

WHY DO WE NEED A MASTER PLAN FOR THE LOWER SCHUYLKILL?

1. ESTABLISH THE LOWER SCHUYLKILL AS PHILADELPHIA'S 21ST CENTURY INDUSTRIAL DISTRICT

- 68% of the City's vacant and under-utilized industrial land is concentrated in the Lower Schuylkill
- Leverage strategic location, large sites and transportation networks to attract new businesses and jobs
- Capitalize on the growth and expansion of surrounding areas (PHL, University City, the Navy Yard, Center City)

2. ATTRACT PRIVATE INVESTMENT & CREATE JOBS

- Identify and address factors which historically deterred redevelopment
- Maximize redevelopment through comprehensive transportation and environmental solutions
- Support a broad range of industrial uses to create jobs for GEDs to PhDs

3. ALIGN WITH CITYWIDE PLANS AND POLICIES

- An Industrial Land & Market Strategy for the City of Philadelphia
- Philadelphia 2035
- Greenworks
- Green City, Clean Waters

4. RECONNECT THE RIVER THROUGH ACCESS & AMENITIES

- Provide dedicated public river access
- Extend the Schuylkill River Trail through Bartram's Garden and beyond
- Develop additional trails and roadways which connect the public to the river

5. SUSTAIN THE ENVIRONMENT

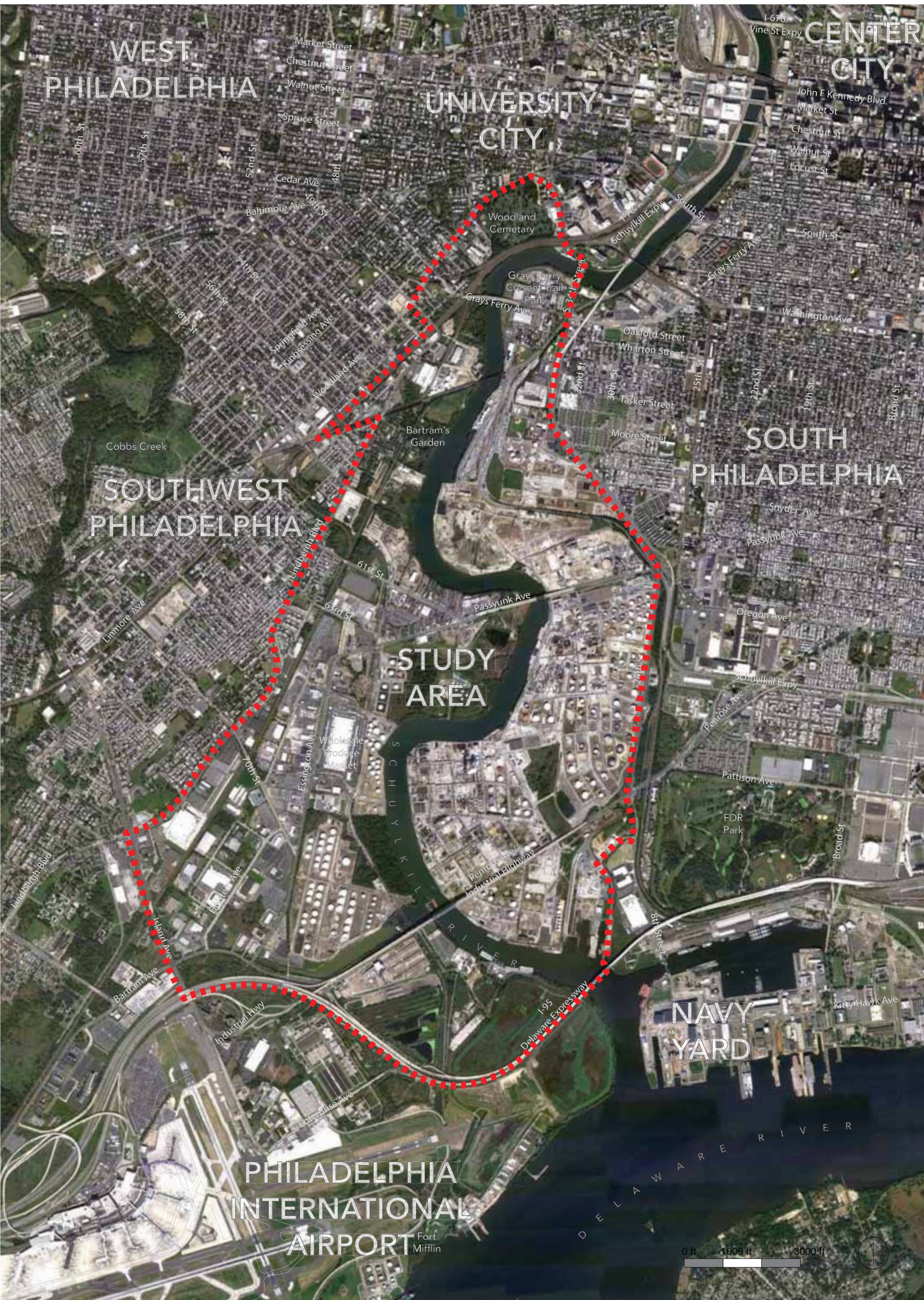
- Support brownfield remediation to spur redevelopment
- Develop a comprehensive green infrastructure system to manage stormwater and provide competitive advantages
- Encourage sustainable development

6. RECONNECT THE LOWER SCHUYLKILL THROUGH A COMPREHENSIVE APPROACH TO TRANSPORTATION

- Provide better access to and through the Lower Schuylkill
- Enhance connections to the local and interstate network
- Address transit options and bicycle/pedestrian routes

STUDY AREA: EXISTING CONDITIONS

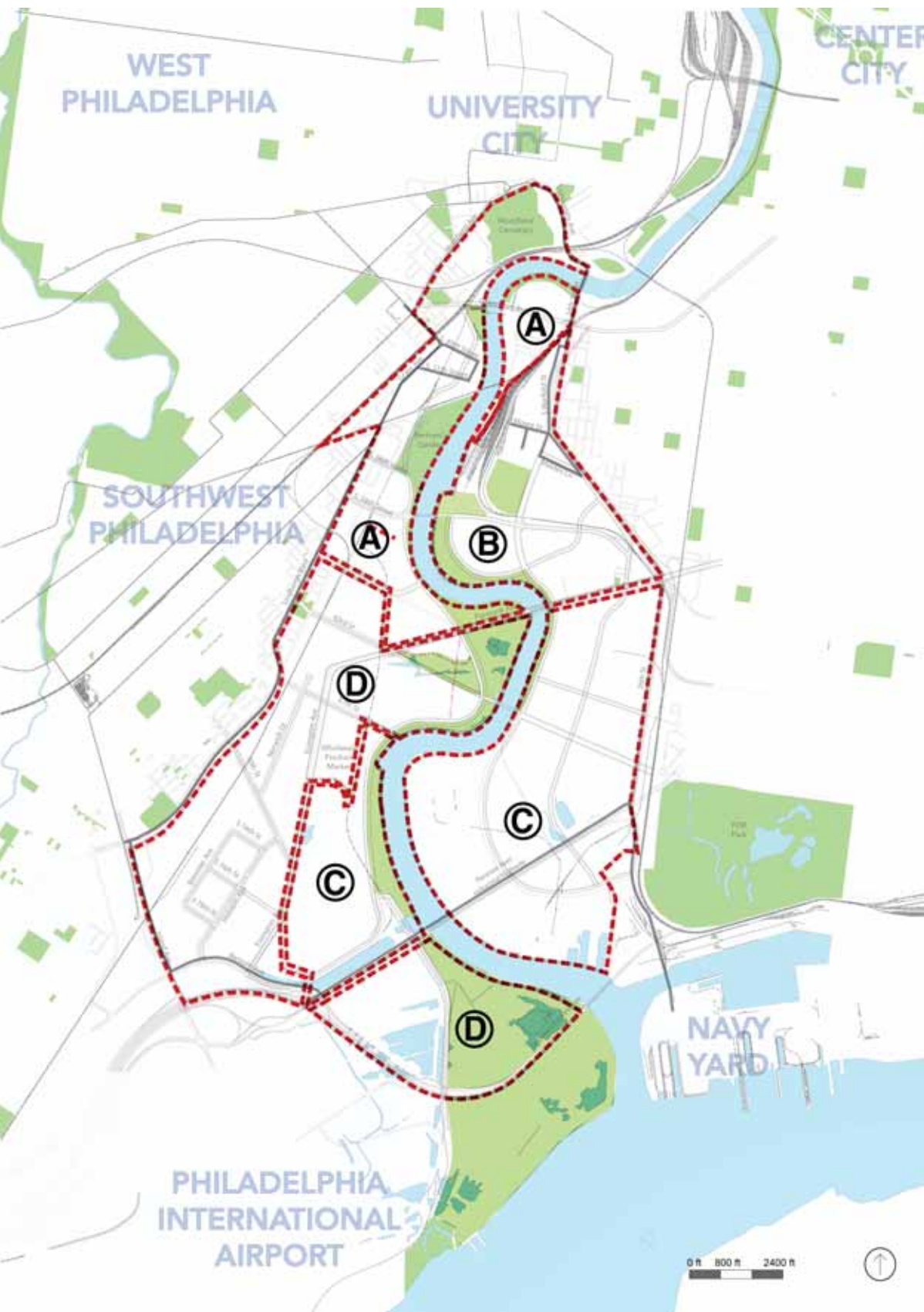
EXISTING CONDITIONS



- > 4,100 acre study area
- > 3,116 developable acres
- > Zoned primarily for industrial use
- > Large parcel sizes
- > Access to lower Schuylkill River
- > 68% of the City's vacant industrial land is located in the study area.
- > Interstates 76 and 95 run along the Study Area
- > SEPTA routes that come through the Study Area include the Route 36 Trolley and the Airport Line Regional Rail
- > Open space assets in the Study Area include the Woodlands, Bartram's Garden and Gray's Ferry Crescent

ECONOMIC DEVELOPMENT

> WHICH DISTRICT SHOULD BE PRIORITIZED FOR EARLY DEVELOPMENT?



A. INNOVATION DISTRICT

R&D, Advanced Manufacturing:

- > Later stage R&D
- > Biotechnology
- > Material science
- > Hospital-related industries
- > University-related uses
- > Medical devices
- > Fabricators

B. NORTH YARDS

Distribution/Warehouse:

- > Regional and local distribution with potential for rail service
- > Warehousing
- > Traditional manufacturing

C. SOUTH YARDS

Energy Production:

- > Oil refining, pending the outcome of current efforts to sell the refinery

D. ESSINGTON

Airport and Transportation Uses:

- > Just-in-time uses that require airport proximity
- > Transportation, warehousing and distribution
- > Airport service providers
- > Airport-related uses

> COMMENTS

JOB CREATION

> GEDs to PHDs - WHAT MIX OF INDUSTRY WILL MAXIMIZE JOB CREATION?

RESEARCH AND DEVELOPMENT



WAREHOUSE



LIGHT INDUSTRY



HEAVY INDUSTRY



RENEWABLE ENERGY PRODUCTION



TRADITIONAL ENERGY PRODUCTION



AUTOMOBILE SERVICES

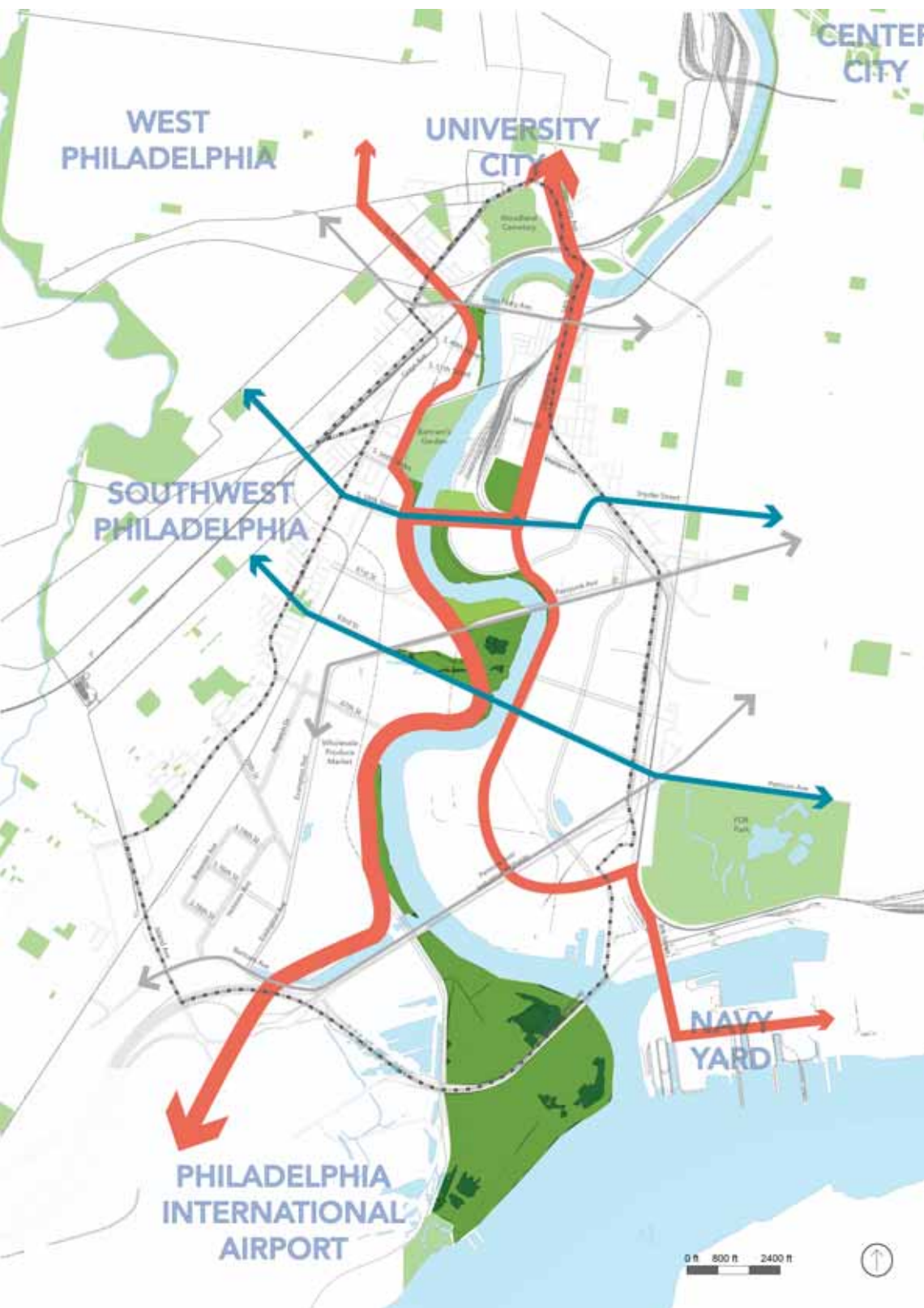


WASTE TO ENERGY



ROAD INFRASTRUCTURE

> WHAT CONNECTIONS DO YOU THINK ARE IMPORTANT?



NORTH-SOUTH

1. River Roads

2. 34TH Street Extension

3. 47TH Street Extension

EAST-WEST

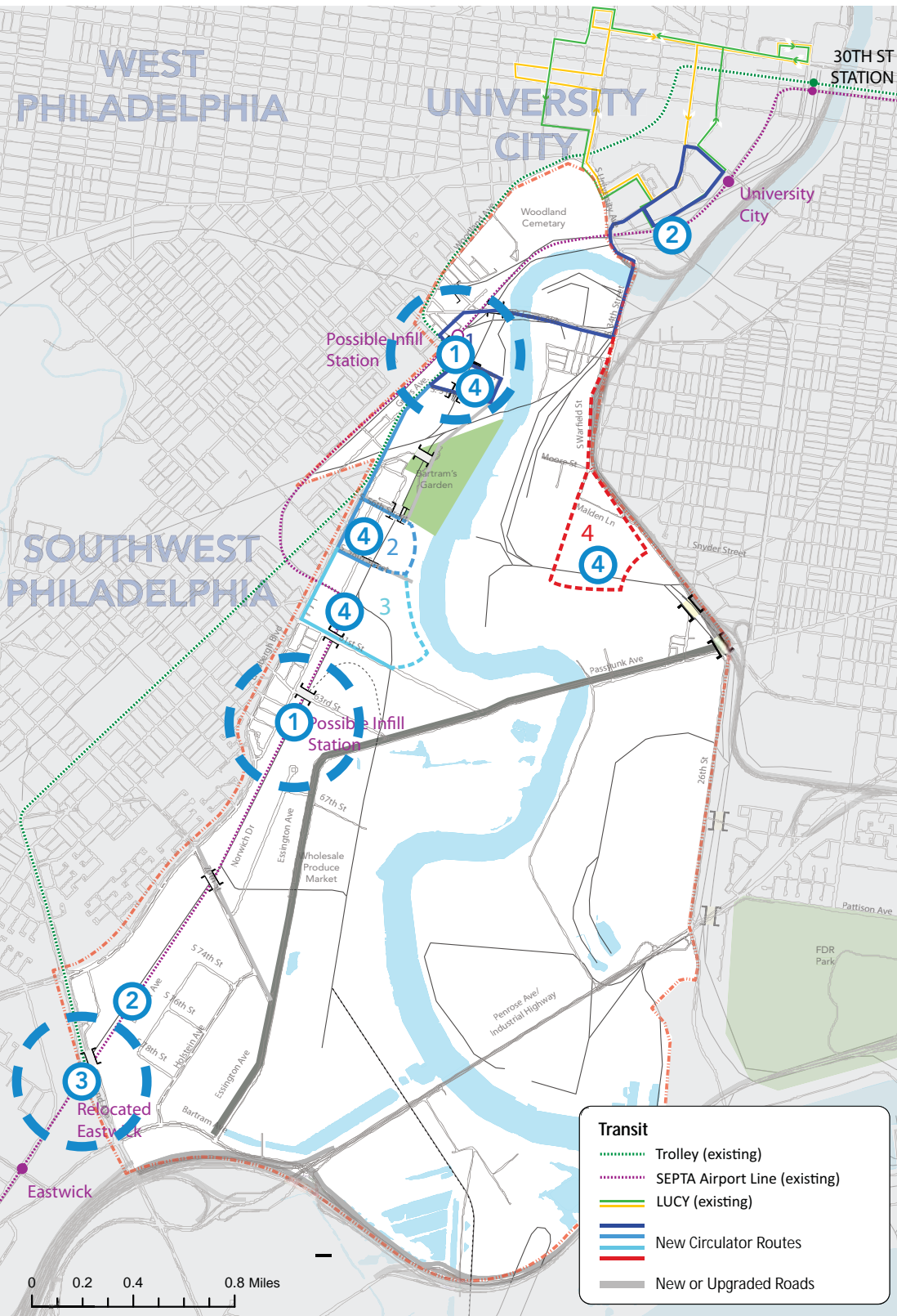
4. 58th Street Bridge tunnel under I-76 connecting to Snyder Ave.

5. 63rd Street Bridge to Pattison

> ARE THERE OTHER CONNECTIONS WE SHOULD CONSIDER?

TRANSIT

> WHAT TRANSIT INVESTMENTS WOULD BENEFIT THE DISTRICT MOST?



1. Infill Stations

2. Express SEPTA line connection from Airport to University City

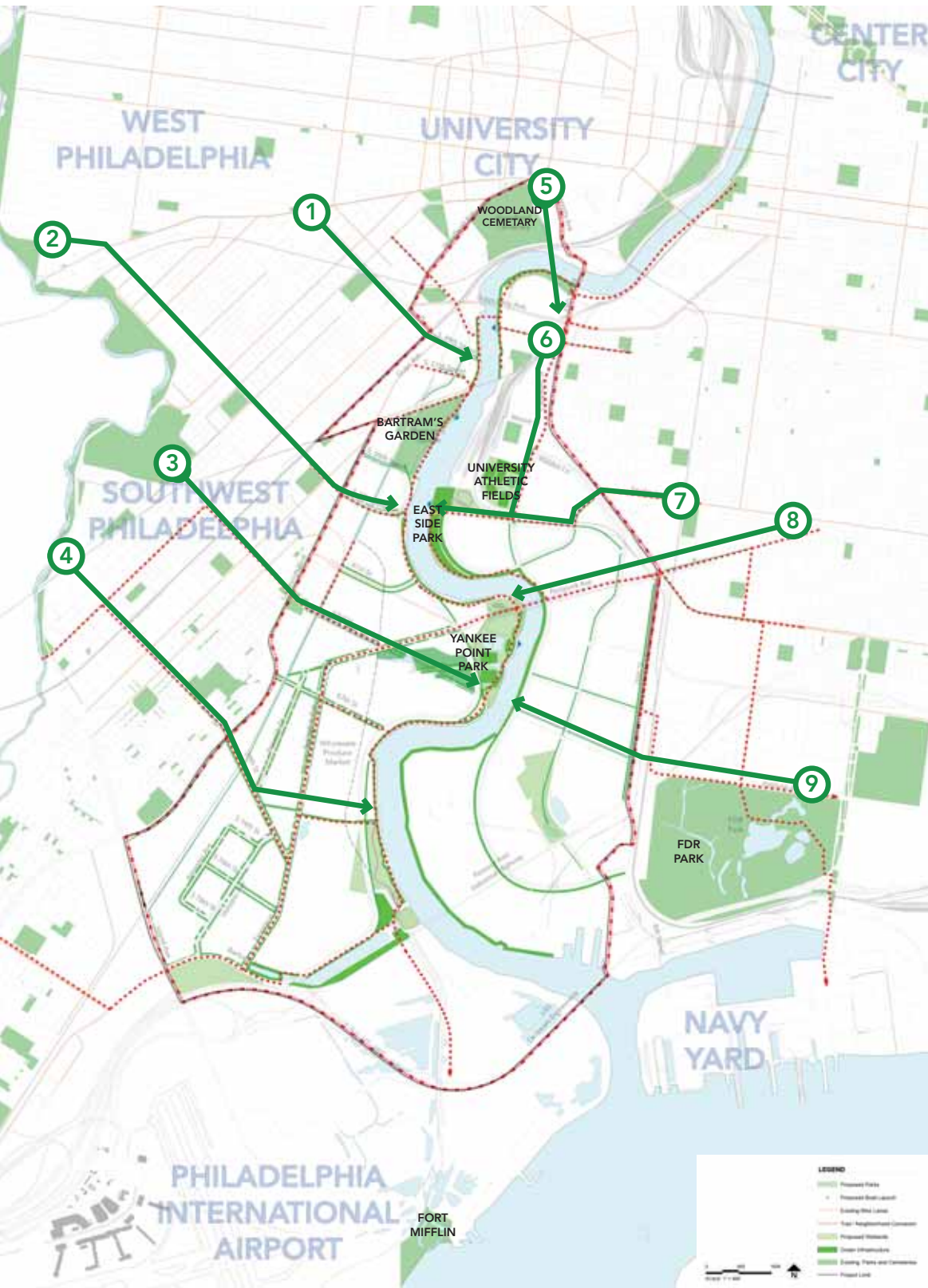
3. Relocate Eastwick Station to connect with Trolley line

4. Shuttle Bus connecting to University City

> COMMENTS

RIVER ACCESS

> WHERE WOULD YOU ACCESS THE RIVER?



WEST SIDE

1. 47th/49th Street

2. 56th/58th Street

3. 61st/63rd Street

4. 71st/Island Ave via Bartram

EAST SIDE

5. Bridge at Grey's Ferry Crescent

6. 34th Street extension

7. Snyder Ave

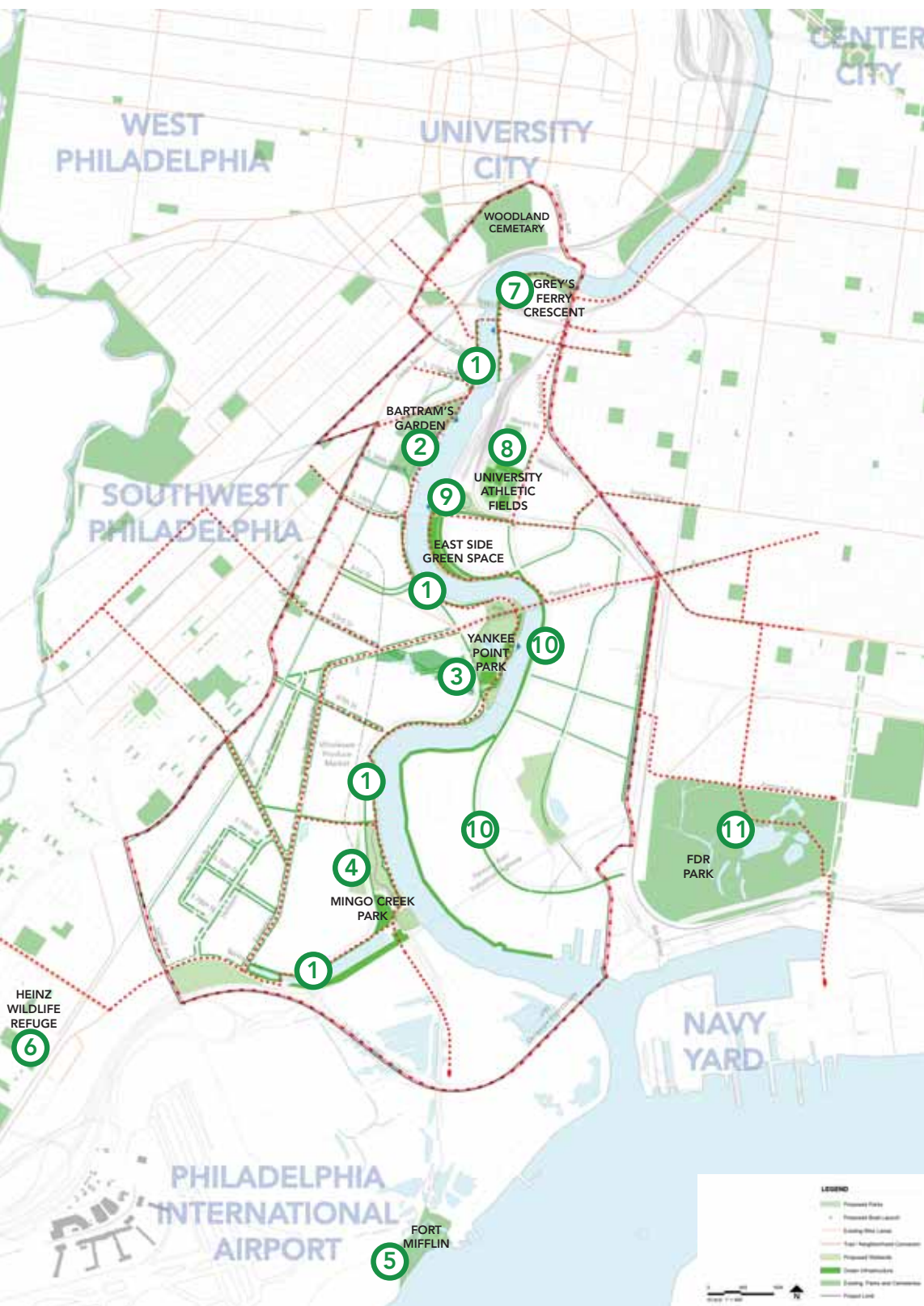
8. Passyunk Bridge

9. 63rd/Pattison

> COMMENTS

OPEN SPACE

> WHERE WOULD YOU LIKE TO GO ONCE YOU ARE THERE?



WEST SIDE

1. Trail

2. Bartram's Garden

3. Yankee Point Park

4. Mingo Creek Park

5. Fort Mifflin

6. Heinz Wildlife Refuge

EAST SIDE

7. Gray's Ferry Crescent

8. University Athletic Fields

9. East Side Green Space

10. Southern Trail

11. FDR Park

> COMMENTS

PARKS & TRAILS

> WHAT WOULD YOU LIKE TO DO?

WATER

ROWING



FISHING



KAYAK/CANOE



VISIT WETLANDS



BIRDING



OTHER

LAND

TRAIL



ATHLETIC FIELDS/SPORTS



PLAYGROUND



MUSIC/PERFORMANCE



LAWN



OTHER

PROPOSED PLAN

PROPOSED MASTER PLAN



IDEA DEPOT

WHAT DID WE MISS?

WHAT SHOULD THE DISTRICT BE CALLED?

The following are a list of names currently or historically affiliated with the study area. Let these names inspire you!

- > South Schuylkill
- > South City
- > City South
- > Morris Hill
- > Gray's Garden
- > Rambo's Rock
- > Rambo Creek
- > Mambo Creek
- > Mingo Creek
- > Penrose
- > Hannis
- > Cox
- > Lord
- > Cadwalader
- > Bartram
- > Passyunk
- > ARCO