

2. Community Resources – Casa Indiana

- a. **Proximity to neighborhood resources including, but not limited to, supermarkets, pharmacies, health centers, recreational spaces, open space or parks, and commercial corridors.**

The site is centrally located and there is no lack of amenities and services in the area. The Neighborhood Amenities Listing at the end of this section shows various neighborhood assets such as fire stations, shopping/retail corridors, supermarkets, parks, playgrounds, recreation centers and libraries. Also shown are the medical services available within walking distance or a short ride on public transportation: HACE Life Center operated by Mercy Health, Maria de los Santos Health Center, Esperanza Health Center and Episcopal Hospital. Kensington, Northeast and Temple University Hospitals. There are several doctors' offices and clinics as well as dental and optical care available and nearby. St. Hugh of Cluny, Iglesia Sinai, Iglesia de Dios and other churches are in the area to serve the community's religious needs. There are a wide variety of faiths represented by the many community churches. TD Bank North serves this community from its location at Plaza Americana on Lehigh Avenue, two blocks away. Beneficial Savings Bank is at Kensington and Allegheny Avenues, a ten minute bus ride away. A post office is located at Plaza Americana located at American Street and Lehigh Avenue, two blocks south.

Fine Fare a local supermarket chain is centrally located between both neighborhoods at 5th Street and Allegheny Avenue providing fresh produce and other food items in the community. Supremo Supermarket is coming soon to the former Cousin's Supermarket site on American Street and Lehigh Avenue (three blocks East of the site) and a new shopping center featuring Save-a-Lot Supermarket is currently under construction at Allegheny Avenue and Third Street (two blocks North of the site). As a result of HACE's community development activities, new investments are being realized by private developers providing a variety of goods and services available to our residents.

The Latino community clings to the traditional habit of buying most goods and services in the neighborhood. HACE's focus area is served by two very active commercial corridors, El Centro de Oro (includes the area from Huntingdon Street to Allegheny Avenue along North 5th Street) and the Front Street & Allegheny Avenue commercial corridor (includes blocks from 2900 to 3200 along North Front Street). These corridors are home to more than 100 businesses and service providers that offer a wide variety of bilingual retail, arts and culture, business, social and health services.

Another neighborhood anchor in El Centro de Oro is Taller Puertorriqueño, a community based cultural education arts organization. Taller's purpose is to preserve, develop and promote Puerto Rican artistic and cultural traditions as well as to support a better understanding of other Latin American Culture. Taller operates an education center, bookstore and a gallery and offers a wide variety of programs to people of all ages in the community and region. Taller is in the planning stages for the development of a \$12+ million new cultural arts and performing center in the southern boundary of El Centro de Oro, leveraging additional public and private investments to this underserved community. All these offerings (retail, cultural and social) are a short distance from Casa Indiana and can easily be accessed by the new residents.

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b. Access to multi-modal transportation (i.e. SEPTA bus, elevated rail, regional rail, and subway; car shares; and bike lanes)

The availability of frequent and easily accessible public transportation is one of the most important amenities in this target area. Bus 57 route is practically at the front door (at the northwest corner of 2nd and Indiana), a second route (Rt. 54) is two blocks south on Lehigh Avenue and a third route (Rt. 60) is two blocks north on Allegheny Avenue. There are other convenient bus routes nearby on Front Street (Rt. 57 going North), 5th Street (Rt. 50) and on 6th Street (Rt. 47 and 50). These routes, either by connecting to each other or to subway and elevated train lines, provide direct access to downtown Philadelphia and other parts of the city. SEPTA, Philadelphia's transit provider, is making it easier for the elderly and disabled to travel. All elevated train stations have been renovated to provide access to the physically disabled. The Transit Map under this section shows the various transit routes available.

c. Whether project is in accordance with Philadelphia 2030 Plan, City of Philadelphia District Plans, or neighborhood plans that has been approved by the City Planning Commission.

Throughout its history HACE has shaped its work around the needs expressed by neighborhood residents and community stakeholders. The overall goal of the 2005-2015 plan, approved by the City Planning Commission, see attached document at the end of this section, is to create a distinctive Latino business, cultural, and residential community that will be a regional attraction for people to live, shop and dine, bring positive changes in the neighborhoods, to improve the quality of life of residents and leverage other investments that contribute to the overall economic health and vitality of the neighborhoods.

HACE's focused community development model allowed us to concentrate resources to create impact and accomplish multiple goals. Focused community planning enables us to build anchors that serve as the foundation for leveraging private and public investments in our core neighborhoods, continue to support the commercial corridor by means of increasing its client base, and develop partnerships with large corporations to create jobs and provide services for our residents. This model exemplifies excellence because it is sustainable and replicable in any community across the country.

Major accomplishments include:

- Leveraging over \$60 million in economic development and housing investment.
- Development of 500 units of affordable housing, both rental and homeownership.
- Rehabilitation of over 100 vacant properties and sale to first-time homebuyers.
- Established HACE Management Company in 1997 as a subsidiary corporation HACE creating 20 new jobs. The first non-profit CDC owned property Management Company in the region.
- Housing Counseling services provided to over 13,000 families in the community and city-wide.
- Development of more than 35,000 square feet of office and retail space in El Centro de Oro to attract small businesses and provide affordable housing opportunities to community residents;

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- Creation or retention of hundreds of jobs both in construction and permanent employment for neighborhood residents.
- partnered with Pennsylvania Horticultural Society leveraging \$70,000 for Community Land Care Program and \$50,000 for planting of 100 trees;
- construction of \$14.5 million homeownership project to increase homeownership rates;
- \$4 million streetscape improvement further branding El Centro de Oro as a cultural center;
- completion of the Visitor's Center (\$677,000);
- completed \$439,175 in façade improvements for commercial properties further branding the corridor as a cultural center;
- Collaboration with Aramark to develop a food preparation facility that distributes over one million meals annually to Senior Centers in the region.
- Collaboration with Mercy health System in the development of a Life Center adjacent to two elderly housing developments

During our second ten-year neighborhood planning process in 2005 we discovered that the socioeconomic conditions of our elderly population continues to decline given the numbers of elders living in poverty made worse by language and cultural barriers to obtain the essential services to live longer independent lives. The elderly population that resides in HACE's market area has also grown increasingly poor over the last decade. Based on census 2000 information, the percentage of the elderly population living below the poverty line has steadily increased from 25% in 1980, 31% in 1990, to 32% in 2000. Recent data from the 2005-2009 American Community Survey, 44% of persons 65 and older are living in poverty. The incidence of poverty of elderly minorities in HACE's target area clearly indicate the need for supportive services that address the special needs of this population to remain independent vital members of the community for as long as possible.

The selection of the proposed site for Casa Indiana was the direct result of HACE's second ten-year neighborhood planning process. This site was identified as an area of concern for the reduction of blight and for the development of affordable housing for community residents. In further support of HACE's Neighborhood Plan, the Philadelphia Redevelopment Authority condemned this site for acquisition by HACE as part of the Neighborhood Transformation Initiative. This site presents an attractive development opportunity for the creation of 50 new units of affordable housing for elders that can serve as an anchor for further revitalization in the Fairhill Neighborhood. This goal is in line with the Philadelphia 2030 Plan in promoting affordable housing development to strengthen existing neighborhoods. HACE's goal is to stabilize this part of the neighborhood through the elimination of blight; reduction of vacancy rates; increasing property values in the surrounding blocks; supporting Main Street activities and El Centro de Oro and the Front and Allegheny Corridors; and attraction of other private investment.

- d. Whether project is located in an area of revitalization that has been designated as such by the City of Philadelphia, or the Commonwealth of Pennsylvania (i.e. Neighborhood Transformation Initiative, Keystone Opportunity Zones, Promise Zone, Redevelopment Area, Blight Elimination Zone).**

HACE's primary target area extends from Lehigh Avenue in the south to the AMTRAK rail line to the north, and from 6th Street to the west to B Street in the east. The Fairhill (census track 176.01 and 176.02) neighborhood extends from Lehigh Avenue north to Allegheny Avenue; St.

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Hugh (census tract 195) extends from Allegheny Avenue north to the AMTRAK railroad. Both neighborhoods are federally designated Urban Renewal Communities.

Casa Indiana site is located within the Fairhill Neighborhood, which includes some of Philadelphia's most distressed sections exhibiting high poverty and vacancy rates alongside some of the lowest home ownership rates and income levels in the city. This site was authorized for condemnation by City Council and approved in 2003 as part of the Neighborhood Transformation Initiative.

During the early 1900s this area was the center of manufacturing activity in the City of Philadelphia. The typical land use pattern of the area was driven by the construction of factories along railroads. Residences for factory workers were built in the immediate areas surrounding the factories. Commercial strips on major streets were developed to serve the nearby residents. The decline of manufacturing activity in the City of Philadelphia resulted in the abandonment of large numbers of factories, loss of jobs and population, and the businesses that served them.

As a direct result of the exodus of the manufacturing industry, vacancy rates increased dramatically. Fully 14% of the properties in St. Hugh and 19% in Fairhill are vacant, in comparison to city's average of 14%. Homeownership rates do not fair better. Both neighborhoods have homeownership rates of 47% in comparison to 57% for the city. Median household income varied between each neighborhood, but in all cases was significantly lower than for the city as a whole. In St. Hugh, median household income was \$18,805 compared to \$45,842 for the city as a whole. Median income in Fairhill is \$16,448 a year. The poverty level throughout the target area significantly exceeds that for the city as a whole. In Fairhill, 55% of households live below the poverty level, compared to 19% for the city. In St. Hugh 35.4% of households live below the poverty level.¹

Statistics clearly show the cycle of economic disinvestment and decline in this community. Since 1982, HACE's mission is to reverse the cycle by implementing a multi-faceted community development agenda for promoting affordable housing development, economic and social initiatives and services to address the problems prevalent in this community. A key activity for the organization is the creation of affordable housing for seniors and families, which includes:

e. Whether the project is located near job centers or employment resources and without excessive travel costs either through private vehicle or public transportation.

As with our other elderly housing developments, HACE will continue to actively support the efforts of residents of Casa Indiana to remain active, productive members of the community. Training programs, employment programs and volunteer placements will be provided and funded through National Association for Hispanic Elderly (Projecto Ayuda) located at 3150 N. Mascher Street, two blocks north of the proposed development. Projecto Ayuda is a Senior Community Service Employment Program funded by the U.S. Department of Labor. It provides older, low-income persons with part-time subsidized employment in community service work in non-profit agencies, as well as training skills and job development, and eventual placement in part-time or full-time work outside the program.

¹ 2005-2009 American Community Survey

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Another provider of employment and training in the community is Esperanza. Since 2007, Esperanza has been operating the Employment Advancement and Retention Network Center (EARN), the standard model in Pennsylvania for helping welfare recipients enter or re-enter the workforce. Esperanza's EARN center is located at 4261 N. 5th Street, a 17 minute bus ride on Route 47 or 10 minutes by car from Casa Indiana. The EARN System provides for employment and training services to individuals striving to reach economic self-sufficiency. Each participant enrolled in the EARN System receives personalized career guidance to make sure that he or she has the support needed to keep career goals on track. Staff support is there from beginning to end, before and after employment.

A third resource available in the community is Congreso de Latinos Unidos (Congreso), located two blocks South of Casa Indiana. Congreso is the largest social service provider in the community and the 17th largest Hispanic nonprofit in the nation (Hispanic Business magazine, May 2012). Congreso's Education and Workforce Services help children, youth and adults become competitive in a global economy by helping them reach their educational and career goals.

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The immediate area surrounding the Casa Indiana Project offers a multitude of diverse social, health and retail establishments catering to the needs of those residents who are eligible for residency at this housing development. The amenities are as follows:

Name	Services Provided	Address	Distance From Casa Indiana
Congreso De Latinos Unidos	Social Services Agency	216 W. Somerset Street, Philadelphia, PA 19133	0.3 miles
Maria de Los Santos Health Center	Healthcare	401 W. Allegheny Avenue, Philadelphia, PA 19133	0.5 miles
Mercy Life Center	Senior Health Center	3240 N. Hancock Street, Philadelphia, PA 19140	0.4 miles
Temple University Episcopal Hospital	Healthcare	100 E. Lehigh Avenue, Philadelphia, PA 19125	0.5 miles
Lighthouse	Social Services	152 W. Lehigh Avenue, Philadelphia, PA 19133	0.4 miles
Plaza Americana	Shopping Center	2727 N. American Street, Philadelphia, PA 19133	0.3 miles
COMHAR	Health Services	100 W. Lehigh Avenue, Philadelphia, PA 19133	0.5 miles
Proyecto Ayuda	Senior Employment Program	3150 N. Mascher Street, Philadelphia, PA 19133	0.3 miles
Impact Services	Social Services Agency	174 W. Allegheny Avenue, Philadelphia, PA 19140	0.2 miles
The Salvation Army	Social Services Agency	3150 N. Mascher Street, Philadelphia, PA 19133	0.3 miles
APM Mental Health Clinic	Health Services	3263 N. Front Street, Philadelphia, PA 19140	0.5 miles
Esperanza Health Center	Health Services	3156 Kensington Avenue, Philadelphia, PA 19134	1.2 miles
HACE	Housing Services, Neighborhood Energy Center	167 W. Allegheny Avenue, Philadelphia, PA 19140	0.3 miles
Plaza Allegheny Shopping Center (Coming Soon)	Shopping Center	356 W. Allegheny Avenue, Philadelphia, PA 19140	0.3 miles
Mann Older Adult Center	Senior Activities Program	3201 N. 5 th Street, Philadelphia, PA 19140	0.5 miles
Taller Puertorriqueño	Cultural Center	2721 N. 5 th Street, Philadelphia, PA 19133	0.6 miles
Jose Manuel Collazo Park	Open Space	100 block of W. Allegheny Avenue, Philadelphia, PA 19140	0.3 miles
El Centro de Oro Market	Retail Center	3100-24 N. 5 th Street, Philadelphia, PA 19133	0.4 miles
Pan American	School	2830 N. American Street, Philadelphia,	0.2 miles

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Name	Services Provided	Address	Distance From Casa Indiana
Academy Charter School		PA 19133	
HACE Business & Visitors Center	Visitors Center	2708 N. 5 th Street, Philadelphia, PA 19133	0.6 miles
Supremo Supermarket	Groceries	233 W. Lehigh Avenue, Philadelphia, PA 19133	0.4 miles
Somerset Villas	Housing	200 E. Somerset Street, Philadelphia, PA 19134	0.5 miles
Fine Fare Supermarket	Groceries	500 W. Allegheny Avenue, Philadelphia, PA 19133	0.3 miles
HACE Caribe Zone			
Villas del Caribe	Housing	167 W. Allegheny Avenue, Philadelphia, PA 19140	0.3 miles
Caribe Towers	Housing	3231 N. 2 nd Street, Philadelphia, PA 19140	0.3 miles
Casa Caribe	Housing	173 W. Allegheny Avenue, Philadelphia, PA 19133	0.3 miles
Commercial Corridors			
El Centro de Oro (5 th Street & Lehigh Avenue)	Retail, Pharmacies, Groceries, Restaurants	2700, 2800, and 2900 North 5 th Street	0.3 miles
Front & Allegheny Corridor	Retail, Pharmacies, Groceries, Restaurants	3000, 3100, 3200 North Front Street	