

# Sharswood/Blumberg Choice Neighborhoods

## **NEIGHBORHOOD ECONOMIC DEVELOPMENT WORKSHOP**

AUGUST 14, 2014

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GIRARD COLLEGE

CHRISTINE MANLEY HALL

2101 COLLEGE AVENUE

PHILADELPHIA, PA 19121



Philadelphia Housing Authority

SHARSWOOD  
BLUMBERG  
CHOICE  
NEIGHBORHOODS  
TRANSFORMATION PLAN

# Welcome

SHARSWOOD/BLUMBERG  
CHOICE NEIGHBORHOODS

Neighborhood Economic  
Development Workshop



# Welcome & Introductions



- Our Host Girard College: Ava Willis – Barksdale, Vice President
- Choice Neighborhoods Planning Team:
  - PHA – CNI Grantee & Responsible for Housing Implementation
  - WRT – Planning Coordinator, Architects, Planners & Urban Designers
  - RES – Market Analysis
- Partnering Agencies:
  - Philadelphia Commerce Department
  - Philadelphia Planning Commission
  - Philadelphia Redevelopment Authority (PRA)
  - Office of Housing and Community Development (OHCD)
- Stakeholders: Local Organizations, Neighborhood Residents

# Work Session

## Today's Agenda

Sharswood/Blumberg Choice  
Neighborhoods

PART I – 3-5:30PM

1. Welcome & Introductions [3:00-3:15pm]
2. Presentation of Analysis & Key Findings [3:15-4:00pm]
3. Overview of Economic Development Opportunities [4:00-4:15pm]
4. Break-out Working Groups [4:15-5:30pm]

Within a 1-hour session, groups made up of City agency and non-profit partners, community residents, and planning experts will be tasked with developing a vision, goals, objectives, and an economic development strategy to achieve that vision.



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Refreshment Break & Set Up [5:30-6:00pm]

# Evening Public Presentation

PART II – 6-7:30PM

- **Public Presentation of Preliminary Economic Development Strategies [6:00-7:30pm]**
  - Open to the entire community - The initial work from the afternoon session will be presented for comment and discussion.

## Today's Agenda

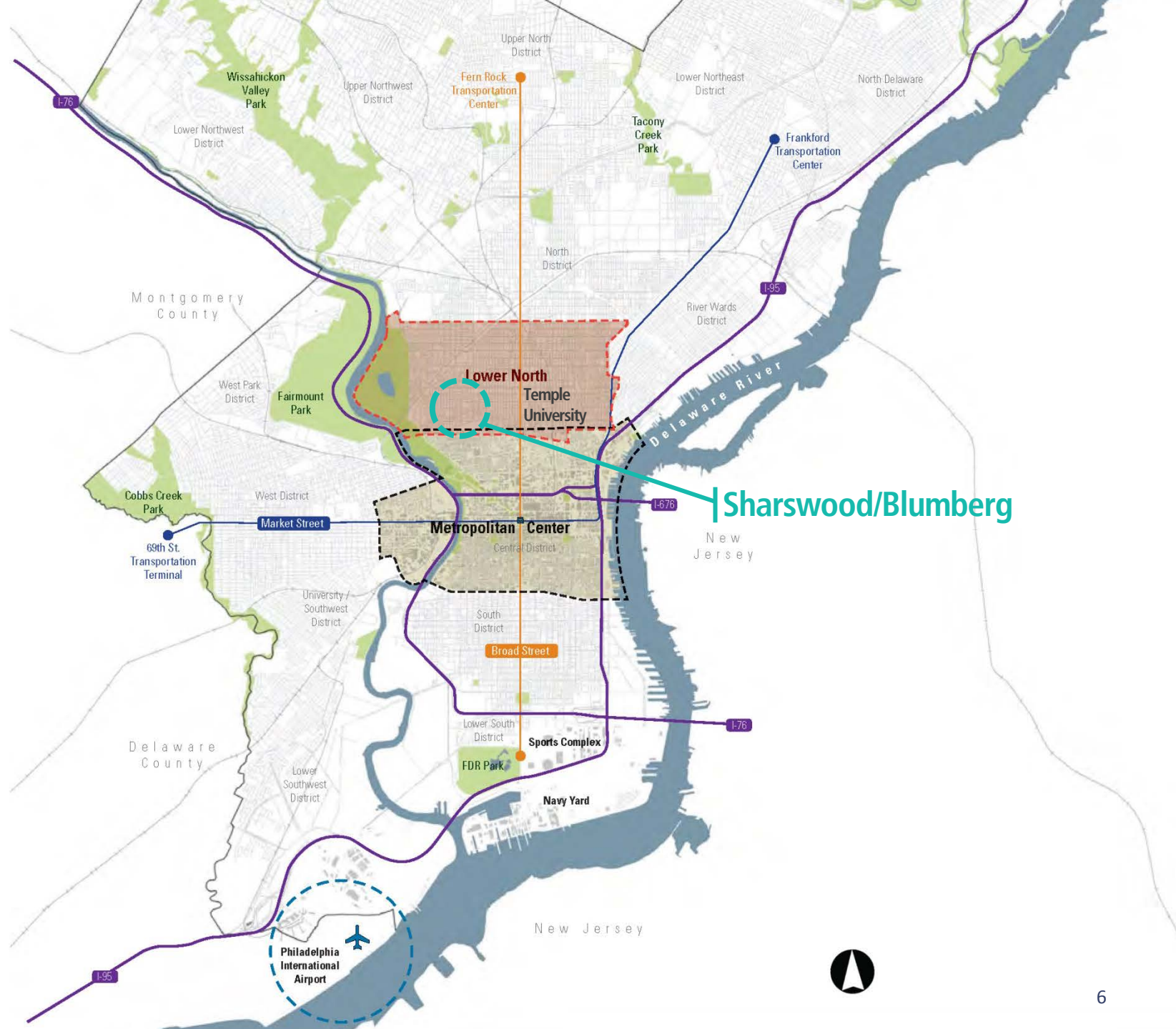
Sharswood/Blumberg Choice  
Neighborhoods



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BLUMBERG  
CHOICE  
NEIGHBORHOODS  
TRANSFORMATION PLAN

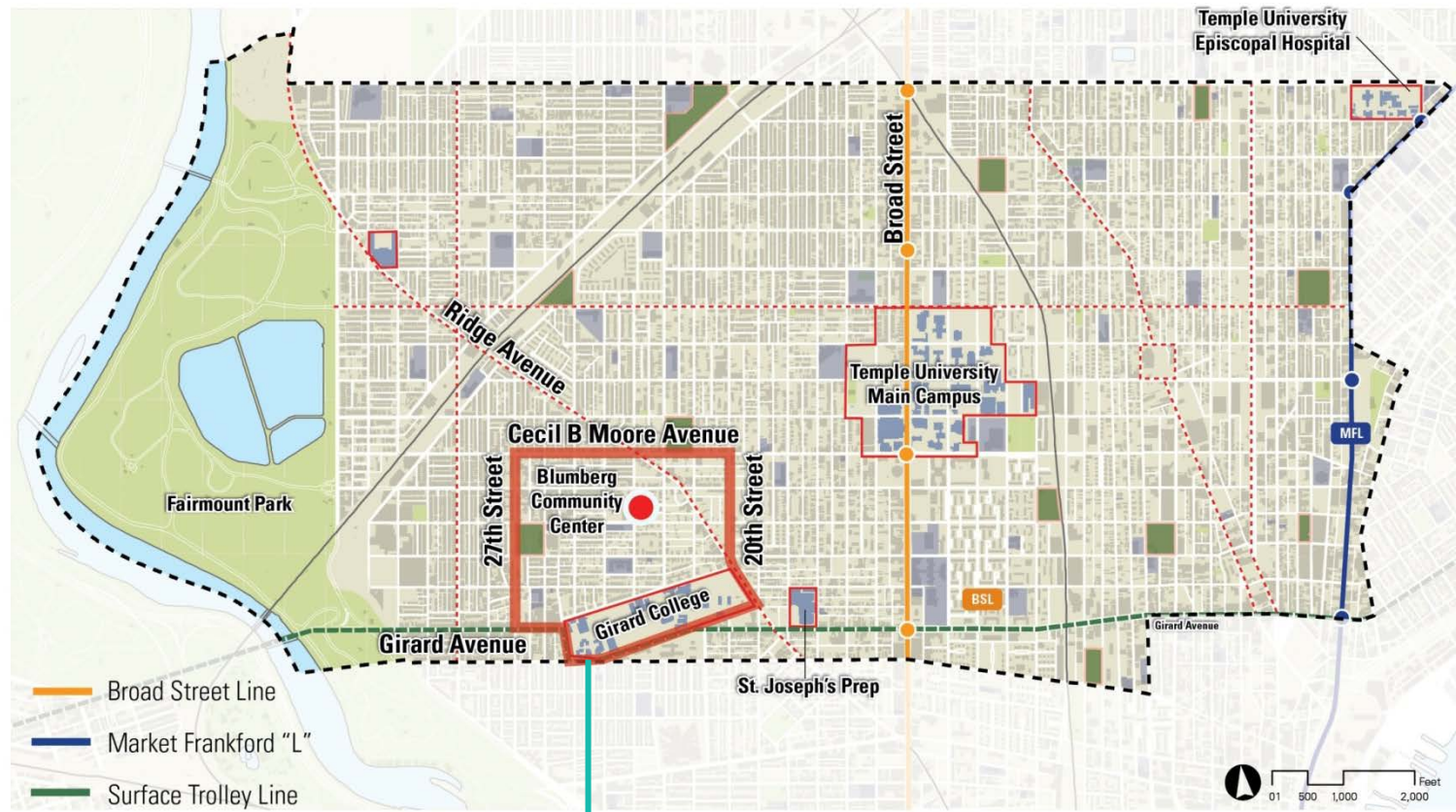
# Neighborhood Context



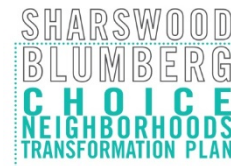
Sharswood/Blumberg



# Sharswood/Blumberg Choice Lower North District Boundary



**Sharswood/Blumberg  
Choice Neighborhoods  
Boundary**



# Why Choice Neighborhoods?

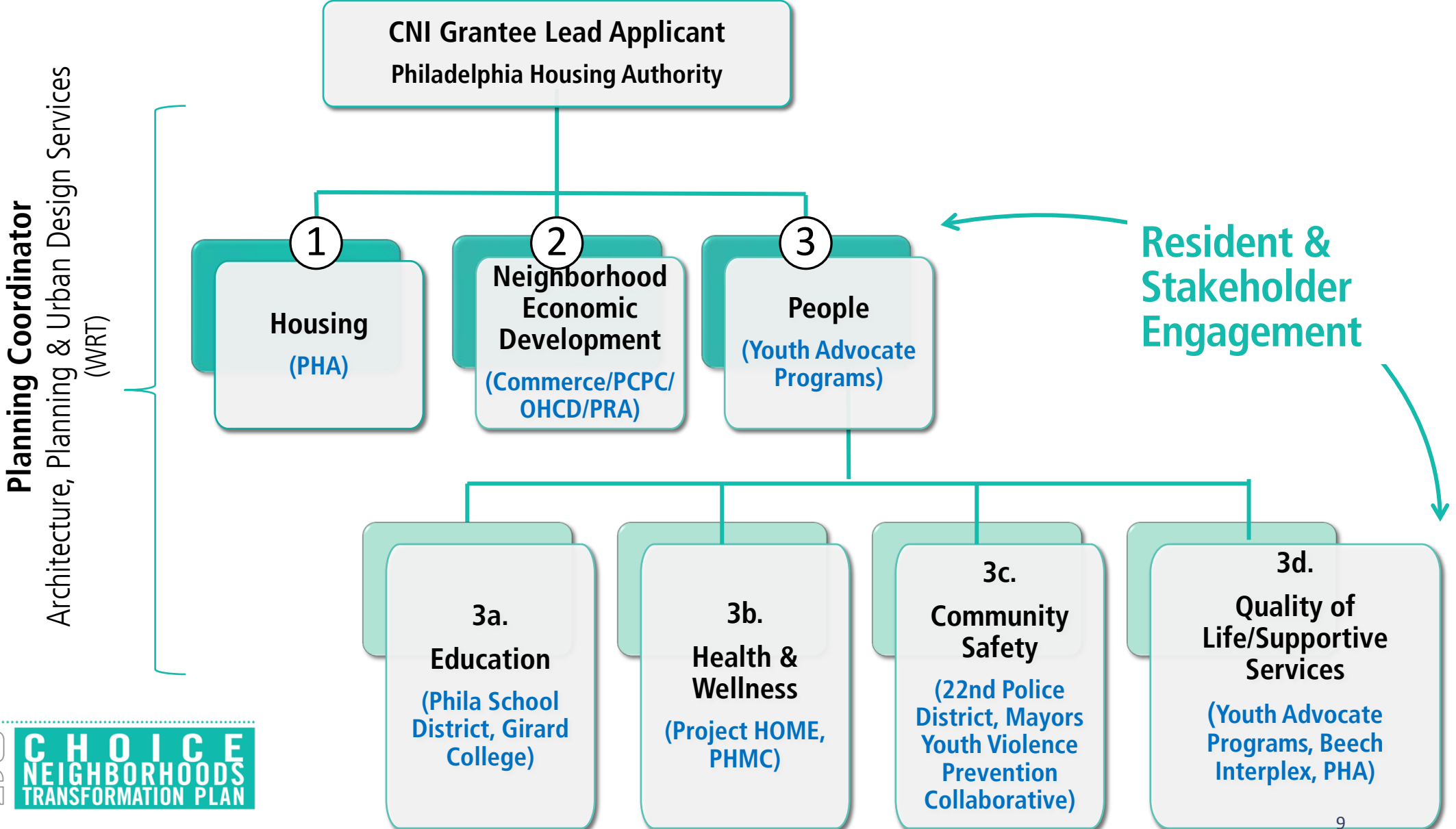
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- Direct investments
- Demonstrate partnership, collaboration & commitment to address challenges
- Engage community stakeholders and residents in meaningful decision-making roles
- Utilize data to set and monitor progress toward implementation goals



# Organizational Structure



## Community-supported Vision:

“The Sharswood/Blumberg Neighborhood is a peaceful, loving, family-oriented residential community where all residents can take pride in its unique history, cleanliness, attractive housing, great schools, and thriving commercial corridor filled with local businesses.”

## How will the community change in:



Opportunity for  
Collective Impact  
& To Build  
Community Vision

1



## Housing

- One-for-one replacement of PHA Norman Blumberg family site and rehab of senior building
- Infill housing and rehab to rebuild neighborhood fabric
- Support to existing residents and homeowners
- Mixed-income and new homeownership opportunities that builds the critical mass of people needed to support additional amenities

2



## Neighborhood

- Rebuild the Ridge Avenue Commercial Corridor by attracting new investment, supporting existing businesses
- New amenities and improvements to existing amenities (parks, streetscape, lighting, gardens sidewalks, crosswalks, bike lanes, trees, signage, art,....)
- Link existing neighborhood to anchor institutions – (Girard College, Project HOME); re-use existing institutional sites (Reynolds, Vaux)



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## People

- Ensure residents have the support and available opportunity to improve their health & wellness, education, job and skills development
- Build and strengthen the capacity of resident leaders to direct impactful change in their community (community safety; community cohesion...)

## Jobs & Skills Development

- Hard to serve youth strategy
- Afterschool programming and job training opportunities
- Housing services & resources for the neighborhood residents
- Job training & employment opportunities for neighborhood residents

# Community & Stakeholder Engagement



- **Capacity Building-** Strengthen the ability for residents and stakeholders to lead neighborhood revitalization activities and benefit from neighborhood transformation efforts.

# Sharswood/Blumberg Choice Big Picture



2014	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	2015	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
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## Planning Process

Analysis & Needs Assessment	-----																		
Stakeholder Engagement & Capacity Building	-----																		
Develop Strategies/Solutions working with Task Force		-----																	
Develop Preliminary Transformation Plan - Outline		-----			●														
Develop Draft Transformation Plan						-----					●								
Final Transformation Plan													-----			●			
Seek Funding for Implementation										-----							→		
Start Implementing Early Action Projects																-----		→	
Measure Progress																	-----		→

----- Activity Timeframe    
 -----●----- Deliverable    
 -----> On-going Item



# Analysis and Key Findings

**LEGEND**

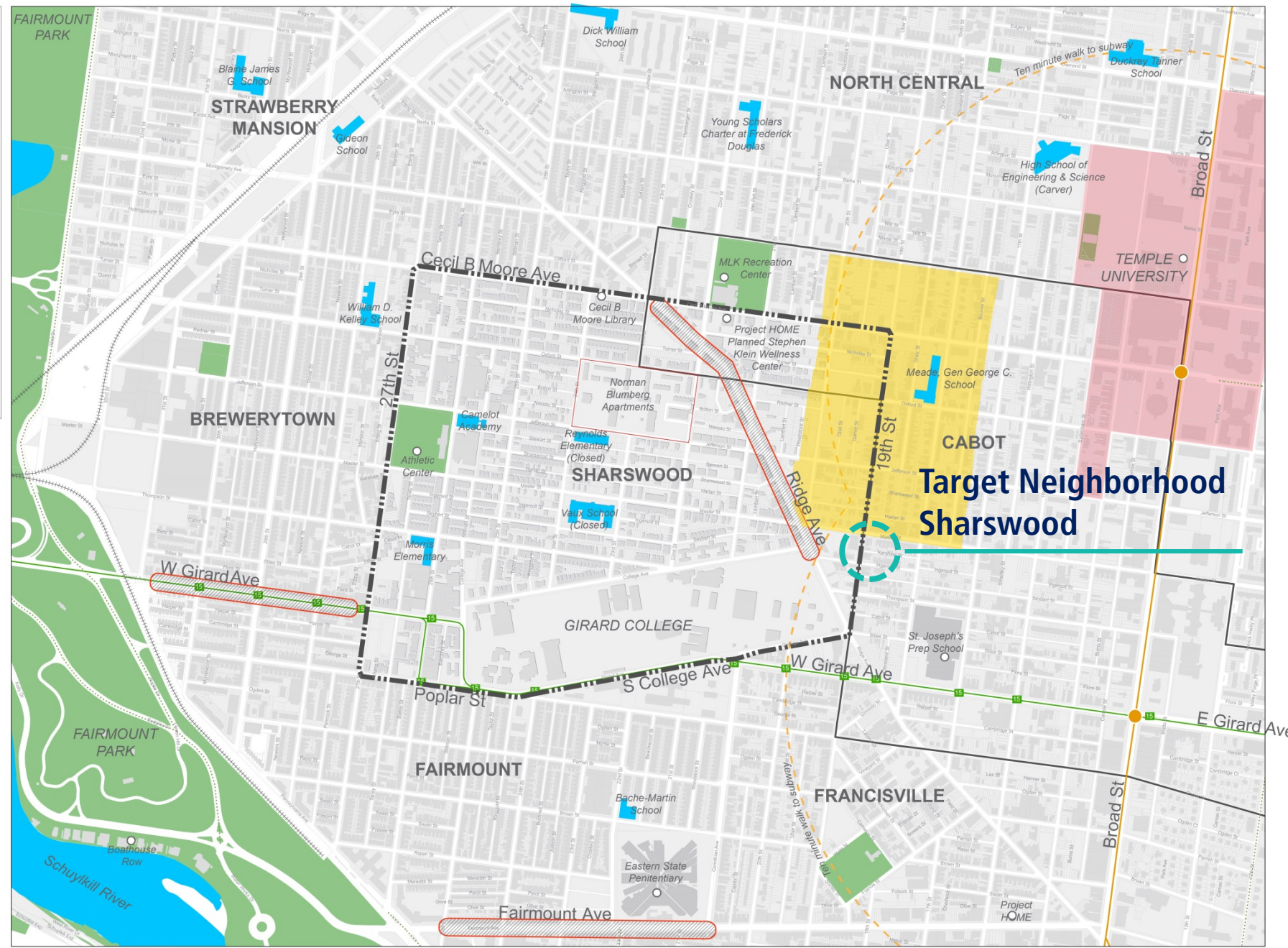
- Choice Neighborhood Planning Boundary
- Norman Blumberg Apartments (PHA)
- Empowerment Zone
- Census Tracts
- Cecil B. Moore Homeownership Zone
- Temple University
- Park
- School
- Key Corridors
- Neighborhood Asset
- Surface Trolley Line
- Broad Street Subway Line

**NEIGHBORHOOD LOCATION**  
 Planning Area: 228 Acres (0.35 sq. mi.)



0 250 500 750 1,000 Feet  
 1/4 Mile

August, 2014  
 Source: City of Philadelphia



**SHARSWOOD - BLUMBERG | Choice Neighborhood Context**



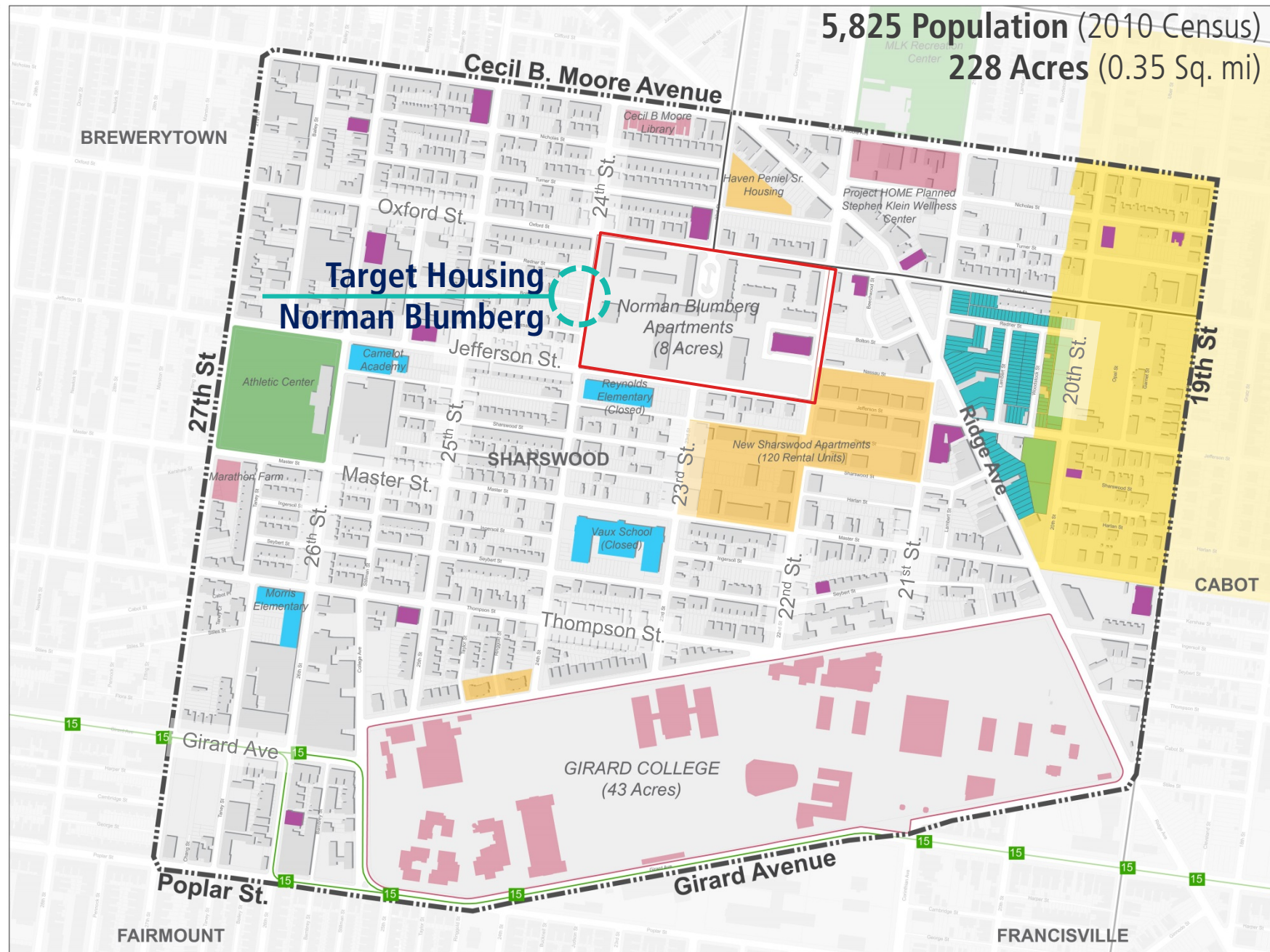
**LEGEND**

-  Choice Neighborhood Planning Boundary
-  Norman Blumberg Apartments (PHA)
-  Empowerment Zone
-  Cecil B. Moore Homeownership Zone
-  Keystone Opportunity Zone (KOZ)
-  New Housing
-  Park
-  Neighborhood Asset
-  School
-  Church
-  Surface Trolley Line

**NEIGHBORHOOD LOCATION**



May, 2014  
Source: City of Philadelphia



SHARSWOOD - BLUMBERG | Choice Neighborhood Assets

# Norman Blumberg Apartments

8-acre site  
510 Total units  
482 Occupied Units

N. 24<sup>th</sup> Street

Senior Tower (96)

Judson Tower

Towers= 306 Units

Hemberger Tower

Low-rise Apartments (108 units)

Existing Church

Basketball Courts

W. Oxford Street

W. Jefferson Street

N. 22<sup>nd</sup> Street



Community Pride & Investment



Engaged Residents



Agency Focus & Committed Stakeholders



Institutional Assets



Institutional Investment



Stable Housing



School Reuse Potential



Vacant Land/Publicly-owned land

# Area Assets & Opportunities

POVERTY RATE  
**SHARSWOOD 44%**  
**PHILADELPHIA 26%**

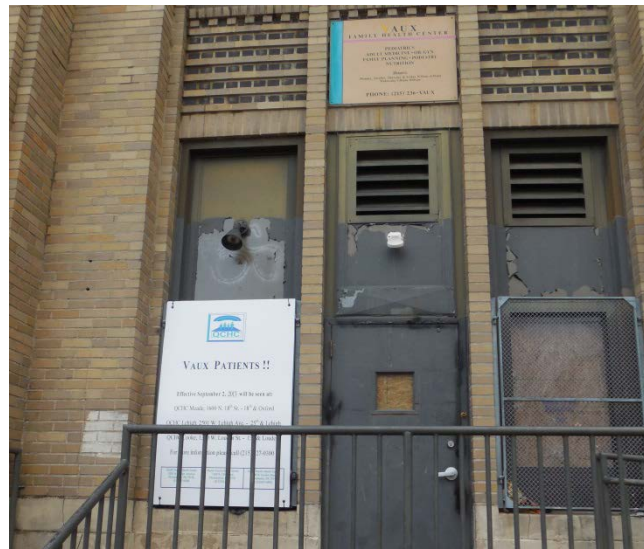
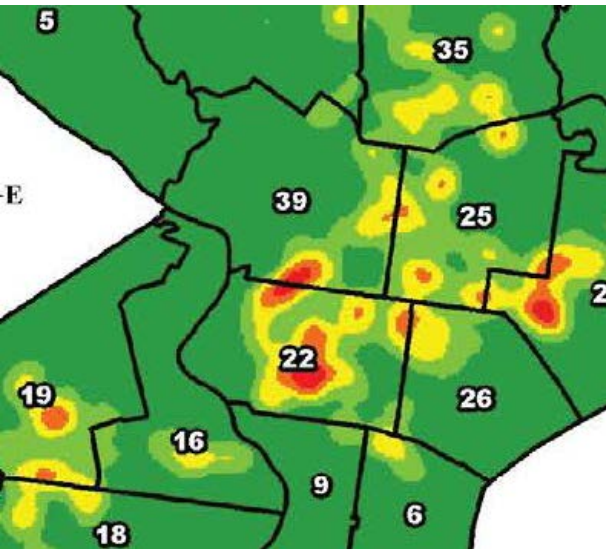


High Poverty/ Low Educational Attainment

Vacancy – 36% long-term

Disinvestment – Repairs needed

Neglect- trash, dumping



High Crime

Lack of Resources – closed schools

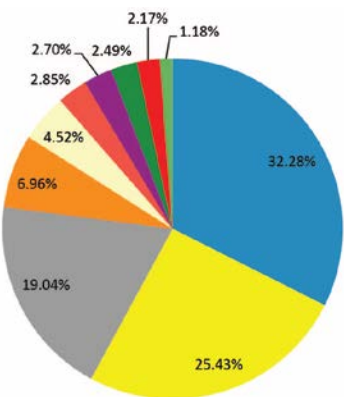
High Unemployment

Dangerous Structures

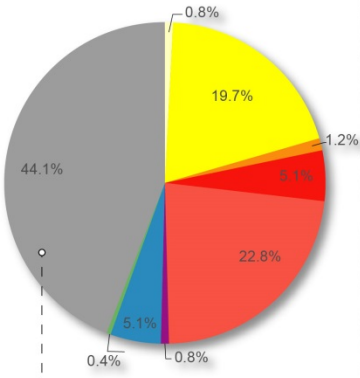
# Area Challenges

Presenter: Brian Traylor





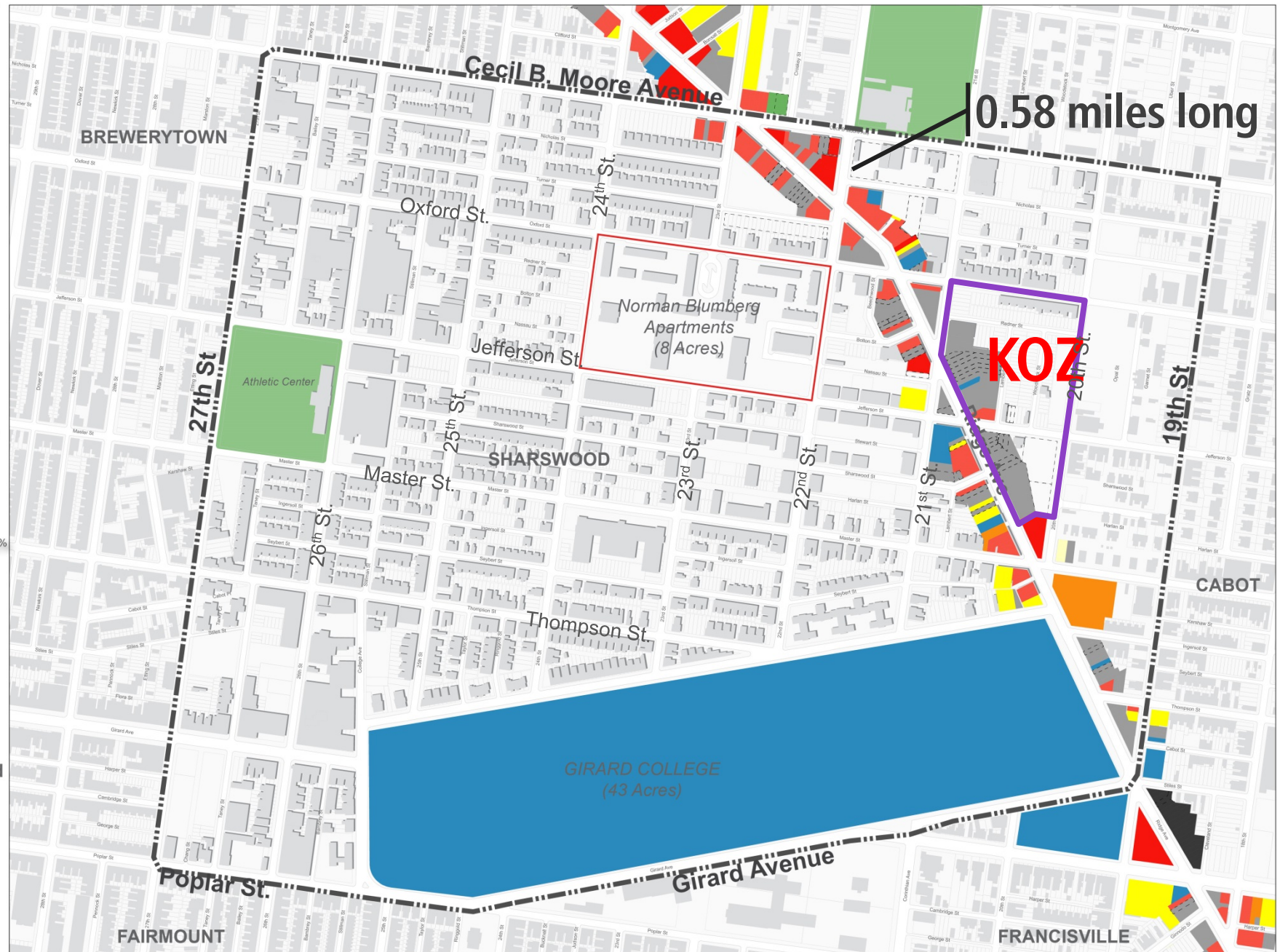
SHARSWOOD - BLUMBERG | Choice Neighborhood Land Use



8.1 acres of vacant land  
5.74 acres of public owned land



June, 2014  
Source: City of Philadelphia



SHARSWOOD - BLUMBERG | Commercial Corridor

## LEGEND

-  Choice Neighborhood Planning Boundary
-  Norman Blumberg Apartments (PHA)
-  Draft Acquisition Strategy
-  Vacant Lots\*
-  Vacant Structures\*

\* Based on data provided by PHA and the City of Philadelphia. Additional data needed for the area between 19th and 20th Streets

## Neighborhood:



14% Vacant Land

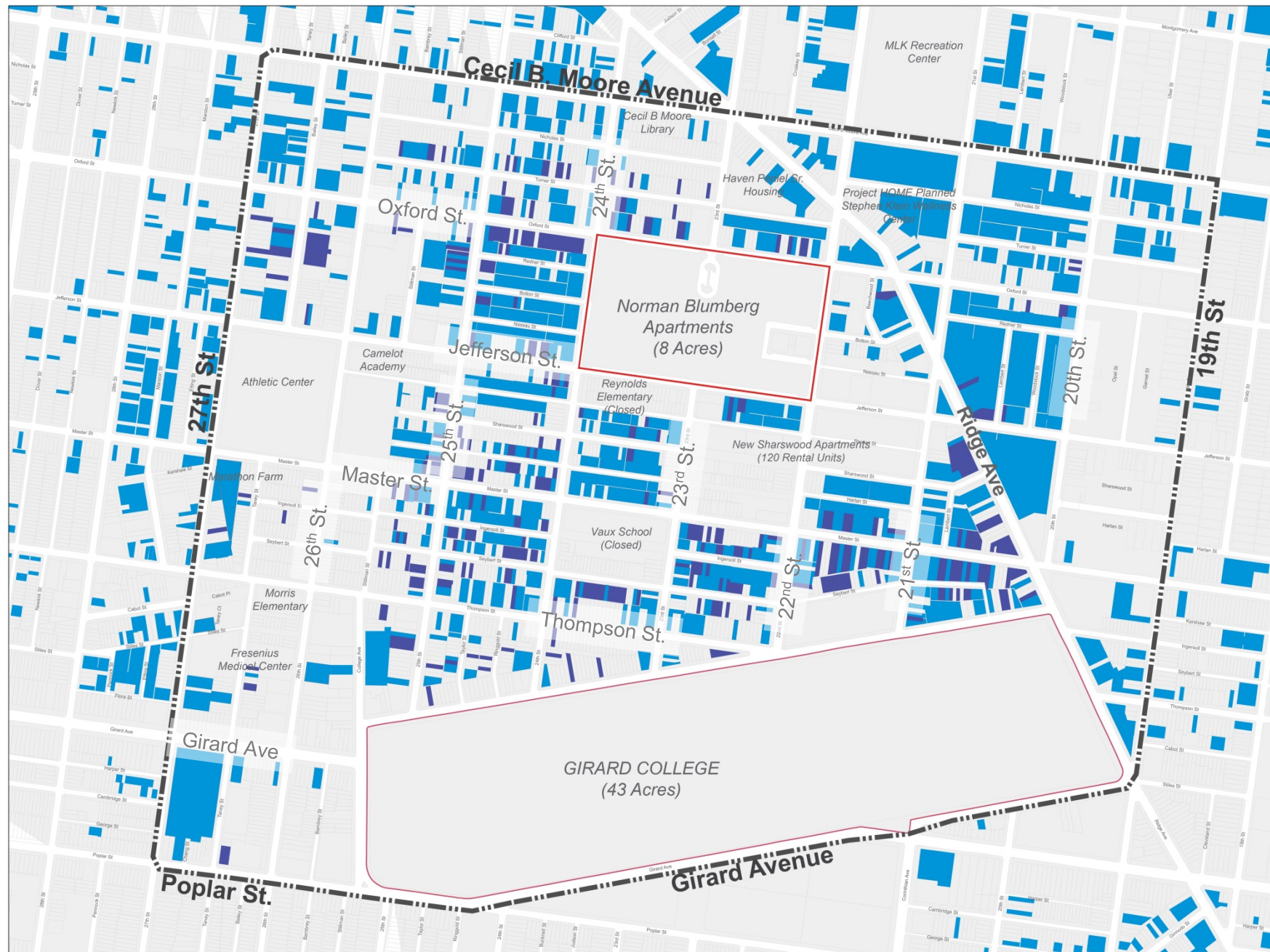
## Citywide:



5% Vacant Land

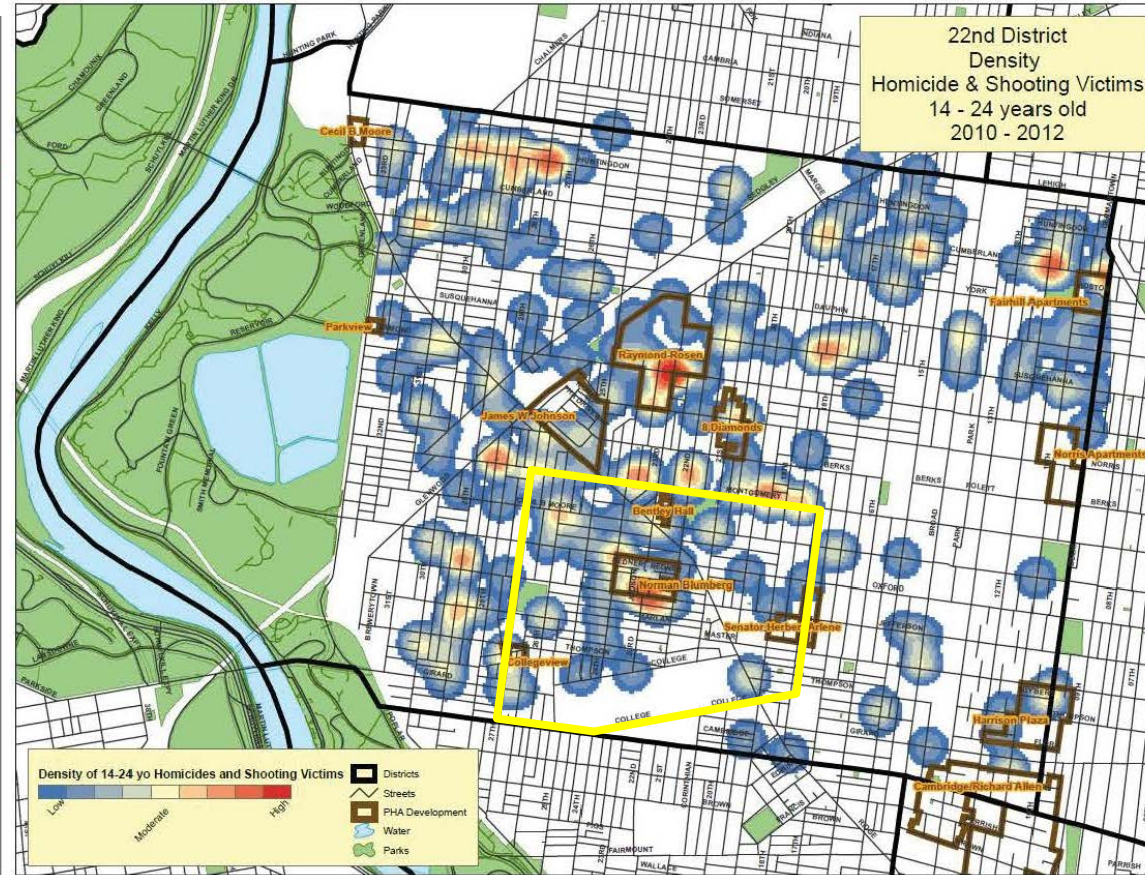
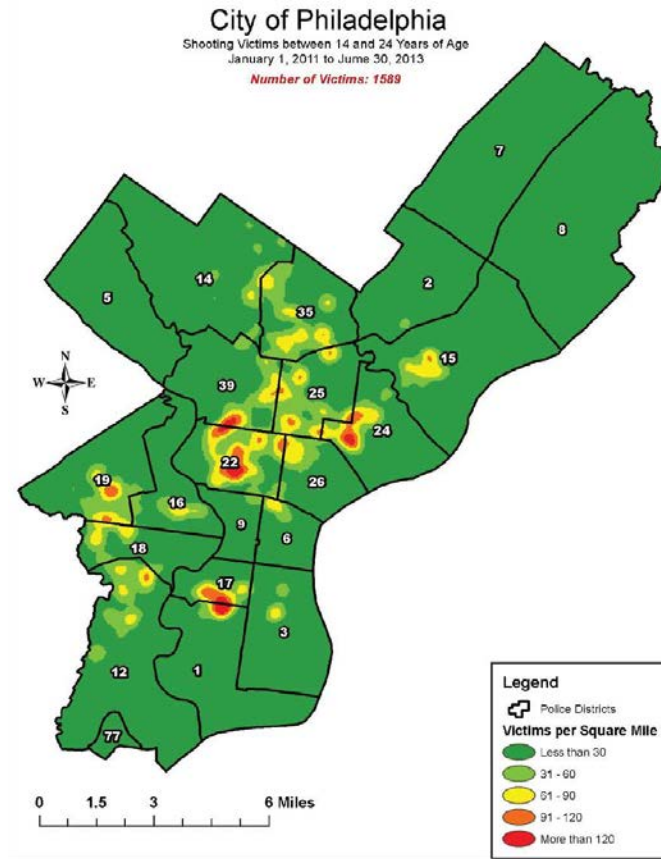


May, 2014  
Source: PHA, City of Philadelphia





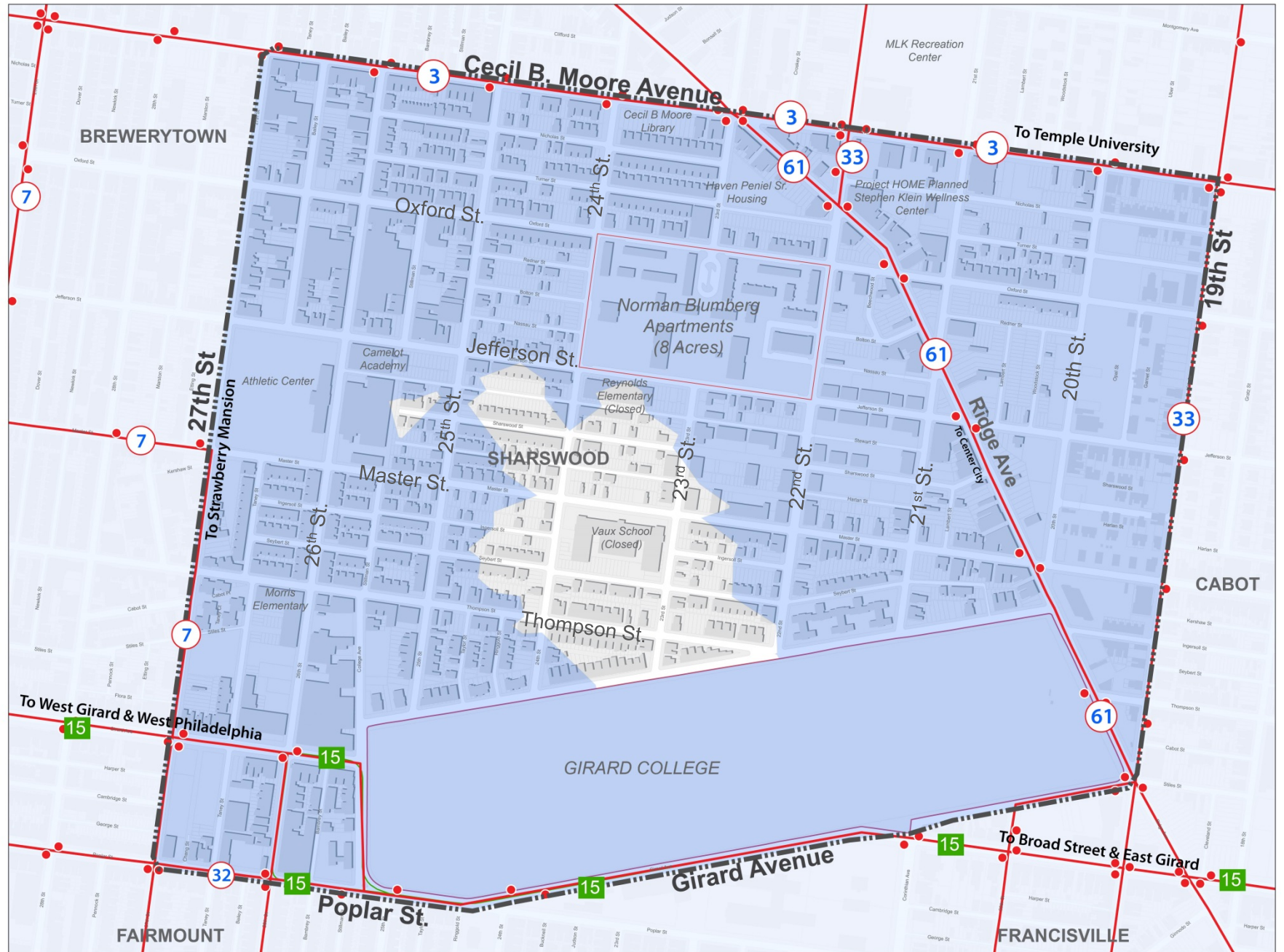
# Crime



- 2010 - 2012 a total of 716 crimes were reported to PHAPD from the 12 PHA sites in 22nd Police District.
- Majority - aggravated assault & theft
- Raymond Rosen site followed by Norman Blumberg are sites with the highest reported crimes







**LEGEND**

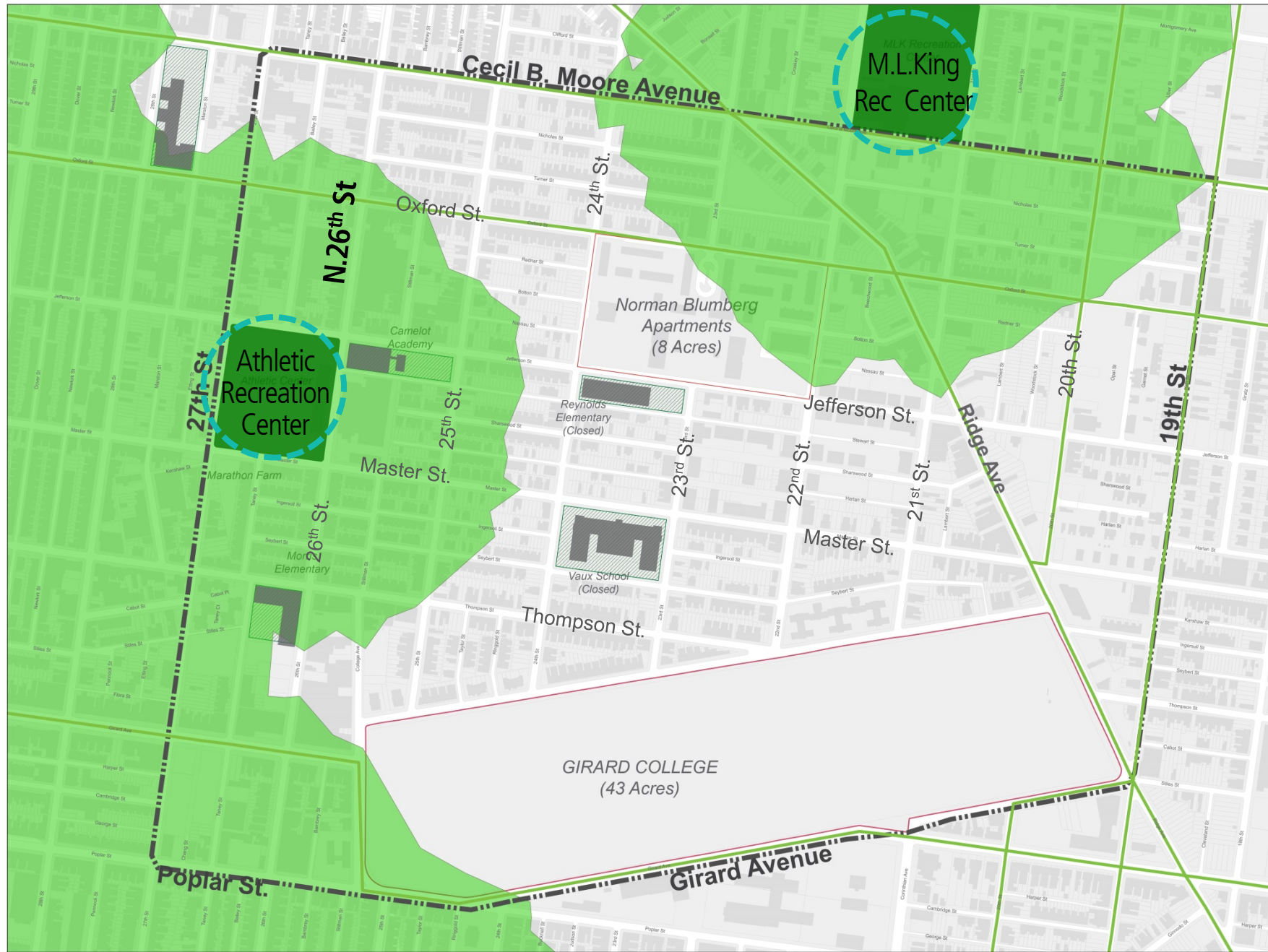
- Choice Neighborhood Planning Boundary
- Norman Blumberg Apartments (PHA)
- Surface Trolley Line
- SEPTA Bus Routes & Stops
- Transit Access (< 1/4 mile)



SHARSWOOD - BLUMBERG | Neighborhood Transportation Access

**LEGEND**

-  Choice Neighborhood Planning Boundary
-  Norman Blumberg Apartments (PHA)
-  Existing Parks & Recreation Facilities
-  Existing Parks & Recreation Access\*
-  Potential Green Street Locations\*
-  Potential Green Schoolyards\*



0 125 250 375 500 Feet  
 July, 2014  
 Source: City of Philadelphia  
 \* Green Plan & Green 2015 Recommendations

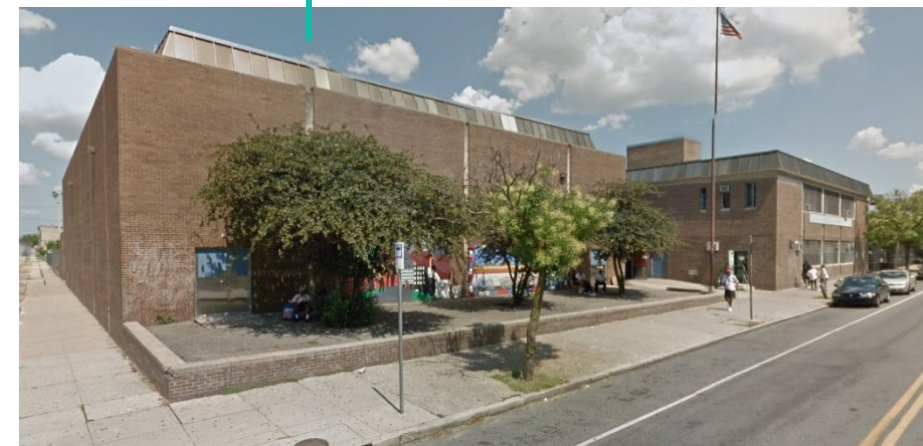


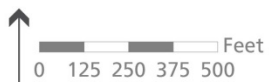
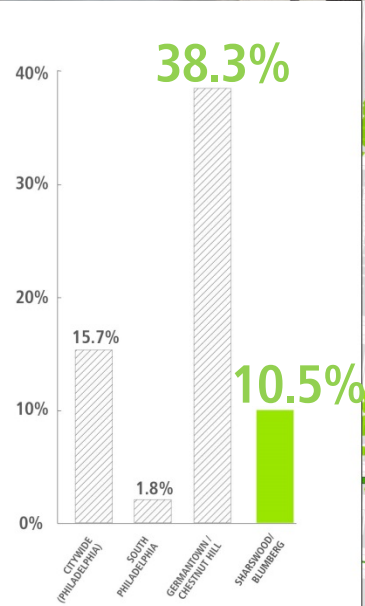
Athletic  
Recreation  
Center

4.8 Acre Facility  
With: Pool, ballfields, sports courts,  
playground, After School Programs  
Arts and Crafts  
Baseball and Basketball  
Boxing  
Day camp  
Girl Scouts  
Drill Team  
Swimming

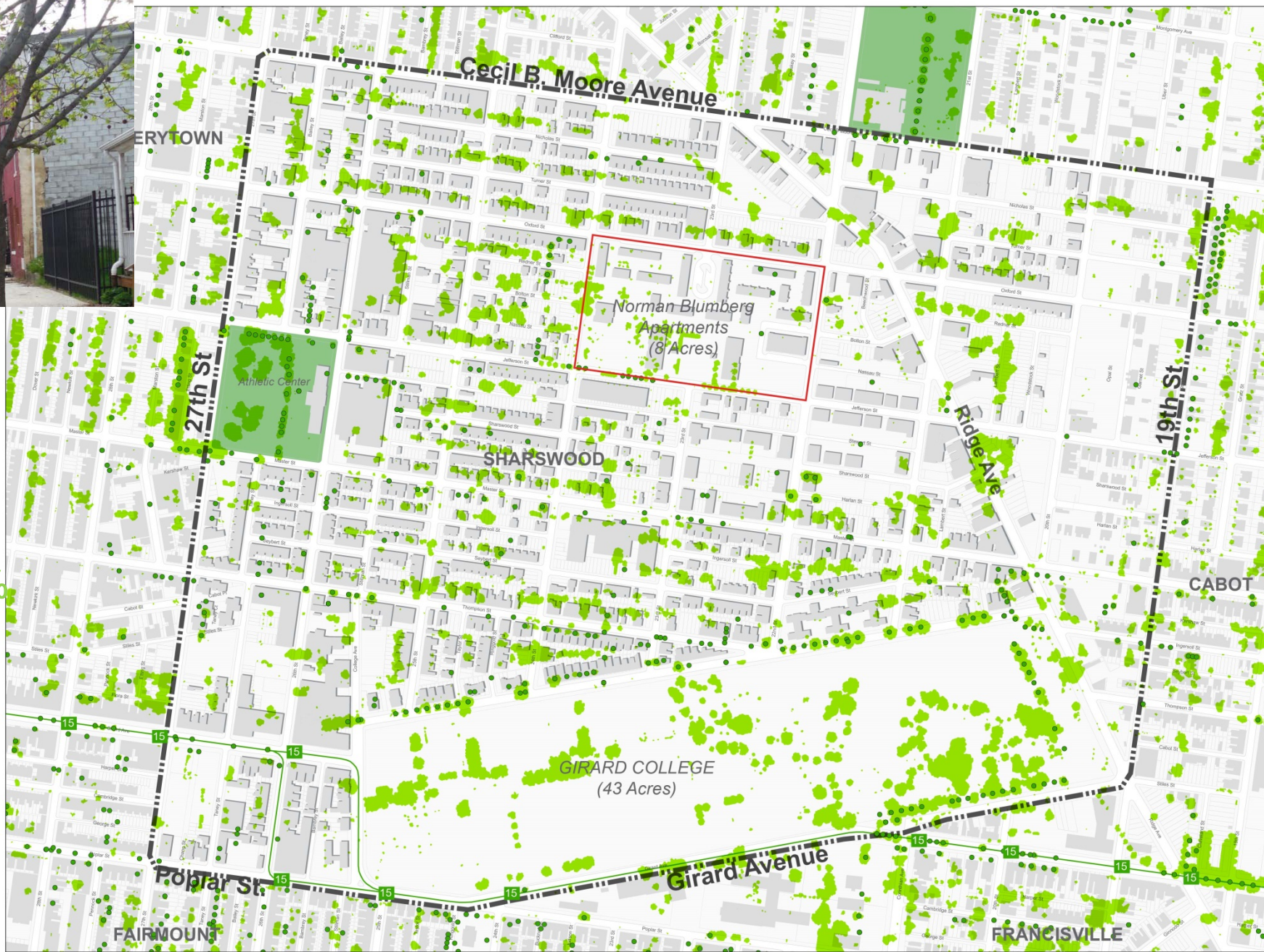
M.L.King  
Rec Center

4.7 Acre Facility  
With: Pool, ballfields, sports  
courts, playground, After  
School Programs  
Baseball and Basketball  
Boxing  
Day camp  
Girl Scouts  
Drill Team  
Swimming





June, 2014  
Source: City of Philadelphia



SHARSWOOD - BLUMBERG | Tree Coverage

Presenter: Mary Morton





2011

1954

2400 SHARSWOOD STREET

Traditional neighborhood rowhouse typology along narrow street.

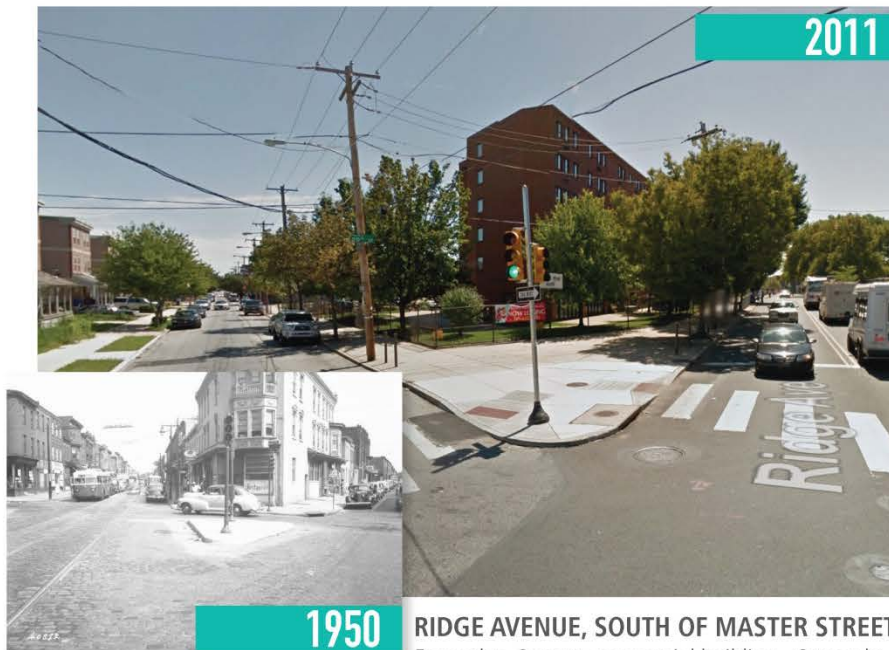


2011

1901

N.E. CORNER OF N. 20TH & CECIL B. MOORE AVENUE

Former location of a 4-story commercial building.



2011

1950

RIDGE AVENUE, SOUTH OF MASTER STREET

Formerly a 3-story commercial building. Currently an apartment complex set back from the street.

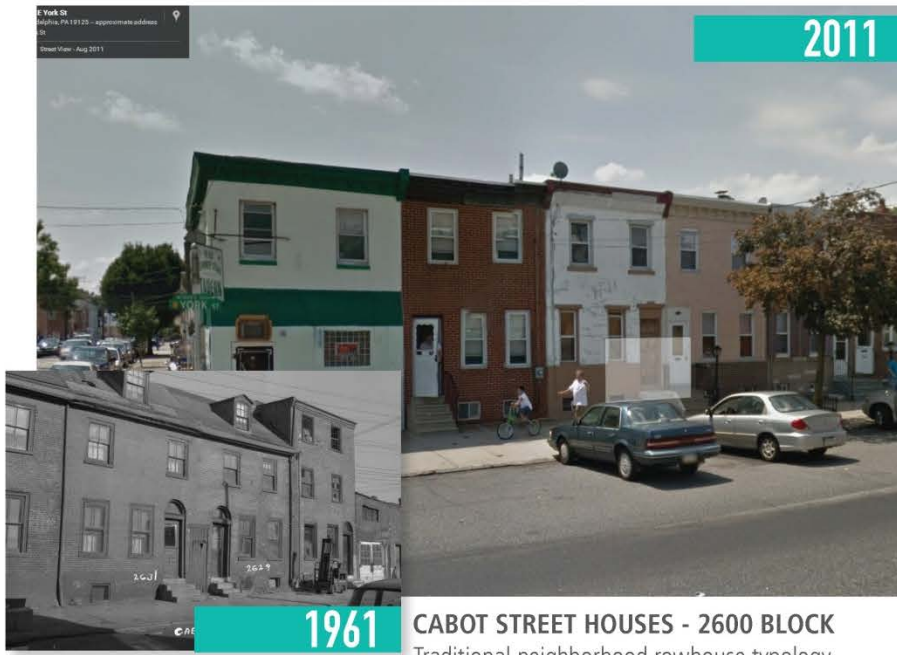


2011

1927

INGERSOLL STREET WEST FROM 26TH STREET

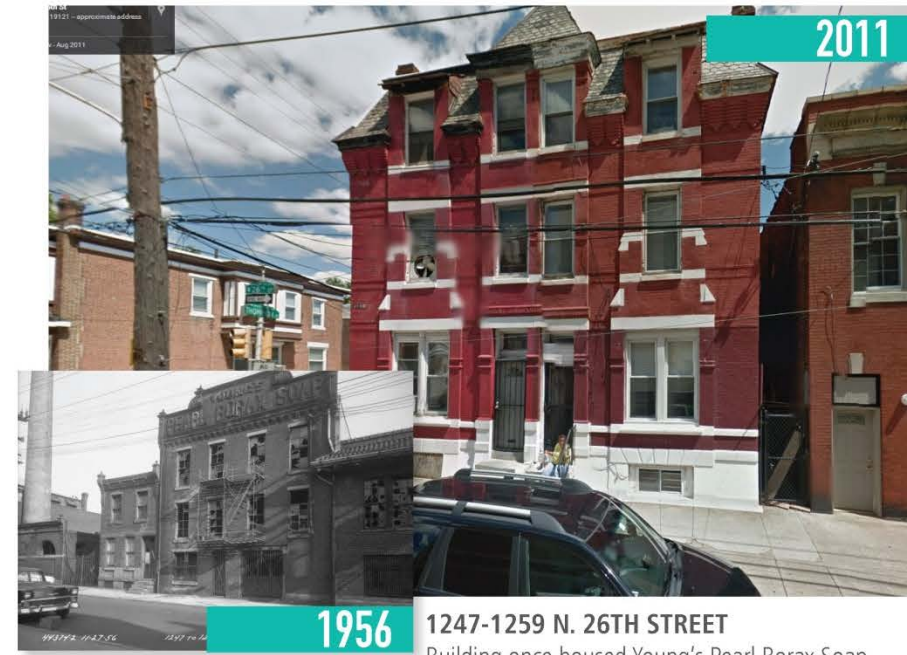
Rowhouses front a small, tree-lined street.



2011

1961

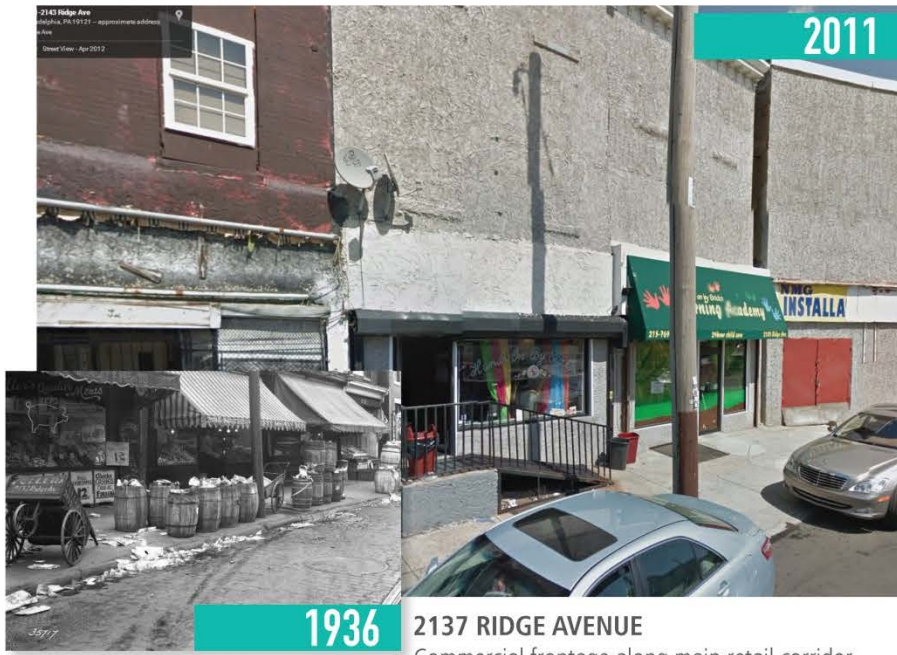
**CABOT STREET HOUSES - 2600 BLOCK**  
Traditional neighborhood rowhouse typology.



2011

1956

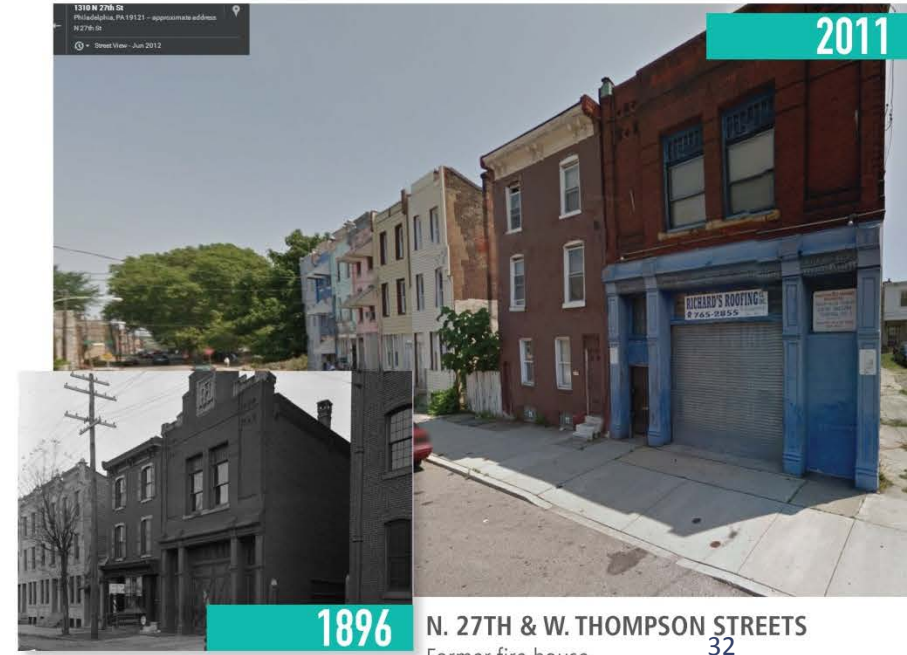
**1247-1259 N. 26TH STREET**  
Building once housed Young's Pearl Borax Soap



2011

1936

**2137 RIDGE AVENUE**  
Commercial frontage along main retail corridor.



2011

1896

**N. 27TH & W. THOMPSON STREETS**  
Former fire house.





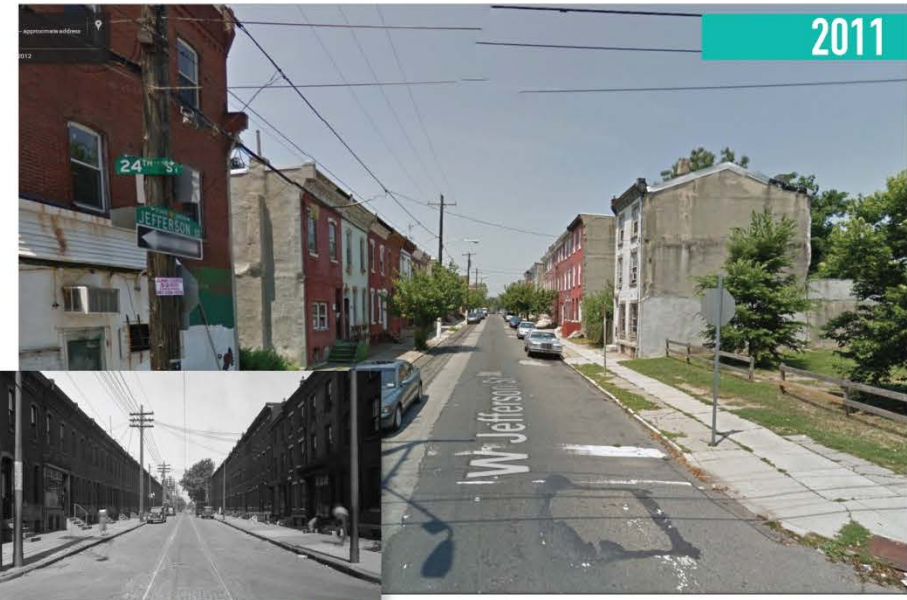
2011



1865

2040 RIDGE AVENUE

Former location of the Spring Garden Ladder Truck



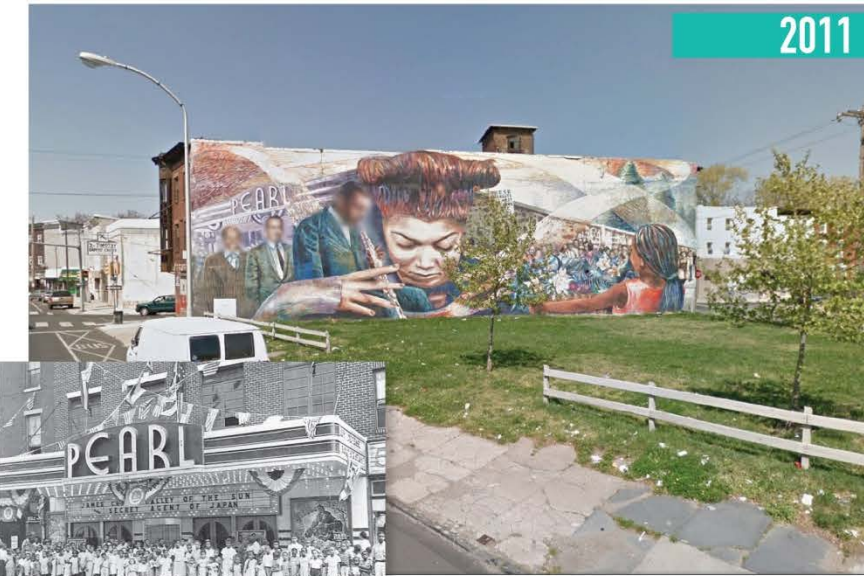
2011



1936

W JEFFERSON & N. 24TH STREET

Street lined with rowhomes & trolley line, now dotted with vacant lots.



2011



1940s

RIDGE & N. 21ST STREET

The site of the former Pearl Theatre, Philadelphia's premiere theater for the African American community, where jazz legends like John Coltrane performed.



2011



1959

N. 23RD STREET AND CECIL B. MOORE AVENUE

Infill housing near Cecil B. Moore commercial corridor.

# Community Character



Housing



Commercial Corridor



Girard College



Schools



Churches



Ridge on the Rise



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TRANSFORMATION PLAN

Presenter: Dave Fecteau



# A VISUAL HISTORY OF SHARSWOOD/BLUMBERG

**1832** GIRARD COLLEGE KICK-STARTS DEVELOPMENT IN SHARSWOOD  
 GIRARD COLLEGE, FOUNDERS HALL 1871

**1900s** INDUSTRIAL REVOLUTION & MANUFACTURING. NEW COMPANIES & FACTORIES IN N. PHILADELPHIA

**1905** RIDGE AVENUE BECOMES AN IMPORTANT COMMERCIAL CORRIDOR

**1905** THE NEIGHBORHOOD BECOMES HOME TO THE ATHLETICS, A NEW PROFESSIONAL BASEBALL TEAM. The Team Played Games At The Site That Is Now The Location Of The Athletic Recreation Center

**1905** PHILADELPHIA TRACTION COMPANY

**1939-1945** WHITE FLIGHT, POPULATION DECLINE, & DISINVESTMENT  
 WORLD WAR II

**1954** ERA OF PROFESSIONAL BASEBALL IN THE NEIGHBORHOOD ENDS DUE TO FINANCIAL TROUBLES

**1954** THE WHITE ELEPHANTS

**1969** NORMAN BLUMBERG APARTMENTS CONSTRUCTED

**1969** NORMAN BLUMBERG APARTMENTS - 1970s

**2001** NTI (NEIGHBORHOOD TRANSFORMATION INITIATIVE): Cleared Vacant Houses & Blight. Led To Entire Blocks Of Vacant Lots In The Neighborhood Where Houses Once Stood

**2001** PARTIALLY ABANDONED COMMERCIAL CORRIDOR AND HIGH VACANCY Due To Suburbanization, Manufacturing Changes, And Concentration Of Dense Public Housing Led To A

**2014** VACANCY & DISINVESTMENT

**POPULATION PERCENT CHANGE**

Year	Philadelphia	Sharswood
1950	0%	0%
1960	-10%	-24.77%
1970	-15%	-20%
1980	-10%	-25%
1990	-5%	-15%
2000	-10%	-25%
2010	-5%	+6.61%

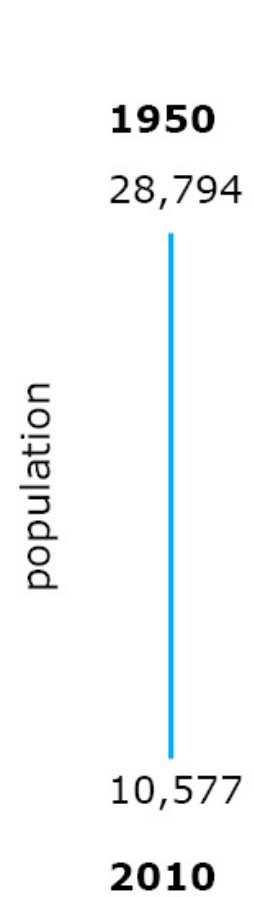
**WHITE FLIGHT**  
 11.7% decrease in White population following WWII

**VACANCY & DISINVESTMENT**

Year	Neighborhood	City
1990	36%	~10%
2000	36%	~10%

**1,282 VACANT PARCELS**  
**332 VACANT BUILDINGS**

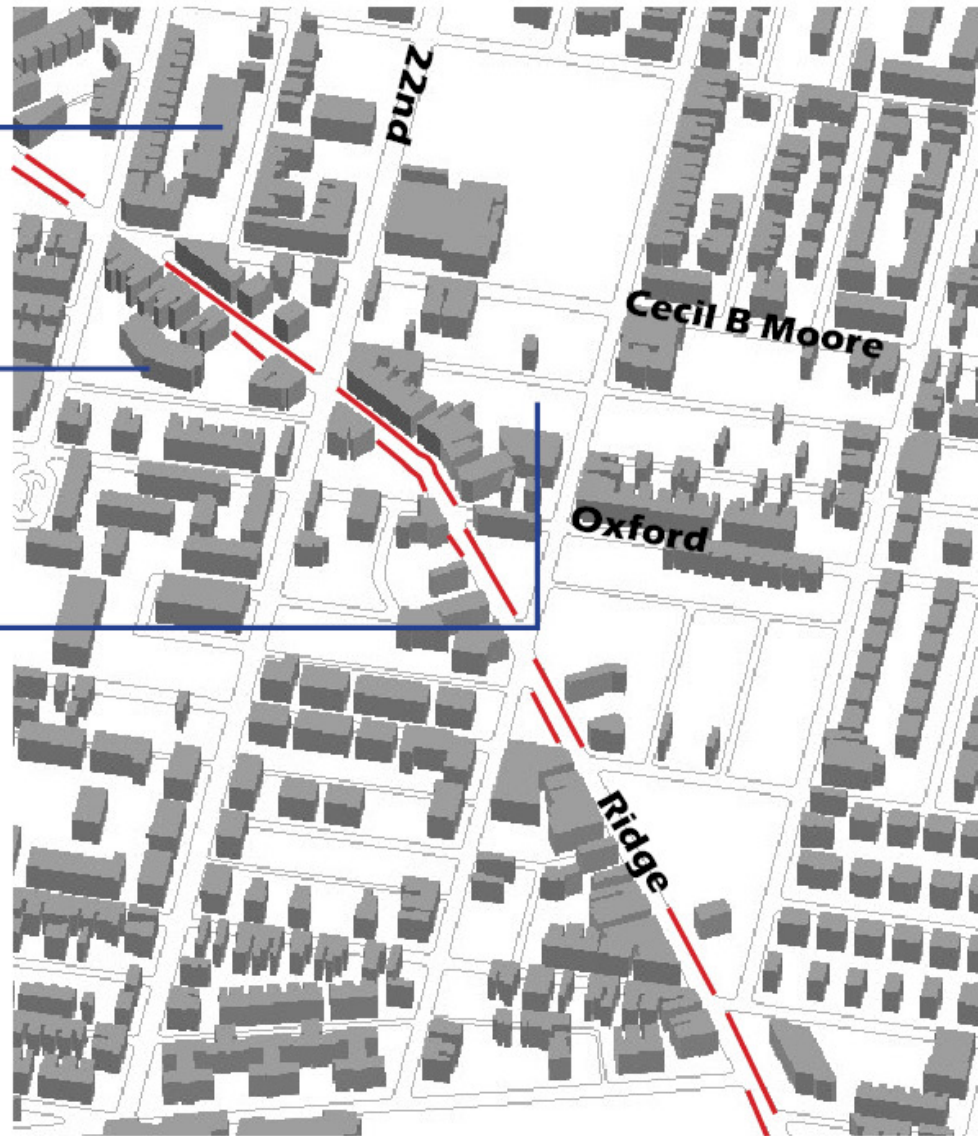
# Neighborhood History



	1910	1962	2014
<b>1950</b>	Columbia Farmer's Market	bottling plant	PHA's Bentley Hall
	Pennsylvania Lawn Mower Works	Pennsylvania Lawn Mower Works	Haven Peniel Senior Residence
	umbrella factory	Philadelphia Cleaners	vacant lot



2100 block of Ridge 1936

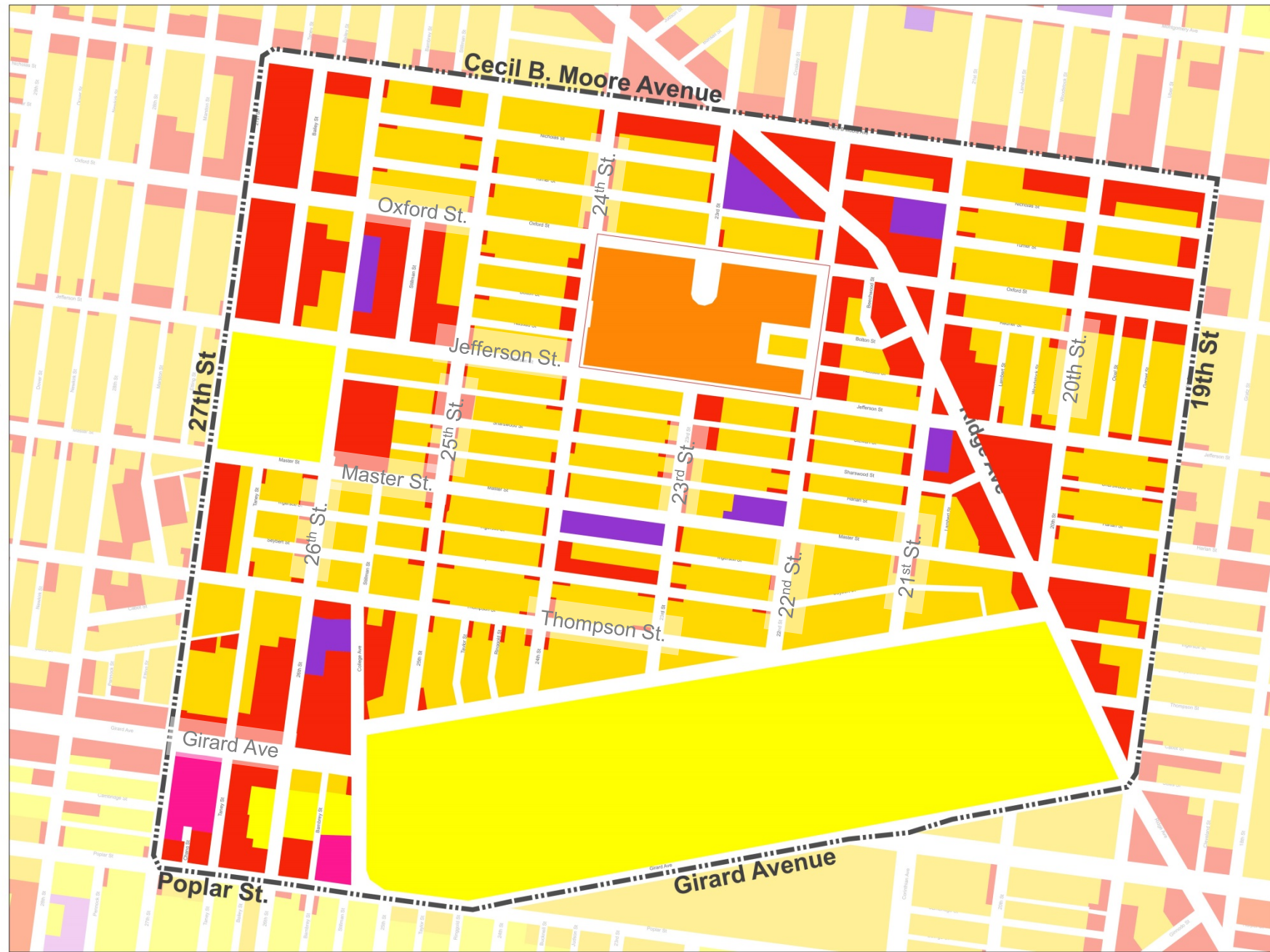


**LEGEND**

-  Choice Neighborhood Planning Boundary
-  Norman Blumberg Apartments (PHA)
-  Retail & Residential Mixed (C1, C2)
-  Retail/Commercial (C7)
-  Limited Industrial (L4)
-  General Industrial (G2)
-  Single Family Attached Residential\* (R4, R5, R9A, R10A, R20)
-  Single + Multifamily Row Homes (R9, R10)
-  Group Housing District (R13)
-  Multiple Housing Districts (R15, R16)

\* includes specified professional offices, places of worship, galleries, museums, libraries, railroad passenger stations and utility substations in enclosed buildings as well as other non-residential buildings permitted by the Zoning Board of Adjustment certificate.

 Feet  
 0 125 250 375 500  
 May, 2014  
 Source: City of Philadelphia



# Focus Area/Ridge Avenue



Mixed-Use Larger  
-Format Retail with  
Residential Above



Redevelop Blumberg  
Apartments



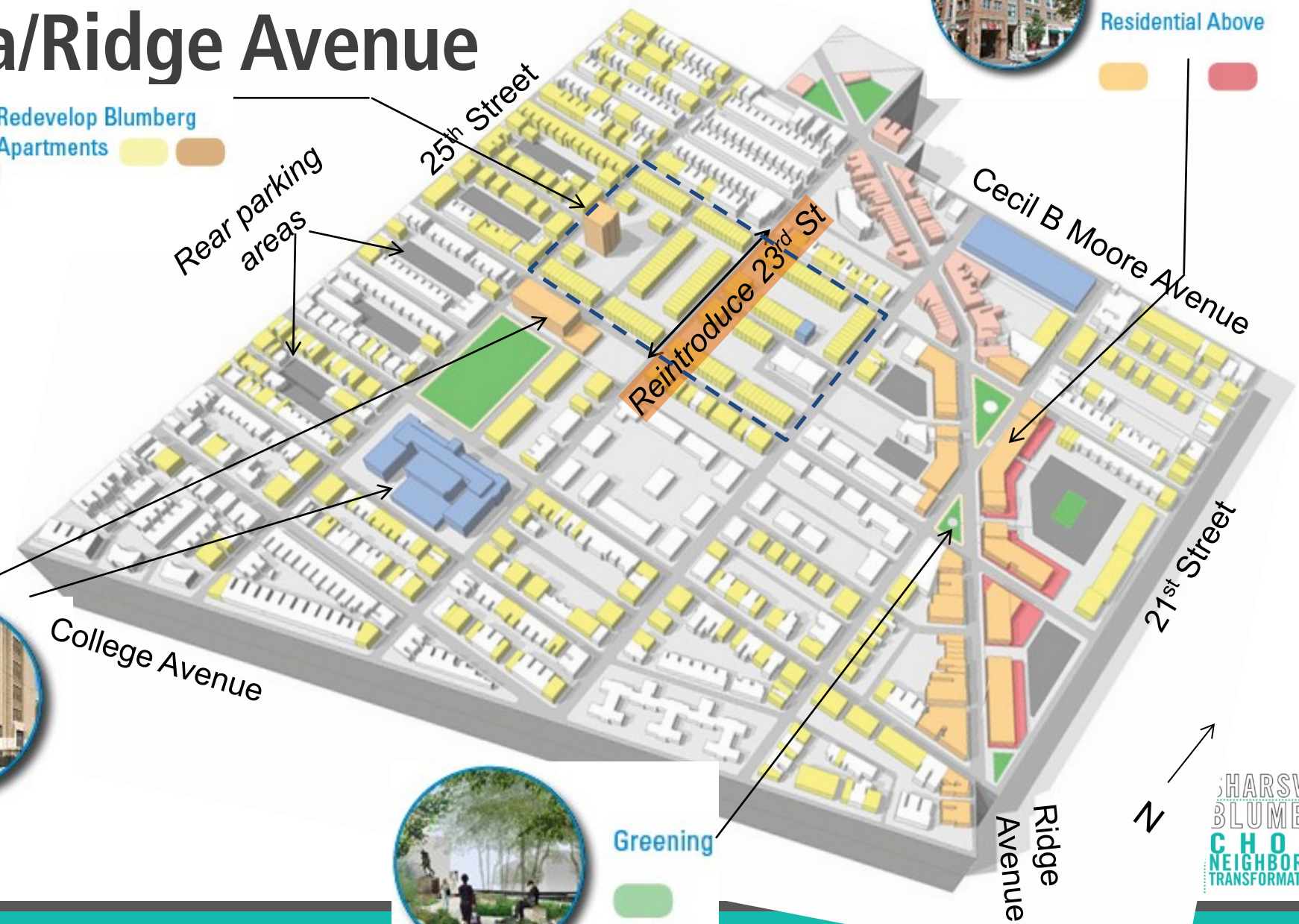
Infill Housing



Adaptive Reuse of Schools



Greening



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# Impact of Housing Development Activities

## Opportunities to Create a “Neighborhood of Choice”

- One-for-one replacement of Blumberg housing in new, modern properties
- New Housing on now vacant sites
- Development of mixed-income rental and for-sale housing
- A viable neighborhood for residents of all incomes, ages, and ethnicities

## More Patrons for Retail Stores and Service Establishments

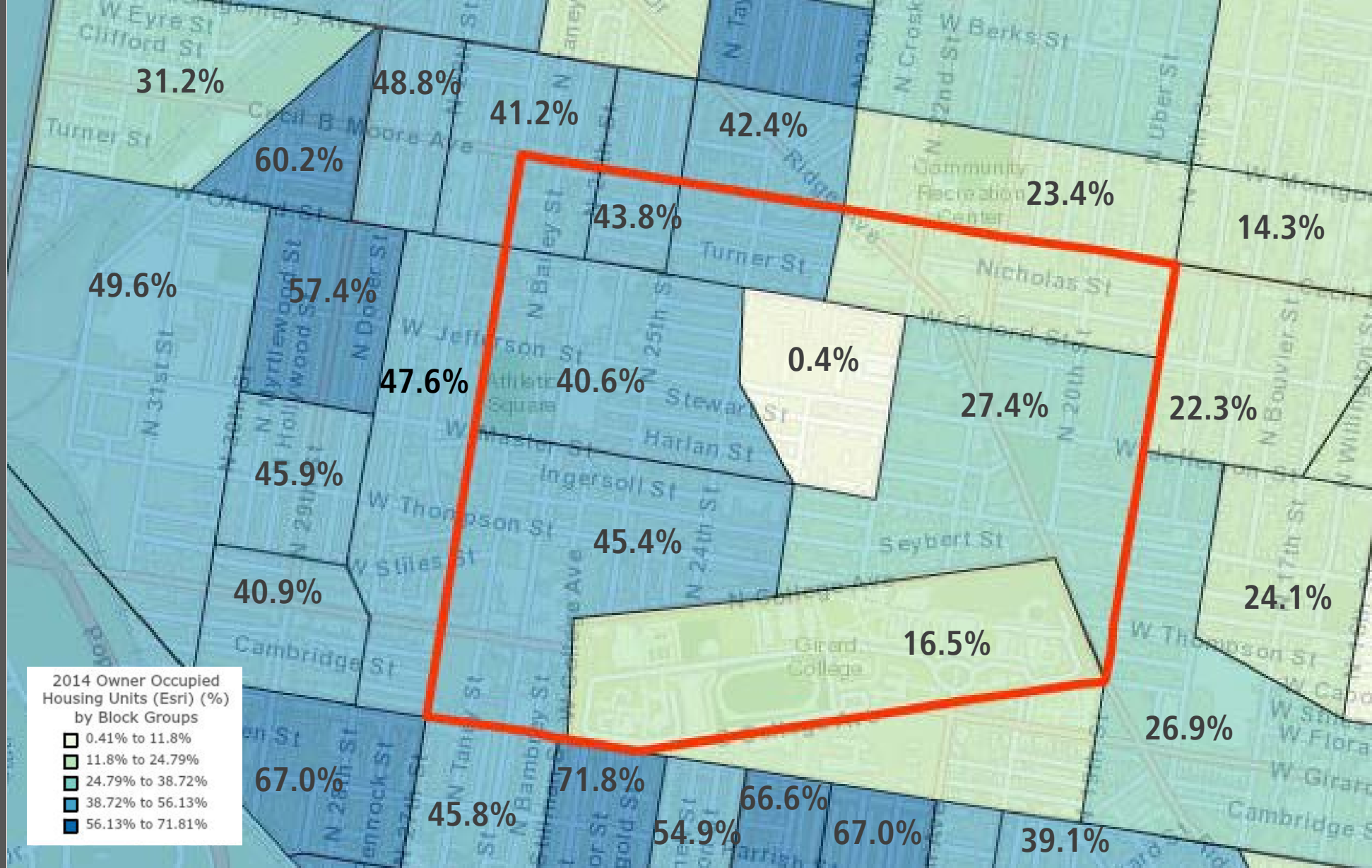
- New retail comes after there are more customers
- Better stores, more selection
- Additional jobs at new establishments

## Support for Schools, Community Facilities, and Recreation

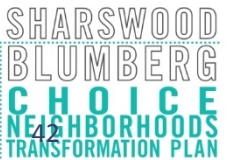


# Neighborhood Market Conditions

Percent of Owner-Occupied Units in 2014

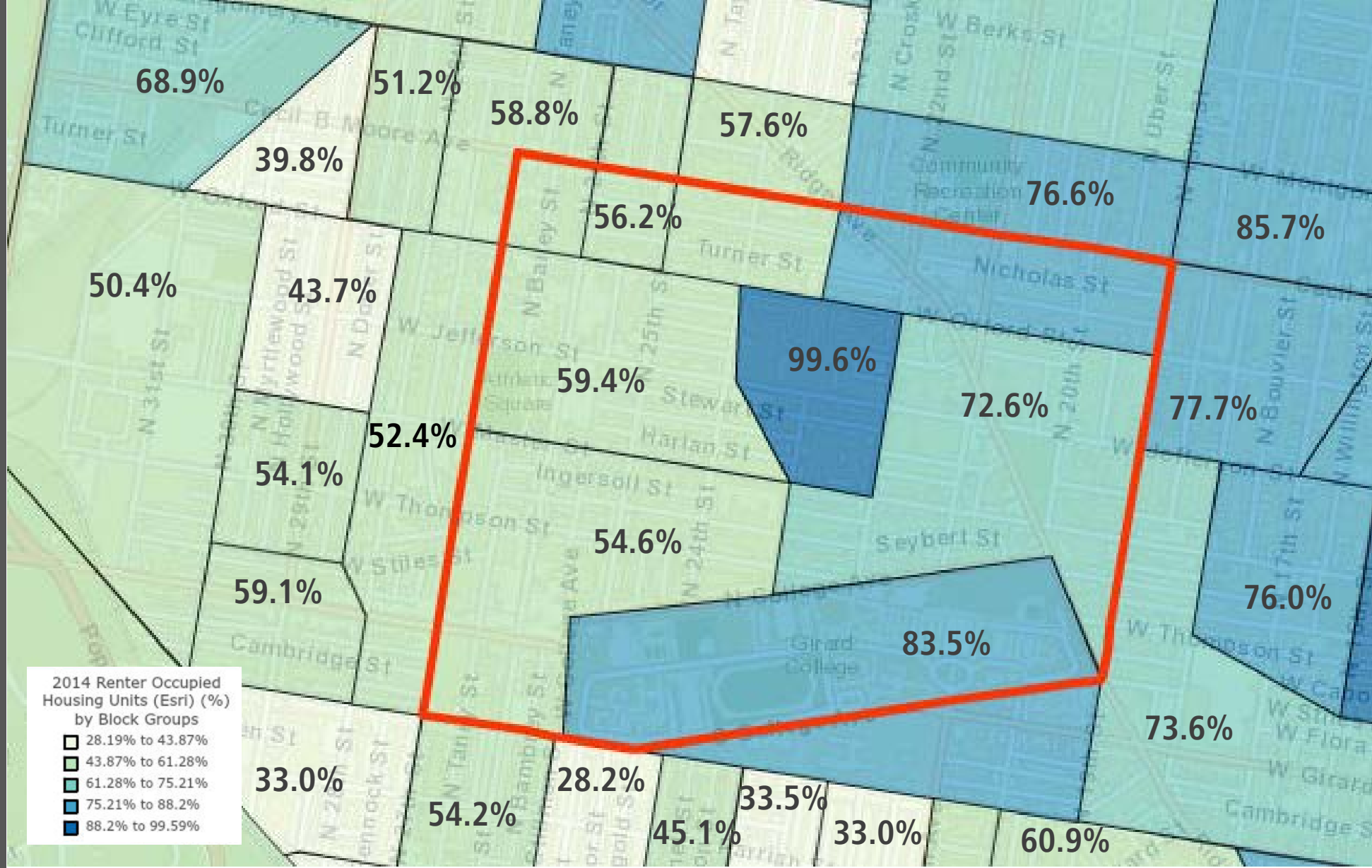


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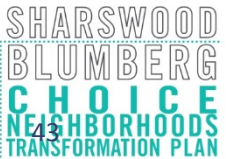


# Neighborhood Market Conditions

Percent of Renter-Occupied Units in 2014

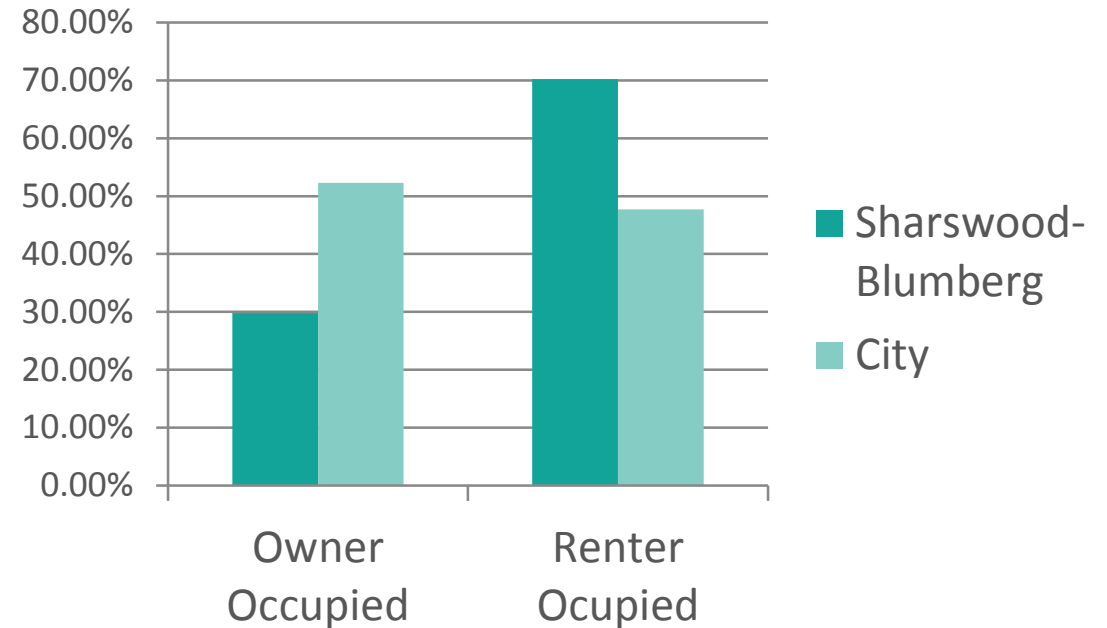


Philadelphia Housing Authority



# Neighborhood Market Conditions: Housing

- **\$79,351 = Median Home Value**
- **19.2% overall housing vacancy rate**  
35.6% are 'For Rent' / 45.5% are 'Other Vacant'  
(likely substandard)
- **\$421 = Median Contract Rent**
- **57.9% of housing units are in one-unit, attached structures**

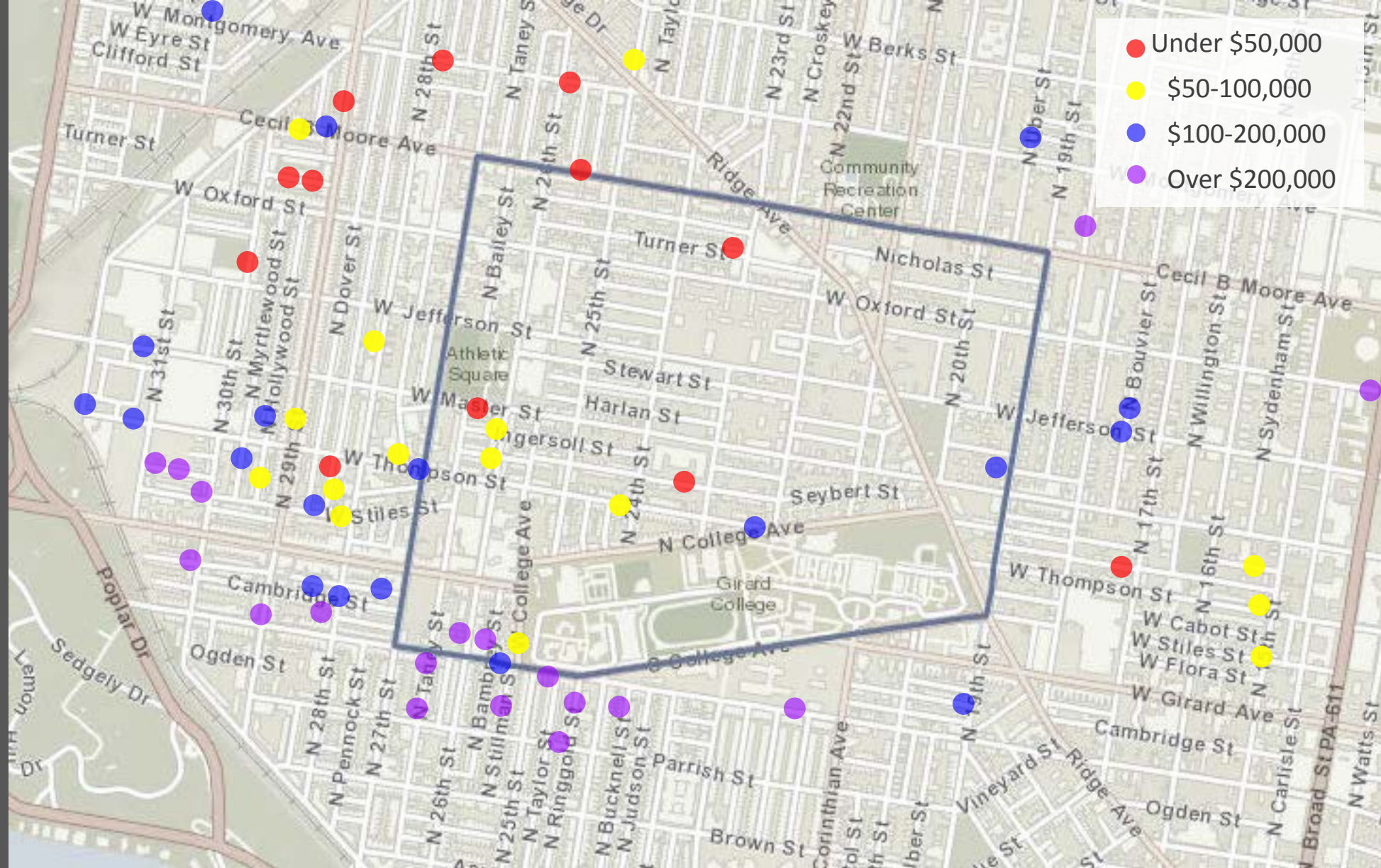


\*31.1% of renter-occupied units in Sharswood-Blumberg are at Blumberg

Data Sources: 2010 Census, 2012 ACS

# Neighborhood Market Conditions

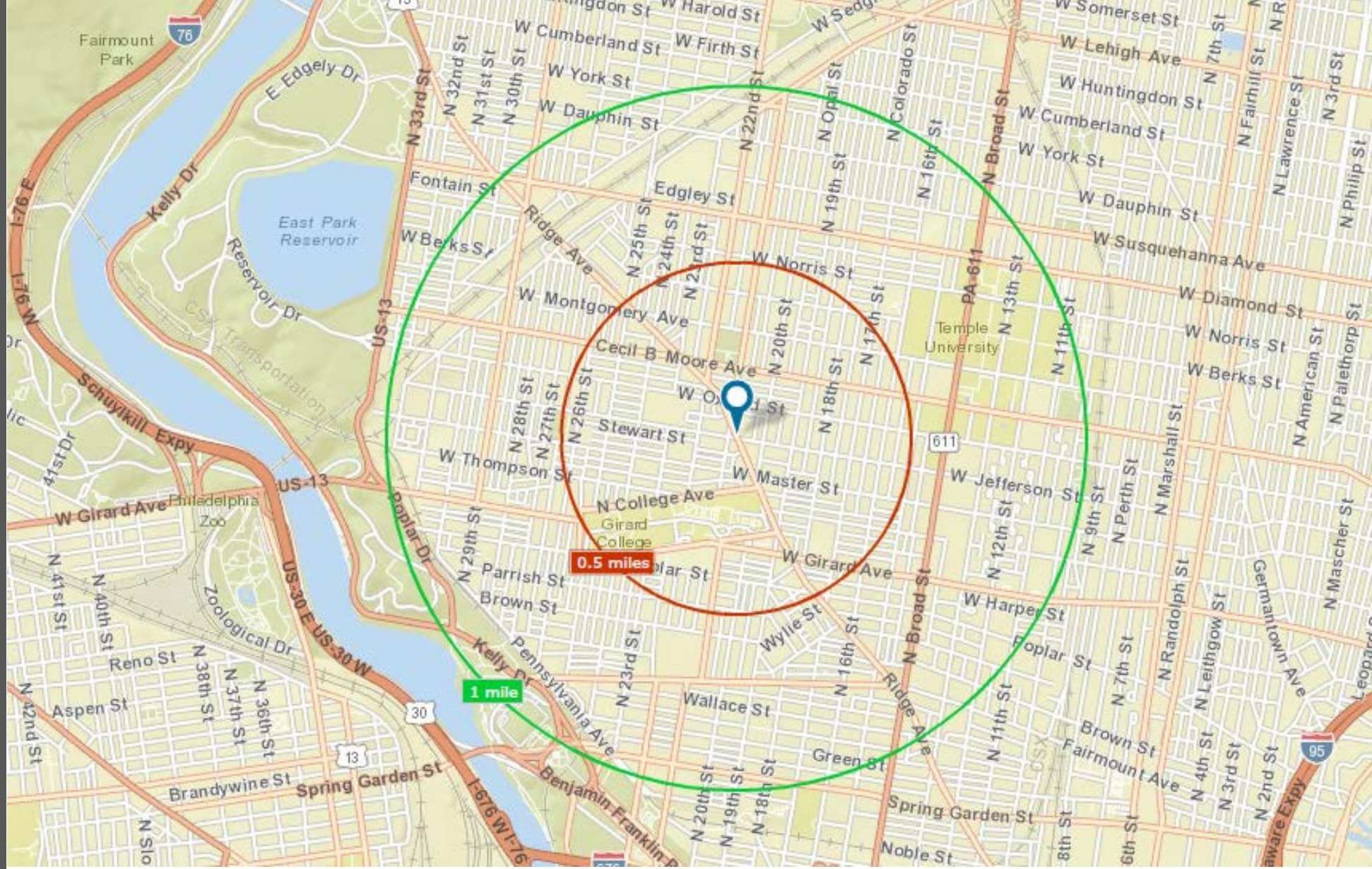
Recent Home Sales  
December 2013 - Present



# Neighborhood Market Conditions

Retail Trade Areas:

One-Half Mile and One Mile from the Intersection of Ridge Avenue and Jefferson Street

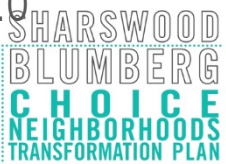
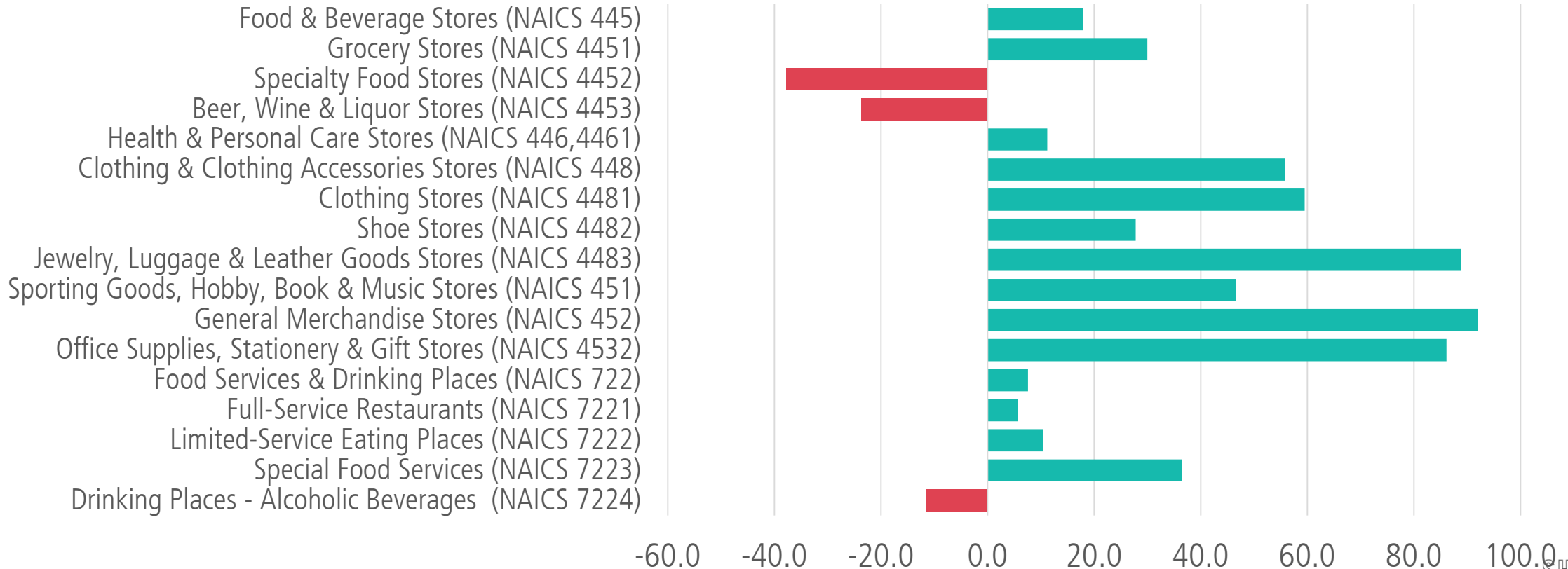


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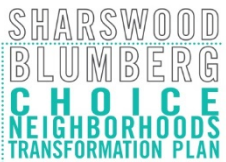
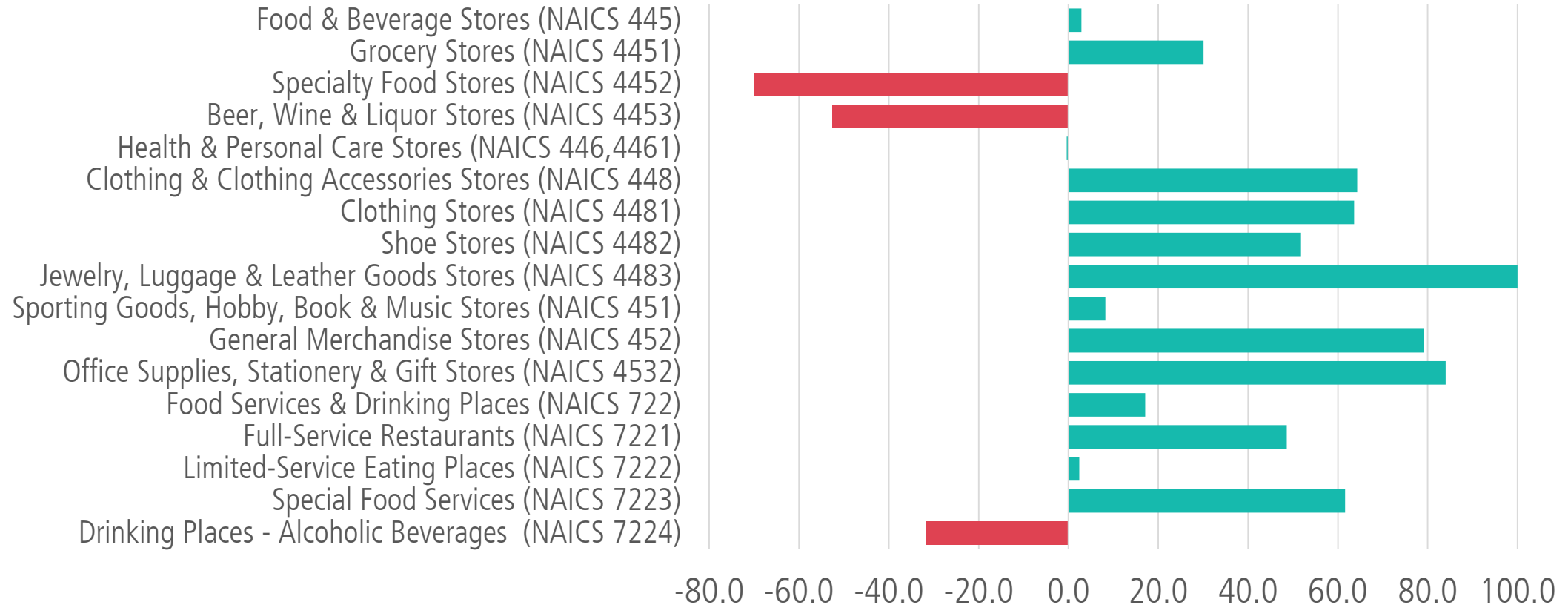
# Neighborhood Market Conditions: Retail Surplus/Leakage

Leakage/Surplus Factor within One Mile of the Intersection of Ridge Avenue and Jefferson Street



# Neighborhood Market Conditions: Retail Surplus/Leakage

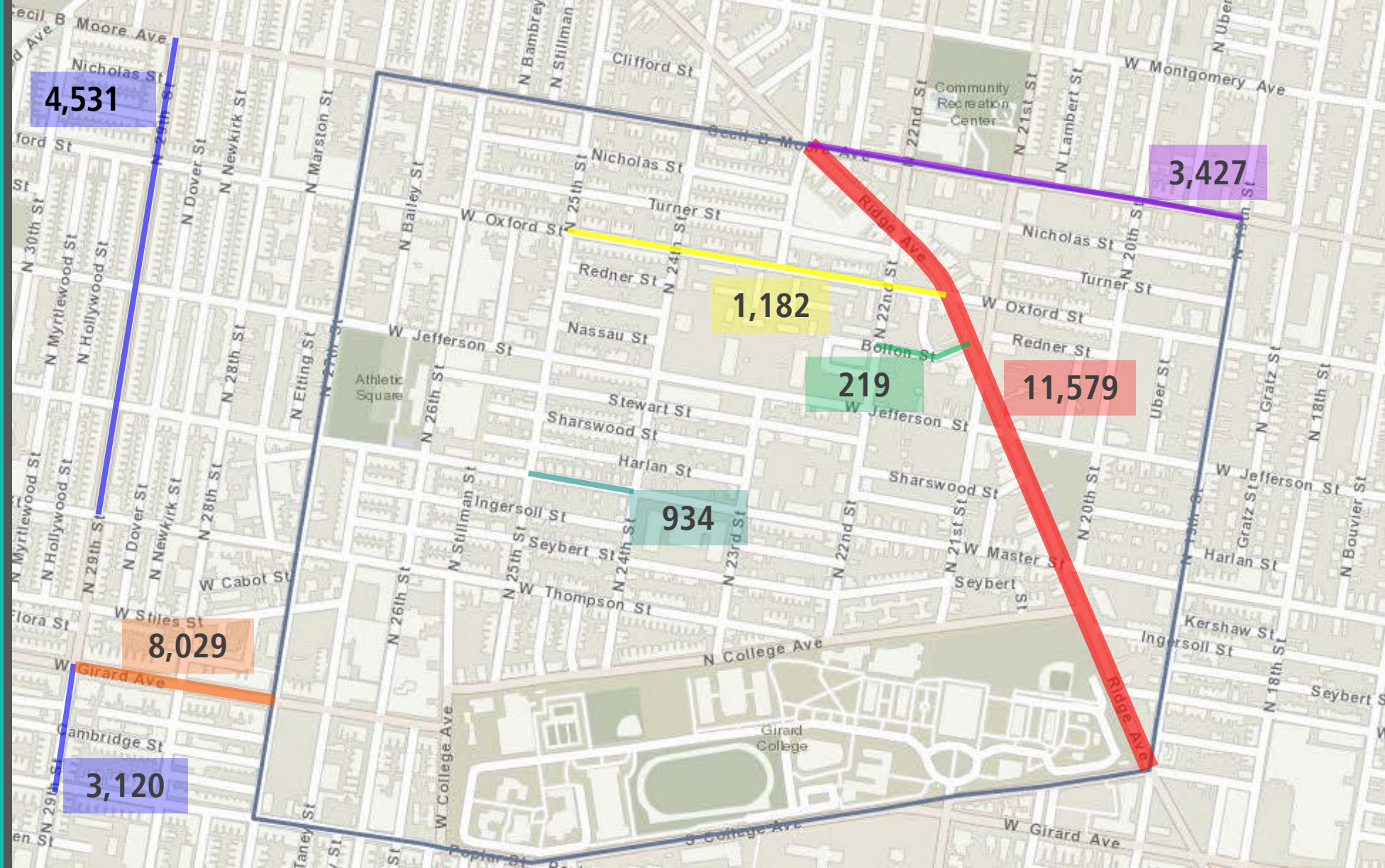
Leakage/Surplus Factor within 1/2 Mile of the Intersection of Ridge Avenue and Jefferson Street





# Neighborhood Market Condition

Traffic Counts from DVRPC (20



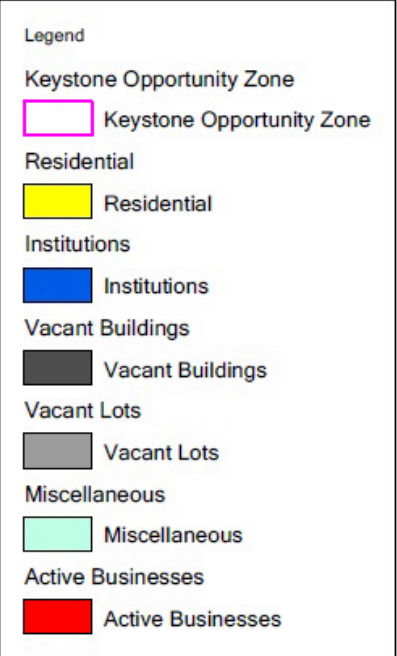
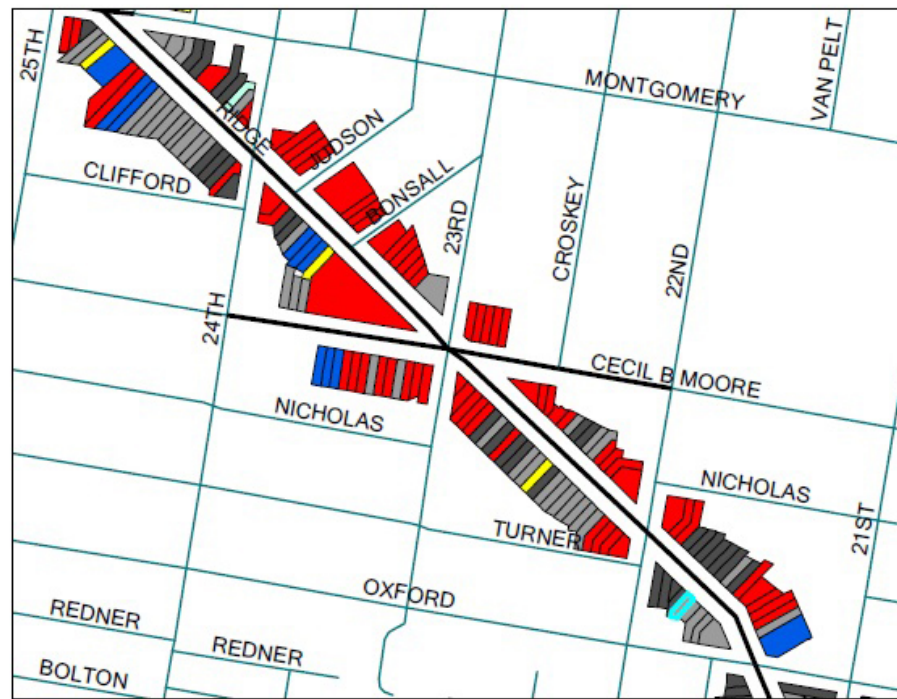
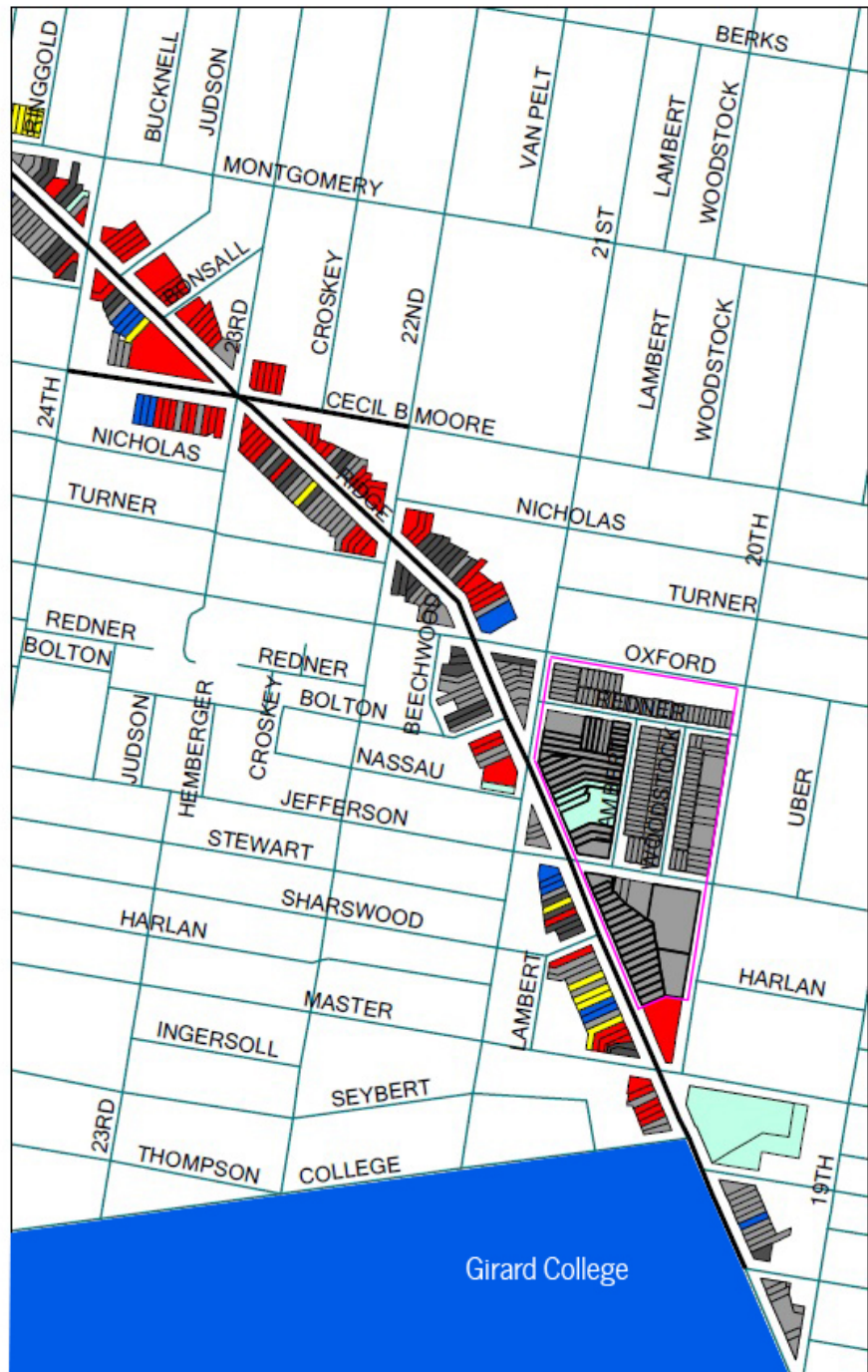
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SHARSWOOD  
BLUMBERG  
CHOICE  
NEIGHBORHOODS  
TRANSFORMATION PLAN

Presenter: Presenter: Dr. H. Ahada  
Stanford



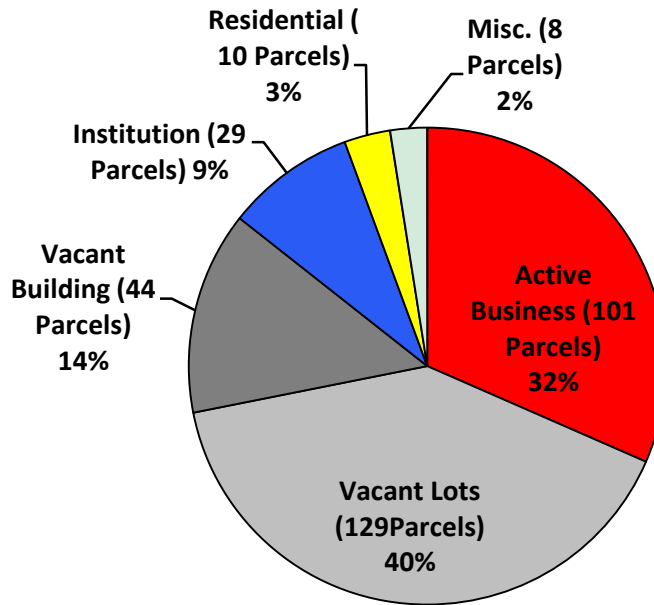
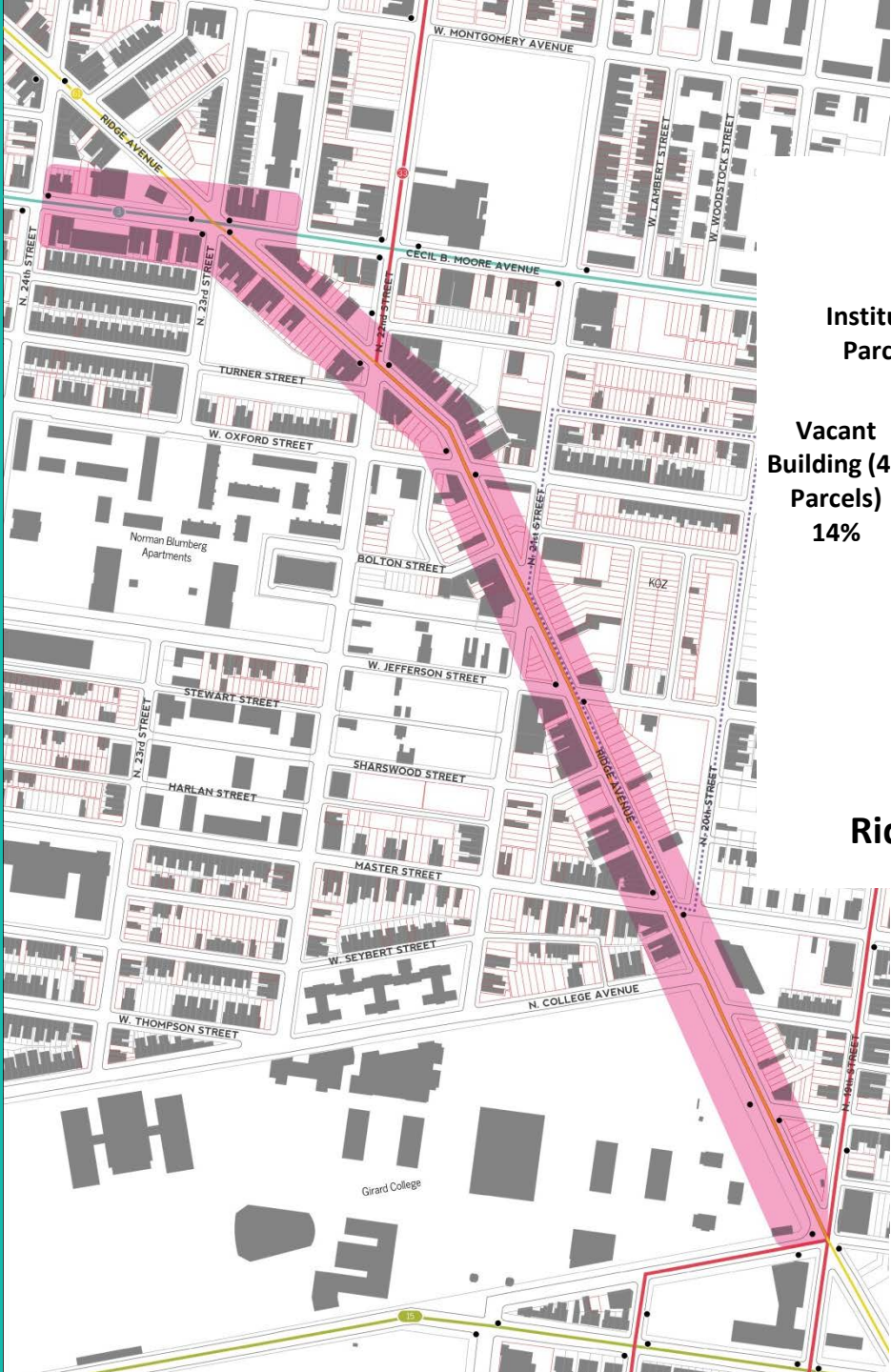
# Ridge Avenue Commercial Corridor



## RIDGE AVENUE COMMERCIAL CORRIDOR 1800-2400 BLOCKS

(Includes 2200 & 2300 blocks of Cecil B. Moore and 2400 block of Montgomery Avenue)

Department of Commerce August 2014



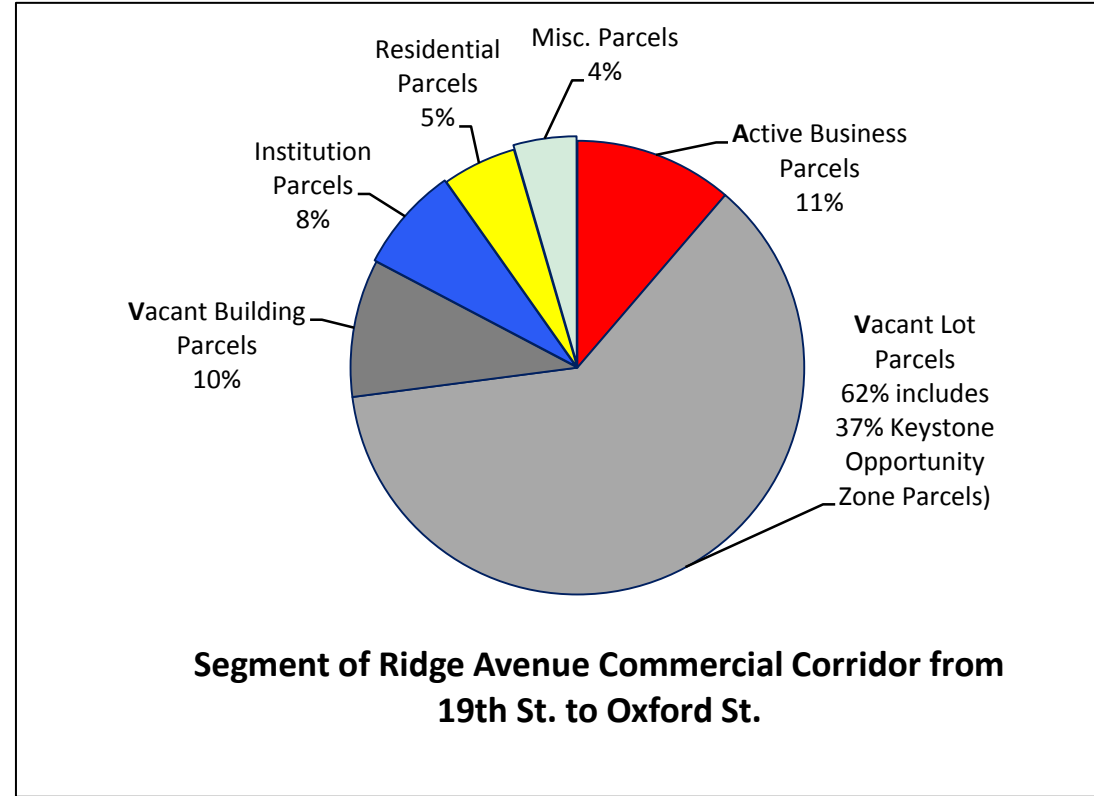
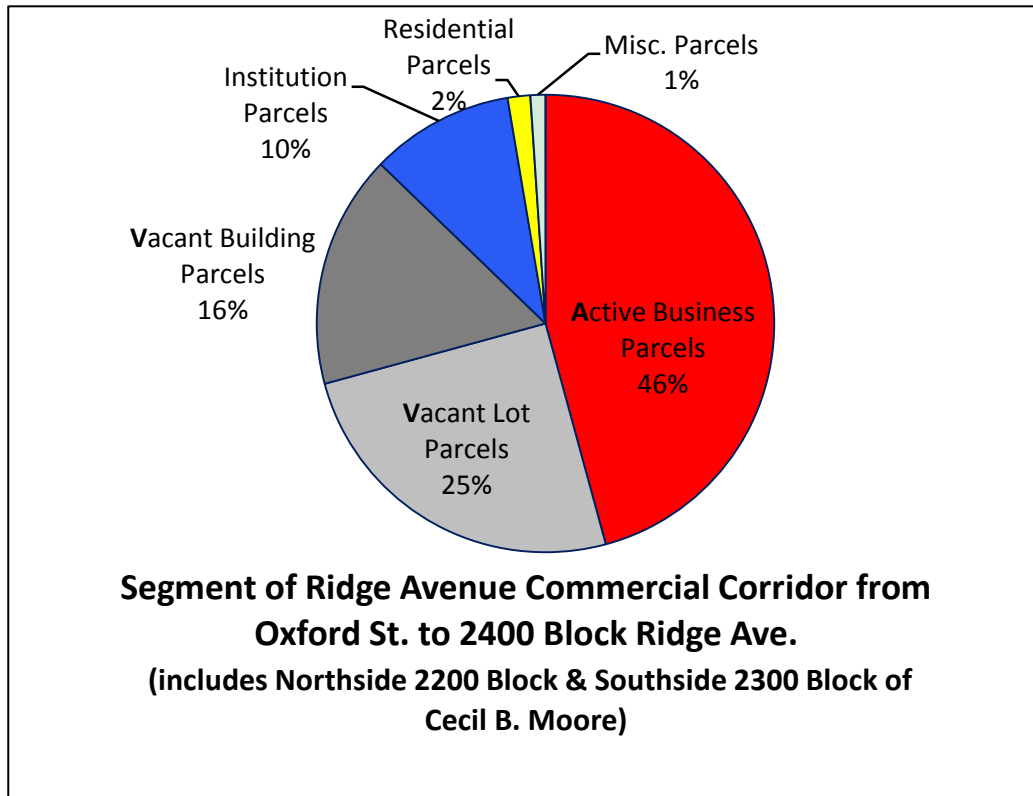
Ridge Avenue Commercial Corridor

**SHARSWOOD BLUMBERG HUD CHOICE**  
**RIDGE AVENUE COMMERCIAL CORRIDOR**  
 Includes the 1800 to the 2400 blocks of Ridge Avenue, north side of the 2200 block of Cecil B. Moore & south side 2300 of Cecil B. Moore.  
 Calculations per parcel  
 Survey dates July & August 2014

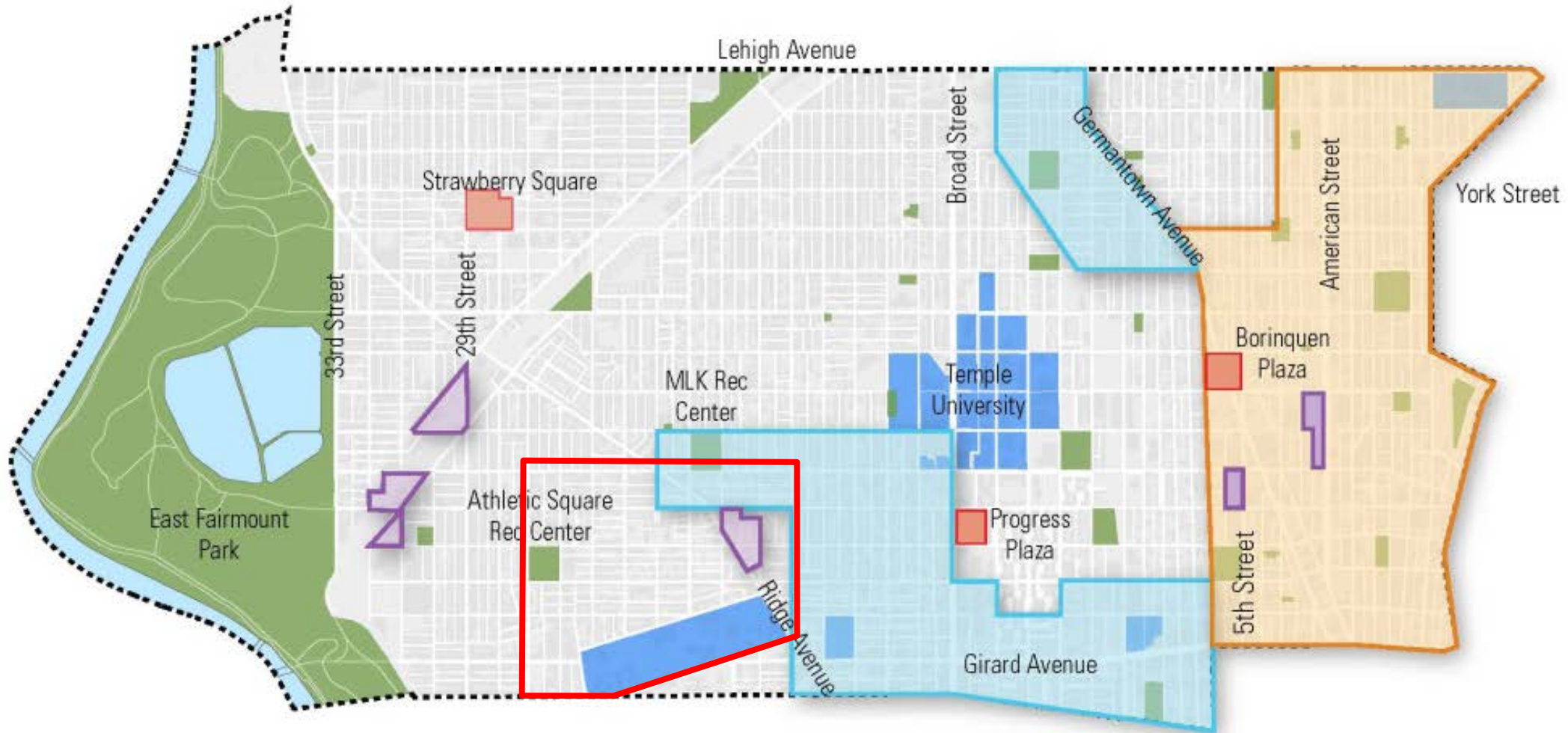
PARCEL USE	NUMBER	PERCENTAGE
Businesses (68)	101 parcels	32 percent
Vacant Lots	129 parcels	40 percent
Vacant Bldgs	44 parcels	14 percent
Institutions	28 parcels	9 percent
Residential	10 parcels	3 percent
Miscellaneous	8 parcels	2 percent
<b>TOTAL</b>	<b>320 parcels</b>	<b>100 percent</b>

Vacant lots include 30 parcels that are part of the designated Keystone Opportunity Zone





# Job Attraction Incentive Zones



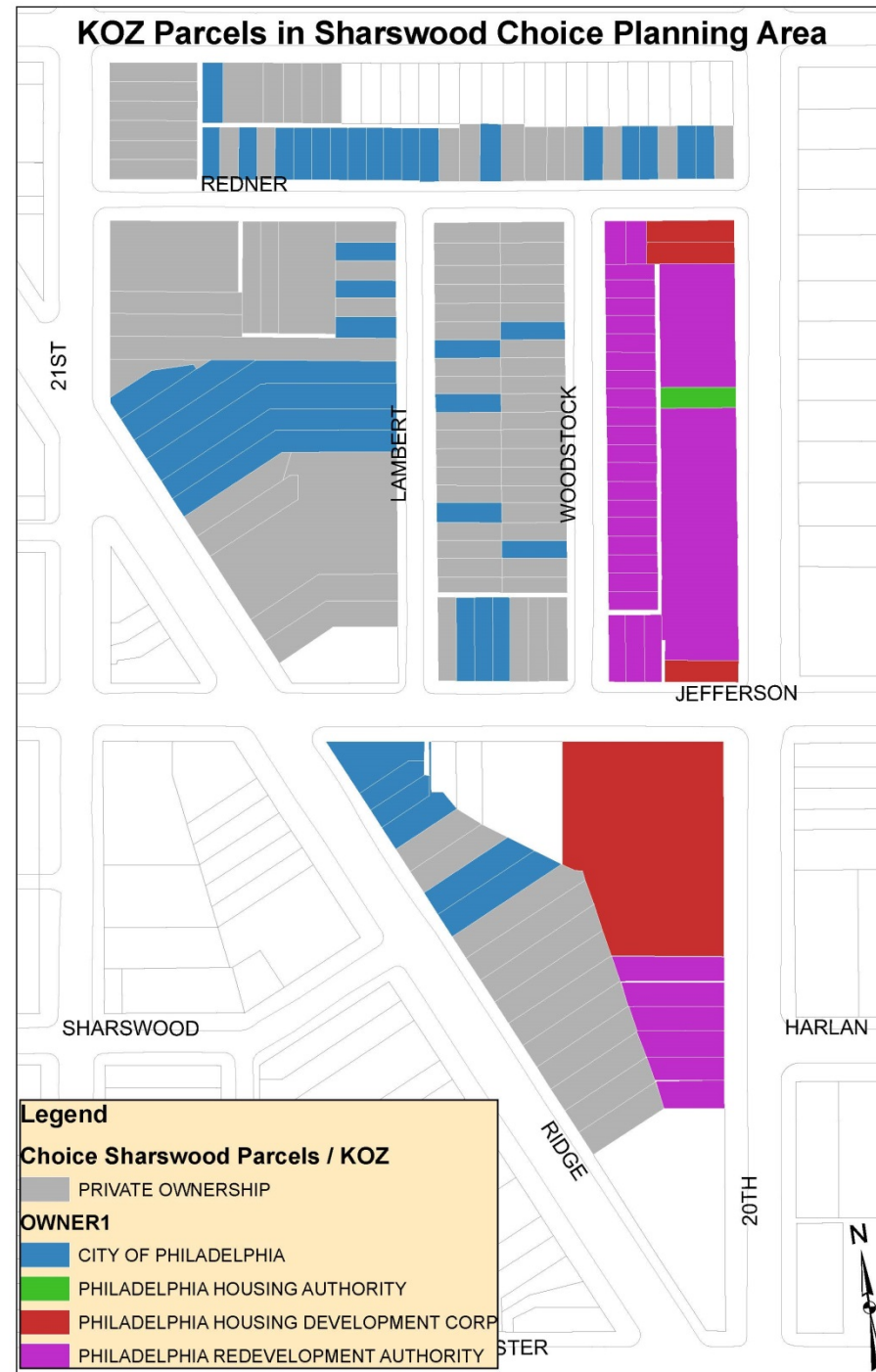
-  American Street Empowerment Zone
-  North Central Empowerment Zone
-  Keystone Opportunity Zone

August 2014  
Philadelphia Department of Commerce  
Philadelphia City Planning Commission

# KOZ

## WHAT IS A KEYSTONE OPPORTUNITY ZONE?

Defined parcel areas where property owners and or business can enjoy taxes waived or reduced



August 2014

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Philadelphia City Planning Commission

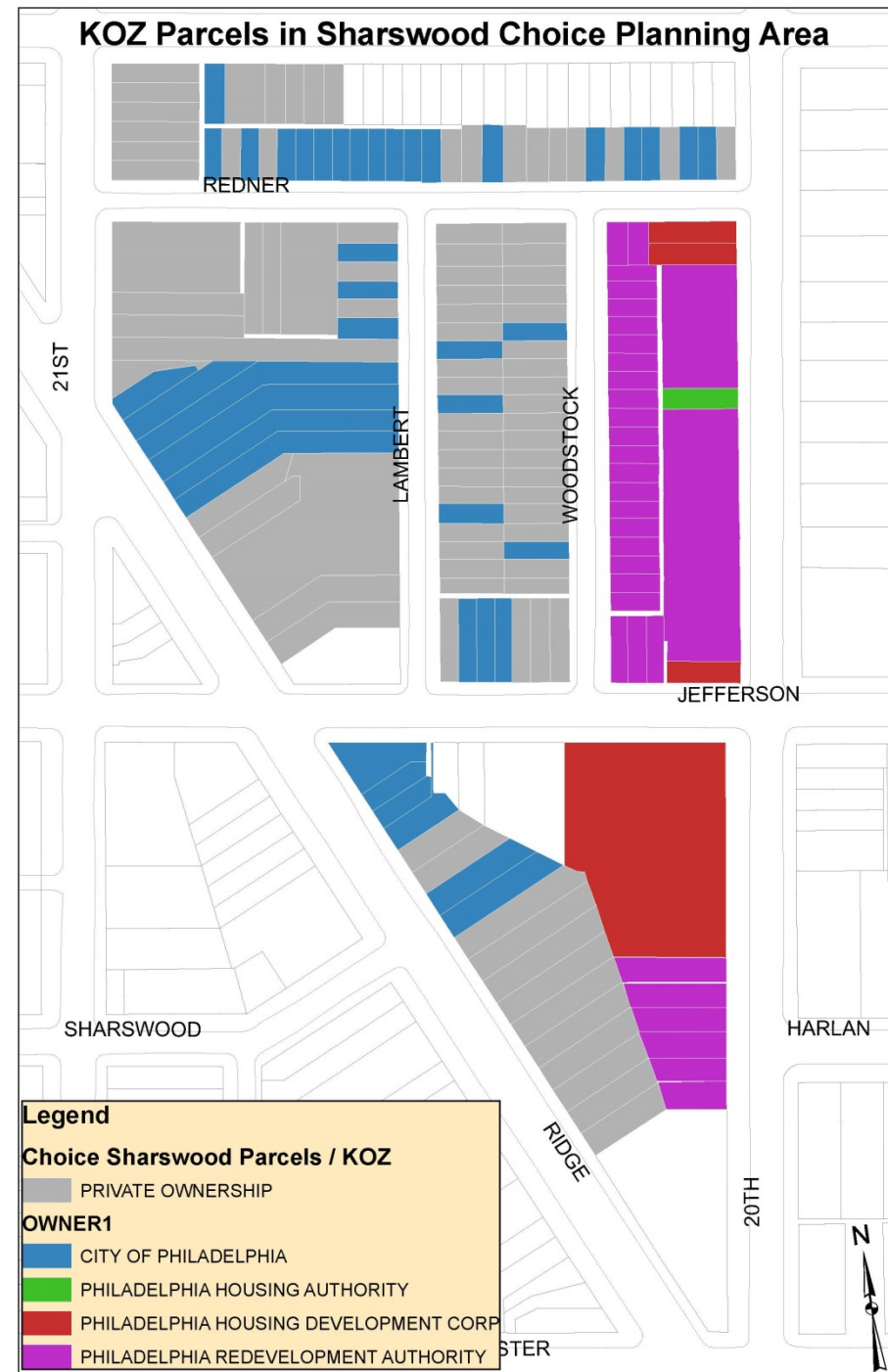
# KOZ

## WHAT IS A KEYSTONE OPPORTUNITY ZONE?

- Called the number one economic development strategy in the nation
- Expected to attract commercial development, where there was previously little or no activity
- Tax burden may be reduced to zero through exemptions, deductions, abatements, & credits
- Length of tax relief: this zone 10 years, according to Zone Coordinator
- Sharswood /Blumberg KOZ sites not assembled currently in private & public ownership

August 2014

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Philadelphia City Planning Commission



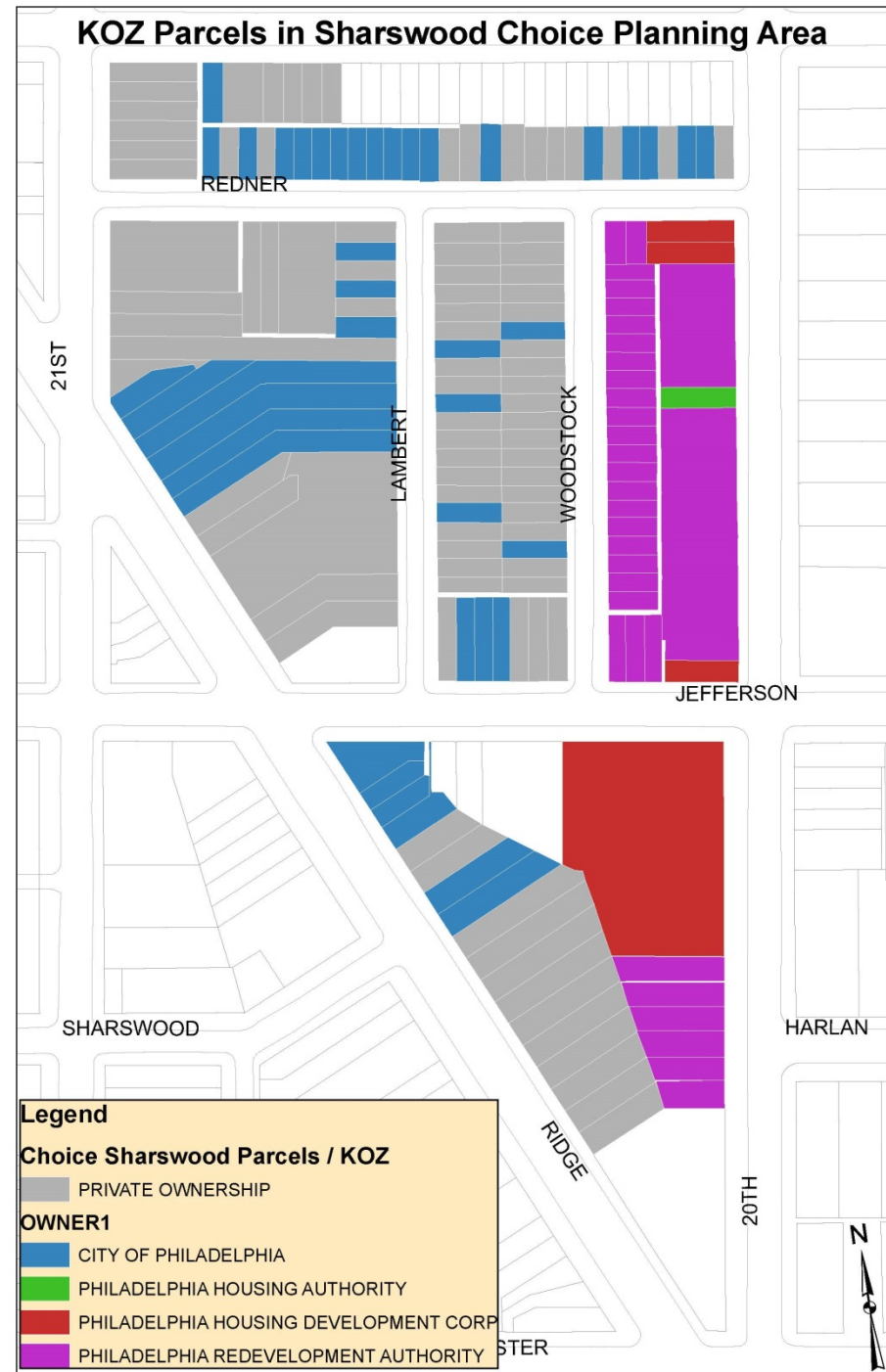


# KOZ

## WHAT IS A KEYSTONE OPPORTUNITY ZONE?

### What does this mean for Ridge Avenue?

The 30 KOZ parcels facing Ridge are 75,000 square feet (omitting Murphy's Auto),  
The total KOZ parcels are 213,466 square feet, 4 acres



August 2014

Philadelphia Department of Commerce  
Philadelphia City Planning Commission

# Brewerytown Neighborhood Plan



The Commercial Corridor objective focuses on improving the look and feel of West Girard as a seam between communities and a shopping destination for residents and visitors alike.

Key Recommendations Include:

- 5.1 Continue to Advocate for a Supermarket on West Girard
- 5.2 Have an Achievable Back-Up Plan for Mixed Use Development at 27th and Girard
- 5.3 Improve Gateway Signage to Make West Girard a Destination
- 5.4 Make West Girard Safe and Beautiful
- 5.5 Reinforce the Growing Arts Scene
- 5.6 Use Paint as a Cost-Effective Branding Tool
- 5.7 Expand the Activities of the Business Association

**HOW ARE THE PLANS  
PROGRESSING?**



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TRANSFORMATION PLAN

# Ridge Avenue Commercial Corridor

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Issues:

## THE RETAIL

- What can we do about “beer stores” —there are too many, social gathering places
- Gas prices are high on the Avenue
- Many stores are missing; food stores are desperately needed
- We have to go somewhere else to make purchases—leakage



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# Ridge Avenue Commercial Corridor

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## Issues:

### THE COMMERCIAL CORRIDOR ORGANIZATION

- Where is the commercial corridor: to Cecil B. Moore; to Montgomery; to 24th or 25th Streets
- Too many blocks of active stores & vacant properties, dare we think about consolidating active stores?
- Deteriorated properties need License & Inspection demolition
- Vacant real estate undermines the continuity of Ridge Avenue
- What can we do with the community and police to create a safe environment?



# Ridge Avenue Commercial Corridor



## Assets:

- The Ridge Avenue Cecil B. Moore Business Association convenes and has sponsored events. **“Ridge on the Rise”**.
- **Business activity:** approximately 68 businesses (survey July/August 2014); estimate 201 employees. According to ESRI, ½ mile ring: 72 businesses (2013) with yearly retail sales \$32 million.
- However, Retail sales potential \$79 million/ **retail gap \$47 million**.
- **Clusters of businesses:** The largest cluster (parts of 2200-2300 Ridge & 2200-2300 Cecil B. Moore); next, (2100-2200 Ridge); remainder, not as dense.
- **Transportation:** Average daily vehicular at Cecil B. Moore (13,728). SEPTA routes #3, 33, & 61 (total average daily ridership 30,000).
- **Potential development sites:** (44) vacant buildings/ (129) vacant lots; (30) KOZ lots if development configured along Ridge Avenue..
- **Total KOZ (110) lots; (213,466) square feet; (4.9) acres.**



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# Economic Development Opportunities

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## Opportunities

- Convenient to Center City
- Convenient to employment in Center City & at Temple
- Easy access to public transportation
- Vacant parcels with potential for redevelopment
- Institutional assets  
(Girard College, new health center, etc.)
- Non-profits with capacity active in the area
- 57 new housing units under construction

## Threats

- Crime
- Housing in need of rehabilitation
- Deteriorated buildings on sound blocks
- Commercial Corridor in need of revitalization
- Limited neighborhood employment options
- Closed school sites



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# Retail/Commercial Opportunities

## Potential Stores (based on demand within one mile)

- Chain, full-service grocery store
- Big-box retailer – or, new smaller format store
- Sporting goods / clothing store (Modell's, other similar)
- Restaurants – fast food (Subway, Wendy's), limited service (probably local)

## Other Commercial

- Medical related not in the Project HOME Wellness Center (chiropractor, children's dentist)
- Bank





## Community-supported Vision:

“The Sharswood/Blumberg Neighborhood is a peaceful, loving, family-oriented residential community where all residents can take pride in its unique history, cleanliness, attractive housing, great schools, and thriving commercial corridor filled with local businesses.”

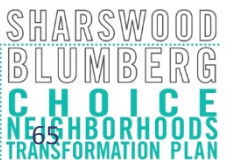
## How will the community change in:



Opportunity for  
Collective Impact  
& To Build  
Community Vision



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# WHAT WE'VE HEARD FROM THE COMMUNITY

- Need for education and job training opportunities
- Recreational and educational activities for youth
- Need a supermarket
- Address neighborhood vacancy
- Better transportation
- Improve existing recreational assets
- Address crime and safety issues
- Provide increased opportunities for quality education in the neighborhood
- Project HOME new Wellness Center is a great asset
- Minimize displacement of existing neighborhood residents by providing resources for existing residents to improve their homes, purchase a home
- Include both rehab and new development of existing units to complete blocks
- Reduce vacancy by developing on publicly owned

# WHAT WE'VE HEARD FROM THE COMMUNITY



## 1. HOUSING

What elements of housing do you want to see in this neighborhood?

- New development scale to be sensitive to the context of the existing neighborhood
- Need to attract additional residents and positive community uses
- Common green areas in the back of new housing – places for kids to play supervised
- Rental homes and ownership homes that look the same
- New housing should include: affordable, mixed-income and homeownership opportunities

# Work Session

## FOCUS AREA > Ridge Avenue // Recommendations

DRAFT



### Infill Housing

- > Redevelop blocks with high vacancy, city ownership, and tax delinquency with a mix of 750 subsidized and market-rate housing units. A mix of units will ensure against reoccurring concentrations of poverty.
- > Emphasize rehabilitating existing units, minimal displacement, context sensitive design, a slight reduction in traditional density, and the conversion of narrow side streets into rear parking areas.

### Sharswood Park

- > Build a park on a centrally located plot of land characterized by high vacancy, city ownership, and tax delinquency. This recommendation is a placeholder for some type of green space within the redevelopment. If the park is not built, the plan does not fail.
- > Frame the park with repurposed buildings to activate it.

### Adaptive Reuse of Schools

- > Encourage the reuse of Vaux and Reynolds schools for community services and senior housing.



- ### Blumberg Apartments
- > Redevelop the Blumberg Apartments into lower density housing that matches the traditional neighborhood context
  - > 150 replacement units should be occupied by mixed-income, mixed-tenure households (the target is at least 40 percent homeowner)
  - > The senior housing tower should remain
  - > 23rd Street should be reintroduced to provide greater connectivity within the neighborhood



### Support Businesses

- > Support businesses on Ridge Avenue through streetscape improvements, facade improvements, and corridor cleaning



### Mixed-Use Larger-Format Retail with Residential Above

- > Reposition concentrations of vacant land along Ridge Avenue to allow for retail uses such as a modern grocery store or pharmacy.
- > Require the buildings to hold the street wall and to be oriented towards Ridge Avenue, with parking located to the side or rear.
- > Encourage residential or commercial uses on the upper floors.



### Neighborhood Greening

- > Explore using irregularly shaped land at prominent corners along Ridge Avenue for green stormwater infrastructure projects. These projects could become placemaking elements in the larger redevelopment schema.



### "Right Sizing" Ridge Avenue

- > Recore sections of Ridge Avenue where commercial uses are no longer viable. The zoning should allow for only multi-family uses.

DRAFT

## Lower North District Plan Focus Area Goals:

### Create a mixed-income community

- Redevelop the Norman Blumberg Apartments
- Repurpose vacant land with infill development
- Identify re-use opportunities for closed schools
- Create a new passive open space for the community

### Strengthen the Ridge Avenue commercial corridor

- Support existing businesses where the corridor is strong
- Transition away from commercial uses where the corridor is weak
- Repurpose vacant land with contemporary retail space and green storm water management infrastructure
- Beautify the corridor to enhance its role as an important gateway

# Work Session

## Infill/Development Typologies

**SHOPRITE** 30,000-75,000 ft<sup>2</sup>

52,500 ft<sup>2</sup>  
Large chain supermarket offering fresh food. Single floor - requires parking.



**ROSS DRESS FOR LESS** 18,000-25,000 ft<sup>2</sup>

25,000 ft<sup>2</sup>  
Chain discount clothing store. 3 floors.



**CAFE** 1,500-2,500 ft<sup>2</sup>

2,000 ft<sup>2</sup>  
Local restaurant or cafe. Single floor.



**WALMART** 10,000 - 75,000 ft<sup>2</sup>

42,500 ft<sup>2</sup>  
Major retail chain with some fresh food offerings. (Small size is food only) 3 floors - requires parking.



**LAUNDROMAT** 2,500 ft<sup>2</sup>

2,500 ft<sup>2</sup>  
Coin or card operated machines. Single floor.



**RETAIL INCUBATOR** 45,000 ft<sup>2</sup>

45,000 ft<sup>2</sup>  
Offers start up & existing businesses retail space and education. 3 floors.



**CITY TARGET** 75,000 ft<sup>2</sup>

75,000 ft<sup>2</sup>  
Major retail chain with some fresh food offerings. 3 floors - requires parking.



**SUBWAY** 1,200 ft<sup>2</sup>

1,200 ft<sup>2</sup>  
National sandwich shop chain.



**SENIOR HOUSING** 45,500-60,000 ft<sup>2</sup>

45,500 ft<sup>2</sup>  
50 unit senior building. 4 floors - requires parking.



**DUNKIN DONUTS** 1,200-2,600 ft<sup>2</sup>

2,700 ft<sup>2</sup>  
National breakfast/donut chain.



**PLAZA/PARK** 4,200-5,000 ft<sup>2</sup>

4,200 ft<sup>2</sup>  
Pocket park or small plaza.



**DRUG STORE** 10,000 ft<sup>2</sup>

10,000 ft<sup>2</sup>  
CVS, Walgreens or RiteAid. National drug store / pharmacy chain offering limited groceries. Single Floor.



**FAST FOOD** 2,000-3,400 ft<sup>2</sup>

2,700 ft<sup>2</sup>  
Burger King, Wendy's, or Arby's. Single floor.



**PLAZA/PARK** 10,000-25,000 ft<sup>2</sup>

25,000 ft<sup>2</sup>  
Large park or plaza.



**DOLLAR TREE** 8,000-9,100 ft<sup>2</sup>

8,550 ft<sup>2</sup>  
Discount home goods store offering limited groceries. Single Floor.



**BANK** 2,500-5,000 ft<sup>2</sup>

3,600 ft<sup>2</sup>  
Bank/Credit Union Chain. 1-Acre Lot, Single Floor.



**MODELL'S** 13,000-20,000 ft<sup>2</sup>

16,500 ft<sup>2</sup>  
Sporting goods store. 2 floors.



**DOCTOR** 1,500-2,200 ft<sup>2</sup>

1,850 ft<sup>2</sup>  
Doctor, dentist, optometrist, etc. Single Floor.



0 100 200 400 600 Feet

Sharswood-Blumberg | Economic Development Charrette 



0 100 200 400 600 Feet



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# Work Session

## PARKING LOT

WHAT ISSUES, QUESTIONS, AND COMMENTS NEED TO BE ADDRESSED AT A LATER TIME?

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CHOICE NEIGHBORHOODS TRANSFORMATION PLAN



## GROUP VISION & STRATEGIES

WHAT WILL THIS CORRIDOR LOOK LIKE IN 10 YEARS?

WHAT WILL MAKE IT AN ATTRACTIVE PLACE TO LIVE, WORK, VISIT?

WHO ARE THE PARTNERS NEEDED?

WHERE WILL THE RESOURCES COME FROM?

WHAT STEPS DO WE NEED TO TAKE TO MAKE THIS HAPPEN?

HOW WILL EXISTING NEIGHBORHOOD RESIDENTS BENEFIT? JOBS, EDUCATION, COMMUNITY SERVICES.

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CHOICE NEIGHBORHOODS TRANSFORMATION PLAN



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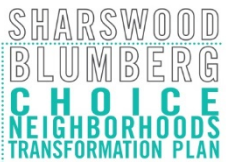
# Work Session

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1. What is the vision for the neighborhood? What will it take for people to want to invest and stay there?
2. What is vision for the commercial corridor? What will it take to make this a place people will want to come to?
3. Of the assets and amenities that the neighborhood can support what are the community's priorities?
4. What should the character of the corridor be? Branding? Imagining?
5. What major activities need to take place to shape the vision?
6. Where should those activities occur?
7. What are the partners needed to make those activities happen?
8. What role does the community have in leveraging these investments?
9. How do we ensure that the community benefits from these investments?
10. Short-term actions (3-5 years)
11. Long-term actions (10 years)



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# Work Session Assignments

	Group 1	Group 2	Group 3
<b>Facilitator/Note Taker</b>	Garlen Capita	Dave Fecteau	Brian Traylor
<b>Drawing</b>	Soyoung Kim (Planner, Urban Designer)	Mary Morton (Planner, Urban Designer)	Ken Granderson (Architect)
<b>Economics/ Jobs</b>	Meg Sowell	Rafiq DiyAl-Fareed	Jessica Hubbard/Bernard Savage
<b>Other Resource Experts</b>	Brian Abernathy (PRA) Michael Johns (Architecture)	Alisa Strong (PHA- Housing Development) Nando Micale (WRT- Architecture and Urban Design)	Erik Solivan (PHA- Supportive Services, Resident Development, Human Capital)
<b>Resident Leaders/Community Expertise</b> (Present Findings)			
<b>Neighborhood Residents</b>			
<b>Other Tasks</b>	Timekeeper		



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