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# Lower Germantown/Mt. Airy Redevelopment Final Recommendations Report

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Jacquelyn J. Sims, President  
The Maple Corporation  
1617 JFK Blvd., Suite 1560  
Philadelphia, PA 19103



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# Executive Summary

After two (2) years of litigation to reclaim possession of properties formerly owned by Greater Germantown Housing Development Corp (GGHDC), The Philadelphia Redevelopment Authority, (PRA) is now the owner of the Properties. The properties exist in various stages of disrepair and consist of forty-five (45) buildings containing approximately one hundred forty (140) units total. Eighteen (18) of those units are currently occupied by tenants and managed by DHC Management, LLC. The rest of the units are vacant and are being maintained in a sealed and safe condition. PRA intends to dispose of the properties for redevelopment. However, prior to issuing a Request for Proposals, PHDC/PRA launched a community engagement process. The purpose of this initiative was to acknowledge ideas, solicit feedback and accept comments from stakeholders regarding reuse of properties.

On behalf of the PRA, The Philadelphia Housing Development Corporation (PHDC), pursued a community engagement process and issued a Request for Proposals (RFP) for qualified professional firms to provide public engagement services. In November 2021, PHDC contracted with The Maple Corporation to conduct community engagement services which entailed organizing and moderating three public meetings. Maple was tasked to provide a brief history of properties, summarize the Physical Conditions & Needs Assessment (PCNA), planning, creating social media posts and setting up a dedicated telephone line and email address for accepting comments. In April 2022, door to door outreach efforts commenced to notify residents and area businesses of community engagement initiatives. Simultaneously, Maple solicited residents and community leaders that were referred by the city to serve on a Steering Committee. The role of the Steering Committee members was to identify alternatives and select a range of options chosen by stakeholders. The participants were comprised of current and former tenants, community leaders, residents of the community and business owners.

Maple subcontracted LAN Associates to provide social media, architectural and engineering expertise as well as BFW Group, LLC a construction management firm to provide project management support. The team was well informed about property conditions and engagement efforts as BFW, LAN and Maple were previously contracted by PHDC in 2020 to conduct a Physical Needs Assessment Report (PCNA), which was completed in early 2021, where Maple provided tenant outreach and survey services.

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An initial information meeting was held with local RCOs on April 14, 2022, the purpose of which was to inform them of upcoming meetings within their community. Thereafter, the team organized three community meetings and three steering committee meetings. The initial community meeting was an introductory and information session. The subsequent two meetings were interactive, both in person and via Zoom. The team gave a presentation, provided material, and recorded comments and feedback from stakeholders. Maple grouped the information into categories, created a report and submitted alternatives to the Steering Committee. Based on community feedback, the major categories were affordable housing, homeownership, developer options, historical elements, and green spaces. The engagement team moderated meetings with the Steering Committee to review feedback and produce a range of redevelopment alternatives.

The community placed major emphasis on affordable housing and homeownership. Participants wanted current and former GGHDC residents to receive priority in the selection process. The feedback focused on the importance of affordable housing and the definition of “low income”. Participants requested clarity regarding qualification for occupancy and homeownership initiatives. Another major recommendation was the requirement for development partnerships with community non-profits along with inclusion of government agencies, faith-based organizations, and social service providers. The goal is to have these entities coordinate supportive services to applicants, facilitate application process, provide homeownership counseling and down payment assistance. The community strongly suggested properties are renovated and demolished only when structurally unsound. Additional requests were made to reserve some RFPs for minority and small developers. Recommendations concluded with inclusion of green spaces and a property maintenance plan that will ensure functionality and operations.

All public meetings took place from April 2022 to July 2022. Steering Committee final meetings took place from August 2022 to September 2022 and ended with the production of final alternative redevelopment selections.

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# GGHDC History

In the 1960's and 1970's, the community organization known as Germantown Settlement focused on community building and organizing, with programs centered on housing, crime prevention, job development and youth development. In 1976, GGHDC formed the Northwest Task Force on Abandoned Housing. This led to the formation of the Greater Germantown Housing Development Corporation. For over 20 years, GGHDC worked to preserve, rehabilitate, and provided affordable housing in the Germantown neighborhoods.

Financial mismanagement and improper record keeping resulted in financial failure that negatively impacted operations of the rental units. With time, property conditions deteriorated. While ownership of GGHDC and affiliates continued to request additional financial support, little of the support translated to an improvement of the property conditions. In 2010, GGHDC filed bankruptcy, while retaining ownership of the units.

In 2020, the residents and communities demanded the city refuse additional funding to GGHDC. The city, through the bankruptcy courts, reclaimed ownership of the properties and placed maintenance under management of the Philadelphia Housing Authority. This impacted 45 GGHDC properties, which represented 140 units of housing. Because of the poor and hazardous conditions of many of the properties, tenants were relocated, leaving only 18 of the 140 units in livable condition. These reclaimed units of blighted residential properties negatively impacted the community and has for many years. In July 2020, PRA engaged a team, comprised of BFW Group, LLC, LAN Associates, and The Maple Corporation to perform a Physical Capital Needs Assessment (PCNA), to determine needed repairs and potential environmental remediation. In March 2021, PRA hired an experienced property management company, DHC Management LLC., who performed necessary repairs to the occupied units and provide oversight of the unoccupied units. In November 2021 PHDC hired The Maple Corporation to head the Community Engagement process in Germantown, the purpose of which was to engage community stakeholders and address the concerns of those within the neighborhood.

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# Summary of Suggestions from Community and Steering Committee Meetings

Below we have summarized community and steering committee feedback by category and then by date showing the progression of ideas through the community engagement process.

## 1. Affordable Housing

### a. Community Engagement Meeting #2. May 10, 2022

- i. Since they were developed with public money and are now publicly owned, they should be preserved for affordable housing.
- ii. Require developers make for sale housing affordable for a period of years ~20-50 (like in West Philly).

### b. Steering Committee Meeting #1. June 20, 2022

- i. Prioritize current/former tenants for rehousing.
- ii. All Request for Proposals (RFP) include a deed restriction requiring developers keep the units as affordable housing for 20-50 years. Need clarity on what that means as it relates to income limits.
- iii. Since they were developed with public money and are now publicly owned, they should be preserved for affordable housing.
- iv. A pastor who manages a shelter for those experiencing homelessness recommended group and multi-family housing (i.e., two families or two individuals sharing a home) and promoting the sharing of resources. Need thoughts on if rewording will be acceptable to committee members.

### c. Steering Committee Meeting #2. June 24, 2022

- i. Prioritize current/former tenants for rehousing.
- ii. All Request for Proposals (RFP) include a deed restriction requiring developers keep the units as affordable housing for 20-50 years. Expand on what affordable is and research data points on the subject and demographics.
- iii. Houses should be preserved as Affordable Housing as they were developed with public money and are publicly owned.

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- iv. “A pastor who manages a shelter for those experiencing homelessness recommended group and multi-family housing (i.e., two families or two individuals sharing a home) and promoting the sharing of resources.”

**d. Community Engagement Meeting #3. July 16, 2022**

- i. Prioritize current/former tenants for rehousing.
- ii. All RFPs must include a deed restriction to keep the units as AH for 20-50 years. HUD medium income ranges (family of four) from very low income 30% \$31,600 max, 50% \$52,700 and 80% \$84,300. The decision is what if any, limitations the community wants to focus on in their recommendation to the city.
- iii. Since they were developed with public money and are now publicly owned, they should be preserved for affordable housing.
- iv. A pastor who manages a shelter for those experiencing homelessness recommended group and multi-family housing (i.e., two families or two individuals sharing a home) and promoting the sharing of resources. Questions to pose include, if Germantown has other group homes in the area or shelters for the homeless.
- v. Current residents should have the right to buy the property they occupy with a potential loan for repairs (plus usual financial reviews).
- vi. Explore creative alternatives to living arrangements (multi-generational, co-housing, students and seniors, etc.).
- vii. Affordability should be based on census tract data instead of Pennsylvania region AMI number, more relevant data.
- viii. The properties in question should be available to people at all different AMI options. We don't want to only focus on the lowest income level, we want to have all levels represented in the properties.
- ix. Concern was expressed for older single women who have retired or will be retiring soon.
- x. Turnover to PHA to manage the properties to provide low-income housing to Philadelphia residents.
- xi. Provide properties to organizations that support Germantown low-income housing initiatives.
- xii. Assessment to determine who is homeless and at risk.

**e. Steering Committee Meeting #3. August 16, 2022**

- i. What is the desired HUD median income level for affordable homeownership? In recent RFPs issued, the typical level is 100% of AMI. Concern is that for those who



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would like to purchase, especially current/past tenants, many would not qualify to purchase because many past and present residents are typically in the 20%-60% AMI range.

## **2. Homeownership Opportunities**

### **a. Community Engagement Meeting #2. May 10, 2022**

- i. Pay the money forward to potential homeowners in the future and “equity fund”.
- ii. Would like to see the properties given to another Community Development Corporation (CDC) and put back up as rentals to reflect their original purpose.
- iii. City should develop lottery system for residents to compete in bid process.
- iv. Single-family units are perfect for home ownership.
- v. Promote home ownership in East Germantown and prioritize existing or past tenants of the units that are under discussion.
- vi. Rent-to-own can be a challenge logistically; set up to mitigate the issues associated with those challenges.
- vii. Properties could be sold to tenants at a fair price agreed upon by both parties.
- viii. Suggestion that properties be put up for sale to allow the market to work. Sale signs should be posted on each property with a phone number to call for price.
- ix. Suggestion to have properties turned into condos.

### **b. Steering Committee Meeting #1. June 20, 2022**

- i. Would like to see a first-time homebuyer program for current tenants with an interest in owning their home. Possible programs/tools to help first-time homebuyers: discounted purchase price, mortgage assistance options, loan, or grants for renovation costs.

### **c. Steering Committee Meeting #2. June 24, 2022**

- i. Would like to see a first-time homebuyer program for current tenants with an interest in owning their home. Possible programs/tools to help first-time homebuyers: discounted purchase price, mortgage assistance options, loan, or grants for renovation costs.
- ii. The houses should be kept affordable.

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- iii. Add an oversight that guarantees that the money is being properly used and that no one takes advantage of homeowners.

**d. Community Engagement Meeting #3. July 16, 2022**

- i. Would like to see a first-time homebuyer program for current tenants with an interest in owning their home.
- ii. Possible additions include discounted purchase price, mortgage assistance options, loan, or grants for renovation costs, support from City programs, i.e., Philly First Homeownership, Affordable Renovation Program with oversight support from a company hired by the City or the City itself.
- iii. Allow occupants to buy their homes at 0% interest loans.
- iv. Offer training (i.e., educational/construction trades, skills for renters in exchange for housing) – they fix it, live in it and rent to own.
- v. Our group thought the long deed restriction hurt peoples’ ability to create wealth and should be reduced.
- vi. There should be an aggressive effort to let people in Germantown (including current and past residents) know about the availability of these properties during RFP circulation and also after the redevelopment is completed. Current feeling that the existence of these properties and future availability is not broadly known.
- vii. Some felt individuals or groups of people or non-profits from the community should have purchase options. They strongly supported local (not outside of Philadelphia) developers. Interested in the incorporation of jobs/job training for Germantown youth and residents.

**e. Steering Committee Meeting #3. August 16, 2022**

- i. N/A

### **3. Developer Options**

**a. Community Engagement Meeting #2. May 10, 2022**

- i. Renovation over demolition; would like to see the properties saved where possible.
- ii. Provide opportunities to local general contractors/developers.
- iii. Set up a land trust or limited equity co-op. Use RFP process to bring on a developer (preference for M/W/DBE). Funding from 4% LIHTC and Section 8 could be used for renovations with a cap on profit.
- iv. Would like to see the properties given to another Community Development Corporation (CDC) and put back up as rentals to reflect their original purpose.

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- v. Properties should remain low to moderate income.
  - vi. A pastor who manages a shelter for those experiencing homelessness recommended group and multi-family housing (i.e., two families or two individuals sharing a home) and promoting the sharing of resources.

**b. Steering Committee Meeting #1. June 20, 2022**

- i. Renovation over demolition; would like to see the properties saved where possible.
- ii. Provide opportunities to local general contractors/developers. Thoughts include requiring a partnership between W/M/DBE developers and larger developers where it is an equal relationship, the minority developers as primary (both Section 3 and the City's W/D/MBE minimum requirements).

**c. Steering Committee Meeting #2. June 24, 2022**

- i. Renovation over demolition; would like to see the properties saved where possible.
- ii. Provide opportunities to local general contractors/developers. Thoughts include requiring a partnership between WBE/MBE/DBE developers and larger developers where it is an equal relationship. The minority developer is in primary position (both Section 3 and the City's W/D/MBE minimum requirements)
- iii. Add a suggestion about including in contracts between city and future developers/homeowners a community oversight to maintain the same period of Affordable Housing.
- iv. Provide additional points to Germantown developers, specifically do a set aside for smaller properties for smaller developers, with a priority for Germantown developers first.

**d. Community Engagement Meeting #3. July 16, 2022**

- i. Renovation over demolition; would like to see the properties saved where possible.
- ii. Provide opportunities to local general contractors/developers.
- iii. Thoughts include requiring a partnership between WBE/MBE/DBE developers and larger developers where it is an equal relationship. The minority developer is in primary position (both Section 3 and the City's W/D/MBE minimum requirements) In the contract, some type of community involvement (possibly members of the RCOs) regarding the minimum property conditions with the timeline mirroring the affordability timeline.
  - Concern about relying too much on the RCOs because some are not actually very representative of, or responsible to, the community.

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- Can PHDC sell at a lower price based on how affordable the developers rent prices will be?
  - Utilize solar power when possible as a part of the renovations.
  - Developer to be associated with, or partnered with, non-profits for services in some cases.

e. **Steering Committee Meeting #3. August 16, 2022**

- i. N/A

#### 4. Historical

a. **Community Engagement Meeting #2. May 10, 2022**

- i. Save historic elements, especially properties on Germantown Avenue.
- ii. Educate residents about housing on the historical register (or older homes with specific needs) supported by the city, including information and resources.

b. **Steering Committee Meetings #1. June 20, 2022.**

- i. Save historic elements, especially properties on the Avenue.

c. **Steering Committee Meetings #2. June 24, 2022.**

- i. Save historic elements, especially properties on the Avenue.

d. **Community Engagement Meeting #3. July 16, 2022.**

- i. Save historic elements, especially properties on the Avenue.

e. **Steering Committee Meeting #3. August 16, 202**

- i. N/A

#### 5. Green Spaces

a. **Community Engagement Meeting #2. May 10, 2022**

- Beautification of the neighborhood through green space, green roof, murals, etc.
- i. Plans to take advantage of the lovely yard next to 6526 Germantown Ave. There is incredible potential for a community grove that could be used by neighborhood children, dog owners, and community members who would like to relax under the trees. There are not many open spaces that provide such opportunities for the community, and it could be a great asset to the residents.

b. **Steering Committee Meeting #1. June 20, 2022**

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- i. Beautification of the neighborhood through green spaces and tree plantings (zoning variances may be necessary). This requirement should be part of the RFP for the properties.

**c. Steering Committee Meeting #2. June 24, 2022**

- i. Beautification of the neighborhood through green spaces, tree plantings, art, landscaping where space allows (zoning variances may be necessary). This requirement should be part of the RFP for the properties.

**d. Community Engagement Meeting #3. July 16, 2022**

- i. Beautification of the neighborhood through green space, tree plantings, art, landscaping where space allows (zoning variances may be necessary). This requirement should be part of the RFP for the properties.
- ii. If any of the properties are already lots, people liked the idea of giving residents (or a non-profit such as an RCO) on such a block the opportunity to purchase and turn into a community gardening space.
- iii. All RFPs must require green space and a plan for maintenance.

**e. Steering Committee Meeting #3. August 16, 2022**

- i. N/A

**6. Current/former tenants**

**a. Community Engagement Meeting #2. May 10, 2022**

- i. Important to go back to current and former tenants to provide support for repairs (i.e., financial); helps with reparations.

**b. Steering Committee Meeting #1. June 20, 2022**

- i. Remove this entire section and include the priority within the affordable housing category.

**c. Steering Committee Meeting #2. June 24, 2022**

- i. Keep the section out as tenants should not be responsible for something they don't own, with the provision of including in another section an input that calls to prioritize current and former tenants.

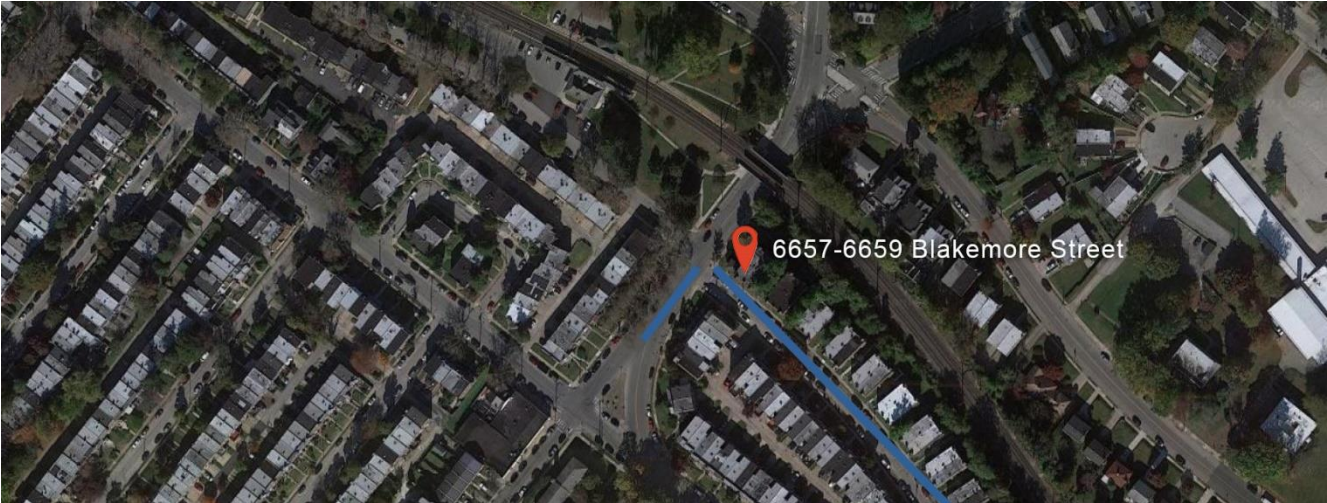
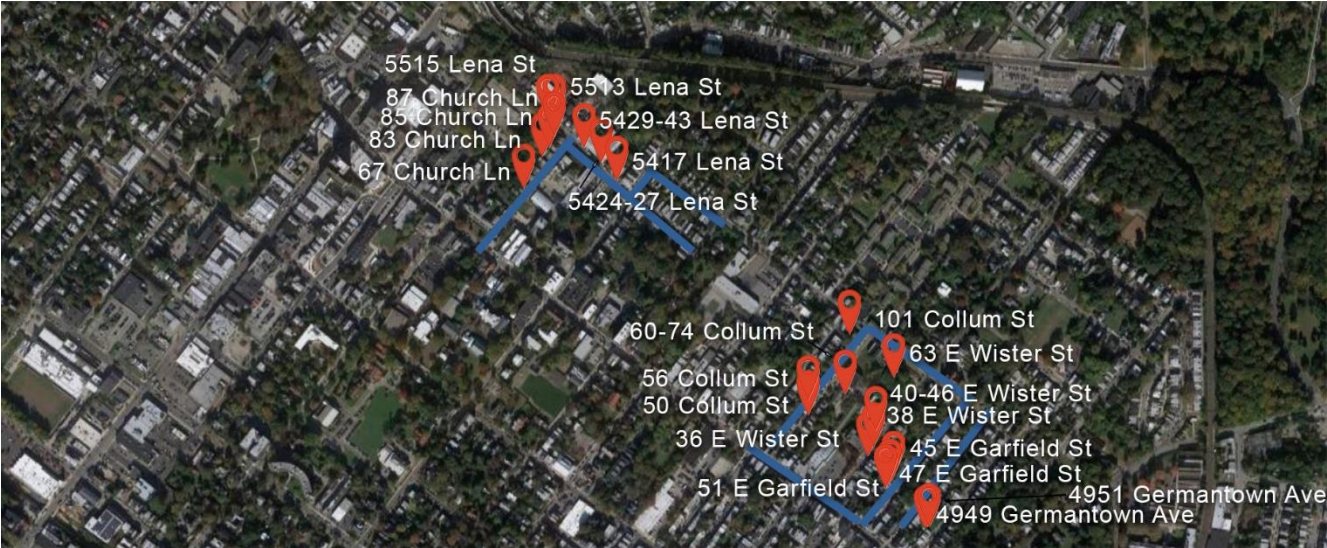
**d. Community Engagement Meeting #3. July 16, 2022**

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- i. This category was no longer included.
- e. **Steering Committee Meeting #3. August 16, 2022**
- i. How to contact them to make them aware of the current situation? No response from Community Legal Services (CLS).
  - ii. Is there a way to gather names and addresses or emails for a mass communication? Is it possible PHA has the information from the period when the previous tenants were transitioned out of the units?

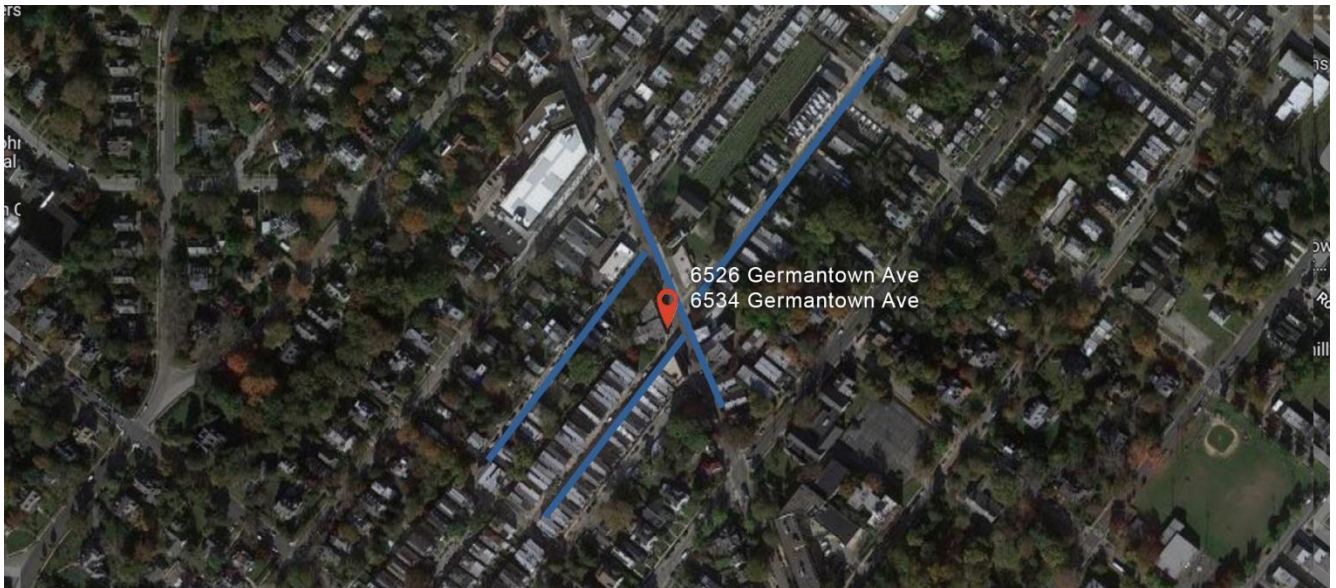


# Outreach Maps

The team placed meeting announcement flyers and door hangers at residences and businesses within a 500-foot radius of each premise.









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# Participants Summary



## Marketing/Public Engagement Executive Summary

The Philadelphia Redevelopment Authority (PRA/PHDC) gained control of a portfolio of 25 properties in the Germantown and Mt. Airy neighborhoods of Philadelphia. PHDC organized a community engagement initiative to bring neighboring residents into the redevelopment process for these properties. From April to July, Maple Corporation steered the public engagement process and organized a series of three community meetings intended to provide the residents of the Germantown and Mt. Airy neighborhoods a voice in what will happen to the reclaimed properties. LAN supported these efforts through a variety of marketing tactics that included promotional efforts to draw attendance including the design of community flyers and distribution, PHDC website updates, social media promotion, and email marketing.

### Community Meetings

#### Attendance

Three community meetings were held as part of the public engagement process.

**Meeting #1:** April 28, 6-9 pm - Virtual  
Registrants: 81  
Attended: 59

**Meeting #2:** May 10, 6-9 pm -Victorian Banquet Hall & Virtual  
Registrants: 60  
Attended: 42 (In-Person: 10; Virtual: 32)

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**Meeting #3:** July 16, 12:30-4 pm - LaSalle University & Virtual  
Registrants: 104  
Attended: 48 (In-Person: 12; Virtual: 36)

## **Technology**

LAN coordinated the technology for the virtual portions of the community meetings. LAN purchased a Zoom membership, set up the three community meetings, and shared the links with the community. During the meetings, LAN oversaw technology to ensure everything went smoothly, monitored participants utilization of the chat and posed questions. LAN also managed the virtual breakout rooms that allowed participants to share their thoughts in a smaller group setting. LAN utilized online document sharing services to collect each breakout group's feedback.

## **Marketing Promotion & Outreach**

### **Collateral**

Over 3,000 community and resident flyers were designed for neighborhood distribution to promote the public engagement efforts and draw attendance to each community meeting.

Door hanger flyers: door to door distribution of flyers within marked radius of the neighborhood.

Quantity: 1000 for the first meeting

Quantity: 1000 for the second meeting

Quantity: 750 for the third meeting

#### Community Flyers

Quantity: 350 for third meeting

#### Business Flyers

Quantity: 100 for the first meeting

## Business Flyer



## Community Flyer



## Door Hangers



## Email-Blast

### REGISTER FOR OUR FINAL PUBLIC MEETING



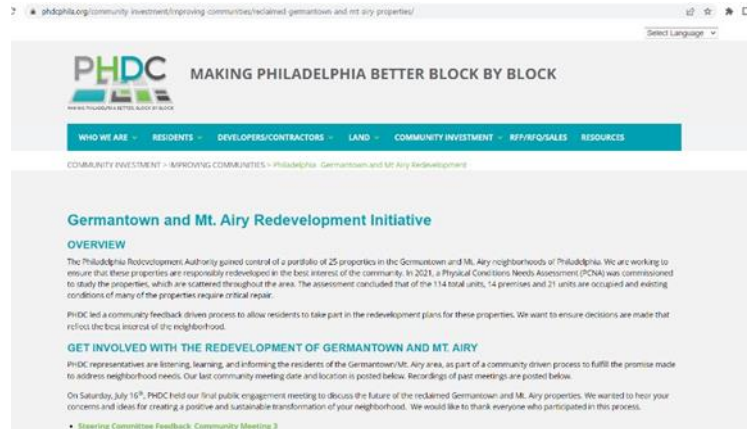
July 16  
12:30-4 PM  
Attendees can join  
in-person or virtually



Prior to the third community meeting, an email blast was sent out, on behalf of PHDC, to all previous meeting attendees to encourage them to sign up for the final meeting. This led to registration numbers doubling.

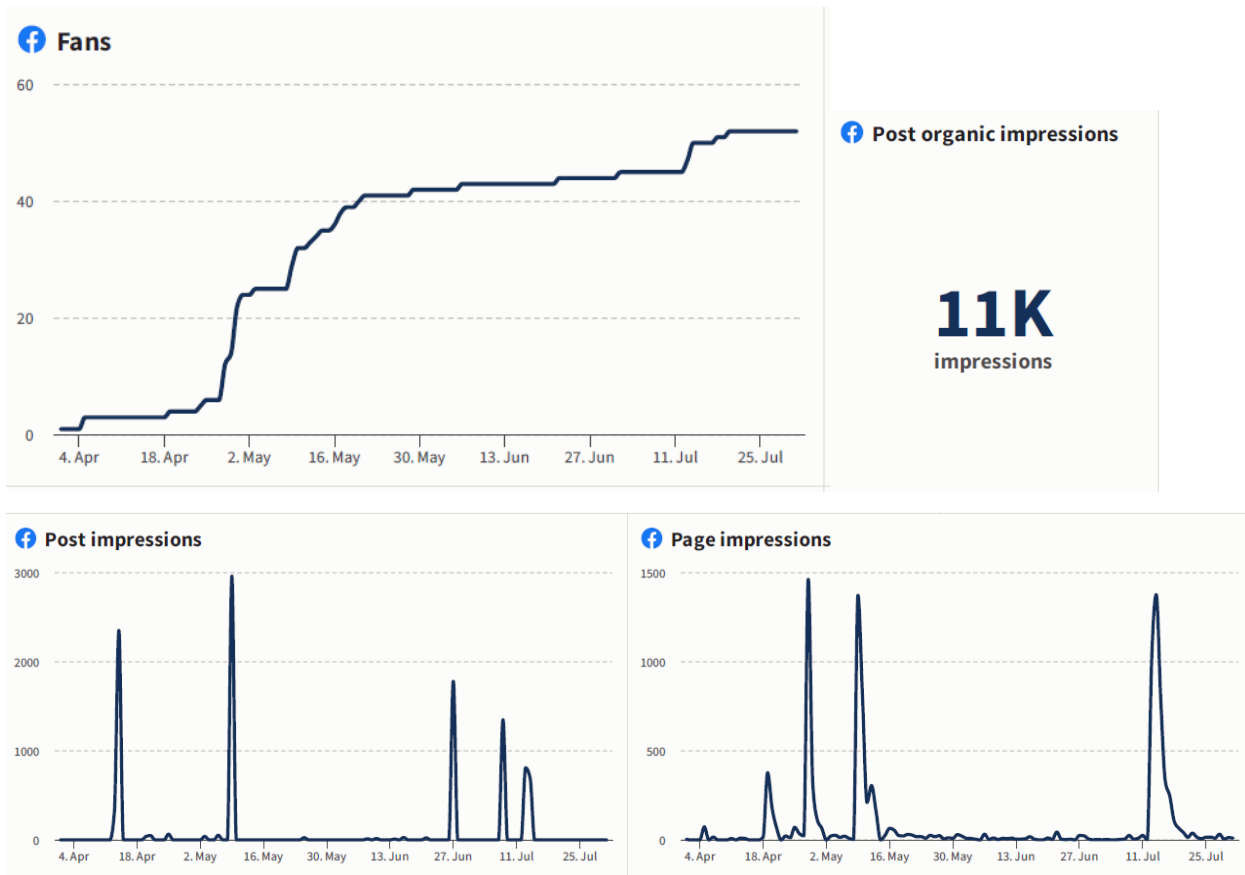
## PHDC Website Recommendations

LAN provided design and copy recommendations to execute the strategy for the community investment webpage for the Germantown/Mt. Airy properties located on the PHDC website. The scope of work included advice on messaging, webpage layout/syntax, copywriting, and instructions on how to optimize the page for search engines. During the community engagement process, LAN provided guidance and content for page updates.



## Social Media

On behalf of PHDC, LAN created a dedicated Facebook page separate from the PHDC Facebook page titled *PHDC Lower Germantown/Mt. Airy Community Engagement*. LAN was responsible for managing the page and posting content weekly. Posts went out detailing the dates and times of the meetings, relevant information to residents like the PCNA and the steering committee's notes, and links to recordings of the meetings. The page was managed from April to July and was turned over to PHDC to manage in August.

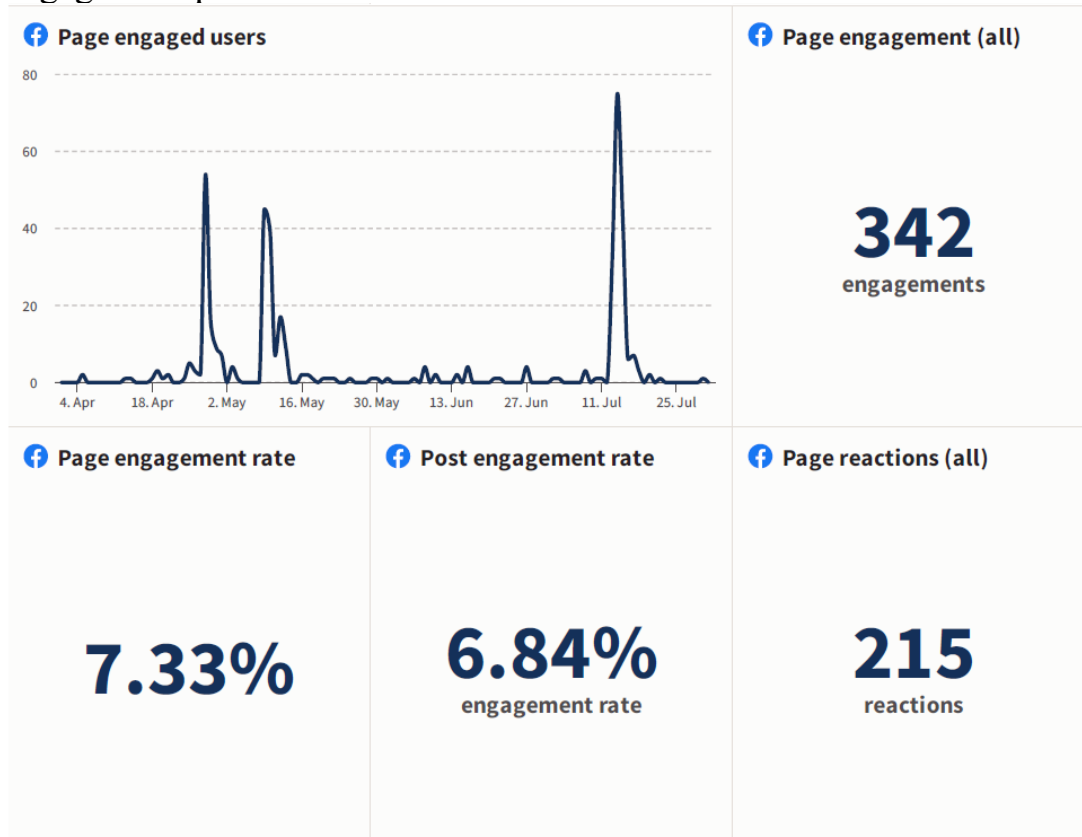


The PHDC Facebook page for the public engagement process for the reclaimed properties in Germantown/Mt. Airy acquired 11K post impressions. This is the total number of times the page’s posts appeared on someone’s screen. This peaked on April 14<sup>th</sup> coinciding with the post for the first community meeting. The data spiked again around the time of the promotion of each community meeting. This included May 9<sup>th</sup> with the post promoting the second community meeting, June 27<sup>th</sup> on the post promoting the third community meeting, and July 8<sup>th</sup> around another post promoting the third meeting.

The social media engagements on Facebook garnered approximately 11K page impressions. This is the total number of times any content from the page or about the

page appeared on someone's screen. Posts included in this number consist of statuses, photos, links, videos, and more.

The page's total reach was 8.7K. This refers to the number of unique accounts reached by the page's posts. This was calculated over the course of the public engagement process.

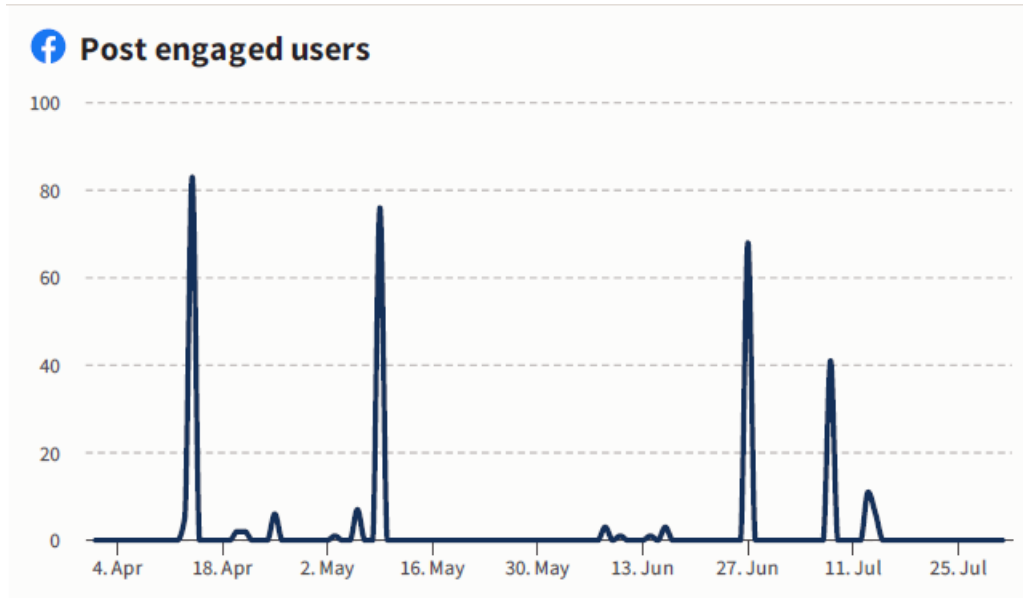


Page engaged users refers to the daily number of people who engaged with content from PHDC's Facebook page. Our engaged users spiked three times with a record high of 75 users for the post promoting the third community meeting. The total engagement for the page was 342 engagements. This refers to the total number of interactions (reactions, comments, and shares) received by the pages' posts as well as by other posts on Facebook that mentioned the page.

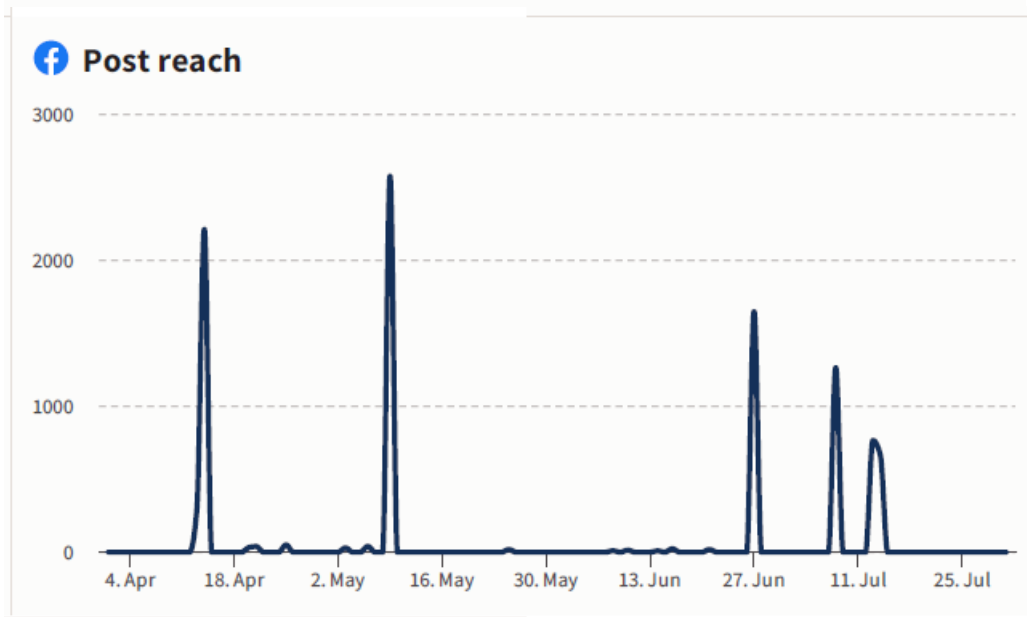
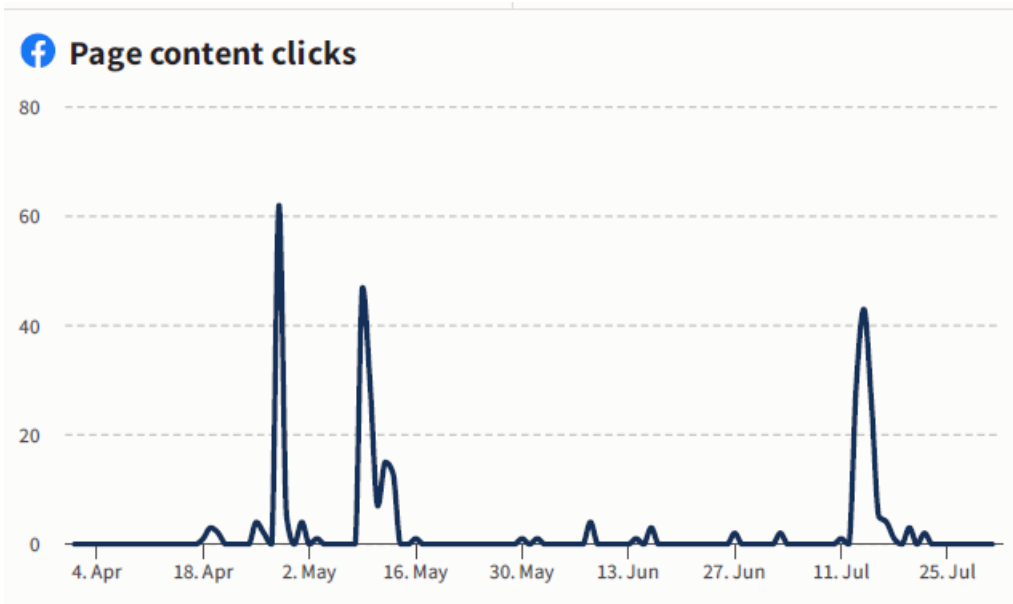
The page had a 7.33% engagement rate. This refers to the daily proportion of people who engaged with any content from the PHDC pages (clicked, liked, shared, or commented), as a percentage of the people who saw it.

The page had a 6.84% post engagement rate. This refers to the average engagement rate for all the posts, calculated as the sum of engagement rates for each post divided by the

number of posts. The engagement rate for a post counts the percentage of engagements (clicks, likes, shares, and comments) on the post out of the number of people who viewed it. The page acquired 215 page reactions. This refers to the total number of reactions to the pages' posts as well as to other posts on Facebook that mentioned the page.



Post engaged users refers to the total number of unique users who liked, shared, commented, or clicked inside the posts. This peaked on April 14<sup>th</sup> with 83 users on the post for the first community meeting. The data spiked again on May 9<sup>th</sup> on the post promoting the second community meeting. The data spiked next on June 27<sup>th</sup> on the post promoting the third community meeting. The data spiked for the last time on July 8<sup>th</sup> on another post promoting the third meeting.



Our post reach was at 9.7k users. This refers to the total number of unique accounts that have seen our posts. This is different from the post reach metric as this tracks reach that was gained organically meaning not through paid post promotion.

All of these metrics were tracked throughout the public engagement process and results were used to inform future decisions on how to promote community engagement and market meetings.



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# FIRST COMMUNITY MEETING

## Virtual

**DATE:** April 28, 2022  
**TIME:** 6:00 PM to 9:00 PM  
**Registrants:** 81  
**Total Attendees:** 59



The first of three community engagement meetings served as an introductory meeting. The team discussed history of events that lead to the current state of 25 scattered sites that were previously owned by Greater Germantown Housing Development Corporation (GGHDC). Transition of ownership to the Philadelphia Redevelopment Authority(PRA) and its mission to solicit feedback for redevelopment of the sites. The team explained the process that the PRA put in place to interview existing residents, conduct inspections by architectural, engineering and construction management firms to create a detailed report citing conditions of the properties and needed repairs. Several property photos were shared, and outreach methods were explained. Initial outreach efforts were digital (email, social media, website). The team then conducted door to door outreach by distributing meeting announcement flyers to local businesses and placing door hangers at residences. Lastly, the team stated that two public meetings would be facilitated to collect feedback and redevelopment ideas. The ideas would then be given to a steering committee who would devise a list of final recommendations. Upon receipt of the final recommendations list, the team would write a recommendations report to PHDC.

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# SECOND COMMUNITY MEETING

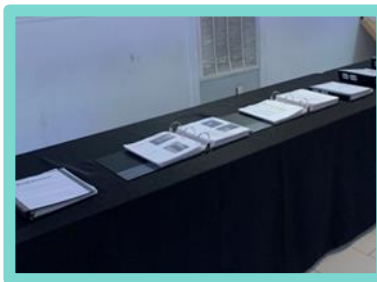
## In person/Virtual

**DATE:** May 10, 2022  
**TIME:** 6:00 PM to 9:00 PM  
**LOCATION:** Victorian Banquet Hall / Zoom  
4809 Germantown Ave  
Philadelphia, PA 19144

**Registrants:** 60  
**Total Attendees:** 42 (In-Person:10; Virtual:32)



Attendees convened at The Victorian Banquet Hall for a presentation by the engagement team panel. Attendants circulated sign in sheets and collected redevelopment ideas and feedback from participants during breakout sessions. The technology team managed Zoom participants by utilizing the chat function and creating breakout rooms for small group sessions. The panel engaged in a Q & A session taking questions from in person and virtual attendees equally. The Physical Needs Assessment, PCNA reports for all the sites were placed at the entrance of the meeting venue for attendees to review property conditions.



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# THIRD COMMUNITY MEETING

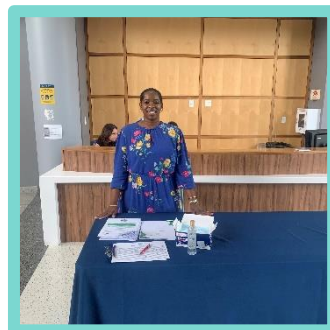
## In person/Virtual

**DATE:** July 16, 2022  
**TIME:** 6:00 PM to 9:00 PM  
**LOCATION:** LaSalle University  
Founders Hall Auditorium  
Philadelphia, PA 19144

**Registrants:** 104  
**Total Attendees:** 48 (In-Person: 12; Virtual: 36)



Attendees convened at Founders Hall for a presentation of the Steering Committee alternatives, with the goal of gathering additional feedback. Attendants circulated sign in sheets and collected redevelopment ideas and feedback from participants during breakout sessions. The technology team managed Zoom participants by utilizing the chat function and creating breakout rooms for small group sessions. The panel engaged in a Q & A session taking questions from in person and virtual attendees equally. The Physical Needs Assessment, PCNA reports for all the sites were placed at the entrance of the meeting venue for attendees to review property conditions.



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## Steering Committee Priorities

- Rehabilitate and place in production as quickly as possible.
- Expedite the RFP Process.
- Community involvement in the renovation/rehabilitation process via a community engagement plan committee.
- Developers to meet or exceed the MBE/WBE/DBE percentages set by the city. Section Three (referencing hiring from within the community) requirements included in the Developer's plans.





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# FINAL RECOMMENDATIONS

## AFFORDABLE HOUSING

Properties to remain affordable; a definition of low-income/affordability should be provided. What are the parameters for homeownership as it relates to affordability (**ref. email to PHDC 08-22-22**).

What are the parameters for rental housing as it relates to affordability-refer to Neighborhood Advisory Committee (NAC) contract & also HUD rental & council district acceptable limits (**ref. email to PHDC 08-22-22**).

Promote and support homeownership. Prioritize current/ former residents who have been displaced. Reached out to Community Legal Services and PHDC for assistance in locating past tenants (**ref. email to PHDC 08-22-22**).

## DEVELOPER OPTIONS

Developers to partner with non-profits from the community, government, and other service providers to link residents to necessary support. Also link applicants to homeownership training through various program providers (Philly First Homeownership, first time homebuyer down payment assistance providers, community and faith-based organizations, financial literacy, and credit counseling).

RFP preference for developers who prioritize renovation over demolition unless property is structurally unsound.

- PRA to hold some RFPs specifically for minority/smaller developers or organizations.
- Developer is required to include green spaces as part of the plan where possible.
- Developer is required to provide plan detailing how each property will be maintained.

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# Team



**The Maple Corporation** is a non-profit minority led affordable housing preservation organization and former real estate development affiliate of Philadelphia Council for Community Advancement (PCCA) one of the regions oldest community development organizations. Maple and PCCA developed more than 3,000 housing units for low-income households. It owned, operated and managed HUD 221(d)(3), 202 and 236 properties. Maple currently offers owner's representative and development consulting services. Led by Jacquie J. Sims, Maple performed community engagement services for the Lower Germantown/Mount Airy Properties Physical Needs Assessment (PCNA).

<https://www.maplehousing.org/>



**LAN Associates** is an employee-owned Small Business Enterprise (SBE). LAN's technical staff includes 51% Minority/Women Business professionals. LAN provided marketing services for the Lower Germantown Properties Public Engagement project as a subcontractor to The Maple Corporation. LAN's marketing team provides marketing support for social media, email, website development, graphic design, and public engagement. Jennifer Mannino is the Assistant Vice President in charge of Marketing for LAN Associates. Vlad Potiyevsky, RA led the architectural investigations for LAN Associates. Vlad has experience in the architecture, engineering, and construction industry. A Registered Architect in five states, Vlad has completed numerous physical needs inspections. The marketing team is also familiar with Phase 1 of this project as Vlad was the Architect working on the project.

<https://lanassociates.com/>



**BFW Group LLC** is one of the largest minority-owned (MBE) construction project management firms in the City of Philadelphia and provided organizational services for the Lower Germantown Public Engagement as a subcontractor to The Maple Corporation. BFW provides construction project management, construction administration, owner's representation, scheduling and project controls, third-party quality control (QA/QC), 40-hour OSHA and Pandemic Safety, LEED administration. Julia J. Blackett partnered with Maple and LAN to provide project management services. She serves as Senior Vice President, Development Consultant and Project Compliance for BFW.

<https://bfwgroup.net/>