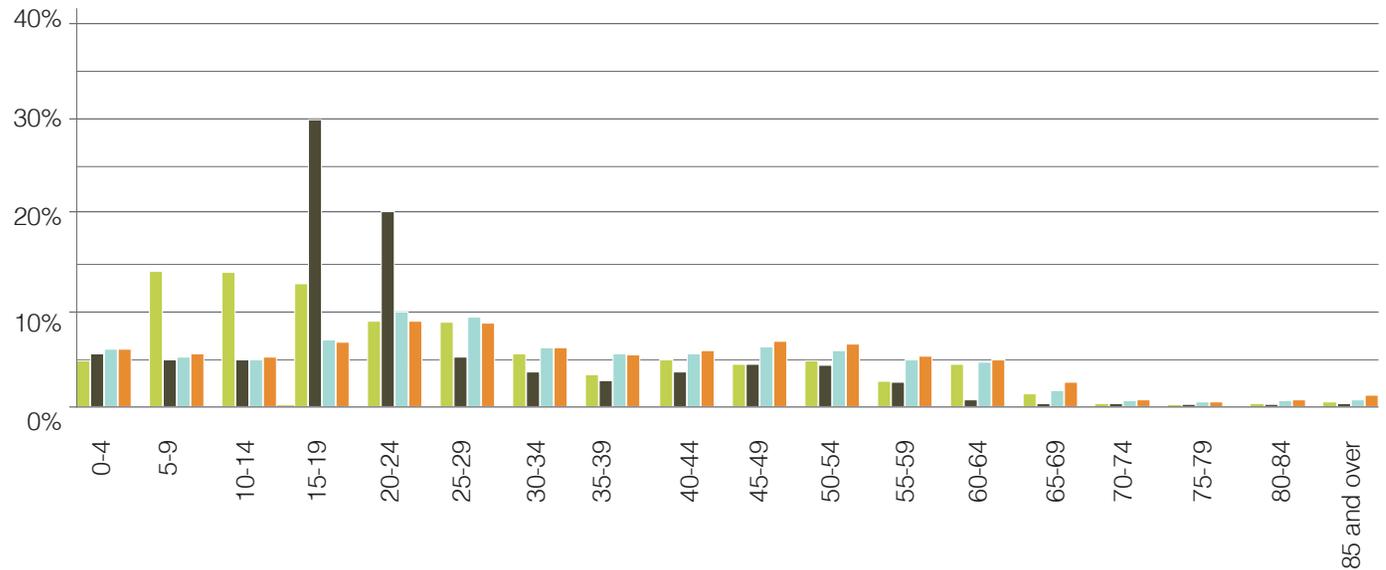


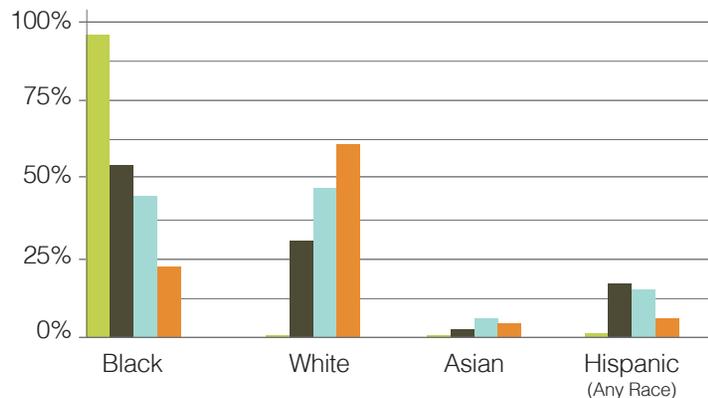
SECTION 3 : A Snapshot of the Planning Area

Over 10,123 people in 2,465 households live in the North Central Philadelphia Transformation Area. The neighborhood median income of \$15,450 underscores the extent to which poverty, distressed housing, poor health outcomes and other issues associated with poverty impacts families, i.e. lack of affordable housing options; outmoded building systems and deteriorated conditions which impact health and safety; the need for affordable transportation options to access employment, education, health care and other services.

POPULATION BY AGE



POPULATION BY RACE

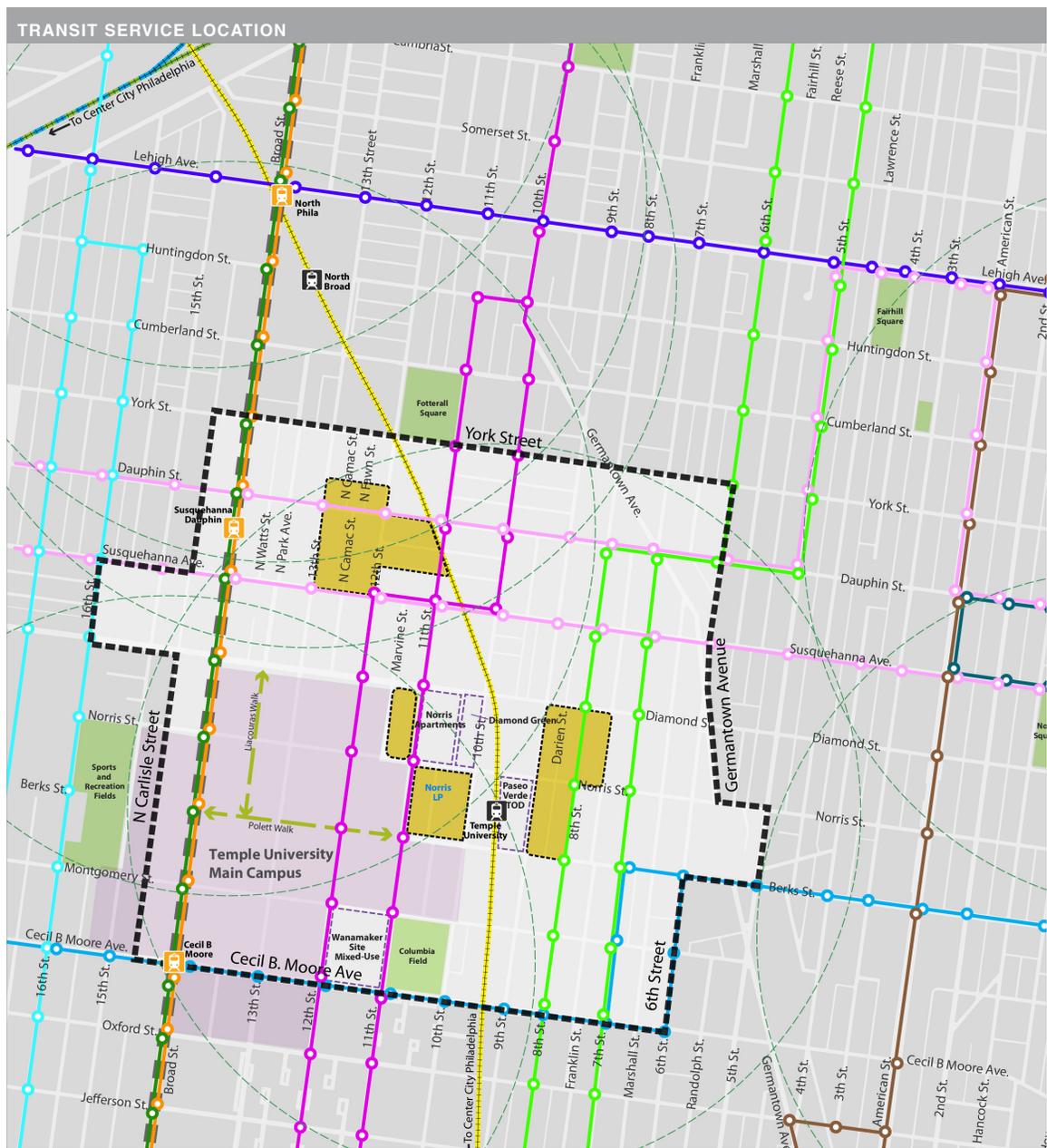


■ Norris Homes
■ Neighborhood
■ City
■ Region

64.7% OF NEIGHBORHOOD HOUSEHOLDS LIVE BELOW THE POVERTY LINE



MEDIAN HOUSEHOLD INCOME



- Legend**
- Planning Area Boundary
 - Target Housing Sites
 - 🚇 Broad Street Line Subway Station
 - 🚇 Market-Frankford Line Subway Station
 - 🚆 Regional Rail Station
 - 🚆 Amtrak Station
 - ⊙ 10 Minute Walk to Transit
 - 🏠 Housing Phases
- Subway Lines**
- BSL, Spur & Owl
- Regional Rail Lines**
- Chestnut Hill West
 - Doylestown / Fox Chase/ Norristown / West Trenton
 - Trenton
- Bus Lines**
- 2. 20th-Johnston to Pulaski-Hunting Park
 - 3. 33rd-Cecil B. Moore to Frankford Transportation Center
 - 4. Fern Rock Transportation Center to Broad-Pattison
 - 16. Cheltenham-Ogontz to City Hall
 - 23. Broad-Oregon to Chestnut Hill
 - 39. Richmond-Cumberland to 33rd-Dauphin
 - 47. Whitman Plaza to 5th-Godfrey
 - 54. Richmond-Cambria to 33rd-Dauphin
 - 57. Whitman Plaza to Fern Rock Transportation Center
 - 89. Front-Dauphin to Arrott Transportation Center

The area is well served by public transit, including the Broad Street Line, the Market-Frankford Line, Regional Rail, and SEPTA Buses.

TRANSIT ORIENTED DEVELOPMENT:

The Norris site is steps away from the SEPTA Temple University Regional Rail Station with 3,336 weekday boardings and 3,674 weekday alightings (SEPTA 2013). Directly across the rail tracks from Norris Homes is the new Paseo Verde mixed-use development.





The 4.5-acre former Wanamaker Middle School site at 11th Street and Cecil B. Moore Avenue is being redeveloped into a mixed-use, privately owned student housing development for 2,500 students.

BUILDING ON KEY STRENGTHS

While a neighborhood revival is well underway in certain parts of the Choice Neighborhood, the community continues to deal with the aftermath of disinvestment which resulted in widespread demolitions across this and other distressed sections of Philadelphia. For many years, nothing was built on these empty lots, and so parts of the community became known as “the badlands”, a neighborhood where vacant lots – many filled with junk cars and 10 foot tall weeds – stretched for acres. Beginning in the 1970s, grassroots organizations formed in response changing demographics and community need – including Asociacion Puertorriquenos en Marcha (APM), a key partner in the Transformation Plan.

By the early 1990s, through the efforts of APM and many others, the rebirth of the neighborhood had begun in earnest, including redevelopment of 475 lots that have been converted into new housing or commercial ventures. As recently as 1998, a City survey showed that two-thirds of all land parcels in the community were abandoned. By 2010, this figure had been reduced to one-third of parcels – an enormous improvement, but still a major problem area.

Within the .57 square mile Transformation Plan area, the neighborhood contains very dramatic extremes of housing and other conditions depending on the location within it. The area around Temple University, the neighborhood’s anchor institution, includes student housing and campus facilities, with newly constructed and substantially rehabilitated buildings offering privately-owned rental housing to supplement University-owned housing. A neighborhood of new homes developed by APM along streets south of Diamond and North of Cecil B. Moore is thriving, with recent sales prices at \$160,000. As documented in a recent market assessment, rental vacancy rates are low and demand for market rate rental housing remains strong, as is demand for competitively priced sales housing units for moderate and middle-income housing. Overall, however, home values in the neighborhood are depressed and vacant homes and lots continue to dominate many blocks.

PHA’s demolition of the Norris High Rise in 2011 and the subsequent on-site redevelopment effort was another milestone in the community’s recent history. New private and publicly sponsored development activity on the Avenue of the Arts North (Broad Street) cultural corridor, heightened interest in the area by young professionals moving north from the high cost Center City area in search of more affordable housing options, and Temple University’s transformation from a commuter to largely residential campus have all sparked concern among long-time community residents about

gentrification and dislocation. Increasingly, North Central Philadelphia is becoming a neighborhood of choice with all of its attendant opportunities and challenges. The priority housing needs identified in the planning process reflect these changing community dynamics and include: ***the need to complete the revitalization of the Norris Homes and to address the existing distressed conditions of the low-rise units; the need to aggressively reduce the number of vacant and underutilized vacant lots; the need to create new housing units that reflect modern amenities and high energy efficiency and sustainability standards; the importance of income mixing as a fundamental component of new development efforts; and, the need to focus housing nearby to accessible and affordable public transportation.***

GREEN HOMES



The Sheridan Street Homes is a LEED Gold certified affordable housing development in the Choice Neighborhood.

MONTGOMERY AVENUE GARAGE

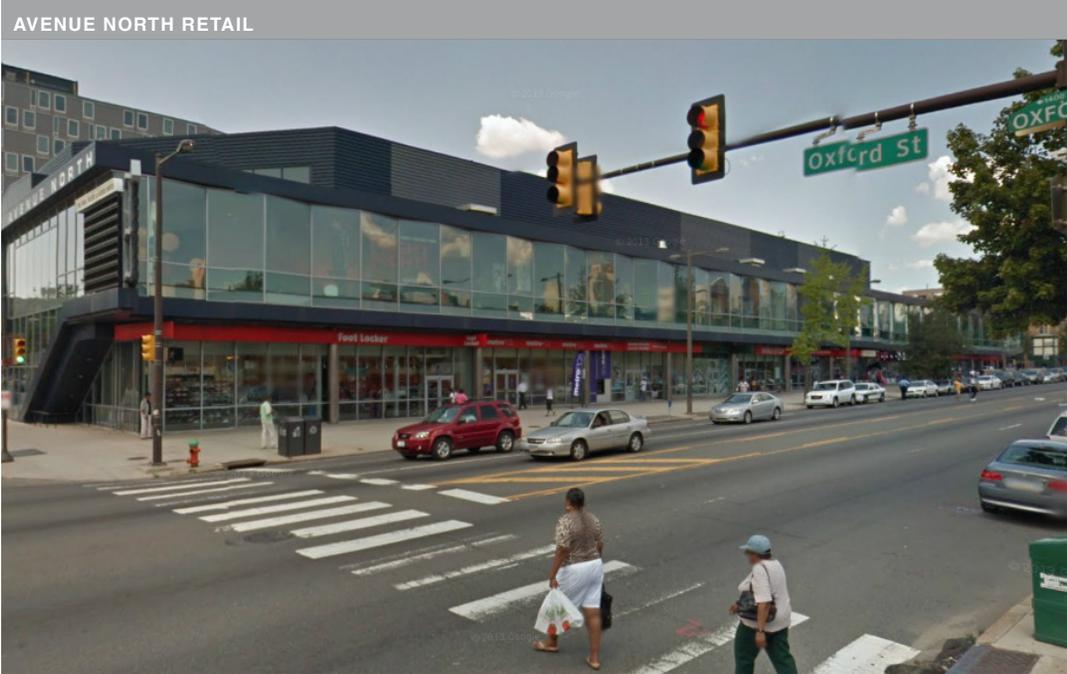


The new \$25.4 Million garage provides 1,100 parking spaces and retail on Berks Street connecting to Temple University's Polett Walk. The Kardon/Atlantic Terminal Building (background) is listed on the National Register of Historic Places and includes apartments and office space.

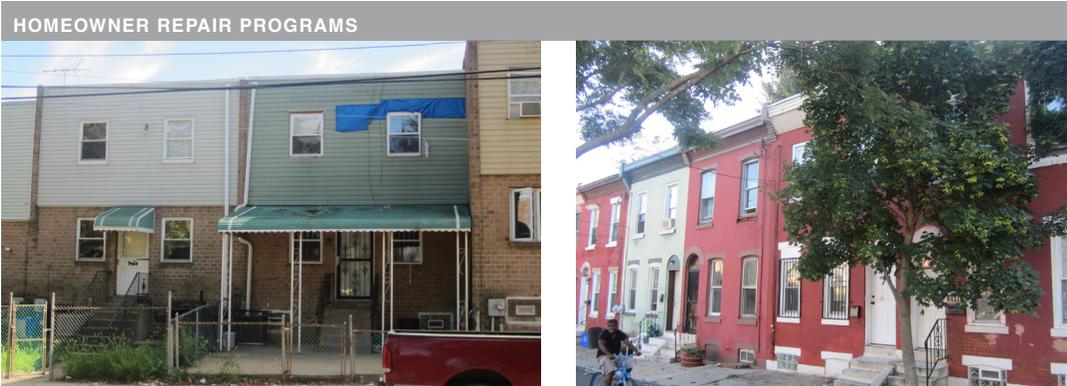
PROGRESS PLAZA & THE FRESH GROCER



Progress Plaza is the nation's oldest African-American owned and operated shopping center. After going through significant vacancy, the shopping center was rebuilt in 2009 to include a \$15 million, 46,000 square foot, full-service supermarket. The Fresh Grocer financed in part by funding from the state Fresh Food Financing Initiative brings affordable, healthy food choices to the community, as well as 272 jobs many filled by residents from the surrounding neighborhood. (Source The Reinvestment Fund)



Completed in 2006, Avenue North is one of the hallmarks of Broad Streets rebirth. The 66,000-square foot retail center features The Pearl Theatre (27,000-square foot, seven-screen movie theatre) the first cinema to be developed in North Philadelphia in nearly 60 years.



With an older housing stock and many low-income homeowners, there is a need for City programs to support property repairs for homeowners.



The new Norris Apartments replaces the 1950s high-rise building with the PHA's first LEED certified building. The new complex features 51 units in a mix of walkups and townhomes. The new homes have solar hot water panels on the roof, Energy Star windows, equipment and appliances, low flow plumbing fixtures, and compact fluorescent light (CFL) fixtures.

NEED FOR TARGETED REVITALIZATION



Even on well-maintained blocks such as Park Street, vacant, crumbling buildings detract from the overall character of the neighborhood, depress surrounding home values and hindering investment.

OPPORTUNITY TO LEVERAGE PRIVATE INVESTMENT



Throughout the Choice Neighborhood, developers are building new housing to meet the demand for new student housing adjacent to Temple University. Infill of additional residential units in the publicly owned parcels can fill the gaps and complete the blocks while providing a range of housing to meet the area's housing demand.

NEED FOR TARGETED REVITALIZATION



Broad Street is being targeted for comprehensive improvements through a collaborative effort by government, non-profit, institutions and private developers. The goal is to reestablish North Broad Street as a vibrant urban thoroughfare that supports arts, culture, and entertainment, institutional and commercial development.

VACANT LOTS



The North Central Planning area has significant vacancy and disinvestment with over 1,000 vacant lots depressing home values and leading to further disinvestment, and crime. Pennsylvania Horticultural Society's (PHS) nationally recognized LandCare Program has helped to stabilize thousands of blocks throughout the city. Included in the critical community improvements is the stabilization and reuse of all remaining vacant parcels in the planning area.

HOMEOWNERSHIP DEMAND



A neighborhood of new homes developed by APM is thriving, with increasing demand for quality affordable and market rate for sale units.