A redevelopment plan for an urban core area of about 300 acres was warranted by--(1) unsuitable building conditions, (2) undesirable land usage, and (3) faulty traffic circulation. The plan includes expansion of two universities and creation of a regional science center, high school, and medical center. Guidelines for proposed land use and zoning were developed to facilitate the redevelopment. Diagrammatic proposals for--(1) the science center, (2) land usage, (3) zoning, (4) circulation, (5) street changes, and (6) the site plan, as well as photographs of existing conditions, comprise the graphic presentation. Project implementation in terms of housing of displaced families, acquisition costs and continuing controls, is briefly reviewed. (MH)
UNIVERSITY CITY CORE PLAN
Transmitted herewith is a redevelopment area plan for the University City Core Area.

This redevelopment area plan supersedes all redevelopment area plans previously prepared within this area.

The area comprises about 300 acres.

The Commission further certifies that this area is a redevelopment area as defined by the Urban Redevelopment Law of May 24, 1945, P.L. 991 as amended.

This plan conforms with the Comprehensive Plan for the City of Philadelphia, dated May 1960 as amended, and was approved by the City Planning Commission at its meeting of July 5, 1966.

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Sincerely yours,

Philip Klein
Vice-Chairman

July 5, 1966
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INTRODUCTION

The University City Core Plan covers the central portion of the West Philadelphia Redevelopment Area and provides for the expansion of the University of Pennsylvania, Drexel Institute of Technology, the Presbyterian-University of Pennsylvania Medical Center, and the new University City Science Center.

The area contains University City Urban Renewal Areas Units 1 through 5, the Drexel Urban Renewal Area, and the Physics, Wharton and Annenberg units.

This plan supersedes the University Redevelopment Area Plan and the University City Unit 3 Redevelopment Area Plan.
EXISTING CONDITIONS

a. Unsafe, unsanitary, inadequate or overcrowded conditions of certain buildings.
b. Inadequate land coverage.
c. Lack of proper light, air and open space.
d. Faulty design and arrangement of buildings.
e. Excessive land coverage.
f. Economically or socially undesirable land uses.

The boundaries of the University City Core Redevelopment Area were Powelton Avenue, 38th Street, Lancaster Avenue, Powelton Avenue, 32nd Street, John F. Kennedy Boulevard, 33rd Street, Spruce Street, a line 294 feet west of 40th Street, Irving Street, a line 350 feet west of 40th Street, Locust Street, a line 376 feet west of 40th Street, Chancellor Street, a line 200 feet west of 40th Street, Walnut Street and 40th Street.

The area comprises about 300 acres.

The portion of this area south of Market Street was certified as the University Redevelopment Area on January 9, 1948 and the portion north of Market Street was certified as the Powelton Redevelopment Area on May 10, 1950.

The University Redevelopment Area Plan, published September 1950, and the University Unit 3 Redevelopment Area Plan, published May 1962, are superseded by this plan. The West Philadelphia Redevelopment Area was certified August 20, 1963, superseding the previous certifications.

Designation for redevelopment was warranted by the following characteristics:

a. Unsafe, unsanitary, inadequate or overcrowded conditions of certain buildings.
b. Inadequate planning of the area.
c. Excessive land coverage.
d. Lack of proper light, air and open space.
e. Faulty design and arrangement of buildings.
f. Economically or socially undesirable land uses.

These conditions still exist in the area. Interspersed among the various uses are numerous vacant structures and properties that represent a waste of badly needed land. The institutions in the area, most of which greatly require room for expansion, find themselves encircled by incompatible land uses.

The institutions in the area, most of which greatly require room for expansion, find themselves encircled by incompatible land uses.

The blight along Market Street, resulting from an elevated transit structure that was torn down and replaced by a subway in 1946, is still present.

The existing street pattern is inadequate and ill-suited for the purposes it is required to perform. Some of the smaller streets interfere with the flow of traffic, while the lack of parking space is as acute as anywhere in Philadelphia and parking facilities must be constructed as well as roads and walkways to service them.
Incompatible land uses, 3900 Block, Chestnut Street

Substandard Buildings 3300 Block, Market Street

Faulty Street Layout Intersection of Warren and Filbert Streets at 34th Street

Undesirable Land Use 40th and Market Streets

Vacant Structure 38th and Cuthbert Streets

Vacant Properties Cuthbert Street between 37th and 38th Streets
OBJECTIVES

1. To provide for the expansion of:
   a. The University of Pennsylvania
   b. The Drexel Institute of Technology

2. To provide for the creation of:
   a. The University City Science Center
   b. The Presbyterian-University of Pennsylvania Medical Center
   c. The University City High School

3. To improve automobile circulation:
   a. Redesign of Market Street
   b. Widening of 38th Street
   c. Extension of 32nd Street

4. To improve pedestrian circulation by closing local streets within the major institutional complexes and by converting them to walkways.

5. To eliminate substandard structures.
EXISTING LAND USE

1959

RESIDENTIAL

RETAIL SALES AND SERVICES

OFFICE COMMERCIAL

WHOLESALE, MANUFACTURING, UTILITIES AND TRANSPORTATION

COMMUNITY SERVICES

VACANT PROPERTIES

UNIVERSITY CITY CORE PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA

PHILADELPHIA CITY Planning COMMISSION

1.7

1200

41

1609

41

571

368

71

368

571

90
EXISTING LAND USE

The current land uses in the area fall into four distinct categories.

a. The existing institutions.
b. Substandard commercial uses along the Market Street corridor.
c. Substandard housing mixed with and blighted by the commercial uses along Market Street
d. Converted homes surrounding the educational institutions.

The land use pattern is generally a mixture of incompatible uses and disorganization as a result of major changes in the area. These changes are the removal of the Market Street elevated, the striking of Woodland Avenue, and institutional expansion.

PROPOSED LAND USE

The University City Core and the larger area of which it is a part, is envisioned as a community devoted to education and research. As such, it will consist of educational, research, residential and commercial uses that support each other function as a totality. Each of the major institutions have within their boundaries a diversity of uses, and they may be characterized as communities within a community.

The Science Center consists primarily of research and office space. It will contain supporting retail and service uses and a conference center with dining and hotel accommodations.

Finally, a logical distribution of small-scale retail and service outlets in the area is proposed for the convenience of the resident, working and studying population.
The present zoning of the area reflects, for the most part, the pattern of existing land uses.

The Institutional Development District of the University of Pennsylvania will be extended to accommodate the expansion of that institution. In addition, it is proposed that institutional districts be created for Drexel Institute of Technology, the Presbyterian-University of Pennsylvania Medical Center, and the University City High School.

A C-4 Commercial District is proposed for the major portion of Market Street within the plan area to permit the development of research and office buildings for the University City Science Center.

Major portions of Chestnut Street are proposed to be zoned RC-4 to promote development of high density residential uses with supporting convenience shopping on the street level.

A C-3 district is proposed on the west side of 40th Street, between Locust and Walnut Streets, to permit the development of a convenience shopping center.

In addition to the zoning regulations, the following standards shall serve as guides for rehabilitation of existing structures and as controls for the development of new structures.

The controls contained within the Urban Renewal Plans for Units No. 3 and 4, and the proposed Urban Renewal Plan for Unit No. 5 shall apply within their boundaries.
PROPOSED ZONING

- RESIDENTIAL
- AND RESIDENTIAL-COMMERCIAL
- COMMERCIAL
- INSTITUTIONAL
- DEVELOPMENT DISTRICT

UNIVERSITY CITY
CORE PLAN

WEST PHILADELPHIA REDEVELOPMENT AREA
PHILADELPHIA CITY PLANNING COMMISSION
PROPOSED CIRCULATION

The purpose of the plan is to establish a system of movement consisting of streets, parking garages and walkways.

The major east-west traffic carriers are Market Street, and Walnut and Chestnut Streets functioning as a one-way couple. The major north-south traffic carriers are a proposed extension of 32nd Street and a widened 38th Street which will connect University City with the Expressway to the south via University Avenue.

The campuses of the University of Pennsylvania and Drexel Institute of Technology will each be tied together by their own pedestrian circulation spines. The 37th Street walk will connect the University of Pennsylvania with the Science Center Conference Center and with the proposed high school and residential communities to the north of Market Street.

The University City Core is a high density urban complex that generates a large parking need. It is proposed that several large-scale parking facilities be constructed adjacent to the major traffic carriers and within walking distance of the buildings they are to serve.

The Core Area is served by the Market Street Subway with stations at 34th and 40th Streets, the Subway-Surface (under-ground trolley), several bus routes and the Pennsylvania Railroad Station at 30th and Market Streets.
PROPOSED STREET CHANGES

Right-of-way Retained

<table>
<thead>
<tr>
<th>Streets to be Stricken and Vacated</th>
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<tbody>
<tr>
<td>35th from Warren to Lancaster</td>
</tr>
<tr>
<td>37th from Market to Filbert</td>
</tr>
<tr>
<td>Chancellor from 40th to 39th</td>
</tr>
<tr>
<td>Cherry from 34th to 33rd</td>
</tr>
<tr>
<td>Cuthbert from 38th to 37th</td>
</tr>
<tr>
<td>DeKalb from Cuthbert to Warren</td>
</tr>
<tr>
<td>Irving from 39th to 38th</td>
</tr>
<tr>
<td>Moravian from Sansom to 36th</td>
</tr>
<tr>
<td>Sansom from 37th to 100' W. of 36th</td>
</tr>
<tr>
<td>Saunders from Filbert to Cuthbert</td>
</tr>
<tr>
<td>State from Filbert to Powelton</td>
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<tr>
<th>Streets to be Added</th>
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<tbody>
<tr>
<td>32nd from John F. Kennedy Blvd. to Cherry</td>
</tr>
<tr>
<td>Cuthbert from 34th to 33rd</td>
</tr>
<tr>
<td>Irving from Irving to Locust</td>
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</tbody>
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<table>
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<tr>
<th>Streets to be Widened</th>
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<tbody>
<tr>
<td>32nd from Chestnut to Market</td>
</tr>
<tr>
<td>38th from Spruce to Lancaster</td>
</tr>
<tr>
<td>Market from 100' E. of 40th to 100' W. of 38th</td>
</tr>
<tr>
<td>100' E. of 38th to 100' W. of 36th</td>
</tr>
<tr>
<td>34th from 38' E. of 35th to 32nd</td>
</tr>
<tr>
<td>Sansom from 250' E. of 38th to 120' W. of 37th</td>
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</tbody>
</table>
PROPOSED SITE PLAN

The general purpose of the site plan is to give architectural expression to the objectives and activities of the University City Core.

Controls contained within the Unit 3 Urban Renewal Plan regulate the physical form of the Science Center and the Presbyterian-University of Pennsylvania Medical Center. That form is to give a unique and unified character to Market Street from 34th to 40th Street. The elements are free-standing towers at street intersections, combined research, commercial and parking structures between street intersections, and a conference center spanning Market Street that will provide the social matrix and the visual focus for the entire project.

The campuses of the University of Pennsylvania and Drexel Institute of Technology will consist of super-blocks to provide a traffic free environment. Buildings will focus on the interior of the superblocks and on the walkways and courts that function as spines along which the institutions will develop. Where walkways cross major arterials, as at 38th and Walnut Streets at the University of Pennsylvania or at 32nd Street at Drexel, bridges are proposed to separate pedestrians from automobile traffic.

Throughout the Core Area, buildings are located so that the spaces formed between them serve two specific purposes; to give expression to the integrity of individual activity centers as well as a sense of continuity between them.
HOUSING OF DISPLACED FAMILIES

The University City Core Plan calls for the redevelopment of some substandard residential areas for residential, institutional and research purposes. In cases where displacement occurs, the Rehousing Bureau of the Redevelopment Authority will assist in the relocation of any displaced family.

ESTIMATED COST OF ACQUISITION

The acquisition costs for projects completed or underway in this area were $4,388,645.

The Redevelopment Authority estimates the acquisition cost for Units 3, 4 and 5 to be $42,066,400.

CONTINUING CONTROLS


The renewal of the University City Core Area will be carried out in conformity with the provisions of the University City Core Plan of the West Philadelphia Redevelopment Area. It will be in accordance with the requirements of the Urban Renewal Plans prepared by the Redevelopment Authority of the City of Philadelphia for this area and will comply with the provisions of the Code of General Ordinances of the City of Philadelphia.

All plans and proposals prepared by the Redevelopment Authority will be subject to the recommendations of the City Planning Commission and the approval of the Council of the City of Philadelphia.