

East Falls Neighborhood *Stormwater Management Plan:* *Engaging Residents in Action*



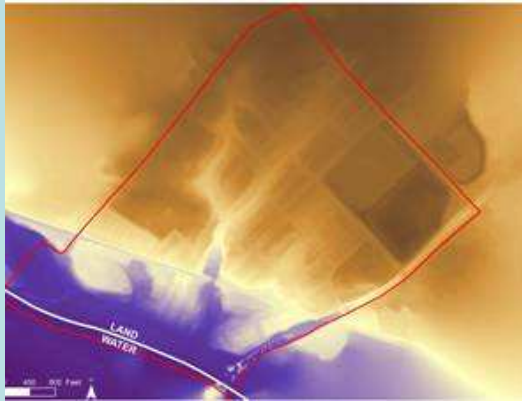
Phase I

- Why we are doing this
- Getting the EFDC to understand the issues (thanks PWD and PHS!)
- Figuring out marketing for meetings
- Studying the area

We are glad to be a laboratory!

East Falls: a useful stormwater laboratory

Hillside location above a river



Diverse landscapes, land uses, residents, features



Committed residents

East Falls Neighborhood *Stormwater Management Plan*

**Identified optimal places
for further investigation**

Looked at existing conditions, constituencies, land uses, etc



Stormwater management intervention possibilities



East Falls Neighborhood *Stormwater Management Plan*

Five sites selected for community input: Queen Lane Reservoir, Midvale Avenue Locations – Library, School, SEPTA Station, Business District

Community Design process

- Stormwater management education
- Community input
- Marketing message: *improve the look of the neighborhood*



Splitting between public improvements and residential

- Can't do public improvements without community support
- Our focus on residential
- While we have learned lessons, they seem easily transferable

Language issue: *Stormwater is what?*

- *Sounds like a serious storm, not just rain*
- *River flooding is well known problem but its cause it not understood*
- *Not sure where the rain water goes*
- *Treated/untreated water – what's the difference*
- *Rainwater retention seems like it could cause problems – bumpouts are dangerous*

This is scary!



“Stormwater Retention areas”

Plan: Do not use this word:

Stormwater

Plan: Do not think like this:


Education

Focus on
what MOTIVATES people

How can we make
our neighborhood nicer looking?

Marketing Materials

IS THIS EAST FALLS?





YOU CAN HELP CHANGE
THE FACE OF EAST FALLS

TELL PENNSYLVANIA HORTICULTURAL SOCIETY &
PHILADELPHIA UNIVERSITY EXPERTS

WHAT **YOU** WANT EAST FALLS TO LOOK LIKE

DESIGN IDEAS (Midvale Ave., the grounds of Mifflin school, Queen Lane, & the reservoir...)
FOR YOUR YARD A MEETING
WILL BE HELD **AT THE FALLS OF SCHUYLKILL LIBRARY**

OR

PLANTERS  **DOOR PRIZES & GARDENING TIPS** 

APRIL 12, 2007

4-6PM DESIGN OPEN HOUSE

6-8PM RESIDENTS PARTICIPATE
IN A DESIGN BRAINSTORMING SESSION

Design ideas that come out of the session may later be transformed into projects which can be implemented when we get funding

THIS PROJECT IS A JOINT EFFORT OF PHS, THE PWD OFFICE OF WATERSHEDS,
PHILADELPHIA UNIVERSITY LANDSCAPE ARCHITECTURE PROGRAM, THE EPA,
EARTHFORCE & IS BEING LED BY THE EFDC.

FOR INFORMATION PLEASE CONTACT: GINA SNYDER, DIRECTOR
215-848-8084 ginasnyder@eastfallsdevelopment.org www.eastfalls-pa.com

Public participation



East Falls Neighborhood *Stormwater Management Plan*

Initial Study Recommendations

- **Rapid Response:** *New Design, Rain barrels and planter at Septa Station*
- **Residential Priorities:** *Desirable rain barrels, enhance green strips*
- **Public Priorities:** *Midvale Avenue streetscape, SEPTA station planning study*

Phase II

- Residential engagement
- Public improvement on Midvale Avenue
- Complete Streets planning

Workshops

- Add Green, Add Value – improving the value of your home. Real estate agent
- Native plants
- Rain Barrels and installation
- Chanticleer: low water garden design

*Door prizes, flyering, emails, Facebook,
Web page*

Let's do something concrete and visible

- Stormwater retention basin
- SEPTA station planters
- Station rain barrels
- Station planters
- Gateway Planters – June 1

Marketing Materials

Logo – East Falls with a Twist!



Marketing Materials

A special invitation to the Friends of the Library

YOU can help change the face of East Falls!



Tell Pennsylvania Horticultural Society and Phila U
Landscape Architecture experts what **YOU** want East Falls to
look like.

*(Including the Library, Midvale Avenue, the grounds of Mifflin School, Queen Lane
and the Reservoir...)*

*We'll have
Design
ideas for
your
yard or
planters!*

April 12, 2007

4 p.m. – 6 p.m. design open house
6 p.m. – 8 p.m. residents participate
in design brainstorming

Location: Falls of Schuylkill Library

*Door prizes
and
gardening
tips!*

This project is a joint effort of PHS, the Philadelphia Water
Department Office of Watersheds, Philadelphia University, the EPA,
Earthforce, and is being led by the East Falls Development Corp.
This planning project is supported with a grant from the William Penn Foundation.
Design ideas that come out of the session may later be transformed into projects
which we can implement when we get funding.

For more information, please contact Gina Snyder, Director, (215) 848-8084 or
ginasnyder@eastfallsdevelopment.org.

RSVP by April 1: Let me know if you plan to come.

Marketing Materials



Motivation: nicer looking street: Midvale Avenue Planning



Looking for the “aha” moment...



Motivation: Traffic Calming



Initial reaction: NO
Now, we have advocates

What's next:

- Doggy doo – causes people to brick up area between sidewalk and curb
- Rain barrels – installation
- Yard design incentives
- Dealing with vandalism to rain barrels
- Queen Lane bumpouts

Measuring Success – only part way through

- Want to be careful and measure differences in behavior, if any
- Baseline data
- Student counters

What are the challenges?

- Competing interests: Tension between parking for train and stormwater retention
- Who cares?
- Don't just focus on the converted means a lot of work
- Younger rowhome owners are more difficult to connect with than single family, older owners

What are the benefits?

- Advocates for change
- Connections between homes, streets and neighborhoods
- Installation of more rain barrels
- Greater understanding of relationship between the river and the built environment

What do we have now?

- Stormwater retention in parking lot
- 8 barrel system w/ signage at Train Station
- Planters and meadow at Station
- Bumpouts coming in near reservoir for PWD and traffic calming
- Rain Barrels at homes
- Container gardens

A new day in East Falls



A new day in East Falls

