



**CHOICE NEIGHBORHOODS PLANNING GRANT**  
**BIG PICTURE**

HUD Kick-Off and Site Visit  
April 24, 2018

**BARTRAM CHOICE**

NEIGHBORHOOD PLAN

**PHA**  
PHILADELPHIA HOUSING AUTHORITY

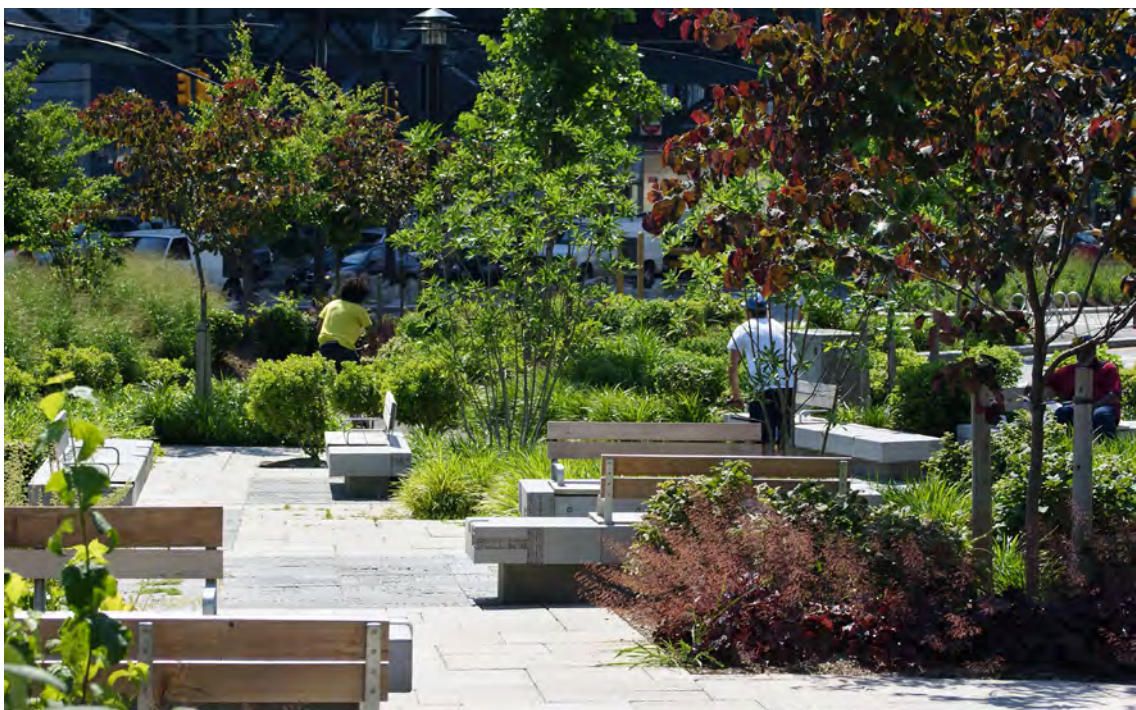
# THE BIG PICTURE

- AGENDA:**
1. Motivation / Aspirations
  2. Team Organization
  3. Governance
  4. Planning & Action Activities Schedule
  5. Resident and Community Engagement
  6. Needs assessment and analysis
  7. The plan itself - something different!

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# OUR MOTIVATION

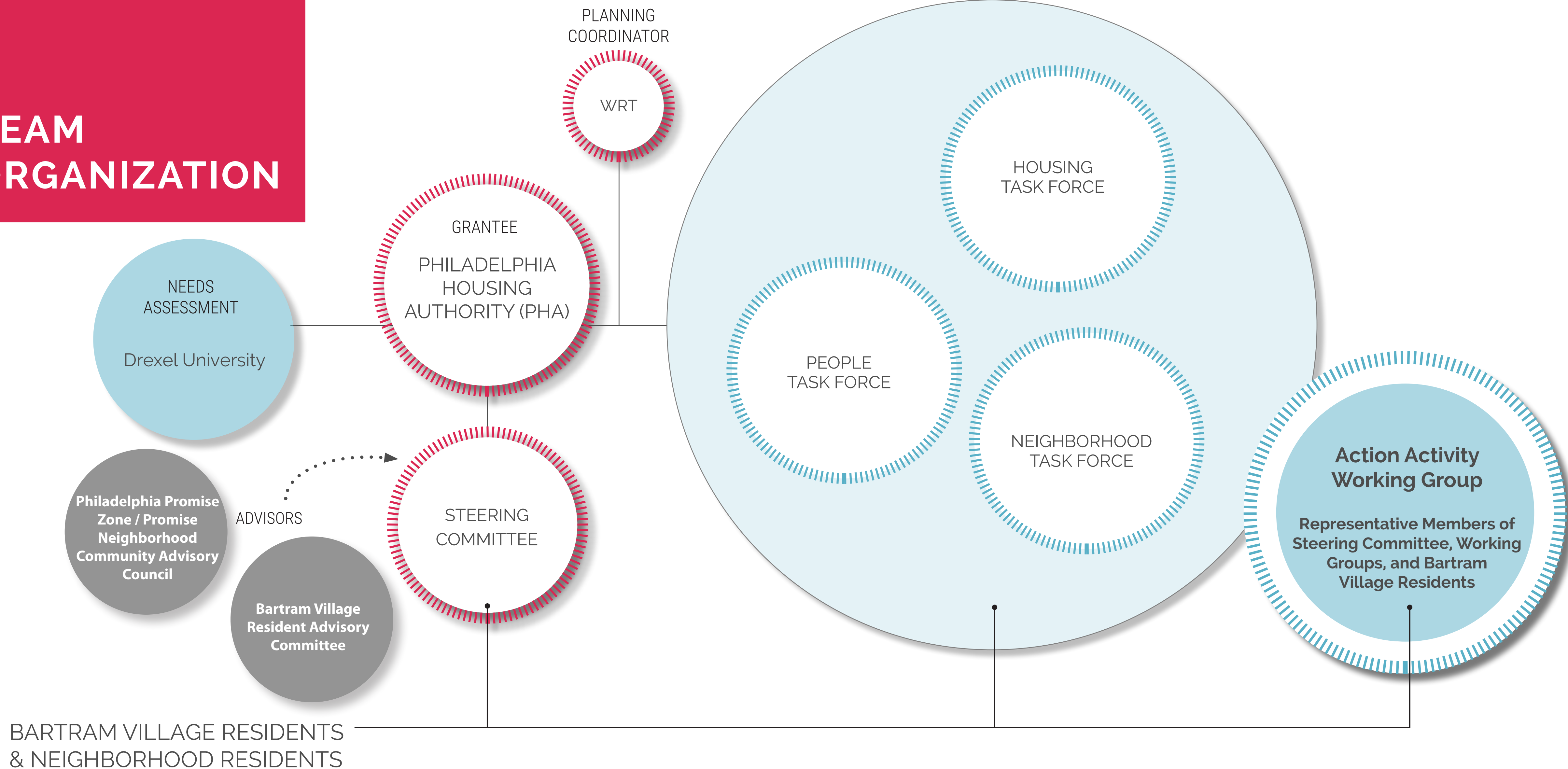


# OUR ASPIRATIONS

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# TEAM ORGANIZATION



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# ACTION ACTIVITY PROCESS

## ACTION ACTIVITIES

Action Activity funds must be used for physical community development or economic development projects that enhance and accelerate neighborhood transformation. They may also be used to build community capacity and social cohesion. Use of funds are limited to:

- **Reclaiming and recycling vacant property into community gardens, pocket parks, farmers markets, or land banking (with maintenance);**
- **Beautification, placemaking, and community arts projects—signage to enhance neighborhood branding, murals and sculptures, specialty streetscaping;**
- **Homeowner and business façade improvement programs;**
- **Neighborhood broadband/Wi-Fi infrastructure and installation;**
- **Fresh food initiatives—farmers markets and mobile fresh food vendors;**
- **Gap financing for economic development projects that are ready for implementation and have secured all the necessary financing except a modest “gap.”**

## HOW WILL ACTION ACTIVITIES BE IDENTIFIED AND SELECTED?

All of the Task Forces will be asked to propose up to five (5) Action Activities to be considered for implementation using Action Activities funds. The Working Group will evaluate and prioritize the activities, considering factors such as but not limited to:

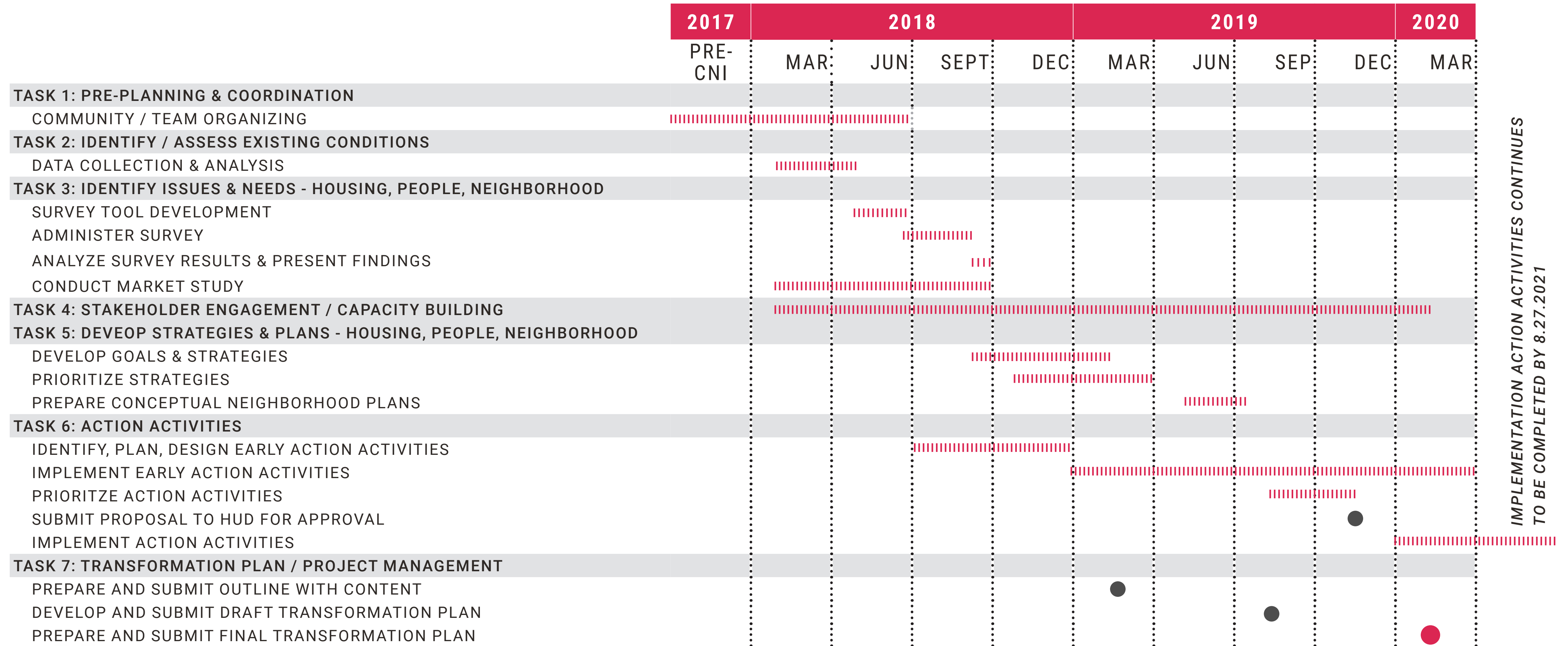
- **How is this activity responsive to neighborhood needs?**
- **Is the activity located in a strategic place, such as a prominent corner, near the target housing, or near other neighborhood improvements?**
- **How will this activity enhance and accelerate the transformation of the neighborhood?**
- **Will this activity encourage additional investment in the neighborhood?**
- **Who will be responsible for implementing or overseeing the activity?**
- **How will the project be maintained and financially sustained?**
- **Is this activity likely to be completed in the required time frame?**



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# PLANNING & ACTION ACTIVITIES SCHEDULE



IMPLEMENTATION ACTION ACTIVITIES CONTINUES TO BE COMPLETED BY 8.27.2021



# RESIDENT & COMMUNITY ENGAGEMENT



COMMUNITY-WIDE GATHERINGS



POP-UP / SPECIAL EVENTS



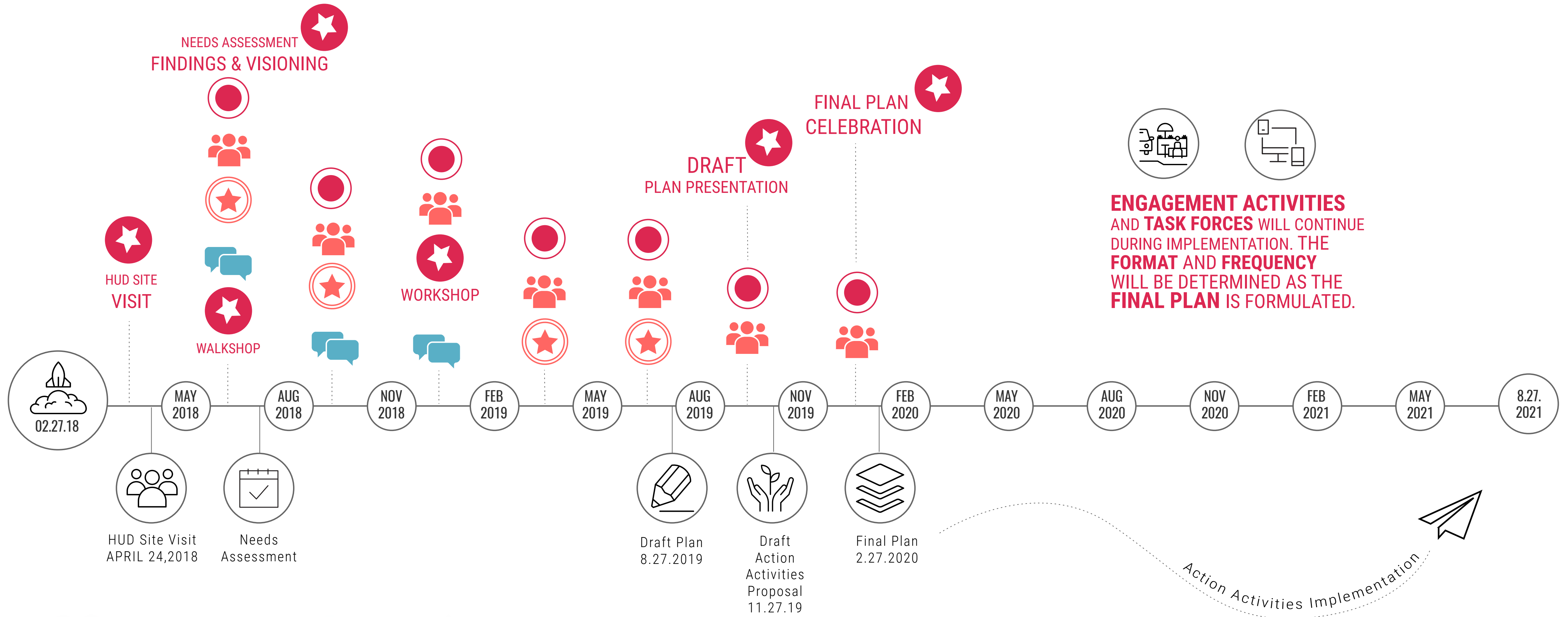
FOCUS GROUP MEETINGS



TASK FORCE MEETINGS



STAKEHOLDER MEETINGS



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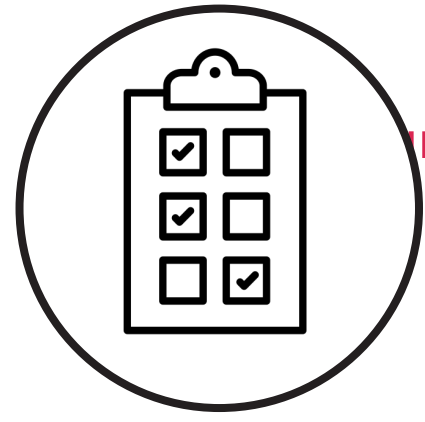
NEIGHBORHOOD PLAN





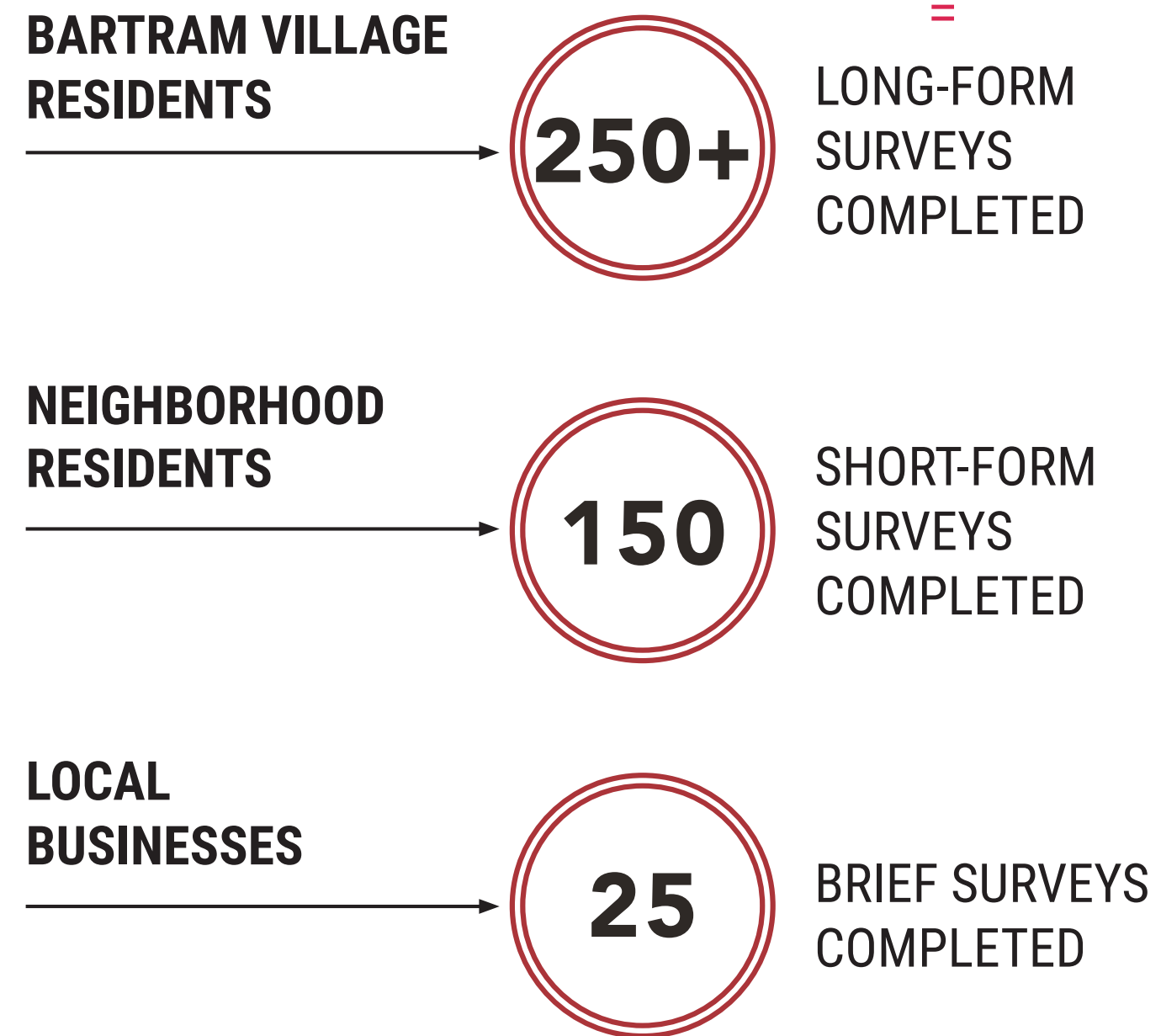


# NEEDS ASSESSMENT & ANALYSIS



*The Needs Assessment Survey is a vital tool that will be used to fill in some critical gaps, and to gather feedback on changes that residents would like to see addressed in the transformation plan.*

## PRELIMINARY TARGETS



## HOW WILL WE COLLECT THE SURVEYS?

- Survey effort will be launched with a special kick-off event
- On-site sessions at Bartram Village will be held weekly
- An online version will be available on website
- Resident ambassadors will be given stipends to encourage participation
- We will explore making surveys available in conjunction with recertification process
- Surveys will also be administered at special events throughout the neighborhood
- Incentives will be considered

## PARTNER

Lindy Center for Civic Engagement at Drexel University  
Work Study Students

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# THE PLAN ITSELF

**A custom-tailored road map  
towards lasting and significant  
transformation that results from  
meaningful coalition building.**

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PHILADELPHIA HOUSING AUTHORITY

An aerial photograph of a city neighborhood, likely Philadelphia, showing a mix of residential buildings, green spaces, and industrial areas. A semi-transparent white box is overlaid on the center of the image, containing the main title and event information.

# ORIENTATION TO CITY & NEIGHBORHOOD

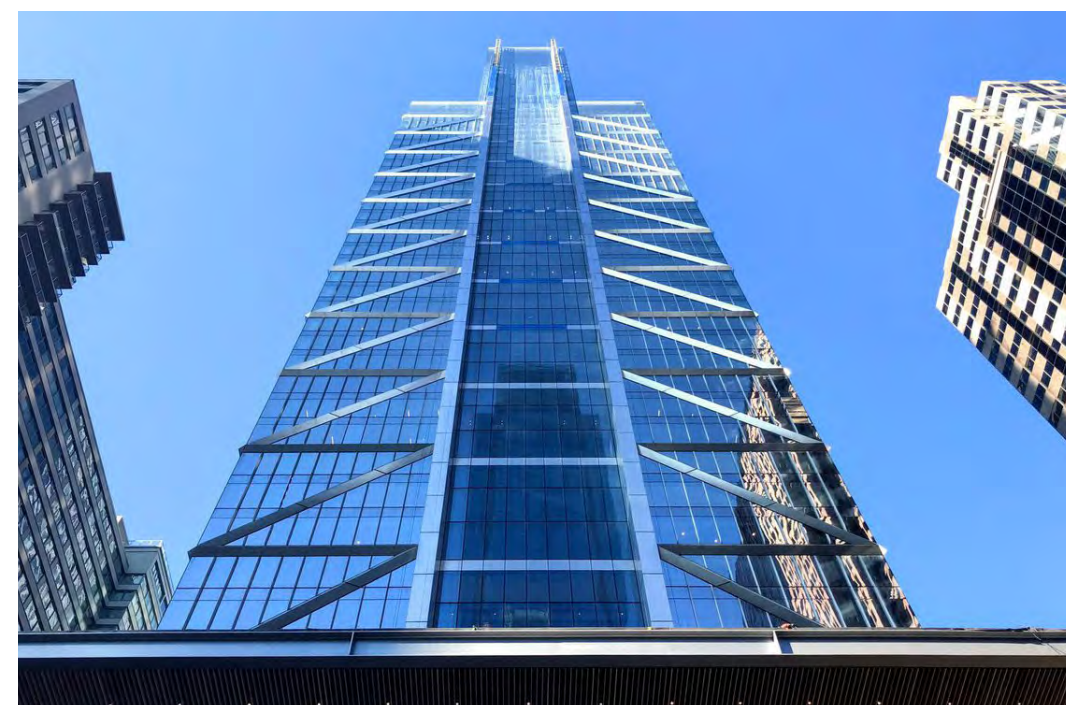
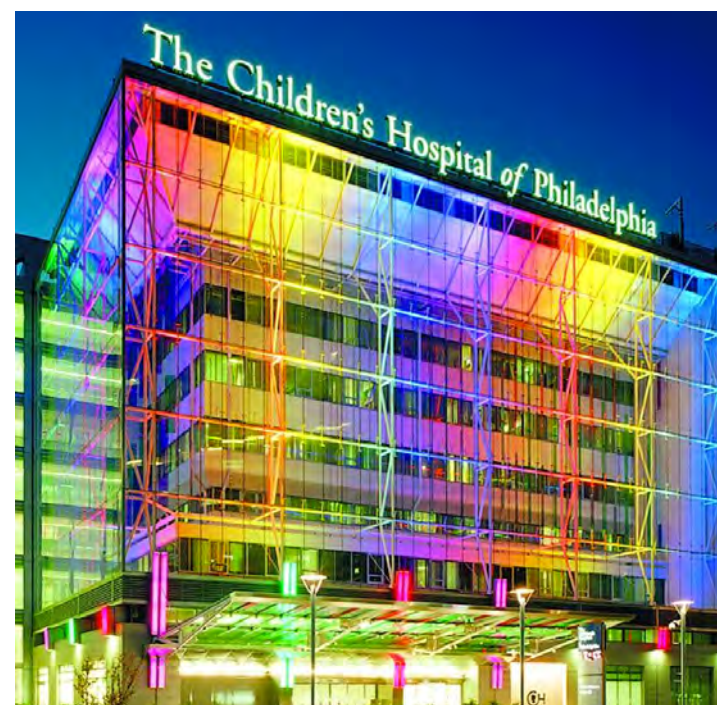
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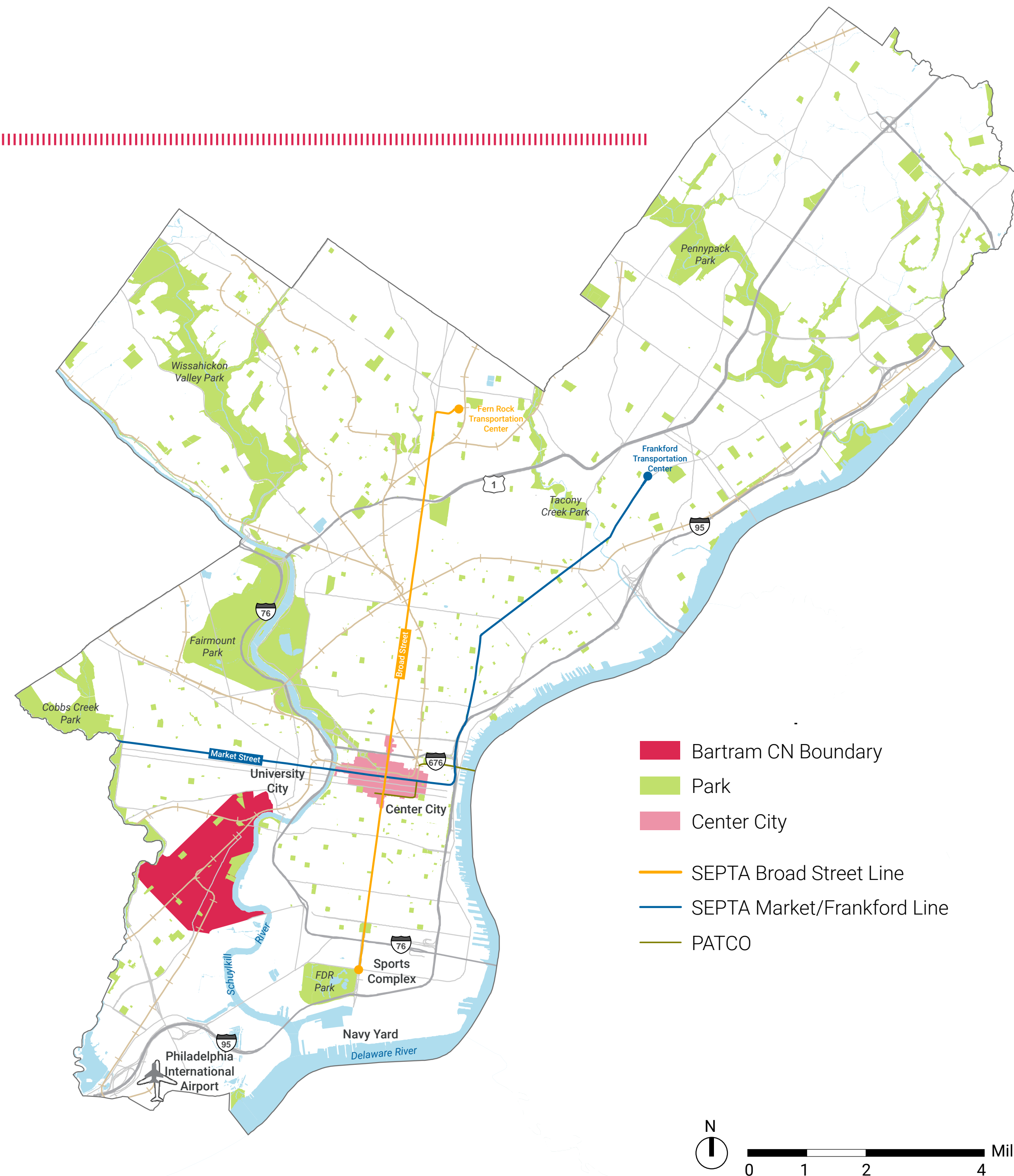
**PHA**  
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# OUR CITY: PHILADELPHIA













## BARTRAM CHOICE








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# OUR NEIGHBORHOOD

-  CN Boundary
-  Bartram Village
-  Water
-  Park / Open Space
-  University City
-  SEPTA Regional Rail
-  SEPTA Trolley Line
-  Bike Route or Trail
-  Commercial Corridor
-  Educational

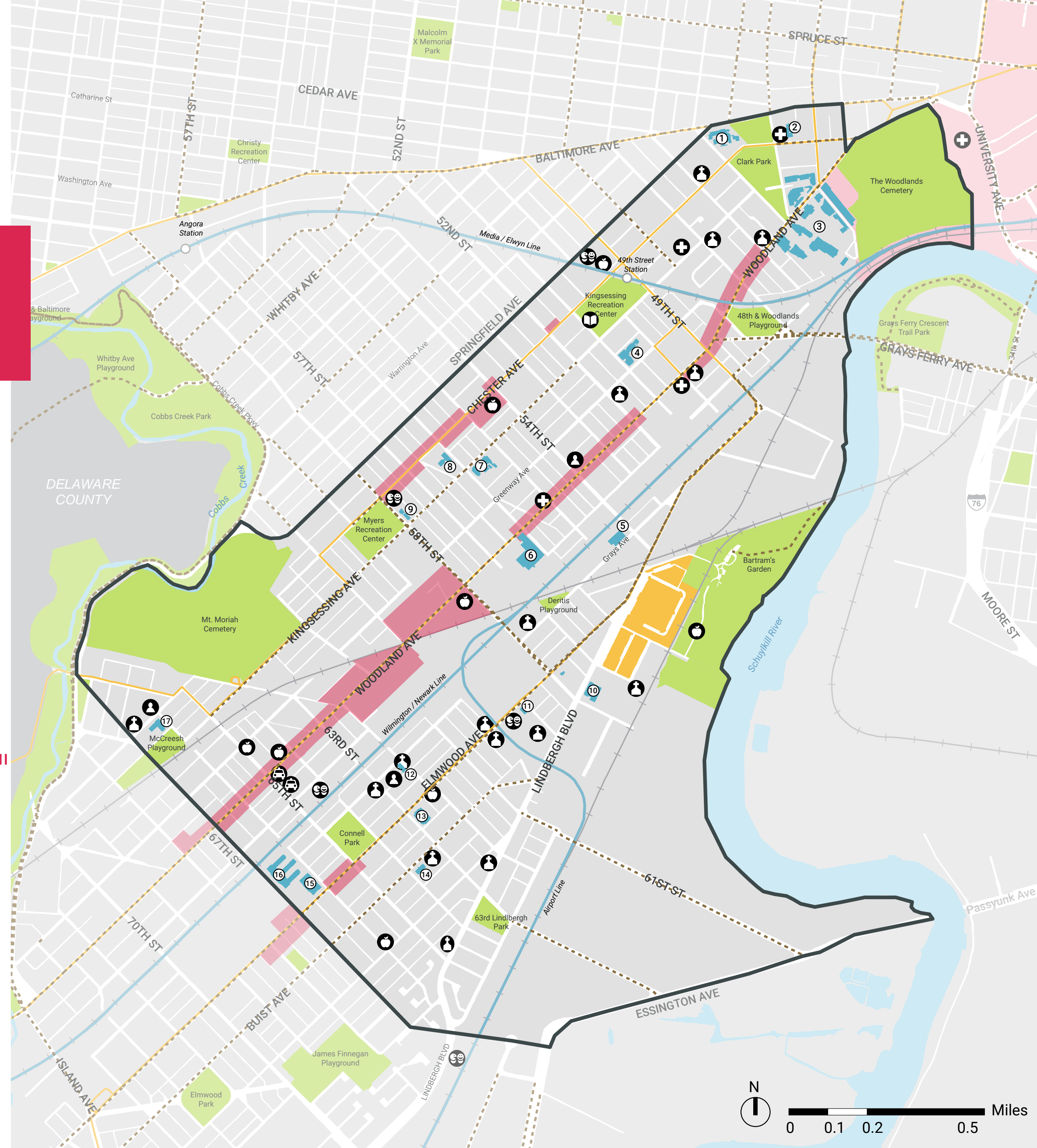
## Community Assets

-  Grocery Store / Food
-  Medical
-  Church / Religious
-  Social Services
-  Library
-  Police / Fire
-  Social / Recreational

The neighborhood boundary runs from the Schuylkill River to the east, 67th Street and Essington Avenue to the south/southwest, Springfield Avenue to the west and north, and Woodlands Cemetery to north and northeast.

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# A TOUCH OF HISTORY

King's Highway (Woodland Avenue) is designed from Grays Ferry to the Baltimore area, becoming a main road from Philadelphia to southern colonies.

**1696**

Between mid-18th and mid-19th centuries, large estates are divided and massive number of mills are closed leading to development of much of the area as a residential suburb.

**1850**

The Woodland Avenue commercial corridor blossoms into a retail district to serve a growing population.

**1923**

Immigrants from Southeast Asia begin to settle in Southwest Philadelphia.

**1970**

Construction begins on 58th Street Greenway connecting Cobbs Creek to Bartram's Garden.

**2012**

CONSIDER THE POSSIBILITIES

**1644**

The township of Kingsessing is founded by Swedish settlers.

**1894**

As electric streetcars replace horsecars, the trolley begins to define the character of the community.

**1927**

Tilden Middle School opens on the corner of 66th and Elmwood. It is also on the National Register of Historic Places.

**1963**

SEPTA is established, coordinating travel between the central business district and larger region.

**2010**

African immigration increases population in the Lower Southwest District.

**2018**

HUD awards PHA a Choice Neighborhoods Planning and Action Activity grant to develop an aspirational neighborhood plan.

**1728**

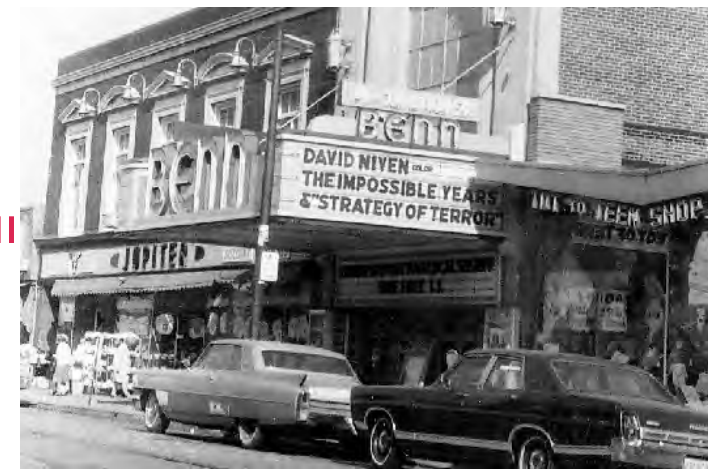
Construction begins on John Bartram's house, now a National Historic Landmark and one of the few intact estates in Philadelphia.

**2013**

Lower Schuylkill Master Plan is adopted, with a vision of reinvigorating the area as a modern industrial hub.

**1985**

SEPTA's airport rail line opens, connecting center city to Philadelphia International Airport.



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**A NEIGHBORHOOD CHARACTERIZED BY:**

- Housing Diversity
- Transit Network
- Commercial Corridors
- Institutional Anchors
- Historic + Cultural Resources
- A Nearby Waterfront
- A Mix Of Uses

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# AT A GLANCE

DEMOGRAPHICS	BARTRAM VILLAGE	BV CHOICE NEIGHBORHOOD	PHILADELPHIA
TOTAL POPULATION	1,048	39,889	1,587,761
MEDIAN AGE	20	31.2	34.7
POPULATION 55+	10%	22%	26%
POPULATION <18	48%	28%	21%
NO. OF HOUSEHOLDS	454	14,113	620,775
MEDIAN HH INCOME	\$8,876	\$28,705	\$40,314
UNEMPLOYMENT	68%	15%	11%
BLACK	96%	76%	42%
WHITE	3%	10%	40%
ASIAN	0.4%	8%	8%
HISPANIC ORIGIN	1%	4%	15%
NO. OF HOUSING UNITS	500	16,379	687,512
% OWNER-OCCUPIED UNITS	NA	39%	47%
% RENTER-OCCUPIED UNITS	100%	47%	43%
% VACANT UNITS	9%	14%	10%
MEDIAN HOME VALUE	NA	\$79,084	\$153,502
< HIGH SCHOOL DEGREE	?	21%	17%
HIGH SCHOOL DEGREE/GED/SOME COLLEGE	?	57%	50%
ASSOCIATE DEGREE	?	6%	6%
>BACHELOR'S DEGREE	?	15%	27%

Items with a question mark indicate that the data is not available yet and will be collected during the Needs Assessment survey in summer 2018.



# PREVIOUS PLANNING EFFORTS



**2011**

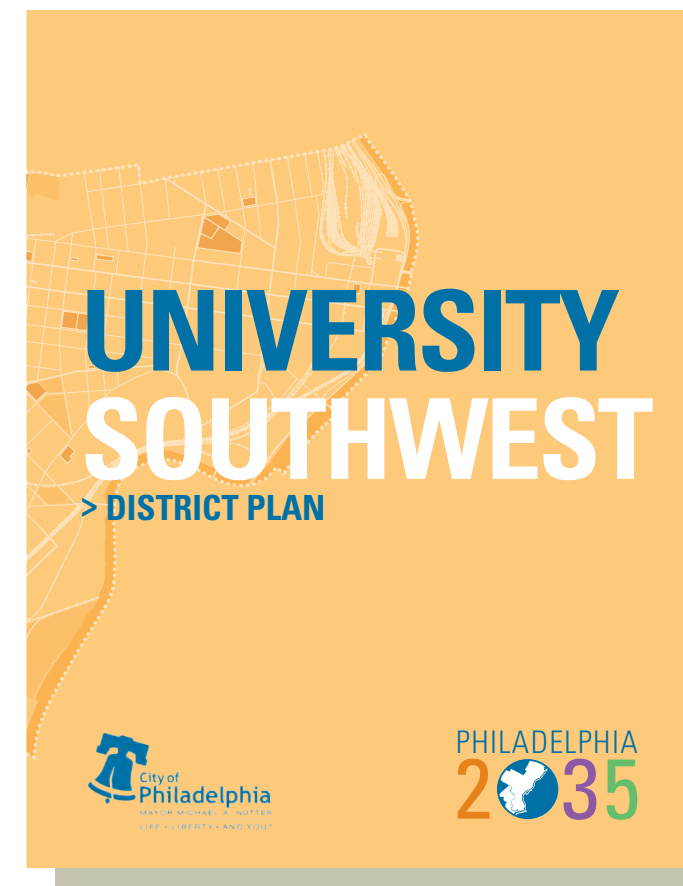
PHILADELPHIA 2035  
CITYWIDE VISION



**2013**

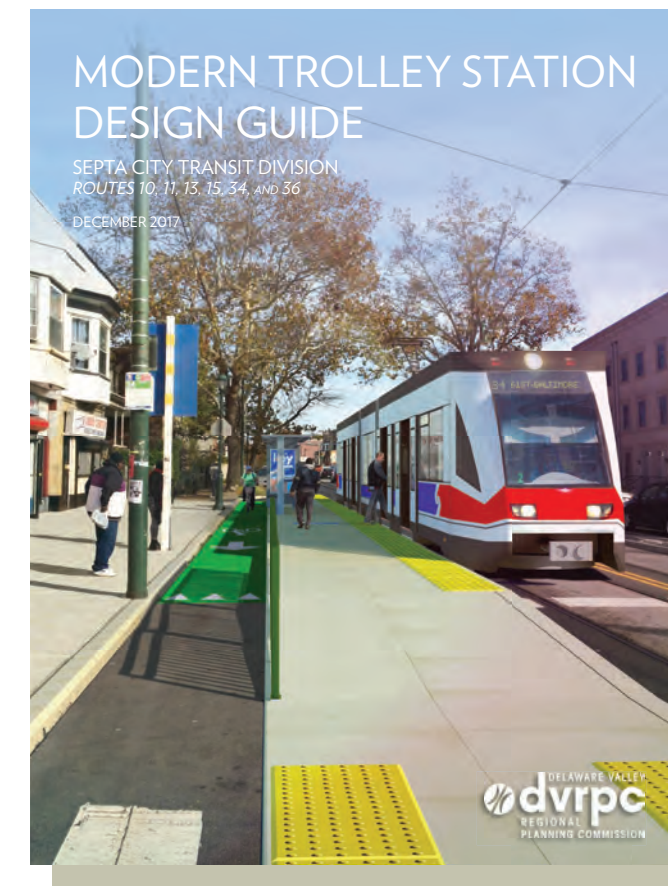
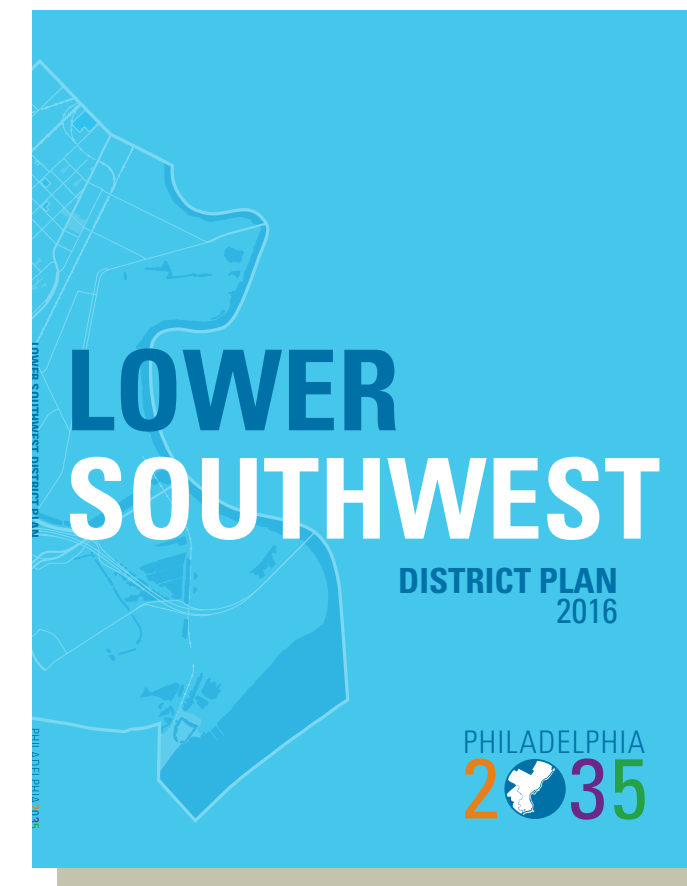
LOWER SCHUYLKILL  
MASTER PLAN

UNIVERSITY SOUTHWEST  
DISTRICT PLAN



**2016**

LOWER SOUTHWEST  
DISTRICT PLAN



**2017**

MODERN TROLLEY  
STATION  
DESIGN GUIDE

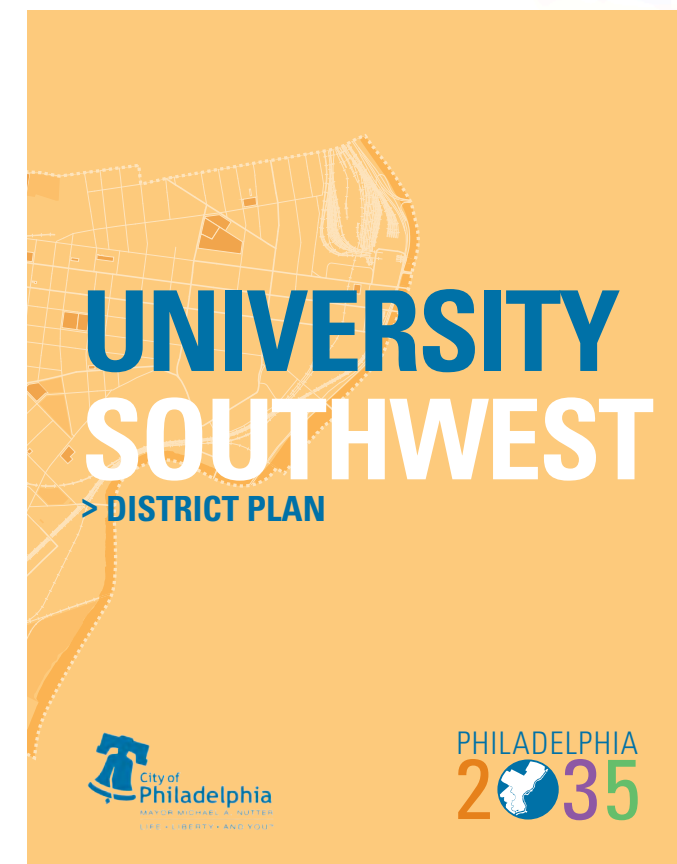
*The City's first comprehensive plan in 50 years, Philadelphia 2035 is a three-part process that includes the Citywide Vision; 18 District Plans; and zoning revisions to the city zoning plan that follow each District Plan.*

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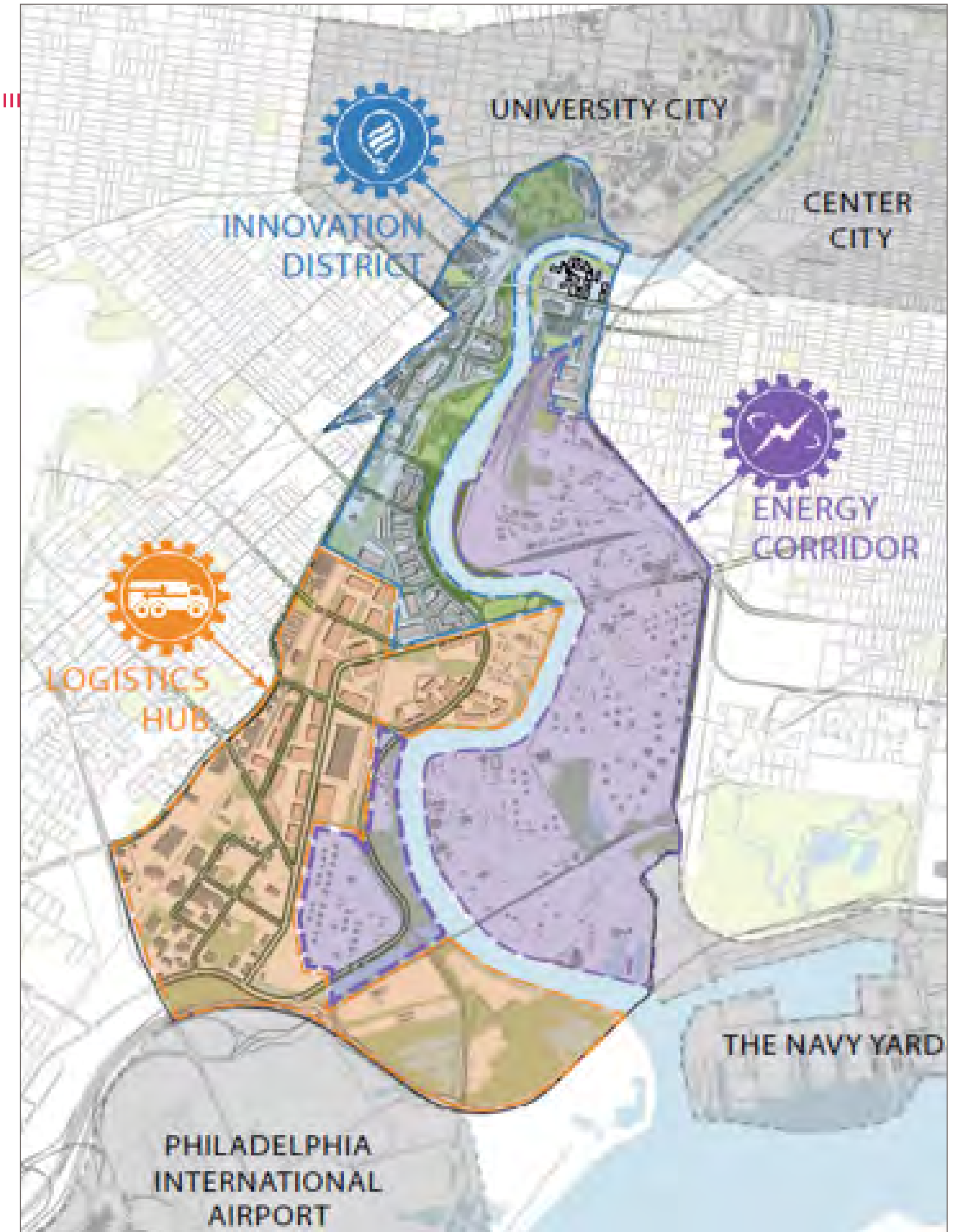
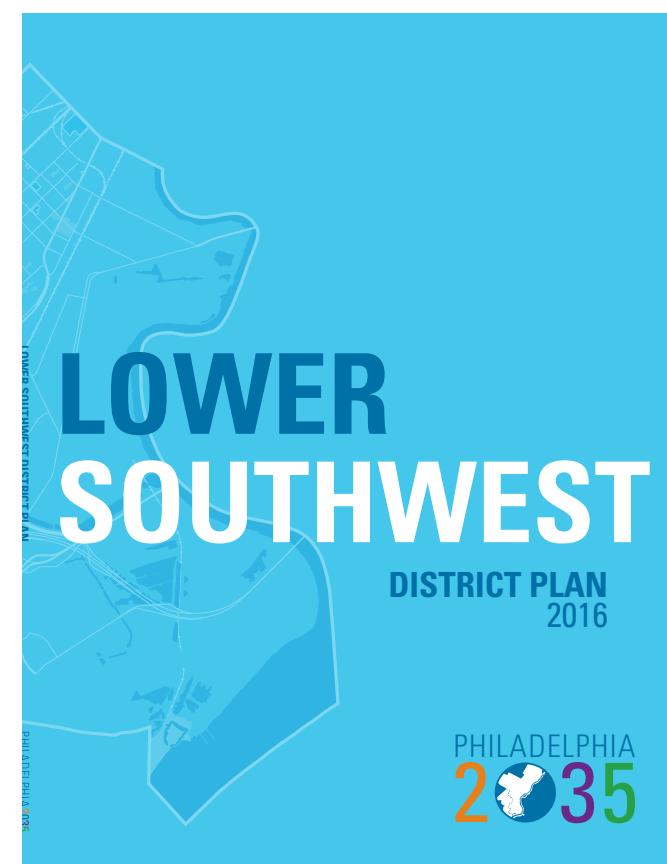
NEIGHBORHOOD PLAN

# BUILDING ON & SYNCING WITH

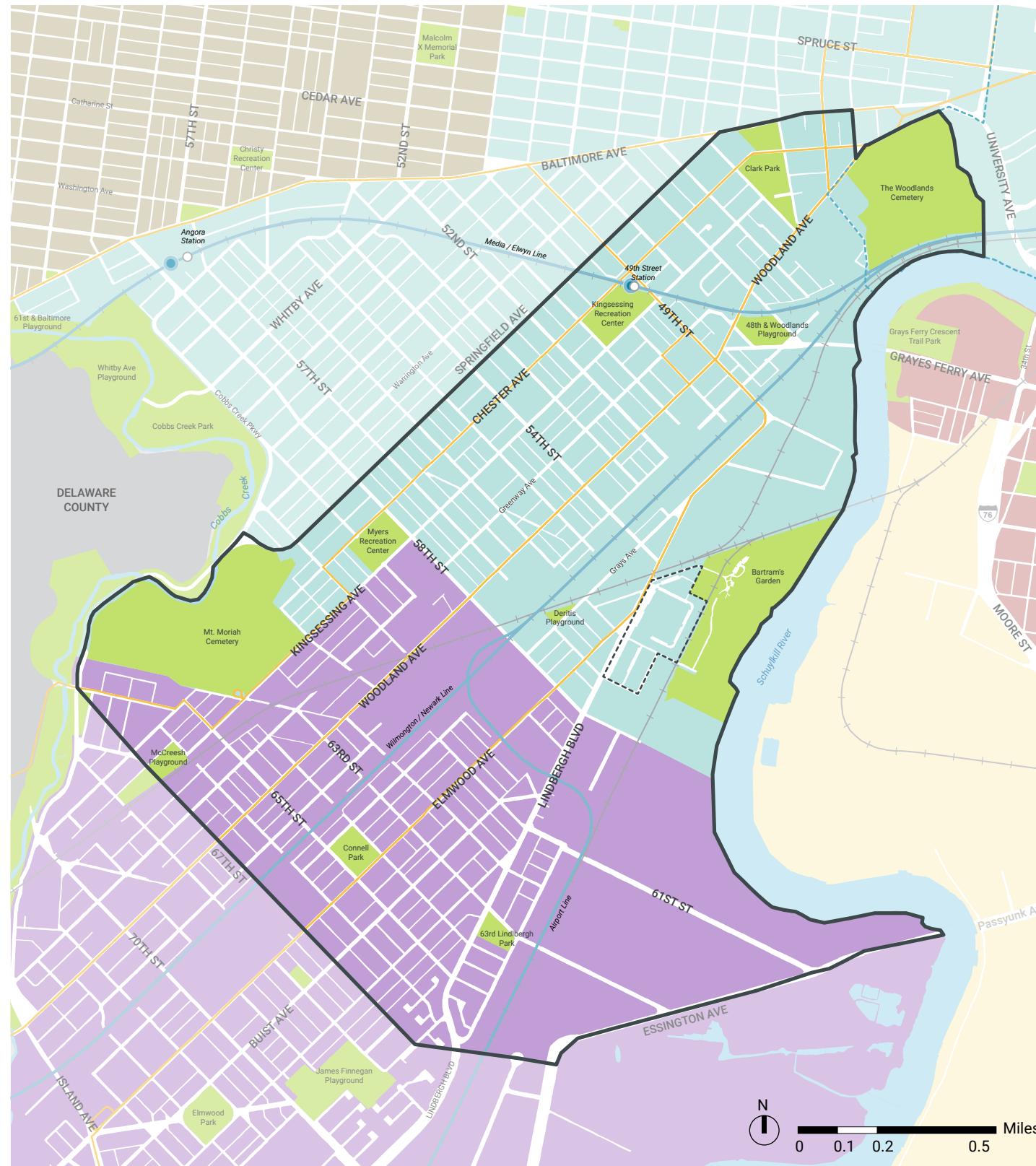
## PHILADELPHIA 2035 COMPREHENSIVE PLAN



**PRIORITY RECOMMENDATIONS TO THRIVE, CONNECT, RENEW**



LOWER SCHUYLKILL  
MASTER PLAN



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**THANK YOU!**

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