

Site and Neighborhood Standards

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Haddington III conforms with PHA's Site and Neighborhood Standards by virtue of its designation by the City of Philadelphia as a Neighborhood Advisory Committee (NAC) and an Urban Renewal Area. The Haddington Blight Certification was approved by the City Planning Commission in March 2006 to establish the area as urban renewal. Haddington/Cobbs Creek 2010: A Plan for Our Future was developed through the Haddington and Cobbs Creek Visioning Project to address many issues addressed in the blight certification, and with the goals to develop a strategic neighborhood action plan with short term win projects as well as project requiring longer time frames, all focused on revitalizing these neighborhoods, and to identify and develop leaders in the community and to engage, mobilize, and organize community residents, merchants, and stakeholders to develop that plan and lead its implementation.

The Community Services Office (CSO) provides services to the general public. Located adjacent to one of the highest ridership stops on the Market – Frankford line, the CSO provides one stop resources for the community. Starting operations in late 2006, its services have expanded in response to a resident-driven neighborhood planning process funded by the Wells Fargo Regional Foundation and now include over 4,100 points of service for 2,600 individual residents. The Community Services Office, with private funding, as well as grants from Office of Housing and Community Development, Commerce Department, Department of Revenue and the PA Department of Community and Economic Development, is the home of the services for the general public:

- Host site for Financial Empowerment Center, enabling free one to one financial counseling and group workshops
- Benefits Enrollment Counselors for the Benefit Bank and COMPASS
- Keyspot computer center and computer workshops and access to Comcast Internet Essentials
- Internal Revenue Service's VITA free tax preparation program (Up 42% in FY14)
- Individual Development Accounts program to enable matched saving for education and home ownership
- Utility Emergency Services Fund, rent or mortgage assistance (funded at various times by different entities)
- Mortgage foreclosure diversion
- Youth programming
- Programming and donations for the community including backpacks, coats, holiday meals and holiday gifts
- Community liaison with area nonprofits, churches and elected officials
- Community events such as block clean-ups (in partnership with block captains, District Leadership and corporate volunteers)
- Newly opened Citizen Action Center where ACHIEVEability hosts staff from the District Attorney's Office for citizen outreach, problem resolution and education.

A critical component of the CSO is a neighbor-elected Community Advisory Council that directs programming toward high-impact solutions. This CAC is critically involved in Town Hall agendas and community meetings, local zoning as a Register Community Organization, youth programming and community engagement with block captains and local elected officials.

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The Haddington neighborhood is home to two PHA developments, Arch Homes and Haddington Homes. Haverford Homes, Katie B. Jackson Plaza, West Park Plaza, and the newly developed Lucien E. Blackwell Homes are nearby. Despite this variety of PHA developments, the need for subsidized housing in the area is high, as demonstrated in Section 4: Housing Needs Analysis.

The development is in accordance with PHA's MTW Agreement in that it is preserving existing affordable housing located in a racially or economically impacted area. Mission First is committed to preserving affordable housing in the City of Philadelphia. Affordable housing preservation is important for current and future residents of the development, especially in the City of Philadelphia which lacks quality, affordable housing options. Further, the preservation of the economic viability of the buildings ensures that they remain an integral part of the community's built environment. The commitment to preserve these properties works to stabilize the community as a whole.

The Haddington neighborhood has experienced many recent investments, including the 2008 reconstruction of the Barry School, now a state-of-the-art school building that is located just a few blocks from the properties; the \$1 million renovation of the nearby Shepard Recreation Center; and the \$567 million reconstruction of the western section of the Market-Frankford elevated line which, as noted above, contains four stops within the neighborhood. Along 52nd Street, many recent improvements had been made to enhance the corridor's appearance and generally foster economic development, including storefront renovations, sidewalk repairs, corridor cleaning, and technical assistance for local business owners. Also on the commercial and infrastructure side, a full program of improvements is planned for the West Market Street corridor with at least four large scale redevelopment initiatives. The recent addition of bike lanes along Walnut Street in this section of West Philadelphia, now linked with bicycle lanes on both 57th Street and Haverford Avenue, is an investment that has made the neighborhood infinitely more accessible and user friendly.

The development is guided by and highly consistent with recent planning efforts, including Haddington/Cobbs Creek 2010: A Plan for Our Future, specifically the implementation strategies outline in its "Affordable Housing and Housing Counseling" section. In addition, Haddington III is consistent with the work of the West Market Street Transit Oriented Development (TOD) Plan, which encourages residential development within proximity of transit stations and the following goals of the Philadelphia2035 Citywide Vision plan: Goal 1.2.1 stabilize and upgrade existing housing stock; Goal 1.2.2 ensuring a wide mix of housing is available to residents of all income levels. It is also consistent with the plan's emphasis on locating development near both transit and commercial corridors.

Finally, the properties are in close proximity to the Philadelphia Promise Zone, as designated by the U.S. Department of Housing and Urban Development (HUD). The Promise Zone initiative is focused on areas of deep poverty where people have lacked the resources and supports to break the cycle of poverty and join the middle class. It is designed to provide residents in these areas with ladders of opportunity to lift themselves out of poverty and connect to high quality education, good paying jobs, affordable housing, and a safe place to live where their children can grow and thrive.