

PUBLIC MEETING # 1



LOWER EASTWICK

PUBLIC LAND

STRATEGY




**WHAT IS THIS PROCESS?
WHO IS INVOLVED?**



**THIS WORK IS
FOCUSED ON
THREE SITES BUT
WILL IMPACT THE
ENTIRE
NEIGHBORHOOD
OF EASTWICK**

CONTEXT

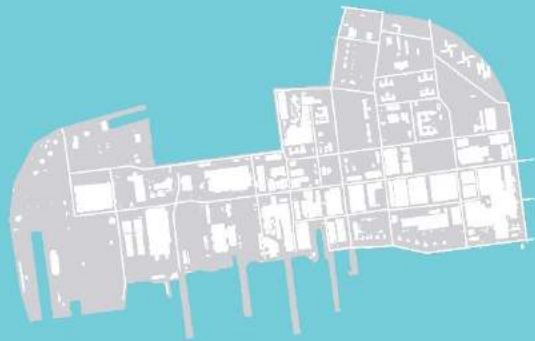
Source: Interface Studio LLC

-  STUDY AREA
-  EASTWICK NEIGHBORHOOD
-  CITY OF PHILADELPHIA BOUNDARY



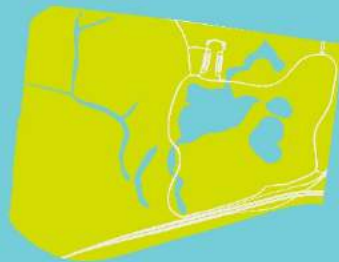
**EASTWICK
PUBLIC LAND SITES**
190 Acres

HOW BIG ARE WE TALKING?



THE NAVY YARD
463 Acres

.4



FDR PARK
348 Acres

.5



**BARTRAMS
GARDENS**
46 Acres

4



**PENNSYLVANIA
CONVENTION
CENTER**
25 Acres

7



THE LINC
14 Acres

13



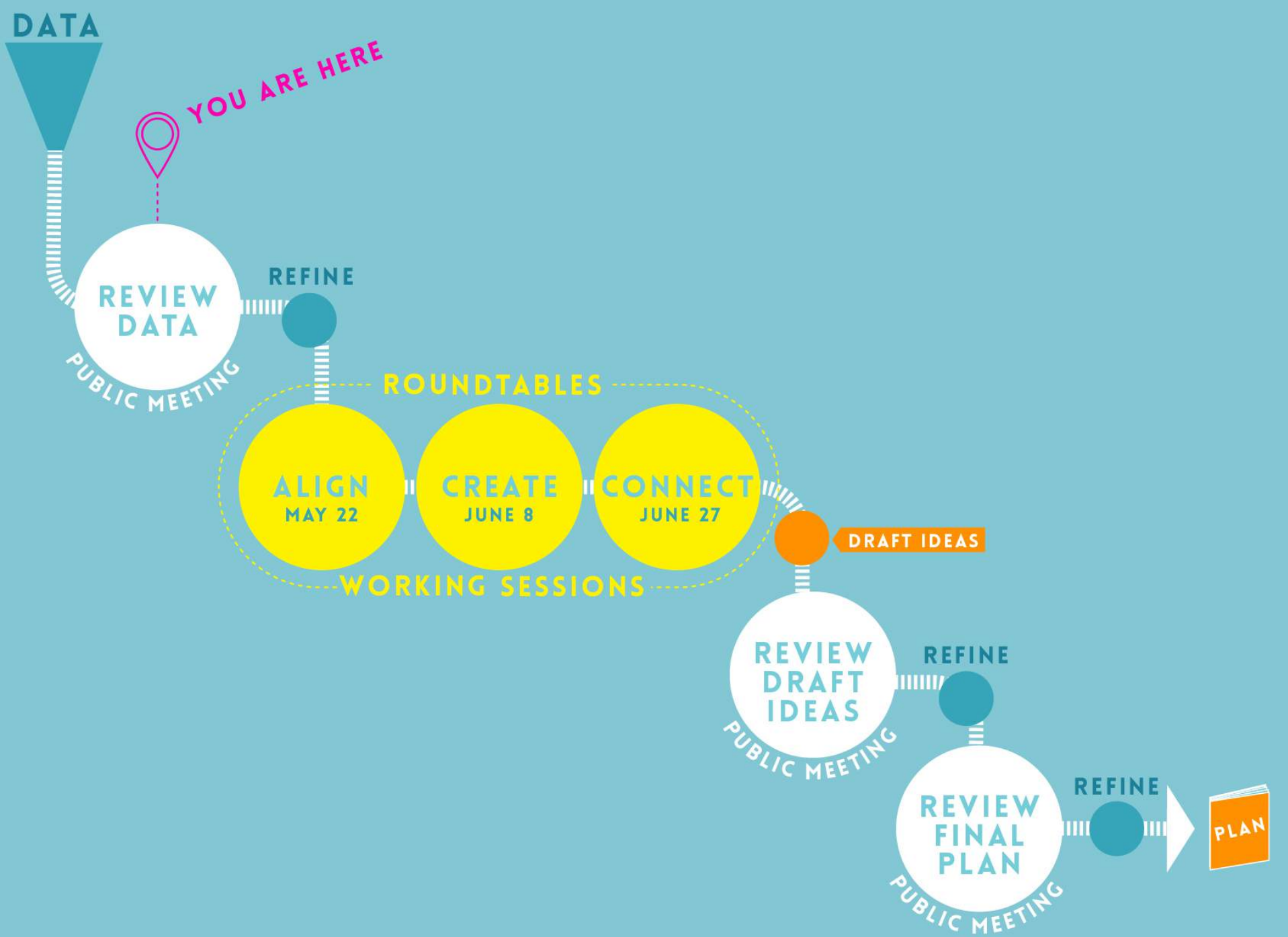
**RITTENHOUSE
SQUARE**
6 Acres

30

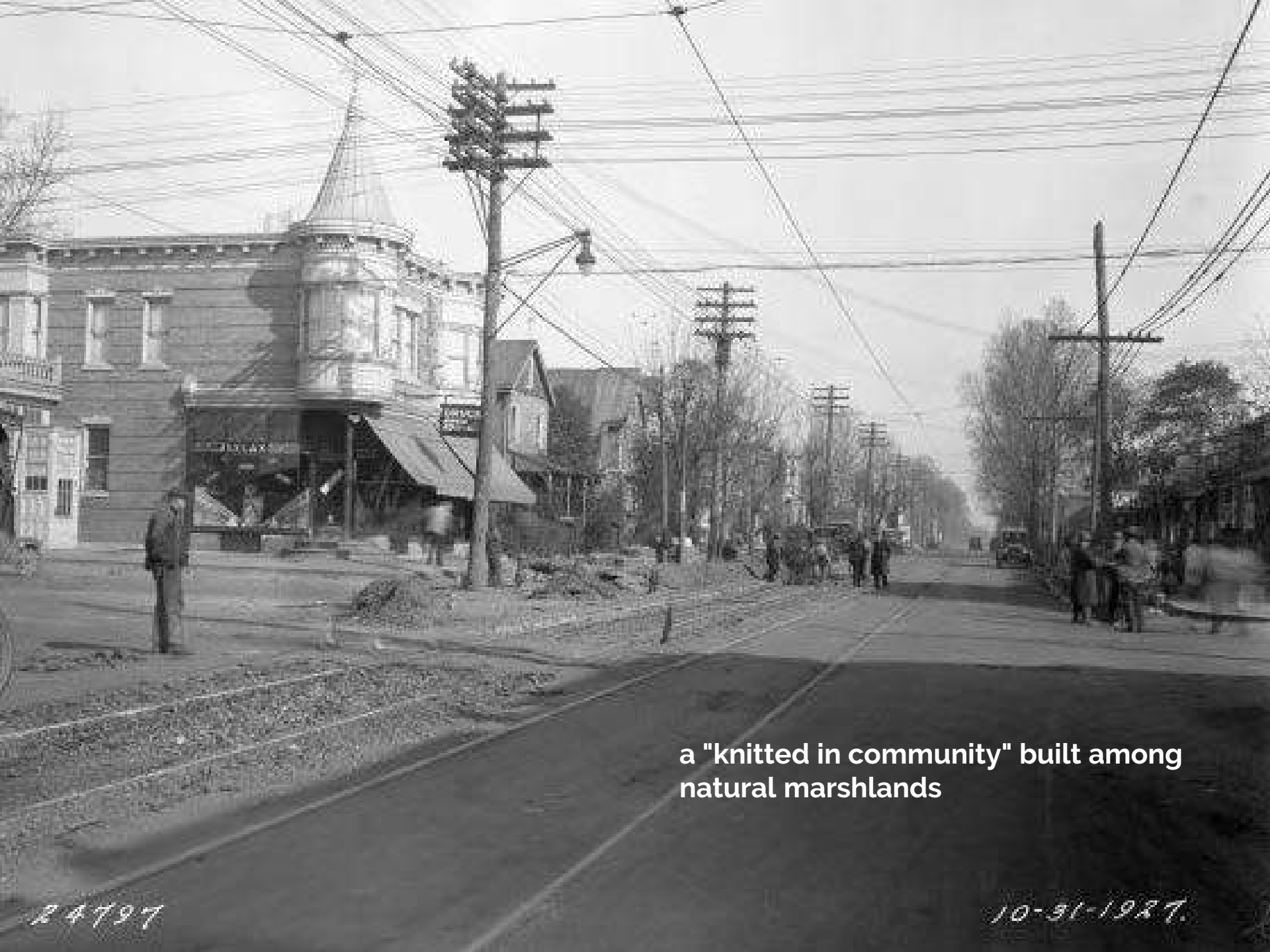
COMMUNITY ENGAGEMENT PROCESS:

- **Neighborhood Tour**
- **Interviews with stakeholders/residents** – So far: 30 completed
- **Neighborhood Leadership Introduction**
- **Public Meeting #1:** Presentation of the challenges
- **Three Public Roundtables:** Understanding Eastwick & moving toward a shared vision, using the Urban Alchemy Framework
- **Public Meeting #2:** Present preliminary analysis & strategies
- **Public Meeting #3:** Share final draft plans for comment





**QUICK HISTORY:
HOW DID WE GET HERE?**



a "knitted in community" built among natural marshlands

24797

10-31-1927.

QUICK HISTORY: 1927

Both Historic & Industrial



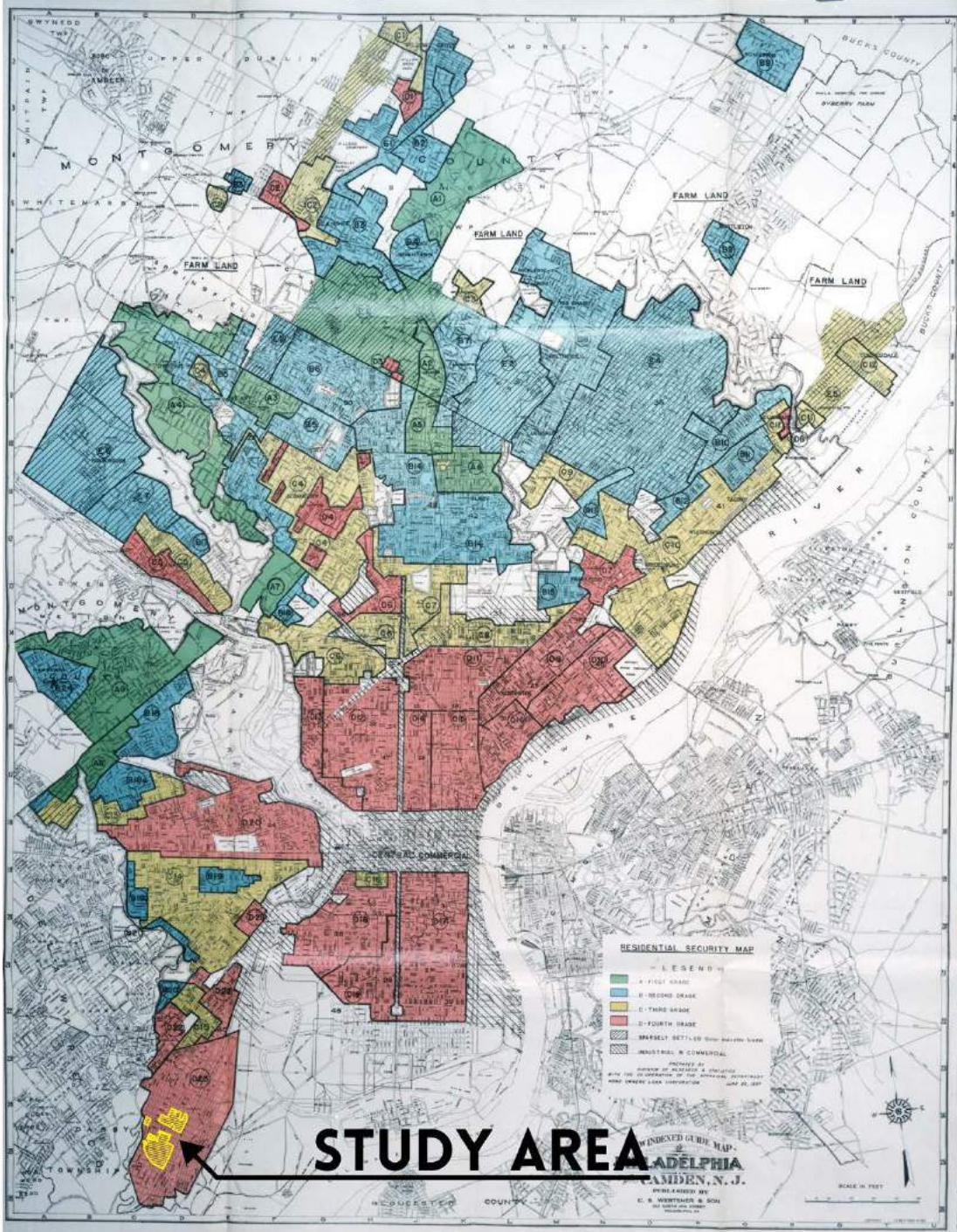
“a sparsely populated, semirural area featuring small farms, trailers, scattered housing developments, and, by the mid-twentieth century, an assortment of auto junkyards and burning garbage dumps.” - Historian Guian A. McKee



"NEWS SPLASH: IT'S EASTWICK AGAIN"



Heavy thunderstorms brings water to the 2ft level on Eastwick Ave at 83rd Street



RESIDENTIAL SECURITY MAP, 1937

ZONES AS DESIGNATED BY THE HOMEOWNERS LOAN CORP.

- BEST
- STILL DESIRABLE
- DECLINING
- HAZARDOUS
- INDUSTRIAL & COMMERCIAL
- STUDY AREA

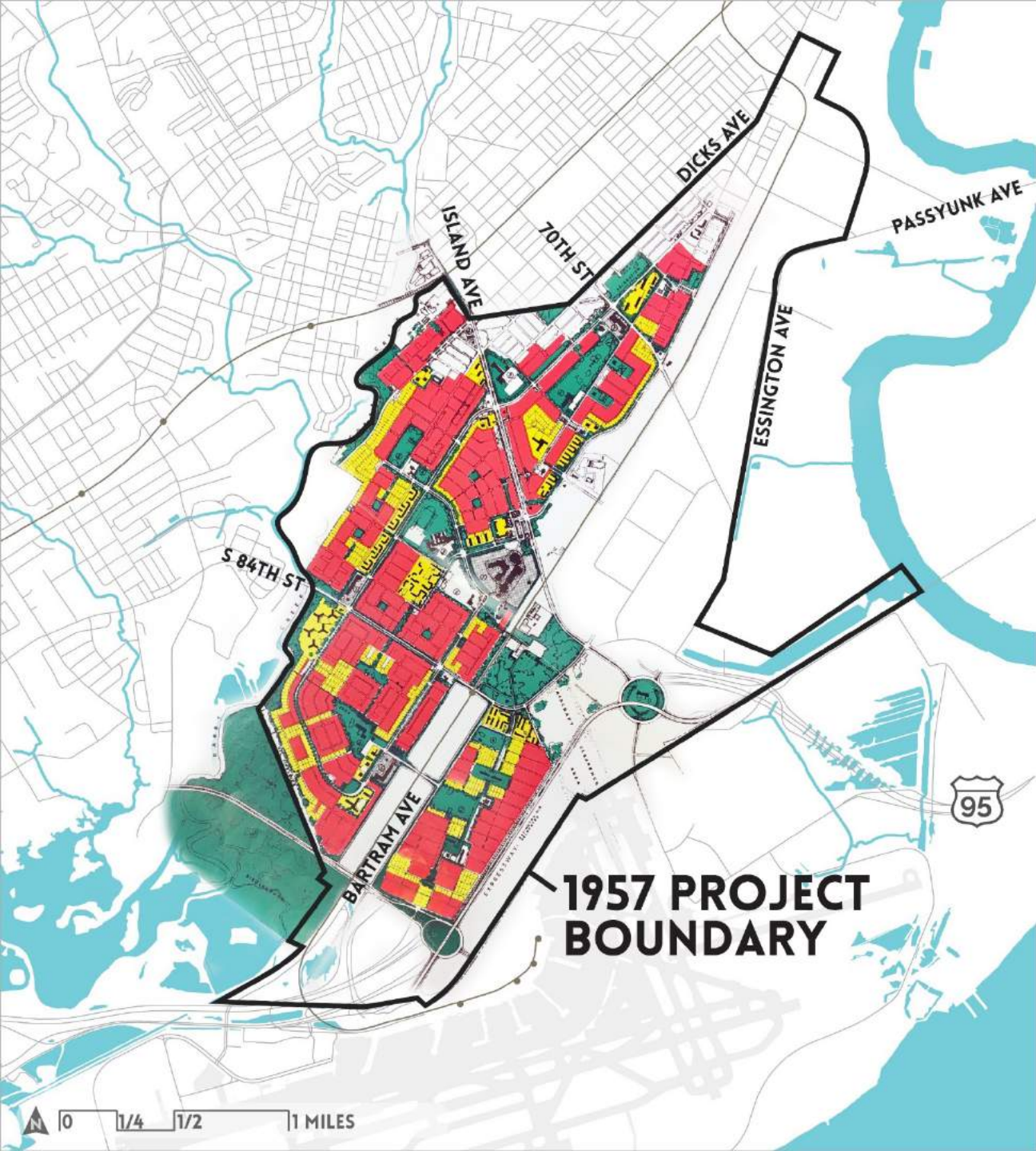
STUDY AREA

RESIDENTIAL SECURITY MAP
 - LEGEND -
 A - FIRST GRADE
 B - SECOND GRADE
 C - THIRD GRADE
 D - FOURTH GRADE
 SPARSELY SETTLED (See separate sheet)
 INDUSTRIAL & COMMERCIAL
 PREPARED BY
 OFFICE OF RESEARCH & STATISTICS
 DIVISION OF HOUSING & COMMUNITY PLANNING
 FEDERAL RESERVE SYSTEM
 JULY 25, 1937

INDEXED GUIDE MAP
 OF
 PHILADELPHIA
 CAMDEN, N. J.
 PUBLISHED BY
 C. A. WESTPHAL & SON
 222 N. 3RD ST.
 PHILADELPHIA, PA.



SCALE IN FEET



VISION FOR EASTWICK, 1953

Source: 1953 RDA Annual Report, Interface Studio LLC

-  COMMERCIAL CENTERS
-  SINGLE, SEMI DETACHED HOUSES + APARTMENTS
-  ROW HOUSES
-  PARKS & OPEN SPACE
-  STUDY AREA
-  CITY OF PHILADELPHIA BOUNDARY

0 1/4 1/2 1 MILES



1945
WHAT WAS

1957
WHAT WAS
SUPPOSED TO
HAPPEN

2017
WHAT ACTUALLY
HAPPENED

SILT FROM THE SCHUYLKILL RIVER TO EASTWICK: MAY, 1954



SINKING FEELING FOR SOUTHWEST PHILADELPHIA HOMEOWNERS

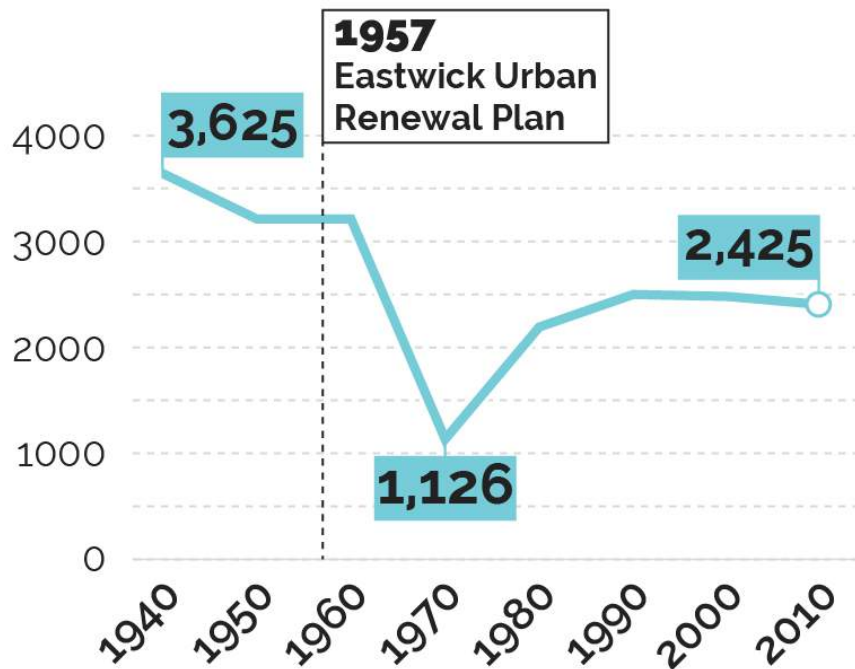
[f Share](#) [G+1](#) [Tweet](#) [Email](#)



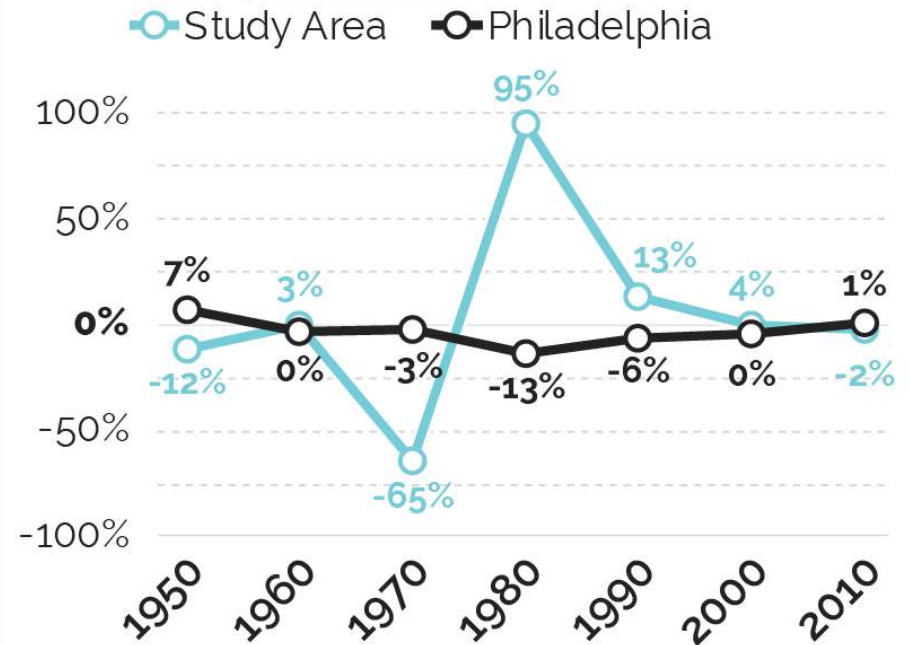
POPULATION

1940-2010

TOTAL COUNT WITHIN LOWER EASTWICK CENSUS TRACTS



PERCENT CHANGE FROM PREVIOUS YEAR IN LOWER EASTWICK CENSUS TRACTS AND PHILADELPHIA

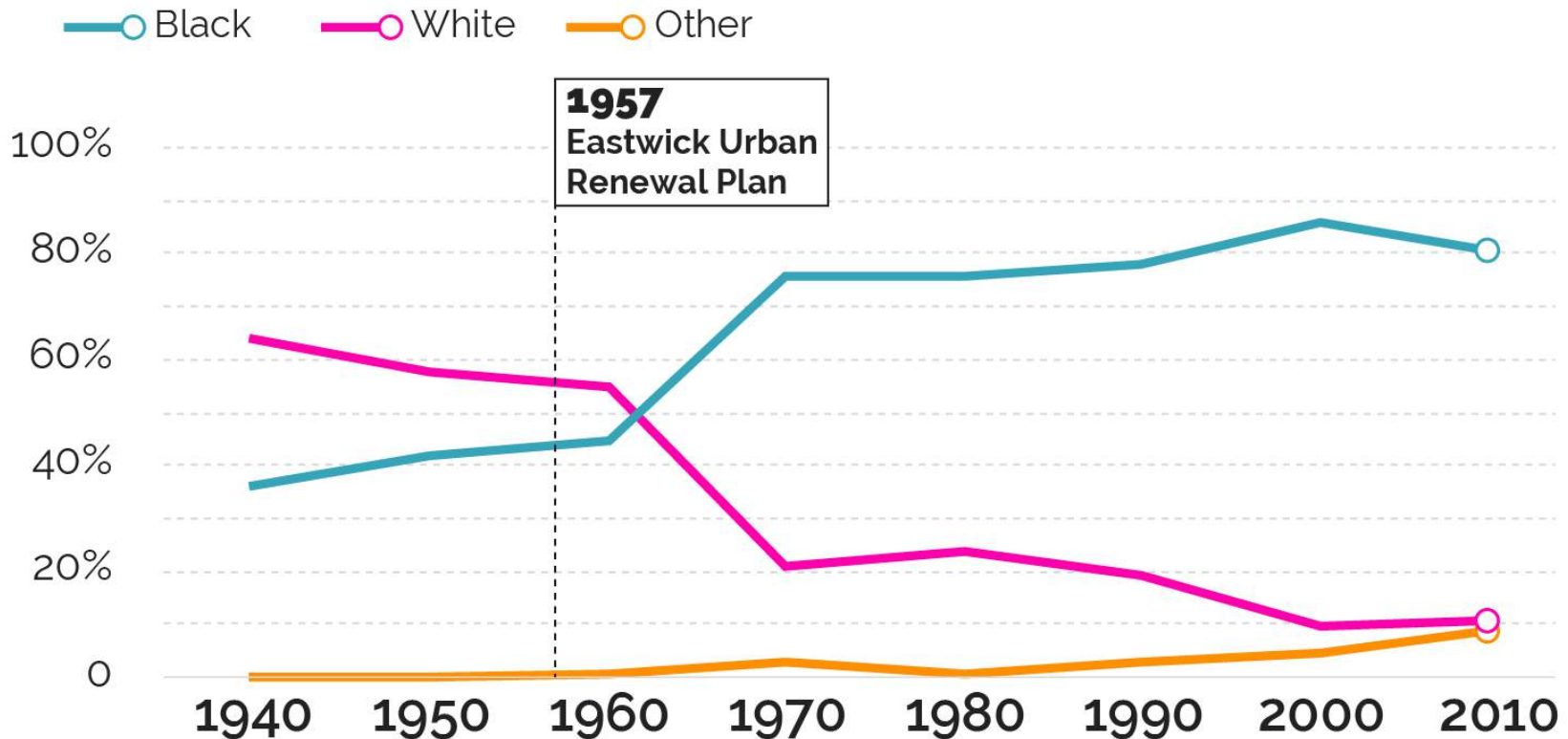


U.S. CENSUS, VIA THE MINNESOTA POPULATION CENTER, NATIONAL HISTORICAL GEOGRAPHIC INFORMATION SYSTEM

RACE

1940-2010

PERCENT OF TOTAL POPULATION WITHIN LOWER EASTWICK CENSUS TRACTS



U.S. CENSUS, VIA THE MINNESOTA POPULATION CENTER, NATIONAL HISTORICAL GEOGRAPHIC INFORMATION SYSTEM

1940 Census categorizes residents only as White or Other; in light of subsequent years' data, 1940 residents categorized as Other are here presented as Black

**AND REDEVELOPMENT
PROPOSALS CONTINUE
TO SURFACE...**



82%

supports the use of federal money to purchase the 128- acre development site for preservation as a **park or an extension** of the Refuge



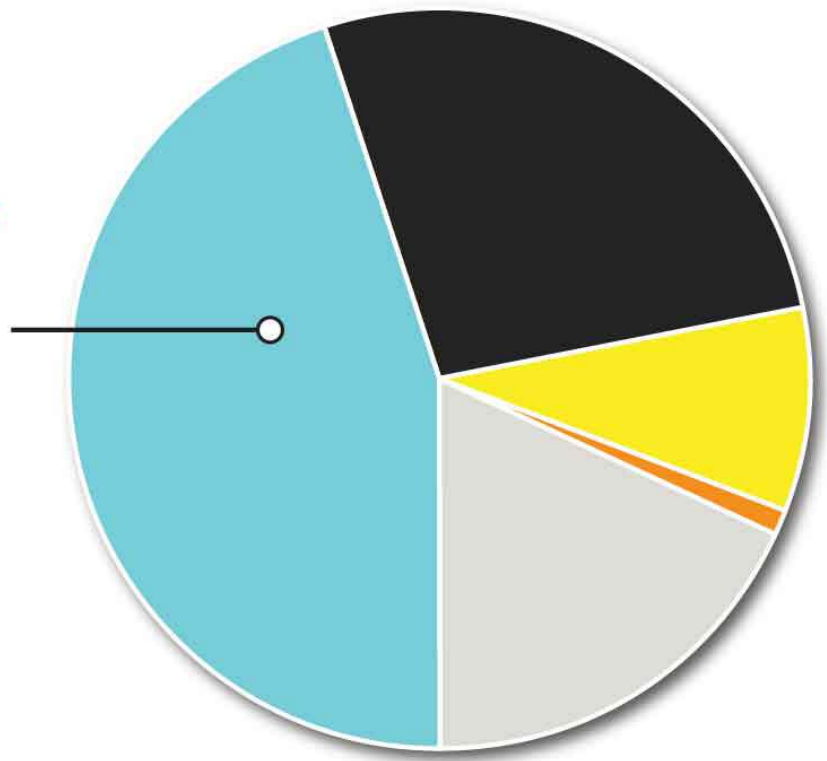
90%

agreed that Eastwick needs **more resources** for community and business development.

EASTWICK RESIDENT AND STAKEHOLDERS ASSESSMENT SURVEY IN 2013

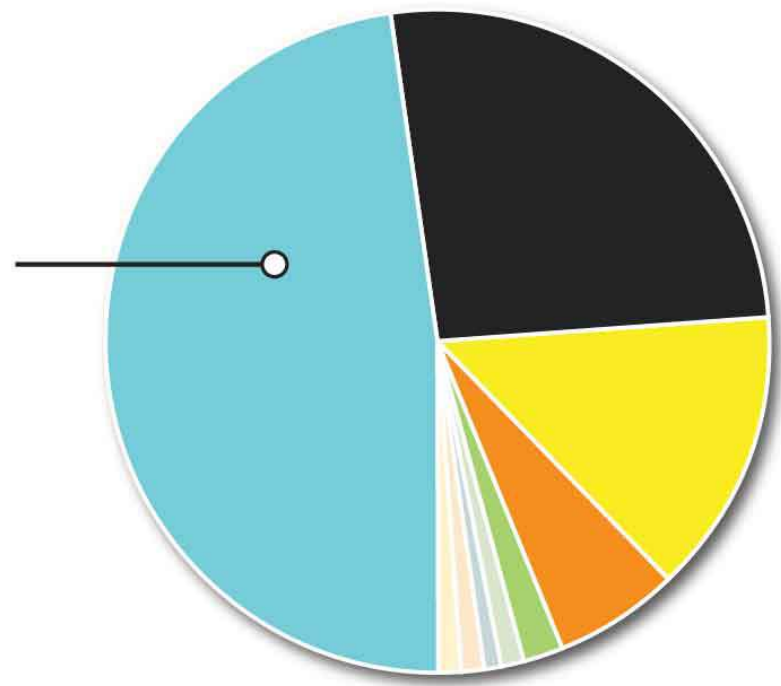
244 of 250 qualifying Eastwick residents

MY NUMBER ONE PRIORITY FOR IMPROVING EASTWICK IS:



EASTWICK RESIDENT AND STAKEHOLDERS ASSESSMENT SURVEY IN 2013

244 of 250 qualifying Eastwick residents

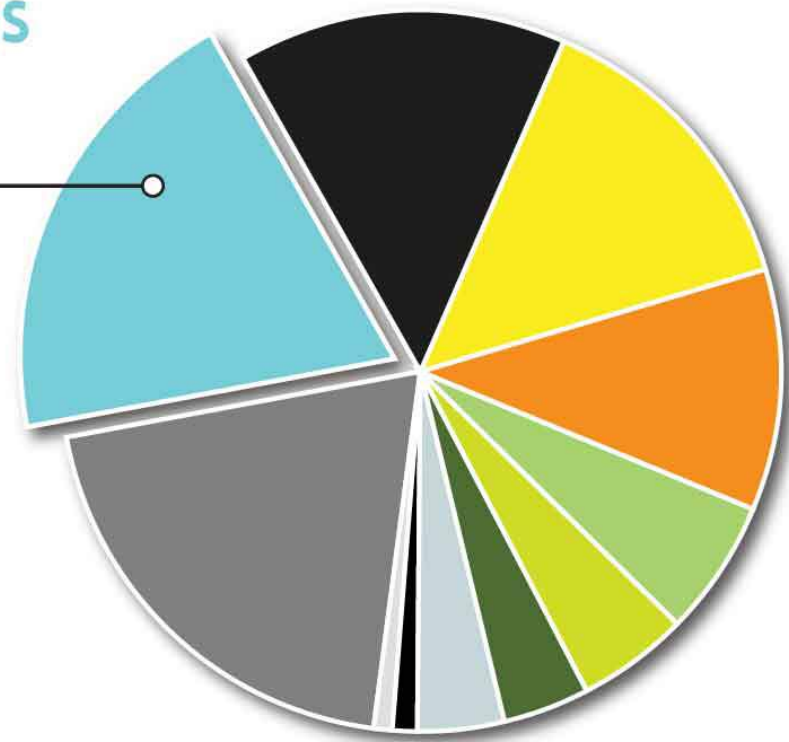
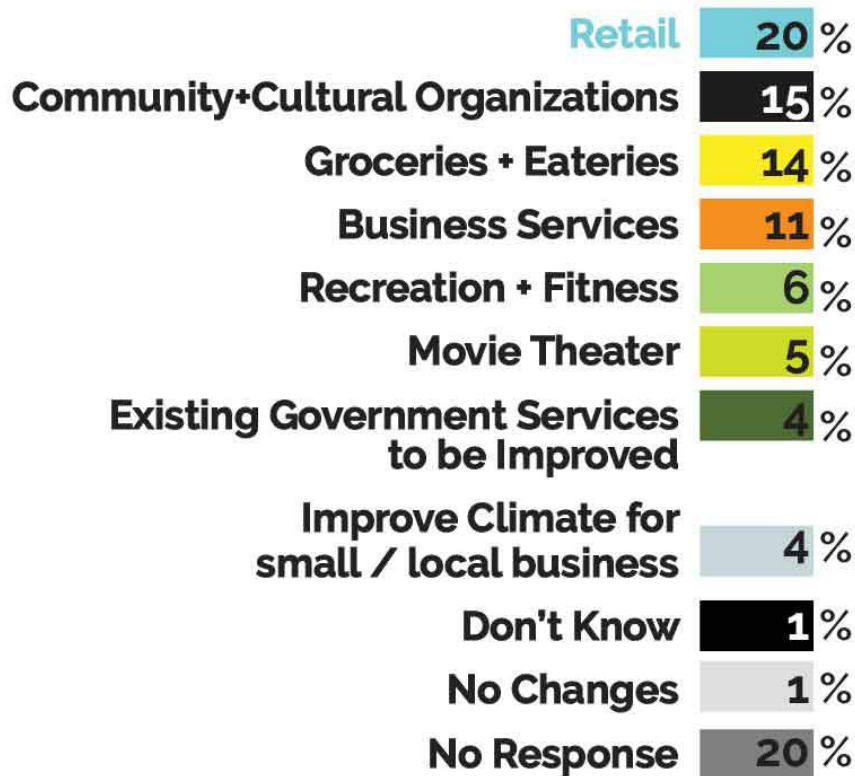


Of the 133 respondents who selected
**"INCREASE PUBLIC
 COMMUNITY ACCESS"**

EASTWICK RESIDENT AND STAKEHOLDERS ASSESSMENT SURVEY IN 2013

244 of 250 qualifying Eastwick residents

TYPES OF BUSINESSES + SERVICES NEEDED IN EASTWICK :



EASTWICK RESIDENT AND STAKEHOLDERS ASSESSMENT SURVEY IN 2013

244 of 250 qualifying Eastwick residents

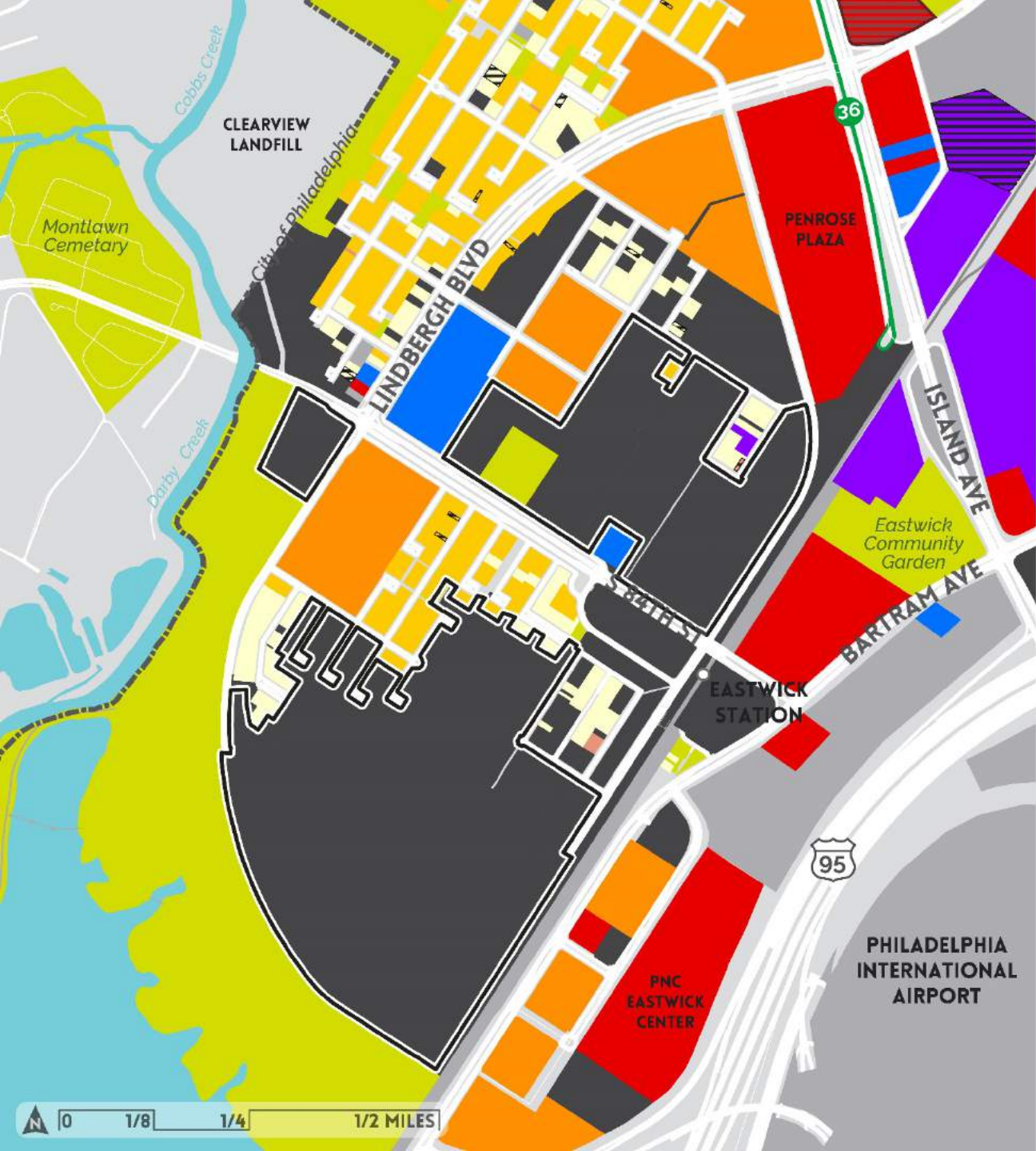
**THIS PROCESS IS NOT
ABOUT REACTING TO
SOMEONE ELSE'S VISION
BUT CREATING YOUR OWN
FOR THESE IMPORTANT
SITES.**

**LET'S START THE CONVERSATION BY
REVIEWING SOME DATA...**

LOWER EASTWICK PUBLIC LAND STRATEGY

-  PRA SITE 1
-  PRA SITE 2
-  PRA SITE 3
-  FORMER COMMUNICATIONS TECHNOLOGY HIGH SCHOOL
-  FORMER GEORGE PEPPER MIDDLE SCHOOL
-  SCHOOL DISTRICT PROPERTY
-  PRA LANDS
-  PARKS & OPEN SPACE
-  CITY OF PHILADELPHIA BOUNDARY





LAND USE

Source: Lower Southwest District Plan, Philadelphia City Planning Commission (2015)

- LOW DENSITY RESIDENTIAL
- MED. DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- INSTITUTIONAL/RELIGIOUS
- VACANT LAND
- PARK/OPEN SPACE
- STUDY AREA



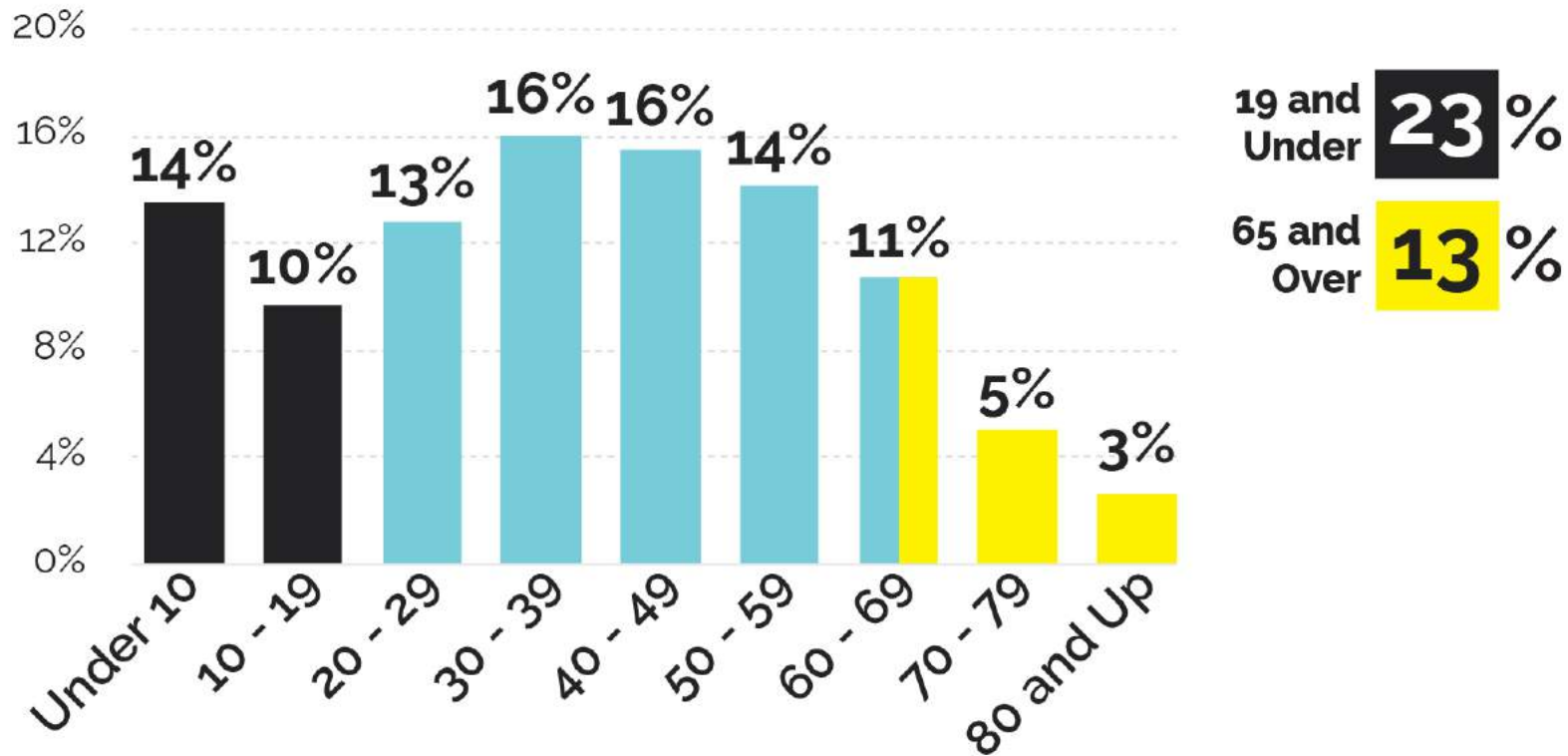
EASTWICK

TODAY

AGE

2015

PERCENT OF TOTAL POPULATION WITHIN LOWER EASTWICK CENSUS TRACTS

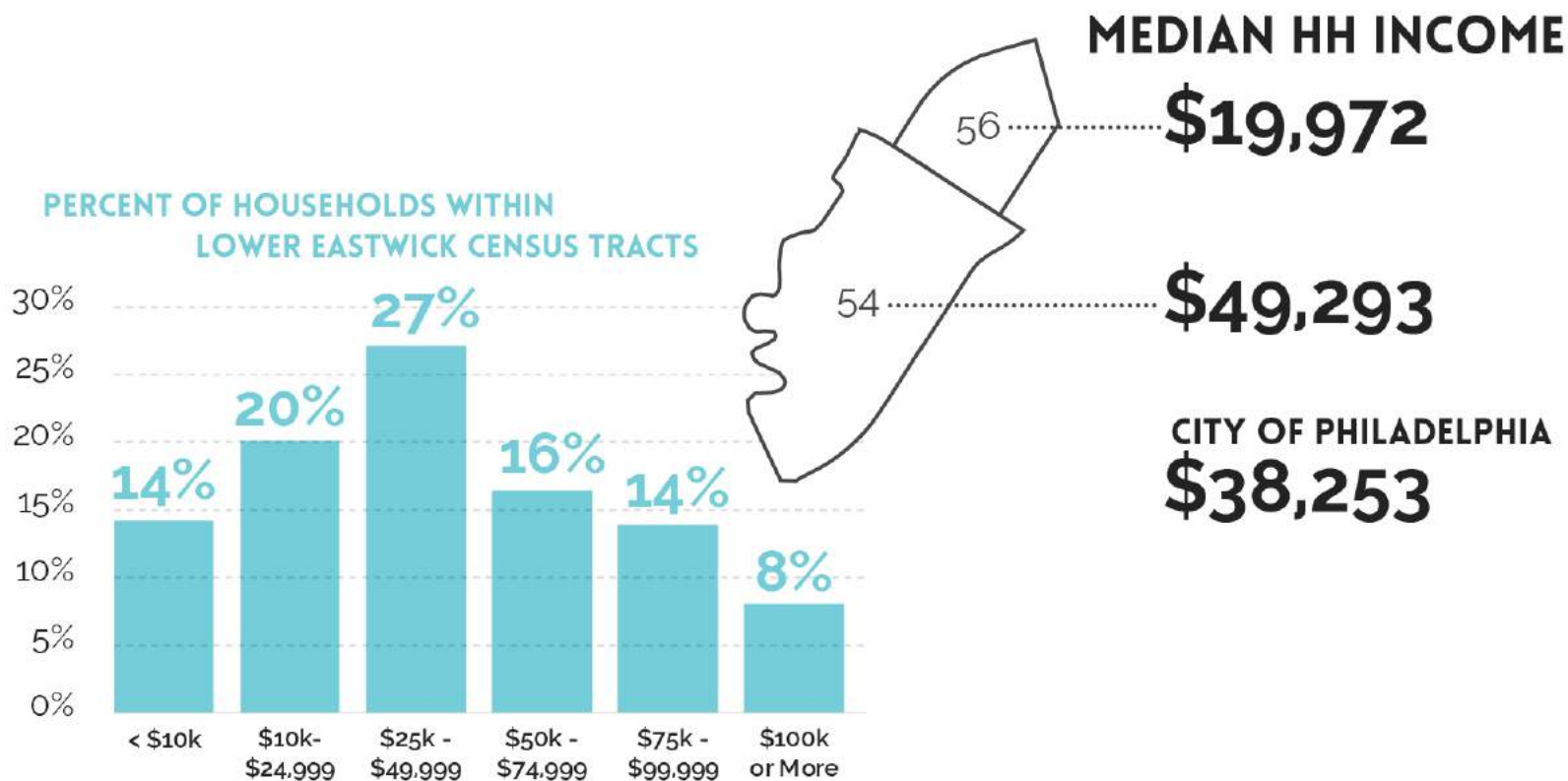


Percentages do not differ significantly from the larger Eastwick neighborhood.

2015 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

HOUSEHOLD INCOME

2015

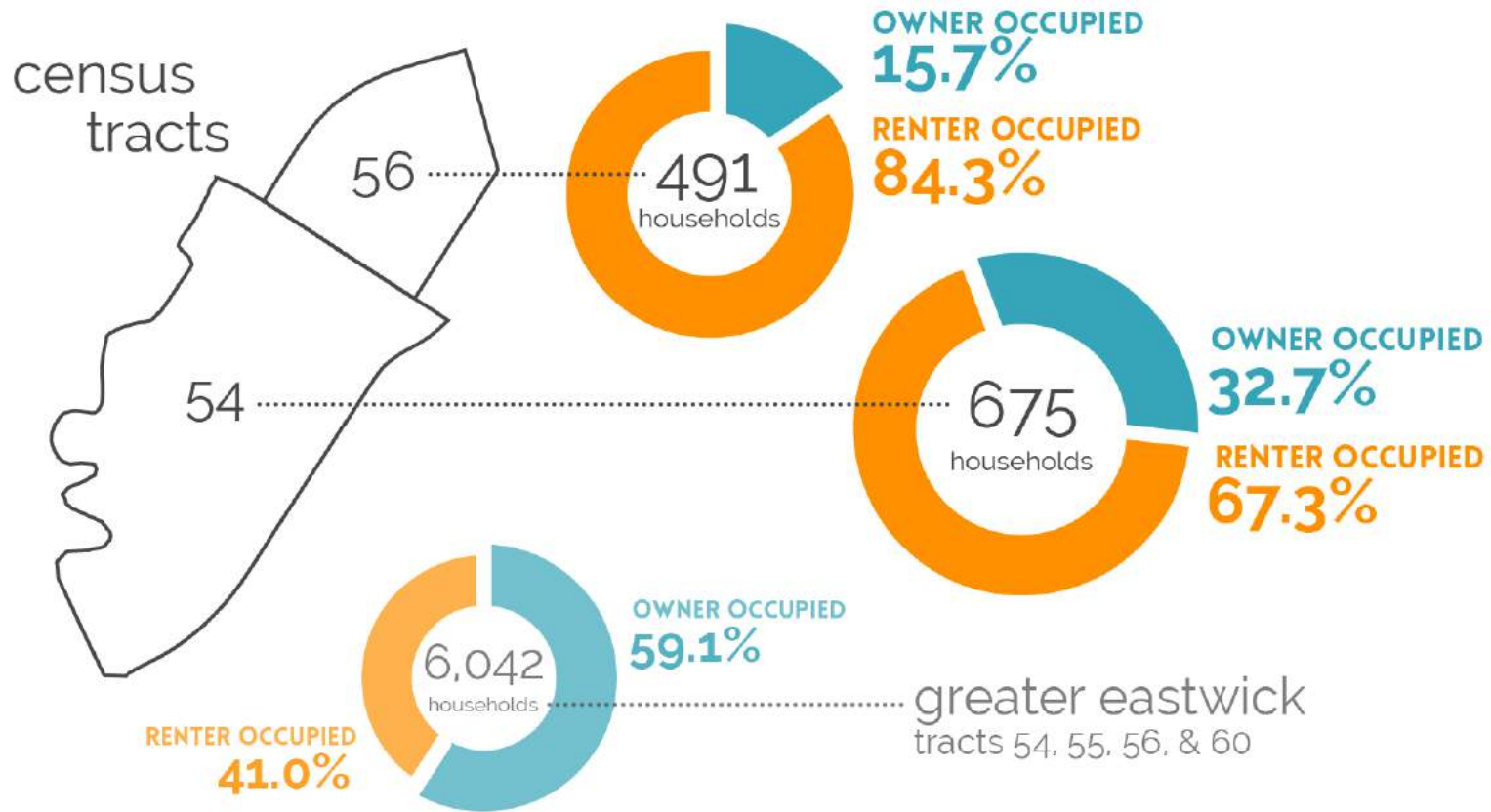


2015 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

HOUSEHOLD TENURE

2015

PERCENT OF OCCUPIED HOUSING UNITS WITHIN LOWER EASTWICK CENSUS TRACTS

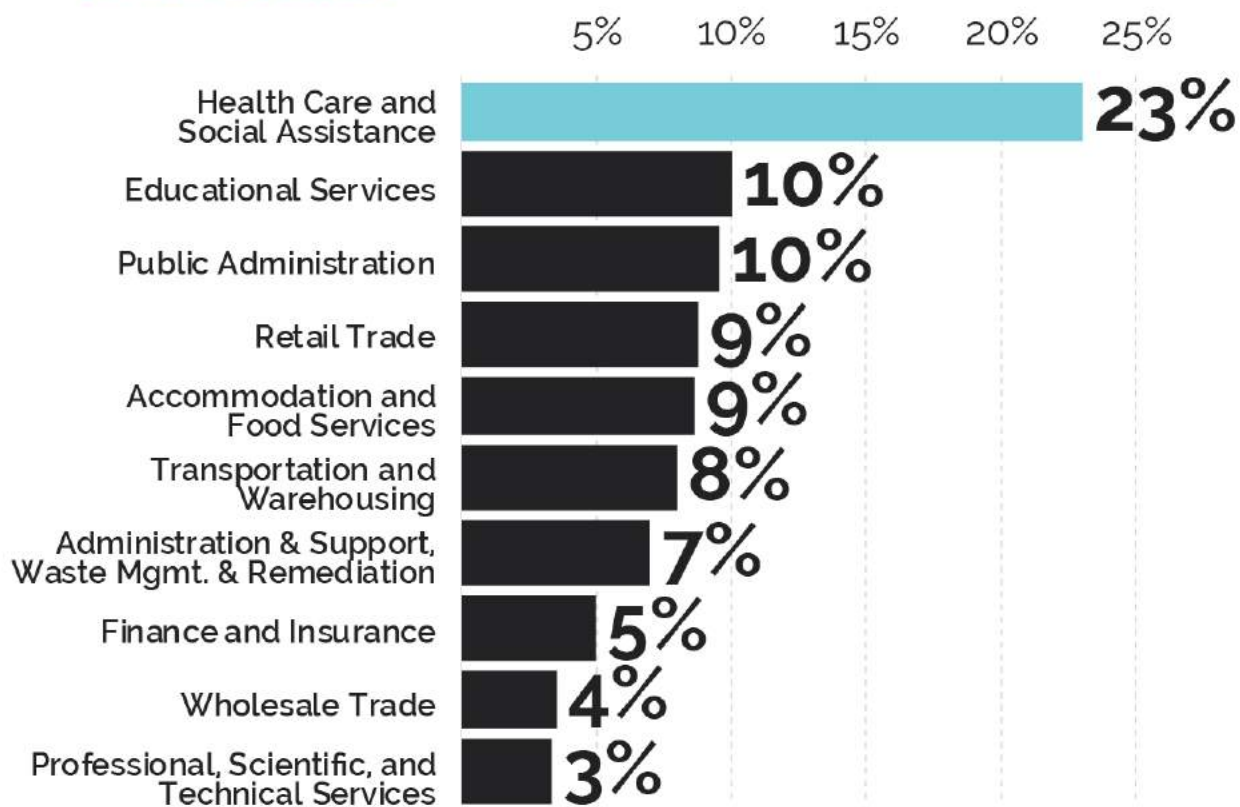


2015 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

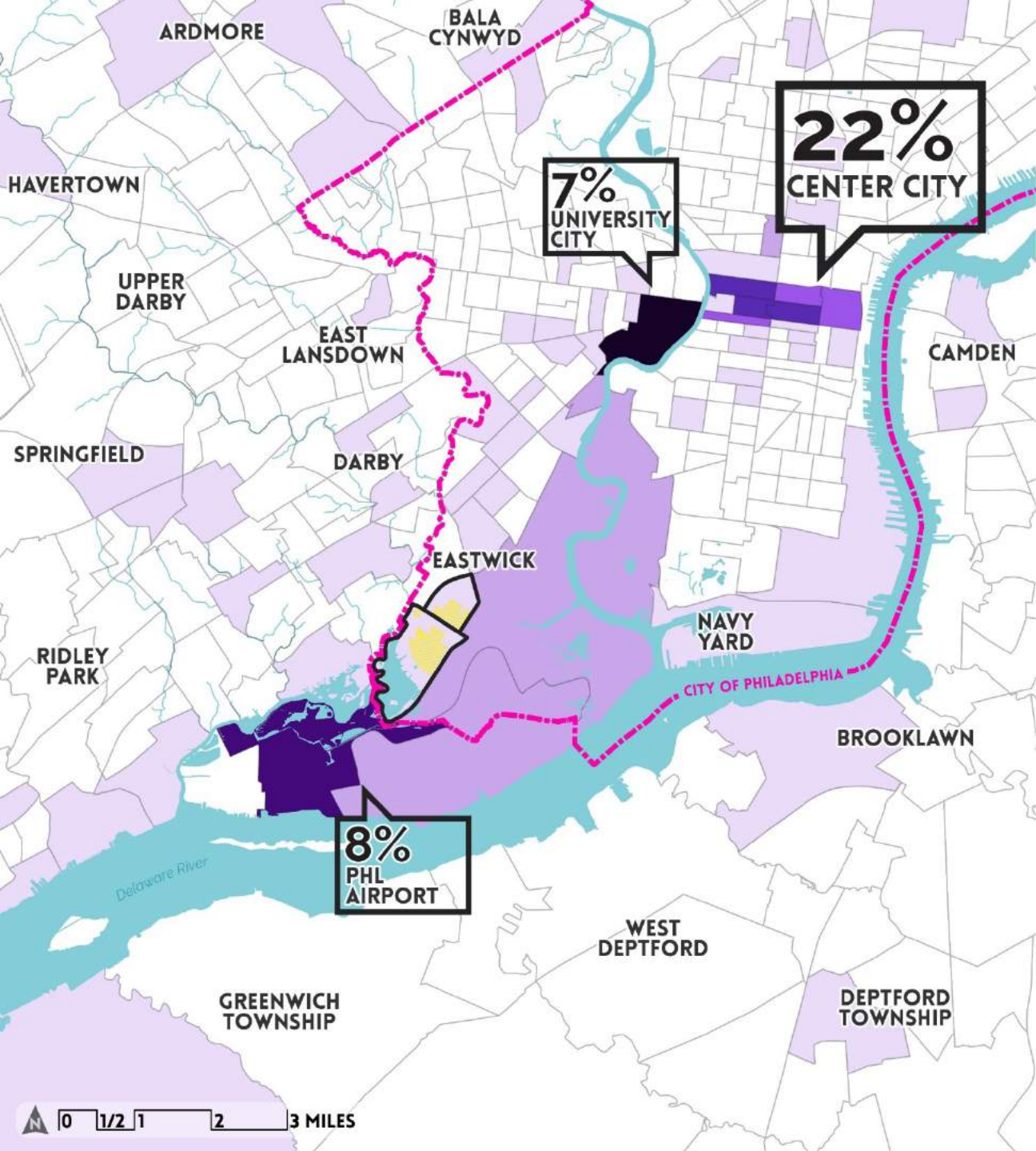
RESIDENTS' PRIMARY JOBS

2014

PERCENT OF ALL WORKERS WHO LIVE IN LOWER EASTWICK CENSUS TRACTS,
TOP TEN INDUSTRIES



US CENSUS BUREAU "ONTHEMAP," LONGITUDINAL-EMPLOYER HOUSEHOLD DYNAMICS PROGRAM



WHERE RESIDENTS WORK

PRIMARY JOBS OF WORKERS WHO LIVE IN LOWER EASTWICK CENSUS TRACTS

Source: U.S. Bureau "OnTheMap," Longitudinal-Employer Household Dynamics Program, 2014

- 1 - 9
- 10 - 19
- 20 - 29
- 30 - 39
- 40 - 49
- 50 - 56
- STUDY AREA
- LOWER EASTWICK CENSUS TRACTS
- CITY OF PHILADELPHIA BOUNDARY

0 1/2 1 2 3 MILES

ENVIRONMENT / ECOLOGY








HISTORIC WETLAND:

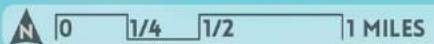
Tincum Marsh is a freshwater tidal marsh within the Delaware Estuary - the largest remaining in Pennsylvania - that once spanned 5,700 acres.

Beginning in the 1600's, early settlers diked and drained parts of the marsh for grazing.

TINICUM MARSH, 1900

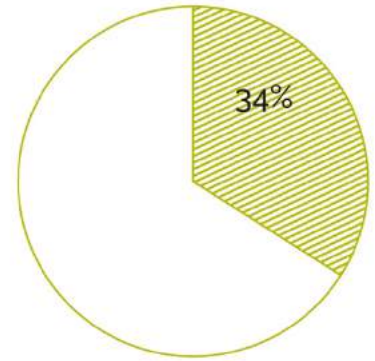
Source: Mindy Fullilove, Bishop Land Design LLC

-  HISTORIC EXTENT OF MARSH
-  STUDY AREA
-  CITY OF PHILADELPHIA BOUNDARY








Area of marshlands compared to 1900

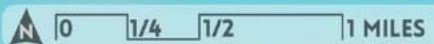


By 1940, rapidly expanding development, including the construction of the Philadelphia International Airport, resulted in significant dredging and filling of wetland areas.

TINICUM MARSH, 1940

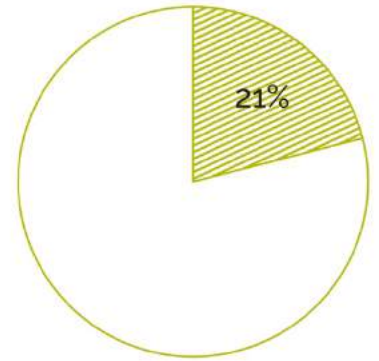
Source: Mindy Fullilove, Bishop Land Design LLC

-  HISTORIC EXTENT OF MARSH
-  STUDY AREA
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Area of marshlands compared to 1900

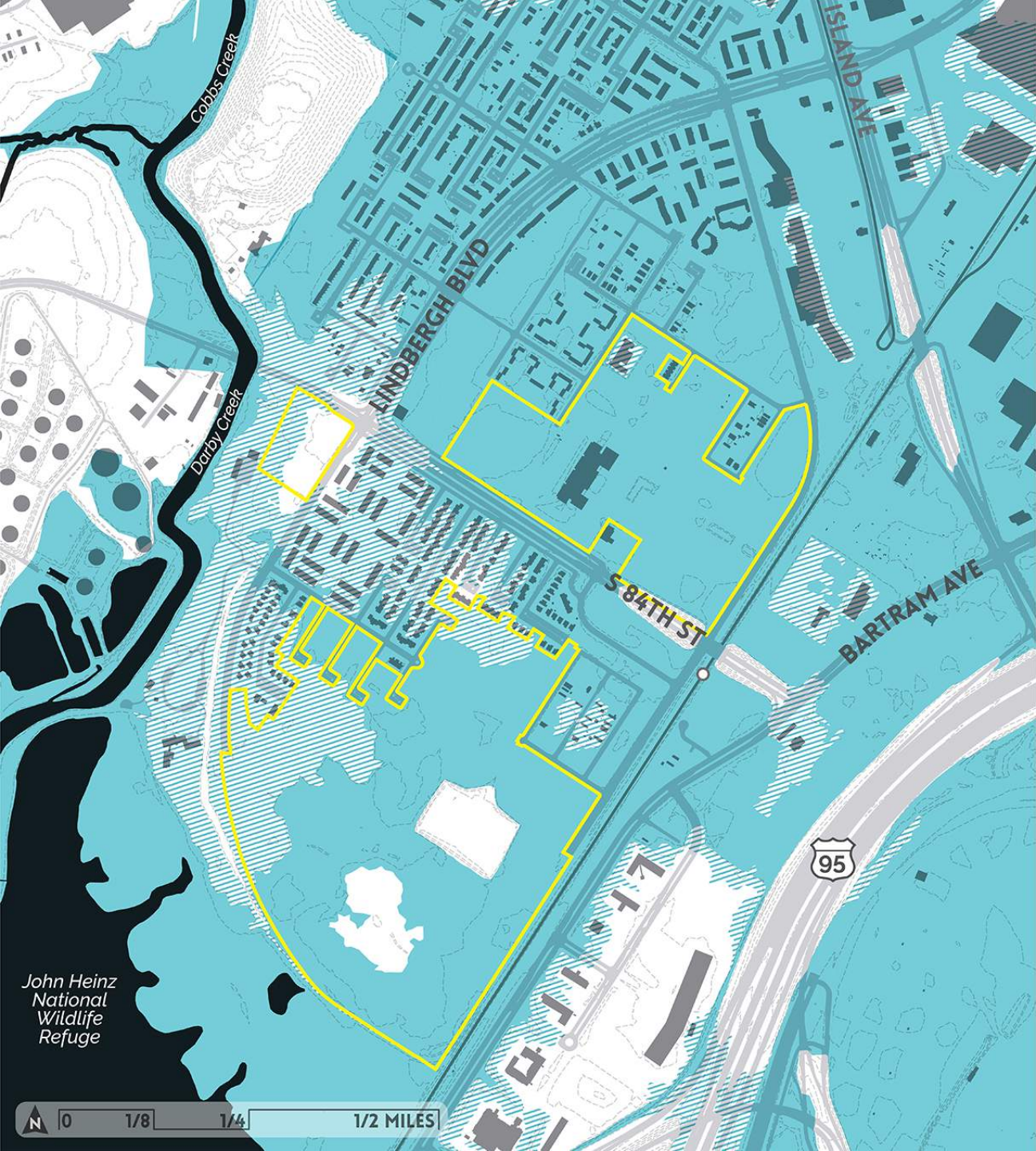


Today, Tincum Marsh has been reduced to only 200 acres. However, the John Heinz Wildlife Refuge, established in 1972, is working to protect and expand the marsh.

TINICUM MARSH, 2000

Source: Mindy Fullilove, Bishop Land Design LLC

-  EXTENT OF MARSH
-  STUDY AREA
-  CITY OF PHILADELPHIA BOUNDARY



100 YR FLOOD:

1% annual chance flood

These areas are referred to as Special Flood Hazard Area (SFHA) representing moderate flood hazard.

FEMA FLOOD ZONES

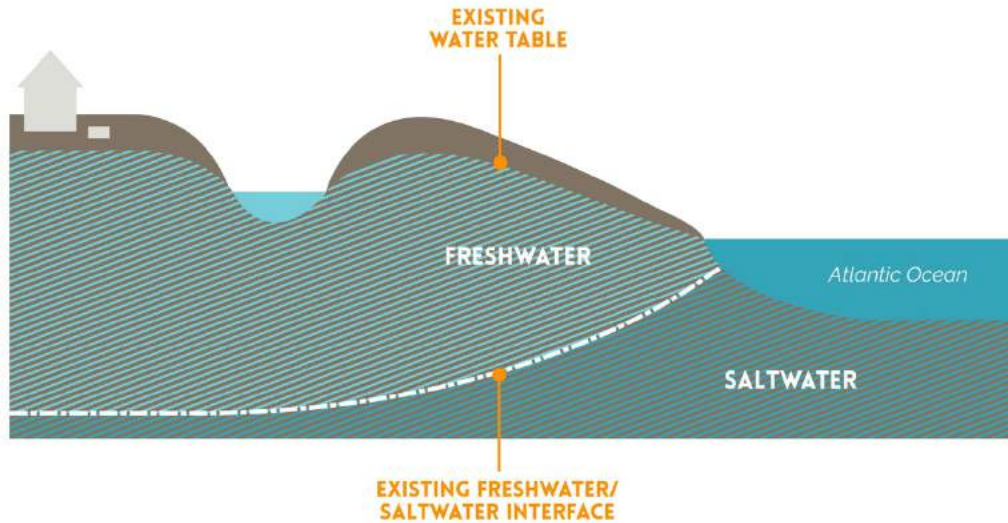
Source: FEMA, Interface Studio LLC

- 100 YEAR FLOOD
- 500 YEAR FLOOD
- STUDY AREA

John Heinz National Wildlife Refuge

0 1/8 1/4 1/2 MILES

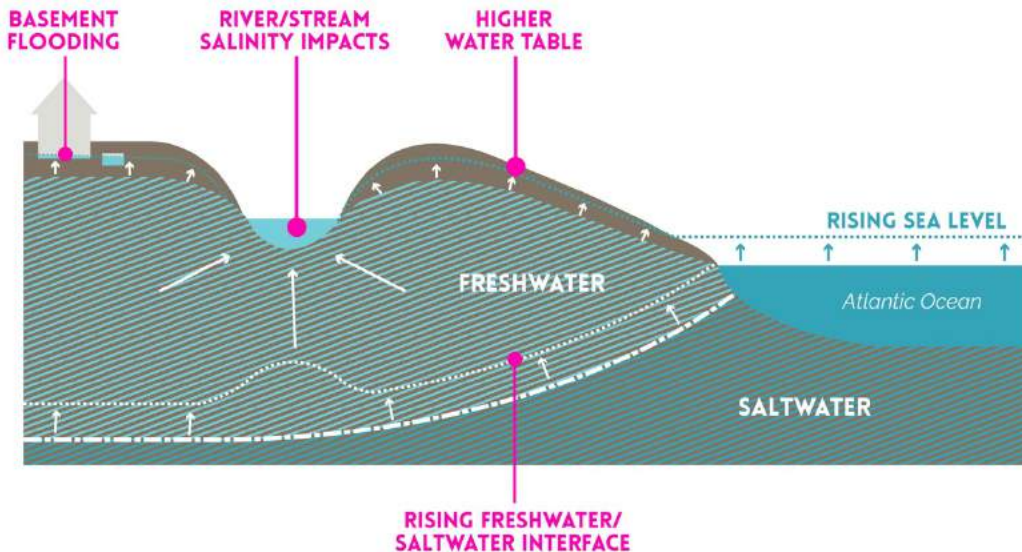
SEA LEVEL RISE:



Sea level rise may have detrimental impacts to the aquifer, leading to consequences such as degradation of potable water quality, high water tables and flooding, and intrusion of saltwater and contaminants into streams and rivers.

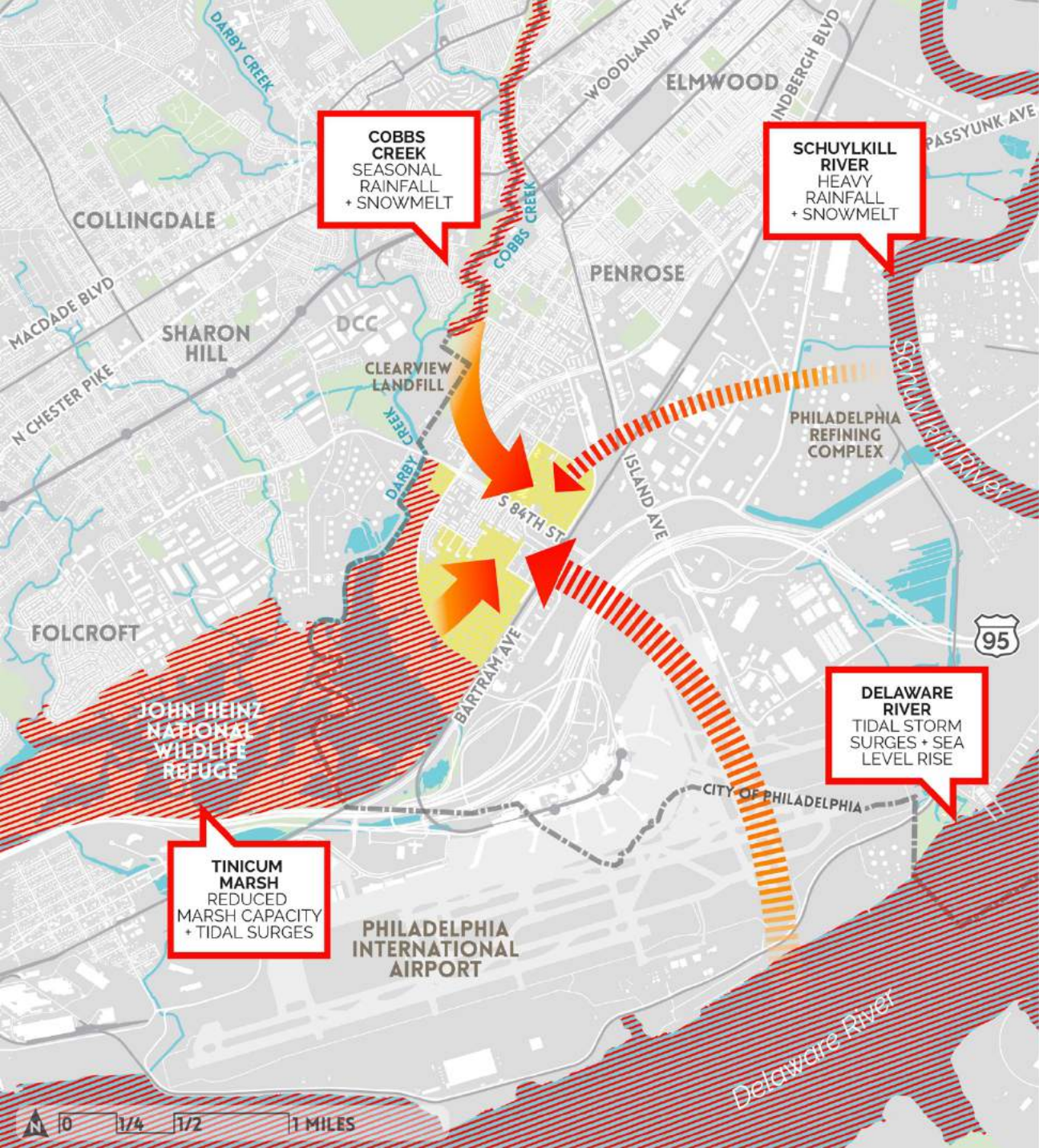
IMPACTS TO AQUIFER

Source: USGS, Bishop Land Design LLC



"Hurricane Floyd, in 1999, was Eastwick's most devastating flood event in recent memory. Cobbs and Darby Creeks overflowed, inundating the area with four to five feet of water, requiring evacuation of about 1000 Eastwick residences."





COBBS CREEK
SEASONAL RAINFALL + SNOWMELT

SCHUYLKILL RIVER
HEAVY RAINFALL + SNOWMELT

DELAWARE RIVER
TIDAL STORM SURGES + SEA LEVEL RISE





TINICUM MARSH
REDUCED MARSH CAPACITY + TIDAL SURGES

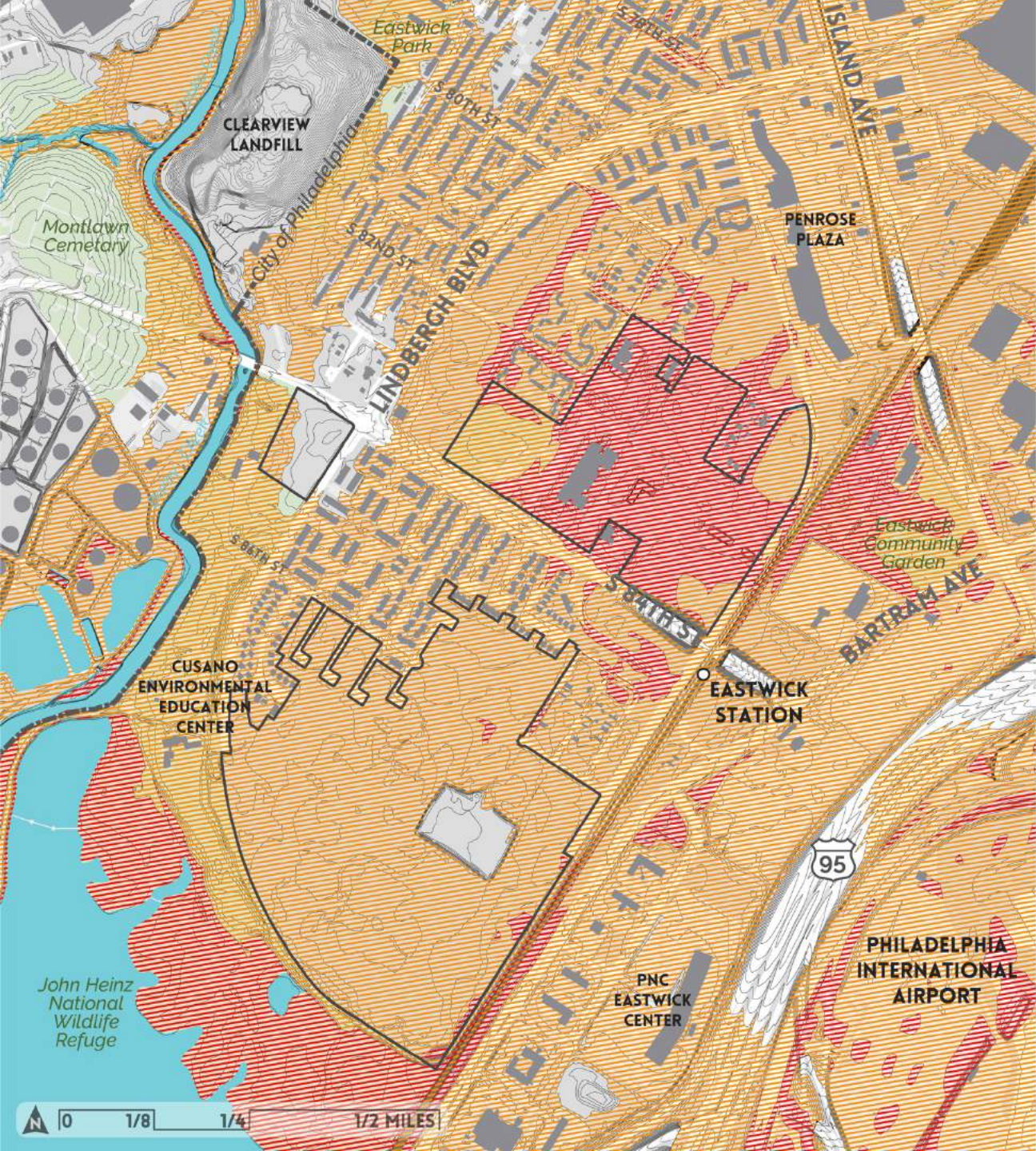
Multiple sources of flooding affect the Study Area. Seasonal snow melt and heavy rains result in overflows along Cobbs Creek and the Schuylkill River.

The site is also vulnerable to storm surges from the Delaware River, as well as the Tinicum Marsh, which has reduced tidal capacity due to dams and impounding.

CAUSES OF FLOODING

Source: Bishop Land Design LLC

-  LOCAL FLOODING
-  EXTREME FLOOD EVENT RISKS
-  SOURCES OF FLOODWATER
-  STUDY AREA







LOW POINTS:

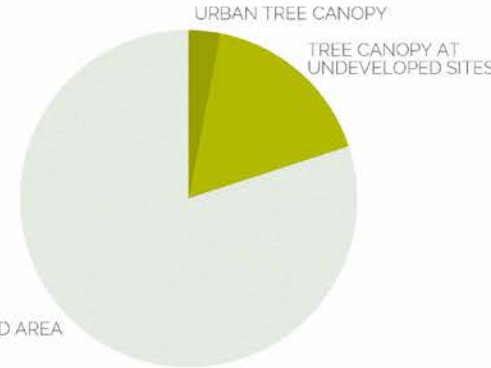
10' is the base flood elevation identified by FEMA.

Significant parts of the study area fall below 0' elevation. These areas are especially vulnerable to inundation.

FLOOD PRONE SITES

Source: City of Philadelphia, Bishop Land Design LLC

-  AREAS BELOW 10' FLOOD ELEV.
-  AREAS BELOW 0' ELEV.
-  OPEN SPACES
-  STUDY AREA



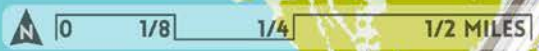
As much as 30% of the study area is shaded by existing trees that are concentrated at undeveloped sites.

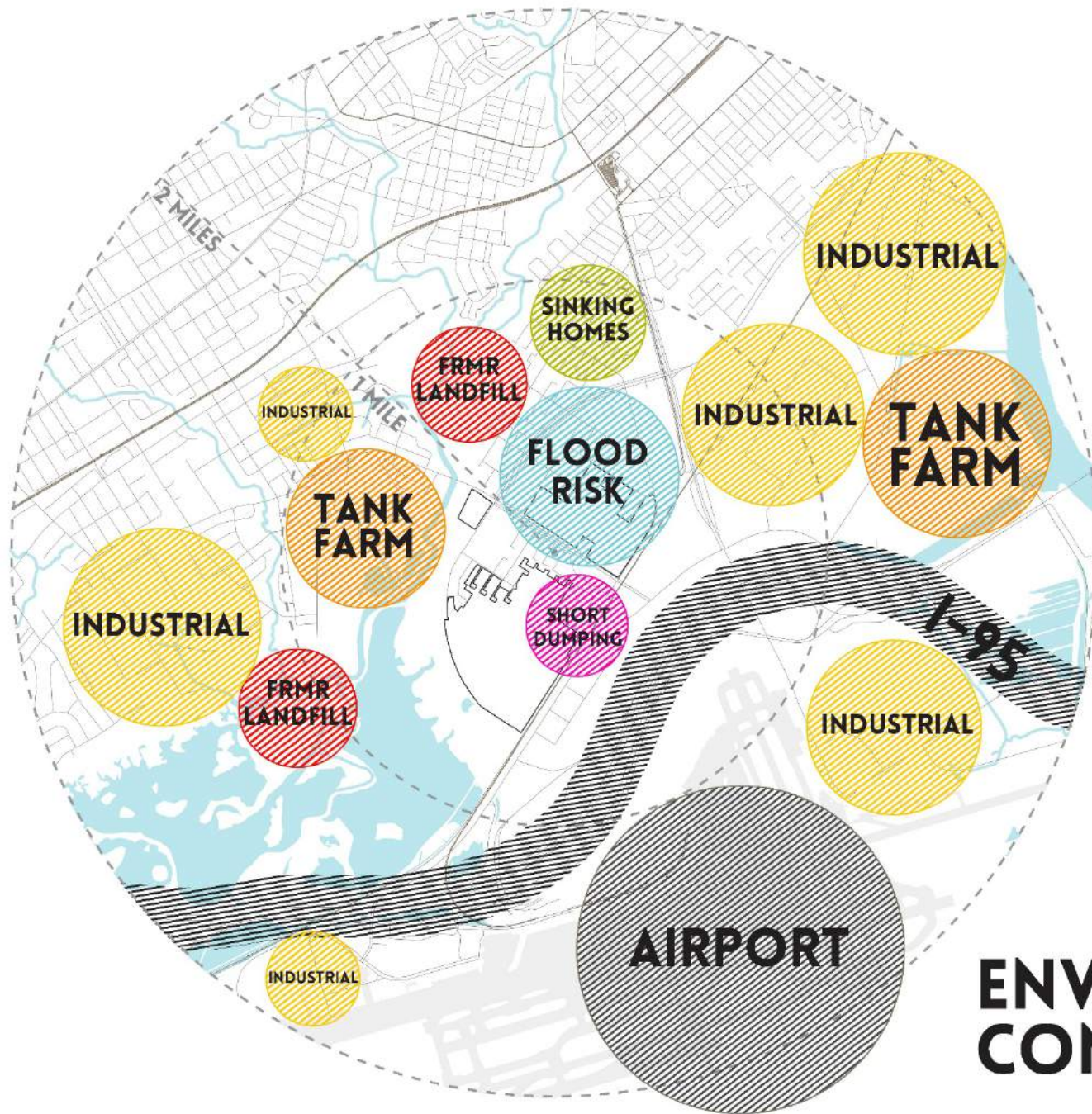
Vehicular corridors and open parcels are opportunities to establish an urban tree canopy that provides functional benefits that are integrated with future development.

EXISTING TREE CANOPY

Source: City of Philadelphia, Bishop Land Design LLC

- TREE CANOPY
- OPEN SPACES
- STUDY AREA

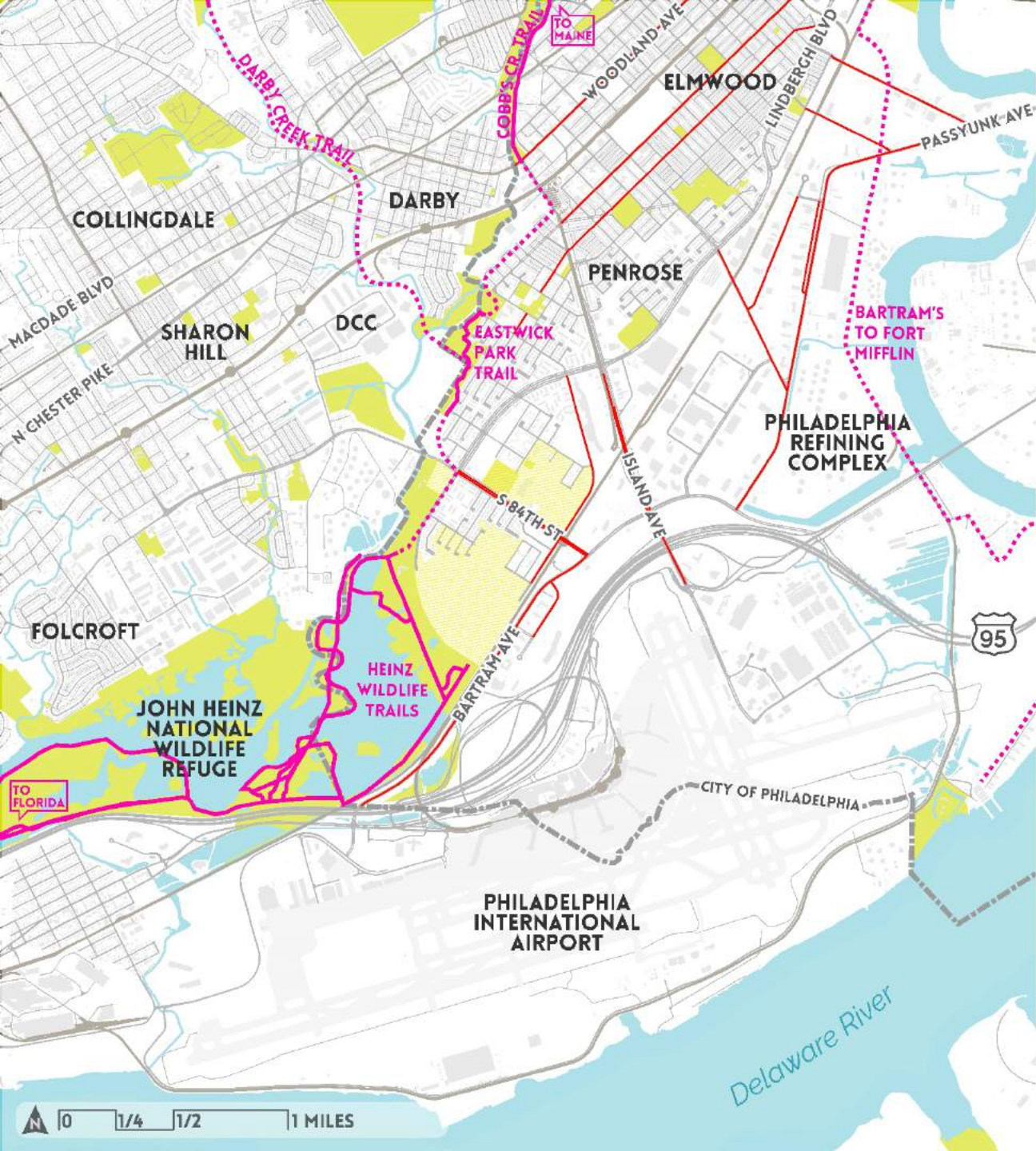




ENVIRONMENTAL CONCERNS

CONNECTIVITY

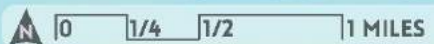


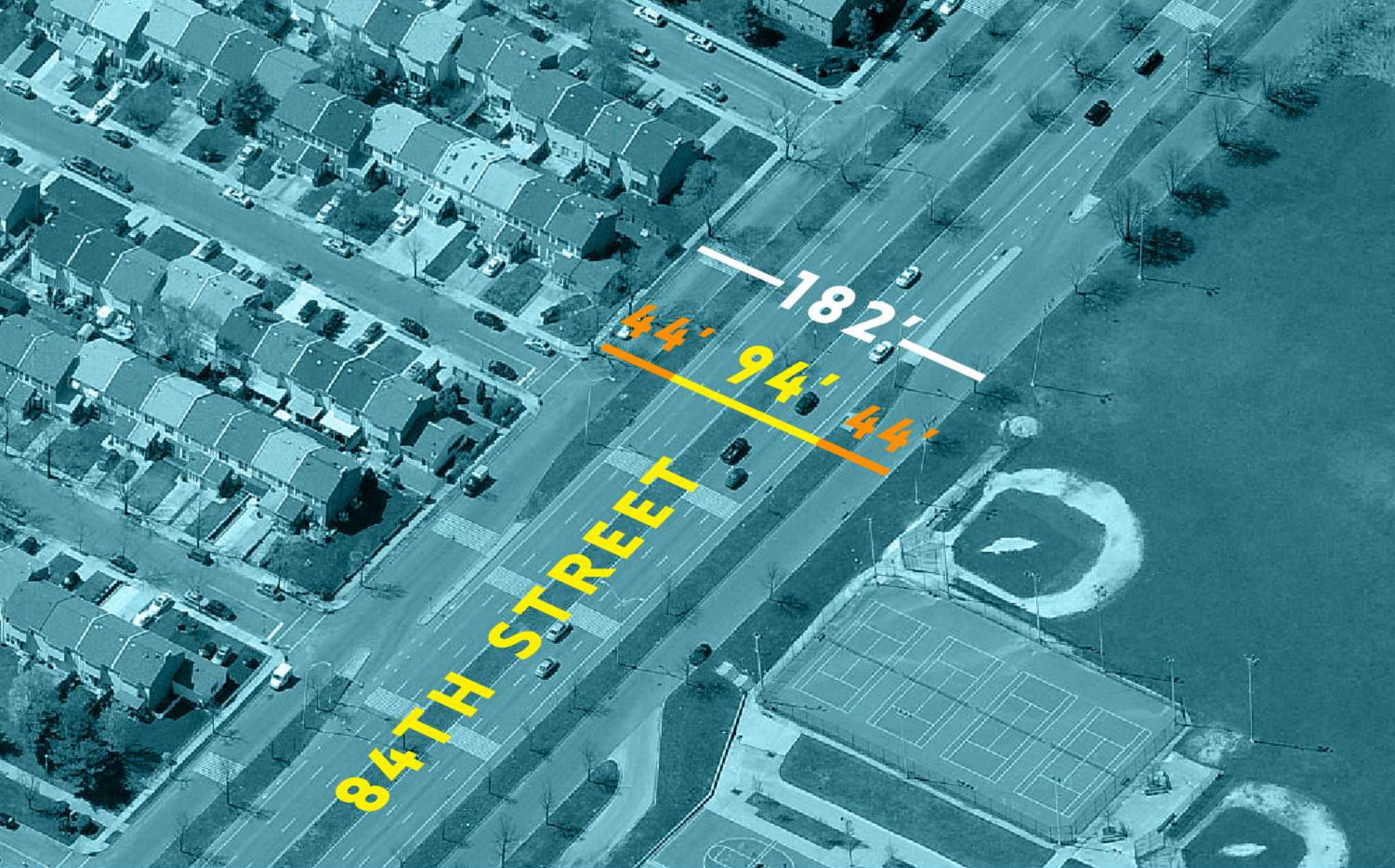


TRAILS AND BIKEWAYS

Source: WSP | Parsons Brinckerhoff

-  STUDY AREA
-  PARKS & OPEN SPACE
-  CITY OF PHILADELPHIA BOUNDARY
-  EXISTING RECREATION TRAILWAYS
-  PLANNED RECREATION TRAILWAYS
-  ON-STREET BIKE LANE





**SERVICE
ROAD**

**BIKE
LANE**

**3
TRAFFIC
LANES**

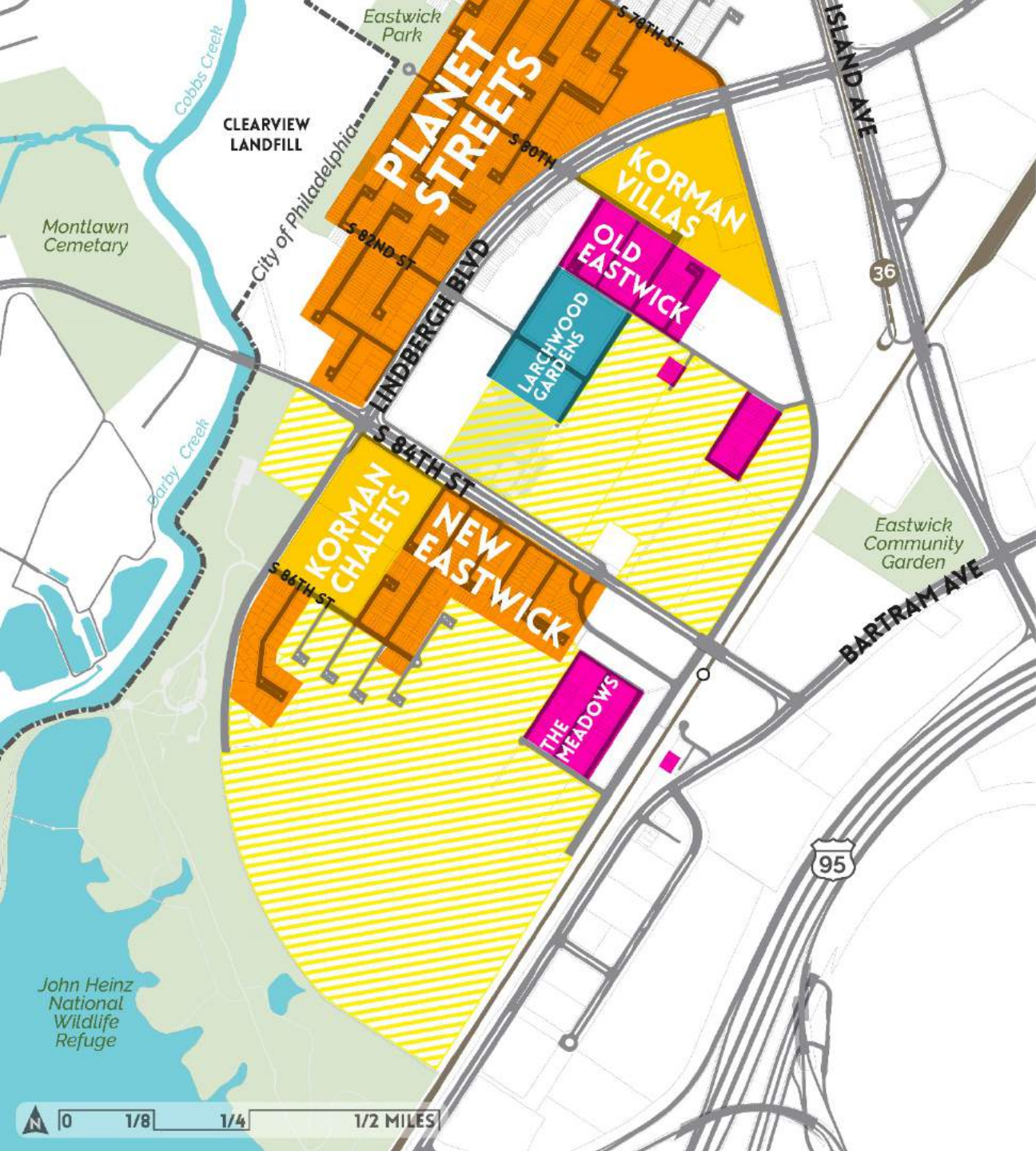
MEDIAN

**3
TRAFFIC
LANES**




**BIKE
LANE**

**SERVICE
ROAD**

84TH STREET



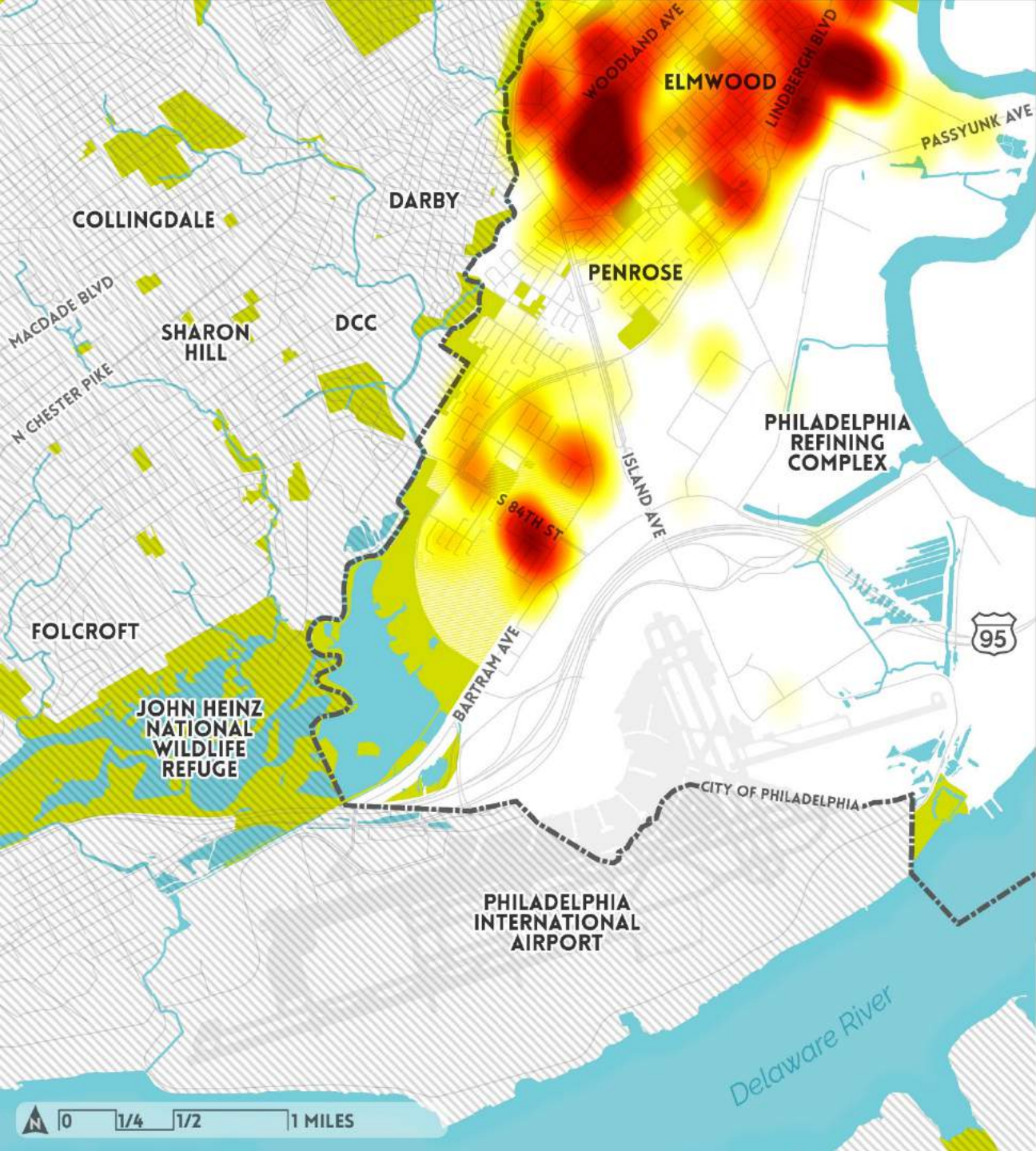
SUB-NEIGHBORHOODS

-  STUDY AREA
-  PARKS & OPEN SPACE
-  CITY OF PHILADELPHIA BOUNDARY

QUALITY OF LIFE



"CONTRACTORS CONTINUE TO TARGET EASTWICK FOR DUMPING BY DEPOSITING BUILDING MATERIALS AND OLD APPLIANCES ON VACANT LAND AND ALONG THE RAILWAY TRACKS."








DENSITY OF DUMPING REPORTS

MADE TO 311, DEC 2014 -FEB 2017

Source: OpenDataPhilly

2015 **41** REPORTS IN LOWER EASTWICK

2016 **68** REPORTS IN LOWER EASTWICK

-  HIGH
-  LOW
-  NO DATA
-  STUDY AREA
-  CITY OF PHILADELPHIA BOUNDARY



NO-DUMP

NO-DUMP

NO-DUMP

NO-DUMP

CRIME

2006-2016

TOTAL PART I AND PART II CRIME INCIDENTS RECORDED BY THE PHILADELPHIA POLICE DEPARTMENT

Lower Eastwick Philadelphia (Thousands of Crimes)









**NOW SELLING
BEER & WINE**
at the ShopRite of Island Avenue

from HOME
PICK-UP AREA

**PENNROSE
PLAZA**



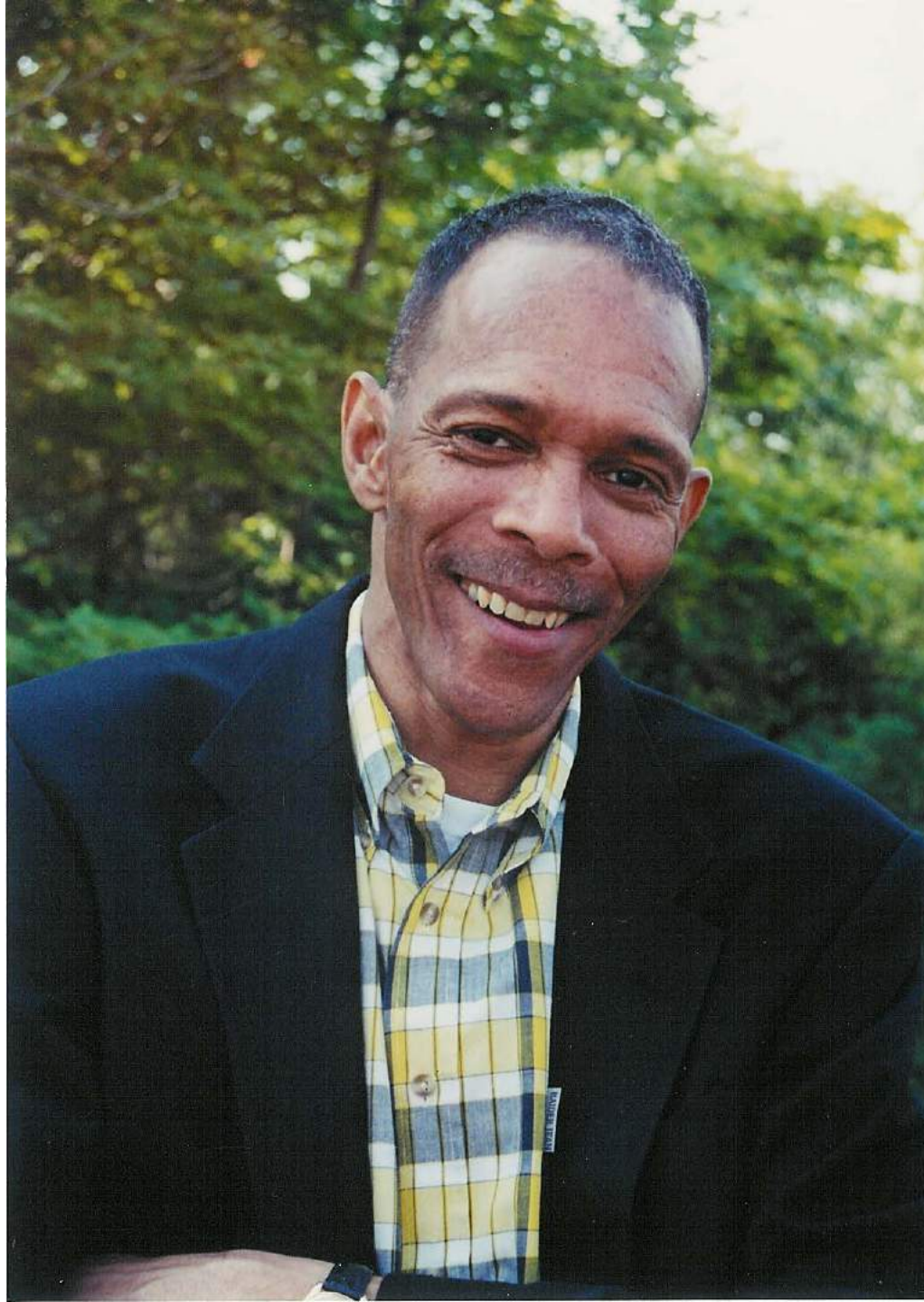


COPIES
- 2005

LINK BEGINS
REPAIRING THE
BANK SYSTEM

ADVERT
© 2005





ISLAND ROAD

THE HILLS
HOG ISLAND LUMBER CO.
GO SLEEPING

EMBUICK AVE
TRALEY TO
LESTER PA.
(BRAND CO.)

MR PITTS
FIELD

82nd to
LITTLEFIELD
FIELDS
CHICKENS
83rd

REDMAN
ST.
FLOWERS
MRS PALMER

BOSTONIA
MS BIDDLE
84

PLAY
GROUND

84th ST

THE
FORWARD

85
86

PANEL
STORE

TINICUM
AVE
MRS. SLEANS HOUSE
BEST FORD

INDUSTRIAL HIGHWAY

CATT
TOWNS
HERE

PATTI'S HOUSE
HILSTEIN AVE

PATH
GATORTOWN

RAILROAD
TRACKS

TINICUM
WILDLIFE SWAMP
PRESERVE




CATCH
TURTLES
DE. CO. HERE

SWAMP

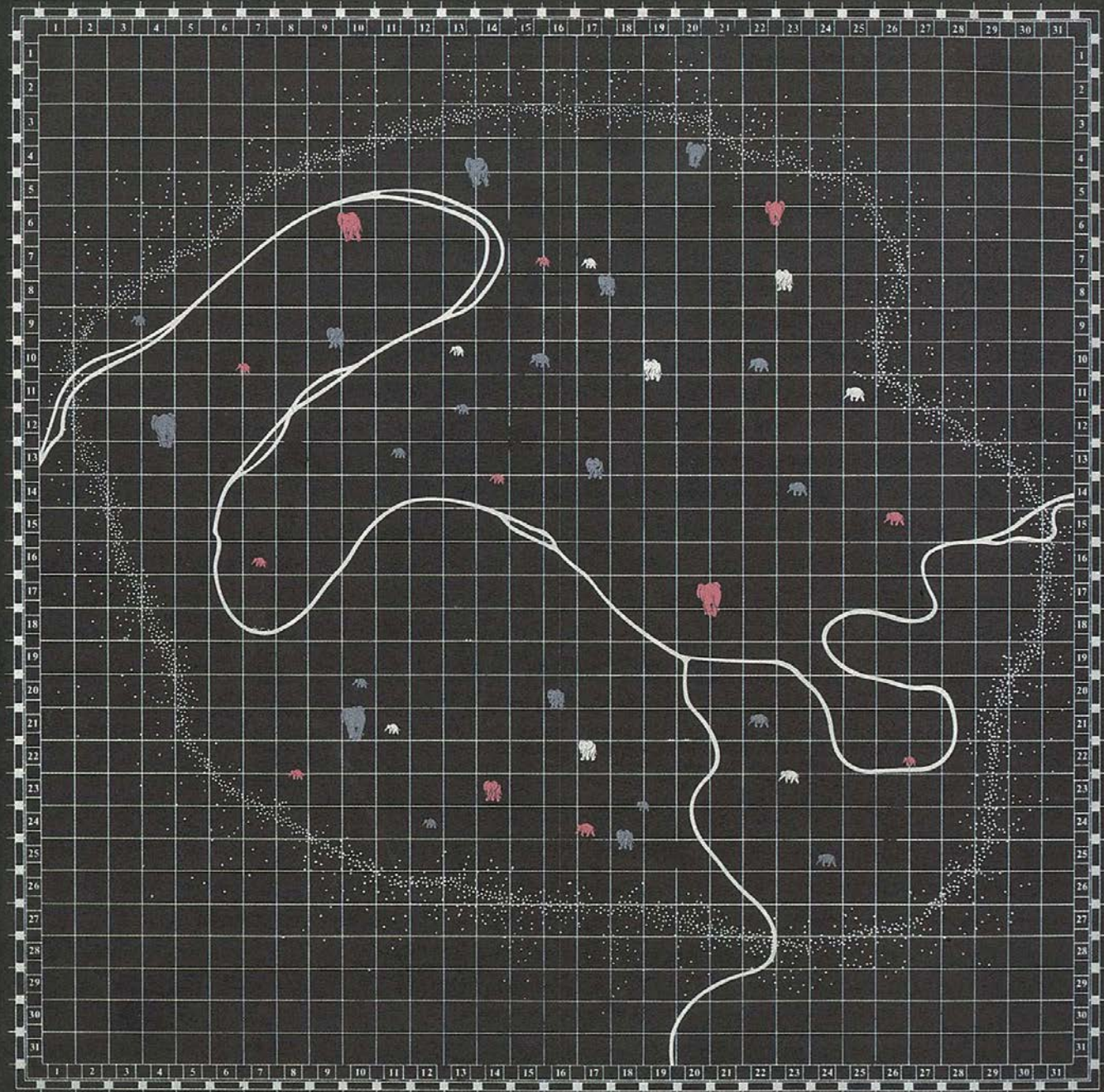


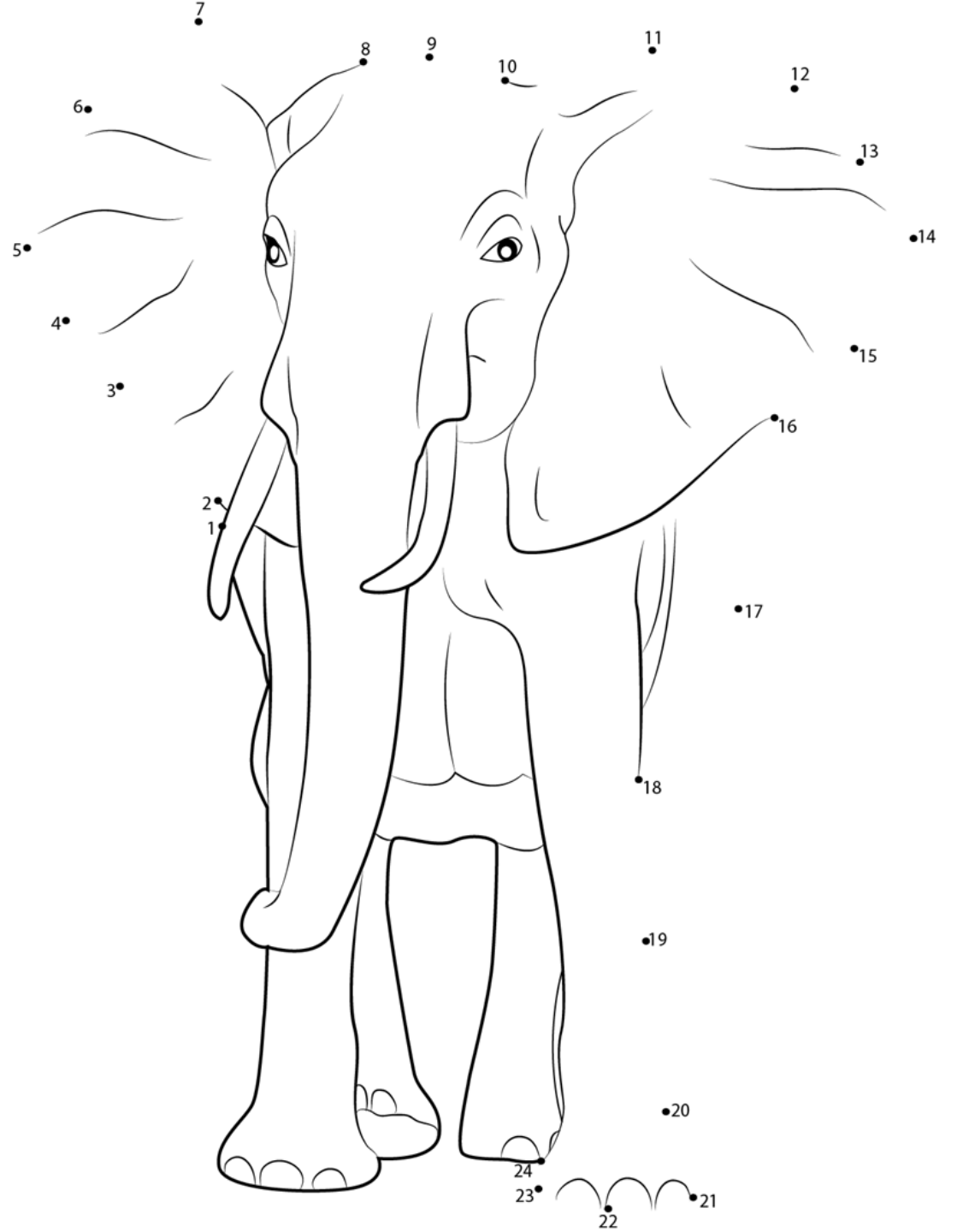
TINICUM MARSH, 2000

Source: Mindy Fullilove, Bishop Land Design LLC

-  EXTENT OF MARSH
-  STUDY AREA
-  CITY OF PHILADELPHIA BOUNDARY


MICHEL CANTAL-DUPART'S MAP OF THE "ELEPHANTS" IN THE GREATER PARIS REGION TAKES THE SPOTLIGHT OFF THE EIFFEL TOWER AND HELPS US SEE WHAT IS THERE AND WHERE IT IS





ALIGN

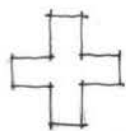
1



Cm

Keep the whole city in mind


2



Ff

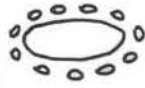
Find what you've FOR

3



Mm

Make a mark



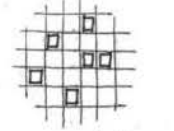
SET THE WELCOME TABLE

CREATE



TELL STORIES • SHARE • WORK TOGETHER

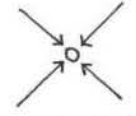
4



Up

Unpuzzle the fractured space


5



Us

Unsum all neighborhoods


7



Sr

Strengthen the region

6



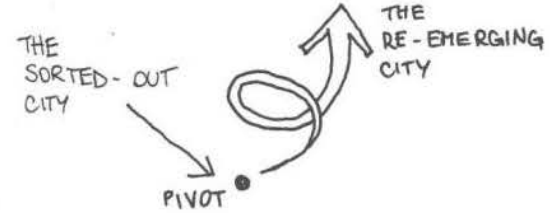
Mp

Create meaningful places


IDEAS • HONOR HISTORY OF PLACE • RESTORE AND BUILD

SHOW AND TELL • STUDY • IMPROVISE • PLAY WITH

CONNECT



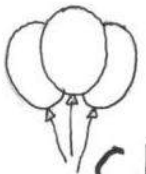
8



Ss

Show solidarity with all life

9



Cb

Celebrate your accomplishments

ALIGN

CREATE

CONNECT

1) **ALIGN**

- Develop and articulate a shared understanding of history, past urban policies & the ecology of the neighborhood
- Identify shared values
- Create a vision for the future

2) **CREATE**

- Projects that can solve the problems of the neighborhood

3) **CONNECT**

- The people of Eastwick to the larger city and region

WE WANT TO HEAR FROM YOU!

- **Tell us how we're doing!**
 - Write your comments & the questions we need to address on the boards provided
- **Identify Eastwick's elephants**
 - Add elephants (community treasures) to the map provided.
- **Grow the timeline**
 - Mark on the timeline personal, community or historical events to begin to develop a shared understanding of the history of the neighborhood



MAY 22ND
MERCY WELLNESS CENTER
HOMEWORK!

An aerial photograph of a city, likely a university campus, with a blue and yellow color scheme. The image is overlaid with a diagonal line pattern in the bottom right corner. The text "THANK YOU!" is centered in white, bold, sans-serif font, flanked by two horizontal white bars.

THANK YOU!