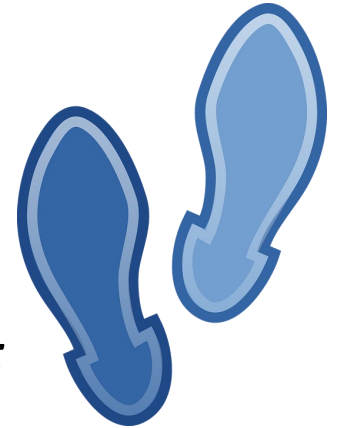


# Ridge Avenue Francisville

**2020—2025! Increasing Foot Traffic HIGH PRIORITY!!**



***Attracting-nurturing-supporting a vibrant street food and craft artisan culture is a proven method to***

***catalyze the attraction of foot traffic and seed long-term economic growth. Understanding and responding to the evolving dynamics of our community so our corridor welcomes and supports economic and ethnic diversity is key to the long-term growth and success of our corridor revitalization work.***

***Collective Planning and Implementation is the focus for the next five years! Working with new shop owners and the community to form a Ridge Avenue Francisville Business Association to guide and inform major decisions will be an essential component of the process. We look forward to wide and diverse participation in the planning phase beginning February 2020 and ending in June 2020. As we continue to envision ways to work towards increasing community unity and sustainable economic diversity in Francisville, we appreciate your support and participation! FNDC***

# Entrepreneur Support and Development Program for participating vendors on Ridge Avenue.

*The number one impediment to aspiring culinary vendors is the lack of certified commissary kitchens near their vending station/location however, on revitalizing neighborhood commercial corridors like our Ridge Avenue, attracting and supporting a vibrant street food and craft artisan culture is a proven method to catalyze the attraction of foot traffic and seed long-term economic growth thereby providing a foundation for success.*

The Francisville Neighborhood Development Corporation, along with its residents and supporting/partnering organizations, developed an Economic Revitalization Strategy to achieve the key goal of the Comprehensive Neighborhood Plan. The plan calls for the reanimation of the heart of Francisville (Ridge Avenue) to plant a seed of economy where indigenous and new residents can do business, shop, work, learn and play.

**1608-12 Ridge Avenue;** in 2013 using 3 of 8 parcels the organization owns in the 1600 block of Ridge Avenue, we partnered with How Properties to Develop 1608 –12 Ridge Avenue (The LENNI). The goal of the project was to create “affordable retail space” on the ground floor and lower level. This would be accomplished through renting market rate apartments to subsidize the rent of the commercial space, thereby providing a space that FNDC would occupy and also pass affordability on to culinary and craft vendors and other complimentary micro businesses wishing to operate in a shared space and overhead environment. This indoor space will support a minority/woman owned clothing boutique and the FNDC owned and operated Small Seeds Mini Café on the ground floor. In the lower level we envision leasing the space to a health and wellness business that will offer affordable memberships and body wellness services to a widely diverse clientele. This business/program model is designed to nurture a healthier and more harmonious community, help keep our community’s spending power and talent the neighborhood and offer residents a quality of life amenity within a short walk from their homes.

**1628-32 Ridge Avenue** is the site of the Year round outdoor vendor Market and Event Space, the “Indigenous Peoples Marketplace” [IPM]. Presently under construction and slated to open in April 2020, IPM will house the FNDC owned and operated Small Seeds Commissary Food Court supporting up to 6 on site culinary artisans AKA prepared food vendors, 10-15 Craft/Resellers, Local Growers and Urban Farm Vendors, provide access to the Reading Terminal Market fresh meat, poultry and seafood vendors via online shopping and pickup service at our location. The site will also provide the organization with a central location on the Corridor to hold Public and Private Events, Fundraisers and seed the Arts and Culture Community.

**1638-40 Ridge Avenue** will be developed into a mixed use building housing 11-12 multi-sized residential dwellings. Following the same model as 1608—12 Ridge avenue, the Market Rate Residential will subsidize the cost of operating in the commercial space. The entire ground floor and lower level dedicated to a retail purposes and FNDC Executive Offices.

# Derwood Selby



**Francisville Native** will add his Brand to Ridge Avenue as the Operator and Culinary Vendor Manager of the Small Seeds Commissary & Food Court in the [IMP] Indigenous Peoples Marketplace at 1628-32 Ridge Avenue

**“I Will Make it Happen!”**

*“Just let me cook and I will bring the people back to Ridge Avenue!”*

Television Host. Producer. Author.

Some were given one talent, others may have been given five. Whichever, be ALL you can be.

As producer and host of The Selby Signature, a food and travel television series, I move throughout American cities and abroad talking and tasting while getting the 'culinary' and 'cultural' pulse of the people. How did I get started in all this, you might ask. Well, like every human being on the planet, we all have a story; an interesting chronology of encounters that ultimately define who we become. For me, it all began in my hometown of Philadelphia, PA, in my dad's urban garden. Yup, I was picking tomatoes, collard greens, peppers, string beans and mint leaves from a very early age. Through my forthcoming blogs, I'll fill you in and tell you more.

In my first book, FLAVORS of INTEREST, I try to share some of those experiences through a menu of recipes, while offering tidbits of chatter about my upbringing. I outline a five-course spread of simple culinary classics to versions of multicultural favorites. It is an invitation into my kitchen where anyone with a desire to cook can partake. You can start off small with easy-to-prepare recipes and work toward gourmet specials, but most of all, you can ENJOY the EXPERIENCE. I'm honored that you're joining me.

## Daily Hot Food & Salad Bar — Catering — Special Events

