Revitalizating the Broad Street, Germantown & Erie Corridor: A Festival

Acknowledgement to Leaders

Dr. H. Ahada Stanford, Tiffany Justice, Linda Lawrence & Commerce Department staff

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Area Profile

Location of Corridor

About the Broad Street, Germantown and Erie Corridor

- Urban Decay and Population Decline in the 1960s
- Decline due to shift of population from cities to suburbs and loss of industry
- Currently in earliest stages of economic revitalization

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Overview and Project Goals

About the Event

- Outdoor
- Designed for visitors to see what businesses on the corridor have to offer, encourage them to return as a customer base
- Temple University Hospital promotion of wellness practices

Main Tasks

- Business outreach and communication
- Creation of Germantown, Broad and Erie business directory
- Creation of assessment for second annual festival

Sponsors

- Temple University Hospital
- Department of Commerce
- Germantown and Erie Merchants Association (GEMA)

Goals

- Consistent with January 2010 City Planning Commission Broad & Erie Transportation and Community Development Plan
- Mostly to "Strengthen the Business District"

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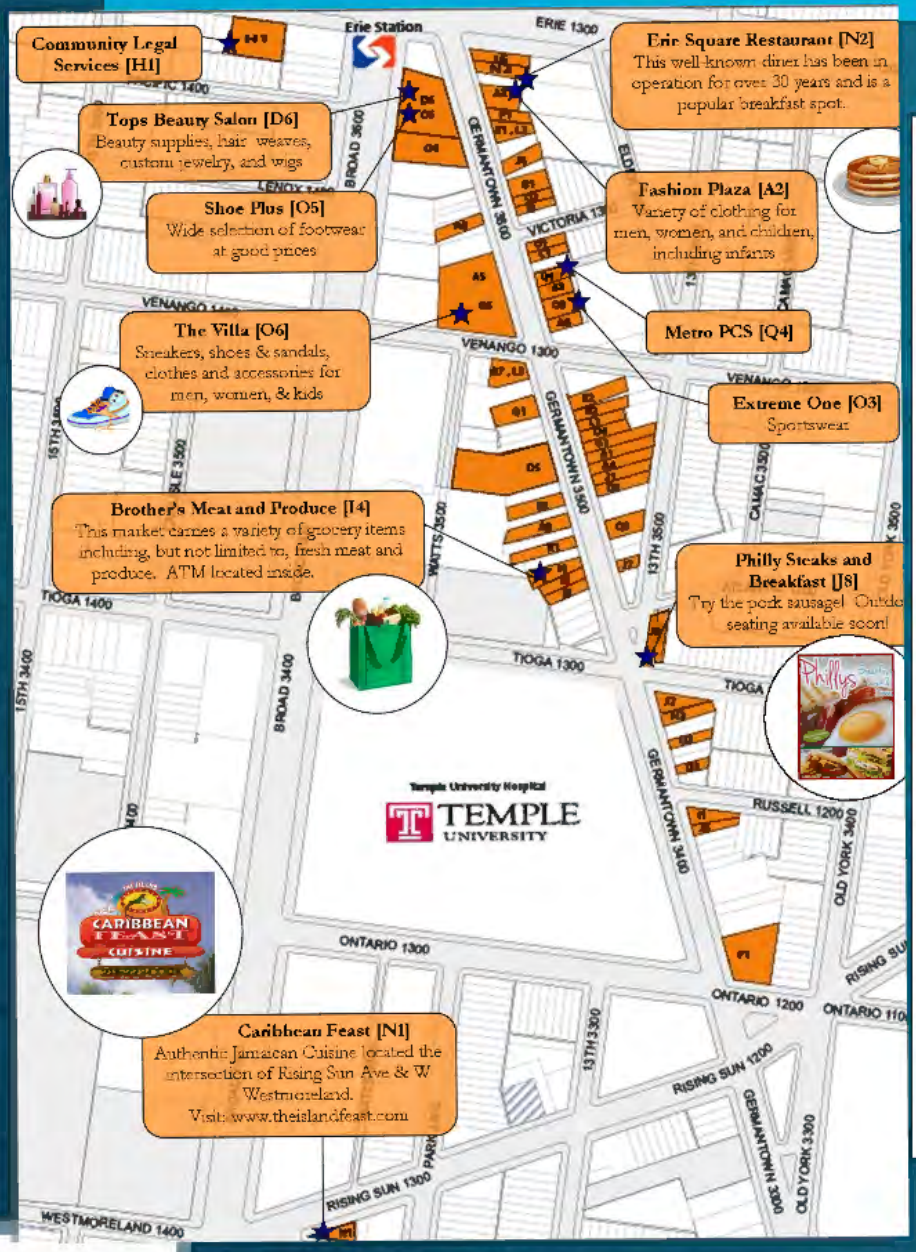
The Business Directory



— Special Festival Directory —

Germantown, Broad & Erie Business Directory 2013

Department of Commerce
City of Philadelphia

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Meeting Local Leaders and Field Visits

- Important Leaders: Officer Tyshaan Williams, Carol Horne Penn, Esq., Jim Hartling, Howard Foreman
- Importance to Community
- Leaders facilitated our progress and provided background

Officer Williams

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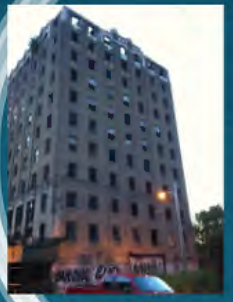
Takeaways

Re-assessing Corridor Goals



- Focus Development in Priority Areas
  -Gradually Redevelop Existing Properties
- Strengthen the Business District
  -Continue to Encourage Organization
- Improve the Streetscape Along Major Roads
  -Encourage Personal Ownership of Space

Future of Corridor

- Goal: Develop the potential to become a Business Improvement District (BID)
- Continue developing relationships with business owners and residents
- City Government's continuing role in creating an environment for businesses to thrive

Conclusion

- Urban redevelopment is a multidisciplinary process
- Festivals can spur development
- Germantown, Broad, and Erie needs sustained, committed investment from stakeholders to realize potential

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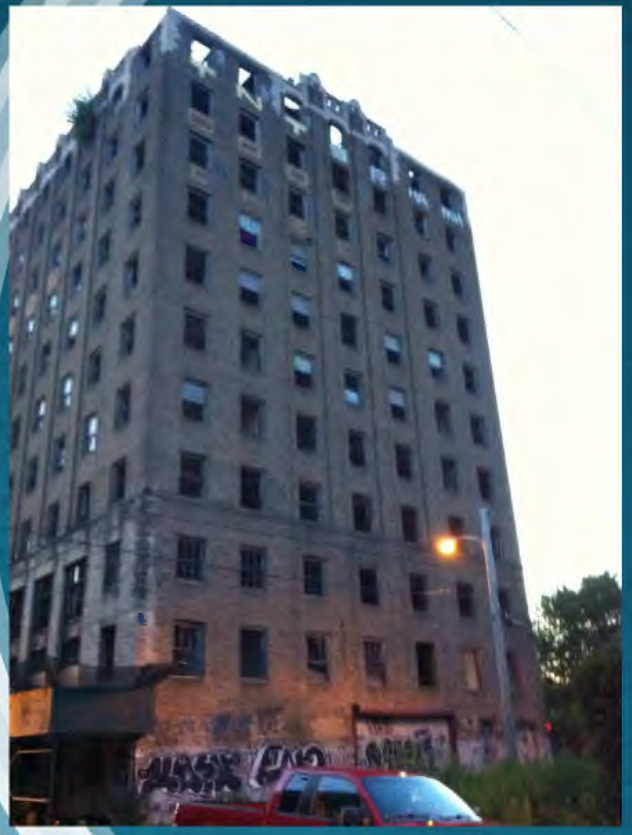
Re-assessing Corridor Goals



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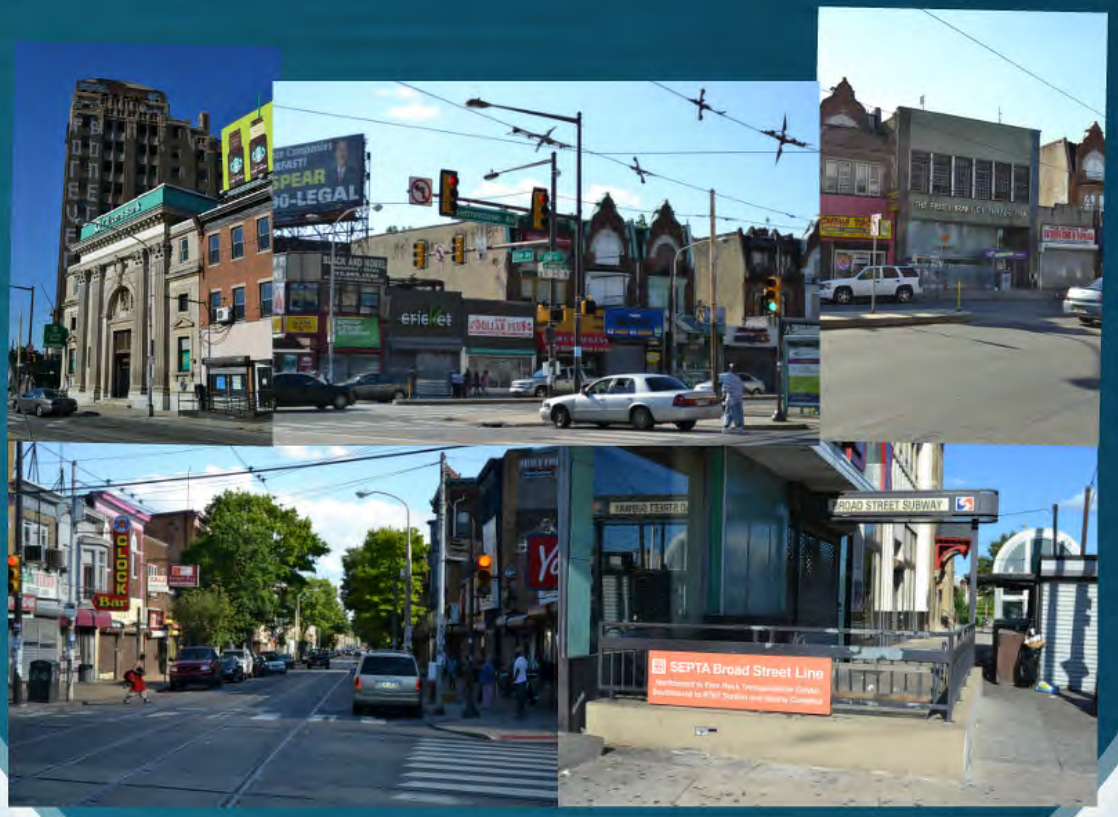

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