

# Broad, Germantown, & Erie

# January 2020 Resource Fair Summary

Published July 2020



# Outline

- Purpose Statements
- Shopping District Summary
- Transportation Summary
- Local History & Green Space Summary
- Boards Presented at Resource Fair

# Task Force Purpose

The Task Force is a collaboration between City departments and neighborhood organizations to:

- Make the intersection safer for pedestrians
- Create jobs and support businesses
- Improve and create new public spaces
- Honor local history

# Meeting Purpose

In January, the City and community organizations hosted a Broad, Germantown, Erie resource fair. City staff collected feedback on the Broad, Germantown, and Erie Task Force's work. Nineteen community and City organizations tabled at the resource fair.

Those organizations included Temple Health, American Association of Retired Persons (AARP), Community Legal Services, the Broad Germantown and Erie Collaborative, the Fire Department, SEPTA, Census 2020, and more.



# Attendance

 Over 100 people attended the  
resource fair

# Shopping District

**Led by the Department of Commerce**

# **Summary**

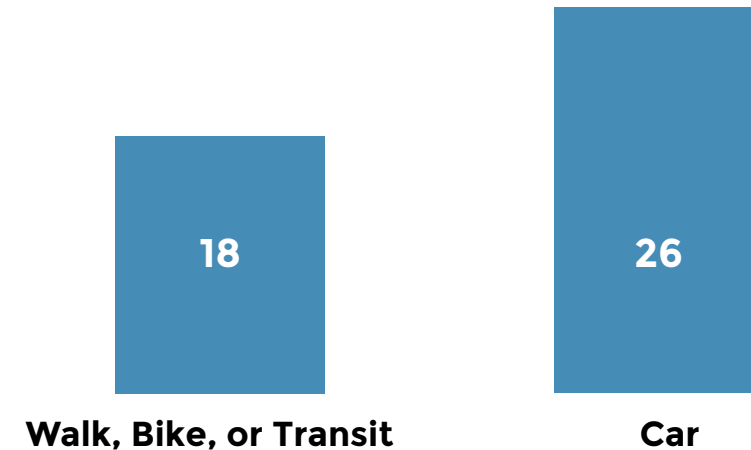
- Shared resources for businesses
- Gave updates on sidewalk cleaning & new lighting
- Surveyed people about the shopping district

# What We Heard

## Why Do You Come to the Shopping District?

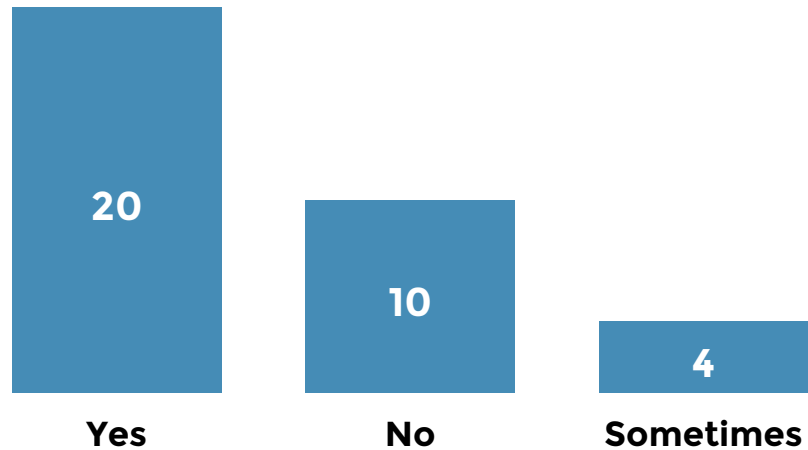


## How Do You Travel to the Shopping District?

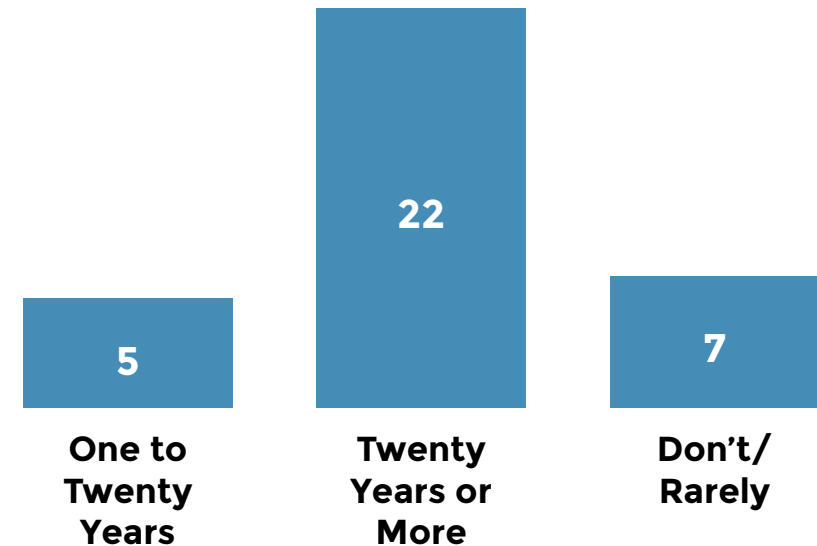


# What We Heard

**Do You Feel Safe Shopping in the District?**



**How Long Have You Been Shopping in the District?**



# Transportation

**Led by the Office of Transportation,  
Infrastructure, and Sustainability**

# Summary

- Asked about where people want benches & lighting
- Asked about the idea of Germantown Avenue being northbound between Broad & Erie
- Listen to people's thoughts about other proposed changes to the intersection

# Transportation Safety Concept

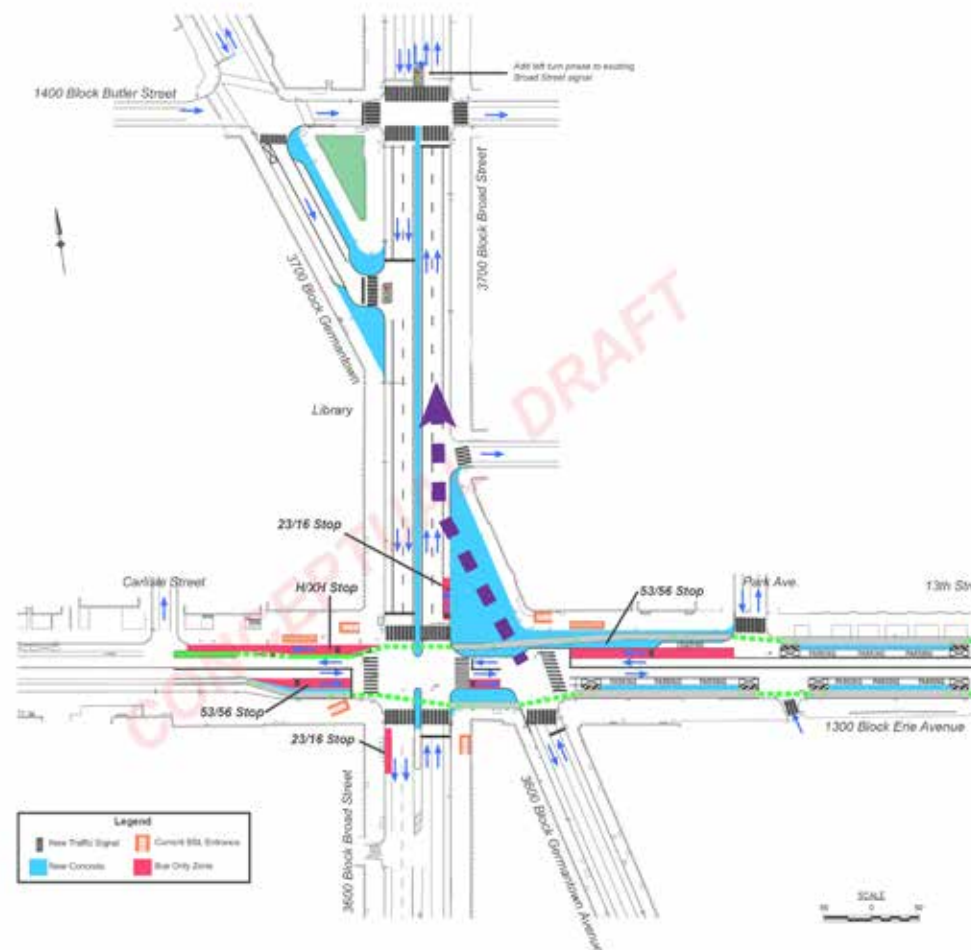
Discussed the design shown to the community in October 2019.

Discussed the potential to compromise and keep Northbound Traffic on Germantown Avenue all the way to Broad Street but to also keep a full median on Broad Street.

This would:

- Reduce the detour impact on the Route 23;
- Keep higher levels of PM rush hour traffic on the 3600 Block of Germantown Avenue;
- Reduce the size of the public plaza at the BGE triangle.

The CONNECT boards also showcased additional options for streetscape improvements such as lighting, wifi kiosks, bus shelters, and more.





# What We Heard



People want to talk about the transportation project, whether they were supportive of the ideas or not.



A vast majority of people like the streetscape and transit improvements, such as bus shelters, real time bus information, and lighting improvements.



There are mixed feelings about the proposed changes to Germantown Avenue and the creation of a full Public Plaza; however, many people see opportunity for compromises.

# Local History & Green Space

Led by the Philadelphia City Planning  
Commission

# Summary

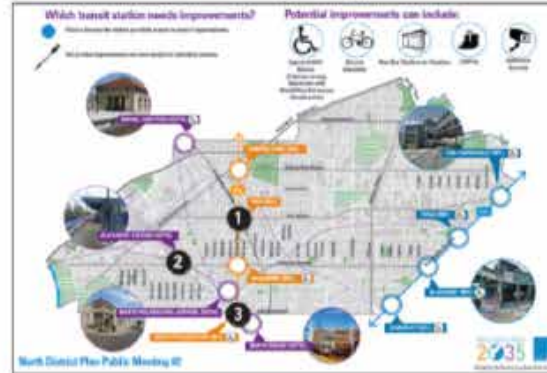
- Shared results of past engagement and community plans
- Asked what activities and features people want to see at the 2 triangles
- Shared examples of honoring local history and recorded neighborhood memories

# Past Engagement

PCPC Broad & Erie Transportation & Community Development Plan (2010)



Philadelphia2035  
North District Plan (2018)



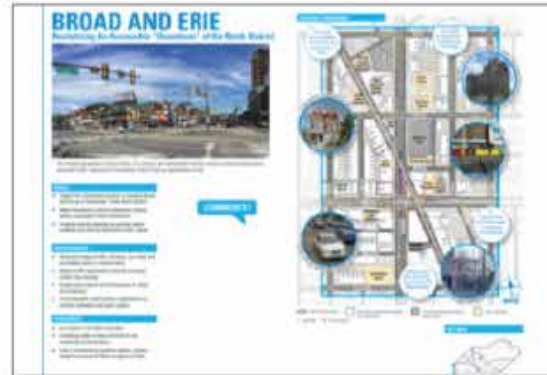
Philadelphia2035  
North District Plan (2018)



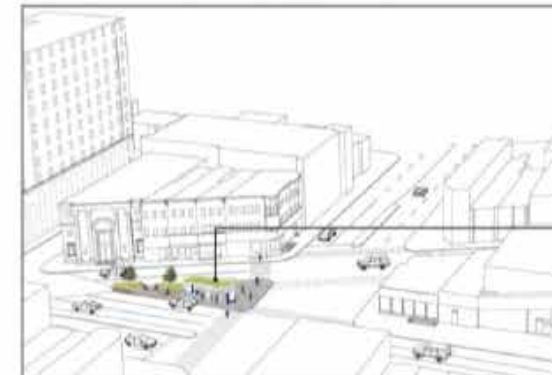
Pcpc Tioga Goals And Strategies Report (2016)



Philadelphia2035  
North District Plan (2018)

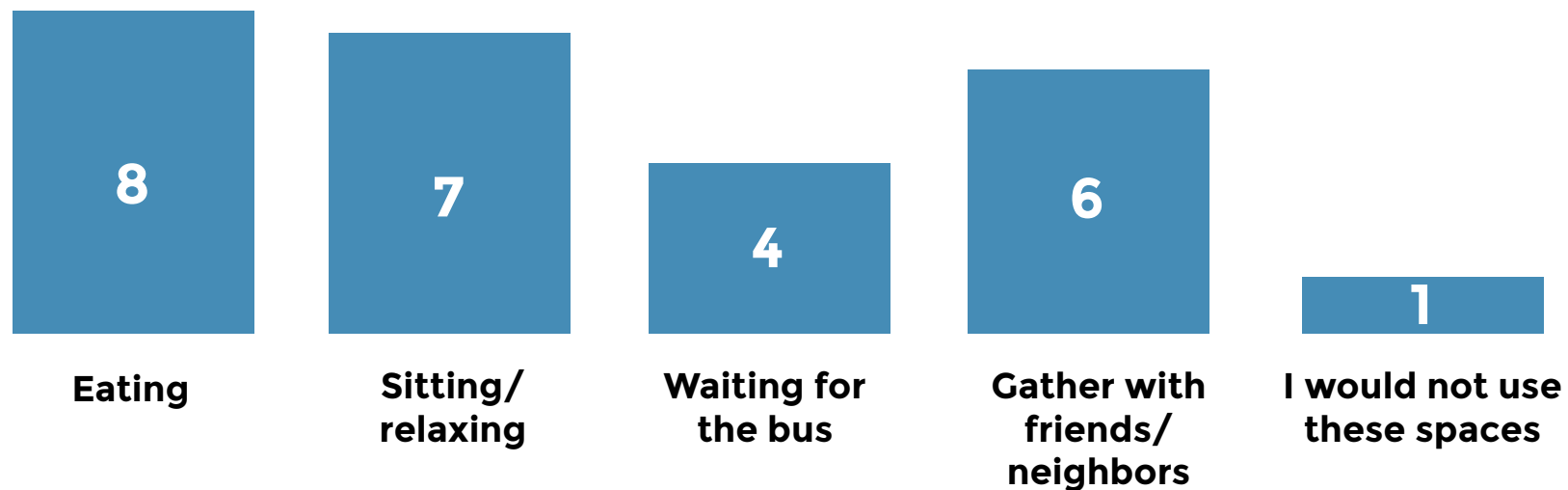


North Broad Renaissance Health  
District Intervention (2019)



# What We Heard

**I would use the Broad, Germantown,  
Erie triangles for:**

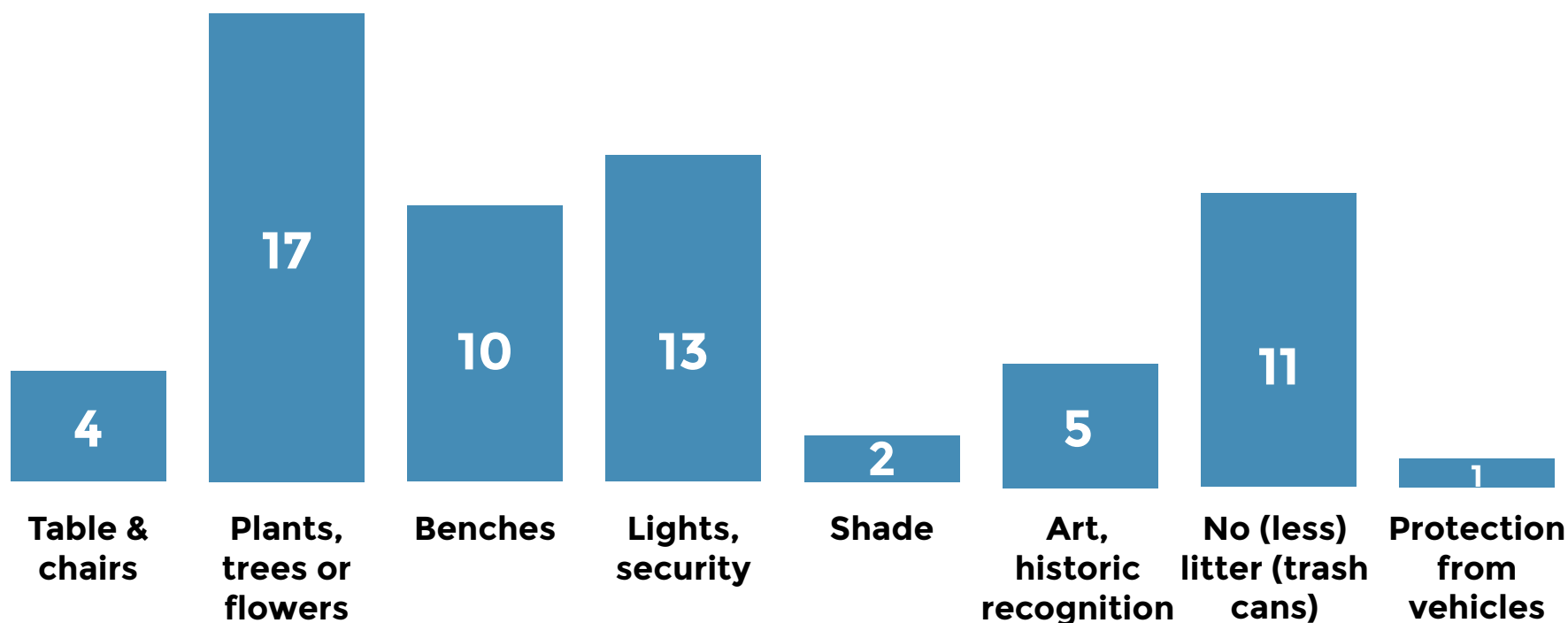


**Other:**

- Hub for local info
- Kid-friendly space
- Special need community

# What We Heard

If there were these features:



Other:

- Info kiosk
- Solar charging station
- Chess tables
- Market
- More area for food trucks
- Seating
- stormwater

# What We Heard

**Prompt: Share a person/place/thing you'll always remember**

1st job as a 14 year old  
@ supermarket, mom  
worked at Thift Store

Horn & Hardarts  
restaurant on Broad  
Street between Broad,  
Lenox, and Erie

Impulse Club (Major  
Nutter Dj'd)

Merchant of  
Alkebuelaw

Rolls Royce Dealership,  
Bd & Kerbough

Girard Bank

Arcadia Ballroom on Erie  
Ave. between 15th and  
Broad on 2nd Floor

Restore Ballroom for  
culture events, partition for  
music, etc.

# Boards Presented at the January Resource Fair





## The Task Force is a collaboration between City departments and neighborhood organizations to:

- Make the intersection safer for pedestrians
- Create jobs and support businesses
- Improve and create new public spaces
- Honor local history

## Why does the Task Force exist?

Mayor Kenney started the Broad, Germantown, and Erie Task Force in 2017. Many City departments and neighborhood organizations were already doing work at the intersection. The Task Force creates common goals and coordinates everyone's work happening at this intersection.

## What is this meeting for?

*This resource fair is:*

- An opportunity for the community to access City and neighborhood resources
- A chance for the Task Force to update the community on the work it's doing
- An opportunity for the community to give guidance on improvements that will happen in the next few years.

# WHAT IS THE BROAD, GERMANTOWN & ERIE TASK FORCE?

## Is the City doing this because of the development of the Beury building?

No. The City has been prioritizing projects around Broad, Germantown, and Erie for over four years. These improvements are customized by and designed for the community. They are not happening because of the private development of the Beury building.

## Will the Task Force's work cause gentrification?

The goal is to serve existing residents, business owners, and workers, not to displace them. That is why the Task Force needs to hear from you on these projects.

## What will the Task Force do about gun violence?

The Philadelphia Police are part of the Task Force. The Task Force aims to decrease gun violence by working with the Police, helping create new jobs, and making the area safer. The Task Force is making the area safer through lighting, storefront improvements, security cameras, new art honoring neighborhood history, and a new park space.

## How can I get involved?

Sign-in with your contact information so we can invite you to future meetings. Give your opinions on these topics tonight: Shopping District, Local History, Green Space, and Transportation.







# Broad, Germantown & Erie TASK FORCE

## Broad & Erie Transportation and Community Development Plan

Mayor Kenney starts the  
**Broad, Germantown, and Erie Task Force**

### Designs created for storefront improvements

Study shows Broad, Germantown, and Erie is part  
of the 12% of Philadelphia streets where 50% of all  
traffic deaths and severe injuries happen

2010

2017

2016

Commercial Corridor Grant given to **Called to Serve CDC**  
for the cleaning and business support on Germantown Ave.

Commercial Corridor Grant given to **North Broad  
Renaissance** for the cleaning and business support on  
North Broad St.

**Walking tour** with politicians, City departments, and  
businesses to discuss crime, trash, parking, safety issues  
with crossing the street and getting on and off the bus

**Tioga Goals and Strategies Report** finished. Report  
includes designs for improvements to the triangle at Broad,  
Butler, and Germantown

200 new **LED lights** installed at intersection

Storefront study completed

**Broad, Germantown, Erie Collaborative** started by neighborhood  
organizations

Called to Serve CDC starts **workforce development program**, to  
help community members get and keep jobs

Five stores install **new awnings**

Ten stores are pursuing **new storefronts**

Four of those will also do **interior renovations**: Tops Beauty,  
Caribbean Feast, Dwight's BBQ, and the Black & Nobel building

Market profile completed. Shows that there is \$17 million of  
unmet **demand for a grocery store**

**Philly Free Streets** held on Broad Street again

**Abandoned newsstands removed** from intersection, one newsstand  
brought up to code. and three **police security cameras** installed

Vacant lots on Germantown Ave. cleaned

Called to Serve CDC hires first Executive Director

**Public meeting** to get feedback on ideas for making the  
intersection safer

2019

2018

**Philadelphia2035 North District Plan** completed with Broad,  
Germantown, and Erie as a focus area

Old **trolley tracks removed** on Erie Avenue between  
Broad and Germantown

**Nicetown-Tioga Library** chosen to receive improvements through  
**Rebuild**. Rebuild is the City's program to improve parks, rec centers,  
playgrounds, and libraries across Philly's neighborhoods

**Philly Free Streets**. Broad St. closed to car and bus traffic for the first  
half of a Saturday, activities happened all along the street

Engineering study started to look for ways to make the intersection safer  
for walking, driving, taking the bus and subway, or biking

Study and designs completed for **community re-use of  
Zion Baptist Annex**





## The City Helps Local Businesses

### The City can help your business:

- Understand City requirements
- Find tax incentive opportunities
- Address challenges as your business grows
- Connect with other resources and organizations
- Improve the look of your storefront
- Buy equipment and make interior improvements

## Business Coaching

**The City has coaches who can provide guidance for your business. Completing this program improves your chances of being approved for other City initiatives, including:**

- Storefront Improvement Program.
- InStore Forgivable Loan Program.
- Philadelphia Business Lending Network.

### Business Coaching services include:

- Business planning
- Financial management
- Customer relations
- Marketing
- Technology
- Access to capital
- Inventory
- Visual merchandising



**DID YOU  
KNOW?**

**30**

**Business owners across the city have participated in the Business Coaching Program!**

## Attracting New Businesses

**The City is focused on the development and growth of small business in Philadelphia's neighborhood commercial corridors by:**

- Stimulating new business attraction
- Determining how to make commercial corridors more appealing to developers to fill vacancies
- Determining how to market corridors to businesses, anchor institutions and consumers

## Neighborhood Economic Development Grants

The Neighborhood Economic Development (NED) Grant Program provides gap financing of \$100,000 to \$500,000 to non-profit organizations developing real estate projects. Projects are selected through a competitive RFP process. Applicants must demonstrate the project will create new permanent jobs and contribute to the revitalization of the neighborhood corridor.



**Community  
Legal Services**  
- 1410 W Erie  
Avenue





## Broad, Germantown & Erie TASK FORCE

### New LED Street Lights

The City of Philadelphia has started to make safety and aesthetic upgrades at Broad, Germantown and Erie. The City has installed close to 200 new LED lights in the area, making the intersections and adjacent corridors safer and more appealing at night. The new LED bulbs are brighter and also use less energy than the previous bulbs used in street lights. New LED replacements are happening along a number of commercial corridors in the City, and 100,000 lights are being replaced in the next two to three years.

### Cleaning Broad, Germantown, and Erie

With funding support from the City of Philadelphia, North Broad Renaissance and Called To Serve CDC employ cleaning ambassadors who sweep sidewalks within the Broad, Germantown & Erie Commercial Corridor every day Monday through Saturday. This service began in 2016 and was expanded last July.



**DID YOU  
KNOW?**

**1,200**

Bags of litter were collected and removed by North Broad Renaissance and Called to Serve CDC since July 2019!

## SAFETY & CLEANING

### Installing Security Cameras on Businesses

The Business Security Camera Program encourages businesses to install external cameras on commercial properties. The program seeks to increase safety for shoppers, residents, and employees.

**Participants can receive:**

- Up to 50 percent of the total eligible costs.
- Up to \$3,000 for a single commercial property.

Businesses who use the program must register their cameras with the Philadelphia Police Department's online SafeCam registry.





**DID YOU  
KNOW?**

**675**

Business owners have participated in the Storefront Improvement program since 2009!

# BUILDING IMPROVEMENTS

**DID YOU  
KNOW?**

**70**

Participants have been approved for the InStore Forgivable Loan Program to improve the insides of their businesses!

## Exterior Storefront Improvement

Business and property owners may be eligible to receive grant money for facade improvements.

### Examples of eligible improvements:

- Masonry/brick pointing
- Exterior doors
- Cornices
- Exterior facade lighting
- Exterior painting
- See-through security grills
- Windows/glazing
- Signage and awnings

The program can reimburse up to **50 percent** of the cost of eligible improvements to a maximum of \$10,000 for a single commercial property, or up to \$15,000 for a multiple-address or corner business property.

## Interior Store Improvements

The InStore Forgivable Loan Program helps existing businesses expand and new businesses become established on targeted commercial corridors. Retail, food, and creative arts businesses are eligible for the program. InStore approves a limited number of projects each year for forgivable loans.

### Loan details

- \$15,000 to \$50,000
- No payments, no interest
- Forgiven after five years

If the business remains open and operating at the location for five years, the loan is forgiven and the business pays nothing.

## Storefront Improvements Happening Now

**Tops Beauty - 3638-3640 Germantown Avenue**

**Before**



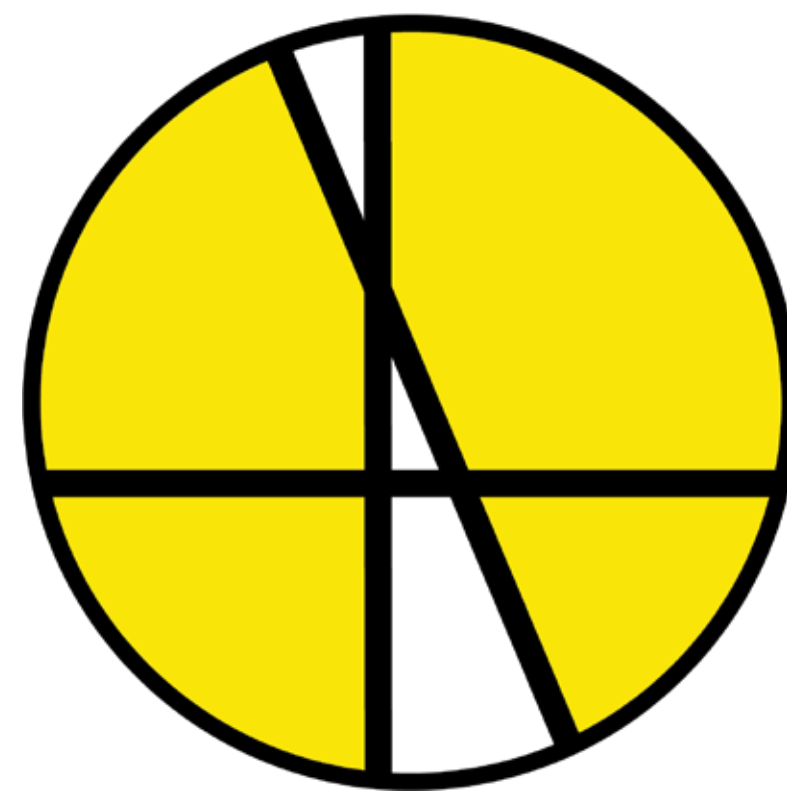
**After**



**Interior Improvements**



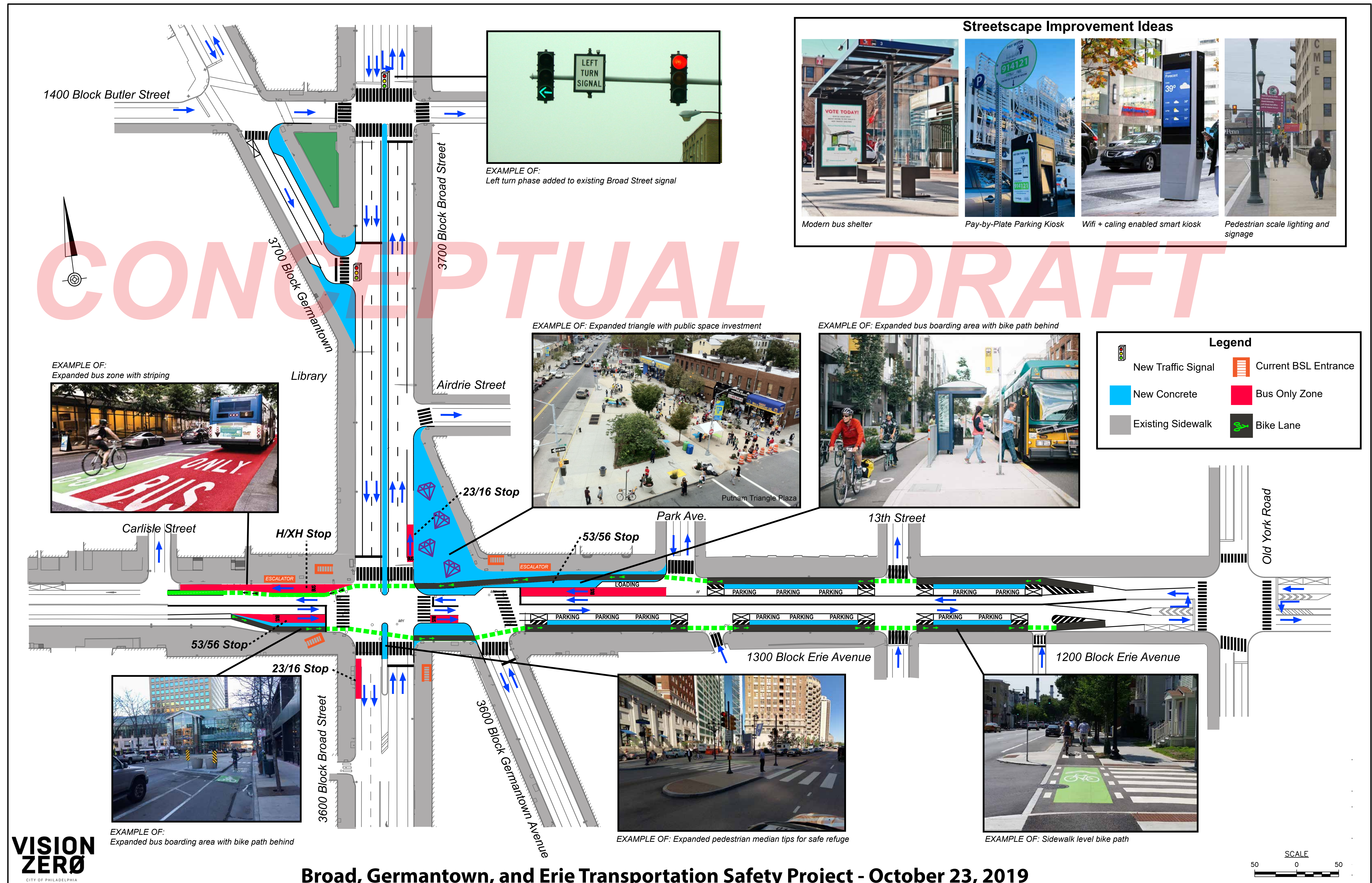




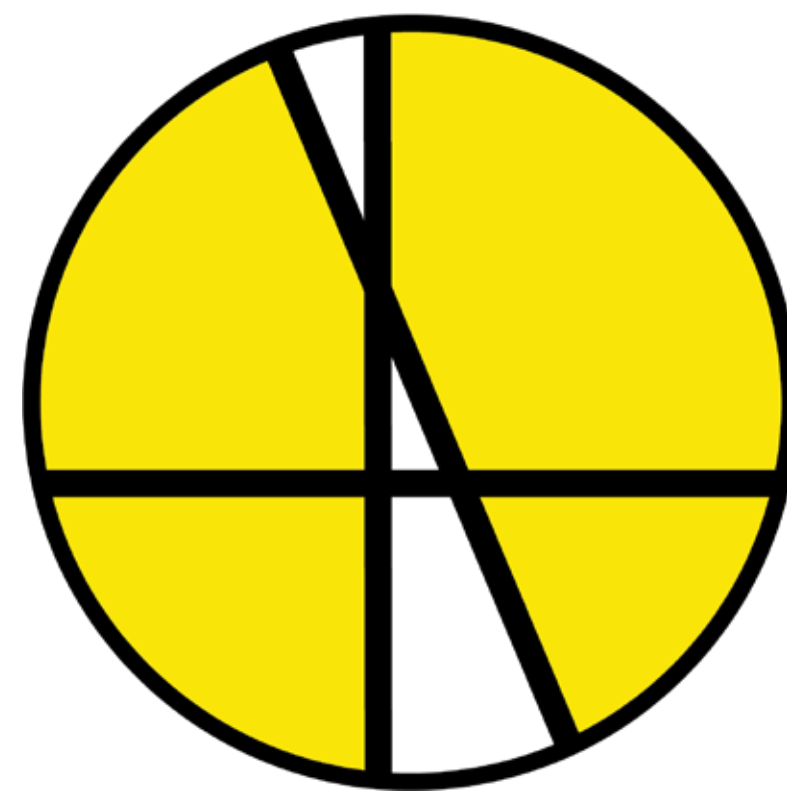
# Broad, Germantown & Erie TASK FORCE

# INTERSECTION REDESIGN IDEA

PRESENTED AT OCTOBER 23, 2019 PUBLIC MEETING







# Broad, Germantown & Erie TASK FORCE

## WHAT WE HEARD

KEY FEEDBACK FROM OCTOBER COMMUNITY MEETING

### GENERAL FEEDBACK

- Most people want the City to keep working on ideas to invest in public space and transportation at the intersection
- “Is this a done deal?” - concern that the City will not listen to resident feedback
- Trash, litter, and short dumping are major issues
- Why are we working on transportation when there are other big issues?
- Request for more frequent community conversations

### GERMANTOWN/PUBLIC PLAZA

- Public plaza could work, but we want to see more about it and talk about what it could be
- Concern that potential customers will not see the businesses if Route 23 or vehicle traffic is rerouted
- Concern that the public plaza would not work if there are not good things to do there
- A full median on Broad Street would solve some of the issues with traffic safety

### ERIE AVENUE

- Trolley track removal is a good thing here
- Reducing the crossing distance for pedestrians would help
- Putting the bus stop for the Route 56/53 on the sidewalk, and making the sidewalk bigger, is better than waiting on the narrow island

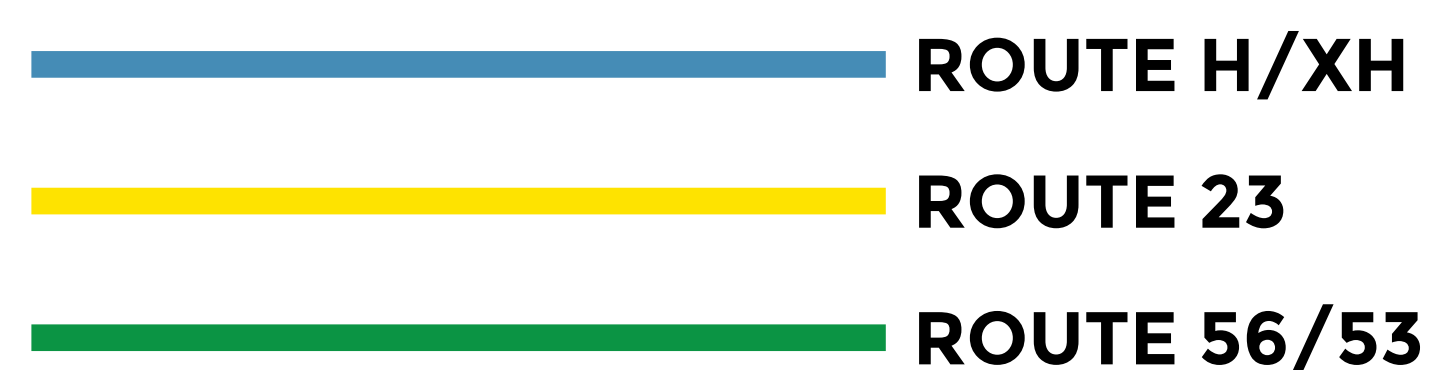
WHAT IS MISSING?



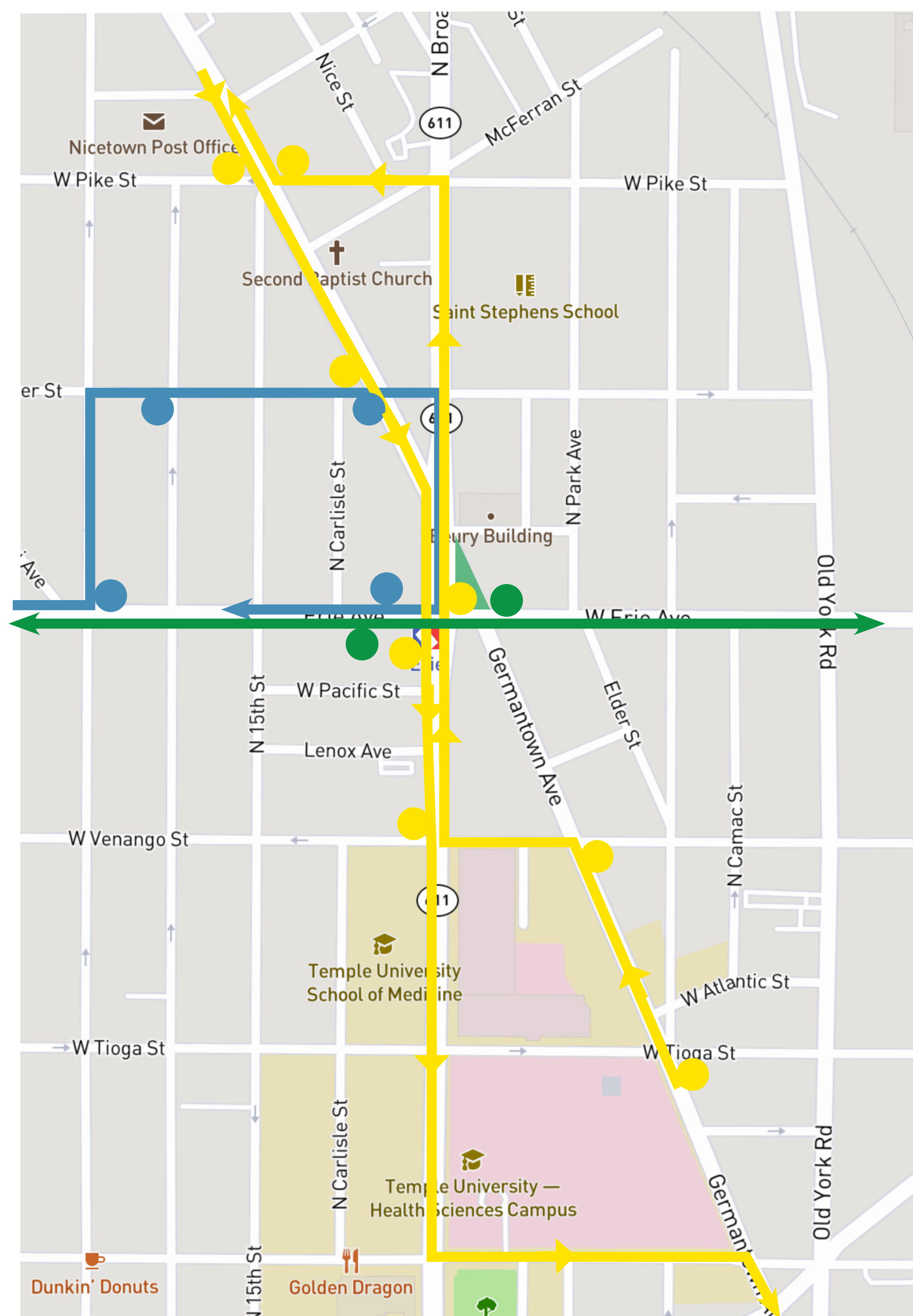


# BUS MOVEMENT THROUGH INTERSECTION

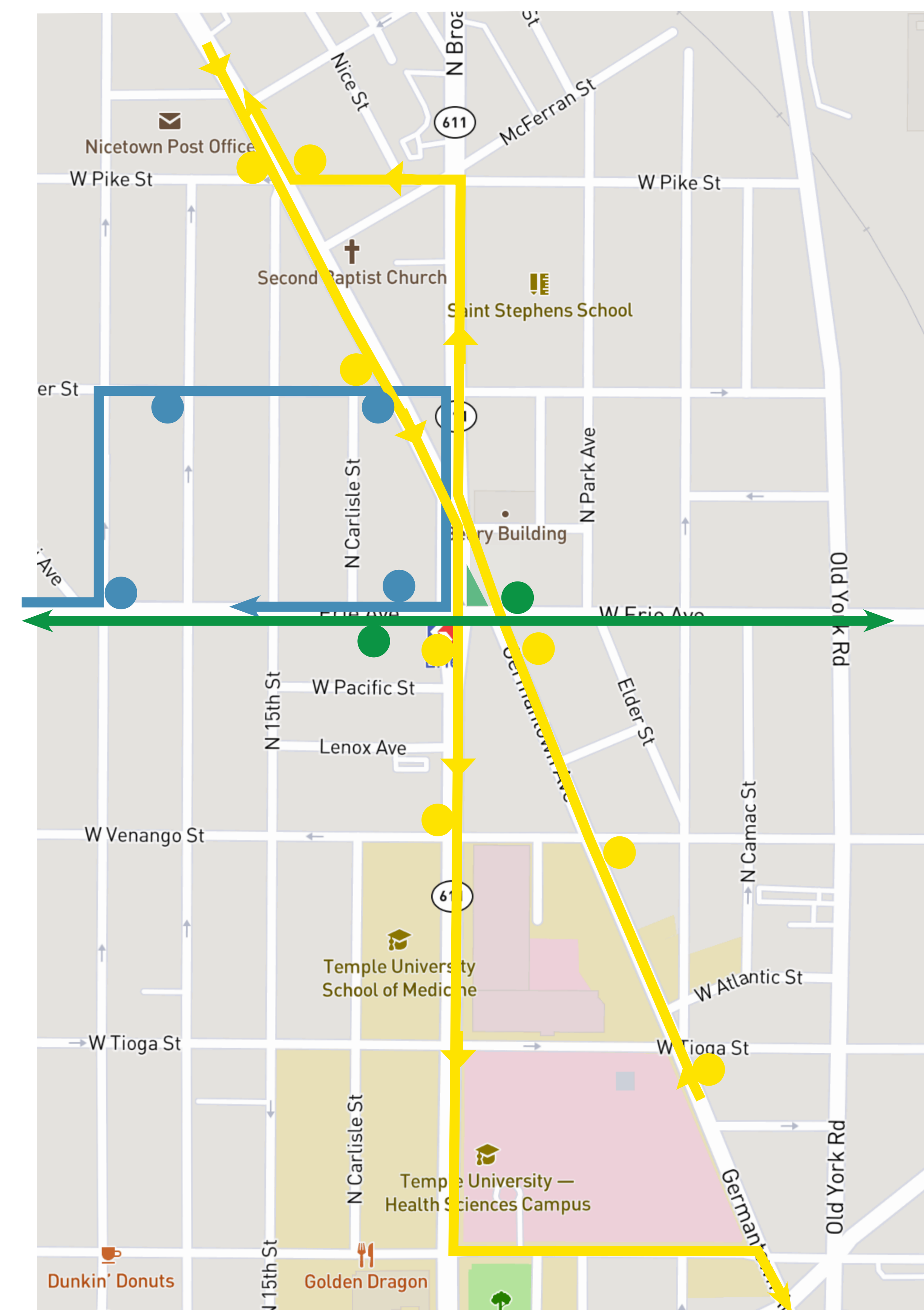
## Existing Routes



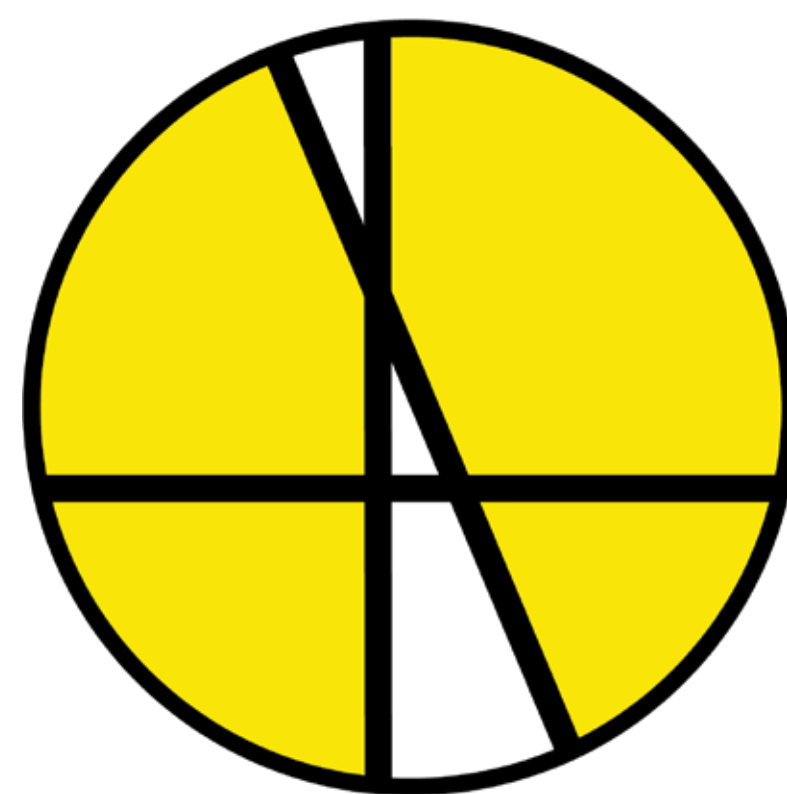
## Routes with Full Plaza



## Routes with Small Triangle



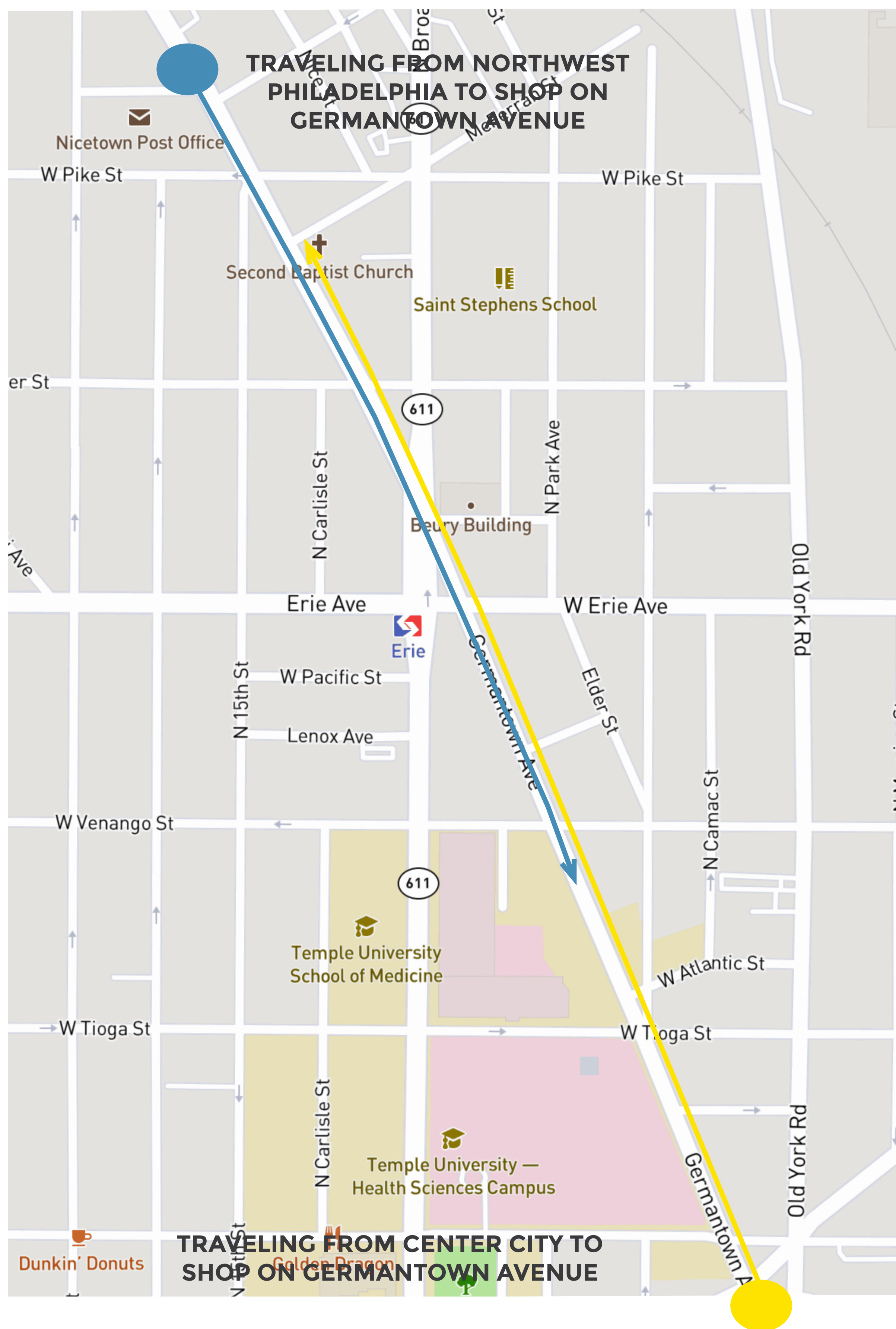




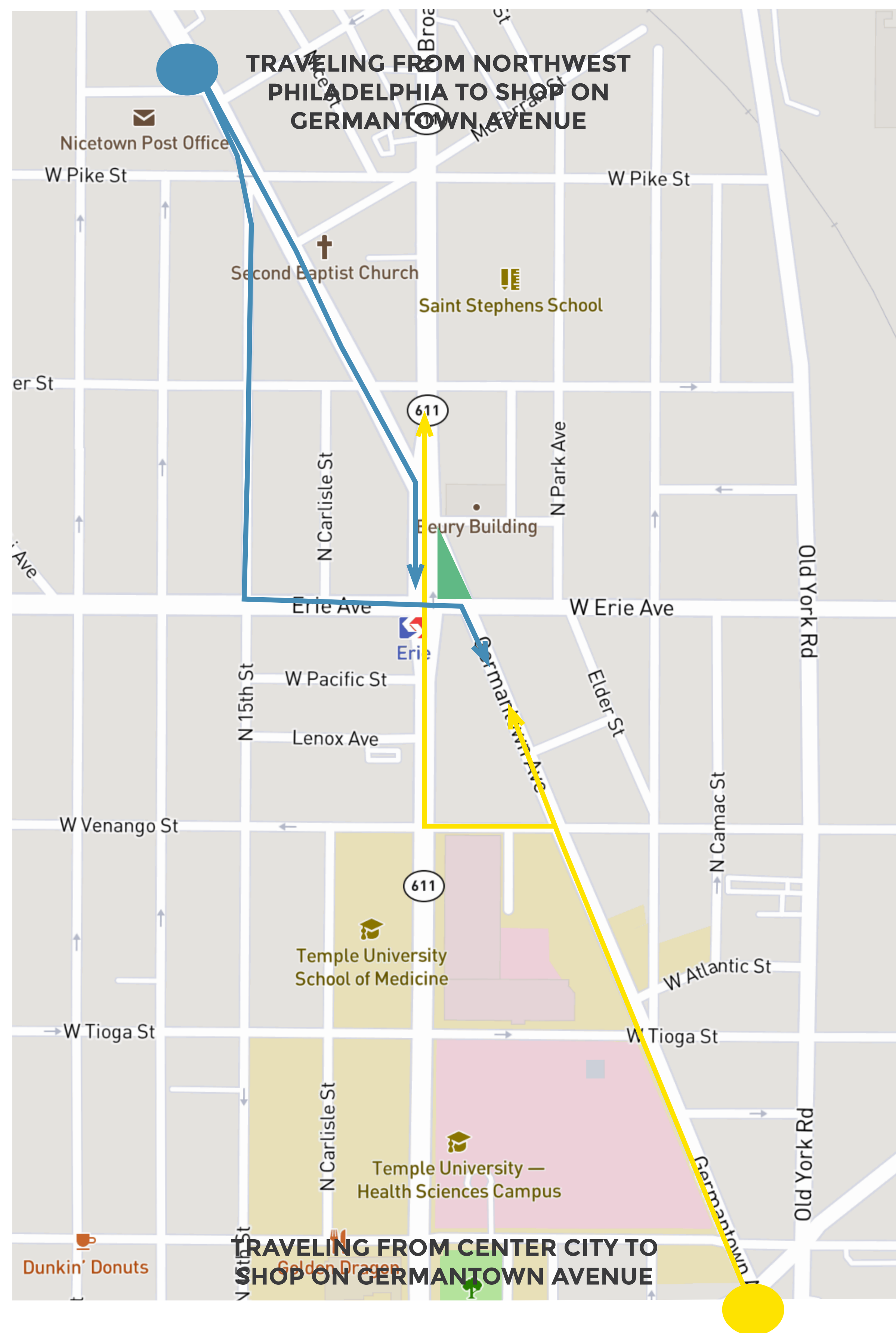
# Broad, Germantown & Erie TASK FORCE

# VEHICLE MOVEMENT THROUGH INTERSECTION

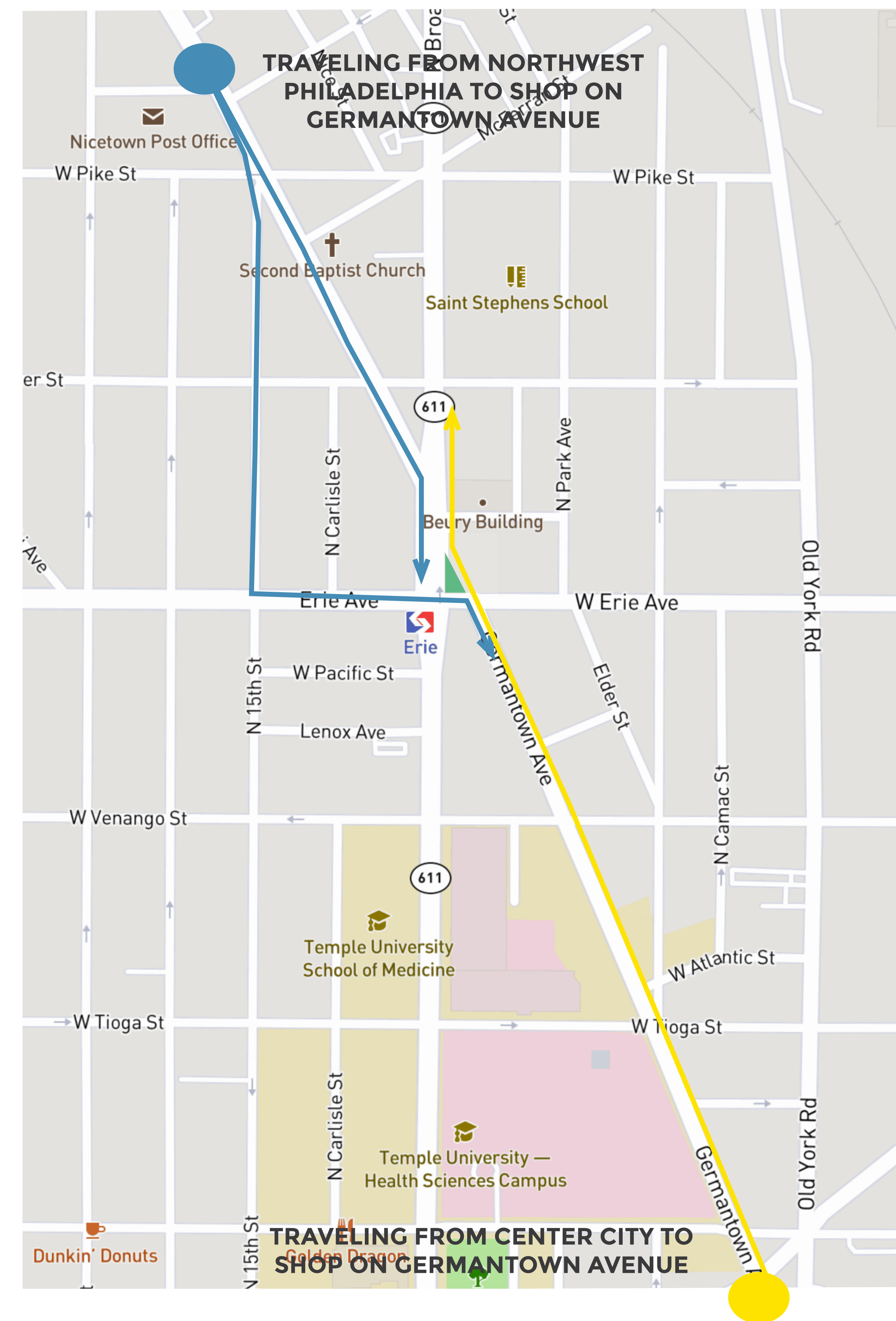
## Existing Routes



## Routes with Full Plaza



## Routes with Small Triangle



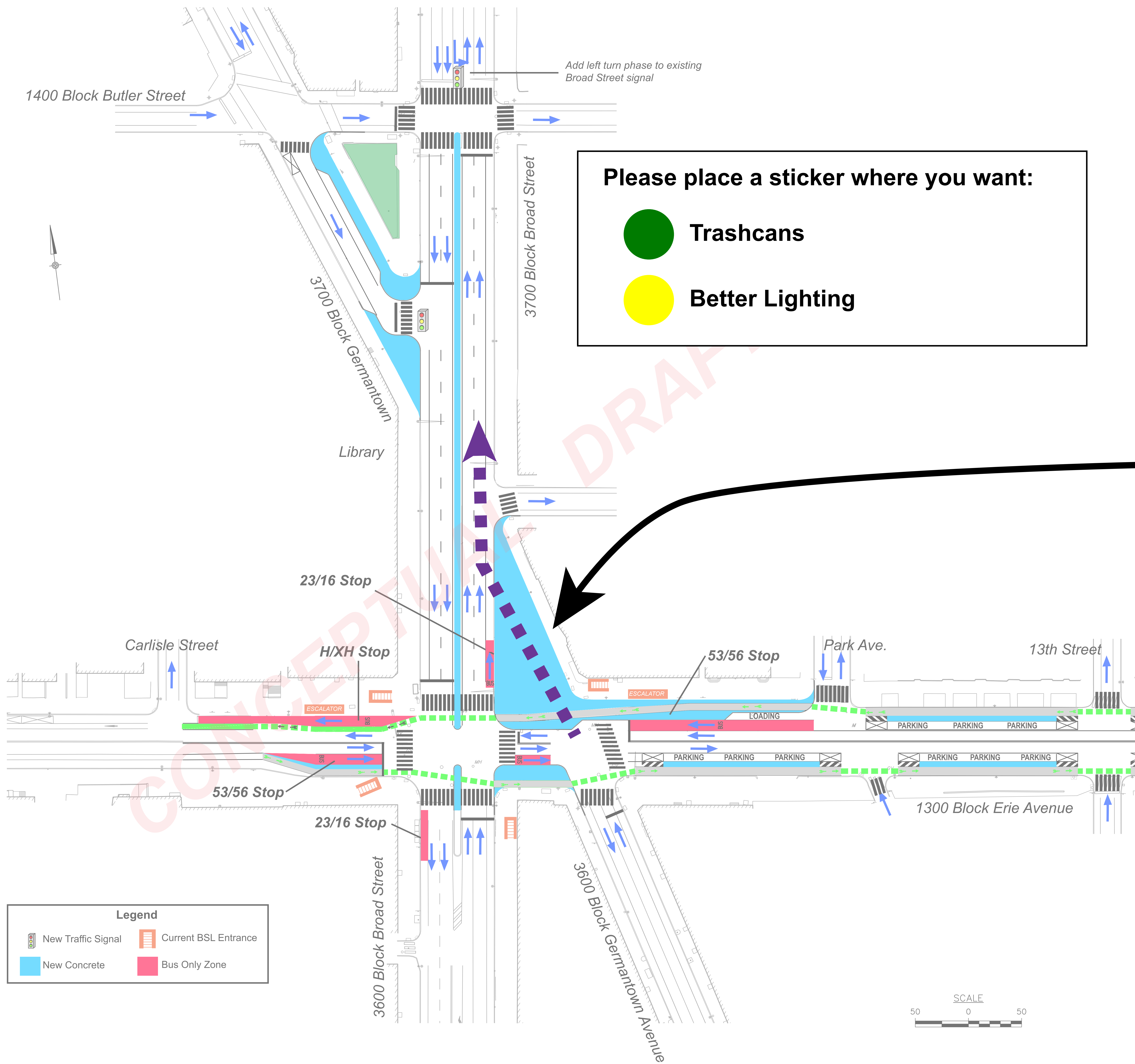
NOTE: NO CHANGES TO LEGAL VEHICLE  
MOVEMENTS ON BROAD STREET

**NORTHWEST PHILADELPHIA TO 3500/3600 GERMANTOWN AVENUE**

**CENTER CITY VIA GERMANTOWN AVENUE TO 3700 GERMANTOWN AVENUE**







How would you feel about making the plaza smaller in order to allow traffic to go northbound on Germantown Avenue between Erie Avenue and Broad Street?

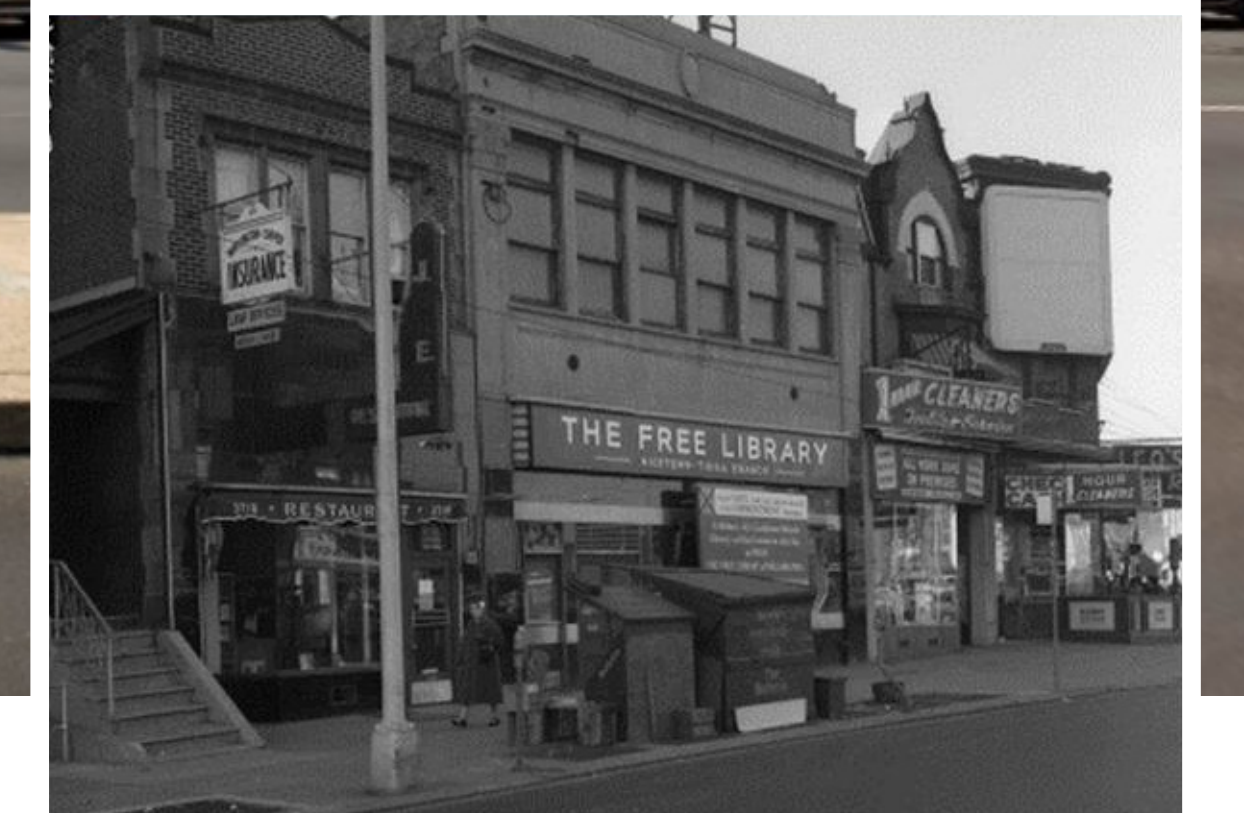




Great Northern Theatre, Broad Street south of Erie Ave (1925)



Germantown Ave and Venango St (1960)



Free Library of Philadelphia, Broad Street north of Erie Ave (1959)

*Share a person, place, thing, or event that you'll always remember.*





Northwest corner of Broad Street and Germantown Ave (1924)



Intersection of Broad Street, Germantown and Erie Avenues (1924)

*Share a person, place, thing, or event that you'll always remember.*





South side of Erie Ave at Broad Street and Germantown Ave (1924)



Bank Building, Southwest corner of Broad Street and Erie Ave (1924)

*Share a person, place, thing, or event that you'll always remember.*



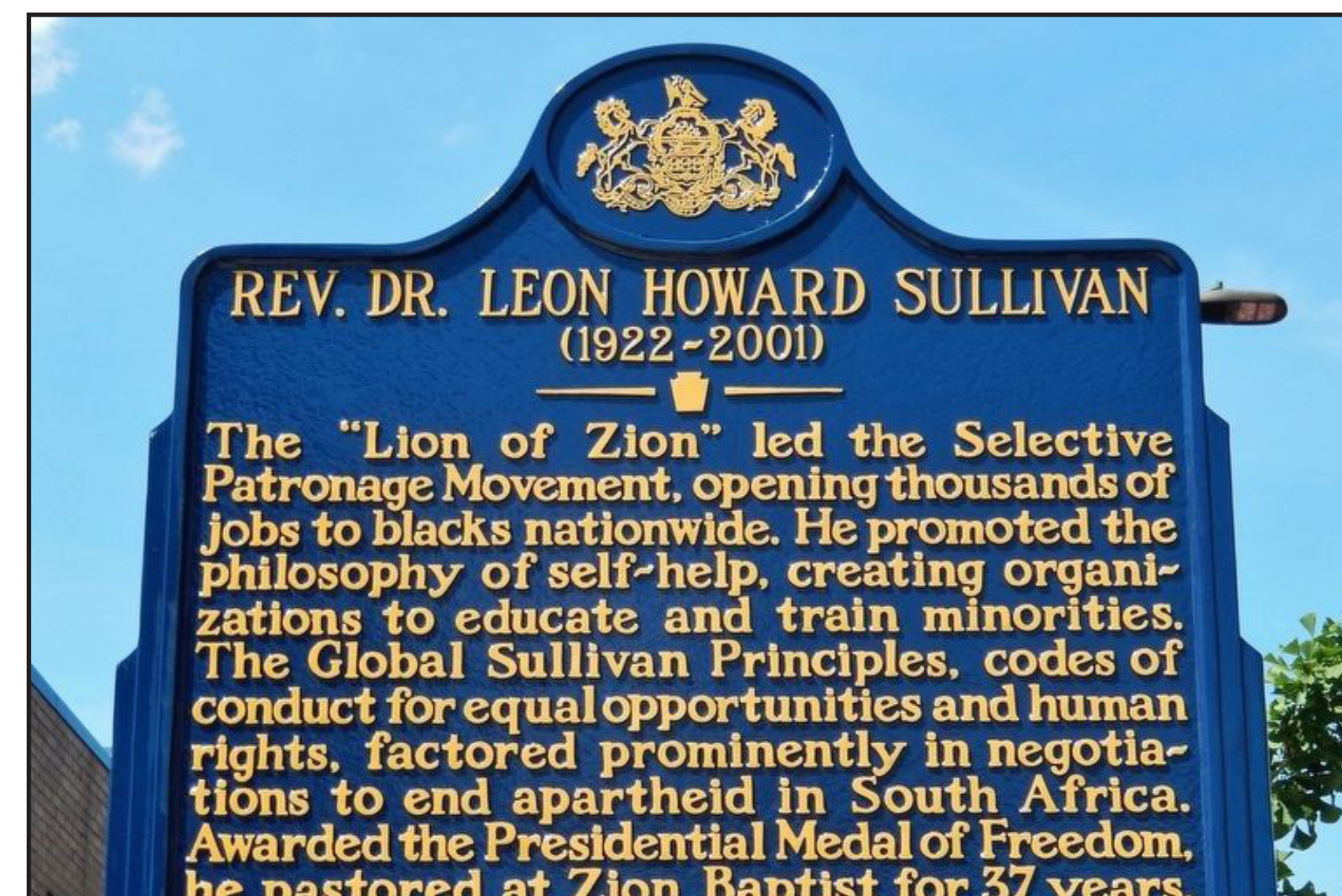
# EXAMPLES OF HONORING HISTORY THROUGH PUBLIC ART



**Ed Bradley** by E. Martinez. Belmont & Wyalusing. *Photo by Steve Weinik.*



**Joey Giardello** by C. LeVotch. 13th & Mifflin.



**Pennsylvania Historical Marker for Rev. Dr. Leon Sullivan Howard.** Broad & Venango.



**Philadelphia Historical Commission Plaque**



**Common Threads** by M. Saligman. Broad & Spring Garden. *Photo by Tom Crane.*



**Kevin Hart: Live. Love. Laugh.** by Willis "Nomo" Humphrey. Broad and Erie. *Photo by Steve Weinik.*



**Black Bottom Memorial Wall** by A. Zemel. 36th & Filbert.



**Black Bottom Memorial Wall** by A. Zemel. 36th & Filbert.



**McClure School students in collaboration with COSACOSA art at large, Inc.** *Photo by Emma Lee.*



**Welcome to the Neighborhood** by J. Kilpatrick and B. Carney. Frankford & Dauphin. *Photo by Steve Weinik.*



**Welcome to the Neighborhood** by J. Kilpatrick and B. Carney. Frankford & Dauphin. *Photo by Steve Weinik.*



**Dr. J.** by K. Twitchell. Ridge Avenue between Spring Garden & Green. *Photo by Jack Ramsdale.*



## PHILADELPHIA REGISTER OF HISTORIC PLACES

### ■ The official list of significant places in the City of Philadelphia

*The Register:*

- Is managed by the Philadelphia Historical Commission (PHC)
- Recognizes properties with importance to Philadelphia's history
- Requires review of any work that alters the exterior appearance of the property
- **Provides protection from demolition**

### ■ What advantages does historic designation bring?

*Designation provides several benefits:*

- Helps maintain the look and character of a property or district
- Brings satisfaction with owning a historic landmark
- Fosters community pride
- Provides access to free historical and technical help from the PHC

### What can be considered historic?

#### **Buildings**

*such as a house  
or church*

#### **Districts**

*areas or themes  
(such as street paving)*

#### **Structures**

*such as bridges*

#### **Objects**

*such as sculptures*

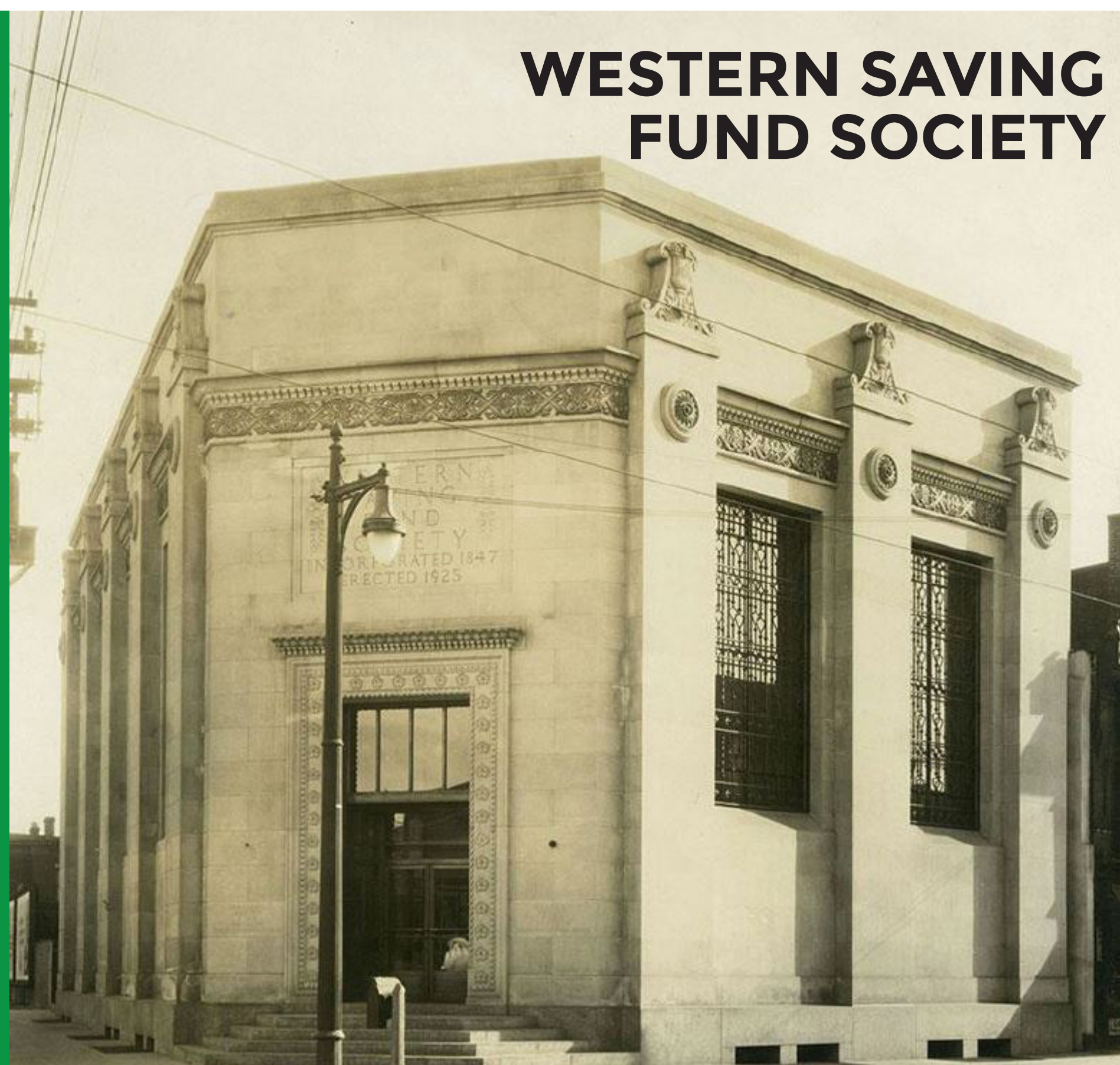
#### **Sites**

*includes cemeteries  
or landscapes*

#### **Public interiors**

*such as City Hall  
chambers*

**REGISTERED  
BUILDINGS  
NEAR BROAD  
GERMANTOWN &  
ERIE**



**WESTERN SAVING  
FUND SOCIETY**

**CONKLIN-  
ARMSTRONG  
HOUSES**



**BEURY  
BUILDING**







# Broad, Germantown & Erie TASK FORCE

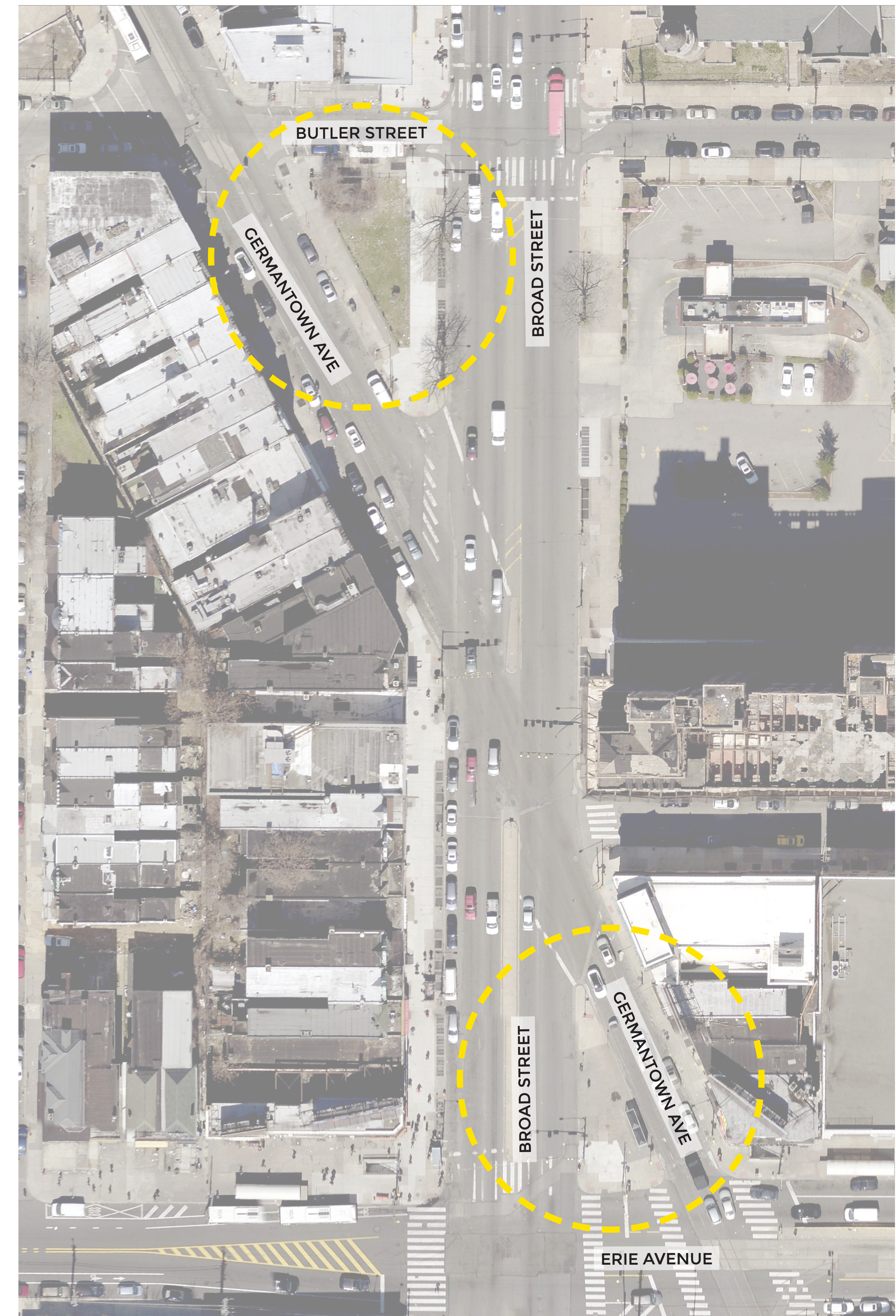
## HOW WOULD YOU USE THESE SPACES?

### 1 I would use the Broad, Germantown, Erie triangles for:

<input type="text"/>	<i>Eating</i>
<input type="text"/>	<i>Sitting/relaxing</i>
<input type="text"/>	<i>Waiting for the bus</i>
<input type="text"/>	<i>Gather with friends/neighbors</i>
<input type="text"/>	<i>I would not use these spaces</i>
<input type="text"/>	<i>Other (please note on a post-it)</i>

### 2 If there were these features:

<input type="text"/>	<i>Tables and chairs</i>
<input type="text"/>	<i>Plants or trees</i>
<input type="text"/>	<i>Benches</i>
<input type="text"/>	<i>Lights, security</i>
<input type="text"/>	<i>Shade</i>
<input type="text"/>	<i>Art, Historic recognition</i>
<input type="text"/>	<i>No (less) litter</i>
<input type="text"/>	<i>Protection from vehicles</i>
<input type="text"/>	<i>Other (please note on a post-it)</i>





Do you have a name for this triangle? Why?



# WHAT DO YOU CALL THESE SPACES?

Do you have a name for this triangle? Why?

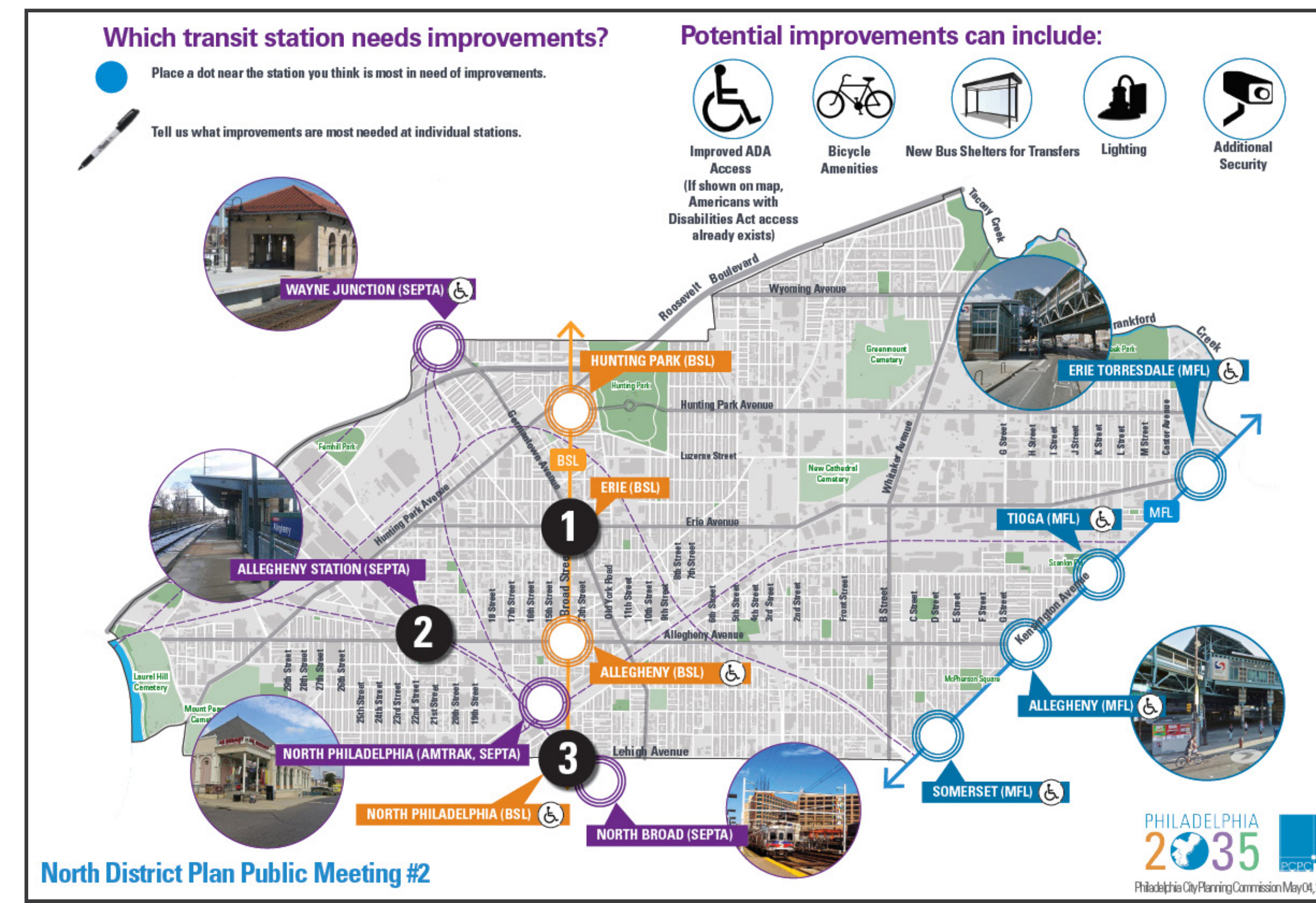




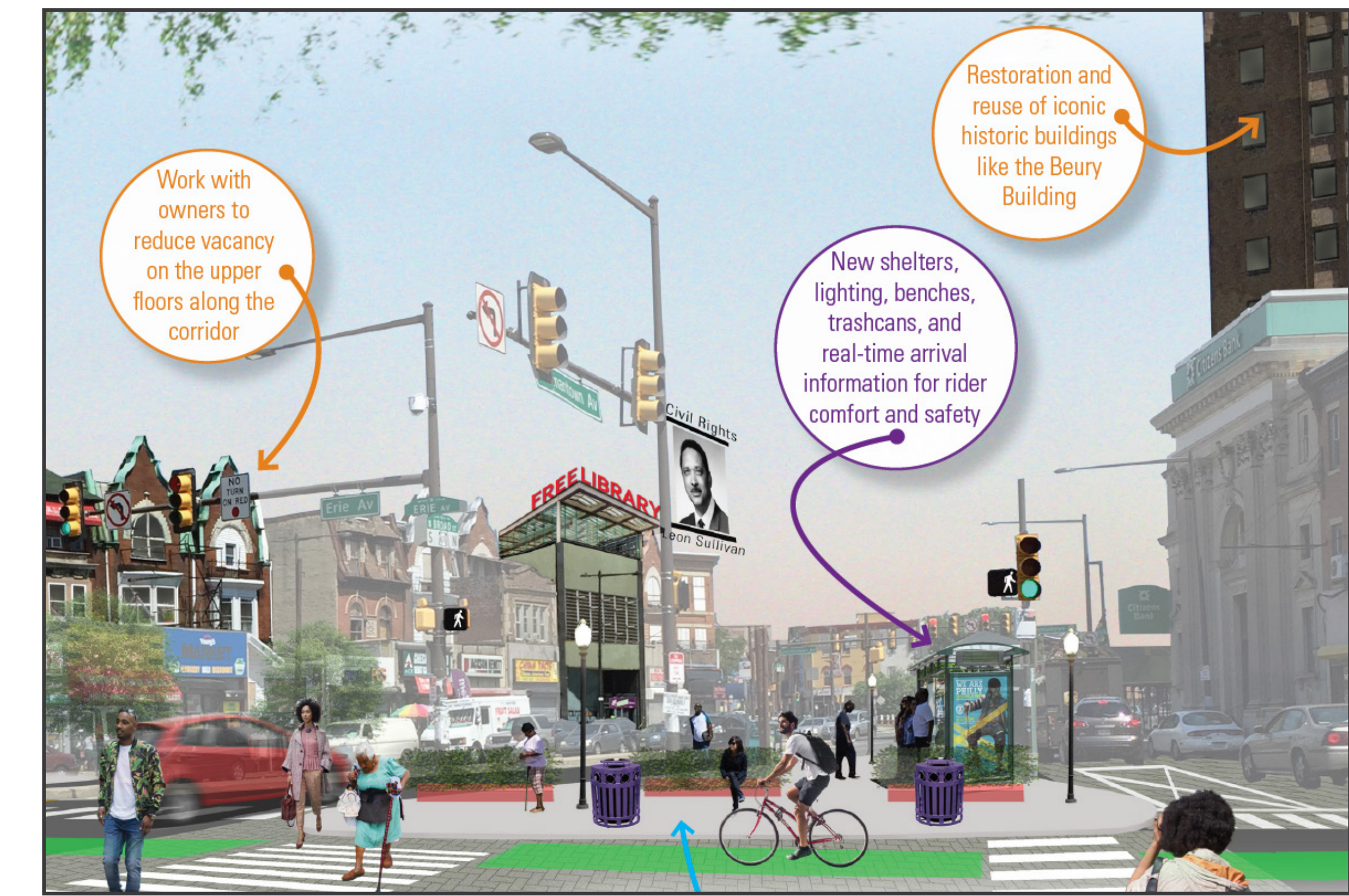
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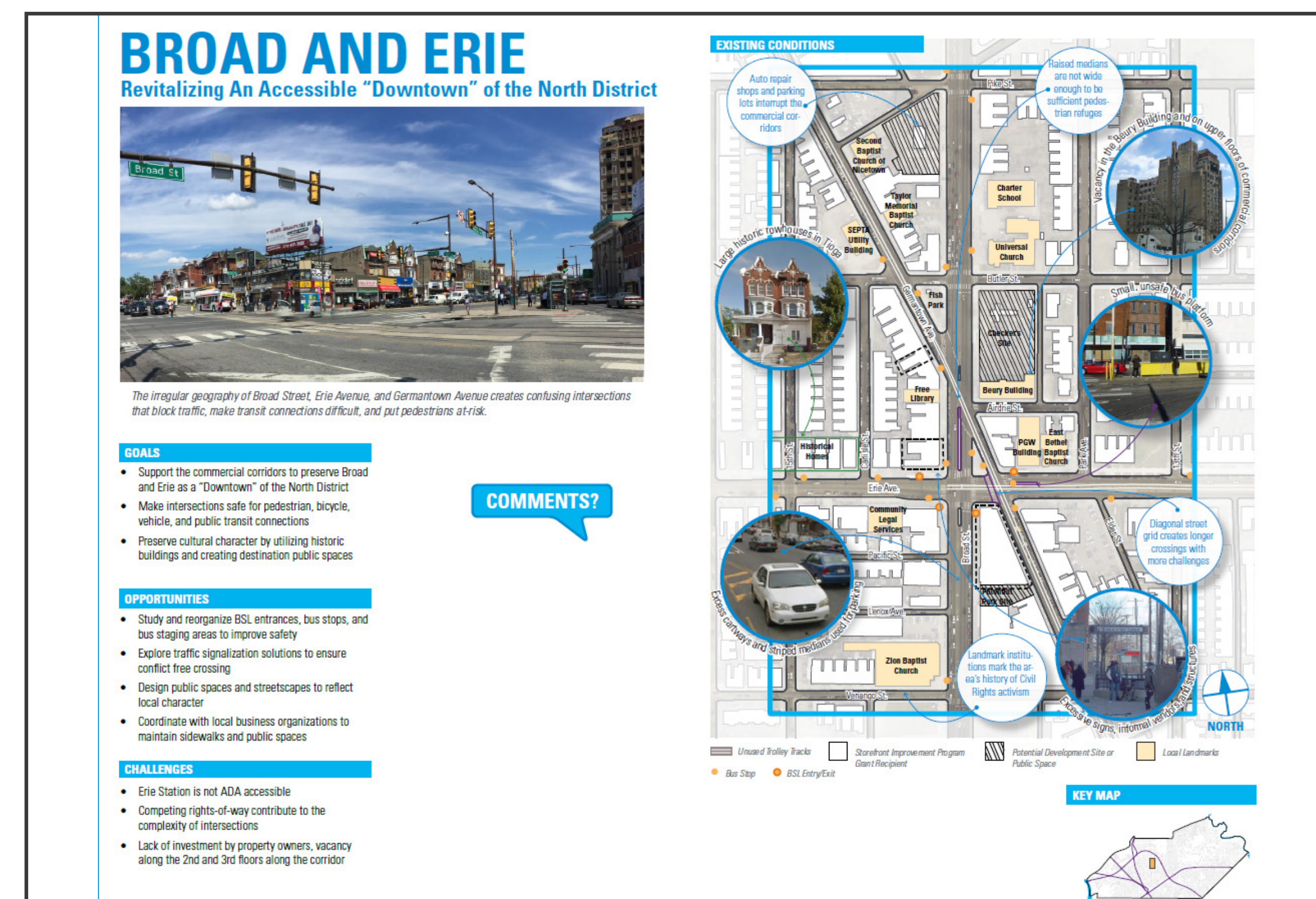
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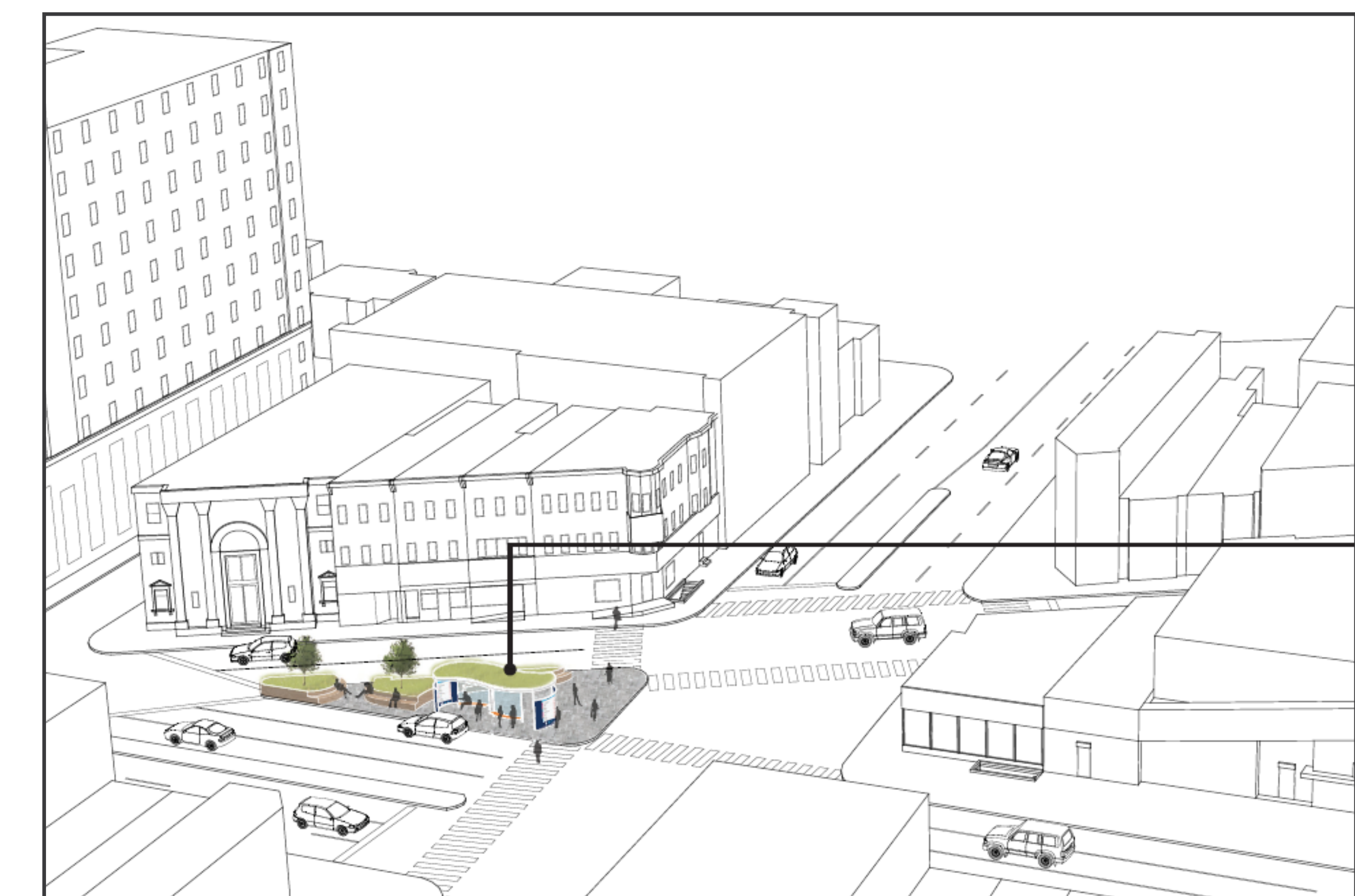
## PCPC Tioga Goals And Strategies Report (2016)



## PCPC *Philadelphia2035* North District Plan (2018)



## North Broad Renaissance Health District Intervention (2019)



PCPC = Philadelphia City Planning Commission