WEST PARK
Comprehensive Planning Process

PHILADELPHIA 2035

COMPREHENSIVE PLAN

Citywide
(Completed 2011)

18 District Plans
(5 year 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
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

District-specific recommendations for:

- Neighborhoods
- Economic Development
- Land Management
- Transportation
- Utilities
- Open Space
- Environmental Resources
- Historic Preservation
- Public Realm
Top 5 Barriers

1. Paoli Thorndale Line railroad tracks
2. Closed bridges at 40th and 41st Streets
3. 52nd 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
3. West Fairmont Park
4. Wynnewield Neighborhood
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 52nd and Parkside, 48th and Parkside and 40th 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 63rd 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 54th 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
1st 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
Contact Info:
Andrew Meloney, Project Manager
andrew.meloney@phila.gov

www.phila2035.org
www.facebook.com/Phila2035