



GERMANTOWN and WAYNE JUNCTION
Transit-Oriented
Neighborhood Plan

Community Visioning Workshop

September 13, 2007





Agenda

- **Project background**
- **What we've learned so far**
- **Break out activity**
- **Summary of your ideas**
- **Next steps**

Who are we?

- Michelle Barbieri-Rivera, *Kise Straw & Kolodner*
- John Gibbons, *Kise Straw & Kolodner*



“...Involving people in making spaces...”

Who are we?

- **Meg Sowell,**
Real Estate Strategies
- **Beth Beckett,**
Real Estate Strategies
- **Jennifer Barr,**
*Philadelphia City
Planning Commission*



Retail Opportunities in the Germantown Business District
Patrons' Preferences and Demographic Influences

Prepared for

Central Germantown Council

Real Estate Strategies, Inc.
Marianna Thomas Architects
1999



Concept Plan & Development Strategies for Central Germantown Business District, Lower Germantown & Wayne Junction

- **Grant awarded to City Planning Commission**
- **How mass transit can encourage further public and private investment in the community**
- **Guide upcoming SEPTA investments at Wayne Junction**
- **Plan will identify 4 sub-areas and generate 6 detailed site plans along with overall recommendations, design guidelines and implementation strategies**



***How can the plan serve the
community?***


**What can this project provide for the
community and its residents?**

**What issues (crime, parks, jobs, etc) are critical
to the future of the neighborhood and must be
addressed now?**






Community participation so far...

- **Advisory Committee** – community stakeholders from city agencies and religious, educational, cultural and historic institutions
 - **Focus groups** with additional community stakeholders
 - **Community survey** – feedback on shopping, the neighborhood and transportation
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Why plan?

- **Change is inevitable. Make change work for the community.**
 - **Unify the community and prioritize our ideas. Resources and funding are limited.**
 - **Meet your neighbors. People are a vital community resource!**
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How a plan becomes...



ACTION

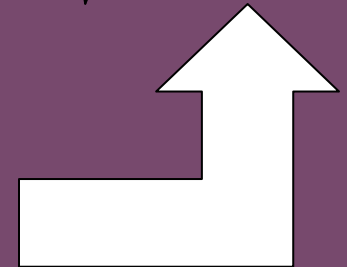
**Community
supported
goals and
ideas**

+

**Funding
\$\$\$**

+

**Effective
leadership**



Community issues

- Low homeownership rate
- Vacant land and buildings
- Residents shop outside the community



Opportunities

- Mix of housing types and architecture
- Wealth of historic resources
– 4 historic districts
- Transit options
- Large employers in the area



Community needs

- Need senior housing
- Need more youth programs
- Improvements to parks and recreation
- Safety improvements
- Eliminate vacancy





***What is your vision for the
community?***

**What should the neighborhood look like in 5
years? in 10 years? in 20 years?**

**What needs to happen? What are the
solutions?**






Discussion groups


- Germantown and Cheltenham Area
- Wister and east of Germantown Avenue
- Queen Lane and West of Germantown Avenue
- Southwest Germantown
- Wayne Junction Area

*Return in 45 minutes
for a summary of what we heard
and next steps*





Next steps

- Refine project work based on your input and survey results
 - Completed surveys are due by the end of the month
 - Work with the Advisory Committee to sculpt community vision and priorities into planning strategies
 - Next Community **Design Workshop in Spring 2008**
 - Review preliminary recommendations and options
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Contact information

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