



KENSINGTON

Health & Wellness Corridors

VISION

NKCDC and **Impact Services** are taking a comprehensive look at the Kensington neighborhood in Philadelphia, joining forces to build on their combined efforts over the last 6 years and bring together additional partners to produce lasting neighborhood change. They are applying a public health approach to their community development work, starting with the premise that a person's neighborhood shouldn't limit their health, happiness or economic outcomes.

Drawing from established neighborhood plans (Heart of Kensington - Collective Impact, North of Lehigh Neighborhood Plan), both organizations propose strategic investments that will help address the underlying physical, social and economic conditions that negatively impact residents' overall health and prosperity. The Kensington Health and Wellness Corridors plan is a pilot of this broader approach with the intention that it will expand to the broader service areas of both NKCDC and Impact Services in the future.

This process makes room for many stakeholders, partners, and participants with the community at the center.



SOCIAL DETERMINANTS OF HEALTH

In A Trauma Informed And Community Driven Approach To Community Development

The **social determinants of health** - **economic opportunity**, **health care access**, **education**, **neighborhood and the built environment**, and **community context** - are the conditions in the places where people live that affect a wide range of life outcomes and risks. Investments in the SDOH address the root causes of poor health, prosperity and economic outcomes.

Trauma and toxic stress are linked to long-term health outcomes in the individual. Trauma can also be experienced collectively by an entire community and manifests in the socio-cultural and physical/built environments. Symptoms of a community trauma include disconnected/damaged social networks, elevation of destructive social norms (vandalism, littering, violence), deteriorated environments and infrastructure, disinvestment and intergenerational poverty. Communities can overcome trauma by building resilience; Social connectedness, access to health care, quality education and a safe and clean neighborhood are all factors that promote resilience in communities. Having a trauma informed approach means that we acknowledge the impacts of trauma and aim to build community resilience by:

- **Building on strengths instead of focusing on the weaknesses**
- **Increasing access to resources**
- **Improving environmental conditions**
- **Promoting civic engagement**
- **Working collaboratively, building partnerships and including residents in planning**

At its core, our approach acknowledges the impacts of trauma and honors the lived experiences of residents resulting in more authentic, inclusive, and impactful community-centered work.



**Economic
Opportunity**

**Health Care
Access**

Education

**Neighborhood & the
Built Environment**

**Community
Context**

HEALTH & WELLNESS CORRIDORS

Anchor Projects as of Fall 2022



Health and Wellness Corridors

Anchor Projects as of Fall 2022

The Collective Impact and North of Lehigh neighborhood plans developed some key “anchor” projects along Indiana and Kensington Avenues that were deemed priorities by neighborhood residents. Impact Services and NKCDC are in the process of implementing these anchor projects.



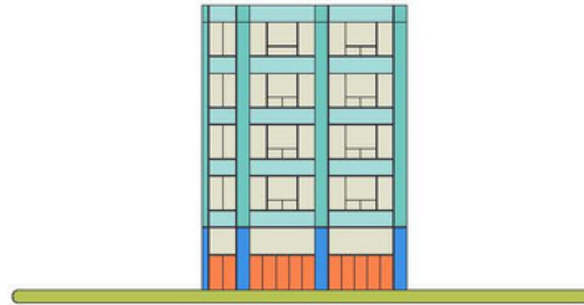
Heart of Kensington - Collective Impact



North of Lehigh Neighborhood Plan

01

Empowerment Hub

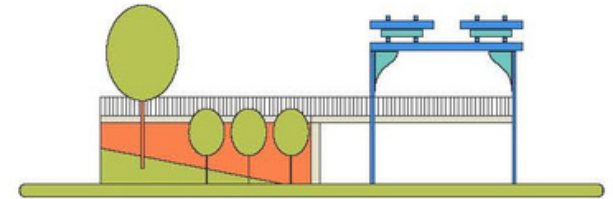


The hub space at the corner of Ruth and Somerset Streets will provide work stations and meeting space for co-locating service providers for legal services, tax preparation, and other community needs. Coupled with NKCDC's community health workers and housing counselors, the Hub will be a one-stopshop for resources and social supports.

780 sq ft of community space
\$200,000+ investment

02

Tusculum Square

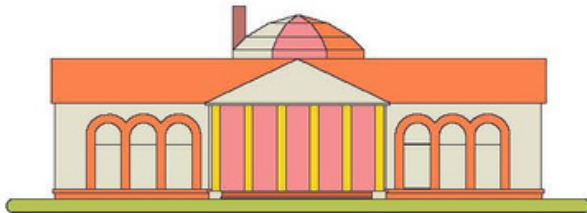


With private foundation support NKCDC has purchased and is activating four vacant lots as a community garden and gathering space. Working with near neighbors, local family serving businesses and communities, and supportive resource partners, we will improve health outcomes through overlapping services and programs.

3,850 sq ft of open space
\$100,000+ investment

03

McPherson Square



McPherson Square Park and Library serves as a key anchor on the corridor. Improvements to the park include the complete redevelopment of the library and park through the city's Rebuild initiative, 10 scattered site affordable housing units around the park, organizing and strengthening the Friends of McPherson civic group, and programs that create safe spaces for children and help activate the library and park year-round.

6 acre park, **10,000 sq ft** library
\$13M potential investment

04

A & Indiana



Redeveloping the historic mill at A & Indiana provides an opportunity to address several social determinants in one project by eliminating blight, increasing the supply of affordable housing and reversing a decades-old cycle of disinvestment.

48 units of affordable housing
68,000 sq ft of commercial space
\$22M investment

05

Community Space

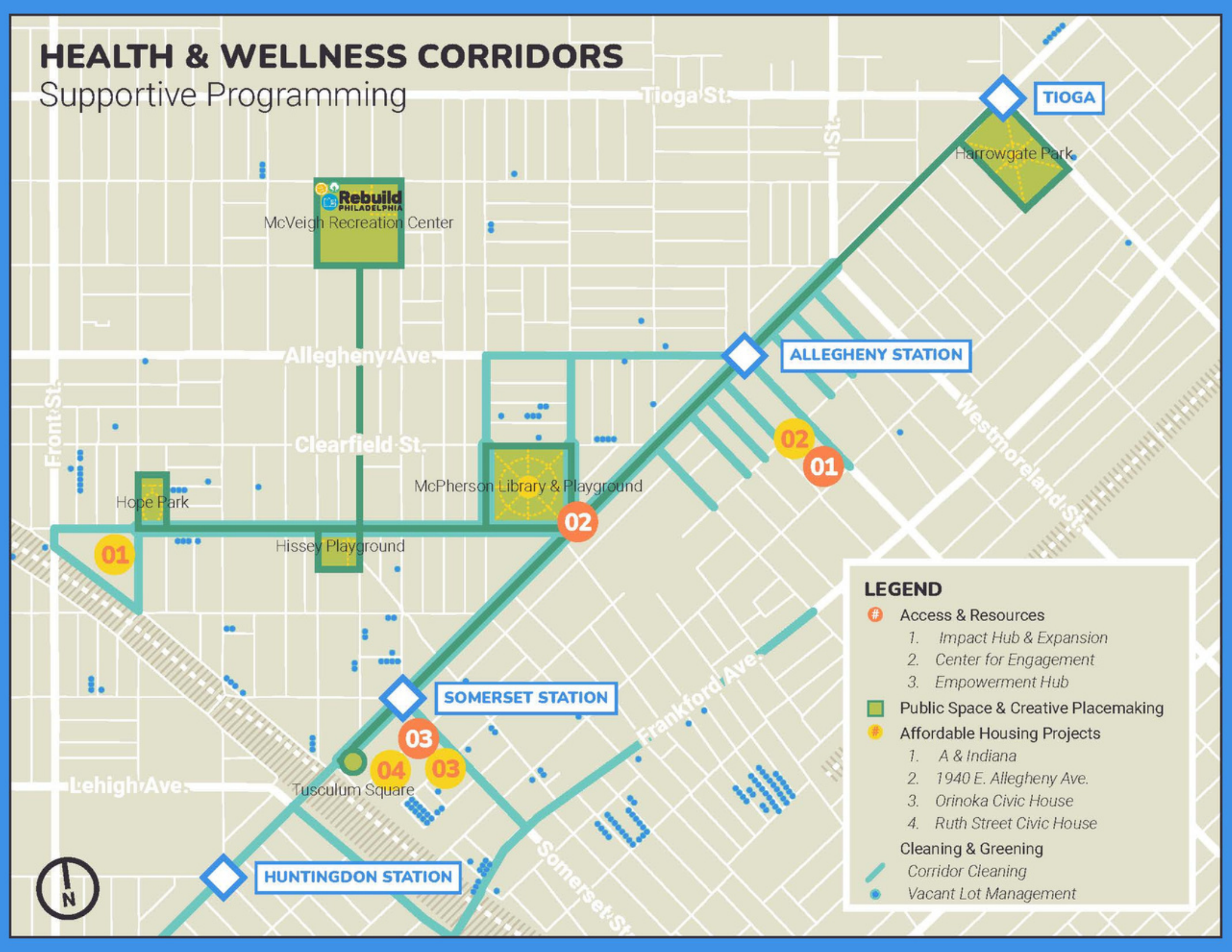


Identified as a key corridor property in the Heart of Kensington plan, NKCDC is renovating the building as a center for community engagement and youth programming. The space will serve as a resource for families, neighborhood groups, entrepreneurs, and more.

3,573 sq ft of community space
\$1M+ investment

HEALTH & WELLNESS CORRIDORS

Supportive Programming



LEGEND

- # Access & Resources
 1. Impact Hub & Expansion
 2. Center for Engagement
 3. Empowerment Hub
- Public Space & Creative Placemaking
- Affordable Housing Projects
 1. A & Indiana
 2. 1940 E. Allegheny Ave.
 3. Orinoka Civic House
 4. Ruth Street Civic House
- Cleaning & Greening
 - Corridor Cleaning
 - Vacant Lot Management

Supportive Programming along the Kensington Health and Wellness Corridors

Anchor projects are just a few of the many programs and initiatives that NKCDC and Impact Services are working on along the Health and Wellness Corridors to address the social determinants of health.

Additional neighborhood partners and stakeholders are required to achieve greater health, wellness, and prosperity for Kensington residents. New programming and initiatives are always welcome to join in these collaborative efforts.

Improve Access to Resources

- Hubs with co-located services that address identified needs in the community 📖
- Housing counseling and financial coaching 📖
- Loan fund that creates opportunities for non-conventional loans 📖
- Workforce Development Programs 📖
- Increased access to careers in building trades and healthcare
- Targeted services for at-risk youth and those actively involved in the drug trade

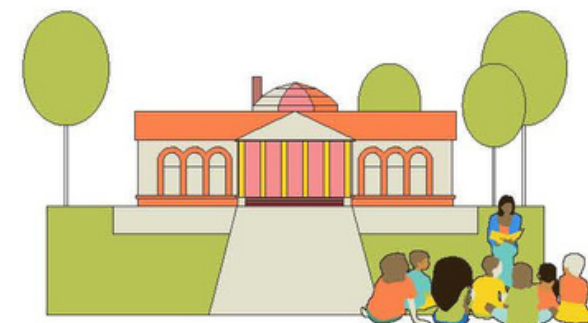
Map Reference:

- 01 *Impact Hub & Expansion*
- 02 *Center for Engagement*
- 03 *Empowerment Hub*



Activate Public Spaces & Creative Placemaking

- Support programming in and around public spaces 📖 📖
- Improve public infrastructure (Rebuild projects, Tusculum square) 📖 📖
- Vacant lot and storefront murals 📖 📖

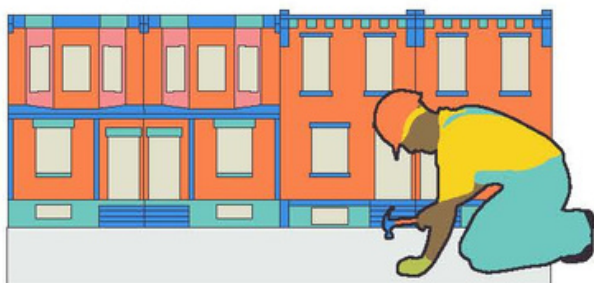


Produce Affordable Housing

- Scattered site renovations and construction 📖 📖
- Affordable multi-unit developments 📖 📖

Map Reference:

- 01 *A & Indiana*
- 02 *1940 E. Allegheny Ave.*
- 03 *Orinoka Civic House*
- 04 *Ruth St. Civic House*



Cleaning & Greening

- Corridor cleaning services 📖 📖
- Vacant lot management 📖 📖
- Scattered site greening projects (pollinator gardens, community gardens) 📖 📖



Advocacy & Capacity Building

- Training programs for community health workers and community connectors 📖 📖
- Connected Community: Trauma Informed Community Engagement facilitators and training for corridor serving partners 📖 📖
- Convening City, state, legislative, and non-profit partners to address systemic challenges which require a government or cross-sector initiatives



- Serving as a bridge to the entities that can take action as part of a community-driven plan

NEXT STEPS

In A Community Driven Process - The 5 P's

To ensure that plans for Kensington are sustainable we must center them on the community and around resident-identified needs. We must strengthen local leadership, transfer resources to the community's control, and ensure that the primary beneficiaries of the planning and implementation are current residents. To do this, NKCDC and Impact Services propose the following next steps to build from current community strengths and plans for greater impact and sustainability.

- 1. POCKETS** – Identify and bring together existing (civics, friends' groups) and emergent neighborhood groups to identify their specific needs, desires and vision for the community and share across groups. We will have a goal of supporting at least 20 pockets with a template for engagement process so that all groups produce similar materials at the end.
- 2. PRIORITIES** – Support community groups in collecting and organizing priorities for their group, similar to the point-by-point list presented to the Mayor a year ago. These community created lists will serve as a starting point for a series of forums over the next year and inform the major areas to focus the planning process.
- 3. POLITICS** – Support a series of 5 candidate forums each of which will be sponsored and facilitated by the pairing of a CDC (HACE, NKCDC, Impact) and the surrounding Civics or active "Pocket" groups. These will each focus on issues most relevant to the sponsoring groups.
- 4. PROPERTIES/PROJECTS** – Leverage infrastructure (buildings, open space, etc.) currently under development to move projects, programs, and community priorities forward.
- 5. PLANNING** – Pull together leadership and materials from community groups, combine needs and desires into a comprehensive neighborhood plan with mechanisms for continual engagement and repetition of these steps

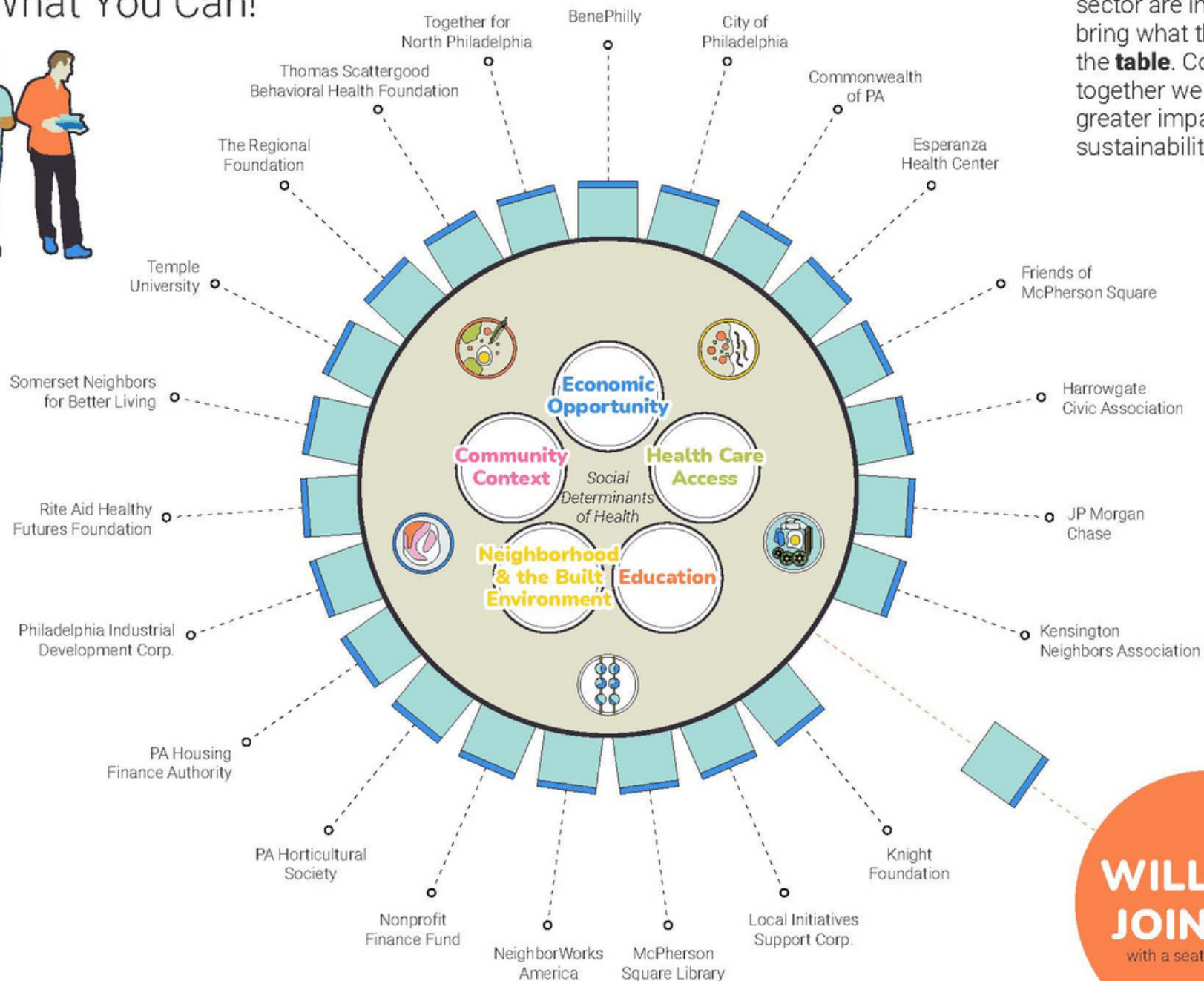
Phase 01

KENSINGTON HEALTH AND WELLNESS CORRIDORS

Phase 01 of a trauma informed and community driven planning process is a strategic focus on neighborhood corridors. The Kensington Health and Wellness Corridors plan is the first example of this collaborative and resident-driven process in action. Using priorities identified by residents in the Collective Impact and North of Lehigh neighborhood plans, NKCDC and Impact Services are advancing critical infrastructure projects and programming along Kensington and Indiana Avenues that will lead to health, wellness, healing (priorities for NKCDC) and overall prosperity (priorities for Impact Services).

COMMUNITY DRIVEN MODEL

Bring What You Can!



Stakeholders and partners from every sector are invited to bring what they can to the **table**. Coordinating together we can achieve greater impact and sustainability.

WILL YOU JOIN US?
with a seat at the table

Kensington Engagement Plan

Phase 02

Over the next several months, NKCDC, Impact Services, and resident-led groups in Kensington will lead a series of meetings to identify new **Pockets** of residents who wish to share their voice in planning, support those groups in naming **Priorities** for their pockets, engage **Political** figures through a series of forums to address the community priorities, leverage infrastructure **Projects** to move priorities forward, and pull all of the information together into a comprehensive Kensington **Plan**.

November and December – Additional Civics, Community Groups and Key Partner outreach

Visit all civics and other interested parties to share both the Phase 1 Kensington Health & Wellness Corridors Plan and invite stakeholders to the next few events and participate in the next Phase of the process.

January – Pockets Party

Invite everyone out to identify pockets of engaged residents and/or groups that would like to be included in planning neighborhood priorities.

February – Update Priorities and Develop a Kensington Resource Book

Invite stakeholders identified in Pockets activities to participate in creating a shared and updated communities Priorities list. These community identified priorities will then inform questions for mayoral candidate and topical forums. Invite people/groups identified to share information for a Resource Book and continue to invite in more stakeholders.

March – Begin Candidate Forums and Townhall Meetings

Hold candidate forums in Kensington to address Kensington-identified concerns and priorities. Utilize community concerns/priorities document as guide for events hosted by local groups and resident representatives asking the questions. Host townhall meeting to begin summer programming discussions.

April – Begin Topical Forums

Outside entities often hold forums/colloquiums on Kensington without participation from Kensington. Hold community-driven forums and conversations on topics that have been elevated in the community concerns/priorities document.

May – Continue Townhalls and Forums

Continue community-driven forums and conversations with mayoral candidates and around topics identified by community concerns. Invite additional stakeholders and partners for topical conversations.

May/June – Continued Events and Mayoral Primary

Assess other events and conversation needs as they come up in advance of the mayoral primary. Begin work on combining all the feedback and community-driven work into a plan for Kensington.