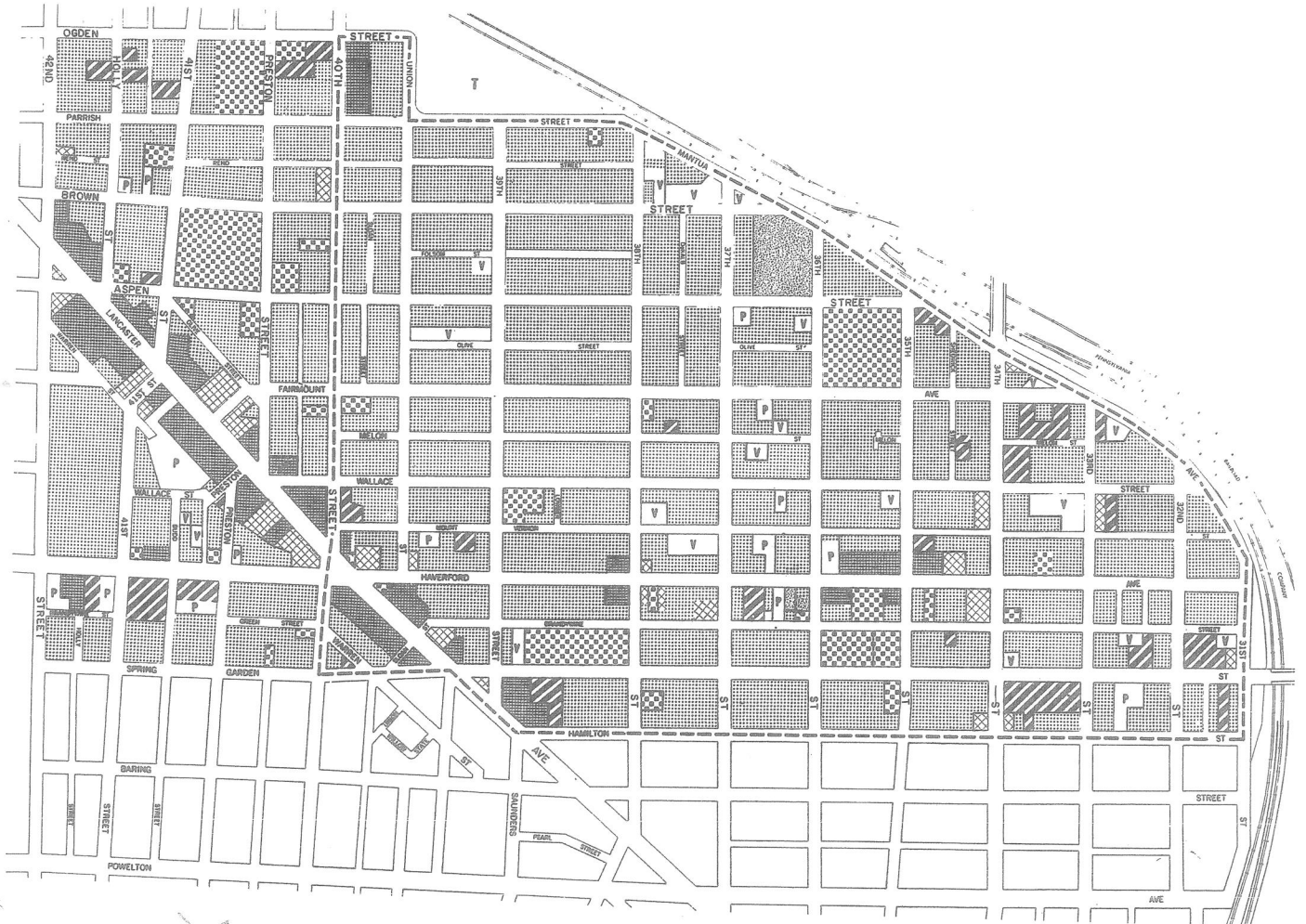
There are approximately 3,400 structures in the Mantua Area. These are predominantly the row-house type of two and three-story single family units. The land coverage is high and much of the presently unusable open space is the result of the demolition of dilapidated structures. The backyard spaces are poorly fenced in and usually used for storage rather than recreation. The vacant housing, which occurs frequently in the area, is deteriorating rapidly and resulting in dangerous social as well as physical conditions. There is an increasing number of rehabilitated units being constructed under public programs, but much of the remainder of the occupied housing is only in fair condition and in real need of repair. Mantua Hall, a low-income elevator apartment building managed by the Philadelphia Housing Authority, was built in 1960 at 35th Street and Fairmount Avenue. It contains 153 units.

Many of the retail commercial areas are combined with residential uses above, and the corner store occurs frequently in the area. There is some strip commercial scattered along Haverford Avenue, but the major retail commercial uses are found along Lancaster Avenue immediately to the west.

The existing major recreation facilities are the McAlpin Playground at 36th and Aspen Streets, the Haverford Center at 39th and Wallace Streets and the Boys' and Girls' Club at 35th Street and Haverford Avenue. The McMichael Public School (elementary) is located at 35th Street and Haverford Avenue, and St. Agatha's Parochial School at 38th and Spring Garden Streets. Since all the grade school children cannot be accommodated by these schools, many attend available nearby facilities. There are churches and other institutions scattered throughout the Mantua Area.

The prevalent industries in Mantua are of the small, light industrial type often with residential uses above, and scattered throughout the area with a greater occurrence east of 36th Street.

The Mantua Area is bounded by the southerly side of Spring Garden Street; the southwesterly side of Lancaster Avenue; the southerly side of Hamilton Street; the easterly side of 31st Street; the northeasterly side of Mantua Avenue; the northerly side of Parrish Street; the easterly side of Union Street; the northerly side of Ogden Street; and the westerly side of 40th Street.



--- AREA PLAN BOUNDARY

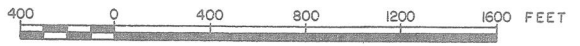
- PARK AND PLAYGROUND
- RESIDENTIAL
- RESIDENTIAL & COMMERCIAL
- COMMERCIAL
- COMMERCIAL & INDUSTRIAL

- INDUSTRIAL
- INSTITUTIONAL
- VACANT
- AUTO TRANSPORTATION
- TRANSPORTATION AND UTILITIES

# EXISTING LAND USE

## MANTUA AREA PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA



PHILADELPHIA CITY PLANNING COMMISSION

1  
3  
4

*Community Services*  
and *Community Services*

*Community Services*

## PROPOSED LAND USE (GENERALIZED)

The generalized, proposed land use plan will be divided into four broad categories: residential and related; institutional and related; commercial and related; and industrial and related. The related uses consist of supporting or incidental uses which may be permitted within the predominant category.

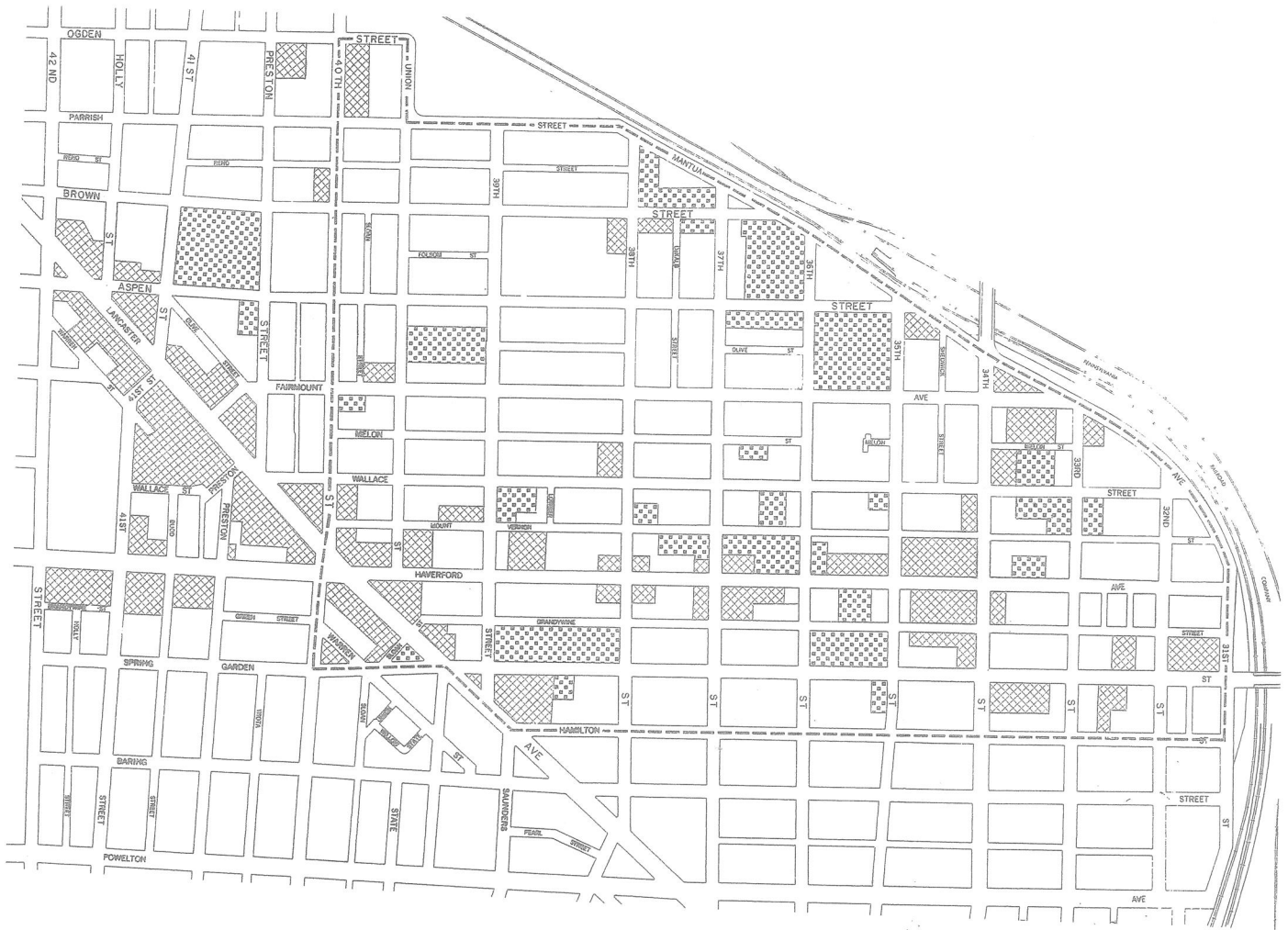
Since Mantua is primarily a residential area, the residential and related uses will predominate, and since residential clearance will be held to an absolute minimum, residential rehabilitation programs will be emphasized and encouraged. Some new residential construction will be built where feasible and in accordance with community plans.





Three recreational areas are proposed at 39th and Olive Streets, 37th and Mt. Vernon Streets and 33rd and Wallace Streets. There are two vestpocket parks under construction at 35th and Wallace Streets and 37th and Melon Streets. The Haverford Center at 39th and Wallace Streets will undergo rehabilitation as well as the Boys' and Girls' Club at 35th Street and Haverford Avenue. Additional public facilities proposed are a community managed health center at 36th Street and Haverford Avenue and a social service center at 36th and Aspen Streets.

The Board of Education has proposed for the Mantua Area a new middle school of 170,000 sq. ft. to serve 1500 students. The Mantua Workshop, an indigenous planning group, is currently studying for the Board of Education a scattered allocation of this facility. One "mini-school" is already in session and the second is in the architectural stage. These smaller units will be integrated into the developing housing pattern, as well as contemplated "complaint centers", day nurseries and other social service institutions.

The scattered commercial areas will be consolidated, where possible, with some parking provided. Unused vacant and commercial frontages will be converted to more appropriate uses. Local entrepreneurs will be encouraged wherever possible, and two community sponsored shopping center studies are underway.

The small scattered industrial uses in Mantua will be evaluated according to community needs and wishes. The employment factor will be most critical in determining whether an industry in a residential area should remain. Incompatible industrial uses will be relocated wherever possible. A well-balanced community is a primary objective of the renewal plans for Mantua.



- AREA PLAN BOUNDARY
-  RESIDENTIAL AND RELATED
-  COMMERCIAL AND RELATED
-  INDUSTRIAL AND RELATED
-  INSTITUTIONAL AND RELATED



## PROPOSED LAND USE

### MANTUA AREA PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA







400 0 400 800 1200 1600 FEET

PHILADELPHIA CITY PLANNING COMMISSION





--- AREA PLAN BOUNDARY

- |   |          |   |                  |
|---|----------|---|------------------|
|  | EXISTING |  | RECREATION       |
|  | PROPOSED |  | FIRE STATION     |
|  | SCHOOL   |  | COMMUNITY CENTER |



## PUBLIC USES

### MANTUA AREA PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA

400 0 400 800 1200 1600 FEET

PHILADELPHIA CITY PLANNING COMMISSION

## PUBLIC USE PLAN

The Public Use Plan illustrates the existing and proposed public facilities in the Mantua Area.

The need, type, location and other characteristics of public improvements and facilities, not identified in the Public Uses Map will be determined primarily by the community itself. These could include small recreation areas, parking lots, mini-schools, coordinated school and recreation programs, etc. Detailed community surveys will determine the need for these projects as the program develops.

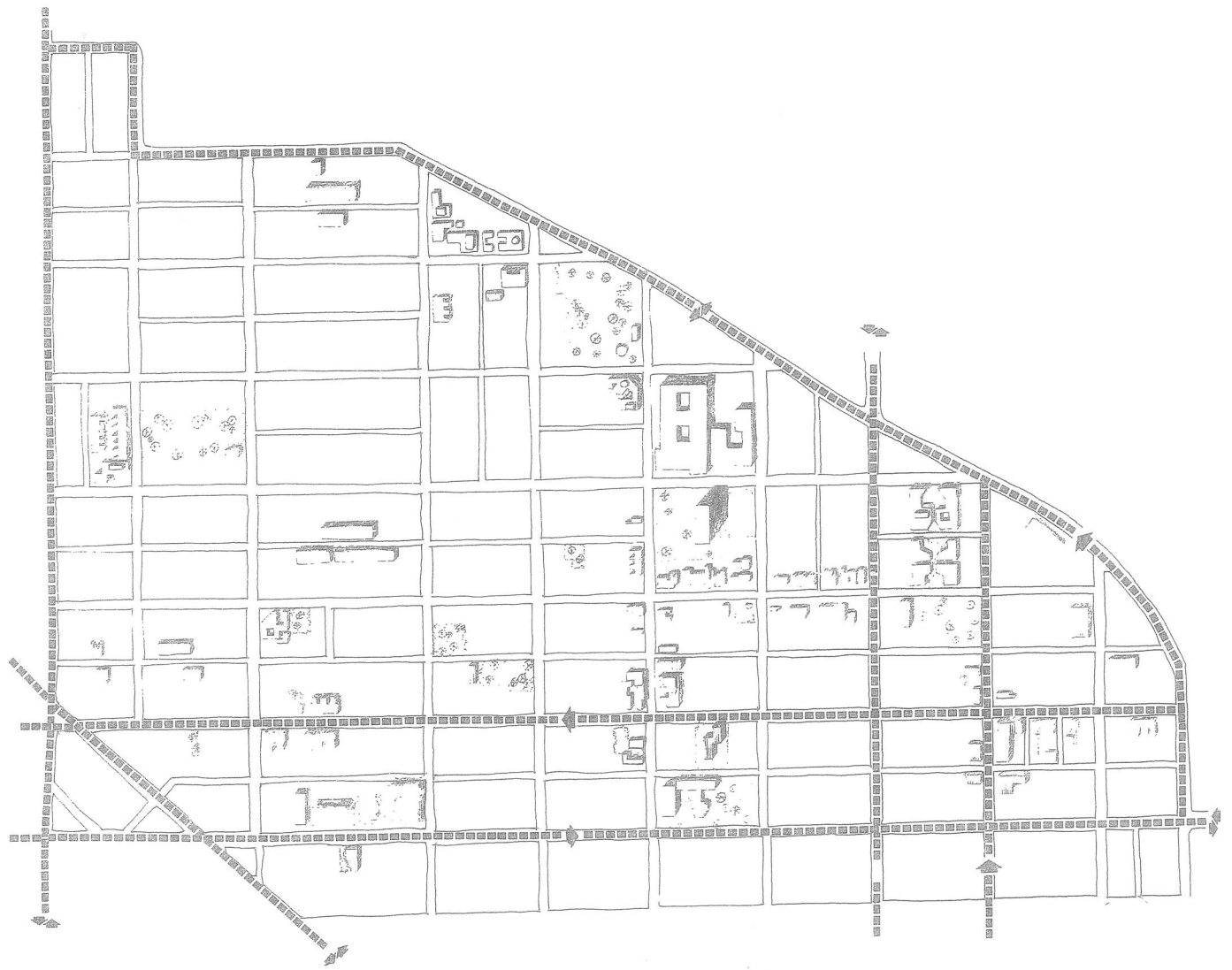
## ILLUSTRATIVE SITE PLAN

The illustrative site plan highlights the important elements in the over-all structure of the community. It projects another dimension to the generalized proposed land use plan with a graphic illustration and guide to the proposed new construction in the area.

The major circulation routes in the Mantua Area are also shown in the illustrative site plan.



(ILLUSTRATIVE SITE PLAN)



# ILLUSTRATIVE SITE PLAN

MANTUA AREA PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA

400 0 400 800 1200 1600 FEET

PHILADELPHIA CITY PLANNING COMMISSION

## MAJOR CIRCULATION ROUTES AND PROPOSED STREET CHANGES

The major circulation routes are shown in the Illustrative Site Plan. The long-range plans for Mantua Avenue indicates a widening may be necessary. In order to protect the existing and proposed residential development on the south and west sides of Mantua Avenue, it is proposed that the widening occur on the north and east sides.

Minor street changes may be necessary as various projects develop but these will be dependent upon the timing of the projects themselves.

## PROPOSED STANDARDS

In predominantly residential areas, other land uses are permitted on the basis of their compatibility with and service to surrounding residential uses, including convenience shopping, residential parking, neighborhood schools and service centers, parks and playgrounds.

In the predominantly commercial land use area along Haverford Avenue, supporting and compatible uses such as community facilities, parking, special housing facilities and public open space are also permitted. The intensity of land use will be controlled by appropriate zoning ordinances in compliance with the Proposed Land Use Plan and relative to service areas, market demand and the availability of supporting transportation facilities.

Within predominantly institutional land use areas such as community clinics, public and private schools and government centers, other supporting and compatible land uses are permitted such as special housing facilities, convenience shopping, parking and open space.

Proposed development controls in the Mantua Area Plan shall be as follows:

	ZONING	MAX. DENSITY	MAX. BLDG. COVERAGE	MAX. F.A.R.	MAX. BLDG. HT.
Housing & Related	R10, R12	60	80% (rehab.) 80% (new)	2.4	35'
Commercial & Related	C1 & C2	-	75%	2.25	35'
Institutional & Rel'd	R10	-	75%	2.25	35'

In general, the zoning for the Mantua area shall remain primarily R-10 Residential with the addition of R-12 for possible garden type apartment development. The residential-related category shall include C-1 and C-2 Commercial zoning when compatible and those institutional

uses permitted under R-10 zoning. Residential densities shall range between 20 and 60 dwelling units per acre depending upon the surrounding conditions. New residential, commercial and institutional buildings shall be in general limited in height to three-story structures or 35 feet and building coverage for all construction in all categories shall be between 75%-80%.

#### REHOUSING OF DISPLACED FAMILIES

In the primary stages of the renewal plans for the Mantua Area, residential dislocation will be kept at an absolute minimum. Vacant structures will be rehabilitated to provide the relocation housing, if needed in the latter stages of the plan. In all cases where displacement occurs, the City's Relocation Service will work closely with the community to assist with relocation.

#### ESTIMATED COST OF ACQUISITION

A preliminary estimate of acquisition and site preparation costs prepared by the Philadelphia Redevelopment Authority is approximately \$6,660,000.

## CONTINUING CONTROLS

The Pennsylvania Urban Redevelopment Law of 1945 as amended, and the United States Housing Act of 1949 as amended, regulate Philadelphia's redevelopment, urban renewal, and neighborhood development.

Redevelopment in the Mantua Area will be in conformity with the provisions of the Mantua Redevelopment Area Plan. It will be in accord with the requirements of any Urban Renewal Plan prepared by the Redevelopment Authority of the City of Philadelphia for this area and will comply with the Code of General Ordinances of the City of Philadelphia, including the Housing, Zoning, Subdivision and Health Codes. All plans and proposals proposed by the Redevelopment Authority will be subject to the recommendations of the Mantua Community Planners, the City Planning Commission and the approval of the Council of the City of Philadelphia.

