

*Putting the
Unity Back into
CommUnity*
SHARSWOOD/BLUMBERG CHOICE NEIGHBORHOODS

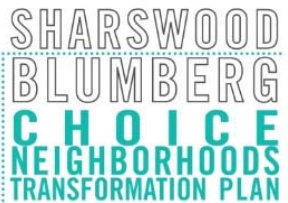
Housing Task Force Work Session #5

Tuesday, March 24, 2015

6:00pm - 7:30pm

Sharswood I - 1425 N.23rd Street

Philadelphia, 19121



I. Welcome & Introductions

Agenda

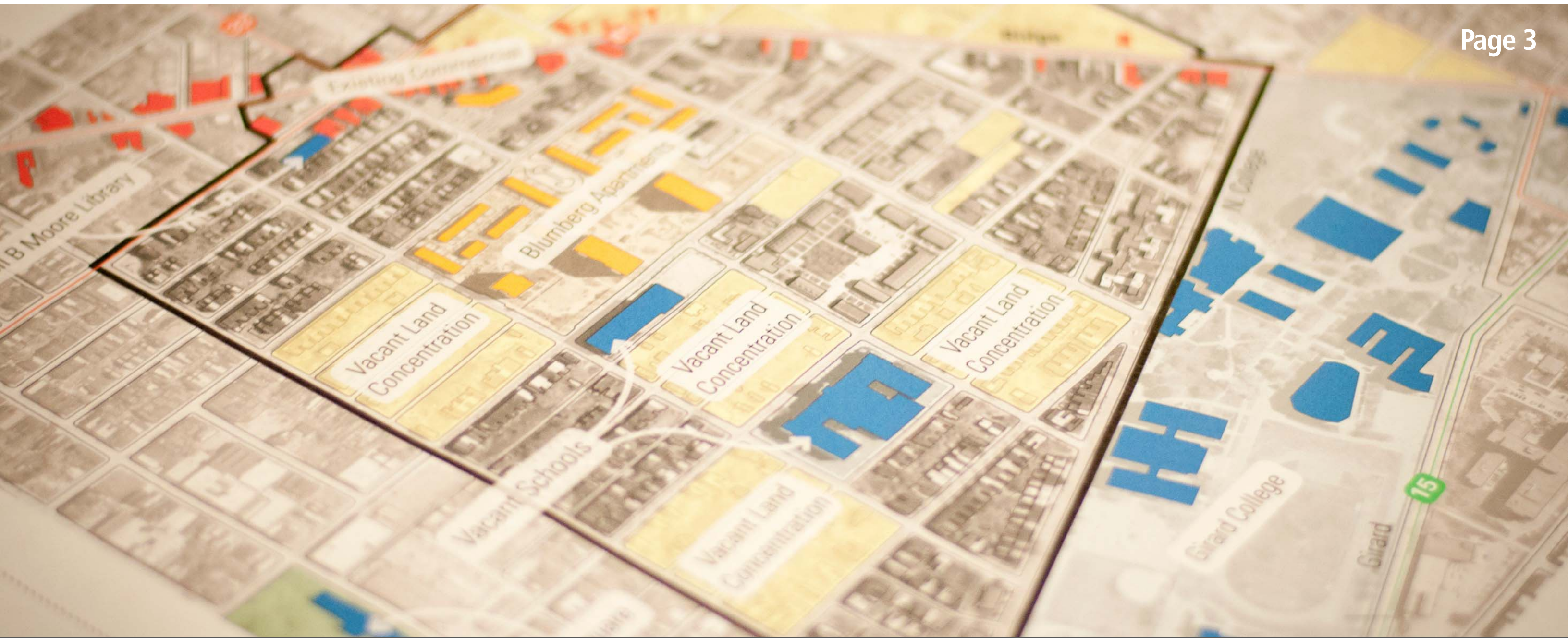
I. Welcome & Introductions
(PHA – Michael Johns)

II. Update on the Planning Process
(WRT – Garlen Capita)

III. Preliminary Housing & Acquisition Strategy
(PHA – Michael Johns)

IV. Working Group Discussion
(WRT – Garlen Capita)

V. Closing & Next Steps
(PHA – Michael Johns)



II. Update on the Planning Process WRT

Concurrent Processes:

Choice Neighborhoods Planning Process

- Community supported; comprehensive planning process (Housing, Neighborhood, People)
- 2-year HUD funded planning effort (November 2013 – November 2015)

Norman Blumberg Site Redevelopment

- Phase I - 57 Units
- Senior Building Rehab
- Demolition
- Relocation/Re-occupancy

Acquisition/Condemnation

- PHA working with PRA to acquire nearly 800 private and 500 public parcels in the Sharswood area

Choice Neighborhoods Transformation Plan



Lead Agency: PHA

1:1 Replacement of Norman Blumberg Family Site; Rehab of Blumberg Senior building; Infill and housing stabilization activities



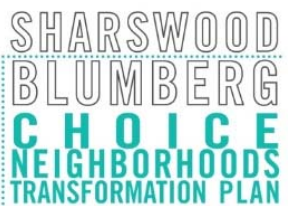
Lead Agency: Beech Interplex

Ridge Avenue Corridor Revitalization; Community Assets and Amenities; Economic Development; Community Capacity Building



Lead Agency: YAP – Youth Advocate Programs

Health & Wellness; Education; Family Supportive Services; Community Safety; Job and Skills Development; Hard to Serve Youth



Planning Process



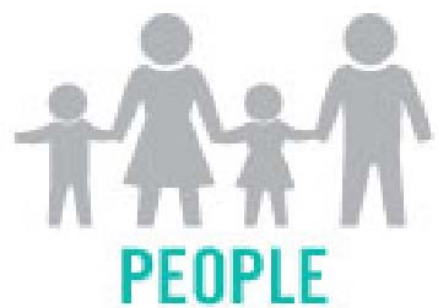
- Understand the issues and opportunities

- Set measurable goals



- Develop plan strategies

- Refine strategies and prioritize



- Create the Transformation Plan document with action steps & metrics

- Secure resources and partners for implementation

Key Milestones

Planning Process Kick-Off

Housing Task Force Session #1

Housing Task Force Session #2

Neighborhood Economic Dev.

Needs Assessment/Community Surveys

Housing Task Force Session #3

Housing Task Force Session #4

Preliminary Plan Presentation

Plan Outline

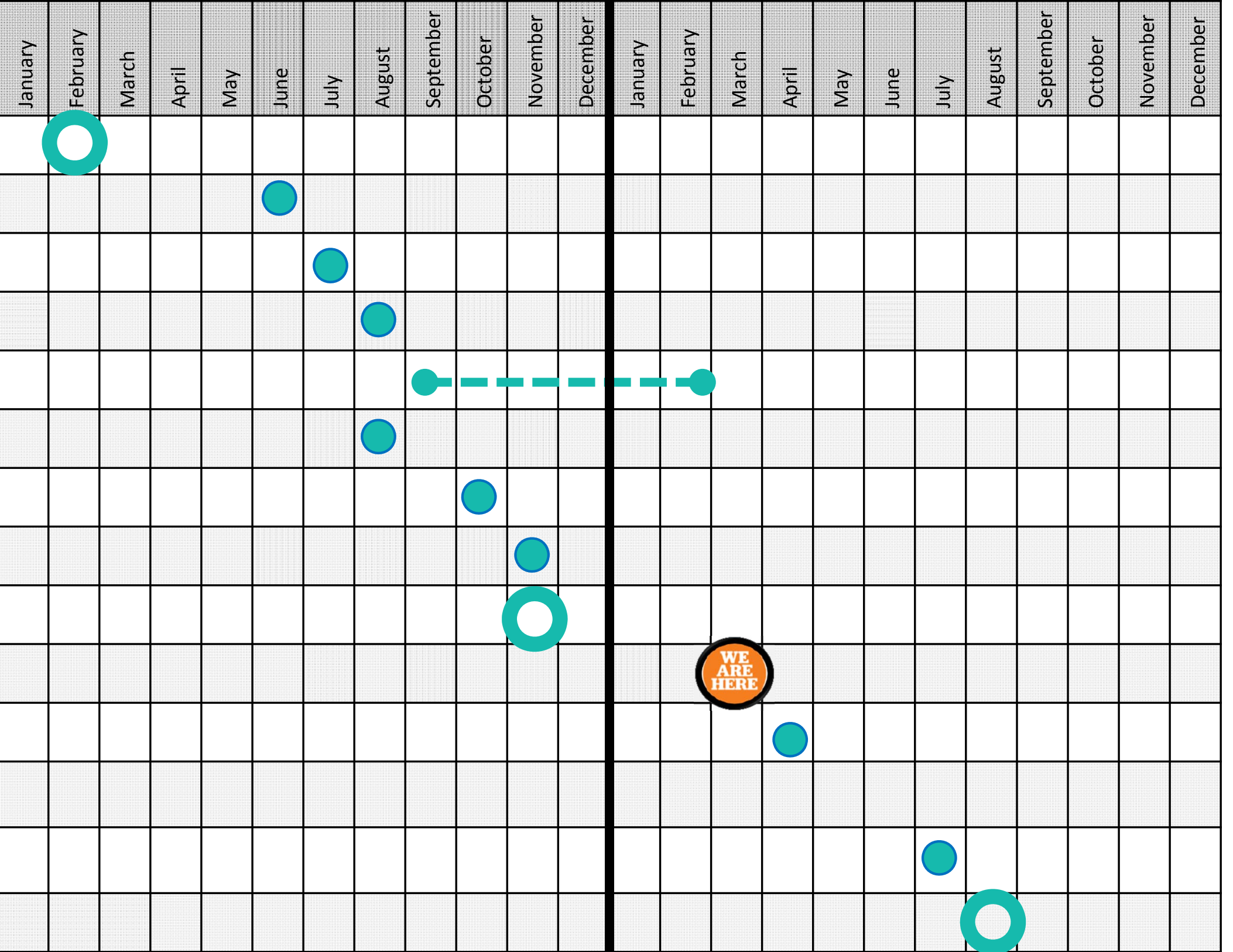
Housing Task Force Session #5

Housing Task Force Session #6

Draft Plan

Draft Plan Presentation Open House

Final Plan



WE ARE HERE

Overview of Household Level Survey Findings



| | Total | Percentages completed |
|---------------------|-----------|---|
| Sharswood Residents | 303 | 22% neighborhood households |
| Blumberg Households | 354 | 73% Blumberg Households |
| Neighborhood Total | 657 Total | 657 of 1,887 neighborhood households surveyed |

A full report of survey results will be placed on the project website www.sharswoodblumberg.com

Overview of Household Level Survey Findings

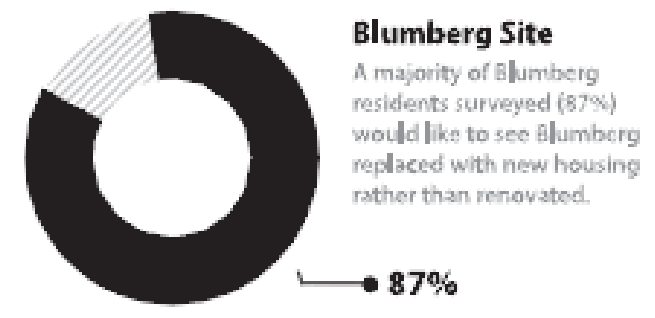
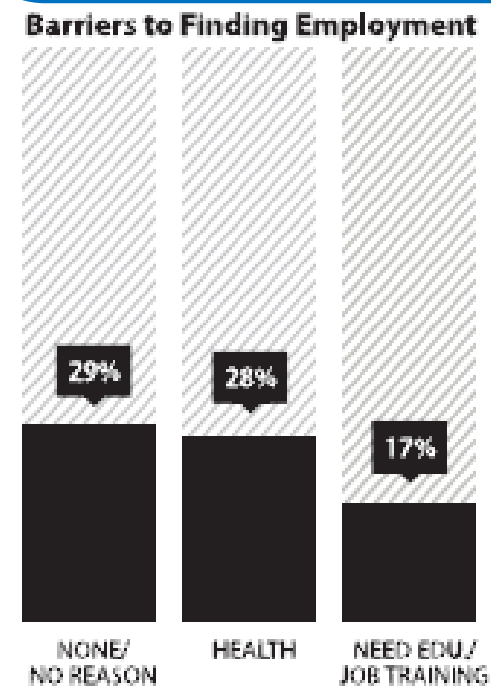
Neighborhood Strengths and Weaknesses

- High percentage of long-term residents
 - 5-10 years (20%)
 - + 10 years (39%)
- 41% would like to remain in the neighborhood
- Majority of respondents 75% believe that the neighborhood has convenient access to public transportation
- 43% believe the neighborhood is unsafe
- 73% of respondents are unemployed with health being cited as a primary barrier to finding and staying in a job

Overview of Household Level Survey Findings

Neighborhood Priorities

1. Address crime/perception of crime and improve neighborhood safety
2. Improve neighborhood housing conditions and address blight
3. Provide opportunities for education and job training

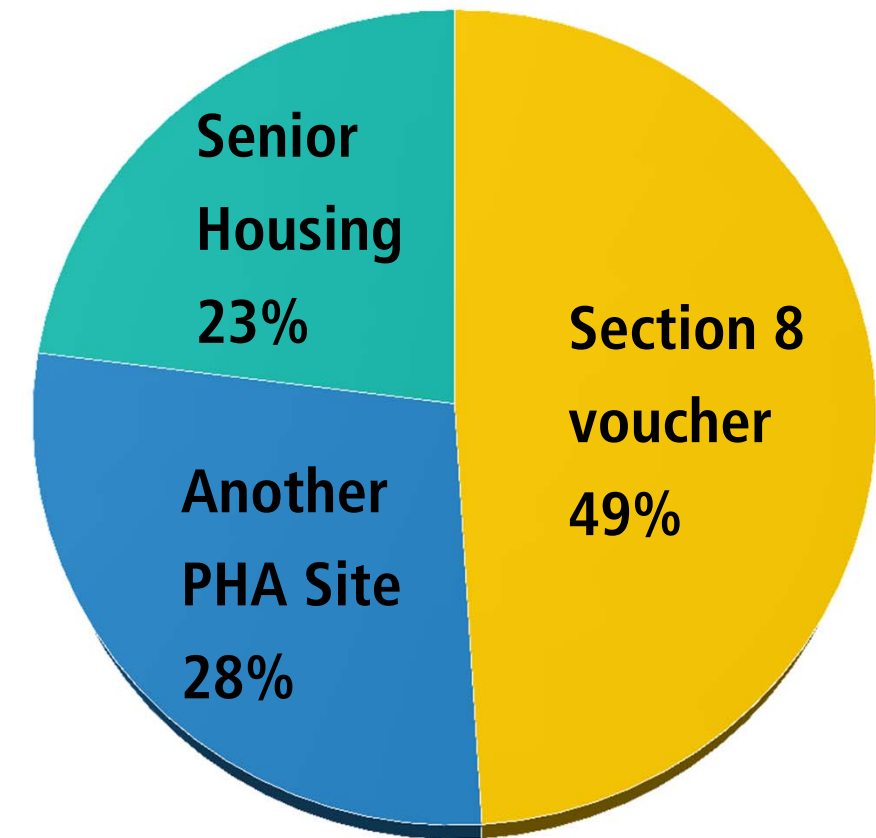


Key Findings from Resident Surveys gathered in late 2014, early 2015

Overview of Household Level Survey Findings

Blumberg Resident Housing Responses

- The majority (87%) would prefer new housing over renovated Blumberg apartments
- Similarly, 75% want to move out of Blumberg
- However, 61% would consider moving back to a new/renovated apartment in the neighborhood, and 38% would prefer a permanent relocation
- High interest in program where Section 8 Vouchers can be used for homeownership



- If relocation was needed:

Community-supported Vision:

“Through the collaboration of residents and stakeholders and the removal of physical and social barriers, the neighborhood will evolve to be a **thriving, prosperous, self-reliant community grounded in health and wellness, alternative resources, excellent education, career planning, quality housing, recreation, and employment options for generations to come.**”

What will this neighborhood look and feel like?



Photo: Neighborhood Garden on Master Street
Image Source: WRT



Photo: (BSCCA) Brewerytown Sharswood Community Civic Association Unity Day, August 2014
Image Source: WRT



Photo: Peace Park

Preliminary Housing Plan Goals

- One-for-one replacement of 405 Public Housing Units (on and off-site) (no net loss of public housing units)
- Improve and modernize Blumberg Senior tower
- Infill housing to strengthen neighborhood fabric and build the critical mass of people needed to support additional neighborhood amenities
- New development is designed to strengthen neighborhood character
- New housing is well connected to community amenities
- Housing affordability is maintained while reducing the concentration of poverty
- Improve housing quality (energy efficiency; accessibility; maintenance)
- Minimize displacement (existing residents have first opportunity to return)
- Increase homeownership opportunities



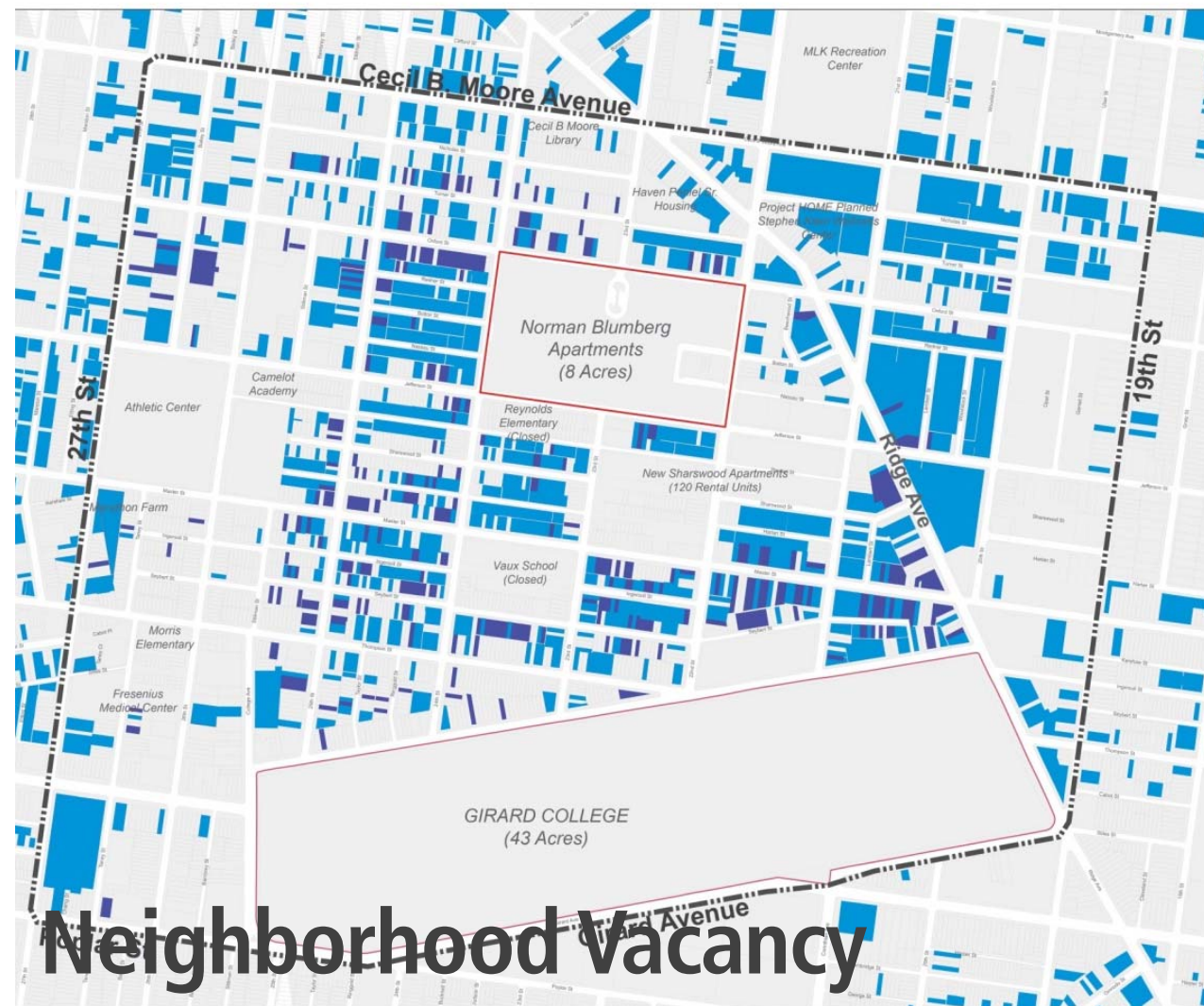
III. Preliminary Housing & Acquisition Strategy PHA

Preliminary Housing Strategy

| Description | Number of Units |
|------------------|---|
| Phase I | 57 New Rental Units |
| Blumberg Senior | 96 Existing Rental Units w/ Building Rehab |
| Phase II & Later | 630 Rental Units (Approximate) <ul style="list-style-type: none"> • 530 Affordable • 100 Market Rate |
| Phase II & Later | 420 Homeownership (Approximate) <ul style="list-style-type: none"> • 320 Affordable • 100 Market Rate |
| | 1,203 Total New Units (65% rental/35% homeownership) |

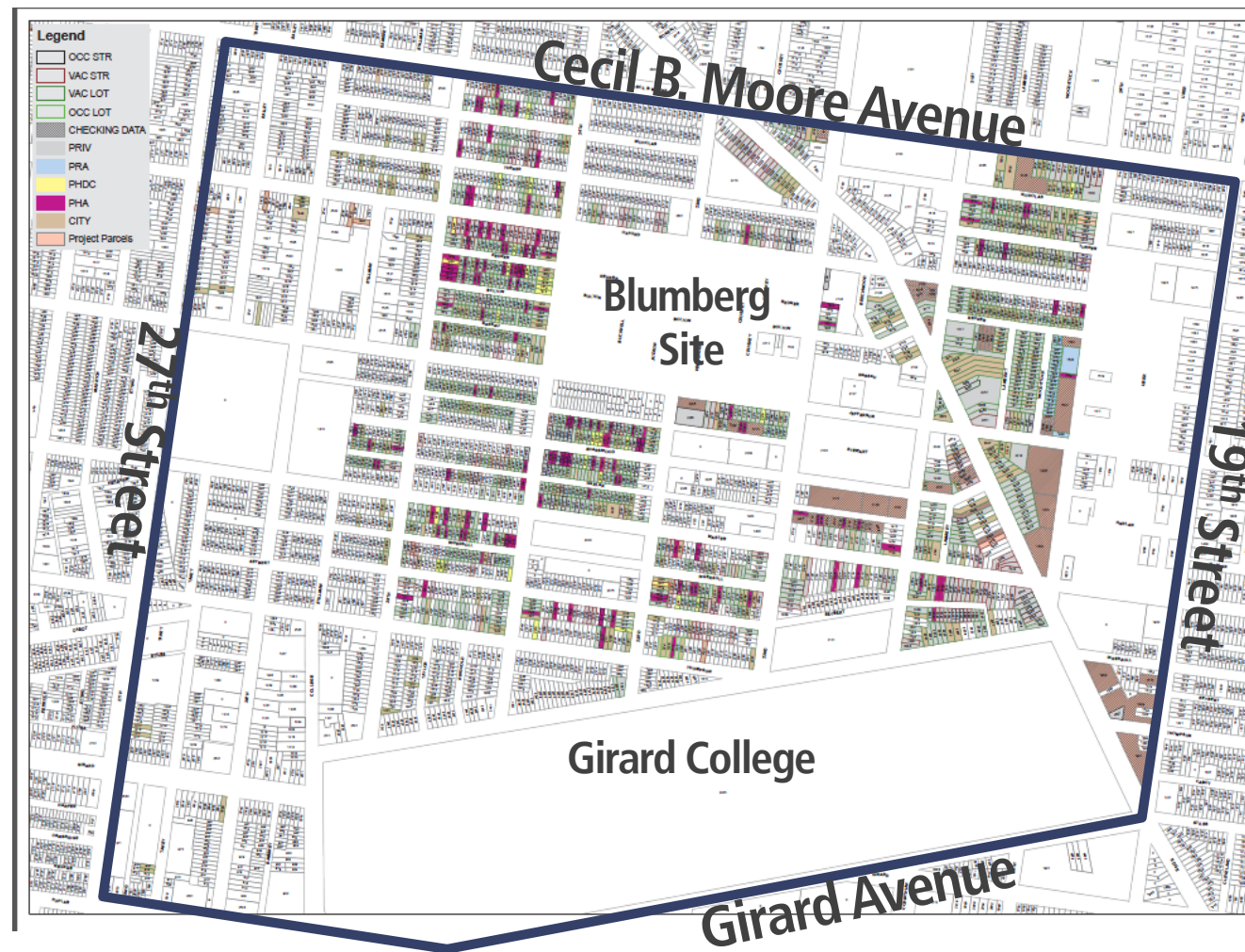


Preliminary Acquisition Strategy



- There are over 1,200 Vacant lots causing neighborhood blight and safety issues
- Some of that land is in public ownership, PHA does not own the majority of the land
- PHA working with PRA to acquire nearly 800 private and 500 public parcels in the Sharswood area
- Notices were sent out on January 28th to the affected property owners.
- The overwhelming majority of parcels are vacant land or structures. The PRA projects that less than 10 percent of the private properties are occupied.

Preliminary Acquisition Strategy



Legend

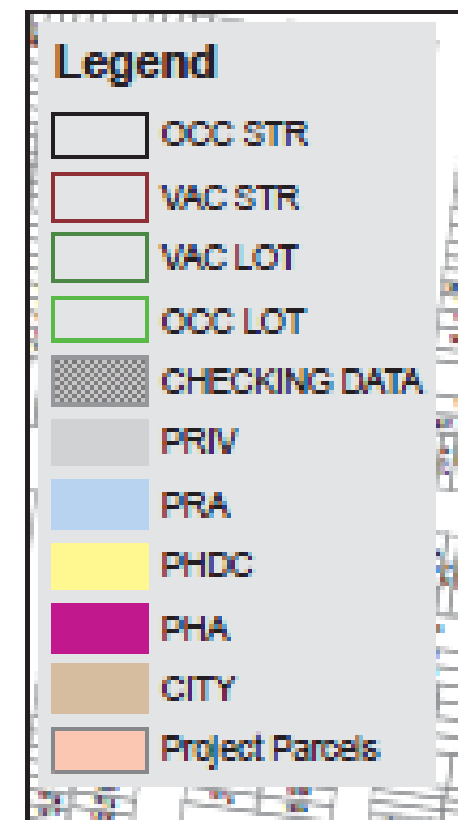


Image Source: PHA

Preliminary Acquisition Strategy

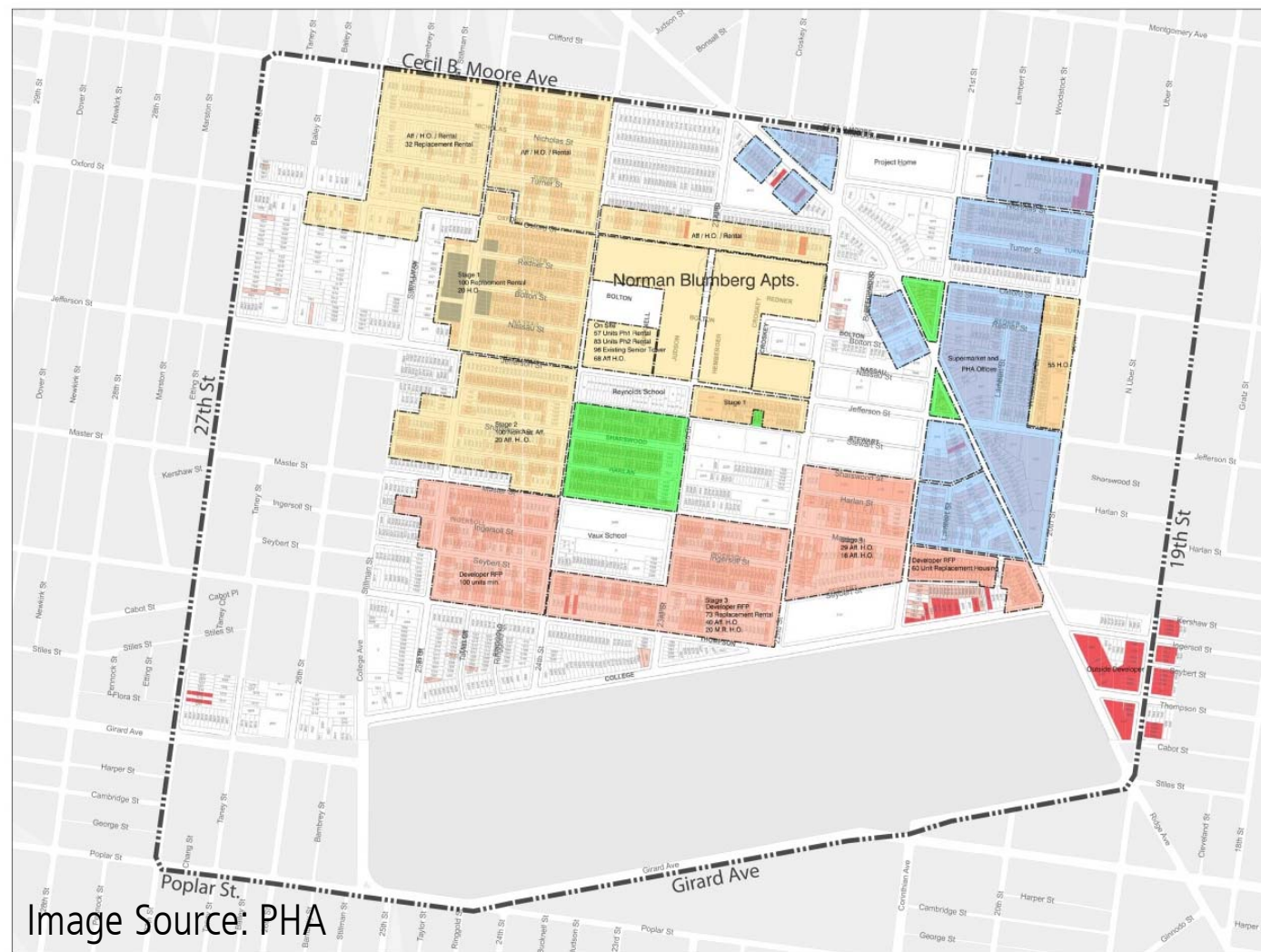


Image Source: PHA

Legend

-  Choice Neighborhoods Boundary
-  Infill Residential (Rental/Homeownership)
-  PHA Assisted Private Developer Housing
-  Non PHA Development
-  Parks/Open Space Opportunities
-  Commercial Redevelopment

As the Housing Strategy is developed the plan will need to define:

- Affordability targets
- Mix of incomes
- Rental vs. Homeownership Mix

Neighborhood currently has high rental rate.

How do you increase homeownership rate?

Current goal is 65% rental/35% homeownership; this will be refined

What can the market support?



70% RENT

VS. 46% IN PHILLY

Affordable vs. Market Rate

- **Market Rate Housing** = rental costs are based on current market prices/demand. There are no income limits or special requirements.

Defining Housing Affordability

PHA Public Housing Operating subsidy

- Family Size
- Annual Household Income
- Rent Affordability (30% of income towards rent)

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



Defining Housing Affordability



Jeff is a 22 year old disabled resident living alone. Jeff is unemployed his annual income of \$10,645 comes from SSI Disability and Social Security payments.

- Family Size: 1
- Median Annual Income: \$10,645
- Rent Affordability: 30%= \$3,193 year (\$266 month)
- Housing Needs: 1 bedroom apartment
- Housing Cost: \$800/month with PHA Subsidy
- What Tenant Pays: \$266/ month



Defining Housing Affordability



Angela is a receptionist at a local University Hospital she makes \$33,000 a year and is a single parent with three children.

- Family Size: 4
- Median Annual Income: \$33,000
- Rent Affordability: 30%= \$9,900 year (\$825 month)
- Housing Needs: 3 bedroom apartment
- Housing Cost: \$1,300/month with PHA Subsidy
- What Tenant Pays: \$825 month



Defining Housing Affordability



Loretta is a 70 year old resident living alone. She is retired and lives on Social Security payments in the amount of \$15,144 per year.

- Family Size: 1
- Median Annual Income: \$15,144
- Rent Affordability: 30%= \$4,543 year (\$379 month)
- Housing Needs: 1 bedroom apartment
- Housing Cost: \$800/month with PHA Subsidy
- What Tenant Pays: \$379/ month



Defining Homeownership Affordability



Lamar and Lynette are working parents with two children. They are currently renting and looking for an opportunity to purchase their first home. Lamar makes \$49,632 a year in his first year as a Philadelphia Police Officer and Lynette earns \$19,000 a year as an early childhood education assistant.

- Family Size: 4
- Median Annual Income: \$68,632 (80% of AMI)
- Homeownership Affordability: 30%= \$20,590 year (\$1,716)
- Housing Needs: 3 bedroom home
- Sale Price: \$135,000 (3 bedroom twin; 1,420sf)
- Assumes 30 year loan at a 5% interest rate



Market Rate Housing



Carol just got a job as a high school math teacher in a new neighborhood school. She makes \$62,368 a year, has two children and is currently looking to rent a new townhome in the Sharswood neighborhood.

- Family Size: 3
- Median Annual Income: \$62,368
- Rent Affordability: 30%= \$18,710 year (\$1,559 month)
- Housing Needs: 3 bedroom townhouse
- Housing Cost: \$1,500/month
- What Tenant Pays: \$1,500/month



Activity 1: Defining Goals

- **Goal 1: One-for-one replacement of 405 Public Housing Units (on and off-site) (no net loss of public housing units)**
- **Goal 2: Improve and modernize Blumberg Senior tower**
- **Goal 3: Infill housing to strengthen neighborhood fabric and build the critical mass of people needed to support additional neighborhood amenities**

- Housing for low and moderate income households?
- Housing for those with special needs?
- Housing for middle income?
- Market rate housing?
- Senior housing?
- Homeownership?
- Others?

Activity 2: Community Prioritization

- Goal 1: One-for-one replacement of 405 Public Housing Units (on and off-site)
 - (no net loss of public housing units)
 - Goal 2: Improve and modernize Blumberg Senior tower
 - Goal 3: Infill housing to strengthen neighborhood fabric and build the critical mass of people needed to support additional neighborhood amenities
-
- Goal __: New development is designed to strengthen neighborhood character
 - Goal __: New housing is well connected to community amenities
 - Goal __: Housing affordability is maintained while reducing the concentration of poverty
 - Goal __: Improve housing quality (energy efficiency; accessibility; maintenance)
 - Goal __: Minimize displacement (existing residents have first opportunity to return)
 - Goal __: Increase homeownership opportunities

Activity 3: Indicators and Metrics

| Goal | Definition | Unit of Measurement |
|---|--|---|
| <p>1. One-for-one replacement of 405 Public Housing Units (on and off-site) (no net loss of public housing units)</p> | <p>Number of newly constructed or acquired rental units which replaced previously removed Public Housing or HUD-Assisted inventory.</p> | <p>Number of Affordable Public Housing Units # before demo vs. # after demo</p> |
| <p>2. Improve and modernize Blumberg Senior Tower</p> | <p>Rehabilitation of On-Site PHA Senior Housing Capital Needs Assessment (CAN)</p> | <p>CAN -how well did rehab meet resident priorities Dollar amount of funding towards rehabilitation</p> |
| <p>3. Infill housing to strengthen neighborhood fabric and build the critical mass of people needed to support additional neighborhood amenities</p> | <p>Reduce vacancy by developing on publicly owned, vacant units Total number of newly constructed off-site (Affordable rental units; For sale units; Number of units rehabbed)</p> | <p>Number of new (non-replacement housing units) Number of rehabbed units (formerly vacant) % Decrease in the neighborhood's long-term vacancy rate</p> |

Activity 3: Indicators and Metrics

| Goal | Definition | Unit of Measurement |
|---|---|---------------------|
| New development is designed to strengthen neighborhood character | Quality design and construction; Designed to fit within existing context and re-establish neighborhood character; scale; materials | |
| New housing is well connected to community amenities | Schools, shopping, parks and recreation facilities, health centers and other services, transit stops, job centers, anchor institutions... | |
| Housing affordability is maintained while reducing the concentration of poverty | Provide a variety of unit types; range of prices affordable and market rate Creating attractive housing options to attract other income levels | |
| Improve housing quality (energy efficiency; accessibility; maintenance) | Make available Home Repair and Improvement Programs Financial literacy and stability; Façade and systems improvements for existing homeowners Code enforcement Increase in the number of accessible and vistable units | |
| Minimize displacement | Existing PHA residents have first opportunity to return Support to existing homeowners | |
| Increase homeownership opportunities | goal is 65% rental/35% homeownership | |



V. Closing & Next Steps PHA

A number of considerations for next steps:

The Final Transformation Plan will include community supported vision, goals, strategies and include a flexible development framework.

The plan will balance between:

- PHA's mission **"to provide quality housing for Philadelphia's low and moderate income families"**
- Community priorities
- What is doable/physically viable
- What the market can support
- Securing funding/financing
- Securing land for development

Thank you for coming!

Please continue to stay engaged.

Next steps:

Housing Task Force Session #6

Date: **Tuesday, April 14, 2015**

Time: **6:00pm- 7:30pm**

Location: **To be determined**

Proposed Agenda for April Session

- 1. Draft Housing Plan Concepts
- 2. Market Study Findings/Highlights
- 3. Homeownership Opportunities
- 4. Review/Finalize Indicators and Metrics
- 5. What else should we discuss?

Copies of all task force meeting materials can be found on:
<http://www.sharswoodblumberg.com/>

