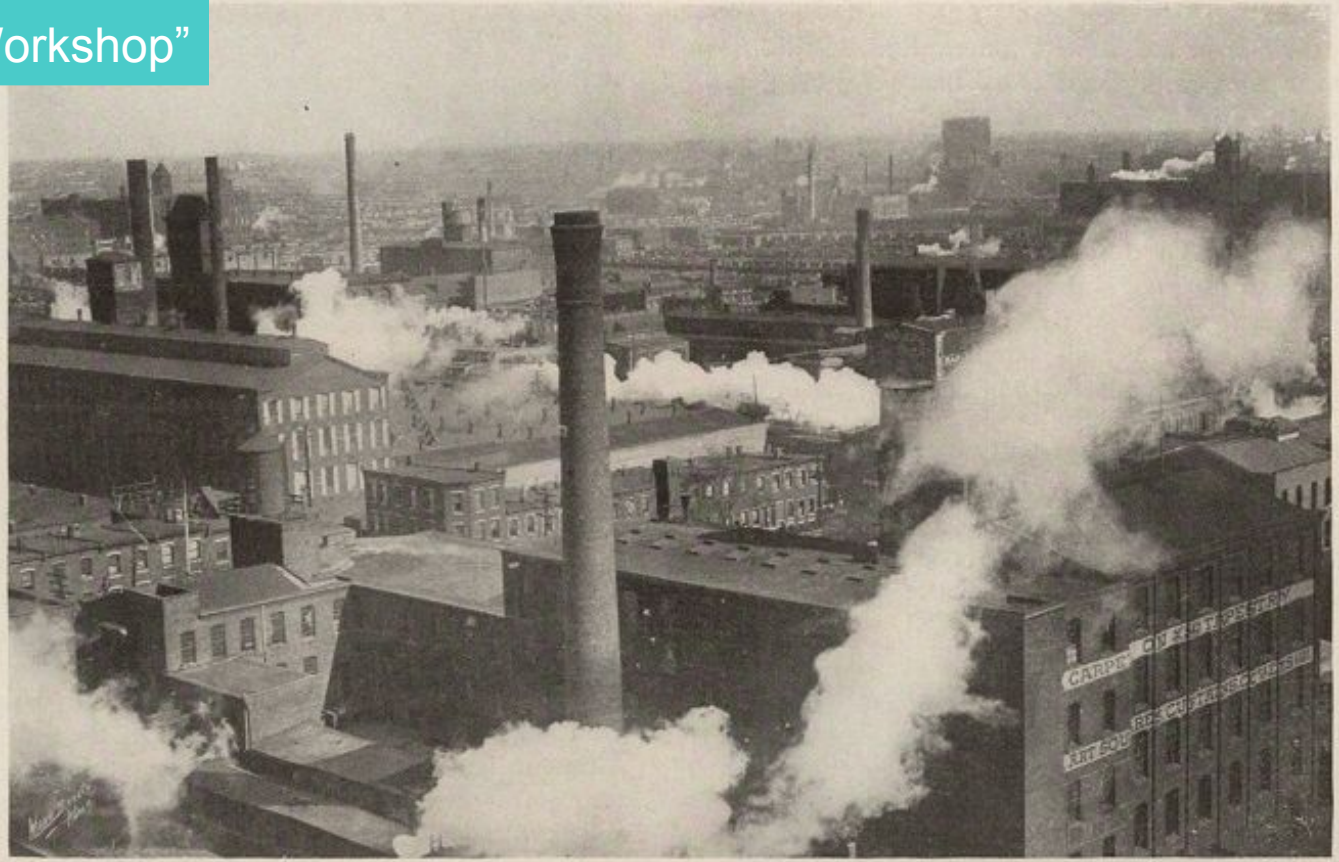
Tusculum Square:

A Healing Gateway to Kensington

Alex Baum, Mariela Hernandez, and Park Sinchaisri

Kensington History

“World’s Greatest Workshop”



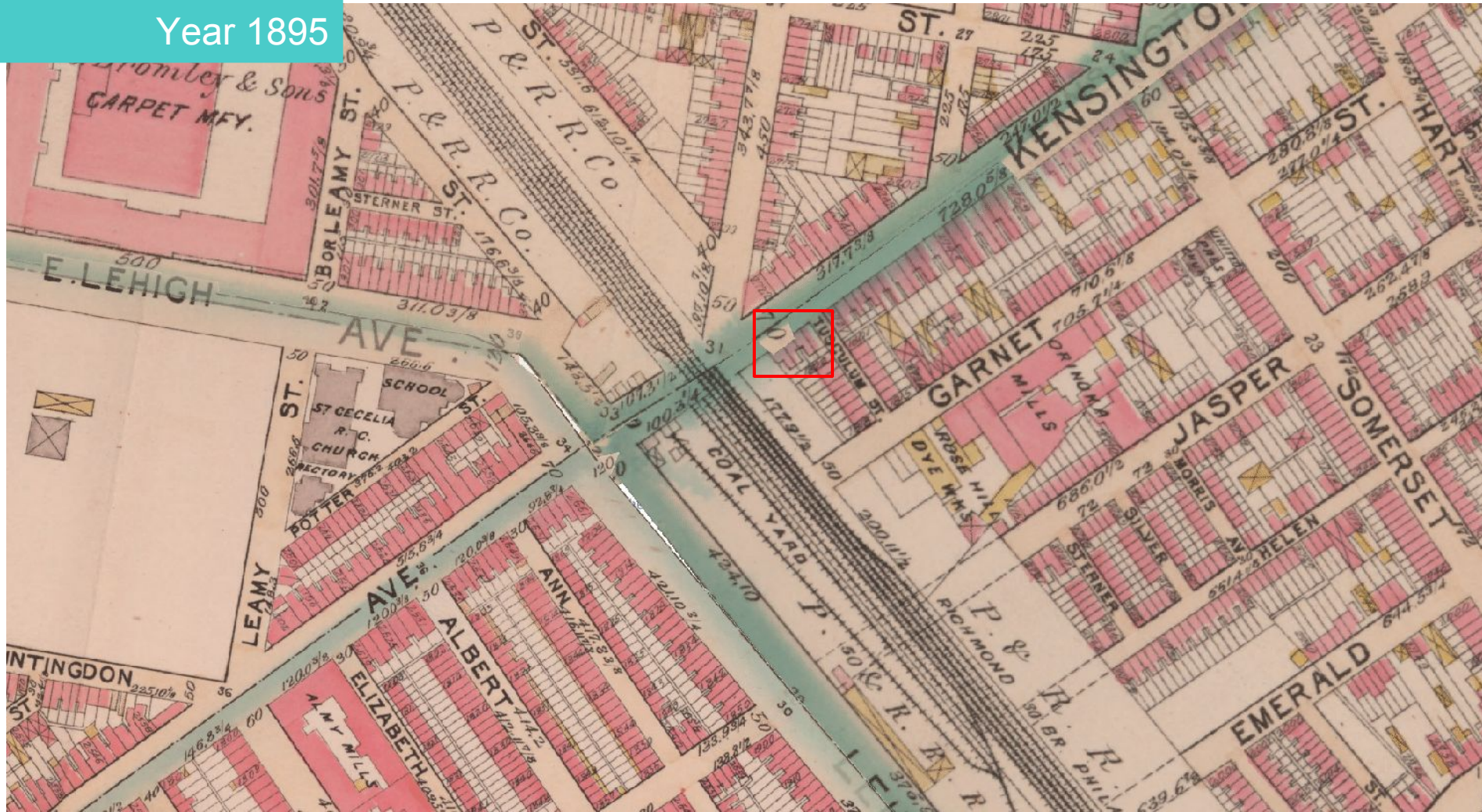
PUBLIC LEDGER PHOTO

A VIEW IN THE KENSINGTON MILL DISTRICT

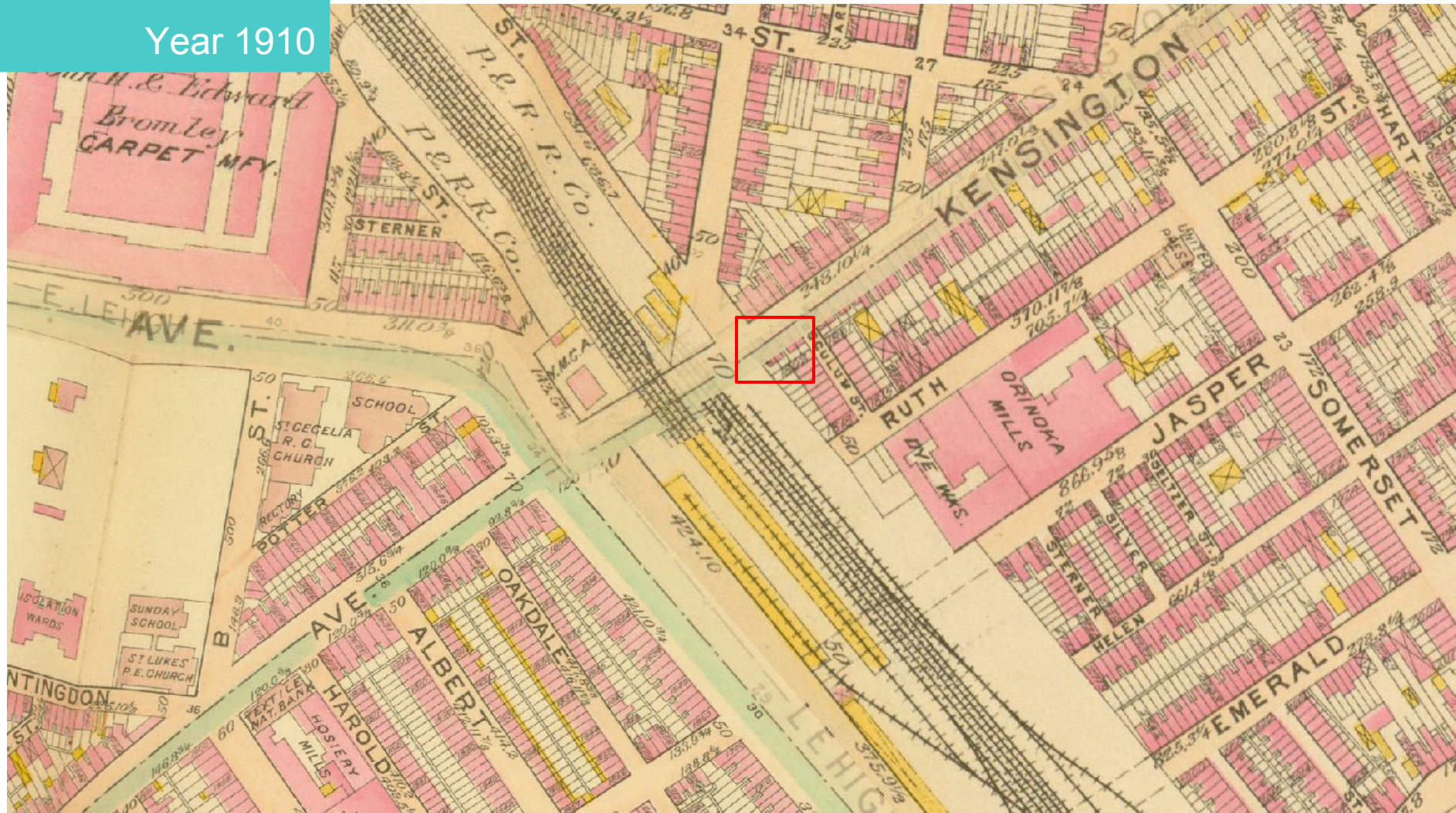
Most of the mills shown in this picture manufacture textile goods. Two wards, in the northern section of the city, produce more carpets than the whole of Great Britain and Ireland. Philadelphia is primarily a manufacturing city, the greatest manufacturing city on earth—the “World’s Greatest Workshop,” but she lays a special emphasis upon her prestige as the world’s largest manufacturer of textiles.

Source: Workshopoftheworld.com

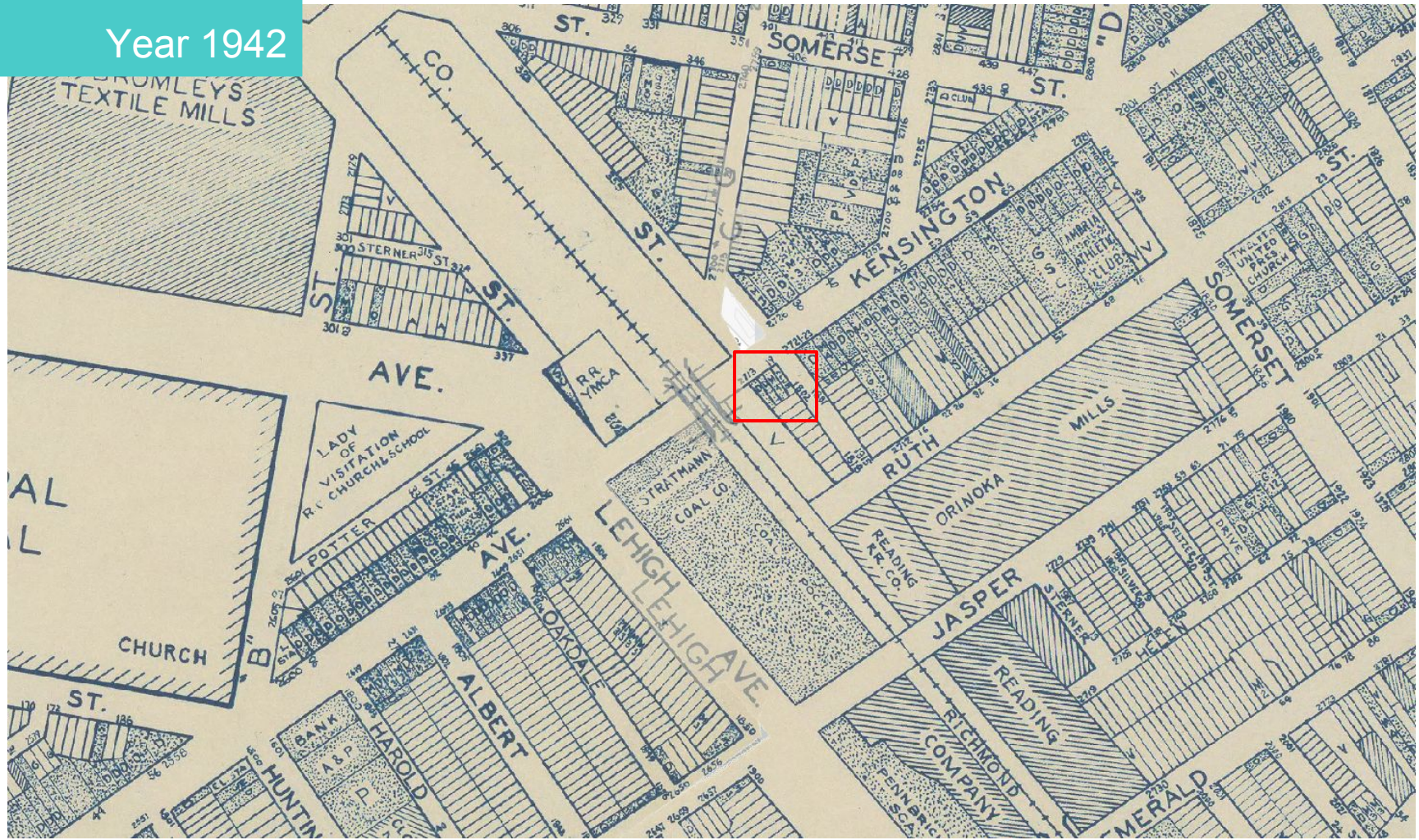
Year 1895


Bromley & Sons
CARPET MFY.
P. & R. R. Co.
P. & R. R. Co.
BORLEAMY ST.
STERNER ST.
E. LEHIGH
AVE.
KENSINGTON
ST.
HART ST.
GARNET
JASPER
SOMERSET
SCHOOL
ST CECELIA
R. C.
CHURCH
RECTORY
POTTER
LEAMY
ST.
COAL YARD
P. & R. R.
P. & R. R.
RICHMOND
BR. PHILA.
DYE WKS
MILLS
MORRIS
SILVER
STERNER
HELEN
EMERALD
ANN
ALBERT
ELIZABETH
ARMY MILLS
INTINGDON

Year 1910


Bromley
CARPET MFY.
P. & R. R. Co.
P. & R. R. Co.
34 ST.
KENSINGTON
ST.
HART
STERNER
E. LEHIGH
AVE.
Y.M.C.A.
SCHOOL
ST. CECELIA
R. C.
CHURCH
RECTORY
POTTER
ST.
B
AVE.
ASSOCIATION
WARDS
SUNDAY
SCHOOL
ST. LUKES
P.E. CHURCH
NTINGDON
ST.
EQUITABLE
NAT. BANK
HOSIERY
MILLS
HAROLD
ALBERT
OAKDALE
LEHIGH
RUTH
ORINOKA
MILLS
DYE WKS.
JASPER
SOMERSET
SILVER
HELEN
EMERALD
ST.

Year 1942


BROMLEYS TEXTILE MILLS
SOMERSET ST.
KENSINGTON
STERNER ST.
AVE.
R.R. YMCA
LADY OF VISITATION R.C. CHURCH & SCHOOL
POTTER ST.
CHURCH
STRATMANN COAL CO.
LEHIGH AVE.
OAKDALE
ALBERT
HAROLD
BANK
A&P
HUNTIN
RUTH
ORINOKA
READING R.R. CO.
JASPER
MILLS
READING
RICHMOND COMPANY
EMERALD
UNITED PRES. CHURCH
AMBRIA ATHLETIC CLUB
SILVER
DRIVE

Today

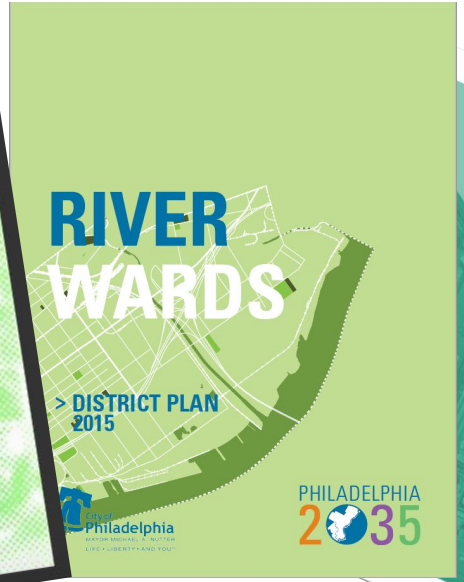
	% below poverty line	% single-parent households	% high school graduates	% vacancy
Heart of Kensington	58%	48%	66%	14%
Philadelphia	23%	24%	83%	13%
Pennsylvania	13%	13%	90%	11%

Source: American Community Survey

Past Plans

Lehigh Somerset
A Conceptual Master Planning Study
July 2011

HEART OF KENSINGTON COLLECTIVE IMPACT 2022
OUR NEIGHBORHOOD'S STRATEGIC PLAN
A collaboration between Residents of and Anchor Organizations serving the Heart of Kensington neighborhood


RIVER WARDS
> DISTRICT PLAN 2015
Philadelphia
PHILADELPHIA 2035

NORTH OF LEHIGH NEIGHBORHOOD REVITALIZATION PLAN
DECEMBER 2013
NKCDC
INTERFACE STUDIO LLC

What is Trauma?

Source: Psychology Today, *What Doesn't Kill Us*, 2010

emotional stress

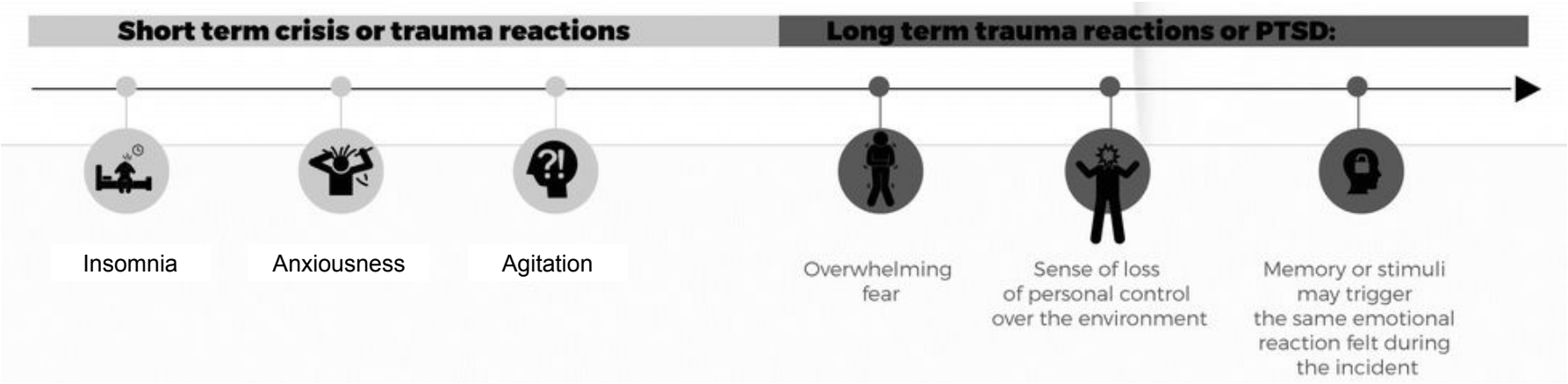
distressing

chronic condition

threat to the physical integrity of self

fear

helplessness



Source: Justice Clearinghouse, 2017

Trauma-Informed Approach

"A program, organization, or system that is trauma-informed:

1. ***Realizes***
2. ***Recognizes***
3. ***Responds***
4. **Resist**

A trauma-informed approach can be implemented in any type of service setting or organization.

-SAMHSA's Trauma and Justice Strategic Initiative

Source: SAMHSA (Substance Abuse and Mental Health Services Administrations) *Trauma Interventions*, 2018

Trauma-Informed Planning

In order to create a Healthy Community, planners focus on:

Community Resilience

Hope

Social Cohesion

Cooperate

Collective Efficacy

Common Good

Trust

Expectation

*"It means that the **planning process** is carried out in a **participatory** way, where people are **engaged** and **partnerships** are forged. In the plan, the goals, strategies and tactics are designed to **improve social connection**, **promote civic engagement** and **increase access to resources**."* -NKCDC

Source: Heart of Kensington Comprehensive Neighborhood Plan, COLLECTIVE IMPACT 2022

Trauma-Informed Design

Realize how the physical environment affects an individual's sense of identity, worth, dignity, and empowerment.

Recognize that physical environment impacts attitude, mood, and behavior, and that there is a strong link between our physiological state, our emotional state, and the physical environment.

Respond by designing and maintaining supportive, healing environments for trauma-experienced residents or clients to ***resist re-traumatization***.

Source: Committee on Temporary Shelter, 2018

Tusculum Square Project

Site History

Circa 1970s - remaining row buildings torn down

1970s-2010s - site vacant and fenced

Circa early 2010s - Car crashes through fence due to driver overdosing, fence removed

Had been PHS Landcare site, granted by PHS to NKCDC

2014 - Block captain reaches out to NKCDC about dumping

2015 - OLIN, PennPraxis, PHS have idea for studio, reach out to NKCDC

2016 - Shift Capital purchases site

August 2017 - Kensington Avenue encampment established

Winter / Spring 2018 - Penn Landscape Architecture studio creates design for site

2018 - NKCDC receives Knight Grant to improve site, hires Hinge Collective which creates scaled-back design after further engagement

May 2018 - City clears Kensington Avenue encampment, adjacent to site

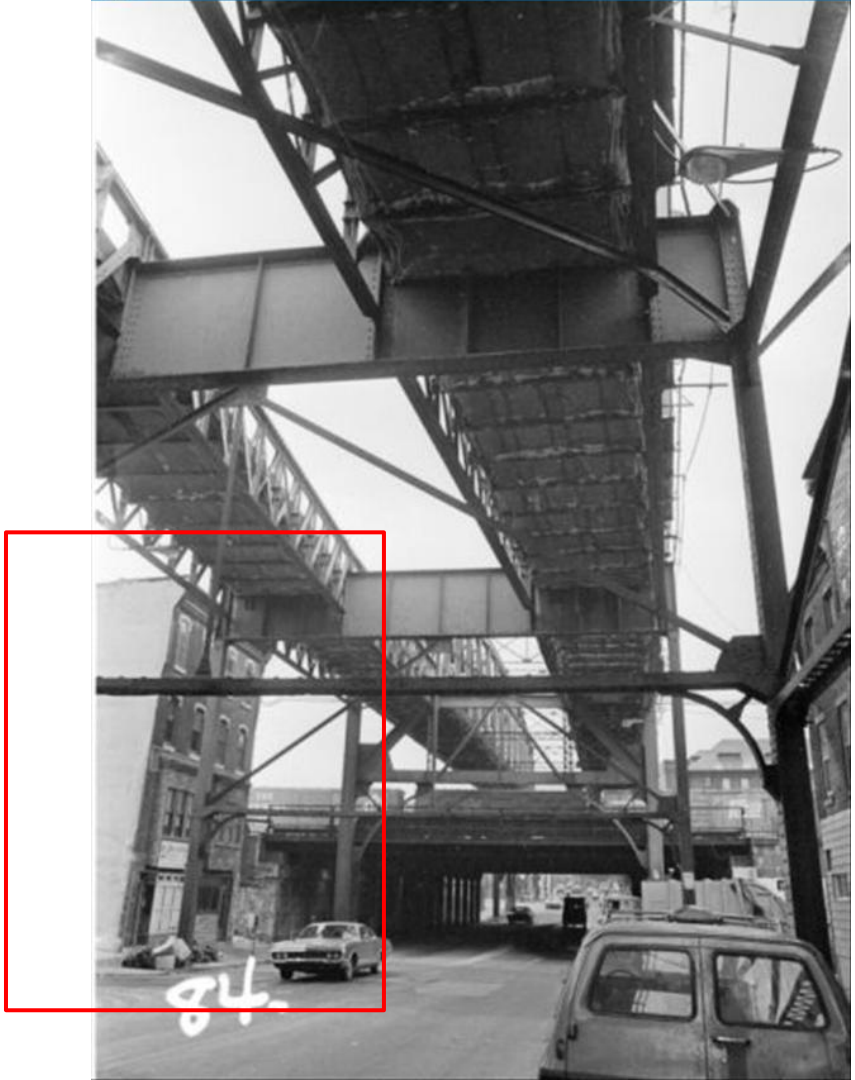
August 2018 - Wish Gallery day

Late 2018 - Tusculum Square construction begins

Year 1978

Source: City of Philadelphia, Dept. of Records

Year 1978



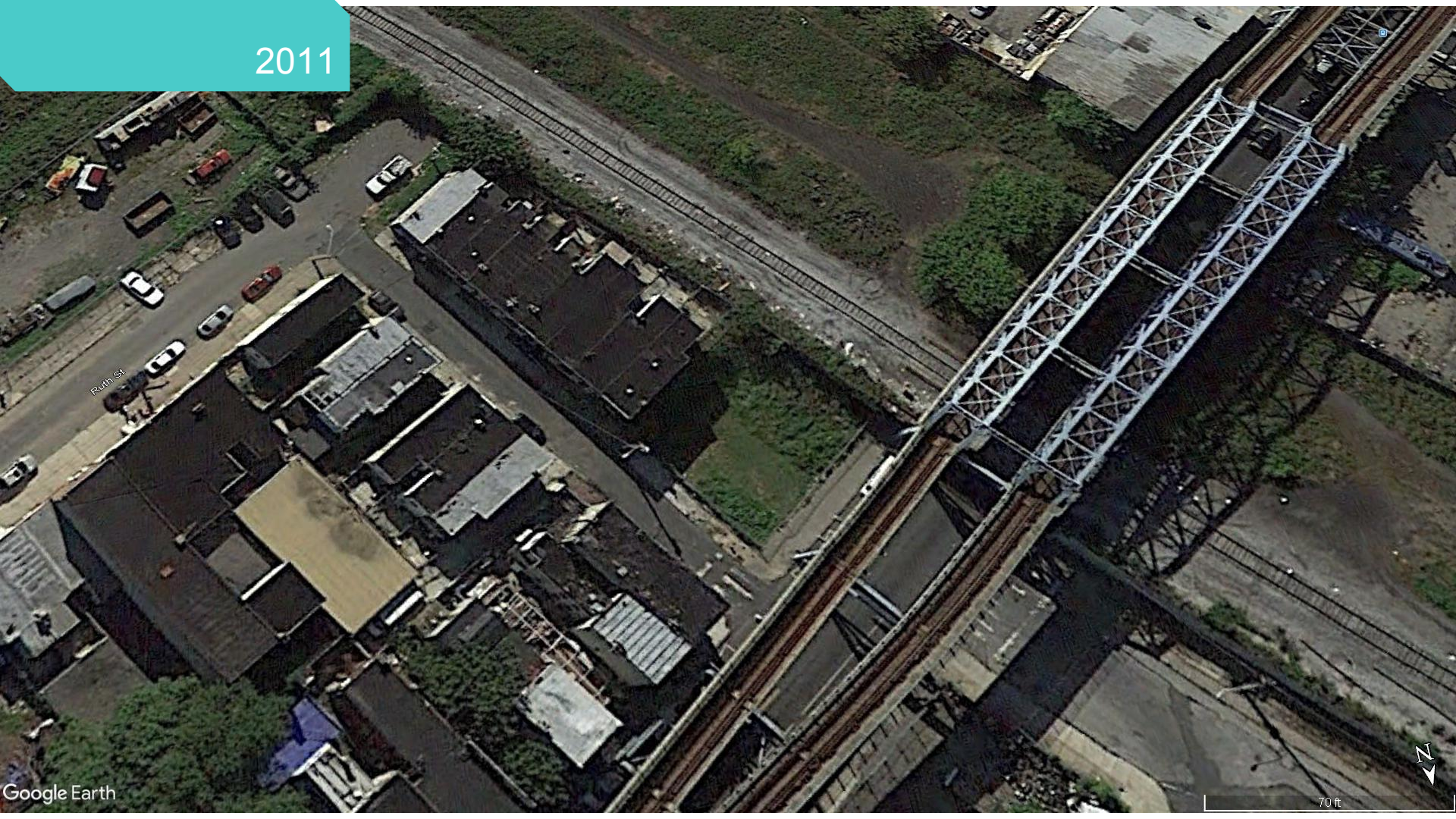
Source: City of Philadelphia, Dept. of Records

Legend
Lehigh Avenue
Lehigh Viaduct (former 14 track raised railbed)
Market-Frankford Line / Kensington Ave
E Lehigh Ave
E Sterner St
Jasper St
Ruth St
E Westmoreland St
E Gurney St
C St
200 ft
N
Google Earth
© 2018 Google

Lehigh Viaduct
Tusculum Street
Rudy St
Market-Frankford Line / Kensington Ave
Google Earth
70 ft

2010

2011



2017

Face of Crisis

October 10, 2018 New York Times article - “Trapped by the ‘Walmart of Heroin’”

Source: Jeffrey Stockbridge / New York Times

The Players

- New Kensington Community Development Corporation
- Impact Services
- Shift Capital
- Somerset Neighbors for Better Living
- Tusculum Street Residents
- Hinge Collective
- PennPraxis
- PennDesign
- The Last Stop Clubhouse Somerset

Goals of the Project

- Document **how people act around the site** / their opinions of site
  - Positive or negative reactions?
  - Welcome addition vs. development not for them or not worthwhile?
- Draw conclusions about whether greater **social cohesion, healing, and community ownership/pride** occurs from site improvement
- How to apply lessons to other small scale sites

Priorities

- How to make better observations and evaluate outcomes more effectively?
- How do we measure the feeling components?

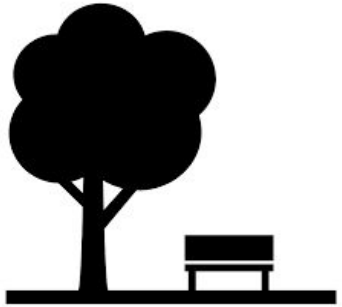
Our Strategies

Observe

Discretely to not interrupt common behaviors

+

Intermittently to understand behaviors at different times of day/week



Visit

Compare the potential future site to its surrounding public spaces

+

Exposure to the contextual dynamics and issues in reality

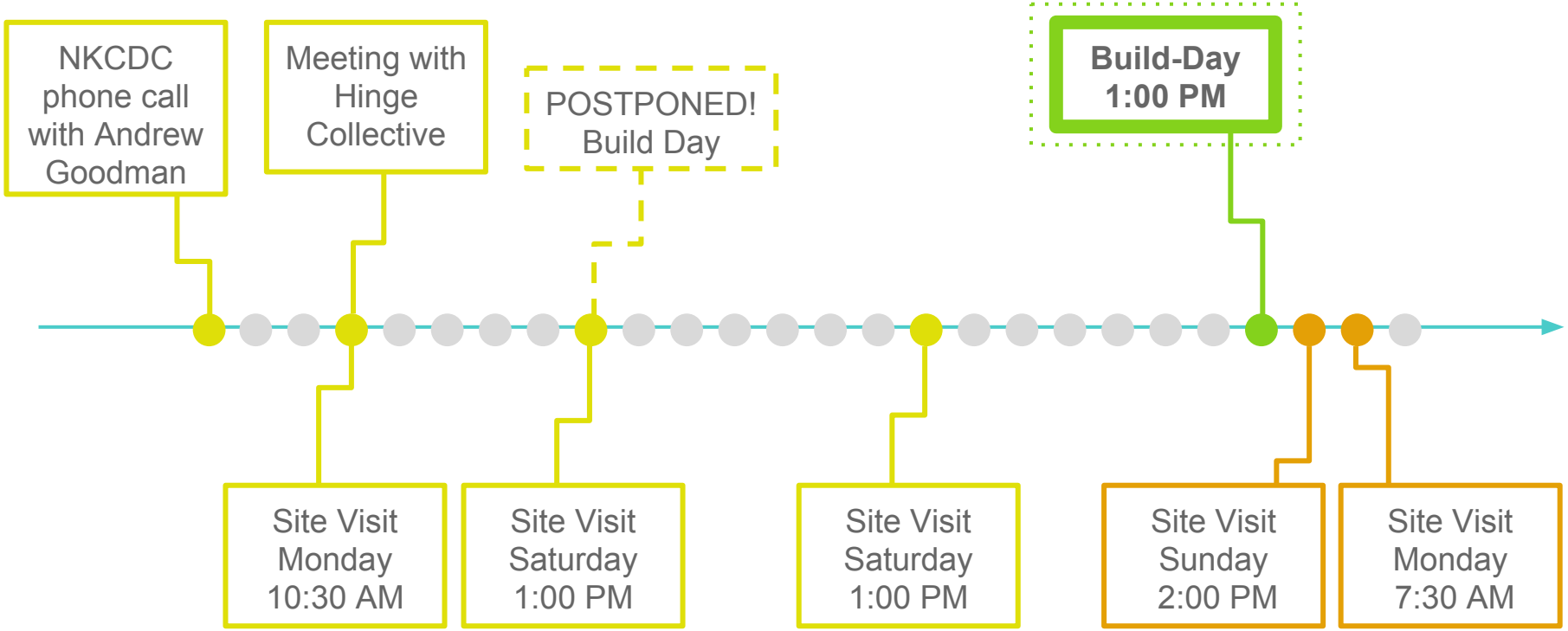
Converse

Focus on creating **natural** conversations with surrounding residents

+

Interaction through a planned collaborative activity / scheduled build-day

Our Timeline



Pre-Build Day

Observation Day 1

Monday 11/12/18 10:30AM

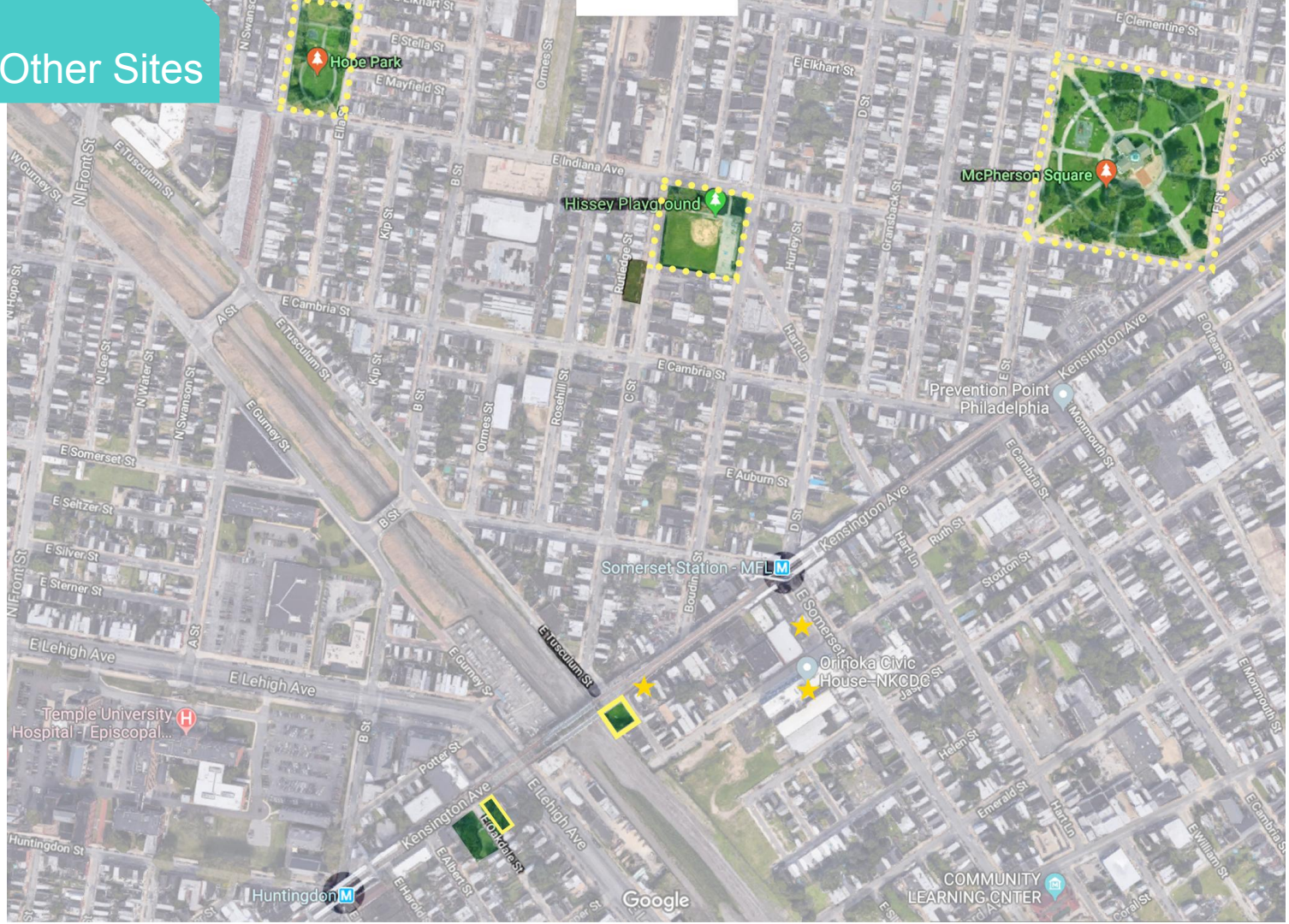
Observation Day 2

Saturday 11/17/18 1:00PM

Observation Day 3

Saturday 11/24/18 3:00PM

Other Sites


Hope Park
Hissey Playground
McPherson Square
Prevention Point Philadelphia
Somerset Station - MFL
Orinoka Civic House–NKCDC
Temple University Hospital - Episcopal...
Huntingdon
COMMUNITY LEARNING CNTER
E Stella St
E Mayfield St
E Elkhart St
E Clementine St
E Indiana Ave
E Cambria St
E Tusculum St
E Gurney St
E Somerset St
E Seltzer St
E Silver St
E Sterner St
E Lehigh Ave
E Auburn St
Kensington Ave
Huntingdon St
Google

Hope Park

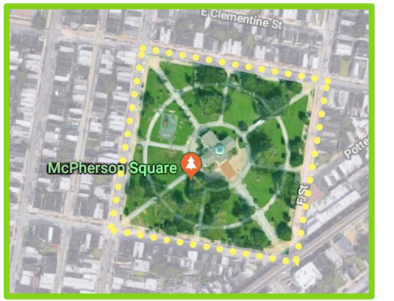
Ownership: City of Philadelphia
Dept. of Public Property
Area: 44,800 SQFT

"At Hope Park, the open-air drug markets are so congested with customers from all over that toddlers get scolded by their parents for unknowingly echoing the sales cries of the dealers – and the brand names of the heroin they hawk."
-The Inquirer Daily News

McPherson Square

Ownership: City of Philadelphia
Area: 250,000 SQFT

"In 2010, Kensington volunteers, Philadelphia Flyers, Wells Fargo, Impact Services Corporation, Philadelphia Parks & Recreation and the Conservancy, built a brand new 2,500 square foot playground for youth to enjoy."
-Fairmount Park Conservancy



Hissey Playground

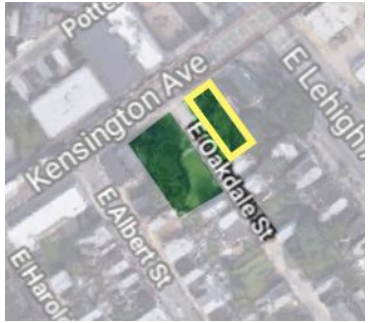
Ownership: City of Philadelphia
Dept. of Public Property
Area: 45,600 SQFT

"City Officials will show off new state of the art equipment featuring two slides, swings, (fencing) and a rope bridge for older children with safety surfaces and fitness equipment for adults."
-Phila. Parks and Rec, 2017

Oakdale Street

Ownership: Private / Metropoly LLC
Area: 3,000 SQFT

“Kensington is the Heart of Philadelphia”
-Mural Arts Program



Conversations

1. Spoke with Block Chain Art Gallery director about her work with **Last Stop Clubhouse** & future of site:

"...We collect donated art pieces to display and give a space for people who are in recovery to engage with and We are collecting signatures working toward cleaning up the Delaware river…" -Chrissy

"...This whole place [Kensington] is changing fast, it's a good time to buy property..." -Anonymous visitor

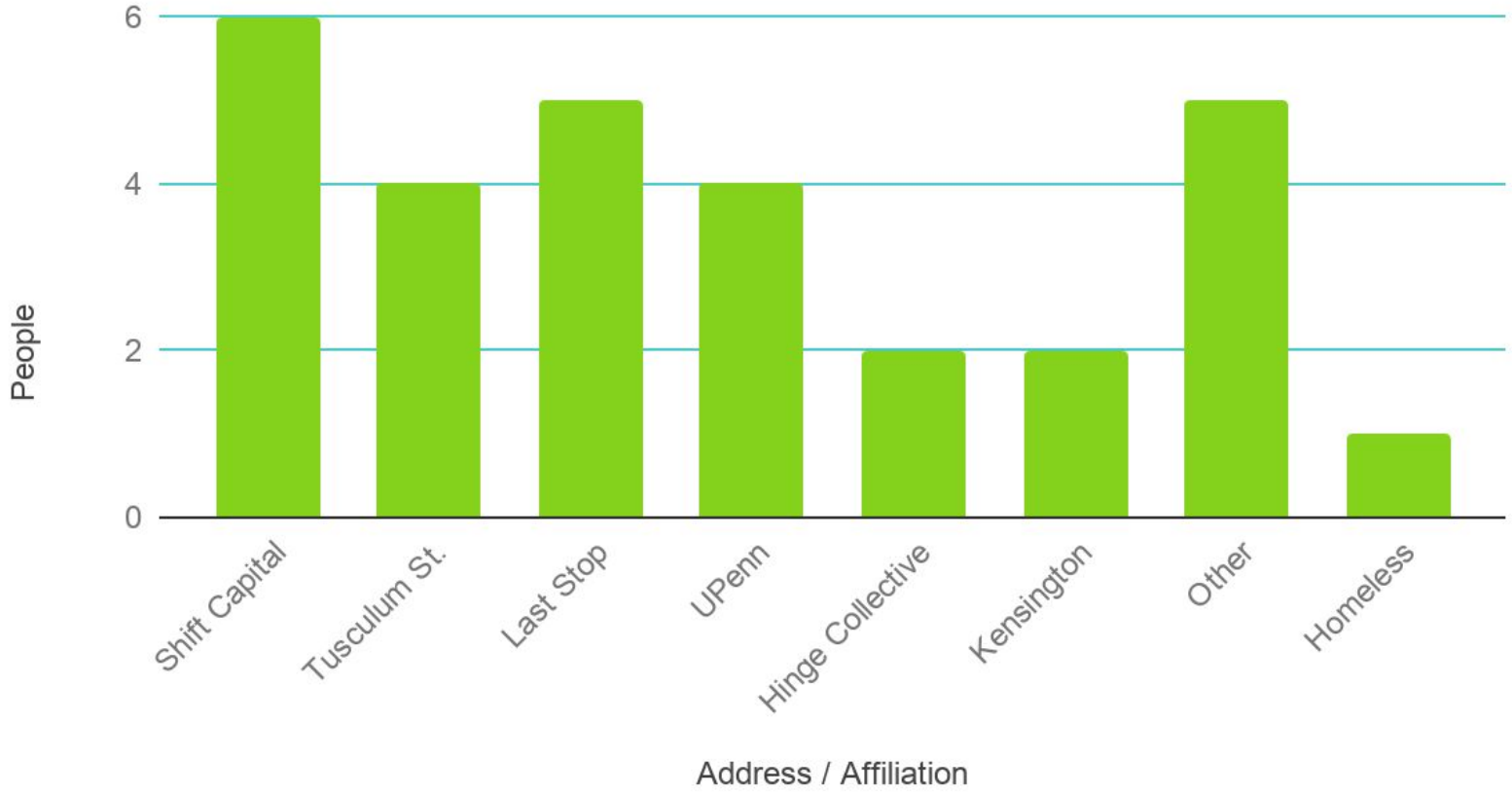
+

2. Established Key Questions to keep in mind:

1. **Safety** - Would you hang out here?
2. **Trust** - Who would you bring? Would you invite your friends/family?
3. **Familiarity** - Do you often see people in this space? Do you walk by here regularly?
4. **Ownership** - Cleanliness? Abandonment?

Build Day

Volunteers


6
4
2
0
People
Shift Capital
Tusculum St.
Last Stop
UPenn
Hinge Collective
Kensington
Other
Homeless
Address / Affiliation

SMYLE

NO
DUMPING
$300.00
FINE

NO
DUMPING
$300.00
FINE
EL6
EL5
EL4
EL3
EL2
EL1

LOCAL 177

ARBORCOAT

NO
DUMPING
$300 OR
LESS
FINE

PENN
KitKat
Crisp Wafers
SNACK SIZE
Reese's
Sugar Donuts

WELCOME TO
TUSCULUM SQUARE
HIS SPACE LIKE YOU WOULD YOUR OWN HOME
E THIS SPACE BETTER THAN YOU FOUND IT
- Respectfully, the Tusculum families

WELCOME TO
TUSCULUM SQUARE
TREAT THIS SPACE LIKE YOU WOULD YOUR OWN HOME
LEAVE THIS SPACE BETTER THAN YOU FOUND IT
- Respectfully, the Tusculum families
VIZO
PEN

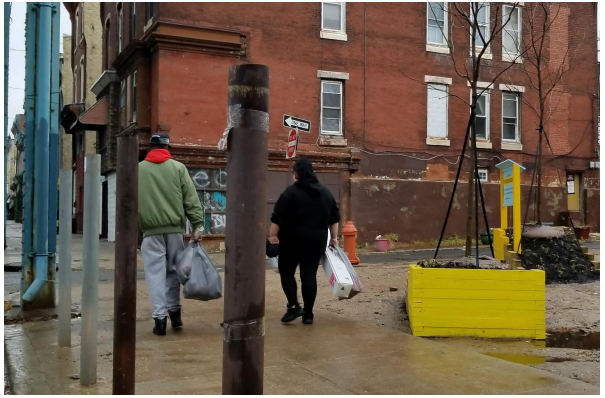
TUSCULUM SQUARE

Post Build Day

24 hours later...

24 hours later...

Engagement



Ownership

Ownership

Ownership

Ownership

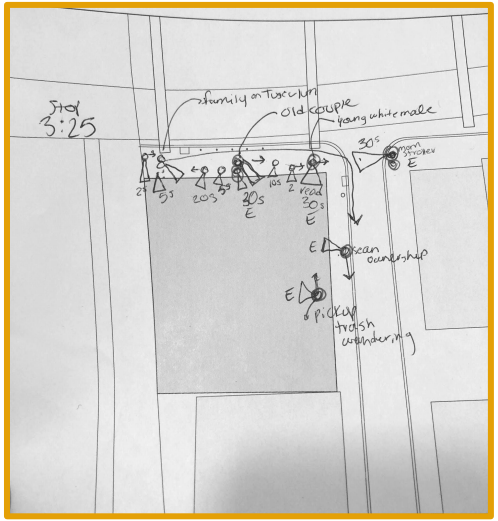
Engagement

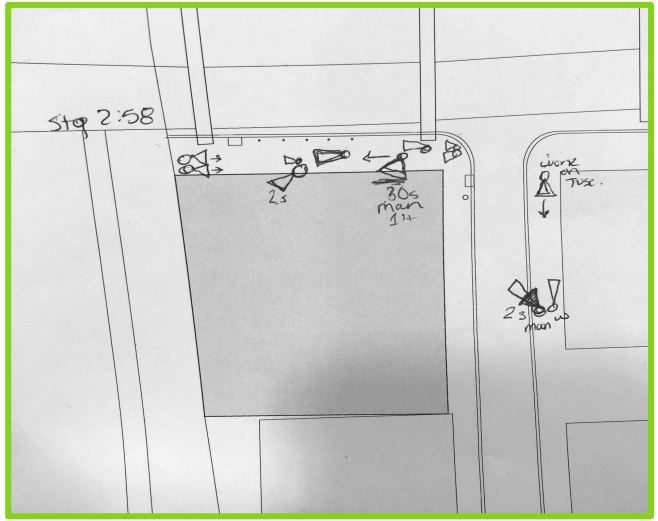
WELCOME
TUSCULUM S
TREAT THIS SPACE LIKE YOU WOULD
LEAVE THIS SPACE BETTER THAN YOU
- Respectfully, the Tusculum families

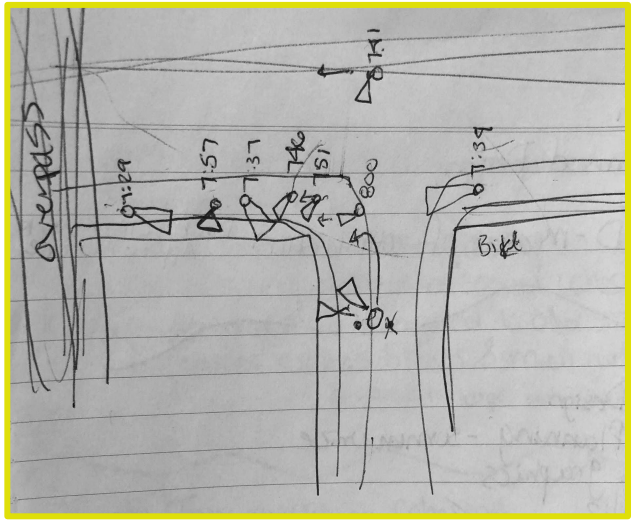
TUSCULUM SQUARE

TUSCULUM SQUARE

Field Work


Stop
3:25
family on Tuesday
Old COUPLE
young white male
30s
E
2
5s
20s
30s
E
15s
2
read
30s
E
E
sean
ownership
E
pickup
trash
wandering


Stop 2:58
2s
30s
man
work
on
Tuesday
2s
man


Overpass
7:29
7:57
7:37
7:46
7:51
8:00
7:34
Bike

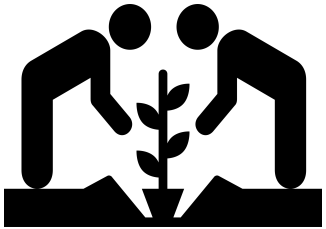
Summary of Insights

Ownership & Accomplishment

Familiar Faces

First Impressions

Pre-Planning



Social Cohesion

Social Cohesion

Site Improvement = Greater Social Cohesion?

Definitions

"...The extent to which groups and communities cooperate, communicate to foster understanding, participate in activities and organizations, and ***collaborate to respond to challenges****"* - National Academy of Sciences (2014)

*"...Five dimensions of social cohesion: (1)****belonging*** *versus isolation, (2)inclusion versus exclusion, (3)participation versus noninvolvement, (4)recognition versus rejection, and (5)legitimacy versus illegitimacy"* - Jensen (1998)

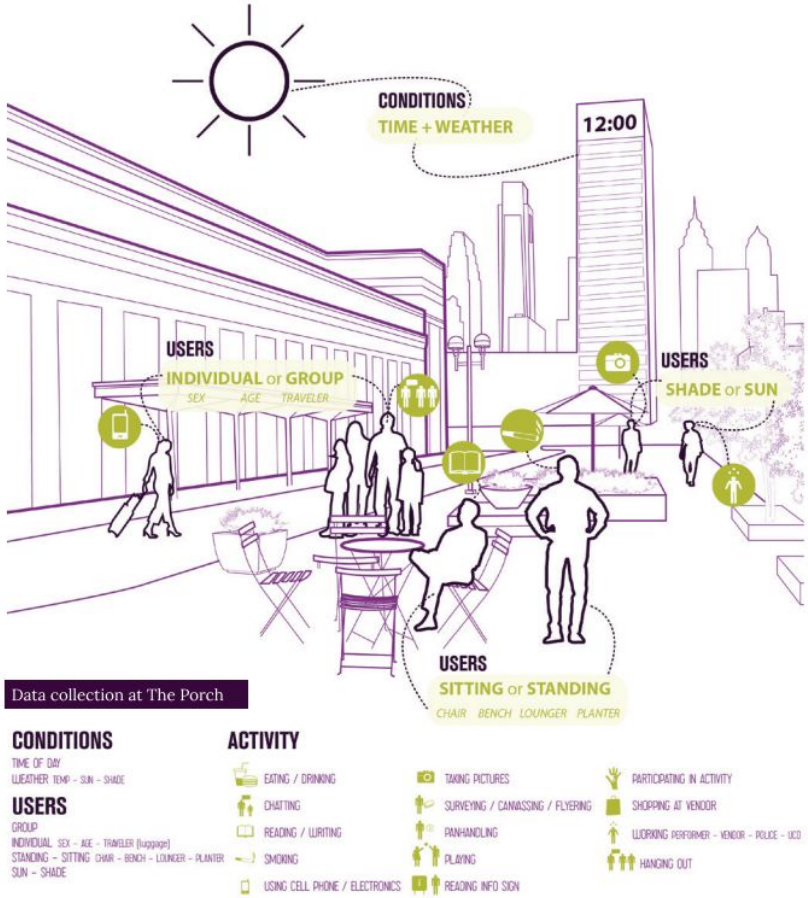
"...the need for a shared sense of morality and common purpose; aspects of social control and social order; the threat to social solidarity of income and wealth inequalities between people, groups and places; the level of social interaction within communities or families; and ***a sense of belonging to place****.* - Forrest and Kearns (2001)

Social Cohesion: Literature Review

Linking what we learned

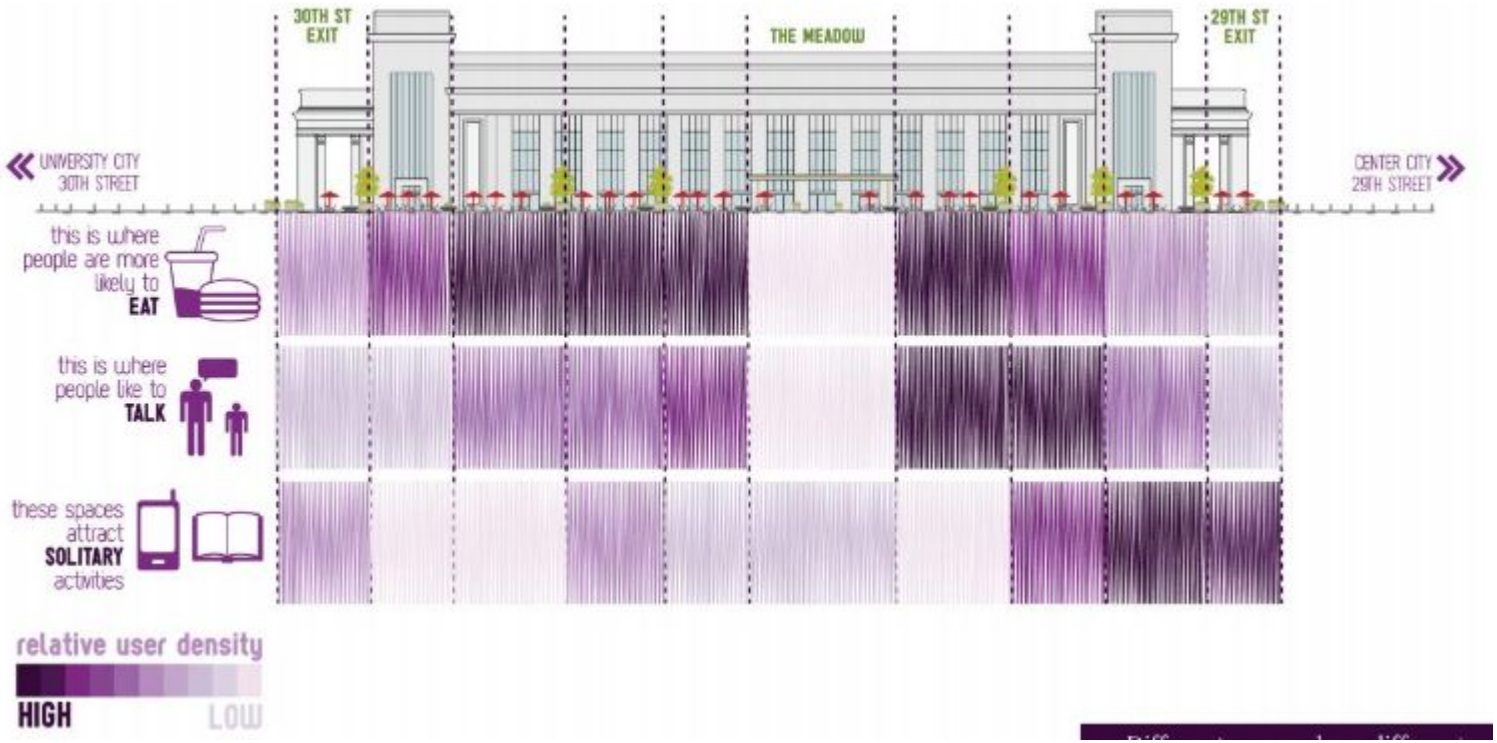
- Root Shock / Mindy Fullilove - trauma, loss of ecosystem, multi-generational
- Impact Services / Pati Codina - trauma-informed care / community development
- Erica Kohl-Arenas - trust issues
- UCD / Andrew Stober - feeling welcome in public space, who IS NOT at the space
- Alexa Bosse - Frankford Pause Park, building trust

The Porch



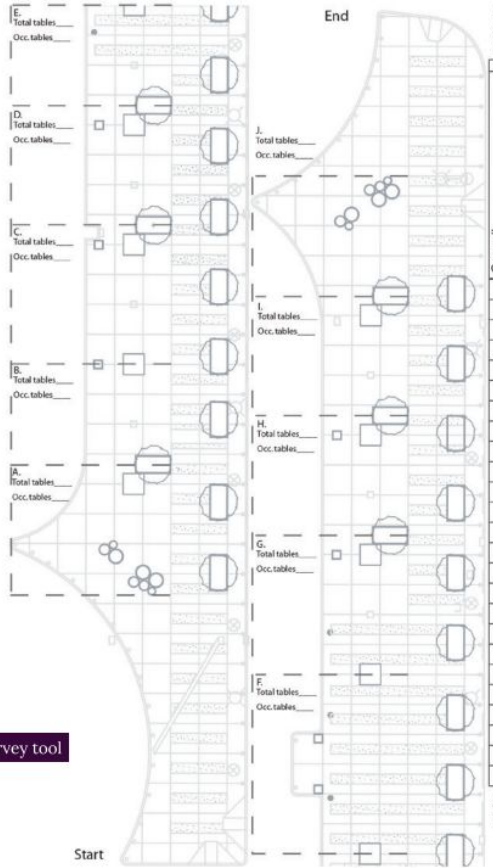
Source: University City District

The Porch



Source: University City District

The Porch



Survey tool

Data Sheet #_____Date:____/____/____ Day:_____Observer:_____Start time:_____

Approximate temperature:_____ Sun shining on entire Porch at start of count: Yes|No

Weather: Clear | Partly cloudy | Mostly cloudy | Overcast |Light rain | Heavy rain | Light snow | Heavy snow

ID		Sex		Age					L	Position			Seat Location				Sun/Shade		Activities																							
Group#	User#	Male	Female	0-6	7-17	18-34	35-50	51-65	65+	Luggage?	Standing	Sitting	Chair	Bench	Lounge r	Planter	Sun	Shade	Eating and/or drinking	Talking to other people	Reading or Writing	Smoking	Using cell phone or other electronics	Non-specific behavior	Taking pictures	Shopping from vendor	Canvassing, surveys, etc	Distributing advertising flyers or newspapers	Police on foot	UCD employee	Performer, vendor, or provider of other programmed activity	Reading informational sign	Active participation in programmed activity	Panhandling	Playing	Other
01																																											
02																																											
03																																											
04																																											
05																																											
06																																											
07																																											
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25																																											

Seated at chairs inside Station:(East end)_____(West end)_____(Total)_____End time:_____

Notes:_____

Source: University City District

Validating Arts & Livability Indicators (VALI)

Study prepared by the Urban Institute (Morley and Winkler) for the National Endowment of the Arts (2014)

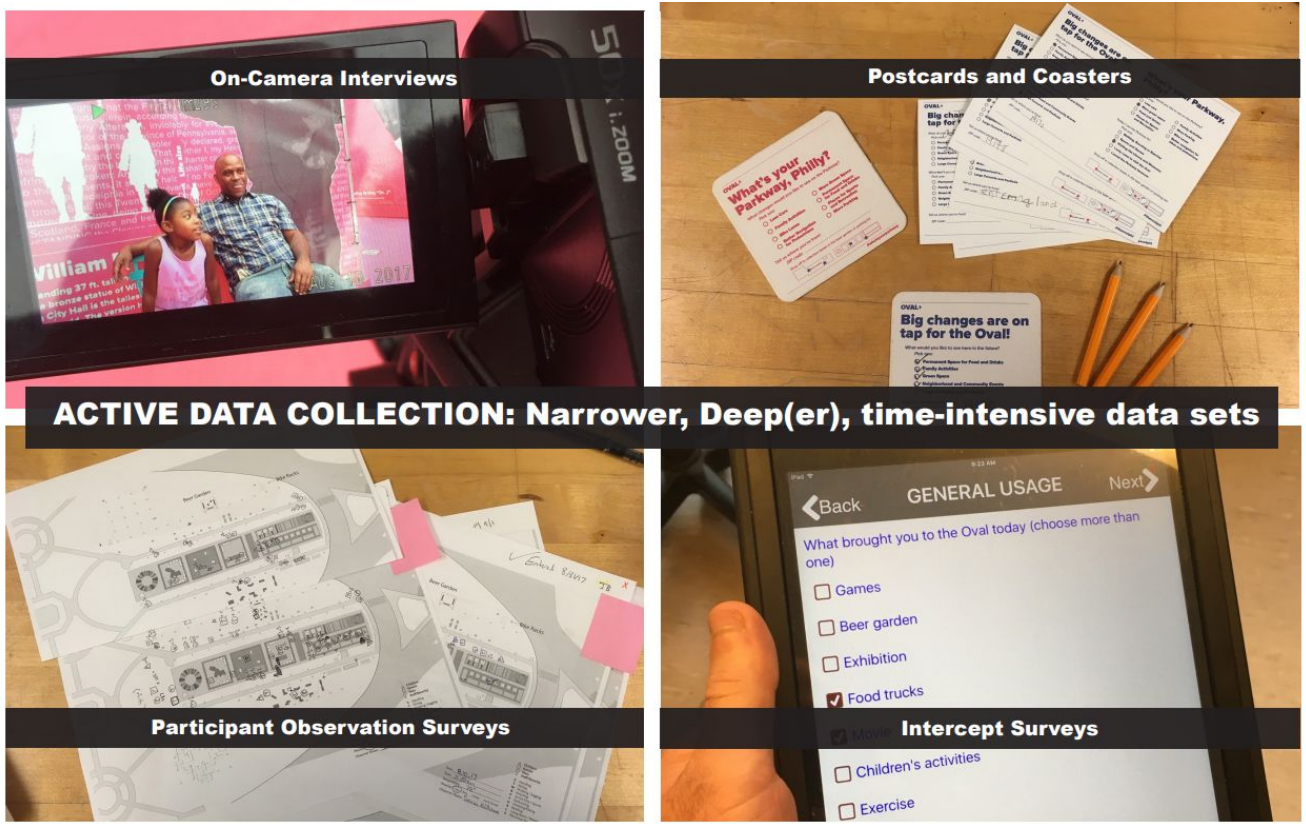
	INDICATOR	GEOGRAPHICAL LEVEL
RESIDENT ATTACHMENT TO COMMUNITY		
C1	Capacity for homeownership (proportion of single-unit structures)	Census Tract
C2	Length of residence (median length)	Census Tract
C3	Proportion of housing units owner-occupied	Census Tract
C4	Proportion of housing units occupied	Census Tract
C5	Election turnout rate	County
C6	Household outflow (tax returns leaving)	County
C7	Civic engagement establishments per 1,000 population	Zip Code
QUALITY OF LIFE		
Q1	Median commute time	County
Q2	Retail and service establishments per 1,000 population	Zip Code
Q3	Violent crime rate	County
Q4	Property crime rate	County
Q5	Percent of residential addresses not collecting mail	County
Q6	Net migration	County
ARTS AND CULTURAL ACTIVITY		
AC1	Median earnings of residents employed in arts-and-entertainment-related establishments	Census Tract
AC2	Proportion of employees working in arts- and-entertain-ment-related establishmentsw	County
AC3	Relative payroll of arts-and-entertainment-related establishments	County
AC4	Arts, culture, and humanities nonprofits per 1,000 population	Census Tract
AC5	Arts-and-entertainment-related establishments per 1,000 population	Zip Code
ECONOMIC CONDITIONS		
E1	Median home purchase loan amounts	Census Tract
E2	Median household income	Census Tract
E3	Active business addresses	Census Tract
E4	Unemployment rate	Census Tract
E5	Income diversity	Census Tract

The Oval

PASSIVE DATA COLLECTION: Large, relatively limited data sets

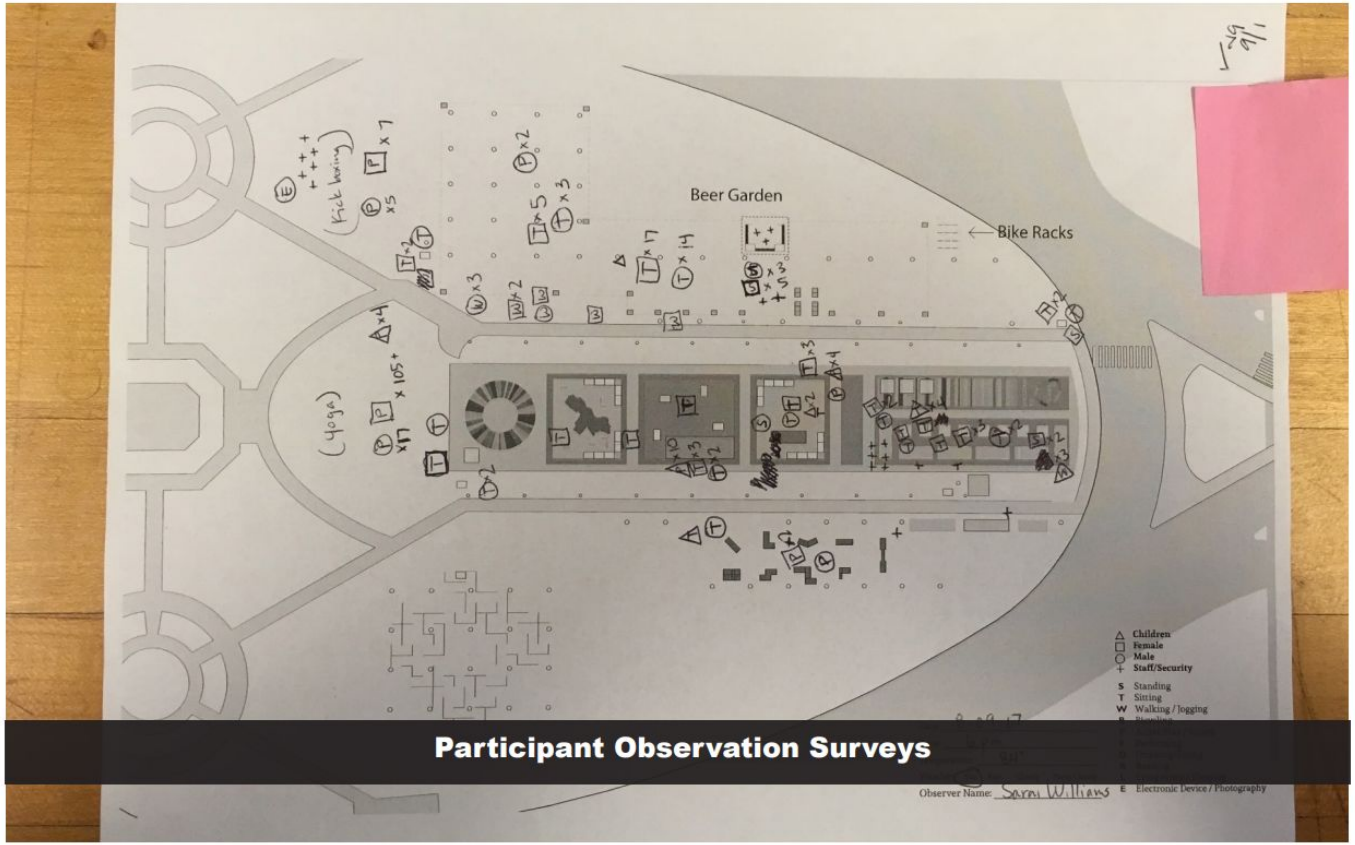
Source: Data Collection + Public Space, port

The Oval



Source: Data Collection + Public Space, port

The Oval



Participant Observation Surveys

Source: Data Collection + Public Space, port

Our Recommendation

Social Cohesion: Sample Recommended Observation Tool

Theme	Activity	Observation
Interaction		
	Looking at the site	Curious
	Stopping	Engaged
	How long?	
	Pointing to something	
	Saying something to friend	
	No contact	Ignored
Ownership		
	Do people clean the site?	
	How often?	
	Who?	
	Do they make the site their own? I.e. hanging holiday lights on trees.	

Healing Spaces

Medical Research

Glenwood Green Acres, a thriving community garden in North Philadelphia. (Photo: Tony Fischer)

Effective and affordable tool + **Decreased crime rates**

"...exposure to more natural environments can be part of restoring mental health, particularly for people living in stressful and chaotic urban environments." John MacDonald, PhD, Penn Medicine

Source: Penn Medicine, 2018

Design Guidelines

How do we create an atmosphere of **positivity** and **healing**, to address deeper **social and emotional** levels?

How can we **design** to help the individual and the community **to cope** better with the various stress factors, be more **resilient** and **positive**?

Aesthetics

Visual Complexity should be minimal:

determined by factors such as the **irregularity**, detail, **dissimilarity**, and **quantity** of objects; the **asymmetry** and irregularity of their **arrangement**; and the variations in color and contrast.

Color

Avoid stark **white** walls.

Warm colors that are deeply hued may arouse negative emotions.
(i.e. red, orange, yellow)

Cool colors have a calming effect.
(i.e.blue, green, purple)

Furniture

Seating can be a challenge for homeless individuals but is important in developing **social** networks.

Allowing user to **rearrange** furniture enhances their sense of independence.

Natural materials and colors create a sense of calm

Plants

Vegetation reduces stress, promotes **tranquility**, enhanced self-esteem

Perform important biophilic function by connecting occupants to the **natural world** has been found to improve mood

Spatial Layout

Simple, linear and easy to navigate space is calming.

Sight lines should be **unobstructed** as much as possible to reduce perceived crowded and stress.

Source: Committee on Temporary Shelter, 2018

Case Study: Chicago

Colorful Signs

Planter Gardens

Supportive Neighbors

Motto of Care

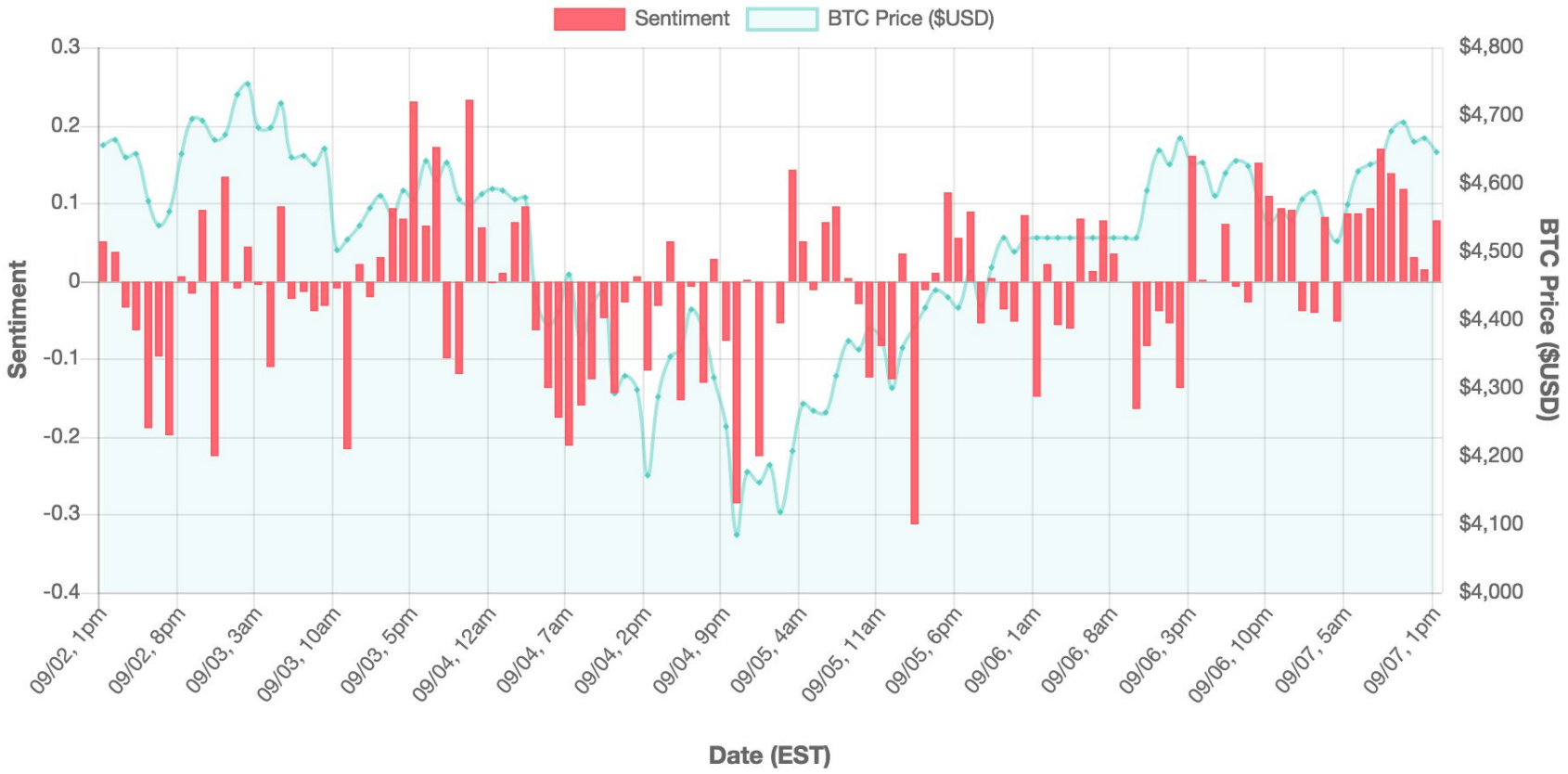
Ownership + Pride

Source: The Guide to Neighborhood Placemaking in Chicago, *Avers Community Garden,* by M. McNulty, 2011

Insights from Business

Ask Indirect Questions

Social Media Analytics



Social Media Analytics

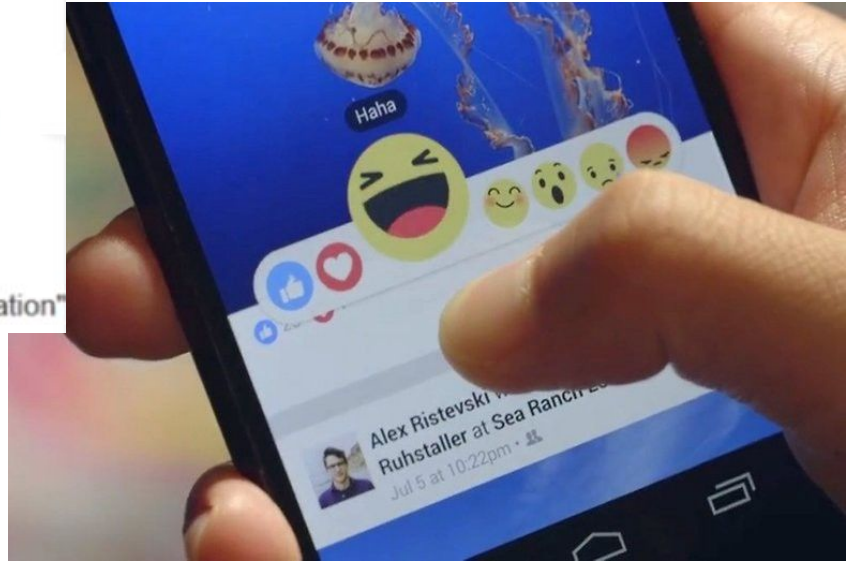
Dick's Sporting Goods

Seller rating: 4.4 / 5 - Based on 10,544 reviews

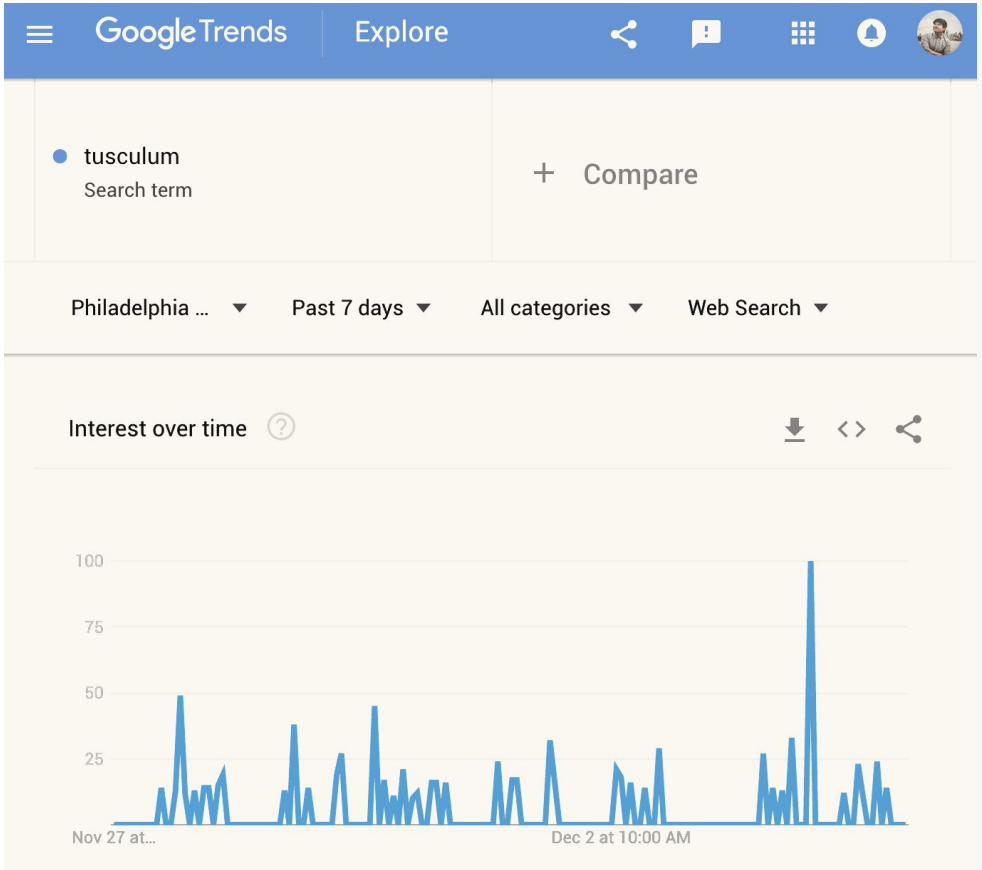
1	2	3	4 stars	5 stars

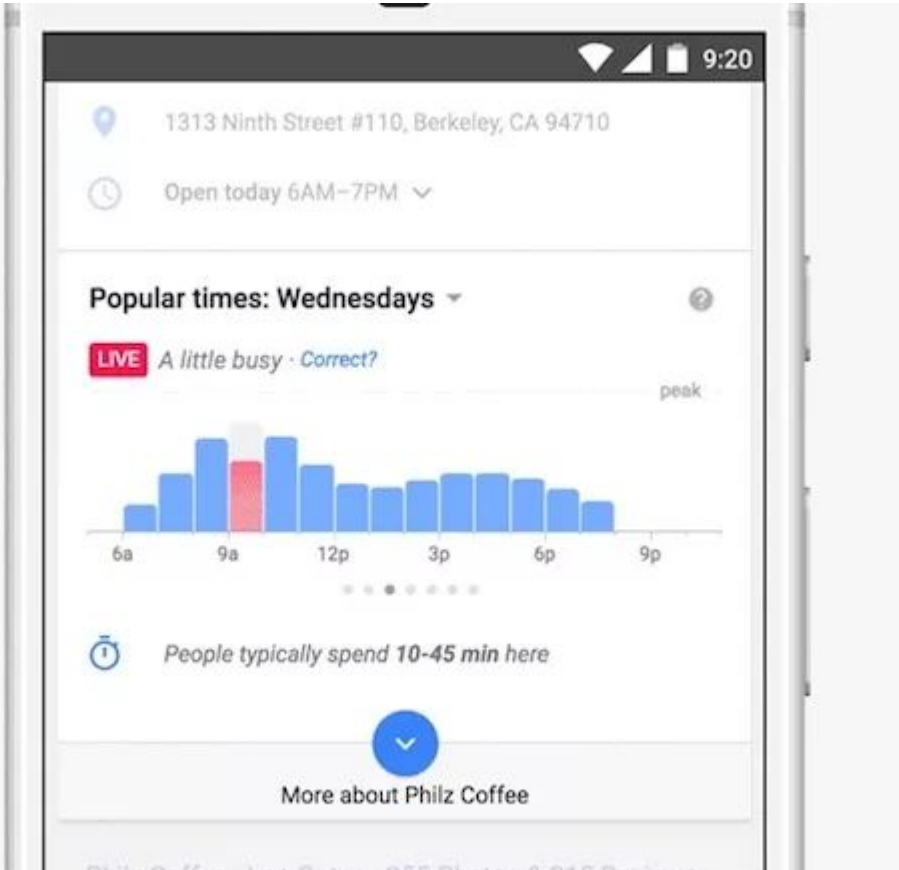
What people are saying

customer service	"Terrible customer service."
shipping	"Over all delivery speed was good."
price	"Great price, fast shipping, great product."
selection	"Fairly good selection of parts."
return policy	"Horrible return/exchange policy."
ordering process	"Really great transaction."
communication	"Quick shipping, great shipping communication"



Time Trends and Real-time Data





Conclusions

Conclusions

Does this site succeed in creating social cohesion?

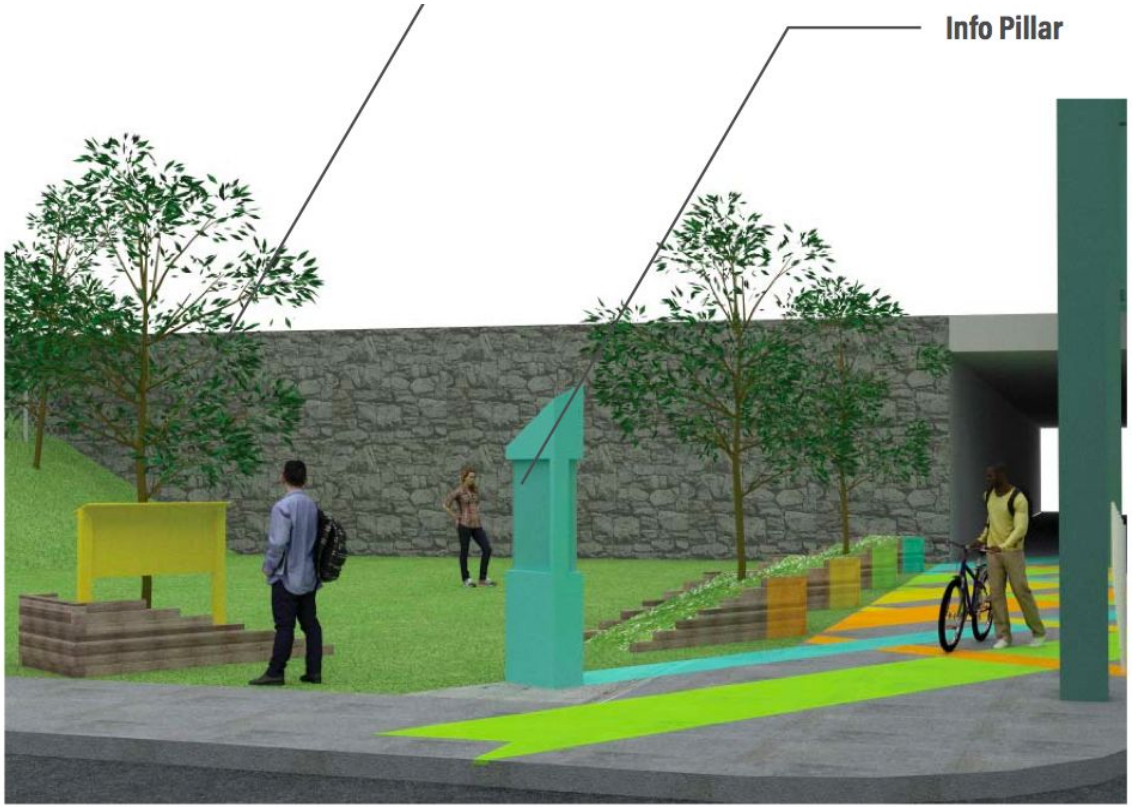
SOCIAL COHESION ✓

HEALING ✓

COMMUNITY OWNERSHIP ✓

COMMUNITY PRIDE ✓

What's Next at Tusculum Square?



Lay down **sod**

Paint sidewalk

Install solar powered **lights**

Secure **Info Pillar** into new concrete cast

Prospective plans for Christmas **party** by Tusculum residents

THANK YOU

WELCOME TO
TUSCULUM SQUARE
TREAT THIS SPACE LIKE YOU WOULD YOUR OWN HOME
LEAVE THIS SPACE BETTER THAN YOU FOUND IT
- Respectfully, the Tusculum families