



Paseo Verde

Philadelphia, PA

THE PROJECT

Paseo Verde is a \$48.2 million mixed-use, transit-oriented, green development in Philadelphia's Ludlow community, which received New Market Tax Credits (NMTCs) from Building America CDE. This low-income, distressed neighborhood is currently undergoing a revitalization drive fueled by strong public and private collaboration. The multi-building development features 120 units of affordable and workforce housing. Fifty-three units are affordable to families with household incomes between 20% and 60% of the area median income (AMI). The other 67 units are targeted to low-income families making less than 100% of AMI. The project's 30,000 square feet of commercial and retail space include a primary care health facility, pharmacy, and social services office. The 1.9-acre brownfield site is located directly adjacent to the Temple University Regional Rail train station.

"It's always good news for our members when construction projects like this get underway, especially in today's economy. A lot of our members are going to be on the job earning a family-supporting wage."

—Patrick Gillespie, Business Manager
Philadelphia Building and Construction Trades Council

COMMUNITY IMPACT

The Paseo Verde project is designed to revitalize the surrounding neighborhood and reintegrate the Ludlow community with neighboring Temple University and the broader Philadelphia area.

The community surrounding the project site has a high concentration of low-income families and senior households, with minorities making up 75% of the local population. The project is helping address residents' urgent need for quality affordable housing and retail as well medical and social services. Community space includes a primary care health facility operated by the Public Health Management Corporation, while the Asociacion Puertorriquenos en Marcha (APM) operates a social services office. The project's retail component includes uses that benefit not only local residents but the transit users of the adjacent rail station as well.

Meaning "green way" in Spanish, Paseo Verde, with its green and sustainable design, has earned the distinction of being the first project in the country to earn LEED Platinum for Neighborhood Development certification from the U.S. Green Building Council. Its location next to one of Philadelphia's busiest transit stations along with easy access to major bus routes help make it a model of transit-oriented development.



“We are very pleased to be participating in this project that is going to have such a beneficial impact on this historic but underserved community.”

—Eric W. Price, CEO of Building America
and HIT Executive Vice President

Work on the project generated approximately 300 on-site union construction jobs and another 270 construction-related jobs in the region. The completed project is expected to offer approximately 40 permanent jobs.

FINANCING

Building America has allocated \$5 million in New Markets Tax Credits (NMTC) for construction of Paseo Verde.

DEVELOPER

Paseo Verde was co-developed by the Asociacion Puertorriqueños en Marcha (APM) and Jonathan Rose Companies (JRCo). APM is a local community development and service non-profit with a long track record of success in the surrounding neighborhood while JRCo is a leading developer of green affordable housing in urban communities.

ABOUT BUILDING AMERICA

Building America CDE was established as a subsidiary of the AFL-CIO Housing Investment Trust (HIT) in 2010. The U.S. Treasury Department's CDFI Fund certified Building America as a Community Development Entity, making it eligible to offer federal New Markets Tax Credits to investors. Building America was awarded \$35 million of these tax credits in 2011 and received a second allocation of \$50 million in 2012. Building America's parent company, the HIT, is a fixed-income investment company registered with the Securities and Exchange Commission. It manages \$4.6 billion in assets for over 360 investors, which include union and public employee pension plans. The HIT invests primarily in government and agency insured and guaranteed multifamily mortgage-backed securities. The HIT is one of the earliest and most successful practitioners of socially responsible, economically targeted investing, with a track record of almost 50 years that demonstrates the added value derived from union-friendly investments.