



Connelly House

Philadelphia, Pennsylvania



2011 CANDIDATE FOR
THE RUDY BRUNER
AWARD FOR URBAN
EXCELLENCE





PROJECT H.O.M.E.

NONE OF US ARE HOME UNTIL ALL OF US ARE HOME

December 10, 2010

The Rudy Bruner Award for Urban Excellence
Bruner Foundation, Inc.
130 Prospect Street
Cambridge, MA 02139

Dear Friend:

Enclosed please find a copy of Project H.O.M.E.'s application to be considered for the Rudy Bruner Award for Urban Excellence.

Project H.O.M.E. is a nationally recognized provider and developer of supportive housing for formerly homeless individuals and families in Philadelphia. In collaboration with Bethesda Project, another longtime provider of homeless services and housing in Philadelphia, we have developed and will operate Connelly House, for which we are submitting a nomination.

Connelly House is a LEED-certified facility located right in the heart of center city. It will provide 79 units of critically needed supportive housing for homeless women and men with special needs. The second and third floors house Bethesda Project Recovery Programs' 24 single-room occupancy (SRO) units with private baths. The fourth through eighth floors house 55 Project H.O.M.E. efficiency apartments. The basement has a large multi-purpose community room, laundry facilities, a workout room, a computer lab with high-speed internet capability (to assist residents with opportunities for education and employment), and a residential storage space.

We are tremendously grateful for the opportunity to submit this application. If you have any questions, or need further information, please contact Terese Parisi at 215-232-7272.

Sincerely,



Terese Parisi

Associate Director of Development

Enc.

2011
RUDY BRUNER AWARD
PROJECT DATA



PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name Connelly House Location 13th and Market Sts. Philadelphia, PA 191

Owner Project H.O.M.E. (in collaboration with Bethesda Project and the Archdiocese of Philadelphia)

Project Use(s) Supportive housing for homeless men and women with special needs

Project Size 8 stories; 63,000 sq. ft. Total Development Cost 25 million

Annual Operating Budget (if appropriate) Approximately \$345,000

Date Initiated Summer 2009 Percent Completed by December 1, 2010 99%

Project Completion Date (if appropriate) December 2010

Attach, if you wish, a list of relevant project dates

Application submitted by:

Name Terese Parisi Title Associate Director of Development

Organization Project H.O.M.E.

Address 1515 Fairmount Avenue, Philadelphia, PA 19130

Telephone (215) 232-7272 x 3022 Fax (215) 232-4820

E-mail tereseparisi@projecthome.org Weekend Contact Number (for notification): N/A

Perspective Sheets:

Organization Name Telephone/e-mail

Public Agencies

Architect/Designer

Developer Project H.O.M.E., Terese Parisi (215) 232-7272/tereseparisi@projecthome.org

Professional Consultant Regional Housing Legal Service (RHLS) Mark Levin 215-572-7300 x110 / mark.levin@rhls.org

Community Group St. John the Evangelist Church Father Frank Yacobi 215-313-4749/ fxyOfmcap@yahoo.com

Other Bethesda Project Angelo Sgro agsgro@comcast.net

Please indicate how you learned of the *Rudy Bruner Award for Urban Excellence*. (Check all that apply).

- Direct Mailing Magazine Announcement Previous Selection Committee member Other (please specify)
 Professional Organization Previous RBA entrant Online Notice
 Bruner/Loeb Forum

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Signature  Date 12/10/10

2011
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

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NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name Connelly House

Address 1515 Fairmount Ave. City/State/ZIP Philadelphia, PA 19

1. Give a brief overview of the project.

Connelly House is an exciting and innovative joint venture between two of Philadelphia's leading homeless services providers – Bethesda Project and Project H.O.M.E. - in partnership with the Archdiocese of Philadelphia and St. John the Evangelist Church. Connelly is a LEED-certified, affordable housing facility that will provide 79 desperately needed new units of permanent supportive housing. This project will serve a population of the downtown community that is currently underserved, chronically homeless single adults with disabling conditions such as chronic illness, mental illness, substance use disorders as well as co-occurring disorders. This project takes into consideration the needs of residents for social interaction and support as well as an independent lifestyle.

Located behind St. John's Church, the eight-story building will be 63,000 square feet and feature 79 single resident units and multi-purpose spaces shared by all partners. The basement level will contain utilities, communal laundry room, tenant storage, computer lab, showers, exercise room, and community space. The first floor is divided into two separate zones, one containing a lobby, administrative office space, and building management offices for Project H.O.M.E. and Bethesda Project and the other composed of a separate lobby, offices, meeting space, classroom, and community space for St. John's Church Parish Center. The second and third floors of the building will house Bethesda Project Recovery Programs' 24 single-room occupancy (SRO) units with private baths. The fourth through eighth floors will house 55 Project H.O.M.E. efficiency apartments. The residential component will have direct street access and embody many features and amenities often found in Philadelphia apartment buildings.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

Connelly House is worthy of the Bruner Award for a variety of reasons. In addition to the tangible benefit of providing 79 units of critically needed permanent supportive housing for formerly homeless adults with special needs, the project also represents a truly unique collaboration between various stakeholders in our urban community. Without the buy in of St. John the Evangelist Church, Bethesda Project, Project H.O.M.E., the Archdiocese of Philadelphia, and residents and businesses in the Center City District, this project would not have been possible. Furthermore, the project is the first supportive housing facility in the city to be awarded United States Green Building Council Leadership in Energy and Environmental Design (USGBC LEED) certification; these green building elements also earned Connelly House an American Institute of Architects Award. Building design was also carefully considered in order to facilitate communication and community building among residents and staff alike, as it has been shown that social interaction and support is a critical component of recovery for formerly homeless individuals. As such, corridors were designed to be inviting locations for conversations, capitalizing on outside views and sunlight, and the lobby was designed as a warm, open area intended to be inviting to all who enter.

The location of the building itself is notable for two reasons. First, the close quarters of the building site itself required that the development team think creatively about their approach. Additionally, the center city location provides residents with easy access to a variety of opportunities and amenities – educational, employment, medical care, shopping – that would be unavailable or much less readily available in other neighborhoods of the city. Finally, while residents will not move in until December 15th, Project H.O.M.E. has proven that our programs – replicable in other settings – are uniquely effective in preventing relapse into homelessness, even among the most hard to serve populations. We are confident that Connelly House will be as successful at empowering individuals to stabilize their lives and permanently break the cycle of homelessness as are the other 10 residential facilities we currently operate.

2011 RUDY BRUNER AWARD PROJECT DESCRIPTION



PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

The mission of Bethesda Project is to find and care for the abandoned poor and to be family with those who have none. Bethesda Project affirms the dignity of the individual through the provision of well-maintained, safe and comfortable homes and communal spaces and invites personal transformation within an overall continuum of care through well designed and appropriately staffed programs that meet concrete needs. The mission of Project H.O.M.E. is to empower adults and families to break the cycle of homelessness and poverty, to alleviate the underlying causes of poverty, and to enable all of us to attain our fullest potential. We achieve this through a continuum of care comprised of street outreach, a range of supportive housing, and comprehensive services. We address the root causes of homelessness through neighborhood-based affordable housing, economic development, and environmental enhancement programs, as well as through providing access to employment opportunities; adult and youth education; and health care.

Connelly House is a landmark project representing the coming together of multiple public and private funders, community leaders, and business partners, and an assertion that permanent supportive housing is critical to ending homelessness. No significant trade offs were required to implement the project, as it enjoyed broad support from the community. However, the physical limitations of the site did pose challenges both in terms of building design and construction. For example, because there is no place to stage trucks in center city, they had to be staged far from the site, which required coordinating vehicles without halting operations. However, we believe that these challenges were more than worth it, as Connelly House residents will have access to a neighborhood – and the amenities that go along with it - that would otherwise be unaffordable to them. Project H. O.M.E.'s goals for all residents of our permanent housing sites are: retain ninety-five percent of residents; increase the number of residents who are employed for six months or more; increase the number of residents who are competitively employed; increase the number of residents who complete an educational course or obtain a GED; increase the number of residents who obtain preventive health care.

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2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?

Project H.O.M.E. coordinates outreach efforts for the entire city of Philadelphia. Every day, outreach teams reach out to those currently living on the streets in an effort to get individuals to accept placement in appropriate settings. During the last fiscal year alone the Outreach Coordination Center (OCC) made contact with 5,083 unduplicated individuals living on the streets. The leading causes of homelessness continue to be a lack of affordable housing; poverty and with it lack of employment and educational skills and opportunities; and limited access to supportive services for mental illness and substance use disorders.

This project directly addresses all of the causes of homelessness identified above, by providing not only affordable housing but also the critically needed support services and opportunities that empower individuals to break the cycle of homelessness. Connelly House will serve a population of the downtown Philadelphia community that is currently underserved - chronically homeless single adults with disabling conditions such as chronic illness, mental illness, substance use disorders as well as co-occurring disorders. This project takes into consideration the needs of residents for social interaction and support as well as an independent lifestyle. This facility will also be environmentally sustainable housing. Connelly House is a unique asset in a high-income and high-rent neighborhood, and its residents have access to quality job opportunities, adult education, job training, and medical care in the neighborhood.

Connelly House achieves the goals set by Philadelphia's Ten Year Plan to End Homelessness and the Center City District's East Market Street Plan. In addition to addressing the critical need for supportive housing in the city, Connelly House will greatly improve the pedestrian experience by redeveloping blighted property, increasing safety in under-utilized alleyways, and creating interesting mid-block connections. Additionally, we believe that the downtown location will bring attention to the issue of homelessness and provide both opportunities for new partners to become involved and for those who are already supporters to deepen their commitment.

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3. Describe the key elements of the development process, including community participation where appropriate.

The idea of a shared facility originated more than five years ago. Eight sites were evaluated and rejected due to neighborhood opposition. Around the same time, the priest at St. John the Evangelist Church approached the Bethesda Project about allowing some of their unused space to be used to aid in the fight to end homelessness. Knowing that Project H.O.M.E. had undertaken development projects of a similar magnitude on several occasions, Bethesda Project approach Project H.O.M.E. about partnering on what would become Connelly House. The unique location gained overwhelming support from the surrounding community including commercial tenants, SEPTA Transit Authority, Center City's business improvement district, East of Broad Improvement Association, community leaders, and the district's councilman. During both the groundbreaking in 2009 and more recent fundraising events, the dedication to the project that exists within the community was evident. Project H.O.M.E. has always endeavored to educate the public about the realities of homelessness and to engage the larger community in a meaningful way. We understand that the work to end homelessness necessitates that a wide variety of stakeholders become involved. Project H.O.M.E. has maintained open dialogue with residents, particularly where homeless individuals tend to congregate, and where Project H.O.M.E. focuses its outreach efforts. We believe that these efforts were partly responsible for the overwhelming support of the project. Residents and business owners were able to honestly voice their concerns and Project H.O.M.E. staff were able to address them while also communicating the critical need for safe, affordable alternatives to living on the street.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

Connelly House was a huge financial endeavor. This incredible partnership with Bethesda Project, the Archdiocese of Philadelphia, St. John the Evangelist Church, and both public and private community partners has allowed us to combine resources to raise over \$25 million to build this facility. It is estimated that construction cost \$367.00 per square foot.

The majority of grants and subsidized loans came from various government programs, including the Low-income Housing Credit (LIHC) equity subsidy created to finance the development of affordable housing, PennHOMES which is an interest-free deferred payment loan from the Pennsylvania Housing Finance Agency, and the City of Philadelphia HOMES fund which subsidizes the development of affordable housing. Also included in our fundraising is the Housing Trust Fund, the Affordable Housing Program, and the archdiocese of Philadelphia.

Project H.O.M.E. has applied for, and expects to receive, ongoing operating support in the form of rental assistance from the US Department of Housing and Urban Development (HUD) Shelter Plus Care Program. Project H.O.M.E. has extensive experience in administering a variety of rental assistance programs and currently manages 48 units subsidized by 10-year Section 8 Mod Rehab certificates and 92 units subsidized by 5- and 10-year S+C rental assistance. Additionally, both Project H.O.M.E. and Bethesda Project will aggressively pursue private grants, as they do to support the operating expenses associated with other housing sites.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

Connelly House is unique and it addresses a significant urban issue. After a period of decline most urban areas have seen an increase in homelessness in recent years. This is a critically important project that directly addresses homelessness, the eradication of which has been specifically identified as a priority by the city of Philadelphia. Additionally, the project is unique in the degree to which it is a collaborative effort - were it not for all the partners involved, this project would not have been possible. Finally, Connelly House represents the only sustainable, LEED certified supportive housing site in the city. In order to maximize energy and resource conservation, the project team embedded green design features into the fabric of the building whenever possible. A portion of the primary roof level is outfitted with a vegetated surface over a waterproof membrane which will reduce the heat island effect. Another section of the roof has precast concrete pavers over the same membrane. The balance of the roof on that level and on the penthouse level received a single-ply high albedo EPDM membrane to minimize heat gain. Other sustainable measures include: highly insulated walls to improve thermal performance; rainwater collection system for irrigation and non-potable use; gray water recycling; high efficiency mechanical systems and lighting; 75% of construction waste diverted from disposal within landfills; and 20% of materials constructed with recycled content. Once the project has been completed, we expect that Connelly House will serve as a model for affordable housing that is also sustainable.

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name (REV.) FRANCIS X. YACOBI, OFM Cap. Title PASTOR (former)
Organization St. John the Evangelist Catholic Church Telephone (215) 563-4145 (cell: 215-313-4749)
Address 21 S. 13th St. City/State/ZIP PHILADELPHIA, PA 19107
Fax (215) 563-7770 E-mail fxyofmcap@yahoo.com

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Signature Francis X. Yacobi, OFM Cap. Date November 22, 2010

1. How did you, or the organization you represent, become involved in this project? What role did you play?

THIS PROJECT BEGAN WITH A CONVERSATION THAT I HAD WITH ANGELO SGRO, FORMER EXECUTIVE DIRECTOR OF THE BETHESDA PROJECT, IN DECEMBER OF 2004. INITIALLY OUR PURPOSE WAS TO INVESTIGATE THE USE OF ONE ABANDONED BUILDING ON THE PARISH PROPERTY AS A POSSIBLE SITE FOR BETHESDA'S PROGRAMS. WITHIN SIX MONTHS THE PARISH, BETHESDA PROJECT, AND THE ARCHDIOCESE OF PHILADELPHIA HAD AGREED IN PRINCIPAL TO TEST THE FEASIBILITY OF THIS PROJECT WITH THE CITY, STATE AND FEDERAL ORGANIZATIONS THAT COULD ASSIST US. BY MAY, 2006, PROJECT H.O.M.E. HAD ENTERED THE CONVERSATION AND THE PROJECT SCOPE HAD INCREASED TO INCLUDE THE CURRENT PARISH CENTER SPACE FOR THE CONSTRUCTION OF A COMPLETELY NEW BUILDING WITH BETHESDA PROJECT AND PROJECT H.O.M.E. FUNCTIONING AS A JOINT PARTNERSHIP THAT WOULD HOUSE SEPARATE PROGRAMS THERE. IN JULY 2006 REPRESENTATIVES FROM THE BETHESDA PROJECT (ANGELO SGRO), PROJECT H.O.M.E (SISTER MARY SULLION, JOAN DAWSON MCDONNAN), AND I MET WITH BISHOP JOSEPH CISTONE FOR DIOCESEAN APPROVAL FOR THE PROJECT. IN MAY, 2008, THE CITY ZONING BOARD APPROVED THE PROJECT.

2. From the community's point of view, what were the major issues concerning this project?

THE PARISH COMMUNITY HAS AN ABIDING INTERACTION WITH THE POOR AND HOMELESS OF THE CENTER CITY PHILADELPHIA AREA, AND WE ARE A RELATIVELY SMALL AND LOW-INCOME PARISH. WE WERE CONCERNED PRIMARILY THAT ANY USE OF OUR PARISH SPACE AND/OR PROPERTY WOULD IN SOME WAY REFLECT OUR PRESENCE AND WORK, ESPECIALLY WITH THE POOR. FOR THIS REASON WE HAD LITTLE INTEREST IN A MERELY PROFITABLE USE OF OUR PROPERTY. NEVERTHELESS, WE COULD NOT AFFORD TO INVEST AND FUNDS IN THE REHABILITATION OR REDEVELOPMENT OF OUR PROPERTY BEYOND THE ONGOING DEMANDS OF REPAIR AND MAINTENANCE.

OUR HOPE WAS TO DEVELOP A PROPRIETARY INTEREST IN OUR UNUSED BUILDING, ESPECIALLY SINCE A NUMBER OF HOMELESS WOULD ROUTINELY NEST IN THE NICHEs AND CORNERS OF THE BUILDING. ALSO AT TIMES THERE WOULD BE EVIDENCE OF DRUG USE, SEXUAL ACTIVITY, HUMAN WASTE AND OTHER THINGS THAT MADE THE AREA UNHEALTHY AND/OR DANGEROUS FOR THOSE SEEKING SHELTER THERE. WE ALSO NEEDED TO MAINTAIN OUR PARISH OFFICE/GATHERING SPACE. THIS COLLABORATIVE PROJECT HAS ADDRESSED ALL OF THESE CONCERNS IN SUBSTANCE

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

3. Has this project made the community a better place to live or work? If so, how?

WHILE THE NET IMPACT OF THE CONNELLY HOUSE / ST. JOHN THE EVANGELIST PROJECT HAS YET TO BE REALIZED, THE VERY FACT OF ITS EXISTENCE AND SUCCESS IS A MESSAGE OF HOPE TO THE HOMELESS, AND A CONCRETE AFFIRMATION OF THEIR HUMAN DIGNITY AND WORTH. THE PROJECT HAS ALSO HELPED TO DEVELOP A SOLID AND POSITIVE INTERACTION AMONG THE PRINCIPAL RESIDENTS OF THE IMMEDIATE AREA: THE ARCHDIOCESE OF PHILADELPHIA / ST. JOHN THE EVANGELIST PARISH, THE BETHESDA PROJECT / PROJECT H.O.M.E. / SEPTA (SOUTH-EASTERN PENNSYLVANIA ~~TRANSIT~~ ^{TRANSIT} AUTHORITY) AND LOEWS HOTEL.

THE PROXIMITY OF THE PROJECT TO PUBLIC TRANSPORTATION (SEPTA) AND MEDICAL ASSISTANCE (JEFFERSON UNIVERSITY HOSPITAL CAMPUS) AS WELL AS TO CITY HALL WILL IMPROVE THE QUALITY OF LIVING FOR A SUBSTANTIAL NUMBER OF FORMERLY HOMELESS PERSONS.

THE ARCHITECTURAL BEAUTY, UNIQUENESS AND INTEGRITY OF THE PROJECT BOTH REFLECTS AND IMPROVES THE VISUAL ATTRACTIVENESS OF THE AREA. THIS HAS BEEN AUGMENTED IN TURN BY A UNIQUE MURAL ARTS PROJECT THAT BOTH ILLUSTRATES AND INCORPORATES THE DIGNITY OF THE POOR AND HOMELESS. THE HISTORIC CHURCH, THE NEW BUILDING AND THE MURAL ART HAVE COMBINED TO BREATHE NEW LIFE INTO A FRESHLY DEVELOPING PART OF CENTER CITY PHILADELPHIA.

4. Would you change anything about this project or the development process you went through?

THE ONLY CHANGE THAT I WOULD MAKE IS TO HAVE REGULARLY SCHEDULED PROCESS / PROGRESS MEETINGS AMONG THE PRINCIPALS, I.E., BETHESDA, ST. JOHN'S PROJECT H.O.M.E., AND THE ARCHDIOCESE OF PHILADELPHIA. NOT OFTEN, BUT REGULAR.

ONCE THE PROJECT BECAME A GOING CONCERN THERE WAS NO LACK OF MEETINGS, BUT MOST OF THESE WERE OF AN AD HOC TYPE ADDRESSING SPECIFIC ACTIONS OR NEEDS. ALSO, BEYOND A CERTAIN POINT WHEREIN LEGAL COUNSEL FOR THE PARTNERSHIP AND THE ARCHDIOCESE BEGAN NEGOTIATING THE TERMS OF THE GROUND LEASE THERE SEEMED A TENDENCY TO LET THAT BE THE PRIMARY PURPOSE OF COMMUNICATION.

WHILE THERE WAS CERTAINLY NO ANIMOSITY TO COME WITH IN THE PROCESS, AND WHILE NO ONE REALLY WANTS ONE MORE MEETING IN THEIR LIFE, I THINK THAT AN OCCASIONAL, REGULAR~~THE~~ SCHEDULE OF MEETINGS AMONG THE PRINCIPALS THEMSELVES WOULD HAVE AIDED COMMUNICATION AND NOURISHED THE RELATIONSHIP AMONG THE PARTIES OVERALL.

2011
RUDY BRUNER AWARD
DEVELOPER
PERSPECTIVE



DEVELOPER PERSPECTIVE

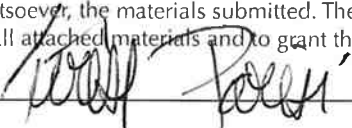
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This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name **Terese Parisi** Title **Associate Director of Development**
Organization **Project H.O.M.E.** Telephone (**215**) **232-7272**
Address **1515 Fairmount Avenue** City/State/ZIP **Philadelphia, PA 19130**
Fax (**215**) **232-4820** E-mail **tereseparisi@projecthome.org**

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Signature



Date **12/10/10**

1. What role did you or your company play in the development of this project? Describe the scope of involvement.

Because Project H.O.M.E. is both a service provider and a housing developer, we have been more intimately involved with this project than would likely have been the case if we were simply one or the other. Project H.O.M.E. has been involved with the development of Connelly House from its infancy, beginning with a vision before a site had even been identified, and continues to be involved as both the developer and, ultimately, as a provider of housing and services. Since 1989, Project H.O.M.E. has leveraged \$80 million and has developed 480 units of housing, including 308 units of supportive housing for formerly homeless individuals and families. Project H.O.M.E. has experience in all aspects of the development process and took on those responsibilities once again for this project: identifying and obtaining sites, pulling together the project team, obtaining financing, and contracting for and overseeing the design and rehabilitation of housing.

2. What trade-offs or compromises were required during the development of the project?

In the development Project H.O.M.E. demolished two existing masonry buildings - the Catholic Youth Organization (CYO) building and parish center. Because the parish center was in use by the church, our original design sought to demolish only the CYO building and use the air space above the parish center to support residential units that would not fit into the CYO building's footprint. However, the existing parish center could not support the load of an additional seven stories. In a compromise with St. John's, Project H.O.M.E. agreed to build a new parish center space with separate access in the lobby of Connelly House and demolish the existing parish center. Connelly House would instead be constructed within 6' of the existing Parish Residence. Given the foundation of Connelly House was below the Parish Residence foundation and the buildings are only 6' apart, it was necessary to stabilize the Parish Residence to prevent any movement of the building. Construction required careful negotiations with St. John's, as it made unavailable for over a year the existing Parish Residence courtyard and parish center, both of which were highly utilized. To ensure that the Parish Residence courtyard would be exposed to natural light upon project completion, our architect stepped back the building on the west side fronting the courtyard and added community terraces.

3. How was the project financed? What, if any, innovative means of financing were used?

Connelly House included an intricate financing package, comprised of City and State government, Federal Home Loan Bank (FHLB), Low Income Housing Tax Credit Equity, an investment from the Archdiocese of Philadelphia to build and fit out the parish center space, and capital investments from both Project H.O.M.E. and Bethesda Project, the two nonprofit partners in the deal. Project H.O.M.E. received \$1.7 million in tax credits, one of the highest awards granted by the Pennsylvania Housing Finance Agency, and was able to secure \$.79 on the dollar in tax credit equity, resulting in \$13.5 million - just over 50% of the total cost of the project- in equity being financed on a \$23.7 million project. In addition to tax credit equity, Connelly House was awarded a \$1.5 million PennHOMES loan, a \$2.7 million grant from the City of Philadelphia, a \$1.5 million City of Philadelphia HOME loan, a \$1 million FHLB San Francisco loan via Wachovia Bank, and a \$400,000 Supportive Housing Program grant through the McKinney Homeless Assistance Act. Connelly House also received a \$722,250 grant from Project H.O.M.E. and a \$4.8 million investment from People of Piety, general partner to 1212 Ludlow Limited Partnership. Bethesda Project made a \$600,000 investment in the project.

4. What do you consider to be the most and least successful aspects of the project?

Connelly House was most successful in overcoming significant site constraints while managing to complete the project on time and on budget. Connelly House presented a unique development challenge, as it is bounded by a side street/alleyway, at the rear of a cul-de-sac and to the west of the St. John the Evangelist Church and Parish Residence in Center City, Philadelphia. Because of the significant constraints of the site and the fact that it is located in a highly trafficked area, Connelly House required careful attention to the logistics of moving construction equipment into and out of the site. During demolition, the two existing masonry buildings had to be pushed onto itself and then cleared from the center of the site. In staging the project, multiple large trucks were required during certain phases (e.g. concrete pouring, steel erection, etc). Because no staging area was available at the site itself, we employed the off-site manufacturing of building materials in the construction of Connelly House. Given site constraints, an oversized crane (in an undersized location) was required to lift the north wall panels over the 8-story frame of Connelly House so that the panels could be installed on the opposite side of the building from where the crane was stationed. Because there was no space for construction trailers, the project required leasing off-site space for the construction office. Additionally, because the site is surrounded by an office building, church and hotel, Project H.O.M.E. had to provide pedestrian access to St. John the Evangelist Church, Septa Building and Loews Hotel, resulting in shielded walkways around most of the building. Given the presence of Loews Hotel, we had to ensure to the best of our ability to schedule the job so that the noisiest portions of construction did not interfere with the peak times of patronage for hotel.

2011
RUDY BRUNER AWARD
PROFESSIONAL
CONSULTANT
PERSPECTIVE



PROFESSIONAL CONSULTANT PERSPECTIVE

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This sheet is to be filled out by a professional who worked as a consultant on the project providing services other than physical design or planning (e.g., legal services).

Name	Mark E. Levin	Title	Chief Counsel
Organization	Regional Housing Legal Services	Telephone	(215) 572-7300 ext. 110
Address	2 South Easton Road	City/State/ZIP	Glenside/PA/19038
Fax	(215) 572-0262	E-mail	mark.levin@rhls.org

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Signature	<i>Mark E. Levin</i>	Date	11/16/2010
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1. What role did you or your organization play in the development of this project?

We represented both non-profit sponsor/developers of this project and as their transactional and development attorneys we carried out the following tasks: suggested development of mid-rise building on site instead of rehab of existing buildings; negotiated joint venture agreement between Bethesda Project ("BP") and Project H.O.M.E. ("PH"); determined how to structure project to comply with requirements of property owner, Archdiocese of Philadelphia ("AOP"), Low Income Housing Tax Credit Program, investor and funders; negotiated ground lease with AOP; negotiated lease between partnership and St John's Parish; drafted formation documents for both general partner entities and limited partnership; determined how to structure payment for ground lease so that payment was not taxable to partnership and could be used to pay for Parish space in the building; solved problem of how to get funding into project as general partner capital contribution to avoid residual value concerns of investor; drafted architect's contract; drafted construction contract; drafted all consultant contracts; negotiated all investment and financing documents; drafted residential lease; negotiated resolution of design concerns raised by location in historic district; assisted with preparation of all funding applications, and; drafted or assisted with drafting of all other required documents.

2. Describe the project's impact on its community. Please be as specific as possible.

This project will provide high quality housing and services to formerly homeless, very low-income individuals. It has been very difficult to find a site for such housing in Philadelphia due to significant community opposition. Prior to the development of this site, several such projects were unable to find an acceptable site. The central location of center city Philadelphia is City Hall. This project is located within 200 yards of City Hall. A high percentage of Philadelphia's homeless population can be found in center city Philadelphia thus this is as good a site for such housing as can be imagined. In addition, the centrality of the site will provide residents with access to thousands of entry level employment opportunities, the full range of social services and transportation to the rest of the city and region. PH and BP also negotiated cooperative relationships with the neighboring business - Macy's, Loews and others which have expressed a willingness to provide job opportunities to residents of this project. In addition the design of the project provides its own positive impact on the community. It is LEED certified and contains a green roof so the project has minimized its impact on the environment. In addition the project exterior design fits seamlessly within its surroundings and thus is viewed positively by its neighbors. This project will help solve the homeless problem in central Philadelphia while also positively impacting its neighborhood.

PROFESSIONAL CONSULTANT PERSPECTIVE (CONT'D)

3. How might this project be instructive to others in your profession?

We believe the structure of the ground lease payment as a capitalized up-front payment, which enabled those funds to also be used to pay for the construction of the non-residential space was somewhat unique and can be replicated. We also believe that structuring the general partner entities as non-profit stock corporations so that stock sales could be used to funnel money from funders through those entities and into the partnership and thus avoid the residual value constraints imposed by the investor also provides a roadmap for other projects. We also structured the ground lease to require the charitable use of the subject property and this allowed us to successfully argue for full real estate tax exemption which will dramatically improve the project's operating budget. This too serves as a precedent for future projects.

4. What do you consider to be the most and least successful aspects of this project?

Most successful - The creation of high quality, LEED certified housing for the homeless directly in the center of Philadelphia.

Least successful - The high cost of developing this project on this very tight foot print.

2011
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



OTHER PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Name	Angelo G. Sgro	Title	Executive Director (2000-2010)
Organization	Bethesda Project	Telephone ()	
Address	1630 South Street	City/State/ZIP	Philadelphia, PA 19146
Fax ()		E-mail	agsgro@comcast.net

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Signature **Angelo**

Date 11/17/2010

1. What role did you play in the development of this project?

In the spring of 2004 I was approached by a parish finance council member from St. John the Evangelist Church, who was also a Bethesda Project (BP) supporter, who asked if BP might find a use in its work for a vacant building owned by St. John's and the Archdiocese of Philadelphia. My response was yes and a meeting with Father Yacobi, the pastor of St. John's was arranged. I toured the building, which was situated just east of a building housing the parish offices, and responded that BP was, indeed, interested in the building. In fact, I had no idea how we might put it to use but I knew better than to turn down an offer of a building just two blocks from City Hall in downtown Philadelphia. I next contacted Mark Schwartz, Executive Director of Regional Housing Legal Services (RHLS) and asked him to visit the site with me. Mark has spent virtually his entire professional life helping organizations like BP develop affordable housing for the poor. He is very good at it and very creative. As Mark and I stood looking up at the building, I saw a two-story structure and Mark saw a 10-story building. He immediately urged me to think big to take advantage of the wonderful, centralized location of the building, and the expertise of RHLS in thinking through financing for such a project. After consultation with the BP Board of Directors, we secured a \$25,000 grant from the Oak foundation to fund preliminary architectural drawings aimed at discerning whether an 8 to 10 story structure could be built on the site. The study was completed and it was determined that such a project was feasible but ONLY if the contiguous building housing the parish offices were taken as well. At this point, I knew that a major project was possible. I also knew that such a major undertaking was beyond the capability of Bethesda Project alone. It was then that I approached Project H.O.M.E. and asked if they would be interested in partnering with BP and the archdiocese in developing the site as affordable housing for formerly homeless persons with special needs. Project H.O.M.E. said yes and the rest is history.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

The ultimate impact of Connelly House won't be realized until the building is occupied in December 2010. Nevertheless, the development of the project has already had an impact in Philadelphia. It has been universally praised as an example of what can be accomplished when different organizations with shared values and goals come together to make something important happen. Bethesda Project, Project H.O.M.E., St. John the Evangelist Church, and the City of Philadelphia all contributed to the success of the project. Good things happen when capable organizations with good track records work together toward a common goal.

The project also demonstrated that the Not In My Back Yard (NIMBY) syndrome can be over come when organizations with proven track records for operating affordable housing approach a community with a project. Connelly house sailed through the zoning variance process without a hitch since it had garnered community support from neighboring center city institutions (Macy's, Lowes, SEPTA, Councilman DiCicco, the Center City District, East of Broad Business Association) in advance.

The project will ultimately house 79 formerly homeless men and women with special needs in an 8 floor, 65,000 square foot facility with many amenities including a green roof, roof deck, and exercise room.

This project demonstrates that with cooperation, perseverance, and creativity, quality housing for the poor can be built in the center of a great American City.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

In my view, virtually all of the compromises made during development were related either to limiting the cost of construction or to the tightness of the site. It became apparent very quickly that the financing available to us (tax credits, city and state funding, and private fund raising) would produce a maximum of \$23 million. Once that figure was established, it placed limitations on the height of the building, the number of units, the amount of common space, and the type of materials selected for construction.

As a result, the design team was constantly confronted with the need to compromise the ideal for the affordable.

I was a member of the design team and the chief representative of Bethesda Project. As such I participated in all key decisions.

4. What do you consider to be the the most and least successful aspects of this project?

The entire project hinged on the financing. Project H.O.M.E. in the person of Joan McConnon took the lead on this. Joan, in cooperation with Mark Levin of Regional Housing Legal Services, put together a plan for financing that ultimately drew federal funds in the form of tax credits, state, local and private funding in a most creative and successful way. The financing enabled the construction of a state of the art facility that will be a home for persons otherwise consigned to life on the margins of our city while at the same time serving as a model for other organizations as they endeavor to create affordable housing.

My only regret is that the site does not permit much outdoor space save for the roof deck patio and two terraces on floors two and three. On the other hand, if the site was more open it might never have been offered to us to begin with.

CONNELLY HOUSE

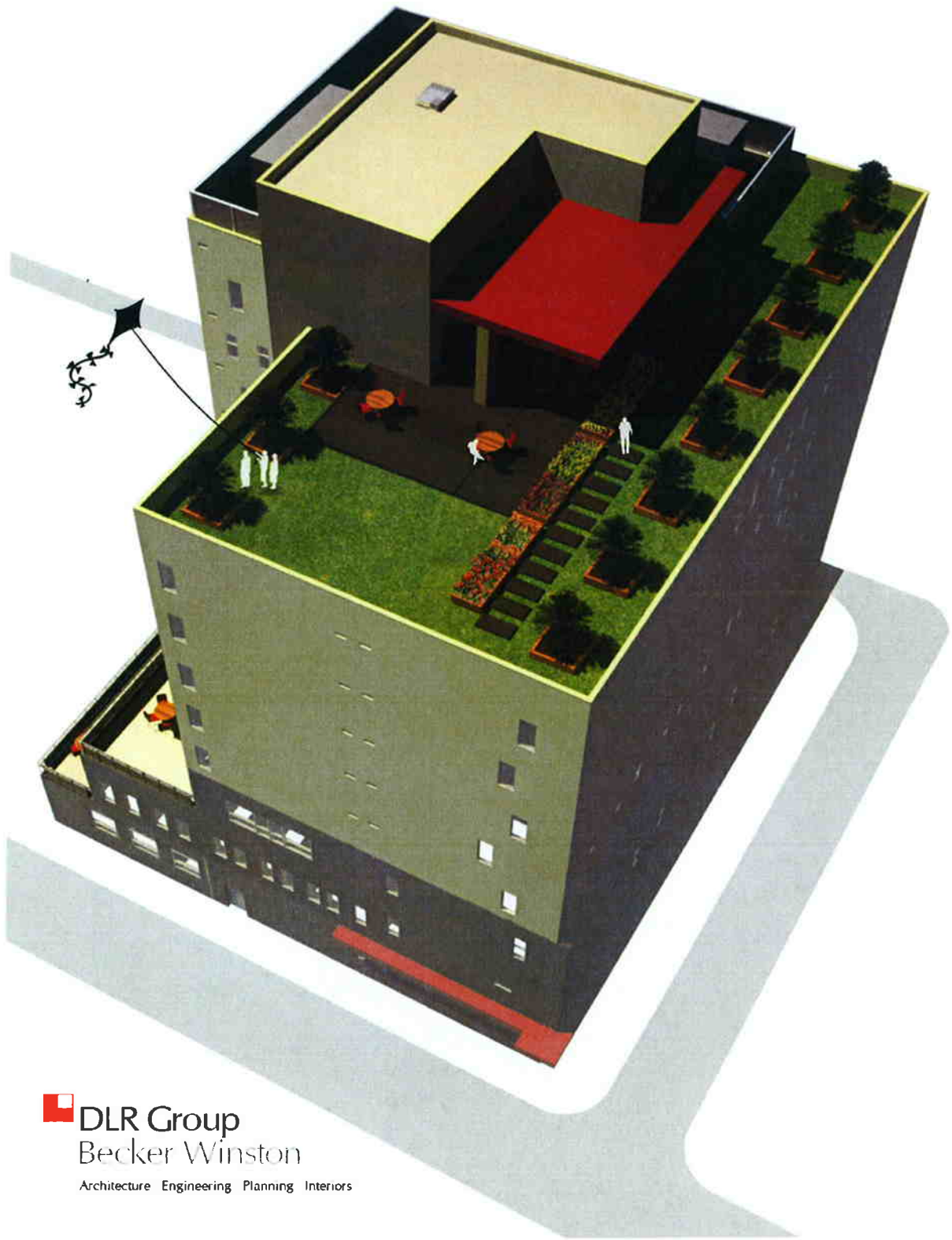
CONNELLY HOUSE
1212 LUDLOW
PHILADELPHIA, PA 19107
A PUBLIC HOUSING
COMMUNITY
PARTNERSHIP



CONNELLY HOUSE

1212 LUDLOW STREET, PHILADELPHIA, PA

PROJECT H.O.M.E. & BETHESE PROJECT



 **DLR Group**
Becker Winston
Architecture Engineering Planning Interiors



PROJECT H.O.M.E.

NONE OF US ARE HOME UNTIL ALL OF US ARE HOME



*Where the homeless find sanctuary,
compassion, and themselves.*

FOR IMMEDIATE RELEASE

Contact: Jay Devine
Rebecca Morley
(215) 568-2525

**PROJECT H.O.M.E AND BETHESDA PROJECT ANNOUNCE NEW JOINT VENTURE TO
HELP HOUSE HOMELESS COMMUNITY**

New Facility Will be a LEED-Certified Home for 79 Men and Women

PHILADELPHIA, July 8, 2009 – Today homeless advocate Jon Bon Jovi, Cardinal Justin Rigali and Brian Hudson from the Pennsylvania Housing Finance Agency, joined two of Philadelphia’s leading homeless organizations, Project H.O.M.E and Bethesda Project, to announce a unique joint venture to develop a LEED-certified, affordable housing facility in Center City, which will be named in memory and honor the legacy of John and Josephine Connelly. The two nonprofit organizations are dedicated to serving the needs of the homeless and formerly homeless Philadelphians, and are working in partnership for the first time to build a facility that will house 79 men and women.

“We are extremely proud not only of the opportunity this project provides for the homeless community, but also of the unique collaboration among organizations and neighbors that went into making this possible,” said Sister Mary Scullion, Executive Director of Project H.O.M.E. “This incredible partnership with Bethesda Project, the Archdiocese of Philadelphia, St. John the Evangelist Church, and the project’s neighbors, has allowed us to combine resources and create something that will have a tremendous impact on our community.”

“When Fr. Frank Yacobi, pastor of St. John the Evangelist Church first asked Bethesda Project if we’d be interested in using their unused parish buildings to help people who are homeless, we immediately said yes,” said Angelo Sgro, Executive Director of Bethesda Project. “When we decided to build a new building on the site, we asked Project H.O.M.E. to partner with us because of their expertise in developing this type of housing.”

The .18-acre square-shaped site is located in the center of Philadelphia’s business district at 13th and Market Streets. The eight-story building will be 63,620 square-feet and will consist of 79 single resident units. The building will also feature a multi-purpose room, a laundry room, an exercise room, multiple kitchens, offices, storage and a lobby/reception area. The building, located behind St. John the Evangelist church, is surrounded by commercial and institutional buildings, including the SEPTA building, Loews hotel, Macy’s, and the PSFS building, among many others

“This building is important because we are creating desperately needed permanent, supported housing for people with special needs in an area of the City with an abundance of social services, transportation, and social opportunities available to them,” said Angelo Sgro. “The unprecedented acceptance and enthusiasm we received from neighbors in the area further demonstrates that the Philadelphia community is committed to ending homelessness.”

-more-

New Building Announcement, Page 2/2

Another important aspect of the building is that it will be LEED-certified. Environmentally-friendly components of the building will include a green roof, highly insulated walls to improve thermal performance, a rainwater collection system for irrigation and non-potable use, high-efficiency mechanical systems and lighting, 15% of materials for the facility will be constructed using recycled content and 75% of all demolition materials will be recycled. The project team plans to register the facility for LEED Silver Certification, seeking points in all six categories: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Material and Resources, Indoor Environmental Quality, and Innovation and Design Process.

In addition to serving as a living space, the new building will also house parish offices and a community room for Project H.O.M.E and Bethesda Project programs. The two parts of the building will have separate entrances and are designed to operate independently. The residential component will have direct street access and embody many features and amenities often found in Center City apartment buildings.

“Funding and development of this project has been underway for almost five years, and with construction expected to be completed in 2010, we are thrilled to see this longtime vision become a reality,” said Sister Mary Scullion.

About Project H.O.M.E

Since 1989, Project H.O.M.E. has helped more than 8,000 people break the cycle of homelessness and poverty by providing a continuum of care that includes street outreach, supportive housing and comprehensive services that focus on health care, education and employment. The organization also works to prevent homelessness and poverty through comprehensive neighborhood revitalization in North Philadelphia. These efforts include the renovation of vacant or deteriorated houses that are then sold to first-time homebuyers; economic reinvestment along the Ridge Avenue Corridor; adult and youth education and enrichment programs at the Honickman Learning Center and Comcast Technology Labs; and community-based health care services. To learn more, visit www.projecthome.org.

About Bethesda Project

The mission of Bethesda Project is to find and care for the abandoned poor and to be family with those who have none. Since its founding in 1979, Bethesda Project staff and volunteers have helped single men and women who are homeless in Philadelphia by providing emergency shelter, transitional and permanent housing, and supportive services designed to help people leave homelessness behind and live a life of human dignity. The organization provides services at 14 sites in and around Center City. For information on how to support Bethesda Project as a volunteer or a donor, please visit www.bethesdaproject.org.

Bethesda Project
1630 South Street
Philadelphia, PA 19146
215-985-1600
www.bethesdaproject.org

St. John the Evangelist House
1211 Clover Street
Philadelphia, PA 19107

Project H.O.M.E.
1515 Fairmount Ave.
Philadelphia, PA 19130
215-232-7272
www.projecthome.org



H.O.M.E. is where they take in residents' ideas 'Green' building is next

By CHRISTINE OLLEY - Philadelphia Daily News
July 9, 2009

Homeless and struggling with bipolar disorder, Frank Bradley felt that he could trust no one. But in 2003, he got involved with Project H.O.M.E.

Most empowering, Bradley recalled, was when the nonprofit organization asked him for ideas in designing the first environmentally friendly housing facility for about 70 homeless men and women suffering from psychological or substance-abuse issues.

"It was a unique experience," Bradley said yesterday, after a ceremony announcing the groundbreaking of the facility, St. John the Evangelist House, at 13th and Market streets, in Center City.

"They wanted to make certain that some prospective residents had some input."

The building will take about 18 months to complete, and Bradley - who now lives in Project H.O.M.E. housing at 12th and Chestnut streets - hopes to move into the new facility.

Rock superstar Jon Bon Jovi, a longtime advocate for the homeless, attended the groundbreaking yesterday, joining Sister Mary Scullion, executive director of Project H.O.M.E.; and representatives from the Bethesda Project homeless organization, the Archdiocese of Philadelphia and the Pennsylvania Housing Finance Agency.

"This is an issue that I don't need a scientist or a pill to cure," Bon Jovi said.

"It takes money and determination, and I can give both, and with great people in the world like Sister Mary, I take what I have to give and utilize that."



Photo by Ed Hille, Staff Photographer

Sister Mary Scullion addresses dignitaries at the groundbreaking on July 8, including rock superstar Jon Bon Jovi, a longtime advocate for the homeless and a generous contributor.

The eight-story, 63,000-square-foot building will have 79 single-resident units, a multipurpose room, a laundry room, an exercise room, offices for both Project H.O.M.E and the Bethesda Project, kitchens, a computer lab and other amenities, according to Don Billingsley, the project manager for St. John the Evangelist House.

Environmentally friendly aspects will include highly insulated walls and a rainwater-collection system, and 20 percent of the materials used to build the house will be from recycled content, Billingsley said.

Scullion said she's learned a lot about the meaning of *home* during her many years as executive director of Project H.O.M.E.

"As we break ground for this remarkable new residence, our hope, of course, is that this will be more than just housing," Scullion said. "It will be a home."

For Bradley, whether he eventually moves into the new facility isn't of great importance.

"Project H.O.M.E has a motto: Nobody is home until all of us are home," he said. "But in my mind, because of them, I'm already home."

Construction begins on homeless shelter

By Jennifer Lin - Inquirer Staff Writer
July 9, 2009

Just a few nights ago, homeless men slept in the doorways of an empty two-story building along an alley between the Loews Hotel and St. John the Evangelist Roman Catholic Church in Center City.

But yesterday, a crane arrived to begin tearing down the old school to make way for permanent housing for homeless men and women.

Eighteen months from now, 79 people battling mental illness or addictions will move into a \$25 million, eight-story apartment building.



Photo by Ed Hille, Inquirer Staff Photographer

Five years in development, the project is a collaboration of two nonprofits that work with the homeless: the Bethesda Project and Project H.O.M.E. Dozens of private and public donors have put their money into the effort, from the city of Philadelphia to rock star Jon Bon Jovi.

More than 200 people, including Cardinal Justin Rigali, attended yesterday's unveiling of plans for the residence. It will be named after John and Josephine Connelly, founders of the Connelly Foundation, which also contributed money to the project.

Bon Jovi told those assembled in the alley behind SEPTA headquarters at 13th and Market Streets that the residence illustrated "the power of we."

"Improving the lives of Philadelphia's most vulnerable citizens improves the lives of all its citizens," said Bon Jovi, a major supporter of Project H.O.M.E. who has donated money to four of its recent housing projects.

Other supporters are the U.S. Department of Housing and Urban Development, the Pennsylvania Housing Finance Agency, and the Federal Home Loan Bank of San Francisco.

Joan Dawson McConnon, co-founder of Project H.O.M.E. with Sister Mary Scullion, called the effort "a miracle come true."

The last few years have been "like a roller coaster" in lining up financing, Scullion said. But in the end, she said, not only did the project draw the support of multiple public and private funders, but also the backing of neighbors - from the five-star Loews Hotel to Macy's at the Wanamaker Building and SEPTA.

With so little new construction east of City Hall, the conversion of the vacant building is a positive development for the neighborhood, said Rick Staub, Loews' general manager.

The Rev. Frank Yacobi, St. John's pastor, said he saw homeless men sleeping in the doorways of the old building the night before and had the same thought he had five years ago: "Can't we do better than this?"

Yacobi said that the church was not using the former school and youth center and that in 2004 it had approached Angelo Sgro, executive director of the Bethesda Project, about taking over the site. Sgro reached out to Project H.O.M.E.

The most urgent need seemed obvious to Sgro: permanent housing for the homeless.

The facility will have 24 rooms for formerly homeless men and women working with the Bethesda Project to recover from addictions, and 55 efficiency apartments for homeless people with mental illness working with Project H.O.M.E.

A majority of people living on the streets suffer from mental illness or addictions. The city estimates that 85 percent of them are dealing with one or both.

People with special needs often live on the margins of society and don't always have the ability to live independently, Sgro said. The Connelly residence will have case workers to help tenants. Rents will be subsidized with government money.

"This building is important," Sgro said, "because we are creating desperately needed permanent, supported housing for people with special needs in an area of the city with an abundance of social services, transportation, and social opportunities."

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2010 awards for design excellence

AIA Philadelphia celebrated the best in design by its member firms at Loews Philadelphia Hotel Wednesday, October 13, 2010, with the 2010 Awards for Design Excellence.

Presented in Gold, Silver, Honor, and Merit categories for completed, unbuilt, preservation, and community design projects, as well as architectural detail, the awards are given for projects in the Philadelphia area and around the world. This year's gold medal was presented to Metcalfe Architecture and Design for its "Out on a Limb" Tree Canopy Walk at the Morris Arboretum.

Hundreds of projects were submitted for consideration by AIA Philadelphia's member firms, and many others were placed on view in an exhibition in the rotunda at the Shops at Liberty Place in Center City Philadelphia. The exhibition remains on view through October 24, 2010.

In addition to the Design Awards, AIA Philadelphia presented the Young Architect Award to Karen Blanchard, AIA, LEED AP, of Wallace Roberts & Todd and the John Harbeson Award to Paul Hirshorn, AIA, professor and chair of Drexel University's architecture program.

The jury for this year's awards comprised architects from New Haven, CT, including Cesar Pelli, FAIA, of Pelli Clarke Pelli; Herbert Newman, FAIA, of Newman Architects; Hilary Sample, AIA, of MOS Architects; Lisa Gray, AIA, of Gray Organschi Architecture.

List of award winners:

GOLD, BUILT

Firm: Metcalfe Architecture & Design
Project: "Out on a Limb" Tree Canopy Walk

HONOR, BUILT

Firm: Maki and Associates / Ballinger
Project: Annenberg Public Policy Center

Firm: Atkin Olshin Schade Architects
Project: Anne D'Harnoncourt Sculpture Garden and Parking Facility

Firm: haley.donovan
Project: Pentecostal Square

MERIT, BUILT

Firm: KlingStubbins
Project: Campbell Employee Center

Firm: Qb3, LLC
Project: Split Level House

Firm: MGA Partners Architects
Project: Painting Studio and Galley

Firm: Interface Studio Architects, LLC
Project: 100K Houses

Firm: SMP Architects
Project: Sustainable Urban Science Center

HONOR, UNBUILT

Firm: Jibe Design/Schwam Architects
Project: A Modest Proposal

Firm: DIGSAU
Project: Sisters Cities Pavilion and Garden

MERIT, UNBUILT

Firm: DIGSAU
Project: Oxford Street Lamp Factory

PRESERVATION

Firm: KlingStubbins

Project: Academy of Music Ballroom Restoration

Firm: John Milner Architects

Project: Church of the Redeemer

COMMUNITY DESIGN

Firm: BWA Architecture & Planning

Project: Connelly House

DIVINE DETAIL

Firm: Michael Ryan Architects

Project: Sampan Restaurant Facade

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