



THE ENTERPRISE CENTER
BUSINESS | CAPITAL | COMMUNITY

52nd Street: A Commercial Corridor for West Philadelphia

*Investment and Partnership
Opportunities*



What is the 52nd Street Investment Playbook?



The 52nd Street Investment Playbook was launched by The Enterprise Center (TEC) and the Nowak Lab to ***provide investors, banks, community members, state and local leaders with the opportunity to realize economic and social returns*** from the revitalization of 52nd Street as the main corridor of West Philadelphia.

The 52nd Street Investment Playbook focuses on over 30 investments and strategies, totaling to over \$160M.*

"Setup" moves
Foundational investments that will catalyze further investments. Acquisition has already begun.

"Shovel ready" projects
Considerable planning and design have been completed.

Exploratory projects
Additional planning, capacity, and coordination is required. Leading partners needed.

	Investments and Strategies	Leading Organizers	Cost	Potential Noteworthy Funders
Transformative Real Estate	Marketplace 52 Parke Building 277 Community & Business Resource Center 5241-43 Market Street 52 nd Street Commons	TEC	\$90M	State (\$15M)
Business Support & Attraction	Grants for Small Business Infrastructure (5 Grants) Minority Contractors & Procurement	TEC	\$4.8M	City Programs; Banks (JP Morgan + Wells Fargo)
Infrastructure	Public Improvements (2 investments) Connected Street Initiative (5 investments) Climate Action Plan (5 investments)	TEC + SEPTA + City of Philadelphia	\$68M	IIJA Funding (channeled through states and cities)
Community Development	Inclusion of residents in employment opportunities Minority Contractors & Jobs Anchor Institution Collaboration Third Places	TBD	TBD	Anchor Institutions
Housing	Affordable Housing Accessibility Preservation of Naturally-Occurring Affordable Housing Protection of Renters Housing Quality and Conditions Sustainability of Local Homeownership	TBD	TBD	TBD
		TOTAL	~\$163M	

*Note: This cost is expected to increase as projects on Housing and Economic Mobility are costed and incorporated.

Unprecedented federal investment presents a unique opportunity for place-based initiatives.

- The **American Rescue Plan Act (ARPA, \$1.9 trillion) — passed in March 2021**
 - The bill included \$350 billion in discretionary Coronavirus State and Local Fiscal Recovery Funds (SLFR), of which **\$7.3 billion went to Pennsylvania.***
 - Surplus ARPA funds for Pennsylvania **have yet to be allocated.**
- **Infrastructure Investment & Jobs Act** (\$1.2 trillion, \$549 billion in new spend) — **passed November 2021**
- **Inflation Reduction Act** (\$740 billion, incl. \$360 billion on clean energy programs) — **passed August 2022**



* Source: Commonwealth Foundation,
<https://www.commonwealthfoundation.org/research/pennsylvanias-use-of-arpa-funds/>

The 52nd Street playbook seeks to build on this momentum to build a vibrant and healthy corridor.

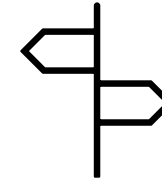
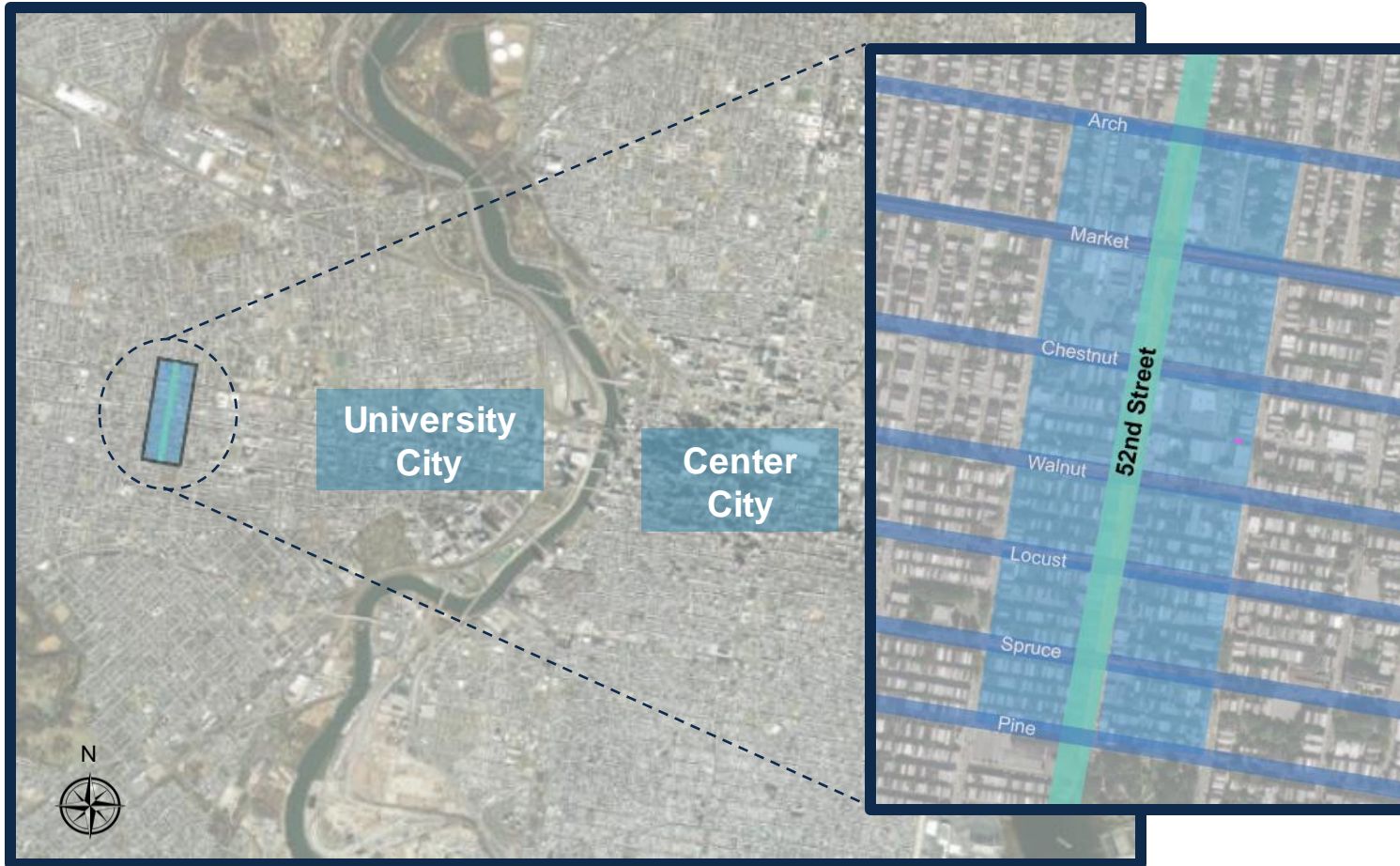
The main objective is achieving a **vibrant and healthy corridor** that adapts to the needs and concerns of residents.

Our **equitable development approach** ensures that everyone can participate in and benefit from decisions that shape their neighborhoods and regions.

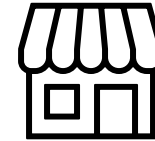
This entails ***being intentional with investments and infrastructure.***

<i>What characterizes a healthy commercial corridor?</i>
Mixed-use district with clustered development
Retail anchors that add, not detract, from the small business environment
Institutional anchors that provide community-accessible jobs
Thriving local-owned and legacy small businesses
Professional services that meet community needs in health and finance
Cultural assets that convene community
Mixed-income residency
Pedestrian oriented design
High proportions of local ownership

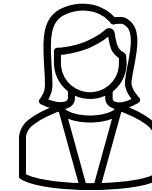
The playbook focuses on the 52nd Street corridor, from Malcolm X Park to Arch Street.



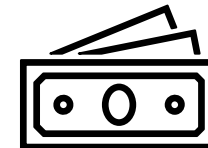
6 Blocks,
stretching 0.5 miles, that host



138 Businesses
that employ

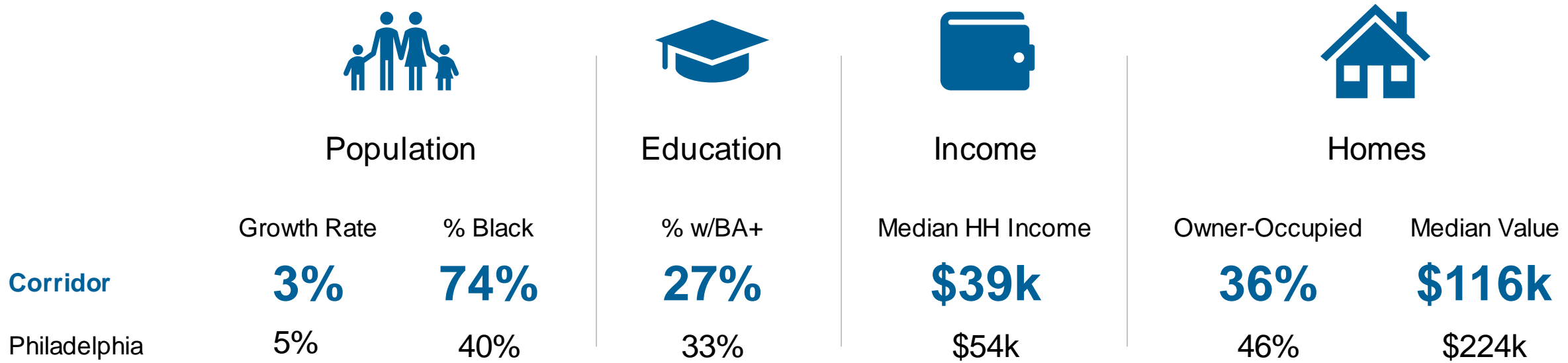


648 people
and generate



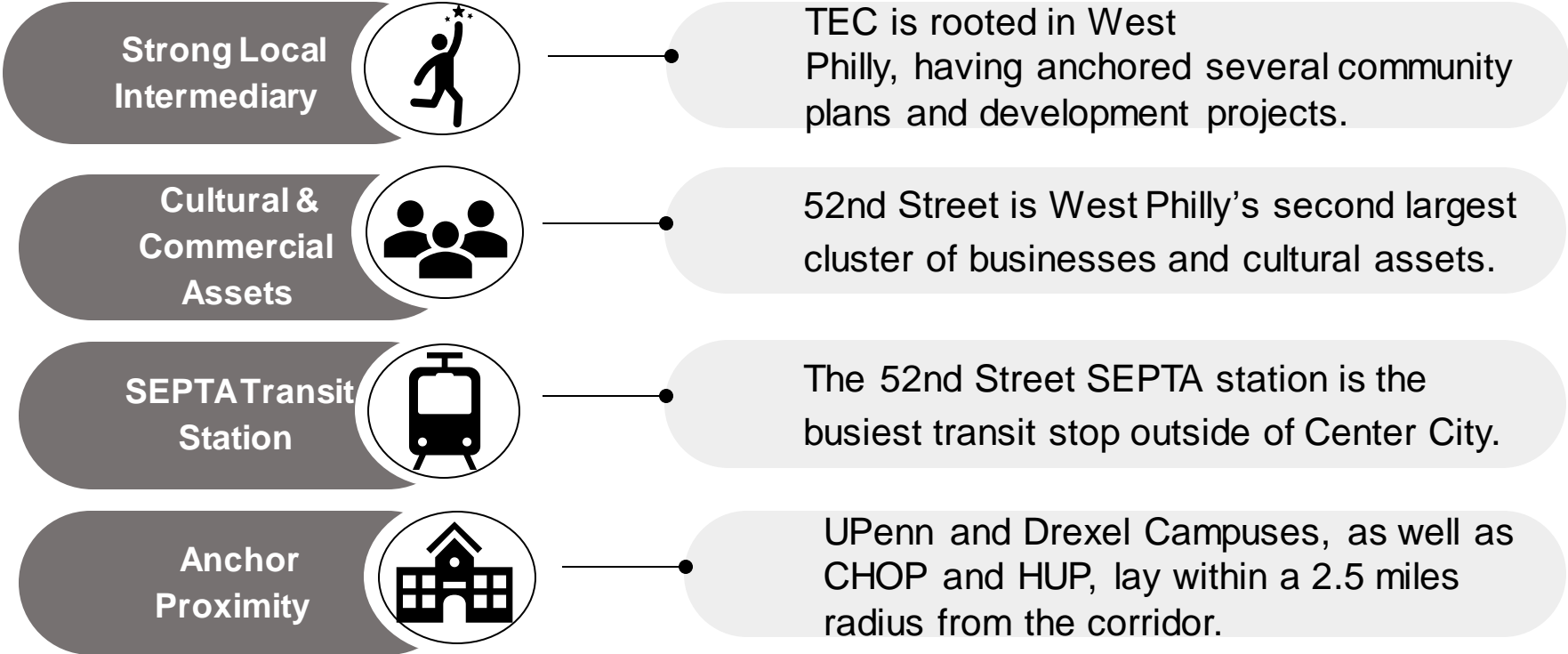
\$98 million
in annual sales

The neighborhood* surrounding 52nd Street suffers from entrenched inequities: compared to the city, 52nd Street's residents are predominantly Black, poorer and less educated.



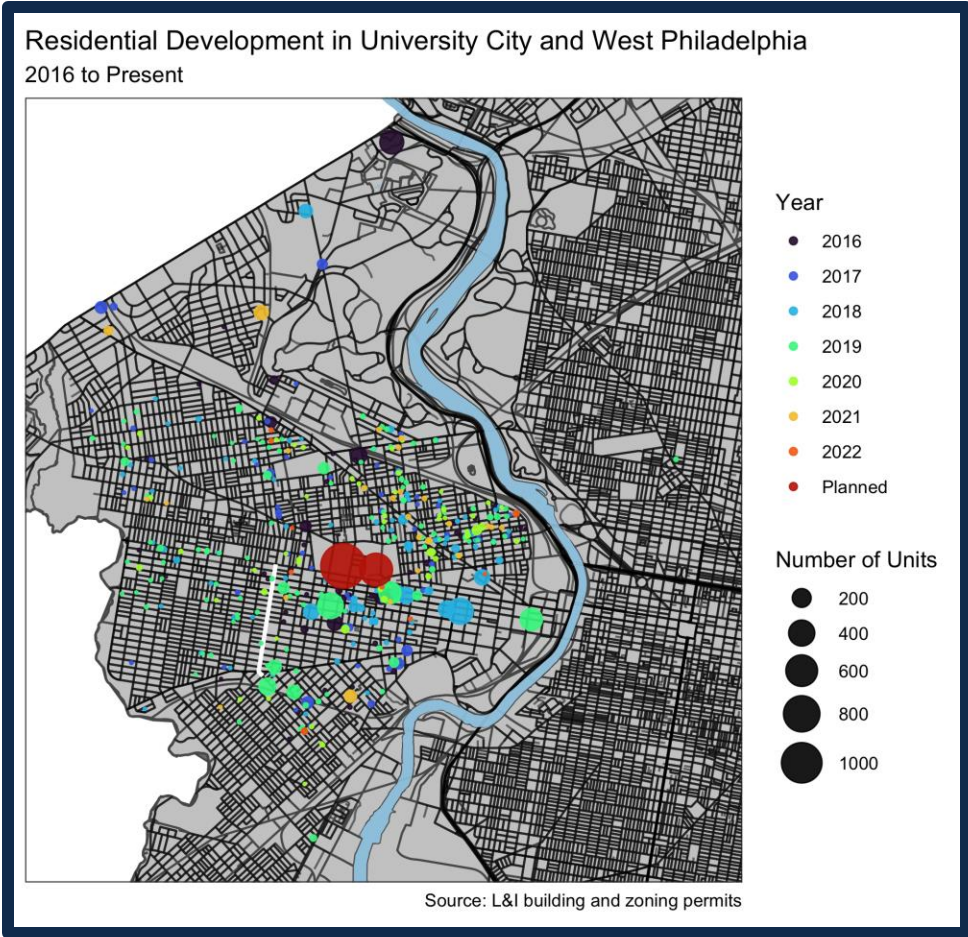
**Note: The neighborhood surrounding 52nd Street was defined as the area within a 10min walk from the corridor.*
Source: Esri Inc. (2022). ArcGIS Online. Data is based on the boundaries from the 2020 US Census Bureau data

There are four distinct benefits to investing in the development of 52nd Street.



As West Philadelphia grows, new development inches towards 52nd Street.





- As Philadelphia recovers from the pandemic, *the University City market continues to grow*, faster than other areas in Philadelphia.*
- Recent development activity in West Philadelphia is marching towards 52nd Street. *More than 1,300 units have been permitted for construction between 44th and 57th Streets, with another 1,900 units in the pipeline.*



As new development inches west, it has the potential to magnify existing trends affecting the corridor.

There are six key trends that will impact the corridor's trajectory.

Corridor Trends

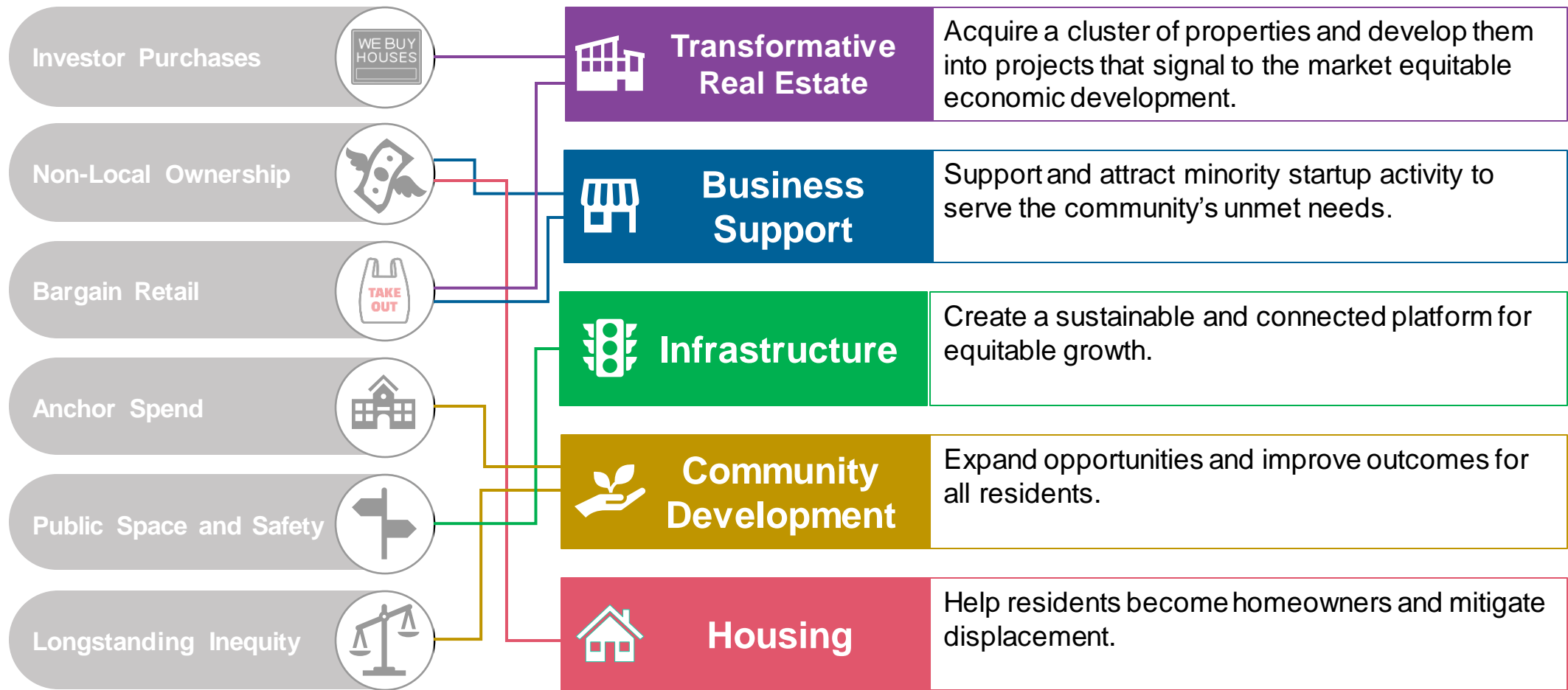
- Investor Purchases**  • **16 corporate owners** control 40% of the corridor.
- Ownership of Properties**  • 77% Black population, but significantly lower **Black business ownership**
- Bargain Retail**  • The corridor holds 6 **discount stores** in less than 0.2 miles.
- Anchor Spend**  • **Low utilization of local businesses** by nearby anchors.*
- Public Space and Safety**  • The corridor faces high levels of **gun violence.**
- Longstanding Inequity**  • Residents earn roughly **74% of the city's median income.**

*Note: "Anchors" are defined as anchor institutions that are mainly medical and educational institutions.

TEC and Nowak Lab created five strategies responding to these trends.

Corridor Trends

Key Strategies



These strategies support a healthy and vibrant corridor.

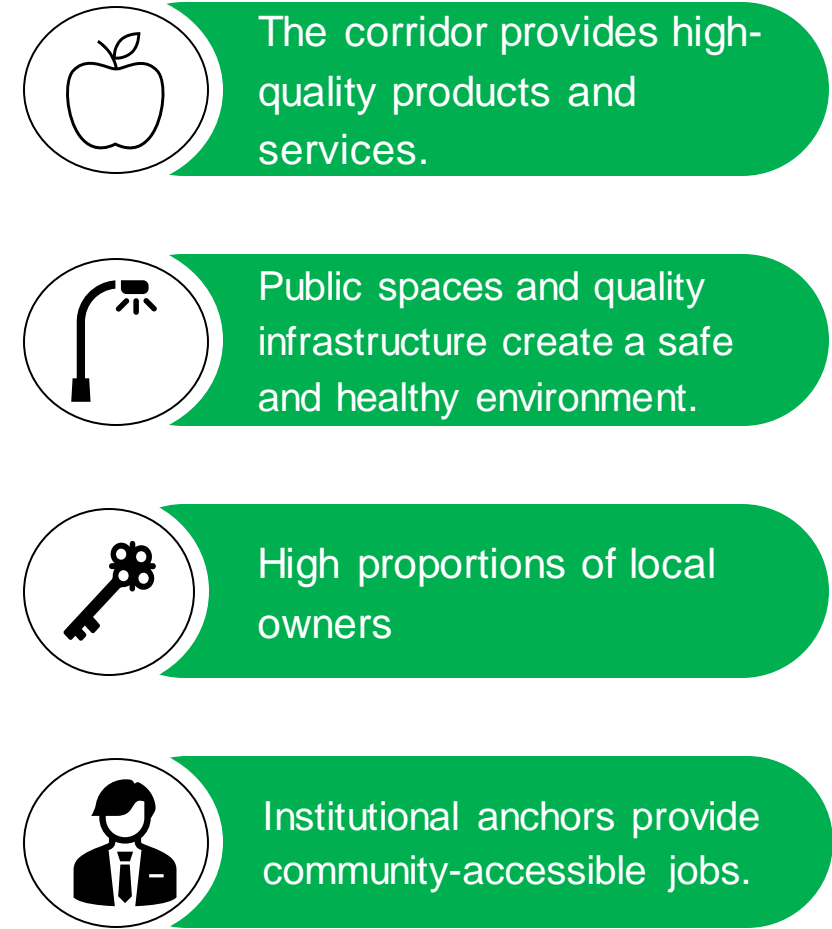
Corridor Trends



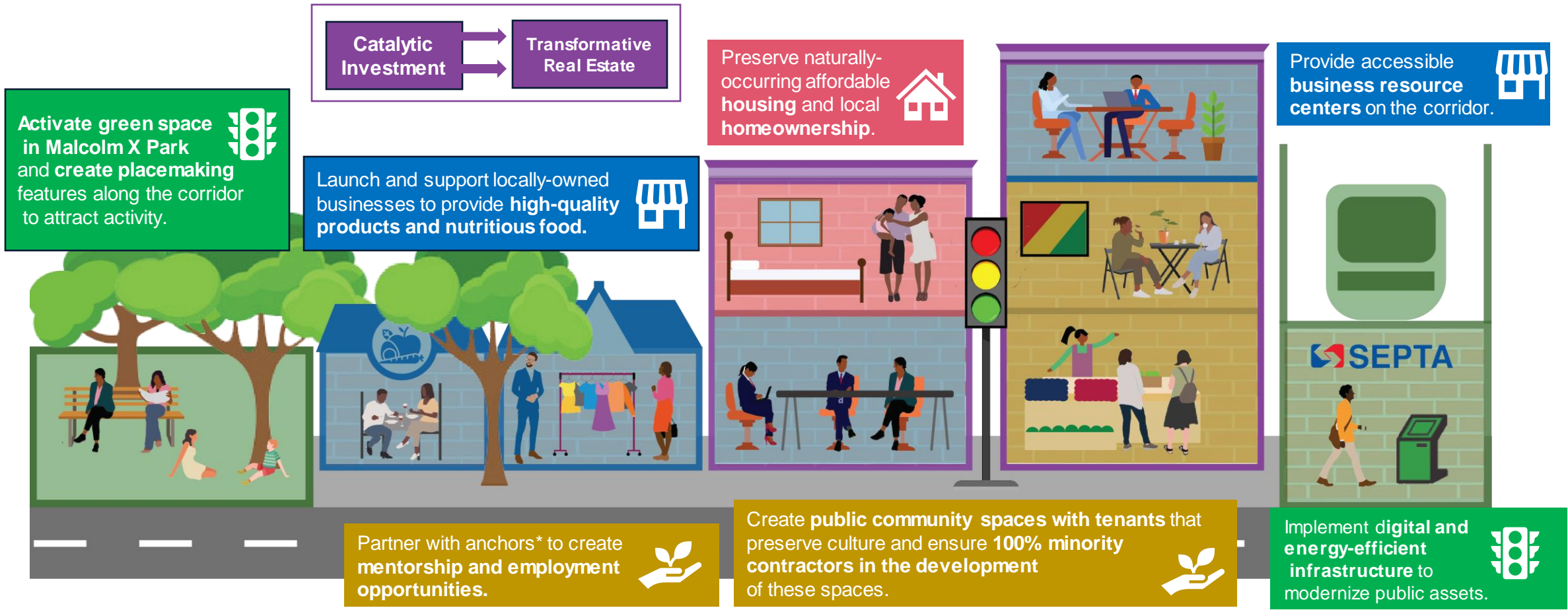
Key Strategies



Vision for the Corridor



Through the development of transformative real estate, TEC sets the tone for a healthy, vibrant, and equitable commercial corridor.



*Note: "Anchors" are defined as anchor institutions that are mainly medical and educational institutions.

The five strategies for intervention on 52nd Street total to over \$160 M.

Housing



Preserving naturally-occurring affordable housing stock for existing residents and supporting local homeownership.

Transformative Real Estate

Five defining projects that set the tone for future development, indicating how community-serving real estate can generate social, economic, and financial returns.

Business Support

- Business Improvement Grant
- New Business Grant
- Upper Floor Reuse Grant
- Storefront Improvement Grant
- Minority Contractors and Procurement

Community Development



Bolstering "third" places, like YMCA or Blackwell Library



Generating employment opportunities

53rd Street

52nd Street

Malcolm X Park

Infrastructure



Public space improvements, such as outdoor seating outside of the library.



Public art along the train bridge.



Green infrastructure and streetscape improvements



Fiber network/WiFi



Rooftop solar panels



Intelligent traffic systems and tech-enabled safety enhancements



EV parking spaces and charging stations



Welcome kiosks at 52nd Street SEPTA station



Efficient, transit-oriented development



As a foundational first move, TEC will transform key real estate properties along the corridor into community-serving assets.

Housing



Preserving naturally-occurring affordable housing stock for existing residents.

Community



Bolstering "third" places, like YMCA or Blackwell Library



Generating employment opportunities

Transformative Real Estate

Five defining projects that set the tone for future development, indicating how community-serving real estate can generate social, economic, and financial returns.

Business Support

- Business Improvement Grant
- New Business Grant
- Upper Floor Reuse Grant
- Smart Retail Pilot Program
- Energy Audit Program



52nd Street Commons

Incoming Tenant: **Honeysuckle**
Project Cost: \$5.5M

38-42 S 52nd Street

Current Tenant: Footlocker
Project Cost: TBD

Marketplace 52 (Site TBD)

Project Cost: \$15.5M

Parke Building

Incoming Tenant: TBD
Projected Cost: \$27M

277 S 52nd Street

Current Tenant: TEC
Project Cost: \$2.5M

Market Street Community Resource Center

Current Tenant: TEC
Project Cost: \$400K

Infras



Public space improvements, such as outdoor seating outside of the Library.



Public art along the Train Bridge.



Green infrastructure and streetscape improvements



Fiber network/WiFi



Rooftop solar panels



Intelligent transit systems and tech-enabled safety enhancements



EV parking spaces and charging stations



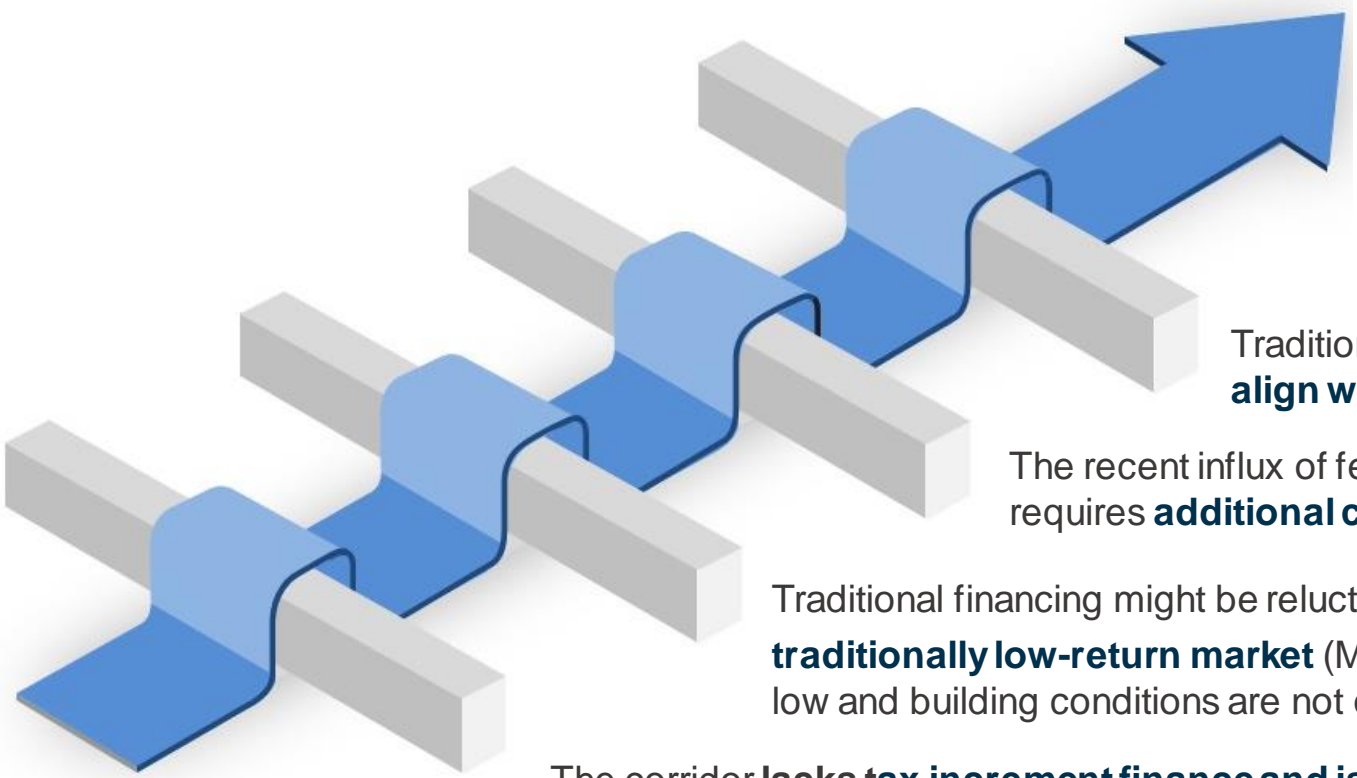
Welcome kiosks at 52nd Street SEPTA station

JPMORGAN CHASE & CO.

ent,
it-oriented
development



Financing this strategy requires going beyond the limits of traditional development financing.



Blended patient capital

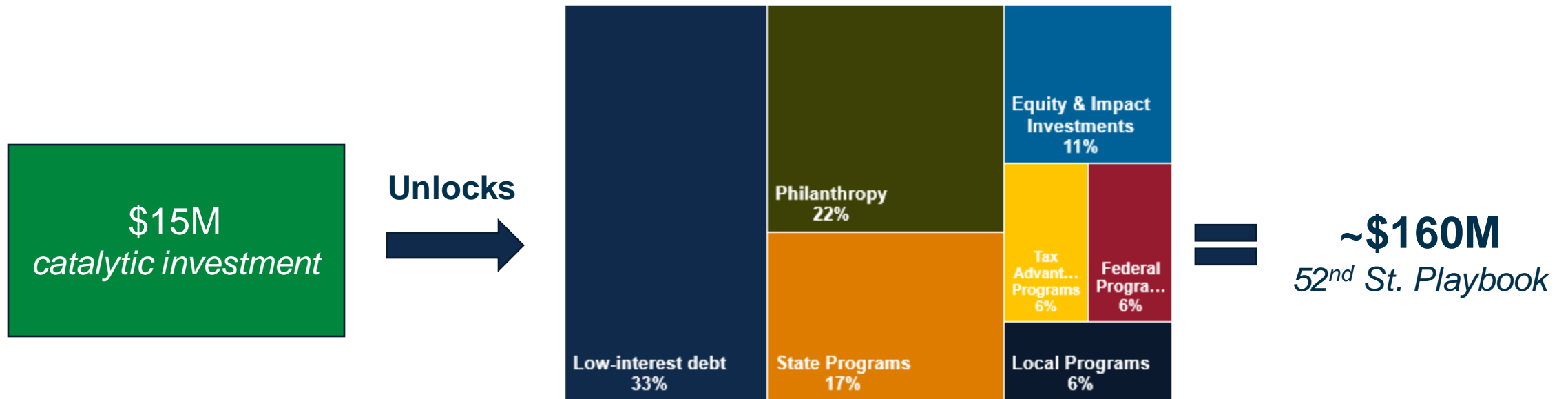
Traditional funding sources do not align with coherent local priorities.

The recent influx of federal and state funding requires additional coordination efforts.

Traditional financing might be reluctant to invest in a traditionally low-return market (MBEs credit profile is low and building conditions are not optimal).

The corridor lacks tax increment finance and is not a business improvement district.

A \$15M catalytic investment can unlock an impactful public private partnership.



State Funds

"First-in" flexible working capital to *prove the market and attract blended capital* to invest in the next layers of the project.

Potential blend of patient capital

Supports Transformative Real Estate, Business Support, Infrastructure, Community Development and Housing

Summary

1. **TEC has begun acquiring and redeveloping anchor properties with success** on the 52nd Street Corridor.
2. As the market accelerates westward, **their acquisition strategy is pivotal to the realization of a healthy and equitable corridor**, particularly as they look to replace noncommunity serving uses and develop a construction pipeline of minority contractors.
3. To further their impact, **they need patient working capital and nondilutive grants** to unlock properties and put them to productive use.
4. With similarity to other corridor efforts, **we propose a \$15 million catalytic investment** to kick off the redevelopment of transformative real estate, including 277 and the 52nd Street Commons concept, an innovative, intermediary-led approach.
5. This Playbook is a **living document** and can be updated as the market changes.



Thank You

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