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The South Street Headhouse District Announces Assistant Director

Philadelphia, PA (April 12, 2023) - The [South Street Headhouse District](#) is excited to welcome Katrina Johnston-Zimmerman in the role of **Assistant Director**. Katrina is no stranger to South Street: As a resident of the district for 6 years she has been an active volunteer, chairing SSHD committees, serving on the board of directors, and working in tandem with the District to facilitate a thriving commercial corridor. Prior to this role, Katrina has worked with the South Street Headhouse District (SSHD) in various capacities as a consultant, including a Knight Foundation grant that conducted pedestrianization studies during the pandemic and gathered South Street Stories from over 2,000 neighbors and visitors via an online survey. This project resulted in an on-street SSHD office and museum, which is now manifested in the [South Street Off Center](#) location at 407 South Street.



Photo Credit: Beaumonde Originals

From left to right: Katrina Johnston-Zimmerman and Mike Harris

“I moved to Philly because of South Street. After visiting a friend who lived at 8th and South, I immediately fell in love. They say South Street has a soul and I could feel it! I've lived on 4th Street (north and south of South Street) ever since. My roots are here and it's here that I am taking root. I'm so excited to be continuing my commitment to this special place as the Assistant Director of the South Street Headhouse District,” **says Katrina Johnston-Zimmerman**

In this role, Katrina will be assisting Executive Director Michael Harris on a variety of projects from grant writing, to community engagement, to ongoing research on the pedestrian and economic data of the district. One of her key responsibilities will be managing a business community-led taskforce which will craft the five-year vision plan for the Business Improvement District (BID). She will be working closely with local politicians and 450+ small business owners to advocate for increased visibility and vibrancy within this iconic Philadelphia destination.

Katrina is a researcher, educator, and recognized leader in applied anthropology from Philadelphia. Her deep understanding of how people experience and engage with each other in public space has offered insight for designers to create more livable cities through her consultancy, THINK.urban. Globally recognized as one of [BBC's 100 Women of 2019](#), Katrina is

an advocate for what she lovingly refers to as “a heart-centered approach” to co-create the equitable city of the future.

Prior to joining the South Street Headhouse District, Katrina worked for the City of Philadelphia as a Data Fellow for the Smart Cities Department. There she was tasked with conducting comparative research on data equity and privacy policy for public data towards a "master data strategy" for the city. She brings 10+ years of experience working with organizations including Copenhagenize, Project for Public Spaces, and City ID to bring humanist philosophy and practice into city planning and design. Additionally, she has taught as an Adjunct Professor for the Masters of Urban Strategy at Drexel University and as a guest lecturer for the Masters in Urbanism program at the Royal Institute for Technology in Stockholm, Sweden (KTH).

Katrina will be joining a dynamic team at the South Street Headhouse District including Mike Harris, Executive Director; Dana Feinberg, Programming and Relationship Manager; Sarah Cowell, Digital and Marketing Manager; Rhonda Bello, Office Manager; and Rick Millan, SSHD Board Chair. Together, they are excited to continue planning improvements in the South Street area by developing and emphasizing the artistic and creative aesthetic within the diverse business community.



Photo Credit: Beaumonde Originals

From left to right: Katrina Johnstons-Zimmerman, Dana Feinberg (front), Mike Harris (back), Sarah Cowell

For more information on all things South Street, you can follow South Street Headhouse District on [Instagram](#), [Twitter](#), [Facebook](#), [LinkedIn](#), and [TikTok](#). For more information, you can visit [SouthStreet.com](#). For media inquiries and/or interview requests, please contact Lina@PhillyPRGirl.

About The South Street Headhouse District

The South Street Headhouse District (SSHD) is a business improvement district, or BID, which aims to provide a safer, cleaner, & well-managed community for the benefit of local business owners, residents, and visitors of the South Street Area. The SSHD has a rich history that has revolved around providing public safety, sanitation, and other services in addition to the helpful services provided by the City of Philadelphia. Now, SSHD continues planning improvements in the urban area by developing and emphasizing the artistic and creative aesthetic within the dynamic and diverse business community. Located between Queen Village and Society Hill, the SSHD is one of the most visited tourist destinations in Philadelphia and is home to over 400 businesses. The Philadelphia Magic Gardens, Famous 4th Street Delicatessen, Philly AIDS Thrift, Repo Records, and the Historic Fabric Row are some of the many attractions that can be found in this area. Whether you are looking for a bite to eat, a new favorite spot to shop, or simply a chance to learn about the interesting history behind the area, the South Street Headhouse District has many opportunities for fun and exciting experiences.

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