

WHY DO A MASTER PLAN FOR THE LOWER SCHUYLKILL?

1- INCORPORATE TIMELY OPPORTUNITIES

- Sunoco refinery transition
- University City institution expansions and master plans
- Airport master plan
- Create new jobs and tax revenue

2- SCALE OF PHYSICAL OPPORTUNITIES

- 68% of the City's vacant and under-utilized industrial land is in the study area
- large parcel sizes
- approximately 4,100 acres

3- FILL AN IMPORTANT NEED

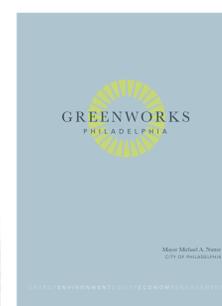
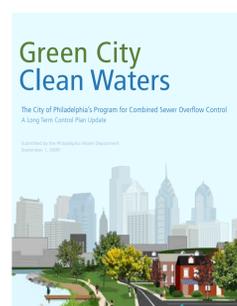
Philadelphia 2035 and Philadelphia Industrial Land Study (2010) both make note of the Lower Schuylkill:

"Philadelphia's current inventory of industrially-zoned land suitable for future development is limited and constrained" -PILS



4- ALIGN WITH CITYWIDE PLANS AND POLICIES:

- Philadelphia Industrial Land Study
- Philadelphia2035
- Greenworks
- Green City, Clean Waters



5- PROMOTE THE ADVANTAGES OF LOWER SCHUYLKILL'S STRATEGIC LOCATION

- Between the Metropolitan center and Sub-center
- Surrounded by important highway, bridge, rail and port infrastructure



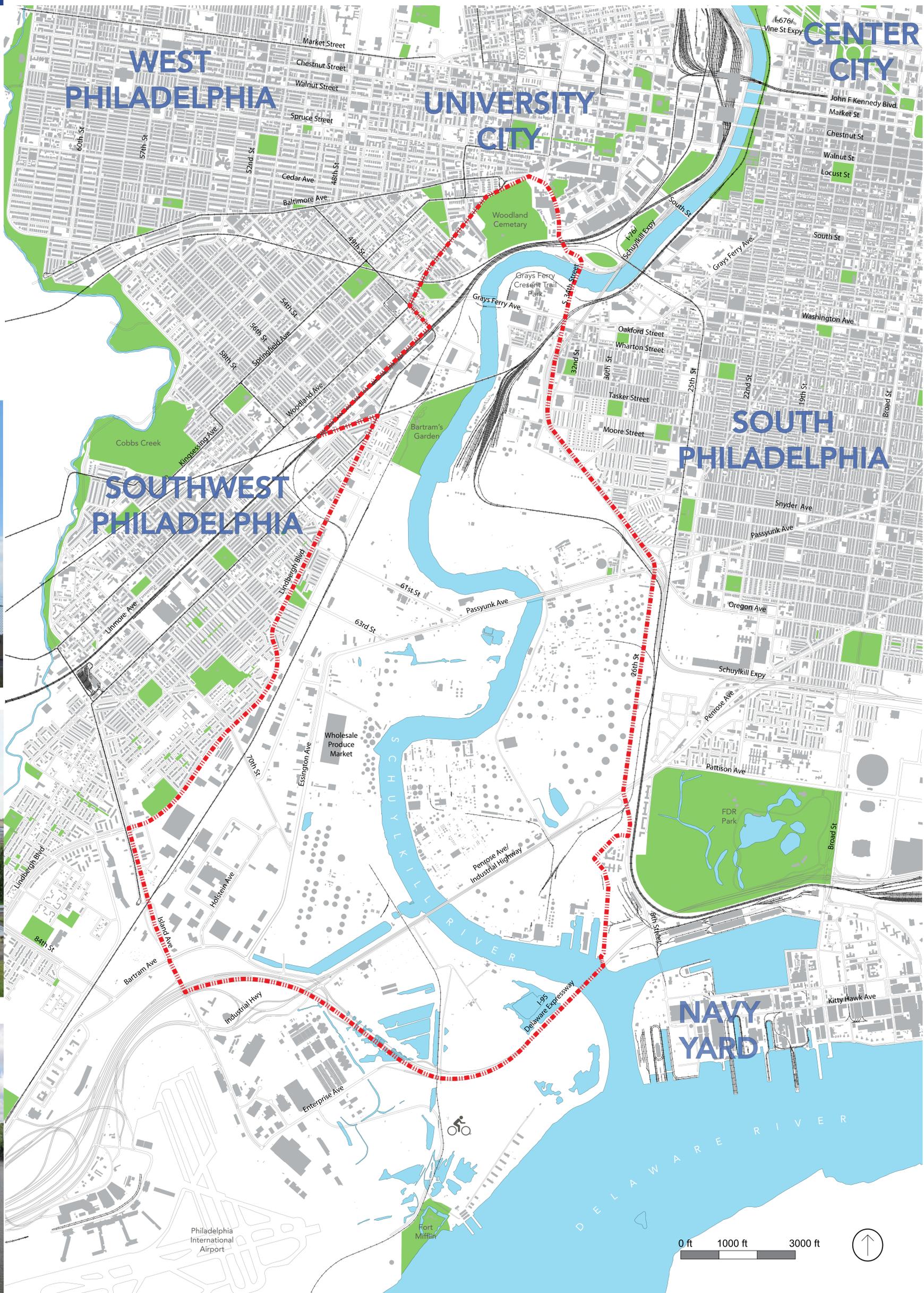
6- PROMOTE THE ADVANTAGES OF PHILADELPHIA'S STRATEGIC POSITION ON THE EAST COAST

- Center of the 12 county Greater Philadelphia Region
- Shares an extended region with the Lehigh Valley, Trenton, Wilmington
- Center of the Northeast Megaregion of 54 million people

Create an identity for the

FACTS:

- Schuylkill means "Hidden River"
- Study Area = 4,100 Acres

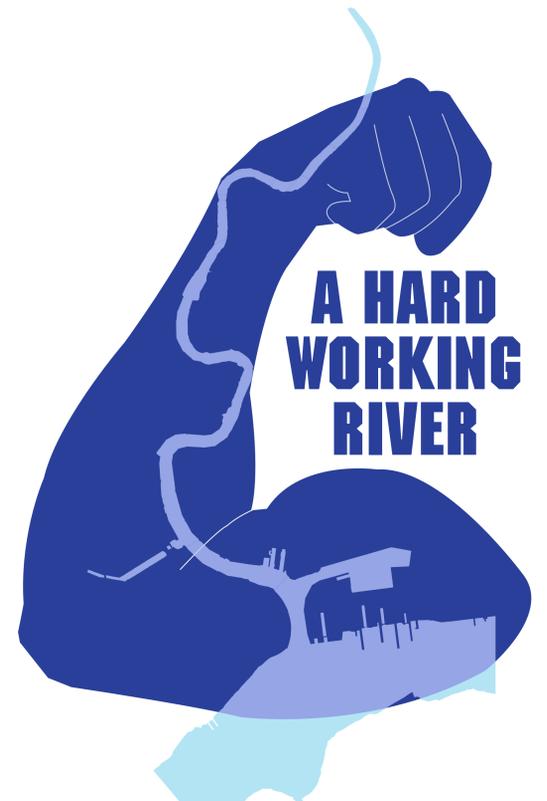
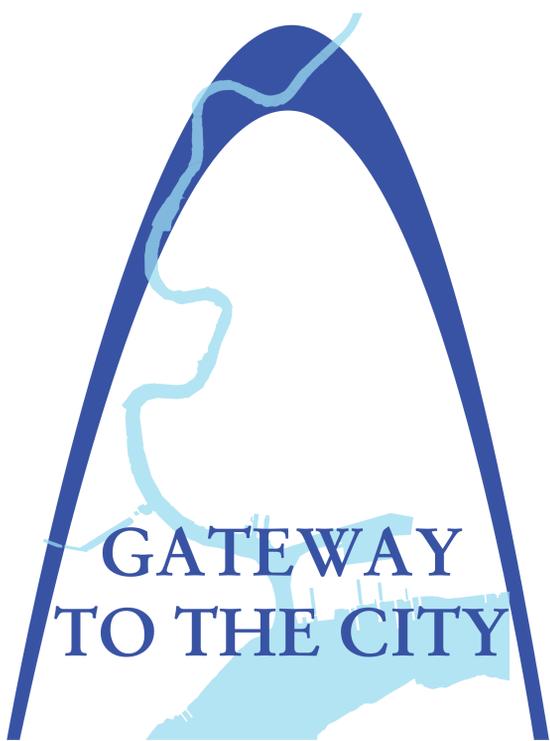


Lower Schuylkill

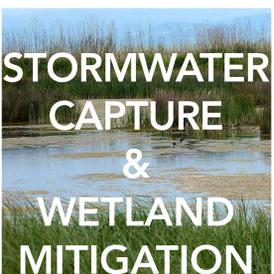
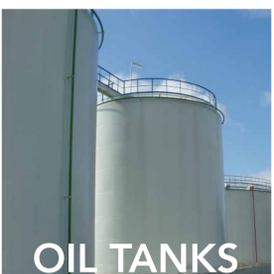
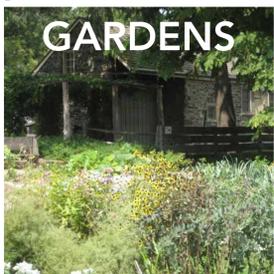
CHALLENGING PLANNING QUESTIONS:

What is an appropriate identity for the Lower Schuylkill?

Which identity addresses the variety and diversity of the Lower Schuylkill?



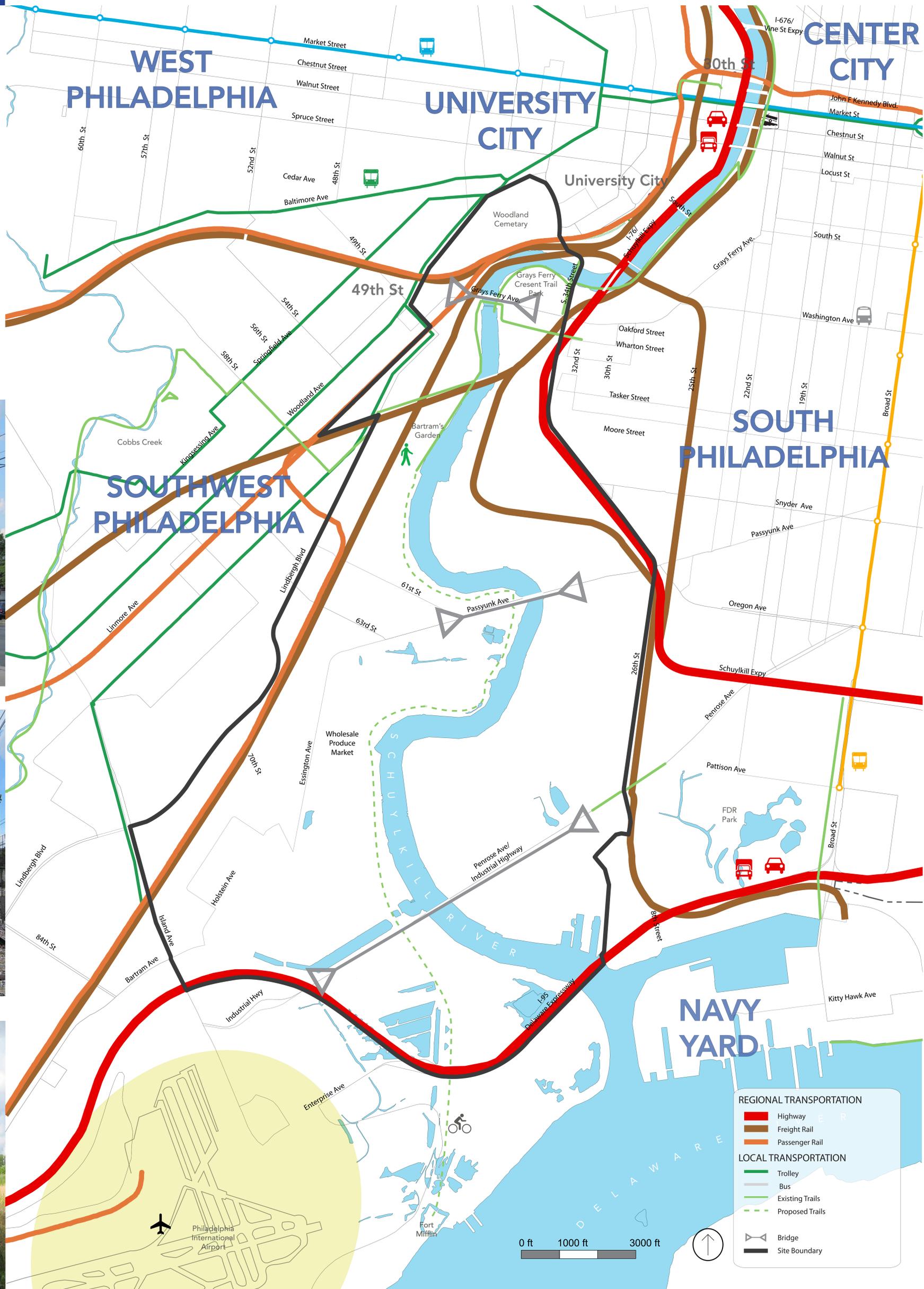
How can the identity of the Lower Schuylkill reflect, but not overwhelm, the identities of places within it?



Connect the Lower Schuylkill

FACTS:

- 2 major highways serve the study area
- Only 4 vehicular bridges cross 5 1/2 miles of river length
- Philadelphia 2035-CONNECT



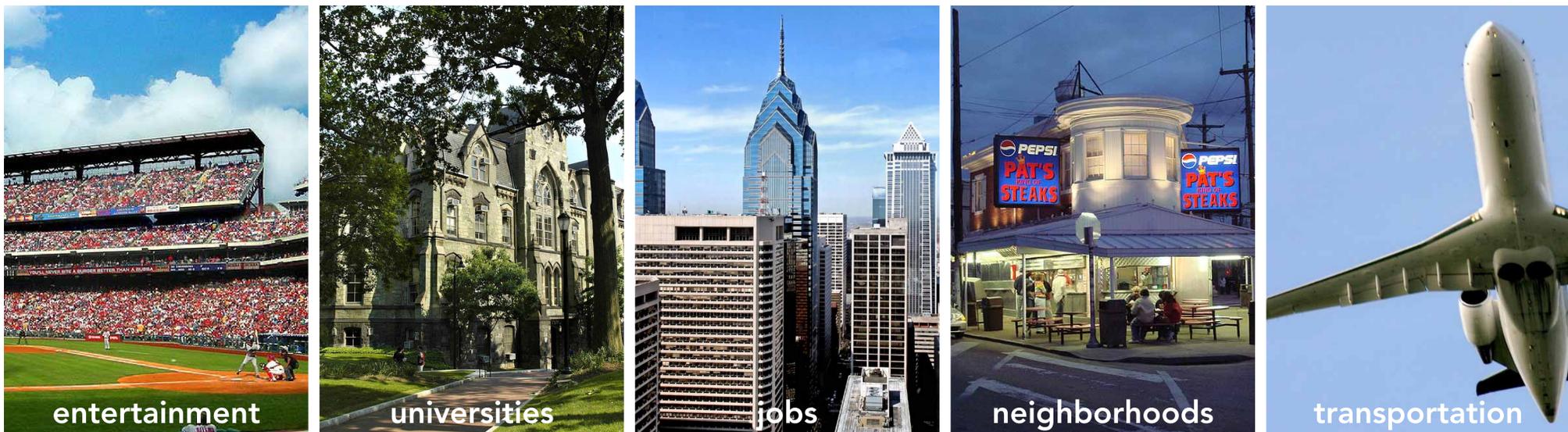
CHALLENGING PLANNING QUESTIONS:

How do we CONNECT the Lower Schuylkill with transportation networks to ATTRACT AND SUPPORT BUSINESSES?

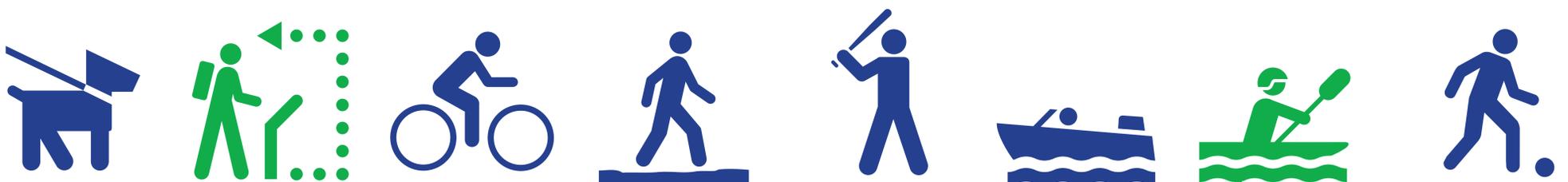
What TRANSPORTATION OPTIONS should we have in the Lower Schuylkill?



What CITY ASSETS should the Lower Schuylkill CONNECT TO?



Where are RECREATIONAL OPPORTUNITIES?

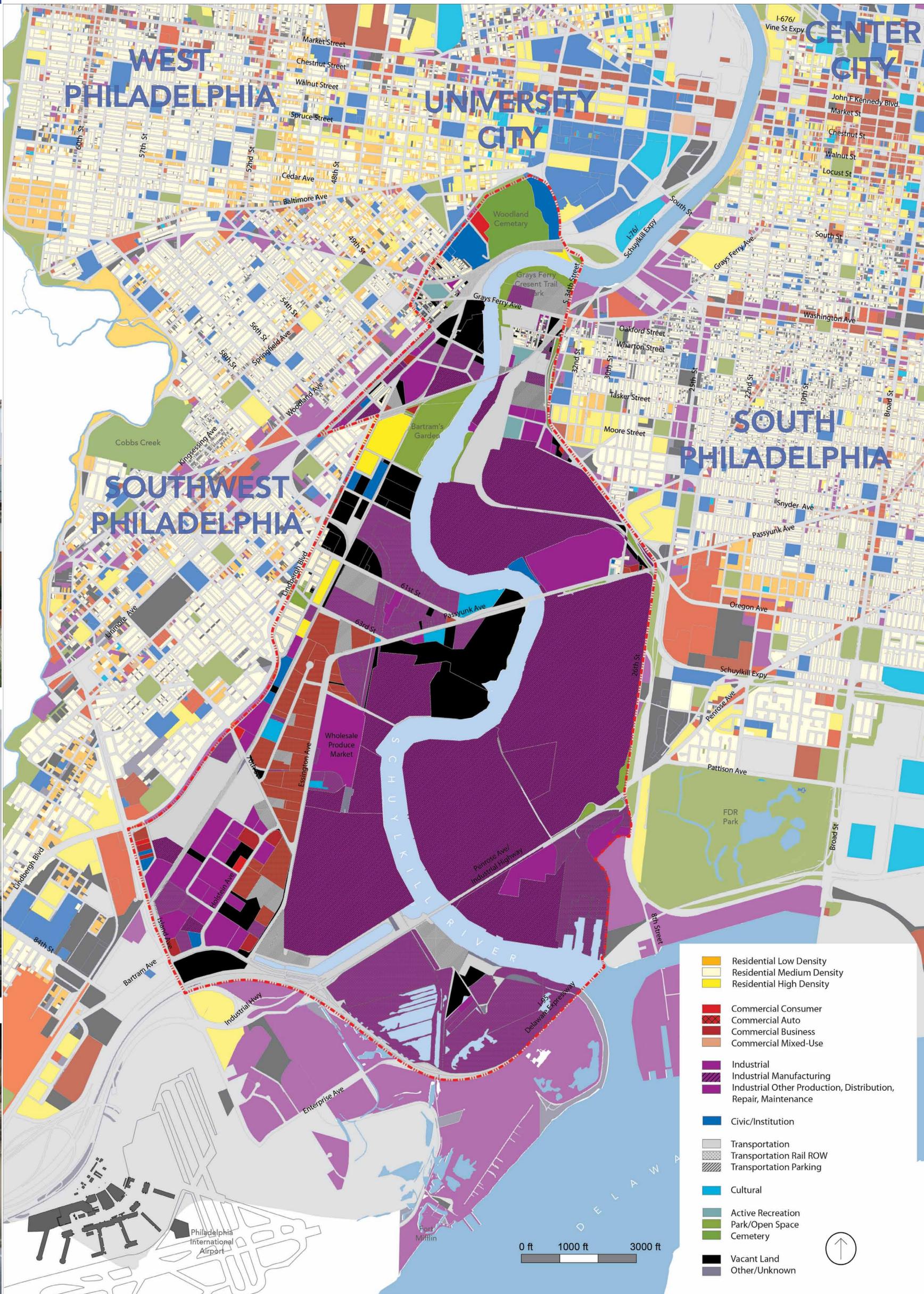


How can these CONNECTIONS help the Lower Schuylkill?

Protect & foster diversity

FACTS:

- range of uses:
 - Refining
 - Auto Oriented
 - Food
 - Residential
 - R+D
 - Distribution
 - Shipping, etc



and flexibility

CHALLENGING PLANNING QUESTIONS:

What are some of the BENEFITS OF INDUSTRIAL GROWTH to neighborhoods?



MORE
JOBS

+



MORE
INVESTMENT

=

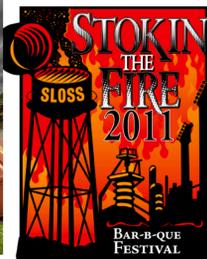


NEIGHBORHOOD
VIBRANCY

How can all of the different uses- INDUSTRY, COMMERCIAL, RECREATION, RESIDENTIAL- positively coexist AND support environmental demands?

How will these uses CHANGE in the next decade or half century? How can the site be FLEXIBLE to adjust to change?

Compatibility in Industrial Sites and Recreational Hot Spots



Sloss Furnaces
National Historic Landmark
Birmingham, AL

Gasworks
Seattle, WA

DIVERSE USES

create

DIVERSE OPPORTUNITIES



Reveal the Hidden River

FACTS:

- Less than 5% of the shore is currently accessible to the public.



CHALLENGING PLANNING QUESTIONS:

Where should we **CONNECT TO THE RIVER**? What **BARRIERS DO WE NEED TO OVERCOME** to get there? What kinds of **ACCESS** are needed?

How can these **POINTS OF INTEREST CONNECT TO ONE ANOTHER**?

Trinity River - Dallas, TX

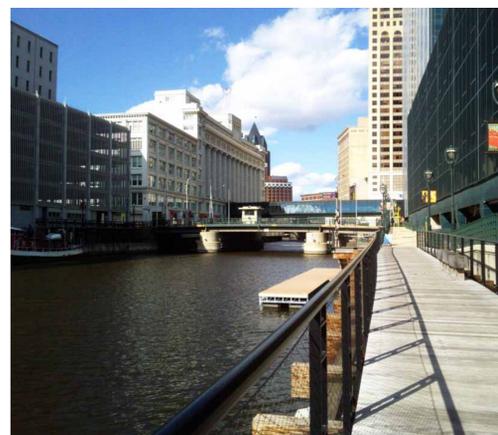
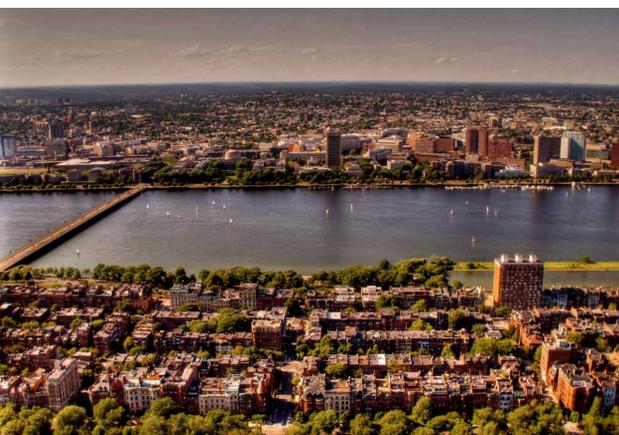


What recreation should be included on the Lower Schuylkill?

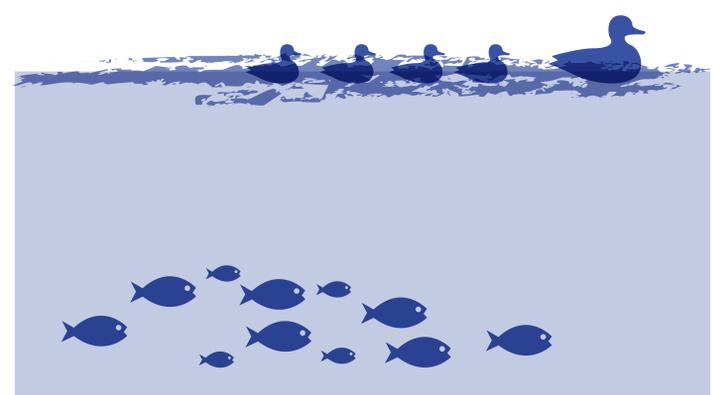
Cambridge, MA



Milwaukee, WI



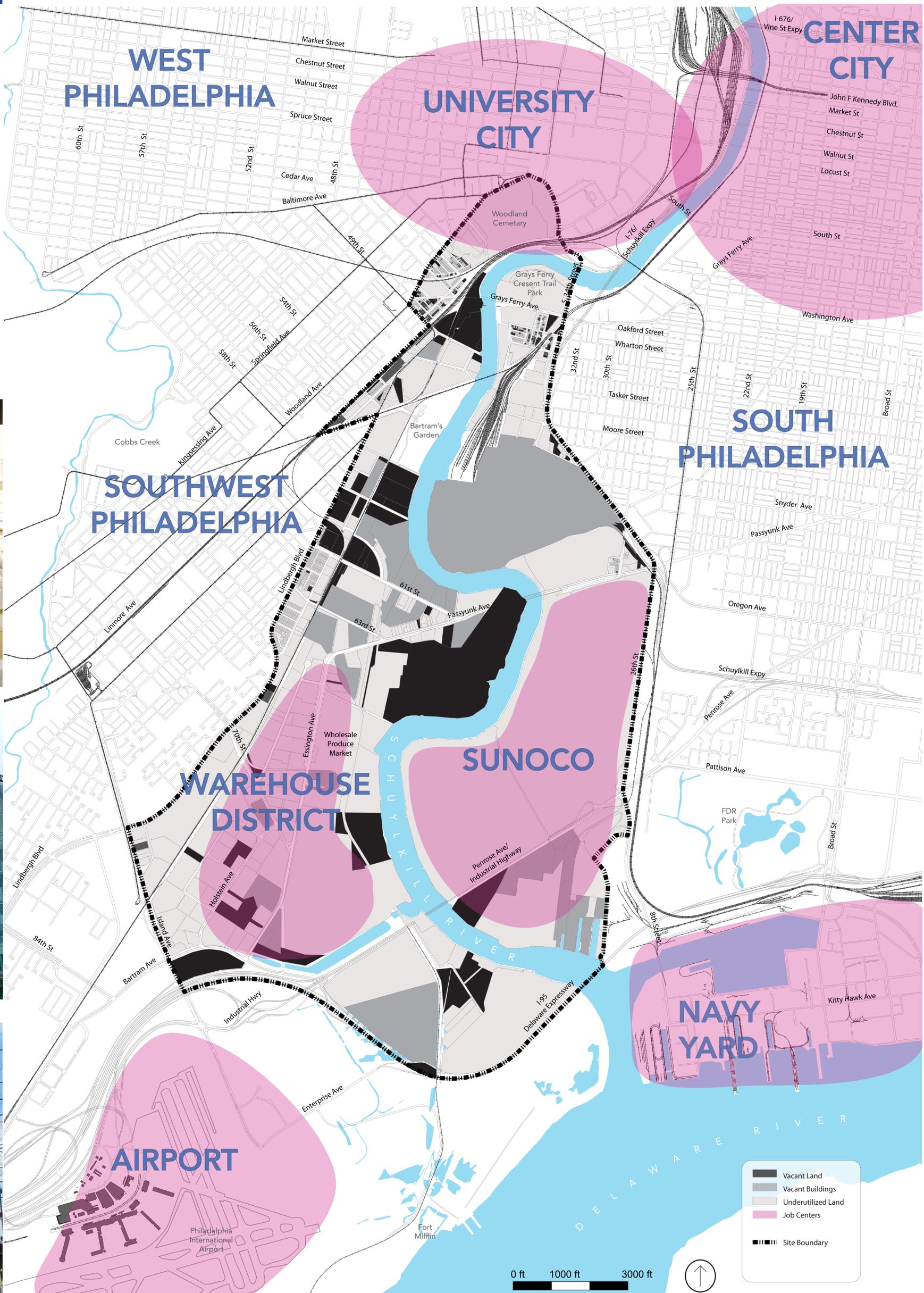
Improving the health of the city, river and **HABITAT**.



Prioritize job creation and

FACTS:

- Philadelphia 2035: THRIVE
- From Philadelphia 2035:
 - 68% of the underutilized industrial land in the City is located within the Lower Schuylkill Study Area
 - An additional 100,000 residents and 40,000 jobs will be created throughout Philadelphia.



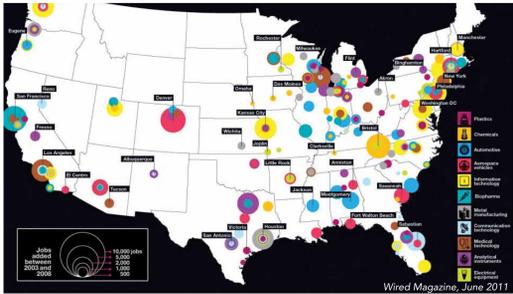
growth

CHALLENGING PLANNING QUESTIONS:

How can we CREATE BUSINESS CLUSTERS?

VanDyne SuperTurbo

Fort Collins, CO - Van Dyne collaborated with the Clean Energy Lab at Colorado State University to create SuperTurbo, a supercharger that makes automotive and heavy-duty engines up to 30% more efficient. In 2011, VanDyne signed a contract for a large-scale prototype with the U.S. Army and Fort Collins was named one of Wired magazine's "Emerging Epicenters" for innovation in hi-tech industry.



Tastykake

Philadelphia, PA - The 2010, LEED-certified 345,000 s.f. "green" bakery at Navy Yard features energy efficient HVAC, water conservation, white roof, drought resistant landscaping, bike racks, solar panels, recycled building materials, and passive solar lighting strategies.

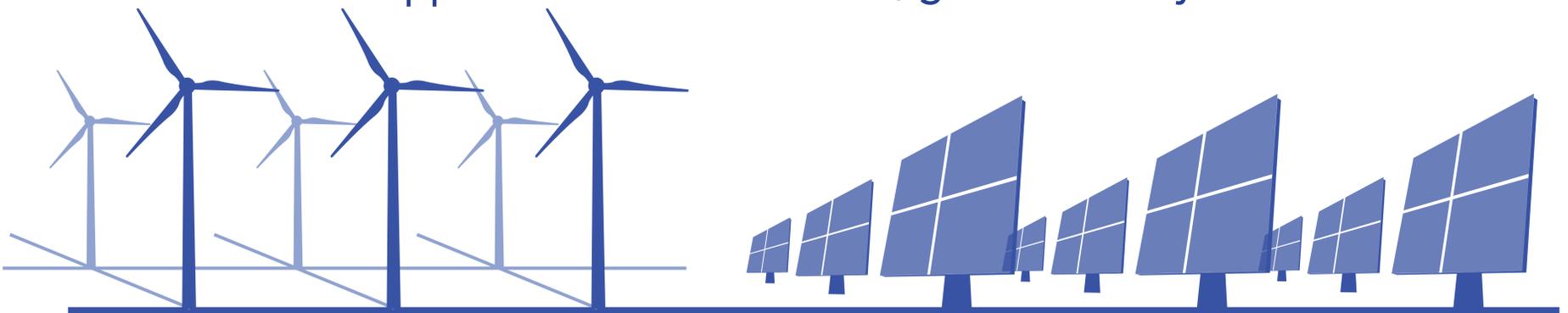


Aerotropolis Atlanta

Atlanta, GA - On the site of the former Ford Atlanta Assembly Plant and adjacent to the airport, the aerotropolis is a mixed use development with retail, office and entertainment.



Prioritize economic opportunities in innovation, green industry and business.



create clean energy

How can we BUILD A GREEN-COLLAR WORKFORCE? Jobs for G.E.D.s to PhDs



weatherize buildings



installing solar panels

Build Skills at Training Centers + Community Colleges

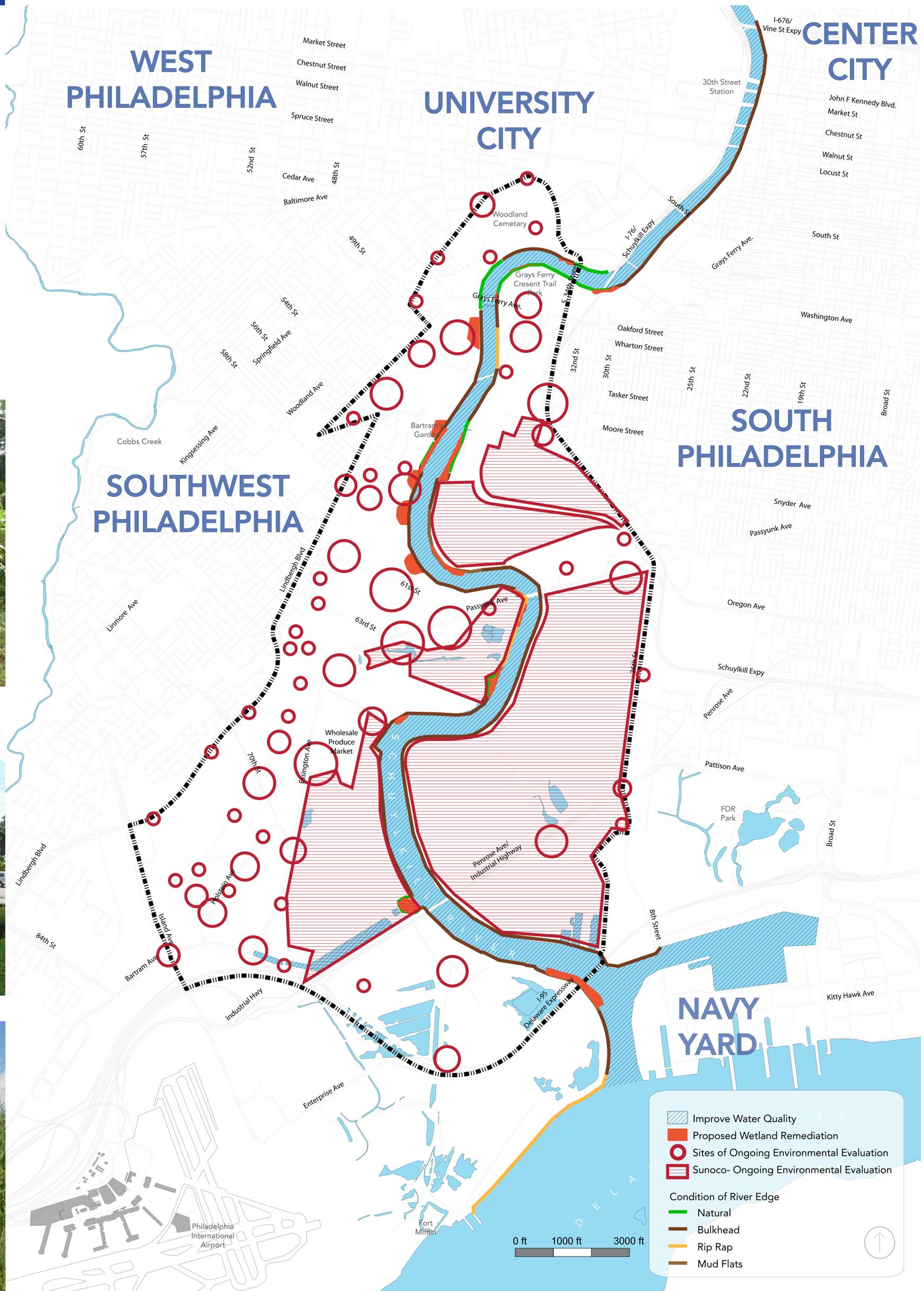
Everyone can be a part of a clean energy economy:

Energy Production • University • Hospital • Airport • Port

Restore land & water with

FACTS:

- Philadelphia 2035: RENEW
- Over 500 acres of the site are within the 100 year floodplain
- Each acre collects a million gallons of rainwater each year.

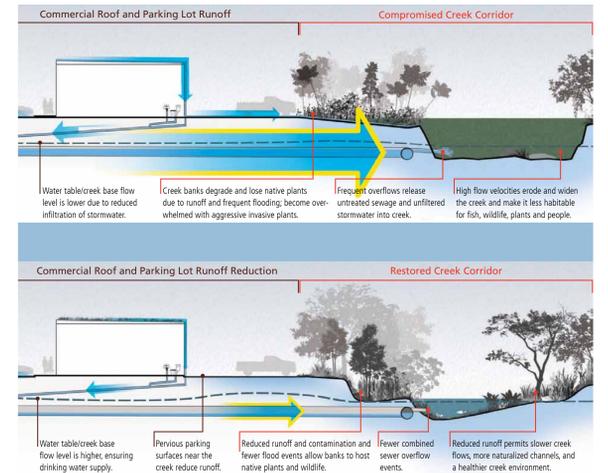
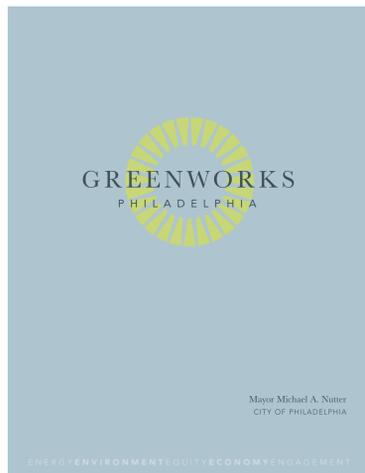
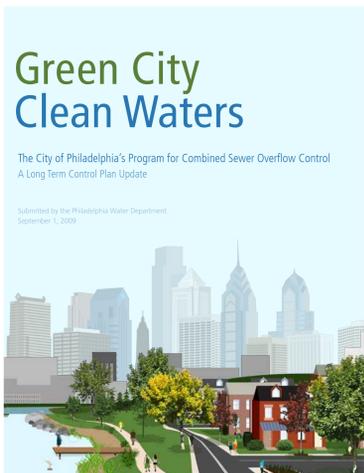


green infrastructure

CHALLENGING PLANNING QUESTIONS:

How can environmental remediation SUPPORT THE OTHER GOALS of:

- An innovative and diverse economy of green industries?
- The *GREEN CITY, CLEAN WATERS* and *Greenworks* plans?
- Preservation and restoration of habitat and ecosystems?



RENEW FALLOW LAND for economic revenue, job creation and recreation.

Urban Outfitters & Navy Yard



Philadelphia, PA
7 Acres

Former Use: Navy Yard, Incinerator and Landfill
Current Use: Headquarters for Urban Outfitters
Benefits: Catalyze growth- previously vacant site now has +80 companies, +5.5 million s.f. of developed space- other major tenants now include Tasty Baking Company, Rotem, VITETTA, Barthco International and Solar Power Plant

The Steel Yard



Providence, RI
3.5 Acres

Former Use: Steel Fabrication Facility
Current Use: artist work spaces, educational facilities, training program, non-profit incubator.
Benefits: catalyze community and economic development in distressed neighborhood.

Willamette River



Portland, OR
10 miles

Former Use: Port, industry, river bottom was a Superfund site
Current Use: Port, industry, fishing and recreation
Benefits: Health of river has stabilized. Fishing and other recreational uses are now possible again.

What are the methods of SITE REMEDIATION?

- RAISED BEDS with NEW SOIL in recycled structures above contaminated soil
- REMOVE SOILS with the highest concentrations of lead
- EXCAVATE AND STABILIZE SOILS with Lower levels of contamination
- CAP contaminated soils
- on-site STORM WATER management
- RIVER SEDIMENT REMOVAL of heavy metals
- River EDGE STABILIZATION
- Reintroduce PERMEABLE SURFACES when possible.