



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





BUILDING

the new TACONY

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.


40
TREES
PLANTED


14
NEW
BUSINESSES


32
JOBS
CREATED


95%
DECLINE
IN GRAFFITI


70
PROPERTIES
REPAIRED

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 25% since 2009.
- For every dollar invested, \$6.48 was generated through building improvements and rehabilitation, generating 15 new construction jobs.

Committed to Better Design

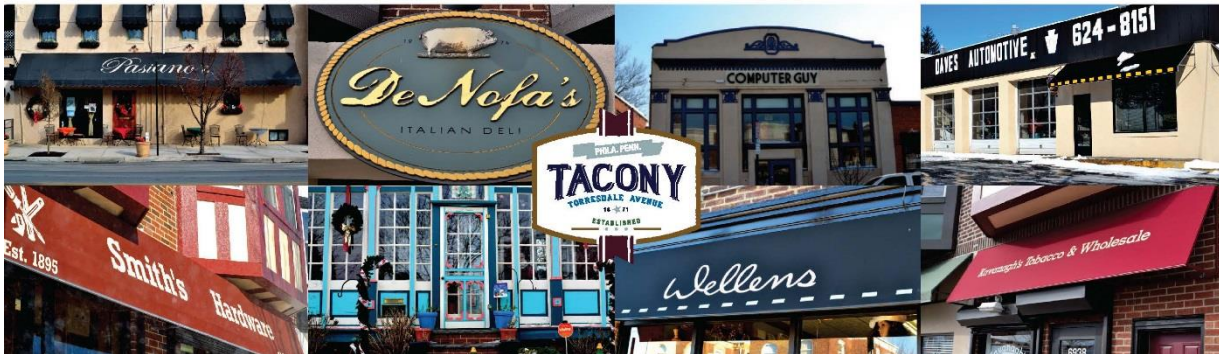
- Renovated 15 historic storefronts in our community. This has led to over \$275,000 of investment and a better experience for the public.
- Partnered with TreePhilly to plant more than 40 trees along Torresdale Ave.
- Fighting for the creation of a historic district to preserve our distinct historic 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 10-15% at participating businesses.
- Recognized as a "Best Fixer-Upper" 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

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Signage:

- Fabricate a new wood sign and install over the entrance.

Lighting:

- New light pendants installed over each storefront window and sign above the entrance.

Awning:

- Remove existing asphalt shingle awning at the first floor.
- Install canvas awnings over the window units. Match olive green color from DeNofa's logo.
- Add text on the front flap of left awning "Est. 1974 + telephone number."
- Add text on front flap of right awning: "Homemade Sausage"

Windows:

- Replace existing windows with new dark brown aluminum framed, energy efficient window units.
- Apply clear decal of DeNofa's logo onto both windows.

Facade, Cornice and Bays:

- Remove existing vinyl siding from facades and bay.
- Apply a 3-coat stucco finish (in a light beige color) from grade to the start of the brick line at the second floor.
- Add a metal covered wood banding with a 4" deep, decorative profile and from the plane of the facade. Paint dark brown.
- Replace Cornice with new metal formed to match the details of the neighboring buildings. Paint dark brown.
- Replace bay trim and panels with new metal and wood. Paint dark brown to match cornice. Paint inset panels olive green to match the olive color in DeNofa's logo.

Entrance:

- Replace existing storefront with a new double door. Widen the existing opening as needed.
- Remove security gate and install open grill gate on inside of the store (if possible).

Apartment Unit Entrance Doors:

- Remove vinyl trim around existing doors. Salvage doors and frames if possible. Paint to match olive in DeNofa's logo.



COMMUNITY DESIGN
COLLABORATIVE

Project Number
2012-09
Date
8-30-12
Scale
NTS

Project Name
rStore Limited Design Consultation - Tacony CDC
Drawing Title
DeNofa's Italian Deli + Catering
6944.46 Torresdale Avenue
Philadelphia, PA 19135

The Community Design Collaborative's products are intended to provide visual concepts and to assist in project design and planning. All drawings are limited to conceptual design and are neither intended nor may be used for construction. Neither the Community Design Collaborative nor the project volunteers assume responsibility or liability for the technical accuracy of drawings or for any unauthorized uses.

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