



Attractive landscaping and welcoming signage will be added to Southwest Philadelphia gateway parcels including the intersection of Passyunk Avenue and 61st Street (above) and Grays Ferry Avenue and 48th Street (below).

Southwest Philadelphia gateways:

- Passyunk Avenue from the Passyunk Bridge to the Airport Auto Mall;
- Island Avenue and Woodland Avenue intersection;
- Baltimore Avenue at the City/County line;
- Island Avenue and Bartram Avenue intersection; and
- Woodland Avenue at 49th Street to Grays Ferry Bridge and Paschall Avenue.

Southwest Philadelphia Gateways

The identification and creation of prime entry points to Southwest Philadelphia will give definition to the area in relation to the larger City and surrounding counties while improving the overall image and perception of the area for residents, business and property owners, and visitors.

The process of enhancing and maintaining gateways to and from Southwest Philadelphia will require active participation and long-term commitment from Southwest residents and property owners. The establishment of formal Southwest Philadelphia gateways is a significant opportunity to build community pride. Specific activities will include:

- 1. Sponsor Southwest Gateway Design Competition.** The Southwest Economic Conference will sponsor a design competition to establish uniform gateway design standards and features such as signage, landscaping, lighting, and public art. Alternatively, the Southwest Economic Conference will invite the University of Pennsylvania Graduate School of Fine Arts to undertake gateway design as a workshop or studio subject. Community constituents and stakeholders will be invited to participate in selecting each gateway design.
- 2. Install 'Coming Events' boards.** Gateways will be enhanced with eye-catching "Coming Events" boards that will inform passersby of specific Southwest Philadelphia events and announcements such as Southwest Pride Day.
- 3. Form local committees for long-term Gateway maintenance and upkeep.** Interested Southwest community members will form local committees to provide regular maintenance and upkeep for each of the installed gateways. Responsibilities will include seasonal landscaping, litter removal, and updating "Coming Events" boards.

Southwest Philadelphia Gateways

Southwest Philadelphia, bounded by the Schuylkill River, the Delaware River, the Philadelphia/Delaware County line, and Baltimore Avenue, is a regional, national, and international gateway to the City of Philadelphia, hosting I-95 and the Philadelphia International Airport. The Airport Auto Mall and the concentrated industrial area below Lindbergh Boulevard, including the Eastwick Industrial Park, create significant traffic to and from the area. Baltimore Avenue, Woodland Avenue, Cobbs Creek Parkway, and Lindbergh Boulevard are key regional thoroughways. Despite Southwest's significant city and regional importance, the area is relatively undefined.

Key Southwest Philadelphia gateway areas include:

- Passyunk Avenue from the Passyunk Bridge to the Airport Auto Mall;
- Island Avenue and Woodland Avenue intersection;
- Baltimore Avenue at the City/County line;
- Island Avenue and Bartram Avenue intersection; and
- Woodland Avenue at 49th Street to Grays Ferry Bridge and Paschall Avenue.

These gateway areas should feature uniform design elements including attractive landscaping, lighting, orientation signage, and public art that will create a favorable first or last impression for drivers entering or leaving Southwest Philadelphia.

The Southwest Economic Conference will invite the participation of The Pennsylvania Horticultural Society's Philadelphia Green Program and Penn State's Urban Gardening Program in gateway landscaping and maintenance efforts.



An example of an attractively landscaped and community maintained neighborhood gateway.