

THE LOWER SCHUYLKILL MASTER PLAN

EXECUTIVE SUMMARY



Department of Commerce
CITY OF PHILADELPHIA
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CORPORATION SINCE 1958

WILLIAM PENN
FOUNDATION



The Lower Schuylkill Master Plan envisions a 21st Century industrial district that integrates exciting opportunities for new and growing businesses with sustainable features and compelling public amenities.



OVERVIEW

In 2010, the City of Philadelphia, the Philadelphia Industrial Development Corporation (PIDC), the Philadelphia City Planning Commission (PCPC), and the Philadelphia Department of Commerce released the *Industrial Land & Market Strategy* for the City of Philadelphia, a comprehensive study that inventoried all of the industrial land in Philadelphia and found a critical shortage of modern industrial sites. Based on its size, industrial character, transportation assets, and proximity to economic engines, the Lower Schuylkill was identified as a prime opportunity to satisfy this need. *Philadelphia2035* echoed this conclusion.

An inclusive planning initiative led by PIDC, PCPC and the Department of Commerce, with generous support from the William Penn Foundation, developed a long-term blueprint for revitalization, recommending targeted public investments in roads, the environment, and public amenities to attract a diverse array of new and growing businesses. These investments are projected to attract over \$860M in private investment and up to 6,500 new jobs, while establishing an integrated green network with five miles of new trails and 46 acres of new green space.

Key Investments

1. New River Road linking planned Innovation District to University City
2. Publicly accessible riverfront trail and greenspace
3. Integrated, district-wide stormwater management system
4. Distinct gateways and campus features
5. Upgraded bicycle and pedestrian amenities

KEY FIGURES OF THE LOWER SCHUYLKILL MASTER PLAN

Size	3,700 acres	Permanent Jobs	5,500–6,500
Development Capacity	5.5M–6.6M SF	Economic Impact (City & State)	\$63B
Public Infrastructure Investment	\$411M	Private Investment Leveraged	\$860M
Greened Space	46 acres	Trails Created	5 miles

*Projected values. Source: NBBJ, HR&A Advisors

THREE CAMPUS VISION

Approaching the Lower Schuylkill as three distinct campuses creates diverse opportunities for growth, while allowing the Master Plan to customize interventions to the specific needs of each area. A new River Road on the west bank will connect the planned Innovation District directly to University City and provide much-needed public river access. Distinct gateways, enhanced roadways, public amenities, and green stormwater features will position the three campuses as modern, competitive locations for Philadelphia's growing business sectors.



New "River Road"

INNOVATION DISTRICT

The Innovation District is envisioned as a vibrant, green campus for research and development, advanced and artisanal manufacturing, institutional growth, and other high-quality uses. A new River Road will link directly to University City, while an accessible public riverfront and a green makeover will transform this overlooked area into a compelling destination for businesses and residents alike.

Assets

- > Small to midsize parcels (3–20 acres)
- > Significant public ownership
- > Penn's South Bank campus
- > Limited residential
- > 5–10 minutes from University City
- > Two national historic sites: The Woodlands and Bartram's Garden
- > Riverfront parcels
- > Views of Center City



LOGISTICS HUB

The Logistics Hub is envisioned as a highly competitive center for distribution, warehousing, and manufacturing, with superior connections to Philadelphia's expanding international airport, two interstate highways, and a dense regional population. Strengthening the commercial spine along Essington Avenue, improving connections, and supporting new business clusters will set the stage for enhanced growth.

Assets

- > Mid- to large-size parcels (13 – 90 acres)
- > Proximity to Philadelphia International Airport
- > Strong connections to I-95 and I-76
- > Distribution and warehouse uses
- > Eastwick Industrial Park
- > Recent development momentum with USPS and the Philadelphia Wholesale Produce Market

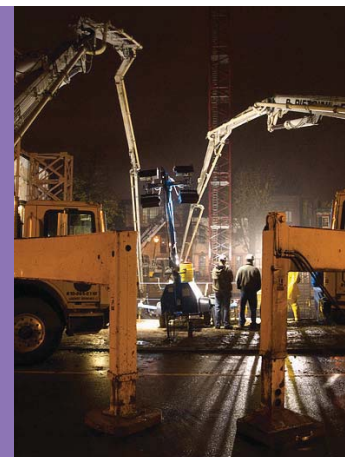


ENERGY CORRIDOR

The Energy Corridor is envisioned as a national hub for energy production and distribution, leveraging superior rail, highway, and port assets. Preserving the integrity of the campus maximizes growth opportunities, while enhancing its perimeter improves key gateways and access routes.

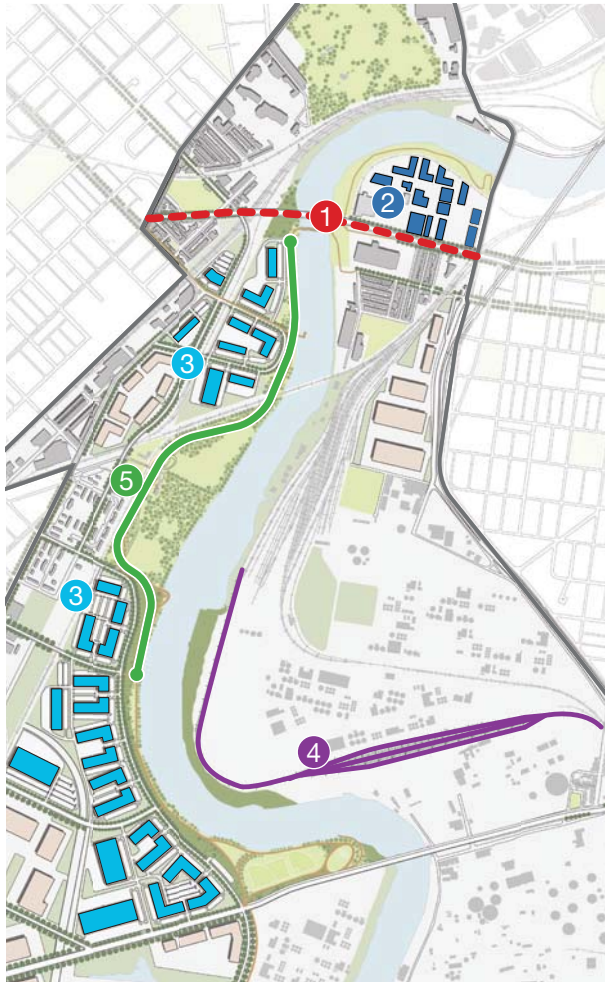
Assets

- > Primarily large parcels (30+ acres)
- > Some public ownership
- > Active oil refinery and natural gas facilities
- > CSX Transflo Yard
- > Marine facilities
- > High-value industrial infrastructure
- > Existing energy hub with capacity for growth and diversification
- > Excellent pipeline access
- > Access to port, rail, and highways



IMPLEMENTATION

Focusing early implementation efforts on key sites within the Innovation District will spur redevelopment and establish a high-quality precedent for future growth. Subsequent phases will support growth and expansion within the Logistics Hub and Energy Corridor. The following projects are already underway:



1 GRAY'S FERRY BRIDGE UPGRADES

PennDOT bridge upgrades slated for 2015-2016, include bicycle/pedestrian features to better connect the east and west sides of the Innovation District, while providing an interim link between the Schuylkill Banks trail and its planned extension on the west bank.

2 PENN'S SOUTH BANK CAMPUS

New investment and planning are transforming this 23 acre former industrial site into a vibrant, mixed-use campus featuring cutting-edge innovation, the next generation of entrepreneurs and expanded institutional activity. Early efforts are underway to establish a distinctive Innovation District gateway at 34th and Grays Ferry Avenue.

3 BARTRAM'S NORTH & SOUTH

These riverfront sites, many with skyline views, present some of the most promising redevelopment opportunities in the Lower Schuylkill. Environmental remediation is underway on several publicly-owned parcels. Strategic public investments in access, infrastructure and amenities, coupled with high-quality redevelopment of publicly owned sites, will establish a strong foundation to attract private investment and development.

4 PHILADELPHIA ENERGY SOLUTIONS' REVITALIZED ENERGY COMPLEX

Speedy new rail facilities are transforming the nation's oldest continuously-operating oil refinery into a modern, competitive facility with new opportunities for growth and diversification.

5 BARTRAM'S MILE

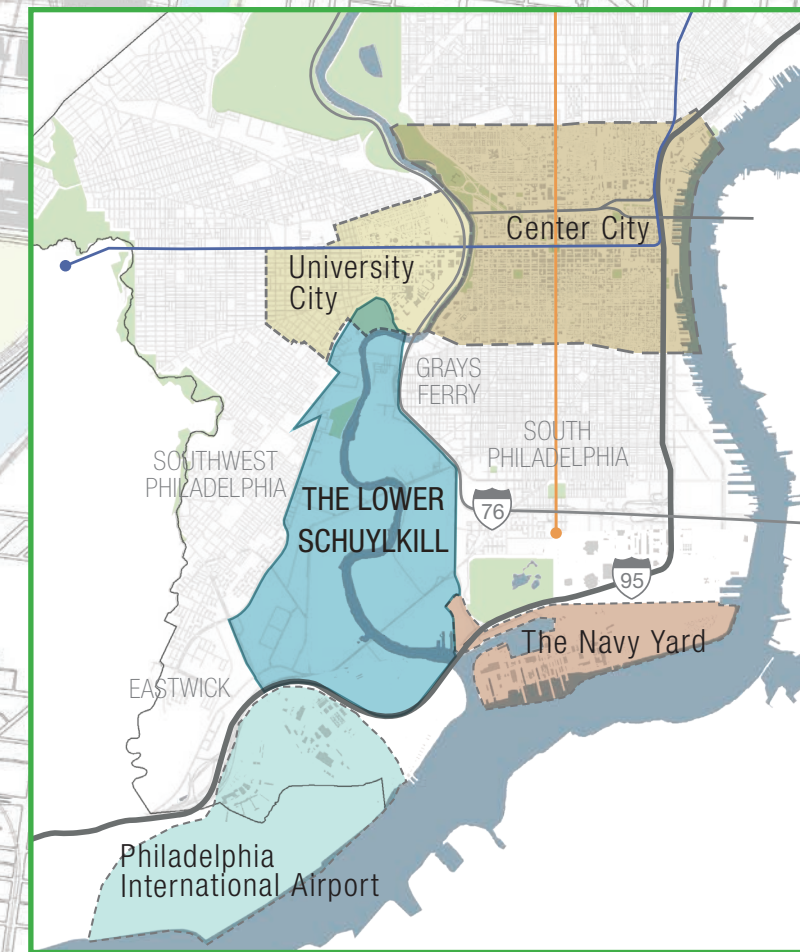
Design and planning are already underway to extend the popular Schuylkill Banks recreation trail to the west bank of the Innovation District, between the Grays Ferry Bridge and 58th Street. The result will be a striking, one mile stretch of new trail showcasing the river and Bartram's Garden, as well as providing dedicated public river access to adjacent communities.





THE LOWER SCHUYLKILL MASTER PLAN

Strategic public infrastructure investments are essential to reconnect the Lower Schuylkill and unlock its potential as a competitive 21st century industrial district. Dedicated public river access and new amenities will attract new users and energize the campuses



INNOVATION DISTRICT

New Development Capacity	2.4M-2.8M SF
Infrastructure Cost	\$230M
Private Investment	\$420M
New Jobs	2,800-3,300
New Annual Tax Revenue	\$13M
Total Economic Impact <small>Projected Values, HR&A Advisors</small>	\$33B

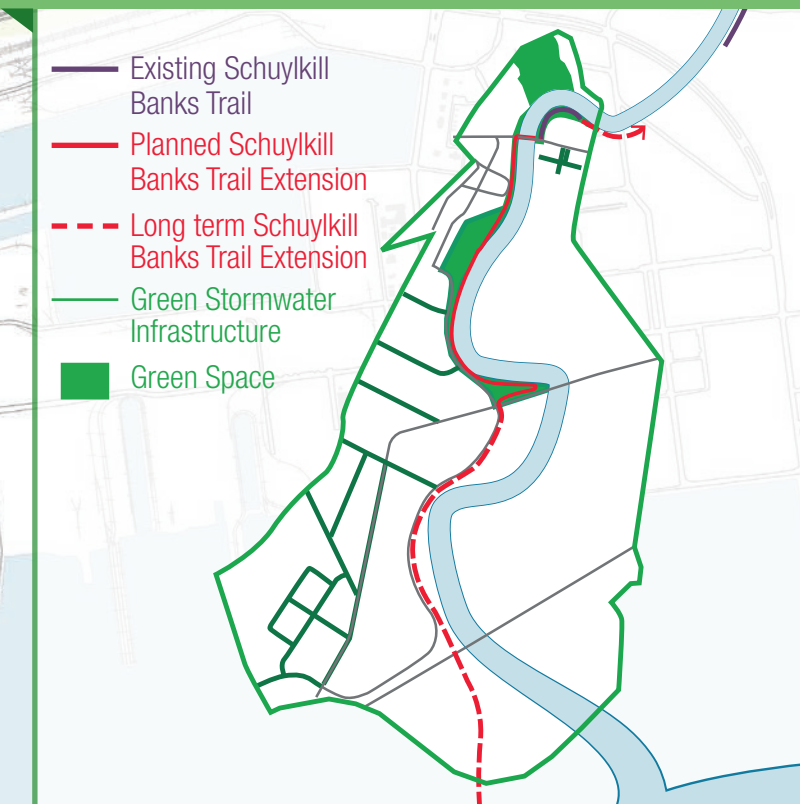
LOGISTICS HUB

New Development Capacity	3.1M-3.8M SF
Infrastructure Cost	\$181M
Private Investment	\$340M
New Jobs	2,500-3,000
New Annual Tax Revenue	\$12M
Total Economic Impact <small>Projected Values, HR&A Advisors</small>	\$30B

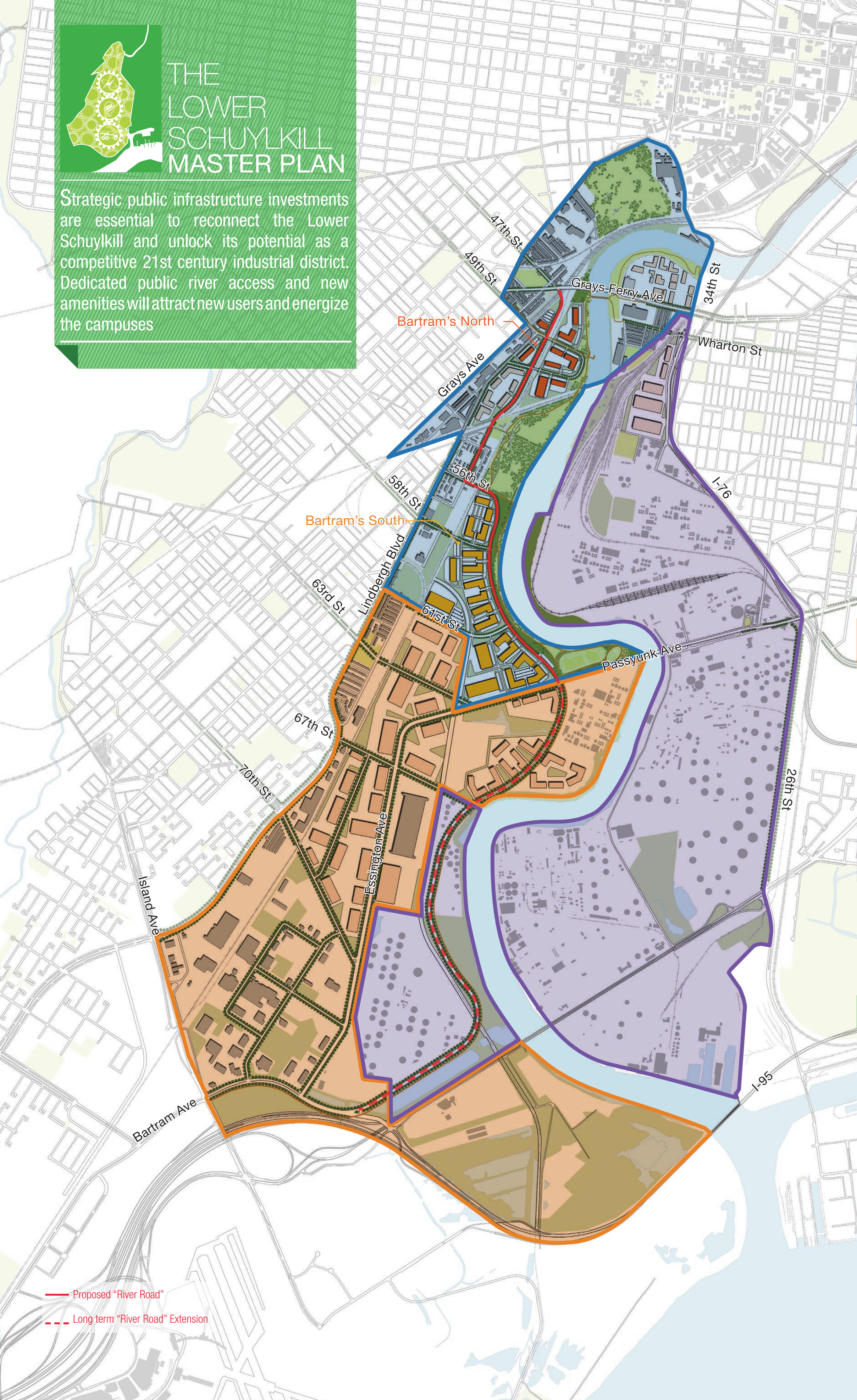
ENERGY CORRIDOR

Developable Acres	320 Acres
Private Investment	\$100M+
New Jobs	200+
<small>Projected Values, HR&A Advisors</small>	

PROPOSED AMENITIES + GREEN SPACE



New Green Space	46 Acres
New Trails	5 Miles
Proposed Green Stormwater Management Infrastructure	80 Acres



— Proposed "River Road"
- - - Long term "River Road" Extension