



THE HOUSING PLAN

HUD Kick-Off and Site Visit
April 24, 2018

THE HOUSING PLAN

- AGENDA:**
- 1. Planning Timeframe**
 - 2. What is Covered in the Housing Plan?**
 - 3. Existing Conditions**
 - 4. Relevant Plans and Ongoing Initiatives**
 - 5. Selected Developer**

PLANNING PROCESS



COMMUNITY-WIDE GATHERINGS



POP-UP / SPECIAL EVENTS



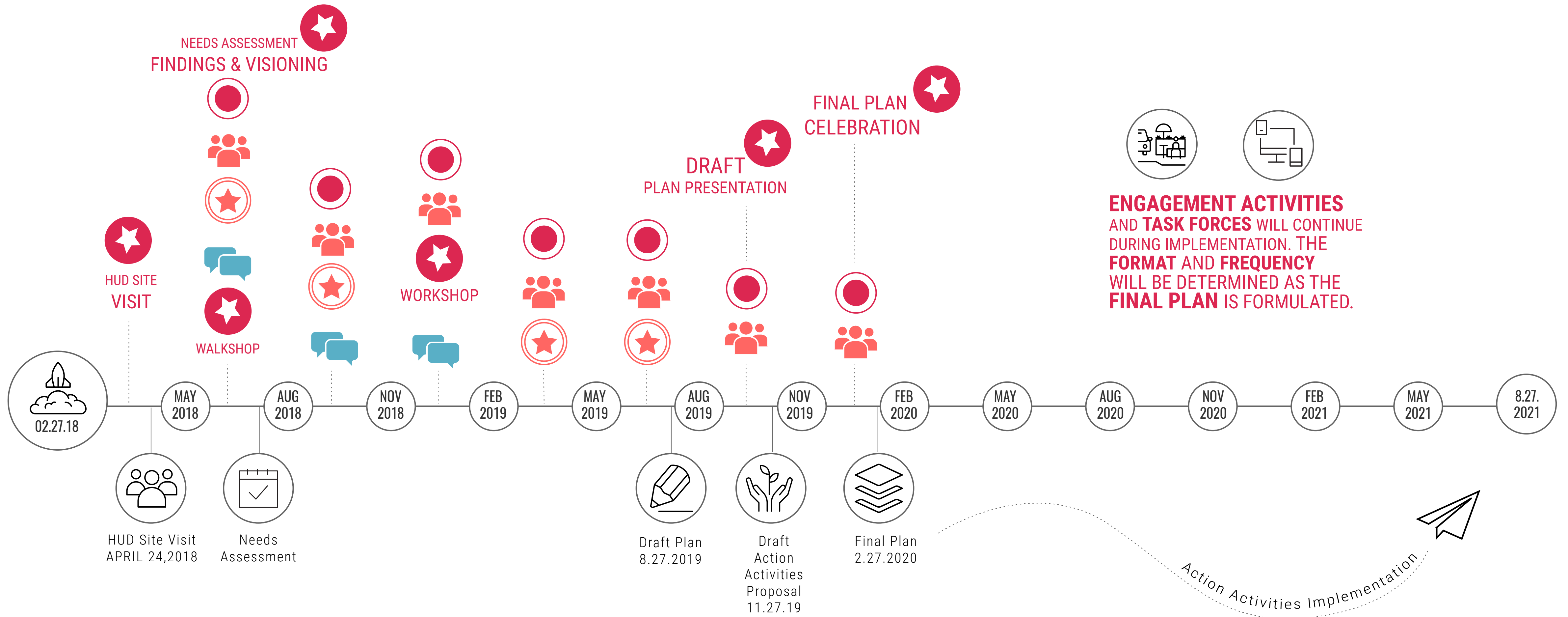
FOCUS GROUP MEETINGS



TASK FORCE MEETINGS



STAKEHOLDER MEETINGS



BARTRAM CHOICE

NEIGHBORHOOD PLAN



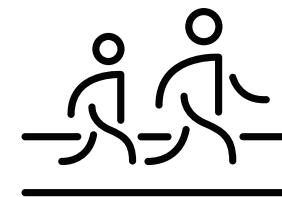
WHAT IS THE HOUSING PLAN?

SPONSORED BY U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD), the Choice Neighborhoods Initiative leverages significant public and private dollars to support locally-driven strategies that address struggling neighborhoods with distressed public or HUD-assisted housing through a comprehensive approach to neighborhood transformation.

The Housing Plan focuses on redevelopment of the target housing site and other strategies to support the local housing market:



HOUSING



PEOPLE



NEIGHBORHOOD

Replacing **distressed public and assisted housing with high-quality mixed-income housing** that is well-managed and responsive to the needs of the surrounding neighborhood.

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NEIGHBORHOOD PLAN

HOUSING PLAN GUIDING PRINCIPLES



REPLACEMENT HOUSING

- » **One-for-one replacement on and potentially off-site within neighborhood for any units demolished**
- » **Right of return for existing residents who remain in good standing**
- » **Unit mix for replacement housing will accommodate right of return and need of PHA wait list**

RELOCATION & PHASING

- » **Minimize length of any relocations which may occur**
- » **Recognize deep connection with neighborhood assets, how to physically keep connected during any relocation**
- » **Phasing strategy to “build the market” concurrent development of replacement, non-replacement housing to offer variety, change perceptions from beginning**

BARTRAM VILLAGE

- » 500 Units (23 DU/acre)
- » 72 1 bedroom
- » 300 2 bedroom
- » 128 3 bedroom
- » 455 Households
- » 1,048 Residents
- » Built in 1942
- » 22 Acre Site



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BARTRAM VILLAGE

Structural and Design Deficiencies

- » Deterioration of masonry facades, steel lintels, interior concrete stairs
- » Existing flat-roof membrane system has exceeded its life expectancy, leading to probable water intrusion
- » Electrical system is beyond expected useful life, with aging breaker panels; exterior wiring is surface mounted, exposed to elements, often running close to operable windows
- » Units do not feature any insulation, nor central air conditioning, and windows are generally in poor condition
- » Sewer and storm drain laterals are largely original cast iron, exceed life expectancy
- » Accessible unit layouts, room sizes in prevent optimal room to maneuver, force illogical placement of furniture



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REDEVELOPMENT OF BARTRAM VILLAGE



Questions to answer for Bartram Village redevelopment:











- >> Relocation and demolition**
- >> Site acquisitions**
- >> Site design, structure types, accessibility**
- >> Housing mix**
- >> Phasing and financing plan**

MARKET STUDY

- » CNI award is a significant step in redeveloping neighborhood
- » Several economic development plans in the area that will be complementary to CNI plan
- » Market rate rents for area in line with LIHTC rents at 50 & 60% AMI.
- » 50% of households earn less than 40% AMI or \$30,000 – Drives need for affordable housing
- » Identifies four “off-site” areas for affordable redevelopment
- » Market rate drivers are Schuylkill Banks Trail, PIDC Innovation District, Streetscape Improvements along Commercial Corridors
- » Redevelopment to the north of the neighborhood will drive market rate investment from north to south
 - » Avg. home prices north of site 2017 \$435,000 – in CNI area \$225,000
 - » Rents in northern CNI area are \$900 1BR - \$1,500 3BR
 - » Market Rate Rents along commercial corridors in middle CNI area \$800 1BR - \$1,100 3BR

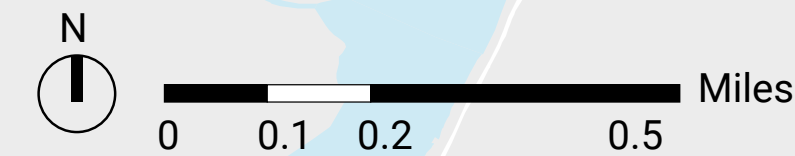
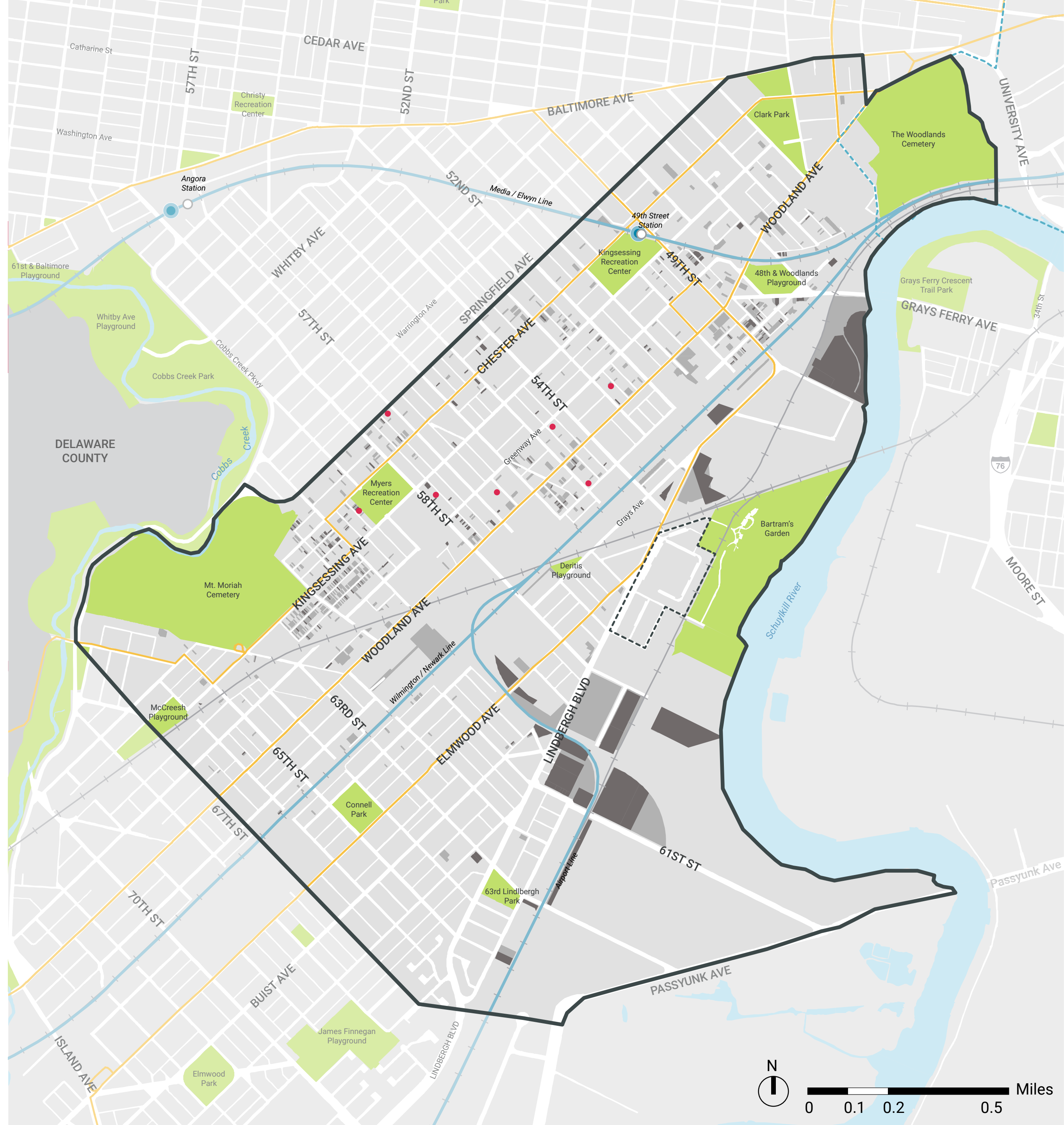


VACANT PROPERTIES

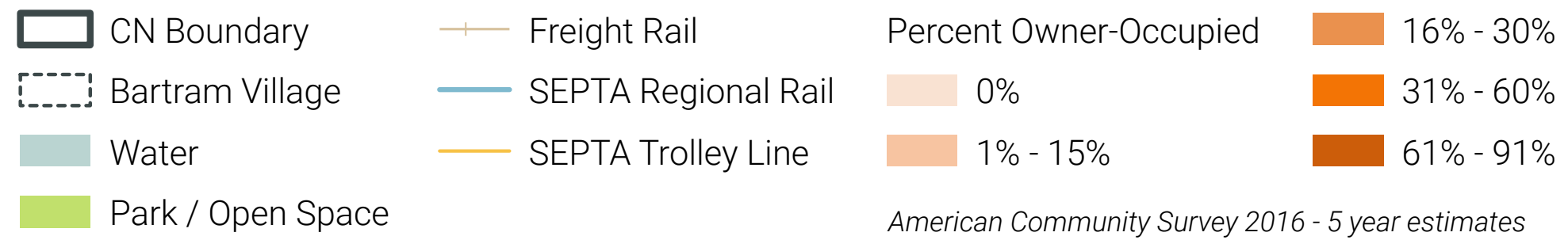
-  CN Boundary
-  Bartram Village
-  Water
-  Park / Open Space
-  Freight Rail
-  SEPTA Regional Rail
-  SEPTA Trolley Line
-  Publicly Owned Vacant Land
-  Privately Owned Vacant Land
-  PHA-Owned Lots

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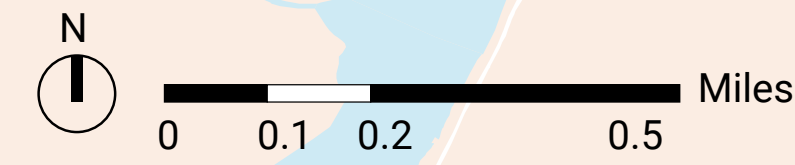
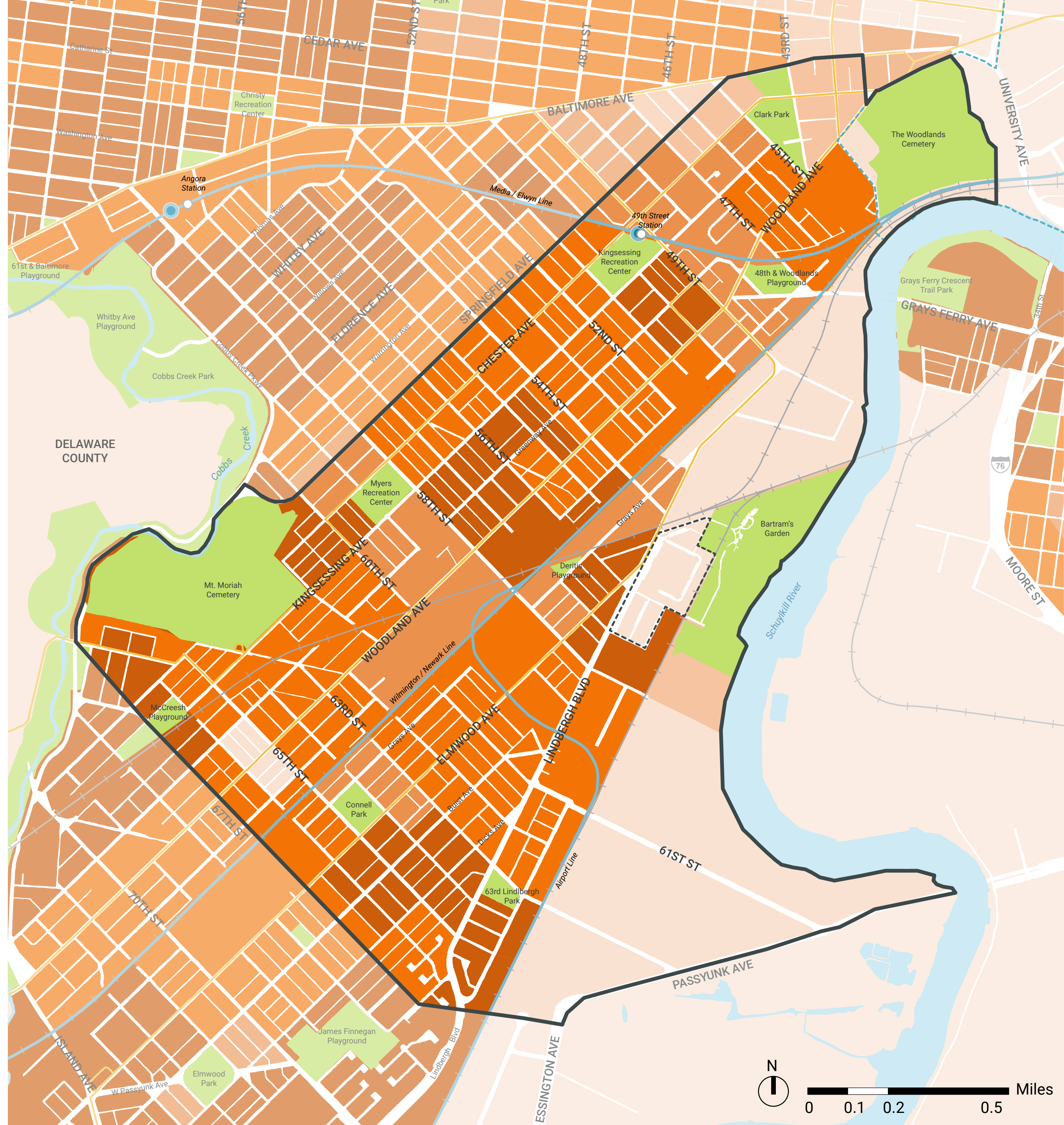


HOMEOWNERSHIP



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DHCD INVESTMENTS

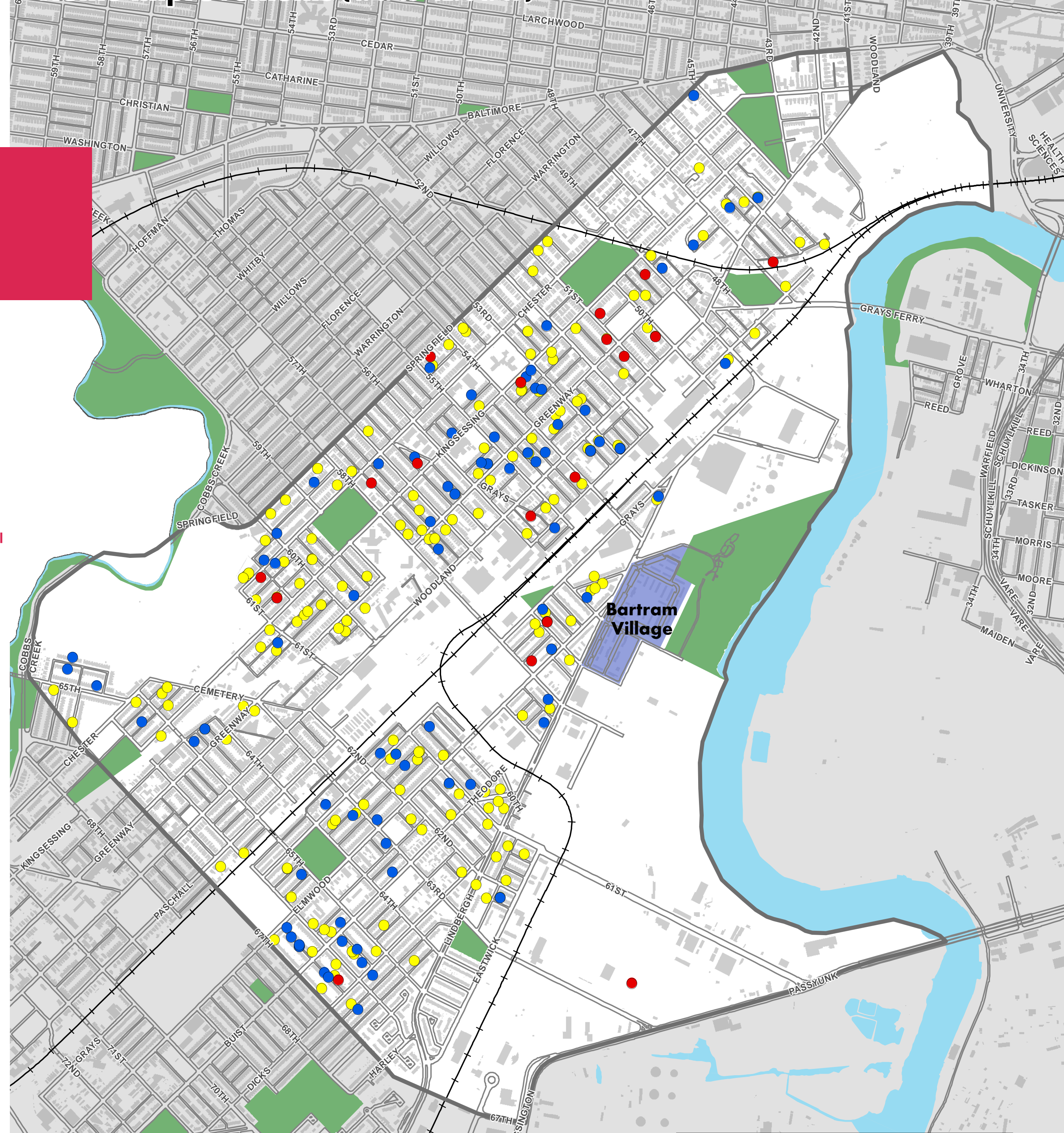
- Adaptive Modifications Program: 18 homes
 - Weatherization Assistance Program: 81 homes
 - Basic Systems Repair Program: 171 homes
- TOTAL: 270**

CITY-SUPPORTED REDEVELOPMENT 2005-2011

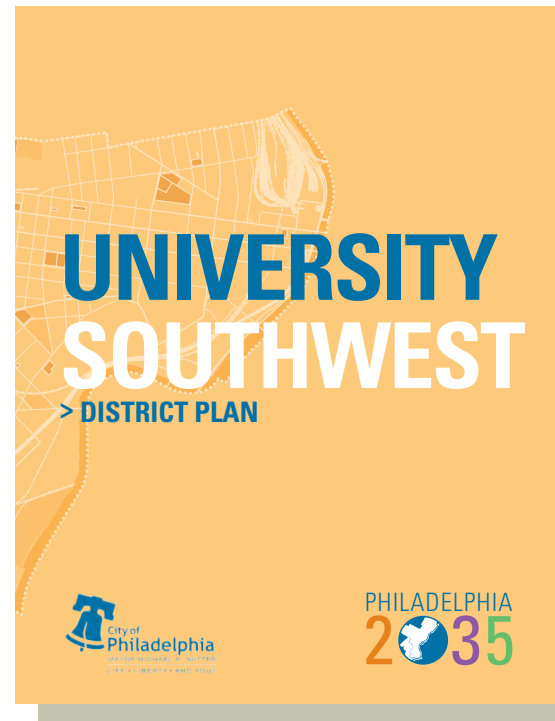
- » **2005: Presby Homes developed 68 units of senior housing at 2050 S. 58th St (\$9M TDC)**
- » **2008: Inglis House developed 40 units of special needs housing at 6100 Elmwood Ave (\$10.5M TDC)**
- » **2011: HELP USA developed 63 units of veterans housing at 6100 Eastwick Ave (\$15.5M TDC)**

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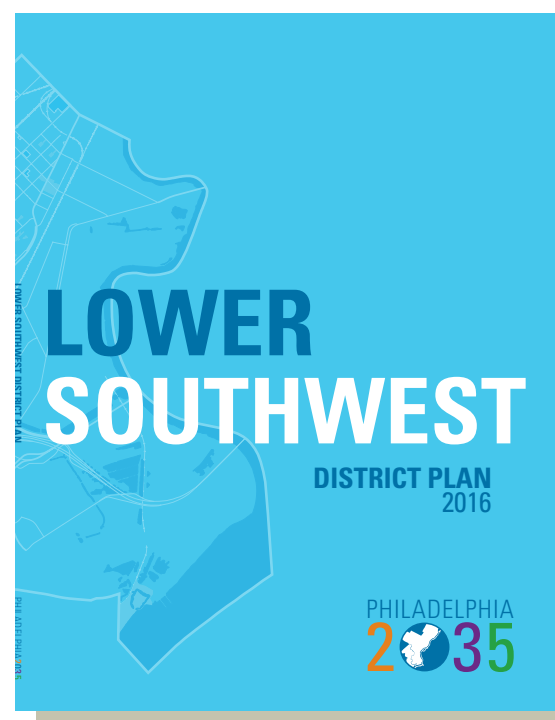


RECOMMENDATIONS FROM PREVIOUS PLANS



UNIVERSITY SOUTHWEST DISTRICT PLAN (2013)

- » **Redevelop Bartram Village**
- » **Create a targeted zone for OHCD's Basic System Repair Program**
- » **Preserve single-family building stock through re-zoning**



LOWER SOUTHWEST DISTRICT PLAN (2016)

- » **Support infill housing development in single-family neighborhoods**
- » **Direct new multi-family units to major arterials and transit nodes**

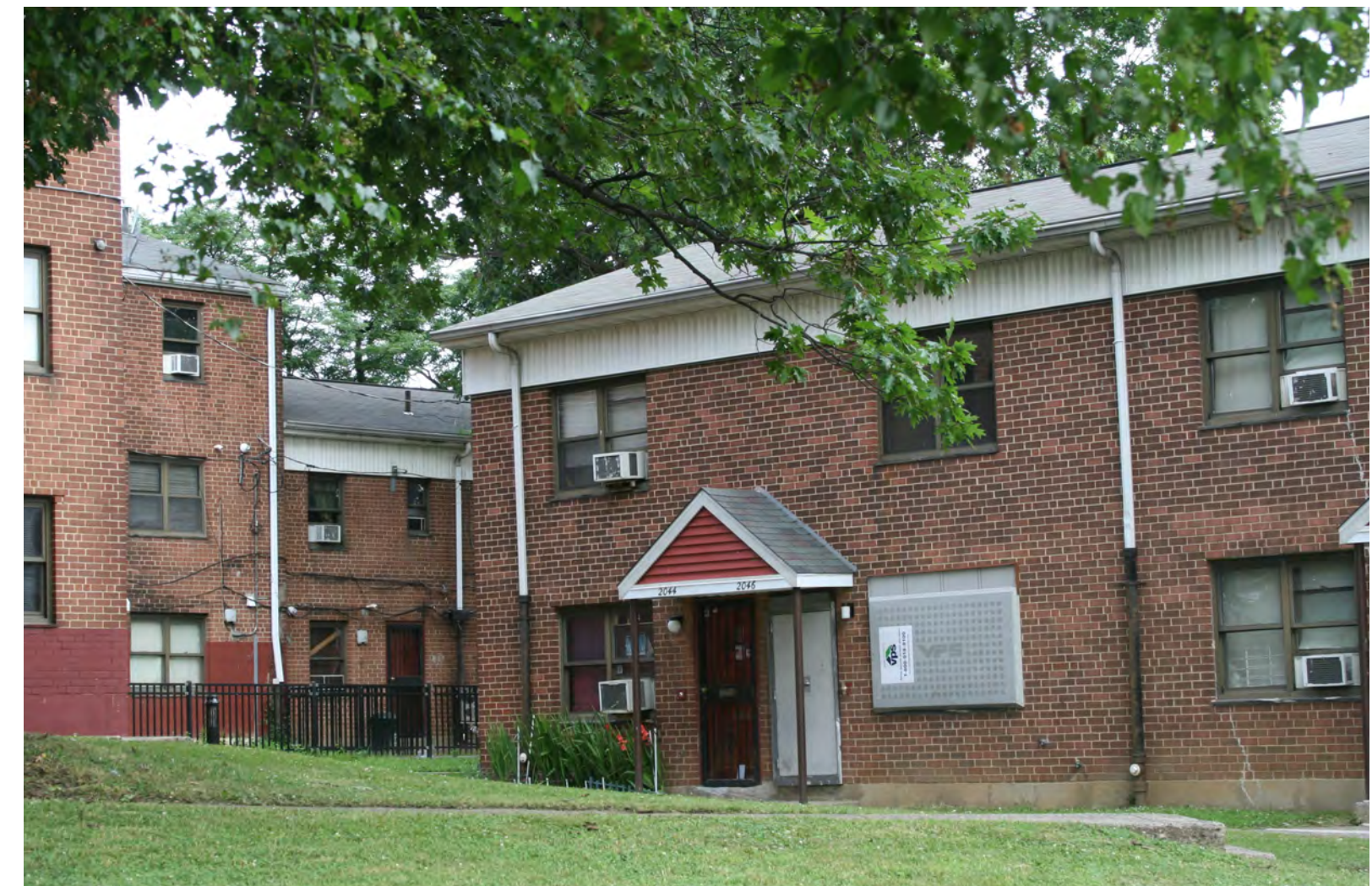
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NEIGHBORHOOD PLAN

PHILADELPHIA HOUSING AUTHORITY

NORTH CENTRAL CHOICE

- » **Norris Apartments contains 147 public housing units**
- » **Will be demolished and redeveloped as part of the North Central Choice Neighborhoods Transformation Plan, which received a \$30M Implementation Grant from HUD**



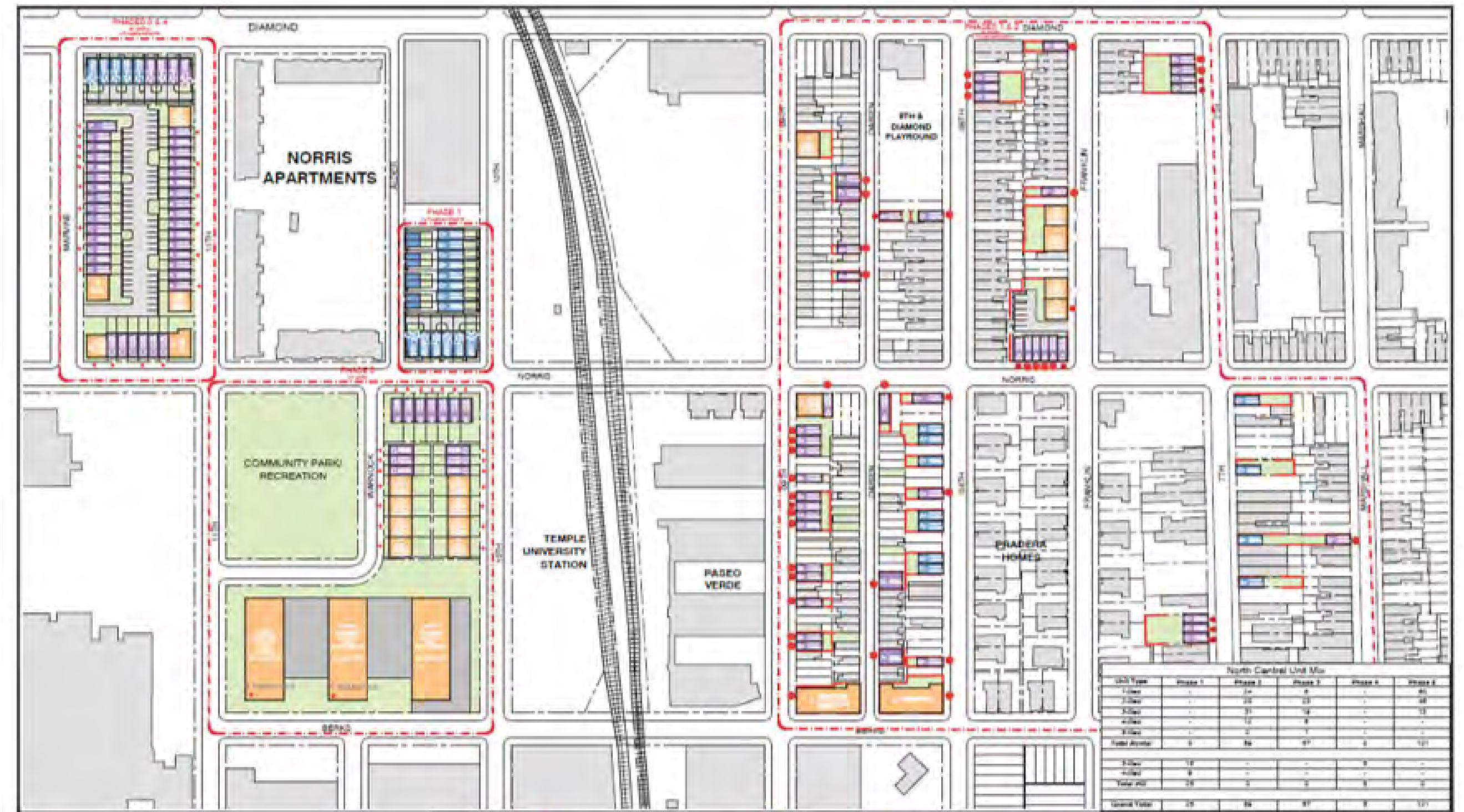
BARTRAM CHOICE
NEIGHBORHOOD PLAN

PHA
PHILADELPHIA HOUSING AUTHORITY

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NORTH CENTRAL CHOICE

PHASE 1	20 Homeownership units	Construction Start TBD
PHASE 2	89 Rental units 74 replacement 15 affordable	Under Construction
PHASE 3	50 Rental Units 28 replacement 14 affordable 8 market rate	2018 Construction start
PHASE 4	10 Homeownership units	2019 Construction start
PHASE 5	128 Rental units 45 replacement 61 affordable 22 market rate	2019 Construction start <i>Jonathan Rose Companies selected as developer</i>
TOTAL	267 Rental units 30 Homeownership units	Total Estimated Cost: \$120,000,000



Overall Site Plan
Choice Neighborhoods - North Central
Philadelphia, PA
June 04, 2015

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NEIGHBORHOOD PLAN



PHILADELPHIA HOUSING AUTHORITY

SHARSWOOD/BLUMBERG CHOICE

- » **Blumberg Apartments had 500 public housing units**
- » **All demolished, except senior tower, and will be rebuilt as part of the Sharswood/Blumberg Choic Transformation Plan (grant received from HUD)**



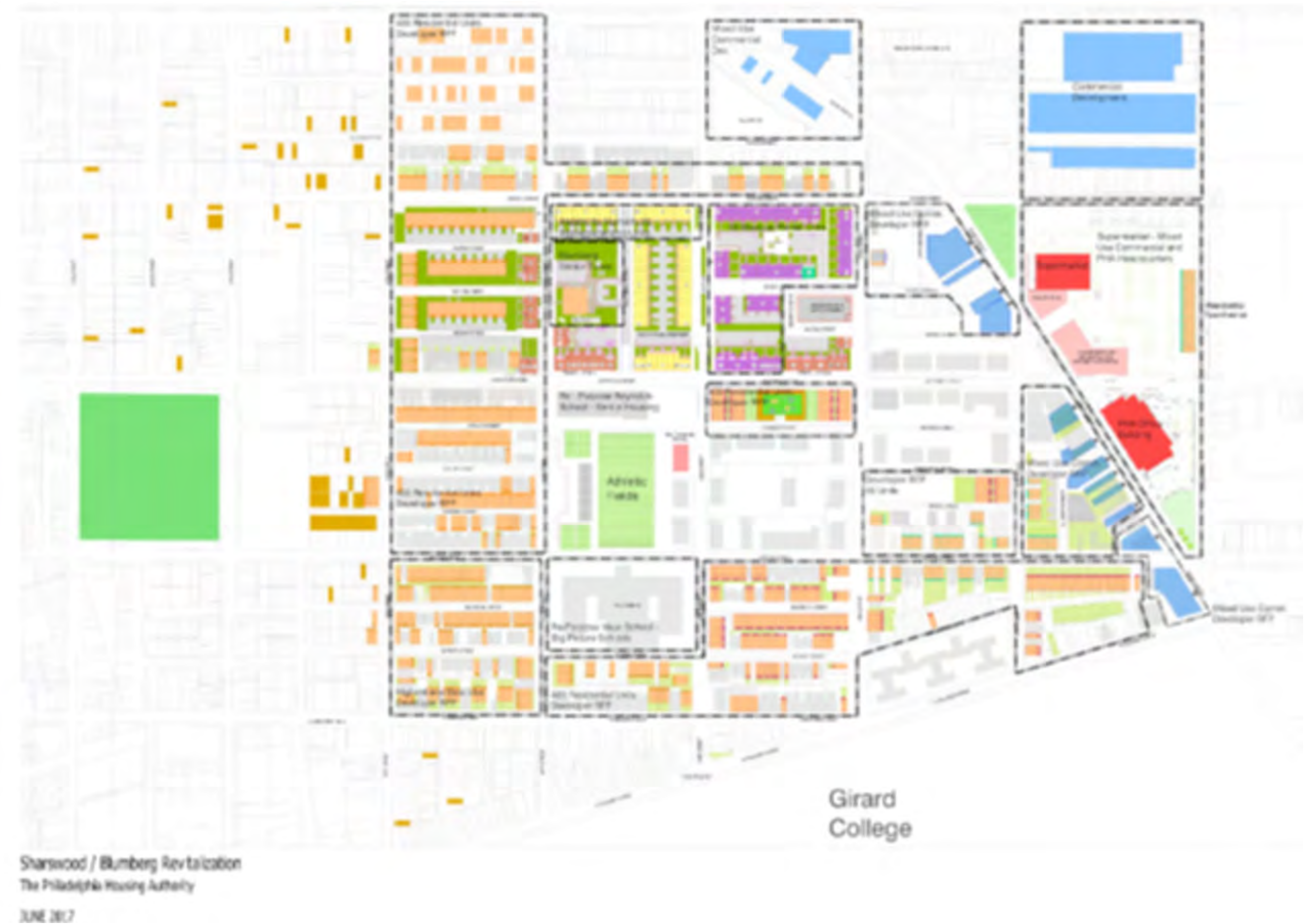
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SHARSWOOD/BLUMBERG CHOICE

- » 1,300 development parcels within the targeted area through the acquisition of private and publicly-owned property



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SHARSWOOD/BLUMBERG CHOICE

- » 800 rental units and 400 homeownership units

PHA

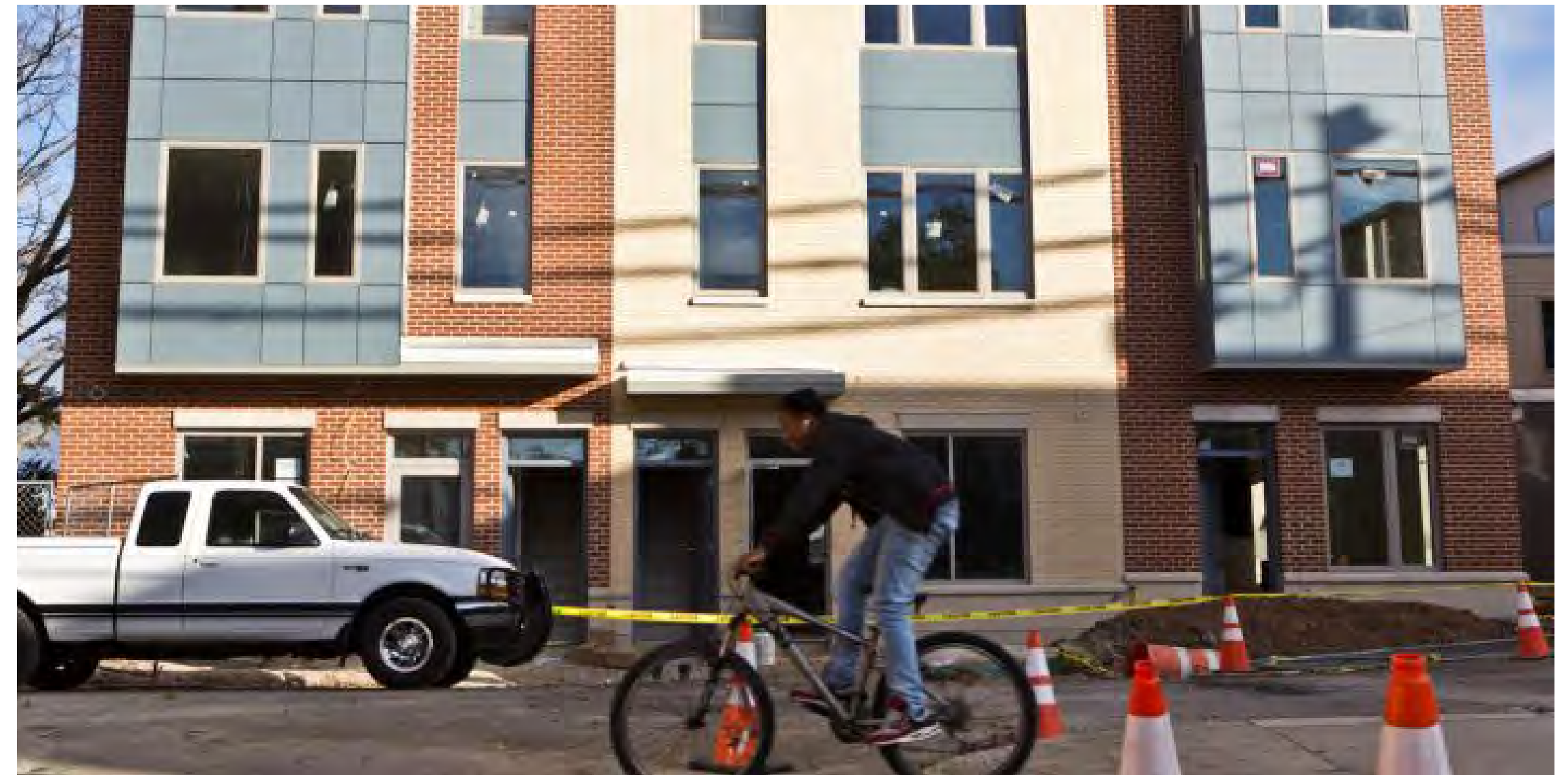
- » 57 rental units completed (100% of replacement units occupied by returning Blumberg residents)
- » Senior tower under construction
- » 83 unit development to start construction in late 2018

PHA with Partners

- » Selected HELP USA to convert Reynolds school into 63 rental units
- » Selected Michaels Development to develop 40 rental units
- » Selected HUNT Companies to develop 300 rental and 100 homeownership units
- » Selected Habitat For Humanity to develop 21 homeownership units

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Completed Units

PHILADELPHIA HOUSING AUTHORITY

SHARSWOOD/BLUMBERG CHOICE

- » **New streets through the Blumberg Campus to start Construction in 2017**

A commercial corridor along Ridge Avenue

- » **PHA's new headquarters building currently under construction**
- » **Selected Legend Properties and the Mosiac Development Partners to assist with the development of Ridge Avenue to include a supermarket and other supporting retail stores**

New high school

- » **Completed the first phase of the rehabilitation at the Vaux school. The first class (9th grade) started this month**
- » **The total development costs for all phases of are estimated at \$600,000,000**



Vaux School

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SELECTED DEVELOPER

BRICKS & MORTAR

PENNROSE

HEART & SOUL

WHO WE ARE

- » **Nationally acclaimed multifamily real estate developer and manager**
- » **Reputation for quality, a commitment to diversity, and a broad vision that allows us to consistently produce great communities**
- » **Enthusiastic and skilled collaborators**
- » **Specialists in multi-family, mixed-use, and homeownership development**
- » **Recognized experts in complex, multi-phase, mixed-finance, urban and suburban development**

16,000

UNITS DEVELOPED

25

HOPE VI DEVELOPMENTS
COMPLETED

8,000+

UNITS MANAGED

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SELECTED DEVELOPER

PENNROSE
Bricks & Mortar | Heart & Soul

FINANCING EXPERTISE

- » **LIHTC Financing**
- » **Private Financing**
- » **Other Public Sources:**
 - » HOME
 - » CDBG
 - » HOPE VI
 - » Choice Neighborhoods
 - » NSP
 - » Capital Funds
 - » RHFF
 - » FHLB
 - » Up-front Grant
 - » RAD
 - » RACP
 - » UTHTC
 - » New Market Tax Credits
 - » Historic Tax Credits
 - » TOD Tax Credits

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NEIGHBORHOOD PLAN



PHA
PHILADELPHIA HOUSING AUTHORITY

SELECTED DEVELOPER

MARTIN LUTHER KING
SOUTH PHILADELPHIA

- » **PHA & Pennrose Partnership**
- » **Mixed-Use / Mixed-Income**
- » **4 Phase Redevelopment**
- » **Former home of 4 public housing high-rise towers**
- » **247 Total Units / 109 Homeownership Units**
- » **HOPE VI Redevelopment**
- » **Hawthorne Neighborhood has seen tremendous investment since towers were demolished**

BARTRAM CHOICE
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PENNROSE
Bricks & Mortar | Heart & Soul



PHA
PHILADELPHIA HOUSING AUTHORITY

SELECTED DEVELOPER

PENNROSE
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FALLS RIDGE

EAST FALLS, PHILADELPHIA

- » **PHA & Pennrose Partnership**
- » **Mixed-Use / Mixed-Income**
- » **4 Phase Redevelopment**
- » **Former home of public housing high-rise towers**
- » **158 Total Units – Family Townhouse and Senior Building with Retail**
- » **HOPE VI Redevelopment – 2004**
- » **Walking distance to thriving commercial corridor in East Falls and running biking trails along Schuylkill River**

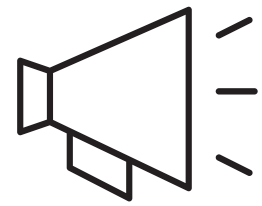


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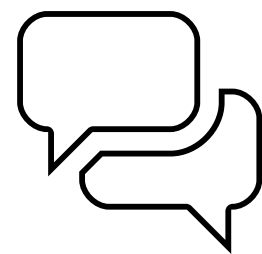
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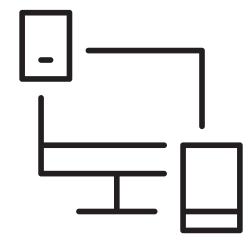
NEXT STEPS



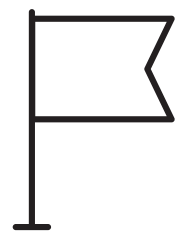
Look out for Housing Task Force meeting invites



The Needs Assessment will be launching in June



Go to www.bartramchoice.com for updates and materials



Let us know if there are other stakeholders who should be involved

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THANK YOU!

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