Equitable Development
PACDC Conference

Greetings From SEAMAAC!

Andy Toy, Community Development and Communications Director
Mission and Vision

SEAMAAC's mission is “to support and serve immigrants and refugees and other politically, socially and economically marginalized communities, as they seek to advance the condition of their lives in the United States”.

We envision a strong and unified society, where immigrants and refugees work alongside other Americans to build shared political, economic and social power. We envision a community where the contributions of each generation of Americans, whether native to this land, immigrant, or brought against their will, are equally acknowledged, valued and embraced, and where all people live whole, healthy lives with joy and dignity. SEAMAAC uses a holistic, strengths-based approach in providing impactful programming and services.
What We Do

1. Education
2. Health and Social Services
3. Community Development
Community Development
South Philly East Neighborhood

Figure 1
Poverty and High-Poverty Areas in Philadelphia
Race and Ethnicity in the Neighborhood
Asking the Big Questions

1. Introduction

Big Questions

1. How can residents do more to support and improve the park?
2. How can the park do more to bring the people of the neighborhood together?
3. How can we strengthen the businesses and improve shopping on 7th Street?
4. How can we celebrate the diversity and identity of our neighborhood?

- How can we support and encourage the businesses in the area?
- How can we improve the safety and accessibility of the park?
- How can we involve the community in decision-making processes?

- How can we ensure that the park is accessible to all members of the community?
- How can we promote a sense of community ownership and pride?
- How can we address the concerns and needs of different groups within the community?

- How can we ensure that the park is inclusive and welcoming to everyone?
- How can we address the issues of equity and justice in the community?
- How can we ensure that the park is sustainable and environmentally friendly?

- How can we engage the community in the planning and design process?
- How can we involve youth in shaping the future of the park?
- How can we ensure that the park is a safe and enjoyable space for all?

- How can we create opportunities for community members to learn and grow through the park?
- How can we support local businesses and the economy?
- How can we create a sense of place and identity for the neighborhood?
Collaborating, Engaging and Building Leadership

APPLY TO BECOME A Community Design Leader & help create the future of Mifflin Square Park!

We are looking for Community Design Leaders to work with SEAMAC, Friends of Mifflin Square Park, Mural Arts Restored Spaces & other partners to imagine & evaluate ideas for rebuilding Mifflin Square Park.

As a Community Design Leader, you will:
- Receive training from professional designers about how parks are designed & operated
- Develop your own ideas for the park & help create a community plan for it
- Advocate for the park with neighbors, community organizations & local government

You don’t need any special skills or education, you just need to be interested in working with your neighbors to make a better Mifflin Square Park!

Community Design Leaders will receive a $150 honorarium upon completion of a 9-hour commitment between April and August 2017 including:
- One 5-hour training & workshop on Saturday, April 29 (free snacks & child care provided)
- Two additional 2-hour shifts performing project tasks like distributing flyers & organizing events.

To apply, complete a short application by April 19, 2017.

To learn more, ask questions, or get an application, call (215) 487-0690 x726 or email kmui@seamac.org.

Assistance available in Bahasa Indonesia, Burmese, बुङ्ग, Chin, 中文, Espanol, Karen, မုန္ဒာ, & Tiếng Việt.

Funder: William Penn Foundation
Technical Assistance: Finanta, Enterprise Center, The Food Trust
Planning Firm: Hector Design LLC
SoPhiE at the Kick-Off
Fun at the Park for Everyone
Why/How Do We Get Others Involve?

Somaly Osteen
Community Development Specialist
Cambodian 58%
Chinese 9%
Honduran 3%
Dominican 4%
Mexican 5%
Indonesian 2%
Pakistan 2%
American 2%
Korean 2%
Lao 7%
Vietnamese 2%
Others 4%
Ongoing Communication is Critical
Sometimes we just need to start small and let the actions speak.
Their Goals Matter
Aslam Market exists on this corridor over 3 decades ago but never once has a sign
Amazing Awning Award
ZarZo Lian
Cook-Off winner
It’s important to help others
ZarZo taught other women how to make sushi
Successfully Became a Woman Own Business and Created Job for Other Refugee Women
Lucio Rodriguez Guardado
Journey from an Immigrant to a Restaurant Owner
(Before the improvement)
After the Improvement
Lucio’s wife at the new retail store next door to the restaurant
Next Step
Streetscape Design Elements: Crosswalk and “Gateway” Treatments

Create a gateway to the corridor by painting curb bumpouts at major intersections. These extensions serve as a visual interest, calm traffic, and discourage parking in areas that reduce pedestrian sightlines.

Designs should replicate themes from the selected brand identity, incorporating themes and graphics representative of different cultures.

Repeat decal patterns on nearby murals, design features, or business promotions.

Engage the community in the design and implementation (stenciling, painting) process.

Long-term, these Gateway treatments could be upgraded with Dura-thom treatment, or the physical curb extended to maintain transit boarding access.
BRANDING

Branding Options: reflect many cultures with focus on food and specialty items from ‘home.’

Branding Concept

The original inhabitants of the Southern region of Philadelphia named the land Weccpecoe, meaning “peaceful place.”

At the intersection of culture, cuisine, traditions, past-times and faiths, the South 7th Street Corridor can be that again - a peaceful and welcoming space where residents and visitors are offered a taste of home and the opportunity to experience something new.

The introduction of a name, logo, color and design will bring to life the vibrancy of cultures that inhabit the area and showcase the potential of a lively, culturally rich and diverse neighborhood.

Options

- SoPhiE SHOPS
- SOUTHEAST SHOPS
- S 7th SHOPS