



MAPLEWOOD MALL PUBLIC OUTREACH PLAN

Purpose

8th District Councilwoman Cindy Bass seeks to ensure an open and transparent process during the pre-design, design, and construction phases of the Maplewood Mall reconstruction project. In addition, she sees public input as a necessary tool to establish a vision for the Mall in terms of its function and use, which will in turn produce a community-driven design.

Outreach Activities

1. Website. The City Planning Commission website will be used as an outlet for the dissemination of information regarding the public outreach, design, and construction processes. In particular, the website will contain:
 - a. Meeting and event dates/locations
 - b. Meeting and event summaries
 - c. Previous planning studies
 - d. Request for proposals (RFP) for design services
 - e. Consultant team information
 - f. Work generated by consultant team, including preliminary and final design documents
 - g. Construction dates and logistics, including specifics of road closures
 - h. Roles and responsibilities of the project team
 - i. Project team contact information
 - j. This outreach plan

2. Engaging the General Public. The general public will be engaged in the following manner:
 - a. Project announcement by 8th District Councilwoman Cindy Bass
 - b. Three (3) events intended to receive input on the desired function and uses for the Mall.
 - c. Three (3) events to share design alternatives prepared by consultant team and receive feedback.

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- d. The use of the interactive website popularize.com to mirror the same activities of these six (6) events.
 - e. Groundbreaking ceremony.
 - f. Ribbon cutting ceremony.
 - g. Continued outreach will be determined at the end of construction
3. Engaging Mall Businesses, Residents, and Property Owners. Those located on the Mall will be engaged in the following manner:
- a. Two (2) focus group meetings intended to receive input on the desired function and uses for the Mall and the RFP document.
 - b. Two (2) focus group meetings to share design alternatives prepared by consultant team and receive feedback.
 - c. Two (2) meetings to discuss construction logistics and prepare for road closures
 - d. Monthly newsletters will be sent out during construction to provide updates and address quality of life issues
 - e. A direct number to the on-site construction manager will be made available for immediate concerns
 - f. Continued outreach will be determined at the end of construction
4. Engaging Community Groups. Groups with a direct interest in the mall will be engaged in the following manner
- a. Two (2) focus group meetings intended to receive input on the desired function and uses for the Mall and the RFP document.
 - b. Two (2) focus group meetings share design alternatives prepared by consultant team and receive feedback.
 - c. Continued outreach will be determined at the end of construction

All meeting/event summaries will be posted on the City Planning Commission website and additional meetings and events will be added as needed.