



Together, WE Change Lives!

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JBJ SOUL Homes
*Retail & Commercial Space
Opportunities Available*

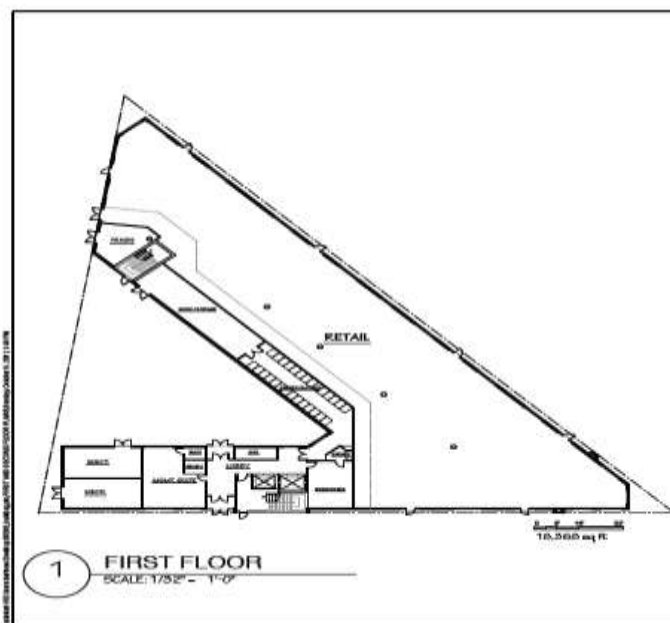


The JBJ Soul Homes, formerly known as Fairmount Gardens¹ site is located along the Fairmount & Ridge Avenue Corridors bordering the Spring Garden & Francisville neighborhoods (North Central Philadelphia). The project, which broke ground on October 3, 2012, is located on the 1400 block of Ridge & Fairmount Avenues; a triangular block bordered by Ridge Avenue to the northeast, Fairmount Avenue to the south, and Fifteenth Street to the west. It is located in census tract 133. The site area is approximately half an acre. The construction is situated near the lot lines along all three sides of the site, keeping with the urban context of the neighborhood. The main entrance to the residences will be located on Fairmount Avenue, in keeping with other properties owned and operated by Project H.O.M.E. on adjacent blocks of Fairmount Avenue. The commercial storefronts will be located on the first floor of the building along Ridge and Fairmount Avenues and Ridge Avenue and Fifteenth Street, attracting people to walk down the corridor into the heart of Francisville.

¹ The building has been named after one of its major funders.

Building Design & Construction: The site is bound by Fairmount Avenue, Ridge Avenue and North 15th Street. The JBJ SOUL Homes will be a new construction, four-story, approximately 75,391 square foot facility, comprised of 47 Efficiency Apartments at 521 SF each; 8 one-bedroom apartments; approximately 5,500 SF of commercial office space; and approximately 12,000 SF of retail space, which can be 1 large unit or subdivided up to 3 units. The commercial space will house Project H.O.M.E. administrative offices with 30 new staff and used for high end Project HOME functions. The retail commercial space will be managed by People For People, Inc.

Information about the Area



Located on a triangle site that intersects three important commercial corridors - Broad, Fairmount and Ridge Avenues - in the Francisville neighborhood of Philadelphia, the JBJ SOUL Homes serves as a "strong visual gateway into this neighborhood. [and] catalyst for new commercial activity on Ridge Avenue."¹ While census statistics as of 2000 show 43% of this population of 273 below the poverty level and a 16% vacancy rate,² the Francisville, Spring Garden, and Fairmount neighborhoods have experienced steady investment since 2000, such that as of February 2010, a 3-bedroom town home on the 1500 block of Fairmount Avenue is selling for \$669,000.³

JBJ SOUL Homes benefits from being situated on Broad Street, the main north-south arterial in Center City Philadelphia, and is easily accessible to many popular forms of public transportation including the Broad Street Subway (The Orange Line), which connects riders to points in North and South Philadelphia. The site is also located along 33 and 61 SEPTA bus routes, which transport riders to points south to Old City and points north to Roxborough / Manayunk areas, respectively. Also Fairmount Avenue is the gateway to the Museum District and home to several new housing / commercial developments, restaurants and provides easy access to local driving transportation routes north / south (I-95), west (I-76) and east to New Jersey (Benjamin Franklin and Walt Whitman Bridges).

Most recently, Eric Blumenfeld, a local developer, has retained ownership of the Divine Lorraine Hotel, an historic landmark, and is developing a partnership to restore The Met.² Located across the street and a block away respectively, restoring these developments should bring a much needed shot to the economic revitalization of the community and provide this project and its commercial space tenants with a location that is both highly visible and accessible via public transportation to commuters and local residents.

Transportation is excellent, crucial for the approximately 30% of residents commute by public transportation and have to walk past our site to access that transportation.⁴ Such transportation nodes provide close proximity to employment opportunities, in addition to resources already present on the corridor such as the People for People, Inc. / Greater Exodus Baptist Church campus, Fairmount Health Clinic, Calcutta House, St. Joseph's Prep University & Hospital, PNC Bank, and Philadelphia Corporation for Aging.

Two new large residential and commercial projects were just completed within the last 3 years. Two blocks from our location, Developer Eric Blumenfeld first renovated 640 North Broad Street³. The development currently houses over 150 condo style apartments that range from \$1,200 to \$2,600 in rents. It also houses Osteria, a Vetri restaurant that since its opening has consistently ranked among the top five restaurants in Philadelphia. In addition, last year he completed a \$43 million renovation of the old Wilkie Buick dealership into rental apartments and commercial space that is home to a ballroom known as Vie and 2 new restaurants, one from restaurateur Stephen Starr named Route 6 and another Vetri restaurant named Alla Spina.⁴



About People for People

In 1989, People for People, Inc. (PFP) was established by Rev. Dr. Herbert H. Lusk, II as the community and economic development arm of Greater Exodus Baptist Church. The guiding mission is to break the vicious, generational cycle of poverty in the lives of economically-challenged Philadelphia residents by providing them with community and economic development opportunities through positive alternatives to drugs, crime, and welfare dependency.

For more information or to inquire about retail or commercial leasing opportunities, please contact the People for People, Inc., Office of Development at (215) 235-2340 or visit www.peopleforpeople.org

² http://articles.philly.com/2012-10-04/news/34240130_1_divine-lorraine-hotel-eric-blumenfeld-father-divine

³ http://articles.philly.com/2011-04-04/news/29380385_1_loft-apartments-divine-lorraine-hotel-three-homeless-shelters

⁴ <http://abclocal.go.com/wpvi/story?section=news/local&id=7946847>