

SECTION 4: Building on Goals from Previous Planning Efforts

“THE NEIGHBORHOOD IS VIEWED AS A FRIENDLY, SUPPORTIVE, FAMILY-ORIENTED PLACE; HOWEVER IT IS ALSO PLAGUED BY QUALITY OF LIFE ISSUES. CRIME IS PERCEIVED BY RESIDENTS TO BE ONE OF THE BIGGEST PROBLEMS IN THE NEIGHBORHOOD.”



Image Source: *Our Community Our Ideas: Eastern North Quality of Life Plan*

North Central Transformation Plan Process: OHCD, PHA, APM and Temple University have a long history of engaging community residents, government institutional, local businesses, non-profits, and for-profit stakeholders to create comprehensive plans in North Philadelphia. Each lead partner believes strongly that the neighborhood's residents are the center of every transformation initiative and hearing their opinions, views, ideas and recommendations are critical to a successful implementation strategy. The North Central neighborhood has benefited from over 10 years of resident-driven planning processes and the recommendations and implementation strategies from those plans form the foundation for the North Central Transformation Plan. In 2012, the Choice Neighborhood Initiative provided an opportunity to build on the plans and create a unified vision for the North Central neighborhood.

Plans developed over the last 10 years, including *Our Community Plan: A Shared Vision for Our Neighborhood in Eastern North Philadelphia*, the *Uptown Triangles Master Plan*, the recently completed transformation plan, *Our Community Our Ideas: Eastern North Philadelphia Quality of Life Plan*, and the *Temple University Framework Plan*, all provided the foundation for the North Central Philadelphia Choice Neighborhoods Transformation Plan.

OUR COMMUNITY PLAN

PURPOSE OF THE PLAN

In 2008, the Women's Community Revitalization Project (WCRP) received support from the Eastern North Philadelphia Coalition (ENPC) and a grant from the Wachovia Regional Foundation to lead a resident-driven community planning effort for the Eastern North Philadelphia community, an area going through significant changes.

The shift from heavy industry and manufacturing to a service economy has had an enormous impact on the community. Because this shift emptied jobs out of the area when the factories shut down, the neighborhood now suffers a high rate of poverty, high vacancy, neglect, low educational attainment, and high unemployment rates.

As the neighborhood looks to rebound and new investment spills over from surrounding neighborhoods, the challenge is to manage change in a balanced way that meets the needs of all residents, both new and old.

COMMUNITY PARTICIPATION/STAKEHOLDER ENGAGEMENT PROCESS

The planning consultant team, in conjunction with WCRP and ENCP, held quarterly meetings of the Community Planning Steering Committee, which is made up of 25 members. They also held monthly Community Planning Subcommittee meetings focused on four problem areas: vacant land and abandoned buildings, affordable housing, economic development, and youth and human services.

Two community-wide meetings and numerous surveys were also utilized to share information about the plan and attain feedback. The planning team used information from each source to formulate the goals and vision for the plan.

GOALS, PRINCIPLES, AND VISION

A broad vision was outlined for the neighborhood that represents a coalition of diverse organizations, institutions, and religious groups working to improve the quality of life of the community. The vision was to make the neighborhood “a stronger, healthier community in which to live, work, worship, learn, and play.” The principles and values that guided the plan centered on one key idea: “lower-income residents and other people who care about the community want to see their neighborhood improve” for current and future residents.

STRATEGIES

General strategies to implement the recommendations found in the plan include:

- Preserve existing and develop new affordable housing
- Preserve existing and develop new businesses and community facilities
- Help residents, business owners, and community organizations protect their assets and build wealth
- Promote equitable development
- Utilize existing publicly-held land for neighborhood benefit
- Cultivate a cleaner, greener, healthier, and more sustainable community
- Create opportunities to build and strengthen relationships



Image Source: *Our Community Our Ideas: Eastern North Quality of Life Plan*

“ NEIGHBORHOOD POSITIVES:
DISTINCT NEIGHBORHOOD BOUNDARIES;
PROXIMITY TO TEMPLE UNIVERSITY;
CONNECTIONS TO CENTER CITY;
AVENUE OF THE ARTS;
LARGE-SCALE REDEVELOPMENT
POSSIBILITIES ”



Image Source: Uptown Triangle Master Plan

UPTOWN TRIANGLE MASTER PLAN

PURPOSE OF THE PLAN

In the Uptown Triangle there are large a number of vacant lots, dilapidated buildings, an eroded employment base, and underutilized commercial space. Yet the neighborhood features numerous positive attributes to build upon, including distinct neighborhoods, well-maintained owner occupied housing, close proximity to Temple University, high connectivity to Center City, and arts and cultural resources along Broad Street, and numerous large-scale redevelopment possibilities.

GOALS, PRINCIPLES, AND VISION

The plan includes overarching, ‘bricks and mortar’ oriented goals for community stabilization:

- Improve family and rental housing
- Improve aesthetics
- Build off institutional additions (Tyler School of Art and Creative and Performing Arts [CAPA] North)
- Redevelop Broad Street through nodal and mixed-use development, and emphasize subway connections
- Enhance existing stable housing
- Redevelop blocks that contain high vacancy and undesirable buildings
- Create enhance pathways within the neighborhood and open space buffers along railroad tracks
- Create new apartments near Temple’s campus



Image Source: Uptown Triangle Master Plan

“OUR NEIGHBORHOOD WILL BE CLEAN AND BEAUTIFUL AND CAPITALIZE ON ITS UNIQUE LOCAL ASSETS INCLUDING SCHOOLS, DIVERSE HOUSING OPTIONS AND PUBLIC TRANSPORTATION. WE WILL STRIVE TO REDUCE BLIGHT BY MANAGING VACANT LAND AND PUBLIC BUILDINGS...”



Image Source: Our Community Our Ideas: Eastern North Quality of Life Plan

OUR COMMUNITY OUR IDEAS: EASTERN NORTH QUALITY OF LIFE PLAN

PURPOSE OF THE PLAN

A Philadelphia Local Initiatives Support Corporation (LISC) Sustainable Communities Initiative (SCI) plan, the Eastern North Quality of Life Plan, aims to unify residents and local organizations around a common vision for their communities and lays out the programs and infrastructure necessary to make the neighborhood a good place to raise a family. The plan defines what needs to be done, how it will be done, and who will do it to improve quality of life for all residents, new and old.

COMMUNITY PARTICIPATION/STAKEHOLDER ENGAGEMENT PROCESS

LISC partnered with Asociación Puertorriqueños en Marcha (APM), a local non-profit specializing in community and economic development, to engage the community. The team, in association with design firm Interface Studio, interviewed 83 community leaders to attain feedback on neighborhood opportunities and constraints.

The team also held a large community visioning event where residents shared their dreams for the neighborhood. Residents answered “What, who, when, where, why, how” regarding what the neighborhood will be like by 2020. Groups were no bigger than 10 people. To get a good representation of the neighborhood, organizers made calls, distributed flyers, and hung banners to invite residents. Their efforts resulted in well over 100 participants.

Interface distilled the information from outreach efforts into a community to-do list of seven focus areas: physical environment, income and wealth, economic development, education, children and youth, healthy environment and lifestyles, leadership, and arts and culture.

GOALS, PRINCIPLES, AND VISION

Residents and stakeholders crafted a vision and principles that embody the values and aspirations of the community. The following overarching principles provided direction for the plan:

- The neighborhood will be clean and beautiful and capitalize on unique local assets
- Residents will be well-trained for a variety of jobs and have access to services that support economic growth

- The neighborhood will be home to a diverse range of businesses that provide residents with jobs and meet needs
- Abundant opportunities for training and education will be available for all members of the community
- Leaders will work together to create a diverse, united, and involved community
- Our community will become one of the safest, healthiest, and greenest communities in the city
- Arts and culture will infuse our community

STRATEGIES

Each guiding principle has specific strategies and tasks to implement the plan's goals in meaningful ways. These include:

- Reduce blight by managing vacancies, improving the public realm, and helping property owners maintain and improve property
- Create and educate a better trained workforce, and develop job opportunities and provide coordinated services
- Support existing local businesses, and encourage the development of new ones
- Engage youth and parents with programming to reduce truancy and increase graduation rates
- Create a multi-generational network of existing and emerging leaders, and strengthen collaboration among community groups
- Strengthen community policing, promote health programs, encourage transit use, and green the neighborhood
- Strengthen and market existing arts and cultural programs





Image Source: Our Community Our Ideas: Eastern North Quality of Life Plan

“TEMPLE 20/20 IS DESIGNED TO SET FORTH A SET OF PRINCIPLES AND GUIDELINES THAT PROVIDE A STRONG UNIFYING IDENTITY FOR TEMPLE UNIVERSITY, YET ARE FLEXIBLE ENOUGH TO ACCOMMODATE A WIDE VARIETY OF FUTURE REQUIREMENTS AND DEVELOPMENT SCENARIOS.”



Image Source: Temple 20/20 A Framework for Campus Development

TEMPLE 20/20: A FRAMEWORK FOR CAMPUS DEVELOPMENT

PURPOSE OF THE PLAN

The purpose of Temple 20/20 is to provide a clear and executable vision for the development of Temple's Main Campus over the next 10 to 12 years. The plan is designed to set forth principles and guidelines that provide a strong identity for Temple University, yet are flexible enough to accommodate a wide variety of future requirements and development scenarios.

COMMUNITY PARTICIPATION/STAKEHOLDER ENGAGEMENT PROCESS

The consulting team's planning process included review by a 28-person steering committee made up of university deans, vice presidents, professors, administrators, and students. They held monthly reviews of the plan during its development.

Two town hall meetings were also held that provided an open forum for all members of the Temple community to review the plan's progress and offer feedback.

Finally, Temple held a series of meetings with residents and political representatives of its neighboring communities to solicit input and apprise them of the intentions and process of the Framework Plan.

GOALS, PRINCIPLES, AND VISION

The goals and vision for Temple 20/20 were developed in collaboration with Temple's administration, faculty, staff, students, and the design team. Guiding principles include:

- Support Temple University's Academic Mission
- Invite campus-wide participation and interaction
- Improve connectivity and safety
- Preserve and enhance existing places of significance
- Establish a cohesive campus fabric
- Encourage place-sensitive architecture
- Develop urban and urbane spaces
- Promote sustainability
- Combine quality and fiscal responsibility
- Respect and engage surrounding communities

- Emphasize art
- Create a destination campus

STRATEGIES

To provide for the greatest flexibility in developing the campus, each development outlined in the master plan has been organized into separate phased initiatives. The proposed phasing allows Temple the flexibility to develop a particular program at any given time based on current needs, available development sites, funding and donors—while always moving toward the final campus vision.

The plan was adopted in 2009. Some of the first projects on the phased to-do list are cost-effective, short term strategies that Temple can begin and complete in a short period of time and which will make great strides toward implementing the plan's vision. These include landscape work, access and circulation improvements, and better connections to surrounding areas.



Image Source: Temple 20/20 A Framework for Campus Development

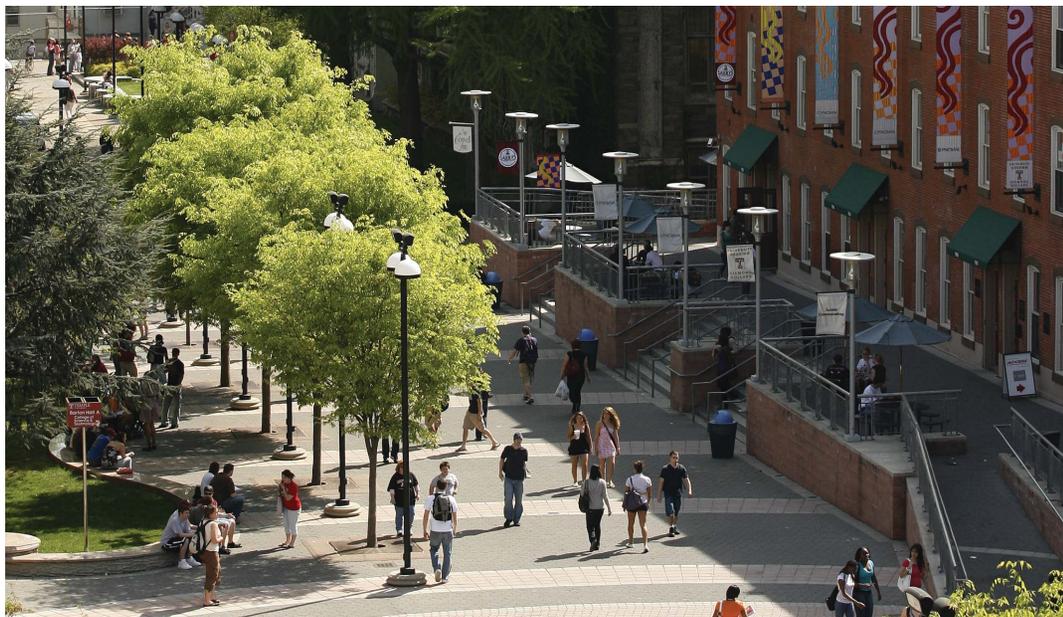


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