

Overbrook Conference Center

Promoting Sustainable Community, Economy, and Environment



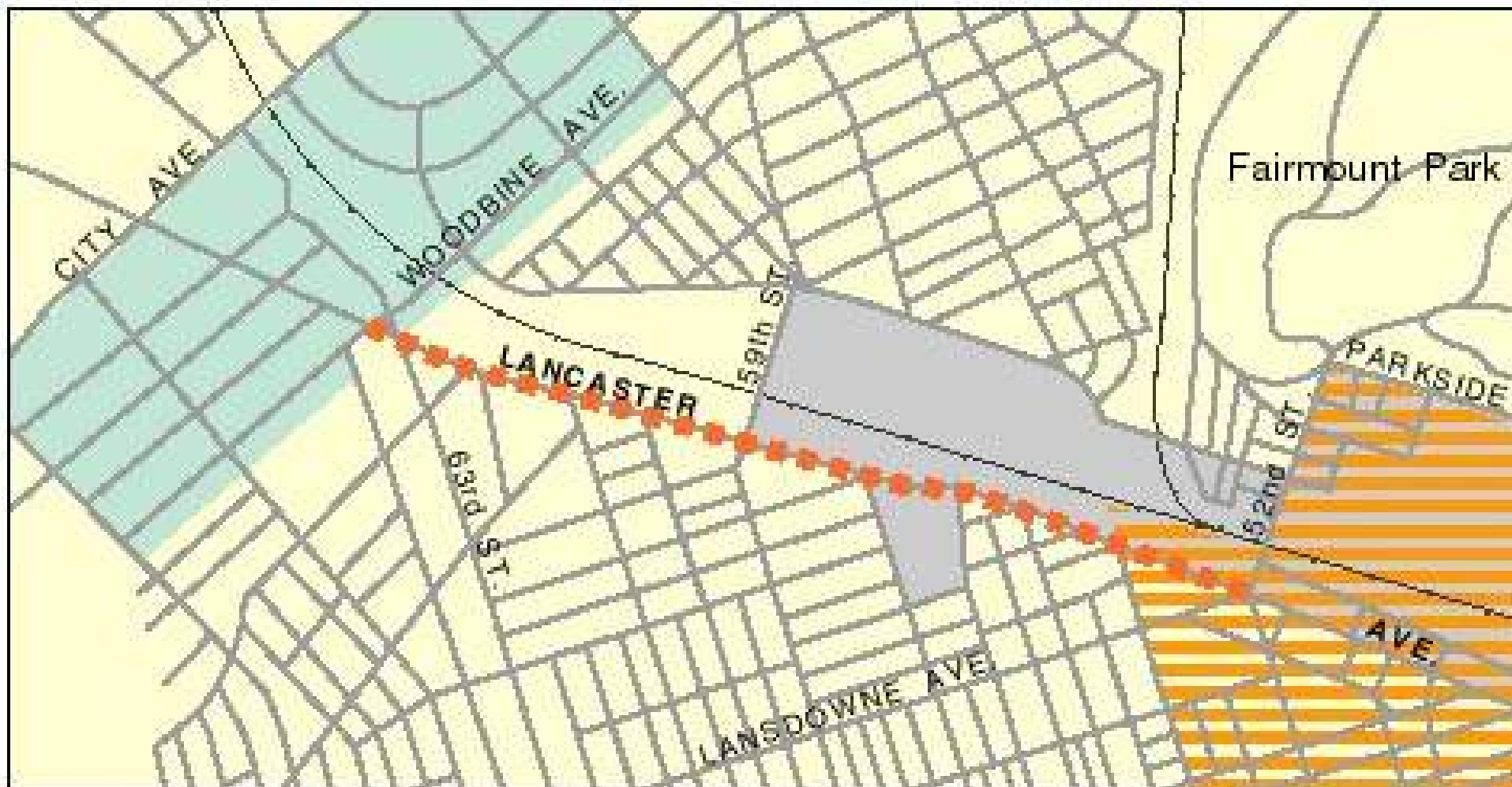
ROOFTOP GARDEN
OVERBROOK ENVIRONMENTAL CENTER
LANCASTER AVENUE

Providing Community Assets

- Transforming an aging, un-used industrial site into a clean and safe, contemporary retail development
- Re-energizing an underdeveloped commercial corridor in W. Philadelphia
- Creation of 24 new jobs
- Securing 16 additional employment opportunities
- Expansion of NJ-based companies into PA
- Providing community partnerships in environmental education and regional greening projects
- Providing 8,000 sq. ft. of training and meeting space in W. Philadelphia

Value of Quality Environment

- Tourism
- Property Values
- Commercial Attraction
- Human Health
- Ecosystem



Map Legend:

- Enterprise Zone
- Empowerment Zone
- Overbrook Farms National Register Historic District

Project Partners

- US EPA (CZMA)
- PA DEP (CNPP)
- City of Philadelphia (Water Department)
- JASTECH Development Services
- Penn State University
- Overbrook High School
- Friends Select Middle School

Brownfield Reclamation



Green Infrastructure

Overbrook Neighborhood



OCC Environmental Education Center

Existing

Educational Program



OCC Demonstration Site

Green Roof Project



Indian Creek



Enviro-Monitoring



Project Evaluation

- Abatement of Community Eyesore
- Creation of Jobs
- Corridor Greening
- Energy Conservation
- Application of Environmental Education
- Reduced Air and Water Impacts

Environmental Planning: SWOT

- Strengths:
 - CNPP Grant Funding
 - Community, Location
- Weaknesses:
 - Local Politics
 - LEED Rating
- Opportunities:
 - FONSI
 - TEA-21 Funding
 - Regional Leader
- Threats
 - Commuter Route
 - Site Uncertainties
 - Budget

Funding

- OCC
 - Costs: \$195,000
 - Benefits: \$ 4.29 million???
- National Perspective:
 - Costs: \$1.5 trillion
 - Benefits: \$33 trillion

[By 2010, \$1:\$4 cost - benefit ratio (EPA)]

References

- Daniels, *The Environmental Planning Handbook* (APA 2004)
- JASTECH Development Services, Gloria Shabazz, CEO
- www.phillywater.org
- www.cityplanning.gov

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