



University/Southwest



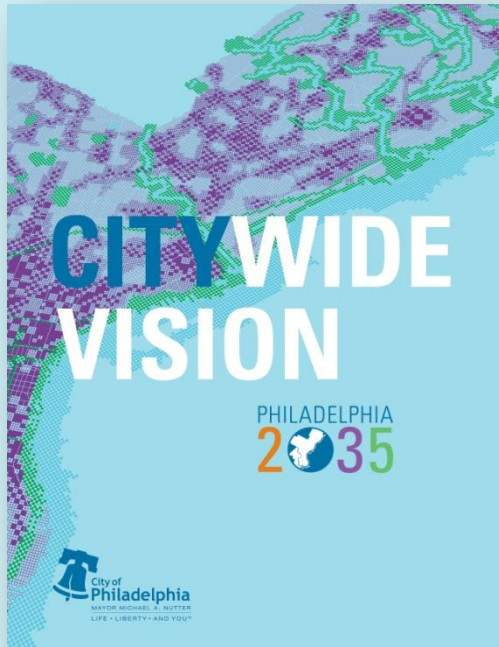
Andrew Meloney
University/Southwest Project Manager
Public Meeting November 13th, 2012



Integrated Planning and Zoning Process

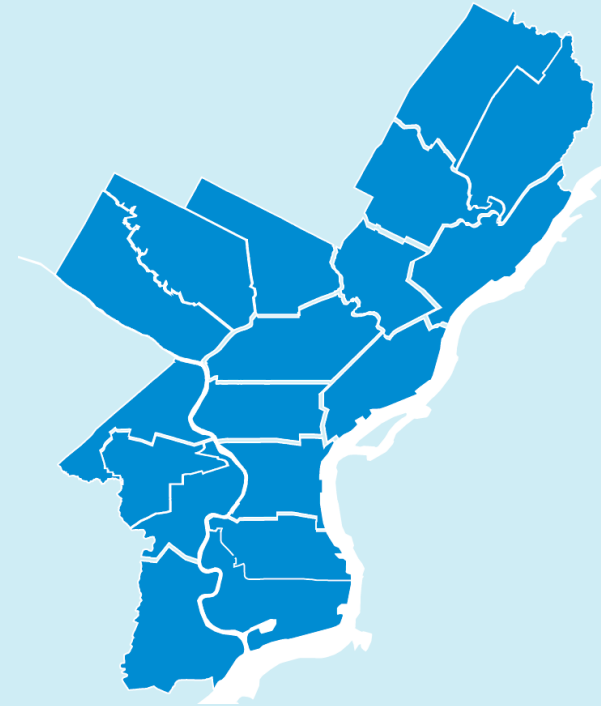


= Citywide Vision + District Plans



Phase 1:
Citywide Vision

+



Phase 2:
18 District Plans



UNIVERSITY/ SOUTHWEST

> DISTRICT PLAN



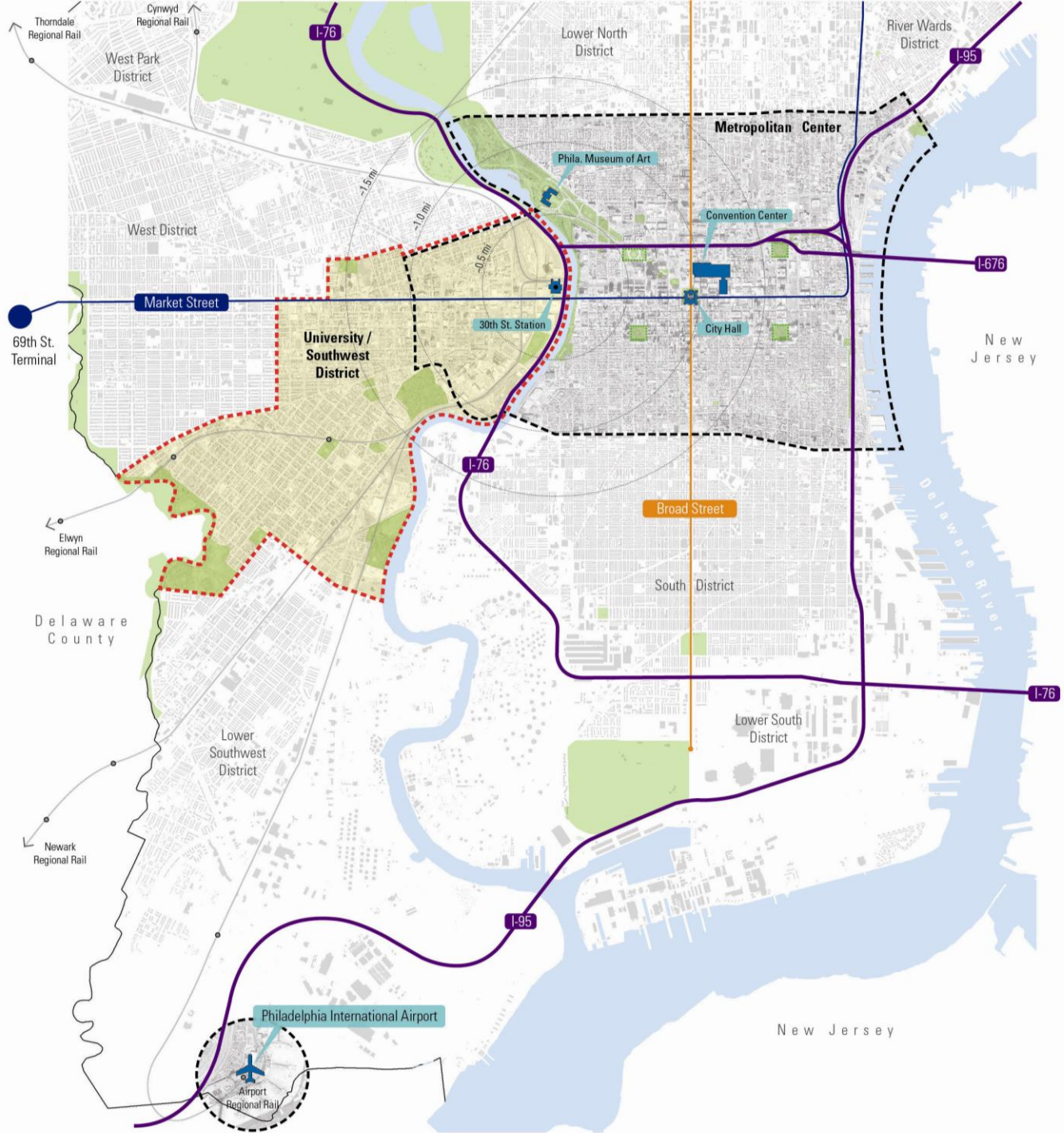
Philadelphia City Planning Commission



University Southwest District



- Central
- Central Northeast
- Lower Far Northeast
- Lower North
- Lower Northeast
- Lower Northwest
- Lower South
- Lower Southwest
- North
- North Delaware
- River Wards
- South
- University/Southwest
- Upper Far Northeast
- Upper North
- Upper Northwest
- West
- West Park



University Southwest District

Major Neighborhoods:

- Powelton Village
- West Powelton
- University City
- Saunders Park
- Walnut Hill
- Spruce Hill
- Garden Court
- Cedar Park
- Kingsessing
- West Shore

District boundaries were determined by Census Tracts



District Plan Public Outreach

- > Three Public Meetings
 - > 1st Existing Conditions
 - > 2nd Opportunity Areas
 - > 3rd Open House
- > Meetings located in the District
- > Additional Outreach for Zoning Map Revisions
- > Planning Commission Updates
- > Community PlanIT & Textizen



Textizen & Community PlanIt (*January 2013*)

Textizen

Posters on SEPTA vehicles present planning questions to riders

Riders can respond via text message

Answers inform the plans recommendations and provide data to support decisions



Community PlanIt

Online Engagement Game

Provides additional option for getting involved, providing input, and learning from other community stakeholders

First used in Boston and Detroit

Over 1,000 participants in Detroit and 8,400 comments

Launching January 2013...stay tuned!



Community PlanIt

Plant
Philly 24/7

MISSION | PUBLIC SQUARE | BANK

1300 | 23rd | 6 | Janelle D. ▾

3d 2h 6m left of Mission 1



MISSION 1
3d 13 h 12 m left

[View mission >](#)

Challenge 1: **Meet Gloria** 7

[View challenge >](#)

Challenge 2: **An Engaged City Government** 4

Challenge 3: **City of a Thousand Street Lights**

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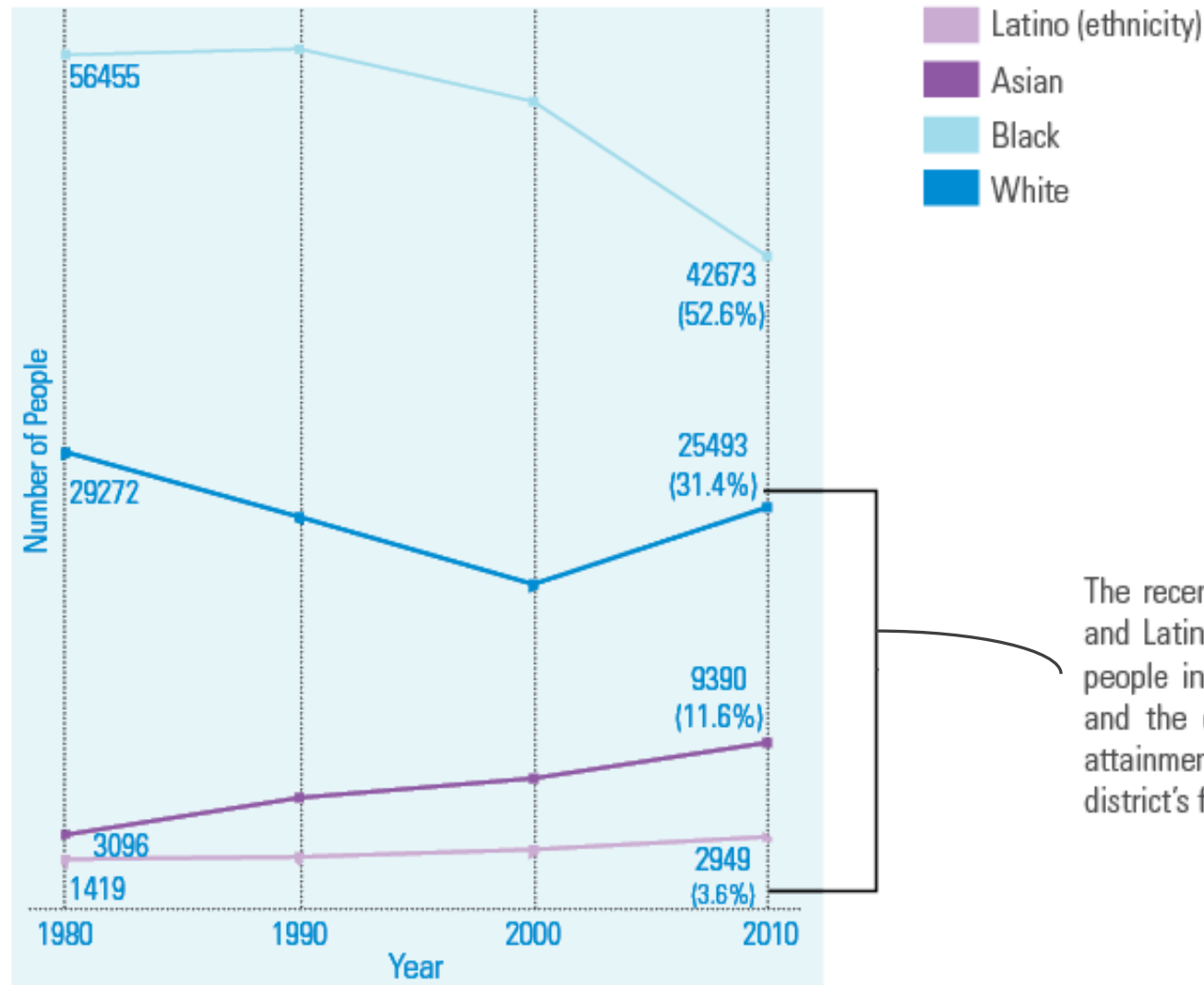
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FOLLOW US



Demographics | DEFINING THE CONTEXT

Population Trends by Race

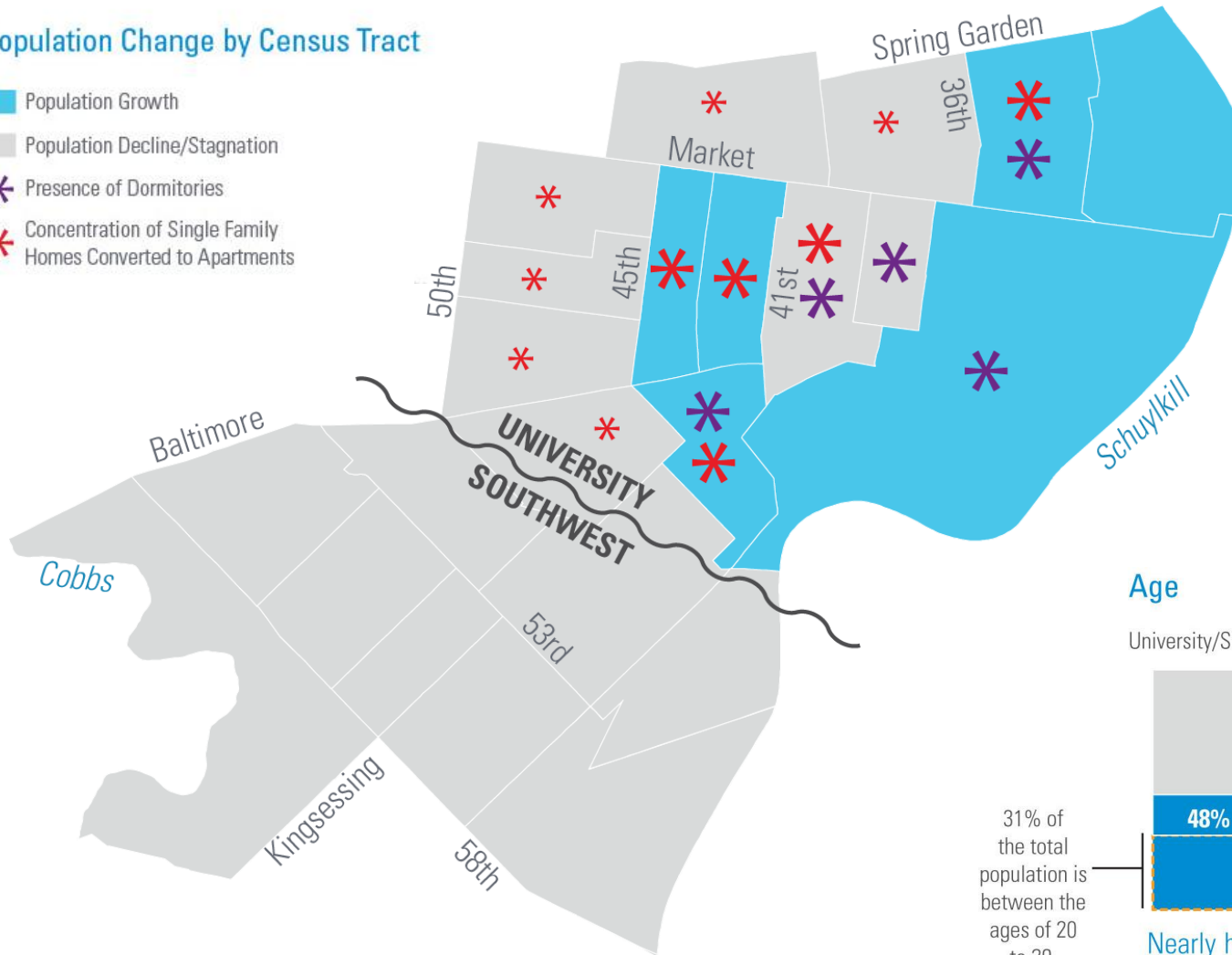


The recent growth of White, Asian and Latino populations, particularly people in the 20 to 44 age cohort, and the district's high educational attainment levels are all signs of the district's future growth potential.

Demographics | DEFINING THE CONTEXT

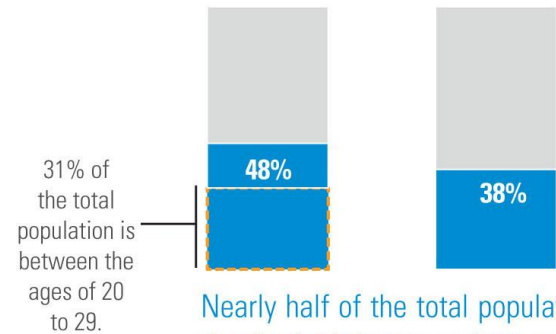
Population Change by Census Tract

- Population Growth
- Population Decline/Stagnation
- ✱ Presence of Dormitories
- ✱ Concentration of Single Family Homes Converted to Apartments



Age

University/Southwest City of Philadelphia



Nearly half of the total population in the district is between the ages of 20 to 44, compared to just 38% citywide.

Demographics | DEFINING THE CONTEXT

> Chestnut Square

- > 32nd & Chestnut Streets
- > Student housing and retail
- > 900 beds
- > 14,800 sq ft community center



Demographics | DEFINING THE CONTEXT

> 58th Street Greenway

- > Connects Cobbs Creek Park to Bartram's Garden and Schuylkill River
- > New trees and stormwater management facilities



Land Use | DEFINING THE CONTEXT

> Residential uses make up 45% of land use:

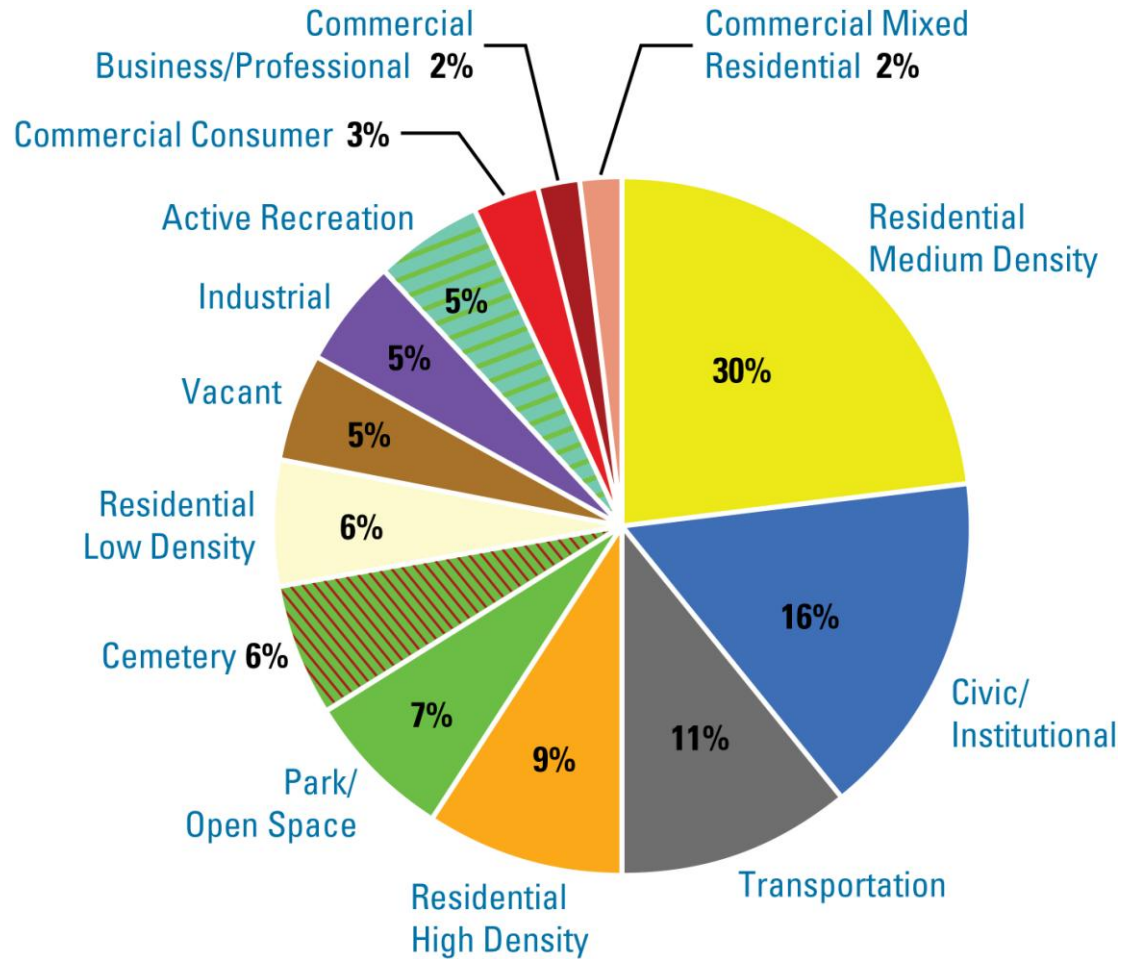
- 60% Single-family
- 32% Multi-family
- 7% Other high density

> Civic/institutional uses – 16%

> Transportation – 11%

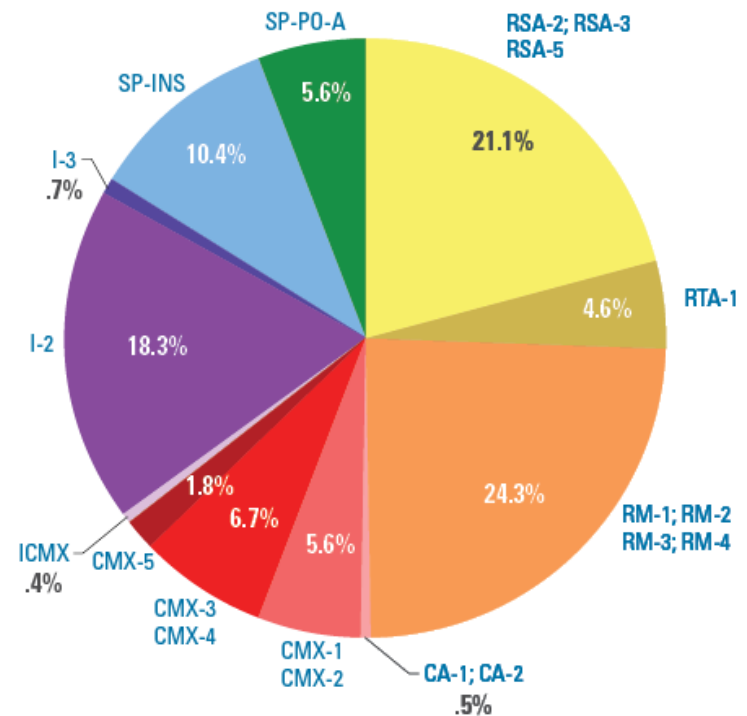
> Park/Open Space/Rec – 12%

> Vacant land – 5%



Zoning | DEFINING THE CONTEXT

- > 16% of District zoned inconsistently
- > Soft sites around 30th Street Station are zoned for industrial uses
- > Rezoning to preserve single-family neighborhoods and direct multi-family growth to appropriate areas
- > Rezoning to accommodate expanding Metropolitan Center



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

Economic Development | THRIVE

- > Between 2000 and 2010
 - > District share of citywide employment grew from 9.5% to 10.9%
 - > District employment grew 18.5%
 - > Health care sector jobs grew 46%

Employer	2010 Est. Jobs
Univ. of Pennsylvania	16,500
Penn Medicine	13,600
Children's Hospital	9,600
Internal Revenue Service	4,200
Drexel Univ., Main Campus	2,800
VA Medical Center	2,300
Univ. of the Sciences	500
Other	18,900
TOTAL	68,400



5.1 million square feet of new/nearly complete construction, representing \$3 billion in new real estate value, has been built over the past 3 years

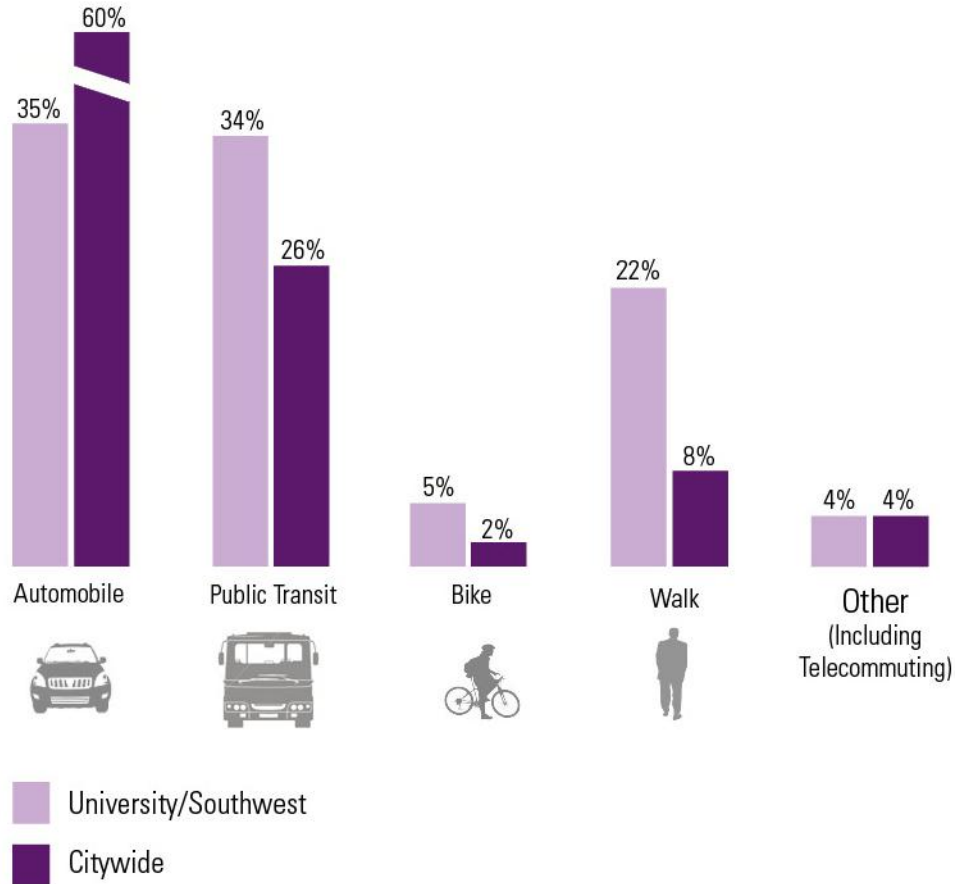
Neighborhoods | THRIVE

- > 20 commercial corridors in the District
- > Transit network provides many opportunities for Transit Oriented Development (TOD)
- > Growing student population.
- > Uneven distribution of City-owned recreational assets. Existing recreation centers concentrated in south/southeastern portions



Transportation| CONNECT

Commute Modes by Percent of Trips



Transportation| CONNECT

> Transit

- > 17 bus routes + LUCY
- > 4 El Stops
- > 4 Regional Rail Stations
- > 5 Trolley routes

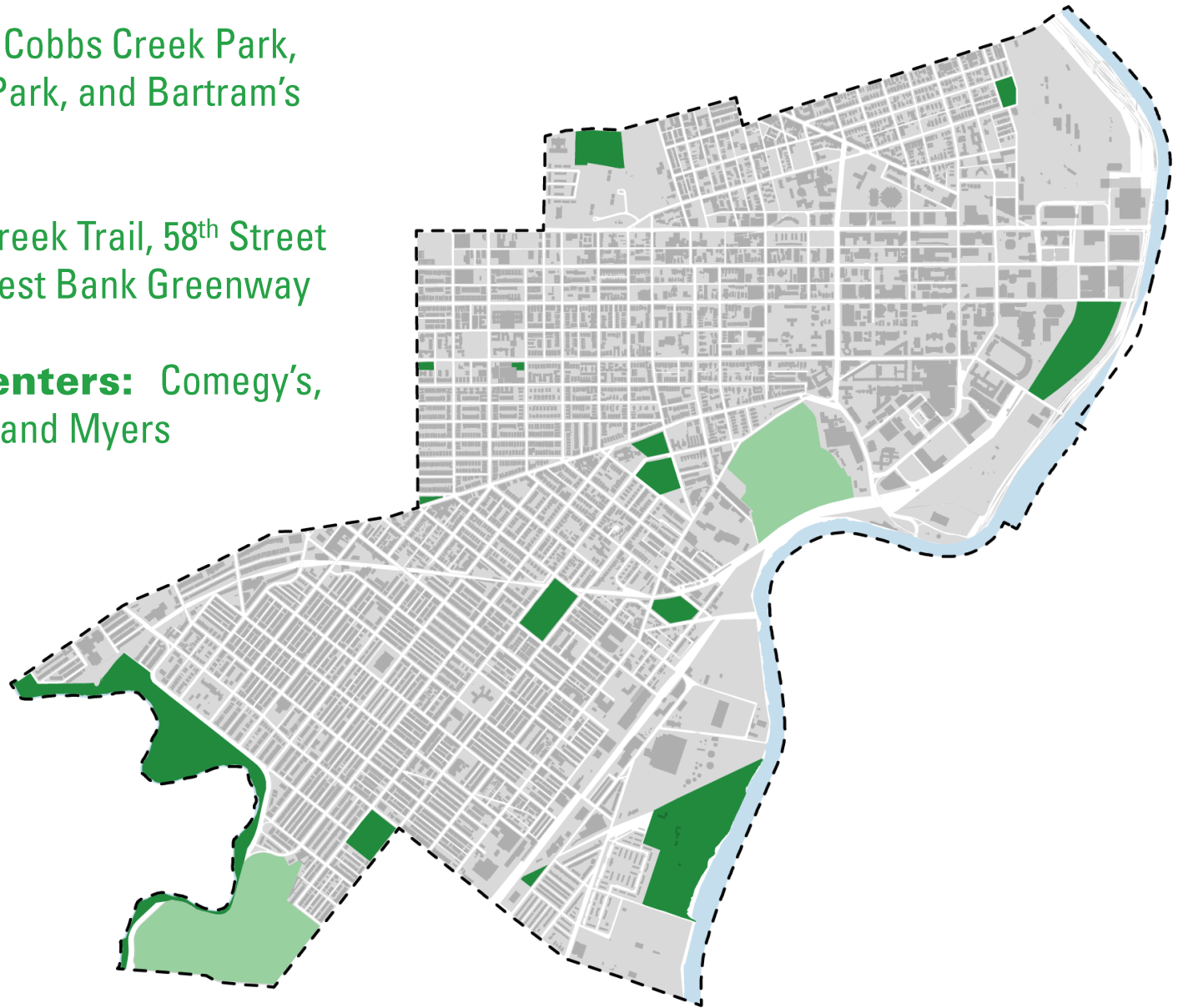
> Complete Streets

- > High amounts of walking and biking create need for safe intersections and bridges
- > 30th Street Station vicinity is at capacity with automobile traffic



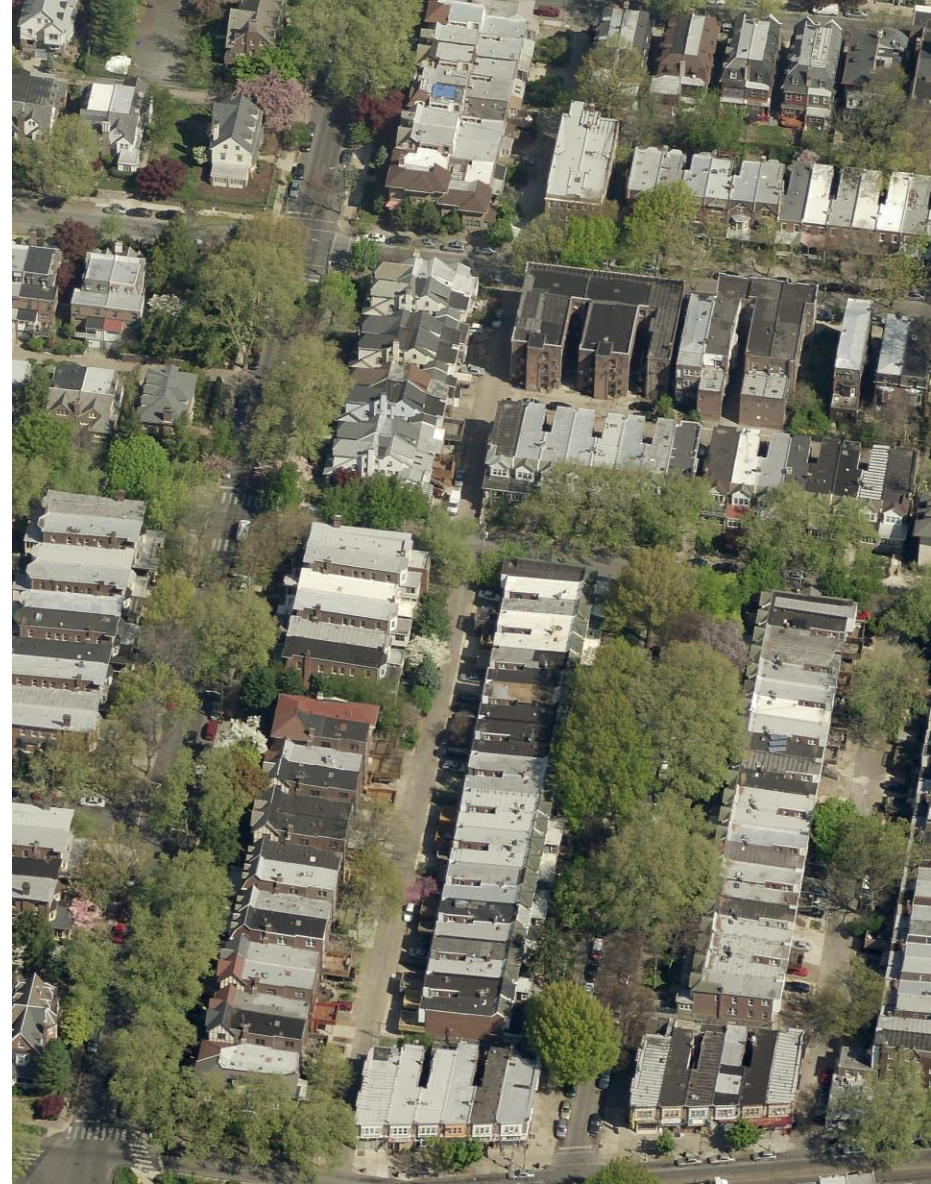
Parks, Recreation, Open Space | RENEW

- > **Large Parks:** Cobbs Creek Park, Clark Park, Penn Park, and Bartram's Garden
- > **Trails:** Cobbs Creek Trail, 58th Street Greenway, and West Bank Greenway
- > **Recreation Centers:** Comegy's, Lee, Kingsessing, and Myers



Environmental Resources | RENEW

- > Employment center generates large amounts of automobile pollution
 - > Potential to increase mode share of transit, bicycling and walking
 - > 60% of IRS employees take transit to work
- > Institutions have large energy footprints, but can serve as leaders in green development
- > High tree cover in University City
- > Low tree cover in Southwest



Tonight's Activity:

Mapping Exercise

- > Introductions
- > Existing Conditions
- > Future
- > Share Your Work



Tonight's Activity: Mapping Exercise

Existing Conditions:

★ Landmarks/Destinations

W W Barriers



Tonight's Activity:

Mapping Exercise

Future Conditions (10 years):

 Will Remain the Same

 Will Change

 Focus Areas



Tonight's Activity: Mapping Exercise

Example Map

-  Landmarks/Destinations
-  Barriers
-  Will Remain the Same
-  Will Change
-  Focus Areas



PHILADELPHIA 2035 THANK YOU

SECOND COMMUNITY MEETING
JANUARY 2013

THIRD COMMUNITY MEETING
MARCH 2013

PLANNING COMMISSION UPDATE
NOVEMBER 20TH, 2012
1515 Arch St 18th Floor – 1pm

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