



SEC will monitor development activity at key sites including the Fels Naptha site (above) and the Eastwick Industrial Park (below).

SEC will monitor the development of key properties, such as:

- Eastwick Industrial Park;
- GE site at 6739 Elmwood Avenue;
- 5537 Grays Avenue;
- 5000 Woodland Avenue;
- 5800 Woodland Avenue;
- Fels Naptha property on Island Avenue; and
- Woodland Village Shopping Plaza expansion.

Key Site Development Approval

The Southwest Economic Conference will attempt to influence the redevelopment, marketing, and appearance of key sites by undertaking a Key Site Development Approval initiative. In essence, the Conference will serve as community advocates to deter undesirable development. Specific actions include:

1. Communicate with property owners, developers and stakeholders.

The Southwest Economic Conference will engage key site property owners, developers, and stakeholders in active communication in order to monitor development plans and to encourage site reuse that will be an asset to Southwest’s economy and quality of life. Ongoing site developments include: industrial development parcels at the Eastwick Industrial Park; senior housing, a performance venue, and retail development at 5000 Woodland Avenue; retail development at 5800 Woodland Avenue; and the potential expansion of the Woodland Village Shopping Plaza.

2. Attract investors to Southwest Philadelphia. The Southwest Economic Conference will encourage City agencies to attract investors to redevelop the GE site at 6739 Elmwood Avenue and the Fels Naptha site at 2300 Island Avenue.

3. Encourage broader participation in addressing vacant lands issues.

The Southwest Economic Conference will serve as an umbrella organization for the many Southwest groups and stakeholders that are interested in addressing the area’s vacant lands issues.



Key Site Development Approval

Southwest Philadelphia has several large vacant or underutilized post-industrial sites and buildings that are prime candidates for development. These sites include industrial development parcels at Eastwick Industrial Park, the GE site at 6739 Elmwood Avenue, 5537 Grays Avenue, 5000 Woodland Avenue, 5800 Woodland Avenue, the Fels Naptha building at 2300 Island Avenue, and the vacant property behind the Woodland Village Shopping Plaza.

Participation by the Southwest Economic Conference in the review process for key ongoing and potential development projects throughout Southwest Philadelphia will encourage a planned and considered approach to the reuse of important vacant or underutilized properties.



The General Electric site at 6739 Elmwood Avenue, where 7,000 individuals were once employed, is one of Southwest's largest and most significant redevelopment sites, located in the heart of the Elmwood neighborhood. It is anticipated that the site will need extensive environmental remediation.