



POINT BREEZE AVENUE CORRIDOR REVITALIZATION PLAN

PROJECT: Point Breeze Avenue - Corridor Revitalization Plan

MEETING DATE: July 25, 2023

STEERING COMMITTEE – MEETING #10 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
	Albert Littlepage	Point Breeze Business Association (PBBA)	apage1801@aol.com
x	Tiphonie White	Office Manager & Event Coord. Councilmember 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)	miraqajj@hotmail.com
x	Lydia Currie	East Point Breeze Neighbors	lydiacurrie@epbneighbors.org
x	Betty Beaufort	Queen Memorial Library	bettybeeten@gmail.com
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 purpose of the meeting was to continue to discuss the community outreach process and the draft conceptual strategies.

Public Survey. The Public Survey Summary Report was edited per comments from the Steering Committee. An issue regarding calculation methods for priority percentages and additional minor comments were resolved. We are also updating the conclusion slide highlighting the shared priorities between long-term residents and newer residents in the neighborhood. Some other shared priorities include enhancing homeownership through affordability and diversity, attracting local retail and food-related businesses, and promoting pop-ups like parks

and food trucks. The Committee was notified that there is still time to contribute comments, as we are still finalizing and cleaning up the content before it is published on the website. The survey results will inform the development of alternative strategies to be further discussed and evaluated throughout the planning process.

Project Website. The website is mostly up to date. It provides information about the project, the process and schedule, and the results from the outreach efforts, including the public workshop, public survey, and the Steering Committee meeting summaries. We will add the survey summary upon completion and then send an email to the project email list notifying them of the survey results and the last workshop, and informing them of the upcoming workshop and event. <https://gpca-phil.org/pointbreeze/>

Public Meeting #2. The Committee continued to discuss the logistics for the second public meeting. The meeting will be Thursday, September 7th, 6-8 PM, at St. Simon Church at 22nd and Reed Streets. The purpose of the meeting will be to provide an update on the project objectives and status and seek feedback on potential draft strategies for redevelopment opportunities along the corridor. It will include illustrations of physical improvement alternatives and possible economic development strategies, including programs, policies, and administrative improvements. Postcards advertising the workshop were passed out at Point Breeze Night Market on July 6th.

Community Events. Community Day is scheduled for August 26th. We will have a table with display boards, handouts, postcards advertising the upcoming public meeting, and a 5-question survey. Dave and Sean from Bergmann plan to attend the event. The boards and handouts will provide information about the project and a preview of the draft strategies that will be presented at the public meeting. The 5-question survey will focus on the key goals and draft strategies and options overview. Betty suggested having a dedicated person walk around the event to engage with people about the project, pass out the survey, and invite people to visit our table. Brett will coordinate with Tiphonie to have the DJ make an announcement at the event to promote the project and encourage people to visit the table at the event and the next public meeting.

Oldies in the Park (at Wharton Square) is another opportunity to promote the project and public meeting. This event is held every Thursday until mid-September. Tiphonie will make an announcement or request the DJ to make an announcement.

Draft Strategies. Dave continued the discussion and expanded on the draft conceptual strategies for physical improvements along the corridor, including traffic calming, streetscape amenities, and vehicle, bike, and pedestrian safety/circulation improvements. The draft strategies are based on the feedback from the community outreach to date, including the first public meeting, the stakeholder/focus group interviews, the public survey, and the Steering Committee meetings.

The draft concept strategies were emailed to the Committee for review and comment after the last meeting. We received some minor comments, and there appeared to be support for the approach and the strategies. Bergmann will continue to refine the strategies and prepare illustrations. Bergmann will also prepare additional draft strategies for housing, zoning, and ways to help local businesses. Bergmann will coordinate with Vinh, Sarah, and Brett on the draft strategies outline, particularly current city programs and policies, and then discuss with the Steering Committee. The draft strategies will be presented and discussed at the second public meeting to seek input and feedback.



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 next meeting is scheduled for August 23 rd at 9:30 AM.
3.0	Stakeholders Interviews	Interviews are complete. Meeting summaries will be posted on the project website.
4.0	Public Survey	The Survey results summary will be posted on the project website. An additional 5-question survey on the draft strategies is being prepared.
5.0	Public Meeting	The second public meeting is scheduled for September 7 th , 6-8 PM, at St. Simon Church. Bergmann will prepare the display boards for the meeting and the Community Event on August 26 th .
6.0	Project Website	The website is live. https://gpca-phila.org/pointbreeze/ Bergmann will continue to coordinate with GPCA to update it.

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.

