

# SHAPING OUR FUTURE

WALNUT HILL  
NEIGHBORHOOD PLAN

2016



**THE ENTERPRISE CENTER**  
BUSINESS | CAPITAL | COMMUNITY



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## What is Shaping our Future?

“Shaping our Future” is the brand that encapsulates the purpose of the plan. Through this, we hope to show that Walnut Hill and its residents are taking an active role in determining how the neighborhood will develop over time. It is also a call to action. It aims to challenge those involved to think about what the future Walnut Hill should look and feel like, and take the steps necessary to achieve it.



# Executive Summary

## Overview

The Walnut Hill Neighborhood Plan 2016 was the culmination of nearly a year of research and engagement. The 2016 Plan builds upon the progress created through the original 2007 Neighborhood Plan while helping to illustrate a unique vision for the neighborhood. The plan will serve to guide the development of Walnut Hill through the year 2021. The 2016 Plan was facilitated by The Enterprise Center – Community Development Corporation, with financial and technical support from Local Initiatives Support Corporation. Community outreach and engagement support was provided by the Walnut Hill Community Association and the Neighborhood Plan Steering Committee.

## Who will use the plan?

The neighborhood plan includes recommendations that can be implemented by residents, local organizations, and City of Philadelphia officials. In order to be successful, the plan will benefit from the work of all of these various groups.

### Walnut Hill Residents:

Local residents are encouraged to become involved in the implementation of the plan. While more official aspects of the plan would be implemented by the Walnut Hill Community Association or other neighborhood organizations, residents are needed to carry out many of the recommendations. Residents also have the ability to track the effectiveness of the implementation efforts and provide feedback on potential changes over time, such as considering new properties for historic preservation.

### Neighborhood Organizations:

It is expected that the majority of the plan will be implemented by the various community and development organizations that exist within Walnut Hill, primarily due to their capacity to deliver on the recommendations. These groups are also often best equipped to also help local residents facilitate positive changes within their own neighborhood.

### City of Philadelphia Officials:

City officials and staff will use the plan when setting goals, formulating policies, and funding community improvements. The goals and objectives of the plan may be incorporated into strategic planning, work programs, capital and operational budgeting, and outreach activities. The plan can also act as a tool for helping other city neighborhoods develop their own plans.



## Planning Process & Community Engagement

The Walnut Hill neighborhood planning process began in winter of 2013, when the Walnut Hill Community Association (WHCA) Executive Committee requested that The Enterprise Center Community Development Corporation (TEC-CDC) update the 2007 Neighborhood Plan. With the support of the LISC and Wells Fargo (formerly Wachovia Regional Foundation, funders of the 2007 Plan), the planning process was able to begin in earnest in October 2014. The total planning process took approximately 10 months, not including the neighborhood survey that was conducted during the summer of 2014.

Community outreach and engagement was extensive. In total, three community-wide planning meetings, 13 stakeholder interviews, and four steering committee meetings were held as part of the process. Over 570 stakeholders participated in the planning process between October 2014 and August 2015.



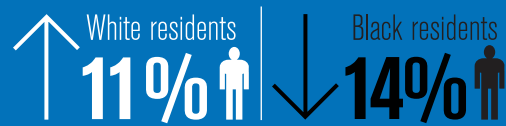
## Existing Conditions & Changes Over Time

The existing conditions section of the report details the current state of Walnut Hill, but also how it has changed since the 2007 Plan was implemented. The section contains detailed socio-economic demographic information, as well as information related to housing burden trends, crime, the built environment, and the local business landscape.

Walnut Hill has experienced significant demographic changes since the 2007 plan, which used 2000 Census Information. Those changes include: (see page 5)

## Demographics

### Shift in racial demographics



### Significant increase in median household income



### People employed in management, professional or related sectors



## Built Environment

Vacant Lots  
in Walnut Hill:

**80**



Vacant Lots  
Blighted:

**25%**



Vacant Properties Account  
for **\$853,000**  
in unpaid property taxes

## Business Landscape

 **200 Businesses**

 **684,000** square feet  
in commercial space

 **1,200 Jobs**

 **\$34,000,000 Salaries**

 **20%** commercial properties  
remain vacant

## Housing

Average home  
price increased

**166%**



Homeowners experiencing  
housing burden

**30%**



## Crime

### Crime Decreasing



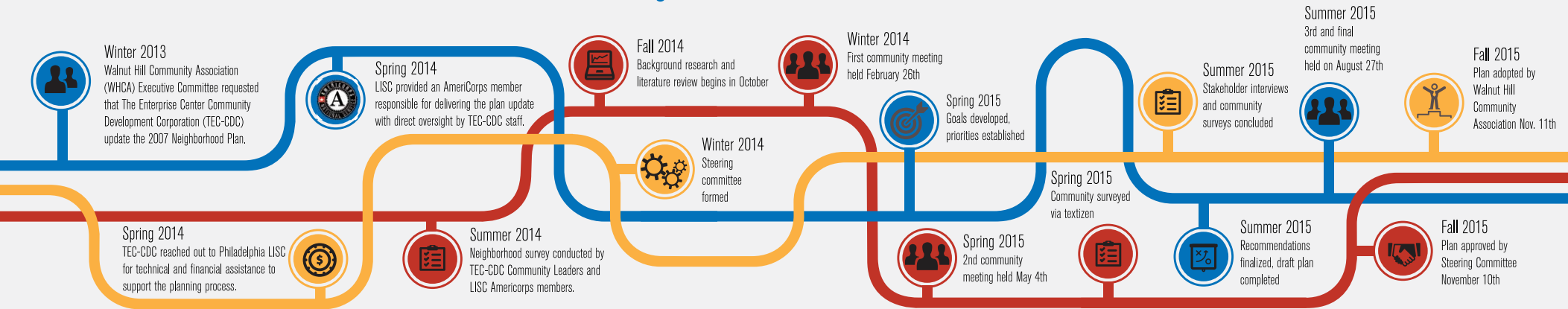
## Use of Land

 **39% Residential**

 **21% Institutional/Academic**





 **19% Commercial or mixed**

## Walnut Hill Neighborhood Plan 2016 Timeline



## Strengths, Weaknesses, Opportunities, and Constraints

We have identified several strengths and weaknesses that characterize the neighborhood; many of these were present at the time of the previous Walnut Hill Neighborhood Plan. Additionally, there are also opportunities and constraints that apply to Walnut Hill and must be considered in the development of new recommendations for the neighborhood. These possibilities follow from larger (regional/national) trends and policies.

 <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Access to Public Transport</li> <li>• Proximity to Institutions</li> <li>• Active Community Association</li> <li>• Housing Stock</li> <li>• Parks and Open Space</li> <li>• Retail Corridor</li> </ul>	 <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Land Bank</li> <li>• Parts of the neighborhood are located in the Promise Zone and Keystone Opportunity Zone</li> <li>• Proximity to future job growth</li> <li>• Availability of funds to transform blighted commercial and housing stock</li> <li>• Specialty Commercial Enclaves</li> <li>• Continued Impact of Penn's Home Buyer Program</li> <li>• New Public Safety Services Campus</li> </ul>
 <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Low Household Incomes</li> <li>• Philadelphia School District and Low Educational Attainment</li> <li>• Blighted Properties, Vacant Lots, and Trash</li> </ul>	 <p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>• High wage/business taxes hinder overall private sector job growth in the city</li> <li>• Rising rents and home values</li> <li>• Parking and traffic generated by Public Safety Services Campus</li> <li>• Perception of crime</li> </ul>

## Vision & Goals

Walnut Hill remains a neighborhood in transition. Though there have been many positive changes that have occurred since 2007, there are numerous challenges that remain. In order to develop a cohesive vision and goals for the neighborhood, the plan incorporated all of the changes that had occurred over the past eight years, an examination of the strengths, weaknesses, opportunities, and constraints, and resident feedback on what matters most to them.

The future vision of Walnut Hill for the 2016 Plan is not dissimilar to that of the 2007 plan. During the consultation process, residents continued to express a strong desire to see Walnut Hill as a diverse, safe, and affordable community.

Residents want a neighborhood that they can identify with and are proud of, a place where they can easily and comfortably get around. The Walnut Hill of 2021 would ideally be a place with improved educational and health outcomes, with enhanced local businesses employing more of the local workforce.

As such, the following goals represent the ideal Walnut Hill of 2021. These goals are designed to be high level and inspire the community to greatness. These goals were developed by the residents, taking in their comments and concerns for the future.



Improve neighborhood identity and pride of place



Improve resident capacity



Improve local housing stock



Reduce blight and vacancy



Maintain affordability



Improve commercial corridors and local businesses



Improve pedestrian & cyclist amenity and safety



Address community parking and traffic concerns



Support healthy lifestyles

# Objectives

Flowing on from the goals of the plan are 21 objectives. These objectives fall under one of three general categories:



These three categories best encapsulated the areas of change that the plan targets. The objectives have been designed to broadly achieve the goals outlined previously, while still being specific and measureable. For example, the objective "Increase access to healthy food" serves to help achieve the goals of supporting healthy lifestyles, improving resident capacity, and improving commercial corridors.

## Recommendations, Implementation, Prioritization

### Recommendations

In order to achieve the goals and objectives of the plan, there are 67 separate recommendations for the neighborhood. Many of these are short term, zero cost actions that can be implemented easily, such as advocating for more affordable housing in the community. Others are more expensive and longer term actions, such as adding bike lanes, which will require the cooperation of multiple parties. Recommendations have been grouped within the objective they support.

### Implementation

Each objective and recommendation has been assigned to a variety of potential implementation agents. Many of these agents are located within the Walnut Hill community, but others are outside partners that will need to be engaged following the adoption of the plan. It is important to note that many of the recommendations will require additional funding/fundraising in order to implement them.

### Prioritization & KPIs

Each objective has been classified as high, medium, or low priority, based upon the community outreach conducted as part of the plan. Items that are listed as "high" priority are those that should be undertaken first, due to their importance to the community as well as their likelihood of contributing to positive change in the community. It should be noted that these are not rigid classifications, and that opportunities to implement lower-priority objectives ahead of higher priority ones is encouraged. Lastly, at the end of the document are a series of Key Performance Indicators (KPIs) that define how successful the plan has been at achieving its objectives and recommendations.

# Background

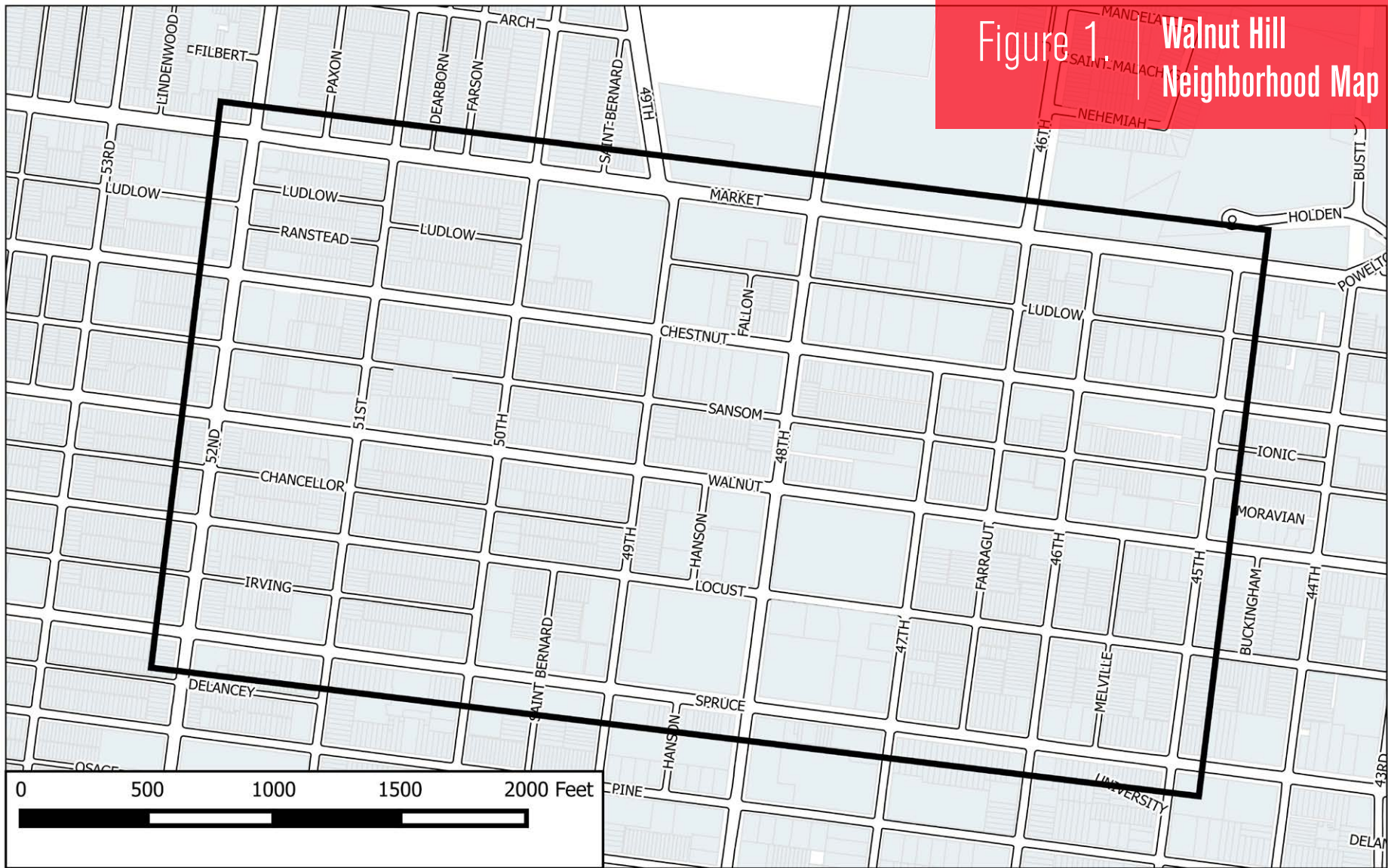


Figure 1. Walnut Hill Neighborhood Map

Figure 2. | Homes at 46<sup>th</sup> & Locust



*Since the 2007 plan was adopted, the neighborhood has begun a transformational process.*

## Introduction

Walnut Hill is a unique neighborhood located in the heart of West Philadelphia. It is one of the most culturally diverse neighborhoods in West Philadelphia, with a population of African American, Caucasian, Asian, Caribbean and West African residents. Developed initially as a bedroom community for Center City's workforce, Walnut Hill is a thriving community of 8,352 residents, bounded by 45<sup>th</sup> Street to the east, Market Street to the north, Spruce Street to the south, and the 52<sup>nd</sup> Street commercial corridor, known as "West Philly's Main Street," to the west.

The Walnut Hill Neighborhood Plan 2007 was the result of a year-long planning process involving members of the local community and key stakeholders, and received the input of over 570 individuals. It built upon the Walnut Hill Strategic Neighborhood Plan completed in 1994 by The Partnership Community Development Corporation and the Walnut Hill Community Association. The plan aspired to guide future development, to overcome obstacles, and ensure that Walnut Hill remains a safe, vibrant, multi-ethnic, multi-generational neighborhood.

Since the 2007 plan was adopted, the neighborhood has begun a transformational process. Many of the recommendations focused on community development were implemented, including the Street Team (Community Leaders today), and bolstering the Walnut Hill Community Association. Areas of blight and vacancy are now renovated storefronts and homes, and crime has been decreasing across the neighborhood for the last three years. Despite that progress however, Walnut Hill suffers from the effects of poverty, property deterioration, and poorly performing schools. It additionally must now contend with the challenge of maintaining its diversity in the face of rising property values, along with the challenges of new institutional actors. As such, this Neighborhood Plan update supports the intent of the 2007 Plan while also addressing the forthcoming challenges that are likely to occur.

The 2016 Plan was facilitated by The Enterprise Community Center – Community Development Corporation, with financial and technical support from Local Initiatives Support Corporation (LISC). Community outreach and engagement support was provided by the Walnut Hill Community Association.

This plan can be read in conjunction with the 2007 plan or separately, as it was designed to serve as a stand-alone document. As such, unimplemented aspects of the 2007 Plan are still valid, even though they may not be specifically referred to in this document.

# History of Walnut Hill

Walnut Hill is an attractive and culturally diverse West Philadelphia community located between 45<sup>th</sup> Street and 52<sup>nd</sup> Street from Market Street to Spruce Street. The documented history of Walnut Hill stretches back to a time when the area of West Philadelphia was first inhabited by Leni-Lenape Indians. After British settlers acquired the land in the 1600s, West Philadelphia remained undeveloped open space as Philadelphia's center district first developed. It was not until the mid-1800s that West Philadelphia evolved into one of Philadelphia's first purely residential bedroom communities. Many early residents were employees who came to the area following Philadelphia's expansion and the construction of the Kirkbride Institute in 1859, Presbyterian Hospital in 1872, the University of Pennsylvania in 1875, and Drexel University in 1892.

Development was hastened by the rush to build after the Civil War and the Philadelphia Centennial Exposition of 1876, which brought 10 million people to West Philadelphia and accelerated growth through the turn of the century. In one of the guidebooks for the Centennial Exposition, West Philadelphia was described as "one of the most attractive sections of the city, blending the beauties of both country and town. It is a location much sought after for private residences and consequently is filled with handsome edifices and delightful villas." In the early 20<sup>th</sup> century, West Philadelphia was the preferred side of the Schuylkill River. Despite the initial development of West Philadelphia in the nineteenth century, expansion beyond 42<sup>nd</sup> Street did not occur until after the construction of the Market Elevated Line in 1907. Thus, most of Walnut Hill's houses and infrastructure were built between 1910 and 1930.

Rapidly rising property values and the population boom throughout the 1900s and 1910s encouraged the construction of multi-story apartment buildings such as the Breslyn Apartments at Farragut and Walnut Streets and the LaBlanche Apartments at 51<sup>st</sup> and Walnut Streets. However, the development of Walnut Hill was not without its risks. The most

Figure 3. | West Philadelphia High School under construction



Figure 4. | Septa Station 46<sup>th</sup> Street



Figure 5. | Bushfire Theater



*In the early 20<sup>th</sup> Century,  
West Philadelphia was  
the preferred side of the  
Schuylkill River.*

formidable hazard, Mill Creek, was a fast-flowing body of water that ran along 46<sup>th</sup> Street and emptied out into the Schuylkill River at 43<sup>rd</sup> Street. Mill Creek was responsible for the collapse of several row homes, sewer breaks, and flooding. Nonetheless, the neighborhood continued to grow westward. This growth necessitated the development of West Philadelphia High School, the first secondary school west of the Schuylkill River, which opened in 1912 with an enrollment of 5,500 students. At the time, West Philadelphia High School was one of the largest and most diverse schools in the state of Pennsylvania.

The construction of Market-Frankford El sparked not only residential development, but also the growth of retail, commercial, and industrial areas. In order to entertain the thousands of new West Philadelphians, numerous theaters opened along 52<sup>nd</sup> Street, beginning around 1920, including the Nixon Theater at 52<sup>nd</sup> and Ludlow Streets, the State Theater at 52<sup>nd</sup> and Chestnut Streets, and the Locust Theater (still in operation today as the Bushfire Theater) at 52<sup>nd</sup> and Locust Streets. At the same time, the Fels Naphtha Soap Company, General Electric, Breyers Ice Cream, and the Chilton Press all opened factories in or near Walnut Hill.

The area continued its economic vibrance during the 1930s, 1940s, and 1950s; major companies such as the Provident Mutual Life Insurance Company (46<sup>th</sup> and Market Streets), the WFIL television studio that produced “American Bandstand” (46<sup>th</sup> and Market Streets), and the Philadelphia Arena (45<sup>th</sup> and Market Streets) moved to Walnut Hill and created numerous employment opportunities. During and immediately following World War II, black residents began to move from the south to West Philadelphia in search of manufacturing jobs. The GI Bill of 1944 enabled veterans to buy homes with low-interest, no-down-payment loans; these home loans, coupled with easy transit access to employment opportunities in other parts of the city, made Walnut Hill an attractive option to the incoming black middle class.

Before World War II, the residents were predominantly Italian and Jewish families, and the Home Owners’ Loan Corporation’s residential security maps formally documented the influx of black residents as a threatening change. Despite demographic changes, the neighborhood remained a stable area with many young families, excellent public schools, and high quality retail offerings on 52<sup>nd</sup> Street and throughout the area. Beginning in the 1950s, however, the erosion of the manufacturing industry in Philadelphia led to a steady flow of employment opportunities out of the city and into the surrounding suburbs. While highly educated residents who qualified for employment in the new service and information-based economy followed the jobs to higher incomes and suburban homeownership, residents that lacked the educational background and skill sets required for new jobs faced increasingly

scarce employment opportunities near Walnut Hill. Jobs and other conveniences continued to leave the area well into the mid-1980s.

Philadelphia's steady depopulation, from a peak of over 2 million residents in 1950 to 1.5 million residents in 2000, weakened the urban housing market dramatically. Widespread poverty, property deterioration and abandonment, and crime paralleled the loss of employment opportunities. By 1990, Walnut Hill had lost 34 percent of its population and other visible signs of Walnut Hill's decline were evident. Convinced of the area's eventual turnaround, real estate speculators began to buy properties and, in many cases, let them deteriorate until they blighted the neighborhood.

Through the 2000s, the trend of population decline continued, but slowed, owing in part to the creation of the University City District in 1997 and its subsequent expansion of supplemental security, street cleaning, and community events. Additionally, the University of Pennsylvania encouraged its faculty and staff to invest in the area by developing a closing cost reduction and forgivable loan program. These two programs, along with the larger national trend of younger professionals moving into urban locations close to public transport and work opportunities have spurred the first new market-rate developments in the neighborhood in decades. More recently, major institutions have or will soon locate in Walnut Hill, greatly adding to the neighborhood employment diversity. The impending arrival of the Philadelphia Police Headquarters, significantly increased demand to live and shop in Walnut Hill, leading to population growth in the eastern portion of the neighborhood.

Figure 6. | Blighted Croydon Building  
c. 2010



Renovated Croydon Building c. 2015

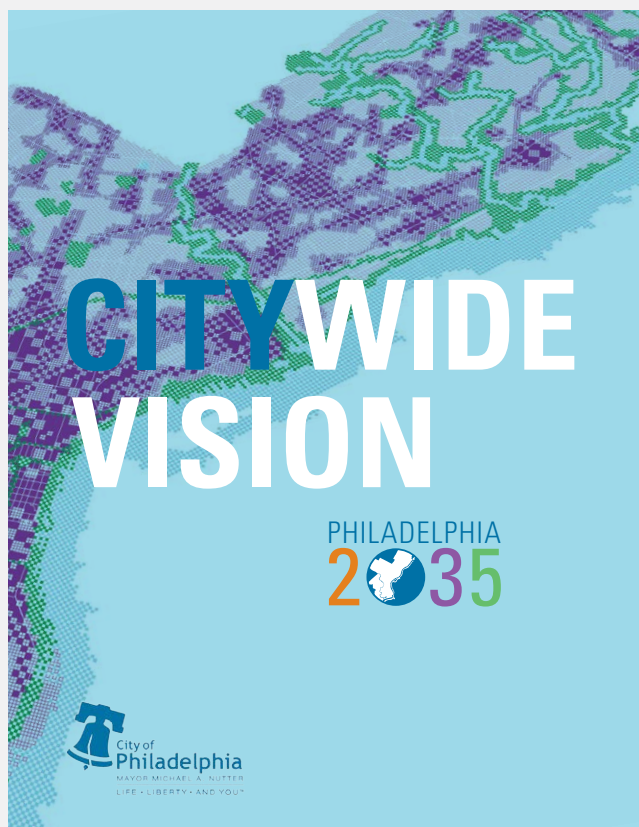


Figure 7. | Philadelphia Aerial Map



# Municipal Planning Context

The Walnut Hill Neighborhood Plan 2016 sits within the broader context of the City of Philadelphia's larger city plan, Philadelphia 2035, as well as the University-Southwest District Plan

## Philadelphia 2035

The Philadelphia 2035 plan is centered on three major themes – Thrive, Connect, and Renew. Generally, the themes serve to improve the economic prosperity, transportation access, and local environment of the city. Structurally, the plan provides the broader context for the more specific district plans. Specifically applicable to the Walnut Hill Neighborhood Plan are the following goals & objectives:

### Improve neighborhood livability

- Promote strong and well-balanced neighborhood centers (includes objectives related to strengthening commercial corridors, promoting transit-oriented development, and improving access to healthy food)
- Improve the quality and diversity of new and existing housing (includes objectives related to upgrading existing housing stock, diversifying housing types, and promoting affordable housing)
- Manage and reduce vacancy

### Improve transportation safety, efficiency, and convenience

- Coordinate land use decisions with existing and planned transit assets to increase transportation choices...increase access to jobs, goods, and services, and maximize the economic, environmental, and public health benefits of transit
- Balance use of roadways to ensure safe and efficient travel by all modes
- Expand on and off street networks serving pedestrians and bicyclists
- Improve safety for pedestrians and bicyclists and reduce pedestrian and bicycle crashes

### Increase equitable access to our open space resources

- Expand access to neighborhood parks and recreation (parts of Walnut Hill are identified as being underserved by open space)
- Ensure that all Philadelphians live within a 10-minute walk of a neighborhood park or recreation center
- Increase tree coverage equitably across the city

## University-Southwest District Plan

The University-Southwest District plan incorporates most of Walnut Hill with the exception of blocks between 50<sup>th</sup>-52<sup>nd</sup> Street. The area between 50<sup>th</sup>-52<sup>nd</sup> Streets are part of the West District plan, to be developed at a later date. As such, recommendations of the neighborhood plan that apply to that area have been done in consideration of the broader municipal plan only.

The USW plan specifically focuses on Walnut Hill through two focus areas – “Destination 46<sup>th</sup> Street Station” and planned growth of the various institutions and agencies along Market Street west of 46<sup>th</sup>. For 46<sup>th</sup> Street, the area was identified as “an opportunity for a sustainable transit oriented development with community amenities to compliment current public investment”. Providing streetscape improvements along Farragut Street and other stormwater infrastructure improvements have been identified in the USW plan; these recommendations have been echoed in this plan.

The commercial corridor at 48<sup>th</sup> & Spruce was identified as an “investment corridor” in the USW plan. This classification means that the area is a viable corridor, however public interventions could further stabilize and strengthen it.

### Other neighborhood specific recommendations from the USW District Plan include:

- Preserve single-family building stock in portions of...Walnut Hill by rezoning these areas to single or two-family zoning and directing multi-family growth to commercial corridors and transit nodes<sup>1</sup>
- Redevelop the 4600 block of Sansom Street for mixed-income housing taking advantage of the proximity to transit
- Create multi-modal transit hubs at...46<sup>th</sup> Street and Market Street
- Remove a travel lane on Chestnut Street west of 34<sup>th</sup> Street and replace it with a buffered bike lane or cycle track
- Create access to open space ... by transforming the schoolyard at Lea Elementary into a green, publicly-accessible park space
- Construct stormwater management and passive open space along the north side of Market from 46<sup>th</sup> Street to 48<sup>th</sup> Street.

<sup>1</sup> This new zoning was passed on 6/19/14

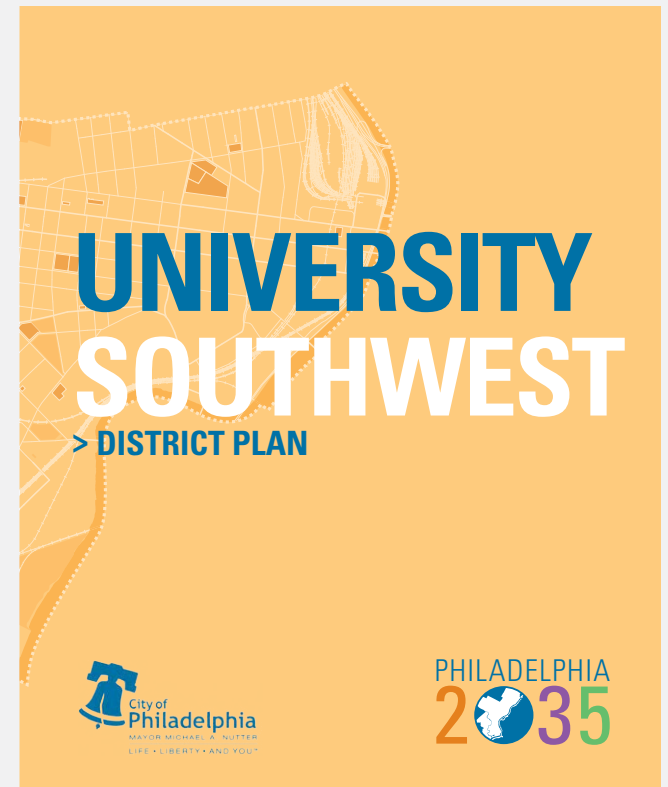


Figure 8. | Multi-Family Housing in Walnut Hill



Figure 9. | Community Meeting  
roundtable discussion



***Over 570 stakeholders participated in the planning process between June 2014 and August 2015.***

## Planning Process

The Walnut Hill neighborhood planning process began in the winter of 2013, when the Walnut Hill Community Association (WHCA) Executive Committee requested that The Enterprise Center Community Development Corporation (TEC-CDC) update the 2007 Neighborhood Plan. Following from those discussions, TEC-CDC reached out to Philadelphia LISC for technical and financial assistance to support the planning process. LISC provided an AmeriCorps member responsible for delivering the plan with direct oversight by TEC-CDC staff.

With the support of the LISC and Wells Fargo (formerly Wachovia Regional Foundation, funders of the 2007 Plan), the planning process began in earnest in October 2014. Throughout the fall and winter, TEC-CDC undertook an extensive visual survey and data analysis of existing conditions, and updated information from 2007. A steering committee comprised of Walnut Hill Community Association Executive Committee members and other local stakeholders held a kickoff meeting on February 5, 2015, to familiarize committee members with the changes that have occurred since 2007, as well as the likely future direction of the plan.

**572 stakeholders participated in the planning process between October 2014 and August 2015. 154 stakeholders attended at least one planning meeting or focus group, and TEC-CDC conducted face-to-face surveys of 418 residents during a two-week period ending August 4.**

As part of the process, three community-wide planning meetings, 13 stakeholder interviews, and four steering committee meetings were held. In the first planning meeting, held on February 26, 2015, attendees discussed existing conditions, assets, and liabilities of Walnut Hill, and identified areas needing particular physical improvements. At the May 4, 2015 planning meeting, attendees responded to TEC-CDC's recommended solutions to neighborhood challenges in the built environment and identified their priorities. At the August 27, 2015 planning meeting, a draft of the neighborhood plan was presented, and residents' feedback was incorporated into the final plan. Additionally, separate but related meetings regarding the PSSC development have been held within the Walnut Hill neighborhood, at both TEC and at West Philadelphia High School. These meetings have provided additional context to this plan.

Because of the plan's focus on community engagement, neighborhood support was extremely strong. The plan was accepted by the Steering Committee on November 10<sup>th</sup>, 2015; and by the WHCA on November 11<sup>th</sup>, 2015.

## Community Engagement: 2007 Plan Implementation

The previous Walnut Hill plan highlighted the need for The Enterprise Center and the Walnut Hill Community Association to facilitate community engagement. The Enterprise Center's Street Team, which formerly served as door-to-door community outreach, has evolved into the Community Leaders program. The nationally recognized program achieves its goal of promoting community cohesion in Walnut Hill by cultivating leaders from within the community itself and directly engaging with members of the public. Graduates leave the program with valuable outreach and engagement skills. For some graduates of the Community Leaders program, the experience acts as a pathway to employment with partner institutions including the University City Safety officers program and Food Services at the University of Pennsylvania.

The Walnut Hill Community Association (WHCA) continues to organize and participate in events to promote the well-being of the neighborhood. The WHCA promotes the beautification of the community by participating in park, lot, and tire cleanups. They also partner with other institutions for health awareness campaigns. Lastly, the WHCA stages free events throughout the year, such as Walnut Hill Community Day, Halloween Harvest Fest, a Thanksgiving turkey giveaway, and an Easter egg hunt.

## 2016 Plan Engagement

### Textizen

In an effort to bring new and exciting engagement and outreach methods to Philadelphia, LISC provided survey access to Textizen to support the community consultation activities of the 2016 Walnut Hill Neighborhood Plan. Textizen is a text message-based platform that delivers

Figure 10. | Community Meeting Roundtable Discussion



Figure 11. | Community Leaders administering survey



**Table 1-4** | Results of Textizen Survey

What Business Goal Matters Most?	Count
Less Vacancy	53
New Employers	42
Different Stores	37
Nicer Shopfronts	23
Improved Gateways	16
For Streets, What's Most Important?	Count
Better Sidewalks	66
Pedestrian Safety	51
Regulate Parking	34
Bike Lanes	22
Bike Parking	2
What Would Most Improve Our Health?	Count
Healthier Food	64
Less Litter	36
Health Program Info	34
More Trees	25
More Parks	16
What Would Help Develop the Community?	Count
Education	44
Jobs	44
More Youth Programs	38
Stronger Community Association	31
More Events	18

surveys via text message, in addition to aggregating survey responses. During the planning process, Textizen was used to engage residents on their planning priorities, which were outlined by attendees at the first community meeting. To increase the survey's reach and ensure that residents lacking cell phone access were able to participate, the survey was also administered by the Community Leaders on tablets. Over 150 people participated in the Textizen survey.

## Neighborhood Survey Results

Feedback received from community members was incorporated at every step of the planning process. For instance, while conducting the parcel level land use survey for the data in this narrative, the surveyor engaged with several Walnut Hill residents to learn about their priorities for the neighborhood. The most commonly expressed concerns related to speeding traffic on Walnut, Chestnut, and Locust Streets, and residents near 52<sup>nd</sup> street were unhappy about the lack of street parking on the weekends. Additionally, several residents living in close proximity to blighted buildings and vacant lots felt that remediating these issues (whether through demolition or rehab) should be a top priority in the next Walnut Hill Neighborhood Plan. These concerns echoed the findings from a quality of life survey administered during the summer of 2014.

**Figure 12.** | Summer 2014 Resident Satisfaction Survey



# Existing Conditions

Table 5.  
Source: US Census

## RACE



RACE	2000	2010	Philadelphia 2010
White	12%	23%	42%
Black	81%	67%	43%
Asian	5%	5%	7%
Latino	3%	3%	13%
Other		3%	6%
More than one race		1.15%	3%

Table 6.  
Source: US Census



## CHANGE IN EMPLOYMENT BY SECTOR, 2000-2012

Employment Sector	2000	2012	Philadelphia 2012
Management, Professional, or related	31%	55%	35%
Service	29%	21%	23%
Sales	27%	18%	25%
Construction, extraction, and maintenance	3%	2%	6%
Production, Transportation, Moving materials	N/A	4%	11%

# Demographics:

## Population

Walnut Hill has experienced significant demographic changes since the 2007 plan, which used 2000 Census information. Beginning with population, Walnut Hill's population declined over the 2000-2010 period by 3.3% to 8,352 people, despite overall population growth for the City of Philadelphia. Further demographic shifts have occurred in the neighborhood's racial makeup, age distribution, and economic characteristics.

The population of the neighborhood has gotten younger since the 2007 plan. The median age of Walnut Hill residents has fallen from 34.9 in 2000 to 31.9 in 2012. This decline places the average age in Walnut Hill below that of Philadelphia as a whole, 34.4. This is due to an influx of students and young professionals between the ages of 20 and 30, as evidenced by a 7% decline in the number of people under age 19 and 8% increase in the number of people aged 20-34. There have also been changes in the neighborhood's racial dynamics (See Table 5). Notably, the proportion of black residents decreased by 14% and the proportion of white residents rose by 11%. Approximately 12% of the neighborhood population is foreign born, up slightly from 10% in the 2000 census. The majority (54%) of these immigrants are from Africa, up from 34% in 2000. There was also a large percentage decrease in the Asian-born population of immigrants, from 39% to 20%.

## Employment & Economics

The neighborhood's economic landscape is also different. The median household income has increased by over \$10,000, from \$26,748 in 2000 to \$38,938 in 2013, adjusted for inflation. This is slightly higher than the \$37,192 median household income for the city of Philadelphia as a whole. The median household size has decreased from 2.28 to 2.19, which indicates a likely increase in the number of single person households. Unemployment has also generally decreased across the neighborhood, from 12.5% in 2000 to 9.8% in 2013.<sup>2</sup>

In 2000, the most common employment sectors were the Management & Professional, Sales, and Service sectors, with each one of those sectors employing approximately 30% of residents. As of 2012, however, the proportion of residents employed in Management or Professional occupations increased to 55%, and the number of people employed in the Sales and Service sectors each shrank by about 10% (See Table 6).

<sup>2</sup> Due to census mapping, unemployment data does not apply to blocks between 50th & 52nd streets.

While public transportation remains the most popular means for getting to work, with 38% of residents utilizing it (down from 46% in the 2000 census), there has been a substantial increase in active forms of commuting, such as walking and bicycling. Approximately 22% walk to work and 6% use bicycles, up from 9% and 1%, respectively. This is significantly different than the City of Philadelphia as a whole, which drives at more than double the rate and walks less than half as much.

## Housing

The majority of the housing stock in Walnut Hill was constructed before World War II, with the southeast section of Walnut Hill largely comprised of Victorian-style row homes constructed in the late 1800s. Sections of Walnut Hill are included in the West Philadelphia Streetcar Suburb Historic District, listed in the National Register of Historic Places. The neighborhood also contains a second residential historic district, the West Philadelphia Apartment District, which has been determined eligible for listing in the National Register. This area encompasses the buildings between 46<sup>th</sup> and 50<sup>th</sup> Streets, and Chestnut and Spruce Streets. According to the Pennsylvania Historic and Museum Commission, this district includes apartment buildings constructed in Colonial Revival, Classical Revival, Tudor Revival, and Mission/Spanish styles.

The median housing tenure for Walnut Hill (ACS 2013) is 9 years, with the average resident having moved to the neighborhood in 2004. However, there is a noticeable contrast between the eastern and western sections of the neighborhood; in the census blocks on the western most edge of the neighborhood, the average resident has lived in Walnut Hill for 16 years, while residents in the eastern most census blocks had only lived in Walnut Hill for 7 years. The majority of residents in Walnut Hill are renters, with just 28% of homes owner-occupied compared to 72% renter occupied.

The neighborhood, from a rental perspective is quite affordable. Though the neighborhood's median rent has increased over time from \$714 (adjusted for inflation) to \$825, this is still less than the median figure for the City of Philadelphia (\$893). However, the cost of purchasing a home has risen dramatically, from \$90,000 to \$240,000 as of 2013 (adjusted for inflation), well above the \$142,500 average increase for the City of Philadelphia. These increases are likely contributing factors in the large amount of housing stress evident in Walnut Hill.

Table 7.

Source: US Census



## CHANGE IN METHOD OF TRAVEL TO WORK, 2000-2010

Mode of Transportation	2000	2012	Philadelphia 2012
Public Transportation	46%	38%	23%
Drive alone	29%	22%	51%
Walk	9%	22%	9%
Bike	1%	6%	2%

Figure 13. Housing Tenure in Walnut Hill

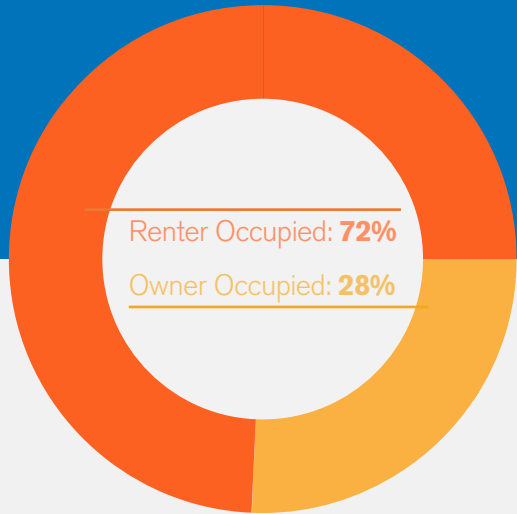
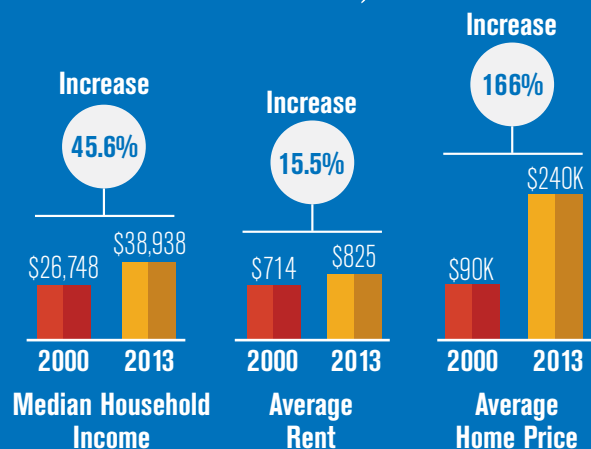


Table 8.



## CHANGE IN INCOME VS HOUSING COSTS, 2000-2013

Figure 14. | 50<sup>th</sup> & Ludlow homes

## Housing Burden

Many of Walnut Hill's homeowners and renters are experiencing housing stress.<sup>3</sup> In the previous Walnut Hill Neighborhood Plan, planners issued recommendations aimed at preserving affordable housing stock to residents at a variety of income levels. Due to a variety of factors including the 2008 recession, housing burden and affordability issues have grown in the community.

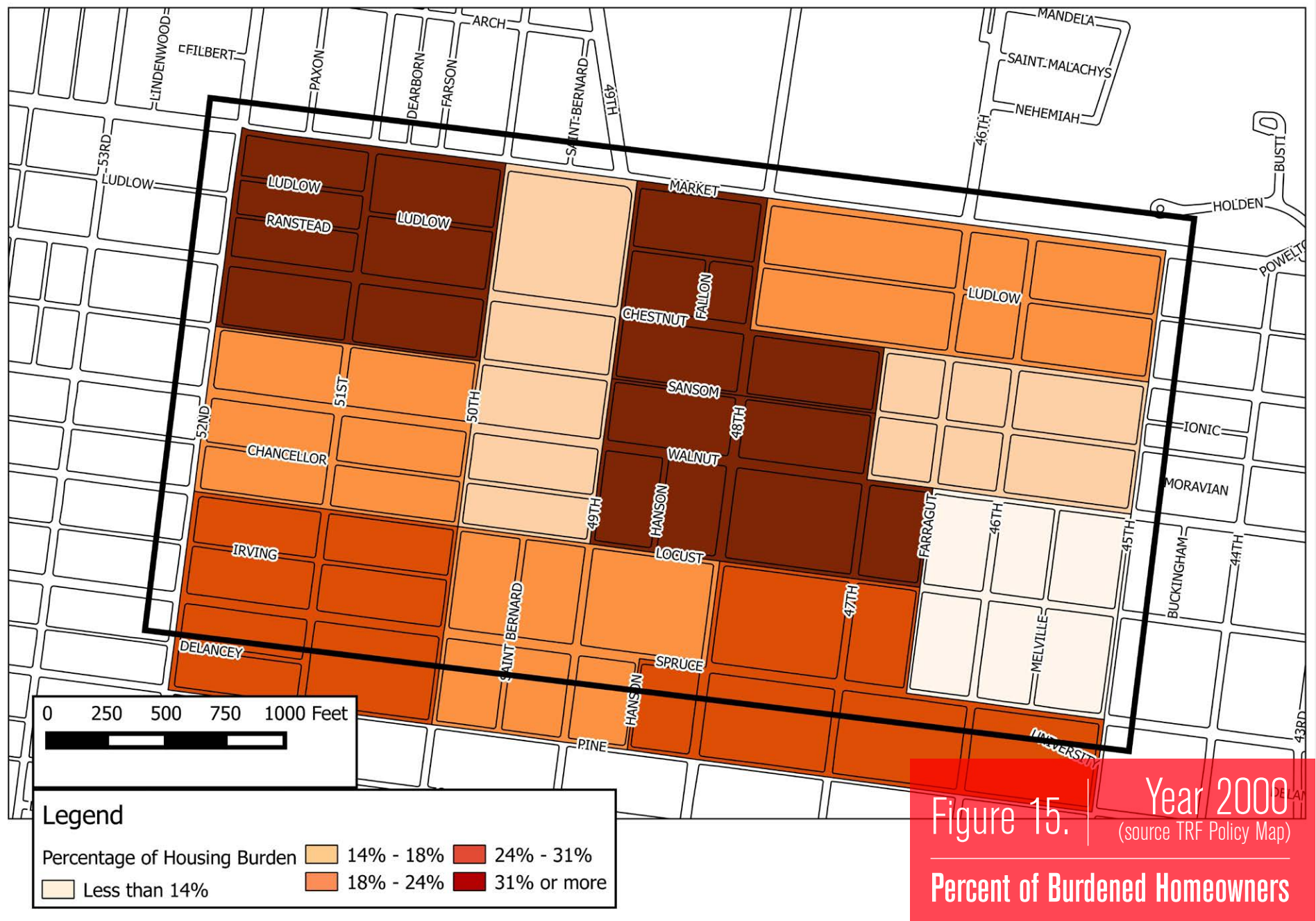
## Renters

While rental costs have risen primarily in the southeast corner of the neighborhood, the geography of housing cost burden has shifted. The northwest portion of the neighborhood is the only location where 63% or more of renters are cost-burdened today, compared to a much larger proportion of the neighborhood back in 2000. There has also been a shift in the concentration of severely rent-burdened households. The blocks with the highest percentages of severely rent-burdened households are now exclusively located in the westernmost segment of the neighborhood. When placed in context with census data that shows a slight decrease in residents over age 65, it seems likely that some of the previously owner-occupied residences in the westernmost segment of the neighborhood are now rental properties that cater to lower-income renters.

## Housing Burden Trends

Homeowners in Walnut Hill are also increasingly burdened by housing costs. Figures 15 and 16 show that housing cost burden is now experienced by much higher proportions of neighborhood homeowners, when compared to the year 2000, and housing cost burden has also spread over a larger area. The change over time is similar for maps of severely cost-burdened homeowners. While median household income has increased throughout Walnut Hill, heating costs and real estate taxes have likely also gone up for many residents. This may have contributed to the neighborhood-wide rise in the proportion of cost-burdened homeowners.

<sup>3</sup> According to the US Census, "housing costs" include not only rent or mortgage payments, but also utilities, insurance, and real estate taxes. A household that spends 30% to 49.9% of its income on housing is considered burdened or "stressed" by housing costs, and a household that spends 50% or more of its income on housing costs is considered "severely burdened."



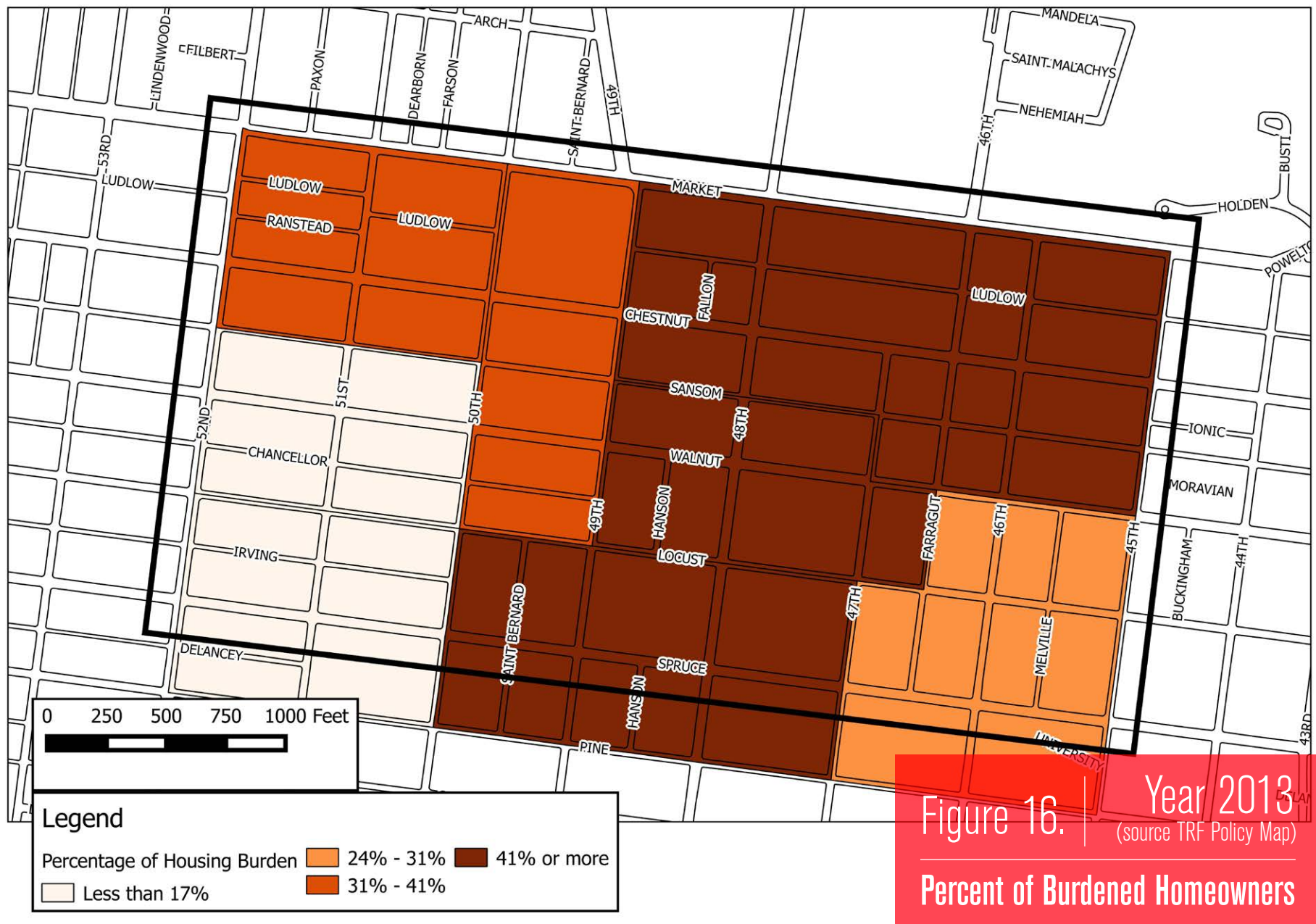
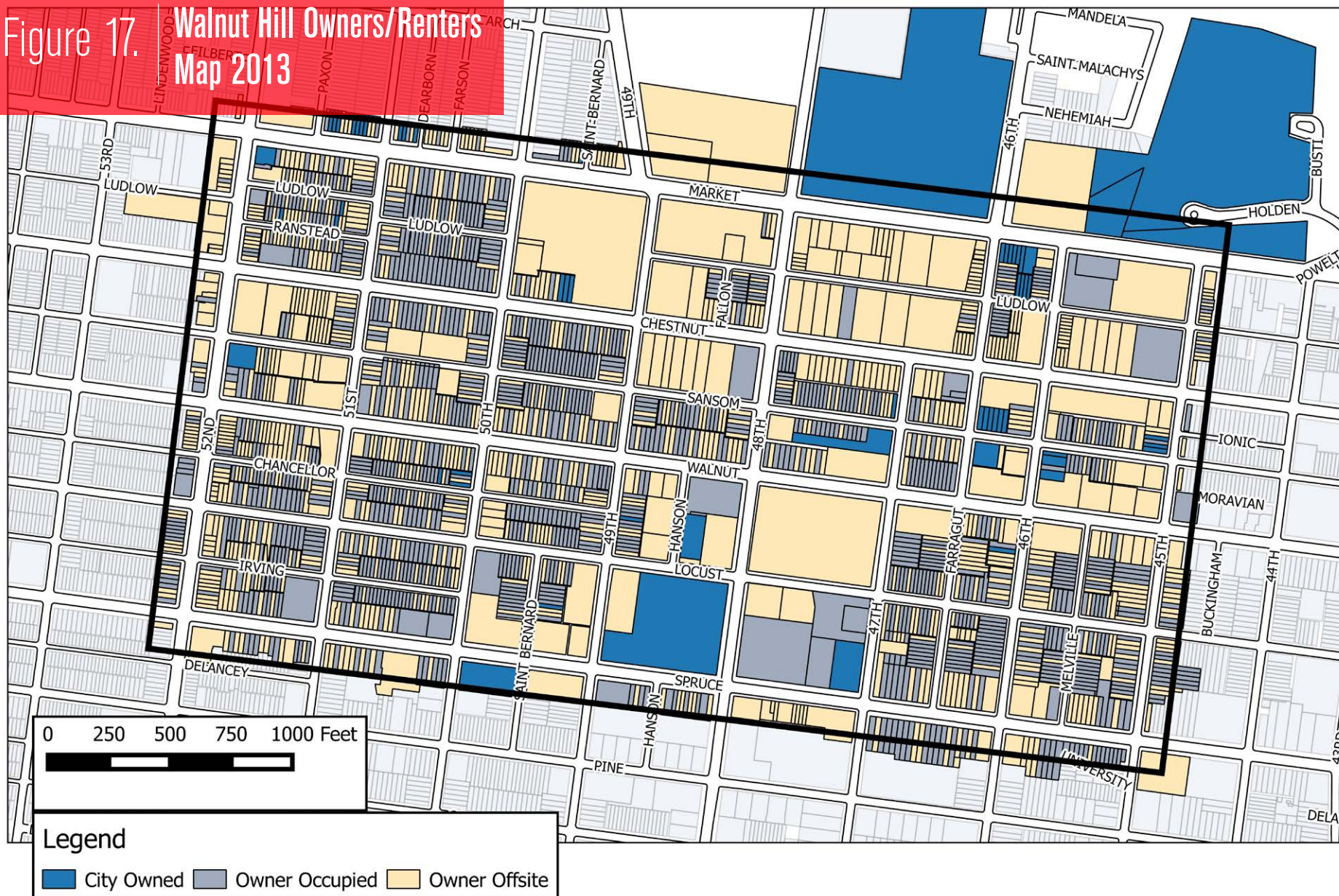


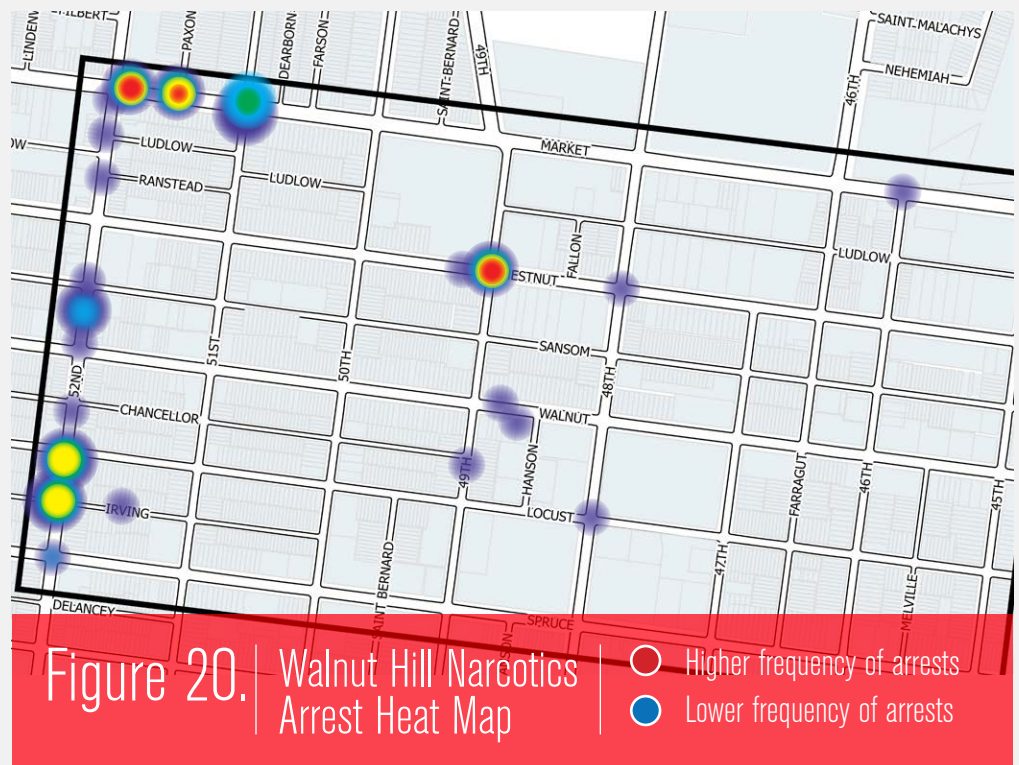
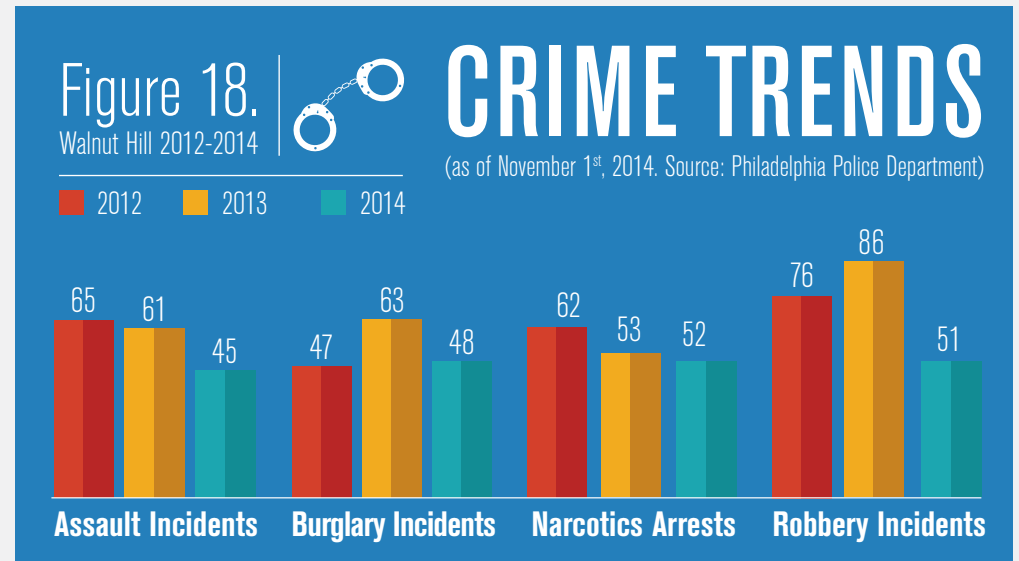
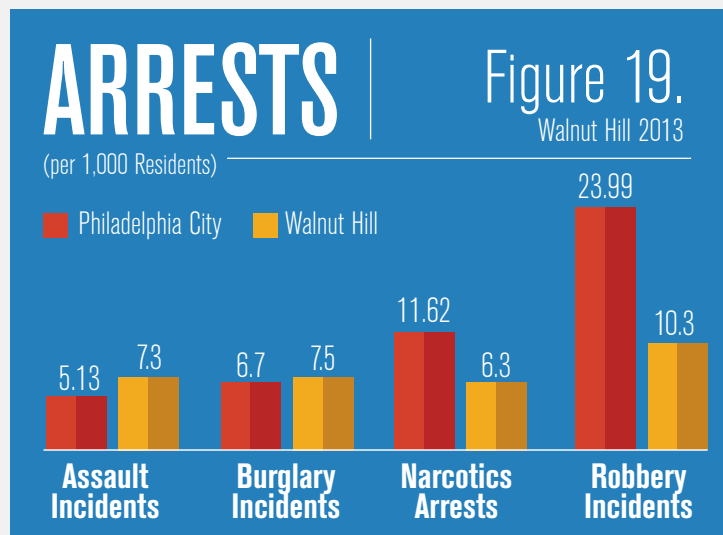
Figure 17. Walnut Hill Owners/Renters Map 2013



## Crime:

When the Walnut Hill Neighborhood Plan was completed in 2007, crime was identified as a key challenge facing the neighborhood. Community residents still state that crime is a major concern, and addressing it remains a priority for the Walnut Hill Community Association. Although crime does occur in Walnut Hill (see Figure 18), the 3-year trend shows a decrease in assaults and robberies. When compared with the city as a whole, in 2013, assault and burglary rates were only slightly higher in Walnut Hill (see Figure 19). Narcotics arrests and robbery incidents were both substantially lower in Walnut Hill when compared with the city's rates.

While the previous plan identified several known “narcotics hotspots”, the latest narcotics arrest heat map from 2014 shows that narcotics arrests have largely shifted to the area around 52<sup>nd</sup> Street (See figure 20). Additional crime reduction efforts have been undertaken by TEC-CDC as part of the SafeGrowth program, sponsored by the City of Philadelphia Commerce Department in conjunction with LISC. Through SafeGrowth, coordination between the 16<sup>th</sup>, 19<sup>th</sup>, and 18<sup>th</sup> Police Districts should lead to enhanced policing along the Market St and 52<sup>nd</sup> Street corridors.



## Zoning & Land Use

In 2012, Philadelphia updated its zoning code, which for Walnut Hill resulted in a new translation of zones from the old code to the new one. There have been numerous zoning changes in Walnut Hill since 2007, with the most noticeable changes being the rezoning of the old West Philadelphia High School from residential to CMX-3<sup>4</sup>, and land at 46<sup>th</sup> & Market streets being rezoned from industrial, and residential to CMX-3. Additional zoning changes as part of legislation passed in 2014 include the addition of RSA-5 zoned land into the neighborhood at various locations, the removal of some previously commercially zoned land at Hanson and Pine Streets, and new commercial zoning along Chestnut Street between 45<sup>th</sup> and 46<sup>th</sup> Streets. Please see Appendix C-D for a full map of the zoning changes.

Excluding streets and other right of ways, Walnut Hill is approximately 140 acres in area. Most of Walnut Hill is zoned to be either single family (RS) or multi-family (RM) (see Figure 22). However, the actual land usage often does not correspond to zoning. For instance, 35% of land in Walnut Hill is currently zoned for multi-family usage, but only 25% of the area is actually being used for multi-family residences; the zoning code allows for more density. Additionally, while 43% of the area is zoned to allow commercial uses, only 13% of land is currently being used in an active commercial capacity.

Although 6% of the land in Walnut Hill is zoned for recreational use, roughly 10% of the land in Walnut Hill is actually used for parks/open space. Regarding changes in land use over time, the majority of changes are either new vacant lots caused by demolition or fire (including the former Windemere apartments and “Icehouse” at 52<sup>nd</sup> & Locust), or new multi-family residential. Excluding the West Philadelphia High School conversion, most of the new multi-family uses are in converted single-family homes, scattered throughout the neighborhood, but mostly clustered to the south and east. While anecdotally some of these conversions may be illegal, it was beyond the scope of this plan to investigate the legality of these multi-family conversions. It is noted that rooming houses, boarding houses, and other types of multi-family establishments operating illegally can have a negative effect on surrounding properties, including increased trash, noise, and reduced property values and neighborhood stability.

■ Multi-family	25%	■ Institutional	12%	■ Mixed Use	6%	■ Religious	2%
■ Single-family	14%	■ Open Space Park	10%	■ Vacant Lot	5%	■ Side Yards	1%
■ Commercial	13%	■ Schools	9%	■ Parking	3%		

Figure 21. | Vacant Land at 46<sup>th</sup> & Sansom

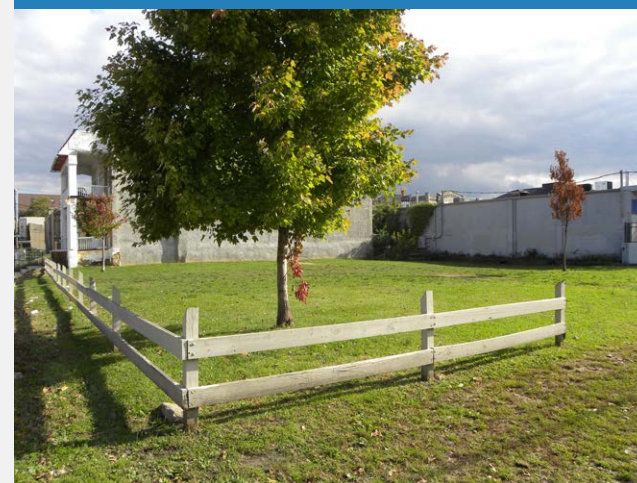
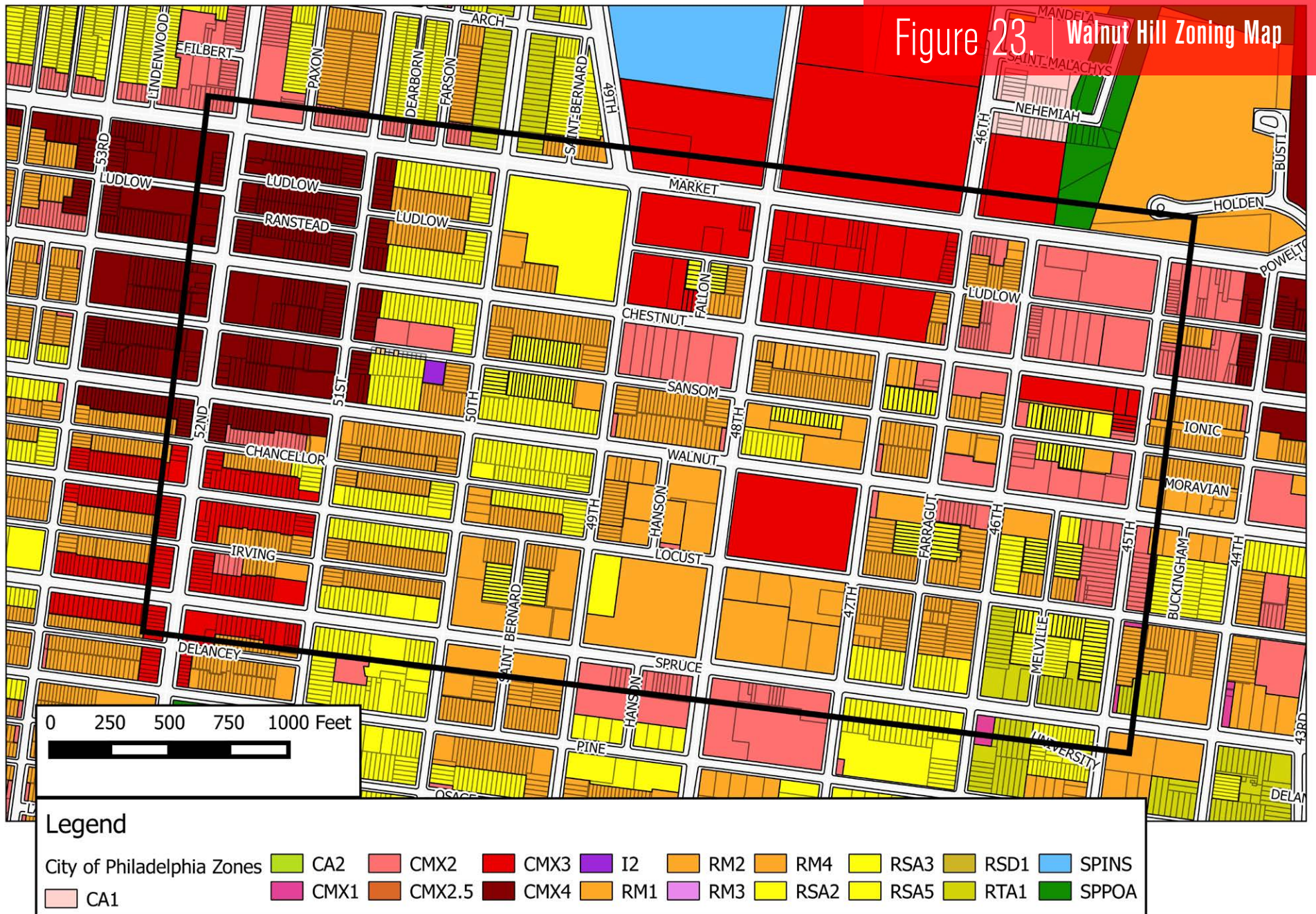


Figure 22. | Land Use by Area (%)



<sup>4</sup> Community commercial and residential mixed use. Please refer to Appendix B in the appendix for a full description of zones in Walnut Hill

Figure 23. Walnut Hill Zoning Map



## Figure 24: Walnut Hill Land Use Map

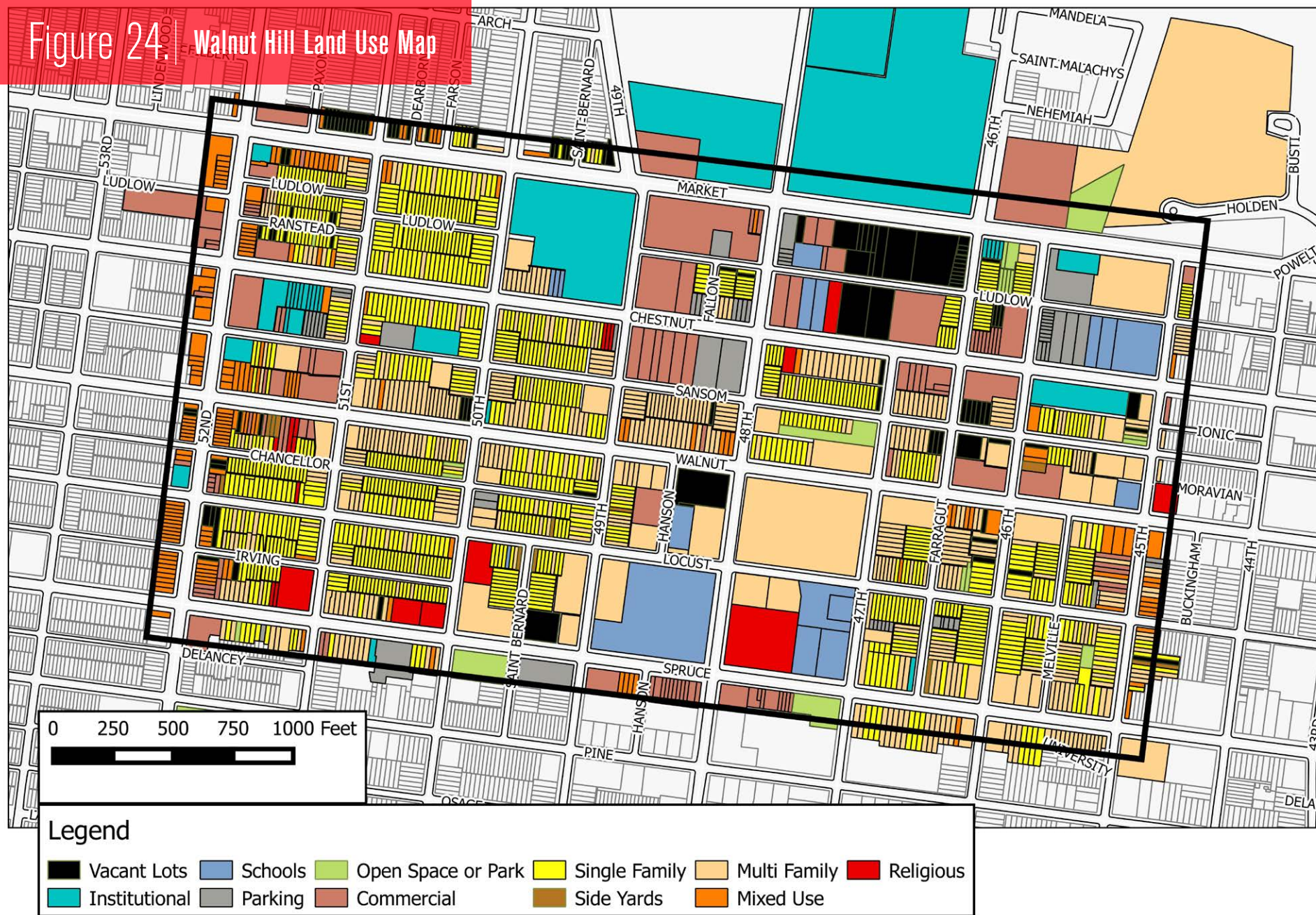


Figure 25. | Halloween Harvest Fest at Max Paul Park



Figure 26. | Vacant property along Market St.



## Built Environment

In the intervening years since the Walnut Hill Neighborhood Plan 2007 was written, the physical landscape of the neighborhood has improved. The formerly-blighted Croydon Apartment building has been restored and reopened, the Market-Frankford EI renovation was completed, and the deteriorated canopies on 52<sup>nd</sup> Street have been demolished. A brand new building was constructed for West Philadelphia High School in 2011 as well as a refurbishing of their football field, and the Karabots Pediatric Care Center opened in 2013. These institutions complement several existing neighborhood anchors, such as the LIFE Center, West Philadelphia Catholic High School, The Enterprise Center, and several churches. To address the community's request for more open space, two new playgrounds have been built, and vacant lots were transformed into a community gathering space & urban farm at the Walnut Hill Community Farm at Max Paul Park near the 46<sup>th</sup> Street EI station.

However, there are presently over 80 vacant lots in Walnut Hill. A quarter of those vacant lots are blighted, which means that they contain any combination of trash, building debris, and unmaintained greenery. Blighted homes, or homes that are boarded up and uninhabitable, remain a problem, particularly in several sections in the northwestern portion of the neighborhood. These vacant lots not only contribute negatively to the neighborhood's appearance, but also contribute negatively to its economy; as of 2015 property tax delinquency for vacant properties/lots in Walnut Hill is \$853,000.

The north side of Market Street is another area with significant vacancy/blight issues. This section of the neighborhood has several blighted, vacant lots and vacant and deteriorated homes and businesses. Numerous sidewalks have been demolished or are otherwise missing, contributing to an incomplete streetscape. Damaged or destroyed sidewalks most impact those residents with mobility problems, particularly the elderly and people with disabilities.

## Business Landscape

Walnut Hill has over 200 businesses that employ an estimated 1200 individuals and generate an estimated \$34m<sup>5</sup> in salaries. The most represented types of businesses are in the Clothing/Accessories and Professional and Personal Services categories. The Professional and Personal Services category includes businesses such as accountants, barbershops, nail salons, and hair salons. The “Other” category includes all of the business types that represented by very small numbers of establishments, e.g. pest control, gasoline stations, and newspaper publishing. (Please see endnote on page 76 for further details on the business categories.)

Additionally, Walnut Hill has approximately 684,000 square feet of commercial space. However, around 20% of Walnut Hill's commercial properties remain vacant. Many of these vacant properties are on 52<sup>nd</sup> Street or the blocks adjacent to it. Addressing these vacant properties will be a key component of future corridor revitalization strategies.

Figure 28. | 52<sup>nd</sup> Street.

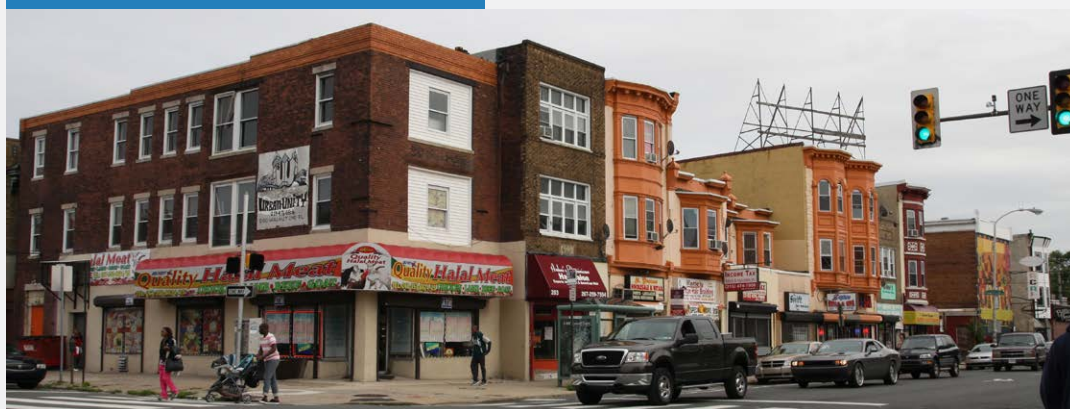


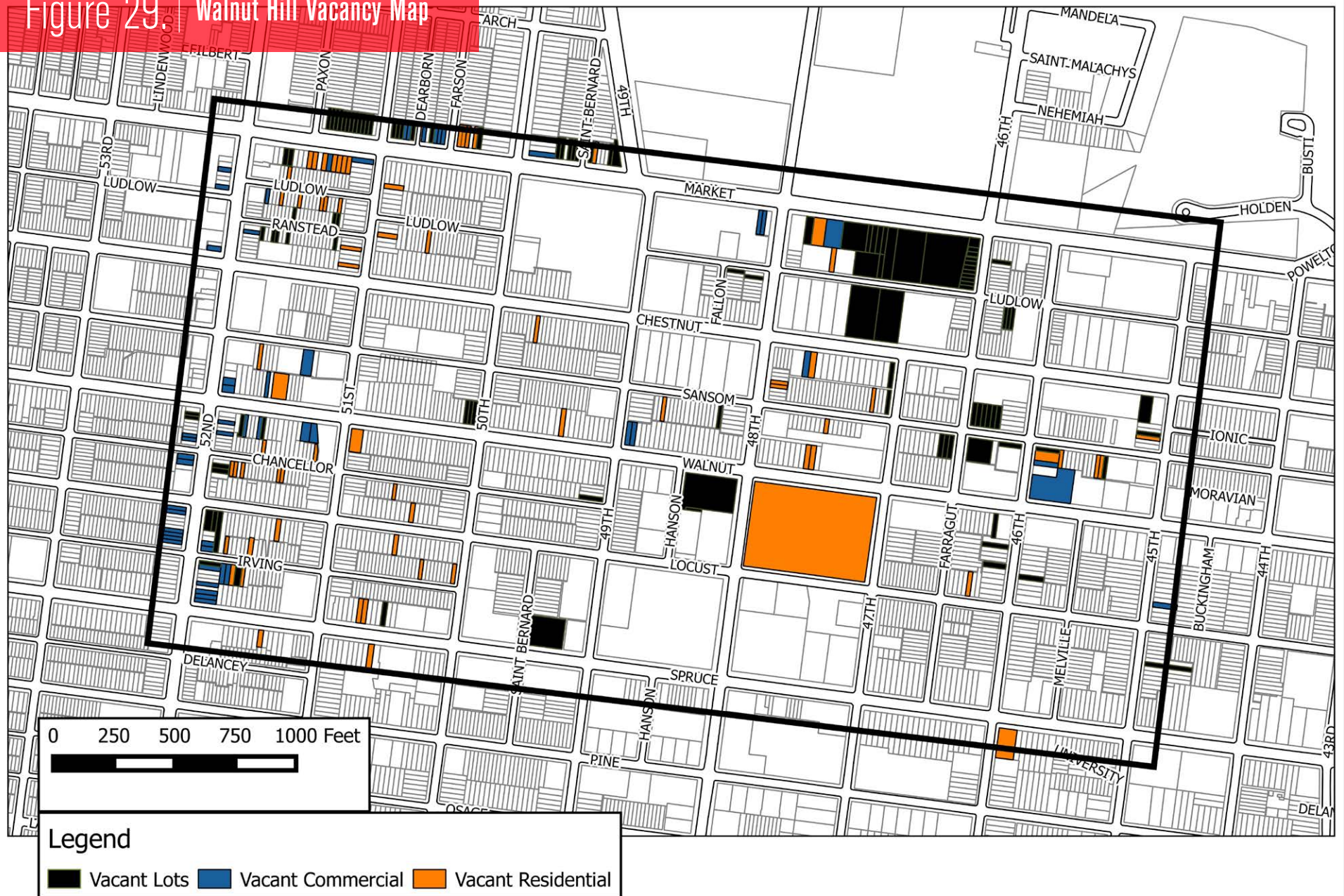
Figure 27. | 2014 Walnut Hill Business by Type (%)



Professional and Personal Services	23%
Food Services and Drinking Places	19%
Other	15%
All Food Stores	9%
Clothing and Accesories	8%
General Merchandise Stores	7%
Social Assistance	6%
Electronics and Appliances Stores	5%
Health and Personal Care	4%
Ambulatory Health Services	4%

<sup>5</sup> Economic estimate Data obtained from NAICS & County Business Patterns

Figure 29. Walnut Hill Vacancy Map



## Previous Recommendations

The Walnut Hill Neighborhood Plan 2007 included 30 recommendations intended to improve the neighborhood. The table overleaf illustrates the extent to which the recommendations were implemented. The people-centered recommendations were largely achieved; the Street Team/Community Leaders and Walnut Hill Community Association have organized several education, empowerment, and cleanup events in the years since the initial plan was written. However, most of the recommendations for streetscape improvements and renovations of the existing housing stock have not yet been achieved, and the revitalization of neighborhood business districts remains an ongoing process.



Figure 32. | Walnut Hill Block Party

Figure 30. | Walnut Hill Community Garden



Figure 31. | 48th Street

**Table 9.** Walnut Hill Neighborhood Plan 2007 Recommendations Status

	Recommendation	Status
PEOPLE	Organize Community Events to bring residents together Build Walnut Hill Community Association's organizational capacity Educate and empower residents with the Walnut Hill Street Team	✓ Ongoing ✓
PLACES	Install gateway features to enhance a sense of neighborhood identity Update zoning code throughout Walnut Hill Reduce impacts of auto-oriented development Address commuter parking issues	✓ ✓ X X
CONNECTIVITY	Enhance Walnut and Chestnut Streets as residential boulevards Enhance 48 <sup>th</sup> Street as a north-south spine Improve Farragut Street as a pedestrian route to 46 <sup>th</sup> Street station	X Ongoing Ongoing
AFFORDABLE HOUSING	Education concerning property taxes through WHCA & Community Leaders	✓
ENHANCE EXISTING HOUSING STOCK	Create a resident-led block improvement program Consider creation of a neighborhood conservation district in the southeast section	✓ X
HOUSING DEVELOPMENT	Address blighted parcels in areas of Walnut Hill through infill development Redevelop underutilized Market Street parcels for mixed-use Secure the Croydon Building to Enhance Safety Conduct a feasibility study for limited equity cooperative housing Consider using inclusionary zoning as a means to create more affordable housing	Ongoing X ✓ X X
OUTREACH EDUCATION & EMPOWERMENT	Bring resources for children and families door-to-door with the Street Team Start a business with significant youth involvement Support the construction or renovation of a new West Philadelphia HS	✓ Ongoing ✓
RECREATIONAL OPPORTUNITIES	Raise awareness of existing recreational options Rebuild the playground at 47 <sup>th</sup> and Sansom Streets "Clean and green" vacant lots to create pocket parks and playgrounds Conduct a feasibility study for a community center	✓ ✓ Ongoing ✓
NEIGHBORHOOD REVITALIZATION	Organize a Walnut Hill Business Association Execute a comprehensive revitalization strategy near 48 <sup>th</sup> and Spruce Streets Execute a targeted revitalization strategy for the 200 block of South 45 <sup>th</sup> Street Support the work of other organizations on 52 <sup>nd</sup> Street	X Ongoing ✓ Ongoing
TRANSIT-ORIENTED DEVELOPMENT	Promote transit-oriented development along Farragut Street	Ongoing

# Strengths, Weaknesses, Opportunities, and Constraints

We have identified several strengths and weaknesses that characterize the neighborhood, many of which were present at the time of the previous Walnut Hill Neighborhood Plan. There are also opportunities and constraints applicable to Walnut Hill that must be considered in the development of new recommendations for the neighborhood. These possibilities follow from larger (regional/national) trends and policies.

## Strengths:

### Access to Public Transport

As evidenced by Figure 35, Walnut Hill is extremely well served by public transport. The SEPTA Market-Frankford line stations at 52<sup>nd</sup> Street and 46<sup>th</sup> Street provide convenient access to University City, Center City, the 69<sup>th</sup> Street Terminal and Northeast Philadelphia. Additionally, the 21, 31, 40, 42, and 64 bus routes serve Walnut Hill; routes provide access to Center City and nearby suburbs in Delaware County. It is estimated that at least 20,000 individuals access Walnut Hill via public transportation on a daily basis.

### Proximity to Institutions

Large anchor institutions provide the neighborhood with resources such as recreational activities, educational activities, increased healthcare access, and customers for small businesses and jobs. Proximity to institutions also increases the likelihood that employees of these institutions will live in Walnut Hill. (CCP, UPenn, Drexel, Children's Hospital of Philadelphia, Enterprise Center, YMCA, Library, future police headquarters, etc.)

### Active Community Association

The Walnut Hill Community Association has an active board with monthly community meetings; it also holds four events a year at Max Paul Park, stages Walnut Hill Community Day, provides information on property/income taxes, provides updates about crime/safety, and is a place where residents can voice concerns. The community association ensures that resident needs are addressed during development activities, and also helps to drive community participation in health, safety, and economic initiatives.

Figure 33. | 52nd Street Station



Figure 34. | Walnut Hill Community Playground



Figure 35. Walnut Hill Public Transport Routes Map

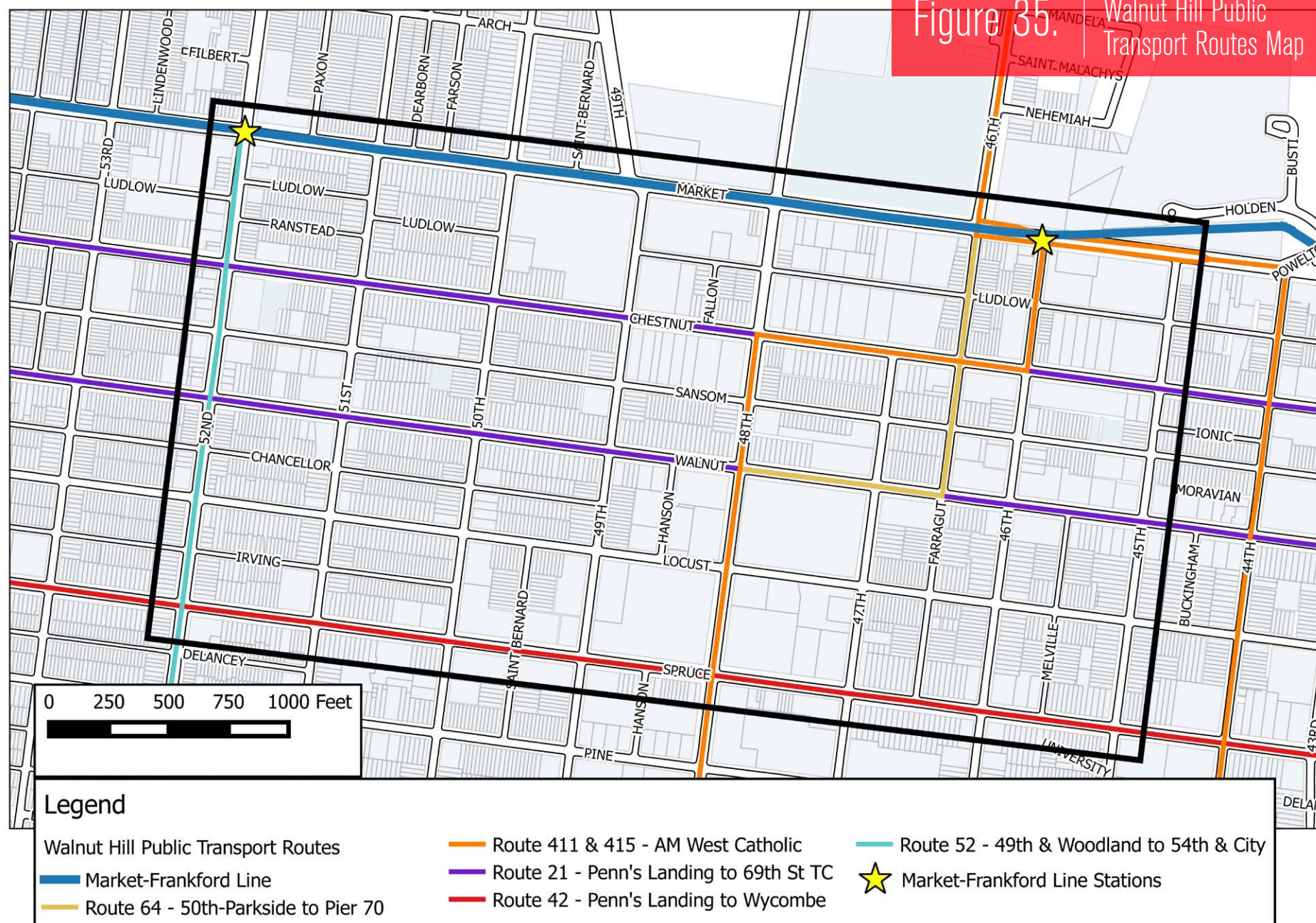


Figure 36. | Houses near 46<sup>th</sup>  
& Locust



Figure 37. | Playground at  
Barkan Park



## Housing Stock

Much of the housing stock in Walnut Hill is still intact, despite years of neglect and abandonment, including historic and architecturally significant buildings throughout the neighborhood. The modest rowhomes in the neighborhood are attractive to both younger professionals without the means to purchase a larger home elsewhere, as well as older people on fixed incomes.

The presence of historically significant architecture can make neighborhoods eligible for historic districts, which can help with securing additional funds for preservation and rehabilitation. Additionally, inclusion on a historic register can encourage neighborhood pride and continued maintenance of sidewalks and homes.

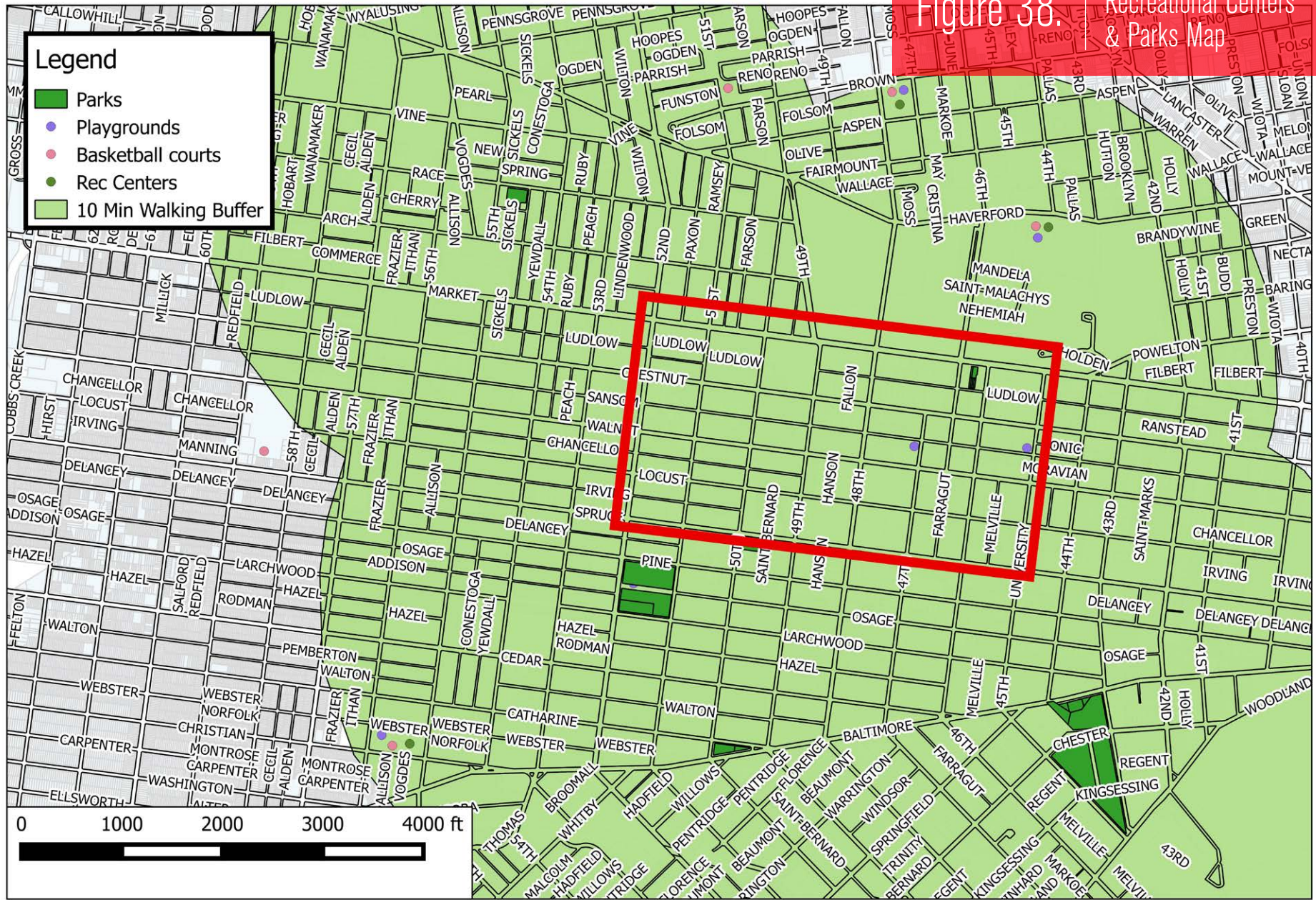
## Parks and Open Space

Figure 38 demonstrates that all of Walnut Hill is within a 10 minute walk of a park - even though that park may not be physically in the neighborhood. Nearby public recreation spaces (Barkan Park, Malcolm X Park, Walnut Hill Playground, Max Paul Park, various pocket parks & community gardens) are currently utilized for a variety of activities including Jazz festivals, exercise classes, and farm stands. These spaces can serve as a crime deterrent and can improve health and neighborhood cohesion. In the resident quality of life survey, the presence of open space was frequently cited as one of the best aspects of Walnut Hill.

## Retail Corridor

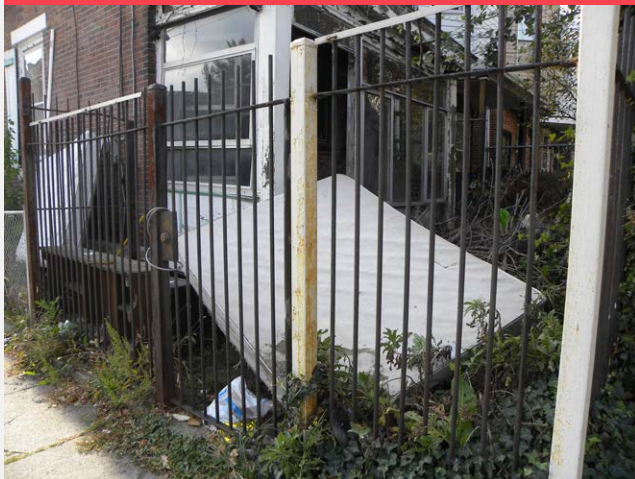
The 52<sup>nd</sup> Street retail corridor provides close, convenient shopping. The corridor serves local residents through provision of tax services, personal care stores, and a variety of dollar stores and bodegas. There are also a number of larger retailing footprints that can attract customers from a wider catchment, as well as arts/entertainment venues (Bushfire Theater, Urban Art Gallery) that diversify the corridor's appeal. While there is a high degree of vacancy, 52<sup>nd</sup> Street is well positioned for future commercial and residential development.

Figure 38. | Recreational Centers & Parks Map



*25% of Walnut Hill households have an income below the poverty level and 29.5% of residents receive Supplemental Nutritional Assistance Program (SNAP) benefits.*

**Figure 39.** | Trash-filled lot at 50th & Irving



## Weaknesses:

### Relatively low income in much of the neighborhood

Twenty-five percent of Walnut Hill households have an income below the poverty level and 29.5% of residents receive Supplemental Nutritional Assistance Program (SNAP) benefits, which are used by low-income families to buy food and increase purchasing power at grocery stores; this is higher than the 23% rate for the city as a whole. Additionally, five block groups that comprise 57% of Walnut Hill's population have a median household income that is lower than Philadelphia's median. Low incomes make it difficult to attract new investment in an area.

### Philadelphia School District & Low Educational Attainment

Philadelphia School District schools have a large budget deficit and generally perform poorly on state standardized tests. Locally, this has translated to approximately 12% of Walnut Hill residents lacking a high school diploma or GED. While this is better than the City of Philadelphia as a whole (18.8%), it still negatively impacts the community via inadequate job and higher education readiness. Additionally, though the plan does not focus on the school district, it should be acknowledged that poor quality public schools can have a negative effect on property values, which can be a disincentive for investment.

### Blighted Buildings, Vacant Lots, and Trash

Walnut Hill has approximately 80 vacant lots, one quarter of those are blighted, meaning filled with trash, mattresses, debris, etc. and poorly maintained. Trash along fences and sidewalks in several locations throughout the neighborhood contributes to the overall problem. These issues not only detract from Walnut Hill's appearance, but also lead to negative resident perceptions and decrease property values.

# Opportunities:

## Land Bank

The newly-formed Philadelphia Land Bank could enable a more streamlined process for community-based organizations to purchase vacant lots and repurpose them into community gardens, farms, parklets, residences, or commercial properties.

## Parts of the neighborhood are included in a “Promise Zone” and Keystone Opportunity Zone

Land between Chestnut and Market Streets west of 46<sup>th</sup> Street is located within a Keystone Opportunity Zone, a designation that voids most state and local taxes as a means of encouraging new development. This area has also been designated as “Promise Zone” by the Obama administration, which increases the likelihood of successful applications for federal funding aimed at stimulating economic growth and improving local health.

## Proximity to future job growth

There is potential for future job growth in Philadelphia, which could bring increased wealth and potential residents to Walnut Hill. For instance, the University of Pennsylvania and Drexel are expanding, and adding jobs as they grow. Developers want to add additional office space near 30<sup>th</sup> Street Station.

## Availability of funds (both public/private) to transform blighted commercial and housing stock

Properties within Walnut Hill are eligible for a number of funding sources, including the Targeted Housing Preservation Program, the Storefront Improvement and Instore programs, as well as other relevant US Department of Housing and Urban Development and Health and Human Services grants. These funds make redevelopment and reinvestment more financially feasible, increasing the likelihood of revitalizing blighted buildings.

Figure 40. | Manakeesh Bakery at 45<sup>th</sup> & Walnut



*Properties in Walnut Hill are eligible for the **Targeted Housing Preservation Program, the Storefront Improvement Program and Instore Program.***

Figure 41.

Former Provident Mutual Life Building - future home of the Philadelphia Police Department



## Specialty Commercial Enclaves

If the trend of foreign-born residents settling in Walnut Hill continues, this could promote further entrepreneurship to serve these individuals, e.g. the businesses on 45<sup>th</sup> Street that cater to North Africans, or the businesses near 52<sup>nd</sup> Street that cater to the Caribbean community. Additionally, individuals from outside of Walnut Hill would be more likely to travel to the neighborhood as a food/cultural destination.

## Continued Impact of Penn's Home Buyer Program

The University of Pennsylvania offers financial incentives to employees who buy homes in nearby neighborhoods. If more Penn employees buy homes in the neighborhood, this could help reverse Walnut Hill's current trend of owner-occupied homes transitioning into rental properties.

## New Public Safety Services Campus (PSSC)

The Philadelphia Police Department is set to move its headquarters, along with the Department of Health public laboratories, the Medical Examiner's office, and the city morgue, to 46<sup>th</sup> and Market Streets to be called the Public Safety Services Campus. This move will bring jobs, consumers, and new potential residents to Walnut Hill. Additionally, the large number of law enforcement officers should make the immediately adjacent neighborhoods safer, which would have a substantial quality of life impact for current residents of Walnut Hill; increased safety would also make the neighborhood a more desirable place to purchase a home, which would raise property values.

# Constraints:

## High wage/business taxes hinder overall private sector job growth in city

Philadelphia's higher taxes, relative to the surrounding counties, discourage businesses and residents from establishing in the city. For Walnut Hill, a neighborhood with considerable vacancy across both commercial and residential properties, the tax environment adds an additional challenge to encouraging local revitalization.

## Rising rents and home values

If home values continue to rise, then vacancies will decrease; this will result in higher rents due to the increased demand. Some renters may find the neighborhood unaffordable, and they will be forced to move elsewhere; high rents could make Walnut Hill a place where only wealthier people could afford to rent homes and apartments.

## Parking and traffic generated by new Public Safety Services Campus

The PSSC is expected to generate a considerable amount of parking demand, not all of which may be accommodated on-site. This, along with additional traffic may negatively impact the quality of life of residents close to the PSSC, due to inappropriate parking spill-over onto residential streets and general congestion. Inevitable conflict between pedestrians/cyclists and cars can hinder redevelopment efforts in this part of the neighborhood.

## Perception of crime

Despite falling crime incidents and a crime rate that nearly mirrors the city as a whole, there is a perception amongst existing residents and outside individuals that parts of Walnut Hill are dangerous. A neighborhood perceived high in crime --particularly at night-- depresses rents and house prices, slows reinvestment, and makes it more difficult for shops to stay open later, reducing the overall vibrancy of an area.



*A neighborhood that is  
perceived to be high in  
crime... depresses rents...  
slows reinvestment, and  
makes it more difficult for  
shops to stay open later...*

Figure 42. | Walnut Hill Community Leaders



Figure 43. | Neighborhood Blight on Ranstead



## Summary and Assessment:

Walnut Hill is best described as a transitional neighborhood. Many positive changes have occurred since 2007, a number of which were due to concerted efforts to implement the previous neighborhood plan. **The Community Leaders program has actively engaged numerous community members** and received national recognition from the Department of Housing and Urban Development; incomes have risen considerably, and key redevelopments such as the Croydon have revitalized sections of the neighborhood.

However, there is still much work to be done. Residents still note challenges getting access and information to numerous services. With rising housing prices, affordability issues are likely to continue and **vacancy and blight remain stubborn problems** across the community. Coupled along with larger national and regional trends, such as the desire for younger people to live closer to where they work, and new impacts from the Philadelphia Police Department relocation, Walnut Hill will likely continue to be a coveted neighborhood for residents and businesses alike.

The challenge for Walnut Hill within this planning process then, is to identify the best way to capitalize and accelerate that likely growth, while preserving the key aspects of the neighborhood that current residents cherish.

# Neighborhood Vision, Goals & Objectives

# Vision Statement

The future vision of Walnut Hill for the 2016 Plan is similar to that of the 2007 plan. During the consultation process, residents continued to express a strong desire to see Walnut Hill as a diverse, safe, and affordable community.

Residents want a neighborhood that they can identify with and are proud of, and a place where they can easily and comfortably get around. The Walnut Hill of 2021 would ideally be a place with improved educational and health outcomes, with enhanced local businesses employing more of the local workforce.

As such, the following goals represent the ideal Walnut Hill of 2021. These goals were developed by the residents, taking into consideration their comments and concerns for the future.

## Goals



Improve neighborhood identity and pride of place



Improve resident capacity



Improve local housing stock



Reduce blight and vacancy



Maintain affordability



Improve commercial corridors and local businesses



Improve pedestrian & cyclist amenity and safety



Address community parking and traffic concerns



Support healthy lifestyles

# Built Environment Objectives:

## Reduce Blight

Blighted buildings negatively impact Walnut Hill. In addition to decreasing the overall attractiveness of a neighborhood, they lower property values, present a danger for pedestrians and adjacent properties due to their structural instability, and are often a magnet for crime. As such, neighborhood residents identified blight remediation as one of their top priorities for their neighborhood plan. It is recommended that a variety of approaches be used to address neighborhood blight.

**Socially responsible developers should be encouraged to purchase blighted properties, rehabilitate them, and return them to productive use** (The Enterprise Center's Dorrance H. Hamilton Center for Culinary Enterprise is an example). **Historic preservation efforts should be encouraged through increasing access to the offerings provided by Philadelphia's Office of Housing and Community Development. Home improvement organizations, such as Rebuilding Together should also be engaged.** To address commercial blight, efforts should be made to **increase the number of recipients of the City's Storefront Improvement Program.**

## Improve Shopping Atmosphere

Many neighborhood residents find the local shopping atmosphere to be inadequate and unappealing; and, perhaps as a result, only 60% of residents shop within Walnut Hill. Improving the shopping corridors is a priority for current residents of Walnut Hill and doing so will also help to make the neighborhood more attractive for current and future residents, visitors, and investors. While there are many ways to address the shopping atmosphere, the plan recommends upgrading the physical infrastructure, improving vendor/business organization, and adding wayfinding signage. It also recommends branding improvements, including an outreach team (similar to UCD ambassadors) and marketing activities.

**Corridor lighting should be increased by installing lampposts and removing obstructions on shop windows.** This added lighting should help to address existing shopper concerns about corridor safety; research has shown that street lighting results in increased overall perception of safety.<sup>11</sup>



**Figure 44.** | Dorrance H. Hamilton Center for Culinary Enterprises, Philadelphia

## CASE STUDY

The University City District (UCD) Safety Ambassadors work with local city and university police departments to create a safe physical environment by providing cleaning services, a physical uniformed presence, and walking escorts. Additionally, they provide vehicle assistance and homeless outreach to the neighborhoods within their district. Ideally, the 52<sup>nd</sup> Street Ambassadors would operate in a similar fashion.<sup>1</sup>



Figure 45. | Vendor Kiosk, 52<sup>nd</sup> Street, Philadelphia

*This added lighting should help to address existing shopper concerns about corridor safety; research has shown that street lighting results in increased overall perception of safety.*

Additionally, it was noted during early community consultation that the street vendors along 52<sup>nd</sup> Street were considered to be detrimental to the shopping atmosphere. As such, **vendor carts should be standardized and managed in a way that is transparent to customers.** These were two areas that residents felt would improve their interactions with the street vendors. This could be accomplished by **requiring all vendors to join the 52<sup>nd</sup> street vendor's association and use city-provided kiosks.**

As mentioned, revised marketing and branding efforts should be undertaken. **Walnut Hill should work with marketing professionals to develop and improve the “brands” for neighborhood shopping corridors.** This includes developing additional marketing materials such as promotional websites and other marketing activities to generate investment in Walnut Hill.

**It is further recommended that the multiple business associations and CDCs on 52<sup>nd</sup> Street consolidate their efforts.** The current situation makes it difficult to act at scale with scarce resources split between competing interests. The existence of one business district/ CDC for 52<sup>nd</sup> Street would better ensure cohesive messaging and increase effectiveness through its larger size. As there is currently no formal business association for shop owners on the 48<sup>th</sup> Street shopping corridor, this district would benefit from the establishment of a business association to facilitate cleaning & safety activities, promote its interests and fund associated marketing/branding actions.<sup>6</sup>

Given that safety was a primary concern of residents when shopping on 52<sup>nd</sup> Street, **an outreach team should be established that would engage with residents and visitors alike on the corridor.** The outreach team would be easily identifiable, able to answer basic questions about the corridor, and provide an additional level of “eyes and ears” on the street.

Finally, Walnut Hill lacks clear signage that identifies where shopping opportunities exist and how to get to them. As such, **wayfinding signage should be installed to help direct people to Walnut Hill's shopping destinations** (45<sup>th</sup>, 48<sup>th</sup>, and 52<sup>nd</sup> Streets) as well as to help people to navigate within 52<sup>nd</sup> Street.

## Maintain Neighborhood Affordability

Over time, as Walnut Hill grows and develops, consideration must be given to afford people of all economic backgrounds the opportunity to live in the neighborhood. To ensure that Walnut Hill is an inclusive place, **the Walnut Hill Community Association should support developers'**

<sup>6</sup> We note that Garden Court Community Association manages a business association register, however there are few formal activities

applications to build low to moderate income housing in the neighborhood and advocate for affordable units as part of the RCO process.

It is important to note that low and moderate income units are not the same as Philadelphia Housing Authority operated public housing, nor does it mean that occupants would necessarily be recipients of housing choice vouchers (Section 8). Low and moderate income housing takes on a variety of shapes, forms, and tenancies, including owner/occupied units. **WHCA should also advocate for the city to bring its new “workforce” affordable housing construction program to Walnut Hill.** The Enterprise Center was recently awarded a contract for a Neighborhood Advisory Committee (NAC) Manager. The NAC Manager’s role is to help keep residents informed about city-based resources and services, as well as help residents have a voice in community development issues. **Residents experiencing housing burden stress, or needing other resources to maintain housing affordability should be referred to the NAC Manager.**

## Reduce Vacancy

While vacancy is often correlated with blight, Walnut Hill has plenty of vacant, non-blighted spaces, that should be addressed independently. Reducing vacancy (both commercial and residential) will improve the local economy by creating more jobs and adding potential customers for new and existing retail establishments. **One way to address commercial vacancy is through “pop up stores” in currently vacant storefronts.** This would both improve the appearance of the neighborhood and generate more economic activity. **Agencies focused on the 52<sup>nd</sup> Street commercial corridor should engage with brokers and market and promote the corridor. The Enterprise Center and the Small Business Network should also encourage their clients to set up their businesses within Walnut Hill** to help alleviate commercial vacancy.



Figure 46. | Paseo Verde

## CASE STUDY

The Paseo Verde development in North Philadelphia is one local example of a mixed-income development, where a building houses both market rate and affordable units. Paseo Verde reserves just under half of its apartments for people who make less than 60% of the area’s median income.<sup>III</sup>

## IDEA!

A “pop-up store” is a store that exists temporarily in a vacant space, with lease periods ranging from a day to a few months. The city of Detroit has successfully used pop-up stores to increase economic activity in areas that were plagued by high rates of vacancy.<sup>IV</sup>



Figure 47. | Street tree on 46<sup>th</sup> and Spruce



Figure 48. | Flooded sidewalk at Farragut and Sansom Streets

# Streets Objectives:

## Increase Street Trees

Walnut Hill currently lacks street trees along numerous residential streets and its business corridors, despite studies demonstrating the positive effects of street trees, including reduced energy bills and higher property values. **It is recommended that a detailed tree cover/pit study be undertaken to facilitate an increase in the number of street trees.** This study would assess which areas of the neighborhood are lacking in trees and which areas are equipped to house new trees. This information can be used then to request new tree plantings through UC Green, Tree Philly, or other horticultural organizations.

Additionally, **when developers have to go through the WHCA as part of a zoning variance process, WHCA should request trees and/or other appropriate vegetation as part of a landscaping plan in their development** (where applicable). **Marketing materials that highlight the benefits of trees should also be distributed** to encourage residents to participate in the beautification of their neighborhood.

## Improve Sidewalks

Repairing the neighborhood's sidewalks emerged as one of the top community priorities during this planning process. Repairing the neighborhood's sidewalks will improve the neighborhood's overall appearance (and thus pride of place) and most importantly, help to ensure that pedestrians can safely navigate the neighborhood. **A sidewalk conditions survey needs to be conducted to identify the areas where sidewalks are most in need of repair.** As the sidewalk improvements on Farragut Street that were recommended in the last plan have yet to be implemented, Farragut Street remains a high priority.

Once the critical sidewalk portions have been identified, **WHCA should work with residents and partners to implement a program to help defray the costs of sidewalk repair.** A potential model is available in the Old City District, where they currently have a grant program which matches funds for 50% of the costs of sidewalk repair. In addition to encouraging residents to make repairs, **it is important to work with Philadelphia's Department of Licenses and Inspections to apply fines and otherwise enforce properties owners to maintain their sidewalks.** The Philadelphia Water Department's Green Stormwater Infrastructure program should also be examined.

## Improve Pedestrian Safety

Walnut Hill residents are extremely concerned about speeding cars and pedestrian collisions that they have observed. In particular, Chestnut Street and Farragut Street have been identified by residents and the 2007 plan as needing safety improvements. In keeping with Philadelphia 2035's broader pedestrian and cyclist safety goals, steps should be taken to address conditions at intersections where numerous car-pedestrian collisions have occurred.

**Chestnut Street should be reviewed for traffic light improvements**, to reduce the prevalence of speeding. Using available data, **the most dangerous intersections in the Walnut Hill neighborhood should be identified**. Once identified, **the City of Philadelphia Police and Streets departments should help identify the best practices for making these intersections safer and then make the necessary improvements**.

**Crosswalks should be added where they are missing, and re-striped where the striping has faded. At key gateway intersections (see map on page 60), custom striping should be installed;** this will not only make the streets more pedestrian friendly, but it will also help to reinforce neighborhood identity and pride of place. Actively making the intersections safer should be a collaborative approach between the City departments, WHCA, and key institutional partners.

## Reduce Unregulated Parking

The previous Walnut Hill Neighborhood Plan issued recommendations aimed at reducing the impact that unregulated parking has on the residents, and, based on community feedback, this problem has not been addressed. Anecdotally, commuters park their cars in Walnut Hill to use the 46<sup>th</sup> Street El station, which reduces the amount of parking available for people who live in the neighborhood. The previous plan recommended that residents work to establish a resident permit parking district. **This plan reiterates the need for a parking district that encompasses the area bounded by Market, Chestnut, 46th and 48th Streets**, particularly in light of the impending development of the Public Safety Services Campus at 4601 Market St. The PSSC will likely significantly increase the demand for street parking in the area, more so than can currently be accommodated. An on-street parking survey noted that during peak demand times streets with unregulated parking were at or above 90% capacity. Without parking regulations, it is likely that visitors will find considerable difficulty parking, potentially going into nearby residential areas to park.

**Also, a parking district should be considered within a two block radius of the old West Philadelphia High School, to address future increased demands for parking.**



Figure 49. | Crosswalk Striping in Philadelphia, PA

## RESEARCH: PARKING

TEC-CDC Staff undertook an on-street parking survey on April 9, 2015 between the hours of 10:30am – 1:30pm, in the area generally bounded by 45<sup>th</sup> St, Haverford St, 50<sup>th</sup> St, and Chestnut St. It found:

- Total occupancy was at 79% (762 of 970 total spaces)
- Sections of parking along 45<sup>th</sup>, 46<sup>th</sup>, 48<sup>th</sup>, Market, Ludlow, and Chestnut Streets were at or over capacity
- Additional street sections were nearing peak capacity
- Illegal parking is occurring in multiple locations due to the lack of available on-street parking

Figure 50. | Bike locker in Portland, Oregon



Figure 51. | A sharrow is a marking on a traffic lane that indicates that cars should be prepared to share the road with cyclists



The PPA should be engaged to ensure that they are adequately enforcing this new parking district, along with already existing neighborhood parking districts. Additionally, parking meters should be installed on the residential blocks that border 52<sup>nd</sup> Street to reduce the numbers of 52<sup>nd</sup> Street customers, employees and commuters who leave their cars on these blocks.

### Improve Cyclist Access and Amenity

Since the 2000 census, the number of Walnut Hill residents who commute to work by bike has risen five-fold, which has in turn increased the demand for bike lanes. As more Philadelphia residents in general are choosing bicycles as their primary mode of transportation, making Walnut Hill more bike-friendly would likely increase its attractiveness for investment and bring new customers to its business districts. **As such, Walnut Hill should advocate for the City of Philadelphia to install more bike lanes and sharrows in the neighborhood.** At present, WHCA should **actively support the proposal by Spruce Hill Community Association for a bike lane on Chestnut Street.** Support of the SHCA proposal would likely result in a continuation of the bike lane into the Walnut Hill portion of Chestnut. This bike lane would slow down vehicular traffic and increase overall road safety on Chestnut. **WHCA should also work with the Streets Department to ensure that existing bike lanes are regularly painted and properly maintained.**

Bicycle parking should be readily available to ensure that Walnut Hill is attractive and accessible for Philadelphia's cyclists. Because bicycles cannot be taken on the MFL during peak commuting times, and because bicycle theft is a serious concern for commuters, **bike lockers should be installed at the 46<sup>th</sup> Street and 52<sup>nd</sup> Street El stations.**

**Bike racks should be installed at key institutional locations such as Community College of Philadelphia and the PSSC and should also be added along the 48<sup>th</sup> & 52<sup>nd</sup> Street corridors.** WHCA should also partner with organizations that do outreach to businesses, such as the Bicycle Coalition, to increase the number of businesses with available bike parking. **Walnut Hill should advocate for and support new locations of Philadelphia's Indego bike-share program in the neighborhood.** This will encourage new visitors to the area as well as providing an additional transportation service.

# Community and Economic Development Objectives:

## Increase Availability of Youth Services and Activities

Both neighborhood residents and youth who attend school in Walnut Hill have expressed a need for more youth-oriented activities. However, these activities often incur a cost burden that parents and community organizations are unable to bear alone. One way to help defray this cost is to **encourage developers to consider the sponsorship of youth activities as part of their plans. Additionally, The Enterprise Center should expand its youth-focused programming as part of its broader mission of serving the Walnut Hill community.** The Police Athletic League (PAL) does not have a presence nearby Walnut Hill, with the closest facility at 63rd Street. PAL has a long history of making a positive impact on local youth, and **a PAL location in or near Walnut Hill should be encouraged and supported.**

## Increase Access to Education

One of the largest barriers to achieving steady employment is a lack of educational attainment and thus increasing access to education is a key neighborhood priority. This includes not only traditional education, but financial education as well. While this plan cannot address specific challenges within the Philadelphia School District, it can and does recommend activities that can improve educational outcomes not directly related to the PSD.

Roughly 12% of Walnut Hill residents lack a high school diploma or GED that would enable them to access higher education opportunities. There are organizations in the city that provide services to help people achieve these educational benchmarks (such as the Community Learning Center). **Efforts should be made to promote these educational opportunities and help to make these services more accessible to the residents of Walnut Hill.**

Further, poverty presents the biggest challenge for low-income students to finish their college degree. Currently, 78% of Walnut Hill residents lack a bachelor's degree (or higher), and 6 of 10 jobs now require a college degree. Because increased access to higher education will help Walnut Hill residents

## CASE STUDY

MM Partners, a development firm based in Philadelphia, have facilitated and sponsored numerous community events as part of their outreach efforts as they have developed properties in the Brewerytown neighborhood of Philadelphia. Some examples include the Brewerytown Spring Festival, partnerships with Mural Arts, and the sponsorship of two local Little League baseball teams.<sup>vi</sup>

## RESEARCH: EDUCATION ACCESS

- Providing additional financial aid to poorly-prepared students decreased dropout rates by 17%
- African Americans are almost half as likely as white Americans to have a college degree
- 6 out of 10 jobs currently require a bachelor's degree or higher.<sup>vii</sup>



**Figure 52.** | WHCA President Horace Patterson and State Representative Senator James Roebuck



**Figure 53.** | Cobb County Job Fair, Cobb County, Georgia

to better compete in the job market, **collegiate scholarships for Walnut Hill students should be established to reduce that barrier.**

Anecdotally, residents and members of the Walnut Hill business community are lacking in some key aspects of financial education. This lack of understanding contributes to difficulty in developing healthy personal financial habits and running successful businesses. **Facilitating increased financial literacy in the neighborhood through workshops** will help to reduce issues related to “financial illiteracy.”

## Strengthen WHCA

The WHCA should develop a comprehensive strategic/business plan in order to build on the positive momentum that has been achieved since the previous Walnut Hill Neighborhood Plan, and continue to strengthen its position of influence in the neighborhood. This plan will serve to guide the community association on how and where they should improve their technical expertise, financial standing, communication strategy, and their membership acquisition. The strategic plan will also clearly define the ways in which the Walnut Hill Community Association can best contribute to the overall quality of life in Walnut Hill. Potential actions of the plan include but are not limited to:

- Developing processes, policies, and programs
- Prioritizing physical projects
- Developing board members and sub-committees, and other activities

This plan should be developed in conjunction with The Enterprise Center-CDC or another consultant that specializes in community development.

## Increase Access to Employment

Although unemployment has decreased in the intervening years since the Walnut Hill Neighborhood Plan 2007 was completed, nearly 10% of Walnut Hill's workforce is still unemployed. While unemployment figures will fall as local opportunities increase via new retail and commercial businesses, there are still actions that can be taken to help increase economic opportunities for residents.

**Job fairs within the neighborhood would help to bring opportunities to unemployed residents and allow access to network with potential employers.** Additionally, **The Enterprise Center should expand the number of training and certification courses that it hosts**, for example, ServSafe certification and bonding education courses. Finally, where developers have to negotiate with the WHCA for zoning approval, **the WHCA should advocate for first source/local hiring on large projects.**<sup>7</sup>

<sup>7</sup> A “large” development is defined as over 10 units for residential or 10,000 ft<sup>2</sup> for commercial.

## Increase Awareness of Health Initiatives

Walnut Hill has the advantage of being located near several large institutions aimed at improving community health, including The University of Pennsylvania, Drexel University, and CHOP's Karabots Pediatric Care Center. To ensure that residents are aware of all of the ways that they can maintain a healthy lifestyle, **the WHCA should ensure that these large institutions are conducting adequate outreach in Walnut Hill, and that local health providers are included at community events, such as Walnut Hill Community Day.**

## Increase Community Events at Diverse Locations

Community events allow neighbors to meet one another and enjoy themselves, which strengthens the neighborhood's overall bond and sense of place. While Walnut Hill has an annual Community Day in the fall, and Max Paul Park hosts several events throughout the year, there are currently no community events in the summer. To fill this large void in Walnut Hill's programming, **WHCA should work with sponsoring agencies to facilitate a summer events series, including outdoor movies, an arts and music-oriented event on 52<sup>nd</sup> Street, and a food-focused event on 48<sup>th</sup> Street to leverage the Center for Culinary Enterprises.** The University City District has been successful hosting outdoor movies elsewhere in West Philadelphia and could potentially bring these events to Walnut Hill. Additionally, public food events such as The Food Trust's "Night Market" tend to be well-attended events that attract people from all over the city.

## Reduce Litter

The City of Philadelphia discontinued street cleaning several years ago, but unfortunately residents of the city still tend to litter indiscriminately. The negative effects of litter are many, including decreased amenity and reduced feelings of safety. Walnut Hill is not immune from Philadelphia's trash problem, which has been highlighted in numerous online and print publications. To address the litter problem, it is important that people understand the importance of keeping the streets clean. Municipal-wide and expensive ad campaigns such as "Unlitter Us" thus far appear to be ineffective on the local level, likely due to entrenched attitudes and behaviors. Children, though, are still at an age where they are forming these attitudes and behaviors. In order to more effectively deal with the root causes of littering, **it is recommended that neighborhood children are educated in their day care centers and schools about the problem of littering.** Given that this is a long term strategy, in the shorter term, **a functional 52<sup>nd</sup> Street business association**



**Figure 54.** | Healthy eating program sponsored by CHOP/The Enterprise Center

*Community events allow  
neighbors to meet one another...  
which strengthens the  
neighborhood's overall bond  
and sense of place.*



**Figure 55.** | Walnut Hill Spring Cleanup 2015

## RESEARCH: HEALTHY CORNER STORE IMPACTS

Point-of-sale data collected by The Food Trust showed an increase in produce items sold at two Fresh Corner pilot stores. Produce sales increased by more than 60 percent following installation of kiosks that make fresh fruits and vegetables the focal point of the store.

An Econsult Corporation study of the economic impact, job creation and tax revenue generation of the Healthy Corner Store Initiative estimated that it supported 38 jobs, \$1.1 million in earnings and \$140,000 in additional tax revenue in Philadelphia and Pennsylvania during one 30-month period.<sup>viii</sup>

should aim to become a formal business improvement district<sup>8</sup>, with an initial focus on clean and safe activities.

**Block cleaning activities in Walnut Hill also need to be increased, with a more refined focus on single block activities that are more effective than neighborhood-wide events.** These clean ups need to be highly organized and efficiently run so as to generate positive feelings from the members of the community who engage in them.

## Increase Access to Healthy Food

Local health organizations have documented that high rates of both childhood and adult obesity are present in the neighborhood, the risks of which are widely known. By an overwhelming margin, Walnut Hill residents felt that increasing access to healthy food was the biggest priority in making the neighborhood healthier. Increased access to healthy food should help to both improve overall resident health and also decrease obesity rates. **Efforts should be made to engage The Food Trust to have them bring their Healthy Corner Store initiative to Walnut Hill;** this initiative provides corner store owners with proper refrigeration units necessary to stock fresh produce. **A farmer's market or food stand at Barkan Park or nearby Malcolm X Park would provide another outlet for purchasing healthy food. The Enterprise Center and other health-focused partners should continue to expand the availability of food-focused programming to ensure that residents are equipped with the skills to prepare healthy, delicious food.**

<sup>8</sup> A business improvement district (BID) is a defined area within which businesses are required to pay an additional tax or levy in order to fund projects within the district's boundaries. These districts typically fund services which are perceived by some businesses as being inadequately performed by government, such as cleaning streets, providing security, making capital improvements, construction of pedestrian and streetscape enhancements, and marketing the area. The services provided by BIDs are supplemental to those already provided by the municipality. The University City District is an example of a BID.

## Explore Increasing Public Recreational Space

Residents of Walnut Hill desire more accessible recreational spaces. While figure 31 demonstrates there are numerous green spaces near Walnut Hill, physically they are difficult to access. Throughout the community engagement process, teens requested a safe space to socialize and have fun, while parents of young children desire large spaces for their children to play and exercise. This need has existed in Walnut Hill since the previous plan, but unfortunately a comprehensive feasibility study for a recreational center was not conducted. **As such, a more formal study remains to be conducted, and it should also explore models outside of the traditional recreation centers, such as Bala Cynwyd's Homework Bar and Lounge**, which provides an engaging venue for teens to do their homework and have fun with their friends. To increase the availability of outdoor space, **WHCA should engage with educational institutions such as Lea Elementary School and West Philly High to facilitate public access to their green spaces outside of school hours.**

There are also reasonably sized lots at the intersection of Farragut and Sansom Streets that are owned by the City of Philadelphia Redevelopment Authority. These lots are ideally-located, central to the neighborhood, mostly surrounded by residential properties, and already in use for cricket and other ad-hoc active uses. **The viability of these spaces to serve as more formal active recreation spaces should be explored.**

## Increase Retail/Employment Diversity

As evidenced by the lack of local customers, Walnut Hill's shopping corridors need to adapt their goods and services offered to cater to resident needs. Some local businesses will be able to adapt their offer, however new businesses will be required in order to greater diversify the local business scene. **The City of Philadelphia's Commerce Department, LISC, and business organizations that serve Walnut Hill's shopping corridors should increase the volume of outreach and marketing that they do** to try and attract national and local enterprises that will provide goods and services not currently offered in Walnut Hill. **Business-focused organizations such as the Small Business Network and The Enterprise Center should also strive to cultivate and grow local businesses**, which will bring different types of employers and retail shops to the neighborhood.

**Increasing the availability of off-street parking would also make Walnut Hill more attractive to potential businesses wishing to locate in West Philadelphia.** Enterprise Heights, a conceptual development by The Enterprise Center-CDC, proposes to provide a mix of uses, including retail and commercial office space, and associated parking. These types of developments should be supported and encouraged, as they provide new spaces to attract a diverse local employment opportunities.



Figure 56. Summer reading at the Walnut Hill Community Playground



Figure 57. Walnut Hill Farm Stand

## CASE STUDY

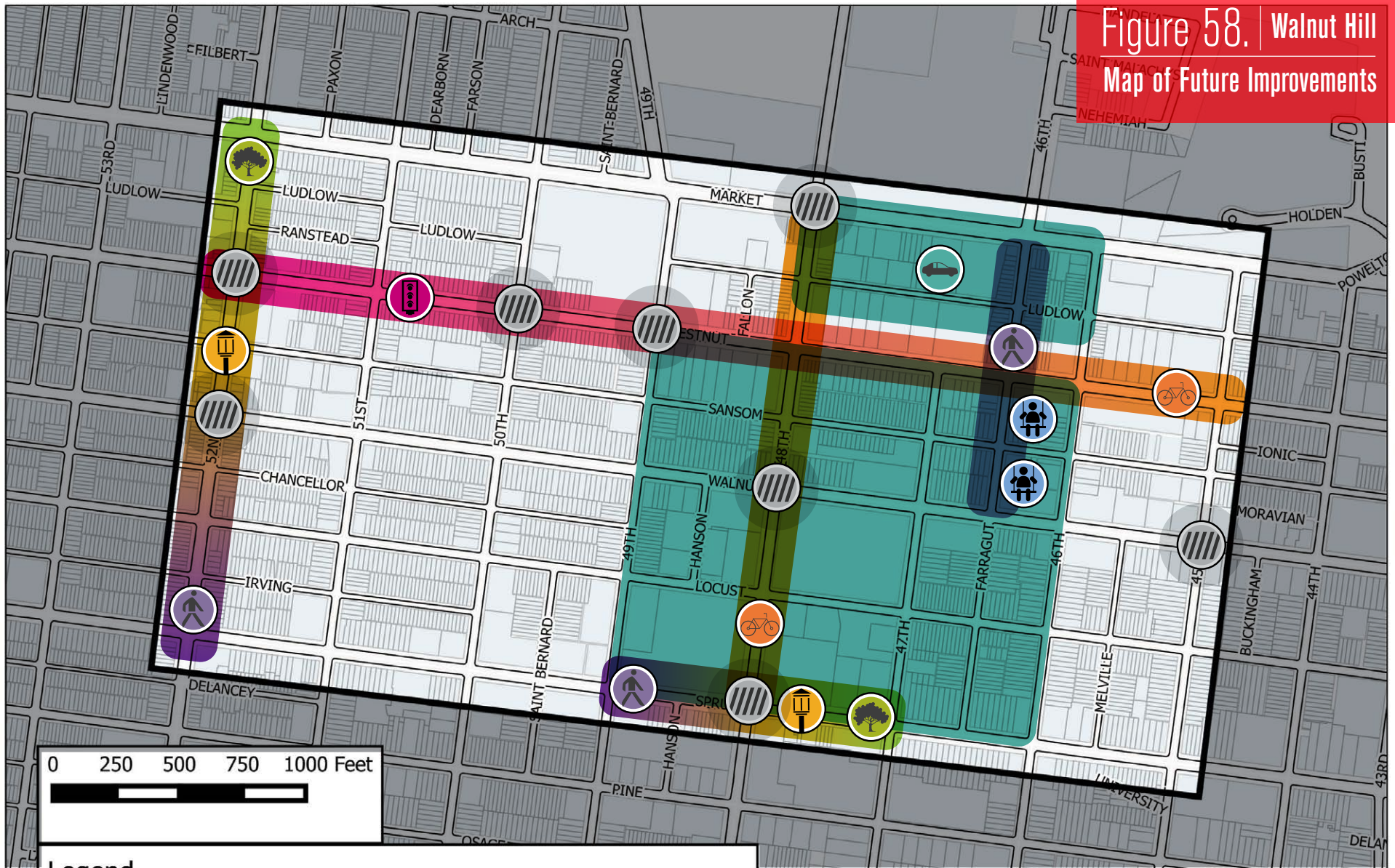
FREIDA for Generations was founded by David Wong in 2012, and currently pairs senior citizens with culinary students. The for-profit social enterprise grew out of Wong's desire to create a space where different generations could interact in a fun, engaging environment while also providing jobs and income to the local community. Currently baking out of the Enterprise Center's Center for Culinary Enterprises, FREIDA both sells and donates their muffins to local churches and organizations serving the elderly. FREIDA is slated to open up a café in the Old City neighborhood of Philadelphia, and also offers technology classes in local senior centers.

## Increase Availability of Elderly Services

Although the age profile of Walnut Hill has slightly decreased since the previous census, it is still a priority to ensure that residents are able to age in place in this neighborhood. When developers have to request a zoning variance, they are required to obtain the support of Registered Community Organizations (RCOs). For larger developments, a Community Benefits Agreement (CBA) is often written by these RCOs; these Community Benefits Agreements outline the ways in which the developer can ensure that the development is beneficial to neighborhood residents, often through local jobs, streetscape improvements, and the sponsorship of activities and events.

**Elderly activities should be integrated into CBA negotiations during the RCO process** so that elderly residents can remain socially and physically engaged in Walnut Hill's social fabric. FREIDA, a social enterprise currently located in the CCE, is one example of a program oriented towards seniors. **Additionally, the WHCA should advocate for ADA-compliant apartments in developments that require RCO approval** so that these residences are accessible for seniors with mobility issues.

Figure 58. | Walnut Hill  
Map of Future Improvements



0 250 500 750 1000 Feet

### Legend

Walnut\_Hill\_Parcel (light blue square) Walnut\_Hill\_Centerlines (thin black line) Walnut\_Hill\_Curbs (thick black line)

- Lighting Improvements
- Sidewalks Improvements
- Traffic Lights Improvements
- Key Intersections for Striping Improvements
- Potential Recreational Space
- Establish Parking District
- Bike Lanes Improvements
- Trees Planted

# FUTURE CONSIDERATIONS

The following section details some of the options that were considered but not formally recommended for a variety of reasons. These recommendations were considered because they addressed key concerns and issues present in the neighborhood, however they are not recommended today in part due to suggestions from the Steering Committee that they be postponed from inclusion, as well as practical challenges in implementation.

## **Encourage City of Philadelphia employees to live in Walnut Hill, closer to where they work**

**Why it was considered:** Would ideally reduce blight and vacancy, increase neighborhood home-ownership rates, and improve overall quality of life in neighborhood

**Why it is not recommended at this time:** Complicated program to implement, challenge in making the program apply to all city employees vs just the PSSC employees, financial implications not yet tested

## **Add a public toilet along 52<sup>nd</sup> Street**

**Why it was considered:** To address issues with public urination, needed public service

**Why it is not recommended at this time:** Costs, maintenance concerns, siting difficulties, drug trade concerns.

## **Partner with contractors to donate materials & time to improve sidewalks**

**Why it was considered:** Way to reduce barriers to facilitate improved sidewalks

**Why it is not recommended at this time:** Removes burden from property owners/moral hazard (owners may consciously let their sidewalks deteriorate knowing someone else will pay for improvements)

## **Seek sponsorship for neighborhood infrastructure improvements**

**Why it was considered:** Reduces the cost for needed physical improvements

**Why it is not recommended at this time:** challenge to execute, visual appearance of sponsors

## **Name & shame derelict property owners**

**Why it was considered:** Would encourage property owners to improve their buildings and sidewalks

**Why it is not recommended at this time:** Potential to be insensitive to financial constraints, challenge to find a suitable public venue

## **Increase on-street parking**

**Why it was considered:** Some streets lack on-street parking despite having capacity for it (parts of Chestnut for example), added parking will slow down speeding cars and alleviate on-street parking concerns

**Why it is not recommended at this time:** Proposed bike lane on Chestnut would achieve much of the recommendation's goals

## **Increase the cost of parking at metered locations**

**Why it was considered:** Increase turnover of parked vehicles

**Why it is not recommended at this time:** PPA enforcement is already perceived by residents/businesses to be inconsistent, may not be effective

## **Narrow 52<sup>nd</sup> Street**

**Why it was considered:** Wider sidewalks would allow more room for pedestrians to pass by street vendors, more room for trees and street furniture, etc.

**Why it is not recommended at this time:** Does not correspond to current City of Philadelphia plans, potential complications due to bus loading zones

## **Develop new affordable housing in Walnut Hill**

**Why it was considered:** New affordable housing will

help to keep lower and fixed-income residents from getting involuntarily displaced from the community if prices continue to rise

## **Why it is not recommended at this time:**

Implementation partner could not be readily identified, some concerns and opposition to affordable housing development expressed during the community engagement process

## **Educate and engage landlords about housing choice vouchers**

**Why it was considered:** Encouraging landlords to accept housing choice voucher tenants helps to reduce vacancy, as well as keeping the economic diversity that Walnut Hill currently enjoys

**Why it is not recommended at this time:** Challenges with outreach, identifying suitable properties and landlords to target, some concerns and opposition to housing choice voucher residents expressed during the community engagement process

## **Increase L & I enforcement of blighted properties**

**Why it was considered:** Effective way of mitigating problems with blight in the neighborhood

**Why it is not recommended at this time:** Complications with getting L & I to take on more responsibility

## **Use microgrants/revolving loan funds to ameliorate blight**

**Why it was considered:** Reduces the financial barriers for property improvements

**Why it is not recommended at this time:** Funding sources inconsistent, program difficult to manage.

The following table outlines some of the identified parties that would likely implement the plan. This list is not comprehensive or exclusive, and any party that could deliver on the recommendations should be considered for inclusion in future updates of this plan.

Objectives have been ranked at high, medium, or low priority, depending on what the community felt were the top priorities.

#### Targeted Goal Legend:



Improve neighborhood identity and pride of place



Improve resident capacity



Improve local housing stock



Reduce blight and vacancy



Maintain affordability



Improve commercial corridors and local businesses



Improve pedestrian and cyclist amenity and safety



Address community parking and traffic concerns



Support healthy lifestyles

#### Abbreviations:

TEC-CDC

The Enterprise Center -  
Community Development Corporation

WHCA

Walnut Hill Community Association

LISC

Local Initiatives Support Corporation

UCD

University City District

PCPC

Philadelphia City Planning Commission

CHOP

Children's Hospital of Philadelphia

HUP

Hospital of the University of Pennsylvania

PPA

Philadelphia Parking Authority

SBN

Sustainable Business Network

PWD

Philadelphia Water Department

NAC

Neighborhood Advisory Committee















OHCD

Office of Housing and Community Development



















# Table 10

## Recommendations, Implementation Agents, and Prioritization










### BUILT ENVIRONMENT

Objective/Targeted Goals	Recommendations	Implementation Agents	Priority
<b>Reduce Blight</b>   	<ul style="list-style-type: none"> <li>• Increase number of storefront improvement program recipients</li> <li>• Encourage redevelopment and investments from socially responsible developers</li> <li>• Engage with home improvement organizations to facilitate rehabilitation</li> <li>• Facilitate historic preservation by connecting residents to housing repair resources</li> </ul>	<ul style="list-style-type: none"> <li>• TEC-CDC, private developers, City of Philadelphia – Commerce Department, NAC Manager, OHCD, LISC</li> <li>• Home Improvement organizations including but not limited to: <ul style="list-style-type: none"> <li>- Habitat for Humanity Home Repair Program, HUD Home Repair Program, Neighborhood Stabilization Program, Rebuilding Together</li> </ul> </li> </ul>	High
<b>Reduce Vacancy</b>    	<ul style="list-style-type: none"> <li>• Implement pop-up program in vacant spaces</li> <li>• Engage brokers, market &amp; promote area</li> <li>• Engage in business attraction activities</li> </ul>	<ul style="list-style-type: none"> <li>• City of Philadelphia – Commerce Department, TEC-CDC, 52nd St. CDC, SBN</li> </ul>	High
<b>Improve Shopping Atmosphere</b>    	<ul style="list-style-type: none"> <li>• Increase lighting on 48th &amp; 52nd Street corridors</li> <li>• Establish/improve brand for corridors/Walnut Hill</li> <li>• Manage vendors &amp; improve cart appearance</li> <li>• Develop/facilitate business association</li> <li>• Establish outreach team on 52nd Street</li> <li>• Install wayfinding signage</li> </ul>	<ul style="list-style-type: none"> <li>• City of Philadelphia- Commerce Department, LISC, 52nd Street Business Association, 52nd Street CDC, The Workshop School, TEC-CDC, Welcoming Center for New Pennsylvanians</li> </ul>	Medium
<b>Maintain Neighborhood Affordability</b>   	<ul style="list-style-type: none"> <li>• Support developer applications for Low-moderate income housing</li> <li>• Advocate for city to bring affordable housing/new construction program to Walnut Hill</li> <li>• Advocate for affordable units as part of RCO process/CBAs</li> <li>• Connect residents to housing affordability resources</li> </ul>	<ul style="list-style-type: none"> <li>• WHCA, TEC-CDC, NAC Manager</li> </ul>	Medium







## STREETS

Objective/Targeted Goals	Recommendations	Implementation Agents	Priority
<b>Improve Sidewalks</b>    	<ul style="list-style-type: none"> <li>• Increase L &amp; I enforcement</li> <li>• Sidewalk conditions survey</li> <li>• Loan fund/micro-grant program</li> <li>• Engage with PWD to capitalize on their Green Stormwater Infrastructure program</li> </ul>	City of Philadelphia Department of Licenses & Inspections, WHCA, TEC-CDC bank partner (i.e. Wells Fargo, Citizens), LISC, PWD, CHOP	High
<b>Improve Pedestrian Safety</b>    	<ul style="list-style-type: none"> <li>• Identify dangerous intersections</li> <li>• Identify best practice for remediation</li> <li>• Complete intersection improvements</li> <li>• Crosswalk striping at key intersections</li> </ul>	City of Philadelphia Streets Department, PCPC, UCD, WHCA, City of Philadelphia Police Dept., WHCA, TEC-CDC, CHOP	High
<b>Reduce Unregulated Parking</b>  	<ul style="list-style-type: none"> <li>• Establish residential permit parking district between Market/46th/48th/Chestnut</li> <li>• Engage PPA about best practice</li> <li>• Establish parking meters on residential areas near 52nd St.</li> </ul>	WHCA, Walnut Hill Neighborhood Block Captains, PPA	Medium
<b>Increase Trees</b>     	<ul style="list-style-type: none"> <li>• Conduct tree cover/pit survey</li> <li>• Engage with developers at pre-development phase to include landscaping</li> <li>• Disseminate marketing materials to highlight benefits of trees for WH residents</li> </ul>	UC Green, WHCA, PHS, TEC-CDC, Tree Philly	Low
<b>Improve Cyclist Access and Amenity</b>   	<ul style="list-style-type: none"> <li>• Advocate for more lanes/sharrows to COP</li> <li>• Support WHCA proposal for bike lane on Chestnut</li> <li>• Repaint lanes on 48th St.</li> <li>• Install bike lockers at 46th/52nd St.</li> <li>• Add bike racks on 52nd and at key institutional locations</li> <li>• Outreach with business owners</li> </ul>	Bicycle Coalition, WHCA, City of Philadelphia Streets Dept., CHOP, TEC-CDC, Commerce Dept., LISC, Bicycle Coalition, CHOP	Low

## COMMUNITY & ECONOMIC DEVELOPMENT (C) 1 of 2

Objective / Targeted Goals	Recommendations	Implementation Agents	Priority
<b>Strengthen WHCA</b>  	<ul style="list-style-type: none"> <li>• Develop comprehensive business/strategic plan               <ul style="list-style-type: none"> <li>- Improve technical expertise</li> <li>- Increase membership</li> <li>- Improve financial standing</li> </ul> </li> <li>• Clearly define ways in which WHCA can contribute to quality of life in Walnut Hill (health, safety, beautification)</li> </ul>	<ul style="list-style-type: none"> <li>• WHCA, TEC-CDC</li> </ul>	High
<b>Increase Access to Education</b> 	<ul style="list-style-type: none"> <li>• Develop personal financial intelligence materials for WH residents or host info sessions from banking institutions</li> <li>• Develop partnerships to establish scholarship opportunities to reduce cost barriers to higher learning</li> <li>• Develop partnerships with CCP/GED providers to progress higher learning objectives</li> </ul>	<ul style="list-style-type: none"> <li>• TEC-CDC, private banks, other corporate sponsors, private foundations, WHCA, Community College of Philadelphia, Community Learning Center</li> </ul>	High
<b>Increase Access to Employment</b>  	<ul style="list-style-type: none"> <li>• Host local job fairs</li> <li>• Increase training/certification courses at TEC</li> <li>• Incorporate local source and first source hiring as part of CBA process for large projects</li> </ul>	<ul style="list-style-type: none"> <li>• Private employers, TEC-CDC, agencies providing certification courses (e.g. trades), WHCA, UCD – West Philly Skills Initiative, CHOP</li> </ul>	High
<b>Improve Access to Youth Services and Activities</b>  	<ul style="list-style-type: none"> <li>• Encourage developers to consider the sponsorship of youth activities</li> <li>• Expand TEC youth-focused programming</li> <li>• Support and encourage a PAL location in or near Walnut Hill.</li> </ul>	<ul style="list-style-type: none"> <li>• WHCA, TEC-CDC, private sponsors (such as GSK), Philadelphia Police Department, youth service providers such as Soccer Shots</li> </ul>	Medium
<b>Increase Awareness of Health Initiatives</b>  	<ul style="list-style-type: none"> <li>• Host health info sessions at various community locations</li> <li>• Include local health providers at community events</li> <li>• Institutional outreach (CHOP/HYPE – Philly Schools)</li> </ul>	<ul style="list-style-type: none"> <li>• LIFE Center, CHOP, HUP, WHCA, Philadelphia School District, TEC-CDC, Lea Elementary, West Philly High School, Drexel Public Health (Community Health)</li> </ul>	Medium

## COMMUNITY & ECONOMIC DEVELOPMENT (C) 2 of 2

Objective / Targeted Goals	Recommendations	Implementation Agents	Priority
<b>Reduce Litter</b> 	<ul style="list-style-type: none"> <li>Educate via local day cares and elementary schools</li> <li>Business association formation on 52nd Street/incorporate \$1/day program</li> <li>Improve block cleaning activities</li> </ul>	<ul style="list-style-type: none"> <li>Keep Philadelphia Beautiful, Lea Elementary, West Philly High School, TEC-CDC, Neighborhood day cares, CHOP Commerce Dept., 52nd Street Business Association, Welcoming Center, WHCA</li> </ul>	Medium
<b>Increase Retail /Employment Diversity</b> 	<ul style="list-style-type: none"> <li>Outreach &amp; marketing</li> <li>Attraction and cultivation of businesses</li> <li>Increase off-street parking</li> </ul>	<ul style="list-style-type: none"> <li>Commerce Dept., TEC-CDC, LISC, 52nd Street Business Association, Welcoming Center for New Pennsylvanians, PPA, private developers</li> </ul>	Medium
<b>Improve Access to Elderly Services and Activities Increase</b> 	<ul style="list-style-type: none"> <li>Facilitate sponsorship/ incorporate elderly activities in CBA negotiations</li> <li>Facilitate inclusion of ADA compliant apartments in developments that require RCO approval</li> </ul>	<ul style="list-style-type: none"> <li>West Philadelphia Senior Community Center, LIFE Center, WHCA, Ralston Center</li> </ul>	Medium
<b>Increase Community Events at Diverse Locations</b> 	<ul style="list-style-type: none"> <li>Establish summer event series               <ul style="list-style-type: none"> <li>Outdoor movies</li> <li>52nd St series – incorporate art/music</li> <li>48th St event tied to CCE/food</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>TEC-CDC, UCD, WHCA, private sponsors</li> </ul>	Low
<b>Increase Access to Healthy Food</b> 	<ul style="list-style-type: none"> <li>Engage with Food Trust to bring Healthy Corner Store initiative to Walnut Hill</li> <li>Establish farmer's market at Barkan Park/ Malcolm X park</li> <li>Incorporate community programming at CCE</li> </ul>	<ul style="list-style-type: none"> <li>Food Trust, TEC-CDC, Vetri Foundation, CHOP</li> </ul>	Low
<b>Explore Increasing Public Recreation space</b> 	<ul style="list-style-type: none"> <li>Feasibility study incorporating: market analysis &amp; demand, costs, preferred location, acquisition issues</li> <li>Engage with Lea, West Philly &amp; West Catholic Schools about community use of open areas</li> <li>Explore vacant lots at 46th &amp; Farragut Streets for public recreation space</li> </ul>	<ul style="list-style-type: none"> <li>City of Philadelphia Parks &amp; Rec, Drexel, University of Pennsylvania, WHCA, West Philadelphia High School, West Catholic High School, Lea Elementary, LISC</li> </ul>	Low

# Capital Projects

ITEM	COST (ESTIMATED)	PRIORITY
Improve Farragut Street as pedestrian route to El	\$1,355,000	High
Enhance Walnut and Chestnut Streets as a residential boulevard:	Pedestrian screening: \$47,000 Traffic calming on 48th & Chestnut: \$110,000	High
Vacant Lot remediation	\$60,000	High
Microgrant program	\$25,000	High
Crosswalk striping	\$25,000	High
Signage and other street furniture for 48th Street corridor	\$10,000	Medium
Wayfinding signage for 52nd Street	\$30,000	Medium
Community Events, including events on 52nd Street and Spruce Street	\$20,000	Medium
Streetscape and placemaking improvements to 52nd Street including sidewalk and lighting improvements	\$20,000	Medium
New parking meters for streets adjacent to 52nd Street	\$90,000	Low
Street Bike lane striping for Chestnut, 48th Street	\$400,000	Low

Figure 59.

Future vision for enhanced  
Farragut St (from 2007  
Neighborhood Plan)



Figure 60.

Future vision for enhanced  
Chestnut St (from 2007  
Neighborhood Plan)



# Key Performance Indicators

In order to determine whether the plan is achieving its intended goals, we must track the success of the recommendations against a quantifiable metric, where possible. The following targets and key performance indicators (KPIs) illustrate how to best measure whether a recommendation has been effective.

## BUILT ENVIRONMENT (B) 1 of 2

Objective	Target	Recommendations	KPI
Reduce Blight	Reduced neighborhood blight by 10% (approximately two (2) vacant lots and nine (9) buildings) over the five year period.	• Expand storefront improvement program	• At least one storefront per year
		• Encourage redevelopment and investments from socially responsible developers	• At least one building per year
		• Engage with home improvement organizations • Facilitate historic preservation by connecting residents to housing repair resources	• Three home repair/renovation projects in Walnut Hill over the five year period
Reduce Vacancy	Reduce neighborhood vacancy <sup>7</sup> by 10% (Eight (8) vacant lots and approximately twelve (12) vacant buildings) over the five year period.	• Implement pop-up program in vacant spaces	• One (1) pop-up store per year
		• Engage real estate brokers and market & promote area	• Produced marketing materials that highlight both residential and commercial aspects of Walnut Hill • Distributed marketing materials to real estate brokers • Yearly promotional event held for commercial brokers to showcase opportunities in Walnut Hill
		• Engage in business attraction activities	• One (1) new business established a permanent location in Walnut Hill per year
Improve Shopping Atmosphere	Increase percentage of residents who say they shop in Walnut Hill to 70%	• Enhance lighting on corridors	• New lighting installed • Excessive stickers/signage removed from five ( 5) storefronts
		• Establish/improve brand for corridors/Walnut Hill	• Produce branding materials • Commit \$5,000 for Marketing/PR • Hold at least one (1) annual event on both 48 <sup>th</sup> St and 52 <sup>nd</sup> St corridors

<sup>7</sup> Does not include buildings with partial vacancy, only fully vacant buildings or lots.

## BUILT ENVIRONMENT (B) 2 of 2

Objective	Target	Recommendations	KPI
Improve Shopping Atmosphere	Increase percentage of residents who say they shop in Walnut Hill to 70%	• Manage vendors & improve cart appearance	• Existing vendor carts replaced with city-supplied carts • Contact information for 52 <sup>nd</sup> St. Corridor Manager posted on carts
		• Develop/facilitate business association	• Formal business association created for 48th Street; consolidated business association or Business Improvement District for 52 <sup>nd</sup> Street.
		• Establish outreach team	• Formalized use of Community Leaders on 52 <sup>nd</sup> Street
		• Install wayfinding signage	• Signs installed at key intersections (Market, Chestnut, Spruce) along 52 <sup>nd</sup> Street corridor
Maintain Neighborhood Affordability	10% of all newly-constructed dwelling units to be affordable <sup>9</sup>	• Support applications for low-moderate income housing	• Formal letters of support for low-moderate income housing from WHCA, Councilwoman Blackwell's office
		• Advocate for city to bring affordable housing/new construction program to Walnut Hill	• One (1) primarily affordable housing development (over 50% of units be affordable) located within Walnut Hill
		• Advocate for affordable units as part of RCO process	• Formal developer agreements to set aside a percentage of units as affordable

<sup>9</sup> defined as : [www.phila.gov/ohcd/incguide.htm](http://www.phila.gov/ohcd/incguide.htm).

## STREETS (S) 1 of 2

Objective	Target	Recommendations	KPI
Improve Sidewalks	Improve 500 square feet of sidewalk per year	• Increase L&I enforcement	• At least ten (10) Philly 311 reports per year
		• Sidewalk Conditions Survey	• Sidewalk conditions survey completed
		• Loan fund/micro-grant program	• At least 5 residents connected with micro loans to repair sidewalks
		• Engage with PWD to capitalize on their Green Stormwater Infrastructure program	• Two (2) GSI projects completed over the five year period
Improve Pedestrian Safety	Reduce pedestrian/auto collisions	• Identify dangerous intersections and best practices for remediation	• Top three (3) most dangerous intersections identified, physical improvements planned for
		• Increase enforcement of speeding	• Increase number of speeding tickets by 50%
		• Crosswalk striping	• Stripe three (3) crosswalks per year with basic restraining lines; one (1) signature decorative crosswalk over the five year time period
Reduce Unregulated Parking	Increase number of regulated parking spaces to reduce congestion and alleviate illegal parking	• Establish residential permit parking district between Market/ 46 <sup>th</sup> / 48 <sup>th</sup> / Chestnut	• Residential parking districts established
		• Establish residential permit parking district between Chestnut/ Spruce/ 49 <sup>th</sup> / 46 <sup>th</sup>	
		• Engage PPA to enforce illegal parking activities	• Increased ticketing of cars parked illegally
		• Establish parking meters on residential areas near 52 <sup>nd</sup> Street	• Parking meters established

## STREETS (S) 2 of 2

Objective	Target	Recommendations	KPI
Increase Trees	Increase tree cover by 50 trees over the five year period	• Conduct tree cover/pit survey	• Survey completed
		• Engage with developers at pre-development phase to include landscaping	• At least half of new developments include street trees
		• Distribute marketing materials to highlight benefits of trees	• Marketing materials distributed
Improve Cyclist Access and Amenity	One (1) mile of new bicycle lanes and/or roads with sharrows (cumulative) Added bicycle parking at five locations.	• Advocate for more lanes/sharrows to COP	• New streets with sharrows, bicycle lanes
		• Support WHCA proposal for bike lane on Chestnut	• Bicycle lane added to Chestnut Street
		• Repaint bicycle lanes on 48 <sup>th</sup> street	• Bicycle lanes repainted
		• Install bike lockers at 46 <sup>th</sup> /52 <sup>nd</sup> Street MFL stops	• Bicycle lockers installed
		• Add bike racks on 52 <sup>nd</sup> Street and at key institutional locations	• At least three (3) new bicycle rack installed over the five year period
		• Outreach with business owners	• Five owners contacted per year

## COMMUNITY AND ECONOMIC DEVELOPMENT (C) 1 of 3

Objective	Target	2021 Recommendations	KPI
Strengthen WHCA	<ul style="list-style-type: none"> <li>Increased membership, technical expertise, and financial standing</li> <li>Increased level of outreach and community member satisfaction<sup>10</sup></li> </ul>	<ul style="list-style-type: none"> <li>Provide information on city programs, elderly services, youth services, and health information on WHCA Listserv/Newsletters/Website</li> </ul>	<ul style="list-style-type: none"> <li>Information provided</li> </ul>
		<ul style="list-style-type: none"> <li>Increase marketing &amp; promotion</li> </ul>	<ul style="list-style-type: none"> <li>Membership increase by 7% per year</li> </ul>
		<ul style="list-style-type: none"> <li>Improve technical expertise</li> </ul>	<ul style="list-style-type: none"> <li>Have at least one (1) board member/year attend workshop related to zoning, (i.e. Citizen's Planning Institute) grant writing, or crime prevention</li> </ul>
		<ul style="list-style-type: none"> <li>Improve financial standing</li> </ul>	<ul style="list-style-type: none"> <li>Revenue growth of 10% per year</li> </ul>
		<ul style="list-style-type: none"> <li>Develop a strategic plan</li> </ul>	<ul style="list-style-type: none"> <li>Three (3) year strategic plan developed</li> </ul>
Increase Access to Education	Increased percentage of residents with a college degree	<ul style="list-style-type: none"> <li>Develop partnerships with CCP/GED providers to progress higher learning objectives</li> </ul>	<ul style="list-style-type: none"> <li>Increased number of Walnut Hill residents with a GED</li> </ul>
		<ul style="list-style-type: none"> <li>Develop partnerships to establish scholarship opportunities to reduce cost barriers to higher learning</li> </ul>	<ul style="list-style-type: none"> <li>Establishment of an annual \$1,000 college scholarship</li> </ul>
		<ul style="list-style-type: none"> <li>Develop personal financial intelligence materials for WH residents or host info sessions from banking institutions</li> </ul>	<ul style="list-style-type: none"> <li>At least three (3) financial literacy courses held in Walnut Hill per year</li> </ul>
Increase Access to employment	Have Walnut Hill unemployment rate match municipal average by 2021	<ul style="list-style-type: none"> <li>Facilitate job fairs</li> </ul>	<ul style="list-style-type: none"> <li>At least one (1) job fair hosting in Walnut Hill annually</li> </ul>
		<ul style="list-style-type: none"> <li>Increase training /certification courses<sup>11</sup></li> </ul>	<ul style="list-style-type: none"> <li>Increased training and certification courses by one (1) annually</li> </ul>
		<ul style="list-style-type: none"> <li>Incorporate local source and first source hiring as part of CBA process for large projects</li> </ul>	<ul style="list-style-type: none"> <li>At least five (5) local hires per year<sup>12</sup></li> </ul>

<sup>10</sup> Based on a survey to be conducted

<sup>11</sup> Current training and certification courses provided by TEC-CDC and CCP will be used for the baseline

<sup>12</sup> A local hire is defined as someone who lives within the boundaries of Walnut Hill as defined in this plan. Developers would be required to track this information, with WHCA oversight.

## COMMUNITY AND ECONOMIC DEVELOPMENT (C) 2 of 3

Objective	Target	Recommendations	KPI
Increase Youth Services	• Increased youth activities and service providers, as measured by current levels <sup>13</sup>	• Encourage developers to consider the sponsorship of youth activities as part of their plans.	• At least one youth team/activity sponsored per year
		• Expand TEC-CDC youth-focused programming	• Increase enrollment in TEC-CDC youth activities by 5%/year
Increase Awareness of Health initiatives	• Improved physical health levels of residents <sup>14</sup>	• WHCA hosted health information sessions	• Hold at least two (2) sessions per year
		• Include local health providers at community events, where appropriate	• At least one (1) local health provider at community events
		• Institutional outreach (CHOP/HYPE-Philadelphia schools)	• At least one (1) partnership that engages at least 20 individuals
Reduce Litter	• Reduced Litter by 20% over the 5 year period <sup>15</sup>	• Educate via local day cares and elementary schools	• At least one (1) presentations at Lea Elementary school annually • At least two (2) presentation at neighborhood day cares annually
		• Increase \$1/day cleaning program on 52 <sup>nd</sup> St	• At least ten (10) businesses participating in the program
		• Improve block cleaning organization	• Increased participant satisfaction with block cleaning events
Increase retail and employment diversity	• Increased diversity of businesses by 10% <sup>16</sup>	• Increase employer attraction efforts	• Attract one (1) new business to Walnut Hill annually
		• TEC-CDC cultivation of businesses	• At least one (1) TEC-CDC client business established in Walnut Hill annually
		• Increase off-street parking	• Add at least 100 off-street parking spaces on or adjacent to commercial corridors or as park-and-ride facilities near the MFL stops

<sup>13</sup> The activities available from the YMCA, City School District, and TEC-CDC will be used as a proxy for neighborhood activities

<sup>14</sup> Based on a health survey to be conducted

<sup>15</sup> Based on a litter survey to be conducted

<sup>16</sup> Retail/employment diversity is measured by taking an inventory of the current inventory of the NAICS codes for local businesses and then compiling the businesses into categories; an increase in the categories represented implies an increase in retail diversity.

## COMMUNITY AND ECONOMIC DEVELOPMENT (C) 3 of 3

Objective	Target	Recommendations	KPI
Increase Elderly Services	<ul style="list-style-type: none"> <li>Increased youth activities and service providers, as measured by current levels<sup>17</sup></li> </ul>	<ul style="list-style-type: none"> <li>Facilitate sponsorship/ incorporate elderly activities in CBA negotiations</li> </ul>	<ul style="list-style-type: none"> <li>At least one (1) activity sponsored per year</li> </ul>
		<ul style="list-style-type: none"> <li>Facilitate inclusion of ADA compliant apartments in developments that have to go through RCO process</li> </ul>	<ul style="list-style-type: none"> <li>At least one (1) accessible apartment per development</li> </ul>
Increase Community Events at Diverse Locations	<ul style="list-style-type: none"> <li>Establish Summer event series</li> </ul>	<ul style="list-style-type: none"> <li>Host outdoor movies</li> </ul>	<ul style="list-style-type: none"> <li>At least three (3) outdoor movie events hosted during summer months in Walnut Hill</li> </ul>
		<ul style="list-style-type: none"> <li>Host 52<sup>nd</sup> street event</li> </ul>	<ul style="list-style-type: none"> <li>At least one (1) street event hosted on 52<sup>nd</sup> St</li> </ul>
		<ul style="list-style-type: none"> <li>Host 48<sup>th</sup> street event</li> </ul>	<ul style="list-style-type: none"> <li>At least one (1) street event hosted at 48<sup>th</sup> &amp; Spruce</li> </ul>
Increase Access to Healthy Food	<ul style="list-style-type: none"> <li>Increased resident perceptions of healthy food access<sup>18</sup></li> </ul>	<ul style="list-style-type: none"> <li>Engage with Food Trust to bring Healthy Corner Store initiative to Walnut Hill</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate healthy food availability for at least three (3) corner stores</li> </ul>
		<ul style="list-style-type: none"> <li>Establish farmer's market at Barkan Park/ Malcolm X Park</li> </ul>	<ul style="list-style-type: none"> <li>Establish farmers' market on a monthly basis</li> </ul>
		<ul style="list-style-type: none"> <li>Incorporate community programming at CCE</li> </ul>	<ul style="list-style-type: none"> <li>At least one event, program, or workshop per month open to the Walnut Hill Community</li> </ul>
Explore increasing public recreation space	<ul style="list-style-type: none"> <li>Increased recreation area in Walnut Hill</li> </ul>	<ul style="list-style-type: none"> <li>Conduct a demand analysis for active and/or passive recreation space and/or community center</li> </ul>	<ul style="list-style-type: none"> <li>Demand analysis completed</li> </ul>
		<ul style="list-style-type: none"> <li>Engage with local schools about using recreation space when school is not in session</li> </ul>	<ul style="list-style-type: none"> <li>Discussions held with school administrators</li> </ul>

<sup>17</sup> The activities available from the YMCA and TEC-CDC will be used as a proxy for neighborhood activities

<sup>18</sup> Based on a health survey to be conducted

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## The Neighborhood Plan by Walnut Hill would not have been possible without the tireless dedication of the following neighborhood representatives:

### Steering Committee:

#### **Bryan Fenstermaker**

Vice President, Strategic Partnerships, The Enterprise Center  
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#### **Akeem Dixon**

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#### **Lorna Peterson**

Manager, Community Empowerment, The Enterprise Center  
Community Development Corporation

#### **Alan Garry**

Director of Public Safety, University City District

#### **Anthony Amin Harris**

Board Member, Walnut Hill Community Association

#### **Horace Patterson**

President, Walnut Hill Community Association

#### **James Crowder Jr.**

Program Officer, Local Initiatives Support Corporation

#### **Margaret Livingston**

Secretary, Walnut Hill Community Association

#### **Martine DeCamp**

City Planner, Philadelphia City Planning Commission

#### **Marty Cabry**

Chief of Staff, Office of Councilwoman Janie Blackwell

#### **David Lee**

Board Member, Walnut Hill Community Association

#### **Dolores Fisher**

Board Member, Walnut Hill Community Association

#### **Russell Moritz**

Board Member, Walnut Hill Community Association

### Stakeholder Contributors:

#### **Andrew Bank**

Managing Director, Strong Place Partners

#### **Dave Brindley**

Walnut Hill Community Member

#### **Della Clark**

President, The Enterprise Center

#### **Brother E.**

Street vendor, 52nd Street

#### **Rich Foreman**

Business owner, Dynamite Pest Control

#### **Sarah Gibbons**

Community Relations Manager, Children's Hospital of Philadelphia

#### **Alan Garry**

Director of Public Safety, University City District

#### **Robert Grossman**

Senior Director Vacant Land, Philadelphia Horticultural Society

#### **Terry Henry**

Executive Director, West Philadelphia YMCA

#### **Richard Kessler**

President, West Philadelphia Catholic School

#### **Sue MacQueen**

Executive Director, UC Green

#### **Brad Paul**

Co-Owner and General Manager, Central City Toyota

#### **Horace Patterson**

President, Walnut Hill Community Association

#### **Brian McBride**

Lieutenant, Philadelphia Police Department

### Community Meeting Attendees:

Yvette Arnold	Shawna Coffee	Dion Edwards	Lana Harris	Chris Lawrence	Sarah Moore	Melvena Quillen	Ryan Schwabe	James Tyson
Greg Batker	Inis R. Coffee	Amanda Evans	Barbara Hawkins	Suet Lim	Bridget Moran	Amber Rava	Charles H. Scott	Justin Wang
Chef Bernard	Gregorio Pac	Marcia Few	Brett Heeger	Nadine Livingston	Errol Muhammad	Betty Reavis	Shirley Scott	Josh Wann
Leah Bright	Cojulun	Dolores Fisher	Camille Henry	Alex Lubneuski	Yahya Muhammad	Bruce Reavis	Bennie Seeint	Gary Watson
Dave Brindley	Nicole Contosta	Turhan Freeman	Betty Holmes	Mike Lyons	Baith A. Muhammad	Milton Rodgers	Earl Shorty	Becky Wentzel
Marsha Brown	Cyra Copeland	Sarah Gibbons	Kiasha Huling	A Maxwell	Edith Mulhern	W G Sampson	Adrienne Small	Avelea Wexile
Marty Cabry	A David	Julian Goresko	Christine Jackson	Eric Moody	Gabriella Laven Nelson	Bianca Savage	Orema Smith	Daniel Wilson
Dan Cason	Shur J Davis	Gabriel Gottlieb	Arlene Johnson	Roxy Malone	Gayle Nelson	Lorraine Schofield	James Sparkman	Daniel Wolf
Hakim Clark	John Dougherty	Jamie Grimbale	Grace Johnson	Leola Manzone	Crystal Prioleau	Gail Schroder	Kenneth Taylor	
Patricia Clay	Beth Dyson	Cheryl Grundy	Maurice Jones	Samantha Monroe	Sarah Pulver	Jim Schroder	Mark Jr. Thomason	

# Appendix

# Business Classification Table

Appendix A.

CATEGORY	NAICS CODES
Electronics and Appliance Stores	443: Electronics and Appliance Stores
All Food Stores	445 : Food and Beverage Stores
Health and Personal Care	446: Health and Personal Care
Clothing/Accessories	448: Clothing and Clothing Accessories Stores
General Merchandise Store	452: General Merchandise Stores
Professional and Personal Services	541: Professional, Scientific, and Technical Services
	812: Personal and Laundry Services
Ambulatory Health Services	621: Ambulatory Health Care Services
Social Assistance	624: Social Assistance
Food Services and Drinking Places	722: Food Services and Drinking Places
Other	236: Construction of Buildings
	423: Merchant Wholesalers, Durable Goods
	444: Building Material and Garden Equipment Supplies Dealers
	447: Gasoline Stations
	451: Sporting Goods, Hobby, Musical Instruments, and Book Stores
	453: Miscellaneous Store Retailers
	484: Truck Transportation
	492:Couriers and Messengers
	511: Publishing Industries (Except Internet)
	522: Credit Intermediation and Related Activities
	524: Insurance Carriers and Related Activities
	561: Administrative and Support Services
	611: Educational Services
	711: Performing Arts, Spectator Sports, and Related Industries
	811: Repair and Maintenance

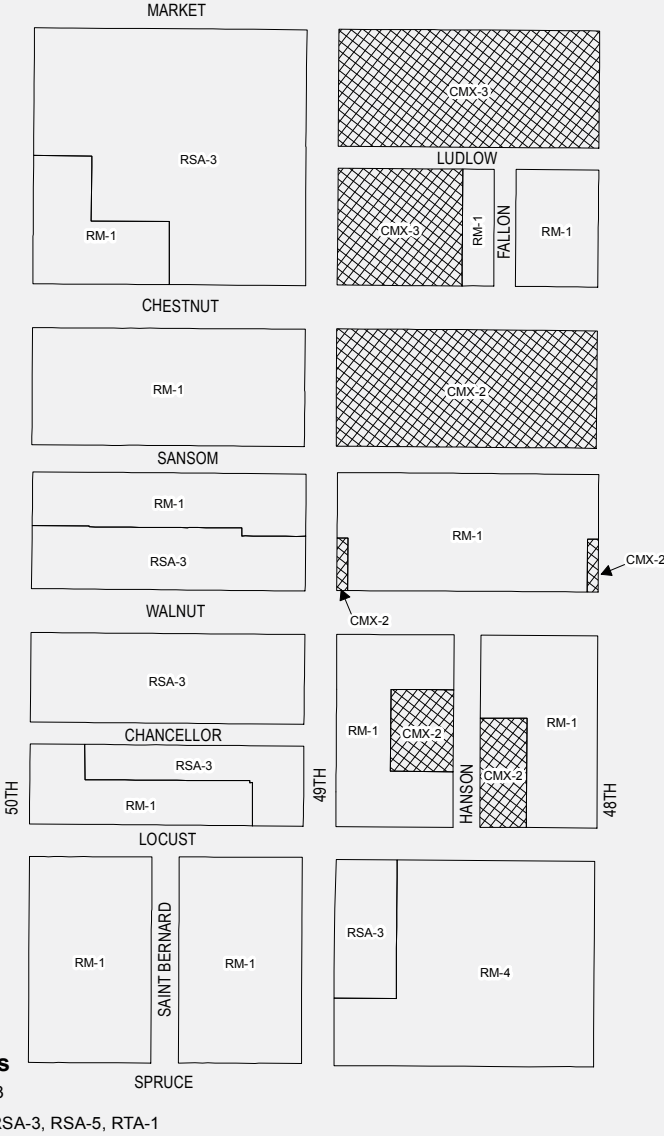
# Walnut Hill Zoning

## Appendix B.

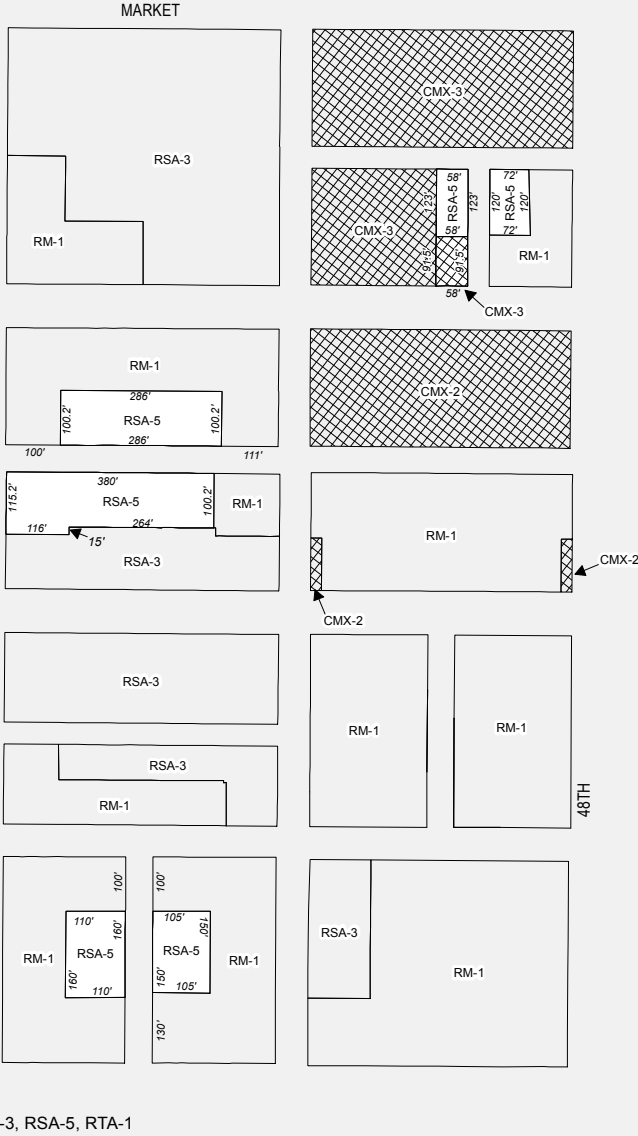
DISTRICT	TITLE	PERMITTED USE	MIN. LOT AREA (SQ. FT)	MINIMUM LOT WIDTH	MINIMUM FRONT YARD Requirements	MAXIMUM BUILDING HEIGHT
RSD-1	Residential Single Family Detached	Detached single-family dwellings	10,000	75 feet	35 feet	38 feet
RSA-2	Residential Single Family Attached	Detached, semi-detached, or attached single-family dwellings	3,150	35 feet	15 feet	38 feet
RSA-3	Residential Single Family Attached	Detached, semi-detached, or attached single-family dwellings	2,250	25 feet	8 feet	38 feet
RSA-5	Residential Single Family Attached	Detached, semi-detached, or attached single-family dwellings	1,440	16 feet	Based on adjacent	38 feet
RTA	Residential Two Family Attached	Detached or semi-detached single-family or two-family dwellings	2,250	25 feet	8 feet	38 feet
RM-1	Residential Multi-Family	Detached, semi-detached, attached, or multiple buildings on a lot single-family, two family, or multi-family dwellings	1,440	16 feet	Based on adjacent	38 feet
RM-2	Residential Multi-Family	Detached, semi-detached, attached, or multiple buildings on a lot single-family, two family, or multi-family dwellings	15,000	50 feet	Based on height	70% of lot area
RM-3	Residential Multi-Family	Detached, semi-detached, attached, or multiple buildings on a lot single-family, two family, or multi-family dwellings	10,000	50 feet	20 feet	150% of lot area
RM-4	Residential Multi-Family	Detached, semi-detached, attached, or multiple buildings on a lot single-family, two family, or multi-family dwellings	5,000	50 feet	20 feet	350% of lot area
CMX-1	Neighborhood Commercial Mixed-Use	Household living (usually not first floor), commercial offices, professional services, retail, groceries, sit-down restaurants, educational facilities, government offices, and artists studios	(based on most restrictive zoning in adjacent districts)			
CMX-2	Neighborhood Commercial Mixed-Use	Household living (usually not first floor), commercial offices, professional services, retail, groceries, sit-down restaurants, educational facilities, government offices, and artists studios	(max occupied area) 75-80%	N/A	N/A	38 feet
CMX-2.5	Neighborhood Commercial Mixed-Use	Household living (usually not first floor), commercial offices, professional services, retail, groceries, sit-down restaurants, educational facilities, government offices, and artists studios	(max occupied area) 75-80%	N/A	Build to front lot line	55 feet
CMX-3	Neighborhood Commercial Mixed-Use	Household living (usually not first floor), commercial offices, professional services, retail, groceries, sit-down restaurants, educational facilities, government offices, and artists studios	(max occupied area) 75-80%	N/A	N/A	500% of lot area
CMX-4	Neighborhood Commercial Mixed-Use	Household living (usually not first floor), commercial offices, professional services, retail, groceries, sit-down restaurants, educational facilities, government offices, and artists studios	(max occupied area) 90-100%	N/A	N/A	500% of lot area
CA-1	Auto-Oriented Commercial	Automobile-oriented commercial shopping centers, commercial offices, professional services, retail, groceries, sit-down restaurants	5,000	N/A	50 feet	38 feet
CA-2	Auto-Oriented Commercial	Automobile-oriented commercial shopping centers, commercial offices, professional services, retail, groceries, sit-down restaurants	15,000	N/A	100 feet	38 feet
I-2	Industrial	Medium industrial including manufacturing, regional distribution, processing, and industrial parks	(max occupied area) 100%	N/A	0 feet unless next to residential	N/A or 60 feet if next to residential or park
SP-INS	Special Purpose- Institutional	Institutional uses and facilities to service institutions : universities, colleges, medical campuses, and associated activities	(max occupied area) 70%	N/A	N/A or requirements of adjacent if a residential district	N/A or requirements of adjacent if a residential district
SP-PO-A	Special Purpose- Parks and Open Space	Parks, recreation, and open space areas. Parks, cultural and recreational activities, scenic areas, and protected natural resources	Dimensions can vary and could range from a small neighborhood playground to a large park	N/A	Size location and design of all structures, activity areas, and other improvements must generally comply with the dimensional regulations of the most restrictive adjacent zoning district.	N/A

# Walnut Hill Map Zoning

Map 1A Existing Zoning



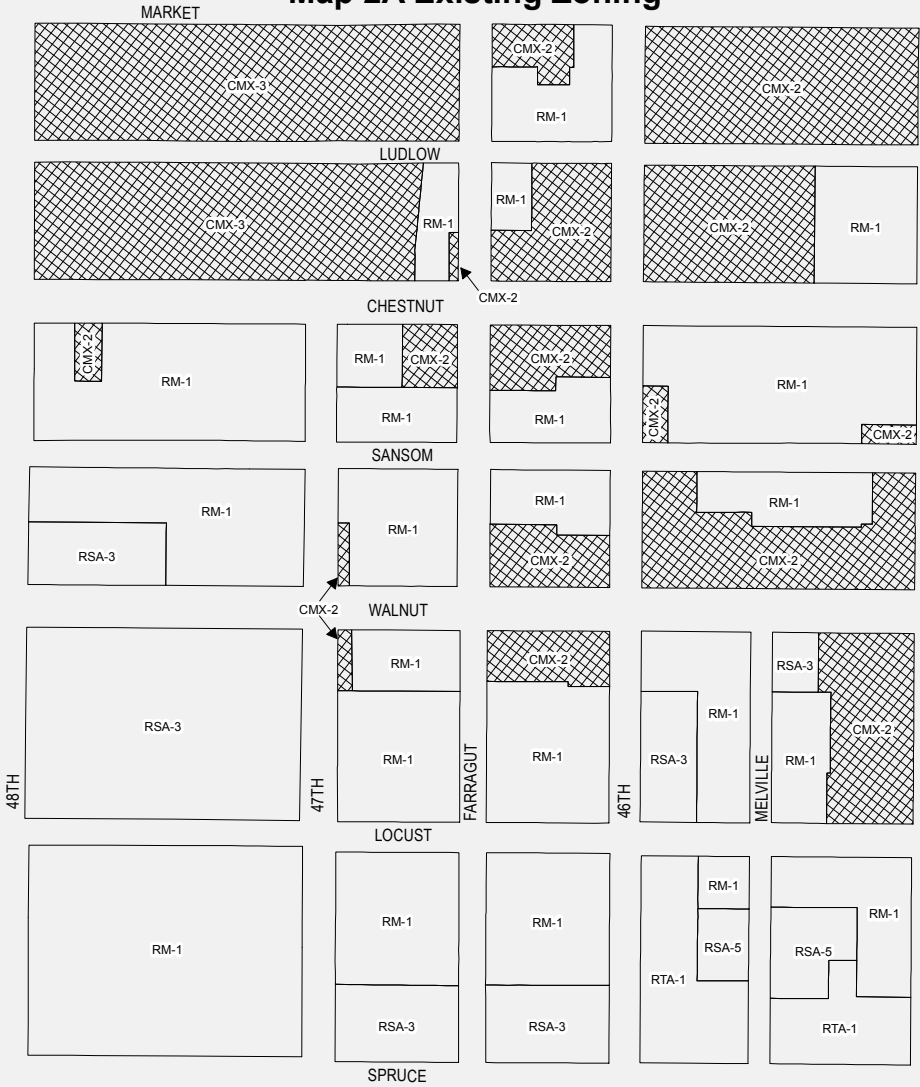
Map 1B Proposed Zoning



# Walnut Hill Map Zoning

## Appendix D.

Map 2A Existing Zoning



Map 2B Proposed Zoning



**Zoning Districts**

- CMX-2, CMX-3
- RM-1, RM-4, RSA-3, RSA-5, RTA-1

**Zoning Districts**

- CMX-2, CMX-3
- RM-1, RM-4, RSA-3, RSA-5, RTA-1





**THE ENTERPRISE CENTER**  
BUSINESS | CAPITAL | COMMUNITY

WALNUT HILL  
NEIGHBORHOOD PLAN  
**2016**