

Maplewood Mall Stakeholder Meeting Summary | July 30, 2013

As a part of the reconstruction of Maplewood Mall in Central Germantown, 8th District Councilwoman Cindy Bass and the Philadelphia City Planning Commission (PCPC) are directly engaging Mall stakeholders and the general public through various methods and venues. The purpose of this outreach is to ensure an open and transparent process that incorporates public opinion into the design and function of the new Maplewood Mall and keeps the public informed of project details. This outreach begins now, with the pre-design phase, and continues through to the design and construction phases.

The third outreach event was conducted on Tuesday July 30, 2013 at the Prince Hall Mason's Lodge on Maplewood Mall. **This effort was directed toward Germantown community groups with an interest in the Mall.** Approximately 13 attendees were present representing seven community groups, the Germantown Special Service District, the Councilwoman's office, and the Department of Commerce. The meeting was facilitated by Matt Wysong of PCPC.

The purpose of this meeting was to:

1. Disseminate all information to date regarding the reconstruction process,
2. Share the results of the Maplewood Mall Block Party Design Workshop from June and Mall Stakeholder meeting from the previous night, and
3. Conduct a listening session in which participants could share their needs, desires, and aspirations for the Mall as it relates to reconstruction

The listening session is summarized below, with comments grouped into the various themes that materialized over the course of the meeting:

Street Function & Design

- Immediate improvements should be made relating to lighting and tree pruning
- There should be flexibility with pedestrian vs. car use
- Bikes need to be accommodated on the Mall (e.g. parking, rentals)
- The existing commercial spaces are not big enough for a sit-down restaurant
- It must be a cool place that draws outsiders, but must also appeal to locals
- The parking lots around the Mall create a disconnect between it and the surrounding area - not supportive of spending money on improvements that cater to cars
- Look to other success stories in the City for inspiration
- Keep the Mall small - boutiques, small stores, locally-owned businesses, etc.
- Traffic is needed to attract business, be it foot or car traffic

Marketing/Advertising

- Install an information booth on the mall to be staffed by GSSD ambassadors
- Marketing and advertising is critical to success

Programming

- Bring in street vendors - fresh produce, clothing, food. Create an indoor/outdoor space that can operate year-round (e.g. Headhouse Square, Eastern Market in DC)
- Sell fresh produce from Wyck, Grumblethorpe, Weavers Way, as well as products from local artisans, foods, etc.
- Create an Amish produce stand
- "Taste of Germantown"
- Programming and management of the Mall are critical to success
- Everyone must feel welcome
- Loitering must be addressed

Business Support

- Existing businesses need to be able to improve and expand. This is critical to success and the City must lend support.
- Existing businesses need support during construction (problems during the Market Street EI reconstruction were cited)

Other

- Include surrounding institutions in the Maplewood Mall conversation, including mental health and drug addiction facilities
- Verizon should be approached for financial support
- Who is the Mall intended for?
- Delinquent property owners should be targeted - bringing life back to these properties is critical to success