



Land assembly on the Schuylkill waterfront, including a waste/recycling area (above) and the US Gypsum site (below), is a first step towards redevelopment.

Southwest Philadelphia has over 140 acres of land suitable for redevelopment, including:

1. Schuylkill River waterfront (125 acres)
2. Woodland Avenue sites
3. Scattered sites including 5901-09 Elmwood Avenue and 5222-5300 Paschall Avenue.

Southwest Initiative For Transformation (SWIFT)

Targeted site assembly and preparation of vacant and underutilized properties throughout Southwest Philadelphia will attract developers, spur economic investment, and create jobs.

The Southwest Economic Conference will facilitate specific site redevelopment by actively identifying and gaining control of targeted Southwest Philadelphia sites and guiding the nature of subsequent redevelopment activity. Specific efforts will include:

- 1. Establish Southwest Initiative for Transformation (SWIFT).** Southwest CDC will form SWIFT, a redevelopment arm for the sole purpose of undertaking aggressive land assembly and preparation of vacant and underutilized property throughout Southwest Philadelphia. The Southwest Economic Conference will be an active participant in SWIFT, ensuring that all development objectives are in keeping with the goals and objectives stated in the Southwest Economic Development Strategy.
- 2. Participate in the redevelopment of the Schuylkill River waterfront.** SWIFT will work with the Schuylkill River Development Council to actively seek control of relevant waterfront properties to facilitate redevelopment along the Schuylkill River.
- 3. Facilitate scattered-site redevelopment.** SWIFT will facilitate scattered-site redevelopment on Woodland Avenue and throughout Southwest Philadelphia by securing potential redevelopment sites and guiding appropriate reuse.



Southwest Initiative For Transformation (SWIFT)

As of December 2001 there were over 140 acres on more than 20 key sites of vacant or underutilized land in Southwest Philadelphia suitable for redevelopment purposes. While many of these sites are scattered throughout Southwest, the most significant opportunity exists on the **Schuylkill River waterfront**. Between Historic Bartram's Garden and Passyunk Avenue, several abandoned industrial parcels and a series of underutilized properties could be assembled to create a waterfront redevelopment site of up to 125 acres. A mixed-used program could include a regional sports recreation center, new retail and commercial activity, and mixed-income rental and ownership residential development in addition to an industrial heritage museum and a waterfront greenway from Historic Bartram's Garden to Passyunk Avenue. Any waterfront development should be undertaken in conjunction with the implementation of Schuylkill River Development Council's 2002 *Tidal Schuylkill River Master Plan*.

Smaller scattered site redevelopment opportunities present a range of reuse options that will improve the overall quality of life for Southwest residents and businesses. The for-sale properties at 5901-09 Elmwood Avenue and 5222-5300 Paschall Avenue are logical sites for clusters of auto-related businesses that might be relocated from scattered locations in surrounding residential blocks.

The **Woodland Avenue Revitalization Project** development strategy proposes the redevelopment of numerous sites along the Avenue. Already developers and interested stakeholders are pursuing development on three of the largest tracts of vacant land. In addition, a series of scattered sites offer good smaller development opportunities for residential, commercial, or institutional uses.



A mixed-use redevelopment scenario for the Schuylkill waterfront includes a recreation center, commercial and residential development, and an industrial heritage museum.