



POINT BREEZE AVENUE CORRIDOR REVITALIZATION PLAN

PROJECT: Point Breeze Avenue - Corridor Revitalization Plan

MEETING DATE: April 26, 2023

STEERING COMMITTEE – MEETING #8 SUMMARY

MEETING ATTENDEES:

PRESENT	NAME	ORGANIZATION	EMAIL
x	Anwar Mathis	Greater Philadelphia Cultural Alliance (GPCA)	AnwarMathis@gpca-phila.org
	Otis Bullock	Greater Philadelphia Cultural Alliance (GPCA)	otisbullock@gpca-phila.org
x	Anthony Lugo	Greater Philadelphia Cultural Alliance (GPCA)	anthonylugo@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
x	Brett Nedelkoff	Legislative Assistant – Councilman Kenyatta Johnson Office	brett.nedelkoff@phila.gov
	Nakia Carr	State Rep. Jordan Harris’s Office	NCarr@pahouse.net
x	Sarah Banh	Philadelphia Department of Planning and Development	Sarah.Banh@phila.gov
x	Mickie Davis	Point Breeze Business Association (PBBA)	miraqaij@hotmail.com
x	Lydia Currie	East Point Breeze Neighbors	lydiacurrie@epbneighbors.org
x	Vinh Ho	Bilingual Business Services Manager – Dept of Commerce	vinh.ho@phila.gov
x	Dave Schwartz	Bergmann/Colliers Engineering & Design (CED)	dschwartz@bergmannpc.com
x	Sean O’Rourke	Bergmann/Colliers Engineering & Design (CED)	sorourke@bergmannpc.com
x	Ryan Mawhinney	Bergmann/Colliers Engineering & Design (CED)	rmawhinney@bergmannpc.com

MEETING SUMMARY:

The focus of the meeting was to discuss the results of the community survey and the status of the stakeholder interviews.

Public Survey. Ryan presented the draft results summary of the public survey. The survey was open between October 30, 2022 and March 30, 2023. There were multiple deadline extensions in an effort to obtain more responses and seek greater representation of the Point Breeze neighborhood. We have received 787 online responses to date. There are approximately 20 additional paper versions of the survey that will be added to the results.

Each question had a summary of the survey population as a whole followed by further a comparison of long-term residents (11+ years) and newer residents (10 years or less). 84% of survey respondents have identified with the Point Breeze neighborhood for 10 years, and 16% for 11 years or more. This breakdown of responses is used to compare the viewpoints of each group and to gain a better perspective on where there are common priorities and goals and where there may be important differences to consider.

Some key similarities include:

- More than half own their homes.
- 42% walk to and from the Avenue.
- Attracting and retaining local businesses are an economic priority.
- Streetscape maintenance and greenery are a priority.
- Pedestrian safety is important.
- The greatest opportunities included revitalizing vacant and underutilized spaces and supporting growing/existing local businesses.

Some key differences include:

10 years and under:

- Majority identified as White between the ages of 18-34 years old
- A little less than half had a household income of \$150,000
- 53% visit the spaces on Point Breeze Avenue a few times a year.
- 44% think the current rate of development is not enough.
- Affordability of housing and location to other parts of the city keeps residents in Point Breeze
- Biggest priorities are attracting new businesses and entrepreneurship.

11 years and over:

- Majority identified as Black between the ages of 35-54 years old.
- While most preferred not to answer, 19% had a household income of \$50,000-\$90,000.
- 30% visit the spaces on Point Breeze Avenue multiple times per week.
- 51% think the current rate of development is too much.
- Location to other parts of the city, friends/family, and the fact that they were born and raised in the area keeps residents in Point Breeze.
- Biggest priorities are encouraging development that fits into the neighborhood and not displacing residents.

Bergmann will edit and finalize the results summary per the feedback by Steering Committee and deliver it for further review and comments prior to posting on the project website. The results of the survey will inform the development of alternative strategies to be further discussed and evaluated throughout the planning process.

The group continued to talk about the importance of getting diverse representation of the diversity of the neighborhood, specifically hearing from the youth. It was noted that 46% of respondents were between 18 and 34 years and 44% between 35 and 54. A couple members of the committee requested a shortened survey be sent to students at neighborhood schools. An additional youth survey is not within the scope and available resources for this project; however, the project team will discuss potential options or recommend future study.



Stakeholder Engagement. We held the Stakeholder Focus Group meetings with Community Groups and Transportation agencies. The Focus Groups meetings with representatives for Businesses and Housing are upcoming. We had proposed holding a meeting with staff members of the elected officials’ offices, but due to scheduling conflicts, we will send the questions to representatives of these offices to be completed on their own time. A summary of the stakeholder meetings will be provided after we have held each meeting.

Miscellaneous. Bergmann will provide Anwar and GPCA with updated materials to post on the website, <https://gpca-phila.org/pointbreeze/>.

NEXT STEPS:

ITEM	SUMMARY	ACTION ITEMS
1.0	Follow up with Members not in attendance	On-going, as needed.
2.0	Monthly Steering Committee Meetings	The 7 th meeting on May 24 th at 9:30 AM has been postponed. The next meeting will be June 27 th at 9:30 AM.
3.0	Stakeholders Interviews	Interviews are complete. Meeting summaries are forthcoming.
4.0	Public Survey	Bergmann will finalize and deliver the results summary.
5.0	Public Meeting	Bergmann provided the meeting results summary. The second meeting will be in early summer.
6.0	Project Website	The website is live. https://gpca-phila.org/pointbreeze/ Bergmann will coordinate with GPCA to update the website.
7.0	Economic Market Study	4ward Planning provided the draft Market Study.

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.

