



**Memorandum
Strategic Planning and Policy Division**

Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner
From: Mark Wheeler, Strategic Planning
Date: July 8, 2011
RE: Summary of Findings – West Park Capital Facilities (draft 1)

The West Park District has a total of 77 City-managed fixed assets collectively known as capital facilities. The term "capital facility" denotes an expenditure on the site from the City's Capital Budget Program, which is indented to direct public funds towards physical and technological investments in City buildings, facilities and assets. Since there is no definitive asset management system within City government, the Capital Budget Program (CBP), and related databases, is the best resource for identifying the vast majority of City-owned assets. However if a site was acquired by the City without a CPB expenditure logged in the accounting system, the asset is subsequently not tracked within CBP databases. Strategic Planning has attempted to include all potential City-owned fixed asset facilities in the West Park District Plan assessment and as a result the facilities identified in this summary, and associated maps, may differ from other lists of "capital facilities" identified in other Planning Commission or City agency reports.

Under *Philadelphia2035* capital facilities are generally divided into two categories: community-serving and municipal-serving. Community-serving facilities provide services to directly the public and include libraries, playgrounds, and museums. Municipal-serving facilities support City government operations such as administrative offices and garages and utilities infrastructure such as water treatment plants or transfer stations.

This summary is divided into several sections to highlight known and projected expenditures on capital facilities, and available energy consumption values and costs to the City.

Past Expenditures by Capital Facility

Expenditures on facilities within West Park from fiscal year 2000 to 2010 were reviewed to determine if any pattern in spending was occurring that would identify a particular need or issue with a facility. The data provided by the Office of the Budget does not illuminate any patterns, or repeated expenditures for the same feature, such as a roof or HVAC system. In fact, spending on capital facilities appears to be quite minimal within the District. Of the 77 facilities identified, only 18 received capital dollars for hard cost projects (e.g., physical improvements, interior or exterior work) totaling over \$2,252,000. Of this total, \$1.2 million was specific to the Neill Drive water pumping station. Since multimillion dollar projects for water or wastewater projects are not atypical for any municipality this amount which is more than half the capital dollars spent in the District over ten years reflects the fact that not all municipal capital costs can be weighed equally. The expenditures evaluated in this analysis excluded soft costs including Capital Budget Office salaries, professional services for designs, assessments, project management, office supplies, acquisition services, and miscellaneous professional services).

Putting these expenditures into context is difficult. The City does not conduct routine facility assessments nor does any department maintain a database on building conditions (e.g., square footage, age of HVAC equipment, age of roof, etc.), which would readily allow for comparisons and evaluation of structures based on life cycles and known benchmarks for performance. Although Planning staff did perform field surveys in May 2011, and found facilities to be in relatively good condition, these casual observations do not produce the comprehensive data needed for a thorough facility assessment. What is generally known is that for several decades Capital Program dollars have been expended on deferred maintenance of facilities rather than on investments that would otherwise facilitate expansion or enhancement of services at these facilities.

Given the large quantity of park and recreation related facilities in the West Park District, it is possible to compare Capital Program expenditures citywide on these types of assets to those within the District.

From 2000 to 2010, \$229,476,910 was spent in hard costs citywide on capital projects for parks, playgrounds, historic houses, and recreation facilities compared to \$507,506 on ten facilities in West Park. Broken out over 10 years that is roughly \$5,000 per building per year.

Community Serving			
Parks and related assets, Playgrounds, Recreation Centers			
Site	Type of Expenditure	Total Spent	Years Spent
ANDERSON, JOHN C. REC CENTER	EMERG FIRE SAFETY EQUIP, SPRINKLERS	\$51,000.00	FY08
BELMONT BALLFIELD BUILDING	SITE DRAINAGE & PREP-PROF SRV	\$21,550.00	FY02, FY03
CLAYBORN-LEWIS PLAYGROUND	GENERAL BUILDING CONSTRUCTION	\$11,619.26	FY00
CONESTOGA COMMUNITY PLAYGROUND (1)	PLAYGROUND IMPROVEMENTS/EQUIPMENT	\$10,000.00	FY01
CONSHOHOCKEN & WINDEMERE PLAYGROUND	LANDSCAPING	\$56,348.50	FY10
EAST PARKSIDE TOT LOT	HVAC	\$15,750.00	FY04
PARKSIDE EVANS RECREATIONAL CENTER	LANDSCAPING	\$14,975.00	FY09
ROSE PLAYGROUND	EXTERIOR - GENERAL BUILDING CONSTRUCTION	\$111,371.41	FY10
CATHOLIC FOUNTAIN	STRUCTURES	\$24,946.27	FY09
JAPANESE HOUSE	LAND & EASEMENT ACQUISITION	\$190,000.00	FY00
	<i>Subtotal Parks and Recreation Related</i>	<i>\$507,560.44</i>	
ZOO	PARKNG FACIL/GARAGES	\$61,346.00	FY02
	<i>Total Community Serving Sites</i>	<i>\$568,906.44</i>	
Municipal Serving			
Site	Type of Expenditure	Total Spent	Years Spent
BELMONT WATER PUMPING STATION	WATER TREATMENT FACIL IMPROVEMENTS	\$58,050.00	FY00, FY01
BELMONT WATER TREATMENT PLANT	HVAC	\$144,810.00	FY10
FUEL SITE 138-715 CHAMOUNIX ST	COMMUNICATION CONTROL EQUIPT/WIRING	\$2,500.00	FY02
FUEL SITE 150-48TH & PARKSIDE	COMMUNICATION CONTROL EQUIPT/WIRING	\$816.20	FY02
GARAGE 282-CAR BARN FAIRMOUNT PARK	ELECTRICAL CONTROL EQUIPMENT/WIRING	\$22,947.42	FY00
NEILL DRIVE PUMPING STATION	WATER/SEWER PUMPING STATION IMPROVE	\$1,263,988.29	FY03, FY04
RECYCLING CENTER COMPLEX	INTERIOR BUILDING FIXTURES	\$190,000.05	FY09
	<i>Total Municipal Serving Sites</i>	<i>\$1,683,111.96</i>	
GRAND TOTAL, ALL SITES		\$2,252,018.40	

Projected Expenditures by Capital Facility

In examining the latest CBP for fiscal year 2012, it's possible to identify projects within the District that have been budgeted for the next six years. These estimates are not a guarantee that the projects will occur at all with the fiscal years identified, or be completed as described. These are projected expenditures only for priority projects approved for allocation under the FY2012-2017 Capital Program (see table below).

Site	Estimated Expenditure	Total	Fiscal Years
Engine 16	Mechanical, electrical and plumbing restorations	\$165,000	
Belmont Water Treatment Plant	Plant improvements	\$60,361,000	FY12-FY17
Zoo Grounds	Upgrade security, fire, and communication systems	\$200,000	FY14
Wynnefield Library	Interior and exterior improvements	\$390,000	FY13
Letitia Street House	Fairmount Park restoration work	\$230,000	FY12-FY17
Japanese House	Fairmount Park restoration work	\$50,000	FY13
Mann Music Center	Fairmount Park restorations	\$230,000	FY12-FY17
Horticultural Center	Glaze greenhouses and improve roadway lighting	\$730,000	FY13-FY17
Garage 282-Carbarn	Repave vehicle parking area	\$130,000	FY12-FY17
Carbarn Complex	Fairmount Park restorations	\$230,000	FY12-FY17
GRAND TOTAL OF PROJECTED CAPITAL EXPENDITURES		\$62,716,000	

The only facilities that appear in both tables of past expenditures and project expenditures are: Garage 282 - Carbarn; and Japanese House. The past and projected expenditures for these facilities appear to be entirely unrelated.

Energy Costs and Consumption

In 2010 the Mayor's Office of Sustainability (MOS) began entering all City utility bills in a single database designed for energy tracking and consumption analysis including greenhouse gas statistics. The project is still within development strategies, but data for fiscal year 2010 is available. Not every facility has an associated record in the MOS energy database. This may be due to the fact that multiple fixed assets are on one bill. There is also an issue in that utility bills are associated to a specific address, and to capital facility identification code, and because a utility address may differ from the one on record by the Budget Office for a capital facility, energy consumption records for some capital facility cannot be accurately identified.

Energy costs are best understood within the context of building size per square foot, and consumption benchmarks for the building type. Building square footage data is not readily available, and estimates were made from proxy sources including building foot prints. MOS is working on preparing benchmarks for each facility type so that costs and consumption metrics may be better understood. See table below.

Within West Park, energy costs are fairly consistent when comparing one building to another within the same category (e.g., Libraries). The exception is with historic houses. Energy costs at the Belmont Mansion and Cedar Grove House are as much as the larger recreational facilities, and more than the two libraries in the District. Both houses were determined to be in use by Planning staff during a May 2010 field survey. Overall, the energy costs for all historic houses are higher than for playgrounds.

Facility	FY10 Energy Cost	Consumption mMBTU	Building SQFT (estimate)	Energy Cost per SQFT	mMBTU per SQFT
Community Serving Facilities					
<i>Historic Buildings</i>					
BELMONT MANSION	\$24,341	1,232	5,587	\$4	0.22
CEDAR GROVE HOUSE	\$35,915	255	1,653	\$22	0.15
CHAMOUNIX CARRIAGE HOUSE	\$9,848	251	2,974	\$3	0.08
CHAMOUNIX MANSION	\$5,653	154	3,300	\$2	0.05
GOLDEN AGE BUILDING	\$8,021	364	4,133	\$2	0.09
RIDGELAND MANSION	\$9,848	251	2,505	\$4	0.10
SWEETBRIAR MANSION	\$9,006	410	2,270	\$4	0.18
JAPANESE HOUSE	\$372	6	3,694	\$0	0.00
Average	\$12,876	365			
Libraries					
OVERBROOK PARK LIBRARY	\$26,733	1,255	12,888	\$2	0.10
WYNNEFIELD LIBRARY	\$26,079	1,271	13,586	\$2	0.09
Average	\$26,406	1,263			
<i>Parks, Playgrounds, Sports Fields</i>					
MORRIS PARK	\$7,729	126	3,694	0	0.00
CLAYBORN-LEWIS PLAYGROUND	\$2,902	206	11,864	1	0.05
CONSHOHOCKEN & WINDEMERE PLAYGROUND	\$371	5	N/A	N/A	N/A
FORD ROAD PLAYGROUND	\$7,814	223	126,600	0	0.00
ROSE PLAYGROUND	\$3,245	135	N/A	N/A	N/A
CONESTOGA PLAYGROUND (1)	\$5,500	269	N/A	N/A	N/A
BELMONT BALLFIELD BUILDING	\$650	16	3,661	\$0	0.00
CHAMOUNIX TENNIS FACILITY	\$2,854	76	N/A	N/A	N/A
Average	\$3,883	132	36,455	\$0	0.01
Performance Centers					
MANN MUSIC CENTER	\$95,084	2,346	6,060	\$1.59	0.09

<i>Recreation Centers</i>					
ANDERSON, JOHN C. REC CENTER	\$48,643	2,704	48,557	\$1.96	0.05
BOCCE BUILDING	\$9,636	570	0	N/A	N/A
CAROUSEL HOUSE	\$52,018	2,652	14,790	\$1.38	0.05
PARKSIDE EVANS REC CENTER	\$7,321	316	N/A	N/A	N/A
Average	\$29,405	1,561			
<i>Municipal-Serving Facilities</i>					
BELMONT WATER PUMPING STATION	\$1,055,647	66,803	N/A	N/A	N/A
BELMONT WATER TREATMENT PLANT	\$249,798	17,435	N/A	N/A	N/A
ENGINE 16 FIRE DEPT	\$14,925	784	N/A	N/A	N/A
FORD ROAD PUMPING STATION	\$6,342	190	12,888	\$2	0.10
GREENLAND GREENHOUSES	\$2,337	69	2,974	\$3.31	0.08
HORTICULTURAL CENTER BUILDING MAINTENANCE SHOP	\$103,525	9,504	3,300	\$1.71	0.05
RECYCLING CENTER COMPLEX	\$2,854	76	39,909	\$2.59	0.24
THE SHEEPHOUSE	\$17,406	585	2,270	\$3.97	0.18
	\$15,922	594	3,661	\$0.18	0.00
Average	\$163,195	10,671			

For further comparison the average energy cost in FY2010 for:

- Fire Engines - \$8,713
- Recreation Centers - \$19,705
- Parks/Playgrounds - \$4,336

Community Serving Facility Use

Service boundaries and Census demographics pertaining to the use within the District of the recreation centers and neighborhood parks is under development.

Community Gardens

Community gardens are not included in Strategic Planning's definition of capital facilities, but community gardens are of increasing interest and may take place on City owned property. An assessment of 2010 community gardening data collected from Philadelphia Parks and Recreation, Pennsylvania Horticultural Society, and PennPraxis indicates that there are three (3) community gardens known to be operating in West Park.

- 4300 Monument Road
- 4200 Viola Street
- Carousel House, Rec Center

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Memorandum
Strategic Planning and Policy Division

Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner

From: Jametta Johnson, Strategic Planning

Date: July 8, 2011

RE: **Demographics** Analysis

Summary:

Based on an analysis of Census data between 1980 and 2010, general conditions in the West Park Planning District appear to be in transition. Over the thirty year period population in the area declined 12.6%. The total number of housing units in the area declined 3%. The housing occupancy rate declined from 90% in 1980, to 88% in 2010. The housing vacancy rate increased from 10% in 1980, to 12% in 2010. During this time the homeownership rate decreased from 51.7% in 1980, to 49.4% in 2010. The rental occupancy rate increased from 48.3% in 1980, to 50.6% in 2010. The majority of the housing units in the area were built in 1949 or before (49%). The West Park area has maintained an above average percentage of one-person households. In 2010, 41.34% of all households in the West Park area were one-person, compared to 34.1% citywide. Between 1980 and 2000, the West Park area had an above average percentage of female-headed households. However in 2010, the percentage of female headed households declined (57%) to just 22.2%, from 49.6% in 2000. Over the past thirty years, the population 65 and older has declined 31.8%, comprising just 15% of the total population in 2010. The population under the age of 20 years has decreased 6%, comprising 24% of the total population in 2010. The majority of the population in the West Park Area continues to be in the 20 to 44 age cohort (36.1%). During this time the 45 to 64 age cohort has steadily increased, comprising 24.7% of the population in 2010. The West Park area has maintained some positive indicators with an above average rate of college graduates and a below average unemployment rate. Although the poverty rate in the West Park area has increased area (*particularly in census tracts 110 & 111*), median household incomes in most census tracts within the district have increased, along with vehicle ownership.

Population

The West Park Planning District

- In 1980 the total population in West Park was 49,750. Between 1990 and 2000 there was a minor decrease in the total population(-0.76%) from 47,956 people to ,47,592 people in 2000., Between 2000 and 2010 population in the area continued to decrease another -8.69% to a total of 43,454 people.
- As of 2010, 19.4% of the total population in West Park was white, down from 27.2% in 2000, 39.7% in 1990, and 48.8% in 1980.
- Citywide, as of 2010 only 41% of the total population was white, down from 45% in 2000 53.5% in 1990 and 58.2% in 1980

- Over the past 30 years Black population in the West Park area has steadily increased from, 49.9% in 1980, to 57.6% in 1990, to 66.4% in 2000, to a high of 73.7% in 2010.
- Citywide, black population has grown modestly, from 37.8% in 1980, to 39.8% in 1990, to 43.2% in 2000. In 2010, 43.3% of the total population was black.
- As of 2010, 3.3 % of the total population in West Park was Asian, up from and 3.2% in 1990, and 1.9% 1980.
- Citywide, in 2010, 6.3% of the total population was Asian, up from 4.4% in 2000, 2.7% in 1990 and 1.1% in 1980.
- In 1980, Latinos comprised just 0.80%% of the total population West Park. By 1990 that number increased to 1.27% and 1.96 in 2000. As of 2010, Latinos comprise 2.63% of the total population in the West Park area.
- Citywide, in 2010, 12.2% of the total population is Latino, up from 8.5% in 2000, 5.6% in 1990, and 3.8% in 1980.

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Population (continued)

- In 1980 and 1990, 4.4% of the population West Park lived in group quarters, while 95.6% of the population lived in households. In 2000, the percentage of population living in group quarters was 8%, with 92% of the population living in households. As of 2010, the population living in group quarters decreased 7%, with 93% of the population living in households.
- Citywide just 3.6% of the total population lived in group quarters as of 2010 and 2000. In 1990 2.8% of the total population lived in group quarters, and in 1980, 2.1%% of the total population lived in group quarters.

Housing

- Total housing units in the West Park area declined slightly (-3 %) between 1980 and 2010, from 21,820 units in 1980, to 21,938 units in 1990, to 21,901 units in 2000, to 21,145 total housing units in 2010.
- Between 1980 and 2010, the number of occupied housing units (households) in West Park decreased -6 %, from 19,726 households in 1980, to 19,701 households in 1990, to 19,480 households in 2000, to 18,513 households in 2010. This decrease is consistent with 12.6% decrease in population that occurred in the area between 1980 and 2010.
- In 1980, the housing occupancy rate in West Park was 90%, with a 10% vacancy rate. In 1990 it was 89.8%, with a 10.2% vacancy rate. In 2000, the occupancy rate declined to 89%, with a housing vacancy rate of 11%. In 2010, the occupancy rate was 88%, with a vacancy rate of 12%.
- Citywide, the housing occupancy rates was 90.5% in 1980, 89.4% in 1990, 89.1% in 2000, and 89.4%% in 2010.
- In 1980, the renter occupancy rate in the West Park area was 48.30 %, with homeowner occupancy rate of 51.7%, compared to a citywide renter occupancy rate of 39% and a homeownership rate of 61%.
- In 1990 the renter occupancy rate was .47.4%, with 52.6% homeowner occupancy rate, compared to a citywide renter occupancy rate of 38.1% and a homeowner occupancy rate of 61.9%. In 2000, the renter occupancy rate in West Park increased to 49.6 %, as homeowner occupancy decreased to 50.4%. .The citywide renter occupancy rate was 40.7%, with a homeowner occupancy rate of 59.3%,
- In 2010 the renter occupancy rate in West Park, was 50.6%, with a homeowner occupancy rate of 49.4%.Citywide the 2010 renter occupancy rate was 45.9%, with a homeowner occupancy rate of 54.1%.
- As of 2010, 30% of all homeowners in West Park were senior citizens compared to a citywide rate of 27.2%.
- In 2000, 31.8 % of all homeowners in West Park were senior citizens compared to a citywide rate of 30.06%.
- In 1990, 31.9 % of all homeowners in West Park were senior citizens compared to a citywide rate of 31.3 %.
- In 1980, 23.9% of all homeowners in West Park were senior citizens compared to a citywide rate 27.09 %.

Housing (continued)

- In 2010, the average household size in West Park was 2.19 persons compared to a citywide average household size of 2.44. In 2000 the average household size in West Park was 2.25 persons per household, compared to a citywide average of 2.48. In 1990 the average household size in West Park was 2.33 persons compared to a citywide average of 2.56 persons. In 1980 the average household size in West Park was 2.41 persons per household, compared to a citywide average of 2.66.
- One-person households have steadily increased citywide, and in the West Park area. In 1980, 28.8% of all households in the City were one-person households, compared to West Park where 35 % of all households had one-person. By 1990, 31.9% of all citywide households were one-person compared to 38% in the West Park area. By 2000, West Park had 40.4% one-person households, compared to the citywide percentage of 33.8%. In 2010, 41.34% of all households in West Park were one-person households, compared to 34.1% citywide.
- Between 1980 and 2000, the West Park Area had above average percentage of female headed households. In 1980, 40.7% of all households in the West Park area were female headed, compared to 18.5% citywide.
- In 1990, 44.6% of all households in the West Park area were female headed, compared to 20.2% citywide.
- In 2000, 49.6% of all households in the West Park area were female headed, compared to 22.25% citywide.
- In 2010 the percentage of female headed households in the West Park area decreased to just 22%, which is consistent with the citywide rate of 22.5%.
- In the West Park area 31% of all housing units were built before 1939, compared to 38.9% of housing units citywide.
 - 18% of the units in West Park were built between 1940 and 1949;
 - 20% between 1950 and 1959;
 - 11.8% between 1960 and 1969;
 - 7.6% between 1970 and 1979;
 - 5.6% between 1980 and 1989;
 - 2.7% between 1990 and 1999;
 - 1.3% between 2000 and 2004; and
 - 1% in 2005 or later.
- Five percent (5%) of the units in the West Park area were built in 1990 or later, compared to 4% of citywide.

Age

- There was a slight decrease in the population under 20 years of age between 1980 and 2010, in the West Park area, while the population 65 years and older experienced a sharper decline.
- In 1980, 25.3 % of the total population in the West Park area was under 20 years of age, compared to 29.6 % citywide.
- In 1990, the percentage of the total population in West Park under 20 years old, decreased to 23.3 %, compared to 26.9% citywide.
- In 2000, the percentage of population under the age of 20 increased to 25.8%, compared to 28.5% citywide.
- As of 2010, 24% of the total population in West Park was under 20 years old, compared to 26.3 % citywide.

Age (continued)

- In 1980, 19.2% of the total population in West Park was 65 years and older, compared to 14.06 % citywide.
- In 1990, 18.6% of the total population in West Park was 65 years and older, compared to 15.18% citywide.
- By 2000, 16.7% of the total population in West Park was 65 years and older, compared to 14.08% citywide.
- As of 2010, 15% of the total population in West Park was 65 years and older, compared to 12.1% citywide.
- The largest percentage of the total population in the West Park area continues to be the population aged 20 to 44 years old. This is consistent with citywide trends.
- In 1980, 34 % of the total population in West Park was 20 to 44 years old, compared 34.8% citywide.
- In 1990, 39%, of the total population in West Park was 20 to 44 years old, compared 39.4% citywide.
- In 2000, 37.3%.of the total population in West Park was 20 to 44 years old, compared 37% citywide.
- By 2010, 36% of the total population in West Park was 20 to 44 years old, compared to 38.1 % citywide.
- In 1980, 21.5 % of the total population in the West Park area was aged 45 to 64, compared to 21.4% citywide.
- In 1990 18.9% of the total population in the West Park area was aged 45 to 64, compared to 18.3% citywide.
- In 2000, 20% of the total population in the West Park area was aged 45 to 64, compared to 20.2% citywide.
- In 2010, 24.7% of the total population in the West Park area was aged 45 to 64, compared to 23.4 % citywide.

Educational Attainment

- In 1980, 64% of the total population 25 years and older, living in the West Park area, had just a high school diploma, compared to 33.9% citywide.
- In 1990, 31.4% of the total population 25 years and older, living in the West Park area, had just a high school diploma, compared to 32.9% citywide.
- In 2000, 27.4% of the total population 25 and older, living in the West Park area, had just a high school diploma, compared to 33.3% citywide.
- In 2009, 27.6% % of the total population 25 and older, living in the West Park area, had just a high school diploma, compared to 35.9 % citywide.
- In 1980, 16.2% of the total population 25 years and older, living in the West Park area, had 4 years or more of college, compared to 11.08% citywide.
- In 1990, the number of college graduates in the West Park area increased to 22.7% of the total population 25 years and older, compared to 15.2% citywide.
- In 2000, 27% of the total population 25 years and older, living in the in the West Park area, had 4 years or more of college, compared to 17.8% citywide.
- In 2009, the number of college graduates in the West Park area increased to 30.2 % of the total population, compared to 22 %citywide.

Employment

- In 1980, West Park had an unemployment rate of 9.5%, compared to the citywide unemployment rate of 11.4%.
- In 1990, West Park had an unemployment rate of 9%, compared to the citywide unemployment rate of 9.7%.
- In 2000, the unemployment rate in the West Park area increased to 10.9 %, which was consistent with the citywide unemployment rate at that time.
- In 2009, West Park had an unemployment rate 9.6 %, compared to the citywide unemployment rate of 12.1%.

Income

- In West Park median household incomes are as follows:

Census Tract	Median HH Income 1979	Median HH Income 1989	Median HH Income 1999	Median HH Income 2009
97	\$17,750	\$41,250	\$36,094	n/a
98	\$16,468	\$29,397	\$39,849	\$49,000
98.01				
98.02				
99	\$43,661	\$75,000	\$106,723	\$56,250
110	\$7,617	\$16,175	\$19,464	\$22,616
111	\$8,724	\$13,925	\$22,765	\$23,337
116	\$14,098	\$34,697	\$35,000	\$68,136
375				
117	\$22,146	\$48,060	\$53,047	\$51,250
118	\$17,376	\$37,167	\$41,044	\$41,397
119	\$14,479	\$26,896	\$28,507	\$39,050
120	\$18,301	\$38,929	\$44,954	\$36,908
121	\$15,693	\$27,331	\$32,925	\$39,643
122	\$12,118	\$21,039	\$28,861	\$33,702
122.01				
122.03				
122.04				
123	\$40,651	\$6,065	n/a	n/a
9808				
Citywide	\$30,289	\$32,968	\$30,746	\$36,669

- As of 1979, West Park median household incomes ranged from \$7,617 in Census Tract 110 to \$43,661 in Census Tract 99. The citywide median household income was \$30,289.
- As of 1989, West Park median household incomes ranged from \$ 6,065 in Census Tract 123 to \$75,000 dollars in Census Tract 99. The citywide median household income was \$32,968.

Income (continued)

- As of 1999, West Park median household incomes ranged from \$ 19,464 in Census Tract 110 to \$106,723 in Census Tract 99. The citywide median household income was \$30,746
- As of 2009, West Park median household incomes ranged from \$22,616 in Census Tract 110 to \$68,136 in Census Tract 116. The citywide median household income was \$36,669.

Poverty

- As of 1979, the poverty rate in West Park was 16.7 %, compared 20.6% citywide.
- As of 1989, the poverty rate in West Park was 17.3%, compared 19.7% citywide.
- As of 1999, the poverty rate in West Park was 21%, compared 22.1% citywide.
- As of 2009, the poverty rate in West Park was 22.3%, compared 24.2% citywide.

Vehicles

- As of 1990, 33% of all households in West Park did not have a car, compared with 38.1% citywide.
- As of 2000, 30% of all households in West Park did not have a car, compared with 35.7% citywide.
- As of 2009, 27.3% of all households in West Park did not have a car, compared with 32.9% citywide.

West Park District Plan – Economy

Philadelphia2035 Goals/Objectives/Strategies

- ❖ 1.1 Promote strong and well-balanced neighborhood centers
 - 1.1.2. Strengthen neighborhood centers by developing viable commercial corridors
 - 1.1.1.c. Support commercial infill development and rehabilitation through ...incentives
 - 1.1.1.e. Limit development of new auto-oriented commercial centers to strategic locations that complement the overall vitality of surrounding neighborhoods.
- ❖ 2.1 Support the growth of economic centers
 - 2.1.3 Encourage the growth and development of both existing and emerging Regional Centers
 - 2.1.3.a. Strengthen the City Avenue Regional Center ... cooperation with Lower Merion to increase use of transit, upgrade walkability, and attract complementary job-creating uses.
- ❖ 2.2 Target industrial lands for continued growth and development
 - 2.2.1 Ensure an adequate supply and distribution of industrially-zoned land.
 - 2.2.1.a. Align industrial zoning to areas with active industrial users and good highway, freight, and labor access.
 - 2.2.1.b. Modernize transportation and utilities to support competitive industry.
 - 2.2.1.c. Use industrial land management techniques for ... “Industrial Protection Areas.”
 - 2.2.2 Reposition former industrial sites for new users
 - 2.2.2.a Develop transition plans for obsolete industrial sites and districts, preserving industrial heritage where appropriate
 - 2.2.2.b Rezone obsolete industrial sites for neighborhood-compatible redevelopment.
 - 2.2.2.c Apply industrial mixed use zoning in transitioning areas.
 - 2.2.2.e Provide environmental remediation ... and site assemblage ... for industrial sites.
- ❖ 2.3 Grow Philadelphia’s strong institutional job sectors
 - 2.3.1. Encourage institutional development and expansion through policy and care consideration of land resources.
 - 2.3.1.a Require creation of a campus plan
- ❖ 2.4 Develop tourism and creative economy into leading economic sectors
 - 2.4.1 Maintain Philadelphia’s strong role in the national and international tourism market.
 - 2.4.1.a Continue to seek and host national and international visitor events.
 - 2.4.1.b Encourage development of hotel rooms to support expanding markets.
 - 2.4.1.c Improve hospitality and visitor facilities and services.
 - 2.4.2 Provide ample resources to cultural institutions to enrich the City’s quality of life
- ❖ 3.1 Manage and reduce vacancy
 - 3.1.1 Centralize ...return publicly owned vacant parcels to taxable status
 - 3.1.3 Reuse vacant land and structures in innovative ways
 - 3.1.3.c Support the use of vacant land to expand parks and recreation opportunities and/or stormwater management.
- ❖ 4.3 Provide a safe and efficient road network that supports planned land uses.
- ❖ 7.1 Air Quality
 - 7.1.1 Reduce overall and per capita contributions to air pollution
 - 7.1.1.a Employ various strategies to improve air quality related to transportation.
 - ◆ Locate jobs closer to residents
- ❖ 8.1 Cultural, Historic, and Architectural Resources
 - 8.1.1 Preserve culturally, historically, and architecturally significant buildings, sites, structures, and districts.

Philadelphia2035 Benefits

- ❖ Increase tax base
- ❖ Increased property value
- ❖ Improved land utilization
- ❖ Improved state of good repair
- ❖ Reduced travel times
- ❖ Reduced Poverty

GreenworksPhiladelphia Targets

- ❖ Target 2: Reduce citywide building energy consumption by 10 percent
- ❖ Target 12: Reduce vehicle miles traveled by 10 percent
- ❖ Target 13: Increase the state of good repair in resilient infrastructure
- ❖ Target 14: Double the number of low- and high-skill green jobs

Context

The West Park district has a very large percentage of its land area devoted to or intended for park, open space, culture and recreation. Economic activity is concentrated along the City Avenue corridor shared with Lower Merion Township. City Avenue is categorized as a “Regional Center” in *Philadelphia2035* by virtue of its long-standing office, retail, and institutional market. In total, including Census tracts in both Philadelphia and Lower Merion, the larger City Avenue Regional Center employs roughly 28,000 people (Census. On the Map. 2008). Culture and recreation venues, many of them seasonal, are concentrated in the “Centennial District” of Fairmount Park or at St. Joseph’s University. Several community and neighborhood-scale shopping centers have recently been developed or improved, although most older commercial corridors are distressed.

Major Employers

The largest year-round private employer in West Park is St. Joseph’s University, with about 1,000 full time workers, 500 part-time workers, and an annual operating budget of nearly \$250 million.

Employment Base

Among non-public sector employers, the Health Care/Social Assistance sector accounts for 25 percent of jobs directly within the city boundaries of West Park(Census. OntheMap. 2009). The Education Services and Accommodation and Food Services sectors were the only two other sectors reported to provide over 10 percent of district jobs.

Tbd –district workers origin/mode of travel

Resident Workers

Tbd - Resident Labor Force – sector or occupation,
- destination/mode of travel
- work at home

Commercial – Consumer

Economic activities geared toward direct provision of consumer goods and services include retail stores and restaurants, personal services, and certain professional and business services.

Most neighborhoods in the West Park district appear well-served by auto-oriented shopping centers in or adjacent to the district. The pedestrian-transit oriented commercial corridors in low and lower-middle income neighborhoods continue to struggle with high vacancy, inadequate store mixes, and substandard physical conditions. Part of this is due to population loss and lower incomes of remaining households. The inventory and vacancy of consumer-oriented centers, corridors, and districts in and near West Park includes (with PCPC ID #):

Regional or Community Centers

City Avenue and Belmont vicinity (127) – includes new Target, Saks, Lord & Taylor, etc. – 9% vacant
Park West Town Center (115) – New to inventory, community retail center – 14 % vacant

Neighborhood Centers

CityLine Shopping Center (110) – recently renovated, mix of stores and office space – 13% vacant
Haverford Avenue (111) – small neighborhood corridor – 6% vacant
6500-6800 Haverford Avenue (112) – neighborhood center with supermarket – 10% vacant
Progress Haddington Plaza (116) – small neighborhood center, still with supermarket – 28% vacant
North 52nd Street (118) – much recent demolition of vacant property – 30% vacant
Lancaster Avenue/53rd-61st (120) – emerging corridor – 15% vacant
Pathmark Super Center (128) – stable – 20% vacant

Neighborhood Subcenters

Lansdowne Avenue (119) – now a subcenter, much diminished – 17% vacant
Lancaster Avenue/44th-50th (121) – placeholder. New to inventory – 20% vacant
63rd St./Malvern-City Avenue (122) – anchored by Overbrook SEPTA station – 26% vacant
54th St. and Berks Ave. (123) – much diminished - 29% vacant
Bryn Mawr and Wynnefield (124) – survey tbd
54th St. and City Ave. (125) – largely occupied by St. Joseph's – 12% vacant
City Avenue/50th-52nd (126) – between St. Joseph's and Bala SEPTA station – 13% vacant
Balwynne Park (129) – small strip center – 22% vacant
40th and Girard (131) – survey tbd

Issue/Opportunity – PCPC survey work supports the conclusion that the City Avenue corridor is a “relatively stagnant office and retail submarket and commuter route”(Econsult, for City Ave. SSD). It is unfortunate that the new Target center does not integrate well with adjoining properties. Opportunities to reinforce City Avenue as a regional retail center primarily are on the Lower Merion side, with the Saks and Lord and Taylor sites.

Issue/Opportunity – There are several opportunities to reinforce pedestrian-transit, convenience-oriented, commercial nodes. Most should be substantially reduced in size from their former footprints.

Issue/Opportunity – While community groups and Centennial District advocates may cite opportunities to capture spin-off retail spending from Centennial venues, the actual year-round opportunities are limited by the dispersed locations of the venues and the deteriorated conditions of surrounding neighborhoods.

Consumer – Business/Professional

Economic activities devoted to business and professional services are generally carried out in office space within dedicated office buildings or mixed-use buildings.

The office center relevant to West Park is the City Avenue or “Bala Cynwyd” office market, with nearly 3 million square feet of space. Very little of this space is in Philadelphia. This market “is supply-constrained, offering a somewhat older product and very few opportunities for large, contiguous space uses. In addition, zoning restrictions prevent the introduction of new, higher quality supply to meet strong demand” (Econsult, for City Ave. SSD).

Issue/Opportunity – The City should be strongly supportive of keeping the Bala Cynwyd office market strong. This may include support for transportation improvements and service amenities. This may also include the eventual mixed-use redevelopment of Philadelphia sites to include modern office space.

Industrial

Long-term opportunities for in-fill of industrial use exists in PIDC’s West Parkside property, on the former Acme warehouse, and along blocks parallel to the Amtrak/SEPTA Keystone corridor. While some of these uses could serve larger markets (e.g. cocoa beans), most of the uses would likely provide support services for buildings, institutions, and other companies within a smaller service area.

The PWD Belmont Water Treatment Plant, and Pumping Station on MLK Drive, are critical pieces of the city’s infrastructure and should be protected from conflicting land uses. Industrial zoning may be appropriate.

Issue/Opportunity – The industrial areas along the Keystone corridor could be considered for industrial retention and attraction as part of an “Industrial Protection Areas”, as per *Philadelphia2035*. An array of zoning, remediation, and infrastructure tools may be employed.

Civic/Institution

With more than 7,000 undergraduate, graduate, and part-time students, St. Joseph’s University is the key institution in West Park. Its FY2011 budget of \$248m likely touches many workers and enterprises in the surrounding area. Another notable but smaller institution and land holder is the Philadelphia College of Osteopathic Medicine (PCOM) on City Avenue. West Park is also home to several important, specialized, residential care facilities. These are concentrated near Belmont Avenue.

Issue/Opportunity – Recent physical expansions of St. Joseph’s facilities onto adjoining blocks in Philadelphia have been not integrated well into streetscapes or adjoining blocks. The retail frontages at the commercial node at 54th and City Avenue are predominantly occupied by St. Joseph’s administrative offices instead of establishments that could serve students, residents, or visitors.

Issue/Opportunity – PCOM uses real estate on Monument Road near City Avenue as a parking lot and playing field. It appears to have partnered with WPVI-6ABC on the television station’s new building. Is PCOM a potential redeveloper of the parking lot/play field?

Accommodations

Part of what makes City Avenue a “Regional Center” is the presence of the Crown Plaza and Hilton hotels. Both are located on the Philadelphia side of City Avenue. Both complement the surrounding business, institutional, and residential markets.

Culture/Recreation

West Park includes a number of destinations and venues that attract significant attendees per event or on a seasonal basis. Attendance, seasonality, and level of economic impact varies widely.

Philadelphia Zoo

- more than 1,000,000 visitors each year

Please Touch Museum

- Approximate annual attendance of 600,000
- Busiest in July and August; lowest visitation in September and October

Mann Center

- 13,500 capacity
- 35-40 events each year
- More than 100,000 visits each year

St. Joseph’s University, Hagen Arena

- 24+ events annually with more than 1,000 attendees
- at least 12 events each year use full Hagen capacity of 4,200 seats

Japanese House/Shofuso

- 15,000 visitors from April through October

Golf courses ???

Issue/Opportunity – What role would the Centennial District play in Philadelphia efforts to host a major national or international event? Would event-related “improvements” diminish the district or be supportable over time?

Tax Base

It is essential that Philadelphia increase its tax base in order to fund city services and schools. This includes the value of taxable real property as well as revenue stream from taxes on wages, building use and occupancy, business income, etc.

Issue/Opportunity – West Park is dominated by tax-exempt land uses, many of which are continually dependent upon the City, Commonwealth, foundations, and private donors for their operation and improvement. It is in the public interest that further expansion of non-profit uses and facilities in West Park be predicated on a very strong and conservative business plans and the ability to spin-off economic benefits for tax-generating activities.

Tbd – data on district market value, areas taxable and tax exempt.



**Memorandum
Community Planning Division**

Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner
From: Jeannette Brugger & John Haak, Strategic Planning Division
Date: July 13, 2011
RE: Environment

West Park District Plan – **Environment**

Philadelphia2035 Goals/Objectives/Strategies

- ❖ 2.2 Target industrial lands for continued growth and development
 - 2.2.1 Ensure an adequate supply and distribution of industrially-zoned land
 - 2.2.1.a. Align industrial zoning to areas with active industrial users and good highway, freight, and labor access.
 - 2.2.2 Reposition former industrial sites for new users
 - 2.2.2.a. Develop transition plans for obsolete industrial sites and districts
 - 2.2.2.e. Provide environmental remediation programs ...
- ❖ 3.2 Protect sensitive lands from over development
 - 3.2.1. Use topography to direct land development
 - 3.2.1.a. Create controls to protect steep slopes from development.
 - 3.2.1.c. Create policies for developments already existing on sensitive lands .
 - reduce impervious coverage, increase setbacks from waterways, and create new stormwater management interventions on site.
- ❖ 4.1 Increase the use of transit to reduce environmental impacts and travel time
 - 4.1.1. Invest in existing infrastructure to improve service and attract riders
 - 4.1.1.j. Utilize existing regional rail infrastructure to create “City Rail”
 - 4.1.1.l. Transform existing trolley infrastructure
 - Extend...the transit network to serve new markets
 - 4.1.2.c. Study and implement a transit connection ... Centennial District
 - Examine intermodal opportunities at 52nd and Lancaster
- ❖ 5.1 Provide environmentally supportive, affordable, and reliable utility service to all customers
 - 5.1.1 Reduce ...consumption to reduce financial and environmental costs
 - 5.1.2 Achieve reductions in waste through reuse, recycling, and composting of solid-waste material
 - 5.1.3 Ensure adequate utility capacity to serve customers
 - 5.1.3.c. Preserve land for water and wastewater facilities and potential expansion
- ❖ 7.1 Improve air quality within the city and the region
 - 7.1.1 Reduce overall and per capita contributions to air pollution
 - 7.1.1.a.-c. transportation, buildings, industry, construction and waste management

- 7.1.2 Reduce overall and per capita GHG ... by 45 percent by 2035
- 7.1.3 Reduce air temperature during the warm season in the city
- ❖ 7.2 Improve the quality and management of our water and wetland resources
 - 7.2.2 Restore and create urban stream banks and tidal wetlands along watersheds
 - 7.2.2.d. Implement development controls that will protect streams and rivers
 - 7.2.3 Support stormwater regulations set by PWD to capture stormwater on site and reduce flooding damage.
 - 7.2.3 a.-f. various green infrastructure approaches
- ❖ 7.3 Increase tree coverage equitably across the city

Philadelphia2035 Benefits

- ❖ Reduced travel times
- ❖ Improved air quality
- ❖ Improved water quality
- ❖ Increased resilience to natural hazards
- ❖ Reduced consumption on non-renewable energy

GreenworksPhiladelphia Targets

- ❖ Target 5 Reduce greenhouse gas emissions by 20 percent by 2015
- ❖ Target 6 Improve air quality toward attainment of federal standards
- ❖ Target 7 Divert 70 percent of solid waste from landfill
- ❖ Target 8 Manage stormwater to meet federal standards
- ❖ Target 11 Increase Tree Coverage toward 30 percent in all neighborhoods
- ❖ Target 12 Reduce vehicle miles traveled by 10 percent

Context

The *Philadelphia2035* Citywide Vision, *GreenworksPhiladelphia*, and the *GreenCity/CleanWaters* program establish an ambitious and varied environmental agenda. The West Park district plan will be one of the first district plans to attempt to translate this serious agenda into area-specific recommendations while balancing other physical development needs. The West Park plan can help set a pattern for subsequent district plans by highlighting interrelationships among environmental, economic, and other complementary objectives. It will be important for the plan to emphasize cooperative and mutually beneficial relationships with companies and land owners. It will also be important for the West Park plan to illustrate how steps taken in the short to medium term of 5 to 10 years are essential to the achievement of long term environmental goals and objectives.

Air Quality

The Philadelphia region is not in compliance with EPA standards for ground level ozone and particulate matter. Vitaly-needed federal funds can be withheld from the region if progress toward compliance is not demonstrated.

Activities that produce regulated air contaminants also generate most of the gases known as but not regulated as greenhouse gas (GHG) emissions. Air quality improvements, through reduced and more efficient combustion of fossil and organic fuels by vehicles, buildings, and industry, will yield commensurate reductions in GHG.

The main air quality issue in West Park is the high volume of cars, trucks, and buses on I76 and major highway arterials. Many of these vehicles pass through the district, but a significant number access venues, stores, neighborhoods, and jobs in or near the district. Congestion on these routes often leads to longer travel times and polluting idling.

Issue/Opportunity – Several *Philadelphia2035* recommendations pertaining to West Park focus on shifting auto trips to transit. Recommendations include improvements to existing transit infrastructure and

selected new services or restorations. Over time, working with City Avenue businesses and institutions, and venues in the Centennial District, these improvements can help improve air quality. Traffic flow improvements on major arterials would also improve air quality. A long-term aspiration should be to reduce VMT attributable to the district. Near-term district plan recommendations may include: preservation of current and potential highway and transit rights-of-way; transit service improvements; preferred parking for high-occupancy vehicles; shuttle buses; enhancements to cross-town and venue-serving bus routes, and: updated transit feasibility studies based on realistic land use/activity patterns/passenger origin-destination.

Issue/Opportunity – St. Joseph’s University and the Belmont Water Treatment Plant are listed by AMS as potential emitters of regulated air contaminants are in or near the West Park district. In the long term, as processes and fuels change, there may be opportunities to reduce the overall amounts contaminants permitted at these facilities.

Issue/Opportunity – Heat island impacts can be mitigated in West Park through the use of reflective or green roofing, tree planting, and reflective paving

Water Quality

West Park’s main contributions to water quality are in: riverbank and stream protection; stormwater management, and; water treatment (PWD Belmont Pumping Station and Plant) Stream protection and stormwater management are interconnected with the management of risk from flooding and of erosion from development on steep slopes.

Issue/Opportunity – The West Park district has opportunities for the restoration of stream and riverbanks in various sections of publicly-owned park. There are also large public and private properties with potential to reduce impervious surfaces.

Issue/Opportunity – Much of the West Park district has a combined sewer system (CSS) and is therefore of targeted by PWD to address combined sewer overflows (CSO). PWD efforts to achieve compliance with CSO requirements, via gray and green infrastructure, will focus on these CSS areas.

Issue/Opportunity – The Belmont Water Treatment Plant is a critical piece of the city’s infrastructure. Over time, as this PWD plant requires upgrades or modifications to meet new requirements, the facility should not become hemmed in by incompatible uses. The zoning of the site could be changed to industrial.

Land Suitability and Natural Hazards

Sections of the West Park district immediately along existing or historic streams are designated by FEMA’s updated 2007 maps as 100-year or 500-year flood plains. The former means a 1% risk of flood each year, the latter means a 0.2% risk of flood each year. Current development regulations require projects to incorporate measures to address 1% risks, and FEMA is actively working with local governments and property owners to further mitigate flood risk. West Park also has some areas where development should be limited due to steep slopes.

Tree Cover

The Department of Parks & Recreation is analyzing existing and possible tree canopy citywide. Tree canopy is the layer of leaves, branches, and stems of trees and cover the ground when viewed from above. Tree canopy provides many benefits to the community, including improving water quality, saving energy, lower city temperatures, reducing air pollution, enhancing property values, providing wildlife habitat, facilitating social and educational opportunities, and providing aesthetic benefits. Though still underway, the DPR Tree Canopy Study offers insight into where and what type of tree canopy should be filled in city-wide on a parcel-by-parcel level.

Tree cover in West Park is generally just below or higher than the goal of 30% cover citywide. The existing tree cover map shows large portions of West Fairmount Park, Cobbs Creek Park, Morris Park, and several golf courses. In portions of West Park, a 0 – 11% increase in tree cover is required to meet the citywide goal.

Issue/Opportunity – As shown on the adjoining map, there are several possible additional planting areas in West Park. Targeted parcels where there is a high percentage of the parcel available for additional tree planting include institutional lands, parks, golf courses, and park areas with large lawns. While many of these areas may be planted, there are use constraints with site lines near roadways and conflict of intended use on golf courses.

Waste Management

The city's ambitious goal for diverting waste from landfills includes an increase in composting. The city's composting facility in West Park may play an increasing role in processing compost material. However, this is essentially an industrial operation, with truck operations that may not be compatible with Park roads and other uses.

Energy

Philadelphia aims to reduce overall energy consumption, reduce consumption of carbon-based fuels, and increase the percentage of energy derived from cleaner and preferably renewable resources. These aims apply to electricity generation and energy used in buildings, transportation, industry, and waste management. At the same time, Philadelphia aims to ensure that energy supplies are reliable and affordable.

A long term concern for planning and development is the consideration of overall **Energy Intensity** of buildings and transportation. The location of a building, and the energy used to transport workers, customers, and goods to a building, is often a greater determinant of total energy use (kBtUs) per square foot than the energy used to operate the building itself. Philadelphia positively differentiates itself from competing locations when it: locates jobs close to residents; locates shops, facilities and industries close to customers, and; provides competitive non-auto transportation alternatives. Strategies for TOD and mixed-use are ways to reduce energy intensity.

Issue/Opportunity – One reason to maintain the availability of industrial space in West Parkside is to enable service and distribution industries to efficiently serve customers in Center City, West Philadelphia, and Lower Merion.

Issue/Opportunity – Taking transportation into account, new developments in the Centennial District and along City Avenue the potential to be more energy intensive than similar new developments would be if located within existing city areas already well-accessed by transit and pedestrian networks. Public subsidies and development controls for such developments should require projects to incorporate substantive measures to reduce energy use from both buildings and transportation.



**Memorandum
Community Planning Division**

Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner
From: John Haak, Strategic Planning Division
Date: July 13, 2011
RE: Goods Movement

West Park District Plan – Goods Movement

Philadelphia2035 Goals/Objectives/Strategies

- ❖ 2.1 Support the Growth of Economic Centers
 - 2.1.3 Encourage the growth and development of both existing and emerging Regional Centers.
 - 2.1.3.a. Strengthen the City Avenue Regional Center by ...increase use of transit, upgrade walkability, and attract complementary job-creating uses.
- ❖ 2.3 Grow Philadelphia's strong institutional job sectors.
 - 2.3.1 Encourage institutional development and expansion through policy and careful consideration of land resources.
- ❖ 2.4 Develop tourism and creative economy into leading economic sectors.
 - 2.4.1 Maintain Philadelphia's strong role in the national and international tourism market.
 - 2.4.1.a. Continue to seek and host national and international events.
- ❖ 4.2. Balance use of roadways to ensure safe and efficient travel by all modes
- ❖ 4.3. Provide a safe and efficient road network that supports planned land uses
 - 4.3.3. Improve highway access for goods movement
- ❖ 4.4. Enhance the city and regional economy by reinforcing ...freight rail
 - 4.4.3. Modernize freight rail assets to ensure efficient goods movement ...
 - 4.4.3.b. Coordinate with planned improvements to passenger rail
- ❖ 7.1 Improve air quality within the city and the region
 - 7.1.1 Reduce overall and per capita contributions to air pollution
 - 7.1.1.a. Employ var. strategies to improve air quality related to transportation (Reduce VMT, locate jobs closer to residents, reduce congestion, use alt. fuels...)
 - 7.1.2 Reduce overall and per capita GHG emissions by 45 percent by 2035.
 - 7.1.2.b. Strongly support efforts to improve air quality
 - 7.1.2.d. Support efforts to reduce, reuse, and recycle waste

Greenworks Philadelphia Targets

- Target 5 Reduce greenhouse gas emissions by 20 percent by 2015
- Target 6 Improve air quality toward attainment of federal standards
- Target 7 Divert 70 percent of solid waste from landfill
- Target 12 Reduce vehicle miles traveled by 10 percent
- Target 13 Increase the state of good repair in resilient infrastructure

Context

Goods movement is relevant to West Park because of: needs to service the City Avenue Regional Center and potentially expanded facilities within the Centennial District; the likelihood of distribution and service establishments within the West Parkside industrial area, and; the continued use for freight of major fixed train and highway routes through the West Park district.

Truck/Highway Network

Goods moving via truck may pass through the West Park district on I-76 or City Avenue, load or unload large cargos at the PWD Belmont Plant or Dependable cocoa bean facility, or make regular local deliveries or pick-ups at district enterprises, institutions, and homes. Adequate planning for and accommodation of trucks is important to the efficient, safe, and non-controversial operation of current and proposed facilities and destinations in West Park.

Issue/Opportunity – Plans to “calm” City Avenue and other major roads in the district must fully accommodate trucks. Where appropriate, reengineered ramps, streets, and loading areas should facilitate truck movements while reducing impacts on other traffic and surrounding uses. Should the Centennial District experience significant growth as a family entertainment destination, or play a significant role in hosting major events, service access by trucks would need to be carefully thought through.

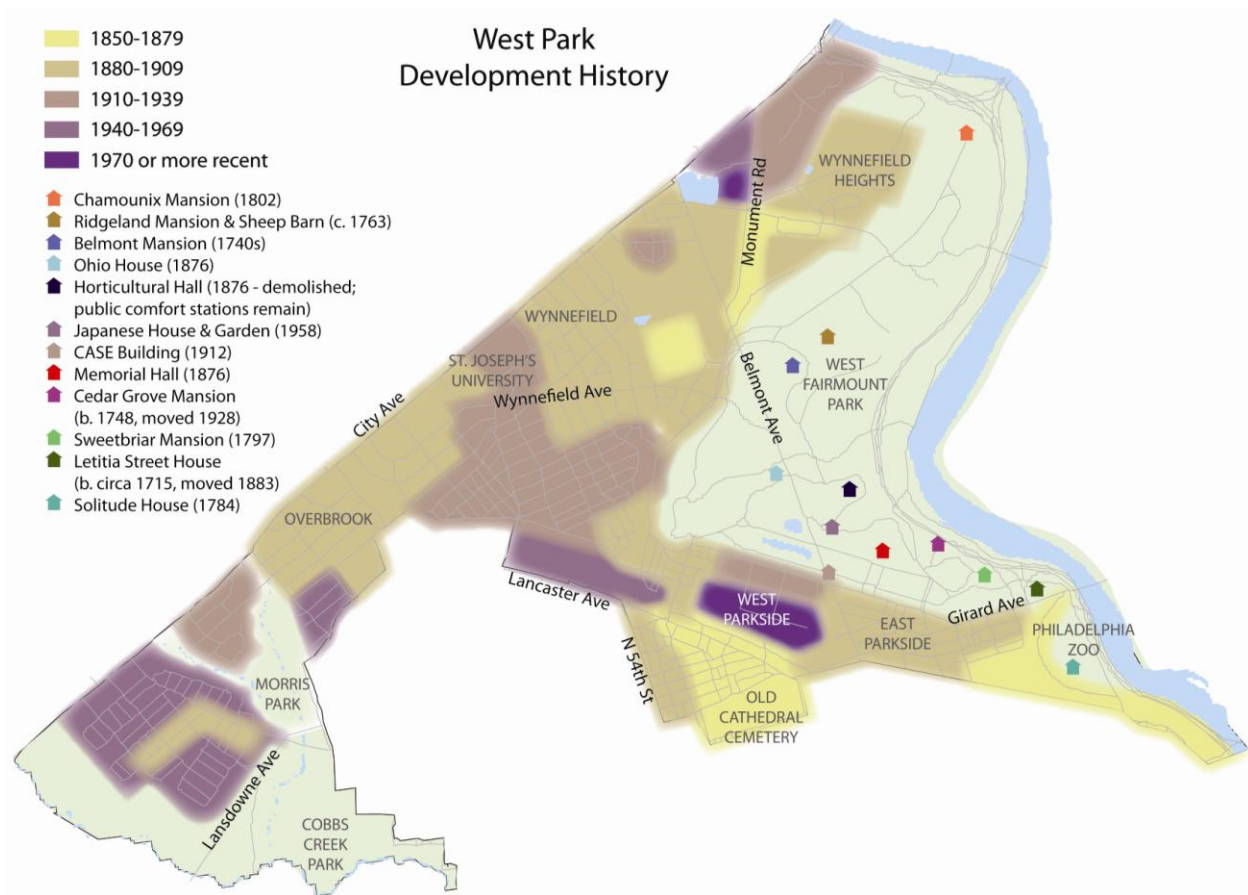
Issue/Opportunity – An effective way to reduce air quality impacts from trucks is to shorten the distances that vehicles need to be driven. Locating industrially zoned areas close to potential customers can help delivery and service firms reduce miles traveled. This is a potential benefit of further industrial development in West Parkside.

Freight Rail

Rail freight passes through West Park along the CSX/NS tracks parallel to the Schuylkill Expressway and during evening hours on AMTRAK’s Northeast and Keystone Corridors. Forecasts call for the amount of freight rail to increase due to overall growth in freight volumes and efforts to shift longer distance shipments from trucks to more fuel-efficient and less polluting trains. The maintenance and cleanliness of passenger and freight lines frequently arises as a community concern.

Issue/Opportunity - Rail tracks and junctions may be considered by some people as barriers, eyesores, nuisances, or safety hazards, yet they are likely to remain in active use. From limited recent observations of several sections of rail right of way in West Park, a considerable amount of maintenance has been recently performed.

Issue/Opportunity – Whether for passenger or freight use, it makes sense to retain the long term potential for trains to move directly between the Northeast and Keystone Corridors at Zoo Junction without going to 30th Street. Currently, the track for this movement appears to be infrequently used. Adjacent railroad, community, or institutional development, including a proposed Zoo stop for SEPTA regional rail, should not preclude this option.



West Park Historic Narrative

West Park was originally settled in the late 1600s and was part of Delaware County until the Consolidation of in 1854. It was around this time that development was clustered along primary roads such as Lancaster Avenue and along the Schuylkill River, but it did not take long for development to spread to all areas of the district, spurred by public transportation that increased the area's popularity as a commuting suburb. West Park is significant for its parks, institutions, and planned developments.

Parks

Fairmount Park was designated in 1867 as parkland and was created out of necessity to protect the purity of the city's water supply. West Fairmount Park was the site of the Centennial Exposition in 1876, which brought a quarter of the nation's population to Philadelphia. Attractions included nearly 250 buildings, most built as temporary structures, of which several remain today: Memorial Hall, Ohio

House, and several outbuildings. In fact, the oldest remaining buildings in the West Park district are older than the World Fair buildings, are found in West Fairmount Park, and include the following:

- Chamounix Mansion: built in 1802 as a country home; now an urban youth hostel.
- Ridgeland Mansion and Sheep Barn: built before 1763 as a country home.
- Belmont Mansion: built in the 1740s by William Peters, an English lawyer and land management agent for the Penn family. A large dining pavilion was built next to the mansion for the Centennial Exposition.
- Ohio House: built for the 1876 Centennial Exposition, and is the only remaining State building from the fair.
- Horticultural Hall: built for the 1876 Centennial Exposition, and demolished in 1955. It is now the site of the Fairmount Park Horticultural Center.
- Japanese House and Garden: built in 1954 as a replica of a 17th-century Japanese scholar's house and garden.
- CASE building: built in 1912 as a restaurant for park visitors.
- Memorial Hall: built for the 1876 Centennial Exposition, and is one of the first examples of Beaux-Arts architecture.
- Cedar Grove Mansion: built in 1784 in the Frankford section of Philadelphia by a wealthy widow and was moved to Fairmount Park in 1928.
- Sweetbriar Mansion: built in 1797 to escape the yellow fever epidemic in Center City.
- Penn Mansion/Letitia Street House: built circa 1715 near 2nd and Chestnut Streets in Center City and was moved to Fairmount Park in 1883 in an effort to save the building.



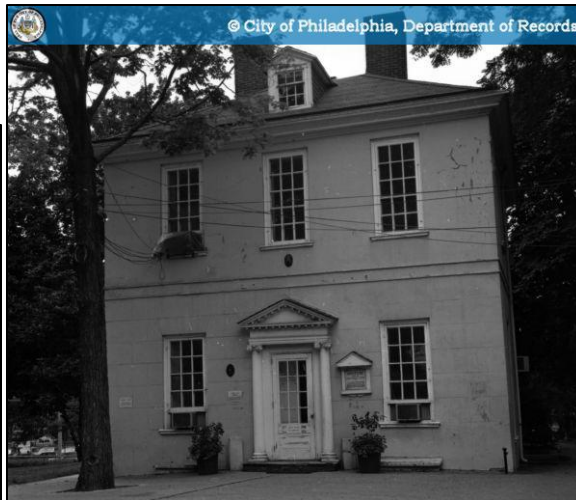
Memorial Hall in 1876 (left) and the Letitia Street House in 1929 (right). Source: phillyhistory.org

West Fairmount Park was also home to several industries, all built in the mid-1800s, that utilized the waterfront and easy access to rail transportation. Between 1834 and 1854, there was even an

inclined plane used by the Philadelphia and Columbia Railway to get rail cars from the river at the Columbia Bridge up 180 feet to the Belmont Plateau, roughly to where the Belmont Mansion is located. The Belmont Waterworks (also known as the Belmont Pumping Station) was built in 1870 at West River Drive and Montgomery Drive. The original buildings were replaced in 1900 with the existing pump house buildings. The location of the Waterworks proved to be important, as industries that were located upstream were removed just prior to the Belmont Waterworks being built. These other industries included the Washington Print Works (also known as Simpson Calico Print and Dye Works), which was built circa 1860 at West River Drive at Falls Bridge. The close proximity to the Reading Railroad lines made for easy transport of goods in and out of the works. This factory certainly posed a threat to the water quality, as it was located upstream from the Belmont Waterworks. All buildings were demolished when the City purchased the land for Fairmount Park. Another factory, the Belmont Petroleum Refinery (also known as the Belmont Oil Works), was built circa 1865 at West River Drive north of Columbia Bridge, also upstream of where the Belmont Waterworks eventually located. It was one of the first oil refineries in the nation, but operated for less than four years before Fairmount Park was established and the City bought the land. The Fairmount Park Commission used the buildings as administrative offices until 1974, at which time they moved their offices to Memorial Hall. All buildings belonging to the Belmont Petroleum Refinery have since been demolished.

Cemeteries were the earliest forms of planned parks. Old Cathedral Cemetery at 48th Street and Lancaster Avenue opened in 1849 by the Archdiocese of Philadelphia. It was open to all Catholics but favored by the Irish. Our Mother of Sorrows Catholic Cathedral and school was constructed in 1867 just to the east of the cemetery.

Another important park is the Philadelphia Zoo, which opened in 1874 as the first zoo in the nation. The Victorian gates and gatehouses, designed by noted Philadelphia architect Frank Furness, have been in place since opening day. The Solitude House, built in 1784 by William Penn's grandson, sits on the bank of the Schuylkill River and is now part of the Philadelphia Zoo landscape.



Entrance to the Philadelphia Zoo (right) and the Solitude House in 1973. Source: phillyhistory.org

Woodside Amusement Park operated between 1897 and 1955, just off of Ford Road. The amusement park contained multiple roller coasters and a carousel, which is now in use at the Please Touch Museum. A residential development now stands on this land.

The western end of West Park contains two additional parks, Morris Park and Cobbs Creek Park. Both officially became parkland in the early 1900s.

Institutional

West Park is historically home to several important schools. Perhaps the best known school in West Park is St. Joseph's University, which was founded in 1851 and moved to 54th and City Avenue in 1927 from its third location in north Philadelphia, due to a shift in popularity of the western part of city and western suburbs. This new location put the University at the entrance to the Main Line. Prior to the University moving to the West Park district, there were several small buildings on the land but overall it was undeveloped. Beginning after WWII, the University began to acquire more property across the city's edge, in the western suburbs. The University's move to West Park was quickly followed by surrounding residential development.

An important special needs school, Overbrook School for the Blind was founded in 1832 and moved to its location at 63rd and Malvern Avenue in 1899. The main building was designed by the well-known architecture firm of Cope and Stewardson, and remains the focal point of the campus today.

Philadelphia College of Osteopathic Medicine, at City Avenue and Monument Road, acquired their land in 1957 and opened in 1968. The school was founded in 1899, and moved to West Park from 48th and Spruce Streets in west Philadelphia.

West Park has been home to numerous hospitals and homes for the sick, elderly or disabled since its earliest development. Having a rural setting, away from the city center, was desirable for such institutions. Christ Church Hospital opened in 1861 at 49th Street and Monument Avenue. It began as a home for poor, distressed women, with enough room for 100 inmates. It is now Kearsley Nursing Community, a retirement community, and is listed on the Philadelphia Register of Historic Places.



Left to right: Historic views of Christ Church Hospital, Overbrook School for the Blind (1899), and the Methodist Episcopal Home for the Aged. Source: "King's Views of Philadelphia. Illustrated Monographs. Part 1," (Published by Moses King: New York, 1900), available online at <http://www.brynmawr.edu/iconog/king/blist.html>

The Methodist Episcopal Home for the Aged, located at Belmont Avenue and Monument Road, was founded in 1865 to take care of the elderly after the Civil War. Today it is the Simpson House, a retirement community with strong historic ties to the United Methodist Church.

The Methodist Home for Children (originally known as the Methodist Episcopal Orphanage) was established in 1879 and moved to its permanent location at 4300 Monument Road in 1882. The orphanage, with its Romanesque main building, started as a reaction to many children being orphaned due to the Civil War.

The Hayes Mechanics Home opened in the 1890s at 2500 Belmont Avenue in Wynnefield as the nation's first retirement home for mechanics. Qualifying trades included blacksmiths, ship carpenters, harness makers, weavers, carriage builders, silversmiths, jewelers, masons and dentists. The facility is now the Hayes Manor, a retirement residence.

The Inglis House (originally known as the Philadelphia Home for Incurables) was founded in 1877 in Southwest Philadelphia and moved to its Belmont and Conshohocken Avenues location in 1928. It was renamed the Inglis House, the Philadelphia Home for Physically Disabled Persons in 1981 after the founder.

Now a part of the Albert Einstein Medical Center at Ford and Monument Roads, the Philadelphia Psychiatric Hospital was built in 1950, with two buildings by Louis Kahn. The Philadelphia Psychiatric Hospital was founded in the 1930s to give quality private psychiatric help at a low cost, particularly to

the Jewish community, as state hospitals were overcrowded. New buildings were added throughout the 1940s, '50s and '60s.

Several important golf clubs were also established early on in West Park. Initially they were concentrated along City Avenue, but many relocated to more suburban locations as the 20th century progressed. The Philadelphia Country Club was established in 1890 and included a Polo field and a 9-hole golf course. It moved to Gladwyne in 1939. The Bala Golf Club was established in 1901 in Wynnefield, where it remains in use today.

Planned Development

Overbrook Farms, founded in 1892, it is a National Register district noted for its example of late 19th and early 20th century planned suburban development and as a model commuter suburb. The development is bounded by City Ave to the north, 58th Street to the east, Woodbine Ave to the south, and 66th Street to the west. The developers of Overbrook Farms advertised the community as a way for upper class city residents to leave the urban city center and to move out to the healthy, bucolic suburbs, but with the option to use the train to go to work in city and return home to the suburban development at the end of the day.

Schuylkill Expressway in 1957

From Plan Philly:

Philadelphia's booming economy caused Center City to overcrowd and many residents moved out to West Philadelphia. The 1895 trolley line increased the area's popularity. Developers Frederick Poth and Joseph Schmidt hired various architects to create individualistic Victorian style homes. Poth and Schmidt dubbed the area Parkside for its location. The area attracted wealthy German-American commuters and others who were attracted to the Zoo and the Philadelphia Art Museum, located in Memorial Hall. As the 20th century took its course, the area became less popular for commuters and changed into a Jewish-American and later African-American community. Today the area has become blighted, but residents are building a better future for their neighborhood

Industry?

Robert Smith Brew Company (1895 map): located at 38th and Girard. Incorporated in 1887 and bought by Schmidt's in 1893 after Robert Smith passed away. Buildings have since been demolished and it is now a gas station.

The Associated Butchers and Drovers of Philadelphia: sold their land in 1867.

Knickerbocker Ice Co. (1895 map): 46th and Girard. Became American Ice Co. by 1910.

Conkling Armstrong Terra Cotta Company (1895 map): 46th and Girard. Became a coal yard by 1910 after company moved to new location near Kroc Center.

Columbia Bicycle Riding School (1895 map): intersection of Belmont Ave and Parkside Ave. Now there is a firehouse in its place. (Book to look at next time: The Wheelman, vol. 2, pg. 259)

Historic images on desktop:

King's Views of Philadelphia. Illustrated Monographs. Part 1.

Published by Moses King, New York. Copyright, 1900 by Moses King.

<http://www.brynmawr.edu/iconog/king/blist.html>

Pres. Home for Aged Couples and Aged Men: built c. 1885 by the Wilson Brothers and Co. at 4700 City Ave. PAB says demolished in 2006?



**Memorandum
Strategic Planning and Policy Division**

Gary J. Jastrzab
Executive Director

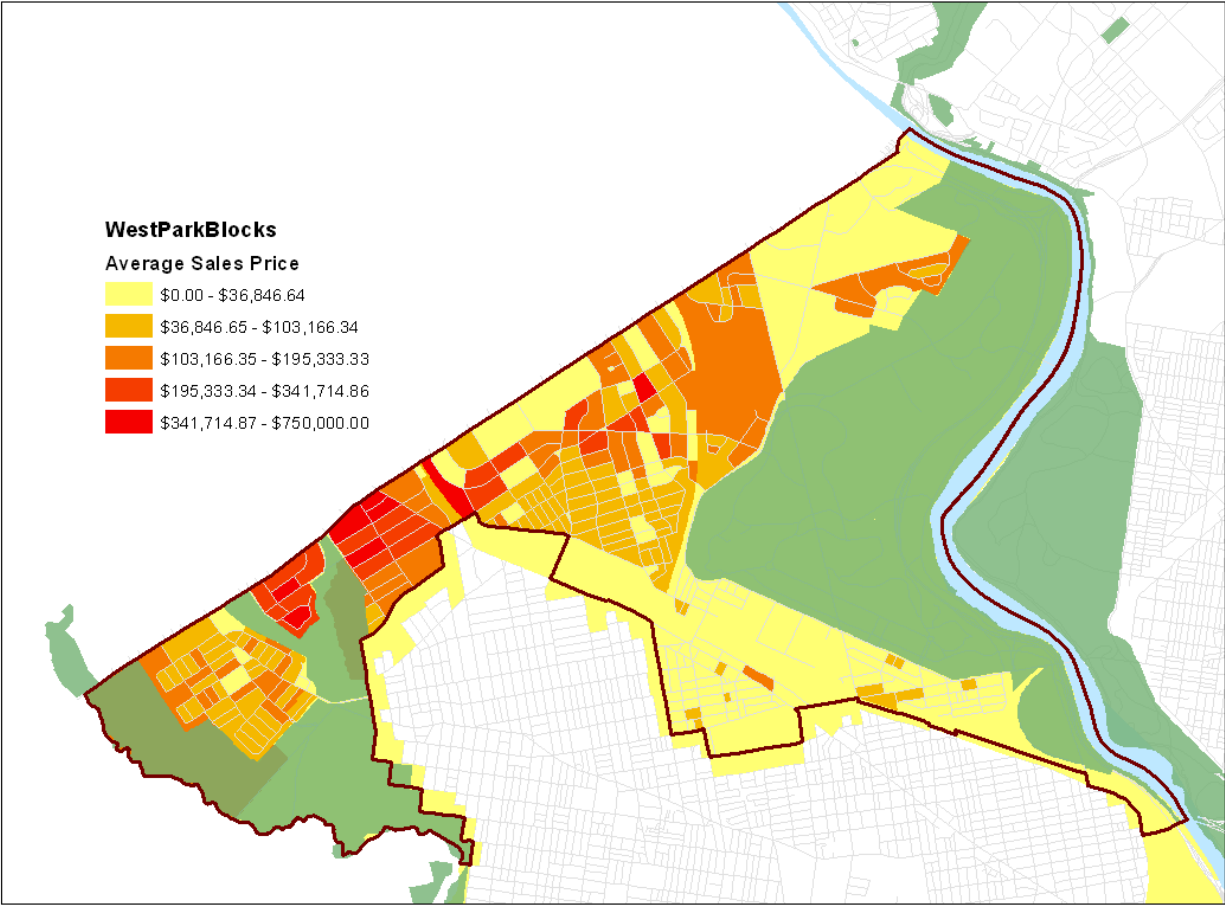
To: Andy Melony, West Park Community Planner
From: Octavia Hall, Strategic Planning Division
Date: July 6, 2011
RE: Housing

Housing Memo- West Park

The 2010 US Census reports that the West Park district has a total of 21,230 housing units. The housing in West Park was almost completely built out by the early 1900s; new residential development is relatively infrequent. The City's department of Licensing and Inspections approved permits for less than 300 new units of housing during a three year period beginning in 2006. With this pace of development, it would be expected that the community will maintain the same character for the foreseeable future.

The housing stock in this part of the city is very diverse. Detached homes can be found in neighborhoods adjacent to City Line Avenue including Green Hill Farms, Overbrook Farms and Wynnefield. Wynnefield Heights is dominated by multifamily and special needs housing. East Parkside, Overbrook Park and Cathedral Park are all predominantly rowhouse communities. Wynnefield, the area's largest neighborhood, is a microcosm of the district in that it contains each housing type in similar proportions to the district as a whole.

The Office of Property Assessment recorded 3,225 sales in West Park between 2005 and April 2011. The median sales price for market rate housing was \$128,463. Median sales prices vary significantly depending upon the neighborhood. In the Green Hill Farms neighborhood, sales prices average \$385,215. As expected, sales prices are significantly lower in those neighborhoods that are showing markers of distress; the lowest median sales price (\$37,000) was recorded in Cathedral Park.

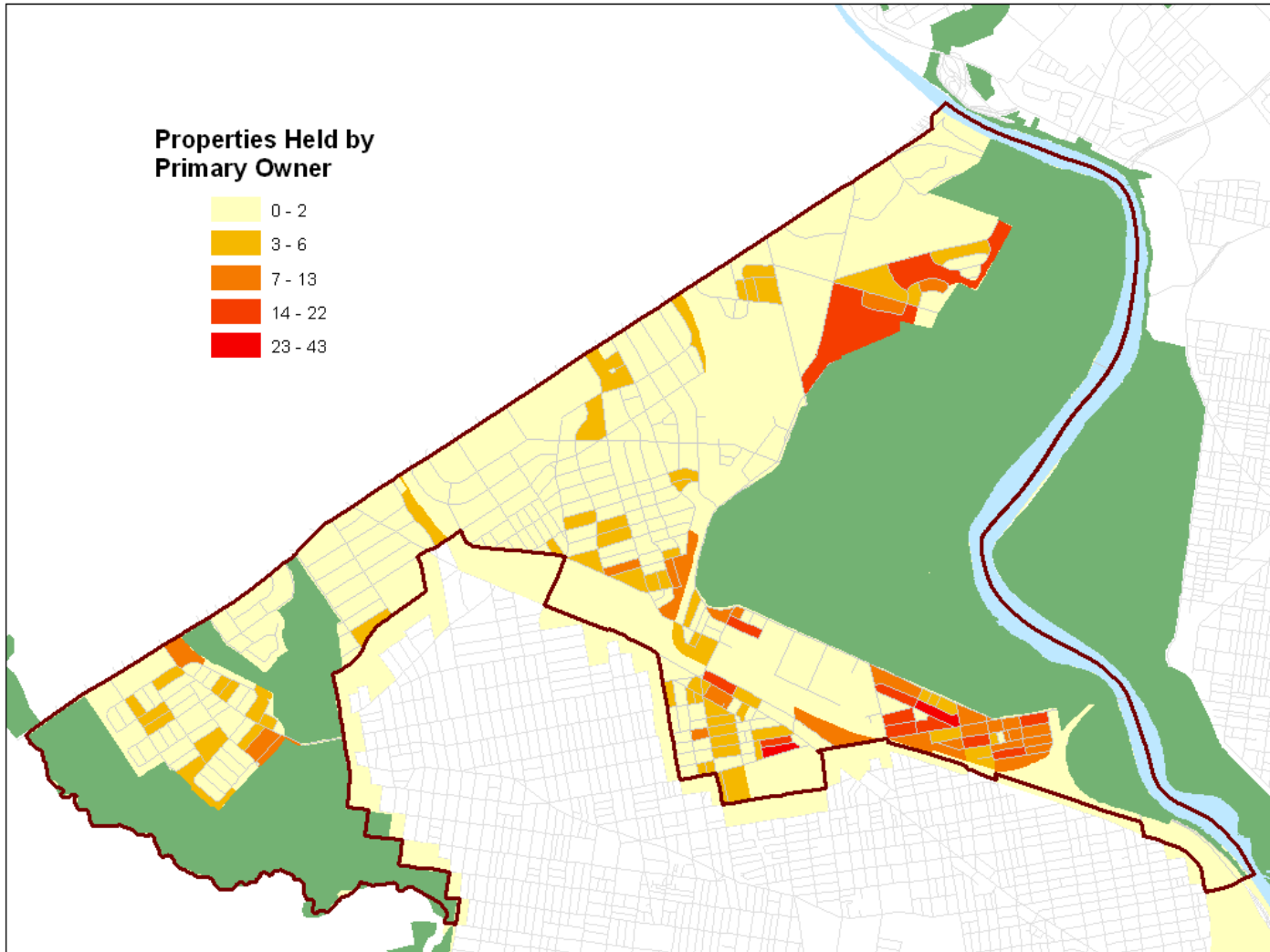


West Park has a higher proportion of rental units than the city as a whole. Nearly 50 percent of all occupied homes within the district are occupied by tenants. The figure for the city as a whole is 45 percent. The majority of the rental units in the district are located within a cluster of high and midrise multifamily structures in the northeast of the district, Census Tracts in this area report 99% rental occupancy. Most recently, the district added 276 luxury rental units along City Line Avenue in 2010 (09?).

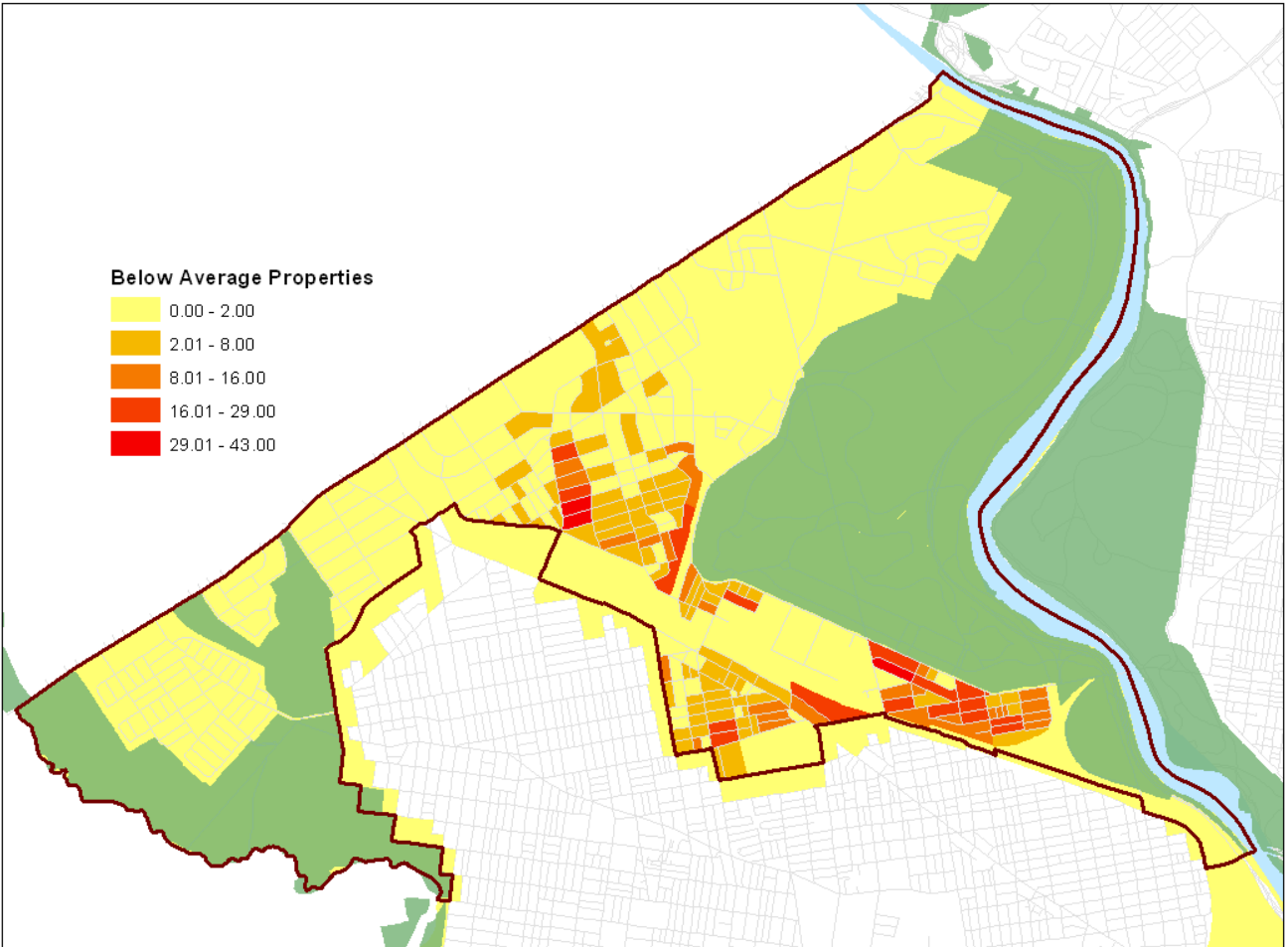
The vacancy rate for West Park is two percentage points higher than the citywide vacancy rate of 10.5. Vacancy shows higher incidence in neighborhoods with several multifamily apartment buildings. Particularly affected is the Wynnefield Heights neighborhood, vacancy in parts of Wynnefield Heights is nearly 25%; the vacancy rate in the eastern portion of Wynnefield is the highest in the district, also topping 25%. The apparent correlation between rental properties and increased vacancy raises questions about absorption of new units and warrants further investigation.

East Parkside and Cathedral Park have a high proportion of renters, 50 and 63 percent respectively. High rates of tenancy are of greater concern in these traditional neighborhoods because increasing rental population is frequently evidence of neighborhood decline. East Parkside in particular has become a neighborhood with an assortment of landlords, each with varying standards for property management and

maintenance. In East Parkside, 24 percent of residential properties are owned by entities that hold title to 3 or more properties within the district; some own more than 20 properties in West Park.



The impact of lax property maintenance is also evident within the East Parkside neighborhood. In visual surveys conducted by the Office of Property Assessment between 2000 and 2009, excessive deferred residential property maintenance was identified in most of East Parkside, Cathedral Park and in parts of Wynnefield.



The district has a few hundred affordable housing sites, mostly scattered site and Section 8 homes managed by the Philadelphia Housing Authority. In 2009, Habitat for Humanity built seven LEED certified affordable homes on Stiles Street in East Parkside. These green homes were effective in significantly constraining the utility costs of residents. The Community nonprofits and small scale developers are also focused on developing additional affordable housing units. West Park has several group homes that serve the aging, disabled and mentally ill. The majority of these facilities are located in Wynnefield Heights.

The decline of the East Parkside is one of the district's greatest residential challenges. IT seems that the challenges of this neighborhood are beginning to spread to adjacent neighborhoods. In the future, it would be prudent to seek discourage the addition of new affordable housing into the neighborhood, but instead capitalize upon the neighborhood's historic designation, adjacency to the zoo and centennial district museums and market the community for renovation and reuse as market rate housing. This would be a fitting expansion to the goals laid out in the Centennial District Master Plan which proposes the

development of a new residential community on industrial land in West Parkside. The East and West Parkside neighborhoods are eligible for QRB funds (NTI) which are now available for disbursement.

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**Memorandum
Strategic Planning and Policy Division**

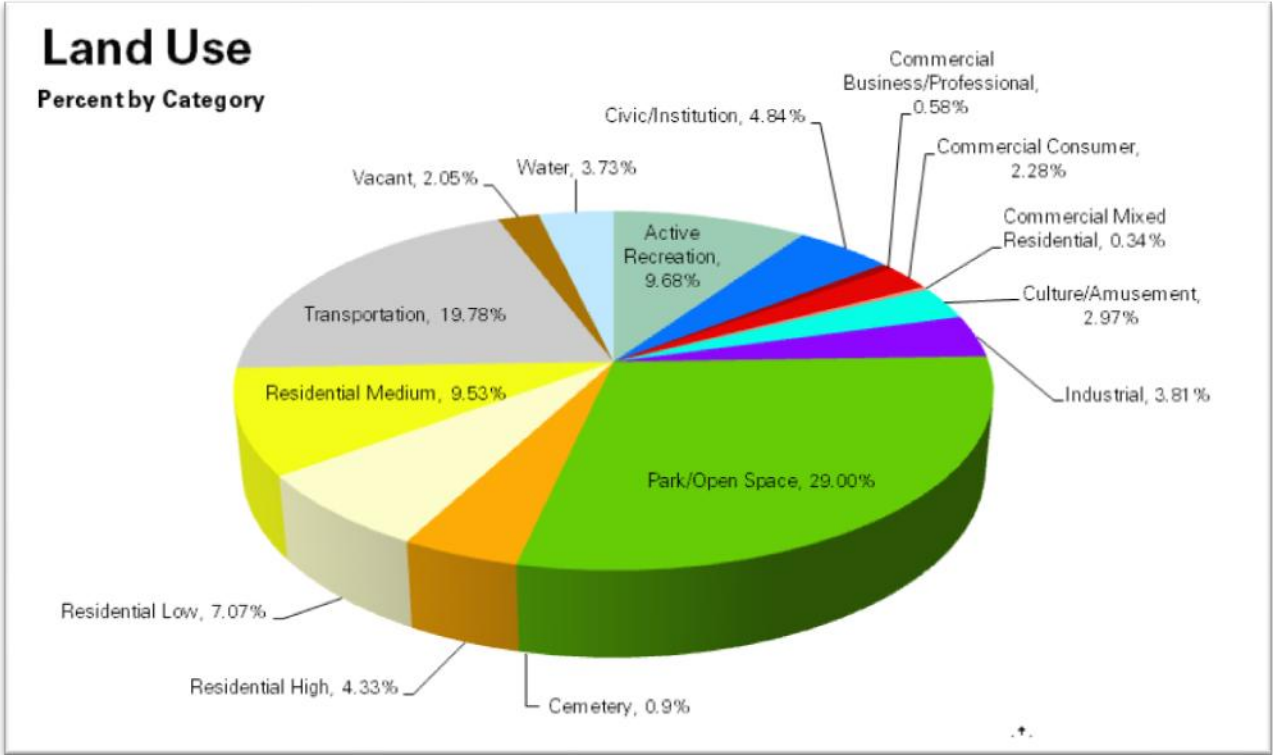
Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner
From: Mark Wheeler, Strategic Planning
Date: July 11, 2011
RE: Summary of Findings – West Park Land Use and Building Vacancy Assessments

Land Use

In 2010 the Strategic Planning and Policy Division prepared a new land use GIS dataset and map. This is the first comprehensive land use assessment for the City since 1970, and is intended for use in *Philadelphia2035* District Plans and to support remapping under the zoning reform process initiated by City government in 2007. The land use dataset was initially prepared from available City databases including assessment records from Office of Property Tax Assessment (OPA) and tax parcel boundary and planimetric features from the Philadelphia Water Department (PWD). Field work was conducted by Planning Commission (PCPC) staff in April and May 2011 to verify and correct the preliminary land use designations. The field surveys also provided additional detail on land use and allowed for more detailed attribution of features to the 3-digit description level (land use descriptions increase in specificity from the 1-digit to 3-digit level, with all features being attributed at a minimum to the 2 digit level, e.g., “12 - Medium Density Residential”).

Land use as percent of total land area in West Park is documented in the following chart based on the June 22 update to land use GIS dataset.



Acres by 2-digit land use codes are as follows:

Land Use (2-digit description)	Acres	Percent
Active Recreation	421.05	9.6%
Cemetery	39.17	0.9%
Civic/Institution	210.57	4.8%
Commercial Business/Professional	25.41	0.6%
Commercial Consumer	99.13	2.3%
Commercial Mixed Residential	14.78	0.3%
Culture/Amusement	129.28	2.9%
Industrial	165.72	3.8%
Other/Unknown	0.08	0.0%
Park/Open Space	1261.65	28.7%
Residential High	188.47	4.3%
Residential Low	307.61	7.0%
Residential Medium	414.73	9.4%
Transportation	860.32	19.6%
Vacant	89.28	2.0%
Water	162.08	3.7%
Total	4,389.32	100.0%

Preliminary Zoning Assessment

Consistent with the zoning reform process, land use documented by PCPC will be used to inform the zoning map conversion process. As a preliminary step to assessing land use within existing zoning boundaries the following assessment table was prepared. This assessment is not part of the zoning map conversion process to be pending adoption of the reformed zoning code by City Council.

In this analysis, the center points of PWD parcel boundaries (as of July 8, 2011) were derived in a GIS and joined to the land use classification at the location of the point. Comparisons were then made to the overlaying zoning boundary. Partial or overlapping zoning boundaries on a parcel were not considered as the center points fell into a single zoning boundary. As a result the counts of parcels with land use potentially inconsistent with zoning may differ using other GIS techniques and data sources. Land use categories of Transportation, Vacant Land, and Water were also excluded from the analysis as not considered reliable indicators of land use to zoning consistency. Based on this preliminary assessment the areas that may require the most attention are zoned C2, R2, R4, R9 and R9A.

Zoning	Estimated Number of Lots in Zone	Potential Number of Lots NOT Consistent with Zoning	Percent
ACS	10	2	20%
C1	16	4	25%
C2	797	284	36%
C3	10	4	40%
G2	68	19	28%
IDD	9	1	11%
L3	13	4	31%
L4	94	22	23%
L5	3	3	100%
R1	280	2	1%
R10 – R10A	1,546	100	6%
R11A	2	0	0%
R12	3	1	33%
R13	1	0	0%
R14	7	0	0%
R15	29	2	7%
R16	1	1	100%
R2	682	131	19%
R3	9	8	89%
R4	276	29	11%
R5	493	11	2%
R9 – R9A	9,131	308	3%
REC	16	2	13%

Vacant Building Assessment

As part of the land use surveys conducted in April and May 2011, PCPC staff also documented potentially vacant buildings on lots. Only visual determinations were made and further verification by PCPC staff has not been conducted. Approximately 305 buildings found to be potentially fully vacant and 93 partially vacant. Vacant counts by land use category are documented in the table below.

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Memorandum
Strategic Planning and Policy Division

Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner
From: Jeannette Brugger, Strategic Planning Division
Date: July 13, 2011
RE: Lower South District Plan – Parks and Recreation

Outline

- Objectives of Philadelphia2035
- Existing Conditions: Parks
- Existing Conditions: Trails
- Neighborhood Connections
- Challenges
- Proposed Additions to Park, Recreation, and Trail Facilities

Park and recreation facilities in the West Park District serve local and regional needs for recreation, exercise, and entertainment. Section 6.1 of *Philadelphia2035* recommends the following objectives that relate to park and recreation resources in West Park. This memo will detail each of these objectives as well as discuss existing and proposed parks, trails, and recreation amenities in the West Park District.

- Create a citywide trails master plan to coordinate the planning and construction of trail systems within Philadelphia
- Connect citywide parks to the existing protected natural areas of the regional greenspace network
- Create a trail corridor network that connects parks, neighborhoods, and trails citywide
- Improve and increase waterfront recreation opportunities
- Ensure that all Philadelphians live within a 10-minute walk of a neighborhood park or a recreation center
- Connect neighborhood parks and trails to neighborhood centers and major public facilities
- Ensure proper maintenance and vibrancy of park and recreation facilities.

Existing conditions: Park and Recreation Facilities

The West Park District includes Fairmount Park, parts of Cobbs Creek Park, and several neighborhood park and recreation facilities. The following table and accompanying map describes recreation facilities in the park.

Fairmount Park

Active recreation resources in West Fairmount Park include sports fields, dirt and paved trails, and playground and pool facilities, as shown in the accompanying table. Fields are rented from the Department of Parks and Recreation and directly from the recreation centers for leagues and special events and serve city and non-city residents alike.

There are several playgrounds and recreation centers in West Fairmount Park, including Rose Playground, Morris Recreation Center, Parkside-Evans Playground, Cobbs Creek Recreation Center, the Carousel House, and Papa Playground. These are located primarily adjacent to neighborhoods and serve youth and adults. Several other sites have ballfields, picnic and seating, and restroom facilities.

Passive recreation facilities in West Fairmount Park include cultural resources, green spaces, and picnic areas. There are pavilions and designated picnic areas for rent which are frequented by large parties and family gatherings.

Park and Recreation Facility	Type	Amenity
Belmont Plateau	Fairmount Park	8 ballfields, 3 sports fields
Carousel House	Fairmount Park	1 track
Chamounix North	Fairmount Park	6 tennis courts, 1 softball field
Chamounix South	Fairmount Park	2 sports fields
Chamounix Youth Hostel	Fairmount Park	youth hostel
Claybord & Lewis Playground	Neighborhood	2 basketball courts, playground
Cobbs Creek & Karakung Golf Course	Cobbs Creek	golf course
Cobbs Creek Driving Range and Sports Center	Cobbs Creek	driving range
Cobbs Creek Rec Center	Cobbs Creek	1 baseball field, 1 sports field, 1 track, 1 pool
Conestoga Community Playground	Neighborhood	3 basketball courts, 2 baseball, 1 soccer/football, 2 tennis courts
Conshohocken & Windemire Playground	Neighborhood	playground
Japanese House and Garden	Fairmount Park	cultural museum
Kelly Pool	Fairmount Park	1 pool
Mann Music Center	Fairmount Park	music venue
Memorial Hall Fields	Fairmount Park	6 sports fields
Morris Recreation Center	Fairmount Park	2 basketball courts
Ohio House Fields	Fairmount Park	2 softball fields
Papa Playground	Fairmount Park	playground, 3 baseball fields, 1 sports field, 2 volleyball courts, 1 t-ball field, 1 football field
Parkside-Evans Playground	Fairmount Park	playground, 8 tennis courts, 4 basketball courts
Please Touch Museum	Fairmount Park	cultural museum
Rose Playground	Fairmount Park	playground, 3 baseball fields, 2 tennis courts, 1 basketball court

Sweetbriar Fields	Fairmount Park	2 softball fields
West Park/Mann Center Tennis	Fairmount Park	1 tennis courts

Park and Recreation Programming

Rec Centers/Parks	Unique Adult Participants	Unique Youth Participants
Carousel House	506	179
Claybord & Lewis Playground	17	N/A
Cobbs Creek Rec Center	492	294
Conestoga Community Playground	257	284
Morris Recreation Center	238	378

Neighborhood

Neighborhood facilities are primarily playground and indoor recreation, with the exception of Conestoga Community Playground, which has baseball, tennis, and multi-sport fields and indoor recreation space.

Cobbs Creek Park

Cobbs Creek Park includes passive and active recreation resources in the West Park and West Districts. The Cobbs Creek Karakung Golf Course is a public 18-hole course owned by the Department of Parks and Recreation with an adjacent driving range.

Programming and Cultural Amenities

The Department of Parks and Recreation gathers data for adult and youth participation in programmed activities. The data above shows youth and adult participation values for 2011 from January until May for structured programs at the listed locations. Programs at the Carousel House include activities such as wheelchair rugby, movie nights, and meetings of adults with physical disabilities. Programs at the Cobbs Creek Recreation Center include dance, boxing, fitness, tumbling, soccer, and other indoor and outdoor recreation activities. Conestoga Community Center features public meetings, bowling, lacrosse, martial arts, music, soccer, and special events, among other activities. Morris Recreation Center features drill team, drama, gymnastics, martial arts, public meeting space, table tennis, special events, and other programs.

The Please Touch Museum is located in Memorial Hall, a building constructed for the 1876 World's Fair. The Museum is a children activity and history museum, with seasonal exhibits and the 1908 Woodside Park Dentzel Carousel. The museum brings visitors to West Park and

The Mann Center is a city-owned facility in West Fairmount Park that seats 5,000 in covered seating, 4,500 outside, and has a 4,000-capacity lawn. The Mann features orchestra, musical, dance, and cultural festival events throughout the warm-weather months.

The Philadelphia Horticultural Center is a modern exhibition hall and greenhouse built in 1976 for the bicentennial celebration. There is a visitors' center and greenhouse on the grounds as well as formal outdoor gardens. The Center is open to the public daily and also hosts private events.

The Shofuso Japanese House and Gardens include ea viewing garden, koi pond and island, tea garden, and courtyard garden. There are summer concerts, a summer camp, and cultural events at the Japanese House and it is open to the public.

There are five publicly-accessible historic houses in West Park, including Cedar Grove, Sweetbriar, Belmont Mansion, the Ohio House, and Ridgeland. These are available for public tours during limited hours and staffed by largely volunteer tour guides. There are public events at some houses, including the

Christmas Tour, in which every house is decorated and revenue is gained for house upkeep. Some houses, including Belmont Mansion, are available for rent for private events.

The Philadelphia Zoo is a 42-acre site and home to more than 1,300 animals. The Zoo attracted over 1.2 million visitors in 2010, largely from the region. While the Zoo is a valuable asset to nearby residents, parking and traffic issues are a problem for the surrounding streets.

There are concessions that serve food in park-owned buildings in West Park, including Shofuso Japanese House and Gardens, Centennial Café at the Ohio House, Please Touch Museum Café, Philadelphia Zoo Café, and Starr Restaurant Catering Group at the Horticultural Center. These serve public users or private events at park properties.

Special Events (awaiting information from Barry Bessler) There are also more than **50 (check list)** special events, such as the Philadelphia Triathlon, Walk for the Cure, and Philadelphia Distance Run, that utilize MLK, Jr. Drive as an event route.

Existing Conditions: Trails

There are numerous paved and dirt recreation trails in West Park. The hard-surface trails within West Fairmount Park and Cobbs Creek Park are largely paved and in good condition for road bicycles, strollers, runners, and pedestrians. The trails serve a regional population, particularly along the Schuylkill River and within West Park.

Cobbs Creek Trail, a paved recreation trail that connects to Southwest Philadelphia and recreation facilities along the Creek, is located in the southwest of the district along Cobbs Creek Parkway. The Centennial Trail, opened in 2008, is a 5k paved trail in West Fairmount Park that connects to the Horticultural Center and several historic houses is largely separated from the roadway and has distinct crossing and safety features that are unique for trails in Philadelphia. There are several paved sidepaths eight to twelve feet wide that are used as paved off-road trails along Montgomery Avenue, Belmont Avenue, Sweetbriar Road, Ford Road, and along a trolley right of way adjacent to Parkside Avenue. Though not officially designated as sidepath routes, these are used for bicycle and pedestrian traffic within the Park.

The recreation trail along Martin Luther King, Jr. Boulevard at the Schuylkill River is a prime recreation amenity for the local and region population as part of the Art Museum-East Falls Bridge loop. The usage on this portion of the trail is supplemented by weekend closures of Martin Luther King, Jr. Drive from April – October from Sweetbriar Drive to East Falls Bridge, which allows for full-roadway use for recreation during those times.

Unpaved trails are a widely used amenity in West Park and draw mountain bikers, hikers, and trail runners to the Chamounix and Belmont Plateau areas. As shown on the map, there is a network of trail loops that connects directly to recreation and parking areas as well as to Montgomery Avenue and the MLK Drive recreation path.

Connections to Neighborhoods

Connecting park and recreation facilities to neighborhoods is a challenge in the West Park district. There are several boundaries between neighborhoods and some park facilities, including I-76, rail lines, lack of sidewalk and bicycle infrastructure, large roadways, and topography. Addition sidepath or trail connections to park facilities at Wynnefield, Belmont, and Conshohocken Road would enable additional neighborhood access to the park. The *Pedestrian and Bicycle Plan of Philadelphia: Phase 2* analyzed these barriers and will include strategies for bridging the gaps in access in preliminary reports in late Summer 2011.

Proposed additions to Park and Rec

There is one major proposed trail in the West Park district, the Cobbs Creek extension. This trail will formalize an off-road connection between Cobbs Creek Park at 63rd and Lower Merion along Cobbs

Creek and adjacent to the Cobbs Creek Golf Course into Lower Merion. A trail in this location would enable multi-municipal connection to Lower Merion and fulfill part of the Valley Forge – Tinicum Trail vision as the Cobbs Creek Trail will ultimately terminate at Tinicum Wildlife Refuge in Southwest Philadelphia. There is an access road along a portion of this right-of-way and additional study of this connection will be part of the Citywide Trail Master Plan.

Additional wayfinding signage will be provided by the Healthy Communities Program, a collaboration between the PCPC and the Department of Health. There will be 15-20 signs placed in the West Park neighborhood to facilitate neighborhood-park interaction. The location is yet to be determined but will likely be either at Lancaster Avenue in Parkside or near Cobbs Creek Park.

Challenges

According to Park and Recreation District Manager, Lori Hayes, there is significant overuse of the park. Though specific field permit values were not gathered for this effort, Ms. Hayes indicated that fields were used by Philadelphia, Delaware County, and Montgomery County residents, and maintenance staff cannot keep up with current use of the fields.

A major challenge in West Park recreation and park facilities is the lack of improved amenities. With more park users due to lack of personal travel during the economic downturn as well as typical life of existing materials, there is a need for more restrooms, pavilions, tables, and benches. Since many parks in the Fairmount Park system are regional draws, this is particularly an issue as non-Philadelphia residents are frequenting the park system. There is currently no budget allowance for additional amenities at this time.

Parking and traffic issues adjacent to the Philadelphia Zoo are an issue for the surrounding neighborhood. There are frequent issues on weekends and holidays due to regional visitors and parking demand. This issue is addressed in the Zoo's intermodal plan, which suggests additional parking areas, mixed-use development which includes a parking garage, and a potential regional rail stop at the Zoo. The plan will be implemented in the next several years.

All terrain vehicle use is a challenge on dirt trails and roadways in West Park. ATV use is not permitted in the park and discourages other trail and park users. PPR would like police and park ranger patrols to address this issue by increasing patrols and closing some park roads during non-use hours, however additional patrolling is not yet underway or planned at this time. Short dumping is a similar challenge and requires the same increased security and monitoring by police and park ranger patrols.

Wayfinding is a challenge in West Park. There is a lack of knowledge of which amenities are open to the public, hours of operation, direction, and public availability for residents and visitors alike. The 2004 Strategic Park Master Plan recommends wayfinding strategies, such as a bicycle and walking route of historic homes through the park system. The Department of Park and Recreation has some wayfinding signage within the park, but a wider public map or pamphlet detailing park amenities and hours as well as expanded trailhead and historic signage would be ideal.

The speed of vehicle traffic is an issue on many park roads, including Belmont Avenue and Avenue of the Republic. In some instances these are used as speedways and there have been serious speed-related accidents with bicyclists and pedestrians.



Memorandum
Strategic Planning and Policy Division

Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner

From: Debby Schaaf, Strategic Planning Division

Date: July 4, 2011

RE: Summary of Findings – Lower South Street and Highway Network

West Park District Plan Background Paper: Streets and Highways

Roadway network

The West Park District is bordered by the Schuylkill Expressway (I-76) on one side, and City Avenue on another. Both carry high volumes of traffic, and both are frequently congested. As a limited access highway, the effect of the Schuylkill Expressway on the District is restricted to the streets that feed into and away from it: City Avenue, Montgomery Avenue, Girard Avenue, 34th Street, and Spring Garden Street. Compared to the Schuylkill Expressway, City Avenue is much more a vital part of the West Park District. Its problems of traffic congestion, excessive curb cuts, and difficult pedestrian crossings are shared with Lower Merion Township.

Aside from the Schuylkill Expressway and City Avenue, West Park's street network is typical of Philadelphia's older grid system, interrupted by historic cross-cutting routes, most notably Lancaster Avenue and Belmont Avenue. The Lancaster Avenue intersections are wide, diagonal, often complex, and typically more difficult for all users, especially pedestrians and bicyclists. The district is interrupted by two major railroad corridors: Amtrak's Main Line/SEPTA's R5 line and R6 line. These interruptions of the grid re-route through traffic to streets that would otherwise have low volume, typically residential, traffic. A need for traffic calming has been identified in several sections of the district, specifically Parkside Avenue and Overbrook Farms.

Recent, current and planned improvement projects:

Major projects underway in West Park include the Market Street Signal and Pedestrian Improvements from 45th to 63rd Streets, which includes traffic signal modernization and new crosswalks, the 52nd Street Streetscape project from Parkside to Girard, and the Lancaster Signal modernization from 45th Street to City Avenue. The Lancaster Avenue project is upgrading signals at 8 intersections, adding one new signal, and realigning the intersections at Lancaster and Woodbine, Lancaster and 63rd, Lancaster and 57th, and Lancaster/59th/Columbia. A signal modernization project is planned for Haverford Avenue from 40th Street to City Avenue; this may include removal of some unwarranted signals. Repairs to the precast parapets on I-76 from City Avenue to South Street have been completed, and variable message signs will be added to I-76. The Philadelphia Zoo has plans for new parking facilities, streetscape improvements along Girard Avenue, upgrades to several nearby intersections (Girard and 38th, 34th Street at I-76 exit

ramp), and an extension to the West Bank Greenway, converting the east sidewalk of 34th Street to a shared-use path for biking and walking.

A number of bridge projects are in design, including the 40th and 41st Street bridges over Amtrak. These bridges have been closed for many years, although the 42nd Street bridge was reconstructed and opened to traffic in 2006. The Spring Garden Street bridge over I-76 and the Schuylkill River has received funding for improvements so that Spring Garden Street can serve as the detour route during improvements to the Vine Street bridges. Both the Spring Garden bridge and the Martin Luther King bridge need full rehabilitation, however. Other bridge projects in the early stages are the 59th Street bridge over Amtrak, near Overbrook High School, and the City Avenue bridge over the Bala Regional Rail Station. A recently completed bridge project was the \$10 million repair of the Twin Bridges over the Schuylkill River, a preventive maintenance project.

Sidewalks and Pedestrian Issues (Map: sidewalk inventory)

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Bike Lanes (Map: rec'd and existing bike facilities)

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Memorandum
Strategic Planning and Policy Division

Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner

From:

Date: July 8, 2011

RE: Transit

West Park District Plan – Transit

EXISTING TRANSIT CONDITIONS

West Park is rather well-served by transit. There are 2 Regional Rail Lines that operate through the District – Cynwyd and Paoli/Thorndale. Each line has one station in the District. There is another station just over the City line in Bala on the Cynwyd Line.

The Paoli/Thorndale Line is the busiest Regional Rail line in the system carrying over 22,000 passengers per day. It has a developed service hierarchy boasting locals, expresses, and limiteds during peak hours. This line is also the beneficiary of additional late night service that has been added incrementally as funding is identified over the past year or so. Trains operate on the Paoli/Thorndale Line from about 5:30a through midnight each weekday, with an additional 1:30am train on Fridays. Weekend service is very good, too, with trains operating 6a-1a Saturdays and 6a-11:30p Sundays.

Overbrook Station is on the periphery of the District. SEPTA's 2009 Ridership Census (the most recent available) shows 1,453 passengers both inbound and outbound. Data also indicates that total daily boardings at Overbrook are down 200 passengers since 2007 (RRD Census is taken every 2 years). Although Overbrook Station does not receive every type of service on this route, most services do call at Overbrook Station throughout the day and evening. Weekday frequencies at Overbrook Station vary from 8 to 30-min between trains on weekday peaks to hourly on midday weekends. Overbrook ranks as the 23rd busiest station out of 150 stations in 2009. It is in Zone 2 of SEPTA's fare structure. So a round trip is \$8.75. Average travel time to Center City (Suburban Station) is 15 minutes. This is an expensive option, but patrons may argue that the cost is justified for the time savings and comfort of taking regional rail vs. city transit.

Wynnefield Station is one of only 3 stations on the Cynwyd Line. This route was shortened in the mid-1980s from a much longer route that served Manayunk and Reading at one time. The bridge that used to enable this line to cross the Schuylkill River into Manayunk and beyond has been converted to rails-to-trails and it had its grand opening last month. The current truncated Cynwyd Line is one of the least used lines in the entire SEPTA system, including buses. There is often talk of converting to bus operations, but well-heeled influential constituents seem to always keep this train running against all odds. There are about 600 daily riders on the Cynwyd Line. There are only 10 scheduled trains per day on this line (6:30a-8p) with no mid-afternoon service and no service at all on weekends. Trains call at Wynnefield Station about every 35-45 minutes throughout line operating hours.

Although this station is Zone 1 (\$7.75 rd trip), there are only 165 daily users ranking it 136 out of 150 and placing it precariously close to being a candidate for station closure. The nearby Bala Station is an even

worse performer. This is probably a reflection of the severely limited service on this line and lack of suburban penetration making it equally less-attractive to potential reverse commuters.

Two trolley routes serve the District: **#10 Lancaster Ave** and #15 Girard Avenue. The #10 is one of 5 subway-surface routes and is the 9th busiest route in the system moving 16,995 people daily. However, only a tiny portion of the route is captured within West Park District – between 48th and 54th Streets. Route #10 was the first rail route to undergo Transit First restructuring in the late 1990s. This effort saw new signals installed with transit preemptive capability and some stops consolidated. Unfortunately, the public backlash was so severe that almost 100% of the Transit First improvements were reversed within a year. Since then, Transit First has undergone a reinvention and the City and SEPTA are once again considering this route for enhancements in the longer term.

The **#15 Girard Avenue** trolley is a major success story having been re-converted to streetcar after a 13-year hiatus as a bus. This was one of 3 former trolley routes (along with 56-Erie and 23-G'Town/11th/12th) that SEPTA promised to return to service under the Rendell Administration. It was only after great local grassroots pressure and extreme pressure from Governor Rendell to honor the 1992 promise that Route 15 was restored. The entire line – track and poles – was rebuilt over 3 years from end to end and 18 PCC cars were purchased, gutted, and rebuilt to modern ADA specifications. The end cost ended up being about \$500M, millions over budget, and the opening was delayed by 2 years due to technical and neighborhood issues. Today's operating trolley #15 is suboptimal in many respects: the ROW was infringed upon by Streets Dept insisting to maintain left-turns, and the refurbished cars themselves have a 4-minute ADA cycle time (per each up and each down) for a total of 8 mins cycle time for wheelchair passengers. Despite these severe delays, ridership is up past 10,000 again (after dipping to nearly 7,000 while a bus). In fact, SEPTA is often forced to "bustitute" this route at peak times due to lack of availability of additional trolley cars to handle the loads. Ideally, SEPTA should have a minimum 5 more trolley cars available – but this is not a line item in SEPTA's Capital Budget at this time.

As with #10 trolley, only a tiny portion of #15 is within this District from Schuylkill River to 54th St. But it is an important portion due to proximity to cultural attractions of the Zoo and Centennial District. Route #15 has 10,742 daily boardings – this is about equal to the daily ridership of the Elwyn and Trenton Regional Rail Lines.

There are **12 bus routes** serving the District: 1, 31, 38, 40, 43, 44, 52, 64, 65, 105, 106, and "G".

The abundance of bus routes is mainly due to the District being sandwiched by 4 important things: City Line Avenue commercial and institutional corridor; older growth and dense suburbs to the north and west; 69th Street Terminal to the south; and Fairmount Park/Parkside Loop to the east.

The **#52 and "G"** are, by far, the workhorses of the bus routes in this District. Route 52 is SEPTA's 10th busiest with 16,620 daily riders. Route "G" is the 16th busiest with 14,297 daily riders. Route 52 is interlined with Route 44 for trips to Gladwyne. These trips utilize a fare zone structure for payment with the zonal division basically at City Avenue.

Route 52 is a NiteOwl Route, operating 24 hours each day. It runs every 4-8 minutes most of the day, every 15 minutes evenings, and about every 30 minutes late nights.

The "G" is also part of the NiteOwl system. It runs about every 10-15 minutes throughout the day and about every 30 minutes late nights.

Surprisingly, the **Route 31** bus – often derided as being duplicative to the Market-Frankford Line –has a respectable ridership at 4,128 daily riders placing it at about the middle ranks of system bus ridership. Also surprising is the lack of ridership on **Route 38**. At a daily ridership of 3,072 Route 38 has about 1,000 less riders than Route 31. Route 38 serves as a current default cultural loop bus since the deactivation of Route 76. Both the Zoo and Please Touch have successfully courted the #38 bus and rely on it to deliver patrons to their doors.

Interestingly, two bus routes serving this District have the dubious distinction of being former subway-surface routes – #31 and #38. These two routes used to run directly into the subway tunnel for rapid and reliable delivery to Center City. Only a single other route used to do this, Route #37.

Routes 40 and 43 provide important east-west connectivity across the District and the City and have 4,000 and 5,000 daily riders, respectively. Recently, Route 43 was a prime candidate for Transit First pilot project narrowly losing to Route 47. PCPC intends to retain Route 43 in the Transit First mix for potential short-term enhancements.

Route 44 operates peripherally serving the City Avenue corridor and operating express on I-76 to/from Center City on the way to Suburban Square in Ardmore. It has a respectable 3,721 daily riders. This bus route has a zoned fare structure, with the division between zones basically at City Avenue. This route is also interlined with Bus Route 52 making alternate trips to Gladwyne.

Route 64 is among the newer routes in the system. It was formed from the consolidation of former Routes 63 and 64 and moved to Washington Avenue. At first, the route deviated to directly service Ellsworth-Federal subway stop. But transfers proved to be so low that the deviation was discontinued about 2 years ago and the route now operates entirely on Washington Avenue in South Philadelphia. The route has 5,038 daily riders.

Route 65 provides an important connection between 69th Street Terminal and Northwest Philadelphia via Overbrook (mostly City Line Avenue). It connects at Malvern Loop (63rd) with other routes, including #10 trolley and “G” bus. It has 9,220 daily riders.

Routes 105 & 106 are basically the same route serving 69th St Terminal to Paoli Hospital, but the #105 utilizes Lancaster Avenue between the City and Ardmore; and #106 utilizes Haverford Avenue between the City and Ardmore. Both routes continue from Ardmore to Paoli via Lancaster Avenue. Both routes employ a zoned fare structure with the zonal divisions being outside the City (@Bryn Mawr Avenue and @Radnor-Chester Road). Route 106 seems to primarily be supplemental to Route 105, and has much less service. Another important distinction is that Route 106 has no Sunday service at all. Both routes have buses about every 30-60 minutes.

PHLASH services operate May– October 9:30 a.m. – 6 p.m. Pickup approximately every 15 minutes at 27 designated stops. This season’s basic route serves Penn’s Landing, Center City and Chinatown via Market Street, The Parkway to the Art Museum with a deviation for the new Perelman Annex, and over the river to The Zoo and Memorial Hall (Please Touch Museum). An “Express” routing is also offered that does not cross the river. The fare is \$2.00 and a Day Pass is offered for \$5.00 and a Family Pass for \$10.00. These fares are extremely competitive with SEPTA regular fares and fully integrated as all SEPTA fare pass instruments are accepted on PHLASH.

EXISTING STUDIES/ISSUES

- A. SEPTA is in midst of relocating **Parkside Loop** a couple of blocks away from where it currently is, closer to 52nd Street.
- B. **52nd St/Center City (City Branch) Corridor Alternatives Analysis Study**. This 2006 SEPTA effort sought to examine the potential for reuse of a below-grade (partially open-cut/partially tunnel) former freight rail line that was occasionally used by the Reading Railroad for passenger service to Reading Terminal. Since the City opened the Commuter Connection tunnel in 1982, this infrastructure became superfluous.

This section, along with the other half of the “Y” together is known as the Reading Viaduct. This piece of infrastructure was identified in our PHILA2035 efforts as being a prime candidate for an elevated park (see Renew section of plan).

The 2006 study envisioned a modern LRT service operating from Center City (3 possible alternative street routings) via City Branch to a proposed rebuilt Regional Rail/SVM (Schuylkill Valley Metro) Station at 52nd/Lancaster. A primary component of such a service would have been a rail connection to Parkway Museums, Zoo, and Fairmount Park attractions including Mann Center.

As this study progressed, it became clear that SVM would not happen. So, this became a stand-alone new LRT service analysis.

Recommendations:

- Do nothing at this time. Modeling predicted only about 3,000 daily boardings – well below a threshold necessary at the time for federal funding considerations*. Also, SEPTA cited some fatal flaws, including a garage build-out encroachment on the ROW near 18th St that would necessitate some costly demolition, private ownership in the section between Broad and 15th Streets, Center City street running issues (MOTU had yet to be authorized and the newly recast Transit First wasn’t thought of yet), and unwillingness to run another trolley service (the success of the Rte 15 Girard trolley had yet to be realized).

*NOTE: PCPC always questioned these ridership figures and noted that the model did not take into account weekend or evening ridership – precisely the type of ridership we feel would most utilize such a line. Since this study, federal regulations have changed and things such as reverse commuting potential, recreational/entertainment stimulation potential, and light rail starter kits have been introduced into the mix – all things that favor a rail project such as this.

- C. **Cultural Corridor LRT.** This concept grew partially out of the ashes of the 52nd St/City Branch Study, mentioned in “B” above. The idea was originally discussed at a PHILA2035 public meeting, then Alan Greenberger took the idea and expounded upon it as a component of CCD’s (Center City District) vision for LRT on Market Street – which itself was combined with the DRPA/PATCO Waterfront Study, mentioned in “D” below. So, the final idea is an LRT service connecting the Delaware waterfront, East Market, the Parkway and Zoo to Centennial District and Fairmount Park.
- D. DRPA/PATCO 2010 **Philadelphia Waterfront Transit Expansion Alternatives Analysis Study.** This study was prepared to identify and evaluate on-street and underground transit alternatives to link the Central Waterfront to key residential and commercial areas. All 3 Light Rail alternatives have a Delaware waterfront trunk line extending from Frankford Avenue to Pier 70. Potential routing of subway-surface lines into a new tunnel extension to Delaware waterfront was evaluated but ruled out as too costly and too difficult and costly engineering-wise to extend the current Green Line tunnel over/under other existing subway and Regional Rail tunnels in Center City. However, potential street-running extensions of Green Lines still on the table, far as I know, but in “temporary hiatus” as are all DRPA/PATCO projects at this time.
- E. Fairmount Park Trolley. From the late 19th Century through to the mid-20th Century, Fairmount Park operated an electric trolley system that connected with the City’s trolleys at key points (33rd/Dauphin, 44th/Parkside) on a 9-mile loop with about 1 dozen stations. Time to reanimate electric traction in the Park...? Cultural Corridor LRT may be a proxy...
- F. **Zoo Master Plan.** You are on the Adv Cmte with me ☺ A major component that is constantly mentioned as the Zoo seeks to recast its and the surrounding neighborhood’s image is to (re)build a Zoo Station. One used to exist in the 19th C and into the early 20th C. But it served a very different rail track configuration than what is currently arranged. That is to say, all or most of the rails at the time Zoo Station was active were on the surface. Various improvements over the 20th C have remade the rails in the area so that they are all on different grades, viaducts, tunnels, flying junctions, etc. making a station in the vicinity extremely costly or prohibitive to construct. Also, any station location in the Zoo vicinity would only serve the Trenton and CHW Lines. This section of trackage is also entirely Amtrak owned, making any non-Amtrak passenger services more difficult to operate logistically.
- G. **52nd St Regional Rail Station.** This idea is often floated especially since the area in and around 52nd/Lancaster is seeing some large amounts of reinvestment. Problem is – and always was – that there were actually two levels of station at this location (at least in the 20th C). This was in conformance with the varying grades of the rails that pass through the area. As I recall, the derelict station there now was the upper station and the only one to survive well into the 20th C seeing its final passenger in the 1970s. The Cynwyd Line is served by the Upper Level; and the Paoli/Thorndale Line is served on the Lower Level. Any serious discussions of a new station at this location would most likely need to be located on the Lower level to capitalize off of the busy Paoli/Thorndale Line as well as Amtrak, which owns this entire section. SEPTA’s tacit support of

a new station at this location waned greatly after SVM was dropped and City Branch Study was dismissed (see earlier).

- H. **West Overbrook Station on Route 100.** This station lies just outside the City at City Line Avenue near Cobbs Creek in Haverford. Route 100 enjoys subway-like service and operates until 2am. If certain bus routes can be diverted to connect to this station, overall mobility – and especially reverse commuting opportunities – may prove to be beneficial for the District. Down side is that Route 100 fare structure is zoned and difficult to interpret when transferring from City buses. Hopefully, SEPTA's new fare technology may alleviate this issue.

DRAFT



**Memorandum
Community Planning Division**

Gary J. Jastrzab
Executive Director

To: Andy Melony, West Park Community Planner
From: Paula Brumbelow, Development Planning and Zoning Division
Date: June 6, 2011
RE: Zoning Summary

West Park District Plan Background Paper: Streets and Highways - Draft July 4, 2011

Roadway network

The West Park District is bordered by the Schuylkill Expressway (I-76) on one side, and City Avenue on another. Both carry high volumes of traffic, and both are frequently congested. As a limited access highway, the effect of the Schuylkill Expressway on the District is restricted to the streets that feed into and away from it: City Avenue, Montgomery Avenue, Girard Avenue, 34th Street, and Spring Garden Street. Compared to the Schuylkill Expressway, City Avenue is much more a vital part of the West Park District. Its problems of traffic congestion, excessive curb cuts, and difficult pedestrian crossings are shared with Lower Merion Township.

Aside from the Schuylkill Expressway and City Avenue, West Park's street network is typical of Philadelphia's older grid system, interrupted by historic cross-cutting routes, most notably Lancaster Avenue and Belmont Avenue. The Lancaster Avenue intersections are wide, diagonal, often complex, and typically more difficult for all users, especially pedestrians and bicyclists. The district is interrupted by two major railroad corridors: Amtrak's Main Line/SEPTA's R5 line and R6 line. These interruptions of the grid re-route through traffic to streets that would otherwise have low volume, typically residential, traffic. A need for traffic calming has been identified in several sections of the district, specifically Parkside Avenue and Overbrook Farms.

Recent, current and planned improvement projects:

Major projects underway in West Park include the Market Street Signal and Pedestrian Improvements from 45th to 63rd Streets, which includes traffic signal modernization and new crosswalks, the 52nd Street Streetscape project from Parkside to Girard, and the Lancaster Signal modernization from 45th Street to City Avenue. The Lancaster Avenue project is upgrading signals at 8 intersections, adding one new signal, and realigning the intersections at Lancaster and Woodbine, Lancaster and 63rd, Lancaster and 57th, and Lancaster/59th/Columbia. A signal modernization project is planned for Haverford Avenue from 40th Street to City Avenue; this may include removal of some unwarranted signals. Repairs to the precast parapets on I-76 from City Avenue to South Street have been completed, and variable message signs will be added to I-76. The Philadelphia Zoo has plans for new parking facilities, streetscape improvements along Girard Avenue, upgrades to several nearby intersections (Girard and 38th, 34th Street at I-76 exit

ramp), and an extension to the West Bank Greenway, converting the east sidewalk of 34th Street to a shared-use path for biking and walking.

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