



# POINT BREEZE AVENUE CORRIDOR REVITALIZATION PLAN

PROJECT: Point Breeze Avenue - Corridor Revitalization Plan  
MEETING DATE: December 1, 2022

## STEERING COMMITTEE – MEETING #3 SUMMARY

### MEETING ATTENDEES:

PRESENT	NAME	ORGANIZATION	EMAIL
x	Anwar Mathis	Greater Philadelphia Cultural Alliance (GPCA)	<a href="mailto:AnwarMathis@gpca-phila.org">AnwarMathis@gpca-phila.org</a>
	Otis Bullock	Greater Philadelphia Cultural Alliance (GPCA)	<a href="mailto:otisbullock@gpca-phila.org">otisbullock@gpca-phila.org</a>
	Albert Littlepage	Point Breeze Business Association (PBBA)	<a href="mailto:apage1801@aol.com">apage1801@aol.com</a>
x	Tiphonie White	Office Manager & Event Coord. Councilman Kenyatta Johnson's Office	<a href="mailto:Tiphonie.White@Phila.gov">Tiphonie.White@Phila.gov</a>
	Brett Nedelkoff	Legislative Assistant – Councilman Kenyatta Johnson Office	<a href="mailto:brett.nedelkoff@phila.gov">brett.nedelkoff@phila.gov</a>
	Nakia Carr	State Rep. Jordan Harris's Office	<a href="mailto:NCarr@pahouse.net">NCarr@pahouse.net</a>
x	Michelle Linahan	Point Breeze Business Association (PBBA)	<a href="mailto:michelle@onpointbistro.com">michelle@onpointbistro.com</a>
x	Vinh Ho	Bilingual Business Services Manager – Dept of Commerce	<a href="mailto:vinh.ho@phila.gov">vinh.ho@phila.gov</a>
	Frantz Pierre Jr	Councilman Kenyatta Johnson's office	<a href="mailto:Frantz.pierre@phila.gov">Frantz.pierre@phila.gov</a>
x	Vanessa Davies	East Point Breeze Neighbors	<a href="mailto:vanessadavies@epbneighbors.org">vanessadavies@epbneighbors.org</a>
x	Dave Schwartz	Bergmann/Colliers Engineering & Design (CED)	<a href="mailto:dschwartz@bergmannpc.com">dschwartz@bergmannpc.com</a>
x	Sean O'Rourke	Bergmann/Colliers Engineering & Design (CED)	<a href="mailto:sorourke@bergmannpc.com">sorourke@bergmannpc.com</a>
x	Ryan Mawhinney	Bergmann/Colliers Engineering & Design (CED)	<a href="mailto:rmawhinney@bergmannpc.com">rmawhinney@bergmannpc.com</a>
x	Todd Poole	President and CEO – 4ward Planning	<a href="mailto:tpoole@landuseimpacts.com">tpoole@landuseimpacts.com</a>
x	Sarah Banh	Philadelphia Department of Planning and Development	<a href="mailto:Sarah.Banh@phila.gov">Sarah.Banh@phila.gov</a>
	Ryan Taylor	State Rep. Jordan Harris' Office	<a href="mailto:RTaylor@pahouse.net">RTaylor@pahouse.net</a>
x	Carlton Williams	U.S. Representative Dwight Evans' Office	<a href="mailto:carlton.williams@mail.house.gov">carlton.williams@mail.house.gov</a>

**MEETING SUMMARY:**

Dave Schwartz welcomed the Steering Committee members and set forth the meeting agenda. The meeting focused on the community engagement strategies and the draft Market Study prepared by 4Ward Planning.

**Public Survey.** Ryan provided the status of the Community Survey. We have received 230 responses to date. The demographics of the survey respondents to date is as follows:

- 87% live in the Point Breeze neighborhood. Many have identified with Point Breeze for 5 to 10 years.
- Racial/ethnic identify: White (73%); Black (10%); Asian (7%); 7% Hispanic or Latino (7%); Other (3%)
- Age: 18-34 (47%); 35-54 (47%); other (6%)
- Homeownership: Own (83%); Rent (17%)
- Household income: \$150,000 or more (40%); \$50,000-\$149,999 (40%); Other (10%)
- Education: Master's (47%) or higher; Bachelor's (44%); Associate (2%); High school (4%)

The group discussed ways to increase the representation of the entire Point Breeze neighborhood and reflect its ethnicity, income, and age diversity. Anwar has volunteered to print the survey, and Albert has volunteered to distribute copies at multiple churches in the neighborhood. Tiphonie noted that Councilmember Johnson's office is supportive of the survey and agreed that the paper copies are ready for distribution. Dave mentioned the potential use of the Every Door Direct Mail (EDDM) service provided by the US Postal Service to mail the postcard that advertises the survey to homes in the neighborhood. It was noted that the cost for the service would absorb most of the supplemental outreach budget and, at this point, would replace the use of a community liaison, as we discussed at previous committee meetings. Anwar also stated that GPCA is prepared and ready to assist with survey distribution to businesses and others along the Avenue. Tiphonie also expressed ideas on how the Councilmember's office could support the effort to increase participation, such as radio advertisements and mobile trucks. The group also discussed promoting and distributing the survey at the first public meeting. It was reiterated that the meeting would be an opportunity to provide information about the project and seek community input on priority issues and opportunities. Bergmann will coordinate with members of the committee about the meeting logistics.

**Stakeholder Engagement.** Bergmann noted that the list of stakeholders to be interviewed is complete. The committee's assistance with developing the list is appreciated. Due to the number of stakeholders (about 40), conducting the interviews as focus group meetings organized by topic areas, such as housing, transportation, and businesses, was suggested. Bergmann also prepared the draft interview template that will help guide the discussions. The template was sent to Anwar and Vinh for preliminary review, and Anwar has stated GPCA's support of the questions. Bergmann will provide the committee with the stakeholder list and interview template for further review. Bergmann will also begin scheduling the interviews. It was noted that steering committee members are welcomed and encouraged to attend the meetings and to please let Ryan or Dave know if you like to attend a specific meeting.

**Market Study.** Todd of 4ward Planning presented and summarized the draft Market Study findings. This summary included an overview, scope, and purpose of the study, the key takeaways, and recommendations for corridor revitalization. Background information, methodologies, and key findings were grouped into three major categories: Socio-Economic Trends Analysis, Labor and Industry Trends Analysis, and Real Estate Market Analysis. Bergmann will provide 4Ward Planning's study to the committee.



Tiphonie emphasized that safety is a priority concern and questioned how this study would address crime. It was noted that a detailed crime analysis is out of the project scope and purview of the market study; however, the team recognized its importance for revitalizing Point Breeze Avenue. Dave mentioned that design recommendations could propose crime prevention options, including Crime Prevention Through Environmental Design (CPTED) techniques. In addition, Sean noted that it might be compelling and beneficial to evaluate crime trends and comparisons to the city and other comparable neighborhoods. Dave referenced crime statistics provided by the Philadelphia Inquirer, which shows crime rates by neighborhood based on reported incidents and updated daily. Among the 56 Philadelphia neighborhoods, Point Breeze was 13<sup>th</sup> lowest in violent crime rate, 27<sup>th</sup> lowest in property crime rate, and 41<sup>st</sup> lowest in drug crime rate, although this is partially due to drug crime rates listed as “0” for 27 neighborhoods. (Source: [Crime in Philadelphia - Philly.com](http://Crime in Philadelphia - Philly.com)).

Tiphonie also noted that the success of local businesses is a priority concern and that conditions are changing rapidly. Existing local business owners have expressed concerns about losing employees, losing the patronage of long-time residents, and fears of needing to move out. Todd noted that these concerns are valid, that changing market demands present opportunities, and that the leaders can work with the business community to be ready to meet changing demands. Tiphonie inquired how we will have conversations with businesses. The group discussed using the PBBA regularly scheduled meetings to meet with local business owners and seek their input in the plan development. Tiphonie, Michelle, Vinh, and Anwar will coordinate this task.

**NEXT STEPS:**

ITEM	SUMMARY	ACTION ITEMS
1.0	Follow up with Committee Members not in attendance	On-going, as needed.
2.0	Monthly Steering Committee Meetings	Meetings are scheduled for the 4 <sup>th</sup> Thursday at 8:30 am of each month. The next meeting is scheduled on December 22
3.0	Stakeholders Interviews	Bergmann completed the list of stakeholders to be interviewed and the interview template. Bergmann will schedule the interviews.
4.0	Public Survey	The survey is live. The committee will continue distributing the survey as discussed.
5.0	Public Open House	Bergmann will coordinate with the GPCA and Committee members to schedule a meeting date and venue.
6.0	Project Website	Post survey and project information on project website, which needs to be established. GPCA website is a possibility.
7.0	Economic Market Study	4ward Planning delivered the draft Market Study. Bergmann will send to the committee.

**PREPARED BY:**

Dave Schwartz, P.E., PTOE, AICP  
Project Manager

Ryan Mawhinney, AICP  
Project Planner

**DISCLAIMER:**

This confirms and records our interpretation of the discussions that occurred, as well as any understandings reached during this meeting. Unless notified in writing within 5 days of delivery of these notes, we will assume that the above description is complete and accurate.

