

Broad and Washington, LP
1719 Rittenhouse Square
Philadelphia, PA 19103
215.467.4600

November 13, 2020

Mr. Raed Nasser, President
Hawthorne Empowerment Coalition
1318 Catherine Street
Philadelphia PA 19147

Dear Raed,

We have reviewed the Hawthorne Empowerment Coalition's requests and recommendations. Broad and Washington Associates, LP joins HEC in wanting opportunities for residents of Hawthorne and always strives to improve the quality of life in the neighborhoods in which we develop.

Broad and Washington, LP has taken the neighborhood's concerns to heart and dramatically changed the plans. Gone are what the neighbors and HEC members listed as their prime objections to the last approved plan:

- We have scaled back the height as requested and eliminated the hotel from the plan.
- The homes on the west side of 13th Street will be on scale with the row homes on the east side.
- All of the parking will be enclosed, as requested, as well as the dumpsters.
- Truck traffic has been rerouted so that no trucks making deliveries to the project will drive down 13th St.
- We have made it much more welcoming to the community on the pedestrian level.

These are major changes that we made at the behest of the Hawthorne Community, prior to seeing additional comments from the letter dated November 2, 2020.

We would be happy to commit to fulfilling most of the requests in the letter, as frankly they further our shared goal of making the Hawthorne community welcoming for all residents.

While we cannot commit to offering affordable housing, by substantially increasing the supply of rentals in the area and focusing most of the development on accessible rent levels at the lower end of downtown prices, the project will help relieve the upward pressure on rental rates the neighborhood has experienced over the last decade.

Local art. We will buy local art to the extent possible and would welcome HEC to curate public art spaces at the property.

Purchasing local goods and services. To the extent possible we will give a preference to locally sourced materials and services. As this will be a LEED project, which credits local products, we intend to that anyway.

Local hiring. We will engage in a program to recruit, train, and job-place local residents in construction trade careers and participate in this project. We will model the program on the program in the Poplar neighborhood written about by the Inquirer. We will commit to 20% hiring from within the immediate zip codes. We will require HEC's assistance in the recruiting process.

Local hiring for retailers. We will include a request in every lease we sign with a retailer that the company advertise to the HEC job openings and will encourage retailers to hire HEC residents for jobs.

Independent retail. Of the 30,000 square feet of non-grocery retail, we will set aside 25% of it to operators from / based in Philadelphia.

Student art showcase. We will commit to showcasing appropriate artwork from both CAPA and University of the Arts students.

Student performing arts. We can make available at least 5,000 feet of space available at least four times per year for public performances by CAPA and University of the Arts students..

Local artist market. We can offer ground floor public spaces to local artists to market their works four times per year.

Independent retailer assistance. We will offer technical aid to independent retailers by working with local universities business programs.

Property taxes. We will provide legal assistance to Hawthorne neighbors, as a class, who wish to dispute higher tax assessments. We will also ask other developers to join with us in urging the City of Philadelphia to protect residents from higher assessments caused by new development.

In addition to the points addressed in the recent HEC letter, we wanted to offer the following additional support as a future member of the Hawthorne community:

- We will create a high-speed Wi-Fi hotspot at the Hawthorne Rec Center so that any student who needs an internet connection will have one at the REC center.
- We will support a part time "town watch" organizer for 5 years to help keep the neighborhood safe.
- We will offer a scholarship to Community College for 2 students from each Palumbo Academy and CAPA, with the scholarship to be decided by the HEC.

- We will support Jazz, Shakespeare and movie nights in Hawthorne Park with a \$7,000 per year donation to the Friends of Hawthorne Park to be used for those programs.

We believe that we have met HEC's concerns about the development, offered opportunities for Hawthorne residents and businesses, and developed programs that will add to the strength of the neighborhood.

We also would like to introduce the U-Haul (1223 Washington Avenue) site into this process. It is a companion project to the larger Broad and Washington site. Architecturally, they are sister projects with similar massing, exterior façade. This project has been submitted to the City of Philadelphia so, we think it makes sense to combine them into one review. The responses to HEC requests addressed in this letter will cover both projects. To that end we respectfully request that you schedule a RCO meeting as soon as possible.

Sincerely,



Bart Blatstein, President
Broad and Washington, LP