GRAYS FERRY AVENUE: HEALTHY CORRIDOR WORKSHOP BRIEFING







July 27, 2017 University of the Sciences - McNeil Science and Technology Center















Thank you to the Local Planning Committee:

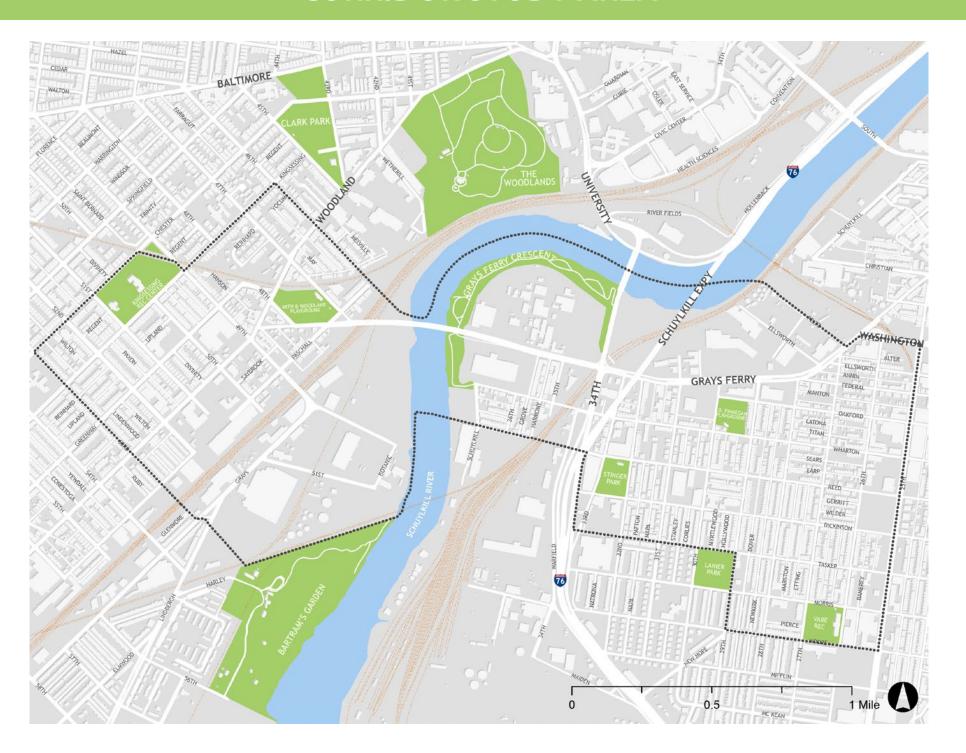
Glenn Bryan, University of Pennsylvania Office of Government and Community Affairs
Jackson Byerly, PennPraxis & University of Pennsylvania Facilities and Real Estate Services
Celeste Corrado, Wharton Small Business Development Center
Thomas Dalfo, Philadelphia Industrial Development Corporation
Julie Donofrio, PennPraxis
Bridget Donovan, Urban Land Institute Philadelphia
David Forde, University of the Sciences
Lisa Kleiner, Public Health Management Corporation
Mark Kocent, University of Pennsylvania Facilities and Real Estate Services
Kate McNamara, Philadelphia Industrial Development Corporation
Christina Miller, Public Health Management Corporation
Keri Salerno, Public Health Management Corporation/ Health Promotion Council
Paul Sehnert, University of Pennsylvania Facilities and Real Estate Services
Natalia Serejko, Urban Land Institute Philadelphia
Laura Slutsky, Urban Land Institute Philadelphia

Francine Axler, Executive Director, Public Health Management Corporation

Thank you to the speakers & facilitators:

Nicole Ozdemir, Philadelphia City Planning Commission Jill Roberts, Healthy Rowhouse Project Amanda Wagner, Philadelphia Department of Public Health

CORRIDOR STUDY AREA



NEIGHBORHOOD CONTEXT MAP

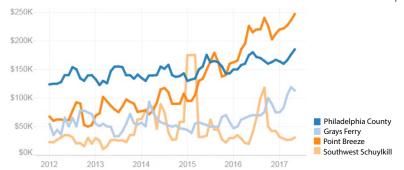


HOUSING

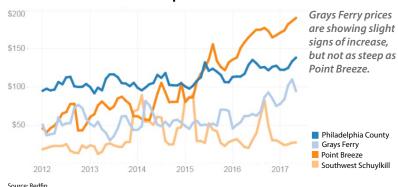
Grays Ferry (Tract 33)	SW Schuylkill (Tract 74)	Philadelphia County
6,121	4,467	1.56 Million
49%	45%	53%
\$24,223	\$20,268	\$38,253
\$898	\$790	\$992
47.3%	38.2%	60.1%
37.1%	54.9%	37.5%
14.8%	28.8%	21.5%
73%	60%	57%
5.5%	14.6%	25.4%
	6,121 49% \$24,223 \$898 47.3% 37.1%	6,121 4,467 49% 45% \$24,223 \$20,268 \$898 \$790 47.3% 38.2% 37.1% 54.9% 14.8% 28.8% 73% 60%

Median home sale prices remain stable compared to surrounding areas.





Median Sale Price Per Square Foot



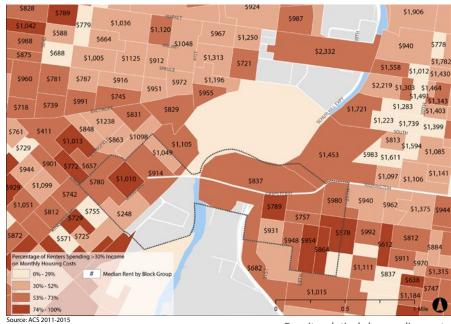
zoning (which requires developers to provide affordable housing), an affordable housing bill was introduced to City Council in June 2017, proposing developers create one affordable unit for every nine units they build of rental or owner-occupied housing, or pay into the city's Housing Trust Fund which funds non profits providing affordable

While Philadelphia does not have mandatory inclusionary

Between 2010 and 2015, median rents remained somewhat stable compared to surrounding areas.

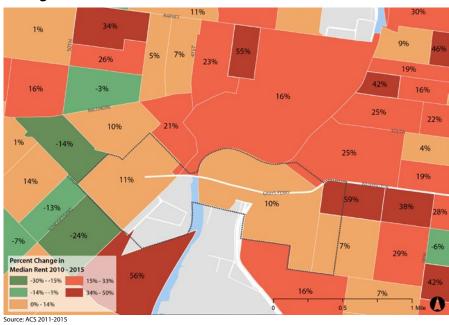
housing.

Rent Burden & Median Rent



Despite relatively low median rents, many renters experience burden.

Change in Median Rents 2010-15



HOUSING

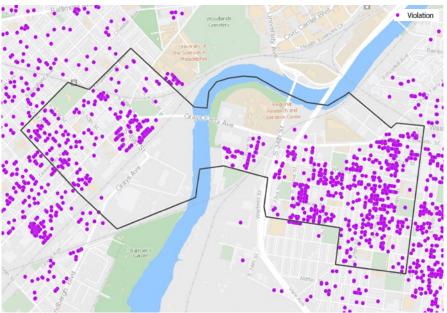
A significant number of buildings in the study area are in disrepair and in need of renovation.

The Housing stock in Grays Ferry and Southwest Schuylkill largely consist of Single-Family rowhomes. 89% of houses in Grays Ferry and 73% of houses in SW Schuylkill are Single-Family attached, compared to 59% of the city's housing stock overall.

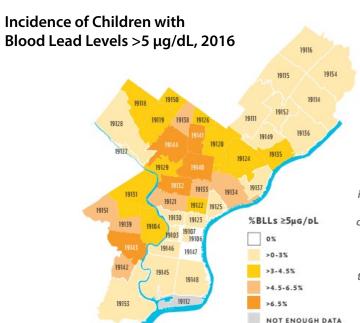




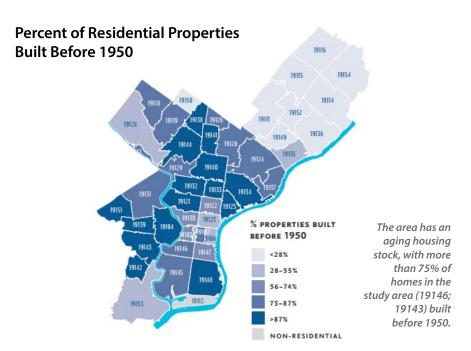
2016 Building Construction & Occupancy Code Violations



Source: City of Philadelphia Licenses and Inspections, 2016



Incidents of children with increased blood lead levels is especially high in the zip code containing Southwest Schuylkill (19143). The CDC considers 5 µg/dL (micrograms per deciliter) to be a "reference level" for identifying possible risks and monitoring further increases in lead levels.

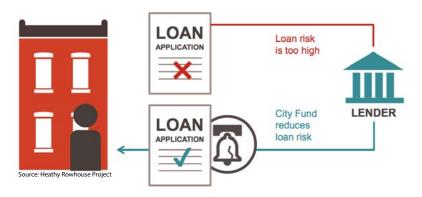


Source: City of Philadelphia, 2017

HOUSING

Home Repair Needs in Philadelphia The most common Homes affected source of leaks is the Roof (61%) 235,700 Leaks Cracks in floor or walls 91,500 49% of heating issues are from Equipment Failure vs only 10% from cost of heating Inadequate heating 77,400 Leaks are the most Broken window 45.800 common home repair need in Philadelphia. 54% of rowhomes in need 36,100 Holes in floor of health-related home repairs can be addressed for approximately \$10,000 Boarded window 29.800 or less. 250000 50000 100000 150000 200000 Source: Heathy Rowhouse Project; American Housing Survey, 2013

Philadelphia's New Health-Related Repairs Loan Program



In May 2017, the city allotted \$40 million to fund part of a new home repair program that supports loans, rather than grants, for homeowners seeking healthrelated home repairs.

Philadelphia Current Basic System Repairs Program

on wait list:
8,000

Maximum repair cost:

\$17,500

Up to 150% of poverty or \$36,450 for a family of four

Eligibility:

Length of wait:

4 years

Source: Heathy Rowhouse Project

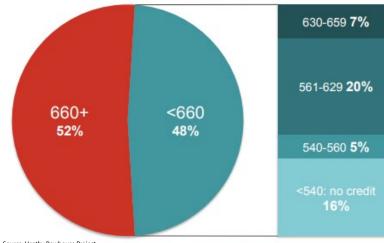
The city's Housing Development Corporation's (PHDC) Basic System Repairs Program, which provides free repairs to owner-occupied homes, has an extensive backlog of repairs. While the program has historically been underfunded, it was announced in May 2017, that it will receive a portion of the \$60 million that will be distributed to PHDC home repair grant programs, which also include the Adaptive Modifications Program and the Weatherization Assistance Program.

Home Loan Applications in Philadelphia

Loan Amount	Under \$10,000	\$10k to \$20,000	Over \$20,000
Applications	11,867	3,308	9,022
Percentage Denied	76%	58%	45%
Average income	\$38,000	\$58,000	\$68,000
Percentage Originated	20%	32%	41%
Average Income	\$46,000	\$73,000	\$89,000

Most Philadelphians seeking home repair loans apply for loans amounts under \$20,000.

Credit Scores of Philadelphia Residents

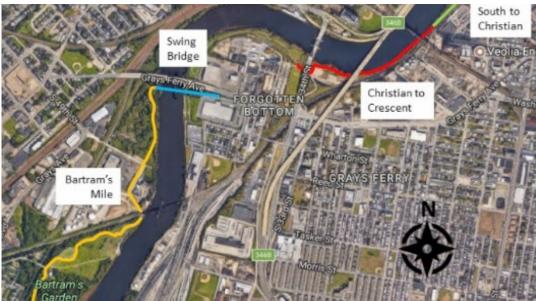


Source: Heathy Rowhouse Project

The city's new loan program can potentially assist the nearly half of Philadelphians with credit scores below 660, which prevent them from obtaining home repair loans on the private market.

RECREATION & OPEN SPACE

Schuylkill River Trail Segments



Source: Schuylkill Riverfront Development Corporation

The Schuylkill River Trail will bring 12,000 feet of new trail along the river. The South to Christian section is projected to open in Fall 2017, and construction on the Christian to Crescent section is projected for 2020. Construction on the Swing Bridge is slated for 2018.

Grays Ferry Crescent



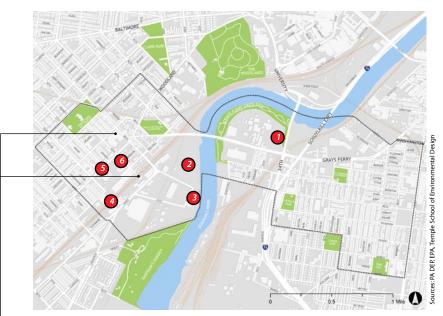
Opened in 2012, the Grays Ferry Crescent wraps around Pennovation Works and the Waste Management facility. Amenities include trails, a skatepark, and a riverfront plaza for events and movie showings.

Bartram's Mile



The 56th Street Plaza (pictured above), opened in April 2017, will eventually connect to the Grays Ferry Swing Bridge via a 1.1 mile long, 15-ft wide multi-use trail once the trail is complete in 2018.

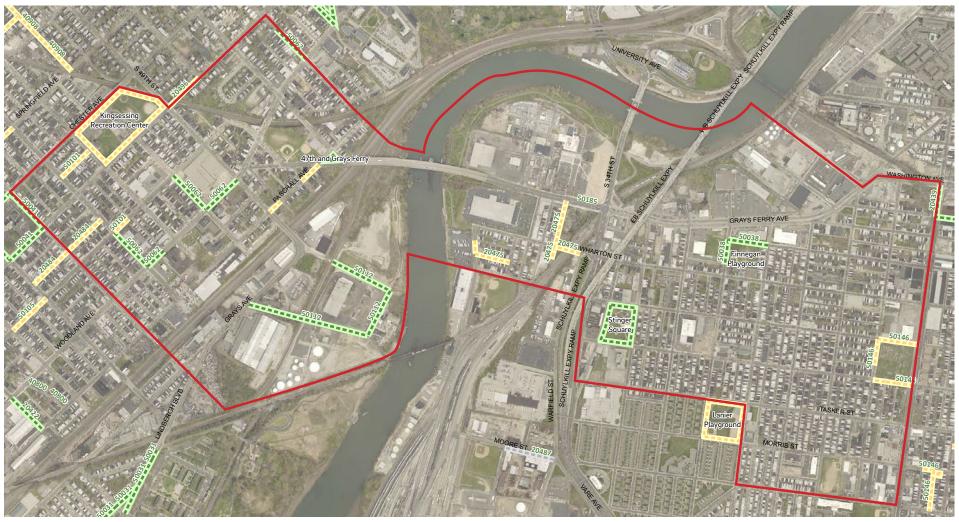
Brownfields With Remediation Concerns



- Development at Pennovation Works involved a significant amount of contaminant cleanup in 2015, assisted with funding from the EPA.
- West of the river, PIDC remediated the 12 acre site of a former National Heat and Power facility in 2016-2017, receiving Act 2 clearance for soils from PA Department of Environmental Protection, and is in the process of monitoring groundwater in order to achieve Act 2 clearance for the entire site.
- The adjacent, 1-acre site of the 49th Street terminal, has yet to be remediated and requires additional characterization prior to the preparation and execution of a cleanup plan.
- 4. A former paint production facility, operating between 1920 and 2007, owned by Grays LLC is currently used for warehousing. In 2015, the EPA issued a corrective action decision to restrict uses of the facility's land and groundwater, preventing it from being developed for occupied use.
- The United Shredding Inc factory is classified as a Land Recycling Cleanup Location for soil and groundwater media by the PA Department of Environmental Protection (DEP).
- 6. This parcel which houses the Reba Brown Senior Residence is classified as a Land Recycling Cleanup location for soil media by the PA DEP.

A study prepared by Temple's School of Environmental Design identified the SEPTA Warehouse at 49th and Greenway as a "likely" brownfield, along with most parcels along Grays Ave between 49th and 54th, which are listed as as "potential" or "likely" brownfields.

STORMWATER MANAGEMENT



Park Projects:

Stinger Square - Complete Finnegan Playground (tree trenches) - Complete Lanier Playground - Complete Kingsessing Recreation Center - 90% Design Vacant Lot Projects: 47th and Grays Ferry - Complete

 Street Projects:

 20439 - Complete
 20475 - 90% Design

 50041 - Complete
 50146 - 90% Design

 50062 - Complete
 20484 - 30% Design

 50112 - Complete
 20496 - Design Started

 50101 - 90% Design
 50185 - Cancelled

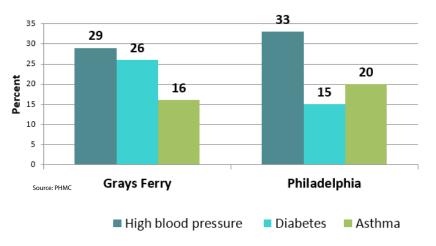
Grays Ferry Corridor Study Area
GSI Projects in Design
GSI Projects Construction Complete



Philadelphia Water Department (PWD) has pursued numerous stormwater management projects throughout the area. As part of the \$500,000 landscaping and facilities improvements project at Stinger Square, PWD installed rain gardens and new plantings. As part of the \$1.2 million renovations at Lanier Park, which include a new ballfield, amphitheater and dog park, PWD constructed a stormwater retention basin and filtration system that can store 40,000 gallons of water.

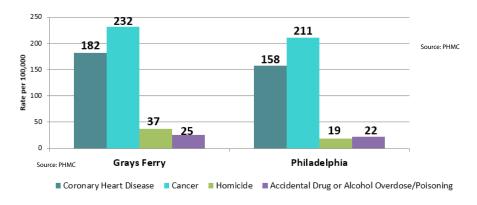
HEALTH

Adults 18+ with Selected Chronic Conditions, 2015



While fewer adult residents along Gray Ferry corridor have asthma, more have diabetes compared to Philadelphia as a whole.

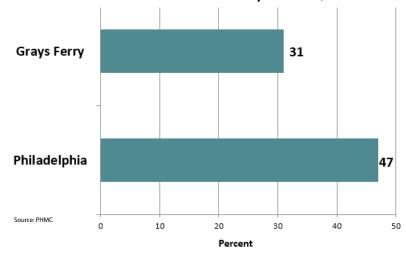
Mortality Rate for 100,000 for Selected Top Causes of Death, '07-'10



The area along the Grays Ferry corridor has nearly twice the homicide mortality rate as Philadelphia as a whole.

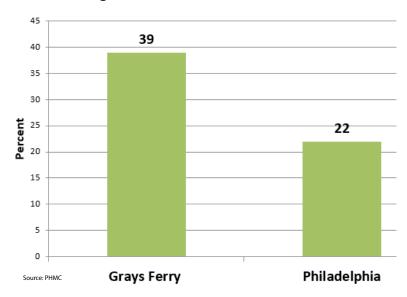
* Note: The "Grays Ferry" area referred to in the graphs above consists of the 2 census tracts within the corridor study area (33 & 74), and 3 adjacent tracts (32, 36, 70)

Adults 18+ who Exercise Less than 3x per Week, 2015



Nearly one third of adults living along Grays Ferry exercise less than three times per week.

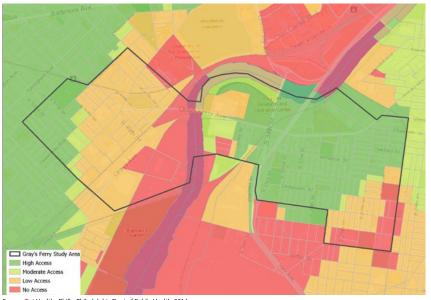
Children diagnosed with asthma, 2015



Nearly two our of five children who live along the Grays Ferry corridor have been diagnosed with asthma.

HEALTH

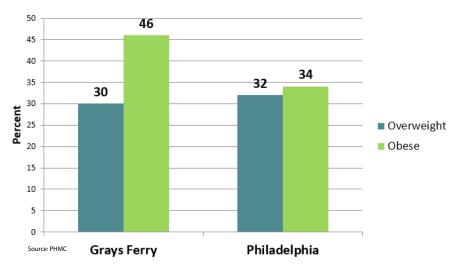
Walkable Access to Healthy Foods



Source: Get Healthy Philly, Philadelphia Dept of Public Health, 2014.

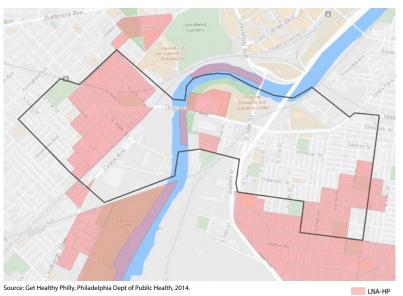
Most of Grays Ferry Neighborhood has high access, but pockets of low-to-no access exist in Southeast Grays Ferry and Southwest Schuylkill. Opened in 2016, the Fresh Grocer Supermarket on Grays Ferry Ave provides free shuttle service to customers who pay over \$50.

Adults 20+ diagnosed as overweight or obese, 2015



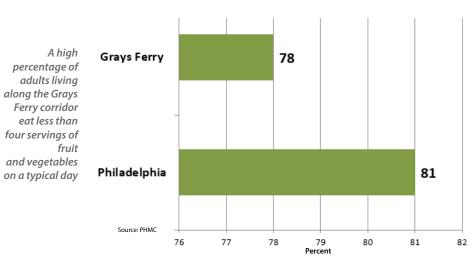
Adults along the Grays Ferry Corridor have higher rates of obesity compared to Philadelphia as a whole.

Low-to-no Walkable Access to Healthy Foods & High **Poverty**

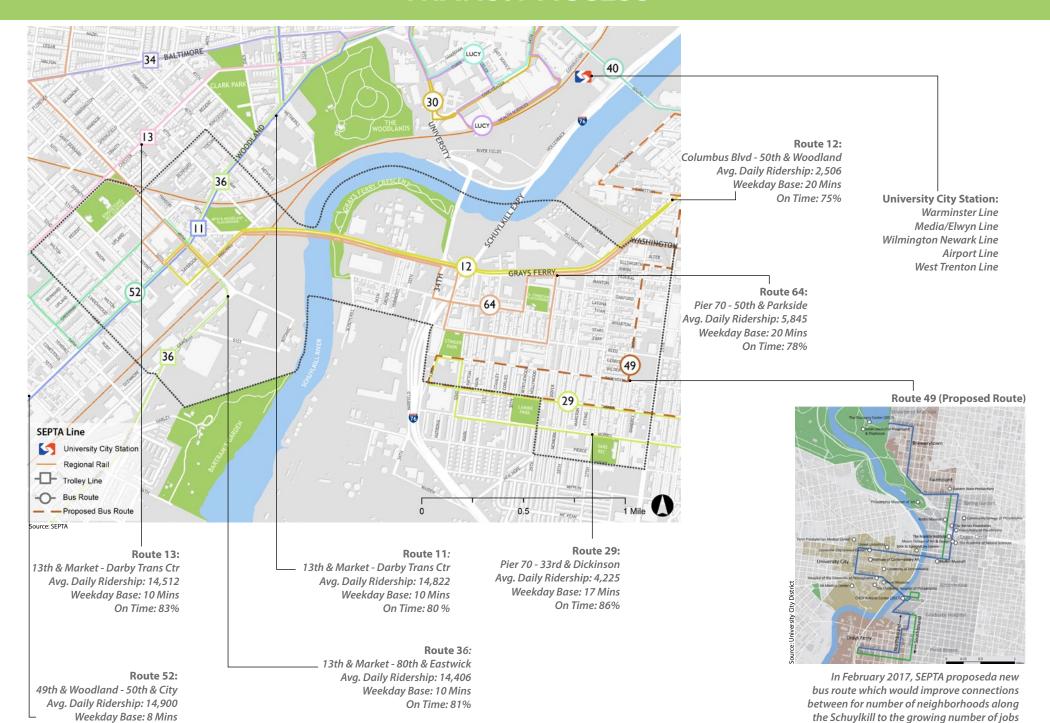


A large portion of Southwest Schuylkill and southeastern Grays Ferry are areas of high poverty and low access to healthy food.

Adults 18+ eating less than 4 servings of fruits and vegetables on a typical day, 2015



TRANSIT ACCESS

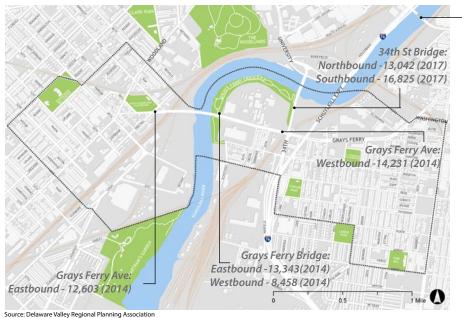


and resources in University City.

On Time: 73%

MOBILITY

Average Annual Daily Trips



Primary Mode for Commute to Employment

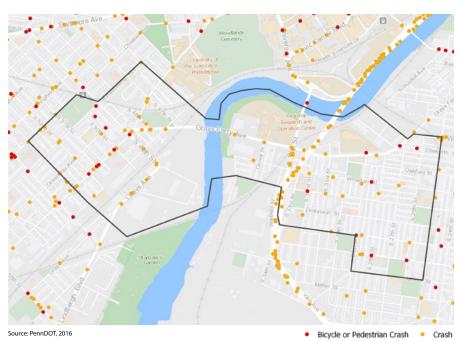
	Grays Ferry (Tract 33)	SW Schuylkill (Tract 74)	Philadelphia County
Car, Truck or Van	54.9%	39.5%	59%
Public Transportation	31.4%	47.6%	26.2%
Walk	7.5%	4.4%	8.5%
Bicycle	.6%	5.4%	2.1%
Taxicab, Motorcycle or Other	0%	.3%	1.2%
Work At Home	5.5%	2.8%	3.1%

Source: ACS 2011-2015

South St Bridge: Eastbound -11,978 Westbound - 9,850

21.3% of residents in northern Point Breeze bike to work, a significantly higher percentage than commuters from Grays Ferry and Southwest Schuylkill

Traffic Crashes, 2016

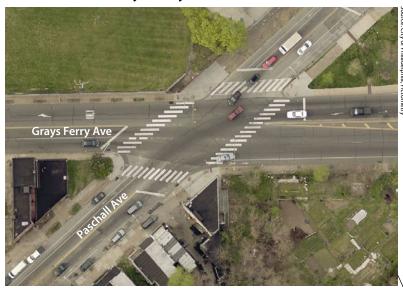


Bike Lane and Bike Share Access



MOBILITY

Paschall Ave & Grays Ferry Ave



This intersection had 33 crashes between 2011-2016 and is frequently used by drivers traveling south on 47th Street from Baltimore Avenue, making a left turn from Paschall onto Grays Ferry Avenue. There are no pedestrian crossing signals.

34th St & Grays Ferry Ave



This intersection had 55 crashes from 2011-2016, the highest on the corridor. It has no pedestrian crossing signals, although traffic islands reduce crossing distance and a red light camera is installed. Another major crash site, 34th and Wharton, is located to the south.

Grove St. & Grays Ferry Ave

This left turn lane is occasionally used illegally as a passing lane by eastbound drivers, who drive into the oncoming left turn lane for the FedEx Facility.

Schuylkill River Trail entrance



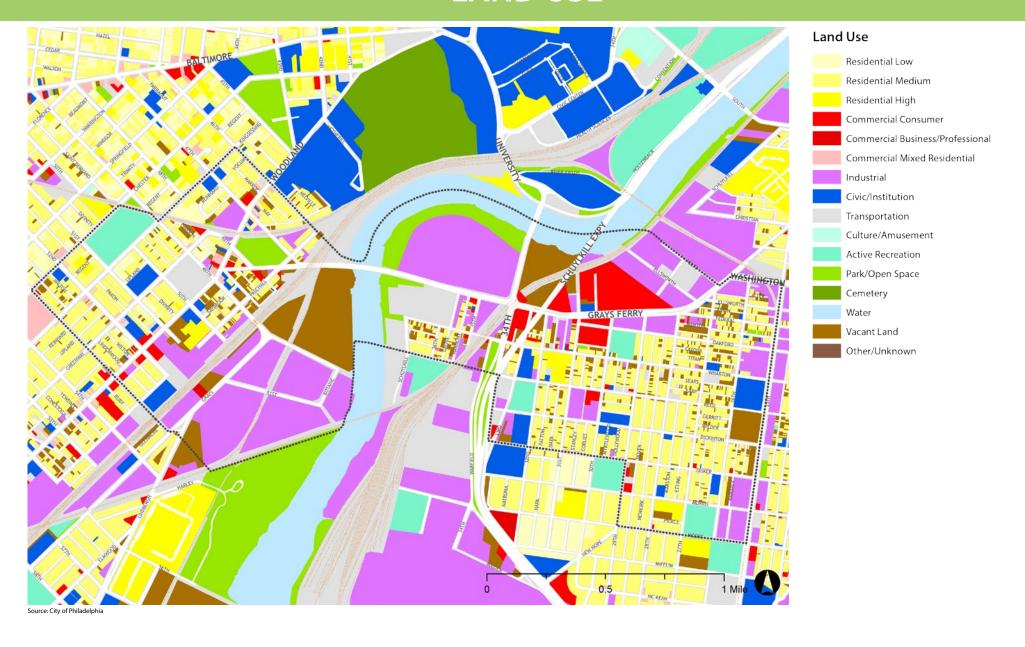
This intersection had 25 crashes between 2011-2016. It is frequently congested during the day. Despite close proximity to the Schuylkill River Trail entrance, there are no pedestrian crossing signals.

34th St and Wharton St

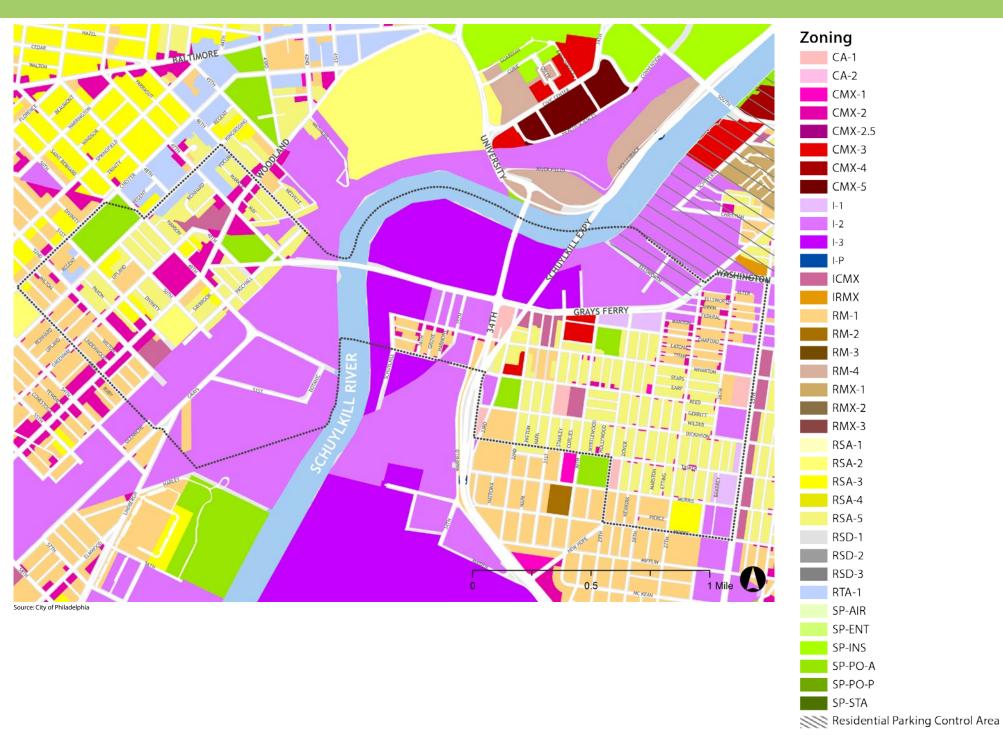


This intersection, a block south of Grays Ferry,had 35 crashes from 2011-2016, making it the second most dangerous intersection along in the Grays Ferry corridor. While this is the first intersection for drivers exiting I-76, it also carries cars avoiding the intersection of Grays Ferry and 34th St.

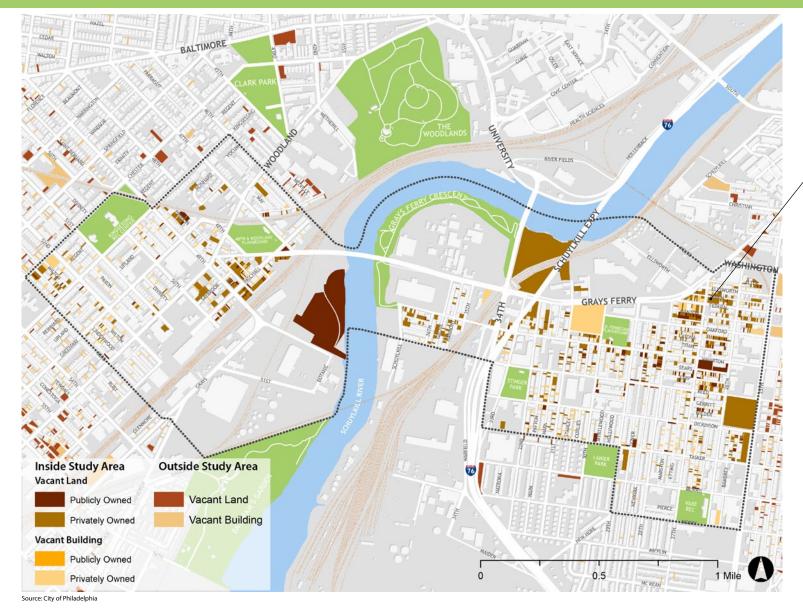
LAND USE



ZONING



VACANCY





Private and city owned lots are maintainted through the city's vacant lot program, which regularly cleans vacant lots grouped by zip code, in addition to responding to cleanup requests via 311, as well as the Philadelphia Horticultural Society's LandCare Program which works alongside city agencies and community based organizations.



Grays Ferry has a high number of vacant corner lots, often adorned with murals, and some of which have been fenced in an used as side yards, and others that are simply maintained as grassy areas with the potential for pocket parks or community gardens.

Distribution of Vacant Land

30.6 ACRES (58.8%)

15.1 ACRES (29%)

6.3 ACRES (12.1%)

Public Land

Private Land

Private Buildings

= 52.08 ACRES TOTAL

-< .1 Acre
Public Buildings

DEVELOPMENT





The Pennovation Center, opened in 2016, is the first of many new facilities to be developed on the Pennovation Works 23-acre campus, which will also serve as the gateway to the regional Innovation District as envisioned in PIDC's Lower Schuylkill Master Plan. Businesses located at Pennovation Works are eligible to receive significant and local tax benefits.

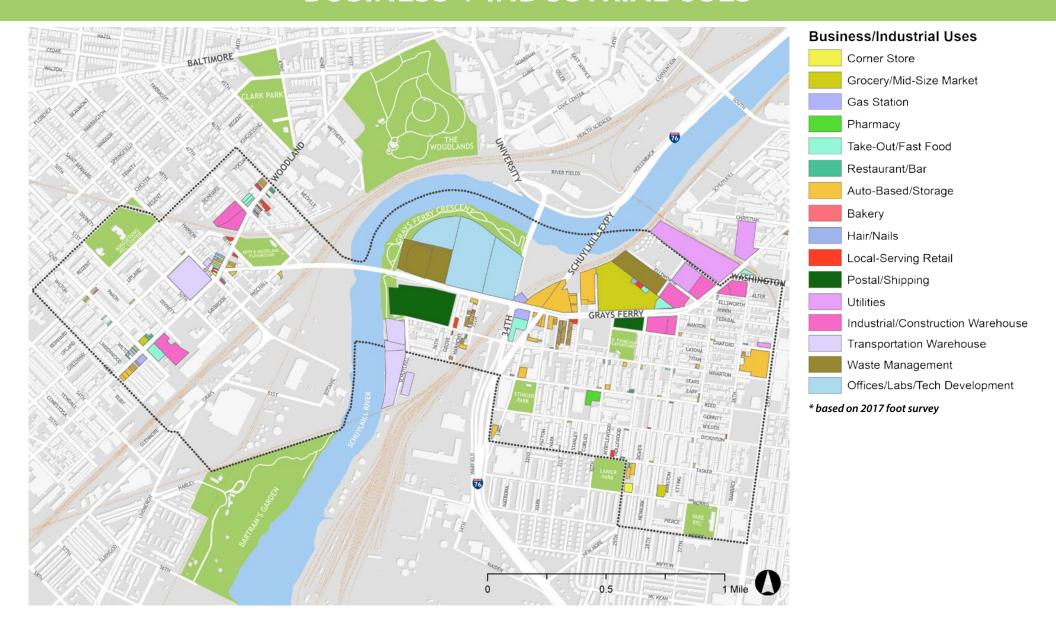


University of Pennsylvania Health System's (HUP) 15-story New Patient Pavilion, replacing the already demolished Penn Tower, will include 500 inpatient rooms and will serve as the hub for the Penn Medicine campus. With the growth of HUP and CHOP facilities in recent years, traffic volumes have increased along the 34th Street bridge, and will continue to grow as their respective campuses expand. Completion projected for early 2021.

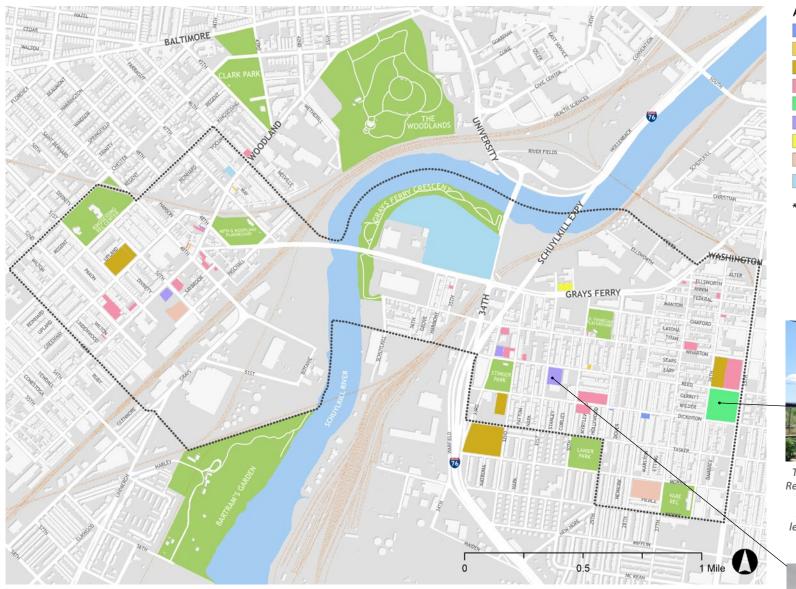


The first of four towers on the new CHOP campus was recently completed, drawing hospital employees to settle in nearby neighborhoods and raising traffic volumes in surrounding areas.

BUSINESS + INDUSTRIAL USES



COMMUNITY ASSETS



Asset

Community Organization

Daycare

School

Religious Institution

Community Garden

Health Center

Fire Station

Senior Housing

University-Owned Institution

*based on 2017 foot survey



The "Growing Together Garden", part of the Refugee Urban Agriculture Initiative, headed by Nationalities Service Center and the Philadelphia Horticultural Society, on land leased from Church of the Redeemer Baptist



Carl Moore Health Center opened in Fall of 2016

PHILADELPHIA 2035: UNIVERSITY SOUTHWEST DISTRICT PLAN

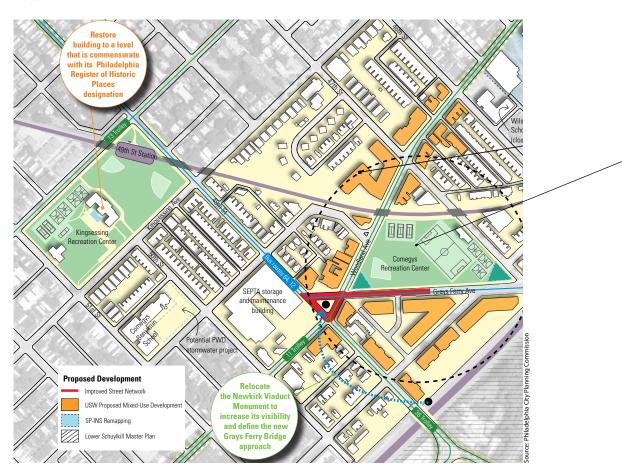
The Philadelphia City Planning Commission's *Philadelphia 2035: University Southwest District Plan* calls out the 49th Street corridor, connecting Baltimore Avenue to Grays Ferry Avenue and the Schuylkill River trail, as a focus area, emphasizing that it's an underutilized area with the potential to create positive impacts on the surrounding region. The plan supports the following actions in this focus area:

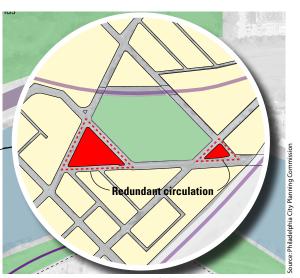
- Improve 49th Street with better lighting, more street trees, and sidewalk reconstruction to make the area more walkable/bike-friendly.
- Increase commercial activity on Woodland Avenue by supporting blight certification and institutional expansion to increase storefront occupancy.
- Encourage street closures on either side of Comegy's Recreation Center (also known as the 48th and Woodland Playground) in order to expand the facility, which will be managed by a new public-private partnership.
- Improve circulation leading to Grays Ferry Bridge.
- · Support new commercial mixed-use development where Grays Ferry Avenue meets Woodland Avenue
- Support physical improvements to Kingsessing Recreation Center.

In regard to the Grays Ferry Bridge, the plan encourages creating a shared use sidepath and a buffered bike lane.

The plan also supports planting trees along a number of corridors near Grays Ferry Avenue, such as Woodland Avenue, 49th Street and Chester Avenue.

Finally, the plan calls upon the Philadelphia Redevelopment Authority to recertify the 4800 block of Woodland Avenue, and the adjacent region south, for blighted conditions and update the area's Redevelopment Plans.





Existing street grid, prior to modifications

PHILADELPHIA 2035: SOUTH DISTRICT PLAN

The Philadelphia City Planning Commission's *Philadelphia 2035: South District Plan* supports the vision of the Philadelphia Industrial Development Corporation's (PIDC) *Lower Schuylkill Master Plan* and the growth of the innovation district, while also recognizing the area's needs for improved connectivity to transit, food access, and enhanced green infrastructure. The plan recommends the following in Grays Ferry neighborhood:

- Increasing access to healthy food in underserved areas, such as lower Grays Ferry, through pursuing multiple objectives, such as improving bike and pedestrian connectivity to within Grays Ferry and across the 25th St Viaduct, and encouraging the development of supermarkets in high-need areas by using the zoning code's Fresh Food Market incentive (awards an additional 15 ft. of height). Another objective includes working alongside the Health Department to support their Healthy Corner Store initiative by providing zoning incentives as well as installing accessible ramps at store entrances for use by handicapped and senior populations.
- Supporting PIDC's Lower Schuylkill Master Plan by relocating the Waste Management Facility on Grays Ferry Ave, and rezoning parcels on the north side of Grays Ferry Ave in order to expand institutional uses, flexible tech and office space, and a create more welcoming pedestrian environment around the Pennovation site.
- Improving bus service to Grays Ferry to enhance connections between employment centers in University City, South Philadelphia, and Center City.
- Making improvements to existing infrastructure, specifically 25th St viaduct, 34th St, and Wharton St, to support the safe and efficient movement of freight while minimizing impacts on residents.
- · Redesigning the intersections of 34th St and Grays Ferry Ave as well as 34th St and Wharton St, to increase safety for all modes of travel
- Enhancing green infrastructure through continuing to build the Schuylkill River Trail, prioritizing the improvement of Grays Ferry parks such as Wharton Square, Lanier Playground, Stinger Square Playground, Vare Recreational Center, and improving tree cover by planting street trees.



Proposed zoning	changes in	Grays Ferry.
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Corrective Zoning			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
A. Various residential areas	RM-1; CMX-1; CMX-2	RSA-5	Preserve existing single-family housing
C. Various parks and open spaces	I-2; RSA-3	SP-PO-A	Preserve existing open space

Zoning to Advance the Plan			
Location	Existing Zoning	Proposed Zoning	Reason for Rezoning
D. 34th St and Grays Ferry Ave	I-2; I-2; I-3	CMX-3; CMX-2; various industrial	Align with plan recommendations; reposition former industrial sites for new users
E. 25th St and Snyder Ave	I-2; RSA-3	ICMX	Reposition former industrial sites for commercial and light industrial users

Source: Philadelphia City Planning Commission

LOWER SCHUYLKILL MASTER PLAN

In 2013, the Philadelphia Industrial Development Corporation (PIDC), the Philadelphia City Planning Commission (PCPC) and the Philadelphia Department of Commerce released the *Lower Schuylkill Master Plan*, projecting more than 5.5 million square feet of modern production facilities, R&D and distribution centers, more than 5,000 new jobs, as well as new recreation trails and green infrastructure projects to make the lower Schuylkill area a more economically vibrant and connected part of Philadelphia. The plan envisions a network of three campuses within the lower Schuylkill: an "innovation district" in Grays Ferry and Southwest Schuylkill, an "energy corridor" on the east bank of the Schuylkill which will provide energy generation and distribution, and a logistics hub, further south, where distribution, warehousing and manufacturing will thrive. The growth of the innovation district is fueled by the southward growth of institutions such as UPenn, CHOP and the University of the Sciences, beginning with the 23-acre Pennovation Works and CHOP's 1.2M Sq. Ft research campus which will host four towers. The following features are highlighted:

- Construction of a new "river road" which provides north-south access throughout the innovation district west of the river and connects the district to University City, creates new development opportunities on riverfront sites, and transforms the areas east-west streets, which used to dead end at the river, into a functioning street grid
- 47th Street will be extended past the intersection of Grays Ferry Ave and turning into the new River Road
- The Schuylkill River Trail will improve public access to the river and positively improve the appearance and perception of the formerly heavy industrial area along the river.
- · With the exception of improving connections to the river, no changes are recommended for the existing residential neighborhoods.
- Beautification and improvement of 34th and Grays Ferry Intersection in order to improve capacity and functionality. Encourages further technical analysis.
- Projected to support 2.4M–2.8M SF of new development, up to 3,300 direct jobs, \$13M in new annual tax revenue (city and state), and \$33B in total economic impact.
- Enhancements to the 47th and Woodland intersection, which will serve as the Innovation District's gateway, including improved sidewalks and crosswalks, lighting, wayfinding signage and tree plantings.
- Making pedestrian and bicyclist improvements to the Grays Ferry Bridge.







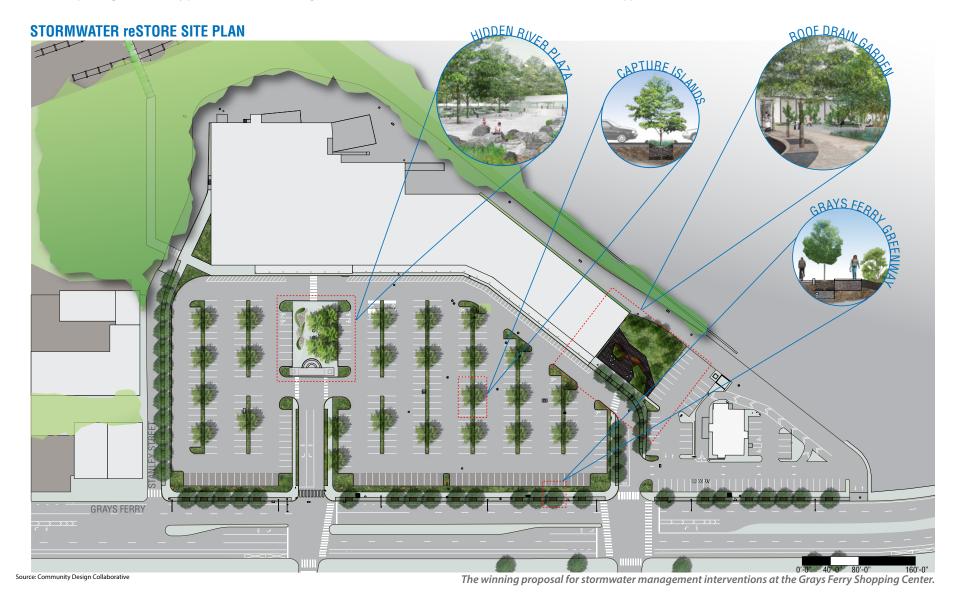
Source: Philadelphia Industrial Development Corporation

Proposed improvements to the Grays Ferry bridge, enhancing pedestrian and bike access

SOAK IT UP PHILLY

The Community Design Collaborative's **Soak It Up Philly** competition, held in 2013, called upon designers, planners, and architects to propose stormwater management plans for three specific sites (residential, industrial and commercial) that present significant stormwater management challenges as the city strives to meet the **Green City Clean Waters**' goal of greening one-third of the city's existing impervious surfaces over twenty-five years. The Grays Ferry Shopping Center, which contained only 5 trees across roughly 9.5 acres, was selected as the commercial site for the competition.

The winning team's proposal, pictured below, proposed greening the site and reducing runoff volumes by 75% through small scale interventions such as establishing rain gardens, distributing native plantings and tree trenches, and improving underground storage by using geotextile liners and gravel. The plan also featured two new community gathering spaces, a plaza and a rain garden, each replete with pervious surfaces and plantings that not only provide stormwater management benefits but also environmental and land care education opportunities.

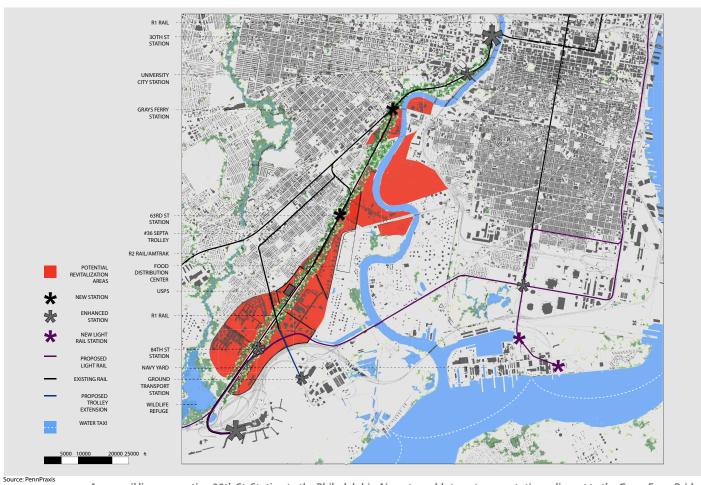


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ERASE THE BOUNDARIES: DESIGN IDEAS FOR GREATER PHILADELPHIA

PennDesign's 2009 publication *Erase the Boundaries: Design Ideas for Greater Philadelphia* presents long term goals and strategies for infrastructure investments in the Greater Philadelphia Region which encourage mutually supportive and integrated land use, resource management and transportation policies that transcend political boundaries. The proposed interventions are the products of a two-day charrette, meant to serve as springboards for further research and discussion. The charrette proposed multiple interventions that directly affect the Grays Ferry corridor:

- Enhancing access to the airport by establishing an airport connector rail line that departs every 15-20 minutes from 30th Street Station and runs along the west bank of the Schuylkill River. A new rail station would be built on the property adjacent to the Grays Ferry Bridge to help catalyze development in the area and enable easier airport access in Southwest and West Philadelphia.
- Establishing a new Grays Ferry/Washington Avenue Light Rail would improve linkage between South Philadelphia and West Philadelphia. The line would run from Columbus Boulevard along the Grays Ferry/Washington Avenue corridor and connect with the No. 11 Trolley, which runs along Woodland Avenue.
- Encouraging the development of Dupont Crescent not only as a center for research and development that would be an attractive alternative to suburban office parks, but also as a mixed-use, mid-rise, live-work community. Future development should enhance pedestrian connections across the Grays Ferry Bridge as well as provide riverfront recreation and trail access.



A new rail line connecting 30th St. Station to the Philadelphia Airport would stop at a new station adjacent to the Grays Ferry Bridge.

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