

# Lessons Learned from West Philadelphia's Equitable Development Strategy

New Partners for Smart Growth January 30, 2015

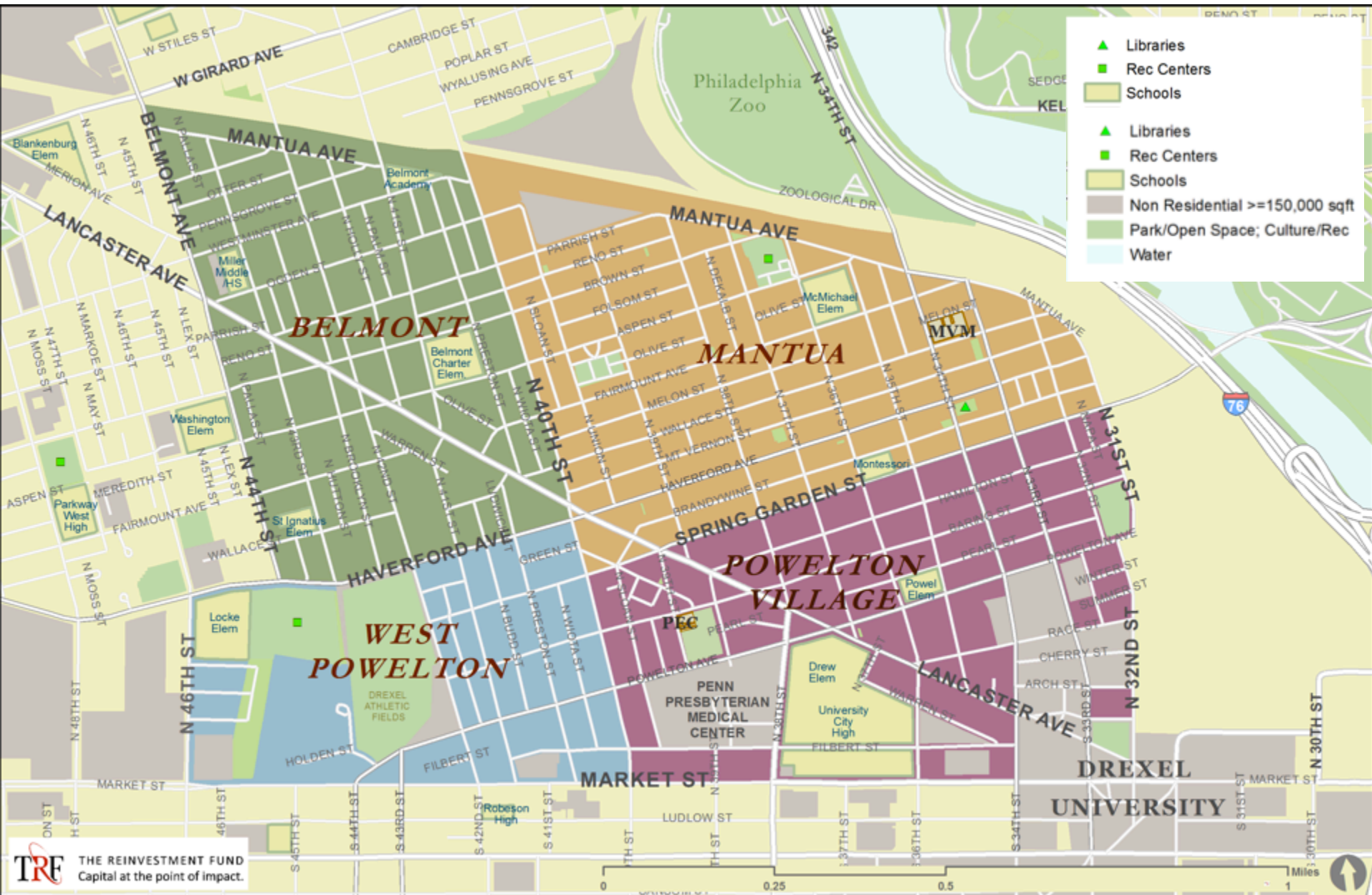
Karen Black, May 8 Consulting  
[kblack@may8consulting.com](mailto:kblack@may8consulting.com)

# Who is May 8

May 8 Consulting is a Philadelphia based consulting firm that:

- Creates innovative solutions to important challenges
- Communicates complex ideas to ordinary people to articulate your message
- Identifies actions to achieve high impact goals
- Provides reliable research, sophisticated data, and best practices
- Creates coalitions of non-profit organizations based upon shared interests

# Study Area – Part of Promise Zone



# Two Plans – A Shared Priority



- Engaged residents in identifying community needs and proposed various strategies to create healthy, vibrant and sustainable communities.
- Rising Concerns: Market Pressure, Changes in the Neighborhood, New Investment, University Growth

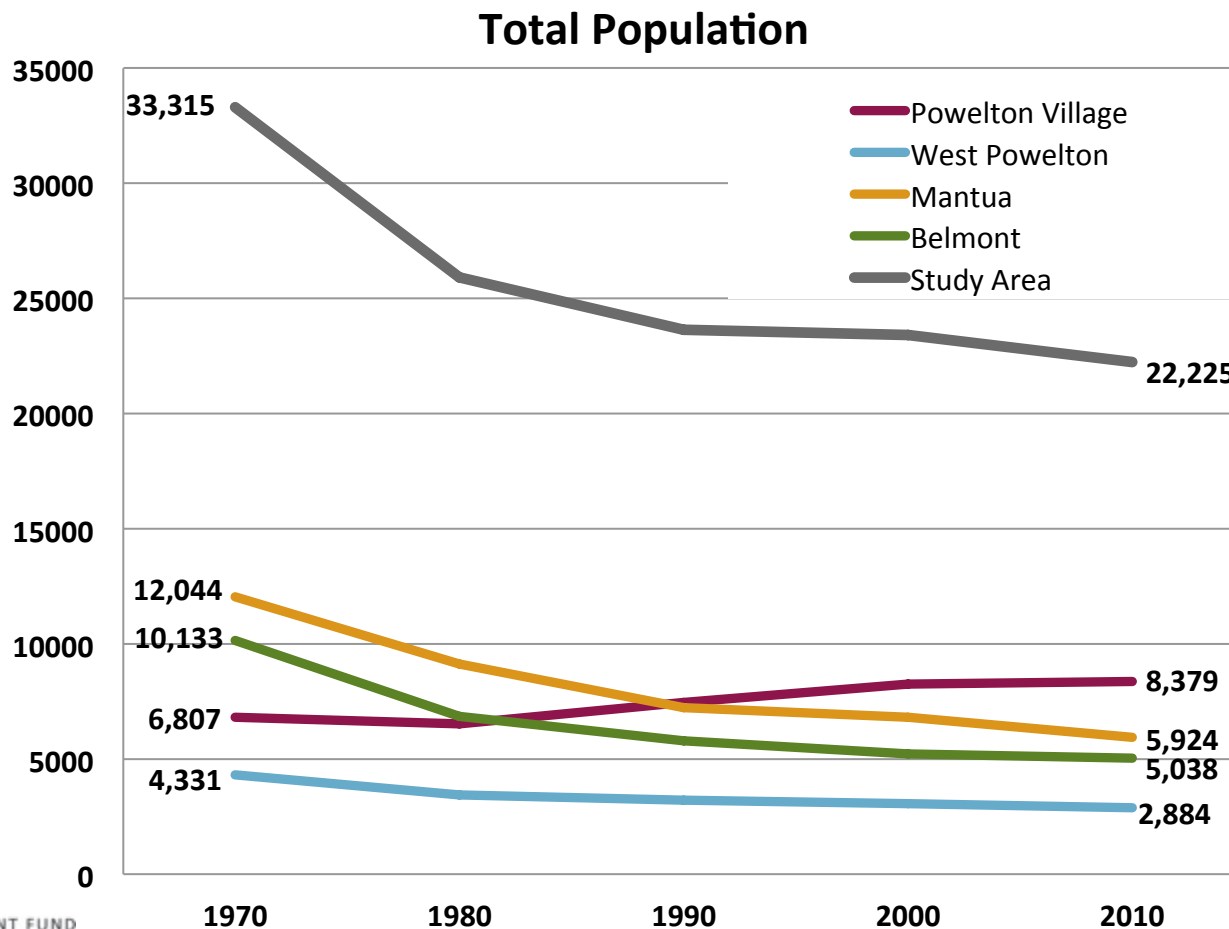
Community-driven neighborhood plans:

1. **The Mantua Transformation Plan,**  
Mt. Vernon Manor, Inc.
2. **Make Your Mark,**  
People's Emergency Center

- **Shared Priority :**  
Protect Residents from Displacement and Ensure that Residents Benefit from Growth

# How has the area population changed?

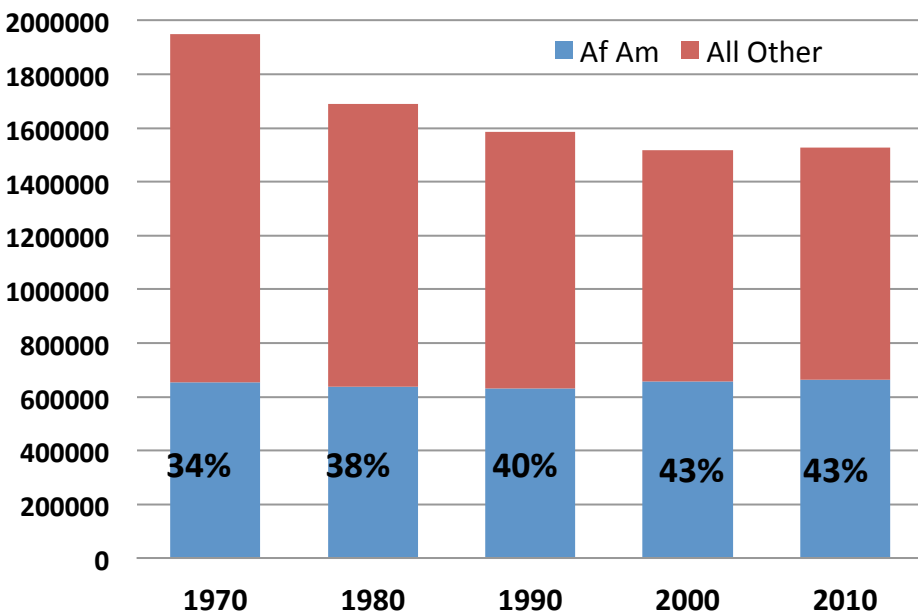
*Between 1970-2010, the study area lost 33% of its population. During that period, the city lost 22%. The biggest decline was from 1970 to 1980 when the study area lost 22% and the city lost 13%.*



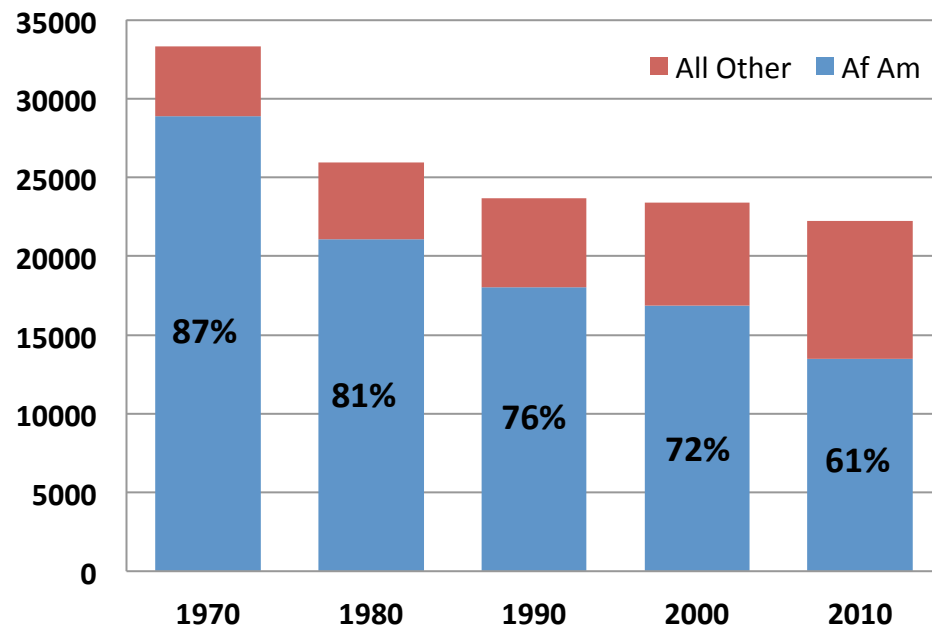
# Who lives in the area? How has it changed?

*The study area lost a higher percent of people and has experienced more change in racial composition than the city as a whole.*

## Philadelphia

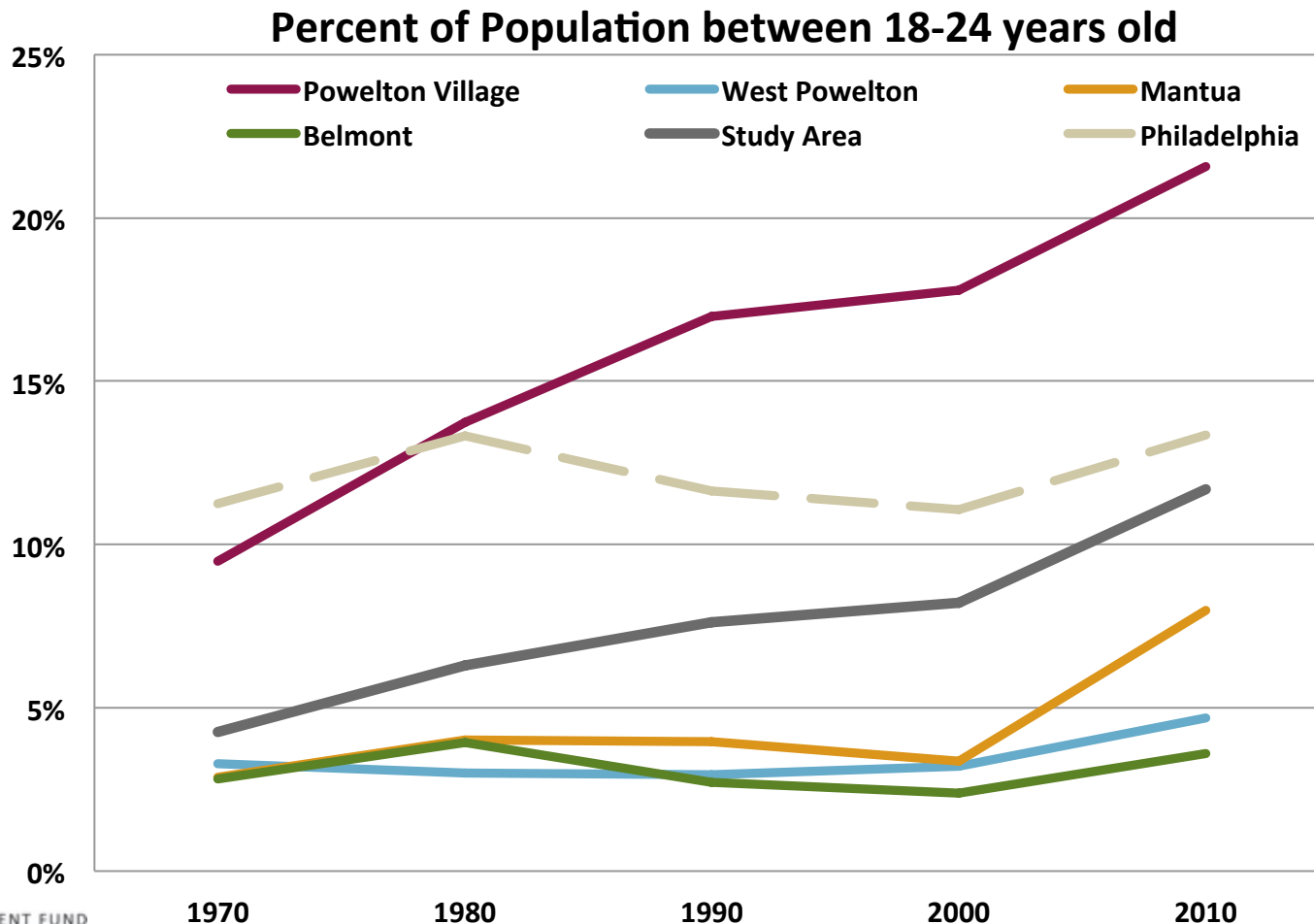


## Study Area



# Are there more young adults living in the study now?

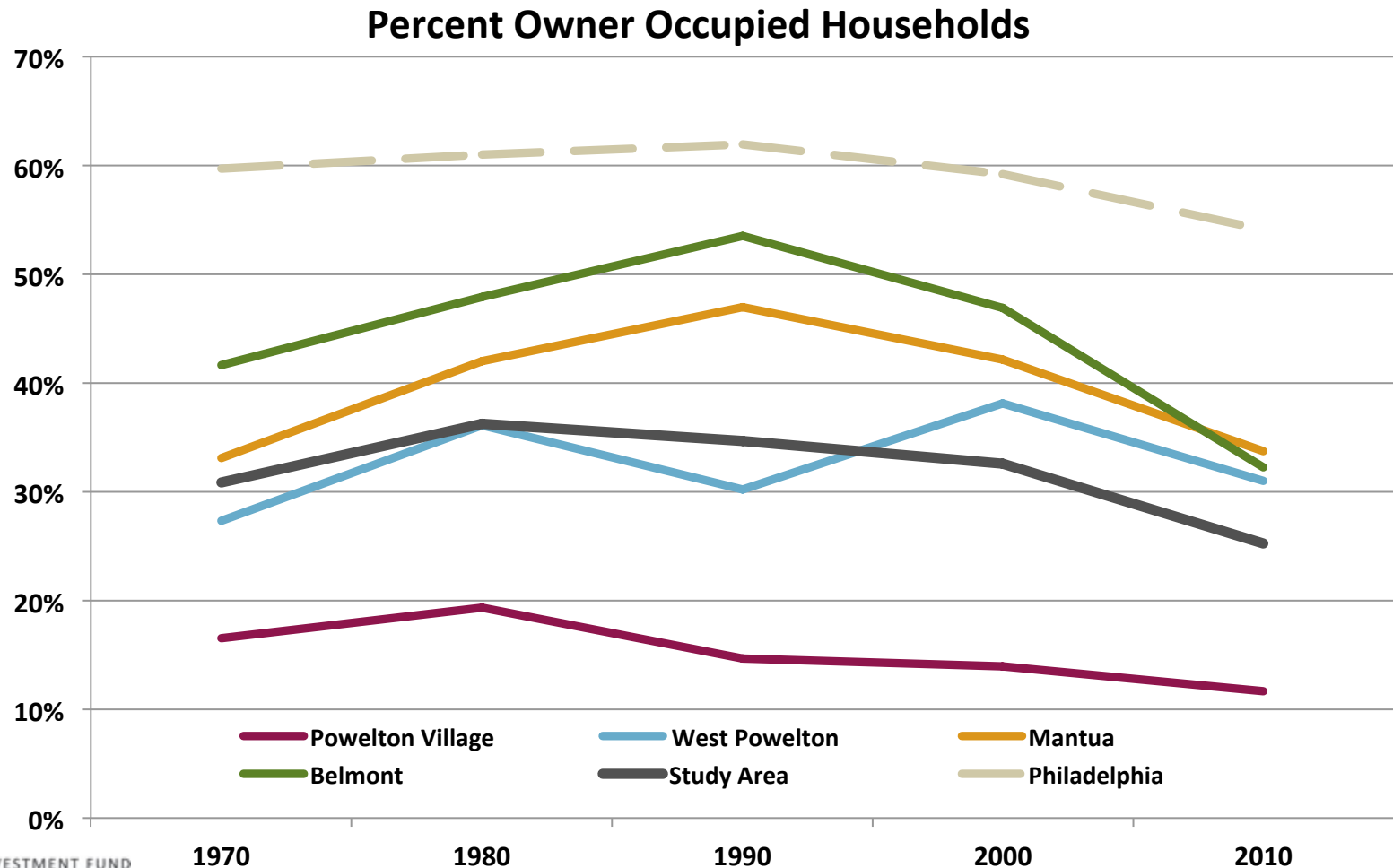
*The study area has an increasing percent of young adults but is still slightly below the average for the city. The increase has largely been driven by Powelton Village and Mantua.*





# How many residents are homeowners?

About 26% of residents are homeowners. Homeownership in the area was highest in 1980 and has since declined. The homeownership rate is about ½ the rate of the city.



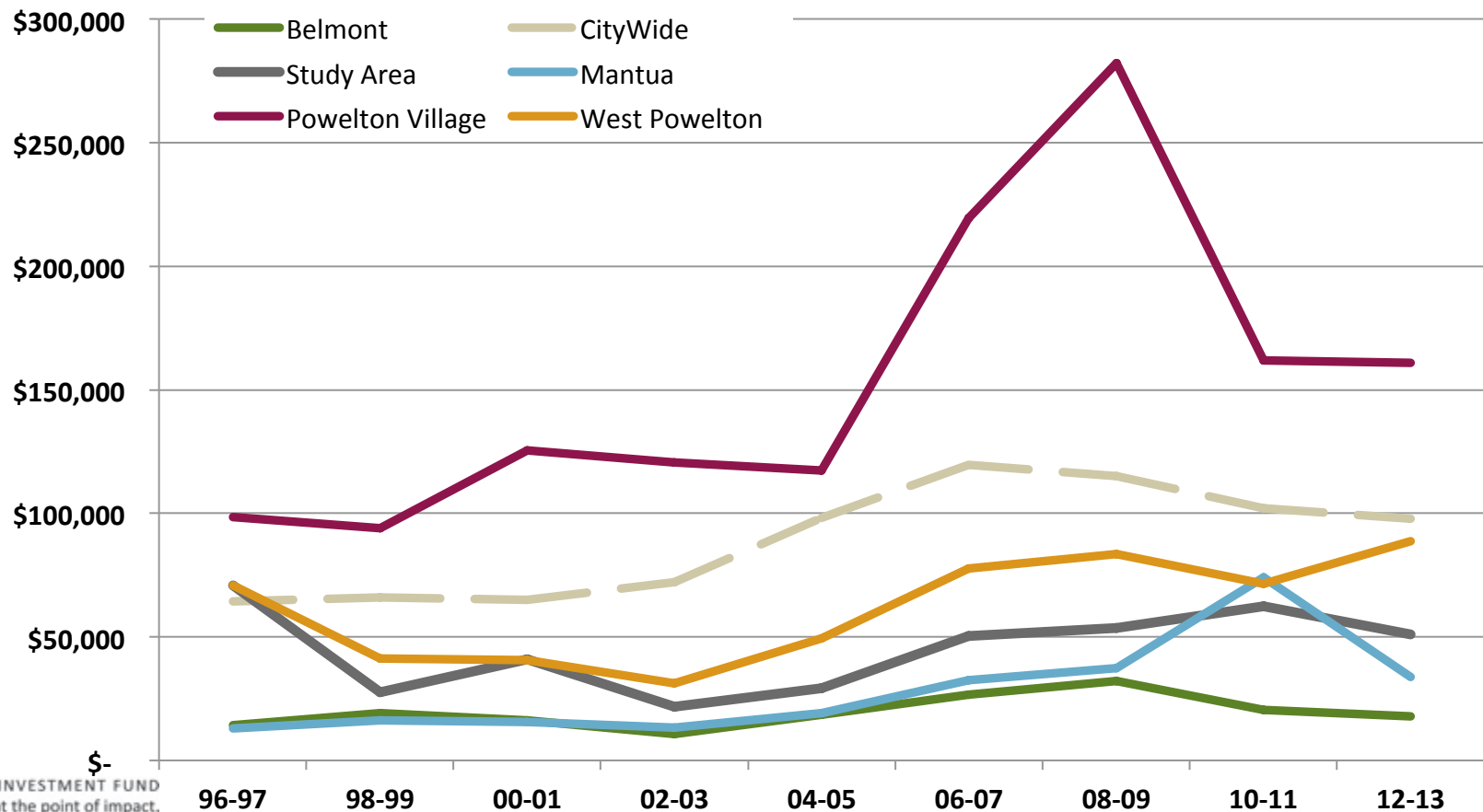


# How have sales prices changed over time?

*In 2013, the average home sales price is about \$50,000; this is roughly ½ the city average. Powelton Village has had the most change in sales price.*

## Average Sales Price

In constant 2012 dollars



# Are there subsidized rental units?

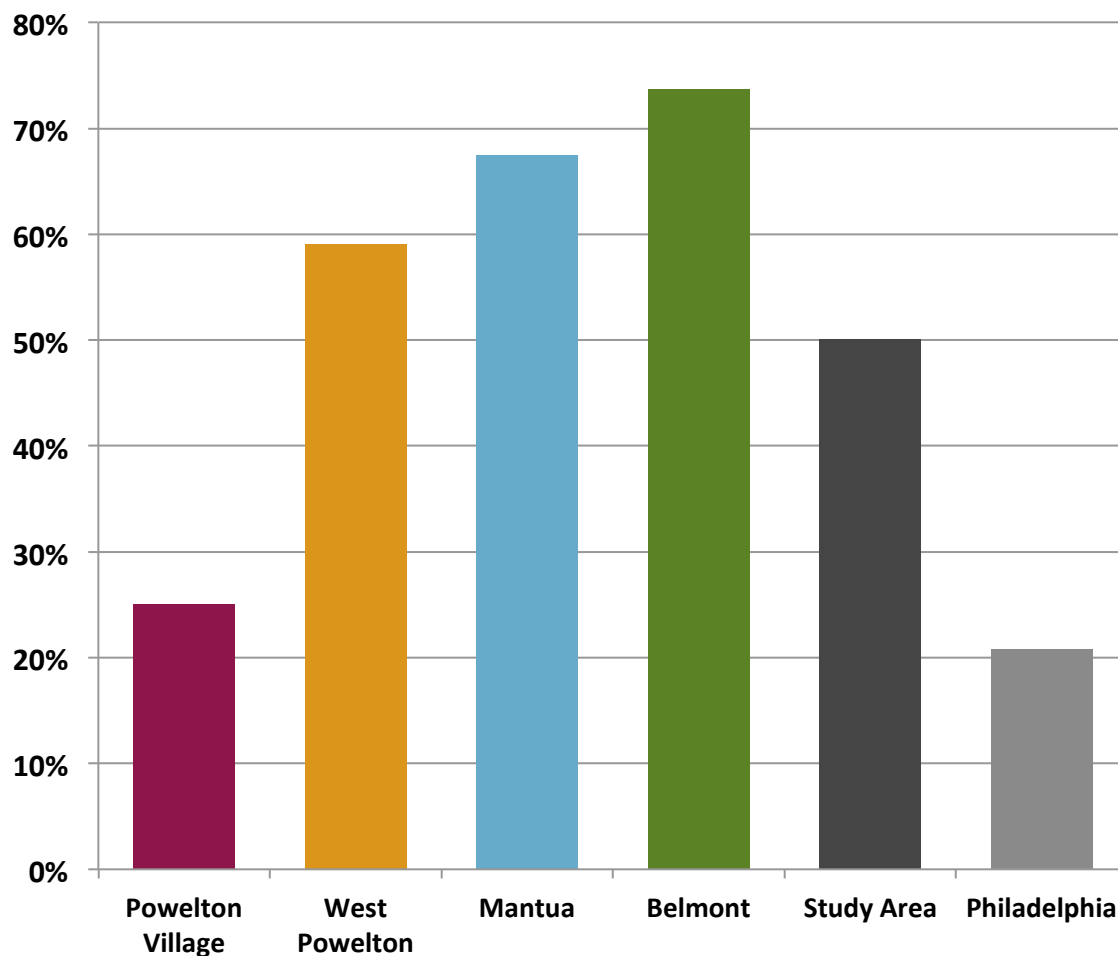
*50% or 3,147 rental units in the area publicly subsidized*

*Citywide 21% of the rental units are subsidized*

*In Mantua, Belmont & West Powelton the rate is nearly three times the city average.*

*None of these numbers include subsidized homeownership units.*

**Percent of Rental Units that are Subsidized**



- Help residents and businesses to remain in place and enjoy the benefits of change
- Reduce the hardship changing neighborhood conditions may impose on most vulnerable
- Allow the community to remain economically and socially diverse and stable over the long term

# Selection Criteria for EDS Tools

- Desired by community members and aligns with community plans
- Will impact many existing residents or have a deep impact on most vulnerable
- Can achieve measurable results within 5 years
- Financially and politically feasible
- Builds upon local expertise of organizations

# EDS Outcomes

A. Preserve Neighborhood Identity

B. Keep Residents Informed and Involved in Change

E. Revitalize Neighborhood

F. Reduce Resident Displacement

C. Preserve Existing Affordable Housing

D. Build More Affordable Housing & Increase homeownership

# Feedback from Community

Which 2 of the 6 outcomes presented do you think are the best answers to the needs of your neighborhood? (Pick your top 2)



# Preserve Neighborhood Identity

- Identify and protect assets important to neighborhood identity
- Improve neighborhood schools and ensure existing residents can attend
- Create gateways/Improve signage
- Continue rezoning and target code enforcement at negligent owners and developers
- Negotiate community benefit agreements with significant developers and new and existing large employers to ensure residents benefit from new development



# Keep Residents Informed and Involved in Change

- Counsel residents re actions they can take to stay in their homes or to obtain the most value from their home if they choose to leave
- Obtain commitments to bring residents into decision-making
- Create a joint Zoning and Development committee to have a voice in development
- Create an advocacy campaign against displacement
- Share information re jobs/job training
- Explore set of services for seniors

# Revitalize Neighborhood

- Improve and preserve homeowner housing (home repair/energy efficiency)
- Stabilize or demolish unsafe structures
- Fix and improve infrastructure
- Lower crime (i.e. campus police coverage)
- Create a plan for future use of publicly owned land
- Expand job training and employment opportunities for residents
- Negotiate community benefit agreements
- Improve commercial corridors

# Lessons Learned

- Know your neighborhood history
- Understand neighborhood differences
- Data may not match community perceptions
- Plan for a significant lack of trust
- Take repeated votes to clarify priorities
- Keep bringing decisions back to community residents
- Involve city leaders to obtain buy-in
- Show some early wins