



Sharswood/Blumberg Choice Neighborhoods
Housing Task Force
Work Session #2
Tuesday, July 22, 2014
6:00pm - 7:30pm

Location: Haven Peniel United Methodist, 2301 W. Oxford Street Philadelphia, PA 19121

The **goal of the Housing Task Force Working Group** is to identify needs, priorities, vision, strategies, partners and resources for implementation. Through the work sessions, the working group will:

- Build from previous planning efforts – Go beyond primary goals identified in the Lower North District Plan to a greater level of detail and implementation with additional community input
- Connect physical planning and redevelopment activities to supportive services and programming – health and wellness, jobs, economic development, education
- Bring the right partners and stakeholders onboard for implementation

I. Welcome & Introductions – (6:00-6:15pm)

All

II. Brief Recap of Session #1 – (6:15-6:20pm)

Garlen Capita, Planning Coordinator, WRT

III. Planning Update – (6:20pm-6:30pm)

Planning Analysis – Market Study – Real Estate Strategies
Senior Building Rehab and Phase I – PHA

IV. Work Session (6:30pm-7:15pm)

1. Draft neighborhood housing vision statement
2. Identify housing goals
3. Identify housing priorities
4. Identify short-term actions
5. Review needs assessment questions (to be used in neighborhood-wide survey)

V. Next Steps & Assignments – (7:15-7:30pm)

Finalize questions, train Community Leaders and administer survey

Upcoming Meetings and Events

- Tuesday, July 29th **Health and Wellness Task Force Work Session #2**, at Blumberg Community Room
- Wednesday, July 30th 6:00pm **Survey Training Sessions-** (for Community Leaders)
- Sat., Aug.9th (10am -2pm) Unity Day - Neighborhood Family Day & Resource Fair – Athletic Recreation Center
- Thursday, August 14th **Neighborhood Economic Development Strategic Planning Charette/Work Session** Girard College - Upper School Library

Handouts:

- Agenda; Sign-in Sheet/Task Force Contact List; Partner Leverage commitment forms



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Housing Task Force
Work Session #2
Tuesday, July 22, 2014**

6:00pm -8:00pm

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

I. Welcome & Introductions –

Name	Organization	Email Address
David Ecteau	Planning Commission	David.Fecteau@phila.gov
Kathleen Dobkin	School District Philadelphia – Morris School	kdobkin@philasd.org
Bernard Savage	Beech Interplex, Inc	bsavage@beechinterplex.com
Elizabeth A. McGinsky, MA	Temple Ph.D Student Intern	mcginsky@temple.edu
Jessica Hubbard	Real Estate Strategies	jhubbard@resadvisors.com
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Meg Sowell	Real Estate Strategies	msowell@resadvisors.com
Rickie Brawer	Center for Urban Health, Jefferson	rickie.brawer@jefferson.edu
Clarence Mosely	PHA	Clarence.Mosely@pha.phila.gov
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Carrie Rathmann	Habitat for Humanity Philadelphia	CarrieR@habitatphiladelphia.org
Darnetta Arce	Brewery town/Sharswood CCA	arccmanagement@aol.com bscca.unityday@gmail.com
Jeffrey Young	Council President Clarke	jeffrey.young@phila.gov
Warren McMichael	Brewerytown /Sharswood CCA	warrenmcmichael@ymail.com
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Alicia Perez	Blumberg- Family Tenant Council	Perez.Zalicia@yahoo.com
Phara Regusters	Blumberg- Family Tenant Council	Phara47@yahoo.com
Joann Cain	Resident – 2402 West Harlan Street	JCS626@aol.com
Sharon Green	Resident, World Financial Group	sharongreenwfg@gmail.com
Asia Coney	Resident Advisory Board (RAB)	aconey@phillyrab.com
Cynthia Garrett	Resident – 1524 N. 26 th Street	Cgarrett0428@gmail.com
Adrian Brown	Resident - 5458 Cedar Avenue	

II. Housing Task Force Working Group Goals – Garlen Capita (WRT)

1. Housing Group goal is to identify needs, priorities, vision, strategies, partners and resources for implementation. Through the work sessions, the working group will:
 - **Build from previous planning efforts** – Go beyond primary goals identified in the Lower North District Plan to a greater level of detail and implementation with additional community input
 - **Connect physical planning and redevelopment activities to supportive services and programming** – health and wellness, jobs, economic development, education
 - **Bring the right partners and stakeholders onboard for implementation**
Update on planning process:

The Enterprise Community Center conducted Resident Leader Training Walkshops – 3 completed walkshops (walking workshops). We can schedule more; we just need a neighborhood leader to gather 6-10 community residents

III. Questions/Comments/Discussion

Introduction:

- Habitat for Humanity does repairs and new construction in the neighborhood.
- Other organizations invited to participate include L&I and RDA, Community Leaders of Blumberg
- WRT update and key goals of planning process:
 - Come up with detailed housing strategy
 - Focus of plan on redevelopment of Blumberg site and neighborhood
 - There will be a **Neighborhood Economic Development Charrette on 8/14 @ Girard College**

PHA (Clarence Mosely) discusses Blumberg Phase I

- Phase I includes 57 units
- First phase of work to include separation of utilities to the senior tower
- The rehab of the Senior building will include expansion and renovation/upgrades of the first floor – expending \$F of community center
- In the midst of getting demolition permit from HUD
- Question: What is the timeline for redeveloping the sites?
- Question: When will tenants be able to move into new units?
- Timeline – April/March 2015 for construction of the new units, April 2016 tenants can occupy
- It will take a year to add streets (23rd, Bolton, Bucknell)
- Plan to obtain demo approval in December, must give 90 day notice to tenants for relocation
- 91 days relocation kicks-in
- Comment: 90-day notice is not enough time to get residents the support needed to move
- Question: Who is the construction manager for Phase I?
- PHA has awarded the contract for Phase I to Domus, Kitchen Associates, MEP Engineers
- What is the opportunity for jobs as part of planned development activities?
- Section 3 is the only way that PHA can provide jobs through development activities
- Section 3 Employment and Opportunities “Section 3 of the HUD Act of 1968 requires recipients of certain HUD financial assistance to provide job training, employment, and contract opportunities for low- or very-low income residents in connection with projects and activities in their neighborhoods to the greatest extent possible.”

Real Estate Strategies (Meg Sowell) Presentation on Preliminary Market analyses

- Goal of market analysis is to help PHA and planning team to identify the highest and best uses for development within the planning area and to support a potential future CNI
- Demand for affordable housing is deep within the area but the challenge will be to mix incomes effectively
- RES presented 2014 Household Income Limits: (This information can be posted on Choice Website)
 - 50% AMI for Family of 1 = \$27,000
 - 50% AMI for Family of 2 = \$31,550
 - 50% AMI for Family of 3 = \$35,500
 - 50% AMI for Family of 4 = \$39,400
- Overview of map with rental vs. homeownership
- Rents in adjacent Brewertown are higher
- Discussion on the types uses/amenities can attract additional homeowners:
- Recreation was discussed...
 - There is a large amount of young people in the neighborhood and they need access to recreation
 - Current residents at Blumberg do go to MLK, but need to diversify rec. options available
 - Warren McMichael suggests a Boys & Girls Club

SHARSWOOD BLUMBERG CHOICE NEIGHBORHOODS TRANSFORMATION PLAN

- Others agree more family-oriented recreation would be good, maybe miniature golf, games
- Student Housing...
 - Graduate school population is expected to increase
 - Predicting demand for undergraduate housing to soften
 - We will see a slow-down of construction, private developers already noticing
 - Councilman Clarke representative – through zoning will limit student housing west of 18th/19th
- (Values) Discussion about neighborhood values while looking at survey...
 - Family-oriented
 - Residential
 - Education – Warren McMichael wants programs that attract people in elementary school
 - Business and Retail
 - Need business – small businesses and support for them
 - Business are all different ethnicities, owners tend to hire same people of their ethnicity
 - Also, if income goes out of the neighborhood, it does not help
 - Beech is working w/ Commerce and Temple SBA to develop business incubator
- (Identity) Discussion about the future of the neighborhood while looking at survey...
 - Attractive housing
 - Exterior repairs needed
 - 25th Street sidewalk is horrible
 - Better communication needed
 - People coming together (unity needed)
 - Darnetta – “Put the unity back in community”
 - Retail that enhances the community; Not beer distributors
 - Places that have a positive impact on youth
 - Need to build-up – if you live in poverty, you do the things people in poverty do
 - Strong community leadership needed
 - Need people to support you when you raise an issue/‘make noise’
 - Need businesses to reinvest in the community
 - No visible business association – Commerce has grants, but you need a BA
 - Councilman Clarke representative – working on BA for Ridge Ave and Cecil B. Moore
 - Unintended consequences were discussed, no beer store – have vacant space
 - People love neighborhoods, focus on the entire neighborhood

Priorities moving forward with the plan...

- Education / Housing Fair
- Outreach – door-to-door, communicate with block captains (people do not have internet)
- Garlen brings up the benefits of having a CDC
- Garlen mentions West Oakland model
- Question on the City’s rezoning effort
- Who’s’ buying in the area?
- Current listings in the area include 2317 N. College for sale listed at \$329,000 (3 bed; 3 bath; 2,200 square ft.)
- Comment: Developer John Westrum is building 275 rental apartments...
- 31 Brewerytown
- 3100 West Thompson Street
Philadelphia, PA 19121
- <http://www.31brewerytown.com/>
- http://articles.philly.com/2014-07-20/real_estate/51786285_1_first-phase-east-falls-multifamily
Also area featured in NY times and have seen speculators in the neighborhood

Other comments:

- L&I needs to be more responsive= 1526 N.26th Street across from Franklin Electrical

- It's one thing to ask the community to come out but when residents submit complaints, they need the support of the City agencies and the elected officials to back them up
- We need to re-invest in our business community
- Commercial corridor programs
- Right now there is basically only 2 viable blocks along the entire Ridge business corridor
- You cannot mandate who property owners rent to but you can create the market to attract other business- this is done through establishment of a CDCS (Community Development Corporations), Business incubators,
- Need income mix
- Need more people living in the neighborhoods
- Imposts Nat for this planning process to focus on the entire neighborhood, not just PHA residents and not just homeowners but include overtone
- Need business organization that can qualify for grants like commerce grants that support a corridor manager
- Project HOME is currently walking neighborhood and talking to residents to identify some of the most problematic areas

IV. Group Exercise- Visioning and Short Term actions

[See attached visioning and prioritization sheets](#)

V. Next Steps & Assignments

Upcoming Meetings and Events:

- **Saturday, Aug.9th (11am - 4pm) Unity Day** - Neighborhood Family Day & Resource Fair – Athletic Recreation Center
- **Thursday, August 14th Neighborhood Economic Development** Strategic Planning Charette/Work Session Girard College - Upper School Library
- **Health and Wellness Work Session #3 Tuesday, August 19@ 6:00pm**
SHARSWOOD I - 1425 N. 23RD STREET
- **Housing Task Force Work Session # 3**
Tuesday, August 26th @ 6:00pm
HAVEN PENIEL UNITED METHODIST - 2301 W. OXFORD ST.
- **Community Supportive Services Work session #1**
Wednesday, August 13, 2014 10:00am -12:00pm

Sharswood/Blumberg Choice Neighborhoods

Housing Task Force Work Session #2

Tuesday, July 22, 2014

1. What is the community's collective vision for housing and neighborhood development? What do you want this community to look like in the future? (Think 5-10 years from today)

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.

2. Housing Goals

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

- Maintain a one-for-one replacement of the Blumberg family public housing units
- Improve and modernize the existing Blumberg Senior Building
- Be affordable to residents earning _____ (what do you define as affordable?)
- Be in a neighborhood with great education and job training that enables residents to make a living wage that can support their housing costs
- Include a mix of incomes (PHA Housing, Tax Credit, Market Rate...)
- Be well-maintained _____ (what does well maintain mean to you?)

3. What are the communities housing priorities? What are the top three housing goals from above?

Priority #1 _____

Priority #2 _____

Priority #3 _____

4. What are 2-3 things that the community, stakeholders and partners do in the short term (6-12 months) to support the stated goals?

Short-term action #1 Increase communication and outreach (Including door-to-door)

Short-term action #2 Host a Housing Education/Counseling Fair

Short-term action #3 Address blighted and unsafe structures

6. Review preliminary needs assessment questions—what else should we be asking?