




## Memorandum

TO: Mathew Tharakan, DHCD, Deputy Director of Monitoring and Compliance  
FROM: Ronnie Robinson, Economic Opportunity Compliance Officer   
DATE: 03/26/2025  
SUBJECT: EOP Submission – Neumann North Preservation

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The Equal Opportunity Plan for the above-referenced project is attached for your review. *If the Plan meets the Division of Housing and Community Development's goals*, please fill out the bottom half of this memorandum and return it to me at your earliest convenience. Thank you.

Project Name: Neumann North Preservation

Project Address: 1741 Frankford Ave., Phila, PA 19125

Owner: Neumann North Preservation, LLC

Developer/Sponsor: Pennrose Management Company  
Unit Breakdown: Total 67 one-bedroom units  
14-are Restricted to households 40% AMI or less  
53-are Restricted to households 50% AMI or less  
4-Accessible Units  
3-Accessible Units (Additional)  
3-H&VI Accessible Units

Developer/Sponsor Contact Information: Pennrose Management Company  
Timothy I. Henkel, CEO  
1301 N. 31<sup>st</sup> Street., Phila. PA  
267-386-8600

Funding Amount/Source: PHDC - \$3,000,000

Total Construction Cost: \$12,609,928

Total Development Cost: \$22,419,233

Contractor: Domus

I, *Mathew Tharakan*, have reviewed the Equal Opportunity Plan and approved the plan submitted by the contractor for the project for the following goals:

MBE Goals: 20 %

Funding Source: \_\_\_\_\_

WBE Goals: 15%

Section 3 Project: ☐ N/A

DBE Goals: Greatest Extent Feasible

Prevailing Wages: ☒ N/A

*Mathew Tharakan*  
Mathew Tharakan

03-26-2025  
Date

## **Project description**

Neumann North Preservation is a senior rehabilitation development that includes 67 housing units, commercial space, and community amenities located within a five-story building in the Fishtown neighborhood of Philadelphia (1741 Frankford Ave, 19125, Police District 26).

The residential component is made up of 67 one-bedroom current public housing units at a range of affordability levels: fourteen (14) are restricted to households at 40% of AMI or less, and fifty-three(53) are restricted to households at 50% AMI or less. All units will be covered by Project-Based Vouchers through RAD (Rental Assistance Demonstration) conversion, allowing the residents to cover the tax credit rents assumed in the project's underwriting. Philadelphia Housing Authority will take the lead on the RAD application and conversion process.

There are currently 4 accessible units, which will be renovated to fully accessible Type-A standard. Additional 3 accessible units (totaling 10% of the project) and 3 (4%) H&VI accessible units will be provided as well. Amenities include a management suite, a community room on the ground floor, and laundry rooms on each floor. All appliances and lighting fixtures replaced in the building, as part of the renovation, will be energy efficient. A schematic plan is attached to this application.

### **Commercial Component**

The existing ground floor commercial space is currently leased to Temple Physicians, who has been in the space since 2007 and offers medical appointments for primary care, cardiology, and gastroenterology in the space. As a senior housing project, the medical center provides beneficial services to the residents, as well as the nearby community members. Since the departure of the Northeast Hospital – the only emergency room and inpatient care facility in the greater Riverwards District area (composed of five other neighborhoods in addition to Fishtown) – in 2009, the area has seen an absence of a neighborhood Health Center, posing challenges to accessible healthcare (Philadelphia2035 Riverwards District Plan). In fact, 30% of Riverwards adults report foregoing needed health care, more than any other planning district, according to the Philadelphia Department of Public Health's 2013 Community Health Assessment. Temple Physicians, as the only medical clinic along the Frankford Avenue commercial corridor, is a key part to accessible medical services for both residents at and outside Neumann North. While the current lease is set to terminate in August 2025, we have been having active and positive conversations with the Temple Physicians team to negotiate a longer lease term and address any capital improvements needed in their space, to ensure that services can continue to be offered to the residents and community. Rental income from the commercial component is not currently assumed in the proforma to ensure that the project can remain financially viable solely based on the residential portion.

### **SITE CONTROL**

The site is currently owned by Neumann North, L.P., which will convey the property through a fee simple transaction to a to-be-formed Single Purpose Entity to facilitate the utilization of 9% Low- Income Housing Tax Credits. Pennrose Holdings, LLC, and affiliate of Pennrose PHL, LLC, will be the Managing Member of such SPE owner entity. An executed Purchase Option Agreement is attached to this application.

### **PROJECT HOME/BORROWER DESCRIPTION**

The Borrower is a limited liability company which was formed for the sole purpose of developing the Project. Pennrose Holdings, LLC will serve as managing member. Pennrose PHL, LLC ("Pennrose") will serve as the developer/sponsor. Pennrose is a private full-service real estate development firm originally founded in 1971. Pennrose has extensive experience in the development of low-income and market rental housing. Over a period of three (3) decades, Pennrose, through various affiliates and partnerships has developed approximately 4,150 rental units.



## **FACTSHEET**

<b>Legal Entity:</b>	Neumann North Preservation
<b>Project Name:</b>	Neumann North Preservation
<b>Developer:</b>	Pennrose
<b>General Contractor:</b>	TBD
<b>Property Address (s):</b>	1741 Frankford Avenue
<b>Total Development Cost:</b>	\$ 22,419,233
<b>Total Construction Cost:</b>	\$ 12,609,928
<b>PHDC Financing:</b>	\$ 3,000,000 - TBD
<b>Scope of Construction</b>	New Construction – Prevailing Wage

## **PROJECT DESCRIPTION**

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**City of Philadelphia  
Economic Opportunity Plan**

**Neumann North Preservation**

**I. Introduction, Definitions, Goals and Diversity Practices**

The City of Philadelphia, acting through its offices of the Division of Housing and Community Development ("DHCD") and Office of Economic Opportunity ("OEO") (collectively, "City") and the Philadelphia Housing Development Corporation ("PHDC") strongly encourage the use of certified Minority ("MBE"), Women ("WBE"), Disabled ("DSBE") and Disadvantaged<sup>1</sup> ("DBEs") Business Enterprises (collectively, "M/W/DSBEs") and minority and female workers in all aspects of the development and use of a parcel(s) of land located at 1741 Frankford Avenue, Philadelphia, PA 19125, which may include financial investment, design, construction and operations (Project). In support of this objective, City and PHDC will require that the Neumann North Preservation LLC ("Purchaser") of this parcel commit to this Economic Opportunity Plan ("EOP" or "Plan") as required by Section 17-1602 of The Philadelphia Code, as amended.

This Plan contains ranges of projected M/W/DSBE utilization and goals for the employment of minority and female workers in connection with the Project. Purchaser shall cause this Plan to be made part of and incorporated into all bids, proposals and solicitations and any resulting agreement(s) entered into between Purchaser and any participant in connection with the development and use of the parcel. By submission of this Plan, Purchaser makes a legally binding commitment to the City and PHDC to abide by the provisions of this Plan which include its commitment to exercise its Best and Good Faith Efforts throughout the project and its commitment to cause its participants to use their Best and Good Faith Efforts to provide subcontracting opportunities for M/W/DSBEs in all phases of the project and to employ a diverse workforce. This Plan expressly applies to all contracts awarded in connection with the Project.

Neither Purchaser nor any participant shall discriminate on the basis of race, color, religion, sex, national origin, sexual orientation, gender identity, ancestry, age, or handicap in the award and performance of contracts pertaining to this Plan. Purchaser has summarized its current and past practices relating to Purchaser's diversity practices ("Diversity Practices Statement"). This statement, included as Attachment "A" to this Plan, identifies and describes Purchaser's processes used to develop diversity at all levels of Purchaser's organization including, but not limited to, board and managerial positions. This Diversity Practices Statement summarizes Purchaser's strategic business plans specific to its current or past practices of M/W/DSBE utilization on its government and non-government projects and procurement activities. Purchaser further agrees to identify any "Equity Ownership" held in connection with this Project which shall mean the percentage of beneficial ownership in the Purchaser's organization or development team that is held by minority persons, women and disabled persons. In the event Equity Ownership is identified, Purchaser agrees to abide by the reporting requirements enumerated in Section 17-1603 (1)(g)(3).

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<sup>1</sup>Disadvantaged Business Enterprises ("DBEs") are those socially or economically disadvantaged minority and woman owned businesses certified under 49 C.F.R. Part 26.

Purchaser hereby verifies that all information submitted to the City in response to this Plan, is true and correct and is notified that the submission of false information is subject to the penalties of 18 Pa.C.S. Section 4904 (relating to unsworn falsification to authorities) and 18 Pa.C.S. Section 4107.2 (a)(4) (relating to fraud in connection with minority business enterprises or women's business enterprises).

For the purposes of this Plan, MBE, WBE, DBE and DSBE shall refer to certified businesses so recognized by OEO. Only the work or supply effort of firms that are certified as M/W/DSBEs by an OEO approved certifying agency<sup>2</sup> will be eligible to receive credit as a Best and Good Faith Effort. In order to be counted, certified firms must successfully complete and submit to the OEO an application to be included in the OEO Registry which is a list of registered M/W/DSBEs maintained by the OEO and available online at [www.phila.gov/oEO/directory](http://www.phila.gov/oEO/directory).

For this Plan, the term "Best and Good Faith Efforts," the sufficiency of which shall be in the sole determination of the City, means: efforts, the scope, intensity and appropriateness of which are designed and performed to foster meaningful and representative opportunities for participation by M/W/DSBEs and an appropriately diverse workforce and to achieve the objectives herein stated. Best and Good Faith Efforts are rebuttably presumed met, when commitments are made within the M/W/DSBE Participation Ranges established for this development and a commitment is made to employ a diverse workforce as enumerated herein.

## II. Goals

### A. M/W/DSBE Participation Ranges

The City of Philadelphia has established a citywide goal of 35% M/W/DSBE utilization as informed by its Annual Disparity Study.<sup>3</sup> This citywide goal should be used as a benchmark for the Purchaser's expression of Best and Good Faith Efforts which are efforts taken by Purchaser to provide meaningful and representative opportunities for M/W/DSBEs in the Project. For this project, in the absence of discrimination in the solicitation and selection of M/W/DSBEs, the percentage of MBE, WBE and DSBE participation that is reasonably attainable through the exercise of Best and Good Faith Efforts is stated below as participation ranges. These percentages relate to the good faith estimated cost of the entire Project. In order to maximize opportunities for as many businesses as possible, a firm that is certified in two or more categories (e.g. MBE and WBE and DSBE or WBE and DSBE) will only be credited toward one participation range as either an MBE or WBE or DSBE. The firm will not be credited toward more than one category. These ranges are based upon an analysis of factors such as the size and scope of the development and the availability of MBEs, WBEs, DSBEs and DBEs to participate in this Project:

MBE	WBE
20%	15%

### B. Workforce Goals for a Diverse Workforce

<sup>2</sup>A list of "OEO approved certifying agencies" can be found at [www.phila.gov/oEO](http://www.phila.gov/oEO)

<sup>3</sup> The City of Philadelphia FY'16 Annual Disparity Study recommends an overall goal of 35% based upon an analysis of FY'16 utilization and availability.

As a benchmark for the expression of “Best and Good Faith Efforts” to provide meaningful and representative opportunities for diverse workers in the Project, the following goals have been established for the employment of minority persons and females in the Project workforce of apprentices and journeymen at the following levels<sup>4</sup>:

African American Journeypersons – 22% of all journey hours worked across all trades

Asian Journeypersons – 3% of all journey hours worked across all trades

Hispanic Journeypersons – 15% of all journey hours worked across all trades

Female Journeypersons – 5% of all journey hours worked across all trades

Minority Apprentices – 50% of all hours worked by all apprentices

Female Apprentices – 5% of all hours worked by all apprentices

### III. Responsiveness

A. Purchaser shall, and shall cause its participants to identify all M/W/DSBE commitments and agree to employ a diverse workforce on the form entitled, “M/W/DSBE Participation and Workforce Commitments.” The commitments on this form constitute a representation that the identified M/W/DSBE is capable of providing commercially useful goods or services relevant to the commitments and that the Purchaser and its participants have entered into legally binding agreements with the listed M/W/DSBEs for the work or supply effort described and the dollar/percentage amount(s) set forth on the form. In calculating the percentage of M/W/DSBE participation, the standard mathematical rules apply in rounding off numbers. In the event of inconsistency between the dollar and percentage amounts listed on the form, the percentage will govern.

B. M/W/DSBE commitments are to be memorialized in a written subcontract agreement. Letters of intent, quotations, contracts, subcontracts and any other documents evidencing commitments with M/W/DSBEs, including the M/W/DSBE Participation and Workforce Commitments Form, become part of and an exhibit to this Plan.

C. DHCD will review the M/W/DSBE Participation and Workforce Commitments Form for the purpose of determining whether Best and Good Faith Efforts have been made. DHCD reserves the right to request further documentation and/or clarifying information at any time during the construction and development of the Project.

D. If Purchaser, its participants or any subsequent developer makes any changes in contracts that have been reviewed by DHCD under the Plan, or if Purchaser at the time of Closing has not yet identified contracts entered into for the development of the Project, then Purchaser, its participants or any subsequent developer shall have the obligation to inform DHCD of any changes to the approved Plan and shall use Best and Good Faith efforts to use M/W/DSBEs for any new contracts.

### IV. Compliance and Monitoring of Best and Good Faith Efforts

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<sup>4</sup> These goals are informed by the City of Philadelphia’s annual disparity assessment of workforce diversity, the “Economic Opportunity Plan Employment Composition Analysis Fiscal Year 2016.”



A. A hard copy of this Plan, as certified below by OEO, shall be filed with the Chief Clerk of City Council within fifteen (15) days of Closing. The Plan shall be filed with:

Chief Clerk of City Council  
Room 402 City Hall  
Philadelphia, Pennsylvania 19107

B. Purchaser and its participants agree to cooperate with DHCD in its compliance monitoring efforts, and to submit, upon the request of DHCD, documentation relative to their implementation of the Plan, including the items described below:

- Copies of signed contracts and purchase orders with M/W/DSBE subcontractors;
- Evidence of payments (cancelled checks, invoices, etc.) to subcontractors and suppliers to verify participation; and
- Telephone logs and correspondence relating to M/W/DSBE commitments.
- To the extent required by law, the Purchaser and its participants shall ensure that all its on-site contractors maintain certified payrolls which include a breakout of hours worked by minority and female apprentices and journeypersons; these documents are subject to inspection by the City.

C. Prompt Payment of M/W/DSBEs

1. The Purchaser and its participants agree and shall cause all its contractors to ensure that all M/W/DSBEs participating in the Project receive payment for their work or supply effort within five (5) business days after receipt of a proper invoice following satisfactory performance.

D. Oversight Process

1. Where the dollar value of development is in excess of Five Million Dollars (\$5,000,000), the Plan shall establish a Project Oversight Committee, consisting of, as appropriate, the contractor, developer or recipient of financial assistance and representatives of the Purchaser, PHDC, OEO, DCHD, City Council, and appropriate community organizations. Such Committee shall meet regularly, beginning no later than the initiation of the design phase of the project, and shall be responsible for facilitating compliance with the Plan. OEO will implement the Oversight Process, as required by Section 17-1603(b) of The Philadelphia Code. The Oversight Committee, through the Oversight Process, shall have within its purview the reconciliation of all compliance related issues or grievances. The Oversight Committee Process, as needed, will involve convening individual consultation or periodic small group meetings to include any or all of the constituent parties.

V. Remedies and Penalties for Non-Compliance

A. The Purchaser acknowledges and agrees that its compliance with the requirements of this Plan is a material inducement for the Ordinance of City Council and Purchaser's failure to substantially comply with the Plan may result in enforcement actions and the imposition of penalties as authorized by Sections 17-1605 and 17-1606 of The Philadelphia Code. Notwithstanding the foregoing, no privity of contract exists between PHDC, the City and any M/W/DSBE identified in any contract resulting from implementation of the Plan. Neither PHDC nor the City intends to give or confer upon any such M/W/DSBE any legal rights or remedies in connection with subcontracted services under any law or policy or by any reason of any contract resulting from implementation of the Plan except such rights or remedies that the M/W/DSBE may seek as a private cause of action under any legally binding contract to which it may be a party.

Neumann North Preservation LLC, Timothy I. Henkel, CEO  
 PRINT NAME OF PURCHASER

March 21, 2025  
 DATE

  
 SIGNATURE OF PURCHASER

03/21/2025  
 DATE

*Mathew Tharakan*  
 MATHEW THARAKAN, DEPUTY DIRECTOR, DHCD

03-26-2025  
 DATE

*Lynn T. Newsome*  
 LYNN T. NEWSOME, DEPUTY DIRECTOR OF COMMERCE, OEO

3/26/2025  
 DATE

[See Forms on following pages; these Forms, must be submitted by Purchaser]



## EQUAL OPPORTUNITY PLAN POLICY ACKNOWLEDGMENT FORM

**PROJECT NAME:** Neumann North Preservation

**DEVELOPER:** Pennrose PHL LLC


**GENERAL CONTRACTOR:** Domus Inc.

By signing this acknowledgment, the undersigned Philadelphia Housing Development Corporation ("PHDC") construction or rehabilitation subsidy recipient ("Developer"), and the Developer's general contractor ("GC") (Developer and GC together, the "Development Team"), hereby acknowledge that as the Development Team who will construct or rehabilitate certain properties located within the City of Philadelphia ("Project"), they have received a copy of PHDC's Equal Opportunity Plan Policy (the "EOP Policy") and have met with PHDC representatives and/or the City to review the EOP Policy on the date specified below. The Development Team hereby also acknowledges that they have carefully read and fully understand the EOP Policy and that failure to comply with the EOP Policy may result in the forfeiture of up to the entire retainage amount that PHDC typically holds until completion and approval of the Project.

The Development Team hereby further acknowledges that failure to comply with the EOP Policy for more than one (1) project may result in PHDC pursuing all legal remedies available to it pursuant to the Equal Opportunity Plan and Loan Commitment Letter, including suspension or debarment of the GC and ineligibility of the Developer to receive PHDC subsidies for future projects.

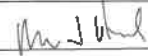
### DEVELOPER

Date: March 21, 2025

By:   
Name: Timothy I. Henkel  
Title: CEO

### GENERAL CONTRACTOR

Date: March 21, 2025

By:   
Name: Mark J Halstead  
Title: Chief Estimator