

Sharswood/Blumberg Choice Neighborhoods

HOUSING TASK FORCE WORK SESSION #4

THURSDAY, OCTOBER 2, 2014

HAVEN PENIEL UNITED METHODIST
2301 W OXFORD STREET
PHILADELPHIA, PA 19121



Philadelphia Housing Authority

SHARSWOOD
BLUMBERG
CHOICE
NEIGHBORHOODS
TRANSFORMATION PLAN

Welcome

SHARSWOOD/BLUMBERG
CHOICE NEIGHBORHOODS

Housing Task Force
Work Session #4



Opportunity for Collective Impact & To Build Community Vision

Agenda

1. Welcome & Introductions {6:00-6:15pm}
 2. Where we are to date in the planning process? {6:15-6:20pm}
 3. What are possible redevelopment options and opportunities for infill development in the neighborhood?
{6:20-6:45pm}
- Grab refreshments and join breakout tables
4. Breakout Discussion on Community Priorities {7:00-7:30pm}
 5. Report Back/Questions {7:30-7:45pm}
 6. Next Steps {7:45-8:00pm}

- Who has been here before?
- Who is here for the first time?
- Blumberg residents?
- Sharswood residents?



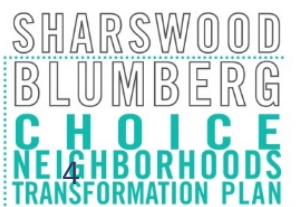
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Where we are
to date in the
planning
process?

Recap of what we have done over the last three sessions:

1. Overview of existing conditions and challenges
2. Opportunities and building on North Central District Plan
3. Community priorities and concerns
4. Community vision
5. Housing and Neighborhood Objectives
6. Preliminary Market Conditions
7. Ridge Avenue Corridor
8. Phase I for Redevelopment of Blumberg

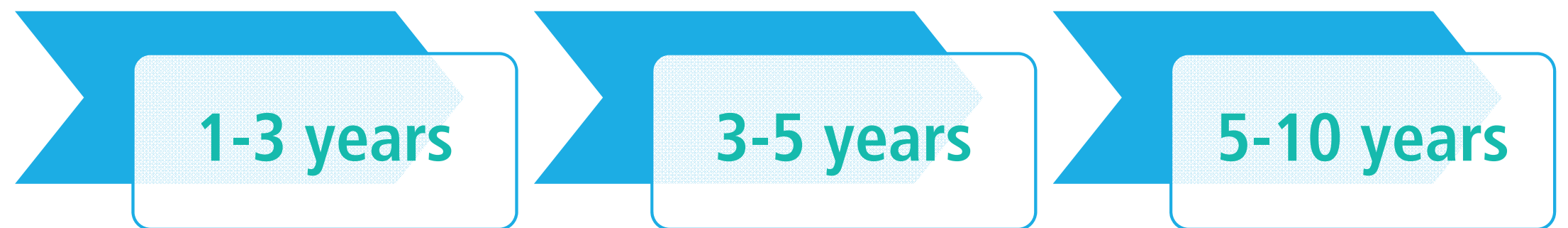


Where we are
to date in the
planning
process?

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:



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Where we are to date in the planning process?

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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Where we are
to date in the
planning
process?

3



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 Sharswood neighborhood residents
- Job training & employment opportunities for Blumberg and Sharswood residents



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Where we are to date in the planning process?

Short –term Housing Goals:

Housing redevelopment in Sharswood/Blumberg will support the following short-term goals:

1. Increase communication and outreach (Including door-to-door)
2. Host a Housing Education/Counseling Fair
3. Address blighted and unsafe structures



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Vacancy = Challenges and Opportunity

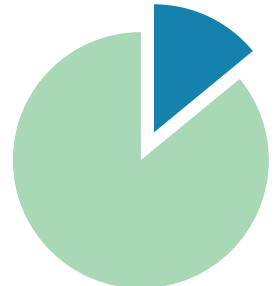
1290 Vacant Lots
 +/- 33 Acres
 14% of Neighborhood Land area

LEGEND

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

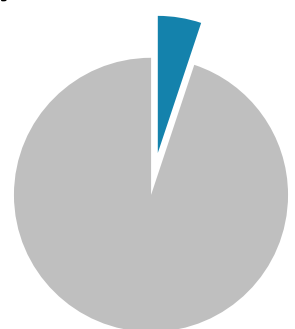
* Based on data provided by PHA and the City of Philadelphia. Additional data needed for the area between 19th and 20th Streets

Neighborhood:



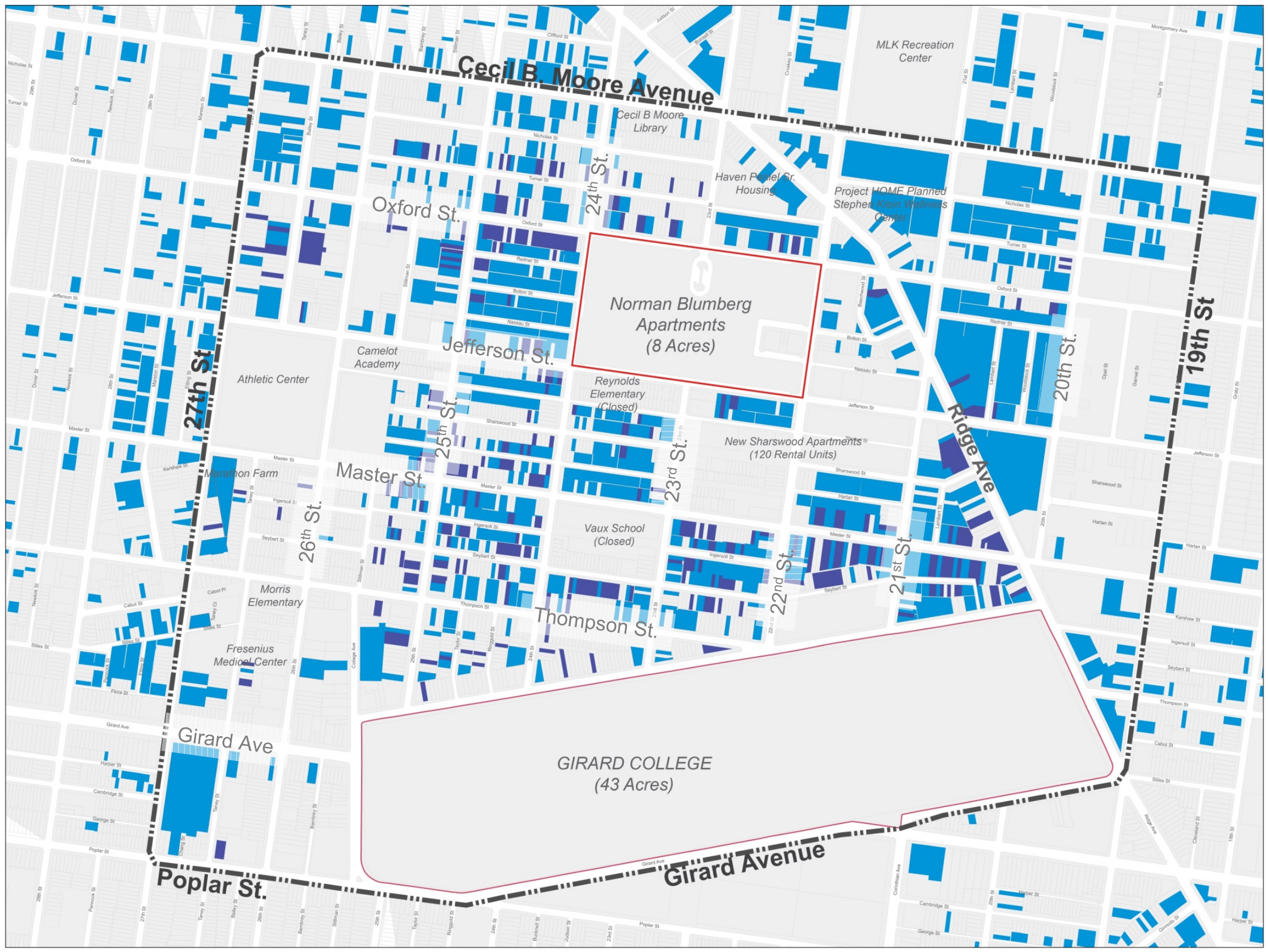
14% Vacant Land

Citywide:



5% Vacant Land

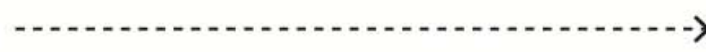
0 125 250 375 500 Feet
 May, 2014
 Source: PHA, City of Philadelphia



SHARSWOOD - BLUMBERG | Neighborhood Vacancy

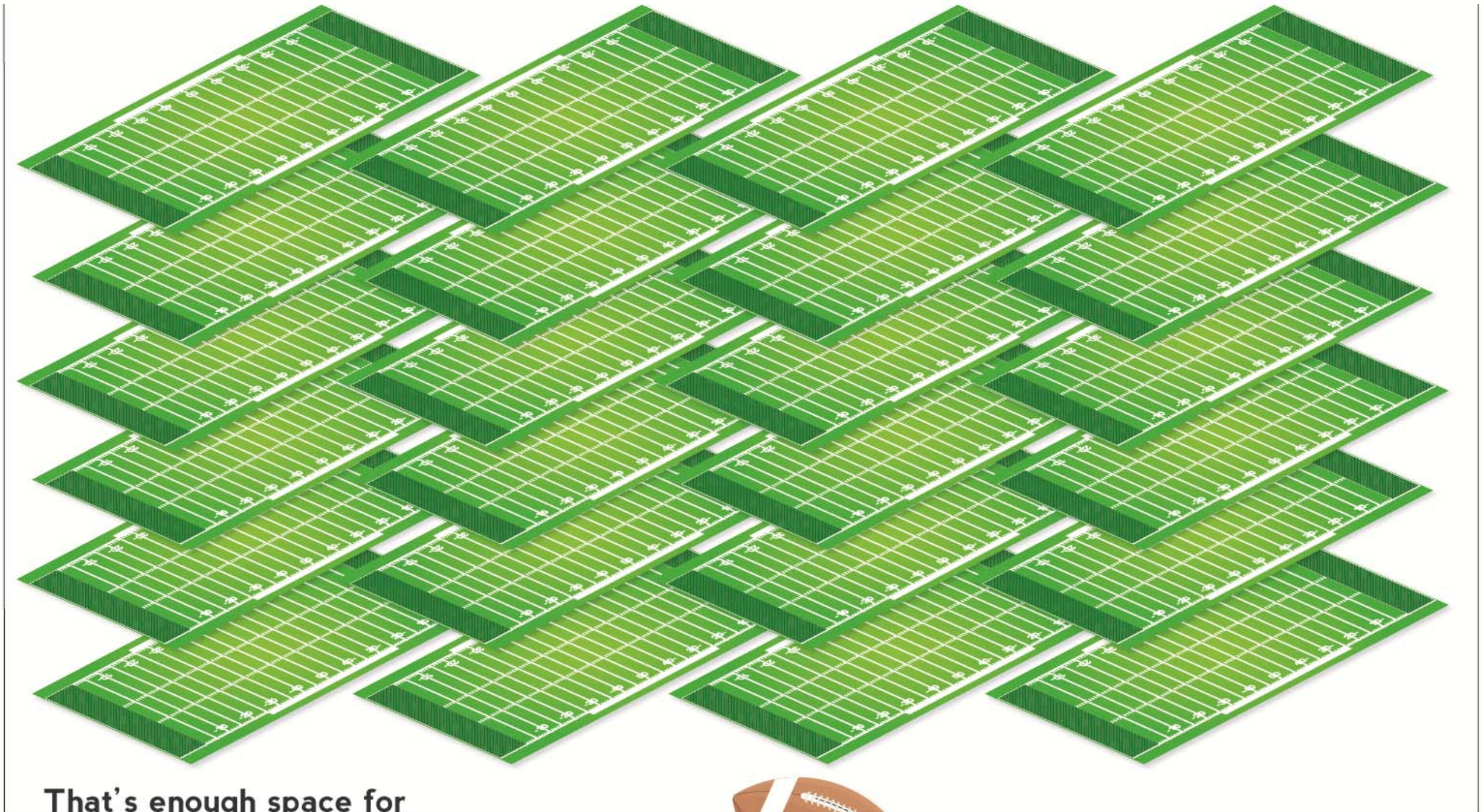


There are 1290 Vacant Lots in the Sharswood/Blumberg Neighborhood



What does that mean?

+/- 33 ACRES OF LAND
14% OF THE NEIGHBORHOOD



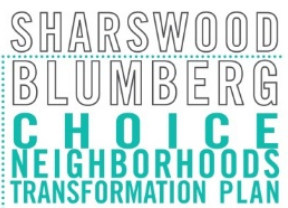
That's enough space for

24 FOOTBALL FIELDS!



Vacant land and vacant buildings

How do we use this resource to address the need for better quality housing, address blight, create community green spaces and leverage opportunities for economic development???



Norman Blumberg Apartments is the
Focus of redevelopment activities



8-acre site
510 Total units
482 Occupied Units

Why all this focus on redeveloping Blumberg?

THE URGENCY IS NOW

“ Together, we will work to ensure that **safe, quality, affordable housing** is a catalyst for the rebirth of the Sharswood/Blumberg neighborhood. ”

Kelvin Jeremiah,
President & CEO, PHA

The Blumberg site:

- Has reputation for being unsafe and many families routinely request transfers out
- Significant building and unit distress
- Superblock site isolates and is out of character with traditional 2 and 3 story row-homes

Neighborhood Distress:

- Over x vacant buildings and vacant land
- Neighborhood Lacking Amenities – no grocery stores; Two public schools closed
- Alarming poverty and unemployment rate
- 51% of the children in the community live in poverty
- Neighborhood income below \$21,000 per year

What does Blumberg Phase I include?



Rendering of Planned Phase I Townhouses

Funding for Phase I

- Recently awarded tax credits will kick off the first phase of the redevelopment of the Blumberg site with 57-units of rental (40 on-site and 17 off site units on 24th Street)
- PHA has CM to complete the first phase of the redevelopment of Blumberg
- Construction of townhouses may not start until Fall of 2015
- Lengthy process to reintroduce 23rd street through the site. The city has to approve the plans

What will the Blumberg Senior Building Rehab include?



Senior Tower Improvements

- Building Isolation
- 1st Floor Upgrade
- New Entrance
- New Community Room
- New Elevators



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



Summary of Community Priorities & Concerns

This is what we
have heard
from you

Redevelopment:

- A priority is dealing with issues with dumping, vacancy, and blight
- What will happen to the large amount of vacant land in the neighborhood? (housing, gardens, community spaces...)
- More recreational spaces and programming needed for the youth are a priority
- Maintenance- Concern about the balance of affordable housing vs. market rate
- Will new PHA housing be well-maintained? For example Sharswood and Girard Court development are well maintained, but the PHA properties are not
- Expanded public transit into the neighborhood
- Parking
- Accessible units

Relocation:

- What is the schedule for redevelopment activities?
- When will Blumberg residents need to move?



This is what we
have heard
from you

Summary of Community Priorities & Concerns

Neighborhood Amenities:

- Good Schools
- Education – potential reuse of school sites (Vaux and Reynolds)
- Safe recreational spaces
- Community Services
- More shopping options
- Support to maintain existing neighborhood businesses

Jobs & Economic Development

- Hiring local workers for construction jobs
- Training so local residents have the necessary skill-set

Services

- Services for existing residents- homeownership counseling,
- What are programs to support current renters or property owners?

Affordability/Equity:

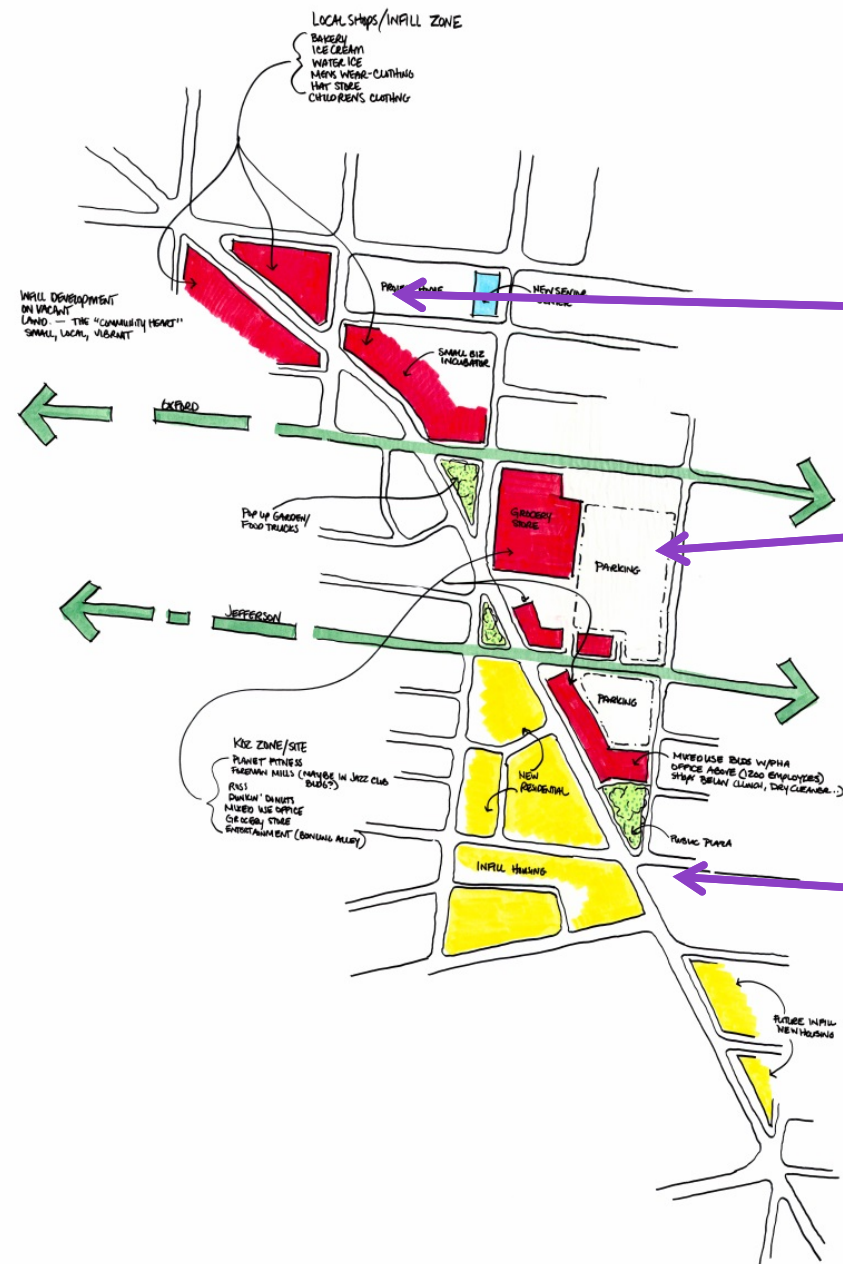
- Balance between affordable and market rate units
- Will I see myself in this new community?



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Ridge Avenue- Economic Development

GROUP #1 - RIDGE ON THE RISE, VIBRANT



THEME: Ridge on the Rise, Vibrant

GROUP RECOMMENDATIONS:

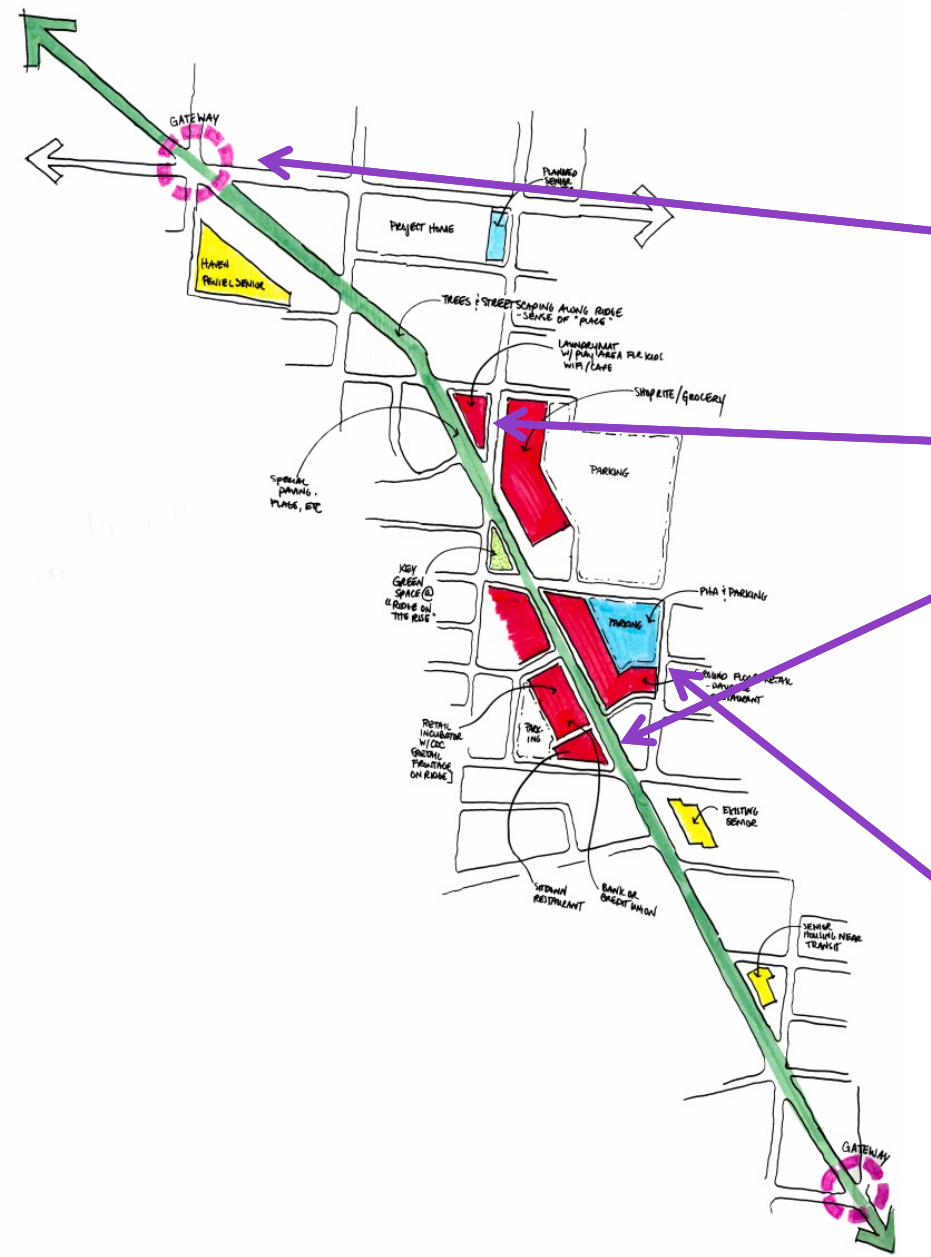
Three Key Zones:

- Cecil B. Moore: infill- small local businesses, character would be the “community heart”
- KOZ Zone: Large format grocer, mixed use office building, pop-up plaza that could be made permanent with additional funding. Not suburban, but respects the character of the street edge with parking in the rear
- Key Residential Infill Zones: Understanding that the corridor will not be able to support all retail along the entire ½ mile, so some infill housing could be placed in key areas

This is what we have heard from you

Ridge Avenue- Economic Development

GROUP #2 - WALKABLE, FAMILY ORIENTED

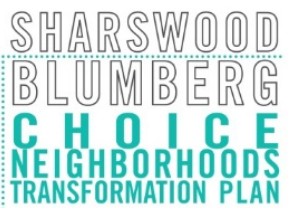


THEME: Walkable, Family-oriented

GROUP RECOMMENDATIONS:

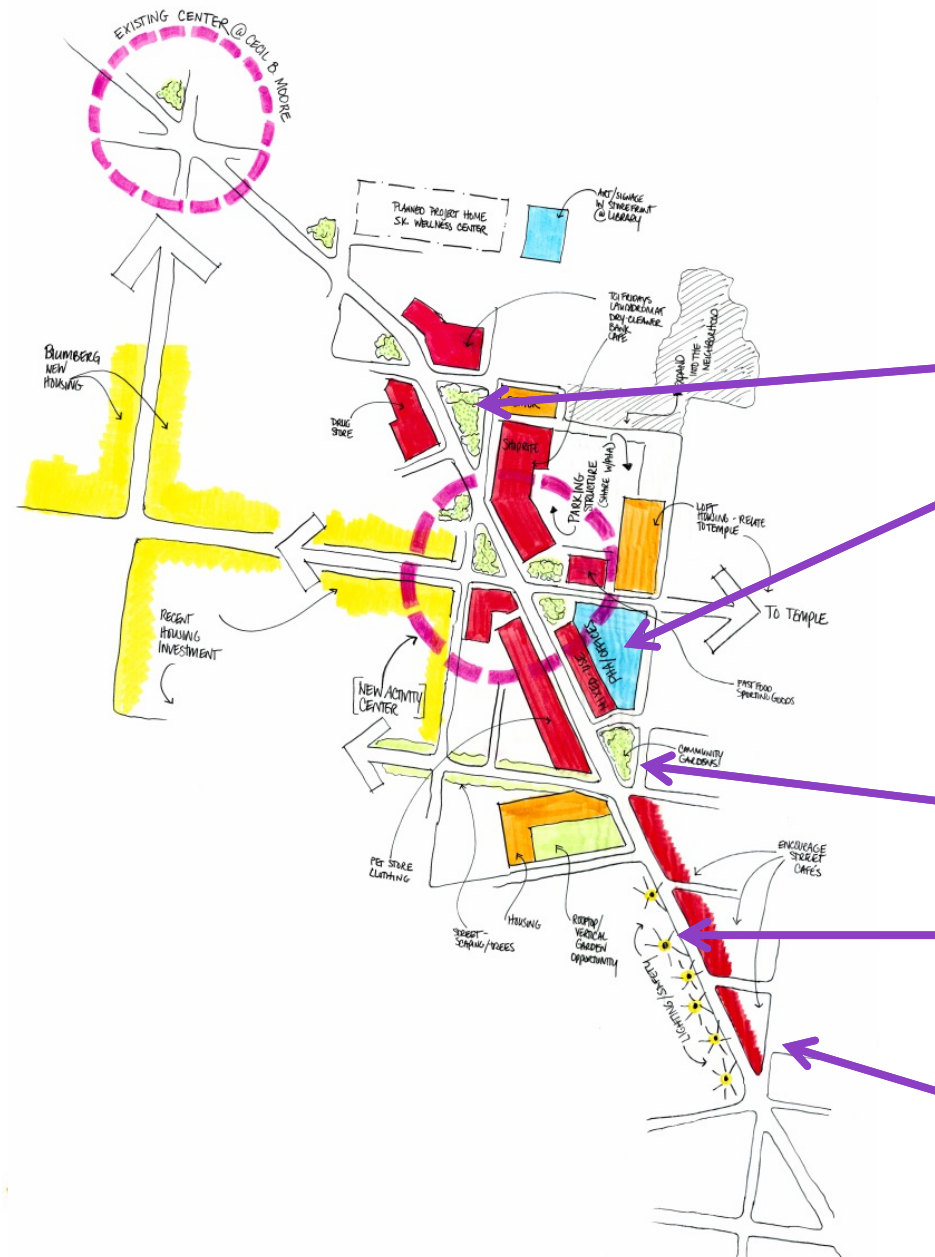
- Unique sense of place: special paving, small green spaces, signs and flags, brighter lighting, gateways, and street trees
- Laundromat with a café, daycare (play space for kids), wifi
- Retail incubator home to a CDC, bank/credit union (anchor tenant), and the retail incubator space. Help residents grow wealth over time
- Sit down restaurants, PHA headquarters with active ground floor retail, senior housing. Focus on building a true community lifestyle & giving residents access to opportunity and upward mobility

This is what we have heard from you



Ridge Avenue- Economic Development

GROUP #3 - KEEPING IT LOCAL, KEEPING IT UNIQUE

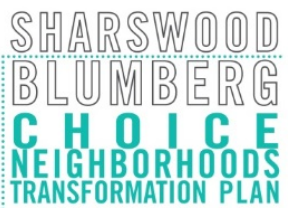


THEME: Keeping it Local, Keeping it Unique

GROUP RECOMMENDATIONS:

- Balance between chains and local establishments
- Attractive and linked open spaces
- Mixed use PHA headquarters
- Phased approach along the corridor
- Community Gardens
- Lighting and safety
- Outdoor cafes

This is what we have heard from you



Opportunity for New Housing



Copyright 2009 Jeffrey Totaro



That supports the character of the existing neighborhood

This is what we have heard from you



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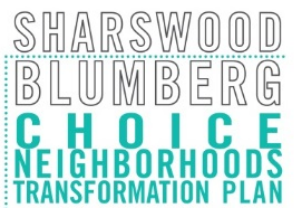
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Opportunity for New Housing

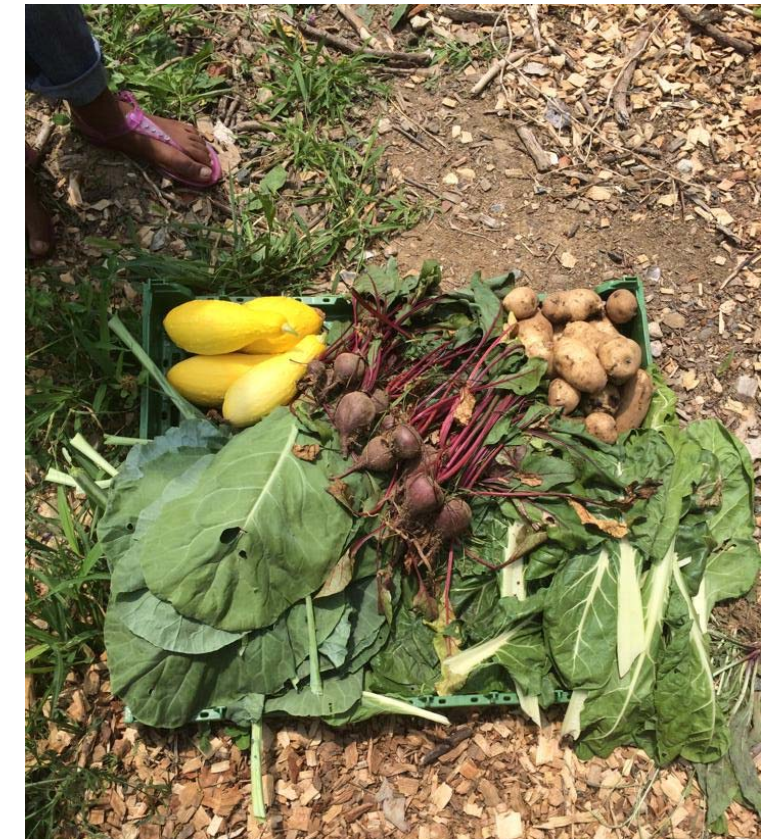


To fill in the gaps

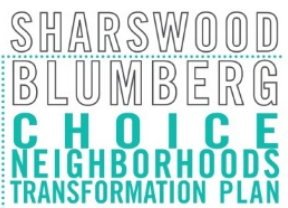
This is what we have heard from you



Opportunity for Community Spaces



Parks, gardens, plazas...
This is what we have heard from you



Vacant land and vacant buildings

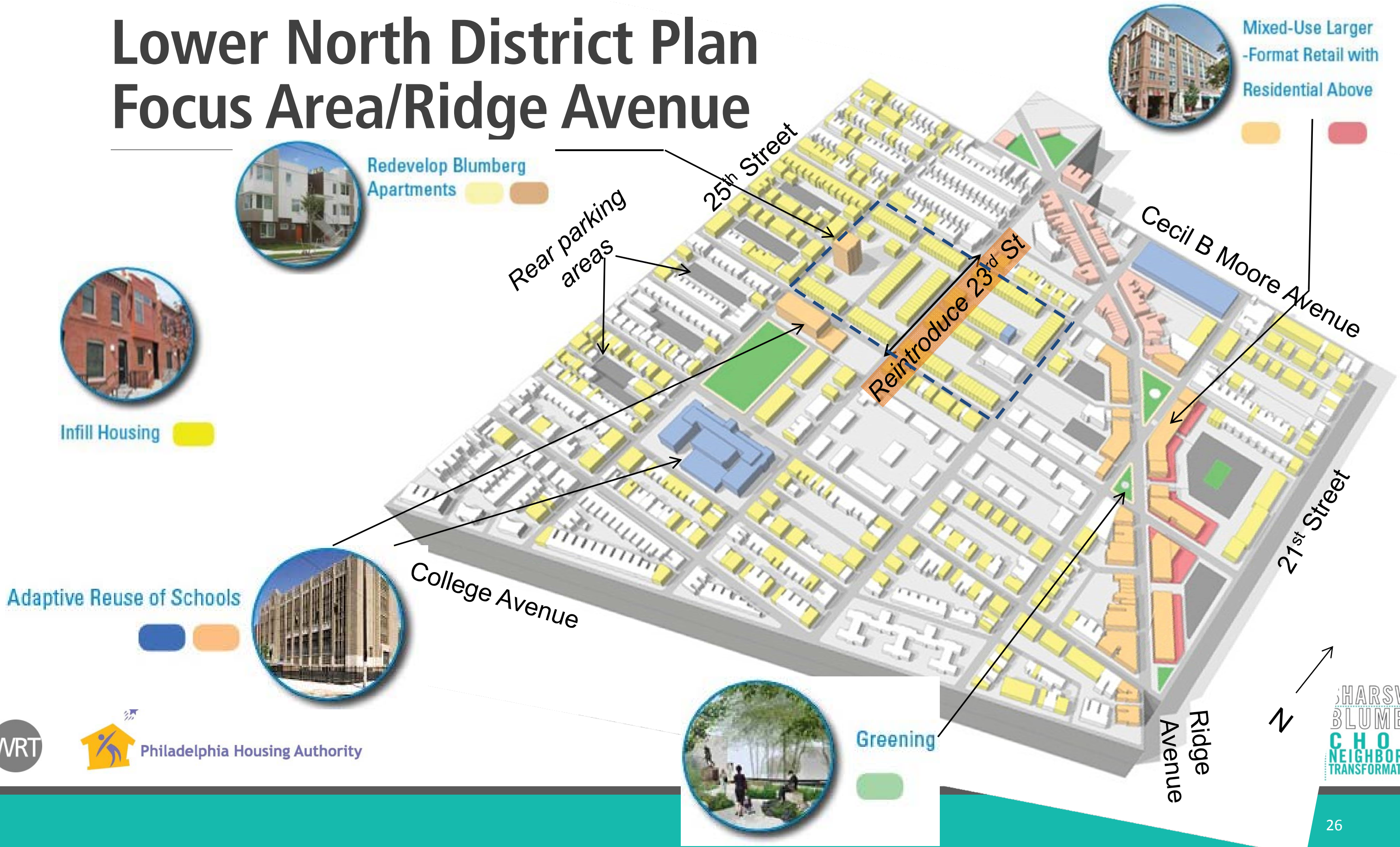
How do we use this resource to address the need for better quality housing, address blight, create community green spaces and leverage opportunities for economic development???



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Lower North District Plan Focus Area/Ridge Avenue



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Greening



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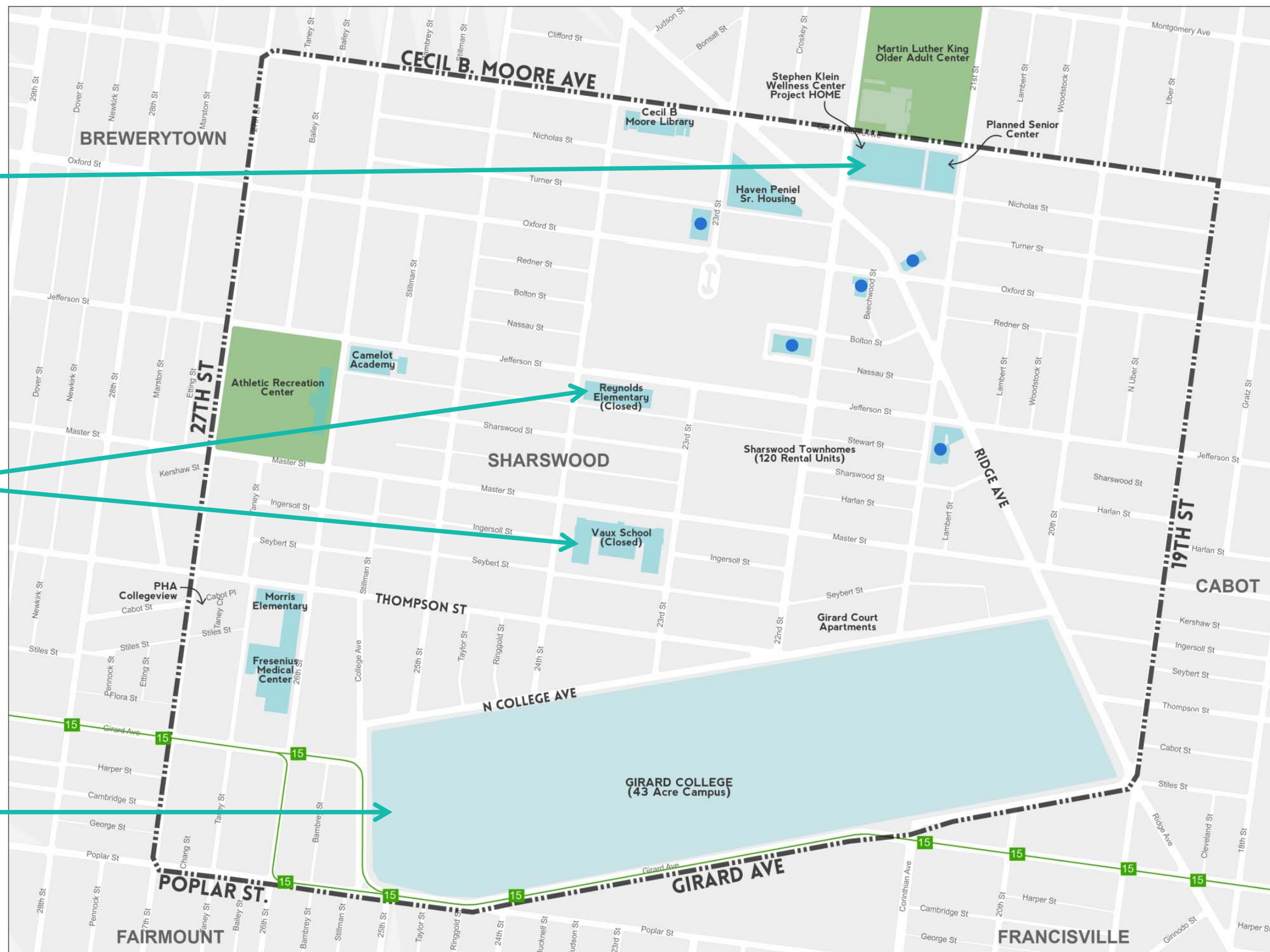
**Stephen Klein
Wellness Center
Project HOME**



**Opportunity to
reopen/re-use
closed Historic
School Buildings**



Girard College





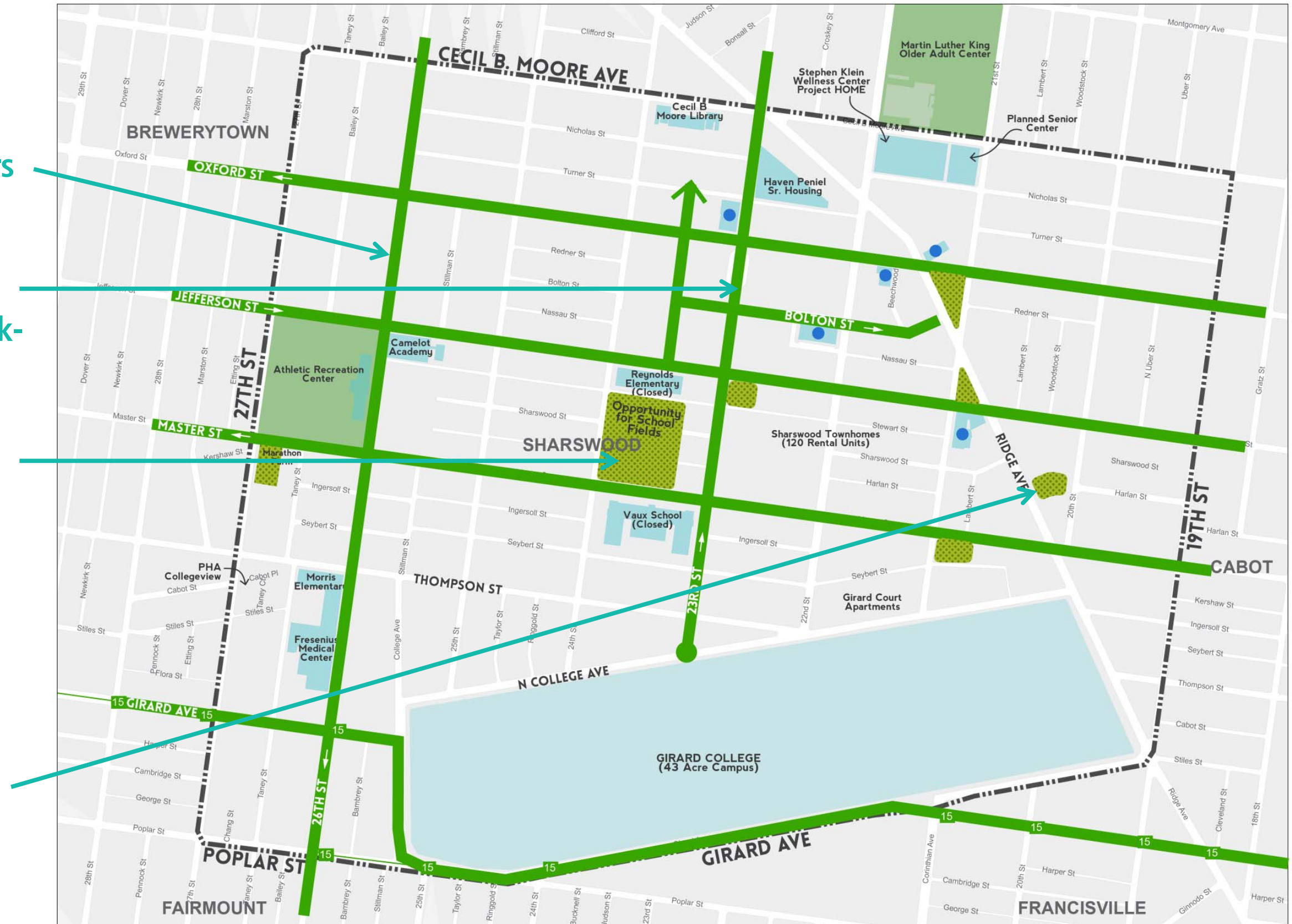
Green Corridors

Reintroduce streets to break-up superblock

School Fields



Community Gardens





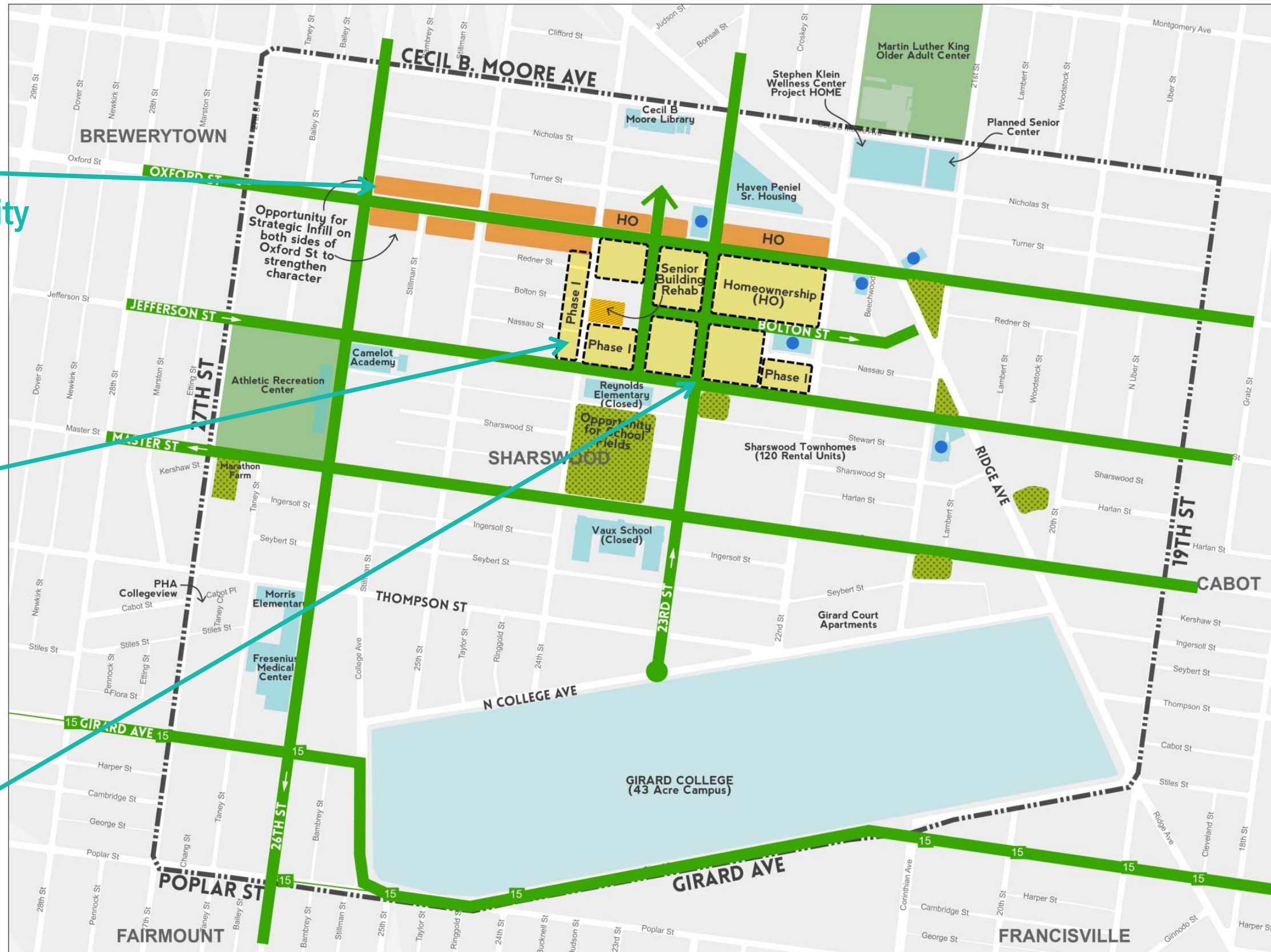
New Infill
Housing opportunity



Rehab of Senior
tower



Redevelopment
of Blumberg and
replacement of
PHA units





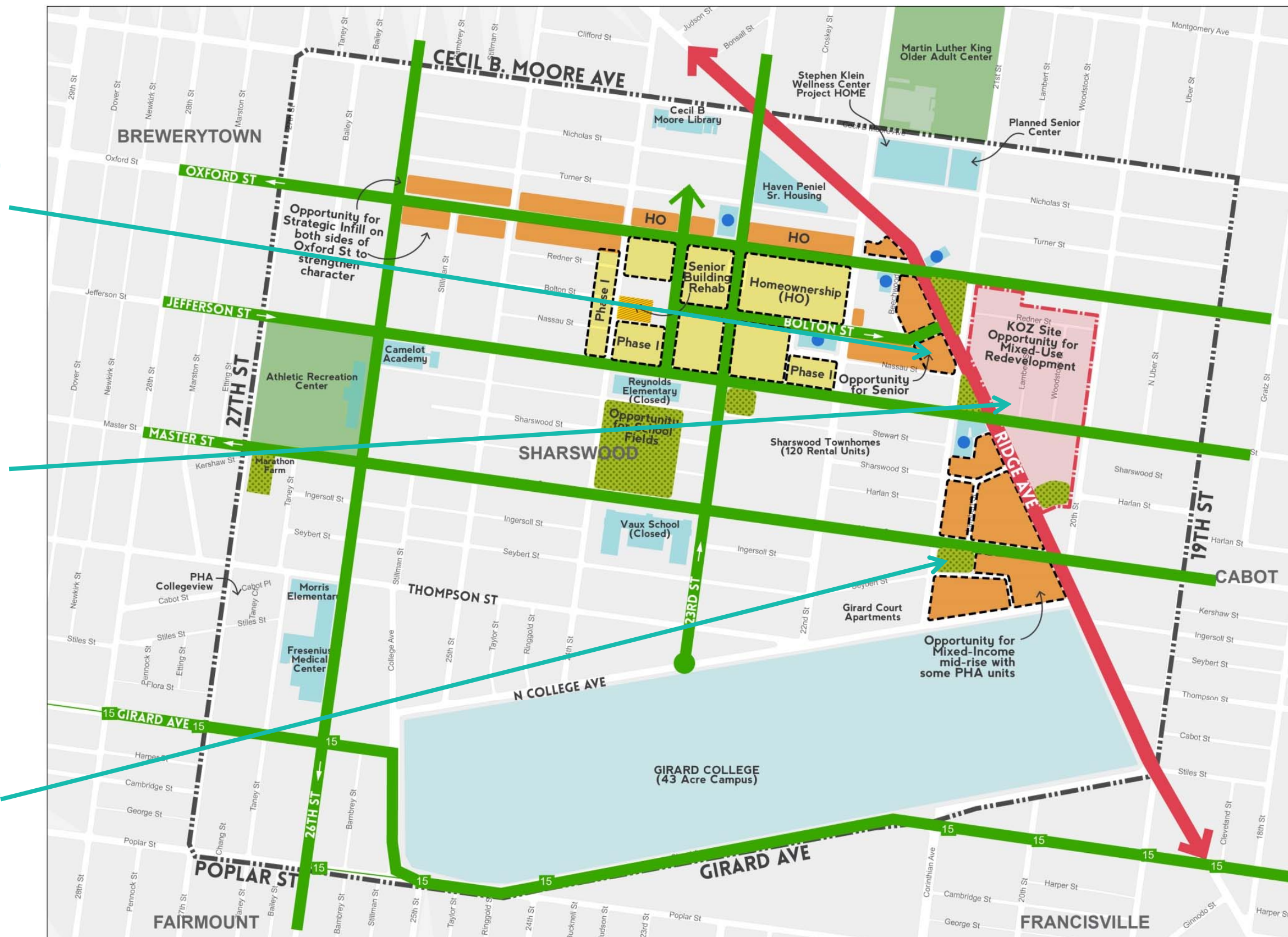
Opportunity for Additional Senior Housing



Opportunity for Mixed-Use Development



Opportunity for New Open Spaces





Opportunity for Replacement Housing



Opportunity for Homeownership Infill & Rehab



Opportunity for Stabilization & Infill Rental





Façade Improvements



Neighborhood Clean Ups



Vacant Lot Stabilization



Break out group discussions and Report back

Each team will have a facilitator, a map to draw on and guiding questions.

Teams will have 30 minutes to work and will select a stakeholder to present the findings to the entire group.

Facilitator Guide (questions for discussion groups):

What are your thoughts on:

1. The proposed redevelopment of the Blumberg site?
2. Mixed-use development along Ridge Ave?
3. Infill housing strategy? Opportunities for rehab?
4. Housing character? What should new housing look like?
5. Re-use of Reynolds and Vaux school sites and idea of school campus?
6. Greening and open space development opportunities? Where should new parks and gardens take place?
7. Streetscape improvements and introducing new streets to breakup superblocks, facilitate better transit access and improve walkability?
8. Priorities – If there were only a two things you could do to physically improve the neighborhood what would they be?
9. Circle where you think are the nicest blocks in the neighborhood.
10. If the neighborhood could support more senior housing- where should it go?



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Next Steps in the Planning Process:

1. Connect physical planning and redevelopment activities to supportive services and programming – health and wellness, jobs, economic development, education (October 9th work Session @ Girard)
2. Develop a Preliminary Conceptual Plan
3. Present Conceptual Plan to community (November 6, @ Haven Peniel)
4. Meet with Plan Partners to get input on draft plan (SEPTA, Streets Dept, L&I, Parks and Rec, OHCD, Non-profit partners...)
5. Identify strategies and resources to implement the vision for neighborhood revitalization



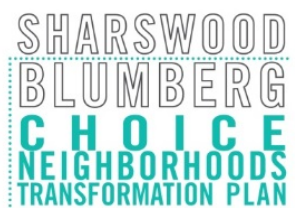
Community Priorities

What is doable/physically viable

What the market can support

Where the money is coming from

Developing a Preliminary Plan- The plan will need to balance between:



In the next 6-weeks Community Leaders will be conducting household level surveys and door-to- door outreach

Residents will receive a gift card as a thank you for completing the survey.

\$20 to Blumberg Residents (their survey is longer)
\$10 to Sharswood Residents (their survey is shorter)



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Sharswood/Blumberg Needs Assessment

Neighborhood Perception

27. Sharswood has a strong sense of community.

Strongly Agree Agree Neutral Disagree Strongly Disagree

28. Sharswood is a place I would like to live in the future

Strongly Agree Agree Neutral Disagree Strongly Disagree

29. Sharswood is well maintained.

Strongly Agree Agree Neutral Disagree Strongly Disagree

30. Sharswood has convenient access to public transportation.

Strongly Agree Agree Neutral Disagree Strongly Disagree

31. Sharswood is safe.

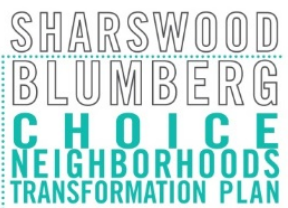
Strongly Agree Agree Neutral Disagree Strongly Disagree

32. Sharswood provides spaces for young people to engage in safe, constructive activities.

Strongly Agree Agree Neutral Disagree Strongly Disagree

33. In your opinion, what are the two most pressing issue that needs to be addressed in the Sharswood neighborhood? (check only two)

- Crime/Safety
- Neighborhood Appearance (Blighted Properties/vacant lots/litter, etc.)
- Education/job training
- Amenities (shops, playgrounds, parks, recreational centers)
- Transportation



Thank you for Coming!

Please continue to stay engaged.

Next work sessions are:
October 9th at Girard College
November 6th at Haven Peniel

Please take flyers and invite your neighbor.



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Come see how we're...

TRANSFORMING OUR NEIGHBORHOOD
SHARSWOOD/BLUMBERG CHOICE NEIGHBORHOODS

NEIGHBORHOOD MEETINGS
COME SHAPE THE TRANSFORMATION PLAN FOR:

HOUSING NEIGHBORHOOD PEOPLE

HOUSING TASK FORCE WORKING GROUP MEETINGS:

#4 THURSDAY, OCTOBER 2ND 2014 from 6pm - 8pm
Please join us for our fourth Task Force work session where we will discuss: Redevelopment options for the Blumberg site and opportunities for infill housing to achieve the community's vision.

#5 THURSDAY, NOVEMBER 6TH 2014 from 6pm - 8pm
Presentation of the Preliminary Draft Housing & Neighborhood Plan and discussion on implementation strategies.

LOCATION: HAVEN PENIEL UNITED METHODIST
2301 W. Oxford Street
Philadelphia, PA 19121

SUPPORTIVE SERVICES ROUNDTABLE:

THURSDAY, OCTOBER 9TH 2014 from 6pm - 8pm
We will discuss actions steps towards: Personal Transformation; Meaningful Engagement; Individual & Family Needs; Health & Wellness; Housing Supportive Services; Education; Employment & Skills Development; Community Safety.

LOCATION: GIRARD COLLEGE, UPPER SCHOOL LIBRARY
2101 S. College Avenue
Philadelphia, PA 19121

REFRESHMENTS PROVIDED AT ALL MEETINGS!

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