



POINT BREEZE AVENUE CORRIDOR REVITALIZATION PLAN

PROJECT: Point Breeze Avenue - Corridor Revitalization Plan

MEETING DATE: August 23, 2023

STEERING COMMITTEE – MEETING #11 SUMMARY

MEETING ATTENDEES:

PRESENT	NAME	ORGANIZATION	EMAIL
	Anwar Mathis	Greater Philadelphia Cultural Alliance (GPCA)	AnwarMathis@gpca-phila.org
	Otis Bullock	Greater Philadelphia Cultural Alliance (GPCA)	otisbullock@gpca-phila.org
	Anthony Lugo	Greater Philadelphia Cultural Alliance (GPCA)	anthonylugo@gpca-phila.org
	Albert Littlepage	Point Breeze Business Association (PBBA)	apage1801@aol.com
	Tiphonie White	Office Manager & Event Coord. Councilmember Kenyatta Johnson's Office	Tiphonie.White@Phila.gov
	Brett Nedelkoff	Legislative Assistant – Councilman Kenyatta Johnson Office	brett.nedelkoff@phila.gov
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	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 Steering Committee provided more comments on the Public Survey Summary Report. Bergmann will edit the survey and work with GPCA to have it published on the project 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 needs to be updated with the revised schedule and additional results from the outreach efforts, including public survey, the Stakeholder Focus Group meeting summaries, and the Steering Committee meeting summaries. We will work with GPCA to update the website and then send an email to the project email list notifying them of the outreach results, and informing them of the upcoming workshop and event. <https://gpca-phila.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. Bergmann is preparing the Workshop boards and materials.

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 the project website. 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 discussed in previous will be addressed through the display boards seeking feedback and preferences on the concept plan options.

The Committee again suggested having an announcement made at Oldies in the Park (at Wharton Square) to promote the project and public meeting.

Draft Strategies. The group continued discussing 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 initial draft concept strategies were emailed to the Committee for review and comment. We received some minor comments, and there appeared to be general support for the approach and the strategies. Bergmann has since prepared an overall Illustrative Plan that shows the physical improvements and summarizes the strategies. The plan also provides a preview of the organization for the Report, which will group the strategies into these six core focus areas:

1. Placemaking and Streetscape aesthetics
2. Pedestrian, Bicycle & Vehicular Safety and Circulation
3. Inclusive and Affordable Housing
4. Inclusive Economic and Community Development
5. Cultural Activities and Neighborhood Pride
6. Redevelopment to serve the Neighborhood.
7. Cleaning up and Redeveloping Vacant Lot and Buildings

Sean shared the Concept Plans and options for the three key node and gateway areas:

Federal Steet Gateway

The intersection at Federal Street and 20th Street has the potential to be a welcoming, attractive, and safe gateway to the Avenue. There was general support for the concept design, which included a statue of St. Florian, the Patron Saint of Firefighters (not on a pedestal), grass pavers, plantings, street trees, and pedestrian/vehicle safety features



at the apron at the fire station. While not a figure for the Point Breeze neighborhood, the statue would pay homage to the neighborhood Fire Fighters and encourage their ownership and oversight of the gateway amenities.

Greens and Plazas at 21st St

The "triangle" island created by the intersection at 21st Street and the vacant lot at Sears Street create an opportunity for a community gathering place while improving traffic flow and walkability. Bergmann proposed an option for redesigning the intersection toward these goals.

Concept 1 – Green Park (to serve the residents) and Urban Plaza as flexible space to serve the commercial corridor.

Concept 2 – Green Park/Tot Lot (to serve the residents) and Urban Plaza with Fountain.

The group supported the conceptual layout and the idea of having a tot lot and further suggested that it could be a place for story time organized by the library.

Greens at Cassie Holley Court

The City property at Cassie Holley Court provides an opportunity for a public space that serves the neighborhood.

Option 1 – History Story Garden and Green.

The group liked the idea of a story garden that reflects and integrates the history of Point Breeze. The group also suggested that the community provide input on ways to honor the past. One idea is a statue of a historical figure designed and installed by a local artist.

Option 2 – Community garden.

The Committee agreed to not proceed with this option and pursue other design concepts. It was noted that some existing community gardens have not been very successful due to ongoing maintenance and upkeep issues, so it was questioned to why add more. The group suggested seeking improvements that require low management and maintenance.

Bergmann will continue to refine the strategies and prepare the draft Illustrative Plan and the conceptual plan for these areas options, which will be presented and discussed at the next Public Workshop.

Bergmann will also continue to develop the draft strategies for housing, zoning, and ways to help local businesses. Bergmann will continue working with Vinh, Anwar, Sarah, and Brett to review the draft outline of strategies and then discuss them with the Steering Committee. The concept of upzoning portions of the Avenue was briefly discussed. It was noted that some community leaders have generally not supported upzoning. It was noted that additional development and density may be needed to help the business community succeed and that having a plan in place will help ease potential concerns regarding higher density.

The draft strategies will also be presented and discussed at the second public meeting to seek input and feedback. A discussion topic/station will be provided to gauge the community's interest and concerns with higher density.



NEXT STEPS:

ITEM	SUMMARY	ACTION ITEMS
1.0	Follow up with Members not in attendance	Ongoing, as needed.
2.0	Monthly Steering Committee Meetings	The next meeting is to be determined. Bergmann will coordinate with the Steering Committee by email on the meeting schedule.
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.
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:

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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.

