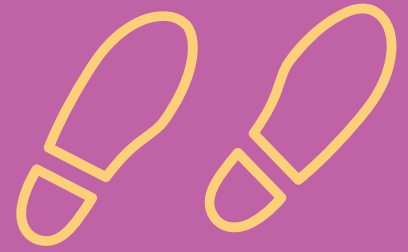


# Discover



# Germantown Avenue

*A Historic Walking Tour of  
Eastern North Philadelphia*

Spring 2020



Tyler School of Art + Architecture  
Community Development Workshop 2020  
In Collaboration with APM



# Discover

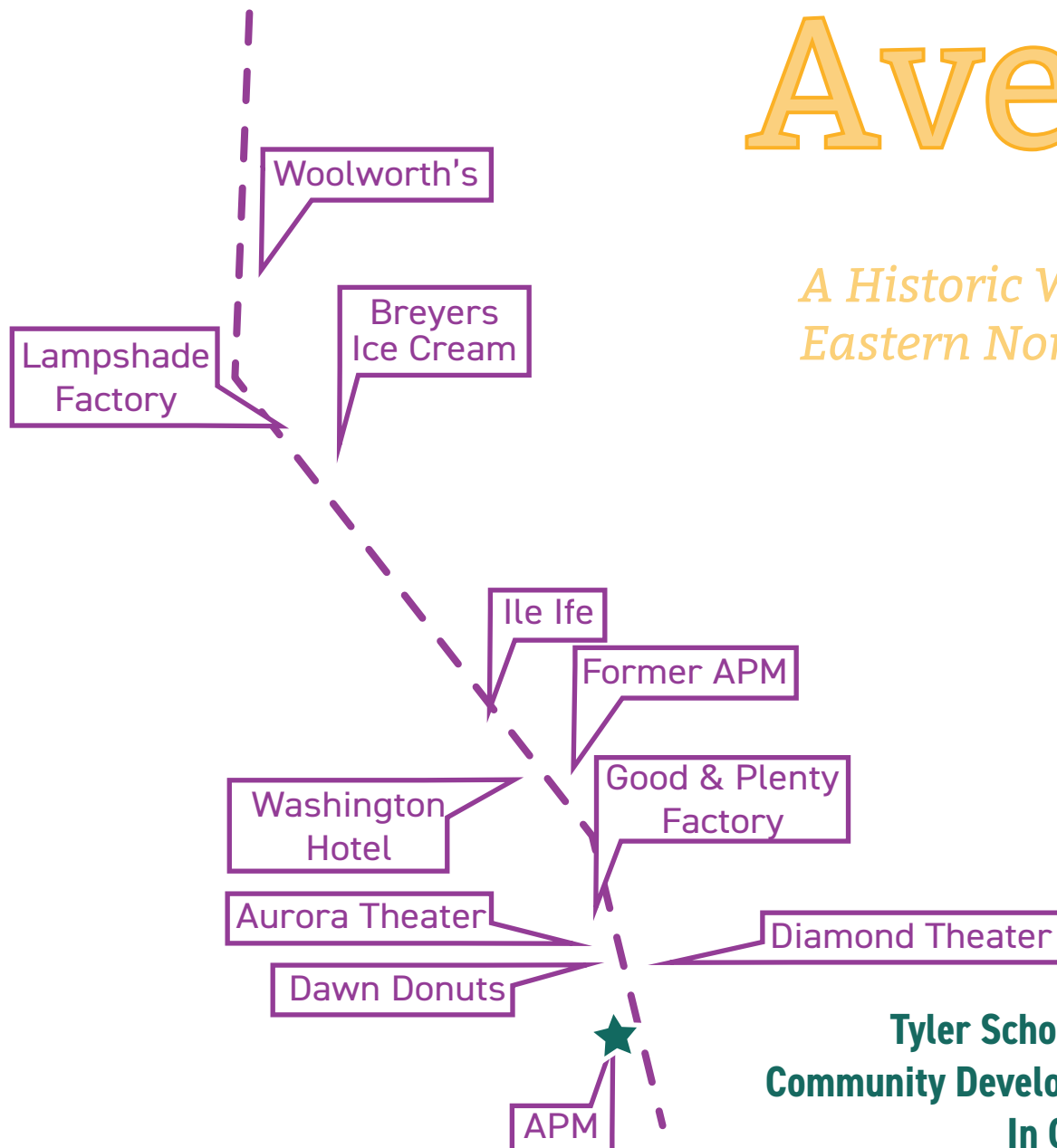


# Germantown

# Avenue

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Eastern North Philadelphia*

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Community Development Workshop 2020  
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# Acknowledgements

This project was completed with the help of many passionate individuals, including our project partners at Asociacion Puertorriquenos en Marcha (APM). We would especially like to thank Iliana Dominguez-Franco, Misha Rodriguez, and Victoria Cubillos-Cañón for their continued commitment to working with the Temple Community Development Workshop classes each year and for their dedication to the residents of the Eastern North Philadelphia neighborhood. We would also like to thank APM for inviting us to their 6th and Diamond office to attend project planning meetings and community events and to store community engagement materials. We are extremely grateful for APM's guidance, meeting facilitation, and project support.

The Temple University Community Development Workshop class would also

like to thank the community members who participated in our storytelling recruitment process and attended the story gathering meeting, with a special thanks to Yolando Coles and Juan Dimida. We are sad that we were unable to host the community event due to the COVID-19 pandemic, but are grateful for residents' enthusiasm and support. We look forward to supporting the future workshop classes' events and continuation of this project.

We extend our gratitude for the advice from Verónica Ayala Flores at LISC Philadelphia and Marcos Lomeli from Ceiba about the creation and implementation of the Centro de Oro walking tour, which was very helpful in developing our walking tour and guided community event.

We would also like to thank the 2019 Workshop class for their previous work researching historic sites, creating posters, and engaging with residents

about Germantown Avenue. This work, along with the resources of the Temple University libraries, especially the Special Collections Research Center and Matt Shoemaker at the Loretta C. Duckworth Scholars Studio were critical to our understanding of the residents' perspectives of Germantown Avenue and the neighborhood's history.

The students of the 2020 Workshop class have dedicated many months to this project, and the final result would not have been possible without the hard work put forth by each student. The workshop team would also like to thank Dr. Lynn Mandarano, Associate Professor of Planning and Community Development, for her project leadership, continual guidance, helpful transition to online courses, and enthusiasm for supporting students and engaging meaningfully with communities.

## Note about current circumstances

Due to the global COVID-19 pandemic, which caused the Temple community to begin social distancing in mid-March 2020, the second half of the Temple Community Development Workshop course moved online, and the planned community engagement event was postponed. Thus, our report offers an overview of the work the students were able to complete, along with recommendations for the event as it was planned.



# Introduction

## Project Goals

Overall, there was a desire to connect old and new community residents with the history of their neighborhood, in the midst of new development. This year's development, the historic walking tour Discover Germantown Avenue, grew from the efforts of last year's community event, Remembering and Envisioning Germantown Avenue. This event showed that longtime residents, in the midst of new development, were weary of new residents moving into the neighborhood and not knowing or appreciating the rich history of the neighborhood. Residents felt it was important to be able to share this history, and APM proposed creating and implementing a self-guided walking tour for the neighborhood. This tour aims to connect longtime and new community members by highlighting a number of historic buildings and former sites along Germantown Avenue, a previously bustling economic corridor.

## Community Partner

APM's name, Asociación Puertorriqueños en Marcha, translates to "Association of Puerto Ricans on the Move," which captures the spirit of activism and emerging political consciousness of the Puerto Rican community in the 1960s and 70s. In its early years, APM focused on providing behavioral health services. They soon expanded health services to include resources like substance abuse treatment. APM has also advocated for stronger education in the community, partnering with other organizations to pool together head start, day care, and early intervention resources.

APM has made big strides to revitalize the surrounding environment to its former glory, beginning with the construction of affordable housing units in the 1990s. By collaborating with local and state politicians, APM was able to leverage the support and funding needed to develop affordable housing units. Some of

Asociación Puertorriqueños en Marcha



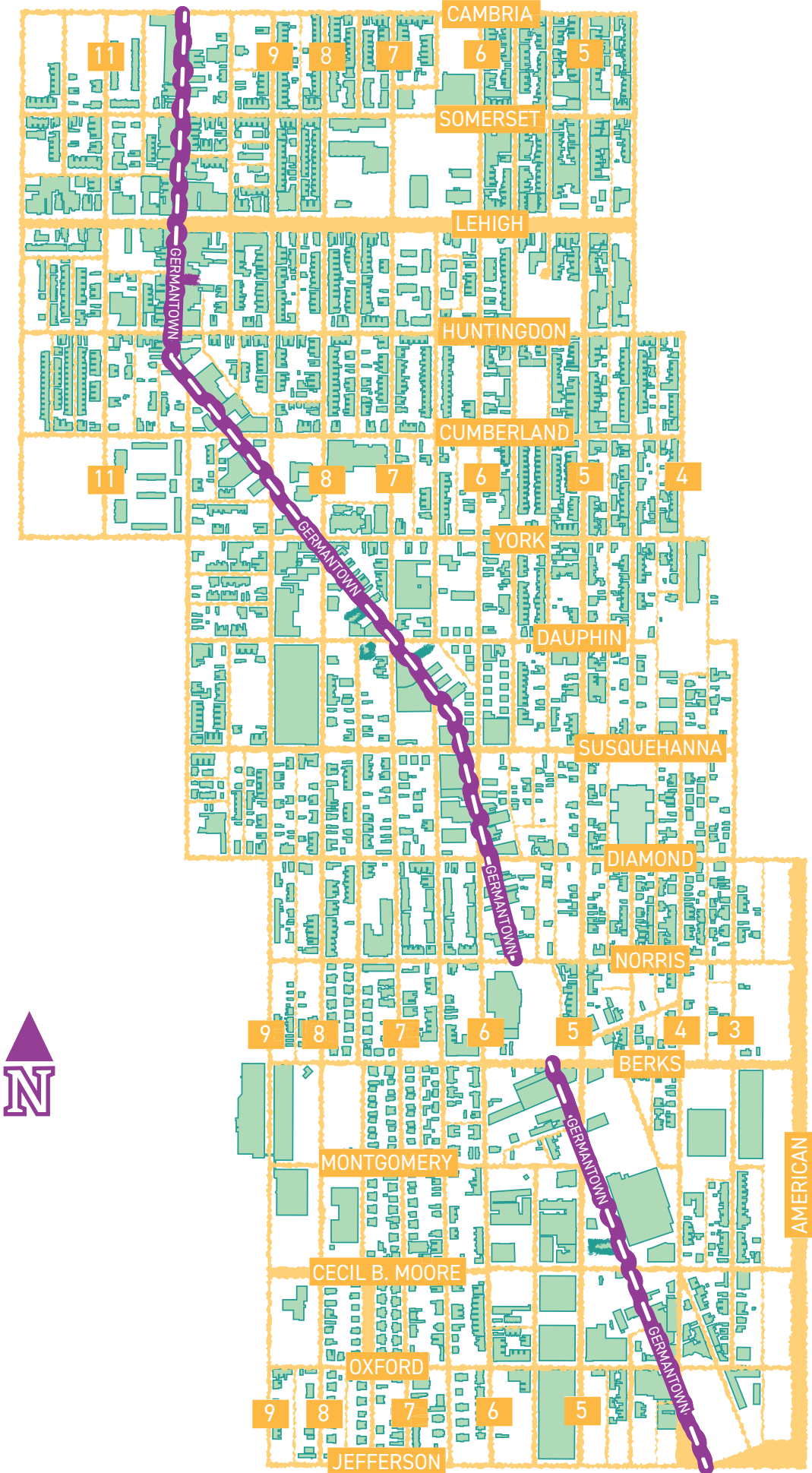
APM's neighborhood developments include:

- Cousin's Grocery Store
- Revitalization of over 1,400 abandoned buildings
- Development of housing units on 475 vacant lots
- Cleaning and greening over 900 vacant lots

As the neighborhood has grown, APM recognized the need to make their services more accessible to everyone in Philadelphia. In the 2000s, they rebranded to adopt the slogan "APM for Everyone." Today, APM is recognized as a leading social service organization in Philadelphia. Some of their programs include substance abuse treatment for adults,

# Study Area

Eastern North  
Philadelphia





support services for families and individuals, early childhood education, financial services, affordable housing, kinship care, treatment foster care, and adoption services.

Dr. Mandarano, Associate Professor of Planning and Community Development in the Tyler School of Art and Architecture, has partnered with APM for the Temple Community Development Workshop course, as well as for other courses, for a number of years. This partnership has allowed Temple students to gain hand-on experience in planning and meaningful engagement practices, such as developing materials and planning community events. Previous projects in partnership with

APM include an ethnographic research event in 2016 and the Remembering and Envisioning Germantown Avenue event in 2019.

### Project Team

The students of the Temple Community Development Workshop course organized into a number of teams to complete all of the necessary research and design components for this project. The teams are: Maps & Demographics, Parcel History, Graphics & Posters, Interviews & Stories, Webpage, Video, and Community Event. Each team's work is presented in this document to serve as a reference for next year's Workshop course and to highlight the hard work from this semester and the successes of the project so far.

Students in the Spring 2020 Community Development Workshop course were:

**Klesa Achaibar**

**Kristen Adamczyk\***

**Gabrielle Gallante**

**Collin Holben\***

**Miguel Jimenez\***

**Olivia Lamborn**

**Maggie Loesch\***

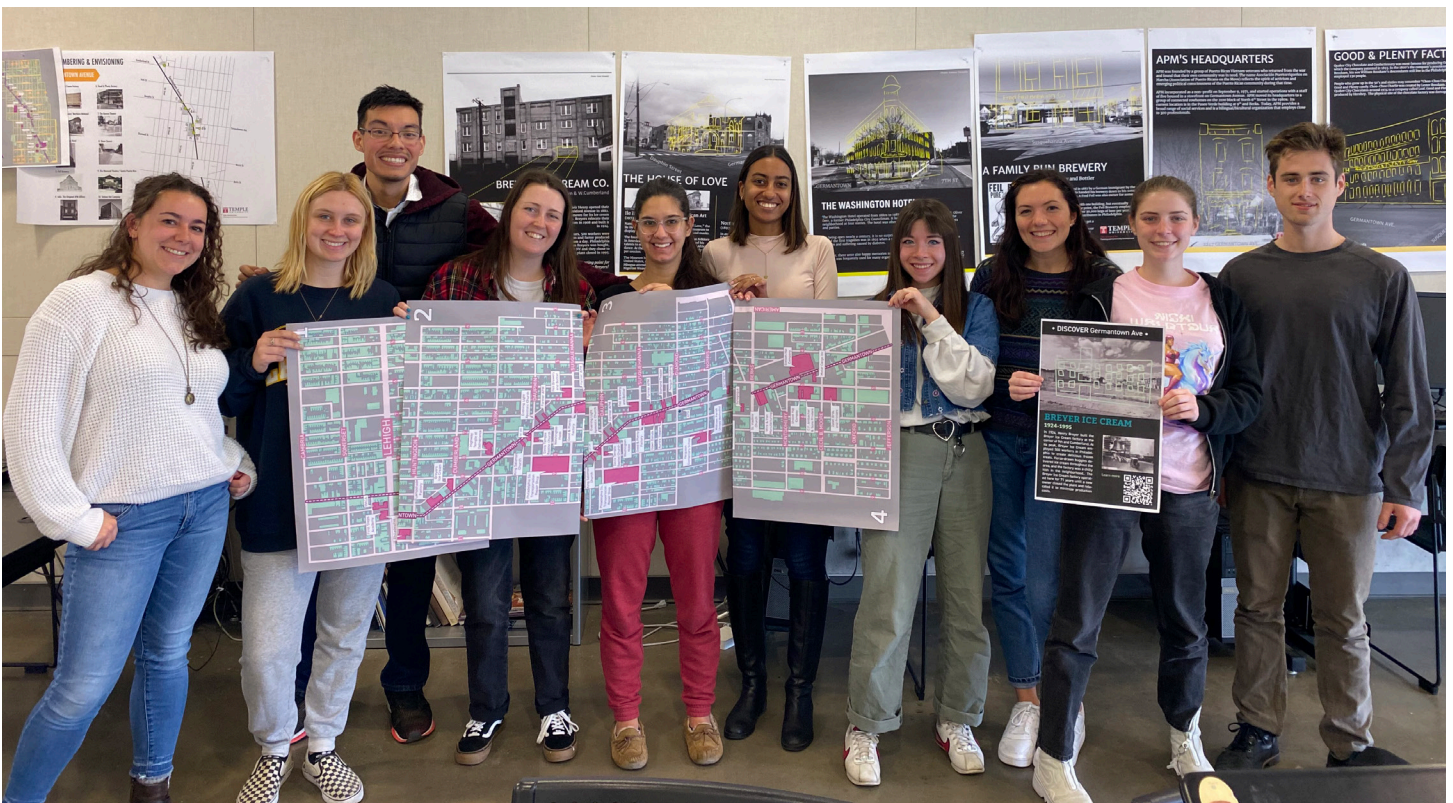
**Gabriella Manocchio\***

**Olivia Molina\***

**Rachel Murphy\***

**Bianca Panunto\***

\* denotes team leaders



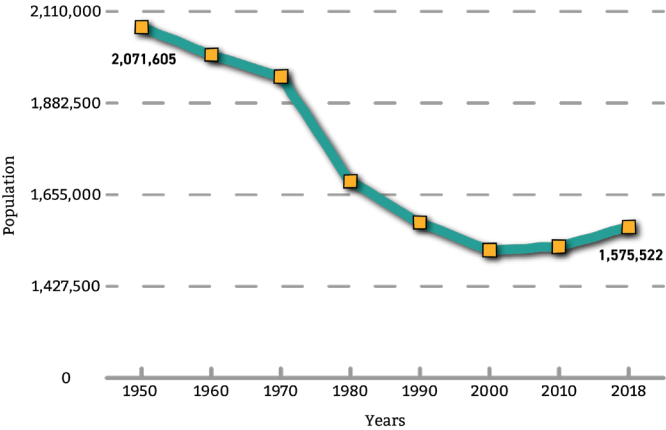
From left: Olivia Molina, Gabriella Manocchio, Miguel Jimenez, Maggie Loesch, Gabrielle Gallante, Klesa Achaibar, Olivia Lamborn, Rachel Murphy, Bianca Panunto, and Collin Holben. Not pictured: Kristen Adamczyk.

# Neighborhood Research Area



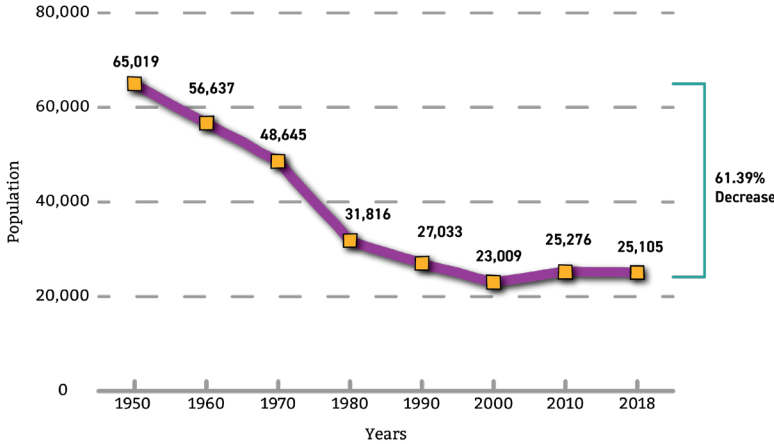
## Philadelphia Population History

1950, 1960, 1970, 1980, 1990, 2000, and 2010 Census Counts  
2018 ACS Estimates



## Neighborhood Population History

1950, 1960, 1970, 1980, 1990, 2000, and 2010 Census Counts  
2018 ACS Estimates





# Maps & Demographics

## Research Process

This group had the task to research the current and historic demographic composition of the selected neighborhood along Germantown Avenue. We selected the census tracts adjacent to the corridor each decade starting in 1950 and ending in 2018, which was the most recent and complete released data year. Using Social Explorer, we gathered information on seven topics we discussed to be the most relevant.

To explain the current and historic demographic composition of the selected neighborhood, we gathered data for the study area and Philadelphia on the same topics to compare the study area trends to those of the entire city and visualized key findings from our research using the style guide developed with the Graphics team. After a series of pin-ups, we finalized our data visualizations and we noted the following results.

## Community Findings

Eastern North Philadelphia is a vibrant, lower-income, majority Puerto Rican neighborhood that has faced increased development pressures in recent years due to gentrification in adjacent neighborhoods of Fishtown, Kensington, and North Central Philadelphia.

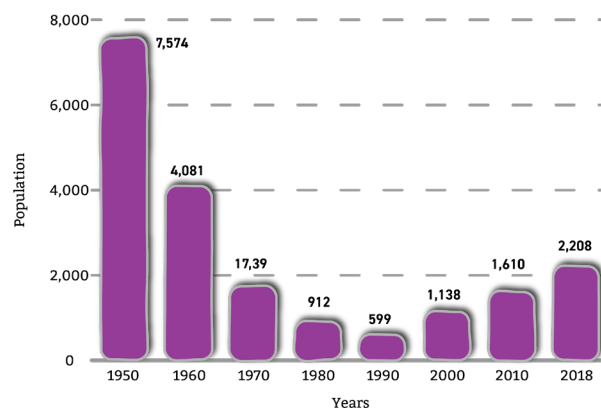
### Population

Overall, the research area has experienced a drastic population decline since 1950. That year, the population was 65,019 while in 2018 it was 25,105, showing a 61.39% decrease in a total of 68 years. Yet if one takes a look at a

decennial change, the decrease is less drastic. The median rate of change for each researched census year is of -14.80%. The decade with the largest drop in population was from 1970 to 1980, which originally had 48,645 people but ten years later it was 31,816. This decrease was 34.60%. While it is true that population decline has been a trend in the neighborhood, between 2000 and 2010 there was an increase of 2,267 people, a 9.85% increase and the first population growth in fifty years. Yet between 2010 and 2018 there was a minor decline of 0.07%.

### Foreign-Born Population History

1950, 1960, 1970, 1980, 1990, 2000, and 2010 Census Counts  
2018 ACS Estimates



This research makes sense in that it relates to the neighborhood's history; the lively industrial past and the succeeding industrial decline followed by the recent growth are evident in the data.

The findings on the neighborhood's foreign born population are revealing of this history. The number of foreign-born individuals peaked in 1950 with 7,574 people. It hit a low in 1990 which only had 599. Since then, the number of foreign-born individuals has been increasing and in 2018 there were 2,208 of them. This number is only 8.79% of the total population, which is lower compared to Philadelphia's 13.87%. It is interesting to see these trends because it shows that in the past the neighborhood had a visible immigrant

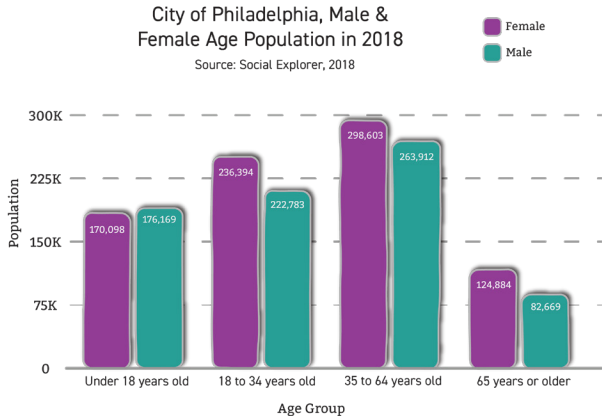
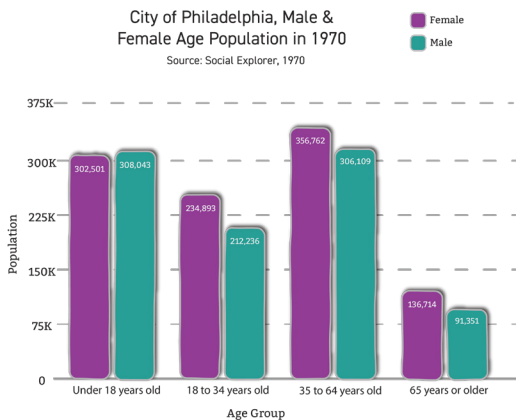
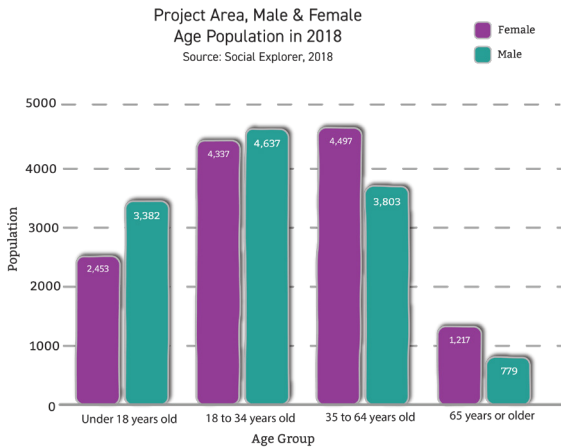
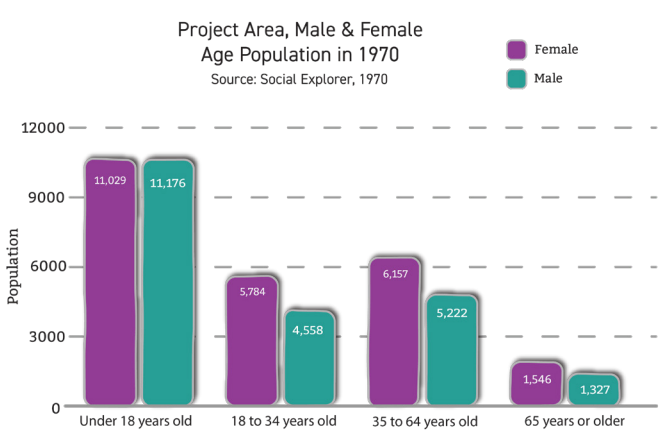
population, and today that may be happening again.

Age and Sex

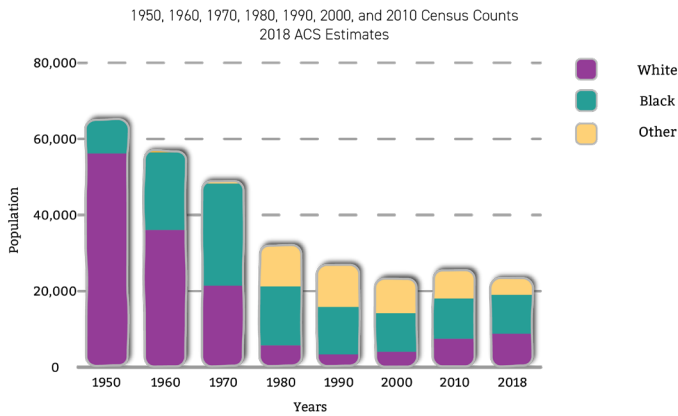
The project area neighborhood once boasted population numbers as high as 50,000 during the late 20th century. The number of female residents have frequently outnumbered male residents by a modest amount over the years. The demographics suggest that the neighborhood's population is an aging one; the number of working-age adults increased by about 30%, but total population numbers have been halved. The project area is generally on par with the City of Philadelphia's age/sex ratios, with slightly more females than males and a majority working-age population. The total population today is much lower than in 1970.

Race

Today the neighborhood's racial composition is 44.27% is black and 37.09% white. This trend does not follow the history of the neighborhood as today there is a fairly evenly distributed racial composition. In 1950 there was white majority with 86.05% of the total population. The black population started to show growth in that decade, and by 1970 they had reached a majority of 55.17%, but the white population still had a large presence in the neighborhood with 43.63%. From then, there has been a larger disparity between the black and whites population, with the former having a majority. The largest difference in racial composition was in 1990 with 46.84% black and only 11,52% white.

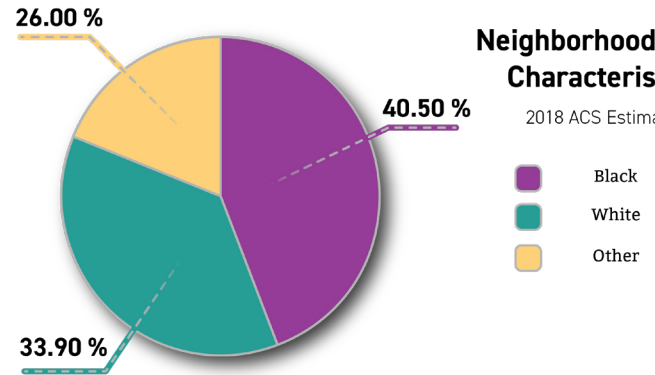


## Neighborhood Race History



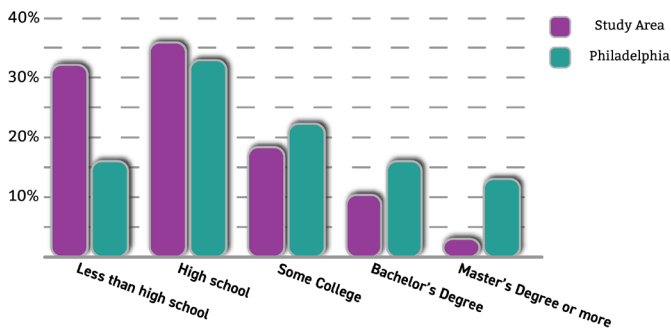
## Neighborhood Race Characteristics

2018 ACS Estimates



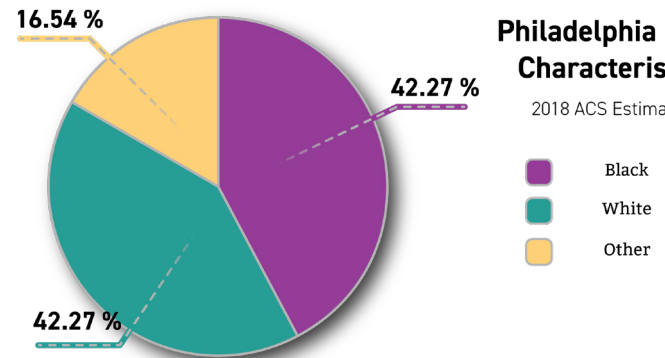
## Educational Attainment

2018 ACS Estimates



## Philadelphia Race Characteristics

2018 ACS Estimates



Coincidentally, that year had the largest distribution of other races (i.e. non-black and non-white) with 41.65%. This sector had been growing since the decade of 1970 and 1980, which had 34.29%. Yet after 1990 the distribution decreased and it has continued to do so since then. Today, the neighborhood's race composition closely resembles Philadelphia's with the differences that in the study area there are less white individuals and more people who see themselves as other races.

completing high school. 31% of residents have an education beyond high school, which is much lower than the city-wide rate of 51%.

## Housing

The following bar graph shows the proportion of vacant to occupied housing units in the study area from 1950 to 2018. The number of available housing

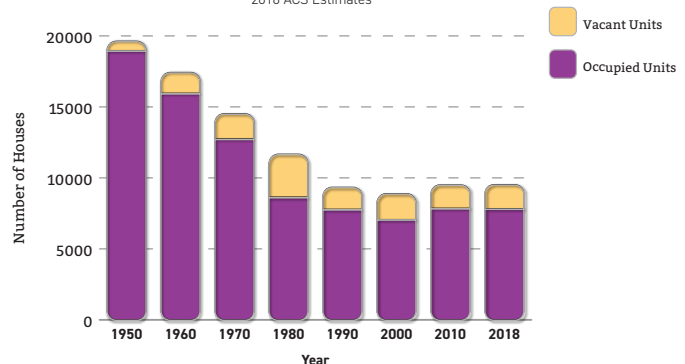
units has dramatically declined over the past few decades. Between 1950 and 1990, nearly half of all housing units were lost from the market, reducing the total from over 19,600 units to just over 9,500 units. Over time the number and proportion of vacant units has increased. In 1950, only around 3.4% of housing units were vacant (664 units). However, by 2018, the

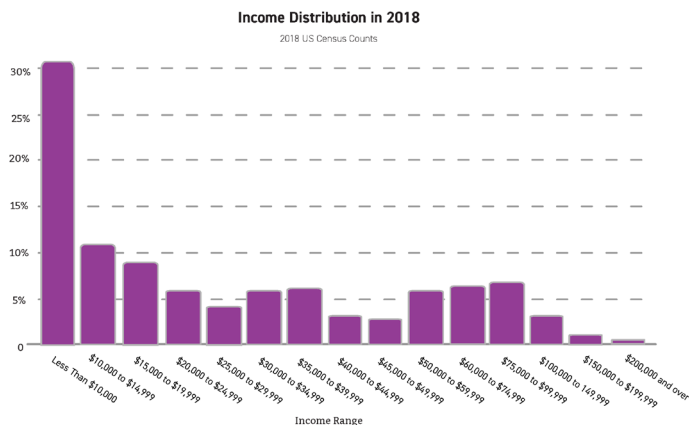
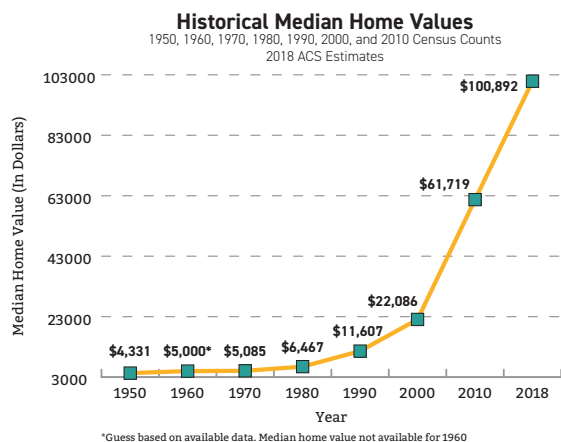
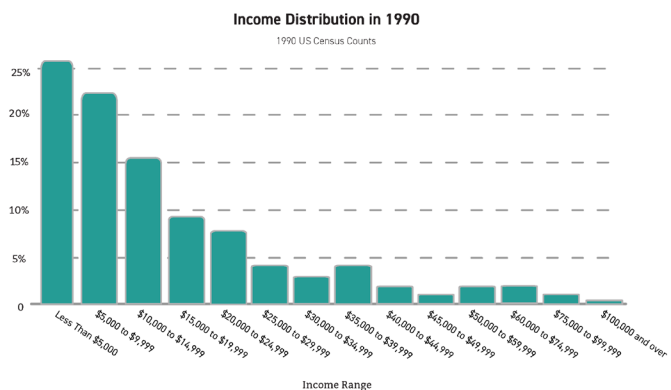
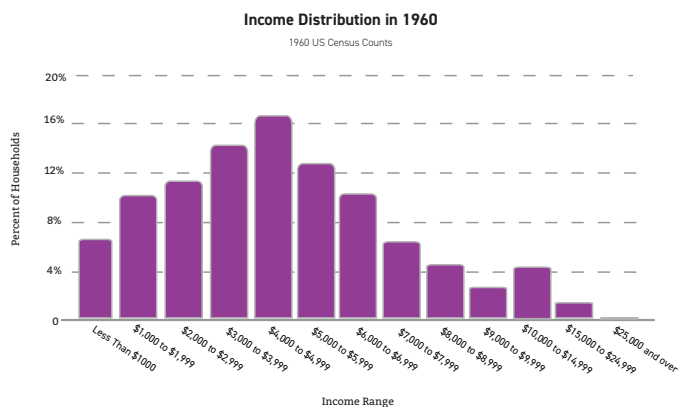
## Education

Compared to city averages, residents in the neighborhood tend to have less formal education. Over 32% of area residents have not completed high school, which is double the city-wide rate of 16% not

## Historical Housing Vacancy

1950, 1960, 1970, 1980, 1990, 2000, and 2010 Census Counts  
2018 ACS Estimates





proportion of vacancies had increased to 17.9% (1,709 units). To compare, the Philadelphia region currently has a 12.9% vacancy rate. This difference highlights the disparity that the study area faces in terms of number of housing units and proportion of vacant properties.

The line graph displays historical median home values for the study area. In 1950, homes had a median value of about \$4,300. By 2018 the median home value had increased to over \$100,000. This is directly attributed to recent development and speculation in the Eastern North neighborhood. While increased home values benefit residents through higher rates of external investment, they can be impacted by rising tax rates and

uncertainty about future stability. In 2018, median home values in the Philadelphia region were around \$156,800. While the study area is currently close to the regional average, there is the possibility that median home values will surpass the regions in the coming years.

### Income

The income distribution in the project area has shifted over the past several decades. In 1960, household income was widely distributed. As disinvestment plagued the area causing loss of jobs and population decline, the income distribution began to lean more toward the lower end. By 2018, income distribution leans heavily on the lower end, with many residents living below the poverty line.

### Employment

In general, unemployment has grown over time. There was a sharp increase to 18.9% employment around the 2008 recession. This rate has since leveled to amounts seen in the past several decades, between 8% and 10%.

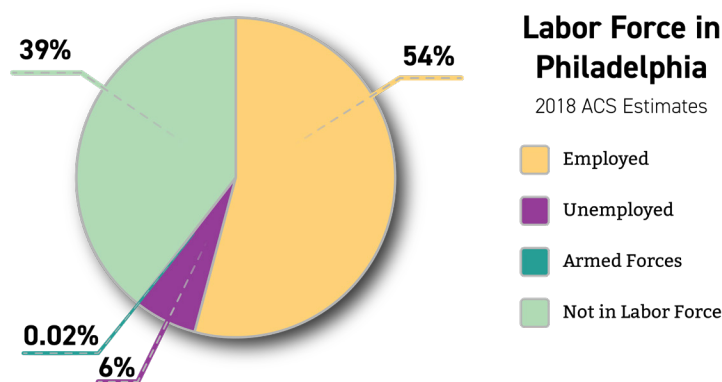
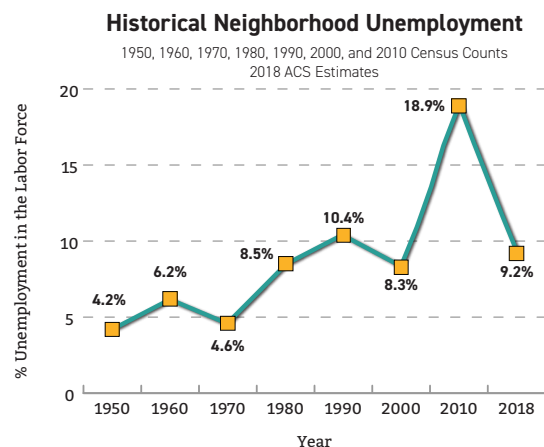
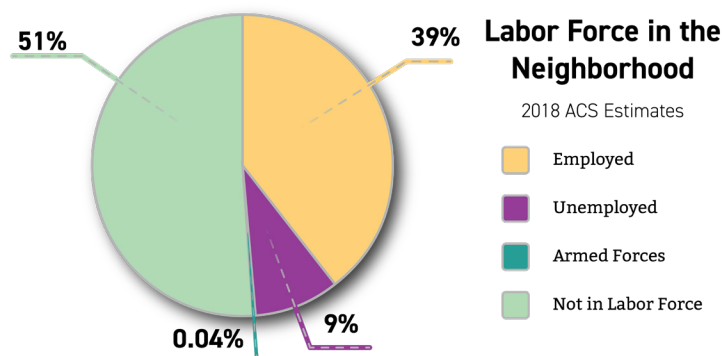
The pie charts break down labor force demographics for both the study area and the Philadelphia region. In 2018, it was estimated that the study area had about a 9% unemployment rate, while the Philadelphia region had around a 6% unemployment rate. This breakdown also shows that large proportions of those eligible to enter the labor force have not done so in the study area; 51% of those in the study area versus 39% of those in the Philadelphia

region. This statistic highlights that populations in the study area may face challenges like disability that deter adults from entering the workforce.

The table lists the top industry that neighborhood residents worked in over an eight decade analysis. The decennial census has broken down industries into different categories over different survey years. Manufacturing and administrative support occupations have dominated the workforce for the entire study period. Workforce industries have gotten more diverse over time, however the majority of workers are still employed in administrative support positions.

\*Operatives: manufacturers, Kindred Workers: office support

Top Industry Sectors for Employees in the Study Area (1950, 1960, 1970, 1980, 1990, 2000, and 2010 Census Counts, 2018 ACS Estimates)		
Decade	Industry/Sector	% of Workers
1950	Operatives/Kindred Workers*	36%
1960	Operatives/Kindred Workers	35%
1970	Operatives (Excluding transport)	27%
1980	Operators, Fabricators, and Laborers	34%
1990	Technical, Sales, and Administrative Support	28%
2000	Sales and Office	29%
2010	Office and Administrative Support	16%
2018	Professional and Related Occupations	15%



*Eastern North Philadelphia is a vibrant, lower-income, majority Puerto Rican neighborhood that has faced increased development pressures in recent years due to gentrification in adjacent neighborhoods.*



### Mapping Process

The team also had the task to create a basemap from which the Graphics Team could design a map of the community. Following the site boundaries, we downloaded streets and buildings shapefiles from Open Data Philly and from the Delaware Valley Regional Planning Commission. Rhinoceros and Grasshopper softwares were used to link these files to a 3D model of the study area, which was then exported to Adobe Illustrator. The map included streets, buildings, and a satellite image which then was shared with the Graphics team, who applied the branding style guide to the map. This increased visual appeal and legibility.

### Mapping Sites, Poles, and Tour

Working with the Tour Development team, we did an in-person survey of conditions along the tour route and made final selections on which sites to include based on the following criteria: sidewalk conditions, proximity to other sites on tour, and historical information available. We also mapped street poles along Germantown Avenue that would be suitable to hang posters on due to their structure and proximity to tour sites. This map is visible online at the link provided in Appendix B.

The resulting tour route is a .75 mile stretch along Germantown Avenue that begins at APM's 6th

and Diamond field office and ends at Lehigh Avenue. The brochure for the self guided tour features the map pictured here and can be picked up at APM's office and area businesses. For more in-depth information on the tour, see the Tour Development section of this report.



The Diamond Theater later became the Teatro Puerto Rico and is now a church.

# Parcel History

## Historic Research

The parcel research team was tasked with uncovering the history and timelines for prominent businesses and institutions in the neighborhood. Extensive parcel research was the bedrock for this project. It is our goal to create a growing archive of stories about the Eastern North Neighborhood in order to keep their histories alive. The information we documented has been paired with the stories we received through a process of community engagement through personal interviews. This work has helped to establish the backbone of an archive that stitches together a comprehensive memory of the neighborhood surrounding Germantown Avenue from Cecil B. Moore to Lehigh Avenue. We hope to engage long-term residents in remembering business and stories of the community's lively past, and to give new residents a chance to discover and experience this rich history.

## Research Process

Students started by scanning historical planning maps and photographs to identify parcels that would be a good fit for the tour. Using work completed by the 2019 Community Development workshop group, the team developed their parcel targets further. This filtering led to the selection of 25 parcels, 10 of which are destinations on the walking tour. All parcels received the same level of detail in research, and the remaining 15 locations' histories are available on the tour website.

There exist two types of write-ups designed for the project locations: a short write-up for posters and a longer write-up available on the website. Descriptions for the posters were kept short to allow more room for graphics. These write-ups were around one hundred words each. Descriptions on the website are a few paragraphs each, attempting to outline prominent timelines for each location.

## Resources

The information used for this research was gathered from web sources as well as the Special Collections Research Center (SCRC) at the Temple University Charles Library. One of the most important resources turned out to be the historical Philadelphia Inquirer provided through Temple Library's online databases. These news stories were critical to the narrative of this walking tour as it allowed us to see the insights of the time period we researched.

The COVID-19 pandemic halted our team's progress for several reasons. The biggest challenge was when SCRC was forced to close mid-March. This came at an unfortunate time as their filing systems that housed most of the resources we needed were being fixed. The photographs and business directories were made available to us only a few days before the library closed. The pandemic also prevented in-person interviews, hindering our ability to record resident stories.



Discover

Germantown Avenue



## APM's Original Office

**2247 Germantown Ave  
(1974 -1984 )**

Asociación Puertorriqueños en Marcha (APM) was incorporated in 1971. This building is the location of its first headquarters. Before APM, this row-home style building housed a small hat factory, a restaurant, and residences. APM was founded by Dr. Jesus M. Sierra as a social service organization for Puerto Rican immigrants in the area. In the 1990s, they leveraged political collaboration skills to showcase itself as a development force in the Eastern North. Their projects include a neighborhood grocery store and over 2,000 redeveloped vacant lots and abandoned properties.



Learn more:





# APM's Original Office

2247 Germantown Ave.



**Prior Names:** APM Office

**Current Name:** Vacant lot

## Timeline

1898: Hat Goods Store

1900-1902: Restaurant

1903-1921: Residence

1974-1984: APM Office

Present: Vacant lot - kept like a park

## Asociación Puertorriqueños en Marcha

Asociación Puertorriqueños en Marcha (APM) was founded and incorporated in 1971, when it moved into the building that used to reside on this plot<sup>1</sup>. Before APM moved in, this row-home style building housed a small hat factory, a restaurant, and residences for about a century after being built in the mid to late 1800s. APM has had incredible impacts on the surrounding community, first opening as a social service organization for Puerto Rican immigrants in the neighborhood. APM's name translates to "Association of Puerto Ricans on the Move," which captures the spirit of activism and emerging political consciousness of the Puerto Rican community in the 1960s and 70s.

## A Growing Neighborhood

This neighborhood was marked by disinvestment in the post-WWII era. APM recognized the need to organize as a community to approach different challenges. Over its 50 year history, APM has worked to revitalize abandoned properties and deteriorating infrastructure. Examples include bringing in a neighborhood grocery store and developing housing units on 475 vacant lots. APM works with partners like the Pennsylvania Horticultural Society to keep vacant lots well-kept. This keeps the neighborhood clean, while also providing neighbors with nearby green spaces. APM's programs have worked to stabilize this neighborhood by providing families with quality homes and neighborhood services.

Many of APM's programs are focused on strengthening this neighborhood and nurturing the sense of community to regrow. One example can be found through the community connector program. Residents who choose to become connectors are challenged to interact and organize with their neighbors. Through this program, APM has given the responsibility of the park Rainbow de Colores back to the community. A community connector is responsible for opening and closing the park each day, in addition to cleaning the playground and looking out for any maintenance needs. Examples like these show APM's dedication to working closely with their neighbors.

## APM For Everyone

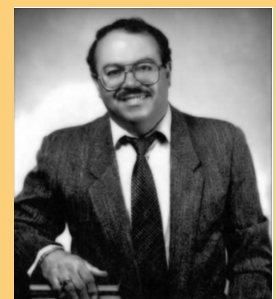
Over APM's lifetime, the surrounding neighborhood has seen many changes. For example, demographic shifts have expanded diversity in the area. APM recognized the need to make it known that their resources are available to everyone in Philadelphia, regardless of race, ethnicity, or location. In the 2000s, they rebranded as 'APM for Everyone' to communicate their dedication to providing quality resources to those in need. Today, APM provides services out of 13 locations throughout North

Philadelphia. Their continued expansion enables APM to act on its mission to serve everyone properly.

## On the Move

Records show that APM was in this building until at least 1981. Today, the parcel is kept as a green space for nearby residents, featuring a garden and outdoor picnic area. Market pressures forced APM to move its headquarters several times. After living here, APM moved to 2137 N 6th Street. The organization had a series of row homes on this block. APM was again forced to move when this building collapsed. Their 6th Street and Diamond Street location served as an interim headquarters for several years while APM worked on expanding their footprint. In 1995, the Community and Economic Development Department moved to the 6th and Diamond Field Office to support the recently completed Jardines de Borinquen.

In 2013, APM completed construction on its newest office at Paseo Verde: a triple platinum LEED certified, mixed-use development on 1900 N 9th Street. This building features 53 apartments, a pharmacy, community space, and offices for PHMC Health Connection, in addition to space for APM. This year (2020), APM is celebrating its 50th anniversary. APM's long-standing history is a testament to the will of this neighborhood and their passion for fighting for equity in community development. APM's total impacts on the families in this neighborhood are immeasurable. Their stories only begin to tell us about the long-lasting influence that APM has had and will continue to have in the Eastern North.



APM's First President Dr. Sierra



The Stetson Hat Company once stood at Germantown and Cecil B. Moore / Columbia Avenues.

# Tour Development

## Tour Development

The Graphics and Posters team was responsible for developing the tour route and experience. We completed a field survey of conditions along the Germantown Avenue and made final selections on which sites to include based on the following criteria: sidewalk conditions, proximity to other sites on tour, and historical information available. We tried to create a connected experience where tour-goers had to cross the street as few times as possible and moved seamlessly from one site to the next. The resulting route is a .75 mile stretch along Germantown Avenue from Diamond Street to Lehigh Avenue. At each stop along the tour, there will be a corrugated plastic sign with historical information and a QR

code that links to our website with more information. To aid in the tour's cohesiveness, we also created a branding guide for print and website materials to make the experience easy to recognize for tour-goers.

## Branding and Style Guide

To ensure all of the tour materials were recognizable, we created a branding and style guide for the project. This allows neighborhood residents and visitors to easily identify signs along the tour route, in addition to printed materials at local businesses and the Discover Germantown Avenue website. A cohesive visual language across all materials is intended to guide viewers through the tour with easy-to-understand materials that leave a positive impact.

The graphics team crafted a style guide to assist in the process of creating a brand. This guide includes a logo, color scheme, and typeface to be used across brochures, posters, maps, and webpages. We decided to use a bright color scheme with eye-catching colors of orange, purple, and teal to symbolize the vibrant history of Germantown Avenue and to catch people's attention on the street. The logo features footsteps and triangles. Footsteps are a cue that Discover Germantown Avenue is best experienced on foot, while the triangles are a nod to the many triangular lots created in the neighborhood as Germantown Avenue cuts diagonally northwest through the neighborhood. The full style guide is in Appendix B.





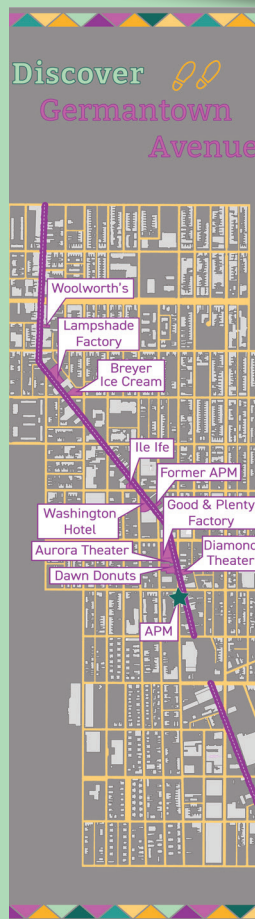
## Tour Brochure

Using the style guide's elements, we designed a brochure featuring an introduction to the tour and a map. As a tri-folded 11x17 piece of paper, the brochure is small enough to fit in a pocket, yet large enough to explain what Discover Germantown Avenue is, the addresses of tour stops, and how to use the QR codes. On the reverse side is a neighborhood map with labeled tour stops. The map was created using Rhino and Adobe Illustrator softwares. This brochure will be available to residents at APM's office as well as local businesses, and serves as a quick-guide to the tour. Anyone who picks it up should be able to start engaging with Discover Germantown Avenue almost immediately.



## Kick-off Event Materials

For the intended kick-off event, we also produced a branded banner and post-event survey. The banner is custom-sized to the columns outside of Cousin's Supermarket, the site of the kick-off event, and features a simplified map and large, colorful logo to draw in participants. The post-tour survey features the Discover Germantown Avenue logo and color scheme, and was designed to look different from traditional surveys. While the purpose of a survey is soliciting feedback, its design does not need to be sterile and clinical; using our bright color scheme and easy-to-read fonts, our inviting survey serves as an extension of the day's activities and brings tour-goers into the process as co-creators.



**Discover Germantown Avenue**

**Post-Tour Survey** Tour Date: \_\_\_\_\_

Thank you for exploring the history of Eastern North Philadelphia with Discover Germantown Avenue! We would love your feedback on how we can improve for the future.

1. Has your perception of the neighborhood changed from the walking tour? (circle one)

Improved	Somewhat improved	No difference	Not improved
----------	-------------------	---------------	--------------

Can you explain your response?

2. Did you learn something new about the community from the walking tour? (circle one)

Yes	Maybe	No
-----	-------	----

If yes, what was something that you learned?

3. Do you have any stories you would like to share and record about any of the sites on the walking tour?

4. Would you recommend this tour to a neighbor or friend? (circle one)

Yes	Maybe	No
-----	-------	----

5. Rate the walkability of this tour: (circle one)

Walkable	Somewhat walkable	Not very walkable	Unwalkable
----------	-------------------	-------------------	------------

6. Rate the tour as a whole: (circle one)

Excellent	Good	Fair	Poor	Very poor
-----------	------	------	------	-----------

7. Were the materials at the kick-off event informative? (circle one)

Yes	Maybe	No
-----	-------	----

Print tour materials.

## Tour Stop Posters

We created a set of 10, 12"x18" posters to be displayed along the tour route. These signs alert pedestrians of the deep history around them and refer viewers to the Discover Germantown Avenue website for even more information.

An image of how the parcel looks today makes up close to half of the poster, and each image has a sketch of the historic building drawn over it in a bright color. This element serves as the main eyecatcher of the poster. The brightly colored sketches drawn over the grayscale images are designed to make it easier to visualize what the previous buildings looked like and put the storytelling in context. The buildings as well as the addition of people help bring life to the narrative.

The Discover Germantown Avenue logo frames the top of it to make each poster recognizable. Beneath the image lies the name of the parcel's historic building(s) and the dates they were active to provide immediate context. Below is a brief description of the site (approximately 50-100 words long) and an additional image.

These descriptions are intended to give just enough information for quick understanding while leaving people wanting to learn more. To the right of the description is a QR code leading to the site's respective page on the Discover Germantown Avenue website, which will go into more detail on the site's

history and provide more photos. The posters aim to be bright and lively enough to catch attention and informative enough to educate passersby and pique interest in the project. All posters can be found in Appendix B, and architectural sketch information in Appendix C.

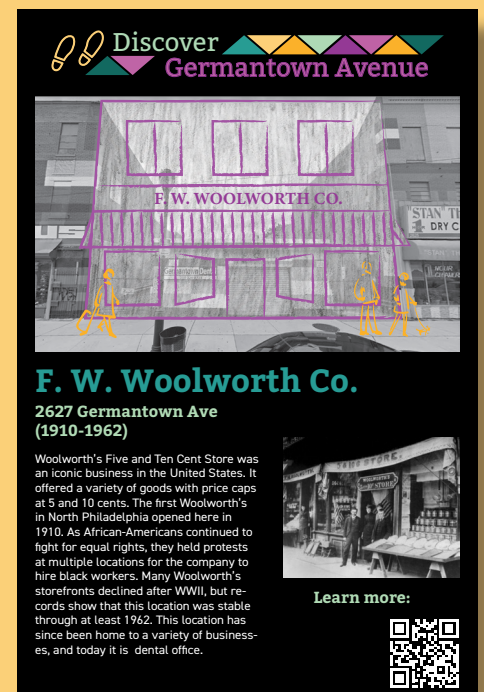
## Poster Implementation

The parcel data team collected historical information for over twenty parcels to include in the webpage. The graphics and posters team decided that choosing ten of those sites to depict on posters would be the best way to share information to the public in a sufficient yet concise manner. Printing these posters 12"x18" and hanging them on street posts would be an unobtrusive way to make them noticeable throughout the project area on Germantown Avenue.

The recommended material is coroplast because it is sturdy and can be hung on street posts with zip ties without the need for clearance from the Street Department. Information on sign printing services is provided in Appendix B. There is a great abundance of street posts on Germantown Ave, so finding spots for the posters near their respective parcels should pose little issue. For a detailed online map of pole locations, see the Maps and Demographics section and Appendix B.



12"x18" tour stop poster for the Washington Hotel.



12"x18" tour stop poster for the F.W. Woolworth Co. store.

# Washington Hotel

200 ROOMS

**GARAGE**  
IN CONNECTION  
150 CAR CAPACITY

SEVENTH STREET  
GERMANTOWN AVE.

AND

DAUPHIN STREET

PHILADELPHIA

PENNA.



The Washington Hotel was located at the intersection of 7th Street, Dauphin Street, and Germantown Avenue.



# Interviews & Stories

## Overview

The Interviews and Stories team participated in this project by collecting real stories told by residents who lived, worked, or previously lived along Germantown Avenue. The project acquired these testimonies to animate the website and recruit residents as storytellers for the walking tour. Although the team was only able to conduct two successful interviews, with recordings available on the website, the team formed a structured protocol, procedural steps, and planning aides to assist any interested groups complete interviews of their own, as well as recruit individuals for participation.

## Community Storytelling Workshop

The project organized the Community Storytelling Workshop for several reasons; to gain a better appreciation for the people who live along the commercial corridor, expand knowledge previously unknown

about the businesses located throughout the community, and build relationships with neighborhood residents who would be interested in telling their stories at the walking tour event. The project also wanted to include recordings of the interviewee's personal stories to animate the website and the walking tour's stops.

## Canvassing Sessions

Recruiting participants for the Story Gathering Event included five canvassing sessions; one was at the APM offices on Diamond and 6th Street during a community zoning meeting and the other four were completed outside of the Cousins Supermarket at 1900 N 5th Street. The four sessions at Cousins was where most of the participants signed up to attend or volunteer their time. This was not that surprising because the supermarket is a hub for community activity and was clearly a successful space for recruitment. Although

the team did not recruit as many participants at the APM community meeting, it provided a foundation for how the team should pitch the project and interview requests to residents living in the area. For residents who could not attend the Story Gathering Event, they requested to schedule individual interviews that would be held at APM offices. In total, nineteen volunteers signed up with sixteen confirmations to attend the Story Gathering Event and two volunteers requested to schedule separate individual interviews.

### Remembering Germantown Avenue

Community Story Gathering Workshop

Wednesday  
February 19:  
5:30 - 7:00

600 Diamond Street,  
APM's Office  
Refreshments provided

Come tell your stories about your memories of places, businesses, and events on Germantown Avenue. APM is partnering with the Community Development program from Temple University to create a historic walking tour.

Your stories will bring to life the history of our community!



Aurora Theater  
Dawn Donuts  
Diamond Theater  
Good and Plenty  
Ile Ie Museum  
and other locations!



FOR MORE INFORMATION, CONTACT ILIANA DOMINGUEZ-FRANCO  
ILIANA.DOMINGUEZFRANCO@APMPHILA.ORG | 267-234-7528



*“I remember that **the architecture of the African American museum was just gorgeous.** It had similar colors to the Philadelphia Art Museum – like teal and gold colors. I was shocked when they knocked it down. The museum was never open during my teenage years so I never got the chance to see the inside.”*

*- Yolanda Coles  
Neighborhood Resident*

*“When I was a teenager, probably like late 90s. We’d try to do murals in places and sometimes people, they really didn’t get it or they didn’t want to see it. Especially with graffiti style stuff. Sometimes, they may be open to the idea of a mural, but they’d want to see certain imagery. But, **June was like, ‘ya you can put whatever you want, there’** and that was. And that’s kind of rare.”*

*- Juan Dimida  
Muralist*



## Story Gathering Event

The event was scheduled for Wednesday February 19, 2020 at 5:30 pm. The team chose this time because it is when most people are finished with their work day and might be more willing to turn out for the event. The evening included refreshments, an ice breaker, story recording, and a closing activity. An exact event schedule is included in Appendix F.

Although the Story Gathering Event was not as successful as the team had hoped, with only one participant in attendance, Ms. Yolanda Coles provided the project with a helpful interview framework. Several attempts at recording and utilizing her help to form the short story's script offered the team useful information about how to continue further interviews.

Mr. Juan Dimida, an interviewee who was not in attendance at the Story Gathering Event, also provided the team with an over-the-phone interview. This second interview provided the team with new knowledge about how to conduct and record interviews remotely during the COVID-19 pandemic.

## Storytelling Activity

To facilitate storytelling each table was set up with a map of the community with key historic parcels highlighted - these are included in the Maps and Demographics Section of the project's report. The student facilitators then engaged the residents in informal conversations about the

neighborhood and sites to draw out stories from the participants. The aim was to think generally about what stories and ideas the residents would want to portray about their community as well as what they would want others to learn about their community during the walking tour. Homing in on personal experiences, as well as sights, smells, or sounds could help make a story come alive.

By the end of the conversation, interviewers would have compiled a list of notes with the main ideas from the participant's testimony and enlist their help to form a 2-minute summarization of their story. He/she would then reread the "script" while the interviewers recorded them.

The following are examples of quotes from our participants from the 2020 interviews. Yolanda Coles speaking about Ile Ife museum and Juan Dimida talking about his art on the corner of Germantown Ave. and Diamond Street:

**"I remember that the architecture of the African American museum was just gorgeous. It had similar colors to the Philadelphia Art Museum-like teal and gold colors. I was shocked when they knocked it down. The museum was never open during my teenage years so I never got the chance to see the inside."**

**- Yolanda Coles**

**"When I was a teenager, probably like late 90s. We'd try to do murals in places and sometimes people, they really didn't get it or they didn't want to see it. Especially with graffiti style stuff. Sometimes, they may be open to the idea of a mural, but they'd want to see certain imagery. But, June was like, 'ya you can put whatever you want, there' and that was. And that's kind of rare."**

**- Juan Dimida**

Below are maps used at the event. More resources are available in Appendix F.





Dawn Donuts on Germantown Avenue near Diamond Street had a turntable for cars.

# Webpage

## Tour Website

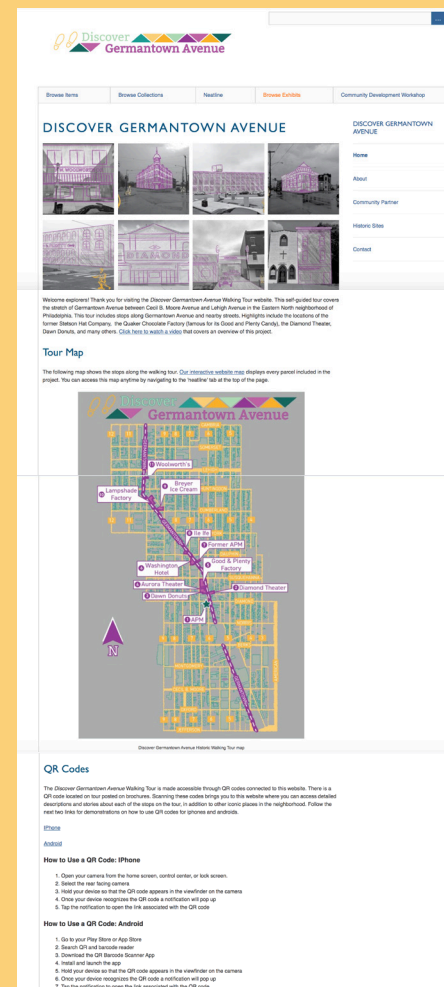
To enhance the walking tour experience and increase the longevity of the project, we decided to create a tour website. The tour brochure and posters feature a QR code that links participants to the website. The website includes expanded stories for each destination along the tour route, with additional profiles on other iconic locations in the neighborhood. Profile pages present each location's past and present through timelines, personal story recordings, pictures, advertisements, and maps. Longer descriptions bring participants through the history of each location. This allows participants to reminisce in cherished memories about their neighborhood, or teaches them new things about Eastern North. This website was designed with the goal of long term appreciation of Germantown Avenue and the Eastern North neighborhood around APM.

## Overview

Designed to be user friendly and easily accessible, the 'home page' directs visitors towards an introduction of the tour, a map, a step-by-step demonstration on using QR code software, and links to pages for each destination.

The 'home page' also includes links to the other main pages: 'About,' 'Community Partner,' 'Historic Sites,' and 'Contact.' The 'About' page describes the process of project development and the project team.

Collaborating with APM has been a years long process facilitated by Dr. Mandarano, so we found it important to highlight this relationship. The 'Community Partner' page highlights some of APM's greatest accomplishments and points visitors towards their website and additional resources. Screenshots of these pages are included in Appendix D.



The Discover Germantown Avenue homepage shows the map, historic sketches, and how to use QR codes.

Neatline Map

This website features an interactive map through Neatline, which allows people to explore the locations in the area in a more spatially aware way. The following screenshot displays the neatline home page on the website, which is accessible by clicking the 'Neatline' tab at the top of the page.

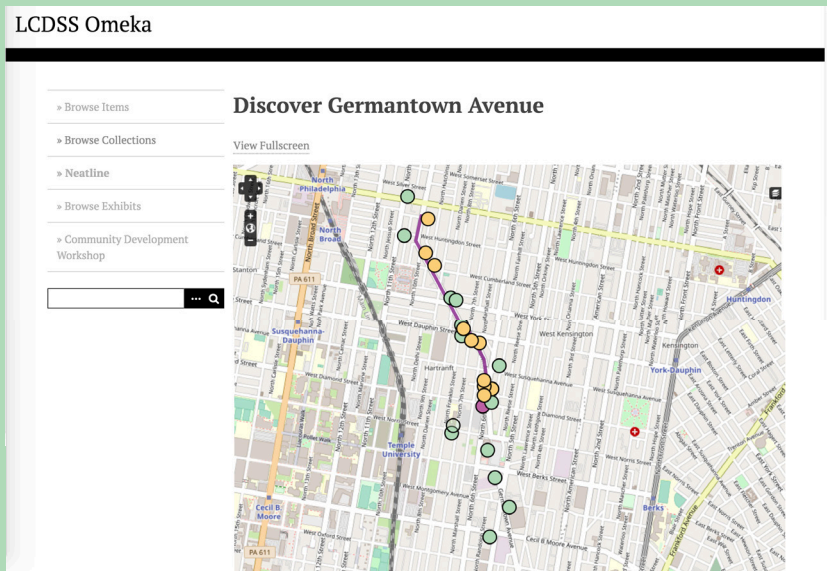
After clicking on the 'Discover Germantown Avenue' link,

participants will be directed to the interactive project map. The map features the tour destinations and additional historical sites throughout the neighborhood. Tour destinations are marked on the map in orange, while green points show the additional locations. The first stop on the tour, APM's field office at 600 Diamond Street, is highlighted with a purple marker. Participants can click on any of the points to see a pop up with a

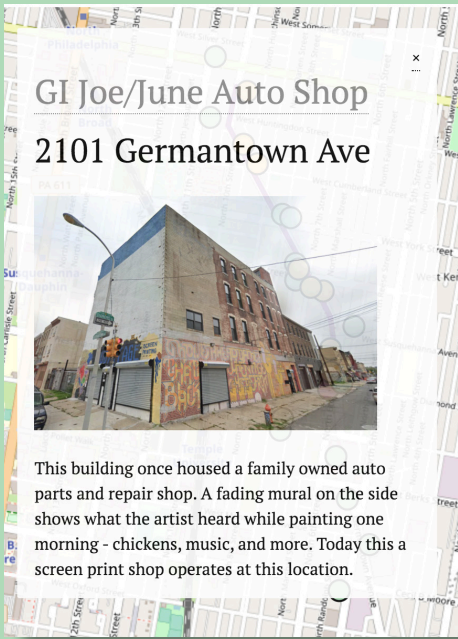
short parcel description. These pop ups include links that bring participants to the individual site pages which include more detailed descriptions.



After clicking 'Neatline,' participants should click 'Discover Germantown Avenue.'



The Discover Germantown Avenue interactive tour map.



One of the tour sites participants can click on the interactive Neatline map.



<a href="#">Browse Items</a>	<a href="#">Browse Collections</a>	<a href="#">Neatline</a>	<a href="#">Browse Exhibits</a>	<a href="#">Community Development Workshop</a>
<b>HISTORIC SITES</b>				DISCOVER GERMANTOWN AVENUE

The Historic Sites central page lists tour stops and additional historic locations.

## Website Navigation

The 'Historic Sites' page is a landing site that people can use to navigate to individual historical profiles. There are 25 profiles on the website. Ten are destinations on the physical walking tour, while 15 are additional profiles to enhance the

user experience. Each location on this page is linked to individual parcel pages through the main listing and through a list of links on the right sidebar. The parcel listing will remain in the sidebar while participants are on a parcel page. Both the historic sites landing page and the sidebar are shown in adjacent screenshots.

website. Navigation on tour destination web pages allows participants to follow the stops one by one, without having to rescan the code. For example, if participants scan the QR code at the third stop, Dawn Donuts, then they will be directed to the home page. Once they reach the page for Dawn Donuts, participants can navigate to the fourth stop, the Aurora Theater, through buttons at the bottom of the Dawn Donuts description.

### Historic Sites

- Tour Destinations
  - First Stop: APM Field Office
  - Diamond Theater
  - Dawn Donuts
  - The Aurora Theater
  - The Good & Plenty Factory
  - The Washington Hotel
  - APM Original Office
  - Ile Efe Museum
  - Breyer Ice Cream Factory
  - The Lampshade Factory
  - Woolworth's
- Other Sites to Explore
  - Zable Bros Printing Company
  - Stetson Hat Company
  - St. Vladimir's
  - Cousin's Supermarket
  - Midtown Parish
  - Ferguson Elementary School
  - GI June/Joe Auto Shop
  - Feil Brewery and Bottler
  - Mural: Family Interrupted
  - King Solomon Baptist
  - St. Edwards Church
  - Vandergrift Park
  - Paul Hamilton Haynes School
  - PSFS Bank

Historical site profiles include recorded memories, historical timelines, and pictures and advertisements to create an archive of information. This archive is an important aspect of the project, as it works to keep the stories and memories about this neighborhood alive. The following screenshots show an example of one of these sites. Appendix D includes screenshots for every parcel showcased on the website.

The website is made accessible to tour participants through QR codes found on physical tour posters at each destination. We chose to generate one QR code that links participants to the home page. This decision was made to simplify the user experience. We want users to start at the home page so they know they reached the correct

Navigation is also made accessible through links located on nearly every page. The home page features a list of links to tour destination pages. The interactive map links participants to each parcel by clicking on the building title in the map pop-up. The 'Historic Sites' page lists links to the parcel pages, along with the link sidebar. Buttons at the bottom of the parcel pages allow site users to move to the preceding or next parcel on the list. These features are all shown in the preceding screenshots.

We intend for users to explore the website on a smartphone, so they can visit it while walking along the tour route. The website looks very similar

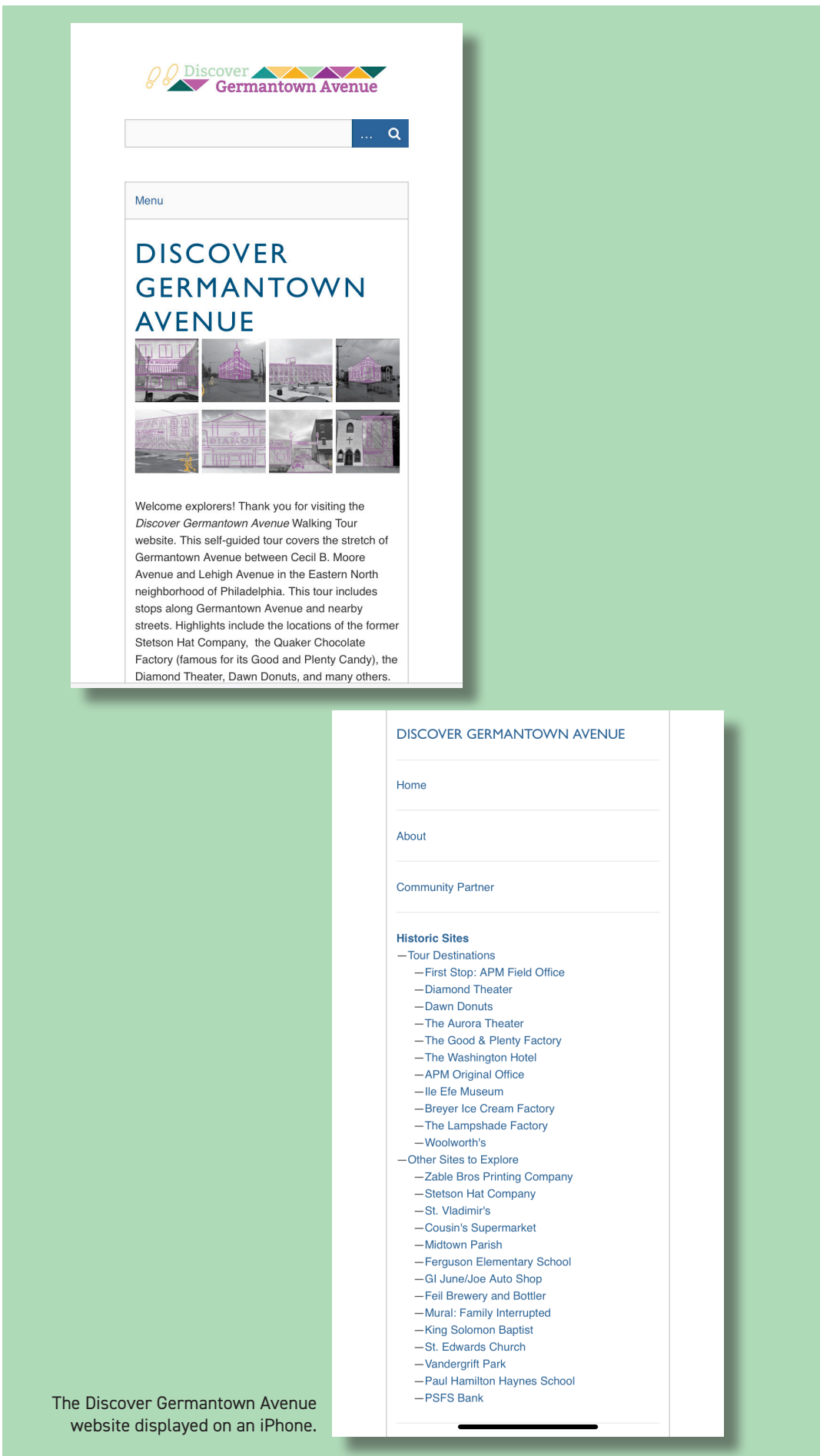
on smartphones, with a few differences. On the smartphone view, navigation links are located at the bottom of the page. Additionally, users need to click on the 'menu' tab located at the top of the screen to access the interactive map. The menu tab hides the tabs that would be listed across the top on desktop view. The following screenshots show the website homepage and navigation links as seen on a smartphone.

The opposite page shows an example of a parcel write-up on the webpage.

The Temple University Digital Scholars' Center was incredibly helpful in this project by providing our project team with an Omeka license. While our work on the project is complete, the walking tour will continue to live through the archives on the website.

Website Maintenance

It is our hope that the Discover Germantown Avenue walking tour is enjoyed by explorers for many years. Dr. Mandarano plans to build upon this project with APM in the future as they continue to strengthen their relationship through student-resident collaboration. As this project is built upon, the tour website should be updated. For example, additional stories might be recorded from neighborhood residents. We recommend that supplemental materials are continually added to the website to enrich our participants' experience with the tour. This works to preserve additional neighborhood memories, while



The Discover Germantown Avenue website displayed on an iPhone.

also pulling together appealing imagery and graphics that can draw the reader in. Additional research and engagement with community residents will make this website much more robust.

Maintaining the walking tour's website is an important aspect of this project's accessibility. While

the project team is graduating from Temple University, Dr. Mandarano has access to the host to make edits in the future. The list at right outlines guidelines and procedures that should be taken to maintain the website.

**-Keep Dr. Mandarano as a site administrator**

**-Obtain funding for website maintenance**

-Cover cost for student worker to upkeep webpages between workshop courses  
-Design as a fall semester internship: Student conducts additional project research where possible and makes website updates

**-Coordinate with the Digital Scholars Center at Temple University Library: Schedule regular update communications (recommend monthly or once a semester)**

-Discuss any software updates  
-Relay asks for the website (additional plug ins and features)  
-Discuss needs for upcoming projects

-Student administrator accounts

-Website capacities and needs

**-Consistently update information on the website**

-Update any information that is no longer true  
-Complete historical drawings for every parcel on the website  
-Complete graphical timelines for each parcel  
-Collect additional photographs for each historical profile  
-Collect additional story recordings  
-Check that all links are still live once every semester

**STETSON HAT COMPANY**  
Germantown & Cecil B Moore Avenues

**Early History**

The Stetson Company began manufacturing hats in Philadelphia in 1865. John B. Stetson moved production to the site on Germantown Avenue in 1874. Stetson died in 1906, but the firm he founded continued to flourish for many years after that, finally ceasing operations on the site in 1971. The plant at one time employed over 5,000 people and contained a total of about 1,400,000 square feet of floor space in its buildings. It was then (circa 1920) the largest hat factory in the world.

The structures on this site were also closely associated with Stetson's practices and innovations in labor relations. Here John B. Stetson established a building and loan association to assist his employees in the acquisition of houses and interest-paying savings funds. Stetson's workers received shares of common stock in the company, and Christmas gifts from the owner were distributed. (The latter included hats for single men, turkeys for married men, and gloves and candy for women.) More importantly, Stetson opened a free dispensary for his employees. The dispensary became a hospital in 1887. In 1965, the Stetson Hospital was fully staffed and accredited and had seventy-five beds. In addition, Stetson provided his employees with a library, and the immediate neighborhood, where many of his workers lived, with a non-denominational Sunday School, which was once the largest such institution in Philadelphia.

**Company Success**

One of Stetson's problems was to train people to become good hatters. His business grew so rapidly that he had to encourage many hundreds of hatters to immigrate from Italy to Philadelphia. For the immigrants, he offered Americanization classes as preparation for naturalization. In May 1906, three months after Stetson's death, the 5,500-seat Stetson Auditorium finally opened with facilities for concerts, civic and patriotic programs, Sunday School classes, roller skating, dances, and annual Christmas gatherings.

**Period of Decline**

In 1946 operations were expanded with the purchase of a hat plant in Danbury, Connecticut, but during the 1950s and 1960s, the trend toward hatterlessness adversely affected the business. By 1965 the Philadelphia plant had proved too large to be economical, and in 1971 operations ceased. Plans by the Stetson firm to demolish the older buildings and adapt the newer buildings for other uses did not come to fruition. In the meantime, the City of Philadelphia arranged to use 63,000 square feet of the facilities for its U. S. Department of Labor-funded Manpower Training Program, spending over \$250,000 on improvements before moving out in 1976. In May of 1977, the John B. Stetson Company donated the 8.95-acre site and the buildings thereon to the City of Philadelphia.

All except Buildings 10-13, and the Stetson Hospital, were demolished in site clearance by the City of Philadelphia in 1979. It was planned to preserve and rehabilitate Buildings 10-13, but they were destroyed by fire on September 4, 1980.

**Work Cited**

"John Stetson Hat Company, Philadelphia Pennsylvania." *Historic Structures*, 23 Mar. 2018, www.historic-structures.com/pa/philadelphia/stetson\_hat\_company.php.

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Asociación Puertorriqueños en Marcha (APM)  
info@apmphil.org

Browse Items • Browse Collections • Neatline • Browse Exhibits • Community Development Workshop

Proudly powered by Omeka.





This building housed yarn, furniture, and wire factories, and still stands at 2519-37 Germantown Avenue.



# Video

This group had the task of creating videos to illustrate the project, neighborhood, and walking tour along Germantown Avenue. The video depicts the graphics and posters that will be displayed throughout the walking tour and historical photos provided to us by local community members and Temple University's archives.

## Introduction to Discover Germantown Avenue Video

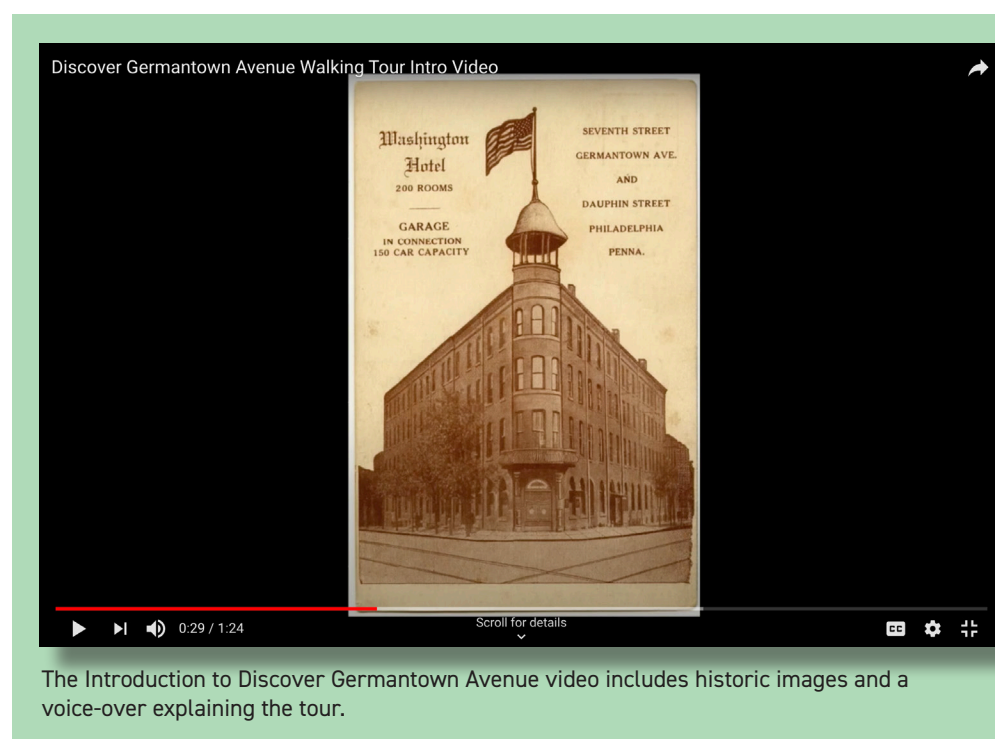
The introduction video was made as an informative video to be displayed on the opening page of the website. This instructional video is a short and user-friendly informational overview of the walking tour and the tour's purpose. The introduction video describes the location of the walking tour, how to access the tour, and highlights a few of the locations throughout the tour using archival photos. This video is a short informational video that welcomes new users to the website and informs them about the purpose of the

work completed by community development students at Temple University. This video can be found at the following link:  
<https://youtu.be/l5EFPzMv-d4>

## QR Code Video


We also intended to create a QR-code video. Due to COVID-19 and limited resources, we were faced with the possibility of not

having properly functioning QR-codes in time to create the video. The purpose of the video was to be a user-friendly guide that thoroughly explains how to scan and use each of the QR-codes. In addition, the video was also supposed to be a guideline for the Community Event that would have happened on April 18th, 2020. During the event we



The Introduction to Discover Germantown Avenue video includes historic images and a voice-over explaining the tour.



 APM SOCIAL SERVICES CENTER  
SERVICIOS SOCIALES Y PSIQUIÁTRICOS  
235 6788

APM's original office building no longer stands along Germantown Avenue.

would have shown community members the video while also having a mock poster to provide a real time tutorial on how to scan and use the code as well. A QR-code is a machine-readable optical barcode label that contains information about the item to which it is attached to. The video would increase tour accessibility because not everybody knows how to use a QR-code.

These codes are significant to the project because they are to be located at the individual walking tour stops. In this case, each poster displayed at the designated location on the tour

has its personal QR-code. That leads to a webpage that provides more information about that specific location. During the walking tour experience, people are encouraged to use the QR-Code links to further explore. We were going to work as a team to film a video of a team member interacting with one of our posters on the tour displaying how to scan the code and a preview of what is expected to be shown from the link. We wanted to add a screen recording of the extended material along with the audio to explain the concept. Unfortunately, we were not able to execute this vision due to

COVID-19 related complications.

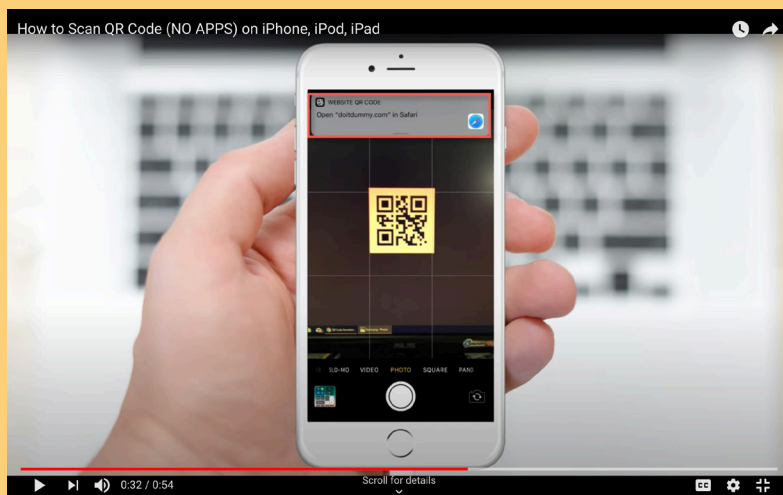
Fortunately, we were able to find already-published videos on how to properly use and download software to access the QR Codes. We provided two videos on the QR Codes for the website, the first video explains how to use an iPhone and the second video explains how to use Samsung devices.

iPhone QR Code Link:

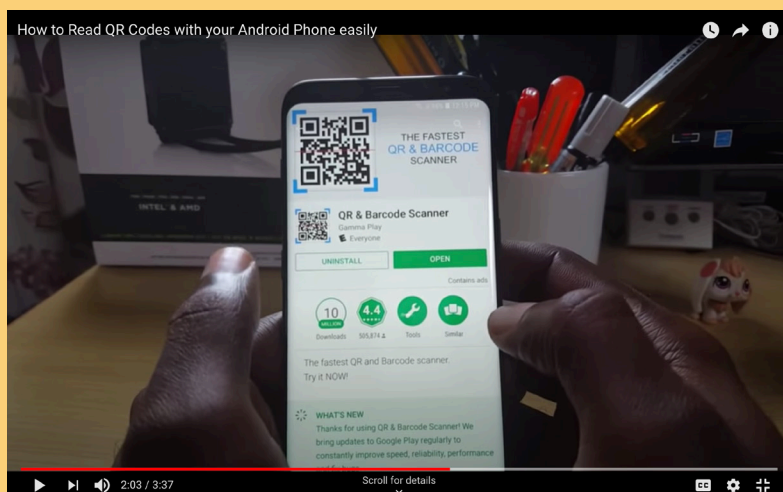
[https://youtu.be/isfYcG\\_FmG4](https://youtu.be/isfYcG_FmG4)

Samsung device QR Code Link:

<https://youtu.be/ZB5ljod7fD0?t=88>



A screenshot of a video demonstrating a QR code on an iPhone.



A screenshot of a video demonstrating a QR code on Android.



The Ile Ife Museum was located at 7th and Dauphin Streets.



# Community Kick-Off Event

The Discover Germantown Avenue community event was the intended “kick-off” for the walking tour. This event will bring together community residents and Temple students to Cousin’s Supermarket for a special guided tour of the historic sites and buildings along Germantown Avenue. The community event aims to highlight the corridor’s rich history as a popular, bustling section of Eastern North Philadelphia, in order to connect current residents to their neighborhood in the midst of new development from outside forces.

## Adjustments for COVID-19

This event was intended to take place on April 18, 2020 at Cousin’s Supermarket, but had to be cancelled due to the COVID-19 pandemic. It is our deepest hope that the event can be rescheduled for another day, to draw in residents and students to spark their interest in the neighborhood’s history, and to encourage them to think critically

about the new development and the future of Eastern North Philadelphia.

## Activity description

The Event Team chose activities to enhance the walking tour and encourage residents to learn something new about the neighborhood, as well as share their old stories. This section will describe how we envision the event happening, while recommendations for steps to follow this plan will be highlighted in the next section. All activity documents can be found in Appendix E.

## Meet and Greet

The Discover Germantown Avenue kick-off event begins with residents and nearby Temple students walking through our pre-tour activities outside of Cousin’s Supermarket. We chose this location because there is ample parking and event space outside of the building, including an overhang in case of inclement weather. We hope to also bring

in people visiting Cousin’s who weren’t previously aware of the event. Workshop students will act as greeters while participants approach our event space in front of Cousin’s Supermarket. Along with our activity tables and the posters, there will be resource tables for 5-8 of APM’s partners such as

Spiral Q, the Department of Revenue, and CLS. The time before the first tour begins will be for participants to move through the activities and chat with folks at the resource tables.

## Pre-Tour Activities

Before sending participants to follow the route in walking tour groups, we plan to engage in several activities. We have developed three stations that will be set up to help acquaint participants to the technology involved in the tour. These are a QR code tutorial, brochure table, and an interactive poster walk-through.



The layout of tables and posters for the planned kick-off event.

**Discover Germantown Avenue**

Post-Tour Survey Tour Date: \_\_\_\_\_

Thank you for exploring the history of Eastern North Philadelphia with Discover Germantown Avenue!  
We would love your feedback on how we can improve for the future.

1. Has your perception of the neighborhood changed from the walking tour? (circle one)

Improved	Somewhat improved	No difference	Not improved
Can you explain your response?	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

2. Did you learn something new about the community from the walking tour? (circle one)

Yes	Maybe	No
If yes, what was something that you learned?	_____	_____
_____	_____	_____
_____	_____	_____

3. Do you have any stories you would like to share and record about any of the sites on the walking tour?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. Would you recommend this tour to a neighbor or friend? (circle one)

Yes	Maybe	No
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5. Rate the walkability of this tour: (circle one)

Walkable	Somewhat walkable	Not very walkable	Unwalkable
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6. Rate the tour as a whole: (circle one)

Excellent	Good	Fair	Poor	Very poor
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7. Were the materials at the kick-off event informative? (circle one)

Yes	Maybe	No
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Post-tour survey.

## Layout

Above is the layout that we envision for the event. The posters and tables will be available for people to visit before the tours begin, and there will be post-engagement activities set up for the tours' conclusion.

## Poster Walk-Through

Our first activity will showcase the same posters that will be on the poles located near the historic sites. These posters show the present-day historic site with a rendering of the building overlaid, as well as a brief description of the building and other historical photos. Presenting a larger version of the posters will give residents a chance to view the posters up close and hopefully get excited about the stops on the tour.

## QR Code Tutorial and Brochure Tables

This table will serve as the first point of contact for anyone interested in learning more about the Discover Germantown Avenue walking tour. The table will be located next to the banner,

near the entrance of Cousin's supermarket in order to draw people in to ask questions and learn more about the tour. The table will be set up with both the QR code tutorial activity as well as the brochures and there will be multiple students standing stationed here, ready to engage people and answer any questions.

The brochures will serve as a physical description of the walking tour, and a complement to the QR code and the website. They will be especially helpful for people who are not able to attend the walking tour on the day of the event and people who do not have smartphones or are not as technologically savvy. The back of the brochure features a full-page map of Germantown Avenue in the Eastern North Philadelphia section, with the historic sites highlighted so that folks can follow along. The inside folds of the brochure include a description of how to follow the tour using QR codes, a list of all of the historic sites with their addresses, and the link to the tour's webpage.

Two examples of the walking tour site posters will be printed, along with one extra copy of the QR code. These three examples will allow participants to try out the QR code technology before embarking on the tour. Students running the table will help people navigate downloading a QR code reader and scanning codes to access the tour website. Step by step demonstrations will be used to help anyone having trouble.

## Walking Tours

The community event will include two tour groups that follow the mapped route. These tour groups will be led by students and community connectors. Partnering a student with a community connector to co-lead the walking tours was inspired by LISC's approach from their walking tour in El Centro de Oro, which utilises neighborhood captains as tour guides to speak about their own personal experiences in the neighborhood.

Depending on availability, we plan to include our storytellers to share their stories about different parcels along the stops

of the tour. Tours are expected to last about one hour. However, if people are interested in visiting additional sites then they can split off at the end of the tour to continue the route. A script was created for the walking tour to ensure that important stories and information that couldn't fit on the posters could still be included in the description of the historic sites. These extra tidbits from community connectors and storytellers will hopefully encourage folks to share the tour route with others. The script is provided in Appendix E of this report.

### Post Tour Activities

After returning from the tour, we want to continue our engagement with participants. Immediately after returning, we will give participants a tour survey so they can rate their experience and make any suggestions. Once completed, participants will receive a Cousin's gift card as a thank you. After completing the survey, participants will be directed towards two activities. One asks participants to envision the future of Germantown Avenue, while the other asks participants to think of a name for the surrounding neighborhood. Full sheets are attached in Appendix E.

### Tour Survey

After participants return from the walking tour, students will hand out tour surveys for everyone to fill out. This two-sided document asks residents about all aspects of the event, in the hopes of learning some ways to improve the tour and

event activity for APM and the future workshop teams. This activity is not required, but we want participants to fill this out before they receive their Cousin's gift cards. We will also direct residents to the other post-tour engagement activities after they complete the survey.

### What do you want to see on Germantown Ave?

This activity asks participants to envision the future of Germantown Avenue. Students will ask participants what they learned from the tour and any thoughts or comments, and then will then segue into a discussion about the future of the Avenue. Using worksheets, participants can imagine and illustrate businesses and services that they would like to see in the future. After illustrating their ideal future avenue, students will hang up participants' work to showcase their ideas to other passersby. This activity engages participants to think about the future of their community. By including participants in a low-level version of planning, we can empower residents to believe that their ideas are valid and important. While this

is only a small activity, it can frame conversations about how to advocate for neighborhood changes in the future.

### Name this Neighborhood

This activity asks participants to reframe the narrative around their own neighborhood. This section of Germantown Avenue has gone through many different names, according to Google Maps it has previously been called TempleTown and North Philadelphia East. The goal of this activity is to give the residents a say in what the name of their own neighborhood is, to instill pride for newcomers, and to attribute the past and future positive development of this neighborhood to a specific name as a means of placemaking.

There will be a poster hanging with the prompt at the top and plenty of space for residents to add their suggestions below. We will offer sticky notes for participants to write their ideas and add them to the poster. After all of the suggestions are added, we will offer this information to APM and will potentially be able to use the data for a future workshop class project.



Print pages for "What do you want to see on Germantown Avenue?" and "Name this Neighborhood" activities at the community kick-off event.





The Joseph C. Ferguson School at 7th and Norris Streets in Eastern North Philadelphia was completed in 1922.



# Next Steps

To ensure a smooth transition for the future of the Discover Germantown Avenue historic walking tour project, the Temple Community Development Workshop 2020 students have developed recommendations for next steps in the project according to the sections of this report.

## Maps and Demographics

The research was thorough, but there were some points and data and the team did not get a chance to research due to a lack of access to resources due to COVID. We still think that this information would be very helpful to understand the history of the studied neighborhood through data. Future maps could include land use and a map of the urban fabric over time to highlight changes in vacancy in the neighborhood. It would be beneficial to follow through some of these ideas in the future; they would help paint a better image of the neighborhood's past and visualize the impact of history on

its fabric. Work, commute, and health characteristics could also be considered to better plan a community event.

## Parcel History

Given more time and normal circumstances, we recommend the following steps and tips be followed for future groups to continue the work that we started. As a general tip: identify and access anyone associated with the building you are researching. With many of these parcels, there is very little information available online, sometimes none at all, so talking to someone who has worked at the businesses, for example, is critical. Personal stories from these participants provide insights that you will not receive from a regular news article, which are paramount to accomplishing the central goal of this project: preserving neighborhood history. Additional archival research can also be conducted using the Urban Archives and Special Collections.

## Tour Development

Once tour materials are printed, Discover Germantown Avenue is ready-to-use. Immediate next steps to implement the tour include printing tour signs on coroplast, printing paper tour brochures and banners, creating a plastic sidewalk stencil, and hosting a kick off event. To expand on the tour, we recommend that APM engage community connectors as ambassadors and partner with local businesses to display the brochures. Tour materials (both print and web) can be translated into Spanish to increase the reach of Discover Germantown Avenue.

## Interviews and Stories

The team certainly hit some snags along the way. In hindsight, planning dates for interviewees who could not attend the Story Gathering Event was a challenging step to complete because many volunteers were difficult to get in contact with. Only one of our volunteers

showed up to the event and this was a bit of a blow to the team's confidence, but the volunteer, Yolanda Coles, provided fantastic work and a perfect example of the recorded stories we were looking for.

Looking back at our canvassing strategies, the team was only able to get in contact with a few of its twenty volunteers. After speaking with other community groups about how they manage to have such exceptional attendance turnouts for important events, the team came to the conclusion that canvassing further before the event is critical. Recruiting as many participants with their contact information is helpful as well. Many of the participants often forget about the event or are sidetracked due to other obligations, so finding as many participants as possible can assist in greater participant turnout at the event.

With the occurrence of the COVID-19 pandemic, scheduling further interviews was nearly impossible. Many of our volunteers were older residents who were difficult to reach by phone and without visual props, gathering stories was considerably more difficult. However, participant Juan Dimida, one of the graffiti artists of the Germantown Ave and Diamond St mural provided a relatively successful interview via phone. Recordings were difficult because of the graininess of the phone call, but overall the content was beneficial to the work of future workshops.

## Webpage

In addition to the site maintenance plan, we suggest several recommendations for future project work. We recommend that future Community Development Workshop projects create webpages for inclusion on the main Omeka site for the workshop course. Curating a collection of student workshop project webpages will showcase the long history of student-resident collaboration facilitated by Dr. Mandarano. Additionally, it will present a cohesive repository that brings the work of these projects into a broader context.

Projects with APM have built upon each other. 2014 was this first workshop project with APM - Green Neighborhood Toolkit. The 2016 community development workshop engaged with residents in an ethnographic study to learn about their sense of place, for example their fears and excitements about their community. The 2019 community development workshop built on this study by engaging with residents about the stretch of Germantown Avenue through a process of remembering its history and envisioning its future. Our project builds on last year's work by memorializing stories and memories about Germantown Avenue through a walking tour and website. Websites should be created for future projects to show how student work is building upon the first projects with APM.

There are opportunities to use digital inclusion strategies

to engage with community residents. People's Emergency Center (PEC) in West Philadelphia is a social service organization very similar to APM. PEC has worked to build accessibility to and understanding of different technologies with their neighbors. Their strategies have included providing affordable internet access and hosting classes on topics like computer basics and robotics. Dr. Mandarano and APM can incorporate this type of work into future projects. For example, students can teach residents about technologies like audio and video recording or photography. Projects can focus on empowering residents to create their own content about their neighborhood. This would benefit participants by teaching them about something new, while also giving them the tools needed to lead their own projects. While there can be many challenges with technology, engaging in these types of projects is an important lesson in patience and practice for both students and residents.

## Video

The video team has outlined different steps we would have taken given more in-person time. Due to the circumstances, we were unable to make a QR video. Instead, we attached videos found online that gave basic instructions of how to use a QR code for both an iPhone and an Android. Going forward, we recommend creating a custom video displaying how to use a general QR code and how to use the QR code on the posters to

make the video more personable. This could include recording a team member scanning the QR code, in a setting like you would see on the walking tour, then once scanned we would screen record the steps a participant would take on their phone to get to the website and maneuver through it.

For the introduction video, we accumulated various historic photos, student-made graphics and maps. We then overlaid audio taken on an iPhone and adjusted the videos to match the audio. The audio was not as clear as hoped therefore, the use of a microphone in the TECH Center recording studio would be useful for the screen recording part of the QR video if you wish to overlay audio. The easiest platform to make the video, in our opinion, was iMovie

on a MacBook. We also added the video to YouTube to give users a universal platform to view the video.

### Community Event

To prepare for the event, we recommend that student and resident advertisements are created. Advertising for residents can consist of door to door flyering, posting flyers at APM offices and local businesses, and asking APM to send promotional emails. We believe that tactics like word of mouth will be more effective at drawing in area residents. Advertising for students can include flyers in Tyler and Architecture buildings, graphics for Tyler television screens, and promotional emails through Tyler's "The WHAT" and the Community Development listserv. We believe that we will be able to draw in more students

by reaching out at a personal level through our major and college. Dr. Mandarano also would coordinate outreach to other student organizations through the Temple's office of Student Affairs.

For the walking tour, it is strongly recommended that the students leading the tour do at least one full practice run, walking along the route and timing the script and storytelling. This will allow the tour to run more smoothly on the day of the event, which will hopefully encourage folks to share the tour route with others.

To increase accessibility of the walking tour, it is also encouraged for APM to seek additional funding so that the posters can be translated and printed in Spanish, as well as English.



## Derr's Hotel

### Seventh and Dauphin Sts.

The popular proprietor of Derr's Washington Hotel wishes to call the attention of the visiting public to the city during Founders' Week to his splendid system of management. The hostelry is situated at Seventh and Dauphin streets and contains 150 well-lighted and ventilated rooms. There are passenger elevators, electric lights, steam heat and every modern appliance for comfort.

The dining room service is famed for its quality, and the table is well known among connoisseurs for its delicacy.

It is convenient to all parts of the city, as trolley lines and train service are within a few blocks. An advantage of the house consists in its adjacent large stables, where carriages can be hired at all hours.

P. Oliver Derr, the proprietor, extends to visitors of the city a cordial welcome and the courtesies of the Washington Hotel.