



THE NEIGHBORHOOD PLAN

HUD Kick-Off and Site Visit
April 24, 2018

THE NEIGHBORHOOD PLAN

AGENDA:

1. Planning Timeframe
2. What is Covered in the Neighborhood Plan?
3. Existing Conditions
4. Relevant Plans and Ongoing Initiatives
5. Partners Acting Locally

PLANNING PROCESS



COMMUNITY-WIDE GATHERINGS



POP-UP / SPECIAL EVENTS



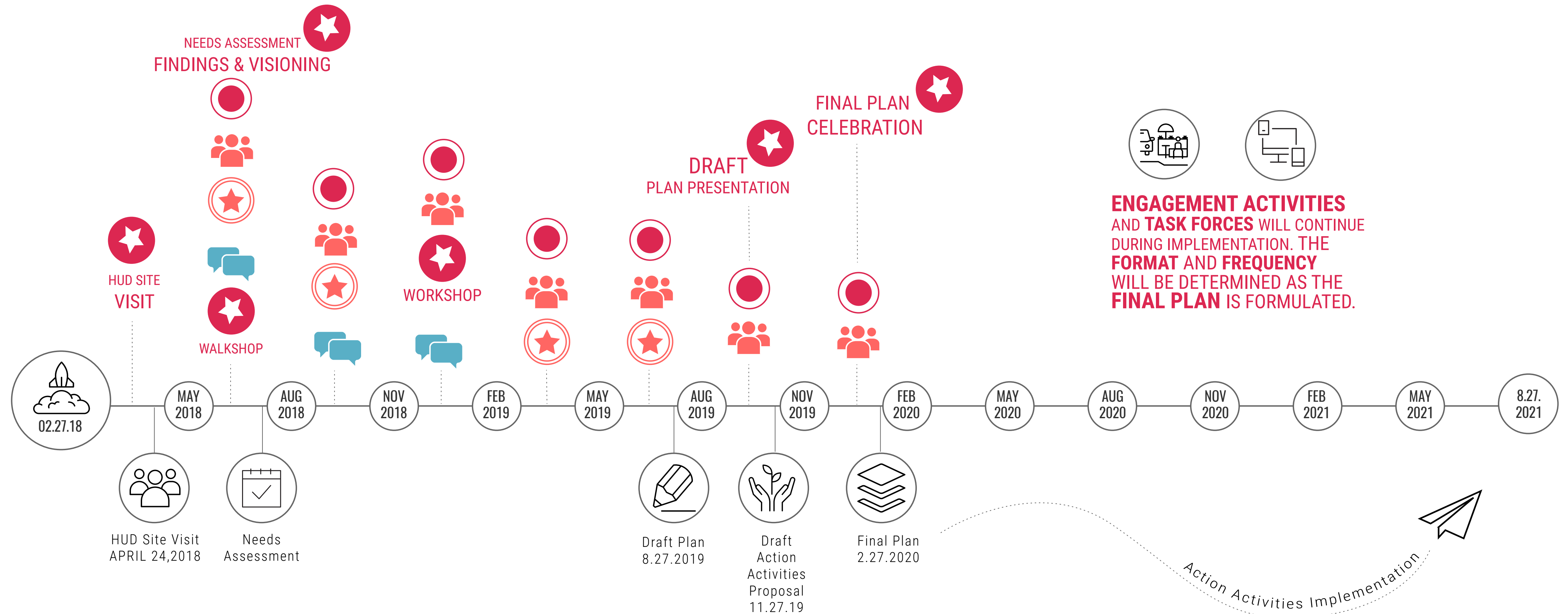
FOCUS GROUP MEETINGS



TASK FORCE MEETINGS



STAKEHOLDER MEETINGS



BARTRAM CHOICE

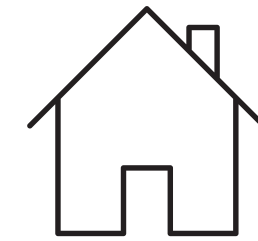
NEIGHBORHOOD PLAN



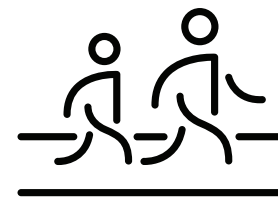
WHAT IS THE NEIGHBORHOOD PLAN?

SPONSORED BY U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD), the Choice Neighborhoods Initiative leverages significant public and private dollars to support locally-driven strategies that address struggling neighborhoods with distressed public or HUD-assisted housing through a comprehensive approach to neighborhood transformation.

The Neighborhood Plan focuses on physical improvements to the surrounding area:



HOUSING



PEOPLE



NEIGHBORHOOD

Creating the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including **safety, good schools, and commercial activity**, that are important to families' choices about their community.

- » **TRANSPORTATION**
- » **PUBLIC SAFETY**
- » **COMMERCIAL CORRIDORS**
- » **PARKS & OPEN SPACE**
- » **NEIGHBORHOOD AMENITIES**

BARTRAM CHOICE

NEIGHBORHOOD PLAN

EXISTING NEIGHBORHOOD CONDITIONS

Schools

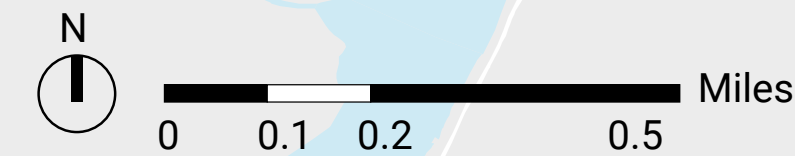
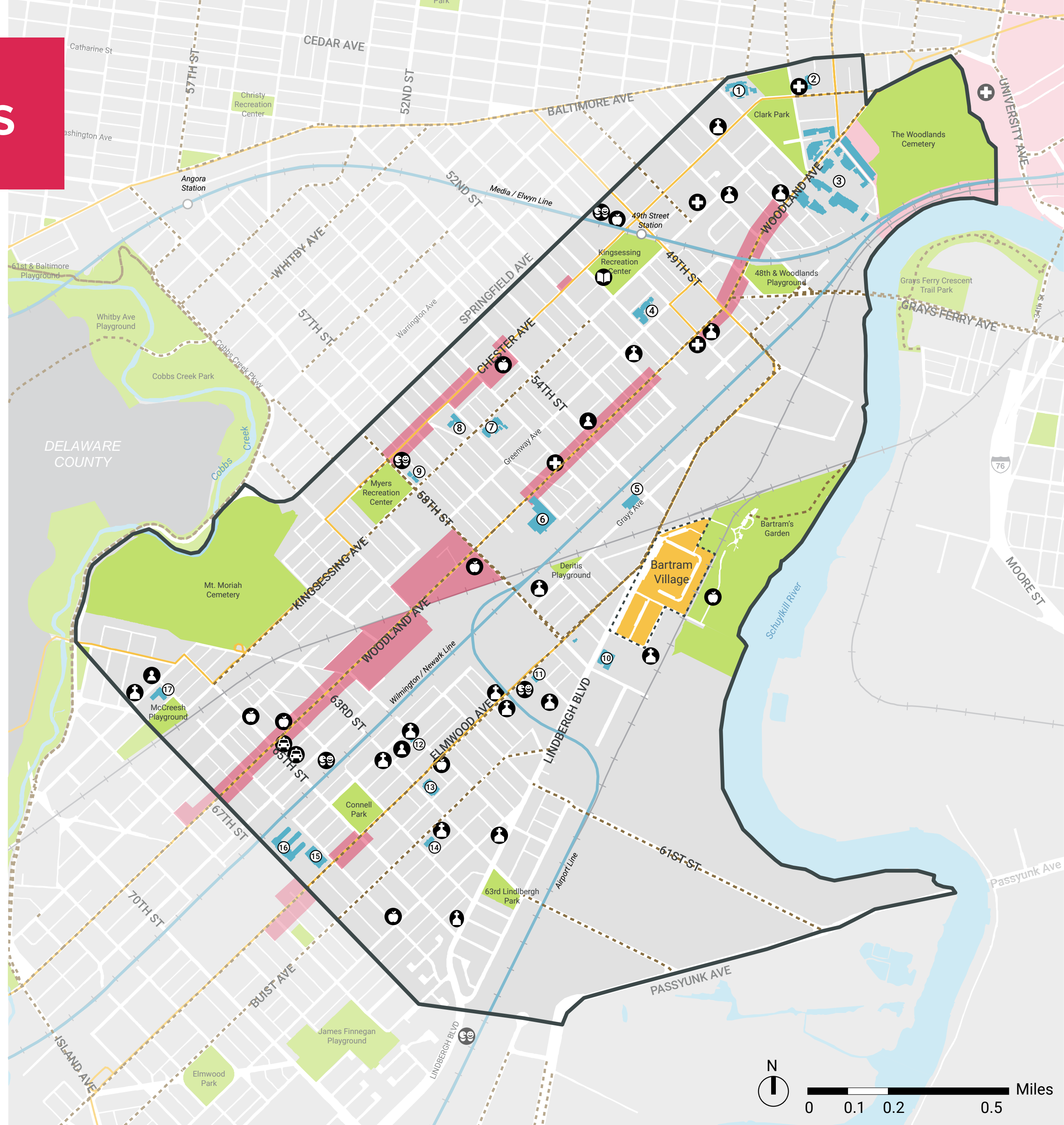
- ① HMS School
- ② Jubilee School
- ③ HMS School
- ④ B.B. Comegys K-8 School
- ⑤ Woodland Academy
- ⑥ Brightside Academy Daycare
- ⑦ S. Weir Mitchell School
- ⑧ Independence Charter School West
- ⑨ Cornerstone Christian Academy
- ⑩ Richard Allen Preparatory Charter School
- ⑪ Southwest Police Athletic League Center
- ⑫ KIPP Philadelphia Elementary Academy
- ⑬ Thomas G. Morton Elementary School
- ⑭ St. Bamabas Independence Mission School
- ⑮ William T. Tilden Middle School
- ⑯ John Bartram High School
- ⑰ Joseph W. Catharine Elementary School

Neighborhood Assets

- | | | | |
|---|--|--|--|
| <ul style="list-style-type: none"> ▭ CN Boundary ■ Bartram Village ■ Water ■ Park / Open Space ■ University City | <ul style="list-style-type: none"> — SEPTA Regional Rail — SEPTA Trolley Line --- Bike Route or Trail ■ Commercial Corridor ■ Educational | <p>Community Assets</p> <ul style="list-style-type: none"> 🛒 Grocery Store / Food 🏥 Medical 🏛️ Church / Religious | <ul style="list-style-type: none"> 👤 Social Services 📖 Library 🚒 Police / Fire 🎮 Social / Recreational |
|---|--|--|--|

BARTRAM CHOICE

NEIGHBORHOOD PLAN



EXISTING NEIGHBORHOOD CONDITIONS



USciences



Grocery Store



Kingsessing Rec Center



Schuylkill River Trail



Murals



Bartram's Garden



Woodland Ave



Trolleys

BARTRAM CHOICE

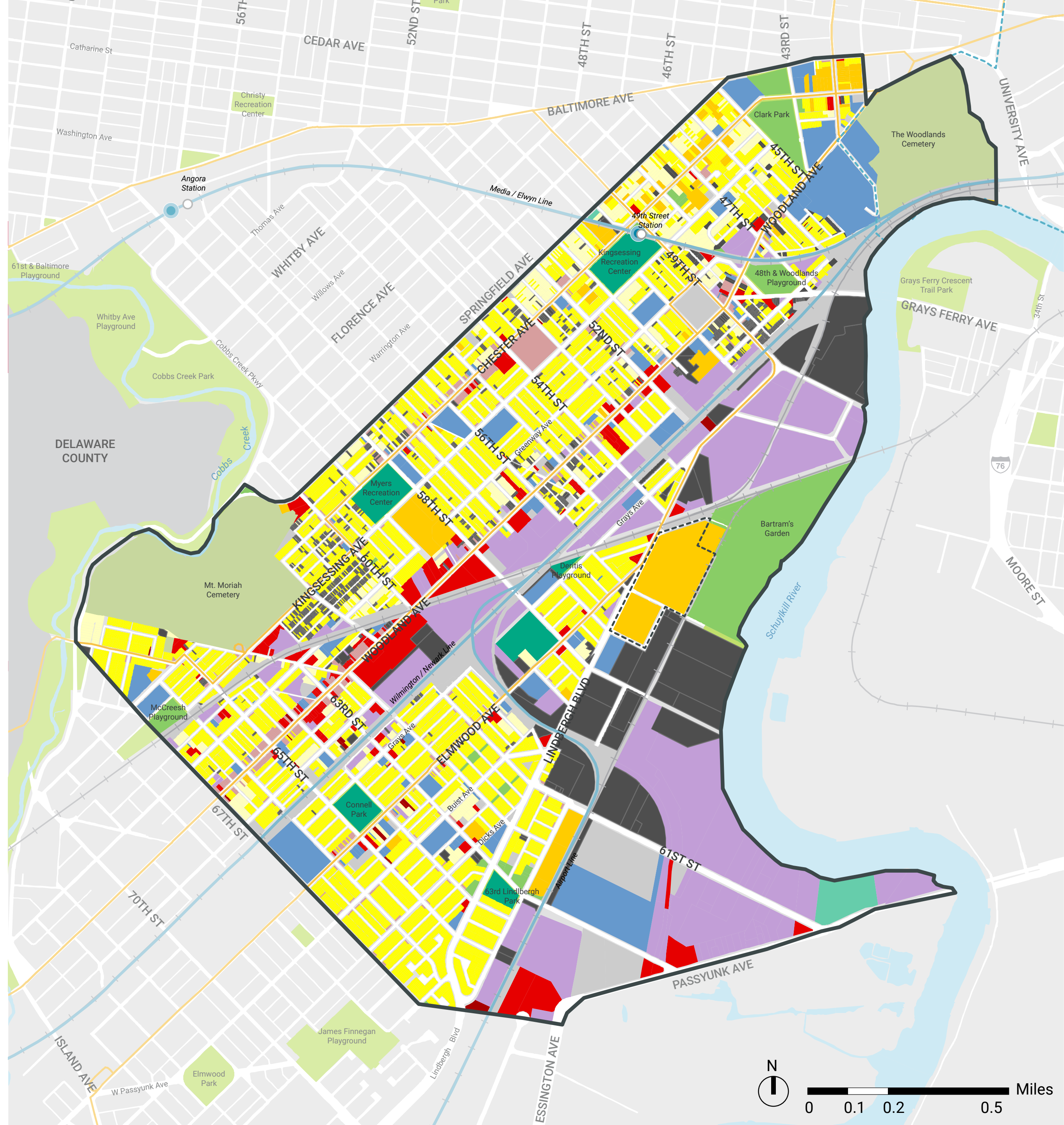
NEIGHBORHOOD PLAN

LAND USE

- | | | | | |
|-----------------|--------------------|-------------------------|---------------------|-----------------|
| CN Boundary | Residential | Commercial | Civic/Institution | Cemetery |
| Bartram Village | Low Density | Consumer | Transportation | Water |
| Water | Medium Density | Business / Professional | Culture / Amusement | Vacant |
| | High Density | Mixed Residential | Active Recreation | Other / Unknown |
| | | Industrial | Park / Open Space | |
















BARTRAM CHOICE

NEIGHBORHOOD PLAN



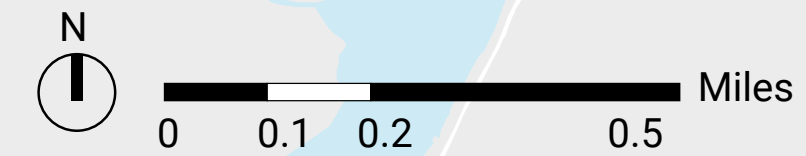
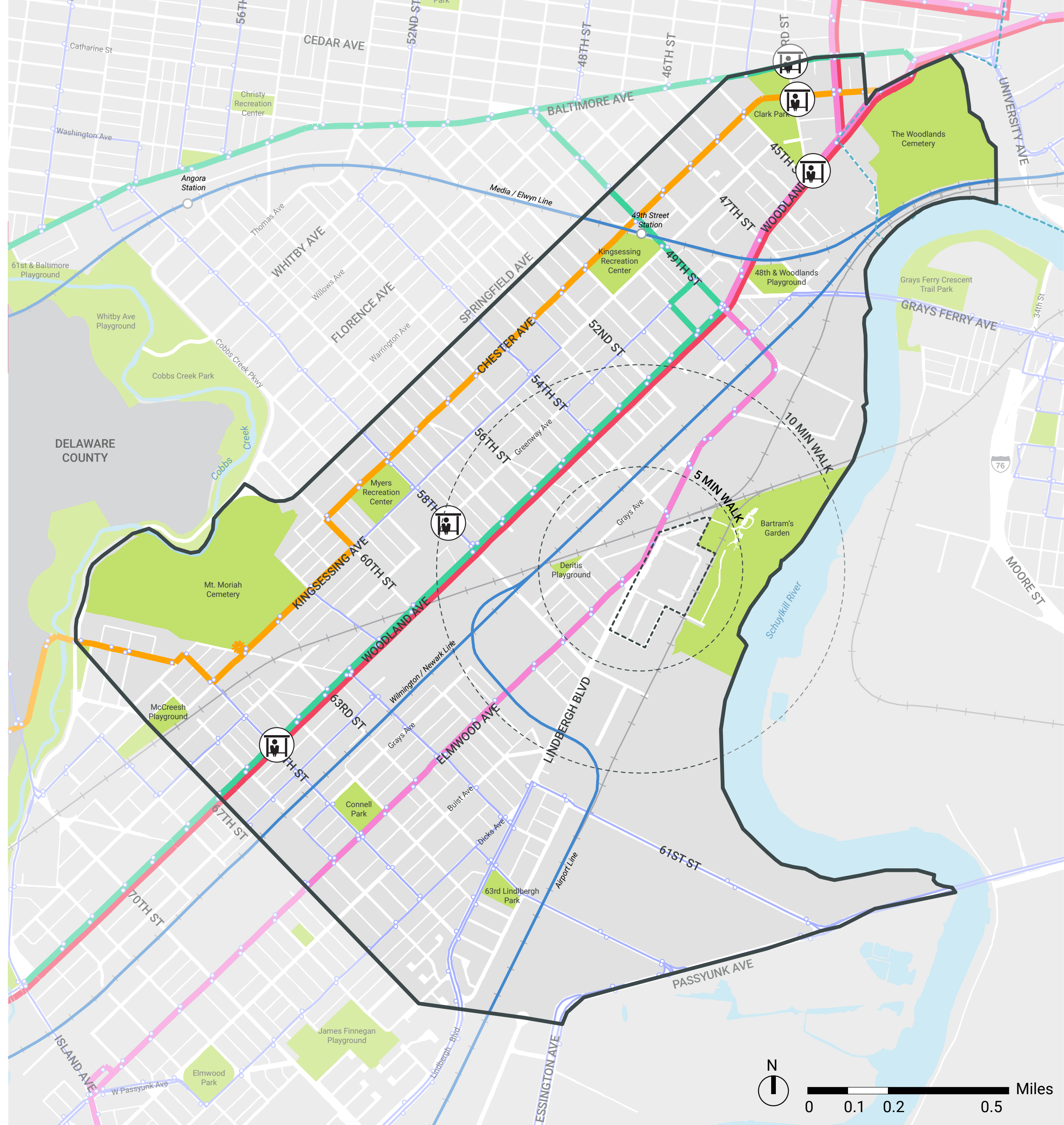
TRANSPORTATION ASSETS

Transit











-  CN Boundary
-  Bartram Village
-  Water
-  Park / Open Space
-  Freight Rail
-  SEPTA Regional Rail Station
-  SEPTA Regional Rail
-  SEPTA Bus Stop
-  Bus Shelter
-  SEPTA Bus Route
-  SEPTA Trolleys
-  Route 11
-  Route 13
-  Route 34
-  Route 36

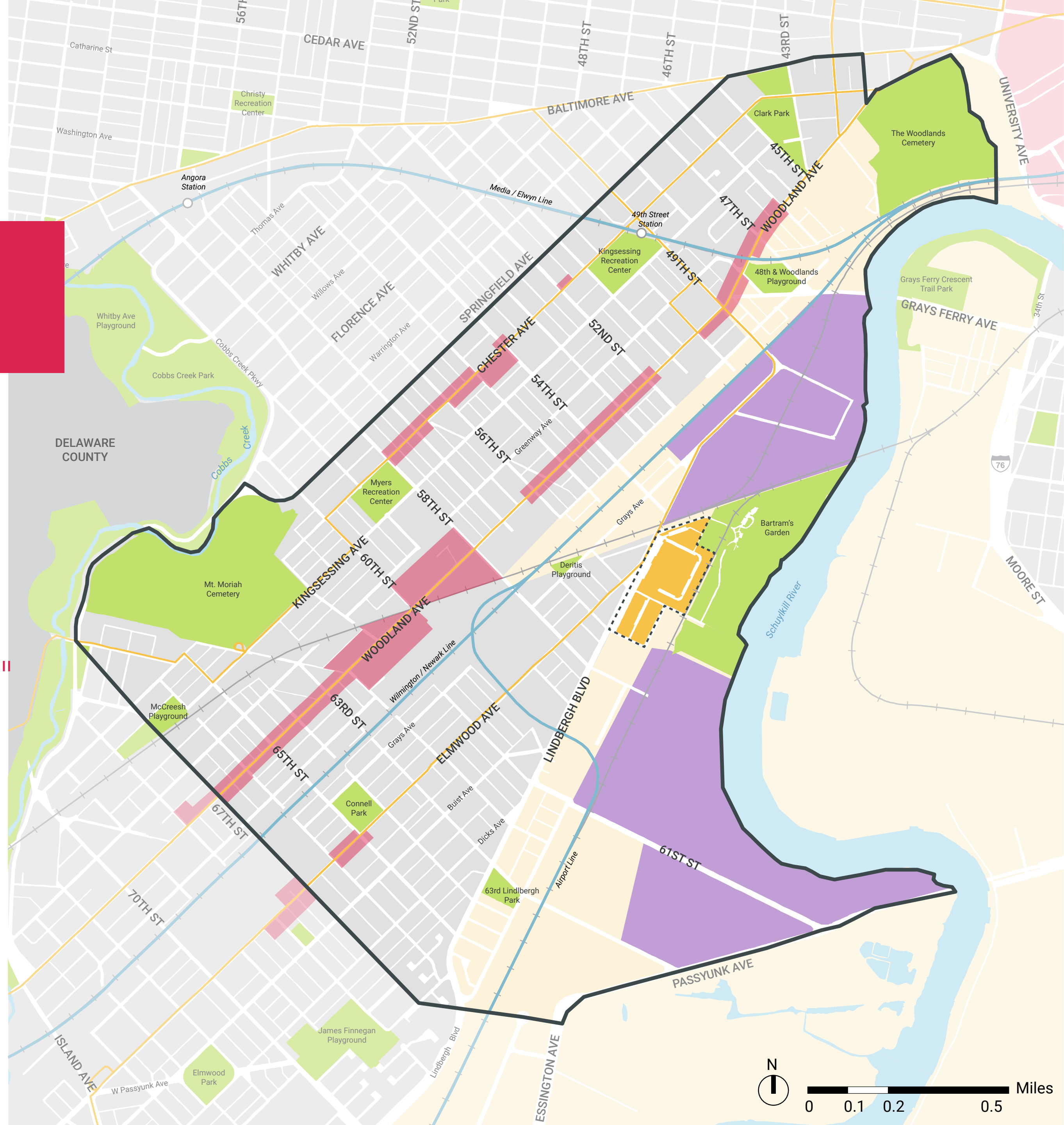
BARTRAM CHOICE

NEIGHBORHOOD PLAN



ECONOMIC DEVELOPMENT SNAPSHOT

-  CN Boundary
-  SEPTA Regional Rail
-  Bartram Village
-  SEPTA Trolley Line
-  Water
-  Current or Formerly Industrial
-  Park / Open Space
-  Commercial Corridor
-  University City
-  LSMP Boundary



BARTRAM CHOICE
NEIGHBORHOOD PLAN

PUBLIC SAFETY

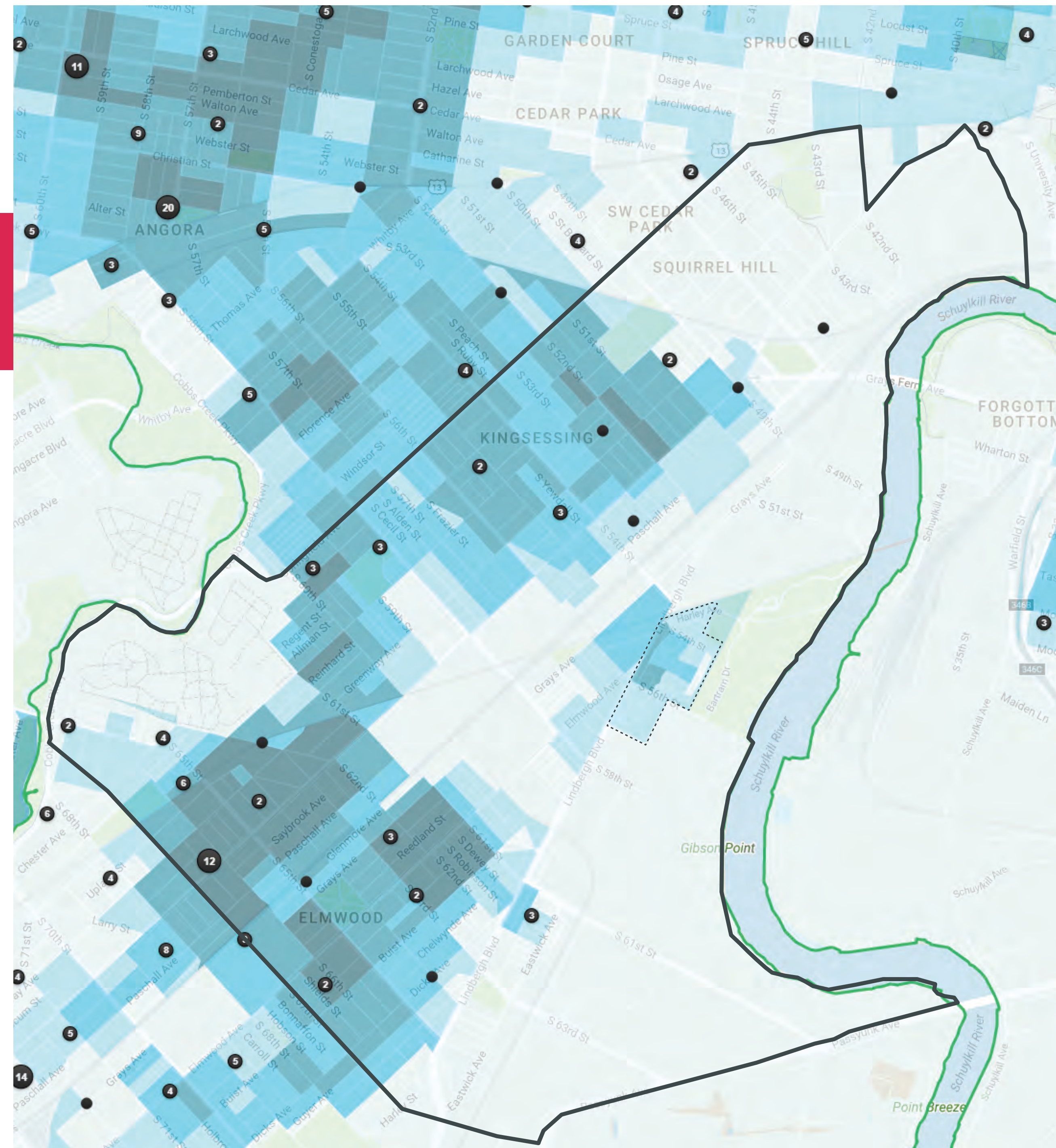
- Plan Boundary
- Bartram Village

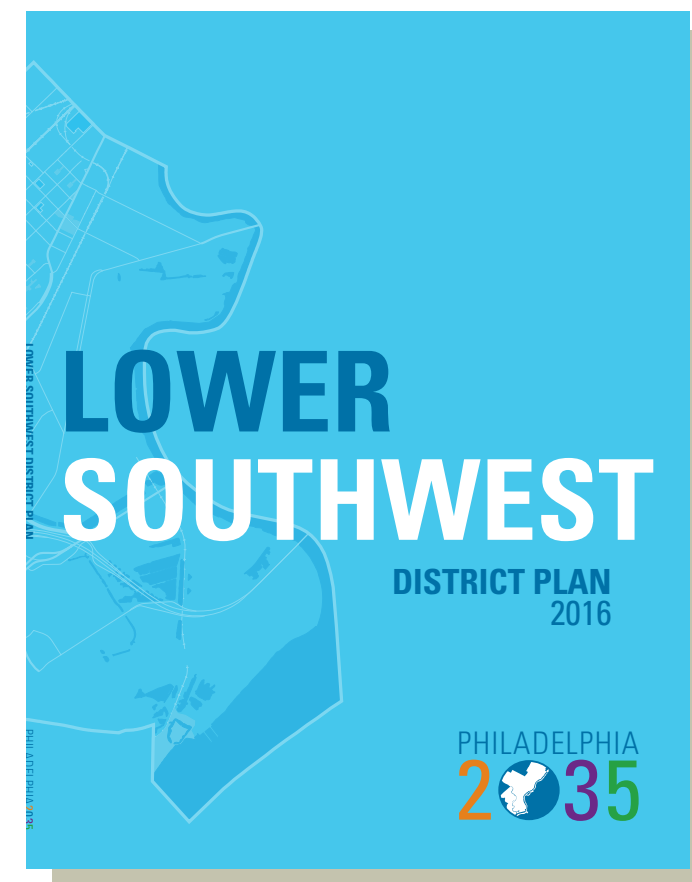
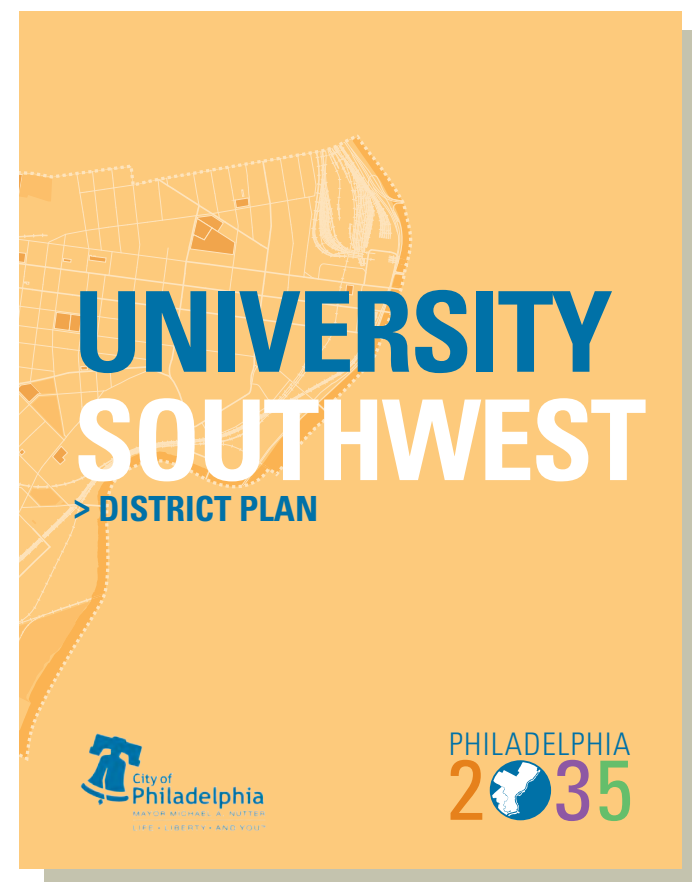


Source: trulia.com (based on municipal crime reports)

BARTRAM CHOICE

NEIGHBORHOOD PLAN





2011

PHILADELPHIA2035
CITYWIDE VISION

*The City's first comprehensive plan in 50 years, Philadelphia2035 is a three-part process that includes the **Citywide Vision; 18 District Plans**; and zoning revisions to the city zoning plan that follow each District Plan.*

2013

LOWER SCHUYLKILL
MASTER PLAN

UNIVERSITY SOUTHWEST
DISTRICT PLAN

The Bartram Choice neighborhood falls within both the University Southwest District and Lower Southwest District.

2016

LOWER SOUTHWEST
DISTRICT PLAN

2017

MODERN TROLLEY
STATION DESIGN GUIDE

**RELATED EFFORTS &
POTENTIAL ALIGNMENTS**

BARTRAM CHOICE

NEIGHBORHOOD PLAN

RELATED EFFORTS & POTENTIAL ALIGNMENTS

UNIVERSITY SOUTHWEST DISTRICT PLAN

- » **Rezone the Lower Schuylkill Industrial properties to better attract research and development, advanced and artisanal manufacturing, and institutional uses**
- » **Improve the Kingsessing Rec Center with repairs, ADA accessibility, and stormwater management**
- » **Extend or create Bartram's Mile and Schuylkill River Trails**
- » **Enhance access to the Schuylkill River**
- » **Improve bicycle and pedestrian connectivity**

LOWER SOUTHWEST DISTRICT PLAN

- » **Create a unified vision for Woodland Ave**
- » **Transit-oriented pedestrian improvements and stormwater management features**
- » **Detailed vision for "focus area" of Woodland and Elmwood corridors**
- » **Repurpose large vacant areas**
- » **Improve safety through traffic calming measures along major streets**
- » **Create new trail connections and enhance trail access**
- » **Evaluate best practices and market feasibility for creating a modern scrap/salvage/recycling district**

PARTNERS ACTING LOCALLY



Driving growth to every corner of Philadelphia



LOWER SCHUYLKILL MASTER PLAN

- » **PIDC's Industrial Land & Market Study (2011) flags the Lower Schuylkill as a key site for industrial revitalization**
- » **Nearly 68% of vacant and underutilized industrial land was concentrated here**
- » **Coordinated City strategy to reposition 3700 acre corridor as 3 modern, competitive business campuses**
- » **Integrate river access & amenities**

LONG TERM IMPACT:

- » \$400M in public investment
- » \$700M in private investment
- » 6M SF of new development
- » 6,000 new jobs
- » 2 miles of new roads
- » 5 miles of new trails
- » Nearly 50 acres of greenspace
- » Over \$50B in total economic impact

FOCUSED INVESTMENT & DEVELOPMENT:

- » Land Acquisition - \$9.4M
- » Private Development - \$56M
- » Gateways - \$3.72M
- » Road Infrastructure - \$16M
- » Public Amenities & Greenspace - \$18M

BARTRAM CHOICE

NEIGHBORHOOD PLAN



PARTNERS ACTING LOCALLY



KEY INITIATIVES



PENNOVATION CENTER

58,000 SF incubator & accelerator with a strategic mix of flex, lab & office space and high-quality amenities

PIDC's role: provided financing for environmental remediation



BARTRAM'S MILE

Construction of a \$6M extension of the Schuylkill Banks recreation trail along the western bank of the Schuylkill River

PIDC's role: Provided riverfront land & supported construction



TRAIL CONNECTOR BRIDGE

\$10M reconstruction of former railroad swing bridge to connect recreation trail across Schuylkill River

PIDC's role: Acquired land from CSX to develop western trail landing



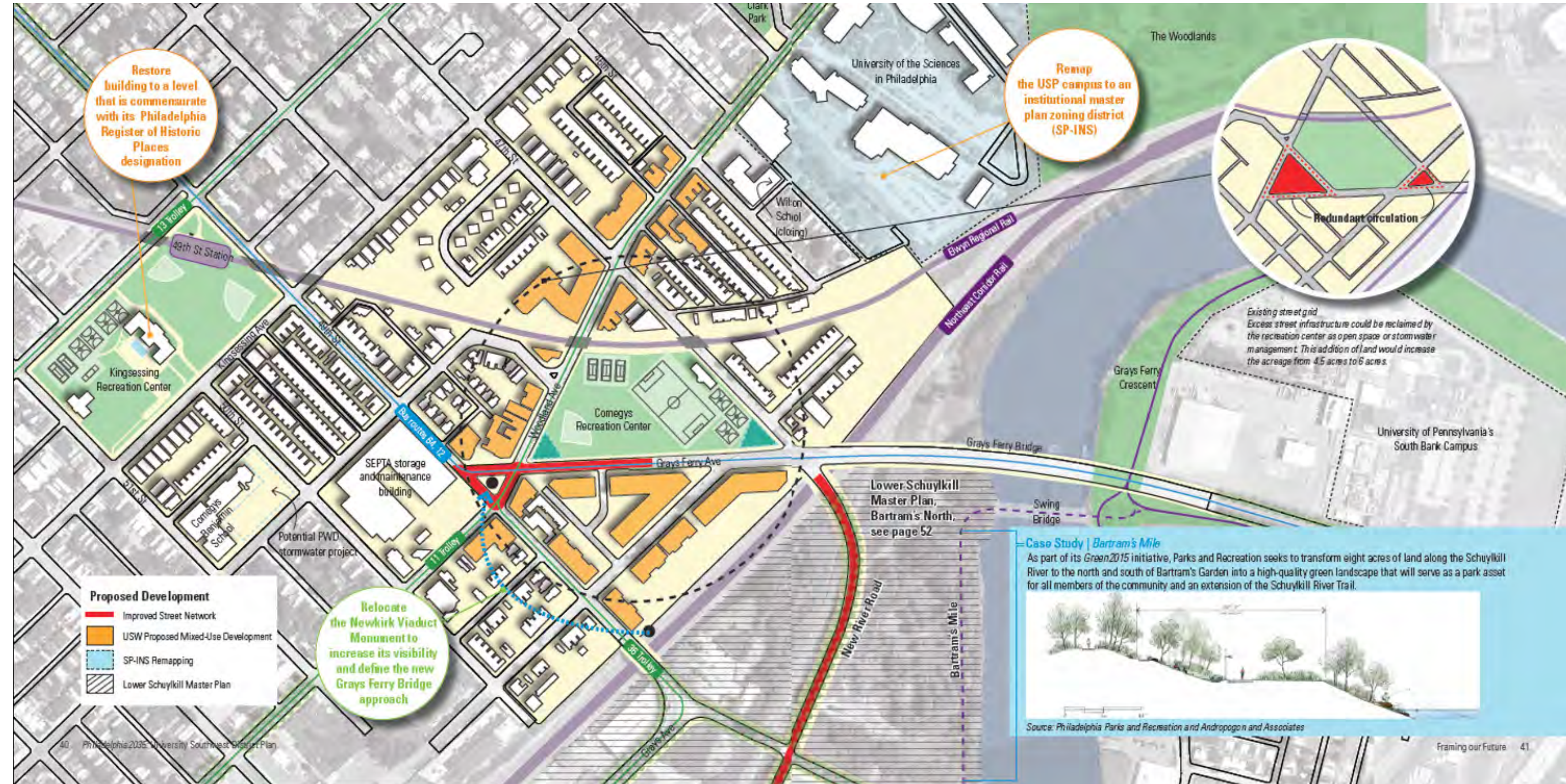
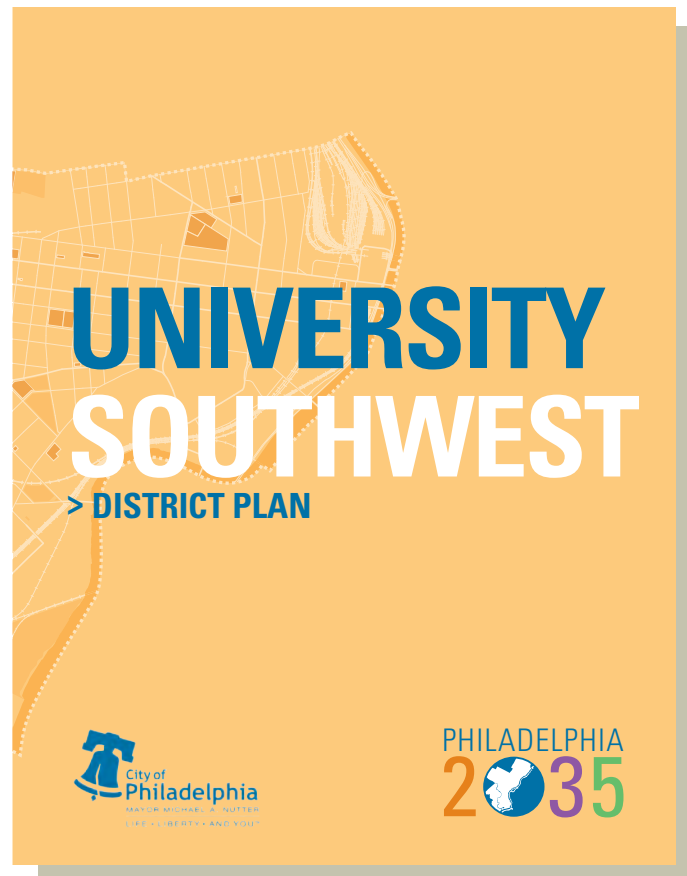
WEST BANK DEVELOPMENT SITES

Assembling 20+ acre sites north & south of Bartram's Garden to support new development & job creation

PIDC's role: Site acquisition, assemblage, & environmental remediation



PARTNERS ACTING LOCALLY



PLAN FOCUS AREA:

- » Woodland Avenue Commercial Corridor
- » 49th and Woodland Recreation Center
- » Connections to the River

BARTRAM CHOICE

NEIGHBORHOOD PLAN



PARTNERS ACTING LOCALLY



EMPOWERING COMMUNITIES:

- » One of CPI's major programs is a 7-week course in the spring & fall that teaches Philadelphia residents about city planning, zoning, and the development process



BARTRAM CHOICE

NEIGHBORHOOD PLAN



PARTNERS ACTING LOCALLY



PHS connects people with horticulture, and together we create beautiful, healthy and sustainable communities.

- » **Manage Green Resource Center in partnership with Bartram's Sankofa Farm**
- » **Connect community gardeners with seedlings and skills to grow food and share harvests**
- » **Promote school gardening and STEM learning at Tilden Middle School and Bartram High School**
- » **Support volunteer-led tree planting and stewardship**
- » **Support the Woodlands' Grave Gardeners program**



BARTRAM CHOICE
NEIGHBORHOOD PLAN

PHA
PHILADELPHIA HOUSING AUTHORITY

POTENTIAL EARLY ACTION ACTIVITIES



PHS LANDCARE PROGRAM

from vacant lots to neighborhood assets

- » PHS manages 12,000 vacant lots—a third of the city’s inventory, totaling more than 16 million square feet of land
- » Partnership with the City’s Division of Housing and Community Development
- » 3,000 parcels maintained by nonprofit community groups
- » Homes near cleaned-and-greened lots increase in value by \$41,000 (avg)
- » Every dollar invested in cleaning and greening increases housing wealth by \$224, a 22,000 percent ROI
- » Results in lower incidents of violence, lower stress, higher exercise rates, lower heart rates
- » Small business incubator
- » 15 local contractors
- » 18 community organizations



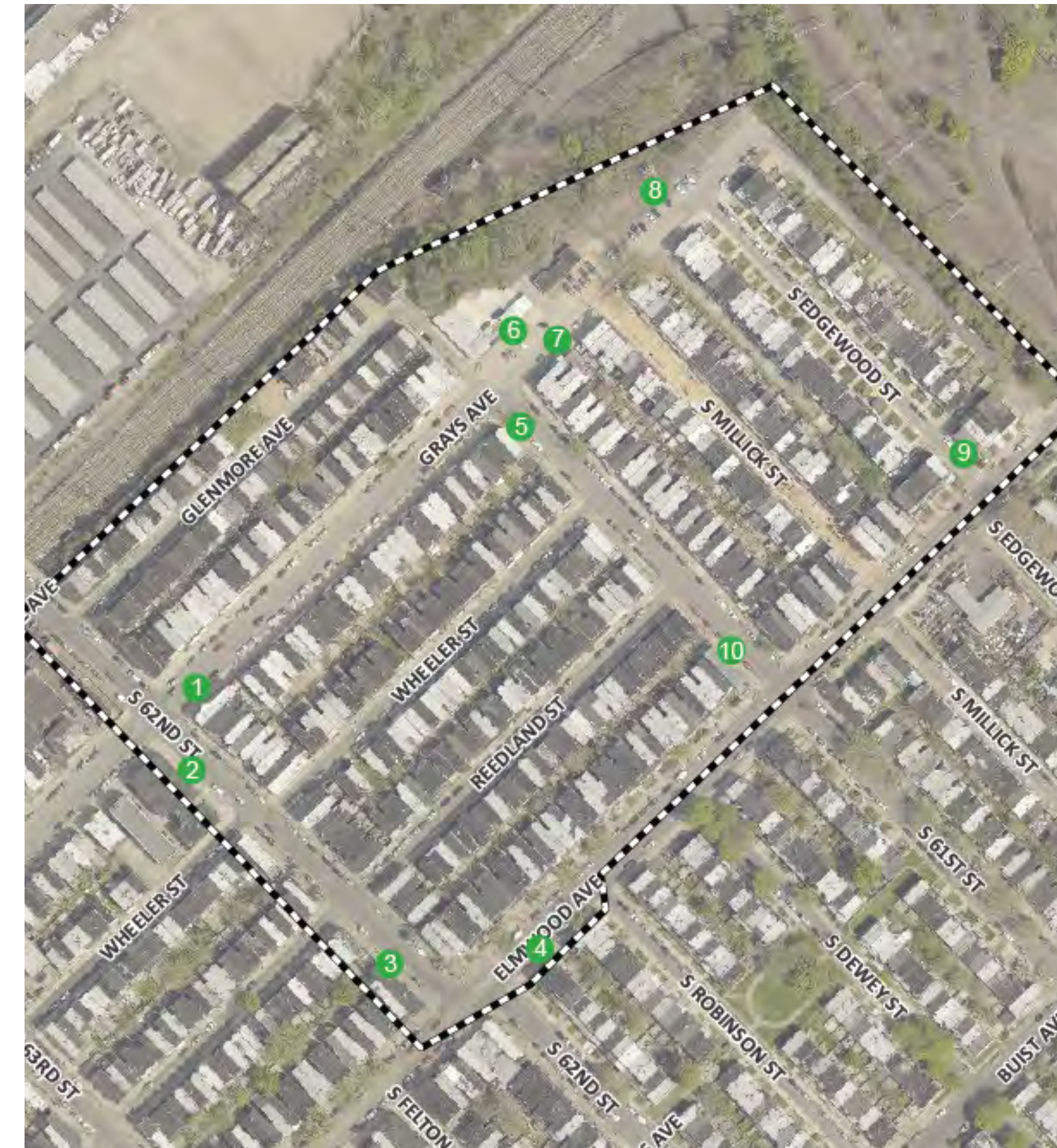
BARTRAM CHOICE

NEIGHBORHOOD PLAN



PARTNERS ACTING LOCALLY

- » Philadelphia Water Department is planning to construct Green Stormwater Infrastructure in the Bartram's Village neighborhood
- » PWD will analyze the area and identify stormwater management opportunities, and engage the community in that process
- » Green Stormwater Infrastructure captures rainwater runoff and infiltrates it back into the soil
- » PWD's stormwater management program will meet Clean Water Act water quality requirements over 25 years, 2011-2036



BARTRAM CHOICE

NEIGHBORHOOD PLAN



PARTNERS ACTING LOCALLY

During 2018 and 2019, PWD will plan and design:

- » ~50 stormwater management systems in the neighborhood
- » Stormwater trees
- » Stormwater bumpouts
- » Stormwater planters



PARTNERS ACTING LOCALLY



BARTRAM'S GARDEN



Southwest Roots

Nature, Neighbor, Narrative

CURATOR:
Sarah Schultz

MURAL ARTS MANAGERS:
Judy Hellman
Aislinn Pentecost-Farren

COMMUNITY LIASION:
Sophia Poe

BARTRAM DIRECTOR:
Maitreyi Roi

BARTRAM MANAGERS:
Zach Webber
Justin DiBerardinis

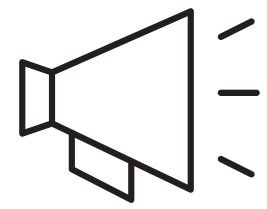


BARTRAM CHOICE

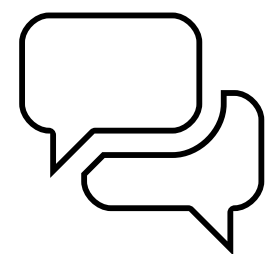
NEIGHBORHOOD PLAN



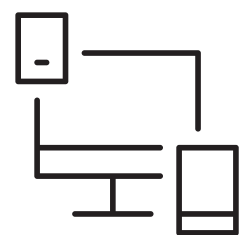
NEXT STEPS



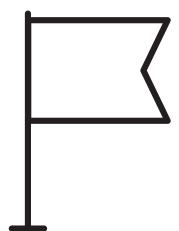
Look out for Neighborhood Task Force meeting invites



The Needs Assessment will be launching in June



Go to www.bartramchoice.com for updates and materials



Let us know if there are other stakeholders who should be involved

BARTRAM CHOICE

NEIGHBORHOOD PLAN



THANK YOU!

BARTRAM CHOICE

NEIGHBORHOOD PLAN

