

SHARSWOOD BLUMBERG

CHOICE NEIGHBORHOODS TRANSFORMATION PLAN

Sharswood/Blumberg Choice Neighborhoods Economic Development Workshop Thursday, August 14th 2014

3:00pm – 5:30pm (Daytime Session)

6:00pm -7:30pm (Evening Presentation)

Location: Girard College – Christine Manley Hall

I. Welcome & Introductions –

Garlen Capita, WRT
Brian Traylor, WRT
Nando Micale, WRT
Mary Morton, WRT
Soyoung Kim, WRT
Meg Sowell, RES
Jessica Hubbard, RES
Ava Willis Barksdale, Girard College
H. Ahada Stanford, Department of Commerce
Dave Fecteau, PCPC
Brian Abernathy, PRA
Donna J. Carney, Citizens Planning Institute
Troy Hannigan, Community Ventures
Bernard Savage, Beech Interplex
Dana Newman, YAP
Amelia Mullock, YAP
Jeanea Boyer, YAP
Melissa Long, OHCD
Rafiq Diya Al-Fareed, PHA
Matthew Walker, PHA
Ken Granderson, PHA

Nicholas Dema, PHA
Sharon Green, Community Leader
Herman Arce II, Community Leader
Martin Montero, Community Leader
Kimberly Wilson, Community Leader
Jeanne Dutton, Community Leader
Lisa Moore, Community Leader
Monique Shaw, Community leader
Yvette Atwood, BSCCA
Warren McMichael, BSCCA
Ronn Thomas, BSCCA
James L. Carter, Greater Brewerytown CDC
Ruth I Birchett, Heritage CDC
Kathleen Dopkin, Morris Elementary
Jacqueline Wiggins, Underground RR
Sharath Mekala, Village Defense
Elizabeth McGinsky, Ph.D Student
Aunnalea Grove, Phila. Financial Empowerment
Mary Randles, Project HOME
Stephanie Hardy

II. Overview of Economic Development Opportunities – Meg Sowell (RES)

III. Presentation of Preliminary Economic Development Strategies – Group 1 Presenters: Warren McMichael & Sharath Mekala

- *Group 1 Participants: Garlen Capita, H. Ahada Stanford, Meg Sowell, Matthew Walker, Brian Abernathy, Jeffrey Young, Elizabeth McGinsky, Warren McMichael, Avery Martin, Soyoung Kim, and Sharath Mekala*
- **THEME:** Ridge on the Rise, Vibrant
- **GROUP RECOMMENDATIONS:**
 - What will this corridor look like in 10 years?
 - i. Three Key Zones:
 1. Cecil B. Moore: infill- small local businesses, character would be the “community heart”
 2. 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
 3. 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
 - ii. Art, history, music reflected in design of key corridors
 - What will make it an attractive place to live, work, visit?
 - i. Plazas
 - ii. Pop-up gardens
 - iii. Street trees

SHARSWOOD BLUMBERG

CHOICE NEIGHBORHOODS TRANSFORMATION PLAN

- iv. Lighting
 - v. Art
 - vi. Need safe, family-friendly night life
 - Who are the partners needed?
 - i. City agencies
 - ii. Community
 - iii. Non-profit partners
 - Where will the resources come from?
 - i. Incentives for infill and rehab development needed
 - The neighborhood was historically vibrant. This area needs a market, not a shopping center, but something that meets the street and harkens back to Ridge's unique history
 - Need incentives for rehab
 - During the revitalization process we need to think about retaining the character of the neighborhood. It needs to be developed so that people living in the neighborhood now can still live here after. (Gentrification)
 - Lighting and safety measures are needed to bring the corridor to life
 - Discussion about bringing in light industry. This would enable the community to learn, build, and thrive
- **QUESTIONS/COMMENTS:**
 - Low or no interest loans for small businesses?
 - i. There would need to be financial incentives, but we haven't determined what mix of incentives would be needed.
 - Perhaps a set of design regulations would help to build the character of the corridor and ensure that the design intent remains regardless of the developer/architect.
 - ii. We lost so much beautiful architecture during the demolition/decline of the corridor
 - 23 & Cecil B. Moore – like the idea of generating opportunities for existing residents to own businesses, how would this happen?
 - iii. That would be the function of the retail incubator. They would help start-up businesses learn how to operate so when they open on their own they have a better chance of success.
 - Does the retail incubator have to be in an existing structure?
 - iv. Not necessarily, but you want as much of the money they get to go into helping businesses not paying off a mortgage on a new building.
 - Comment: like how they targeted the existing cluster to the north of Cecil B Moore
 - v. Need to deal with both sides of the street to make public space work and knit the fabric together
 - vi. Keep in mind that if you put low-rise housing and dense mixed use on the other side of the street it can feel unbalanced
 - vii. The way the grocery store fronts the public space is great!

IV. **Presentation of Preliminary Economic Development Strategies – Group 2** Presenters: Ronn Thomas & Sharon Green

- *Group 2 Participants: Dave Fecteau, Mary Morton, Jessica Hubbard, Rafiq Diya Al-Fareed, Ronn Thomas, Sharon Green, Martin Montero, and Alisa Strong.*
- **THEME:** Walkable, Family-oriented
- **GROUP RECOMMENDATIONS:**
 - What will this corridor look like in 10 years?
 - i. PHA Headquarters
 - ii. Produce store
 - iii. Senior housing
 - iv. Coffee shop
 - v. Laundromat/dry cleaners
 - vi. Somewhere people can go to keep businesses going/get support

SHARSWOOD BLUMBERG

CHOICE NEIGHBORHOODS TRANSFORMATION PLAN

- V. Presentation of Preliminary Economic Development Strategies – Group 3** Presenter: Brian Traylor
- *Group 3 Participants: Brian Traylor, Nando Micale, Ken Granderson, Yvette Atwood, Bernard Savage, Dana Newman, Melissa Long, Monique Shaw, and Nicholas Dema.*
 - **THEME:** Keeping it Local, Keeping it Unique
 - **GROUP RECOMMENDATIONS:**
 - What will this corridor look like in 10 years?
 - i. Local
 - ii. Unique
 - iii. Balance between chains and local establishments
 - iv. Entertainment – younger, family focused
 - v. Open space to keep it family friendly
 - vi. Culture/artsy
 - What will make it an attractive place to live, work, visit?
 - i. Attractive open space
 - ii. Bring events to the area
 - iii. An arts garage – something similar to that could work on the corridor
 - iv. Outdoor café
 - v. Gym/fitness center
 - vi. Quality daycare
 - Who are the partners needed?
 - i. Developers
 - ii. Community gardeners – Marathon
 - What steps do we need to take to make this happen?
 - i. Obstacles: wage/union
 - ii. Phased approach to development along the corridor
 - iii. Incrementally make existing places nicer
 - Link open spaces
 - Open space across from Girard with housing
 - Mixed use at PHA headquarters
 - Retail along Ridge
 - Anchor supermarket
 - Drugstore
 - Bank
 - TGIF – something family friendly, entertainment
 - **QUESTIONS/COMMENTS:**
 - Concern of traffic/parking
 - You mentioned Temple Students, how did your group envision Temple students interacting with the neighborhood?
 - i. There might be an opportunity to capture some of the market on the west side of the neighborhood that is happening near Temple. However, we are not suggesting that it would just be student housing. Most students gravitate toward multifamily housing infill development, if you want more single family, you'll have less students.
 - Would the community gardens be a combination of food and flower gardens?
 - i. Yes, the group wants to retain what is currently working. You could even have public gardens on the rooftops of mixed use buildings.
 - What about the library at Cecil B. Moore? Renovations are needed to the building and the landscape. What about an art exhibit space/storefront next to the library for community artists?
 - Viable options instead of a supermarket?
 - i. The Food Trust's work going to corner stores and helping them stock fresh food/better quality food.
 - ii. This might help temporarily, but it would not meet the larger need in the neighborhood.
 - Smalltown feel is a good idea. Break up the lots and add green space. Allow businesses to develop small pieces of a larger development.

SHARSWOOD BLUMBERG

CHOICE NEIGHBORHOODS TRANSFORMATION PLAN

- 2 open space near the Pearl Mural – that is a gateway that could be defined by buildings at the corners.
- What about housing above an anchor institution?
 - i. Perhaps, but it would require pieces of assistance for that to work
- Encourage mixed-use whenever possible
- What about the PHA building? It's large, it's an oddity. Would like to see the building not right on Ridge where it takes up prime retail space.
 - i. It needs to be built as a PHA building with retail on the ground floor. The character should match the rest of the neighborhood.
- Ridge used to be a vibrant place. You could get anything. A place where you could go get a turkey, a goat, a chicken, you could buy them and get them slaughtered right on the corridor before the riots.

VI. General Comments/Wrap up

- Hardware store needed
- Home Depot is too large, but a True Value Hardware could fit on the corridor
 - a. There are a number of building/remodeling contractors in the neighborhood
 - b. Perhaps there is a local alternative