



**Sharswood/Blumberg Choice Neighborhoods  
Housing Task Force  
Work Session #1  
Tuesday, June 24, 2014**

2:00pm -3:30pm

Location: HAVEN PENIEL UNITED METHODIST CHURCH - 1425 N. 23RD STREET

**I. Welcome & Introductions –**

Name	Organization	Email Address
Alisa D. Strong	PHA -Philadelphia Housing Authority	<a href="mailto:alisa.strong@pha.phila.gov">alisa.strong@pha.phila.gov</a>
Deborah McColloch	OHCD	<a href="mailto:deborah.mccolloch@phila.gov">deborah.mccolloch@phila.gov</a>
Bernard Savage	Beech Interplex, Inc	<a href="mailto:bsavage@beechinterplex.com">bsavage@beechinterplex.com</a>
Elizabeth A. McGinsky, MA	Temple Ph.D Student Intern	<a href="mailto:mcginsky@temple.edu">mcginsky@temple.edu</a>
Jessica Hubbard	Real Estate Strategies	<a href="mailto:jhubbard@resadvisors.com">jhubbard@resadvisors.com</a>
Jonathan Mayrant	PHA	<a href="mailto:Johnathan.Mayrant@pha.phila.gov">Johnathan.Mayrant@pha.phila.gov</a>
Gamil Hall	PHA	<a href="mailto:Gamil.Hall@pha.phila.gov">Gamil.Hall@pha.phila.gov</a>
Nichole Tillman	PHA	<a href="mailto:Nichole.Tillman@pha.phila.gov">Nichole.Tillman@pha.phila.gov</a>
Clarence Mosely	PHA	<a href="mailto:Clarence.Mosely@pha.phila.gov">Clarence.Mosely@pha.phila.gov</a>
Ken Granderson	PHA	<a href="mailto:Ken.Granderson@pha.phila.gov">Ken.Granderson@pha.phila.gov</a>
Michael Johns	PHA	<a href="mailto:Michael.Johns@pha.phila.gov">Michael.Johns@pha.phila.gov</a>
Darnetta Arce	Brewerytown/Sharswood CCA	<a href="mailto:arcemanagement@aol.com">arcemanagement@aol.com</a>
Rupert Alston	Blumberg Senior	<a href="mailto:rupertalston8@gmail.com">rupertalston8@gmail.com</a>
Warren McMichael	Brewerytown /Sharswood CCA	-
Martin Montero	Startup Basecamp: Philly	<a href="mailto:martin@ignite-good.org">martin@ignite-good.org</a>
James Norcome Jr.	Blumberg Senior	-
Yvette Atwood	Brewerytown /Sharswood CCA	<a href="mailto:yvette.atwood@LNF.com">yvette.atwood@LNF.com</a>
Garlen Capita	WRT	<a href="mailto:GCapita@ph.wrtdesign.com">GCapita@ph.wrtdesign.com</a>
Brian Traylor	WRT	<a href="mailto:BTTraylor@ph.wrtdesign.com">BTTraylor@ph.wrtdesign.com</a>
Mary Morton	WRT	<a href="mailto:MMorton@wrtdesign.com">MMorton@wrtdesign.com</a>

*NOTE: In order to increase opportunities for participation, the remaining Housing meetings will be moved to the evening.*

**II. Choice Neighborhoods Planning Process Overview – Garlen Capita (WRT)**

1. Housing, Neighborhood, and People Plan Elements
2. Communications and Outreach Strategy
  - o Newsletters/Fact Sheet – June fact sheet is complete and is being printed and mailed to Blumberg and Sharswood households. A copy will also be available on the website
  - o Flyers/Mailings – notices for public meetings will be posted at Blumberg and distributed to neighborhood organizations
  - o Website – the website is full of important information/content. We are just waiting on PHA review and approval to launch
  - o Walkshops – 3 completed walkshops (walking workshops). We can schedule more, we just need a neighborhood leader to gather 6-10 community residents
  - o Community Leadership Training – ongoing, we had about 35 residents attend orientation, and a group of 15-20 are currently undergoing training

3. Needs Assessment – the needs assessment will be conducted on a household level. Questions will include housing, safety, neighborhood amenities, education, health and wellness, job training, and employment. We will develop survey questions in the next few weeks to give time for community and stakeholder input before the survey is conducted. The schedule calls for community leaders to administer the survey over the summer and present survey results early in the fall
4. Market Study – Jessica Hubbard (Real Estate Strategies)
  - o The market study will identify the highest and best uses of properties and areas within the Sharswood/Blumberg Choice Neighborhoods area, this includes residential properties, unit sizes and configurations. The study will address commercial, retail, and institutional uses in the area.

### III. Task Force Work Session Goals – Garlen Capita (WRT)

- Goal of Task Force Working Group is to *identify needs, priorities, develop a vision, strategies, and identify partners and resources for implementation*
- Build from previous planning efforts – Lower North District Plan
  - a. Go beyond primary goals identified in the District Plan to a greater level of detail and implementation with additional community input
  - b. Connect physical planning and redevelopment activities to supportive services and programming – health and wellness, jobs, economic development, education
- Partner & Stakeholder Roles
  - a. Bringing the right partners and stakeholders to the table not just for planning but commitment to targeting resources for implementation

### IV. Redevelopment of Norman Blumberg– Alisa Strong (PHA)

- Existing conditions overview of Blumberg site / Why the redevelopment of Blumberg?
  - a. Distressed and outdated apartments in need of redevelopment
  - b. High levels of poverty
  - c. Superblock configuration isolates Blumberg residents from the neighborhood
- PHA Phase I – Tax Credit
  - a. PHA is currently seeking a CM to complete the first phase of the redevelopment of Blumberg
  - b. Construction of townhouses may not start until Fall of 2015
  - c. Lengthy process to reintroduce 23<sup>rd</sup> street through the site. The city has to approve the plans
- Questions:
  - a. What is happening with the senior apartments?
    - i. We are having a meeting right after this to discuss. We will be conducting a needs assessment to determine what we need/what the residents need before we make final plans
  - b. What about parking?
    - i. There is quite a bit of on-street parking, but we will be accommodating a 1:1 parking ration or on-site units in Phase I
  - c. Are there accessible units in Phase I?
    - i. Yes, there are 9 accessible units
  - d. Will you be hiring local workers for the construction of Phase I?
    - i. Section 3 requires that we hire from the local community. 20% of workers need to be hired from the area. There will be community outreach focused on available jobs
    - ii. Additionally Beech Interplex has a program for hiring local workers
  - e. What about opportunities for resident services?
    - i. Direct to social services – the People side of the plan – homeownership counseling, working through PHA’s resources to see what/how they can get what they need

### V. Preliminary Neighborhood Assessment – Brian Traylor (WRT)

SHARSWOOD  
BLUMBERG

**CHOICE**  
NEIGHBORHOODS  
TRANSFORMATION PLAN

- Large amounts of vacant land and buildings scattered throughout the neighborhood
- However, there are quite a few assets – Project HOME’s new wellness center, Girard College, Cecil B. Moore Homeownership Area, Keystone Opportunity Zone, and an Empowerment Zone

**VI. Group Exercise/Discussion**

- Do we have the right partners and stakeholders in the room?
  - a. L+I – they can do spot-condemnation on specific properties (mention of the building on Ridge with a mural that is falling down)
  - b. Organizations that provide housing counseling
    - i. Project HOME
    - ii. NACA
    - iii. OHCD
    - iv. Beech PHFA – Keystone Interior repairs
  - c. List of banks providing Title I Loans (Mr. Savage will follow up)
  - d. Cleaning & Greening – PHS (Neighborhood Task Force)
  - e. Shift Tactical & 2019 LLC – private organizations
  - f. 3 RCOs working in the neighborhood – BSCCA, Greater Brewerytown CDC, and 29- Ward
    - i. Comment: The BSCCA needs to start having meetings about zoning policy. After this process, investors/buyers will begin buying property in the neighborhood. They need to try to forecast what it will be and let folks know what they’ll be looking for in zoning applications before the neighborhood starts to transition
  - g. Haven Peniel – Faye Wilson
  - h. Girard as a key institution
  - i. Department of Revenue
    - i. Programs for low-income people
    - ii. Homestead exemption/owner-occupied property
    - iii. Will estimated property taxes factor into the market analysis – A. Yes, the analysis will include an estimate of how redevelopment will impact the homeowners
  - j. Property Assessment Office – key stakeholder
- Here’s what we have heard so far –
  - a. Blumberg residents want to know how soon they can move out
  - b. As housing is redeveloped, there is interest in developing more recreational activities for kids
  - c. Concern about the balance of affordable and market rate housing and opportunities for home ownership
  - d. Concern that residents who live in the neighborhood now might not benefit from the neighborhood revitalization process
  - e. Will new PHA housing be well-maintained? For example Sharswood and Girard Court development are well maintained, but they are not PHA properties
  - f. Issues with dumping, vacancy, and blight
  - g. What are programs to support current renters or property owners?
- What other issues should we make sure we address?
  - a. Opportunity to expand public transportation – have SEPTA bus run through the current Blumberg site
  - b. The street grid is frustrating
  - c. Education – potential reuse of school sites (Vaux and Reynolds)
  - d. Quality education would be an asset to the neighborhood. The school rating of a neighborhood is an important element to many selecting a home – need to raise it to attract buyers
  - e. Residents are concerned that they don’t have a contained/controlled area for kids to play supervised
    - i. Need to develop a model for sustainability – who takes care of this space? – perhaps a homeowners association to maintain the space

- f. Existing businesses – comment – he lives right around the corner from a shop (Brother's), he tries to shop there, but he cannot find what he needs there
  - i. Possible solution – get existing businesses into the conversation to talk about what they can do to expand what they offer to meet the needs of the neighborhood
  - ii. Neighborhood grocery stores/fresh foods – corner stores, supermarkets
  - iii. Might be assistance available from the commerce department
- g. Important to retain existing businesses:
  - i. 26 between Jefferson & Oxford – ceramic studio (Bob Sutherbrid), supports neighborhood jobs

**VII. Next Steps & Assignments**

- What is the vision?
- What types of housing do we want to see in the neighborhood?