



POINT BREEZE AVENUE CORRIDOR REVITALIZATION PLAN

PROJECT: Point Breeze Avenue - Corridor Revitalization Plan
MEETING DATE: January 19, 2023

STEERING COMMITTEE – MEETING #5 SUMMARY

MEETING ATTENDEES:

PRESENT	NAME	ORGANIZATION	EMAIL
x	Anwar Mathis	Greater Philadelphia Cultural Alliance (GPCA)	AnwarMathis@gpca-phila.org
x	Otis Bullock	Greater Philadelphia Cultural Alliance (GPCA)	otisbullock@gpca-phila.org
x	Albert Littlepage	Point Breeze Business Association (PBBA)	apage1801@aol.com
x	Tiphonie White	Office Manager & Event Coord. Councilman Kenyatta Johnson's Office	Tiphonie.White@Phila.gov
	Brett Nedelkoff	Legislative Assistant – Councilman Kenyatta Johnson Office	brett.nedelkoff@phila.gov
x	Nakia Carr	State Rep. Jordan Harris's Office	NCarr@pahouse.net
x	Vinh Ho	Bilingual Business Services Manager – Dept of Commerce	vinh.ho@phila.gov
x	Sarah Banh	Philadelphia Department of Planning and Development	Sarah.Banh@phila.gov
x	Dave Schwartz	Bergmann/Colliers Engineering & Design (CED)	dschwartz@bergmannpc.com
	Sean O'Rourke	Bergmann/Colliers Engineering & Design (CED)	sorourke@bergmannpc.com
x	Ryan Mawhinney	Bergmann/Colliers Engineering & Design (CED)	rmawhinney@bergmannpc.com
	Todd Poole	President and CEO – 4ward Planning	tpoole@landuseimpacts.com

MEETING SUMMARY:

The focus of the meeting was to discuss the status and needs of community engagement, including the public survey, stakeholder interviews, and the upcoming public meeting.

Public Survey. Ryan provided the status of the public survey. Online responses have significantly increased in the past few weeks. We have received approximately 500 responses to date. The recent uptick is likely due to the delivery of postcard mailers to homes and businesses surrounding the Avenue as well as the ongoing outreach efforts of the steering committee. While the number of total responses is encouraging, the demographics of the survey respondents have not shifted, and the steering committee continued to discuss ways to be more reflective and representative of the entire community, including race, ethnicity, income, and age. The group agreed that having an accurate cross-section is the number one priority of the project and process. The group stressed the need for active outreach over passive outreach which means being present and engaged. The committee noted that not many paper versions were yet been delivered by respondents to the GPCA, Congressman Dwight Evan's office, and Representative Jordan Harris' office. Strategies remain to request churches to make announcements, to

have flyers at businesses, and to personally hand out surveys and help complete them on the spot. Nakia suggested bringing copies to Cassie Holley Court and St. Edmonds Community Center, during events held there. Al and Tiphonie offered to continue to reach out to neighborhood churches. Sarah volunteered to help distribute in person to the community. The tone and message of the discussion were to increase interaction and engagement and stay transparent. We anticipate many more responses in the coming weeks, as we will be advertising and distributing at the upcoming public meeting. The survey will be open through the meeting date and it is necessary to continue to promote the survey until we receive a greater representation of the neighborhood.

Stakeholder Engagement. Bergmann has assigned stakeholders to Focus Groups based on the following topics: Housing, Transportation, Businesses, Community Groups, and Religious Organizations. Bergmann has also prepared the interview questions tailored to each group for the Focus Group meetings, which were previously provided to and accepted by the committee. Bergmann had begun scheduling the interviews and will keep the committee updated as we move forward.

Public Meeting. The Steering Committee discussed the logistics and format of the workshop as well as the draft display boards. The public meeting will be at St. Simon Church at 22nd and Reed streets on January 25th, from 6-8 pm. It will be an information and visioning workshop in an open-house format, which means participants can come and go and visit different workstations on their time. The workstations will consist of: Welcome/Sign-in; Project Overview; Visioning; Redevelopment; Transportation; Housing and Economic Conditions; and General Comments and Survey. The purposes are to inform the public about the project and process, to prioritize the issues and goals, and ask what they want to be improved along the Avenue. The group also discussed the possibility of including information from the City's Comprehensive Plan (Philadelphia 2035) and city-wide commercial corridor policies. Sarah will provide information on the City's Plan, Zoning Quick Guide, and planning activities and will be available to discuss the same at the workshop. Otis stressed that the 2035 Plan was done in the past, that the committee is not married to it, and that we are presenting it for informational purposes. Bergmann will continue to coordinate with members of the committee about the meeting logistics, such as staffing the interactive stations, handouts, refreshments, etc.

Miscellaneous.

Bergmann noted that we need to set up the project website to post information about the project, the schedule, future meetings, and a comment form. We could also post the public meeting materials and the steering committee summaries so that the public can keep track of the project's progress, can stay informed, and know how to stay involved. Bergmann will coordinate with GPCA regarding materials to post on the website.

The committee discussed the status and activities of the Point Breeze Business Association (PBBA). Vinh and Anwar notified the committee that Michelle has announced her decision to step down from PBBA and that Mickie, owner of Mickie Davis Hair Studio, will be the new association President. Mickie will also be a new representative on the Steering Committee. The group discussed the need to support the PBBA and market the commercial corridor and increase business owner participation. Vinh, Anwar, Nakia, and Tiphonie will coordinate and discuss how to move PBBA forward. In addition, Vanessa Davies has accepted new employment which unfortunately will not allow her the opportunity to continue as a representative of the Steering Committee.



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	The next meeting is scheduled for February 16 th .
3.0	Stakeholders Interviews	Bergmann will schedule the interview/focus group meetings.
4.0	Public Survey	The committee will continue distributing the survey and increase representation of the community.
5.0	Public Meeting	The meeting is scheduled for January 25 th at St Simon Church at 22 nd and Reed Street.
6.0	Project Website	Bergmann will coordinate with GPCA to establish the project website.
7.0	Economic Market Study	4ward Planning provided the draft Market Study. Committee members are encouraged to review the report for further discussion.

PREPARED BY:

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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.

