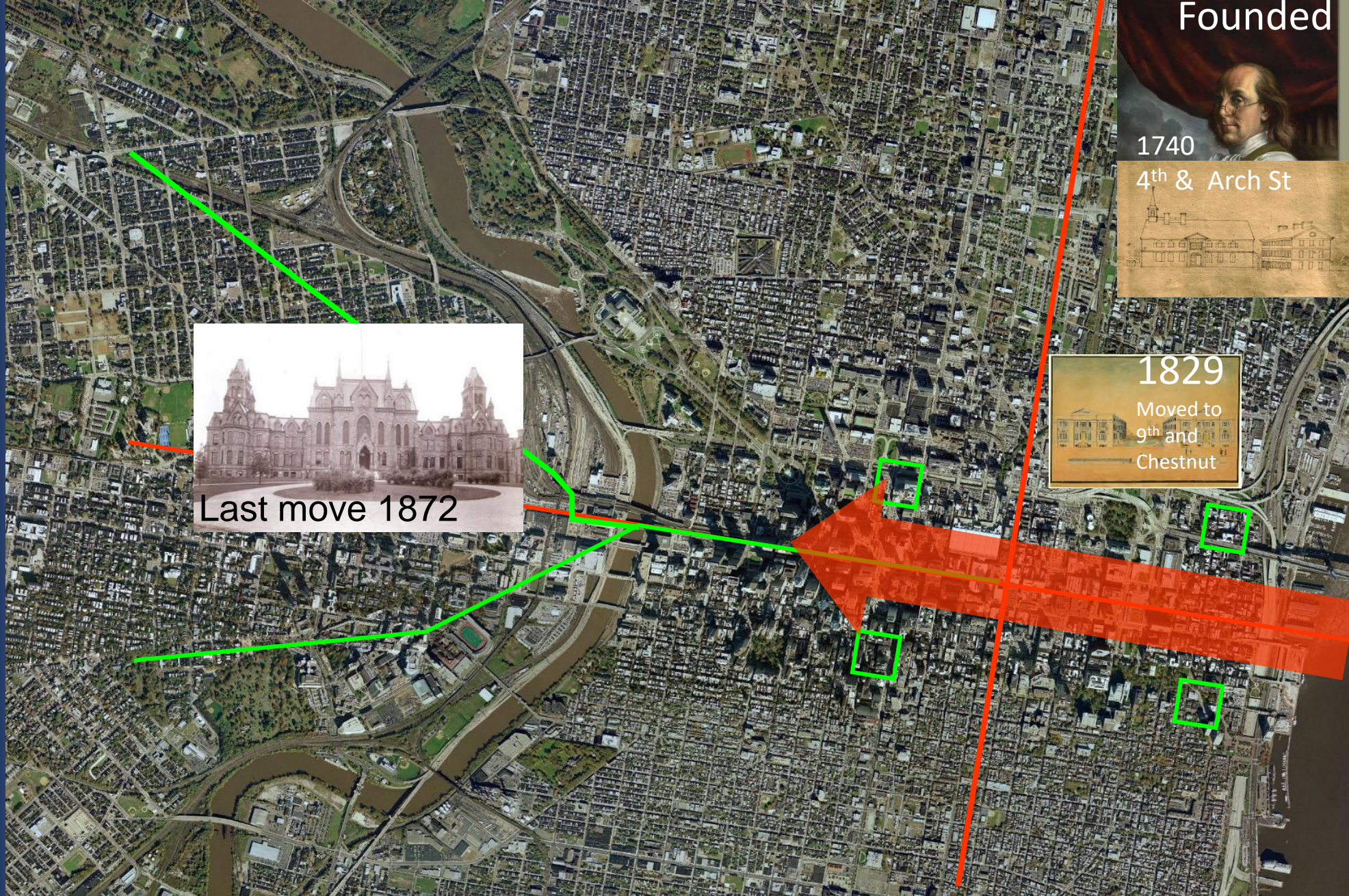


Penn's Strategic Approach to Campus Planning and Economic Development

Tony Sorrentino
Assistant Vice President

Office of the Executive Vice President



1740

4th & Arch St



1829

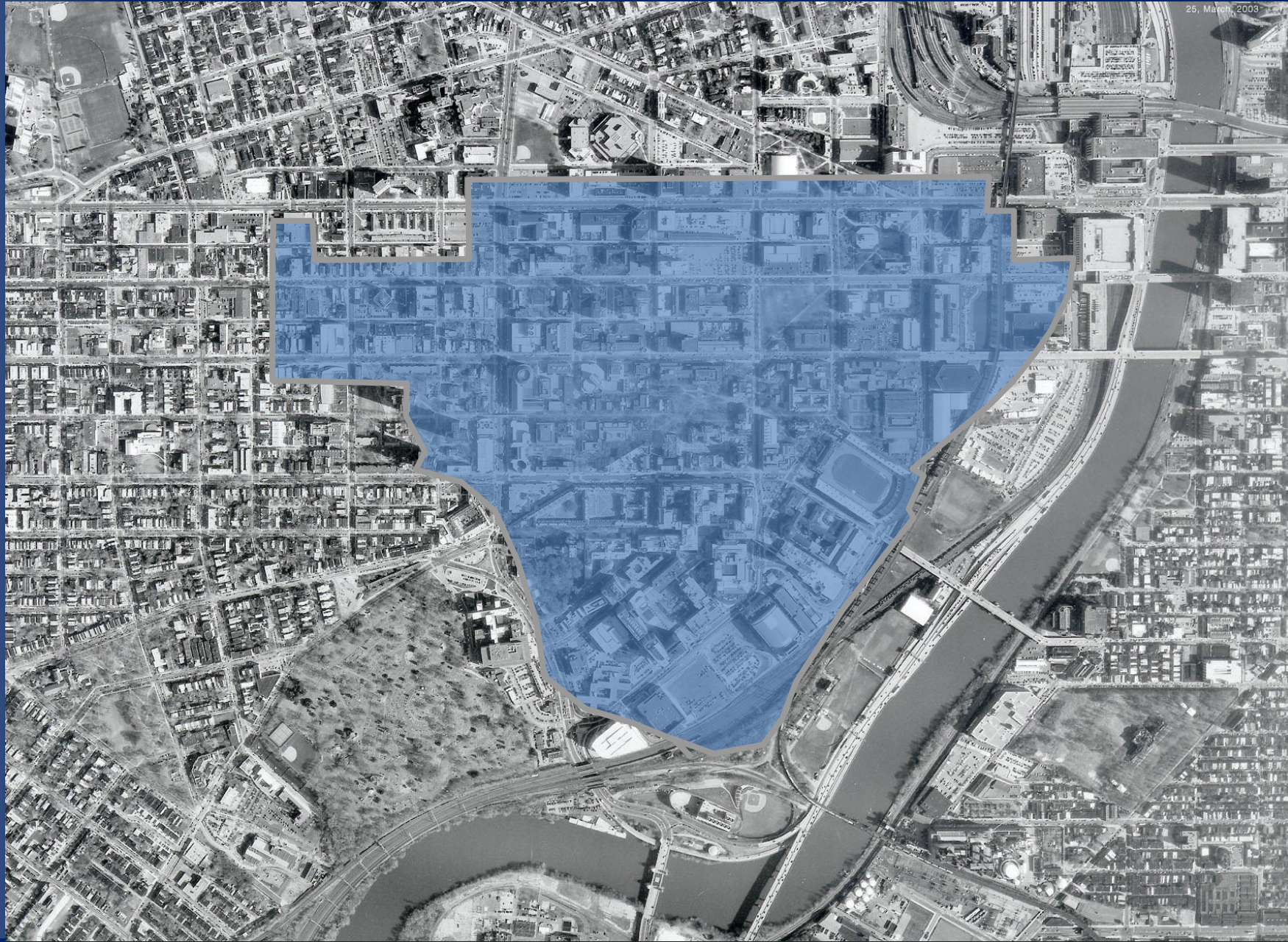
Moved to
9th and
Chestnut



Last move 1872

Penn moves to Suburban West Phila – 1871

Campus Growth: 1872-present



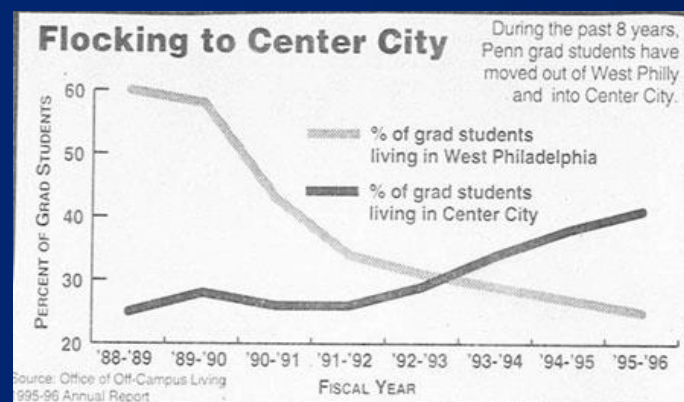
Era of Urban Renewal and Penn



Urban Renewal



Campus Character



Students Vote with their feet



Science Center



Blight



Increase in Crime

1945

1960s

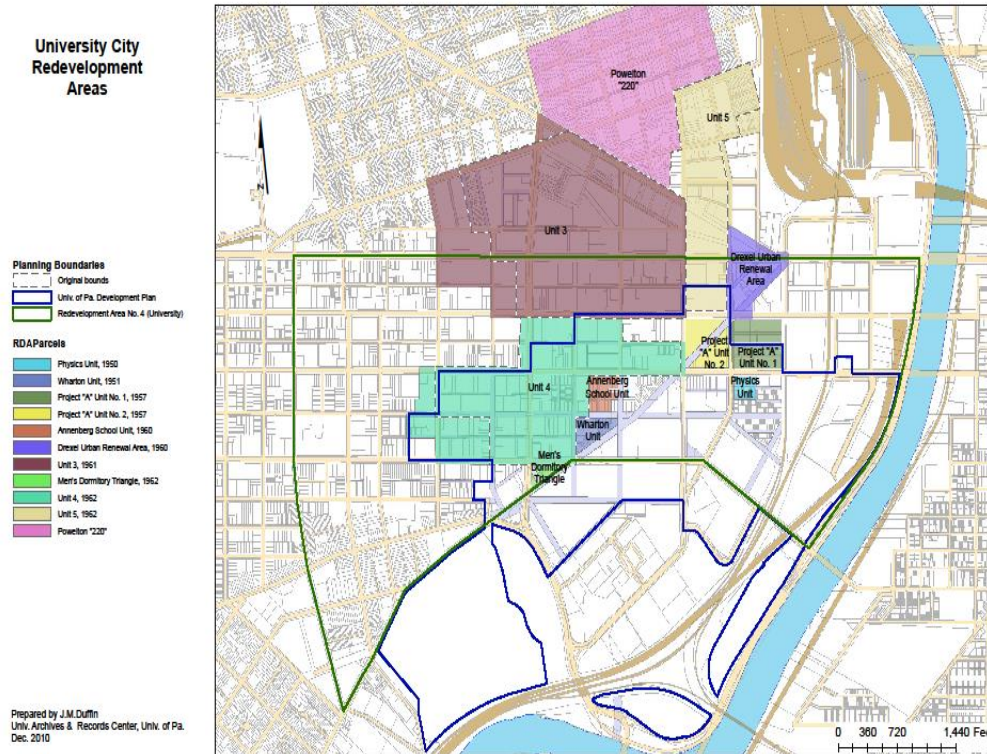
1970s

1980s

1990s

Land Redevelopment and its Impacts

Federal Government: Urban Renewal Act



- *Relocation of businesses*
- *Demolition of structures*
- *Relocation of people*
- *Use of eminent domain to take private property for development projects.*

1960s: Protests Against Campus Expansion and Urban Renewal



Penn Presidents Faced a Growing University, Limited Land, Urban Decline

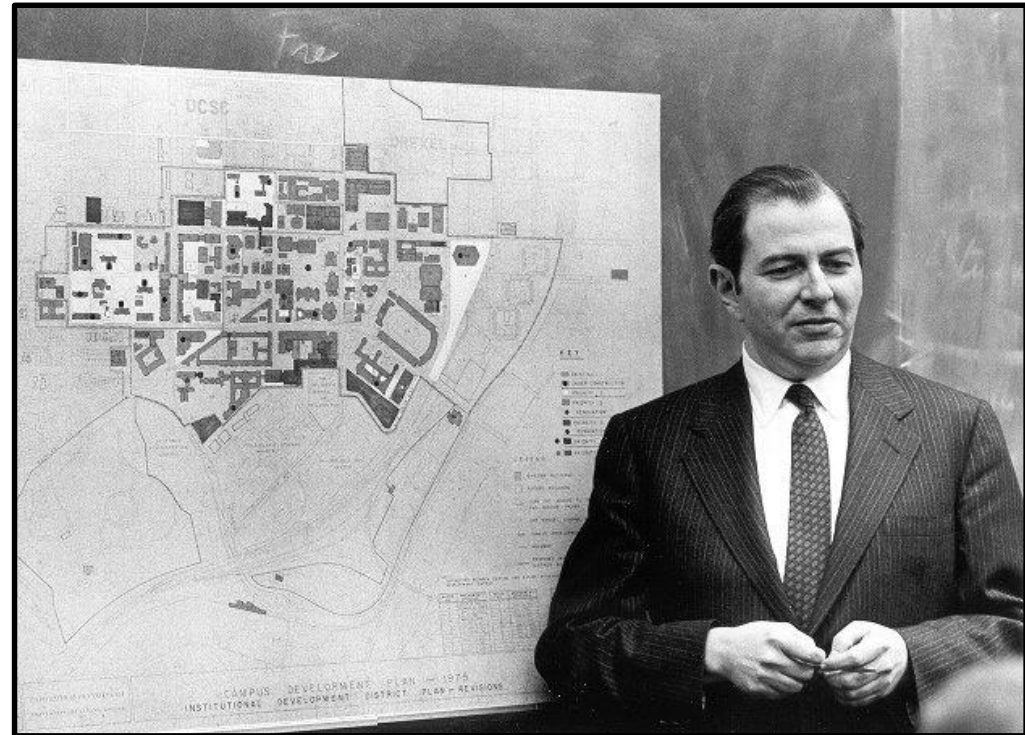
*Gaylord P.
Harnwell*

1953 - 1970 President as Builder



*Martin
Meyerson*

1970 - 1981 President as Planner



Physical Alienation from the Community



Period of Decline in University City

The Philadelphia Inquirer

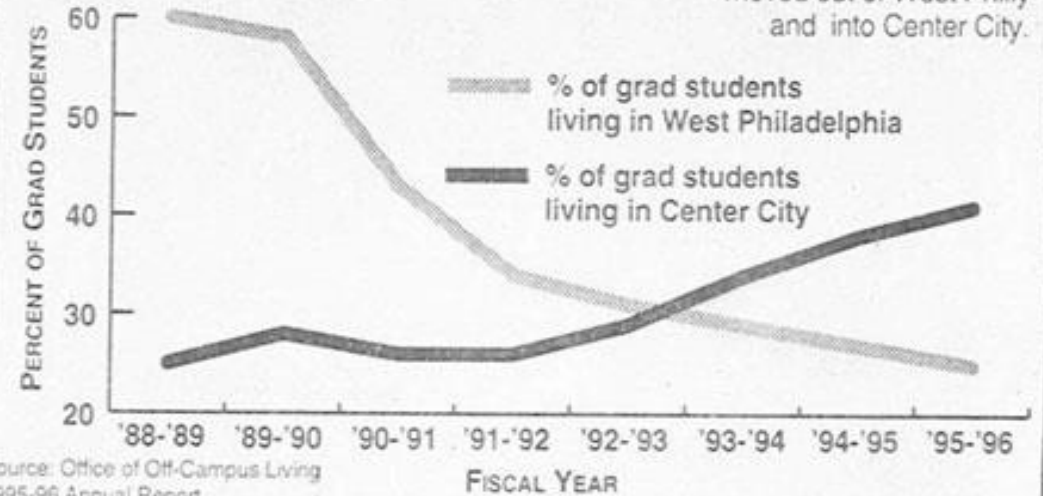
Friday, October 31, 1997

Researcher Vladimir Sled was stabbed to death a year ago trying to protect his fiancée.

Penn neighborhood remembering murder

Flocking to Center City

During the past 8 years, Penn grad students have moved out of West Philly and into Center City.



University City by 1990: Fight or Flight?

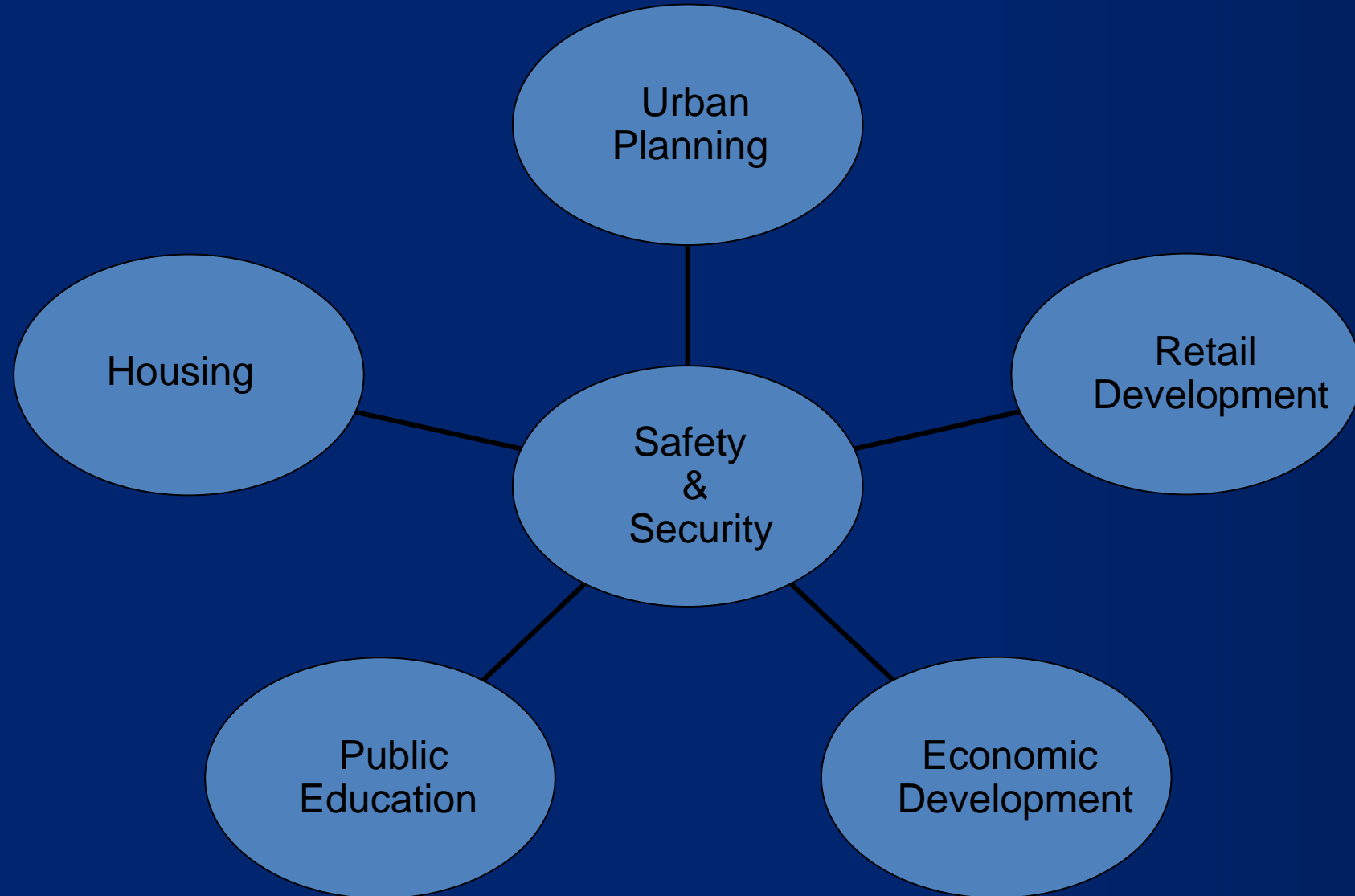
A Strategic Approach to Local Engagement:

High crime rates
against persons and
property

Property
abandonment and
disinvestment

Increasing poverty
rates

Isolate, Flight, or
Fight?



Penn's Presidents and the Evolution of Local Engagement



Sheldon Hackney

1981-1993

Netter Center for Community Partnerships:
Academic Based Community Service
Local Civic Engagement
Supporting Public Education



Judith Rodin

1994 -2004

West Philadelphia Initiatives:
Safety and Security
Housing and Homeownership
Retail and Commercial Development
Public Education
Economic Inclusion



Amy Gutmann

2004-present

The Penn Compact:
•Inclusion
•Innovation
•Impact

Neighborhood Initiatives Results

\$1
To
Lo
Si



Crime Down



In Ten Years



Economic
Inclusion

Housing

WPI

40
Sc
N
Si



Real Estate
Development

Education



Lessons Learned

- Nature of universities to grow
- Growth can create tensions particularly in an urban environment where land is more scarce
- Working with local community in a comprehensive manner can lead to real changes
- Land control very important
- Master planning crucial to the campus development
- Role for third party developers to work effectively with universities to advance the mission