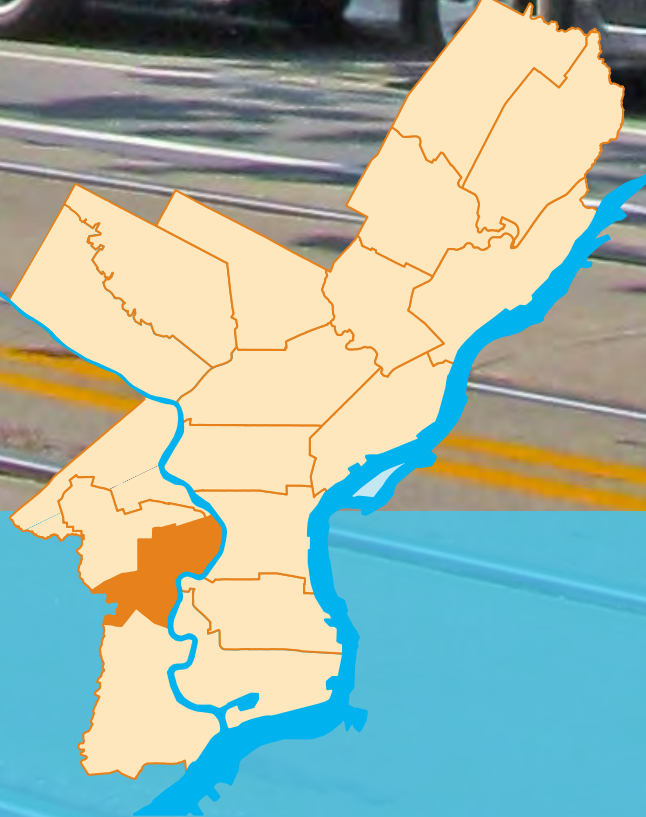


EXECUTIVE SUMMARY

PHILADELPHIA
2035



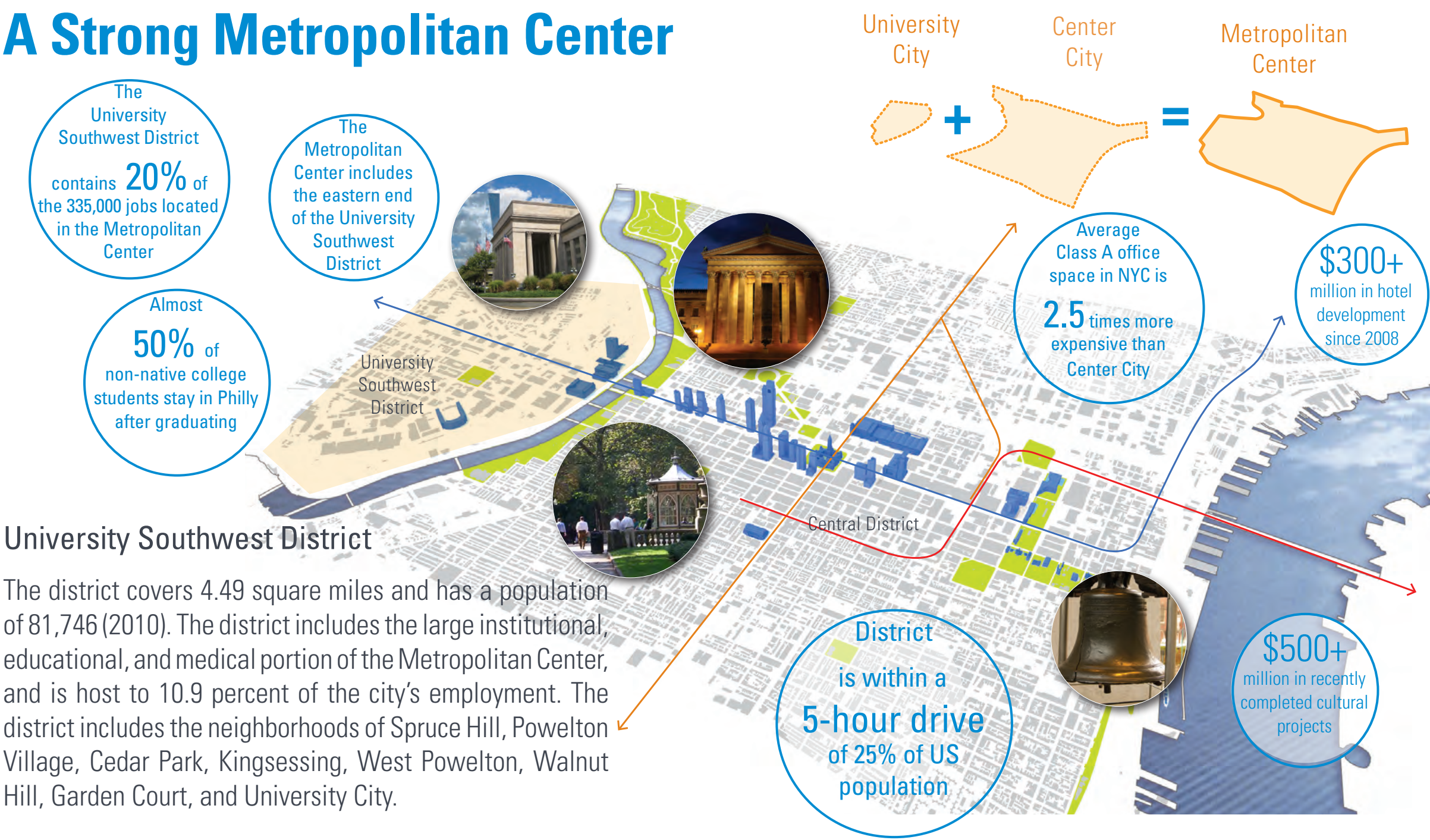
UNIVERSITY SOUTHWEST > DISTRICT PLAN



UNIVERSITY SOUTHWEST DISTRICT

BUILDING ON OUR STRENGTHS

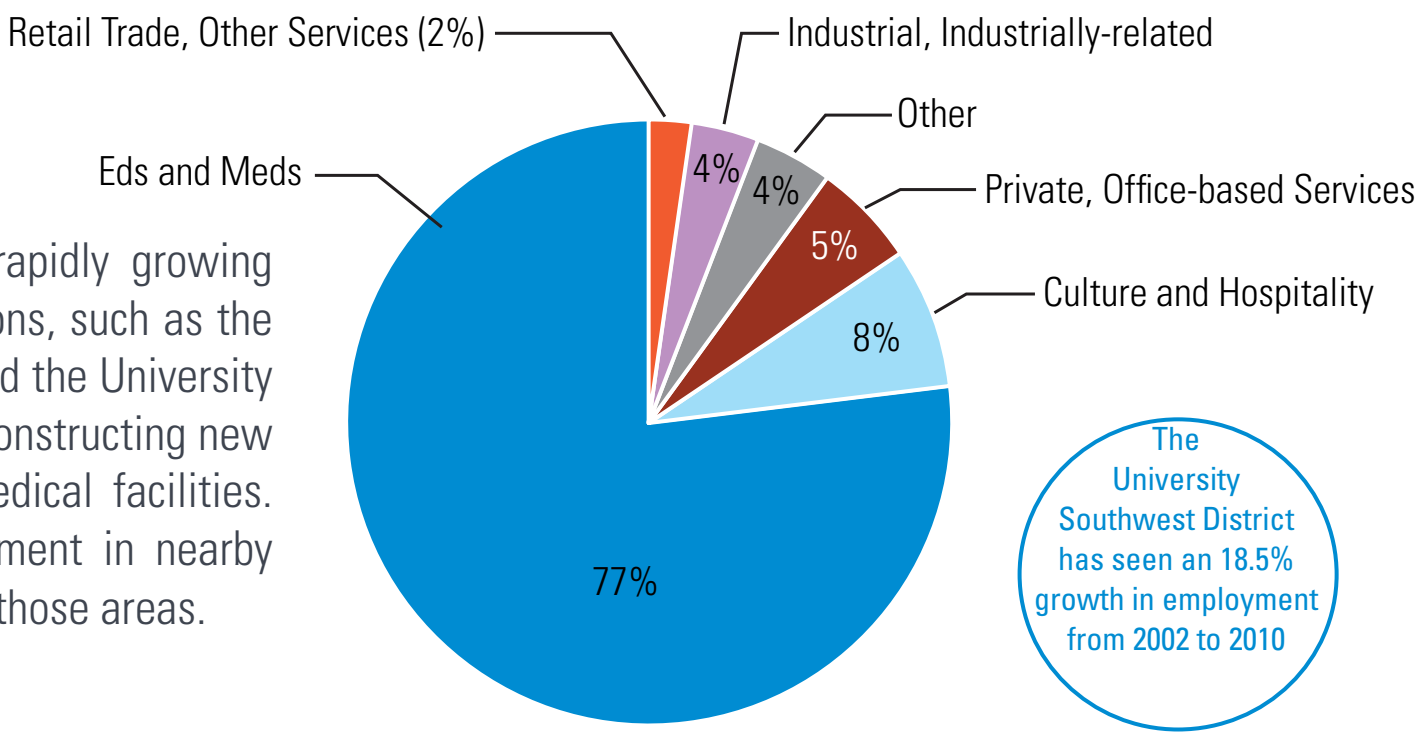
A Strong Metropolitan Center



Growing Education and Health Care Sectors

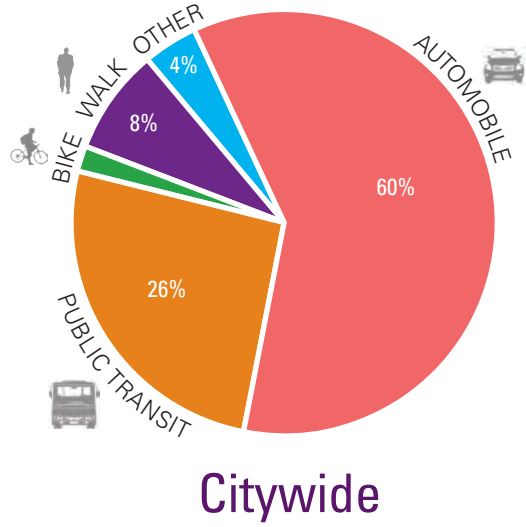
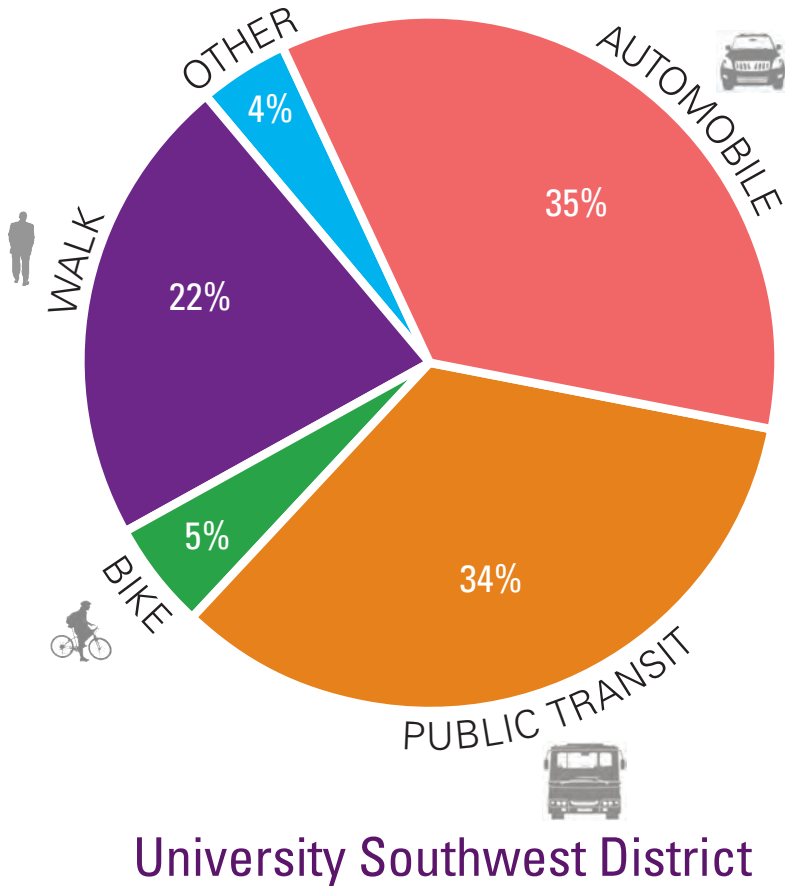
Employment by Job Sectors, 2010

“Eds and Meds” is the strongest and most rapidly growing economic sector of the district. Major institutions, such as the University of Pennsylvania, Drexel University, and the University City Science Center, have been expanding and constructing new office, research, residential, academic, and medical facilities. Institutional growth has also spurred reinvestment in nearby neighborhoods to create over 1,000 new jobs in those areas.



Extensive Transit Options

- Nearly half of University Southwest District households do not own a vehicle.
- University Southwest District residents are more likely to use transit, walk, or bike to work than the average city resident.



Commute Mode Share

In Kingsessing and West Powelton, transit commuting ranges near 50 percent or above. In University City, the walk mode is in the 50 to 75 percent range, and in parts of Spruce Hill, Cedar Park, and Garden Court, the bicycling mode is more than 7 percent. Car-sharing is also actively used in the district.

UNIVERSITY SOUTHWEST DISTRICT

PRIORITY RECOMMENDATIONS

> THRIVE



Neighborhoods

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

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

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

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

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

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



> CONNECT



Transportation

F Reorganize bus routes through University City to accommodate current and new riders within the district:

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

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



> RENEW



Open Space

H Complete the extension and creation of the following trails as prioritized by the Philadelphia Trail Master Plan:

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

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

J Protect "at risk" commercial corridor anchor buildings:

- Add the Fire House at 701 South 50th Street and the West Philadelphia Branch of the Free Library at 3948-50 Walnut Street to the Philadelphia Historic Register
- Participate in programs similar to the Main Street development program



Environmental Resources

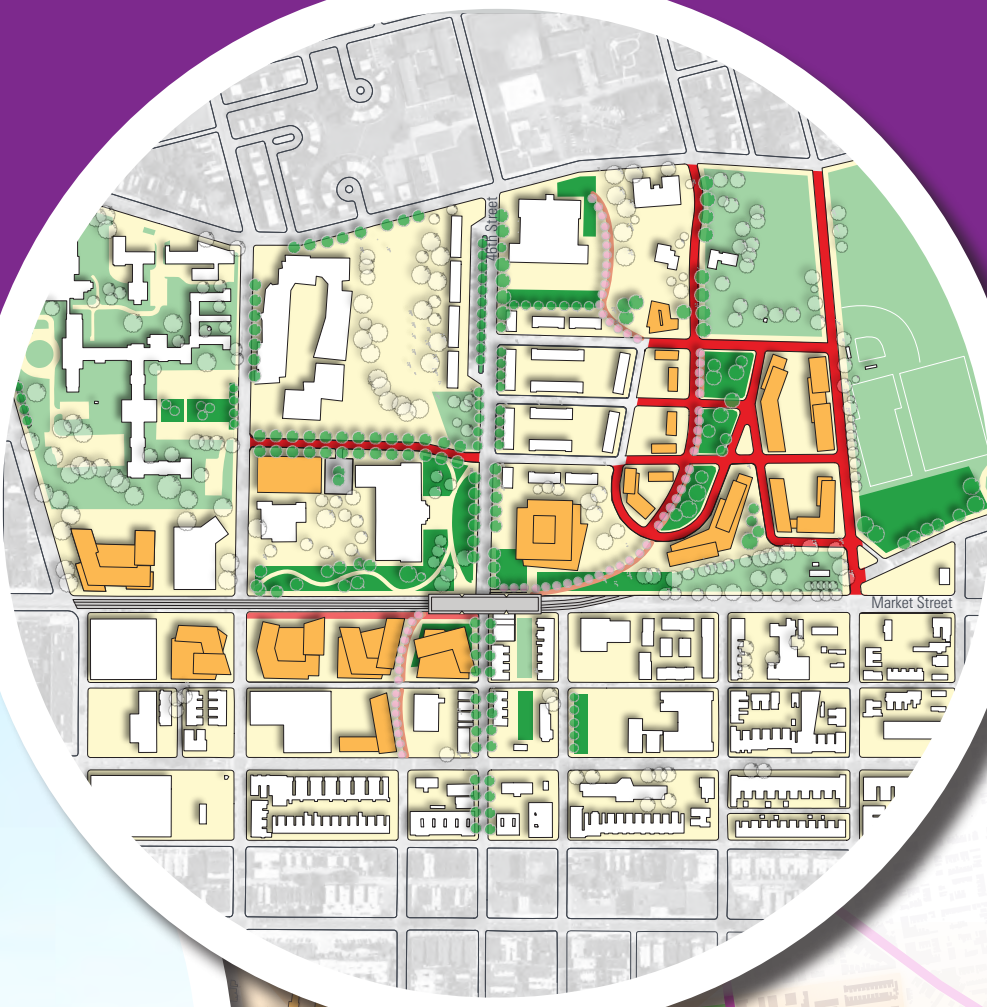


Historic Preservation

46th and Market Streets

Opportunity to connect neighborhoods and transit

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



Baltimore Avenue

Opportunity to revitalize the corridor

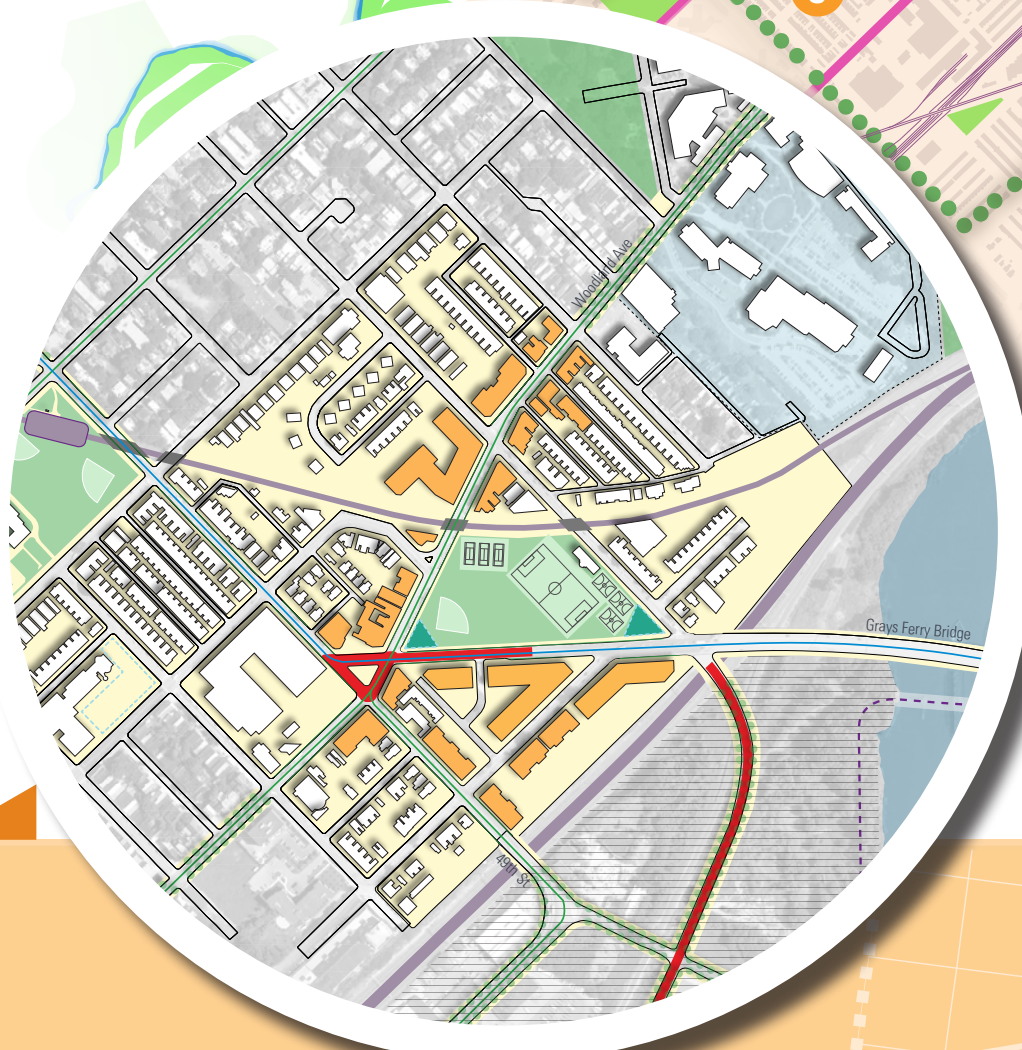
Opportunity to extend the current, successful redevelopment pattern



40th and Market Streets

Opportunity for growth of the Metropolitan Center

A concentration of soft sites could bridge university and neighborhood contexts with new mixed-use developments



Woodland Avenue

Opportunity to connect neighborhoods and open space

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

>MAKING IT HAPPEN

The University Southwest District Plan recommends next steps that Philadelphia government and its many partners can take to transform our city according to the vision set forth by *Philadelphia2035*. The City has numerous tools at its disposal to implement plan recommendations, including **zoning**, blight certifications, historic designations, grant programs, partnerships with a variety of private and nonprofit entities, and the capital budget process. The Planning Commission coordinates the creation of a six-year Capital Program each year which includes the following year’s capital budget and five additional years of priority investments. *Philadelphia2035* District Plans can inform this annual process and help the city allocate resources to maximize efficiency and long-term impact.



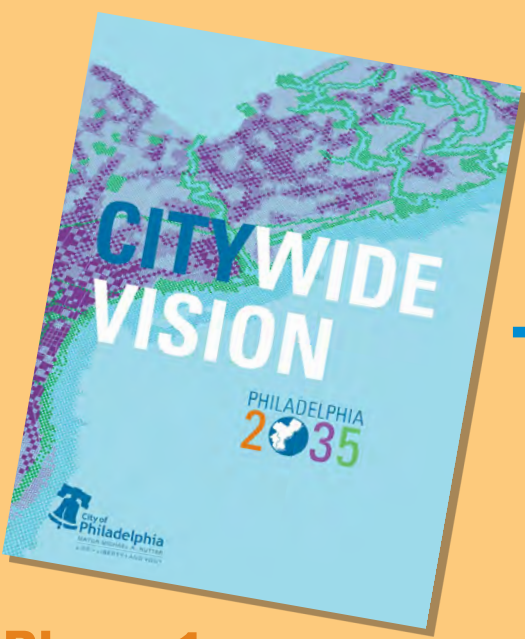
The full Citywide Vision and District Plans can be downloaded at www.phila2035.org

Zoning is the Planning Commission’s most direct tool for influencing future development patterns and fulfilling its City Charter obligation to “guide the orderly growth of the city.” After four years of input from thousands of Philadelphians, City Council adopted a more modern and predictable zoning code in August 2012. City Council and the Planning Commission can now work together and use this new code to re-map areas of the city where current zoning does not align with current and future land use, community and economic development goals. The chart below describes the major zoning recommendations of the University Southwest District Plan.

Zoning Summary		
	Areas for Zoning Remapping	Reason for Remapping
Corrective Zoning	Multiple Areas	Align zoning to the existing land use. These areas are where the “mismatch” may cause unnecessary zoning variances or certificates or allow an inappropriate use.
Zoning to Advance the Plan	Powelton Village	Preserve single-family housing stock allocating multifamily living to commercial corridors and transit nodes
	University City	Create density around Market-Frankford El stations and expand and create institutional districts
	West Powelton	Preserve single-family housing stock allocating multifamily living to commercial corridors and transit nodes
	Spruce Hill	Preserve single-family housing stock allocating multifamily living to commercial corridors and transit nodes
	Walnut Hill	Preserve single-family housing stock and focus development around the 46th and Market Street station
	Garden Court/Cedar Park	Preserve single-family housing stock allocating multifamily living to commercial corridors and transit nodes
	Kingsessing	Right-size commercial corridors
	Lower Schuylkill	Create an environment for research and development, artisanal manufacturing, and light industrial

PHILADELPHIA2035

IMPLEMENTATION



Phase 1



Phase 2

