



312-322 WALNUT STREET
PHILADELPHIA, PENNSYLVANIA



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312-322
WALNUT
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WALNUT PLACE

PHILADELPHIA,
PENNSYLVANIA



INFORMATION DISCLAIMER

This offering has been prepared solely for informational purposes and does not constitute all or any part of an offer or contract. It is designed to assist a potential Buyer in determining whether to proceed with an in-depth investigation of the subject property. The information is offered subject to errors, omissions, cancellation, modification or withdrawal from the market without notice.

The information in this package has been compiled from sources deemed to be reliable. However, neither the information, nor the reliability of the sources, is guaranteed by Colliers L&A. While we have no reason to doubt the accuracy of the information profiling the property, it is the responsibility of all prospective Buyers to independently confirm the accuracy of the same to their satisfaction. Prospective Buyers are recommended to seek professional advice, including legal, tax, real estate, environmental, or other as deemed necessary relative to a purchase or leasing of this property.

Seller may remove all personal property, sacred or religious articles prior to selling, including such items as stain glass windows, statues, altars, crucifixes and pews, etc. Buyer should clarify with Seller what items may remain.

In addition, neither the Seller nor Colliers L&A make any representation or warranty of any kind or nature regarding the condition, future use, environmental status, or code compliance of the property. It is the responsibility of each prospective Buyer to make an independent investigation of the Property and to rely solely upon such investigation.

The contents herein are confidential and are not to be reproduced or distributed to another party without the prior written consent of Colliers L&A and execution of a confidentiality agreement.

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EXECUTIVE SUMMARY

Address: 312-322 Walnut Street (aka 320 Walnut Street)
Philadelphia, PA

Lot Size: 0.615 acres (26,780± square feet)

Description: The subject property is a 26,780 sq ft land area which contains a 6-story building with a 34-car parking lot at the rear. The subject building contains approximately 68,460 sq ft and has six floors as well as 2 basement levels. The building was originally constructed in 1926 as an office/warehouse building.

The building was constructed in 1926 and is a concrete and steel frame Class B Office Building with three (3) elevators, one (1) of which is a freight elevator. The interior improvements have been demolished and removed leaving the space in an open layout plan.

The site is situated mid-block on Walnut Street between 3rd and 4th Streets facing North, in the Independence Square area of Center City Philadelphia.

Zoning: C3 (commercial) for office building and R10A (residential) in the parking area.

The subject location is located in the Center City Commercial Area defined as "Chestnut Street or Walnut Street between Front Street and the Schuylkill River and Broad street between South Penn Square and Washington Avenue and Market Street between Front Street and Fifth Street."

The subject building is listed on the Philadelphia Register of Historic Places.

Utilities: Public water and sewer served by City of Philadelphia.

Real Estate Taxes: Property currently has an exempt status which will not apply to Buyer.

Occupancy Status: None. Building is currently vacant with the exception of Seller's storage of religious articles.

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OFFERING MEMORANDUM

All Offers should address:

- 1. Purchase Price:** Seller has not established a sale price. Seller recognizes that the property will be sold for redevelopment based on development assumptions, which assumptions will determine the Purchase Price.

Offers must include development assumptions which validate proposed purchase price.
- 2. Settlement:** 30 days after all contingencies are fulfilled
- 3. Deposit:** 5% at signing Agreement of Sale
5% at end of physical and environmental due diligence
- 4. Initial Due Diligence:** 60 days. *Includes Feasibility, Environmental, Physical and Engineering Inspections*
- 5. Permits & Approvals:** Provide complete development time line if required, if applicable. (secondary Due Diligence)
- 6. Condition of Property:** "As-is, where is" – vacant.

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OFFERING MEMORANDUM

(Continued)

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7. Subject to:

- A) Acceptable Purchase Agreement between Seller and Buyer
- B) Seller's banking, legal and accounting references.
- C) Evidence of capability to finance the project
- D) Summary of proposed development
- E) List of completed projects

Note: No offer will be considered without the information required in B, C, D and E above.

8. Reservations:

- A) Seller may elect to reject all proposals as well as remove property from market
- B) Subject to Archdiocese of Philadelphia approval
- C) Seller will require parking for adjacent remaining property

9. Broker Disclosure:

The Seller is represented exclusively by Colliers Lanard & Axilbund who is being paid by the Seller for its services associated with the sale of the Property.

Any cooperating broker must look solely to its prospect for a commission.

The forgoing information was furnished to us by sources, which we deem to be reliable, but no warranty or representation is made as to the accuracy thereof. Subject to correction of errors, omissions, change of price, prior sale or withdrawal from market without notice. This is not an Offer and is not intended to be legally binding, as only a fully executed Agreement of Sale, reviewed by respective counsel, shall serve to bind the parties.







CULTURAL CENTER



SITE PHOTOS

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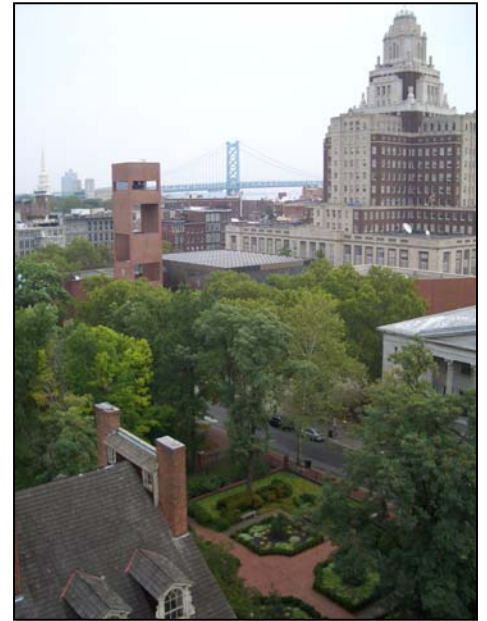
SITE PHOTOS

Views from building:
Penthouse level

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SITE PHOTOS

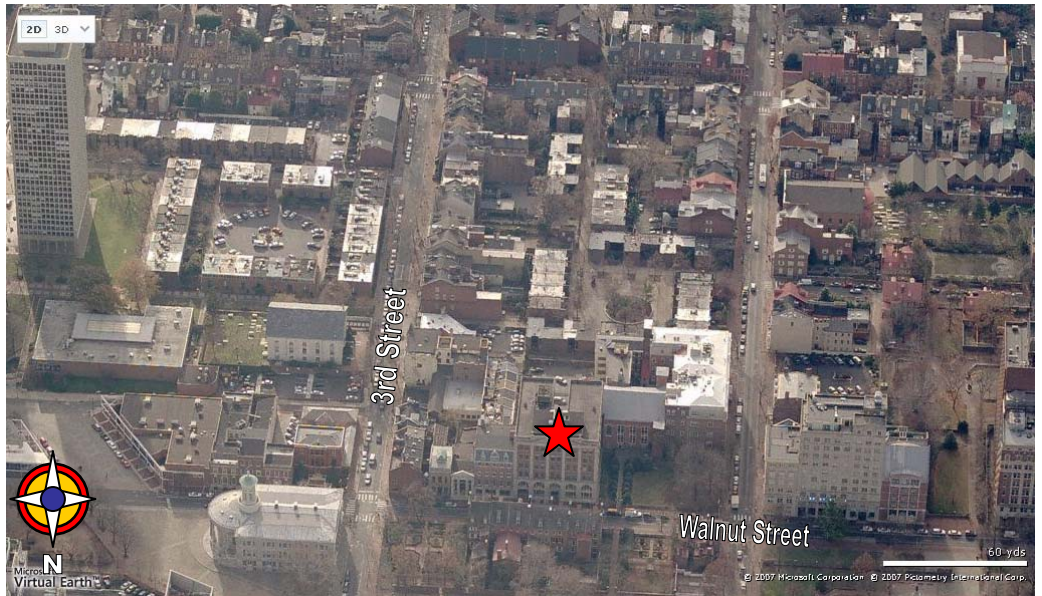
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View looking North



View looking South

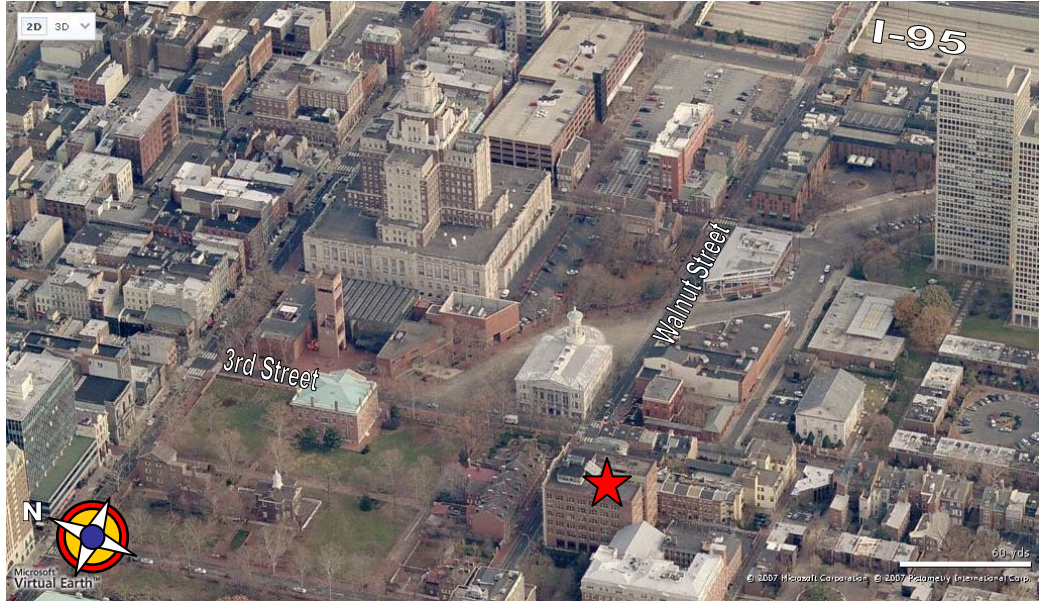


SITE PHOTOS

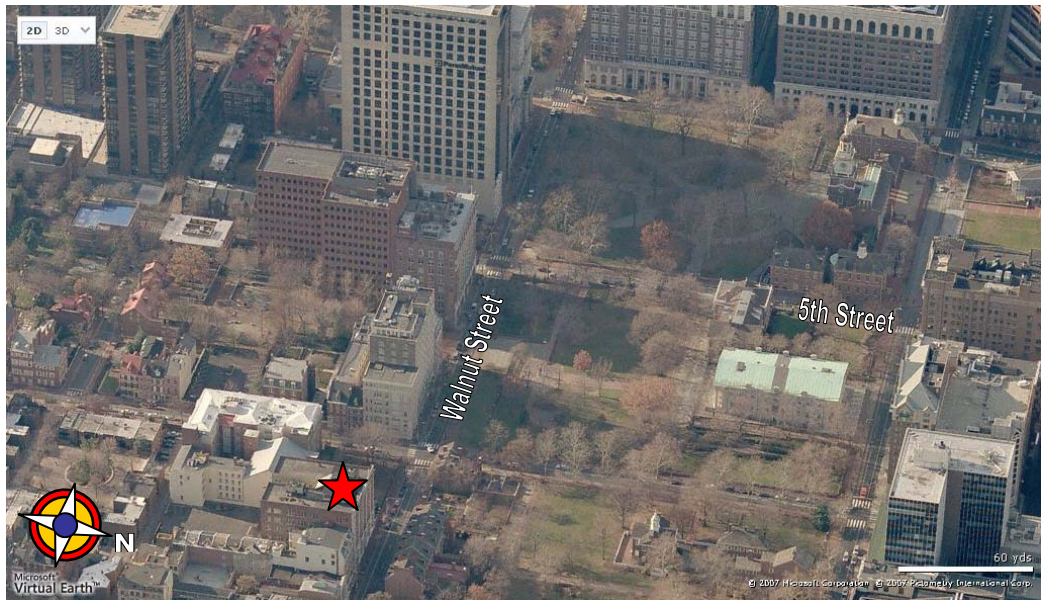
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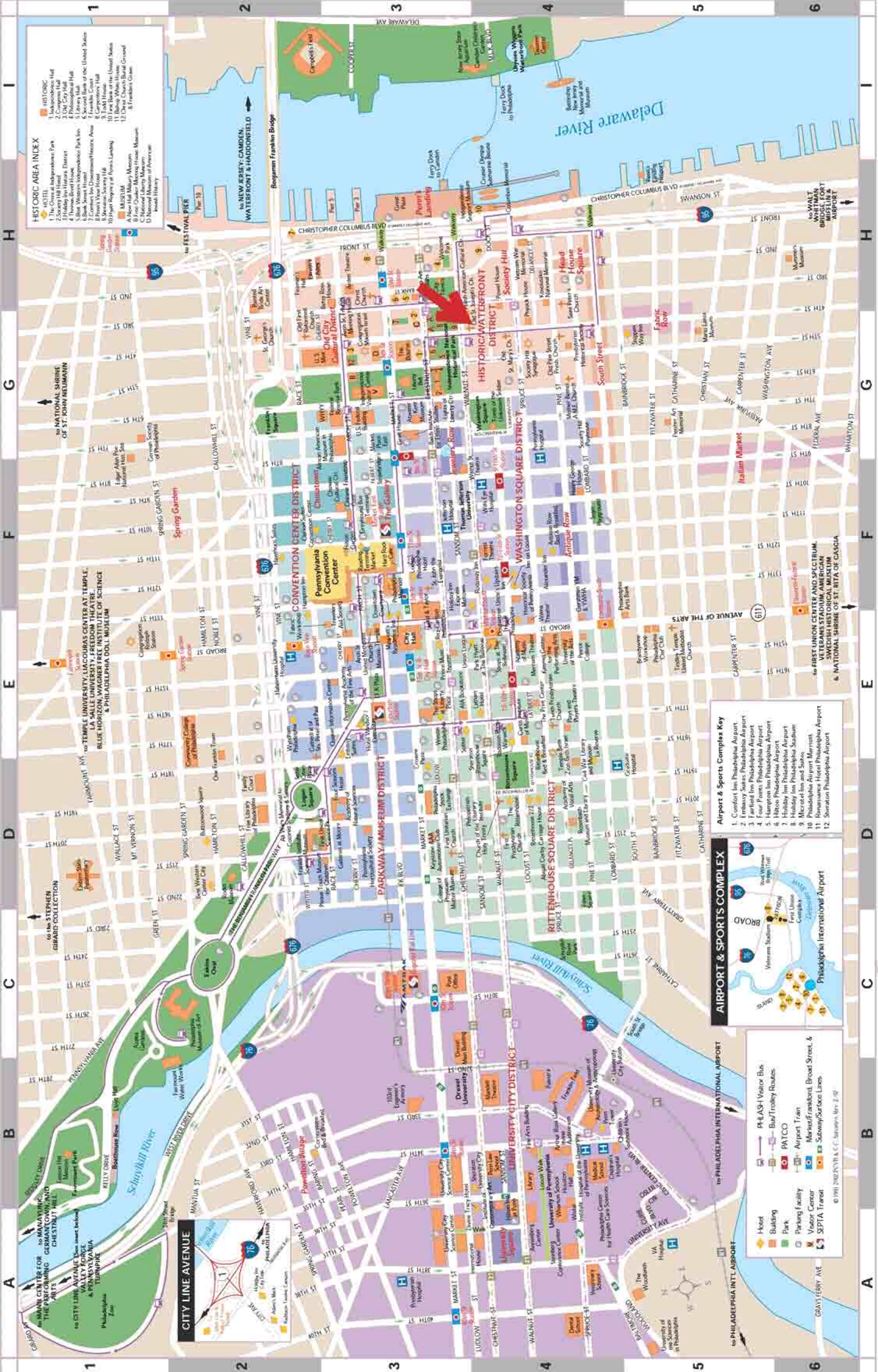


View looking East



View looking West





- HISTORIC AREA INDEX**
- HOTEL**
 - 1 The Overlook Independence Park
 - 2 Society Hill Hotel
 - 3 Holiday Inn Historic District
 - 4 Thomas-Blood House
 - 5 Independence Park Inn
 - 6 Book Warehouse
 - 7 Comfort Inn Independence/Center City
 - 8 Penn's View Hotel
 - 9 Judd House
 - 10 First Bank of the United States
 - 11 Bishop White House
 - 12 Chestnut Church Barred Ground & Franklin's Tavern
 - MUSEUM**
 - A New Hall Military Museum
 - B Free Quaker Meeting House Museum
 - C National Liberty Museum
 - D National Museum of American Jewish History
 - HISTORIC**
 - 1 Independence Hall
 - 2 Congress Hall
 - 3 Old City Hall
 - 4 Independence Hall
 - 5 Independence Hall
 - 6 Independence Hall
 - 7 Independence Hall
 - 8 Independence Hall
 - 9 Independence Hall
 - 10 Independence Hall
 - 11 Independence Hall
 - 12 Independence Hall

- Airport & Sports Complex Key**
1. Comfort Inn Philadelphia Airport
 2. Embassy Suites Philadelphia Airport
 3. Fairfield Inn Philadelphia Airport
 4. Four Points Philadelphia Airport
 5. Hampton Inn Philadelphia Airport
 6. Hilton Philadelphia Airport
 7. Holiday Inn Philadelphia Airport
 8. Holiday Inn Philadelphia Stadium
 9. Microtel Inn and Suites
 10. Philadelphia Airport Marriott
 11. Renaissance Hotel Philadelphia Airport
 12. Sheraton Philadelphia Airport



- Hotel
 - Building
 - Park
 - Parking Facility
 - Visitor Center
 - SEPTA Transit
 - PHAS-1 Visitor Bus
 - Bus/Trolley Routes
 - PATCO
 - Airport Train
 - Market/Frankford, Broad Street, & Subways/Surface Lines
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- to NATIONAL SHRINE OF ST. JOHN NEUMANN**
- to TEMPLE UNIVERSITY, LACOURAS CENTER AT TEMPLE, LA SALLE UNIVERSITY, FREEDOM THEATRE, BLUE HORIZON, WAGNER FREE INSTITUTE OF SCIENCE & PHILADELPHIA DOLL MUSEUM**

- to FIRST UNION CENTER AND SPECTRUM, VETERANS STADIUM, AMERICAN SWEDISH HISTORICAL MUSEUM**
- to NATIONAL SHRINE OF ST. RITA OF GASCIA**

- to FESTIVAL PIER**
- to NEW JERSEY-CAMDEN WATERFRONT & HADDONFIELD**

- to WALT WHITMAN BRIDLE PATH AIRPORT**

208

SEE 256.A

STREET

WALNUT

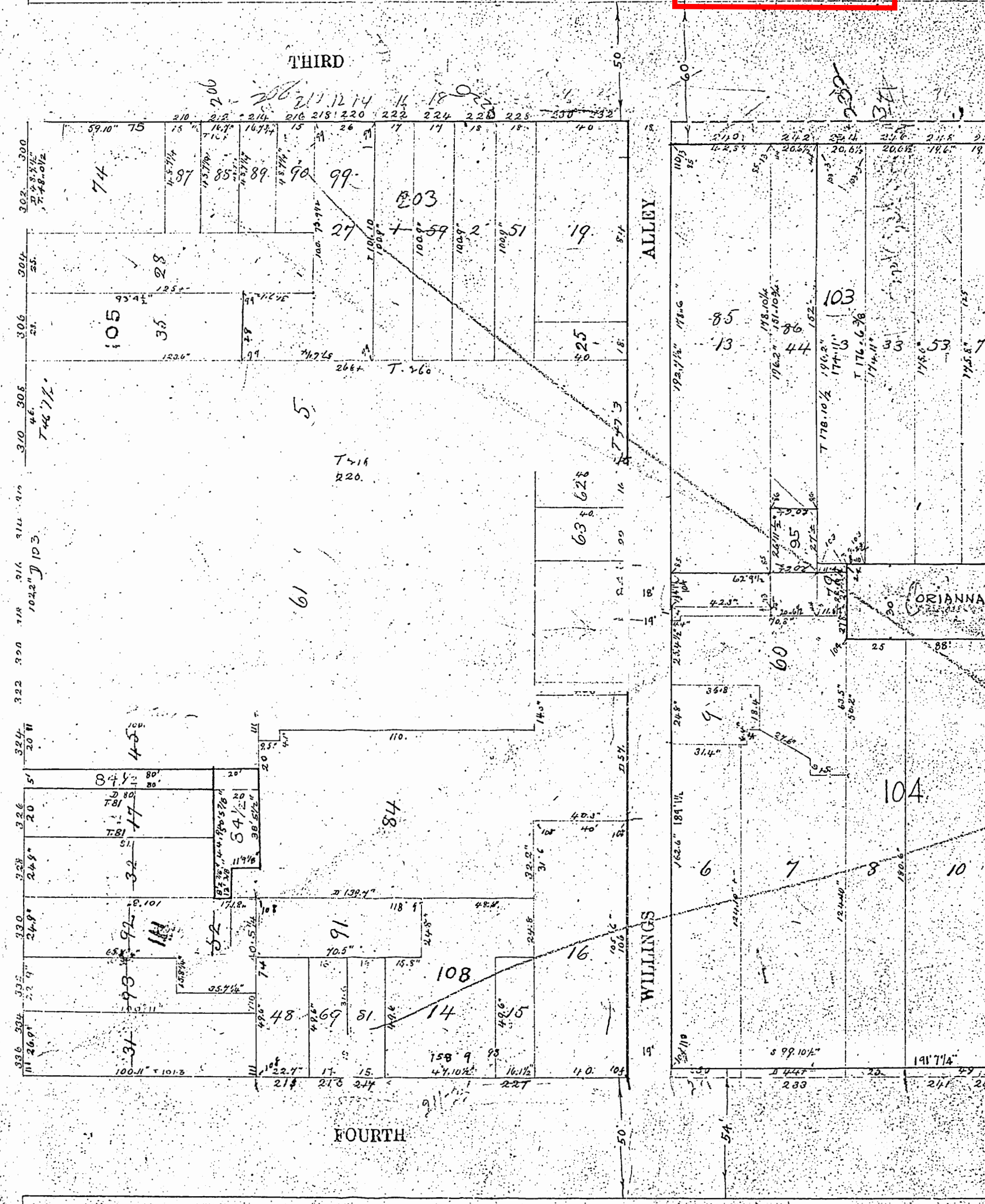
THIRD

FOURTH

ALLEY

WILLINGS

ORIANNA



256-194

D-0229 467

770-11800

This Indenture Made the

2 day of

~~ORGANIZATION~~ in the year of our Lord, one thousand nine hundred and ninety six (1996)

12,500
37,500

Between THE 320 COMPANY, A CO-PARTNERSHIP

(hereinafter called the Grantor), of the one part, and



HIS EMINENCE THE REVEREND ANTHONY CARDINAL BEVILACQUA ARCHBISHOP OF PHILADELPHIA, IN HIS CAPACITY AS ARCHBISHOP OF PHILADELPHIA, AND NOT IN HIS PRIVATE OR INDIVIDUAL CAPACITY

(hereinafter called the Grantee), of the other part,

Witnesseth That the said Grantor

for and in consideration of the sum of One Million Two Hundred & Fifty Thousand Dollars (\$1,250,000.00 lawful money of the United States of America, unto them well and truly paid by the said Grantee , at or before the sealing and delivery hereof, the receipt whereof is hereby acknowledged, have granted, bargained and sold, released and confirmed, and by these presents do grant, bargain and sell, release and confirm unto the said Grantees his heirs and assigns,

ALL THAT CERTAIN lot or piece of ground with the buildings and improvements thereon erected.

SITUATE in the Fifth Ward of the City of Philadelphia, described as follows, to wit:

BEGINNING at a point on the South side of Walnut Street at the distance of one hundred forty-eight feet, three inches (148' 3") Westward from the West side of Third Street and extending thence Westward along the South side of Walnut Street one hundred three feet (103') to a point in the Easternmost line of the ground now or formerly belonging to the Old Chapel of the Society of People called Roman Catholics in the City of Philadelphia, said point being also in the Westernmost line of a four feet (4') wide strip or alley; thence extending Southward on a line parallel with Third Street one hundred nine feet, six inches (109' 6") to a point; thence extending Eastward four feet (4') to a point in the line drawn parallel with Fourth Street and at the distance of one hundred forty-eight feet, six (148' 6") Eastward therefrom; thence extending Southward along the last mentioned line parallel with Third and Fourth Streets one hundred nine feet, six inches (109' 6") to a point; thence extending Eastward parallel with Walnut Street thirteen feet, Six inches (13' 6") to a point; thence extending Southward parallel with Third Street Forty-one feet (41') to the North side of Willings Alley; thence extending Eastward along the same eighty-four feet, six inches (84' 6") to a point in a line drawn parallel with Third Street; thence extending along the last mentioned line Northward forty-one feet (41') to a point; thence extending Eastward parallel with Walnut Street one foot (1') to a point; thence extending Northward parallel with Third Street two hundred nineteen feet (219') to the said South side of Walnut Street, the place of beginning.

BEING known as No. 320 Walnut Street.

#143
PA. RTT 12500.00
PHIL RTT 37500.00
CHECK 50000.00
ITEM 2
ICL 1150 12*027

02-19-97 #3



0 0229 468

~~RETRN~~ OF the same premises which Maryland Casualty Company, a Maryland Corporation by Deed dated 12/6/68 and recorded 1/15/69 in the County of Philadelphia in Deed Book JRS 314 page 209 conveyed unto The 320 Company, a Co-Partnership, its successors and assigns as Partnership Property for the uses and purposes of said partnership, in fee.

ST. CODE/HOUSE NO.: 81140 - 00312

CITY REGISTRY: 2 S 6 - 194

Together with all and singular the buildings and improvements, ways, streets, alleys, driveways, passages, waters, water-courses, rights, liberties, privileges, hereditaments and appurtenances, whatsoever unto the hereby granted premises belonging, or in any wise appertaining, and the reversions and remainders, rents, issues and profits thereof; and all the estate, right, title, interest, property, claim and demand whatsoever of them

the said grantor s, as well at law as in equity, of, in, and to the same.

To have and to hold the said lot or piece of ground described with the buildings and improvements thereon erected, with the hereditaments and premises hereby granted, or mentioned and intended so to be, with the appurtenances, unto the said Grantee s, his heirs and assigns, to and for the only proper use and behoof of the said Grantee s, his heirs and assigns forever.

And the said Grantor s, for themselves, their heirs,

executors and administrators do covenant, promise and agree, to and with the said Grantee s, his heirs and assigns, by these presents, that they the said Grantor s and heirs, all and singular the hereditaments and premises hereby granted or mentioned and intended so to be, with the appurtenances, unto the said Grantee s, his heirs and assigns, against them the said Grantor s and their heirs and against all and every person and persons whomsoever lawfully claiming or to claim the same or any part thereof, by, from or under him, her, them or any of them, shall and will

WARRANT and forever DEFEND.

In Witness Whereof, the parties of the first part, have hereunto set their hands and seals. Dated the day and year first above written.

Scaled and Delivered
IN THE PRESENCE OF US:

}

JOHN BINSWANGER, GENERAL PARTNER

Commonwealth of Pennsylvania
County of PHILADELPHIA

B 0229 471

ss:

On this, the 2 day of DEC, 1996, before me, a Notary Public for
the Commonwealth of Pennsylvania, residing in the
personally appeared JOHN BINSWANGER, GEN PARTNER the undersigned Officer,

known to me (or satisfactorily proven) to be the person whose name is (are) subscribed to the within
instrument, and acknowledged that he executed the same for the purposes therein contained.

I hereunto set my hand and official seal.

NOTARIAL SEAL
DENNIS J. RYAN, Notary Public
City of Philadelphia, Phila. County
My Commission Expires April 29, 2000

DEED

W4822

THE 320 COMPANY, A CO-PARTNERSHIP

TO

HIS EXCELLENCY THE REVEREND
ANTHONY CARDINAL BEVILACQUA
ARCHBISHOP OF PHILADELPHIA, IN HIS
CAPACITY AS ARCHBISHOP OF
PHILADELPHIA, AND NOT IN HIS PRIVATE
OR INDIVIDUAL CAPACITY

PREMISES 320 WALNUT STREET
PHILADELPHIA
PENNSYLVANIA

PLEASE RECORD & RETURN TO:

FIDELITY NATIONAL TITLE
INSURANCE COMPANY OF PA
1600 WALNUT ST SUITE 302
PHILADELPHIA, PA 19102
PHONE: 215-732-9700
FAX: 215-732-6726

000143

97 FEB 1

John T. Decker

The address of the above-named Grantee is

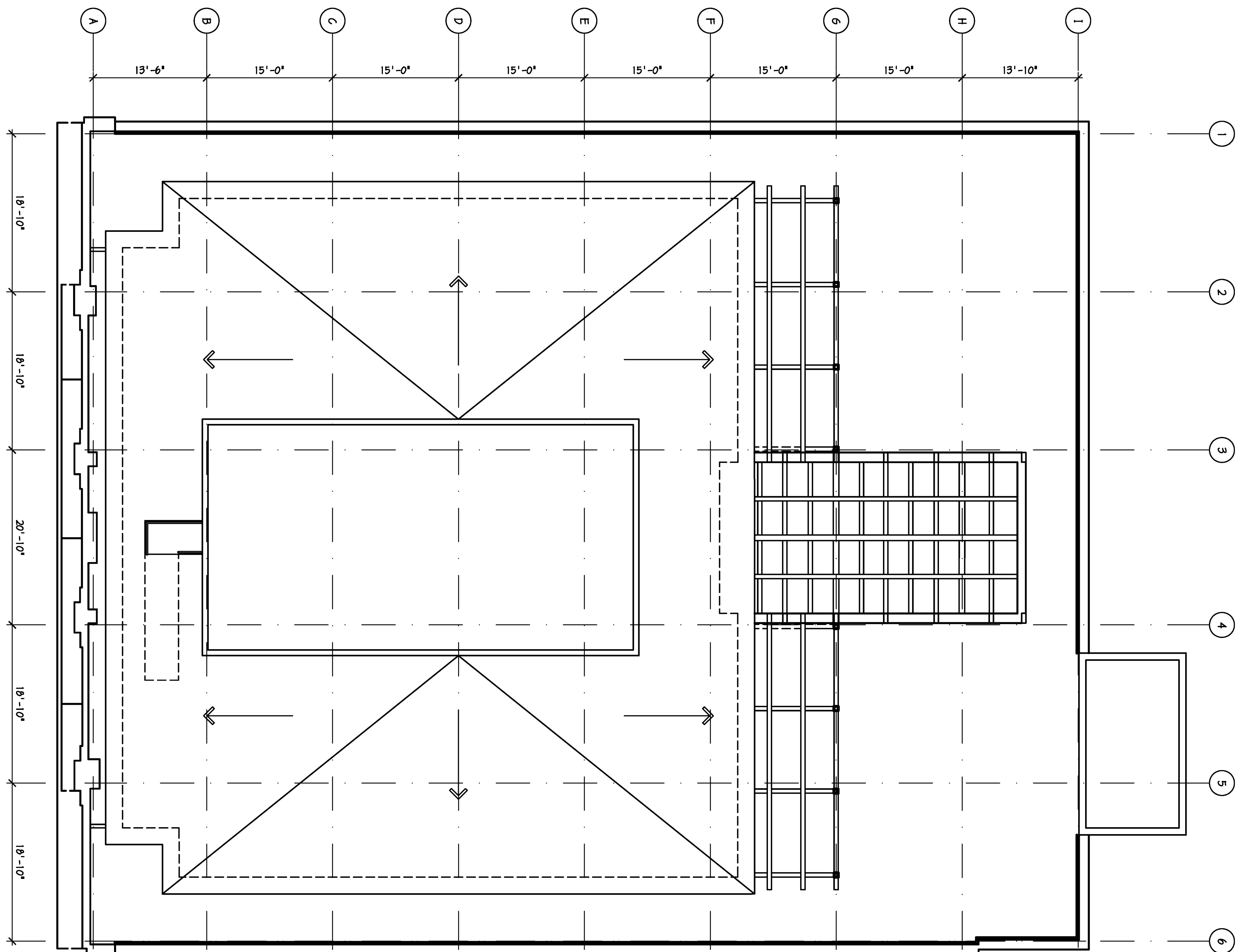
222 North 17th Street
Philadelphia, PA 19103

On behalf of the Grantee

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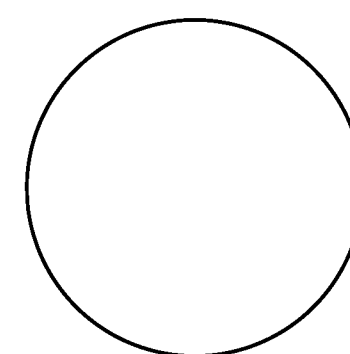


A2.12

SHEET OF

REVISIONS

ROOF PLAN
CATHOLIC HISTORICAL CENTER



320 WALNUT STREET
PHILADELPHIA, PA 19106

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ARCHITECTURE PLANNING INTERIOR DESIGN EXHIBIT DESIGN

718 Arch Street Suite 5N Philadelphia, PA 19106
TEL 215 440 0190 FAX 215 440 0197 EMAIL arch@ujmn.com

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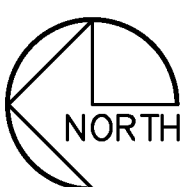
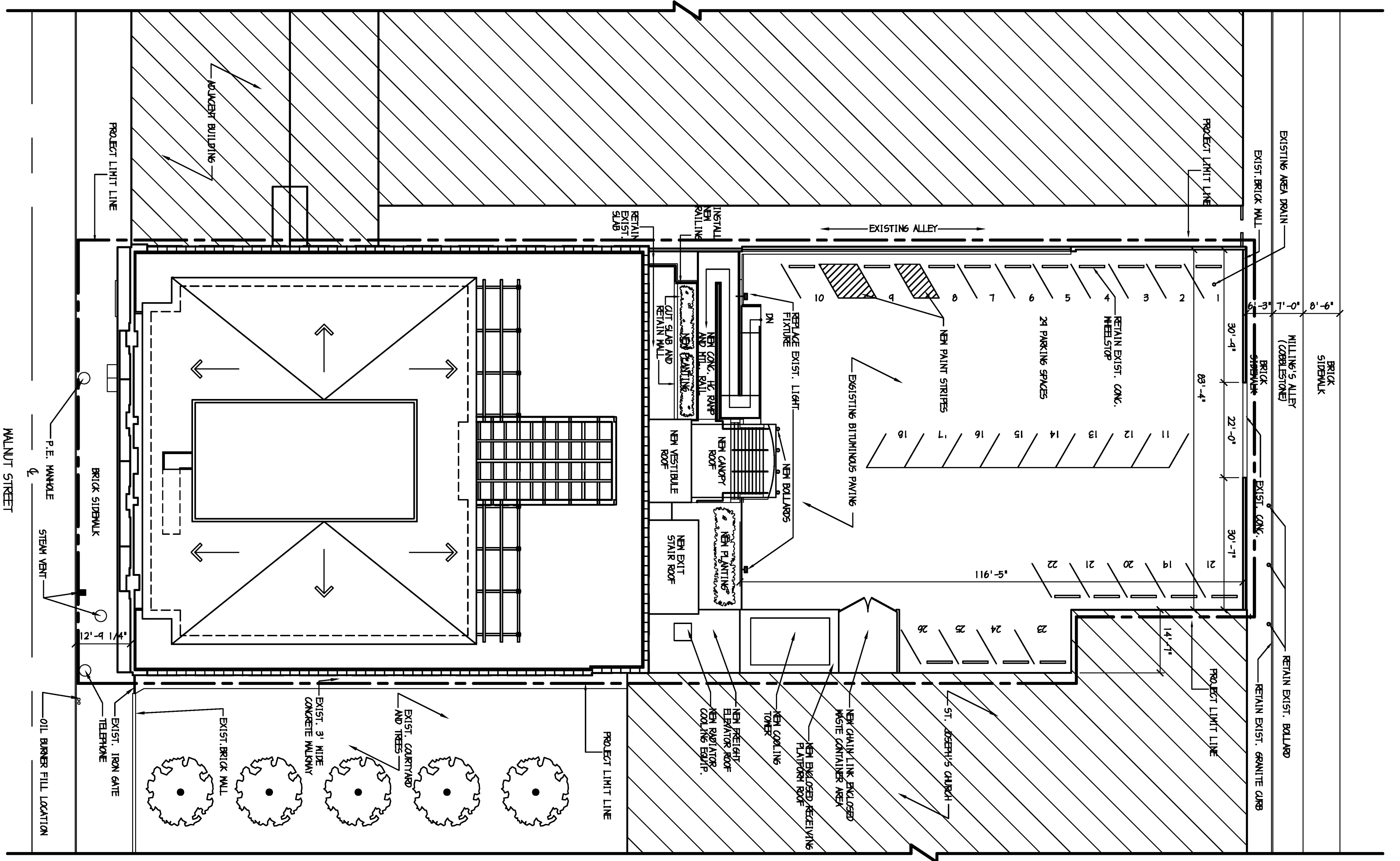
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DO NOT SCALE DRAWINGS

CHECKED BY: MJU/HL

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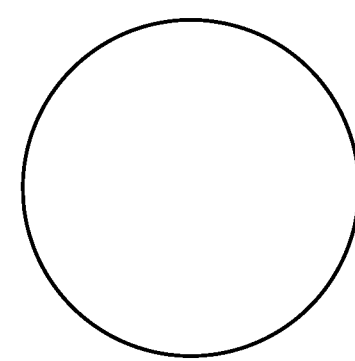


AO.0
SHEET OF

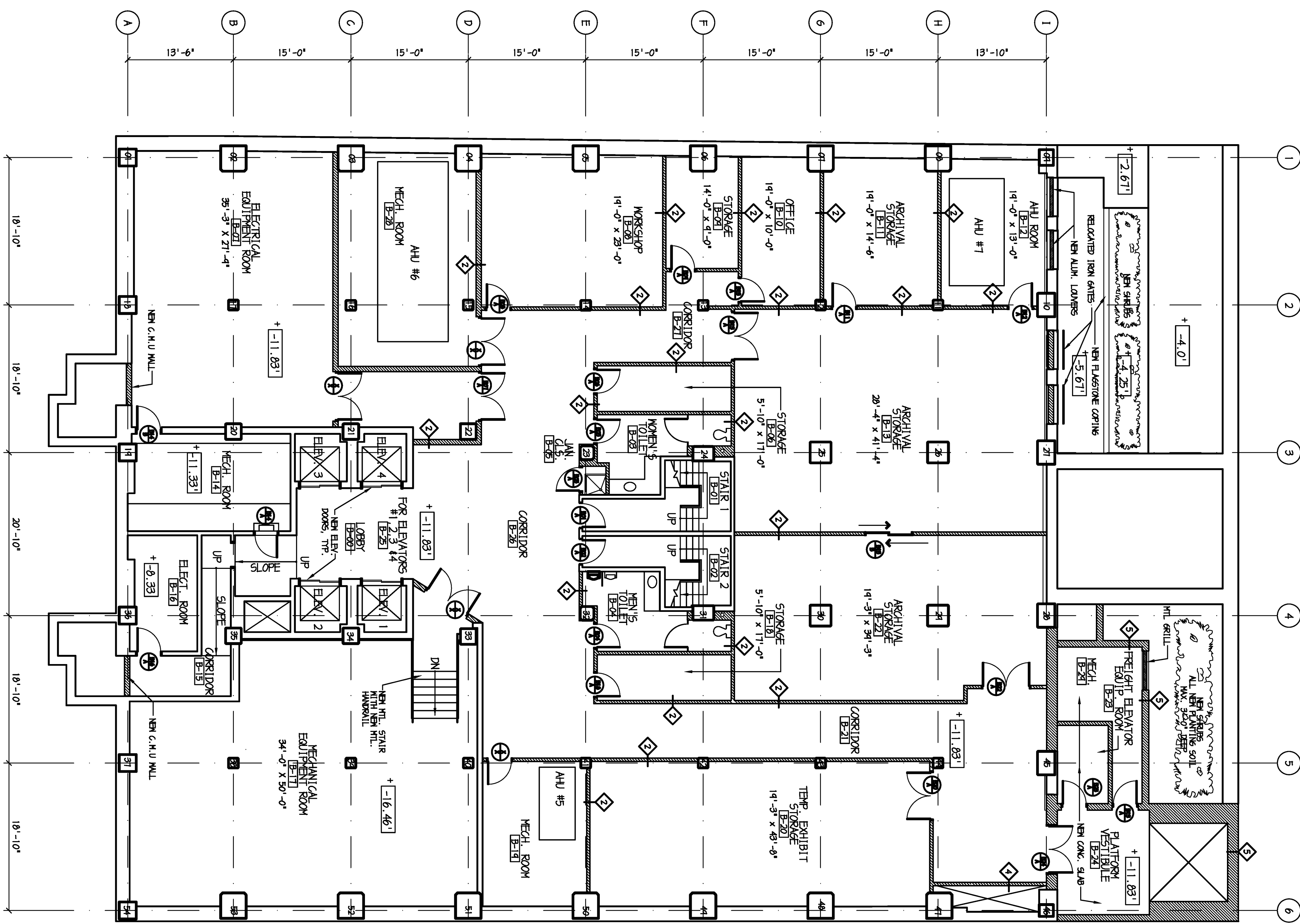
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| PROJECT NO: 9906.03 | DRAWN BY: MJF/GHG |
| DO NOT SCALE DRAWINGS | CHECKED BY: MJL/HL |

SITE PLAN
CATHOLIC HERITAGE CENTER

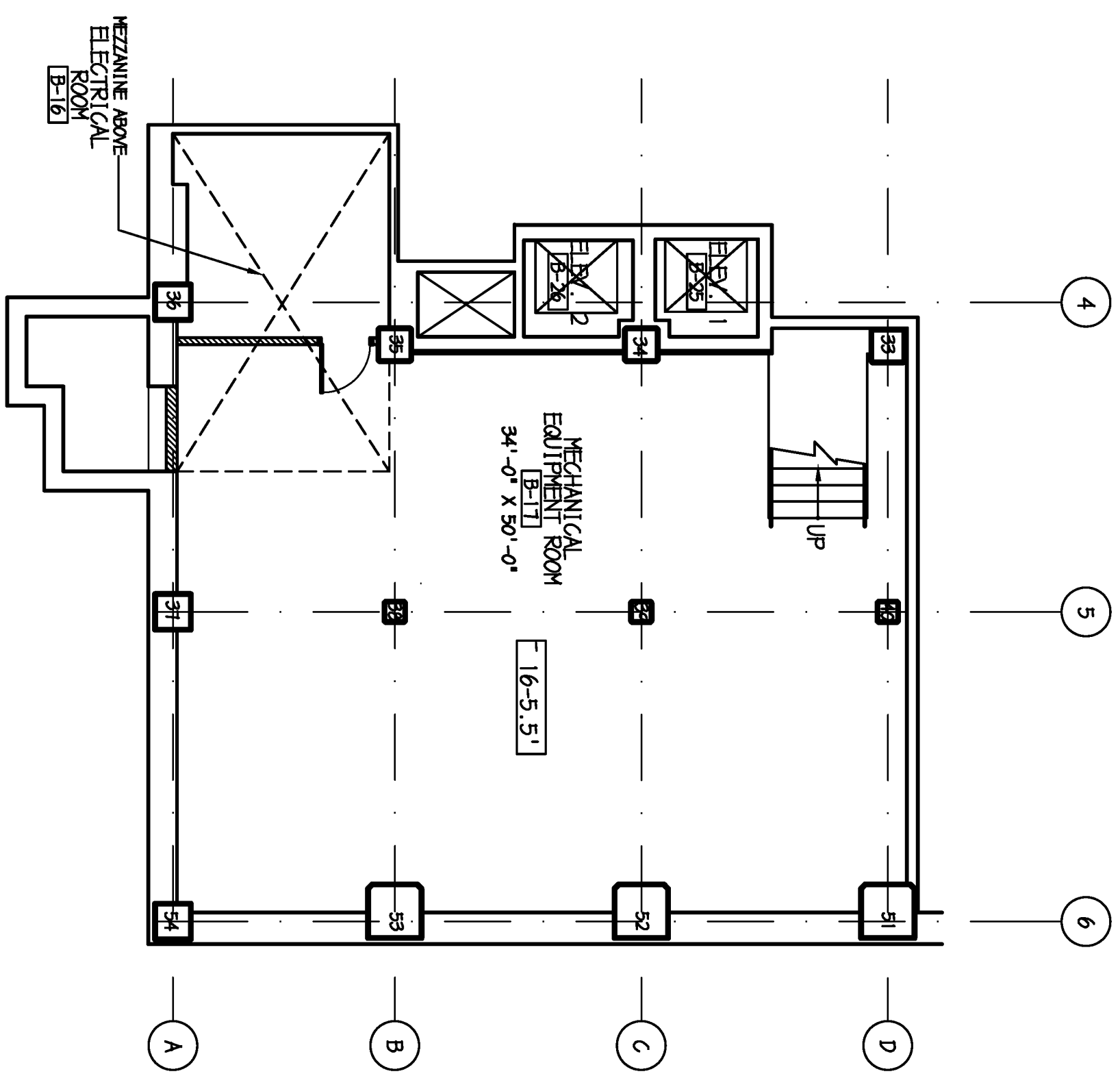
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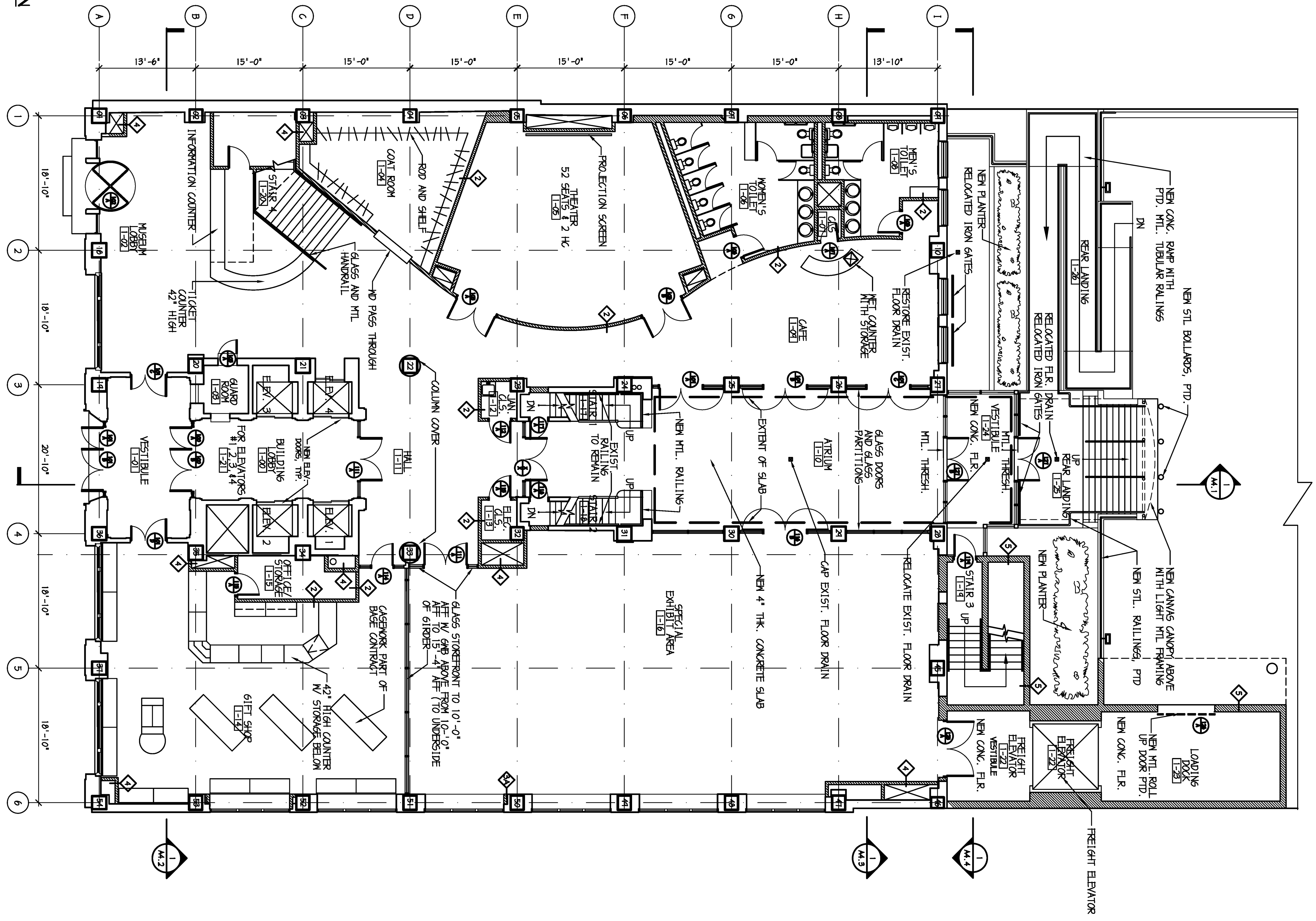


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A2.1
1/8"=1'-0"
BASEMENT PLAN



2
A2.1
1/8"=1'-0"
BASEMENT PLAN (LOWER LEVEL)

| | | | | |
|---|--|--|--|---|
| <h1 style="margin: 0;">A2.1</h1> <p style="margin: 0;">SHEET OF</p> | <p>REVISIONS</p> | <h2 style="margin: 0;">BASEMENT FLOOR PLAN</h2> <h3 style="margin: 0;">CATHOLIC HERITAGE CENTER</h3> | | <p style="font-size: x-small; margin: 0;">UJMN</p> |
| <p>DATE: 10/15/00</p> <p>PROJECT NO: 9906.03</p> <p>DO NOT SCALE DRAWINGS</p> | <p>SCALE: 1/8"=1'-0"</p> <p>DRAWN BY: MJTF/GHG</p> <p>CHECKED BY: MJU/HL</p> | <p>320 WALNUT STREET</p> <p>PHILADELPHIA, PA 19106</p> | | <p>UELAND • JUNKER • MCCAULEY • NICHOLSON</p> <p>ARCHITECTURE PLANNING INTERIOR DESIGN EXHIBIT DESIGN</p> <p>718 Arch Street Suite 5N Philadelphia, PA 19106</p> <p>TEL 215 440 0190 FAX 215 440 0197 EMAIL arch@ujmn.com</p> |



A2.2
SHEET OF

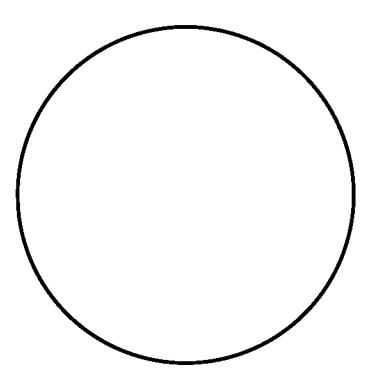
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REVISIONS

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FIRST FLOOR PLAN
CATHOLIC HERITAGE CENTER

320 WALNUT STREET
PHILADELPHIA, PA 19106

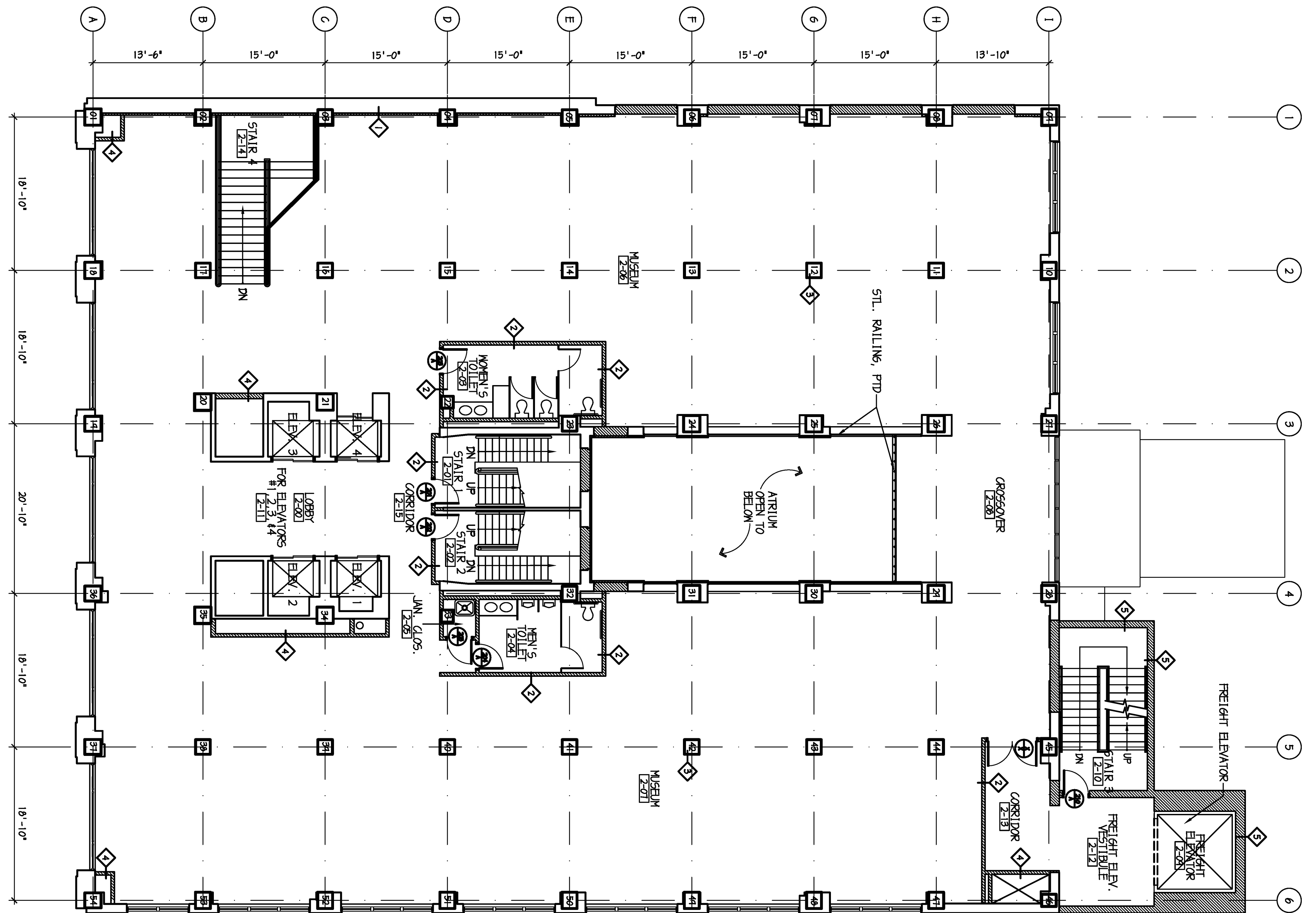


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1
A2.3
1/8"=1'-0"
SECOND FLOOR PLAN



A2.3

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SECOND FLOOR PLAN
CATHOLIC HERITAGE CENTER

320 WALNUT STREET
PHILADELPHIA, PA 19106



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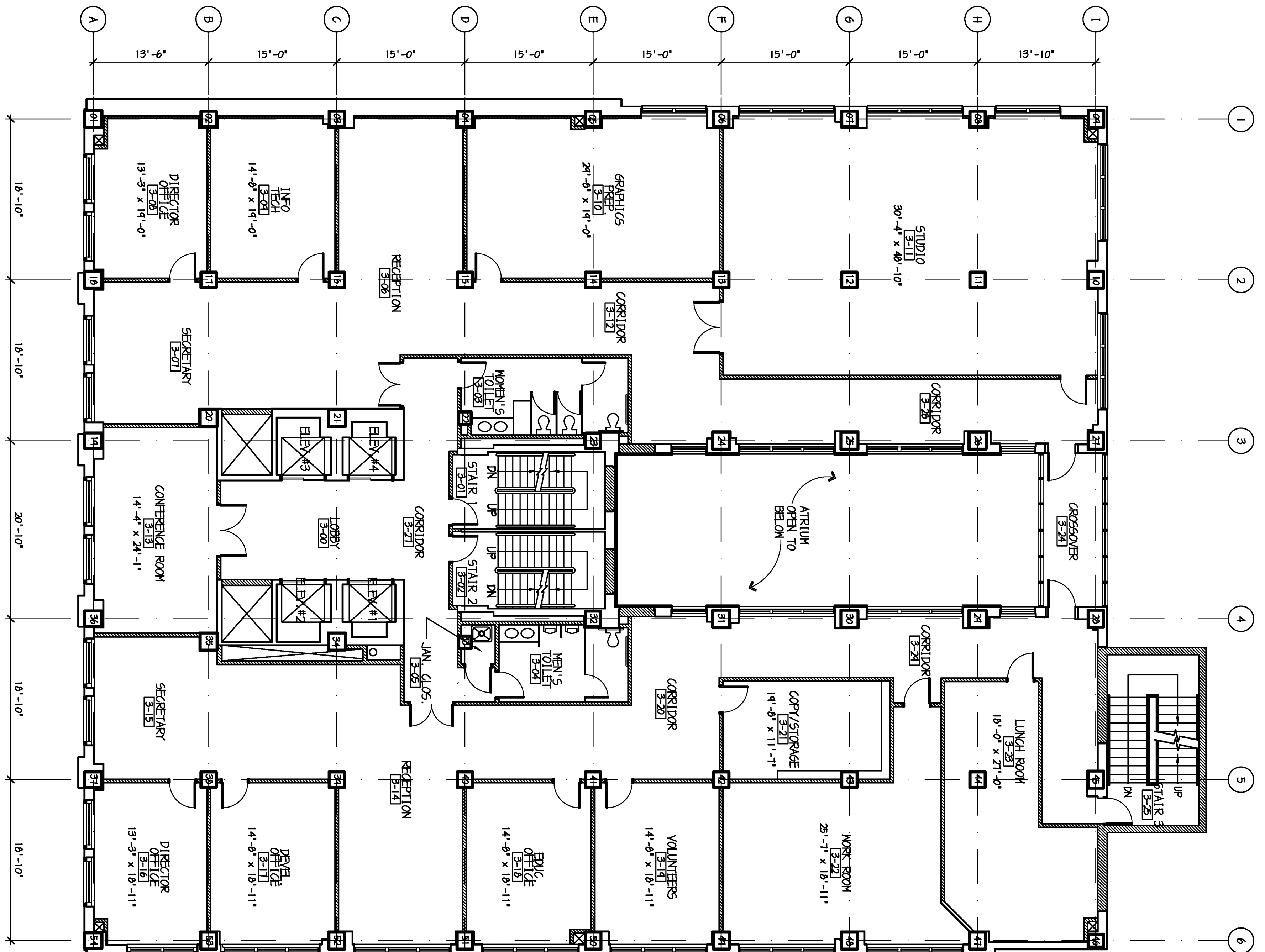
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PROJECT NO: 9906.03
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SCALE: 1/8"=1'-0"
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1 THIRD FLOOR PLAN
1/8"=1'-0"



A2.4
SHEET OF

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THIRD FLOOR PLAN
CATHOLIC HERITAGE CENTER

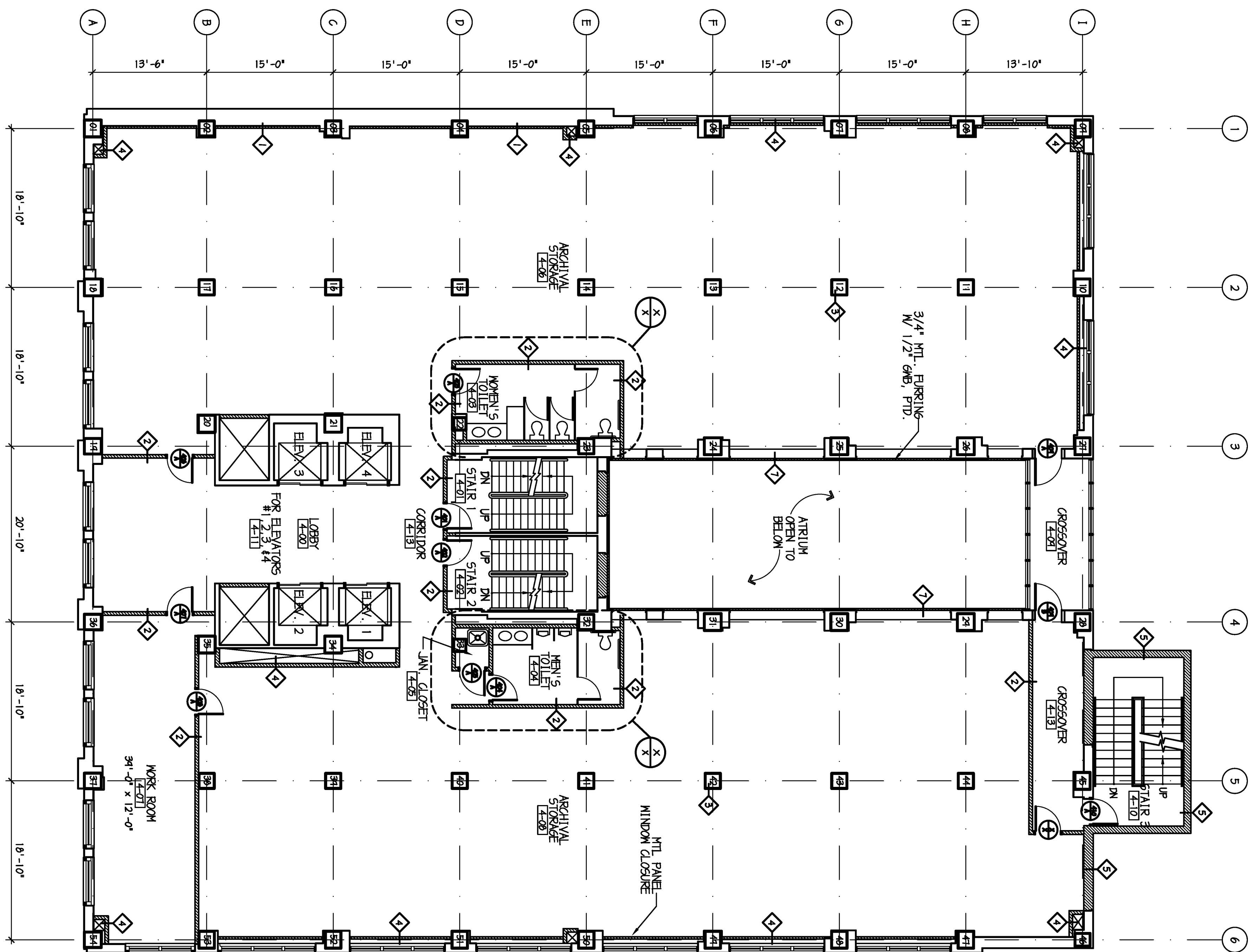
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1
1/8"=1'-0"
FOURTH FLOOR PLAN



A2.5

SHEET OF

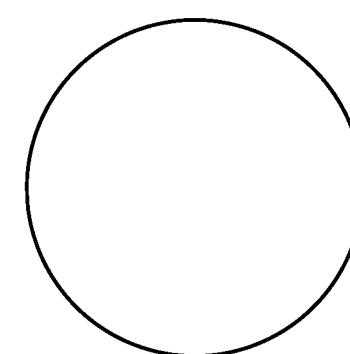
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REVISIONS

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FOURTH FLOOR PLAN
CATHOLIC HERITAGE CENTER

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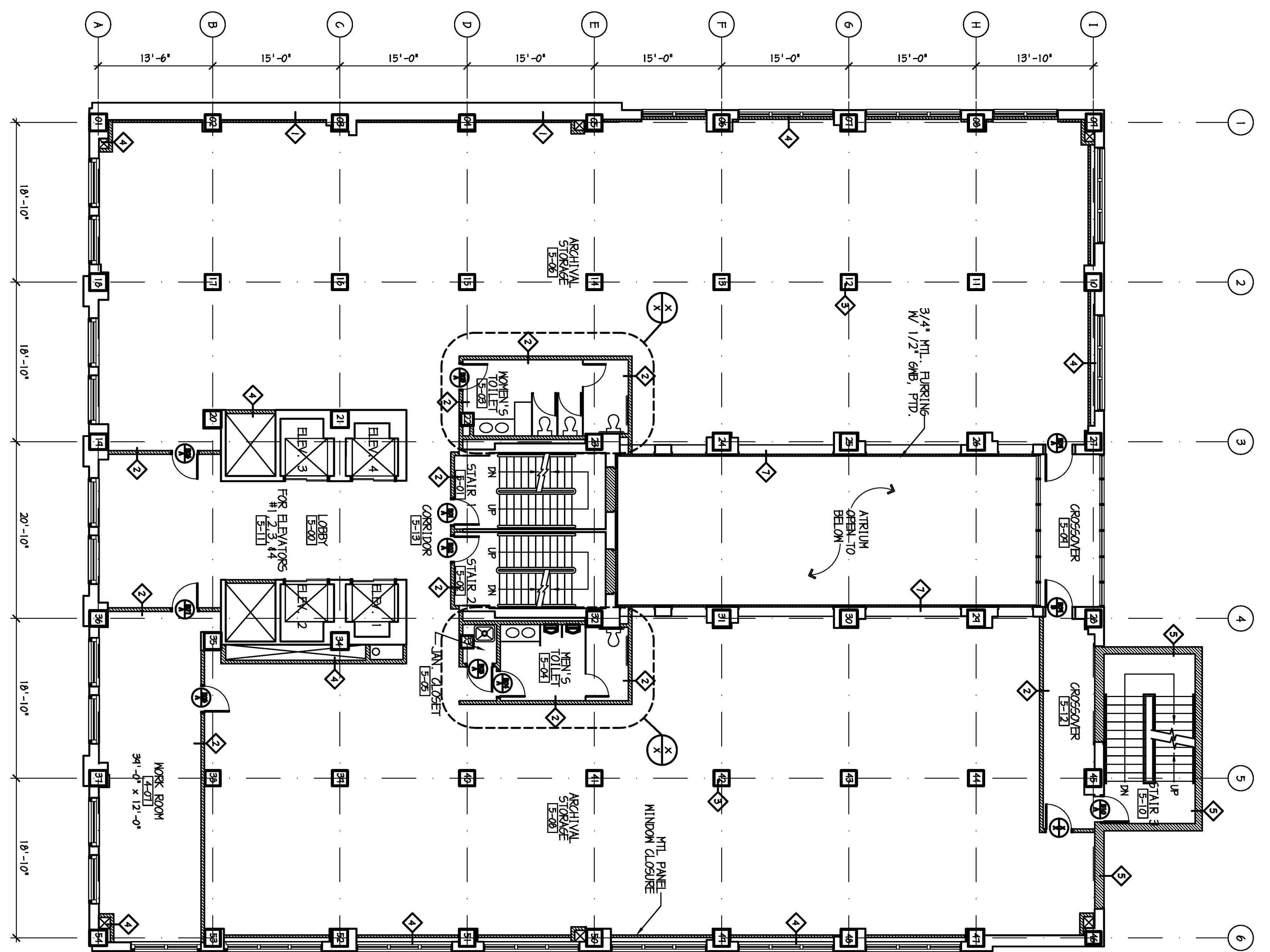
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1
1/8"=1'-0"
FIFTH FLOOR PLAN



A2.6
SHEET OF

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FIFTH FLOOR PLAN
CATHOLIC HERITAGE CENTER

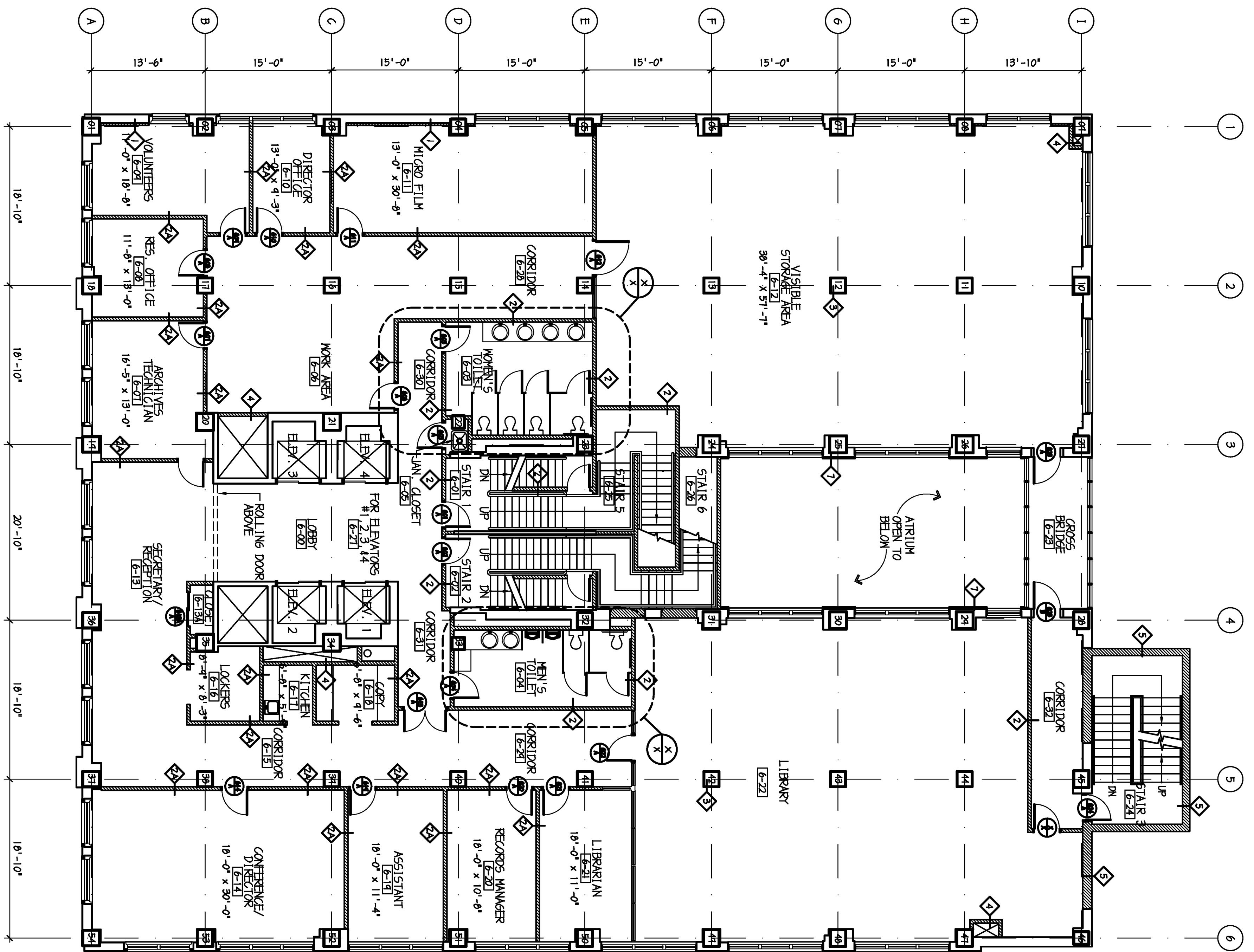
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1
A2.7
1/8"=1'-0"
SIXTH FLOOR PLAN



A2.7
SHEET OF

REVISIONS

SIXTH FLOOR PLAN
CATHOLIC HERITAGE CENTER

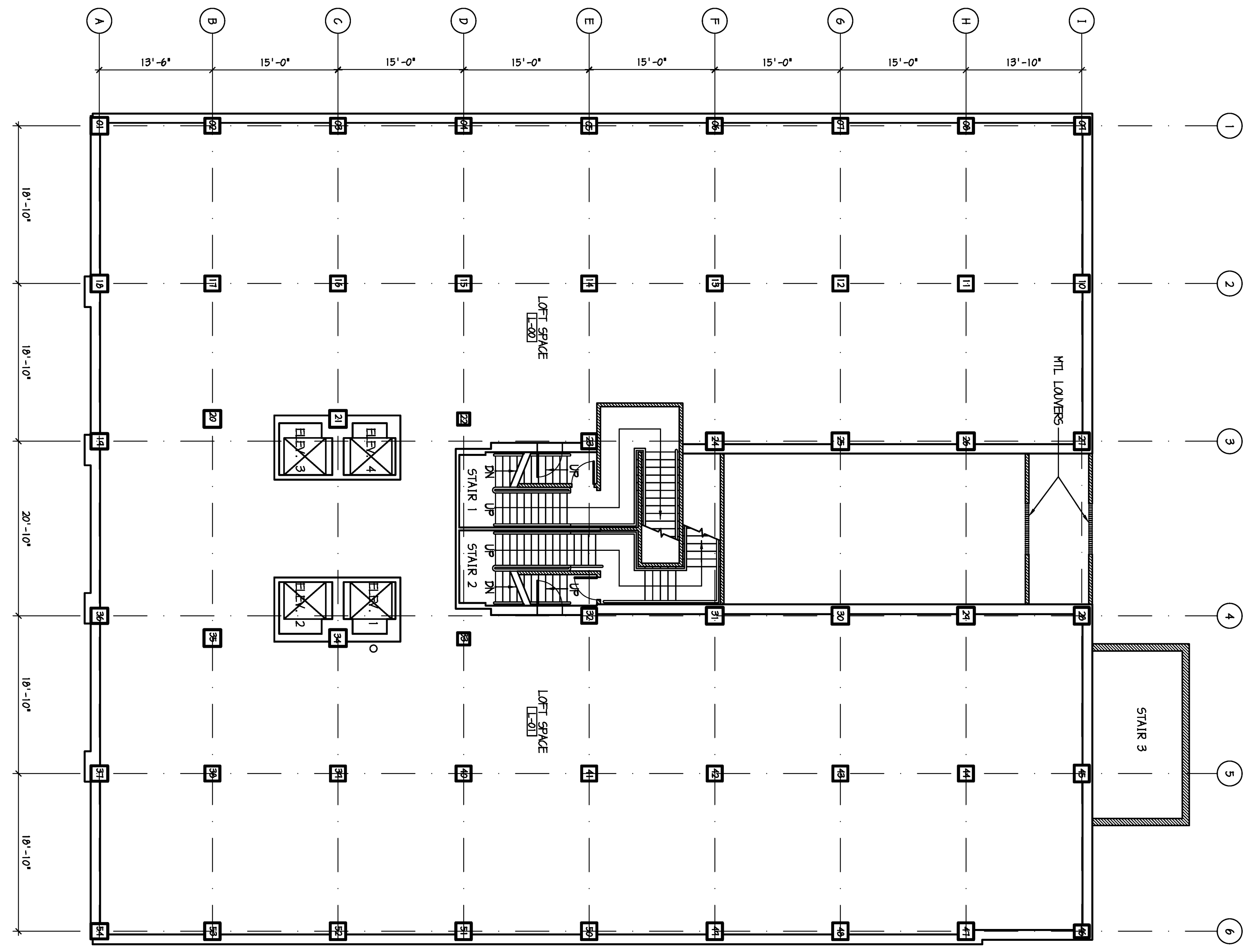
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ARCHITECTURE PLANNING INTERIOR DESIGN EXHIBIT DESIGN
718 Arch Street Suite 5N Philadelphia, PA 19106
TEL 215 440 0190 FAX 215 440 0197 EMAIL arch@ujmn.com

DATE: 10/15/00
PROJECT NO: 9906.03
DO NOT SCALE DRAWINGS

SCALE: 1/8"=1'-0"
DRAWN BY: MJF/GHG
CHECKED BY: MJU/HL

1
A2.8
LOFT PLAN (BETW. 6TH & 7TH FLOOR)
1/8"=1'-0"



A2.8
SHEET OF

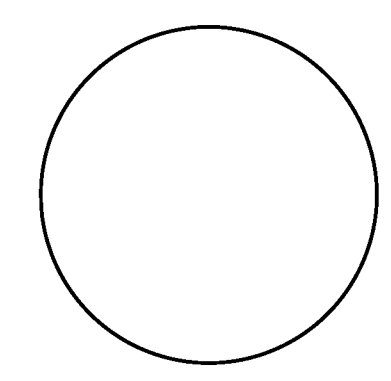
REVISIONS

DATE: 10/15/00
PROJECT NO: 9906.03
DO NOT SCALE DRAWINGS

SCALE: 1/8"=1'-0"
DRAWN BY: MJTF/GHG
CHECKED BY: MJU/HL

LOFT PLAN
CATHOLIC HERITAGE CENTER

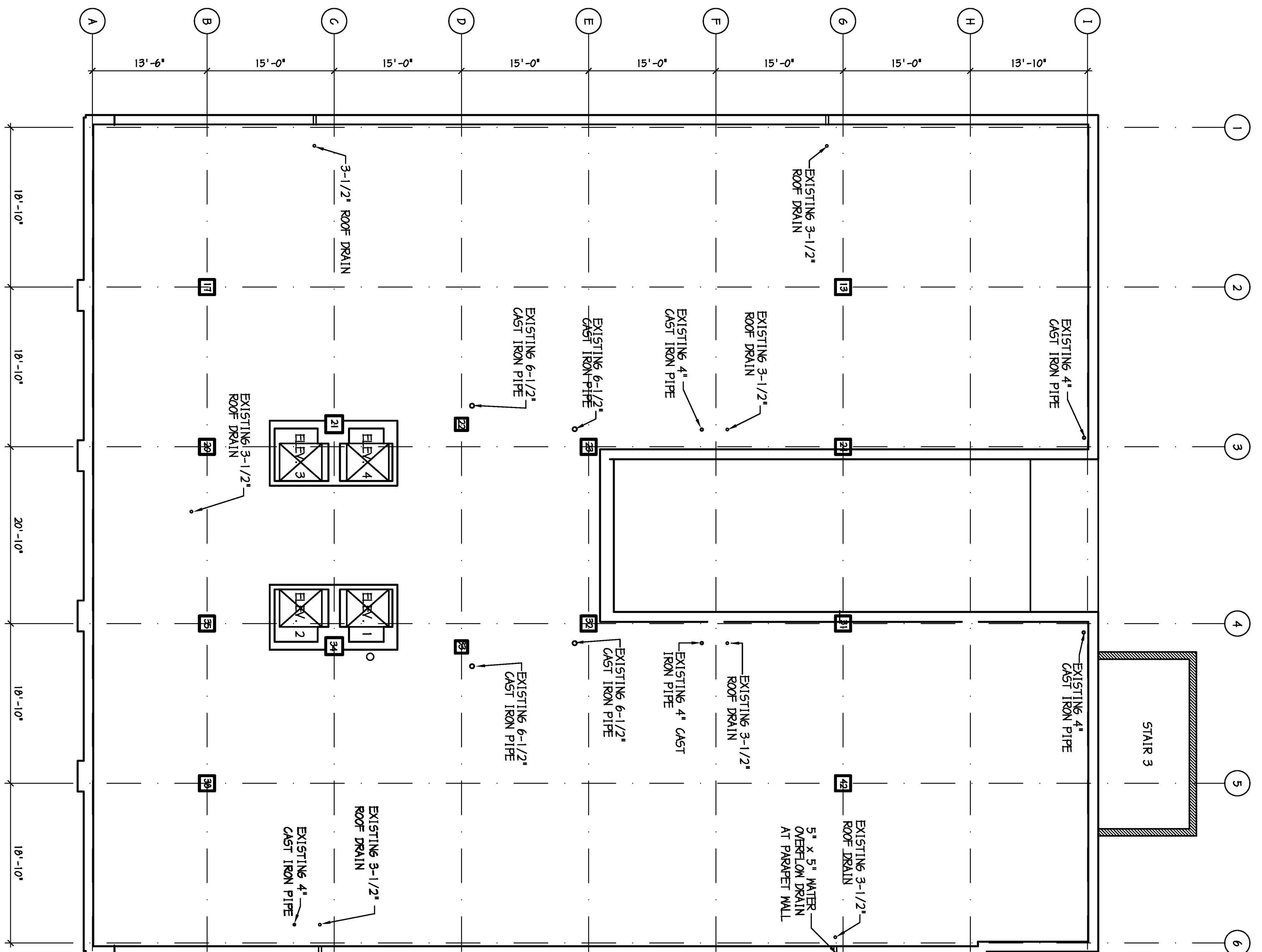
320 WALNUT STREET
PHILADELPHIA, PA 19106



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1 ROOF DECK FLOOR PLAN
A2.9 1/8"=1'-0"

A2.9
SHEET OF

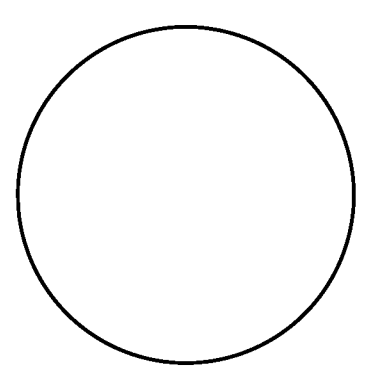
REVISIONS

DATE: 10/15/00
PROJECT NO: 9906.03
DO NOT SCALE DRAWINGS

SCALE: 1/8"=1'-0"
DRAWN BY: MJF/GHG
CHECKED BY: MJU/HL

ROOF DECK PLAN
CATHOLIC HERITAGE CENTER

320 WALNUT STREET
PHILADELPHIA, PA 19106

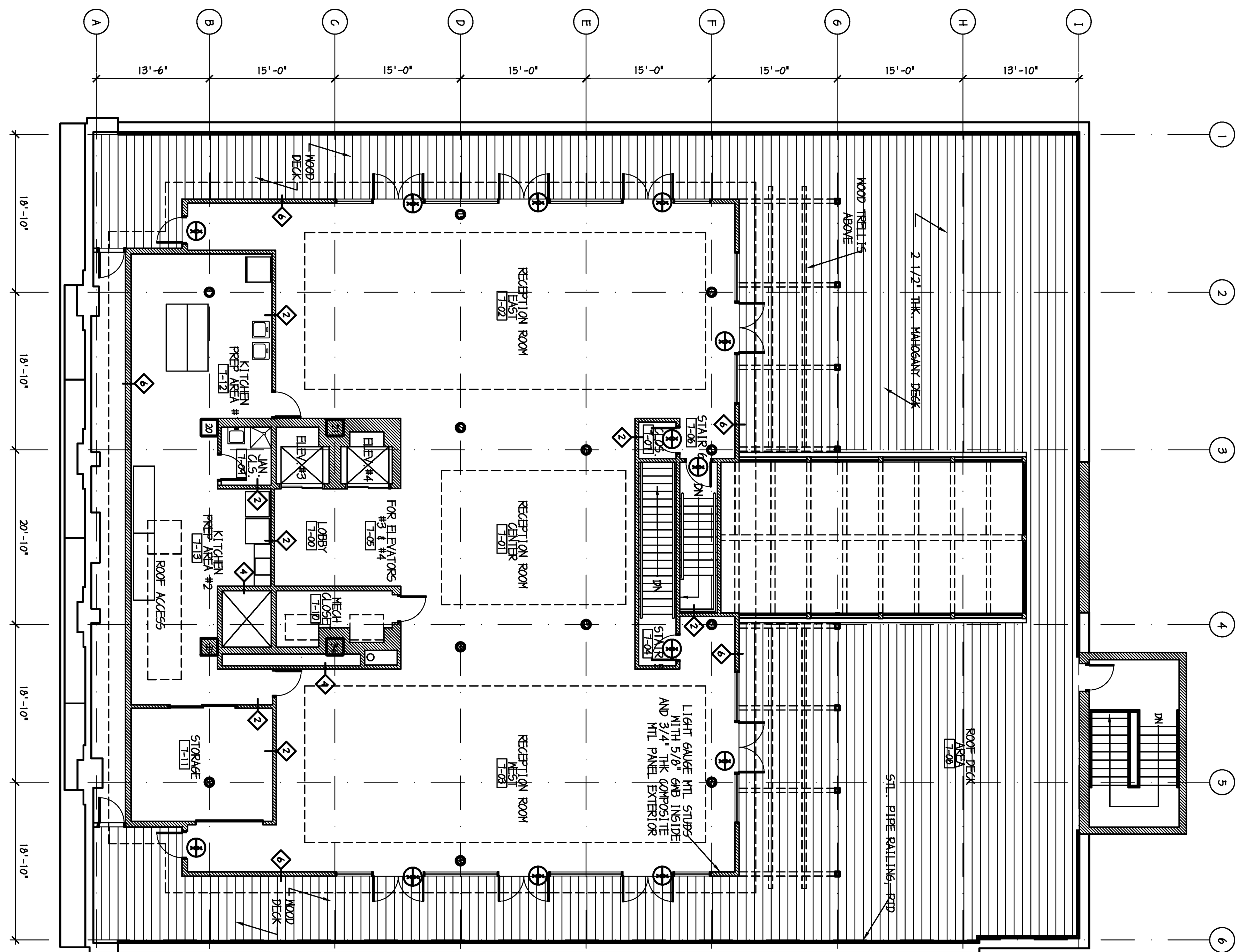


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1 SEVENTH FLOOR PLAN RECEPTION AREA
1/8"=1'-0"



A2.10
SHEET OF

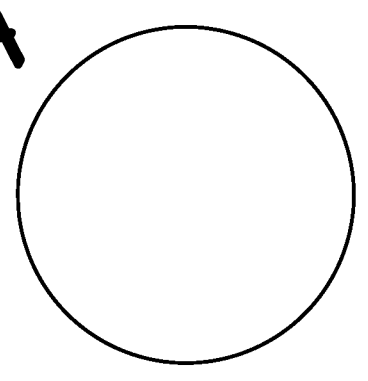
REVISIONS

DATE: 09/13/00
PROJECT NO: 9906.03
DO NOT SCALE DRAWINGS

SCALE: 1/8"=1'-0"
DRAWN BY: MJF/GHG
CHECKED BY: MJU/HL

7TH FLR. PLAN RECEPTION AREA
CATHOLIC HERITAGE CENTER

320 WALNUT STREET
PHILADELPHIA, PA 19106

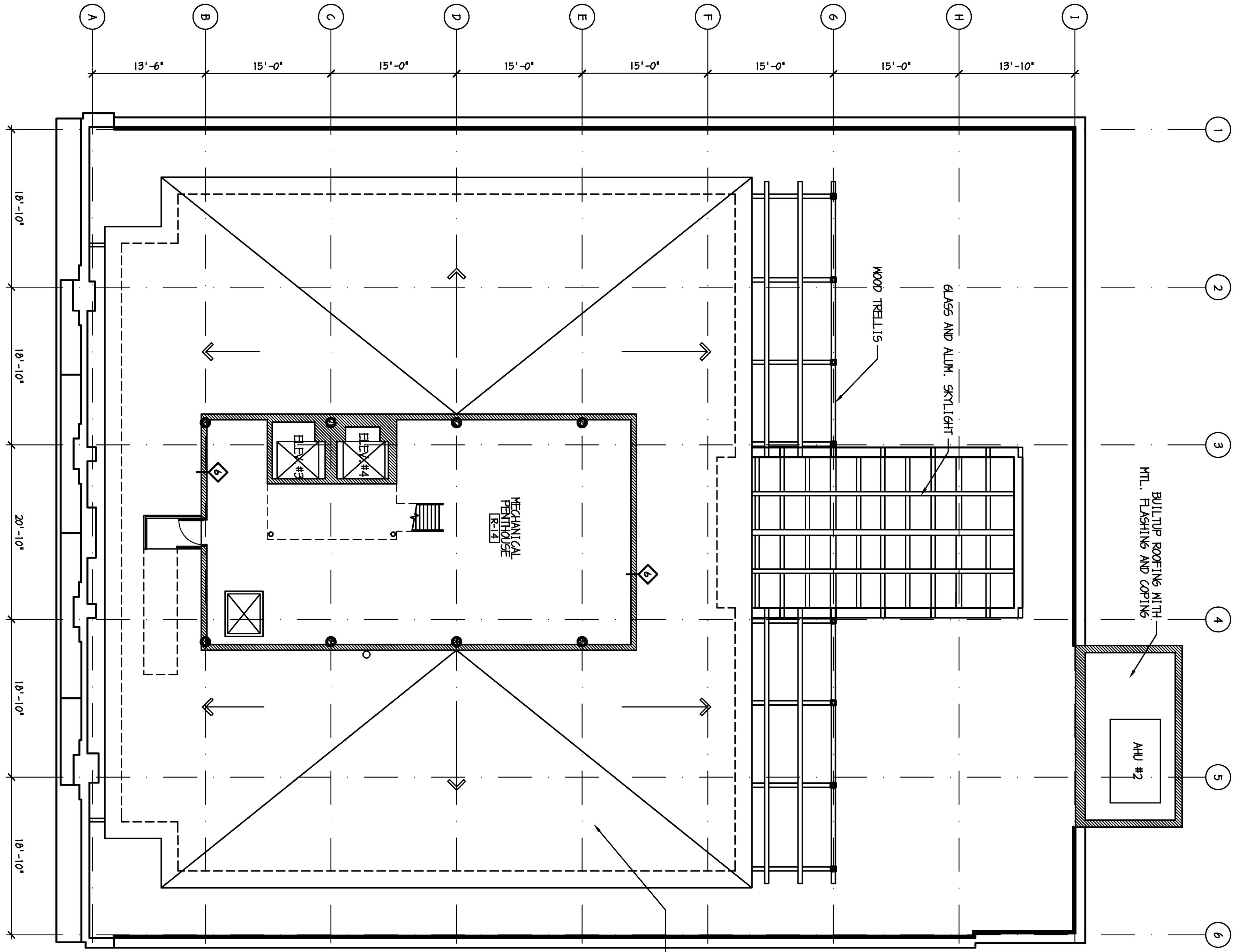


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ARCHITECTURE PLANNING INTERIOR DESIGN EXHIBIT DESIGN

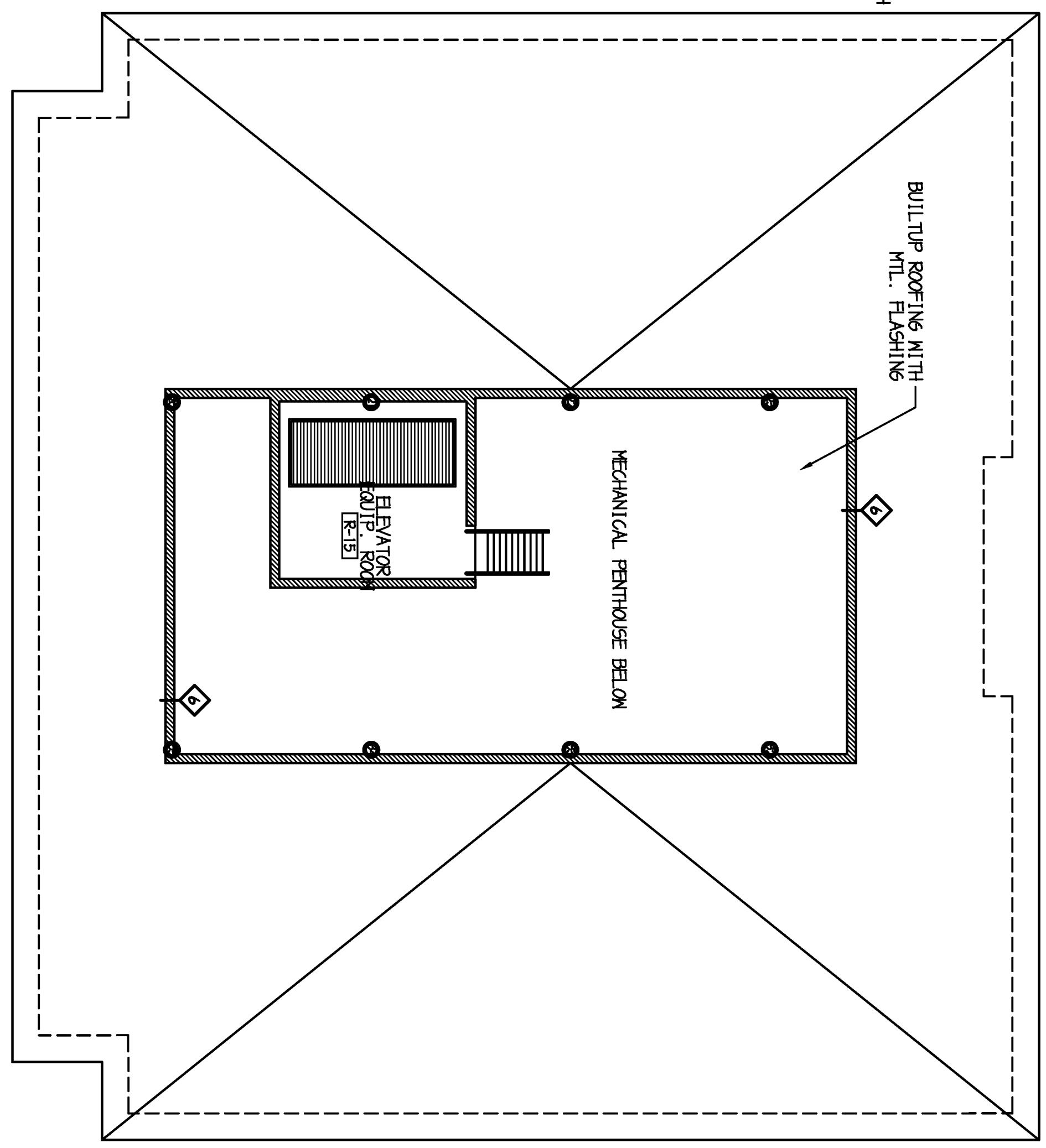
718 Arch Street Suite 5N Philadelphia, PA 19106
TEL 215 440 0190 FAX 215 440 0197 EMAIL arch@ujmn.com

1
MECHANICAL PENTHOUSE
1/8"=1'-0"



HTL. STANDING SEAM ROOFING WITH HIGH PERFORMANCE FINISH

2
ELEVATOR MACHINE ROOM
1/8"=1'-0"



A2.11
SHEET OF

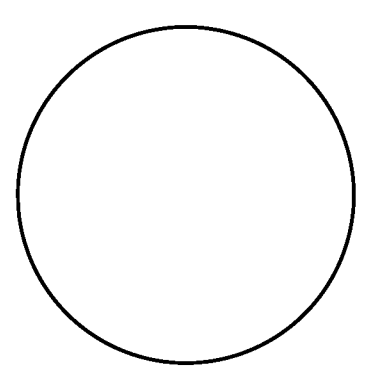
REVISIONS

DATE: 10/15/00
PROJECT NO: 9906.03
DO NOT SCALE DRAWINGS

SCALE: 1/8"=1'-0"
DRAWN BY: MJTF/GHG
CHECKED BY: MJU/HL

MECHANICAL PENTHOUSE
CATHOLIC HERITAGE CENTER

320 WALNUT STREET
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ZONING: Excerpt from The Philadelphia Code

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Chapter 14-200. Residential Districts

14-202. Use and Zoning Regulation Charts

Permitted uses in a zoning district shall include the erection, construction, alteration or use of buildings and/or land for the uses set forth in this Chapter for that district. Permitted uses in residential districts are set forth in a chart at § 14-205, supplemented by footnotes and abbreviations at § 14-204; by additional use provisions at § 14-203; and by certain rules and exceptions at § 14-231. For provisions governing use of all residentially zoned properties, see those four Sections. For properties zoned "R-10B", "R-11", "R-11A", "R-12", "R-13", "R-14", "R-15", "R-16", "R-18", "R-19", "R-20", "RC-1", "RC-2", "RC-3", "RC-4" and "RC-6" Residential, in addition to the four above-referenced Sections, refer to §§ 14-206 through § 14-215. Nothing in this Section shall preclude the application of other applicable Sections of this Title to properties in residential districts.

14-202. Use and Zoning Regulation Charts

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| DISTRICT | R-10A |
|--|----------------------|
| PERMITTED USES | |
| SINGLE FAMILY | Y |
| DUPLEX / TWO FAMILY | |
| MULTI-FAMILY | |
| RESIDENTIAL RELATED USES | Y |
| NON-RESIDENTIAL USES | Y |
| OTHER PERMITTED USES | |
| PERMITTED BUILDING TYPE | |
| DETACHED | Y |
| SEMI-DETACHED | Y |
| ATTACHED | Y |
| MULTIPLE BUILDINGS / LOT | |
| ZONING REQUIREMENTS | |
| MINIMUM LOT WIDTH (FT.) | 16 |
| MINIMUM LOT AREA (SQ. FT.) | 1,440 |
| MINIMUM OPEN AREA (%) OF LOT | 30; 20 on corner lot |
| SET-BACK LINE / FRONT YARD MIN DEPTH (FT.) | |
| SIDE YARD MINIMUM WIDTH: | |
| Detached single family dwelling (ft.) | 2 @ 5 |
| Detached single family dwelling – corner lot (ft.) | 5 |
| Semi-detached single family dwelling (ft.) | 5 |
| Attached single family dwelling (ft.) | 0; 5 if used |
| Detached duplex dwelling (ft.) | |
| Detached duplex dwelling – corner lot (ft.) | |
| Semi-detached duplex dwelling (ft.) | |
| Attached duplex dwelling (ft.) | |
| Multiple dwelling (ft.) | |
| Building other than dwellings (ft.) | 2 @ 8 |
| Building other than dwelling, corner lot (ft.) | 8 |
| REAR YARD MINIMUM DEPTH (FT.) | 9 |
| REAR YARD MINIMUM AREA (SQ. FT.) | 144 |
| BUILDING HEIGHT LIMIT – DWELLING (FT.) | 35 |
| BUILDING HEIGHT LIMIT – NON-DWELLING (FT.) | 35 + add'l height 1 |
| MAXIMUM NO. OF STORIES – DWELLING | 3 |
| OFF-STREET PARKING | |

* Denotes use not permitted, building type not permitted or zoning requirements not applicable



Chapter 14-203. Residential Related Uses, Non-Residential Uses and Other Permitted Uses.

(1) *Residential Related Uses.* Where the Chart at § [14-205](#) provides for Residential Related Uses, the following uses shall be permitted:

(a) Agriculture or horticulture, except the commercial keeping or handling of farm stock or poultry; and except commercial greenhouses or establishments for sale of farm or horticultural products;

(b) Office of doctors of medicine, osteopathy, dentistry, chiropractic, optometry or podiatry; minister; lawyer; licensed psychologist; or architect;, provided that such office:

(.1) Shall be situated in the dwelling of such practitioner;

(.2) Shall be incidental to the main purpose of the residence;

(.3) Shall have no more than one assistant regularly employed therein;

(.4) Shall not be used by any colleagues or associates;

(c) Private dwelling garage and/or stable as an accessory use;

(d) Accessory uses, as defined;

(e) The following uses, in completely enclosed, detached buildings only, provided that any existing building which is proposed to be converted into one of the following uses shall comply with the area regulations and the off-street parking regulations of the district; and further provided that off-street parking shall not be located between the street line and the front wall of any existing building:

(.1) Churches, chapels, convents, monasteries, or other places of worship, their adjunct residential dwellings, and day care as an accessory use to churches and places of worship, except that day care as an accessory use to churches and places of worship shall not be permitted in the Sixth and Tenth Councilmanic Districts; [67](#)

(.2) Municipal art galleries, municipal museums or municipal libraries;

(.3) Railroad passenger stations;

(.4) Telephone exchange buildings; water booster or sewer booster substations; electric transforming; or gas regulating substations; provided, the exterior architectural design shall be of a residential character, in conformity with all the regulations of the district, and shall at no time be used for the storage of equipment or vehicles or for other commercial purposes;

(f) Providing of family day care to six (6) or fewer children (except that for properties within the Sixth and Tenth Councilmanic Districts, family day care may only be provided to four (4) or fewer children) for periods of less than 24 consecutive hours, provided that such day care providers conform to all relevant licensing and/or

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registration requirements of the Commonwealth of Pennsylvania and the City of Philadelphia, and further provided that such day care be conducted in completely enclosed structures containing no more than one family and in a manner incidental to the main purpose of the residences; provided however, that nothing in this subsection shall be construed to restrict uses customarily and traditionally conducted in dwellings as an accessory use to the main purpose of the residences, including the providing of day care for less than 10 hours per week or the providing of day care without charge or without reimbursement;

(g) Signs, subject to the following conditions:

(.1) Temporary signs for a period of one year advertising the sale or rent of the real estate upon which they are erected; provided, that the total area of such sign or any combination of signs upon any lot, parcel or development shall not exceed 12 square feet for each 50 lineal feet along any street line of the lot, parcel or development, or 300 square feet, whichever is smaller; signs permitted in this sub-paragraph shall be permitted anywhere upon the lot, parcel or development;

(.2) Signs pertaining to a permitted use of the premises, which shall not exceed an area of more than 150 square inches on a face nor have more than two faces, upon each street-line frontage of the lot; provided, that, to the extent permitted, churches, institutions, and other permitted non-residential buildings shall be permitted a sign area of 15 square feet upon each street line frontage of the lot;

(.3) No sign shall project above the roof line or wall coping, nor be placed in any part of the required yards, except as provided in sub-paragraph (.1) above;

(.4) Permitted signs may be illuminated by interior lighting or lighting directed toward the sign; provided, that they do not create glare upon adjacent lots; but in no case shall signs be illuminated by flashing, animated or intermittent illumination.

(2) *Non-Residential Uses.* Where the Chart at § [14-205](#) provides for Non-Residential Uses, the following uses shall be permitted:

(a) The following non-residential uses shall be permitted only if a Board of Adjustment certificate is obtained and provided that they are conducted in completely enclosed detached buildings:

(.1) Art galleries, museums and/or libraries; provided, that any sales shall be accessory and incidental thereto, and limited to catalogues, books, prints, postcards, and kindred items;

(.2) Charitable institutions;

(.3) Club houses, lodges, fraternity houses in which the service conducted is solely for the use of members and guests and is not a business operation for gain;

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(.4) Fire stations;

(.5) Home occupations, customarily and traditionally conducted in a dwelling as an incidental use, subject to all of the following limitations and restrictions:

(.a) It shall be conducted solely by members of the family residing in the same dwelling without the employment of other persons;

(.b) It shall not be permitted any display sign or public advertising, exterior storage of materials or any other exterior indications of the home occupation, or variation from the residential appearance of the structure;

(.c) It shall not be conducted between the hours of 10:00 P.M. and 8:00 A.M.;

(.d) It shall not be permitted the use of equipment producing offensive noise, vibration, smoke, dust, odors, heat or glare;

(.e) It shall be limited to the use of not more than 25% of the total floor area of the building, including basements, or 250 square feet, whichever is less;

(.f) It shall not be permitted the storage of a stock in trade nor the sale of commodities on the premises;

(.6) Medical and surgical hospitals and medical centers, and sanitarium;

(.7) Police stations;

(.8) Rest, old age, nursing or convalescent homes, and nurseries;

(.9) Water or sewage pumping station.

(b) The following non-residential uses shall be permitted only if a Board of Adjustment certificate is obtained:

(.1) Electric transforming or gas regulating substations; provided, that any facilities used in connection therewith and located in the open air shall: (1) not be within 50 feet from any lot line; (2) have a green belt at least 4 feet high containing evergreens, shrubbery and/or trees to be planted and maintained in an area at least 10 feet in depth around the entire inside perimeter of the lot, except at points of ingress or egress; (3) shall not be used for the storage of equipment or vehicles;

(.2) Municipal recreational facilities owned and operated by the City of Philadelphia, and the buildings adjunct to the same;

(.3) Schools, colleges, universities, and other institutions of learning, adjunct dormitories and adjunct play and recreation grounds;

(.4) Waiting rooms or shelters for the use of bus or trolley passengers;

(.5) Water storage tanks or reservoirs.



(3) *Other Permitted Uses.* Where the Chart at § [14-205](#) provides for Other Permitted Uses, the following uses shall be permitted:

(a) For properties zoned "R-1" and "R-1A" the following uses are also permitted:

(.1) Private dwelling garages and/or stable as an accessory use;

(.2) Signs shall be permitted in these districts only as set forth below:

(.a) Temporary signs for a period of one year advertising the sale or rent of the real estate upon which they are erected; provided, that the total area of such sign or any combination of signs upon any lot, parcel or development shall not exceed 12 square feet for each 50 lineal feet along any street line of the lot, parcel or development, or 300 square feet, whichever is smaller; such signs shall be permitted anywhere upon the lot, parcel or development;

(.b) No sign shall project above the roofline or wall coping;

(.c) Permitted signs may be illuminated by interior lighting or lighting directed toward the sign; provided, that they do not create glare upon adjacent lots; but in no case shall signs be illuminated by flashing, animated or intermittent illumination.

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ZONING: Excerpt from The Philadelphia Code

Chapter 14-304. "C-3" Commercial District.

(1) *Use Regulations.* The specific uses permitted in this district shall be the erection, construction, alteration, or use of buildings and/or land for:

(a) Self-service laundry using residential type washing machines; provided, said use complies with the following terms and conditions: (1) Such use does not exceed 2,500 square feet in gross floor area; and (2) Such use shall be permitted only from 6 A.M. to 1 A.M.; and (3) Lights located on the outside of the premises shall not be permitted to remain lighted after 12 o'clock midnight;

(b) Self service dry cleaning establishment; provided

(.1) The Fire Marshal shall have certified that the premises, machines, equipment and materials are in compliance with the Fire Code as set forth in Chapter 5-800. [172](#)

(.2) An attendant over 21 years of age and trained in the use of the equipment on the premises employed by the licensee shall be present at all times when the premises where the self service dry cleaning establishment is located is open for business.

(.3) No operator of any coin operated dry cleaning equipment shall use or permit to be used any solvent other than that which has been approved, by the manufacturer of the equipment, for use therein.

(.4) An interlock system shall be provided on the machine to prevent the loading door from being opened during the normal cycle. Said system may be electrical or mechanical and so connected as to remain effective in case of power failure.

(.5) The licensee shall permit only the front side of the dry cleaning machines to be accessible to the customers. The working or maintenance portion of the machines shall be so constructed, located and maintained so as to be not accessible to the customer. At no time when customers are present shall the concentration of vapors, in the customer area from the dry cleaning solvent exceed one hundred parts per million.

(.6) There shall be prominently posted on the premises the name, address and telephone number of the owner or operator of said business and there shall be a public telephone on the premises in a conspicuous location.

(.7) Such use does not exceed 2,500 square feet in gross floor area.

(.8) Such use shall be permitted only from 6 A.M. to 1 A.M.

(.9) Lights located on the outside of the premises shall not be permitted to remain lighted after 12 o'clock midnight;

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(c) All other uses permitted in "C-2" Commercial Districts, subject to all the use qualifications set forth therein, except:

- (.1) That all gross floor area limitations are removed;
- (.2) That the said uses may be conducted at wholesale; and
- (.3) That the following uses shall not require a Zoning Board of Adjustment Certificate: [173](#)

- (.a) amusement arcades;
- (.b) athletic and drill hall, dance hall, theater, motion picture theater and other entertainment of guests and patrons as a main use;
- (.c) bath house and indoor swimming pool;
- (.d) billiards, pool and bowling;
- (.e) central heating plant;
- (.f) courtroom or courthouse building;
- (.g) installation of auto, boat, motorcycle or truck parts accessory to sales of same;
- (.h) outdoor amusement parks, athletic and sports fields, outdoor swimming pools, and day camps;
- (.i) penal and correctional institutions (public); [174](#)
- (.j) retail sale of picture frames, candles, ceramics, leather goods, with accessory making or assembling of same with hand tools only, not to exceed 1,000 square feet in gross floor space; [175](#)

(d) Car washing establishment, using mechanical equipment for the purpose of washing and/or polishing automobiles and other vehicles; provided, a Zoning Board of Adjustment certificate, as herein provided, is obtained. Such Zoning Board of Adjustment certificate shall only be issued where such use will have on the premises: (1) a waiting area for incoming cars accessible to the entrance end of the washing equipment, of at least 4,000 square feet, and (2) an area beyond the exit end of the washing equipment, of at least 400 square feet, so situated as to be usable for the hand finishing of the washing process;

(e) Heliports, provided, a Zoning Board of Adjustment certificate, as herein provided, is obtained;

(f) Accessory uses, customarily incidental to any of the above permitted uses; provided, that the accessory use does not occupy more than 25% of the gross floor area, and does not include open air storage of materials, equipment or merchandise;

(g) An outdoor advertising and/or non-accessory advertising sign as permitted in Chapter 14-1604. [176](#)

(2) *Area Regulations.*

(a) *Occupied Area.*



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(.1) Buildings containing one or more families shall not occupy more than 75% of the lot area on intermediate lots and not more than 80% on corner lots;

(.2) Buildings other than dwellings shall not occupy more than 90% of the lot area on intermediate lots and not more than 95% on corner lots.

(b) *Open Area.* The open area for buildings containing one or more families shall be not less than 25% of the lot area on intermediate lots and 20% on corner lots, and for buildings other than dwellings the open area shall be not less than 10% of the lot area on intermediate lots and 5% on corner lots. Such open areas shall consist of at least the required minimum rear yards in all cases plus such other front or side yards and/or open courts as shall be required to equal an area not less than the total open area herein required.

(c) *Building Set-back Line.* No building set-back line shall be required in this district, subject to the provisions of (.2) and (.3) below. [177](#)

(d) *Yards and Courts.*

(.1) *Additions to Existing Buildings, and Newly Erected Buildings which Contain Less than Three Families.*

(.a) *Front Yards.* No front yards shall be required.

(.b) *Side Yards and Open Courts.* When side yards or open courts are used, except open courts between wings of the same building, they shall have a minimum width of five feet for a building not over three stories in height and a minimum of eight feet for buildings over three stories (subject to exception, see § [14-104\(12\)](#)).

(.c) *Open Courts Between Wings of the Same Building.* The minimum width between wings of the same buildings shall be 12 feet.

(.d) *Inner Courts.* The least dimension of an inner court shall be eight feet. Minimum area for such court shall be 100 square feet. Such court of less area than 300 square feet shall not be permitted for any building used for dwelling purposes, except when used as vent shafts.

(.2) *Newly Erected Buildings Containing Three or More Families, and Less than Five Stories in Height.* [178](#)

(.a) *Yards and Courts With Legally Required Windows.* Any wall with one or more legally required windows shall be located so that every point of the wall shall be a minimum horizontal distance which is not less than the height of the wall, from: (1) the opposite side of any street which the wall faces, (2) any facing lot line which is not a street line, (3) any opposing wall on the same lot; provided, that every inner court shall have a minimum horizontal dimension equal to or greater than the average height of the walls forming the court.



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(.b) *Yards and Courts Without Legally Required Windows.*

Yards and courts without legally required windows shall be governed by the following provisions:

Front yards and rear yards shall not be required.

Side yards and open courts, when used, shall have a minimum width of eight feet.

Open courts between wings of the same building shall have a minimum width of twelve feet.

Inner courts shall have a least dimension of eight feet, and a minimum area of one hundred square feet.

(.3) *Newly Erected Buildings Containing Three or More Families and Five Stories or Over in Height.*

(.a) *Yards and Courts With Legally Required Windows.*

Any wall with one or more legally required windows shall be located so that every point of the wall shall be a minimum horizontal distance of fifty feet from: (1) the opposite side of any street which the wall faces, (2) any facing lot line which is not a street line, (3) any opposing wall on the same lot; provided, that every court between wings of the same building shall have no required minimum horizontal dimension but the depth shall not be greater than the width of the court, and every inner court shall have a minimum horizontal dimension equal to or greater than the average height of the walls forming the court.

(.b) *Yards and Courts Without Legally required Windows.*

Yards and courts without legally required windows shall be governed by the following provisions:

Front yards and rear yards shall not be required.

Side yards and open courts, when used, shall have a minimum width of eight feet.

Open courts between wings of the same building shall have a minimum width of twelve feet.

Inner courts shall have a least dimension of eight feet, and a minimum area of one hundred square feet.

(3) *Height Regulations.* There shall be no height regulations except as height may be limited by the other applicable provisions of this district.

(4) *Floor Area.*

(a) The gross floor area (as defined in § [14-102\(25\)](#)) of any building containing three or more families shall not exceed 450% of the area of the lot.

(b) The gross floor area (as defined in § [14-102\(25\)](#)) of any building containing less than three families shall not exceed 550% of the area of the lot.

(5) *Off-street Loading.* Off-street loading spaces shall be provided in accordance with Section [14-1405](#) of this Title.

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(6) *Off-street Parking.* See § [14-1400](#) of this Title.

(7) *Signs.* Signs accessory to uses on the premises shall be permitted in this district only under the following conditions: [179](#)

(a) Lots facing one street line shall be permitted a total sign area of ten square feet for each lineal foot of street line;

(b) Lots facing more than one street line shall be permitted a total sign area as follows:

(.1) For a shorter street line frontage there shall be permitted a sign area of ten square feet for each lineal foot of street line;

(.2) For a longer street line frontage there shall be permitted a sign area of five square feet for each lineal foot of street line; provided, that in no case shall the total sign area on the longer street line frontage be less than the equivalent sign area permitted upon the shorter street line frontage;

(.3) Where a lot has two or more short and/or two or more long street line frontages, the provisions of (.1) and (.2) shall apply to each of said street frontages;

(c) Where a building is more than three stories high, 10% of additional sign area shall be permitted for each story over three, to be calculated using the total sign area permitted by subparagraphs (a) or (b) above as the base for the 10% calculation in each case;

(d) The total of the sign areas permitted in subparagraphs (b) and (c) may be cumulated; provided, such use is restricted to one street frontage;

(e) Signs which are free-standing structures on the ground shall not exceed 20 feet in height, measured from the average level of ground of the lot to the top of said structure;

(f) Signs may be animated or illuminated; provided, that the illumination shall be focused upon the sign itself so as to prevent glare upon the surrounding areas;

(g) Signs with flashing or intermittent illumination shall not be erected within 150 feet of any Residential District, nor facing any Residential District within 300 feet of the sign;

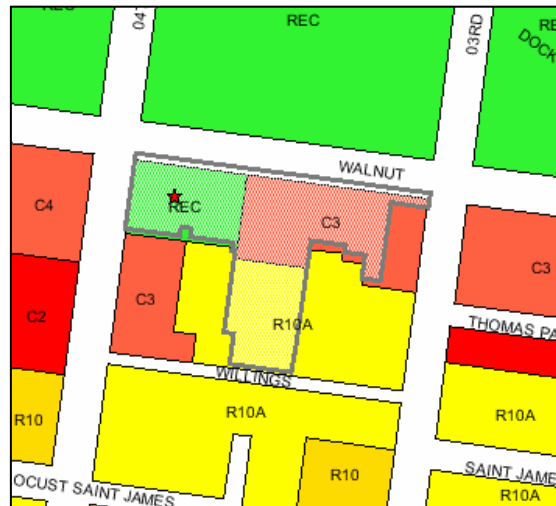
(h) Signs which revolve shall be prohibited;

(i) Any revolving device which causes intermittent flashes of light to be projected shall be prohibited.



ZONING: Excerpt from The Philadelphia Code

Chapter 14-1607. Special Controls for the Center City Commercial Area.



(1) *Legislative Findings.* The Council finds that:

(a) Major public and private investments have been made and continued to be made to create and maintain aesthetic enhancement, economic viability and historic values within the Center City Commercial Area. Public funding expenditures include appropriations for improved access, street and sidewalk improvements, tree plantings and street furniture. [437](#)

(b) Within the said area there has been an increased number of certain uses such as amusement arcades, surface parking lots, and take-out restaurants. Said uses while not necessarily offensive by themselves, when concentrated in an area, tend to contribute to the deterioration of the aesthetics and economics of that area. There are other uses and accessory uses such as outdoor vending machines, retail sales windows, take-out windows, outdoor speakers, outdoor advertising signs, and flashing and animated signs, among others, which also tend to contribute to the deterioration of the character of an area.

(c) This area is important to the historic, cultural, and commercial vitality of Philadelphia and these types of uses could have a negative impact upon the City's efforts to improve this area through planning and funding programs of economic development, and commercial revitalization.

(d) The pedestrian ambiance of Chestnut street and Walnut street would be enhanced by insuring the continued penetration of sunlight and air to the sidewalk areas of these streets by restricting building heights on the south side of these streets in a manner that ensures this.

(e) A uniform scale of development would enhance the aesthetic character of Chestnut street and Walnut street and Market street between Front street and Fifth street by maintaining a cornice line or height line of a pedestrian scale along said streets. [438](#)

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(f) Therefore, special land use controls are needed to protect the historic, aesthetic and economic viability of this area. These controls should prohibit certain uses within the area, establish bulk and height controls along both sides of Chestnut street and Walnut street and Market street between Front street and Fifth street, and establish facade and sign controls for the area. [439](#)

(g) Additionally certain uses and accessory uses which contribute to the deterioration of the aesthetic, historic and economic viability of this area, while representing a small portion of the capital investment, existing on a rental or lease basis rather than as permanent parts of the real property, and/or, having a short-term usable life, should be removed from said area.

(h) The properties on both sides of Market street between Front street and Fifth street is known as "Historic East Market Street" and are on the National Registry of Historic Places. This area is also an important part of the City's historic resources which attract tourists and visitors to the City and therefore in need of special zoning controls to discourage demolition, new construction, or reuse that is not of the same scale or character of these four blocks of Market street. These zoning controls should limit the width of new buildings, additions to existing buildings, and the attaching of existing building to a building width that does not exceed that of buildings along these four blocks. Use controls should prohibit and limit uses which are not compatible with a historic tourist and visitors area. [440](#)

(2) *Center City Commercial Area.* [441](#)

(a) No building shall be erected or altered, or building or land used abutting Chestnut street or Walnut street between Front street and the Schuylkill River and Broad street between South Penn square and Washington avenue and Market street between Front street and Fifth street, unless there is compliance with all the applicable requirements of this Section. [442](#)

(3) *Prohibited Uses.* In any building or upon any land abutting Chestnut street or Walnut street between Front street and the Schuylkill River and Broad street between South Penn square and Washington avenue and Market street between Front street and Fifth street, the following uses shall be prohibited: [443](#)

- (a) Amusement arcades;
- (b) Any use regulated by Section [14-1605](#), Regulated Uses;
- (c) Car wash;
- (d) Hand laundry;
- (e) Non-accessory or outdoor advertising signs;
- (f) Open air parking lots;
- (g) Outdoor sales or storage including outdoor use of coin operated machines which dispense food or drink, but not including open

air cafés within the property line and not including any open air café on Broad street between South Penn Square and Washington avenue; [444](#)

(h) Parking as the sole use of a property;

(i) Repair of motor vehicles;

(j) Restaurants, cafés, coffee shops and other similar establishments for the sale and consumption of food and/or beverages, with drive-in or take-out service (sale of food and/or beverages to be consumed outside the confines of the premises); provided that take-out restaurants with a minimum of 20 seats for indoor dining of patrons shall not be prohibited along Market street between Front street and Fifth street; [445](#)

(k) Retail sales of products or food through a window or aperture which opens directly onto the sidewalk, a public arcade, or public entranceway into a building;

(l) Retail and wholesale sales of motor vehicles;

(m) Retail and wholesale sales of automotive parts and/or the installation of automotive parts to include audio equipment in motor vehicles;

(n) Accessory parking with vehicular ingress and egress from Broad street except on the west side of Broad street between Spruce street and Pine street; and [446](#)

(o) Any accessory speaker or audio device that causes music or voices to reach the sidewalk area, public arcade, or public entranceway to a building, which is adjunct to any permitted retail use, used to advertise merchandise sold, and/or used to call to public attention the use of the premises.

(4) *Uses Prohibited on the Ground Floor.* [447](#) In any building or upon any land abutting Chestnut street and Walnut street between Front street and the Schuylkill River and Broad street between South Penn Square and Washington avenue, the following uses shall be prohibited from occupying the ground floor:

(a) Blueprinting, duplicating, printing, publishing, photoprocessing, and kindred reproduction services;

(b) Laboratories for analytical, chemical and research purposes, assay offices; and

(c) Repair of household appliances and fixtures, musical instruments, photographic equipment, radio and television equipment, shoes, dental or prosthetic laboratories, and optical lens grinding.

(5) *Uses Prohibited on Market street between Front street and Fifth street.* [448](#) In addition to the uses prohibited as set forth in § [14-1607](#)(3) and § [14-1607](#)(4), the following uses shall be prohibited on Market street between Front street and Fifth street:

(a) Athletic and drill halls, dance halls, nightclubs, theaters with live stage performances and fixed seating, (provided, that theaters with

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live theatrical stage performances and fixed seating shall not be prohibited), motion picture auditoriums with more than 50 seats; and other entertainment of guests and patrons as a main use;

- (b) Billiards, pool and bowling;
- (c) Bottling and/or wholesale distribution of liquids for human consumption;
- (d) Central heating plants;
- (e) Laboratories (analytical, chemical and research) and assay offices;
- (f) Penal and correctional institutions;
- (g) Trolley and bus terminals and car and bus barns;
- (h) Water booster or sewer booster substations, electric transforming or gas regulating substations.

(6) *Uses Prohibited on Broad street between South Penn Square and Washington avenue.* [449](#) In addition to the uses prohibited as set forth in § [14-1607](#)(3) and § [14-1607](#)(4), the following uses shall be prohibited on Broad street between South Penn Square and Washington avenue:

- (a) Retail sale of drugs and cosmetics as a main use;
- (b) Retail sale of groceries;
- (c) Retail sale of general merchandise;
- (d) Retail sale of delicatessen goods as a main use;
- (e) Retail sale and/or preparation of bakery items as a main use;
- (f) Retail sale of variety store merchandise;
- (g) Treatment and sale of pet birds and pet animals, including boarding of pets;
- (h) Water booster or sewer booster substations, electric transforming or gas regulating substations.

(7) *Conditional Uses.* [450](#) In any building or upon any land abutting Chestnut street and Walnut street between Seventh street and the Schuylkill River and Broad street between South Penn Square and Washington avenue (except as noted in § [14-1607](#)(6) above), the following uses shall require a Zoning Board of Adjustment certificate:

- (a) Airline ticket offices;
- (b) Restaurants, cafés, coffee shops and other similar establishments for the sale and consumption of food and/or beverages, without drive-in or take-out service (service at tables or sit down counter facilities only); except for restaurants on Broad street between South Penn Square and Washington avenue and, except for restaurants located within hotels and, except for restaurants accessory to an office building (intended principally to serve the occupants of the building) provided that there shall be no ingress or egress directly from any street

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(accessible solely from the interior of the building) and there shall be no signage visible from the street; [451](#)

- (c) Rental of bicycles, clothing, and consumer goods;
- (d) Retail sale of delicatessen goods as a main use;
- (e) Retail sale of drugs and cosmetics as a main use;
- (f) Retail sale and/or preparation of bakery items as a main use;

and

(g) Treatment and sale of pet birds and pet animals, including boarding of pets;

(h) Water booster or sewer booster substations, electric transforming or gas regulating substations.

(8) *Use Regulations, With a Special Use Permit.* [452](#) The following uses shall be permitted only if a Zoning Board of Adjustment Special Use Permit, as herein provided, is obtained:

(a) Restaurants when located in any building or upon any land located on the north side of Market street between Front street and Fifth street.

(9) *Prohibited Buildings.* [453](#) Upon any land abutting Chestnut street or Walnut street between Front street and the Schuylkill River and Broad street between South Penn Square and Washington avenue and Market street between Front street and Fifth street, the following buildings shall be prohibited:

(a) Kiosks, as defined in subsection [14-102](#)(46).

(10) *Bulk and Height Controls.* [454](#)

(a) The main cornice line on any building erected on land abutting Chestnut street or Walnut street shall not be less than thirty-five feet above the average sidewalk level.

(b) No building shall be erected which is located at a point two hundred fifty feet south of the south side of Chestnut street between Front street and a point one hundred thirty feet east of Broad street or two hundred fifty feet south of the south side of Chestnut street between a point one hundred thirty feet west of Broad street and the Schuylkill River, or within two hundred fifty feet south of the south side of Walnut street between Front street and Eighth street and between Ninth street and a point one hundred feet east of Broad street, or within two hundred fifty feet south of the south side of Walnut street between a point two hundred twenty feet west of Broad street and the Schuylkill River, unless there is compliance with the following height and bulk controls:

(.1) The main cornice line abutting the south side of Chestnut street or Walnut street shall not exceed fifty feet in height above the average sidewalk level; provided, that no portion of any building within two hundred fifty feet south of the southerly property line of Chestnut street or two hundred fifty feet south of the southerly property line of Walnut street shall exceed this fifty feet height limitation unless the

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portion or portions above this fifty feet height limitation recede from the plane of the cornice line a distance equal to or greater than the distance it extends above the fifty feet height limit; provided, further, that in no case shall any portion or portions of a building exceed three hundred feet in height.

(.2) *Building Width Controls.* For buildings fronting on Market street between Front street and Fifth street, the maximum width of any building measured from Market street to the rear lot line shall not exceed 35 feet; provided, that existing buildings which exceed this width shall not be extended in width or combined with any other building or lot so as to exceed a combined width of thirty-five feet; further provided, that any existing building of less than thirty-five feet in width shall not be extended in width or combined with any other building or lot so that the total combined width exceeds thirty-five feet. [455](#)

(11) *Facade Controls.* [456](#) No building shall be erected nor any facade altered on any building or land fronting on Chestnut street or Walnut street between Front street and the Schuylkill River and Broad street between South Penn Square and Washington avenue and Market street between Front street and Fifth street, unless plans of the facade have been approved by the Planning Commission. The Planning Commission shall have sixty (60) days to take action, after which its approval shall be presumed.

(12) *Sign Controls.* [457](#) No signs shall be erected or maintained on any building or land fronting on or within 200 feet of Chestnut street, Walnut street, Broad street or Market street between Front street and Fifth street if said sign is visible or intended to be visible from Chestnut street or Walnut street between Front street and the Schuylkill River or from Broad street between South Penn Square and Washington avenue or from Market street between Front street and Fifth street, unless approved by the Art Commission, after consultation with the Planning Commission; provided that, the Art Commission shall have 60 days to take action, after which its approval shall be presumed; further provided, that flashing signs, intermittent or flashing light sources, revolving signs, animated signs, roof signs (excluding signs identifying the name or address of a building), and projecting signs except along Market street between Front street and Fifth street shall be prohibited.

(13) *Discontinuance of Non-Conforming Uses.* [458](#)

(a) In all buildings and/or upon all land abutting Chestnut street or Walnut street between Seventh street and the Schuylkill River or from Broad street between South Penn Square and Washington avenue, and Market street between Front street and Fifth street, the uses prohibited in § [14-1607](#)(3), relating to prohibited uses, subsection (g), relating to outdoor sales and storage, and (o), relating to accessory speakers, shall be discontinued immediately and shall not be resumed or maintained, provided, all such material and devices shall be permanently removed within 90 days of the effective date of this ordinance; further provided, that the uses prohibited in subsection (k), relating to retail sales through a window, shall be discontinued immediately and shall not be resumed,

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provided all such windows shall be permanently removed within one year of the effective date of this ordinance; further provided, that the uses in subsection (e), relating to outdoor advertising, shall be discontinued and shall not be resumed or maintained at the expiration of 2 years from the effective date of this ordinance. [459](#)

(b) Nothing in this Section shall imply or incur any obligation on the part of the City to compensate any person for any financial loss attributed to the discontinuance of a non-conforming use.

(14) *Discontinuance of Operation.* [460](#) If in any building and/or upon any land abutting Chestnut street or Walnut street between Front street and the Schuylkill River and Broad street between South Penn Square and Washington avenue or Market street between Front street and Fifth street any use prohibited in § [14-1607](#)(3)(a) through (o) and § [14-1607](#)(5)(a) through (h), above, should cease or discontinue for a period of 90 or more consecutive days, it may not resume, or be replaced by any similar use unless it complies with all the requirements set forth in this Chapter.

(15) *Discontinuance of Non-Conforming Buildings.* [461](#)

(a) Upon all land abutting Chestnut street or Walnut street between Front street and the Schuylkill River and Broad street between South Penn Square and Washington avenue or Market street between Front street and Fifth street, the buildings prohibited in § [14-1607](#)(9), relating to prohibited buildings, shall be permanently removed within 3 years of the effective date of this subsection. [462](#)

(b) Nothing in this Section shall imply or incur any obligation on the part of the City to compensate any person for any financial loss attributed to the discontinuance of a non-conforming building.

(16) With respect to non-conforming uses in buildings and/or upon land abutting Chestnut street or Walnut street between Eighteenth street and the Schuylkill River, the time periods referred to in subsection (13), concerning Discontinuance of Non-Conforming Uses, shall relate to the effective date of this subsection (16). [463](#)

(17) With respect to non-conforming buildings and non-conforming uses in buildings and/or upon land abutting Broad street between Pine street and Washington avenue, the time periods referred to in subsection (13), concerning Discontinuance of Non-Conforming Uses and subsection (15), concerning Discontinuance of Non-Conforming Buildings, shall relate to the effective date of this subsection. [464](#)

(18) With respect to non-conforming uses in buildings and non-conforming uses in buildings and/or upon land abutting Market street between Front street and Fifth street, the time periods referred to in subsection (13), concerning Discontinuance of Non-Conforming Uses, and subsection (15), concerning Discontinuance of Non-Conforming Buildings shall relate to the effective date of subsection. [465](#)

(19) *Conflicting Regulations.* [466](#) When the provisions of this Section conflict with the provisions of § 14-224, relating to the "RC-4"

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Residential District, and/or the provisions of § [14-305](#), relating to the "C-4" and "C-5" Commercial Districts, the more restrictive provisions shall control.

(20) *Enforcement.* [467](#) No permits for any construction, alteration and/or renovation of any building or upon any land shall be issued by the Department of Licenses and Inspections unless there is compliance with all of the applicable Sections of this Chapter; provided, that within the specified time periods after the enactment of this ordinance, the Department shall institute any appropriate action or proceeding to enforce the requirements that all uses listed in § [14-1607](#)(13), Discontinuance of Non-Conforming Uses, and all buildings listed in § [14-1607](#)(15), Discontinuance of Non-Conforming Buildings, have been removed; further provided, that any person aggrieved by any decision of any officer, department, board or commission of the City acting under the authority of this Chapter shall have the right to take an appeal of such decision by requesting a variance from the Zoning Board of Adjustment.

(21) *Sidewalk cafés.* [468](#) Nothing in this Section [14-1607](#) shall prohibit or require a Zoning Board of Adjustment certificate for the maintenance of sidewalk cafés, if licensed in accordance with Section [9-208](#) of the Code, at any of the following locations:

- (a) Chestnut street, from Front street to Broad street;
- (b) Walnut street, from Front street to Broad street;
- (c) Market street, from Front street to Fifth street;
- (d) Broad street, from South Penn square to north houseline of Washington avenue;
- (e) Chestnut street, from Broad street to Eighteenth street; and
- (f) Walnut street, [469](#) from Broad street to Eighteenth street.

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Chapter 14-2007. Historic Buildings, Structures, Sites, Objects and Districts.

(1) *Declaration of Public Policy and Purposes.*

(a) It is hereby declared as a matter of public policy that the preservation and protection of buildings, structures, sites, objects and districts of historic, architectural, cultural, archaeological, educational and aesthetic merit are public necessities and are in the interests of the health, prosperity and welfare of the people of Philadelphia.

(b) The purposes of this Section are to:

(.1) preserve buildings, structures, sites and objects which are important to the education, culture, traditions and economic values of the City;

(.2) establish historic districts to assure that the character of such districts is retained and enhanced;

(.3) encourage the restoration and rehabilitation of buildings, structures, sites and objects which are designated as historic or which are located within and contribute to the character of districts designated as historic without displacing elderly, long-term, and other residents living within those districts;

(.4) afford the City, interested persons, historical societies and organizations the opportunity to acquire or to arrange for the preservation of historic buildings, structures, sites and objects which are designated individually or which contribute to the character of historic districts;

(.5) strengthen the economy of the City by enhancing the City's attractiveness to tourists and by stabilizing and improving property values; and

(.6) foster civic pride in the architectural, historical, cultural and educational accomplishments of Philadelphia.

(2) *Definitions.* The following words and phrases shall have the meaning ascribed to them in this Section:

(a) *Alter or alteration.* A change in the appearance of a building, structure, site or object which is not otherwise covered by the definition of demolition, or any other change for which a permit is required under The Philadelphia Code of General Ordinances. Alteration includes the reroofing, cleaning or pointing of a building, structure or object.

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(b) *Building*. A structure, its site and appurtenances created to shelter any form of human activity.

(c) *Commission*. The Philadelphia Historical Commission.

(d) *Construct or construction*. The erection of a new building, structure or object upon an undeveloped site.

(e) *Contributing building, structure, site or object*. A building, structure, site or object within a district that reflects the historical or architectural character of the district as defined in the Commission's designation.

(f) *Demolition or demolish*. The razing or destruction, whether entirely or in significant part, of a building, structure, site or object. Demolition includes the removal of a building, structure or object from its site or the removal or destruction of the facade or surface.

(g) *Department*. The Department of Licenses and Inspections.

(h) *Design*. Exterior features including mass, height, appearance and the texture, color, nature and composition of materials.

(i) *District*. A geographically definable area possessing a significant concentration, linkage, or continuity of buildings, structures, sites or objects united by past events, plan or physical development. A district may comprise an individual site or individual elements separated geographically but linked by association, plan, design or history.

(j) *Historic building*. A building or complex of buildings and site which is designated pursuant to this Section or listed by the Commission under the prior historic buildings ordinance approved December 7, 1955, as amended.

(k) *Historic district, object, site or structure*. A district, object, site or structure which is designated by the Commission pursuant to this Section.

(l) *Object*. A material thing of functional, aesthetic, cultural, historic or scientific value that may be, by nature or design, movable yet related to a specific setting or environment.

(m) *Site*. The location of a significant event, a prehistoric or historic occupation or activity, or a building or structure, whether standing, ruined, or vanished, where the location itself maintains, historical, cultural, or archaeological value regardless of the value of any existing structure.



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(n) *Structure.* A work made up of interdependent and interrelated parts in a definite pattern of organization constructed by man and affixed to real property.

(3) *The Commission.* The Mayor shall appoint a Philadelphia Historical Commission consisting of the President of City Council or his designee, the Director of Commerce, Commissioner of Public Property, the Commissioner of Licenses and Inspections, the Chairman of the City Planning Commission or the Chairman's designee, the Director of Housing or his designee, and eight other persons learned in the historic traditions of the City and interested in the preservation of the historic character of the City. At least one of the appointees shall be an architect experienced in the field of historic preservation; at least one of the appointees shall be an historian; at least one of the appointees shall be an architectural historian; at least one of the appointees shall be a real estate developer; at least one of the appointees shall be a representative of a Community Development Corporation; and at least one of the appointees shall be a representative of a community organization.

(4) *Powers and Duties of the Commission.* The powers and duties of the Philadelphia Historical Commission shall be as follows:

(a) Designate as historic those buildings, structures, sites and objects which the Commission determines, pursuant to the criteria set forth in subsection (5) of this Section, are significant to the City;

(b) Delineate the boundaries of and designate as historic those districts which the Commission determines, pursuant to the criteria set forth in subsection (5) of this Section, are significant to the City;

(c) Prepare and maintain or cause to be prepared and maintained a comprehensive inventory of historic buildings, structures, sites, objects, and districts;

(d) Review and act upon all applications for permits to alter or demolish historic buildings, structures, sites or objects; to alter or demolish buildings, structures, sites or objects located within historic districts, and to review and comment upon all applications for permits to construct buildings, structures or objects within historic districts as provided in this Section;

(e) Make recommendations to the Mayor and City Council concerning the use of grants, gifts and budgetary appropriations to promote the preservation of buildings, structures, site, objects or districts of historic importance to the City;

(f) Make recommendations to the Mayor and City Council that the City purchase any building, structure, site or object of historic significance where private preservation is not feasible, or that the City



acquire facade easements, development rights, or any other property interest that would promote historic preservation;

(g) Increase public awareness of the value of architectural, cultural and historic preservation;

(h) Adopt rules of procedure and regulations and establish such committees as the Commission deems necessary for the conduct of its business;

(i) Keep minutes and records of all proceedings, including records of public meetings during which proposed historic designations are considered.

(5) *Criteria for Designation.* A building, complex of buildings, structure, site, object or district may be designated for preservation if it:

(a) Has significant character, interest or value as part of the development, heritage or cultural characteristics of the City, Commonwealth or Nation or is associated with the life of a person significant in the past; or

(b) Is associated with an event of importance to the history of the City, Commonwealth or Nation; or

(c) Reflects the environment in an era characterized by a distinctive architectural style; or

(d) Embodies distinguishing characteristics of an architectural style or engineering specimen; or

(e) Is the work of a designer, architect, landscape architect or designer, or engineer whose work has significantly influenced the historical, architectural, economic, social, or cultural development of the City, Commonwealth or Nation; or

(f) Contains elements of design, detail, materials or craftsmanship which represent a significant innovation; or

(g) Is part of or related to a square, park or other distinctive area which should be preserved according to an historic, cultural or architectural motif; or

(h) Owing to its unique location or singular physical characteristic, represents an established and familiar visual feature of the neighborhood, community or City; or

(i) Has yielded, or may be likely to yield, information important in pre-history or history; or

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(j) Exemplifies the cultural, political, economic, social or historical heritage of the community.

(6) *Public Notice and Meeting.*

(a) At least thirty (30) days before holding a public meeting to consider the proposed designation of a building, structure, site or object as historic, the Commission shall send notice to the owner of the property proposed for designation. Such notice shall indicate the date, time and place of the public meeting at which the Commission will consider the proposed designation. Notice shall be sent to the registered owner's last known address as the same appears in the real estate tax records of the Department of Revenue and sent to "Owner" at the street address of the property in question.

(b) At least sixty (60) days before holding a public meeting to consider the proposed designation of a district as historic, the Commission shall send written notice of the proposed designation to the owners of each building, structure, site or object within the proposed district. The notice shall indicate the date, time and place of the public meeting at which the Commission will consider the proposed designation. Notice shall be sent to the registered owner's last known address as it appears in the real estate tax records of the Department of Revenue and sent to "Owner" at the street address of the property in question. The Commission shall publish notice of the proposed designation of a district as historic in a newspaper having general circulation within the City at least sixty (60) days before the Commission holds a public meeting to consider the proposed designation. The Commission shall post notice of the proposed designation at locations within the proposed district at least sixty (60) days before the public meeting to consider the proposed designation.

(c) Any interested party may present testimony or documentary evidence regarding the proposed designation of a building, structure, site, object or district at the public meeting of the Commission.

(d) During the sixty days prior to a Commission hearing on designation of a particular historic district, the City Planning Commission shall review and comment on creation of the district and transmit its comments to the Historical Commission to assist the Commission in making its determination.

(e) The Commission shall send written notice of the designation as historic of a building, structure, site, object, or district to the owners of each separately designated building, structure, site or object and to the owners of each building, structure, site, or object within a district designated historic, which shall include reason for the designation. Notice shall be sent to the registered owner's last known address as the same appears in the real estate tax records of the Department of Revenue and sent to the "Owner" at the street and address of the property in question.

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The Commission shall send written notice of historic designation to any person appearing at the public hearing who requests notification.

(f) Any designation of a building, structure, site, object or district as historic may be amended or rescinded in the same manner as is specified for designation.

(g) The Commission shall compile a register of buildings, structures, sites, objects and districts designated as historic by the Commission which shall be available for public inspection in the offices of the Commission, the Department, and the Department of Records.

(7) *Permits.*

(a) Unless a permit is first obtained from the Department, no person shall alter or demolish an historic building, structure, site or object, or alter, demolish, or construct any building, structure, site or object within an historic district.

(b) When a person applies for a permit to demolish an historic building, structure, site or object or a building, structure, site or object located within an historic district, the Department shall post, within seven (7) days, notice indicating that the owner has applied for a permit to demolish the property; that the property is historic or is located within an historic district; that the application has been forwarded to the Commission for review. The notice shall be posted on each street frontage of the premises with which the notice is concerned and shall be clearly visible to the public. Posting of a notice shall not be required in the event of an emergency which requires immediate action to protect the health or safety of the public. No person shall remove the notice unless the permit is denied or the owner notifies the Department that he will not demolish the property.

(c) Before the Department may issue a permit to alter or demolish an historic building, structure, site or object, or to alter, demolish or construct a building, structure, site or object within an historic district, the permit application shall be forwarded to the Commission for its review.

(d) The Commission's scope of review of applications for permits for construction, as defined herein, shall be limited to a forty-five (45) day period of comment.

(e) At the time that a permit application is filed with the Department for alteration, demolition or construction subject to the Commission's review, the applicant shall submit to the Commission the plans and specifications of the proposed work, including the plans and specifications for any construction proposed after demolition and such other information as the Commission may reasonably require to exercise its duties and responsibilities under this Section.

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(f) In any instance where there is a claim that a building, structure, site or object cannot be used for any purpose for which it is or may be reasonably adapted, or where a permit application for alteration, or demolition is based, in whole or in part, on financial hardship, the owner shall submit, by affidavit, the following information to the Commission:

(.1) Amount paid for the property, date of purchase, and party from whom purchased, including a description of the relationship, whether business or familial, if any, between the owner and the person from whom the property was purchased;

(.2) Assessed value of the land and improvements thereon according to the most recent assessment;

(.3) Financial information for the previous two (2) years which shall include, as a minimum, annual gross income from the property, itemized operating and maintenance expenses, real estate taxes, annual debt service, annual cash flow, the amount of depreciation taken for federal income tax purposes, and other federal income tax deductions produced;

(.4) All appraisals obtained by the owner in connection with his purchase or financing of the property, or during his ownership of the property;

(.5) All listings of the property for sale or rent, price asked, and offers received, if any;

(.6) Any consideration by the owner as to profitable, adaptive uses for the property;

(.7) The Commission may further require the owner to conduct, at the owner's expense, evaluations or studies, as are reasonably necessary in the opinion of the Commission, to determine whether the building, structure, site or object has or may have alternate uses consistent with preservation.

(g) Within sixty (60) days after receipt by the Commission of a permit application, the Commission shall determine whether or not it has any objection to the proposed alteration or demolition.

(.1) where the Commission has no objection, the Department shall grant the permit subject to the requirements of any applicable provisions of the Code and regulations and subject to any conditions of the Commission pursuant to the subsection (7)(i).

(.2) where the Commission has an objection, the Department shall deny the permit.

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(.3) where the Commission acts to postpone the proposed alteration or demolition pursuant to subsection (7)(h) of this Section, the Department shall defer action on the permit application pending a final determination by the Commission approving or disapproving the application. Before taking any action, the Commission shall afford the owner an opportunity to appear before the Commission to offer any evidence the owner desires to present concerning the proposed alteration or demolition. The Commission shall inform the owner in writing of the reasons for its action.

(h) Where the Commission has determined that the purpose of this Section may best be achieved by postponing the alteration or demolition of any building, structure, site or object subject to its review, the Commission may, by resolution, defer action on a permit application for a designated period not to exceed six months from the date of the resolution. During the time that action on a permit application is deferred, the Commission shall consult with the owner, civic groups, public and private agencies, and interested parties to ascertain what may be done by the City or others to preserve the building, structure, site or object which is the subject of the permit application. When appropriate, the Commission shall make recommendations to the Mayor and City Council.

(i) The Commission may require that a permit for the alteration or demolition of any building, structure, site, or object subject to its review be issued subject to such conditions as may reasonably advance the purposes of this Section. The Department shall incorporate all such requirements of the Commission into the permit at the time of issuance. In cases where the Commission, pursuant to subsection (7)(j) of this Section, agrees to the demolition of an historic building, structure, site or object, or of a building, structure, site or object located within an historic district which contributes, in the Commission's opinion, to the character of the district, the Commission may require that the historic building, structure, site, or object be recorded, at the owner's expense, according to the documentation standards of the Historic American Buildings Survey and the Historic American Engineering Record (HABS/HAER) for deposit with the Commission.

(j) No permit shall be issued for the demolition of an historic building, structure, site or object, or of a building, structure, site or object located within an historic district which contributes, in the Commission's opinion, to the character of the district, unless the Commission finds that issuance of the permit is necessary in the public interest, or unless the Commission finds that the building, structure, site or object cannot be used for any purpose for which it is or may be reasonably adapted. In order to show that building, structure, site or object cannot be used for any purpose for which it is or may be reasonably adapted, the owner must demonstrate that the sale of the property is impracticable, that commercial rental cannot provide a reasonable rate of return and that other potential uses of the property are foreclosed.



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(k) In making its determination as to the appropriateness of proposed alterations, demolition or construction, the Commission shall consider the following:

(.1) The purposes of this Section;

(.2) The historical, architectural or aesthetic significance of the building, structure, site or object;

(.3) The effect of the proposed work on the building, structure, site or object and its appurtenances;

(.4) The compatibility of the proposed work with the character of the historic district or with the character of its site, including the effect of the proposed work on the neighboring structures, the surroundings and the streetscape; and

(.5) The design of the proposed work.

(.6) In addition to the above, the Commission may be guided in evaluating proposals for alteration or construction by the Secretary of the Interior's "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings" or similar criteria.

(.7) In specific cases as will not be contrary to the public interest, where, owing to special conditions, a literal enforcement of the provisions of this Section would result in unnecessary hardship so that the spirit of this Section shall be observed and substantial justice done, subject to such terms and conditions as the Commission may decide, the Commission shall by a majority vote grant an exemption from the requirements of this Section. [621](#)

(l) The Department shall not issue any permit for the demolition, alteration or construction of any building, structure, site or object which is being considered by the Commission for designation as historic or which is located within a district being considered by the Commission for designation as historic where the permit application is filed on or after the date that notices of proposed designation have been mailed, except that the Department may issue a permit if the Commission has approved the application or has not taken final action on designation and more than ninety (90) days have elapsed from the date the permit application was filed with the Commission. Where the Commission takes final action on designation within the time allotted herein, any permit application on file with the Department shall be deemed to have been filed after the date of the Commission's action for purposes of this Section.

(8) *Performance of Work and Maintenance.*

(a) The Department shall, upon the request of the Commission, examine the buildings, structures, sites and objects designated as



historic by the Commission and report to the Commission on their physical condition.

(b) All work performed pursuant to the issuance of a permit for the alteration or demolition of a building, structure, site or object subject to the Commission's review shall conform to the requirements of such permit. It shall be the duty of the Department to inspect from time to time any work performed pursuant to such permit in order to ensure compliance. In the event that work is not being performed in accordance with the permit requirements, the Department shall issue a stop work order and all work shall cease until the work is brought into conformity with the requirements of the permit.

(c) The exterior of every historic building, structure and object and of every building, structure and object located within an historic district shall be kept in good repair as shall the interior portions of such buildings, structures and objects, neglect of which may cause or tend to cause the exterior to deteriorate, decay, become damaged or otherwise fall into a state of disrepair.

(d) The provisions of Section 14-2007 shall not be construed to prevent the ordinary maintenance or repair of any building, structure, site or object where such work does not require a permit by law and where the purpose and effect of such work is to correct any deterioration or decay of, or damage to, a building, structure, site or object and to restore the same to its condition prior to the occurrence of such deterioration, decay or damage.

(9) *Enforcement.* [622](#)

(a) The Department is authorized to promulgate regulations necessary to perform its duties under this Section.

(b) The Department may issue orders directing compliance with the requirements of this Section. An order shall be served upon the owners or person determined by the Department to be violating the requirements of this Section. If the person served is not the owner of the property where the violation is deemed to exist or to have occurred, a copy of the order shall be sent to the last known address of the registered owner and a copy shall be posted on the property. Where the owner's address is unknown, a copy of the order shall be posted on the property.

(c) Any person who violates a requirement of this Section or fails to obey an order issued by the Department shall be subject to a fine of three hundred (300) dollars.

(d) Any person who alters or demolishes a building, structure, site or object in violation of the provisions of Section 14-2007 or in violation of any conditions or requirements specified in a permit shall be required to restore the building, structure, site or object involved to its

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appearance prior to the violation. Such restoration shall be in addition to and not in lieu of any penalty or remedy available under the Code or any other applicable law.

(10) *Appeals.* Any person aggrieved by the issuance or denial of any permit reviewed by the Commission may appeal such action to the Board of License and Inspection Review. Such appeal must be filed within fifteen (15) days of the date of receipt of notification of the Commission's action. The Board of License and Inspection Review shall give written notice of any such appeal to the Commission within three (3) days of the filing of the appeal.

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MARKET FACTS

Center City Philadelphia:

- Is in the middle of the nation's Northeast Corridor and at the center of a nine-county region of more than 5 million residents.
- Has a highly-skilled, well-educated downtown private-sector workforce of about 235,000.
- 41% are employed information, business, professional and financial services firms; 21% in educational and health services, 17% in retail, leisure and hospitality and 14% in manufacturing, construction, transportation and utilities.

Office

- Has 38 million square feet of competitively priced Class A and B office space, averaging nearly \$24 per square foot in a wide variety of state-of-the-art office buildings within quick walking distance of transit stops, parking garages and high-quality restaurants and retail.
- Is home to nearly 9,000 businesses—the highest concentration of firms in the Philadelphia region, with a high percentage of businesses in financial, insurance, real estate, engineering and legal services.
- Provides immediate access to city, state and federal agencies, services and courts.

Access

- Is at the heart of the region's telecommunications network with hundreds of miles of fiber-optic cable installed in nearly every downtown street.
- Is within minutes of Philadelphia International Airport, by car or train and within two hours flying time of 50% of the American population. Each day 604 domestic flights and 58 international flights depart from PHL to 115 domestic and international destinations. PHL is served by 26 airlines.
- Lies at the center of AMTRAK's Northeast Corridor with frequent high-speed Acela service to New York in 70 minutes and to Washington in 95 minutes.
- Is at the crossroads of three interstate highways transporting over 300,000 drivers and passengers daily.
- Is the hub of 62 bus, trolley, regional and high-speed rail lines that efficiently carry more than 267,000 passengers each workday. Philadelphia area commuters thus spend less time in traffic than commuters in New York, Chicago, Atlanta, Los Angeles, Washington and San Francisco.

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MARKET FACTS (Continued)

Center City Philadelphia:

- Is where 70% of downtown workers use public transportation to get to work and 8% walk to work. 37% of Center City residents walk to work, more than any other major American city. Over 50% of Center City office workers cite "convenient commute" as the best feature of working downtown.
- Has 523 parking lots and garages with 48,000 off-street parking spaces and 6,400 metered, on-street spaces.

Residential

- Is home to an estimated 88,000 residents, the third largest downtown population in the U.S. after New York and Chicago, with a wide range of housing options from modern apartments, to historic townhouses, to converted lofts—all near great parks and extraordinary recreational opportunities. 30% of Center City residents are between the ages of 25 and 34, and 79% of these young professionals have college degrees.

Students

- Is home to 11 institutions of higher education, with over 33,000 students. Another 65,000 college students live in adjacent neighborhoods.
- Has 44 primary and secondary schools, both public and private.

Arts & Entertainment

- Is a cultural mecca with dozens of museums, galleries, cultural institutions, theaters and performing arts venues.
- Is home to the spectacular Kimmel Center for the Performing Arts, with 870,000 in attendance in 2004.

Retail

- Lies at the heart of the 4th largest retail market in the U.S with more than 2,000 downtown retail shops.
- Has experienced a 209% increase in restaurants since 1992 with 201 that serve dinner. There are also 149 outdoor cafes, 58 bars and nightclubs and 42 coffeehouses.

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MARKET FACTS (Continued)

Center City Philadelphia:

- Is home to many popular shops, including Kenneth Cole, Arden B., Bebe, Diesel, Williams-Sonoma, Anthropologie, Old Navy, Tower Records & Video, Banana Republic, Barnes & Noble Booksellers, Tiffany & Co., Aveda, H & M, Kiehl's, Aerosoles, MAC, Open House, Borders Books and Music and many more.
- Offers one-of-a-kind shopping experiences on its historic streets, including Antique and Jeweler's Row, Chestnut, Walnut and Market Streets and the Avenue of the Arts.
- Is home to The Reading Terminal Market, Philadelphia's historic marketplace, which offers an exhilarating selection of high-quality baked goods, meats, poultry, seafood, produce, flowers, ethnic foods and cookware, along with eclectic restaurants.

Conventions & Visitors

- Has 9,135 hotel rooms within a 15 minute walk of the state-of-the-art Pennsylvania Convention Center.
- Has Independence National Historical Park, which contains a new home for the Liberty Bell, the new Independence Visitor Center and the new National Constitution Center.

Source: Center City District / Center City Development Corporation

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CENTER CITY REPORTS

Residential Development: 2006–2008

Sustainable Demand, But Time To Plan

The dramatic increase in housing under construction in Center City in 2006 and the significant number of new announcements has led many to question whether Center City can absorb all this supply. With a few developers now reporting that they are putting proposed projects on hold, there has also been media hyperbole about “bursting bubbles.” Some of this is grounded in legitimate concerns, some based on a lack of understanding of demographic and marketplace trends, and some seems to stem from Philadelphia’s periodic penchant for pessimism.

What Are the Facts?

The approval of the 10-year tax abatement in 1997 has resulted in the production of **11,586 new housing units** in Center City, helping push the downtown population up at least 12% since 1990. Since 2000 there has been a steady increase in the number of units of all types completed annually in Center City: 2001 saw an 80% increase over the number of units completed in 2000; 2002 saw a 3% increase in

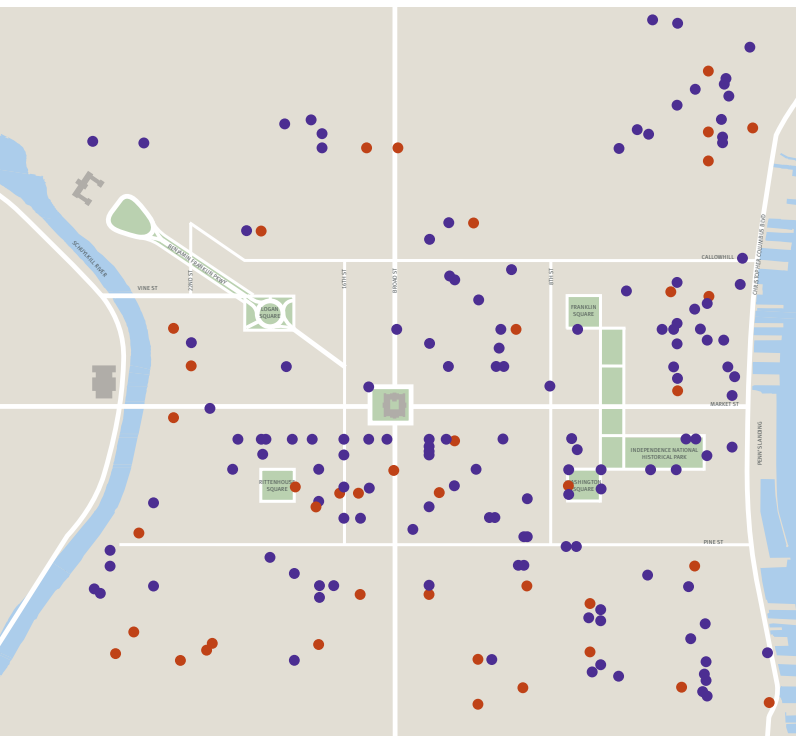
number of units over 2001 production levels; in 2003 there was a 23% jump; in 2004 there was a 40% jump; 2005 saw a modest increase of 12%. An average of 1,390 new units per year of ownership and rental housing has been added to the inventory during this decade, while occupancy levels remained high and rents and housing prices increased. **This strongly suggests a healthy market equilibrium between supply and demand that has been sustained by new residents moving into Center City.**

But the number of projects, the number of units and the average size of the projects took a quantum leap in 2006. As of September 1, 2006, **1,932** new units of housing were completed in Center City. Another **1,189** are under construction and slated for completion by year end. (See graph on page 7.) From 1998 to 2005, the average multi-family apartment or condominium project contained 66.25 units. Those slated for completion in 2006 average 108 units, those proposed for 2007 average 152 units per development, and those announced for later years are even bigger.



Loft conversions, infill housing, new developers and exciting new architecture are transforming the landscape of Center City and attracting thousands of new residents downtown.

RESIDENTIAL DEVELOPMENTS: 2000–2006



● Completed 2000–2005
● To Be Completed 2006

To determine whether this can be sustained, Center City District and Central Philadelphia Development Corporation undertook the first comprehensive survey of Center City residents to determine who is living here, who is moving in, where they came from, what they like and want to see improved. This report summarizes those findings and places current developments in broader national and historical contexts.

The Bigger Picture

Philadelphia’s housing market, like all others, is subject to macro-economic trends such as the health of the national economy, interest rates, construction costs and consumer confidence. **So long as these macro-trends remain positive, strong local fundamentals will continue to support more housing in Center City.**

Downtown living is not a new fad in Philadelphia, but rather the result of 50 years of concerted public and private effort. Philadelphia was one of the first American cities after World War II to focus on downtown residential revival and historic preservation. As a result, the number of downtown households has been steadily increasing for 30 years. Philadelphia now has the third largest downtown residential population and the most downtown households in the United States. An analysis of 45 different downtowns ranked Philadelphia as

one of just five “fully-developed downtowns,” characterized by a large population, high percentage of college-educated adults and affluent residents, and by steady household growth since 1970.¹

Philadelphia has not experienced the frenzied speculation that has gripped other markets. A March 2006 investment trend report described Philadelphia as the only northeastern city among 10 “bubble blowers” — regions where housing appreciation is projected to continue to grow. Modest appreciation has been “high enough to encourage people to buy homes, but not at such a dizzying rate as to spark panic purchases ... The housing-cost-to-income ratio at 31% is quite favorable compared to other large northeastern cities (53% in Washington, D.C. and Newark, N.J. and 72% in New York City) and while job growth is small, it’s moving in the right direction.”² Finally, unlike Miami and Las Vegas, which have experienced speculative building and buying, Philadelphia’s purchasers have overwhelmingly been owner-occupants.

A more recent study by PMI Mortgage Insurance, *Slow and Steady Wins the Race*, ranked the probability of housing price decline in the Philadelphia area over the next two years at no more than 13%, compared to 35.9% for Miami, 43.1% for Washington D.C., 48% for Las Vegas, 49.8% for New York, 57.5% for Los Angeles and 58.8% for Boston, with San Diego topping the list at 59.9%. The Pittsburgh region was least likely (5.7%) to see declines.³

Sixty percent of Center City’s residents work downtown and the housing market has long been grounded in high-wage, office-sector employment, which constitutes 44% of downtown jobs, and steadily growing health care and educational institutions, which account for 21% of downtown jobs. Many downtown residents who work in Philadelphia outside Center City are employed by health care and educational institutions in University City and North Philadelphia, which are among the largest employers in the city.

Beginning in the 1990s, Philadelphia diversified its downtown economy with hospitality, arts and entertainment investments that animated the streets, improved the retail and restaurant mix, and made Center City an even more attractive place to live. At the same time, litter and graffiti were swept away, serious crime was cut in half, quality-of-life crimes fell by three-quarters, and 2,100 new light fixtures doubled illumination on downtown walkways.

By 2000, a self-reinforcing dynamic was at work: new apartments, stimulated by the 10-year tax abatement, housed a dramatic increase in young people living downtown. A 218% increase in fine dining restaurants, rising hotel occupancy, new tourist attractions and 167 outdoor cafes animated the streets. **People attract people.** Empty nesters, who already

worked downtown, chose in increasing numbers to live downtown, making it possible to have strong housing demand even without dynamic office-sector growth.⁴

Regional Demographics

Much of this success is driven by national and regional demographics. The largest household type nationally is married couples with no children; empty nesters are the fastest growing segment. Single-person households are the second largest group. Across the United States both groups are being drawn to improving downtowns at the same time as the image of cities has been enhanced by positive images in movies and on television.

Between 1970 and 2000, the percent of the downtown core's population ages 25 to 34 nearly doubled to 30%. Seventy-nine percent of this group has a college degree. No place else in the region enjoys such high concentrations of both young and college-educated adults.

This demographic group, which has animated downtown, constitutes 19% of the region's residents. Behind them are echo boomers who are 23% of the region's population, while their parents, aging boomers, constitute 30% of metro area residents. **These are very sustainable local sources of demand for Center City housing, which are being augmented by a greater retention of college graduates, born elsewhere.**

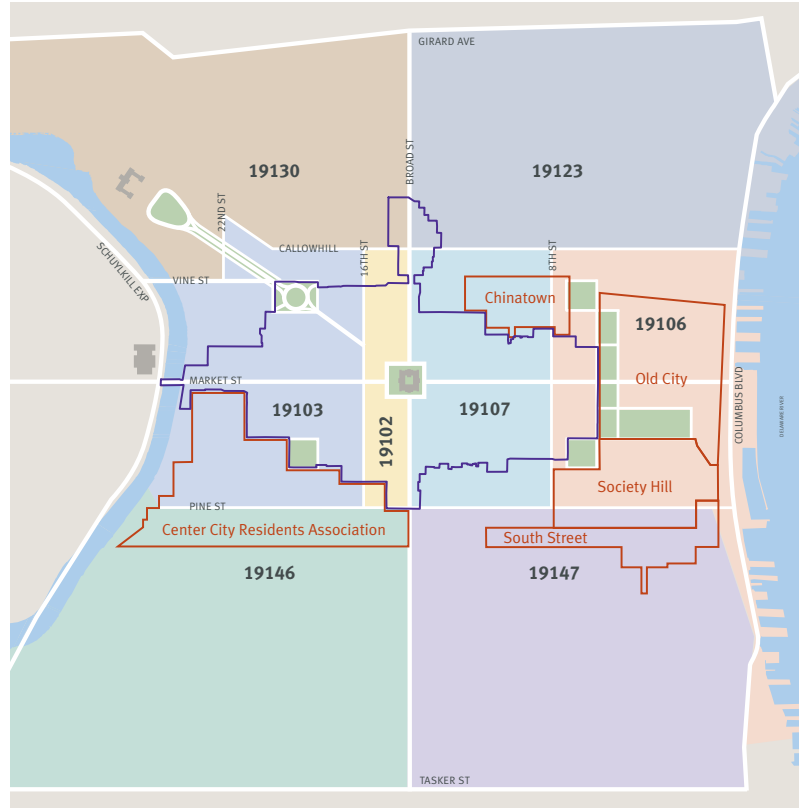
New Challenges

As the downtown boom was touted widely in the media, this drew not only new residents, but new developers seeking to share in success. Many local builders, who had previously focused on office, hotel and parking development, shifted to housing. Several major suburban companies entered the urban market, as did national developers. This is good for Philadelphia because it brought to the city new energy, new ideas, new capital and large advertising budgets that prominently promoted Center City living.⁵ This is the essence of capitalism: entrepreneurs seize opportunities, deliver new product, advertise heavily and create value in long-neglected buildings and neighborhoods.

But, can too many developers create too much supply? Absolutely. That too is the essence of capitalism and the market is usually unkind to those who overreach. Several local real estate experts think that no more than 20% to 30% of the announced projects that have not yet started construction will move forward, at least for several more years.

This is not the end of world, but rather a normal business correction. In a downtown with good fundamentals, it should mean just a lull, whose signs are visible everywhere: existing product staying on the market longer, price escalation moderating, lenders exercising more discipline, developers post-

RESIDENTIAL SURVEY AREA



The survey was conducted during the month of May 2006 and focused on residents in an eight zip code area (19102, 03, 06, 07, 23, 30, 46, 47).

— CCD Boundaries
— Areas served by other business improvement districts or fee-for-service contracts with the CCD

poning publicized projects. **But, the market has demonstrated an ability comfortably to absorb at least 1,500 new units per year.**

Who is Going to Fill all These Buildings?

To answer this and other questions, CCD/CPDC distributed over 11,000 survey forms in May 2006 to homeowners and renters directly by email, by U.S. mail, through several building and condo managers, and electronically by three Center City civic associations.⁶ The survey focused on residents in an eight zip code area (19102, 03, 06, 07, 23, 30, 46, and 47).

The CCD received back 2,559 completed surveys for a 23% response rate.

Forty-one percent (41%) of respondents indicate their prior residence was outside Philadelphia. While many respondents to the survey have lived in Center City for as long as 20 years, and a few for 50 years, the average home or condo owner has owned their current home in Center City for seven years and nine months; 33% of all homeowners reported their prior residence was outside the city.⁷ The average renter has lived in Center City for three years and

one month; 47% of renters indicated that their prior residence was outside the city.

Eighty-eight percent (88%) of all respondents had at least a college degree and 47% had an advanced or professional degree.⁸ **Center City is therefore enhancing Philadelphia’s economic competitiveness by attracting from other locations a significant number of professional, well-educated new residents of all ages who bring with them new skills, new energy and new ideas.**

Respondents also provided basic demographic information, housing cost information and described what attracted them to live in Center City, what they like best about downtown and what they would most like to see improved. Both long-term and new residents value a compact, walkable downtown with convenient access to shopping, amenities and their place of work. Residents, and particularly those who live outside the areas served by the Center City District, Old City District and South Street/Headhouse District, would most like to see cleanliness and safety improved in their communities.

Detailed Profile of Survey Respondents

Sixty-five percent (65%) were employed full-time, 5% part-time, and 7% were self-employed. Eight percent (8%) were full-time students; 6% were retired. Zip code 19106 had both the largest number of self-employed (11%) and retired respondents (12%). 19107 had the largest number of student respondents (14%).

Respondents reflected the broad cross section of age groups who currently live in Center City.

The age distribution of respondents was similar to those recorded in the 2000 Census, though there were fewer respondents under 25 and a significantly larger number of respondents were ages 25-34 (40%).⁹

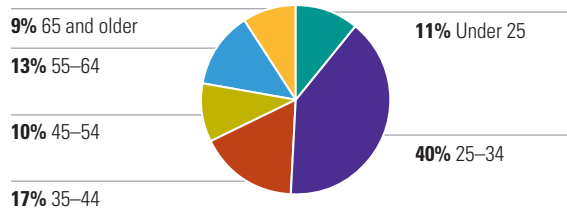
Household types who responded were nearly identical to the household types in the 2000 Census. The average household size of respondents (1.76 persons) was slightly larger than the U.S. Census average of 1.6 for Center City.

Marital and Family Status

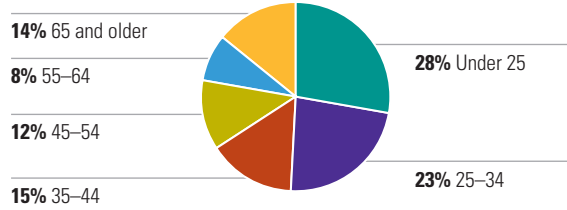
Fifty-two percent (52%) of respondents were single; 31% were married; 14% were not married, but living with partners; 6% were separated or divorced and 2% were widowed. Only 8.1% of households had children living in them. **But 21.6% of households with adults ages 35-44 reported children living with them and 22.3% of the households with adults ages 45-54 have children living with them.** The households reporting the largest number of children were in zip codes 19106, 19146 and 19147.

AGE OF SURVEY RESPONDENTS

May 2006 Survey:

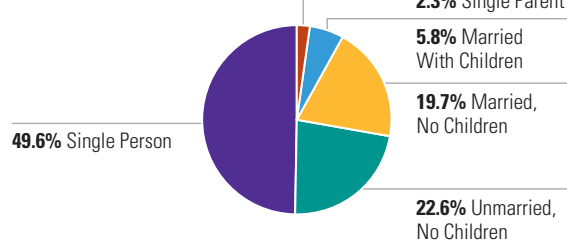


2000 Census:

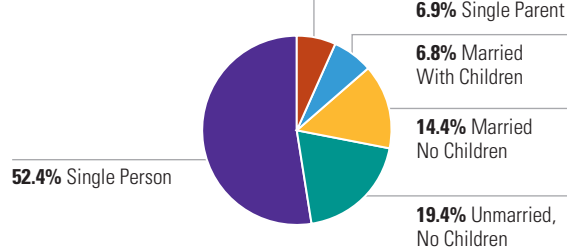


HOUSEHOLD TYPES OF SURVEY RESPONDENTS

May 2006 Survey:

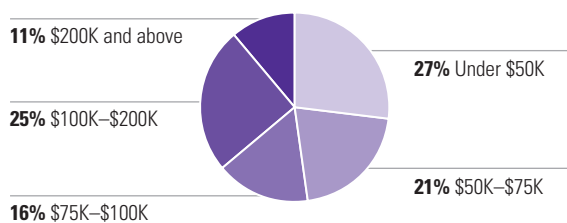


2000 Census:



HOUSEHOLD INCOME

May 2006 Survey:



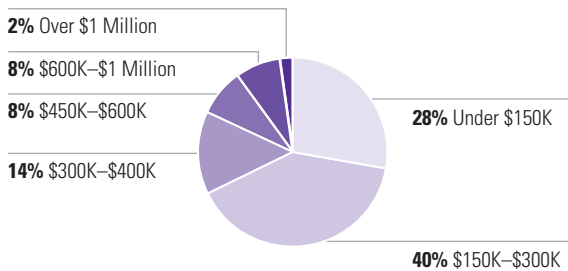
Ethnicity

Eighty-four percent (84%) of respondents were white, 6% Asian, 3% African American, 2% Hispanic/Latino, and 4% described themselves as “other.”¹⁰

Housing Type and Cost

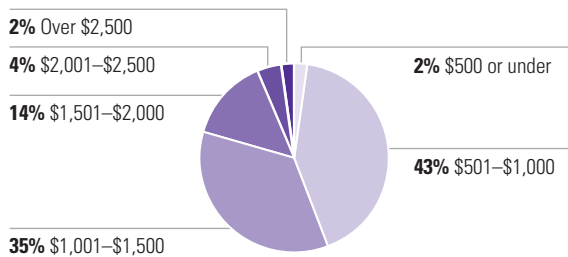
Forty-eight percent (48%) of respondents owned their own home or condominium, 52% rented. For 86%, Center City was their only place of residence and 96% described Center City as their “primary” residence. Nine percent lived in studio units, 34% in one-bedroom homes, 33% had two bedrooms, 18% had three-bedroom units, and 6% had four or more bedrooms.

PRICE PAID FOR HOME OR CONDO*



* 43% of respondents did not answer this question.

MONTHLY RENT PAID*



* 5% of respondents did not answer this question.

Most Important Factors in Choosing Home Location

Across all Center City neighborhoods, household types, age and income groups, residents value Center City as a place to live because it is *convenient* to shopping, dining, entertainment and work and because it is *safe*.

When asked why they moved to their current residence downtown, respondents ranked on a scale of 1 to 4 (1 = most important; 4 = least important) **convenient amenities, safety, price and proximity to their place of employment** as the key factors.

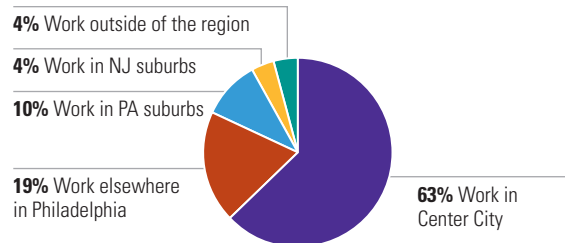
PLEASE RANK THE FOLLOWING FACTORS IN YOUR DECISION TO MOVE TO THIS LOCATION

(1= extremely important, 4= not important)

| | |
|--|------|
| Convenience to shopping/dining/entertainment | 1.54 |
| Neighborhood safety | 1.61 |
| Price of unit | 1.71 |
| Proximity to arts and cultural institutions | 1.90 |
| Proximity to place of employment | 1.90 |
| Building safety | 1.92 |
| Access to public transit | 2.03 |
| Access to parks and recreation | 2.29 |
| Diversity of neighborhood | 2.42 |
| Building amenities and services | 2.45 |
| Proximity to family and friends | 2.46 |
| Availability of convenient parking | 2.50 |
| Access to regional highways | 2.54 |
| Living in a historic building | 3.07 |
| Living in a newly constructed unit | 3.20 |
| Benefits from the 10-year tax abatement | 3.31 |

Employment is clearly a significant determinant of housing choice since almost two-thirds of respondents work in Center City and 40% indicated that they walk to work. Another 19% work elsewhere in Philadelphia; 18% reverse commute to the suburbs or beyond.

WHERE CENTER CITY RESIDENTS WORK



These statistics closely match a comprehensive analysis conducted by CPDC in 2004 of all Center City residents’ W-2s that showed that 60% of Center City residents work in Center City, 26% work elsewhere in Philadelphia and 14% commute to jobs in the suburbs.¹¹

The convenience of living and working in a walkable, transit-friendly downtown is underscored by another response: 23% of respondents routinely take SEPTA to work and value the ease of access to transit, parks and amenities much more than they value a parking place or living near Interstate highway access ramps.

While the 10-year tax abatement has been key to the economics of producing new housing, central to the marketing strategies of most developers, and very important to the buyers of these units, it was ranked very low by respondents at all income levels, regardless of whether they owned or rented their units. This should not be surprising considering that the Board of Revision of Taxes records 45,624 housing units in 2005 for the eight zip codes in our study area and only 5,686 single-family and condominium owners (12.5% of all units) at this time are enjoying the abatement.¹² It is also true that the tax abatement lowers occupancy costs for owners, so its importance probably influenced the high ranking of “price” as a factor.

Center City is also doing well retaining households as they upgrade or downsize their homes. Fifty-nine percent (59%) of respondents, including home and condo owners as well as renters, had moved to their current address from elsewhere in Philadelphia.

The responses are similar across income and age groups, except that a significantly larger share of younger residents (18% of 25-34 year-olds) has come from outside the city to make their home downtown. Center City also attracts a larger number of those under 25 who lived elsewhere in Philadelphia. This most probably includes recent graduates from colleges and universities outside of the downtown.

Heavily marketed new developments that do enjoy the tax abatement are exercising a stronger gravitational pull on buyers from outside the city. Data provided by the developer of one high-end, new construction condo project currently rising in the core of Center City indicates that 77% of 110 buyers to date are relocating from outside the city. Data provided by the developer of another high-end warehouse conversion project indicates that of 84 buyers, 67% came from outside the city.



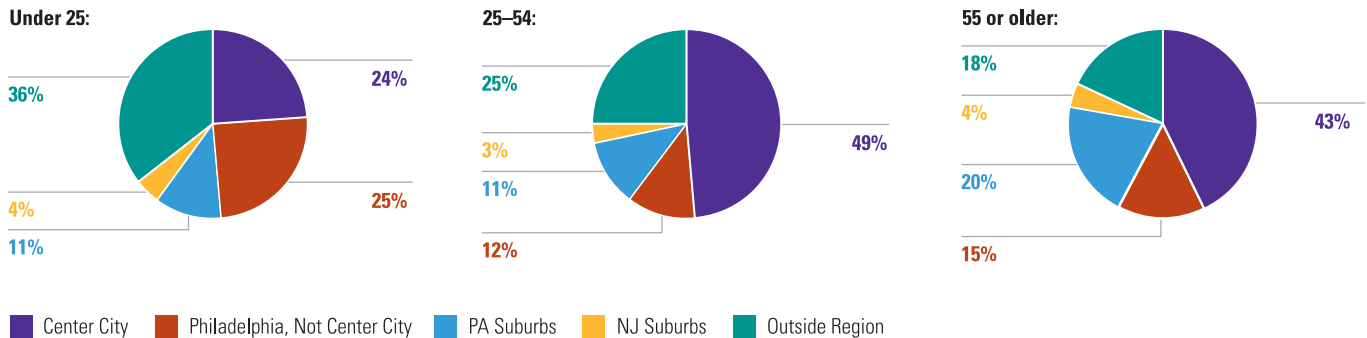
Cafes and restaurants have been supported by a significant increase in pedestrian traffic.

Likes and Dislikes

Residents value in Center City all the things that attracted them to live here in the first place. Convenience, walkability and access to restaurants, arts and culture and shopping top the list.

Safety and cleanliness are the two most desired improvements, though this is less of a concern to those who live in areas served by the three business improvement districts in Center City. (See map on page 3.) SEPTA has an opportunity to attract new customers in the emerging neighborhoods that surround Center City which do not benefit as much as the core area does from multiple routes and frequent service. Finally, concerns about homelessness are stronger the closer residents live to the commercial core of downtown.

PRIOR LOCATION OF RESIDENCE BY AGE



PRIORITIES FOR IMPROVEMENT

| Category | Core CC* | Outside Core CC* |
|---|--------------|------------------|
| Improved Cleanliness | 19% | 22% |
| More Safety/More Police/Less Crime | 17% | 18% |
| More/Better Parking | 13% | 17% |
| Less Homeless/Panhandlers | 13% | 6% |
| More/Better Transit | 7% | 14% |
| More/Better Shopping/Retail | 6% | 6% |
| Less/Fairer Taxes | 5% | 7% |
| More/Better Grocery Stores | 5% | 2% |
| More/Better Streets (surface repair) | 4% | 5% |
| More/Better Walking/Walkability | 4% | 3% |
| Longer Business Hours | 3% | 2% |
| More Affordable Housing | 2% | 3% |
| More/Better Schools/Education | 2% | 3% |
| Less Traffic | 2% | 2% |
| Less Noise | 2% | 1% |
| More/Better Restaurants | 2% | 0% |
| More/Better Entertainment/Recreation | 2% | 1% |
| More/Better Development/Construction | 2% | 1% |
| More/Better Appearance/Beautification | 2% | 1% |
| More/Better Streetlights | 2% | 1% |
| More/Better Politics/City Government | 1% | 2% |
| More/Better Greening | 1% | 2% |
| Total respondents in each location | 1,433 | 1,009 |

* Core Center City zip codes: 19102, 19103, 19106 and 19107
 Outside core Center City zip codes: 19123, 19130, 19146 and 19147

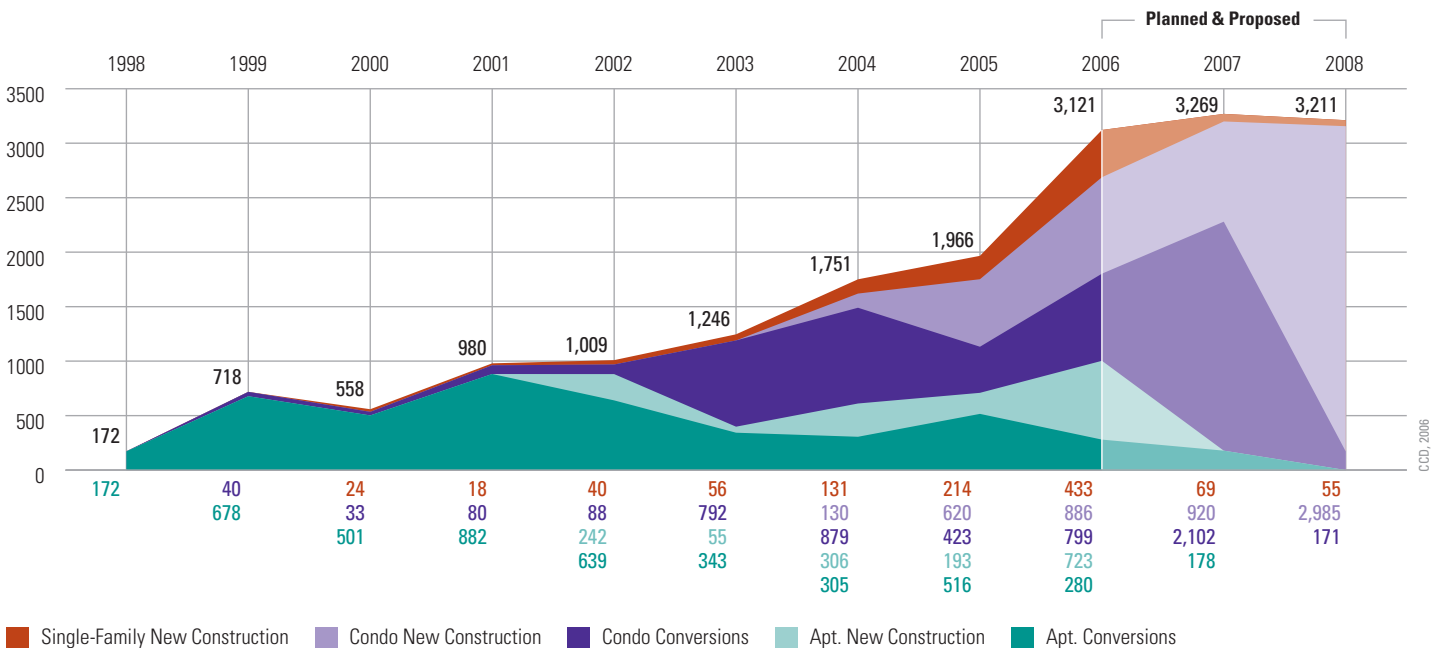
Planning and Investing for the Future

The current slowing in the residential market offers an opportunity to reflect and absorb the impact of so many new residents. It is also a good time to make adjustments and prepare for the next cycle of expansion, as other sectors of the economy pick up the slack. With the expansion of the Pennsylvania Convention Center underway, several developers have already shifted from housing to needed hotel development. If there are more significant reductions in the business privilege tax, demand for office development will increase which, in turn, will drive more demand for housing.

One of the best byproducts of attracting outside developers to Philadelphia has been their impatience with Philadelphia's antiquated zoning and building codes. Through the Building Industry Association, developers, architects, lawyers and design professionals have collaborated on comprehensive recommendations to simplify and modernize our 80-year-old codes in ways that will expedite the process for every homeowner and non-profit community development corporation in the city.¹³

The volume of development across the city has prompted a new burst of civic activism as community associations, business groups, institutions, foundations and design professionals have all undertaken an impressive amount of planning, or calls for planning. While there has been an undercurrent of *nimbyism*, the dominant theme has been: "Let's have development, but let's set some standards and do it well!"

NEW APARTMENTS, CONDO UNITS AND SINGLE-FAMILY HOMES, 1998–2008



A 21st-century City Planning Commission should *not* try wholesale to make new neighborhoods as was done in the 1950s when millions of federal renewal dollars were available. Rather, it should take its cues from the market, help simplify the approval process, establish clear design standards, and then closely monitor development and demographic trends, talking to developers, surveying residents and making recommendations for supportive public investment. Some communities will need new schools, playgrounds, parks, parking lots or dog walks. Improved transit, sanitation and police services are warranted in others. New pedestrian lighting, streetscape enhancements and traffic calming are clearly needed across Center City. The unprecedented volume of activity along the central Delaware River calls out for a comprehensive plan and public amenities, such as a continuous waterfront trail, similar to the one being built along the Schuylkill River. For all these needs, new methods of public financing should be explored that capture the new value being created downtown and reinvest it in burgeoning residential communities.

A Special Focus on Schools

One demographic group that warrants special attention is downtown households with children. While Philadelphia and most other downtowns can achieve substantial repopulation by attracting childless young professionals and empty nesters, sustainable success comes from retaining young professionals as they have children. The 25-34-year-olds are critical to knowledge and creative industry employers, professional-services firms and to health care and educational institutions. As this demographic group postpones having children, they live in small households, socialize outside the home and populate the sidewalk cafes, bars, restaurants, movie theaters and health clubs of Center City.

But a study of major American cities has demonstrated that prosperity is best achieved by retaining as residents an older demographic, ages 35-54. Further along in careers, they earn higher salaries, have more disposable income to spend in Philadelphia, and as firms they have formed expand in the city, they hire more employees at all skill and salary levels.¹⁴ The Center City Schools Initiative (CenterCitySchools.com), a partnership of the School District of Philadelphia and CCD/CPDC, is one part of what should be a comprehensive effort to retain families with children in the city.

Looking Forward: A Growing Downtown

The people who have been attracted to Center City in the last decade have a choice to live here, in the suburbs or in other regions. For 40 years, many voted with their feet and left. Now they are returning in unprecedented numbers, strengthening the tax base and the competitiveness of the

city. **Cultural and demographic trends, along with rising energy costs, will continue to drive demand for downtown living, pushing Center City’s population well over 90,000.**

Philadelphia thus needs to become accustomed to healthy housing markets, nurture them, and retain new residents by reinvesting in their communities with enhanced amenities and improved services.

At the same time, given the city’s overall demographics, efforts at neighborhood transformation must be sustained, providing affordable housing, amenities and educational and employment opportunities for those with limited choice. Currently, 7% of the housing units in Center City are publicly subsidized: 2,173 units of public housing and 1,017 privately owned, publicly subsidized units. In the zip codes immediately north of Center City, there are another 1,800 publicly subsidized units.

As Center City’s housing market continues to expand, local housing agencies should reinvest in these affordable units in perimeter communities, remembering at all times that poorly



Matt Johnson for CCD

The Martin Luther King Hope 6 development has shown that high-quality design and management can create public housing that coexists quite well with market rate housing.

managed high-rise towers that concentrated poverty not only created substandard conditions for low-income residents, but also exercised a blighting influence that deterred investment in surrounding areas.

Facilities such as Project H.O.M.E. and Hope 6 developments like Richard Allen Homes and Martin Luther King Plaza have clearly demonstrated that when subsidized housing is well designed and when management sets high standards for the conduct of residents, it can coexist very comfortably with market rate housing.¹⁵

Demographic and market trends are now working in our favor. Philadelphia can be both a competitive and a compassionate city, avoiding false *either/or* options such as having to choose between housing for the middle class *or* housing for the poor. A successful and diverse city offers both.

- 1 Eugenie L. Birch, *Who Lives Downtown*, The Brookings Institution, November 2005. The other downtowns were Boston, Chicago, Midtown and Downtown Manhattan.
- 2 *Going Up, Down and Sideways: Top 30 Cities to Watch*, Bankrate.com, March 13, 2006.
- 3 Mark Milner, *Slow and Steady Wins the Race*, PMI Mortgage Insurance Company, July 2006.
- 4 A separate survey of 5,000 owners or renters in Center City condominium buildings conducted professionally for a major downtown broker received a 20% response rate and found that 70% chose to live downtown to enjoy an urban lifestyle; 55% of respondents thought that Center City was a much better place to live than five years ago with another 29% saying it was somewhat better. When asked what was driving the resurgence of downtown living, 50% attributed it to baby boomers looking for new urban lifestyles, 24% to people who wanted to live closer to work, and 23% credited the new cultural institutions.
- 5 In 1997, when the tax abatement was approved, the only full-page ads in regional newspaper real estate sections were for suburban product. Now, full-page, color ads in newspapers and magazines sell the lifestyle and romance of downtown living. The impact of this marketing should not be underestimated: it has significantly raised the visibility and cache of Center City living.
- 6 For the purposes of the survey, a “Center City resident” was defined as any residential address in the eight zip code Center City area or any email address in the CCD’s electronic newsletter distribution list belonging to an individual indicating a home zip code in the eight zip code area. Working from the CCD’s regional database of over 30,000 email addresses, 4,420 Center City email addresses were selected and sent surveys electronically. The Center City Residents Association, the Society Hill Civic Association and the Queen Village Neighbors Association also sent out the survey through their electronic distribution systems.
Printed surveys were mailed directly to 3,259 renter or owner addresses provided to CCD by three downtown property management firms with diverse holdings in Center City. Another 2,487 surveys were mailed to condominium owners, including units within the boundaries of the CCD known to have been purchased after August 2005 as well as to a representative sample of condo mailing addresses selected from all eight zip codes. Another 700 surveys were delivered to three different owner/managers of 14 multi-unit developments who agreed to deliver them to residents. An additional 250 paper surveys were distributed with informational signs to the six library branches in the eight zip code area. From the 11,100+ surveys sent out, CCD received 2,559 apparently unique and valid responses (~23% response rate); 580 were paper surveys, 1,979 surveys were returned electronically.
- 7 These percentages were independently confirmed by a major Center City residential broker who kept track of the 201 residential sales their firm handled between March 27, 2006 and July 31, 2006. Seventy of the buyers (34.8%) were individuals who previously lived outside of Philadelphia; 25 of the non-Philadelphia buyers were from outside the region.
- 8 Respondents were more educated than the overall downtown population. The 2000 Census recorded 62% of Center City adults with college degrees.
- 9 Several things account for this difference: first, the U.S. Census counted all children in Center City, whereas no one under 18 years of age completed our survey. Second, we had a high rate of response among Center City apartment dwellers, who tend to skew younger. Third, three-quarters of those surveyed responded electronically and email use is more prevalent among younger respondents. Finally, it has been almost seven years since the 2000 Census was conducted and it is probable that the increase in the number of younger people who responded to this survey is reflective of demographic changes that have occurred in the intervening years.
- 10 The 2000 Census recorded a 79% Caucasian population, 8% African American, 10% Asian and 3% other.
- 11 *Center City Digest*, Winter 2005, available online at www.CenterCityPhila.org
- 12 Another 5,853 rental units are benefiting from the abatement, but only the owner of the building directly benefits, not the tenant.
- 13 *If We Fix It, They Will Come*, Building Industry Association of Philadelphia, October 2004.
- 14 Robert Weissbourd and Christopher Berry, *Grads and Fads, The Dynamics of Human Capital Location*, CEOS for Cities, October 2004.
- 15 The Applied Real Estate Research Firm did an analysis for the Philadelphia Housing Authority which showed a 142% increase over five years in real estate values in the neighborhoods surrounding five of their redeveloped sites, almost three times the citywide average. *Philadelphia Housing Authority Accomplishments Report, 2005–2006*.

CONTACT INFORMATION

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