

West Philadelphia Promise Zone

Mayor's Office of Community Empowerment and Opportunity (CEO)

Population Size:

35,315

Lead Organization:

Mayor's Office of
Community Empowerment
and Opportunity (CEO)

Implementation

Partners:

Drexel University • Mt.
Vernon Manor •
Philadelphia LISC • People's
Emergency Center CDC •
School District of
Philadelphia • Penn
Presbyterian Medical Center
• Philadelphia Police
Department • Philadelphia
Department of Commerce •
Philadelphia Housing
Authority • Philadelphia
Department of Public Health

West Philadelphia Promise Zone Mission

With the Promise Zone designation, partners will align efforts in West Philadelphia to lift individuals and communities out of poverty and increase opportunities for low income individuals and families.

About West Philadelphia

Although home to a vibrant culture, strong anchor institutions, good transportation resources and other economic drivers, the Philadelphia Promise Zone has struggled with a 51% poverty rate, high housing vacancy rates, serious crime, and low education levels that make residents uncompetitive in today's economy. The area received a CHOICE planning grant in 2011 and a Byrne Criminal Justice Innovation Grant in 2012. The West Philadelphia Promise Zone is roughly two square miles – bound by the Schuylkill River to the east, Girard Avenue to the north, 48th Street to the west, and Sansom Street to the south.



Photo Credits: Mayor's Office of Community Empowerment and Opportunity, Philadelphia LISC, Hole in the Clouds

Promise Zone Leadership



West Philadelphia Promise Zone

Promise Zone Goals

Create Jobs

The Philadelphia Promise Zone will provide area residents with job skills and links to employment. Additionally, it will encourage the growth of small businesses by increasing incentives to locate in the zone for new small businesses, private companies, and institutions.

Increase Economic Activity

The Promise Zone will attract and retain businesses on neighborhood commercial corridors. At least five interventions will be used to spur corridor vitality and build on business development strategies created through a number of recent neighborhood initiatives. Economic activity will increase through continued public and private investments, financing initiatives, and improved security for small businesses.

Improve Educational Opportunities

The Philadelphia Promise Zone will expand educational opportunities for children and adults by increasing access to high quality pre-K programs. This will help ensure that children enter school prepared to learn, improve their academic skills, and graduate prepared for college and careers.

Leverage Private Resources

The Promise Zone will coordinate existing investments and attract new resources. An estimated \$575 million in committed investments and \$250 million in anticipated investments will spur economic development. The area's location near Philadelphia's largest economic hubs and centers of employment will be leveraged to attract market-driven investment and create job opportunities for residents.

Reduce Violent Crime

The Promise Zone will build on past successes through continued focused, community-oriented policing strategies combined with efforts to improve neighborhood conditions by removing blight and maintaining vacant lots.

Additional Community Goals

In line with Shared Prosperity Philadelphia, our plan to fight poverty, the City will work collaboratively with other partners to reduce poverty's effects by increasing access to key anti-poverty resources and supports. Other key outcomes include increasing housing options, promoting healthier eating and lifestyles, and engaging residents to inform and advance the plan's goals.