

BARTRAM CHOICE
NEIGHBORHOOD PLAN

JOINT TASK FORCE MEETING

April 4,
2019

MEETING AGENDA

MARK YOUR
CALENDARS!
"NEIGHBORHOOD
WALKSHOP"
MAY 4
10am - 1pm

1. Brief Presentation

Recap of Where We Are in the Process

February Community Meeting Findings

Outline with Content (Submitted February 2019)

2. Breakout Sessions (Housing, People, Neighborhood)

Refine Goals and Develop Strategies

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ACTION ACTIVITIES

In addition to funding to develop a Plan, the Choice Neighborhoods Initiative Grant includes funds for early investments in the neighborhood after the plan is completed.

THE ACTION ACTIVITIES COMMITTEE WILL INCLUDE:

BARTRAM VILLAGE RESIDENTS,
NEIGHBORHOOD RESIDENTS,
& PLANNING PARTNERS

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WHAT TYPES OF ACTIVITIES ARE ALLOWED?

- **Physical** community development, or economic development projects that enhance and accelerate the neighborhood's transformation.

WHAT IS NOT ELIGIBLE?

- Funds **may not be used** for non-physical uses, basic infrastructure, or housing development activities.

EXAMPLES:

- Turning vacant property into gardens, pocket parks, or land banking
- Beautification, placemaking, and community arts projects
- Facade improvement programs
- Fresh food initiatives
- Gap financing for projects that are ready for implementation and have only a modest gap in fundraising



SELECTION PROCESS

- **An Action Activity Committee is being set up RIGHT NOW.**
- **The Task Forces will provide ideas to the Committee to review.**



COMMITTEE TASKS

- Develop criteria to evaluate potential Action Activities
- Select Action Activities and submit to HUD by November 27, 2019
- Oversee projects through completion (March 2020 through August 2021)

RECAP OF FEBRUARY COMMUNITY MEETING

EMERGING THEMES: **CONNECT, THRIVE, & LIVE** + **"BLOSSOM AT BARTRAM"**

CONNECT

Create an inviting community that is clean, green, and safe with beautiful, active public spaces. Connect people to these places, to nature and recreation, and to one another.

WHAT WOULD YOU LIKE TO SEE?

- #1 PLAY SPACES/PLAYGROUNDS
- #2 BRIGHTER STREET LIGHTS
- #3 SAFE RAILROAD CROSSINGS
- #4 SAFE CROSSWALKS
- #5 GREENER, SAFER STREETS

TIED



What else?

- "green screen over railroad tracks at 54th and Lindbergh"
- "remove scrapyards"
- "trolley stop shelters"

THRIVE

Create access for people of all ages to education, skills, jobs, services, and encouragement so that they can blossom.

WHAT WOULD YOU LIKE TO SEE?

- #1 QUALITY PRE-SCHOOL
- #2 COMPUTER TRAINING CENTER
- #3 BUSINESS INCUBATOR
- #4 YOUTH CONSTRUCTION PROGRAM
- #5 ADULT EDUCATION

TIED



What else?

- "youth learning programs"
- "PIDC job training & recruitment"
- "green jobs like solar"
- "more community schools"

RECAP OF FEBRUARY COMMUNITY MEETING

EMERGING THEMES: **CONNECT, THRIVE, LIVE** + **"BLOSSOM AT BARTRAM"**

LIVE

Create an environment that fosters the health and wellness of all residents of all ages... through healthy housing, access to medical services and nutritious food, and to spaces that heal the mind and body.



WHAT WOULD YOU LIKE TO SEE?

- #1 BASIC HOME REPAIR PROGRAM
- #2 FARM STAND/MARKET
- #3 ANTI-BLIGHT ORDINANCE
- #4 FOOD SHARE
- #5 YOUTH & POLICE ENGAGEMENT

TIED

What else?

- "many accidents on 56th at Lindbergh and Elmwood"
- "better food delivery logistics"
- "home-selling and homeownership classes"
- "grief trauma center"

"BLOSSOM AT BARTRAM"

Bartram Village is a special place to live at every age—with beautiful spaces that bring people together, creating a sense of community, strength, and inspiration.



WHAT WOULD YOU LIKE TO SEE?

- #1 SENIOR HOUSING
- #2 OUTDOOR FITNESS
- #3 COMMUNITY GARDENS
- #4 HEALING GARDEN
- #5 COMMUNITY CENTER

TIED

TIED

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OUTLINE WITH CONTENT (SUBMITTED IN FEBRUARY)

WHAT IS IT?

- High-level outline submitted to HUD at 1-year mark
- Showcasing work achieved and community input gathered so far
- Existing conditions and analysis
- Emerging themes: Connect, Live, Thrive
- Initial goals

Connect, Live, Thrive

Blossom at Bartram!

Bartram Village is a special place to live at every age – with beautiful spaces that bring people together, creating a sense of community, strength, and inspiration.

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FOR EXAMPLE ...

About the Neighborhood

The Bartram Choice neighborhood is fortunate to have a number of advantages to build upon. These include a well-established transit system connected to major employment hubs. In addition, the neighborhood enjoys several active commercial corridors, churches, schools, health facilities, parks and community facilities, not to mention some very passionate neighbors.

Assets & Opportunities

The Bartram Choice neighborhood has all of the ingredients of a vital community—strong commercial corridors along a walkable grid that is connected to employment hubs and the larger region by a public transit network. It has varied housing, a rich history, parks, schools, churches, and community recreation centers.

Demographics

While Philadelphia's economy has grown in recent years, the Bartram Choice neighborhood has lagged behind. The median household income of \$28,700 is almost 30% less than that of the city and the unemployment rate of 19% is 4% higher than the city. The population is about 76% African-American compared to 42% in the city and it is younger with a median age of 32.2 vs. 34.2, and younger still at Bartram Village with a median age of 20. There is also a significant immigrant population in the neighborhood.

Challenges & Opportunities

Low rates of literacy and education across the neighborhood make it challenging to overcome low incomes and high rates of unemployment and poverty. Vacant and dilapidated properties that attract crime add to the stress and trauma impacting the community. Aging neighborhood infrastructure such as streets, sidewalks, crosswalks, and civic places are also in need of improvement.

The Plan: Emerging Themes

The Bartram Choice needs assessment surveys, task force and community meetings, market analysis, as well as recent planning studies identify a number of issues facing residents of Bartram Village and the Bartram Choice neighborhood. For residents to blossom at and around Bartram, there are three overlapping areas of focus that need to be addressed.

These three areas of focus are evolving into organizing themes for the plan, which we are referring to as **Connect, Live, and Thrive**.

Connectivity to services, recreation, nature, and to each other:

The Bartram Choice neighborhood has several parks and recreation centers, active commercial corridors, and an expansive public transit system, but the physical connections from Bartram Village to many of these resources are limited to three streets that cross over the rail lines. The actual crossings are open, overgrown, and unsafe. In one location at 58th Street, the freight rail line crosses at grade with just a simple gate protecting pedestrians.

One of the many advantages of an urban location like this is that a car is not necessary for daily needs. Schools, doctor's offices, a library, parks, and basic services are within walking and biking distances of Bartram Village. But the pedestrian experience is hampered by poor lighting, litter, vacant buildings and lots, crumbling sidewalks, overgrown lots, and in some areas, industrial activity. Hard-to-see markings and unprotected bike lanes also discourage biking. A cleaner, safer, and more attractive pedestrian framework along major routes of circulation would enable residents to safely access and take advantage of available services and amenities. This same framework would help all neighborhood residents move more securely within the neighborhood and improve their access to the waterfront.

The ability to live well:

Everyone deserves the right to live a physically and mentally healthy life. Bartram Village residents and their neighbors enjoy a relatively high rate of health insurance. Yet they also experience high incidences of asthma, elevated blood pressure, and depression/anxiety/post-traumatic stress. Access to healthy, affordable food and safe places to exercise are also limited. Bartram Village residents and their neighbors are in great need of the peace of mind that comes with safe, secure, affordable housing, fresh, nutritious food, inviting spaces to walk and exercise without fear, and resources to heal the body and mind.

Opportunities to excel and thrive:

Southwest Philadelphia is a well-established community near significant employment centers and anticipated economic investments. Yet factors such as low-performing schools, limited educational attainment, low literacy levels, and limited access to technology make it difficult for residents to gain the skills necessary to obtain meaningful employment or participate in these developments. There are exciting signs of improvement among Bartram Village high school students who are going on to two- and four-year college degree programs. But it is crucial that this planning effort explore creative ways to establish a local job training and employment ecosystem to foster confident, skilled residents who can achieve self-sufficiency and take part in the economic developments happening nearby. It is also important for the neighborhood to thrive by celebrating its history and culture, beautification efforts, expanded services, and welcoming gateways.

How do these themes incorporate the goals of CNI?

The Bartram Choice Plan is sharply focused on CNI's core goals of housing, people, and neighborhood, which are folded into the "working" themes of Connect, Live, and Thrive. But after several meetings referring to housing, people, and neighborhood plans, it was obvious that these terms were not resonating with our residents and partners. We introduced aspirational themes such as "Connect, Live, and Thrive" at the February 2019 Community Meeting, and received very positive feedback.

Live

Create an environment that fosters the health and wellness of all residents of all ages, through healthy and affordable housing, access to medical services and nutritious food, and to spaces that heal the mind and body.

WHAT WE HEARD

21% of surveyed residents have special housing needs.

69% of surveyed residents are interested in buying a home in the next few years.

15% of surveyed residents are interested in buying a home in the next few years.

83% of surveyed residents are interested in buying a home in the next few years.

1. Goal

Provide healthy, affordable housing and a healthy built environment at Bartram Village

Strategies to Address:

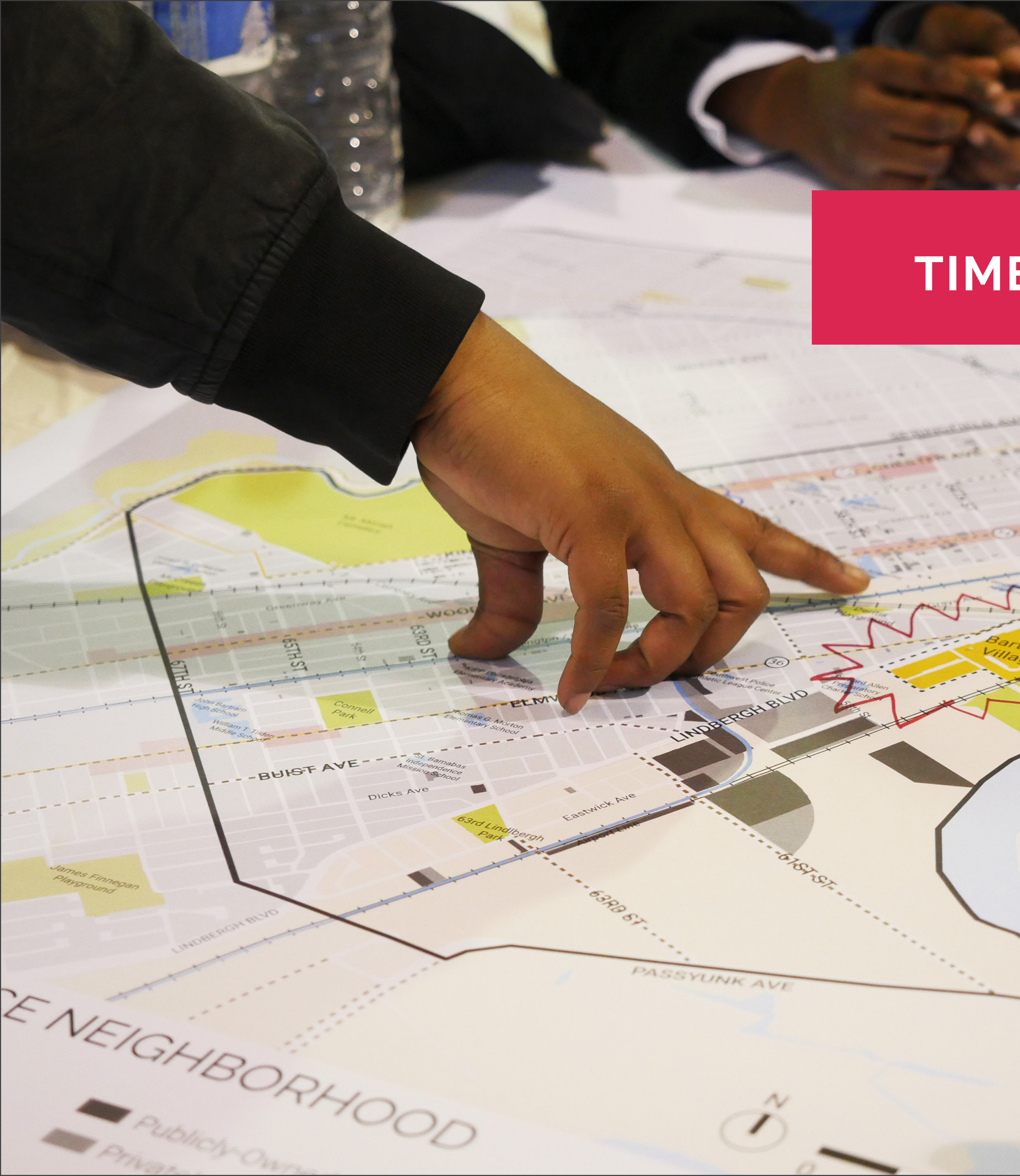
specialized needs (accessible, hearing impaired, senior), green building practices; housing for asthma sufferers; seamlessly integrated mixed-income housing

Key Metrics

Insert key metrics...

Key Metrics

Insert key metrics...



TIME TO BREAKOUT



REVIEW AND DISCUSS:

- **Themes:** What do you think about Connect, Live, Thrive, Blossom at Bartram as themes for the plan?
- **Goals:** Are these goals measurable? What metrics can be used to measure progress? Are we missing anything?
- **Strategies:** What can we do to realize our goals? Are there efforts or programs already underway that we can build on?

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