SMALL CHANGE/BIG IMPACT

ALEX BALLOON
TACONY COMMUNITY DEVELOPMENT CORPORATION
ABOUT THE TACONY COMMUNITY DEV. CORP.

• MS PROGRAM 2012
• ONE STAFF MEMBER
• ANNUAL BUDGET ~$110K
• VOLUNTEERS/PARTNERS
• ADAPTED FOUR POINT APPROACH
• PERSONAL BACKGROUND
The Tacony Community Development Corporation is working to improve Torresdale Avenue in Tacony with the Historic Tacony Revitalization Project. This comprehensive program is committed to results, and after two and half years of planning and implementation we are excited to share our progress with the community.

**Building our Economy**
- 14 new businesses have opened, reducing our vacancy rate by 33%.
- 32 new jobs created, bringing an estimated $1.1 million in new wages.
- $1.4 million in building construction & rehabilitation.
- Building permit activity has climbed 21% since 2009.
- For every dollar invested, $6.49 was generated through building improvements and rehabilitation, generating 25 new construction jobs.

**Committed to Better Design**
- Reserved 35 historic storefronts in our community.
- This has led to over $275,000 of investment and a better experience for the public.
- Partnered with Tree Rally to plant more than 40 trees along Torresdale Ave.
- Fighting for the creation of a historic district to preserve our distinct historic architecture.

**A Cleaner & Safer Community**
- Repaired more than 70 problem properties.
- Graffiti has dropped by 95%.
- Security cameras are being installed in targeted locations along Torresdale Ave.

**Promoting our Neighborhood**
- Our award-winning “Hoagie Trail” promotion led to sales growth of 20-60% at participating businesses.
- Recognized as a “Best Fishtown” Community by This Old House magazine.
- ShopTacony.com was created to showcase local businesses.
CORRIDOR MANAGER’S ROLE

• CHIEF SALESPERSON
• MAKING IT AS EASY AS POSSIBLE AS A PARTNER, FACILITATOR
• DOING THE JOB OF 5 PEOPLE (CONSTRUCTION ADMINISTRATOR, BIDDING OFFICER, PROJECT MANAGER, FINANCE PERSON, QUALITY CONTROL)
TACONY FAÇADE PROJECT: LOW COST, HIGH-IMPACT

• BUNDLING OF 15 STOREFRONTS FOR BETTER QUALITY, STANDARDIZED PRICING, MAXIMUM IMPACT, SINGLE POINT OF CONTACT

• PARTNER WITH LAW WORKS, COMM DESIGN COLLABORATIVE, CITY OF PHILA.

• LEVERAGING EXISTING CITY PROGRAM WITH ADDITIONAL FUNDING

• EMPHASIZING LOW-COST, HIGH IMPACT FAÇADE IMPROVEMENTS: “STREET” HISTORIC PRESERVATION

• IMMIGRANT BUSINESS OWNERS

• ADDRESSING PROBLEMS TOGETHER
DENOFA’S DELI

- Fabricate a new wood sign and install over the entrance.
- New light pendents installed over each entrance window and sign above the entrance.
- Install new exterior awnings over the window units. Match color green color from Delofo’s logo.
- Add text on the front flap of left awning “Call 714×7 telephone number.
- Add text on front flap of right awning “Homemade Swissche”
- Replace existing awnings with new wood ones. Light efficient window units.
- Recessed porch deck of Delofo’s logo onto both windows.

Facade, Curves and Bay:
- Remove existing vinyl siding from facade and bay.
- Apply a smooth stucco finish to a light beige color from the brick line of the second floor.
- Add a metal cored wood bordering with a 4” deep, decorative profile and from the plane of the facade. Paint dark brown.
- Replace Corcom with vinyl metal framed to match the details of the neighboring buildings.
- Replace top trim and panels with new metal and wood. Paint top brown to match Corcom. Paint main panels green to match the olive color in Delofo’s logo.

Entrance:
- Replace existing storefront with a new double door. Within the entrance:
- Remove security gate and install open 2 grille on inside of the door if possible.
- Replace Unit door withreads Doors.
- Remove wood trim around existing doors. Replace doors and frames if possible. Paint to match olive in Delofo’s logo.

COMMUNITY DESIGN
Function: 8.30-12
Drawing Title: Holton, Robert Design Consultant - Tacony CDC
Project Name: Delofo’s Italian Deli + Catering
1354 47th Street Avenue Philadelphia, PA 19127

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WELLENS HOSIERY