

ATTACHMENT 50:
NEIGHBORHOOD LEVERAGE DOCUMENTATION

APPLICANT:
CITY OF PHILADELPHIA O.H.C.D.

FILE NAME:
Att50NeighbLeverageDoc.pdf

Attachment 50: *Neighborhood Resources*

OMB Approval No. 2577-0269
(exp. 1/31/2015)

List all funds that will be used for Neighborhood Development only. For each resource you list, you must provide a commitment document behind this Attachment that meets the standards described in the match and leveraging section of the NOFA. The amounts listed on this form must be consistent with the amounts listed on the Sources & Uses Attachment and the amounts in each resource commitment document.

Source of Neighborhood Leverage Resource	Dollar Value of Resource	Page # of Commitment Document	HUD Use Only Amount Approved
_____	\$ _____	_____	\$ _____
The Goldenberg Group	100,000,000.00	2	_____
SEPTA	317,000.00	3	_____
City of Philadelphia	13,170,000.00	5	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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_____	_____	_____	_____
Page Total	\$ 113,487,000.00	_____	\$ 0.00

THE GOLDENBERG GROUP

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A Real Estate Development Company

August 28, 2013

Honorable Michael A. Nutter
Mayor
City of Philadelphia
City Hall, Room 215
Philadelphia, PA 19107

Dear Mayor Nutter,

I am writing on behalf of the Goldenberg Group (TGG) to express my strong support for the City of Philadelphia and partners' plan to transform the North Central neighborhood through its \$30 million grant application for the Choice Neighborhoods Initiative.

The Goldenberg Group (TGG) has been one of the most active developers in the Philadelphia and Southern New Jersey regions for over 25 years. Founded in 1984, the company has successfully developed more than 6 million square feet of retail space across 15 significant retail projects with a combined value in excess of \$500 million and a combined tenant occupancy rate of 98%. TGG has also successfully developed high-end condominiums, custom homes, student housing, and other mixed-use projects. TGG's development philosophy is to work on transformative projects with a high degree of attention to social, aesthetic and environmental issues as well as an awareness of, and respect for, community sensitivities, values and needs.

TGG is pleased to commit the development of the Student Residence at Temple University located at 1100 Cecil B. Moore toward the revitalization of the North Central neighborhood. The Student Residence project is a fully-funded \$100 million mixed-use development complex located at the former John Wannamaker School. The development includes a 320,000 square foot, 14-story apartment building that will house 832 beds across 238 residences, 80 parking spaces and 11,000 square feet of first floor retail.

This project is consistent with the North Central Neighborhood goal of transforming vacant and underutilized properties into housing and retail space to stabilize the community and encourage other private investment. While the Student Residence at Temple furthers the strategies in the Choice Neighborhood grant, it is not funded by it or contingent upon it.

TGG hopes that the City is successful in securing a Choice Neighborhood Implementation grant, as the transformation of this neighborhood is critical to the sustained growth of the community, the city and the region. Please do not hesitate to contact me at 610-260-9600 if you need additional information.

Sincerely,



Kevin M. Trapper
Senior Vice President

1234 Market Street
Philadelphia, PA 19107-3780
(215) 580-7800
Fax (215) 580-3636



Southeastern Pennsylvania Transportation Authority
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Cuyler H. Walker

General Manager
Joseph M. Casey

September 6, 2013

Honorable Shaun Donovan
Secretary
U.S. Department of Housing & Urban Development
451 7th Street, SW
Washington, DC 20410

RE: City of Philadelphia Choice Neighborhood Implementation Grant Application
North Central Philadelphia

Dear Secretary Donovan:

The City of Philadelphia, the Philadelphia Housing Authority (PHA, and other stakeholders have developed a Transformation Plan for North Central Philadelphia that incorporates a range of housing, people, and neighborhood improvement strategies and is seeking funding from the U.S. Department of Housing and Urban Development Choice Neighborhood Initiatives (CNI) program to implement the plan. This letter is being provided as evidence of SEPTA’s commitment to investing in the capital improvements at the Temple University regional rail station to promote increased access to transit.

SEPTA has already completed nearly \$800,000 in capital investments to improve the safety, security, amenities and aesthetics of the Temple University rail station at 9th and Berks Streets in North Philadelphia. The Temple University rail station on SEPTA’s Regional Rail network, currently has the fourth highest ridership among all stations with approximately 2 million annual passenger trips in 2013.

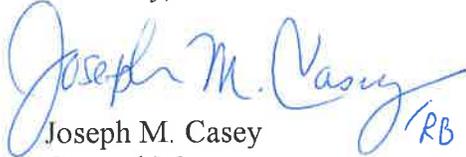
SEPTA is firmly committed to invest an additional \$317,000 to provide platform level amenities and improvements, including; new passenger windscreens and shelters with glass block, site furniture, paneling and signage. This additional work will complete the improvement project for the Temple University rail station, which aligns with the neighborhood goal of improving assets to improve connections within and outside the North Central neighborhood. With these capital improvements to the station and the proposed new housing and retail projects, it is anticipated that ridership will be up at least 4% over the next few years.

Honorable Shaun Donovan
September 6, 2013
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SEPTA is pleased to be a partner in the North Central Philadelphia Transformation Plan and we look forward to working with the Department of Housing and Urban Development and the Philadelphia Housing Authority in creating a strong and sustainable neighborhood.

Sincerely,



Joseph M. Casey
General Manager

CC: Honorable Michael A. Nutter
Kelvin Jeremiah, Executive Director, PHA



CITY OF PHILADELPHIA

Office of the Mayor
215 City Hall
Philadelphia, PA 19107
(215) 686-2181
FAX (215) 686-2180

MICHAEL A. NUTTER
Mayor

September 9, 2013

The Honorable Shaun Donovan
Secretary
U.S. Department of Housing and Urban Development
451 7th Street S.W.
Washington, DC 20410

Dear Secretary Donovan:

On behalf of the City of Philadelphia, I am pleased to submit this application for a \$30 million Choice Neighborhoods grant to implement the North Central Philadelphia Transformation Plan. The City of Philadelphia, through the Office of Housing & Community Development (OHCD), Philadelphia Housing Authority (PHA), Temple University, Asociación Puertorriqueños en Marcha (APM), community residents and other stakeholders will work together to implement the planned Housing, People, and Neighborhood activities to create a sustainable North Central Philadelphia.

The revitalization of North Central Philadelphia into a mixed-income neighborhood with increased access to transportation, jobs, services and educational opportunities continues to be a priority for the City. This year's Transformation Plan is strengthened by the commitment of Temple University as the Principle Education Partner and Anchor Institution. In the context of ongoing fiscal constraints, the education plan presented is innovative and has been crafted with the direct involvement of the School District of Philadelphia and Temple University leadership. The Philadelphia Housing Authority, strengthened with a new qualified board and CEO, has my full support in its decision to pursue Rental Assistance Demonstration (RAD) as part of this application. This plan also aligns with my initiatives to improve public safety, promote healthy lifestyles and reduce poverty. Finally, the partners have created a strategy that builds on past neighborhood investments including the recently completed Diamond Green project, a \$20 million mixed use development at 10th and Diamond, and Paseo Verde, a \$48 million Transit Oriented Development (TOD) developed by Jonathon Rose Companies and APM at 9th and Berks Streets.

The Honorable Shaun Donovan
 September 9, 2013
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The City firmly commits support for the following North Central Transformation Plan activities within the target neighborhood. This support includes the City's firm CDBG commitment of a \$750,000 Section 108 loan toward a mixed-use development project on Germantown Avenue, the neighborhood's eastern boundary and one of its main commercial corridors.

The City's commitments are as follows:

Housing

- \$6 million in Philadelphia Redevelopment Authority non-federal funding to support the Phase I development of homeownership housing of the North Central Housing Plan.
- \$907,000 in HOME funding to support the Phase I development of rental housing of the North Central Housing Plan.

Total New Housing Commitments = \$6,907,000 over 5 years

Critical Community Improvements – New Commitments

- \$3,000,000 (\$600,000 a year for 5 years) comprised of 2,500,000 PWD and \$500,000 City General Fund for comprehensive and innovative green non-traditional stormwater interventions and for re-purposing larger vacant lots.
- \$500,000 (\$100,000 a year for five years) in City General Funds to enable the Pennsylvania Horticultural Society (PHS) to green and maintain up to 600 lots.
- \$1,200,000 (\$240,000 a year for 5 years) of Housing Trust Fund (HTF) earnings for home repairs for existing homeowners through the City's Basic Systems Repair Program and Adaptive Modifications Program.
- \$3,000,000 (\$600,000 a year for 5 years) in Qualified Redevelopment Bond funding for acquisition of residential and commercial properties.
- \$1,250,000 (\$250,000 a year for 5 years) comprised of \$1,000,000 Capital Program Funds and \$250,000 in City General Funds for comprehensive streetscape improvements at key connector areas and on Germantown Avenue.
- \$200,000 in Philadelphia Redevelopment Authority non-federal funding to support the development of the mixed-use project at 11th and Norris to include a workforce development center.

The Honorable Shaun Donovan
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- \$2,100,000 - \$600,000 in Empowerment Zone funding and \$1,500,000 in CDBG funding for the development of a mixed-use project on the 2100 block of Germantown Avenue.

Total New Critical Community Improvement Commitments = \$11,250,000 over 5 years

Neighborhood Resources – New Commitments

- \$1,170,000 in City and State funding to support the Avenue of the Arts lighting project on North Broad Street.
- \$5,000,000 in City funding to support street paving in the North Central neighborhood
- \$7,000,000 in City funding to support traditional water and sewer infrastructure improvements in the North Central neighborhood.

Total New Neighborhood Resources = \$13,170,000 over 5 years

People Strategy – New Commitments Norris Apartments’ Residents

- \$322,500 in Community Services Block Grant funding to support the PHA Pre-Apprenticeship program, providing a total of 75 slots over 5 years @ \$4,300 per slot.
- \$420,000 in Corporation of National and Community Service “AmeriCorps” and City General Fund match funding, providing 20 slots over 2 years to youth ages 18-24 @ \$21,000 per slot.
- \$95,500 in City General Fund to provide outreach and support through PhillyGoes2College and the Graduation Coach Campaign to prepare parents to be graduation coaches and their children for college. 1 part time person earning \$27,000 (inclusive of benefits) + \$11,500 for supplies, travel, marketing and materials x 5 years = \$191,000. This persons time will be split 50/50 between Norris Apartment families and the community (see below) therefore $\$191,000 / 2 = \$95,500$.
- \$478,000 in City General Fund to contract with the School District to hire a Research Assistant to track, monitor and report on progress of Norris Apartment students over 5 years. Calculation includes full time salary @ \$85,054 (inclusive of benefits at 54%) + \$52,730 for travel, supplies, equipment x 5 years = \$478,000.

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- \$150,000 in City General Fund for the Citizens Planning Institute to support the engagement, understanding and participation in Norris Apartments and neighborhood development and create a hub within Norris Apartments. 5 training modules/sessions and graduation ceremonies will be created and held @ \$30,000 per session x 5 years = \$150,000.
- \$200,000 in City General Fund for the Freedom Rings Partnership to support closing the digital divide and support the expansion of the PHA Notebook & Training Program previously funded with federal stimulus dollars. Calculation includes outreach \$5,000 + Group and 1-1 Training Sessions + technical support @ 63,000 + Notebooks/laptops/computers at \$132,000 (\$600 x220 individuals) = \$2,000,000.
- \$30,000 in City General Fund to expand Penrose PhillyRising outreach to and involvement of youth in service learning and civic engagement in the neighborhood. \$10,000 (10% of Philly Rising Coordinator's time + supplies and materials) per year x 3 years = \$30,000.
- \$40,000 in Community Development Block Grant funding to provide housing counseling to households over 5 years. \$125 per unit of service x 320 units over 5 years = \$40,000.
- \$750,000 in City General Fund towards the supportive services sustainability endowment required after the 5 year grant period. The City has a plan to fund raise with the philanthropic community to cover the remaining \$750,000.

Total New Commitments = \$2,486,000 over 5 years

People Strategy – Community Commitments

- \$95,500 in City General Fund to pay for the other half of the part-time position listed above to support PhillyGoes2College and Graduation Coach Campaign over 5 years.
- \$50,000 in City General Fund to support and align the work of the Citizens Planning Institute working in the target neighborhood over 5 years with their work for Norris Apartment residents.
- \$295,281 in City General Fund is an existing commitment that represents 3 years of operation for Pennrose PhillyRising working with community members in the target neighborhood.

Total Community Commitments = \$440,781 over 5 years

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September 10, 2013
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Evaluation

- \$250,000 in City General Fund for evaluation, tracking, monitoring and reporting out on progress is firmly committed.

The City of Philadelphia's total resource commitment to the North Central Philadelphia Transformation Plan equals **\$34,503,781 over 5 years.**

The City, as the Lead-Applicant and Neighborhood Implementation entity, is excited to be working with PHA, APM, Temple University, and all the other stakeholders in this comprehensive revitalization strategy. I want to thank you for your consideration of our application as it presents an extraordinary opportunity for the North Central neighborhood, the City of Philadelphia and the region.

Sincerely,



Michael A. Nutter
Mayor