



# WEST PARK

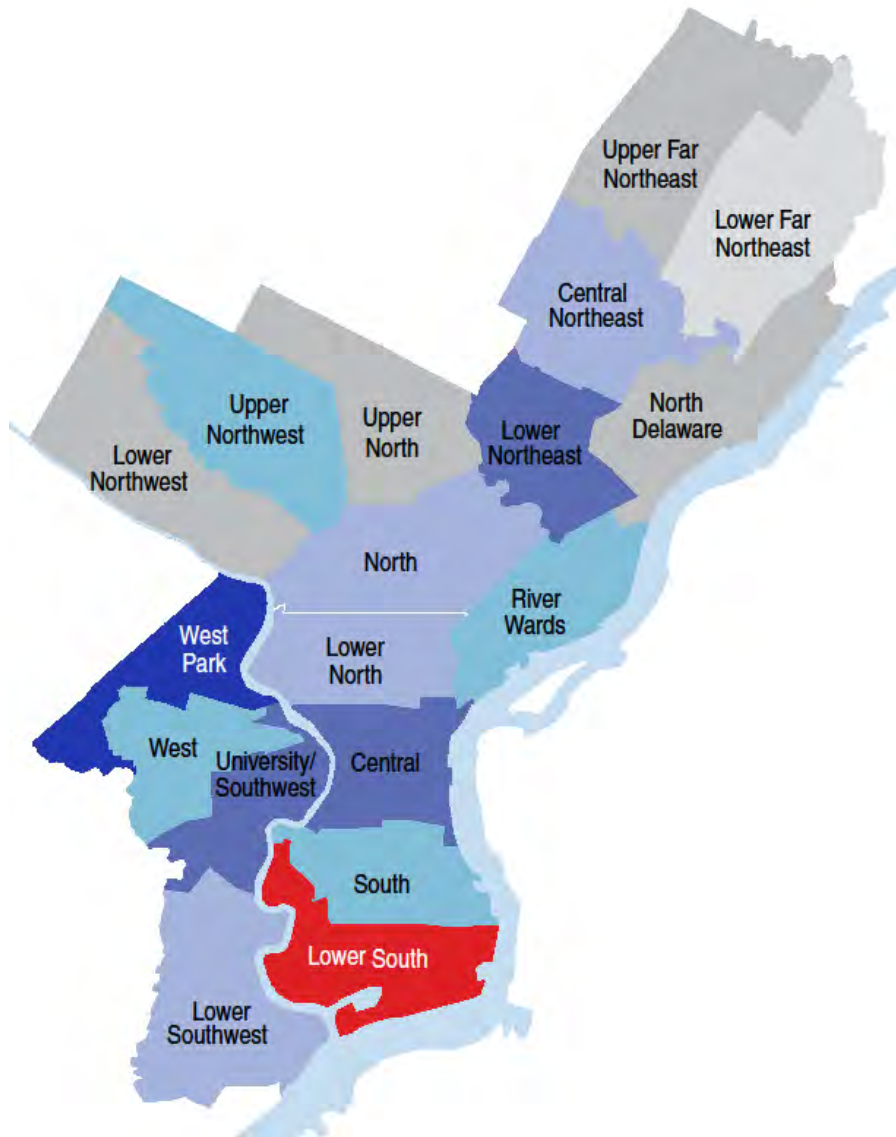




# Comprehensive Planning Process



# Major Plan Components



## 1 | Citywide Vision and Goals

- > Thrive
- > Connect
- > Renew

## 2 | Land Use

- > Existing Land Use
- > Proposed Land Use
- > Zoning Recommendations

## 3 | Municipal Facilities and City-Owned Property

- > Inventory
- > Recommendations

## 4 | Planning Focus Areas

- > Major Land Use Changes
- > Large Projects
- > Public Realm

# Implementation Process



District-specific recommendations for:

Neighborhoods | Economic Development  
Land Management  
Transportation | Utilities  
Open Space | Environmental Resources  
Historic Preservation | Public Realm

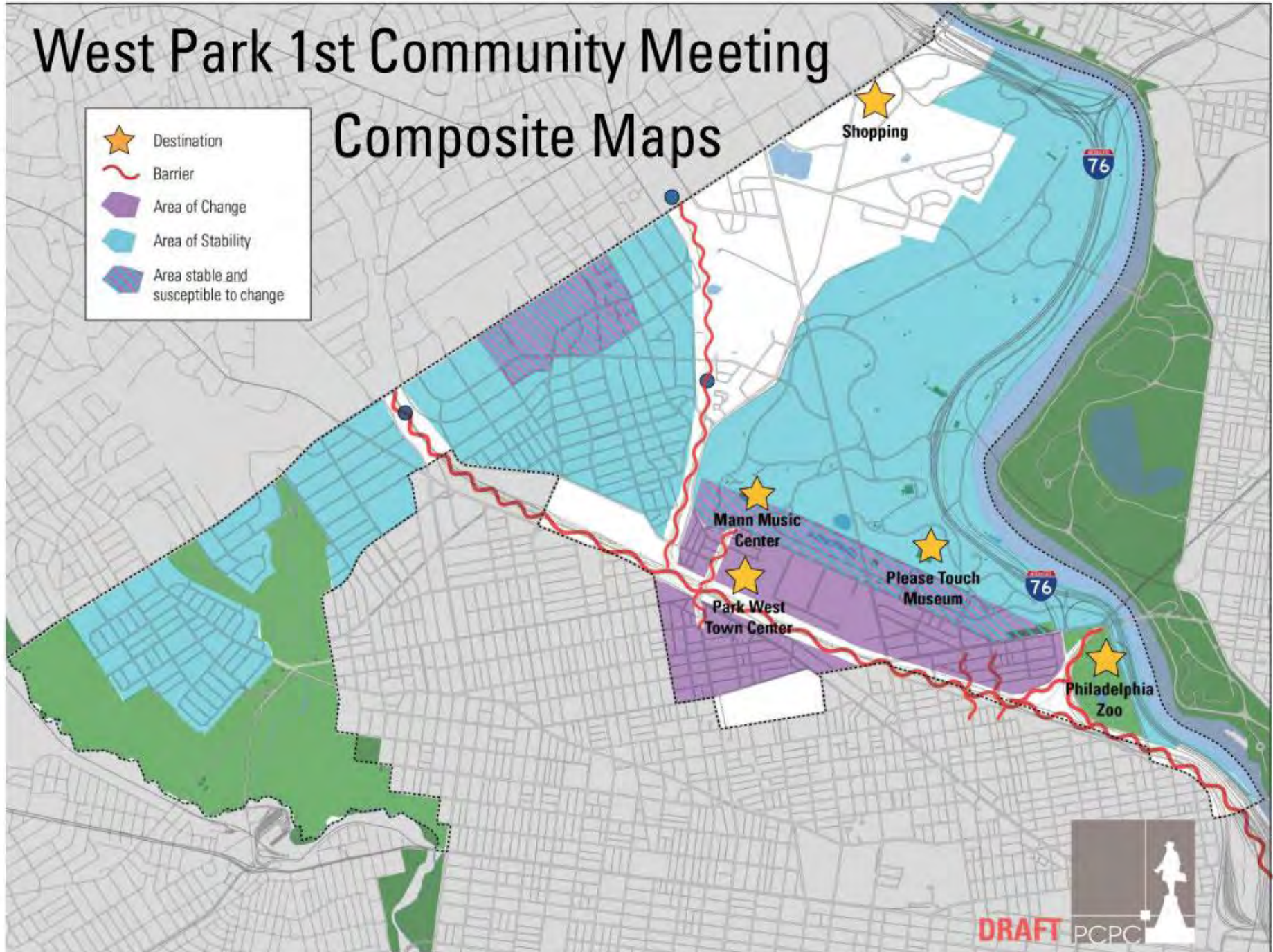


The following agencies are responsible for Implementation:

- City Council
- Redevelopment Authority
- Philadelphia Water Department
- Streets Department
- Office of Housing and Community Development
- PIDC
- Historical Commission



# West Park 1st Community Meeting Composite Maps

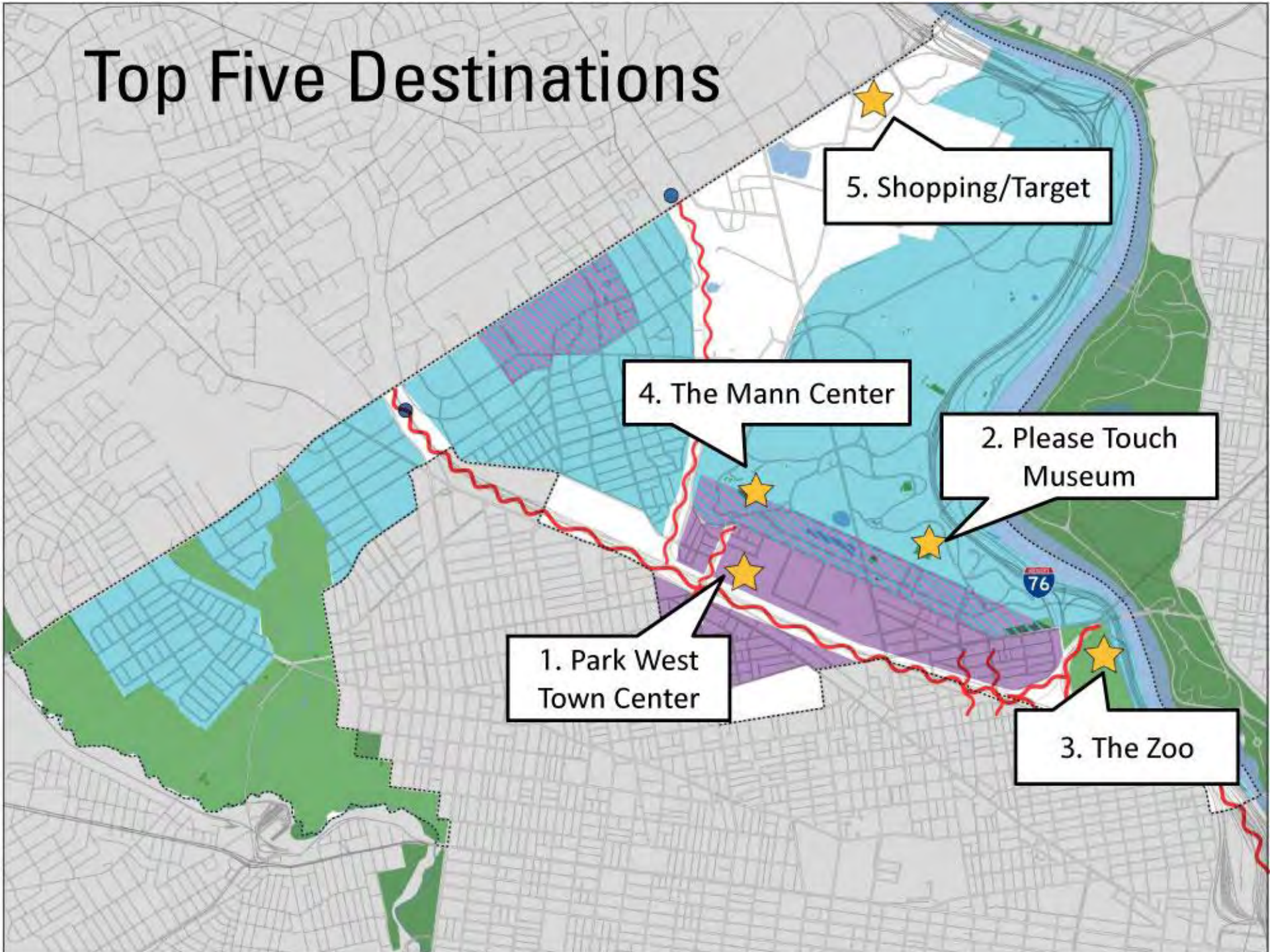


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# Top Five Destinations



5. Shopping/Target

4. The Mann Center

2. Please Touch  
Museum

1. Park West  
Town Center

3. The Zoo



# Top 5 Barriers

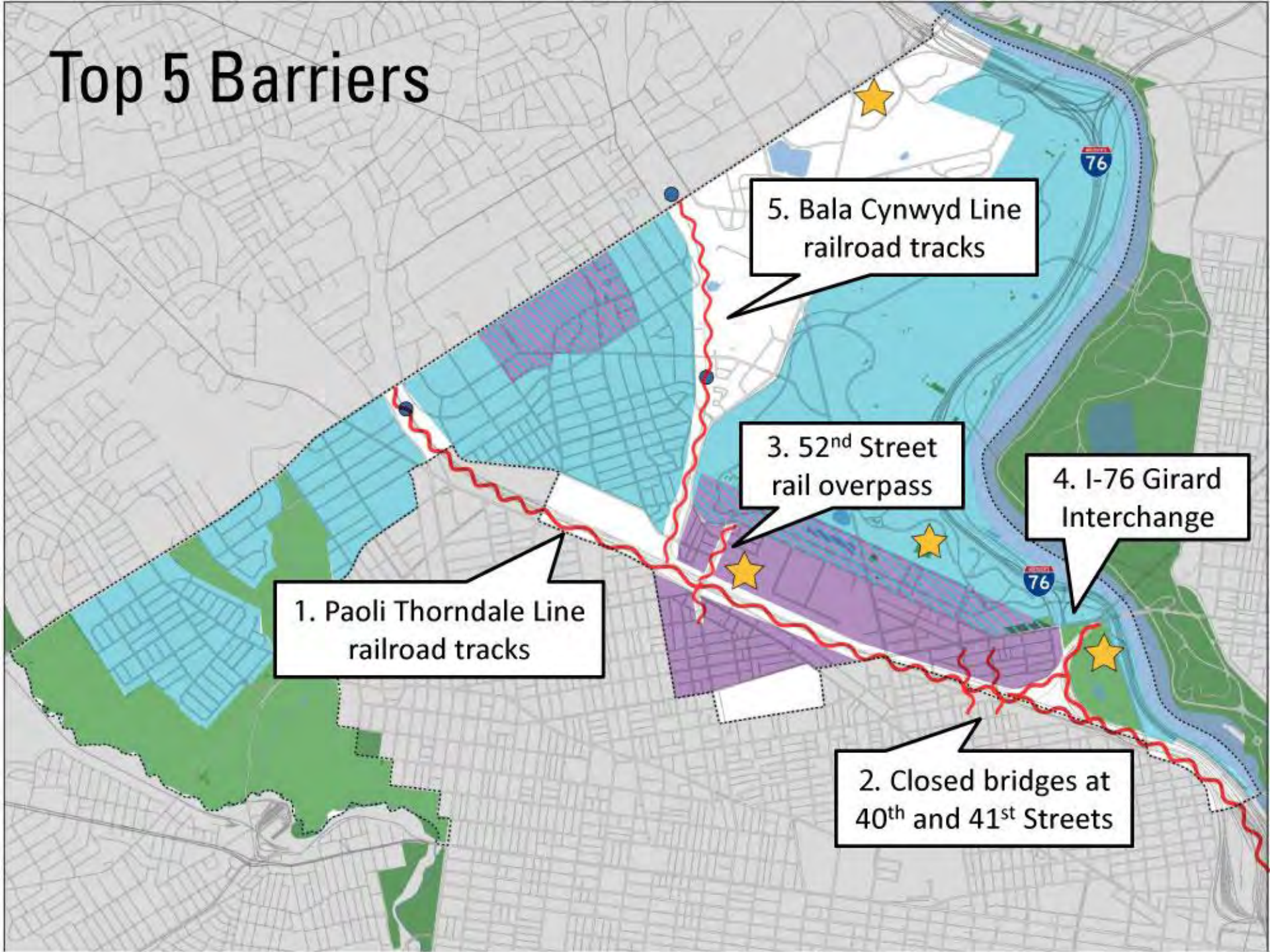
1. Paoli Thorndale Line  
railroad tracks

2. Closed bridges at  
40<sup>th</sup> and 41<sup>st</sup> Streets

3. 52<sup>nd</sup> Street  
rail overpass

4. I-76 Girard  
Interchange

5. Bala Cynwyd Line  
railroad tracks





# Top 5 Stable Areas

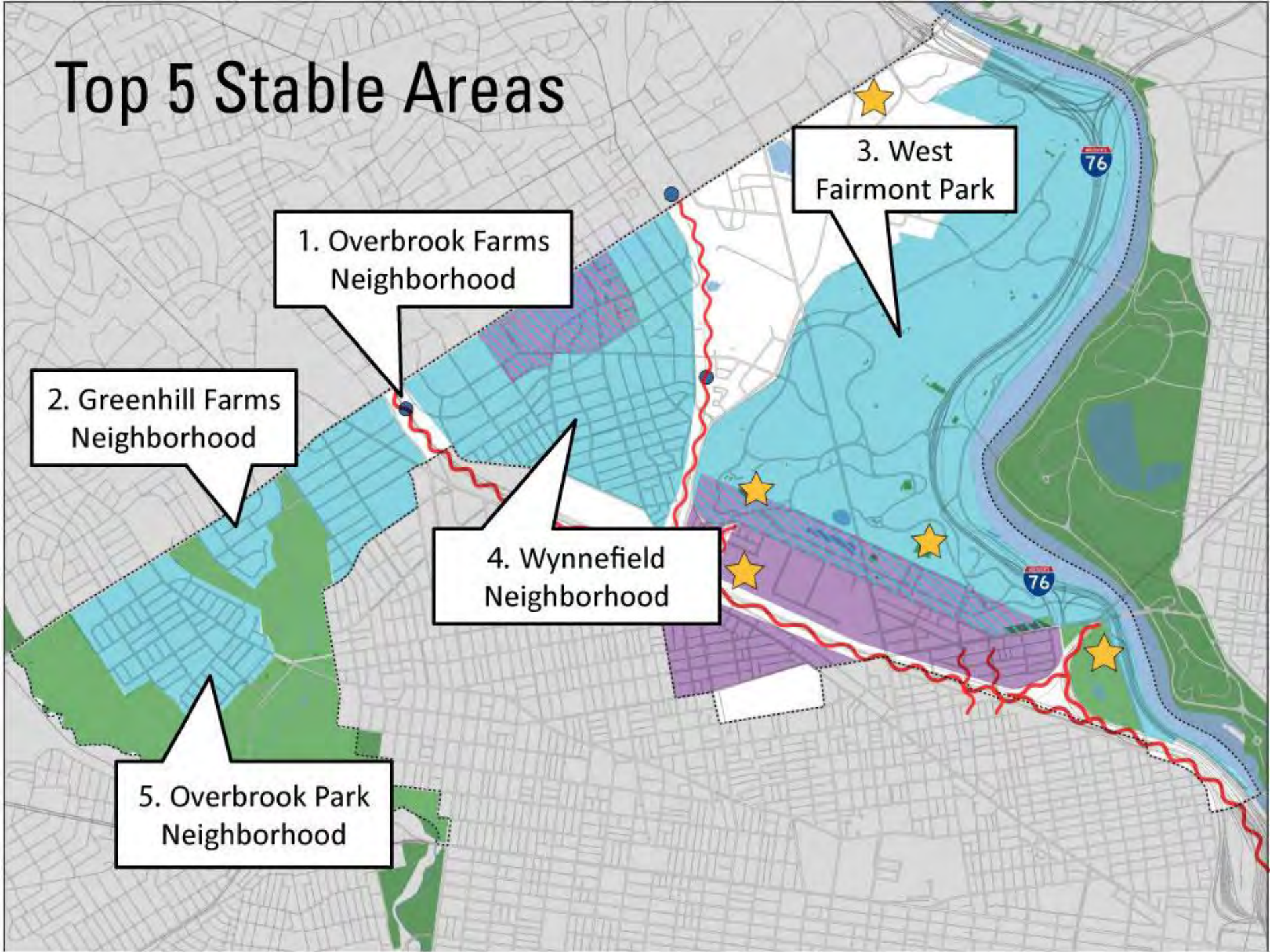
1. Overbrook Farms Neighborhood

2. Greenhill Farms Neighborhood

4. Wynnefield Neighborhood

3. West Fairmont Park

5. Overbrook Park Neighborhood





# Top 5 Opportunity Areas

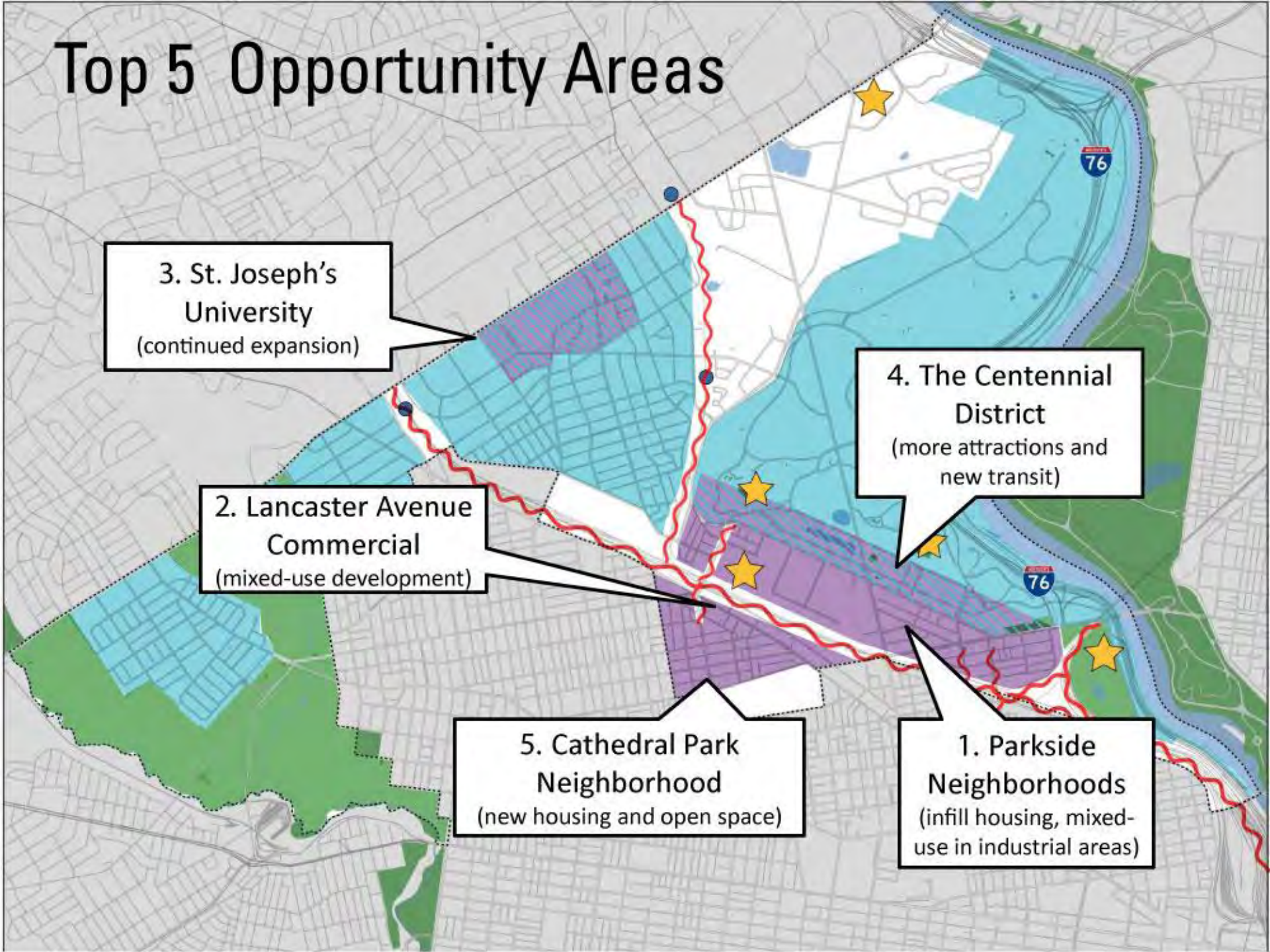
3. St. Joseph's University  
(continued expansion)

2. Lancaster Avenue Commercial  
(mixed-use development)

5. Cathedral Park Neighborhood  
(new housing and open space)

4. The Centennial District  
(more attractions and new transit)

1. Parkside Neighborhoods  
(infill housing, mixed-use in industrial areas)







# Topics & Preliminary Recommendations





# Centennial District today

- Provides a variety of active recreational uses
  - 1 track, 1 pool, 6 sports fields, 1 play ground, 7 tennis courts, 6 basketball courts, 2 ball fields, 5k trail
- One of the major employment centers of West Park
  - Over 1.9 million visitors a year coming to the Zoo, Mann, Japanese House and Please Touch Museum.
- Parking is a major issue around the Zoo, the Mann Center during night concerts and the Please Touch Museum.
  - The Zoo has a plan in place to create a new 600+ space garage for visitors.





# Centennial District tomorrow

- Create more amenities in the park for local residents
  - Create seating areas around attractions such as fountains monuments and the lakes
- Create more opportunities for visitors to stay and enjoy the area surrounding the district
  - Land Use changes for commercial uses at 52<sup>nd</sup> and Parkside, 48<sup>th</sup> and Parkside and 40<sup>th</sup> and Girard
- Encourage visitors to use public transportation to relieve congestion and parking issues
  - Study possible transit improvements like the Cultural Corridor Light Rail or bus service throughout West Fairmount Park.





# City Avenue today

- 28,000 people work in the City Ave “Regional Center”
  - Over 1,000 full-time and 500 part-time workers are employed at St. Joe’s University
  - 3 million sq ft of office space
- Zoning Overlay covers City Ave from 63<sup>rd</sup> St to Presidential Ave
  - Includes regulation for height, bulk, spacing and use
- Lower Merion is completing and ACT 209 study
  - Will help to funnel fees into roadway improvements so that City Ave can handle the traffic impacts possible in 2030





# City Avenue tomorrow

- Encourage modern office space growth on the Philadelphia side of City Ave
  - Soft sites and auto oriented sites line the Avenue from Belmont to 54<sup>th</sup> St
  - Jobs that include sustainable livable wages
- Encourage the passage of matching zoning in Lower Merion Township
  - Creating a unified vision for the corridor will help to manage future growth and create a more walkable, livable, and workable Avenue





# Neighborhood Land Vacancy today

- There are 780 vacant lots in West & East Parkside and Cathedral Park
  - This totals over 49 acres in these three neighborhoods alone
  - That is 21.3% land vacancy rate compared to a West Park District rate of 2%
- The average sale price of a home in West & East Parkside and Cathedral Park is \$37,000
  - Proximity to Vacant Land lowers the sale price, value, and equity of homes within the vicinity





# Neighborhood Land Vacancy tomorrow

- Cluster higher density around locations with good transportation and community serving facilities
- Prioritize infill of gap vacancy over large site development
- Marquee vacant properties needed to be focused on to have as much impact as possible when public financing is available
  - Create a list of marquee or highly visible vacant properties
- Support the reuse of vacant land in creative ways
  - This includes parks, art projects, gardens, side yards, and storm water management





# Tonight's Activities



# Scenario Building

- > Help us set the tone of the plan  
(optimistic, cautious, priorities)
- > Discuss seemingly opposing ideas
- > Look for solutions that work across scenarios
  - > Cultural and Local Amenities
  - > Market Demand
  - > Transit Access





Example

Cake and Exercise





## 1<sup>st</sup> Scenario:

**Regional Cultural Attractions  
&  
Neighborhood Park Amenities**



# Regional Cultural Attractions





# Neighborhood Park Amenities







## 2nd Scenario:

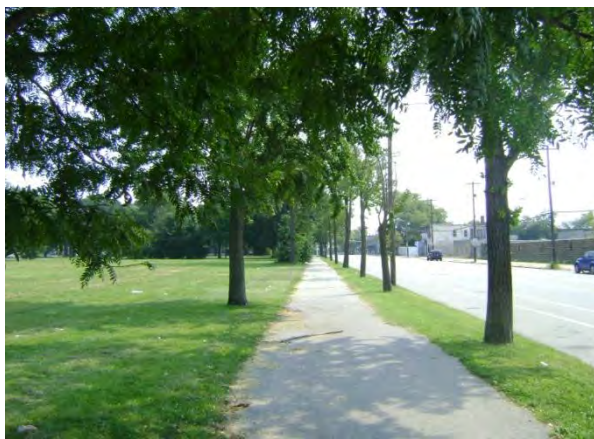
Car Traffic and  
Pedestrian Movement

# Car Traffic





# Pedestrian Movement





# 3rd Scenario: Vacant Land Development

Housing and  
Non-Housing Uses



# Housing





# Non-Housing Uses







# THANK YOU

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