



LEVERAGE

CELEBRATE OUR HOME - OUR NEIGHBORHOODS!

June 18, 2024 | 5:30 – 8:30 pm

COMMUNITY DESIGN
COLLABORATIVE

Center for DesignPhiladelphia
1218 Arch Street, Philadelphia, PA 19107



LEVERAGE 2023 HIGHLIGHTS



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LEVERAGE

Good evening and welcome to LEVERAGE 2024: Celebrating Our Home – Our Neighborhoods!

On behalf of the Community Design Collaborative Board of Directors and the Leverage Committee, it is our great pleasure to formally welcome you to this evening's event. This is a special night for the Collaborative, and we are very thankful you have chosen to spend it with us.

Tonight, as we indulge in distinctive food and drinks from specially selected neighborhood eateries, we will celebrate the Collaborative's recent projects and clients. We will also honor Prema Katari Gupta, President and CEO of the Center City District and Executive Director of the Central Philadelphia Development Corporation, for her notable contributions to community design in Philadelphia.

WELCOME FROM OUR LEVERAGE CO-CHAIRS

More than 30 years ago, a visionary group of a dozen volunteers founded the Collaborative with a dream of what it could become. Thanks to the remarkable dedication and support from so many of you, we have been able to “leverage” assistance to countless non-profit organizations, transforming aspirations into tangible improvements in our physical environment. While we are proud of our accomplishments over the past three decades, there is still much work ahead. Your generous financial support is crucial in helping the Collaborative thrive and realize its vision for the future.

Thank you from the bottom of our hearts for your continued support.

Enjoy tonight's celebration!

Your Leverage Co-Chairs,

Haley Schmidt,

Client Relations |

David Mason + Associates

Howard Lebold,

President | MAI Design



SAVE THE DATE

October 14+15

HOME TOURS

by local Architects

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LEVERAGE

EVENT PROGRAM

5:30 PM

Cocktail Reception

Enjoy special culinary and dessert selections from our neighborhood chefs

Darnel's Cakes, Chef Kyle Cuffie-Scott

El Merkury, Chef Sofia Deleon

Fiore, Chefs Justine MacNeill and Ed Crochet

Fox & Son, Chef Rebecca Fox

Logo Cookies Direct, Pastry Chef Mallory Stetter

Rice and Sambal, Chef Diana Widjojo

Star Fusion, Chef Darlene Jones

7:00 PM

Welcome to Leverage

Emcee, **Cherri Gregg**, afternoon news anchor for WHY? and co-host of daily news show Studio 2.

Recognition of Sponsors, Committees, Staff, and Volunteers

Haley Schmidt, David Mason + Associates

Howard Lebold, MAI Design

Tya Winn, Community Design Collaborative

Community Design Collaborative Impact

Tya Winn, Community Design Collaborative

Presentation of Anchor and Linchpin Awards

COMMUNITY DESIGN COLLABORATIVE BOARD CO-CHAIRS:

Harry Tapia, HACE

Sybille Damas, United Way of Greater Philadelphia and Southern New Jersey

Presentation of the 2024 LEVERAGE Award

LEVERAGE 2024 HONOREE:

Prema Katari Gupta

President and CEO Center City District

Executive Director of the Central Philadelphia Development Corporation

CORPORATE CHAMPIONS



CONGRATULATIONS TO THE 2024 LEVERAGE AWARD HONOREES!

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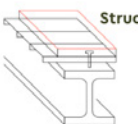
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Urban Engineers proudly congratulate Prema Katari Gupta, the 2024 LEVERAGE Honoree.

At Urban, we specialize in problem-solving, planning, and designing with communities nationwide to enhance how people move, connect, and prosper. We are honored to support LEVERAGE and celebrate the transformative impact of innovative design.



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October 7th

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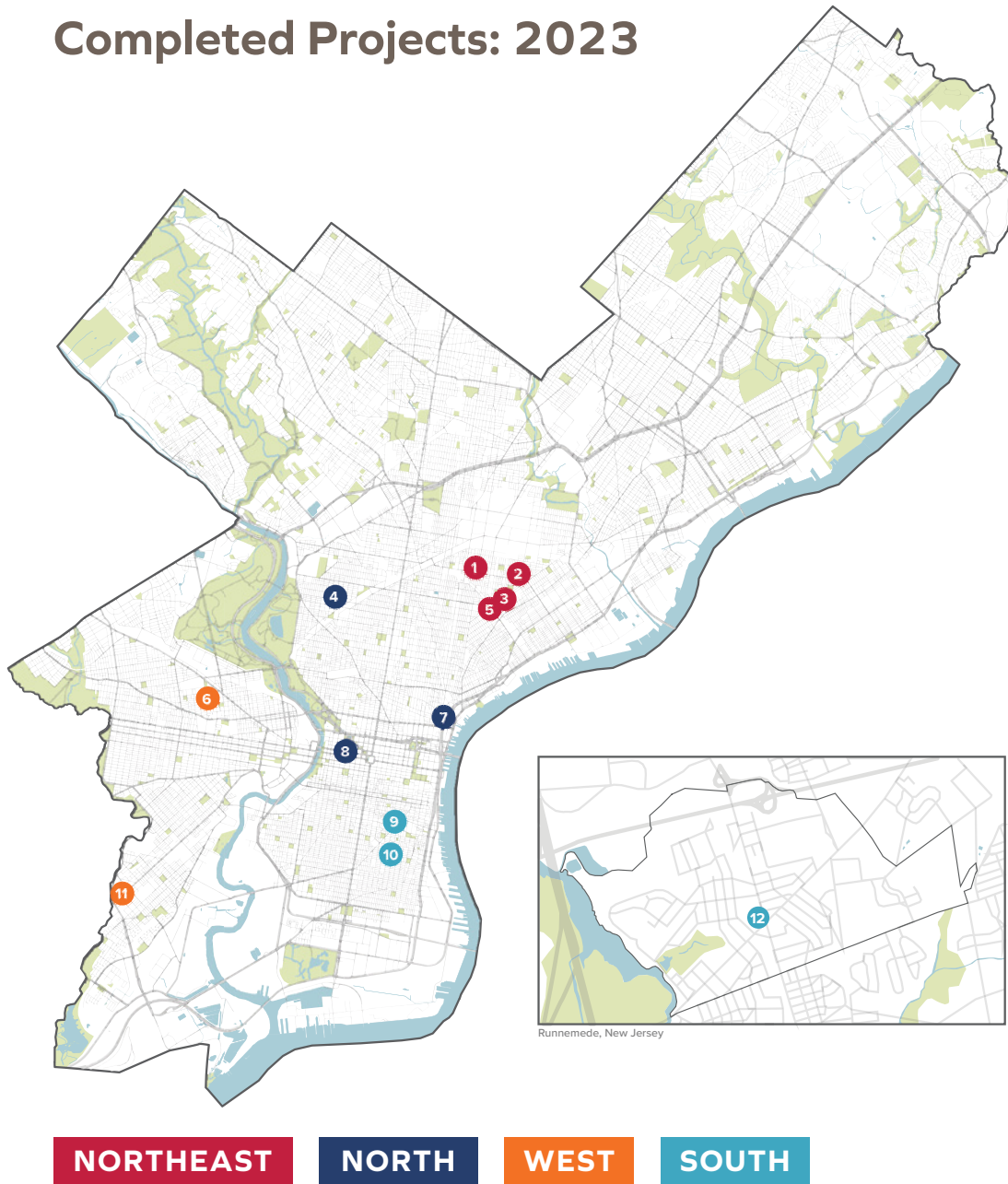


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~ David W. Mason

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Completed Projects: 2023



- 1 Photo Video Imagen** | Façade Design
- 2 Esperanza Health Center** | Campus Nexus Masterplan
- 3 New Kingdom Sports** | Façade Design
- 4 All in the Family CDC** | Event Park
- 5 NKCDC** | Safety Enhancement Lighting
- 6 UPLIFT** | Playful Learning Center
- 7 Northern Liberties BID** | Façade Lighting
- 8 Russell Byers Charter School** | Transforming the Schoolyard
- 9 Da Vinci Art Alliance** | Accessibility Study
- 10 Kirkbride Home and School Association** | Schoolyard Redesign
- 11 Root Catalyst** | The CommUnity Garden @ The Creek
- 12 Reimagine Runnemede** | Façade Redesign



Photo Video Imagen | HACE | Façade Design

This storefront renovation focused on the ground level shop leaving the above intact. The focus areas were new signage, window display and paneling.

Volunteers: Julie Morningstar, Harshika Bhatt, Chris DeBruyn



Esperanza Health Center | Campus Nexus Masterplan Northeast

A community focused initiative that activates the neighborhood, increases safety, and fosters community connections and wellbeing across multiple sites and facilities.

Volunteers: Hadley Yates, Katrina Connors, Jill Lavine, Ramune Bartuskaite, Ximena Valle, Alice Storm Jones, Oscar Wegbreit, Zach Baier, Baldev Lamba, Emily Doris, Yael Asman, John Sciotto, Devin Long, Kaila Landau, Selina Cheah



New Kingdom Sports | New Kensington CDC (NKCDC) | Façade Design

This storefront renovation involved looking at new branding with color palette, store name display, and lighting. The awning that worked to bring in customers was reimagined.

Volunteers: Tyler Stull, Daryn Edwards, Karla Wursthorn



All in the Family CDC | Village Event Park

A conceptual design for a public space that pays homage to the history of the site that had been and is still actively used by community members.

Volunteers: Allie Prescott, Daniel Aguilera, David Lim, Paola Zarate, Keely Milbourne, Chongba Sherpa, Amanda Rose, Jordan Solomonik, Kingkini Roy, Victoria Silva



New Kensington CDC (NKCDC) Kensington Ave. | Safety Enhancement Lighting

Conceptual lighting design for two commercial storefronts in Kensington detailing lighting type and cost.

Volunteers: Adam Carangi, Jason Bradshaw, Emily Potenza

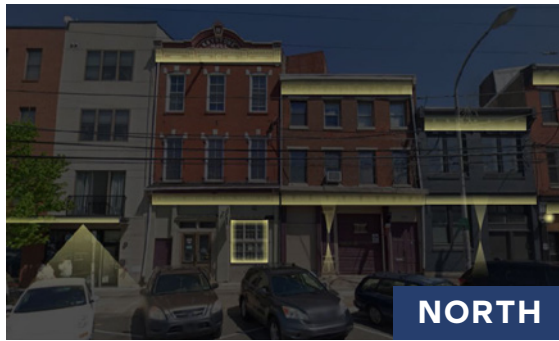


UPLIFT Academy South West | Playful Learning Center

A feasibility study and conceptual design of a montessori academy for potential growth into a new facility with multiple play spaces to promote playful learning.

Volunteers: Morgan Flynn, Tara Dougherty, Derek Nicol, Michael Witkowski, Matt Ulassin, Jim McAuliffe, Todd Woodward, Dhaval Patel, Chongba Sherpa

7



Northern Liberties BID 2nd St. | Façade Lighting

Coming after establishing this area as a Business Improvement District, Northern Liberties BID wanted to add a facade lighting precedent to the street to enhance the street.

Volunteers: Josh Kelly, Robin Miller, Julie Panassow, Howard Lebold, Chris DeBruyn

8



Russell Byers Charter School | Transforming the Schoolyard

Transforming Russell Byers Charter School first floor and second floor play decks along with the roof deck to have play spaces along with green spaces.

Volunteers: Sarah Lytle, Rachael Todaro, Baldev Lamba, Jayson Livingston, Peter Johnson, Anna Schmitz, Samel Emory, Robert Shamble, Katrina Connors, Yael Asman, Nicholas Maloney, Kyle Root, Michael Witkowski, Tyler Dologos, Alexandra Hayes, Muzalier Gaussant, Keely Milbourne

9



Da Vinci Art Alliance | Accessibility Study

Exterior and interior redesign of an art gallery with options to make more or all of the building ADA compliant. A cost estimate was also included to investigate each option.

Volunteers: Michael Carwile, Jayson Livingston, Natalie De Rosa, Mari Orska, Eddy Wang, Michael Sebright, Derek Nicol, Michael Witkowski, Ari Seraphin, Keely Milbourne

10



Kirkbride Home and School Association | Schoolyard Redesign

Looking to further improve their schoolyard and obtain a comprehensive plan to fundraise with specific goals to cocreate with the students, local schools, and parents in the community.

Volunteers: Evan Wilbert, Gabriel Hohag, Kelly Lynch, Rajvi Vyas, Nikki Mancuso, Alyssa Dieter, Ted Mullen, Emily Silber

11



The CommUnity Garden @ The Creek | Root Catalyst | Blackwell Community Garden

Programming and site planning for a public outdoor space that promotes education, gardening, and community legacy.

Volunteers: Ben Willis, Susana Addo, Fran Arrieta, Olivia Silva

12



Reimagine Runnemedale | Façade Redesign

Facade redesign along the business district of Black Horse Pike in order to improve storefronts and public spaces.

Volunteers: Jeff Brummer, Dawn Thornton, Marc Cooper, Zuanna Bojarska, Chris DeBruyn



COLLABORATIVE 2023 RECAP



Community Design Collaborative Events

DESIGN REVIEWS

**1ST ANNUAL
VOLUNTEER APPRECIATION RECEPTION**

JOINT BOARD/ADVISORY COMMITTEE MEETING

MLK DESIGN CLINIC

STREETBOXPHL DESIGN REVIEW

TAKE THE LANE II

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2023 Alan Greenberger Award: Don Matzkin



Build Philly Mayoral Forum



2023 Paul Sehnert Winner: Nationality Services Center Masterplan

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Anchor Award

Recognizing the collective efforts, expertise, and resources pooled to generate impactful ventures, this award celebrates the collaborative synergy among organizations, firms, funders, and community stakeholders who unite to shepherd projects to fruition. Originating from the seed of a Community Design Collaborative initiative, we acknowledge that genuine labor commences the moment our team completes its Collaborative project and starts to move their project forward.

For over 30 years, the Collaborative's early design assistance has helped local nonprofits succeed in the challenging arena of community and economic development. Through design grants, initiatives, and technical assistance, our volunteer design professionals work side-by-side with communities to define their visions and move ahead with fundraising, building community and political support, and implementing projects.



ANCHOR AWARD NOMINEES LISTED
ON THE FOLLOWING PAGES.



ANCHOR AWARD NOMINEES



Frankford CDC | Margaret Orthodox Reimagined

Frankford Pause Park/ Renovated Daral Building/ 4665 & 4663 Paul St/ Frankford Beverage Distributors/ RSTORE/ Fly Guys Barbershop

Key Project Partners

- Hinge Collective
- Richard Strange, Architect
- CICADA Architecture/Planning
- BFW Group
- PWD
- Kaboom!
- Brightline Construction
- Father & Son Construction
- EnviroSure
- A&C Environmental Services
- Rodriguez Consulting
- Larsen and Landis
- RT Environmental Services
- RMS Environmental Services
- Philadelphia Department of Commerce
- Philadelphia City Planning Commission
- PIDC
- Impact Loan Fund
- PECO Green Region
- PHFA
- Pennsylvania Department of Community & Economic Development
- Councilmember (former) Maria Quinones-Sanchez, 7th District
- State Representative Jason Dawkins, 179th Legislative District
- State Senator Christine Tartaglione, 2nd Senatorial District
- Truist Bank
- Community Design Collaborative —conceptual designs for Frankford Pause Park, the Daral Building, and Frankford Beverage Distributor!

Current Staff: Kimberly Washington, Ellie Devyatkin

Thank You to Former Corridor Managers: Ileana Garcia and Ari Vamos

Collaborative Project Team: Richard Carroll, Robin Kohles, Carrie Long, Sofia Lundeholm, Robin Miller, Brad Springer, Elizabeth Way, Michael Williams

ANCHOR AWARD NOMINEES



TECCDC f/ West Philadelphia Coalition of Neighborhood Schools | Lea School Playground

Greening Lea: Conceptual Design for Transforming and Urban Schoolyard

Key Project Partners: West Philadelphia Coalition of Neighborhood Schools, Philadelphia School District, LISC- Sci West Initiative, Philadelphia Water Center, University of Pennsylvania, SALT Design Studio, Meliora Design, Grist, Spruce Hill Community Association, Cedar Park Neighbors

Former Staff: Greg Heller, Alea Slappy, Principal Jennifer Duffy, Amara Rockar

Additional Thanks to: David Hinchler, Sara Pevaroff Schuh

Collaborative Project Team: Michele Adams, David Ade, Tavis Dockwiller, Kate Evasic, Suzanna Fabry, Jennifer Grafton, Mike Hickman, Altje Hoekstra Macy, Heidi Levy, Joshua MacFarland, Jane Rath, Aaron Roche, Amy Yaskowski



New Kensington CDC (NKCDC) | Orinoka Mills Civic House

Gateways to the Community: Conceptual Designs for Neighborhood Gateways

Key Project Partners:

- Architects: Jibe Design and Becker Winston
- Civil Engineer: Cornerstone Engineering
- Attorneys: Regional Housing Legal Services
- Financing Consultant: Diamond and Associates
- Owner's Representative: Innova
- Contractor: Domus

Current Staff: Bill McKinney, Nicole Westerman

Thank You to Former Staff Members: Sandy Salzman, Shanta Schachter, Andrew Goodman, Barb Varela, Kevin Gray, and Ed McColly

Collaborative Project Team: Jay Appleton, Caludia Bitran, Keith Johnson, Heidi Segall Levy, Stephen Schoch, John Theobald

ANCHOR AWARD NOMINEES



Puentes De Salud | Puentes De Salud Health Center

Conceptual Design for a Community Health and Wellness Center

Key Project Partners: Ballinger, Driscoll Construction, Community Design Collaborative, University of Pennsylvania, S2, Kaboom! , William Penn Foundation, Simple Interactions, Ivonne Pinto Garcia, Cesar Viveros, Carolina Marin Hernandez,

Staff: Orfelina Payne, Nora Litz, Jose Lemus

Former Staff: Dr. Steven Larson, Leah Reisman, Alexandra Wolkoff

Additional Thanks to: Kevin Mahoney

Collaborative Project Team: Anthony Armento, Angela Cirino, Brian Johnston, Jeremy Lange, Heidi Levy, Joseph Matje, Daniel Stanislaw, Emily Stromberg, Christopher Stromberg

Leverage 2024: Celebrate Our Home – Our Neighborhoods



HopePHL fka PECCDC | UC Square Development

University City High School/Drew School Site Reuse Workshop Summary

Key Project Partners: Wexford Science and Technology, Drexel University, Community Design Collaborative, City of Philadelphia, Philadelphia School District, Mantua Civic Association, Mantua Community Improvement Committee, Powelton Village Civic Association, Saunders Park Neighbors, West Powelton Concerned Community Council, Tabb Management, LISC Philly, University City High School Advisory Committee, LA21, 3rd Councilmanic District, Interface Studio, V. Lamar Wilson & Associates

Staff: Kathy Desmond, Trish Downey, Bernadine Hawes

Former Staff: Farah Jimenez, Kira Strong, James Wright, Stephanie Wall

Additional Thanks to: The Honorable Janie Blackwell, Vinte Clemons, Dwayne Drummond, Andrew Jenkins Rick Young, John Phillips, George Poulin, Mike Jones, Elsie Wise, Chuck Bode, Lucia Esther, Brian Keach, Karen Lewis, Joe Reagan, the 100+ Community members who attended workshops

Collaborative Project Team: Howard Lebold, Heidi Levy, Richard Winston, Todd Woodward, Pamela Zimmerman



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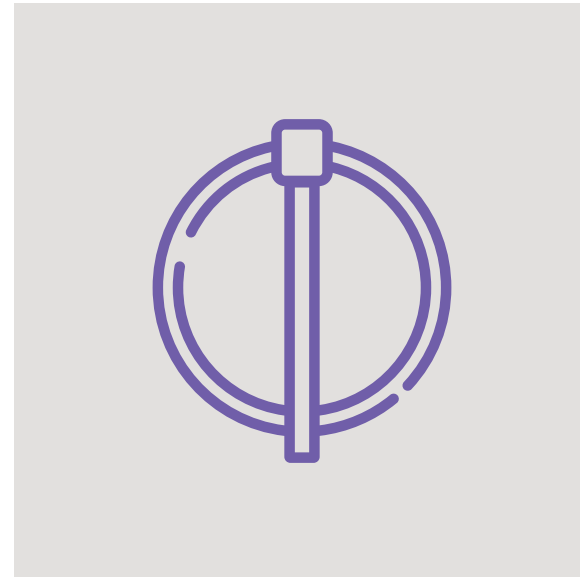
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Linchpin Award

Our new Linchpin Award will honor and celebrate the impactful work of individuals, firms, and organizations that support the community design process. This accolade honors the unsung champions within our ecosystem who surpass their roles to elevate community design. Often overlooked, these individuals embody the backbone of our industry, tirelessly supporting design firms and client organizations as advisors, collaborators, and advocates, ensuring that community and neighborhood needs remain at the forefront.



ANCHOR AWARD NOMINEES LISTED
ON THE FOLLOWING PAGES.



LINCHPIN AWARD NOMINEES



Ana Baez, El Palacio del Marisco (East Wyoming Avenue) Corridor Partner: Esperanza

The Merchants Fund— Philadelphia's Commercial Corridors

Key Team Members

- Jill Fink
- George Pitsakis

Thank You to Former Staff Members:

- Amelia Estrada
- Lindsey Boyd



Regional Housing Legal Service—uCity Townhomes

Key Team Members:

- Dina Schlossberg
- Save the UC Townhomes Coalition



Tiny WPA—Kaboom Play Everywhere

Key Team Members

- Alex Gilliam
- Caprice Jackson
- Lauren Kim
- Anshika Lal
- Megan Lasiter
- Renee Schacht
- Barry Smith
- Janine Wang

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LEVERAGE 2024 HONOREE

Prema Katari Gupta

President and CEO Center City District

Executive Director of the Central Philadelphia Development Corporation

2024 Leverage Award

The Community Design Collaborative's Leverage Award recognizes an individual whose professional or civic work has catalyzed community development and strengthened neighborhoods in Philadelphia and beyond. This year the Collaborative has the distinct privilege of honoring Prema Katari Gupta, President and CEO of the Center City District (CCD) and Executive Director of the Central Philadelphia Development Corporation.

Prema is widely considered a strategic leader in economic development, public-private real estate development, and “place-making” – the collaborative process of creating public spaces that provide people with joy and a sense of connection. She has spent the last 20 years developing her range of skills in urban design and management in Philadelphia. As the leader of the CCD, Prema currently oversees all aspects of planning, strategy, operations, and economic development efforts for the district.



LEVERAGE 2024 HONOREE

“I think that downtown, any downtown, is as good as the amount of people who believe in it.” she said just last month while reflecting on her work. “It is the economic center, the place to go for arts and culture, for doctor’s appointments, healthcare, certainly for employment opportunities. And it’s the place where all this could be done without an automobile. And I think we need to move to a place where we fully realize that.”

Her work across public spaces in Philadelphia – from Dilworth Park adjacent to City Hall, to the 30th Street Station, to the Navy Yard and beyond – reflects the rare sensibility of a planning executive who has spent years studying the successes of other communities working to connect people to their towns. As a Scholar in Residence at the Urban Land Institute, she co-authored a book featuring case studies of best practices in creating town centers in 14 American cities.

“I have always been interested in human settlement patterns, which I equated with quality-of-life choices and better environments to inhabit,” she said. “People vote with their feet. If you can create a place where people like to be that is alluring, people will go there.”

A friend recently observed that Prema places a premium on even the smallest physical details involved in urban design. She has an array of pictures of trash cans and garbage collection devices, paving materials, planters, and other tangible aspects of design. She also knows to ask questions about the intangible aspects: What does it feel like to be in a place? How do people inhabit that space? What kind of services does the space provide?

“Prema is undaunted by difficult and ambiguous problems to solve,” said Matt Rader, President of the Pennsylvania Horticultural Society, and a longtime friend.

“She is a design person who wants to create beautiful and interesting environments that are good for people and cities – environments that foster social interaction.”

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Congratulations to the Community Design Collaborative on another year working to improve Philadelphia's neighborhoods!

Congratulations to Prema Katari Gupta and the Center City District!

So excited to celebrate at The Center for DesignPhiladelphia!



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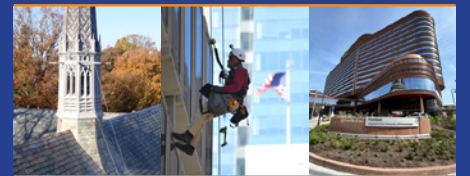
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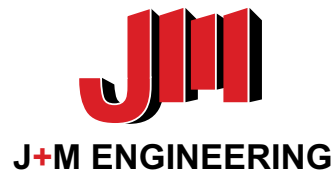
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