



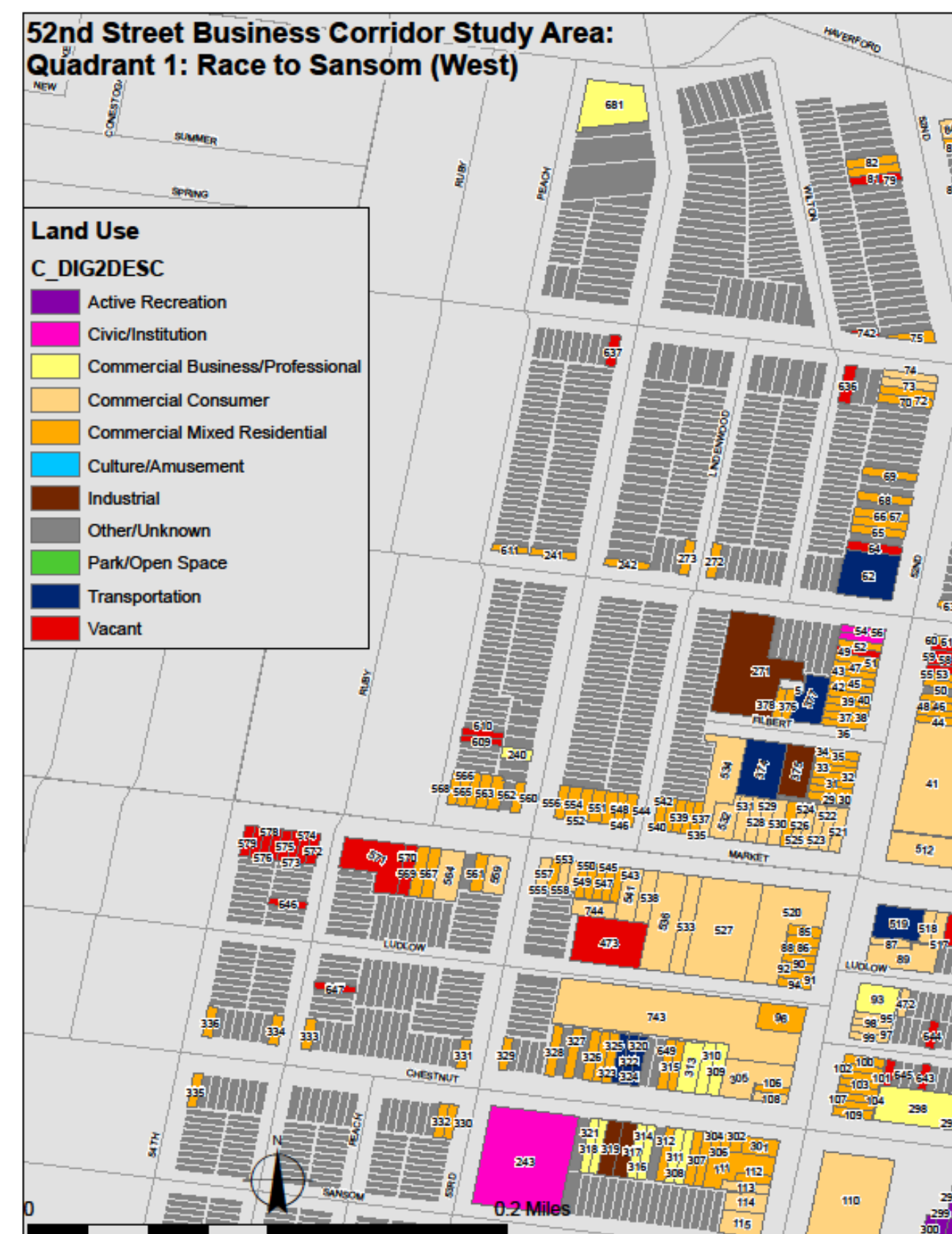
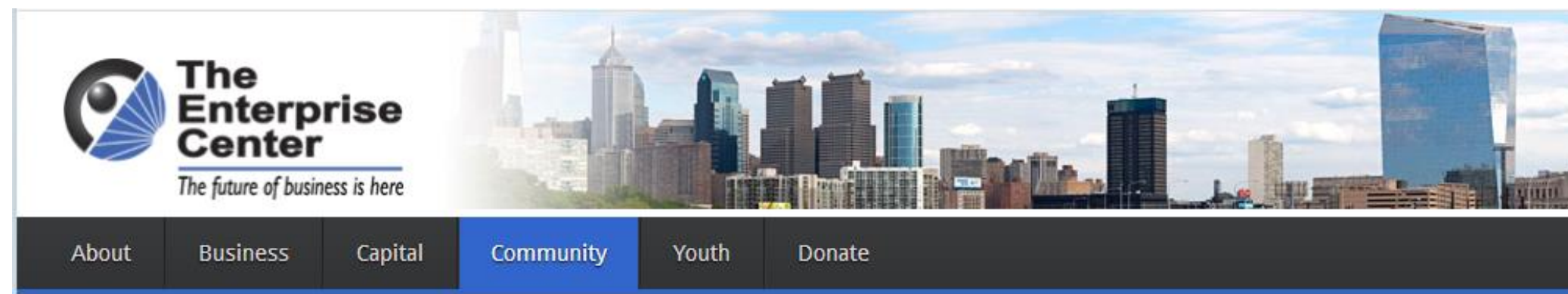
Why 52?

Building resources. Supporting communities.



Purpose

This project was created to build a collection of geodata that can be used to advise community redevelopment decisions made about the 52nd Street Business Corridor. Until now there has been no central location to house local business information; these are the first steps towards building a stronger community through data access and transparency.



The map on the left is a reference map created for the environmental audit. The image above is a screenshot of the web mapping application.

Methodology and Data

A number of methods were employed to gather and organize the data prepared for this project. The majority of the data were collected through an environmental audit of the Corridor:

- business addresses
- hours of operation
- phone numbers
- business types
- commercial window advertising violations
- total number of 2nd and 3rd story windows
- total number of windows missing
- vacant properties
- and streetlight locations

Parcel data, SEPTA data, and land use data were obtained through PASDA, City.gov, and OpenDataPhilly.org. Data was cleaned, organized, and distributed using Microsoft Excel, ArcGIS 10.1, and Adobe Flash Builder 4.6.

Information for this project will be hosted on two platforms for The Enterprise Center. The majority of the data will be kept internally, organized in a geodatabase. This data will include layer files of street light locations, trashcan locations, parcel ownership and zoning details, and vacant properties and lot locations. In addition to internal data files, a public, web-based mapping application will be used to show the locations of the businesses along the Corridor. This application allows users to click on a business location and retrieve related contact and operations information. The user also has the option to display SEPTA stop and route data for the area.

Future Steps

- Conversations with The Enterprise Center need to focus on developing a maintenance plan for Corridor data and online server hosting space for the web map.
- Once the website and map are launched, communicate with local residents and business owners about business listing corrections and ideas for improvement to street infrastructure and Corridor access.
- Penn Design students are designing new trashcans for the corridor.
- Students from West Philly's Workshop School are designing and building lighting infrastructure for 52nd Street.
- The goal is to use the website and web-map as a point of communication and information dissemination to help inspire the local, and sustainable redevelopment of West Philadelphia's "Main Street."



Renderings done by Penn Design students for new 52nd Street waste bins.



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