

Ken Weinstein



DAG – Design Advocacy Group
February 6, 2020

A grayscale photograph of a construction site. In the foreground, a large excavator bucket is partially visible. In the middle ground, three construction workers wearing hard hats and work clothes are engaged in a task. One worker is leaning over, another is standing nearby, and a third is in the background. A metal fence runs across the middle ground. In the background, there are trees and a building. The overall scene is one of active construction work.

Philly Office Retail Wayne Junction Revitalization



Wayne Junction Phase I



**4701 Germantown
Avenue**



Wayne Junction Phase I



**4530 Germantown
Avenue**



BERKLEY ST

GERMANTOWN W



Wayne Junction Phase I



**137-45
Berkley Street**



Wayne Junction Phase 2



212 Roberts Avenue



Architecture

270 W. Walnut Lane
1st Floor
Philadelphia, PA 19144
T: 267.297.7688
www.c2-architecture.com

PROJECT :
MAX LEVY FACTORY
212-220 ROBERTS AVENUE, PHILADELPHIA, PA
RENDERS



Wayne Junction Phase 2



**113 Berkley
Street**



Wayne Junction Phase 3



**133 Berkley
Street**



Wayne Junction Phase 3



**4518 Wayne
Avenue**



A black and white photograph of a construction site. The image shows the wooden framing of a building under construction. Several ladders are leaning against the structure. A person is visible in the lower left, working on the frame. The overall scene is one of active construction.

Policy Changes Impacting Redevelopment

Changes to the 10 Year Tax Abatement

- affects new residential construction
- no change for rehab projects or commercial
- begins Dec. 31, 2020

New Incentives for Historically Designated Properties

- reduce parking requirements
- allow accessory dwelling units (ADUs)
- more allowable uses in “special purpose” historic buildings

The Jumpstart Model





Jumpstart Philosophy

DOING WELL BY DOING GOOD

- A. Reducing blight
- B. Improving your community with less gentrification
- C. “Growing the Pie”: Sharing resources
- D. Gaining community support, and a marketing advantage, by being a good neighbor
- E. Reckoning with risk
- F. Investing in your future: Creating a nest egg
- G. Changing the face of development: Diversity



Jumpstart Germantown Initiatives

1. Training Program
2. Developers' Network
3. Loan Program



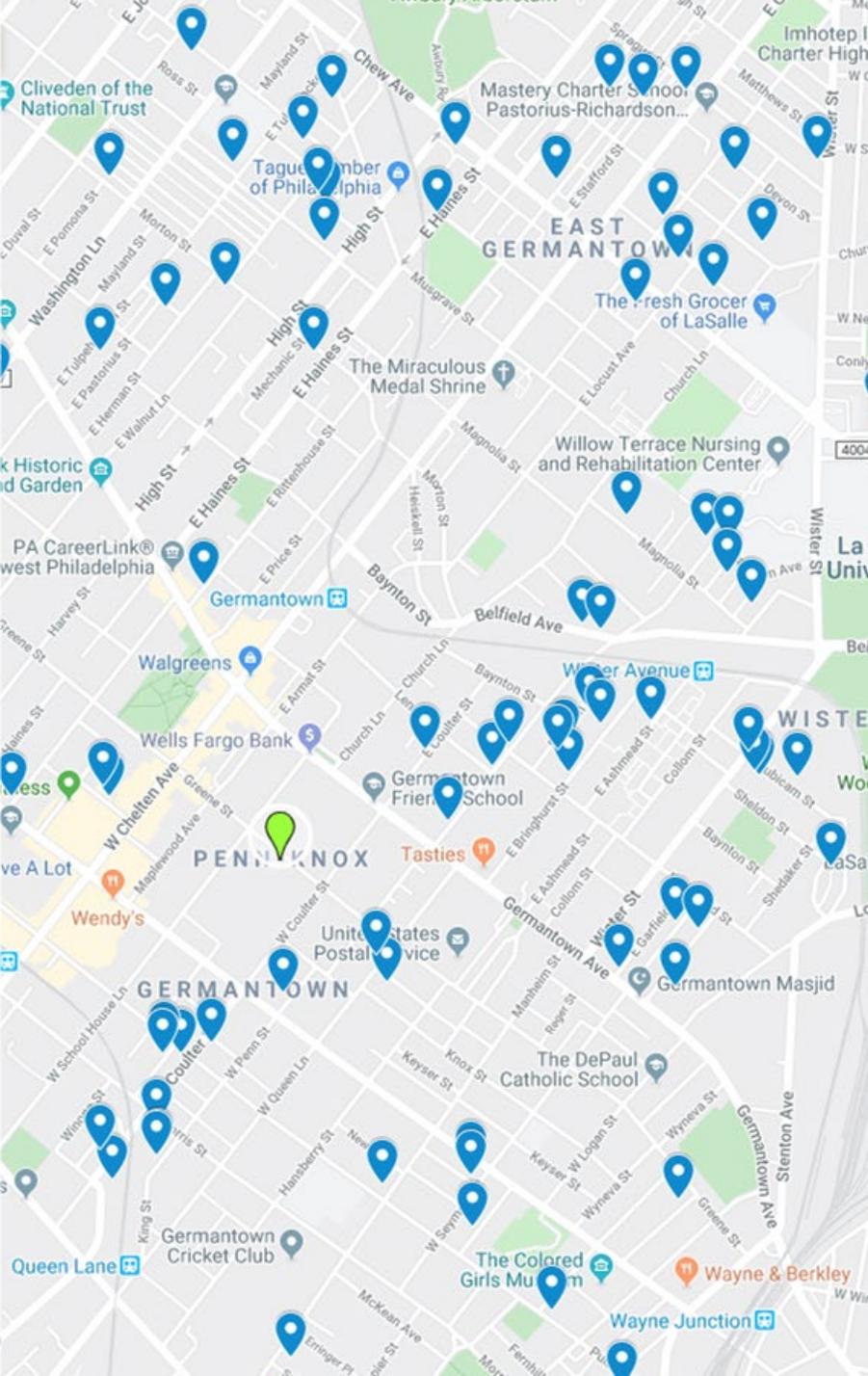
Jumpstart Germantown Training Program

**85%+ Women
and/or People
of Color**

**750
Graduates
to date**

**12 Hours
Instruction**

**Access to
a Mentor**



Jumpstart Germantown Loan Program

150

Number of Loans
Closed

\$15.9M

Committed since
May 2015

- 59% For Sale
- 41% For Rent
- 174 Total Units Renovated

\$110k

Average Loan
Amount



Beyond Germantown

Six additional Jumpstart programs

- Hunting Park
- Southwest
- West Philly
- North Philly West
- Kensington
- Tioga

Co-Working Community

MORE THAN A WORKSPACE – A COMMUNITY

- Memberships start at \$150/month
- Opportunity to share ideas/resources
- Plenty of amenities
- Located below Philly Office Retail
- Event Space Available



JUMPSTARTGERMANTOWN
CO-WORKING COMMUNITY

Mini Training Sessions

CONTINUING THE LEARNING PROCESS



- Real estate education á la carte
- Variety of topics
- Monday evenings @ 7pm
- Registration Required
- Free to Attend

Jumpstart Philly Real Estate Radio Show

- Listen at 92.9FM Fridays @ 10am or listen to podcast at JumpstartGermantown.com
- Recorded Live at G'town Radio
- More than 20 interviews to date
- Highlights positive real estate development and neighborhood revitalization





Providing Opportunities for Jumpstarters

JUMPSTART PHILLY LOAN PROGRAM

- Available in Jumpstart neighborhoods w/out a loan program
- Borrower must be a graduate of a Jumpstart Training Program
- Details @ JumpstartPhilly.com





Jumpstart 2.0 Commercial Real Estate

- Accepting Applications Until Feb. 9
- Expected launch date: March 2020
- 7 Week Training Program
- For experienced developers with at least 10 completed projects
- Networking sessions and mentoring

jumpstartphilly.com/cre



Thank You!

Questions

