

# Sharswood/Blumberg Choice Neighborhoods

## **HOUSING TASK FORCE WORK SESSION #3**

TUESDAY, AUGUST 26, 2014

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HAVEN PENIEL UNITED METHODIST  
2301 W OXFORD STREET  
PHILADELPHIA, PA 19121



Philadelphia Housing Authority

SHARSWOOD  
BLUMBERG  
CHOICE  
NEIGHBORHOODS  
TRANSFORMATION PLAN

# Welcome

SHARSWOOD/BLUMBERG  
CHOICE NEIGHBORHOODS

Housing Task Force Work  
Session #3



# Opportunity for Collective Impact & To Build Community Vision

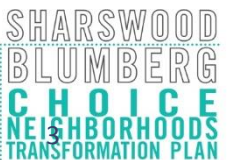
## Agenda

1. Welcome & Introductions
2. Choice Housing Plan – WRT
  - Housing Vision & Goals
  - Short Term Actions
  - Housing and Neighborhood Plan Opportunities
3. Blumberg Redevelopment – PHA
4. Neighborhood Market Conditions – Real Estate Strategies
5. Ridge Avenue Economic Development – WRT
6. Blumberg Redevelopment & Future Housing Character – PHA
7. Work Session and Discussion
8. Next Steps – WRT

**Work Session #4 Tuesday, September 23, 6:00pm at Haven Peniel United Methodist**



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# Housing Plan



JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
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## Housing Plan

Task Force Session #1	▲ June 24th													
Task Force Session #2		▲ July 22nd												
Task Force Session #3			▲ August 26th											
Task Force Session #4				▲ September 23rd										

Needs Assessment Findings			- - - - -				November 22nd							
Preliminary Plan Development			- - - - -											
Preliminary Plan Submission to HUD						● November 22nd								
Development of Draft Plan						- - - - -						●		
Community Open House										- - - - -		Draft Plan Review & Comment		
Final Transformation Plan Development													- - - - - ●	

- - - - - Activity Timeframe      ● Deliverable

## Community-supported Vision:

“The Sharswood/Blumberg Neighborhood is a peaceful, loving, family-oriented residential community where all residents can take pride in its unique history, cleanliness, attractive housing, great schools, and thriving commercial corridor filled with local businesses.”

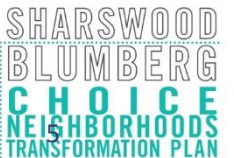
## How will the community change in:



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Collective Impact  
& To Build  
Community Vision



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1



HOUSING

## Housing

- One-for-one replacement of PHA Norman Blumberg family site and rehab of senior building
- Infill housing and rehab to rebuild neighborhood fabric
- Support to existing residents and homeowners
- Mixed-income and new homeownership opportunities that builds the critical mass of people needed to support additional amenities

2



NEIGHBORHOOD

## Neighborhood

- Rebuild the Ridge Avenue Commercial Corridor by attracting new investment, supporting existing businesses
- New amenities and improvements to existing amenities (parks, streetscape, lighting, gardens sidewalks, crosswalks, bike lanes, trees, signage, art,....)
- Link existing neighborhood to anchor institutions – (Girard College, Project HOME); re-use existing institutional sites (Reynolds, Vaux)



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## People

- Ensure residents have the support and available opportunity to improve their health & wellness, education, job and skills development
- Build and strengthen the capacity of resident leaders to direct impactful change in their community (community safety; community cohesion...)

## Jobs & Skills Development

- Hard to serve youth strategy
- Afterschool programming and job training opportunities
- Housing services & resources for the Sharswood neighborhood residents
- Job training & employment opportunities for Blumberg and Sharswood residents

# Housing Goals:

## Housing redevelopment in Sharswood/Blumberg will support the following goals:

1. Maintain a one-for-one replacement of the Blumberg family public housing units
2. Improve and modernize the existing Blumberg Senior Building
3. Be affordable to residents earning \_\_\_\_\_ (what do you define as affordable?)
4. Be in a neighborhood with great education and job training that enables residents to make a living wage that can support their housing costs
5. Include a mix of incomes (PHA Housing, Tax Credit, Market Rate...)
6. Be well-maintained \_\_\_\_\_ (what does well maintain mean to you?)



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# Housing Goals:

## Housing redevelopment in Sharswood/Blumberg will support the following goals:

7. Energy efficient (decrease the energy consumption, cost to heat and cool)
8. Includes both rehab and new development of existing units to complete blocks
9. Minimize displacement of existing neighborhood residents by providing resources for existing residents to improve their homes, purchase a home, \_\_\_\_\_
10. Provide a variety of housing types  
\_\_\_\_\_
11. Include rental and for sale units (as defined by market realities)
12. New development scale to be sensitive to the context of the existing neighborhood
13. Reduce vacancy by developing on publicly owned, vacant units



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## Housing Goals:

### Housing redevelopment in Sharswood/Blumberg will support the following goals:

14. Increase the percentage of accessible (for persons with disabilities) and visitable homes (housing designed in such a way that it can be lived in or visited by people who have trouble with steps or who use wheelchairs or walkers- this may include a bathroom on the first floor, zero step entry, doors with a min of 32 inches clear)
15. Be in neighborhood with great community assets and amenities including: churches, schools, grocery stores, cafes, bakery, health store, dentist, pharmacy, restaurants, public transportation, jobs, parks, health services and social/supportive services
16. Façade improvements for existing homeowners
17. Housing base (additional residents) that can increase residential population and attract positive community uses (not just beer distributors and corner stores)

# Housing Goals:

**Housing redevelopment in Sharswood/Blumberg will support the following goals:**

1. Short-term action #1 Increase communication and outreach (Including door-to-door)
2. Short-term action #2 Host a Housing Education/Counseling Fair
3. Short-term action #3 Address blighted and unsafe structures



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# Focus Area/Ridge Avenue



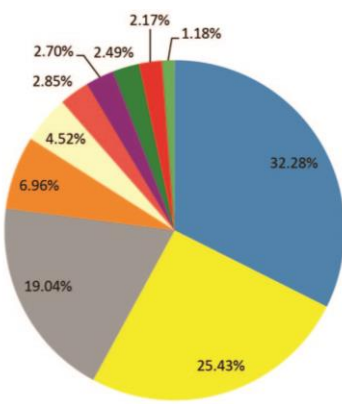
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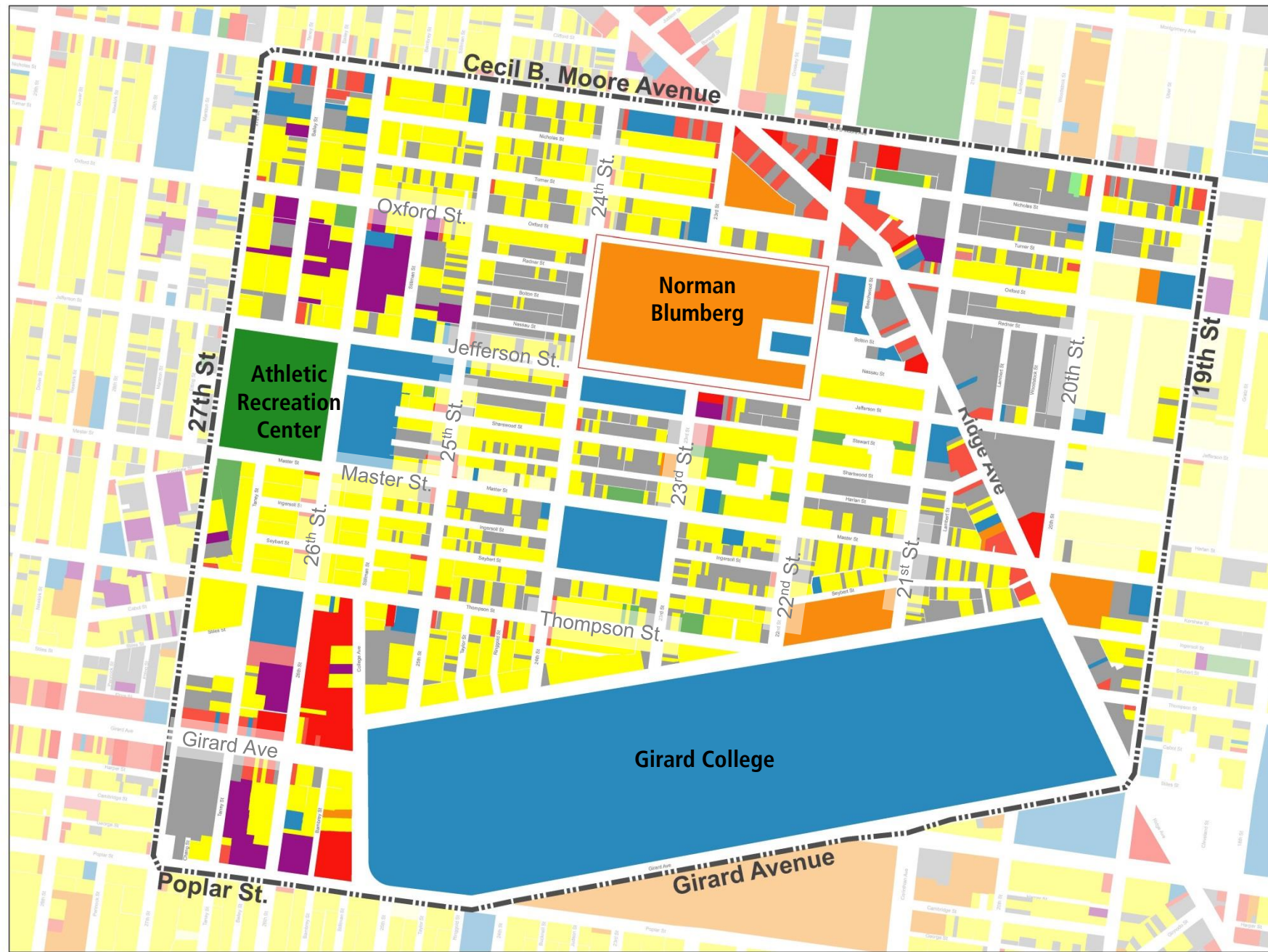
Greening

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- 37% Residential
- 25% Girard College and other Institutions
- 19% Vacant (Land and Buildings)



May, 2014  
Source: City of Philadelphia



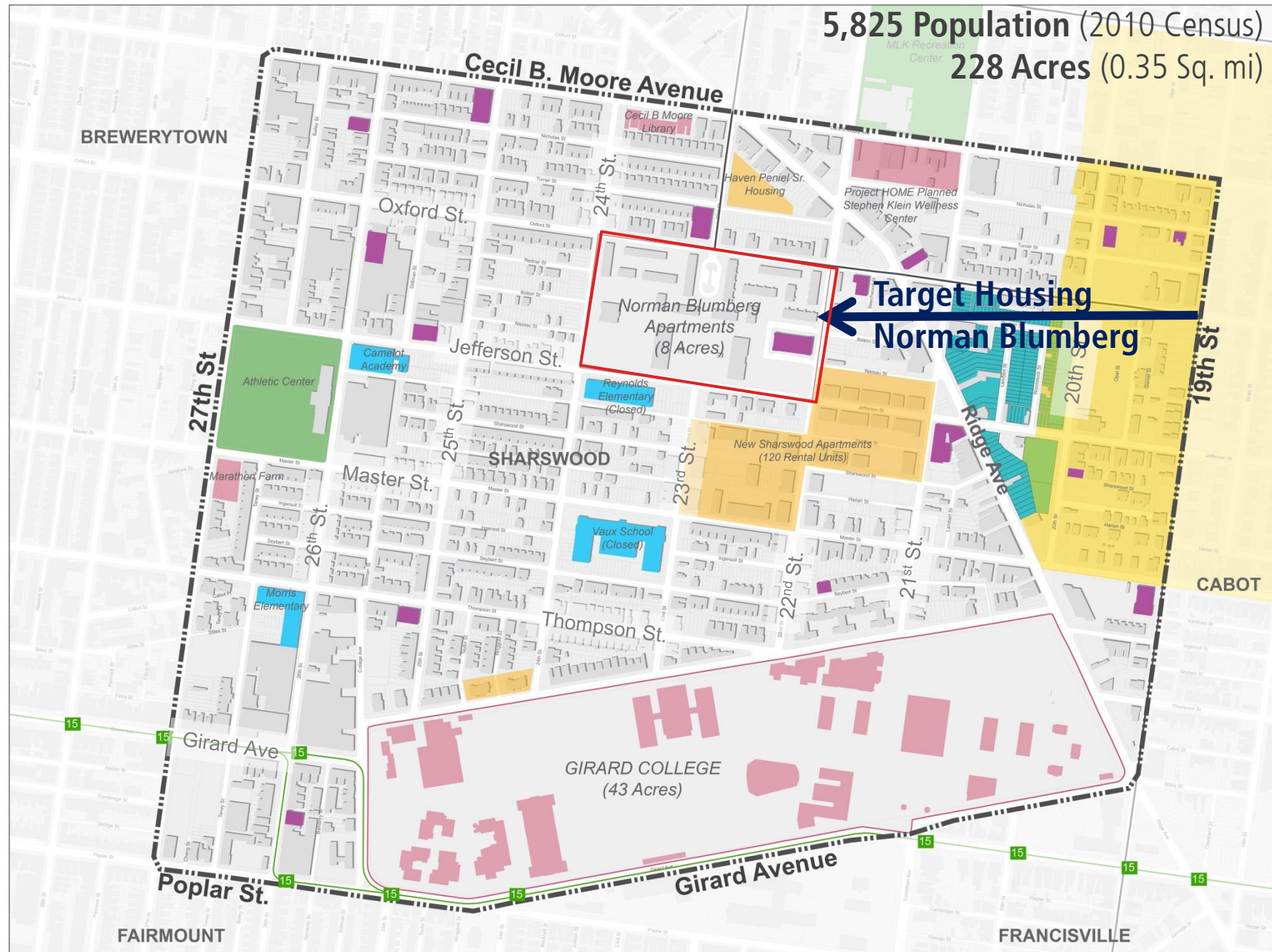
SHARSWOOD - BLUMBERG | Choice Neighborhood Land Use

- LEGEND**
-  Choice Neighborhood Planning Boundary
  -  Norman Blumberg Apartments (PHA)
  -  Empowerment Zone
  -  Cecil B. Moore Homeownership Zone
  -  Keystone Opportunity Zone (KOZ)
  -  New Housing
  -  Park
  -  Neighborhood Asset
  -  School
  -  Church
  -  Surface Trolley Line

**NEIGHBORHOOD LOCATION**



May, 2014  
Source: City of Philadelphia



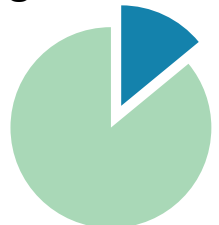
**SHARSWOOD - BLUMBERG | Choice Neighborhood Assets**

## LEGEND

-  Choice Neighborhood Planning Boundary
-  Norman Blumberg Apartments (PHA)
-  Draft Acquisition Strategy
-  Vacant Lots\*
-  Vacant Structures\*

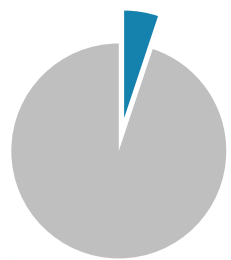
\* Based on data provided by PHA and the City of Philadelphia. Additional data needed for the area between 19th and 20th Streets

### Neighborhood:



14% Vacant Land

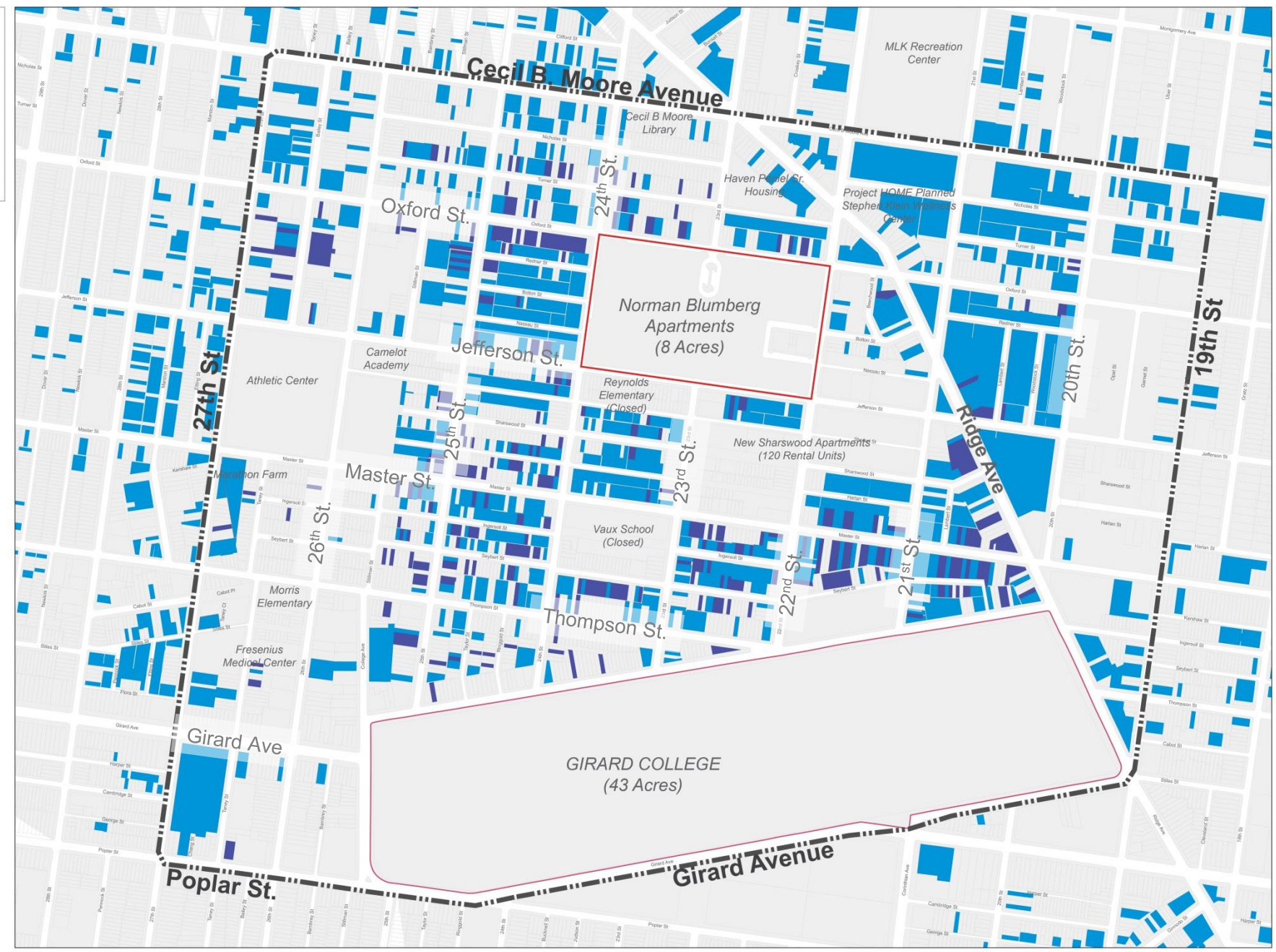
### Citywide:



5% Vacant Land



May, 2014  
Source: PHA, City of Philadelphia



Norman Blumberg Apartments

N. 24<sup>th</sup> Street

W. Oxford Street

N. 22<sup>nd</sup> Street

W. Jefferson Street

Senior Tower (96)

Judson Tower

Towers= 306 Units

Hemberger Tower

Low-rise Apartments (108 units)

Existing Church

Basketball Courts

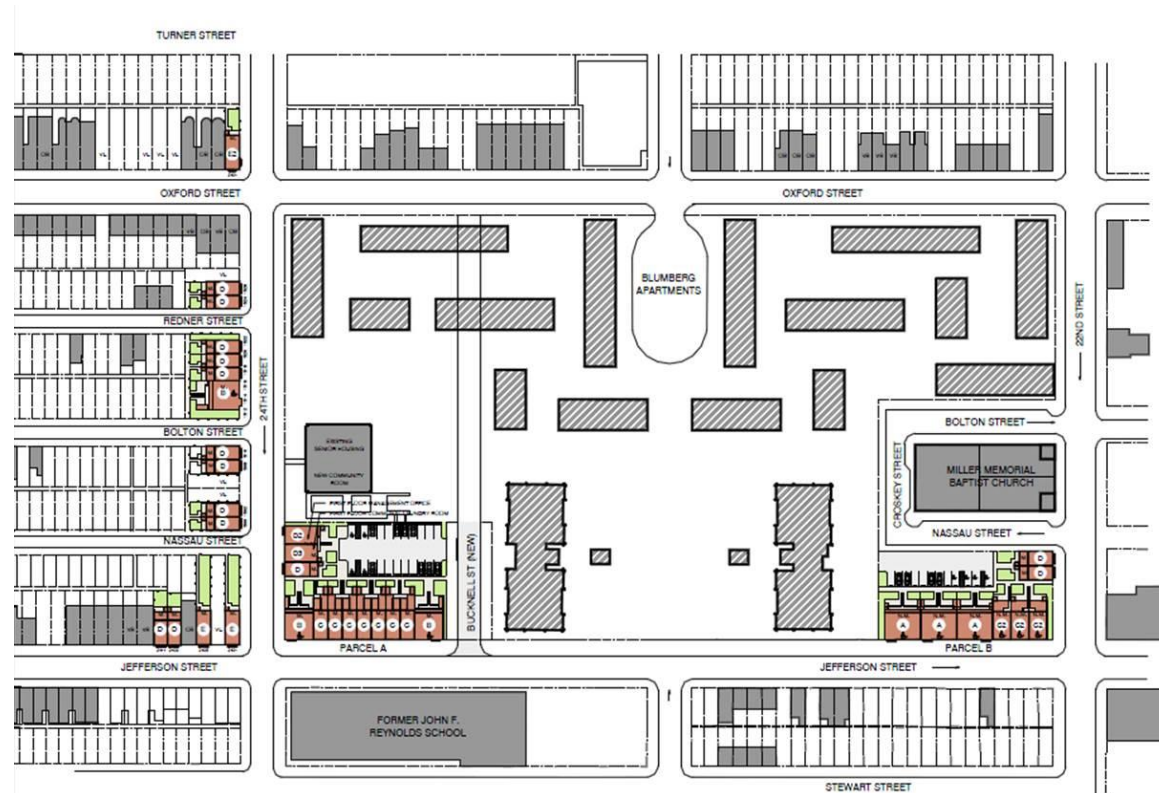
8-acre site  
510 Total units  
482 Occupied Units



# Blumberg Phase I



- Recently awarded tax credits will kick off the first phase of the redevelopment of the Blumberg site with 57-units of rental (40 on-site and 17 off site units on 24<sup>th</sup> Street).



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# Blumberg Senior Building Rehab



- Building Isolation
- 1st Floor Upgrade
- New Entrance
- New Community Room
- New Elevators



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# Impact of Housing Development Activities

## Opportunities to Create a “Neighborhood of Choice”

- One-for-one replacement of Blumberg housing in new, modern properties
- New Housing on now vacant sites
- Development of mixed-income rental and for-sale housing
- A viable neighborhood for residents of all incomes, ages, and ethnicities

## More Patrons for Retail Stores and Service Establishments

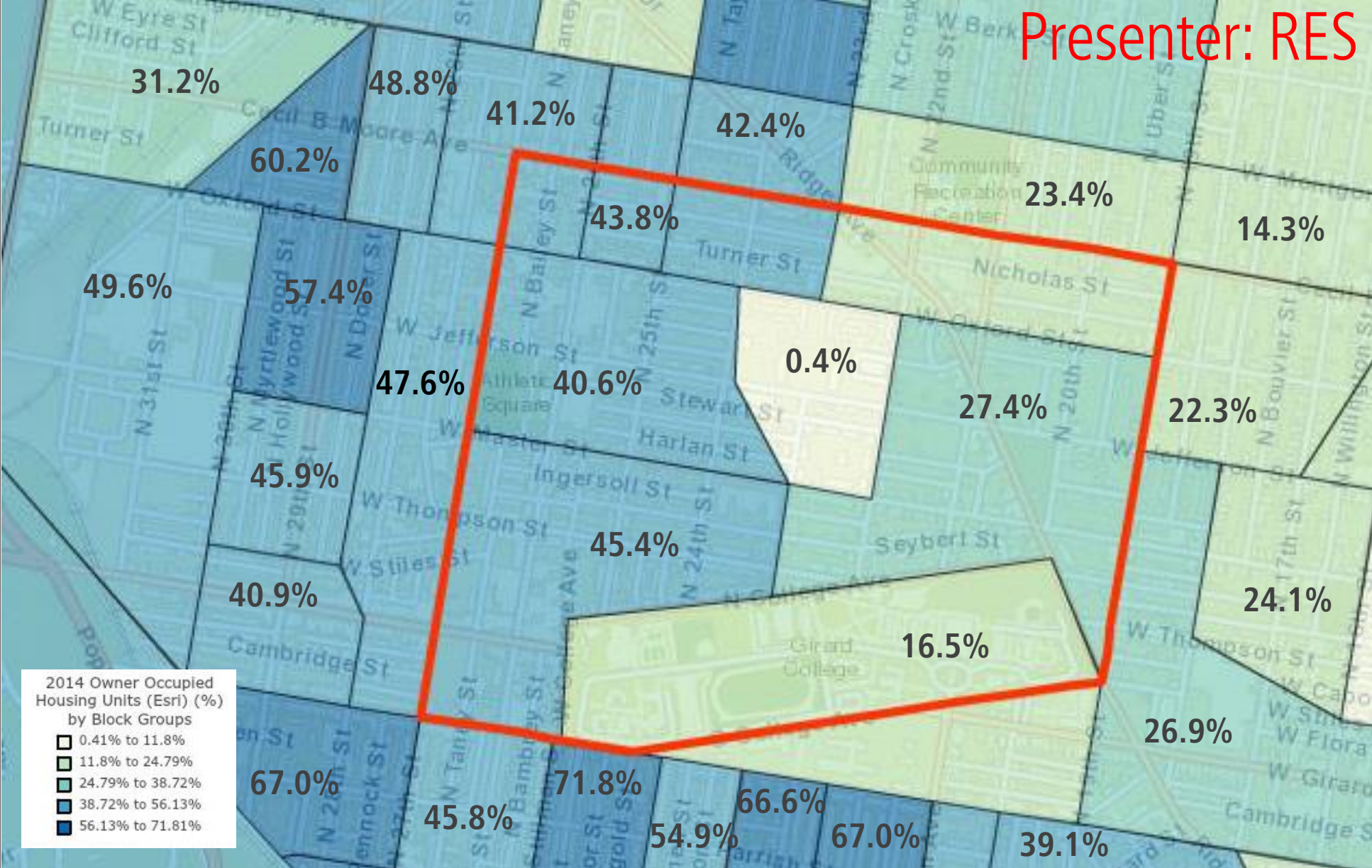
- New retail comes after there are more customers
- Better stores, more selection
- Additional jobs at new establishments

## Support for Schools, Community Facilities, and Recreation

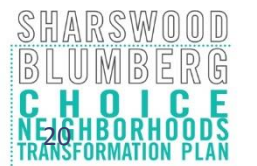


# Neighborhood Market Conditions

## Percent of Owner-Occupied Units in 2014

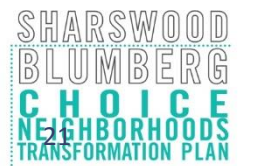
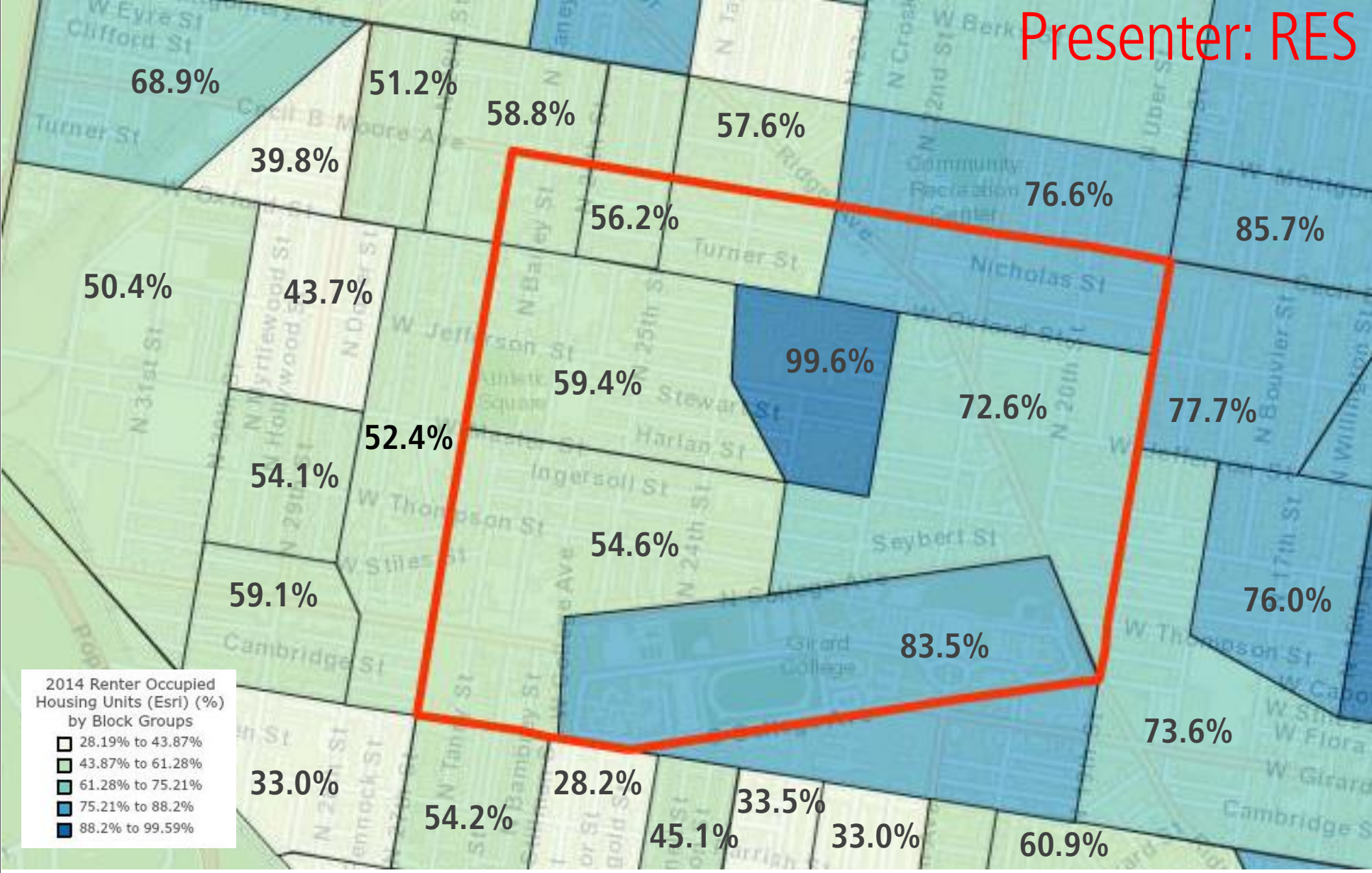


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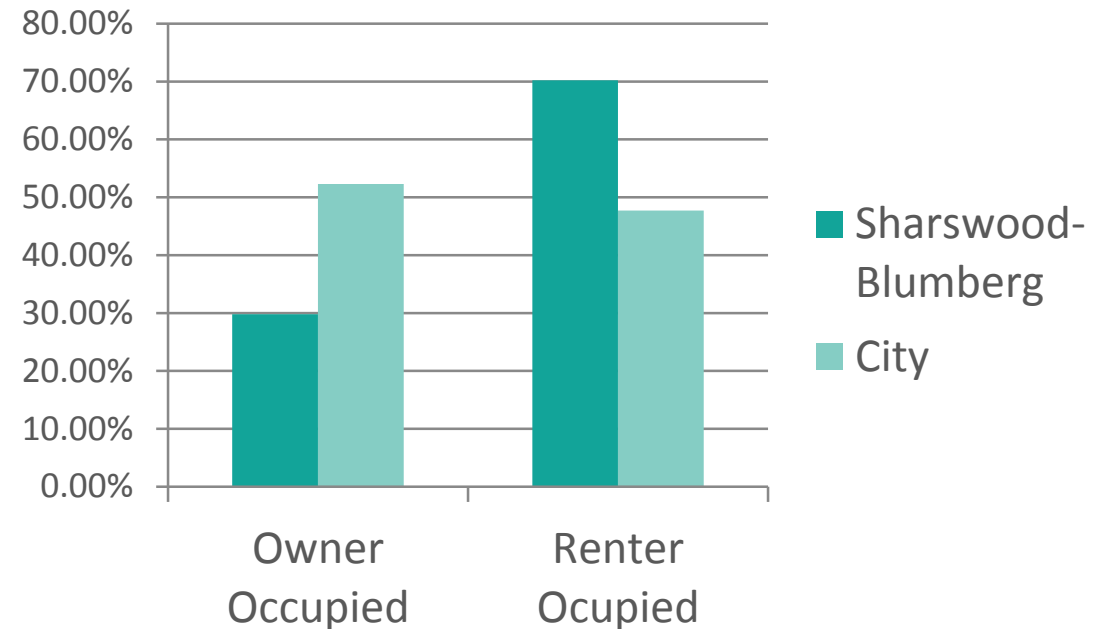
# Neighborhood Market Conditions

## Percent of Renter-Occupied Units in 2014



# Neighborhood Market Conditions: Housing

- **\$79,351 = Median Home Value**
- **19.2% overall housing vacancy rate**  
35.6% are 'For Rent' / 45.5% are 'Other Vacant'  
(likely substandard)
- **\$421 = Median Contract Rent**
- **57.9% of housing units are in one-unit, attached structures**

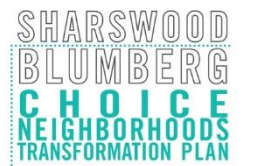
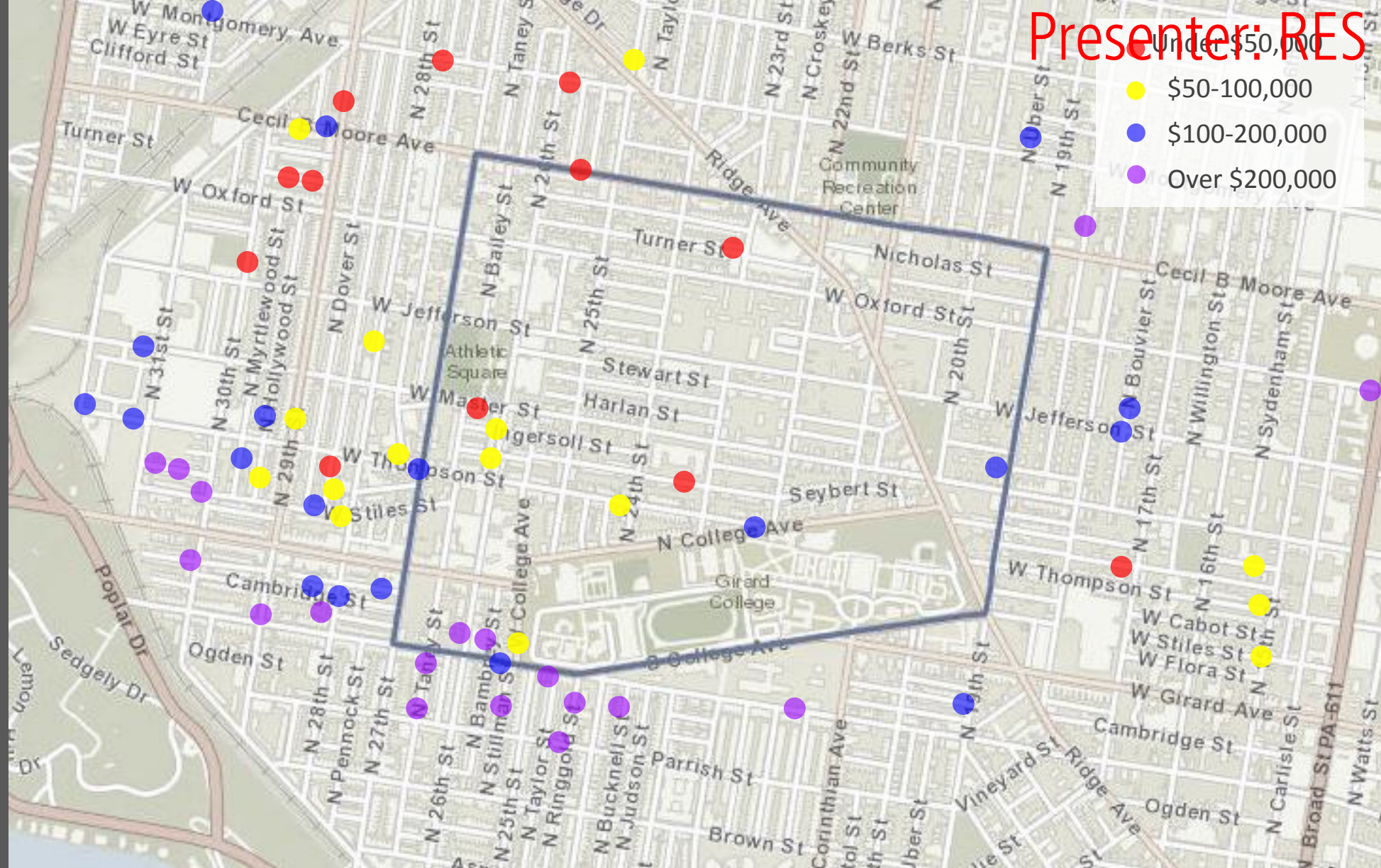


\*31.1% of renter-occupied units in Sharswood-Blumberg are at Blumberg

Data Sources: 2010 Census, 2012 ACS

# Neighborhood Market Conditions

Recent Home Sales  
December 2013 - Present



# Blumberg Redevelopment

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## **Public Housing – PHA Housing**

- Rents are based on household income
- Tenants pay 30% of their adjusted gross income (including utilities)
- Households qualify for public housing based on income limits

## **Low-Income Housing Tax Credits (LIHTC)**

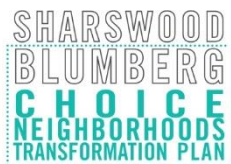
- Rents are established for each unit size
- Rents are fixed and do not change based on household income
- Households qualify for LIHTC units based on maximum income limits
- Households with Housing Choice Vouchers may use them to rent at LIHTC properties

## **Sharswood Townhomes I and II**

- LIHTC development
- Rents target household with incomes at 40% and 50% of the area median income (AMI)
- Current Sharswood rents at 50% AMI are \$665-690 for 2 bedrooms and \$774-790 for 3 bedrooms



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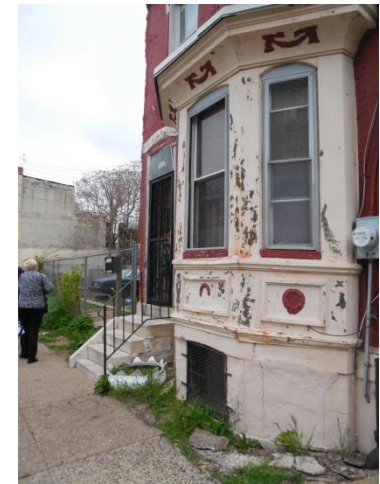








# Existing Housing



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# Future Housing Development- Building Types & Character



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# Blumberg Redevelopment

**LEGEND**

- Choice Neighborhood Planning Boundary
- PHA Blumberg Redevelopment Site
- KOZ Zone
- Vacant Lots & Buildings
- Parks
- Publicly Owned Properties
- PHA Scattered Sites
- Renovation of Existing Housing
- PHA Phase I
- Proposed Parks

**Key Development Sites**

- 1 Norman Blumberg Site**
  - a. Demolish existing high-rise and low-rise buildings
  - b. Create new streets through site to connect to the neighborhood
  - c. Total renovation of existing 96-unit senior tower
  - d. Build 3 phases of development: 1st - 57 units; 2nd - 83 units; 3rd - 68 units of homeownership
- 2 Stephen Klein Wellness Center**  
Project HOME's new 28,000 sq ft facility at 2108-44 Cecil B. Moore



# Future Housing Development- Building Types and Character

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PHA to show Video



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# Housing Plan Work Session

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1. What is the character of the new 23<sup>rd</sup> street? (Need plans from PHA)
2. What type of redevelopment occurs along Jefferson Street that can leverage Ridge Avenue KOZ site redevelopment into the neighborhood? Homeownership opportunities? What can the market support?
3. Where in the neighborhood would best support additional homeownership?
4. Where can there be opportunities for PHA to partner with other agencies for rehab?
5. How do we address parking?
6. There is support for the reuse of the Reynolds and Vaux School sites as anchor educational institutions. How can the neighborhood plan support the reuse of these institutions? (School field?)
7. Community gateways (streetscape, signage, art planting...)
8. Opportunities for additional community parks and neighborhood gathering spaces?
9. Housing character (what is existing character- what may future housing look like)
10. Can the neighborhood support more senior housing? If so where should that go?



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