# Broad & Erie Transportation and Community Development Plan

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*Prepared for:*

Philadelphia City Planning Commission

*Prepared by:*
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PCPC
Philadelphia City Planning Commission

# Acknowledgements

**City of Philadelphia**

- The Honorable Michael A. Nutter - Mayor, City of Philadelphia

**Philadelphia City Planning Commission (PCPC)**

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**Agency Partners**

- Delaware Valley Regional Planning Commission (DVRPC)

**Project Team**

- Gannett Fleming – Planning & Urban Design
- Urban Partners – Real Estate Market
- Baker & Company, LLC – Community Participation

**Advisory Committee**

- Tioga United
- Sunrise CDC
- COLT Coalition
- Zion CDC
- Nicetown CDC
- Hunting Park NAC
- HUGS CDC
- Prince Hall Masonic Lodge
- Temple University
- Commerce Department
- OHCD
- SEPTA
- DVRPC
- Local Developers
- Elected Officials

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# Section 1.0 | Introduction

**Background**

The Broad & Erie Station is the third busiest station on the Broad Street Line and 13th busiest transit stop in the SEPTA system with about 7,000 average weekday boardings. The area around the station, however, is economically distressed and does not fully take advantage of its proximity to this nexus. Recognizing the potential that transit brings to the area, the Philadelphia City Planning Commission selected the consultant team of Gannett Fleming, Urban Partners and Baker & Company to prepare a plan to revitalize the surrounding commercial districts and neighborhoods based on Transit Oriented Development (TOD) principles. The plan's objectives are to:

- Identify infrastructure improvements - streetscape, public open spaces, and transit;
- Prepare plans for key sites aimed at attracting and sustaining a competitive mix of businesses and housing;
- Develop a framework for community renewal in nearby residential areas.

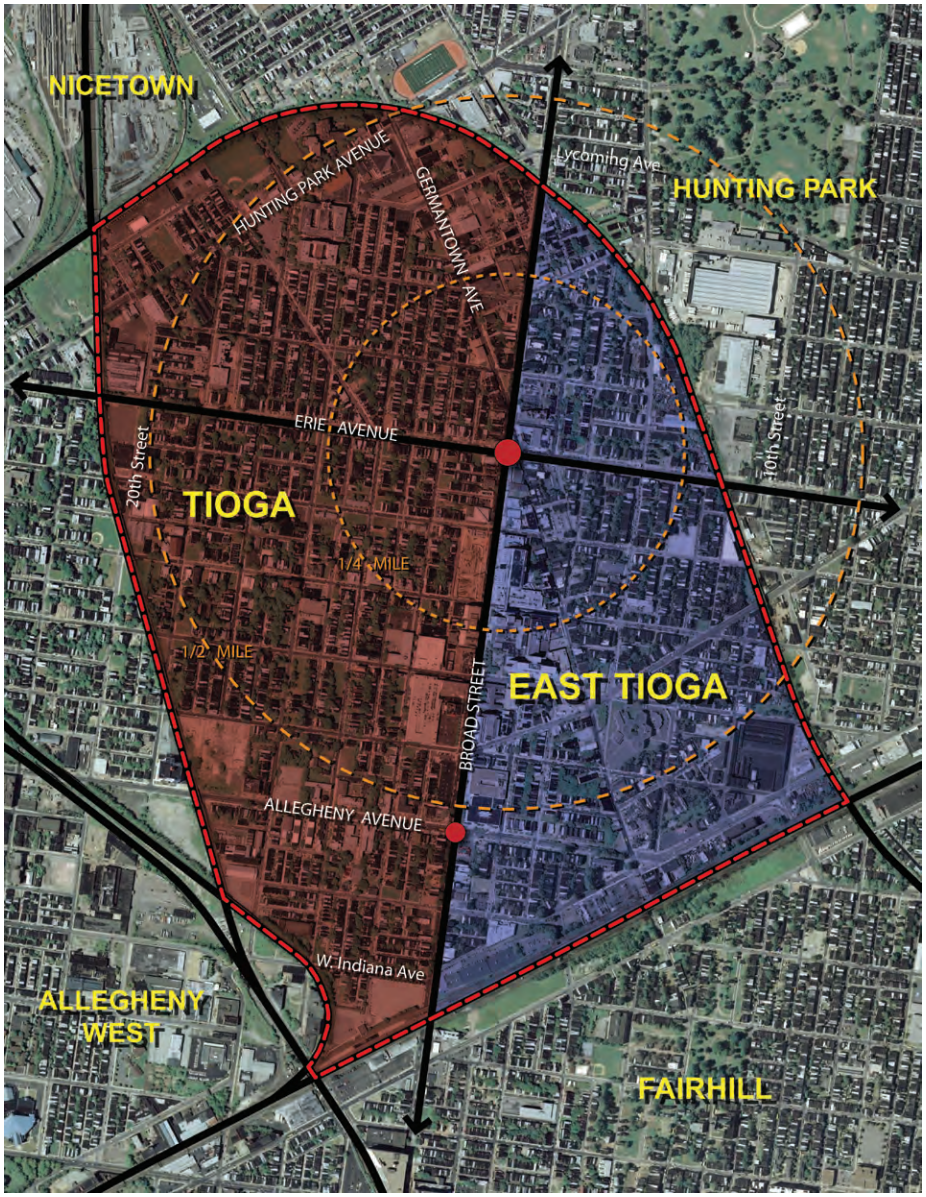
Funding for the study was provided through a Transportation and Community Development Initiative (TCDI) grant from the Delaware Valley Regional Planning Commission (DVRPC). The TCDI program seeks to: reverse the trends of disinvestment and decline in the region's cities and first generation suburbs by building upon transportation resources to improve the climate for redevelopment in communities; enhance community character; and improve the overall quality of life for residents.

## Study Area

Located in North Philadelphia, the Broad & Erie study area is bounded by: the Conrail tracks on the north and east; the SEPTA Main Line tracks on the west; and the Amtrak Northeast Corridor tracks on the south (Map 1). The general street boundaries include Hunting Park Avenue, West Indiana Avenue, 20th Street, and 10th Street. The study area contains two neighborhoods: Tioga (west of Broad Street) and East Tioga (east of Broad Street). It is served by two stations on the Broad Street Subway Line at Erie Avenue and Allegheny Avenue. Major landmarks include:

- Beury Building
- Bethune Elementary School
- Gratz High School
- Temple University Health Sciences Campus (TUHS)

The study area covers approximately 600 acres, mostly within a half-mile from the subway. This radius approximates a 10-minute walking distance, which is a typical condition of Transit Oriented Development (see page 10 for a description of TOD).




*Map 1: Broad & Erie Study Area*

*Broad & Erie Traffic Triangle and Beury Building*

*Temple University Medical Education and Research Building*

**Recent Plans & Studies**

The Broad & Erie area has been the subject of various reports over the years. These plans were reviewed by the planning team and provided important input into this report. They include:

- Tioga Community Plan: Strategies for Neighborhood Revitalization, Philadelphia City Planning Commission (2009)
- East Tioga Neighborhood Strategy, Philadelphia City Planning Commission (2007)
- Tioga Neighborhood Strategic Plan, Tioga United (2007)
- City of Philadelphia North Broad Street Pedestrian Safety Audit, Delaware Valley Regional Planning Commission (2009)
- Erie Avenue & Olney Avenue Road Safety Audit, Delaware Valley Regional Planning Commission (2008)
- North Broad Street Pedestrian Crash Study, Delaware Valley Regional Planning Commission (2008)
- Increasing Intermodal Access to Transit: Phase IV, Delaware Valley Regional Planning Commission (2007)
- North Broad Street Transportation & Access Study, Philadelphia City Planning Commission (2006)
- Contested Margins: Design Studio as Catalyst, Temple University School of Architecture, Urban Studio (2007)

Additional plans and summaries are listed in Appendix A of the report.

**Planning Process**

The Broad & Erie Transportation and Community Development Plan is the product of extensive analysis by the planning consultant team and collaboration with the Philadelphia City Planning Commission. The public process commenced in December of 2008 and concluded in July of 2009.

The consultant team met with an advisory committee over the course of the study to discuss public outreach, review preliminary findings and provide feedback about initial planning concepts. The committee included the following community organizations and other stakeholder groups:

- Tioga United
- Sunrise CDC
- COLT Coalition
- Zion CDC
- Nicetown CDC
- Hunting Park NAC
- HUGS CDC
- Prince Hall Masonic Lodge
- Temple University / Health Sciences
- Commerce Department
- OHCD
- SEPTA
- DVRPC
- Local Developers
- Elected Officials

These stakeholders will be critical in helping to implement the recommendations. The consultant team also conducted a public workshop and public presentation to the community to ensure that the recommendations reflected the community's vision for the area.

*Public Workshop Discussion Groups*

*Public Workshop Group Presentations*

The following meetings were held during the planning process:

- Advisory Committee Meeting #1 December 2, 2008
- Advisory Committee Meeting #2 February 2, 2009
- Public Workshop March 17, 2009
- Advisory Committee Meeting #3 May 14, 2009
- Advisory Committee Meeting #4 June 6, 2009
- Community Presentation July1, 2009
- Public Open House July 30, 2009

Planning staff also presented information at other meetings, one hosted by Councilman Darrell Clarke and the other by the COLT Coalition. The team also discussed preliminary recommendations with staff from the Philadelphia Streets Department, Free Library of Philadelphia, Philadelphia School District, Temple University, Temple University Health System, local housing developers, several property and business owners, and the owners of significant buildings including the Beury Building and former nurse's dorm in Tioga.

*Open House - July 30, 2009*

*Open House - July 30, 2009*

**What is Transit Oriented Development?**

Transit Oriented Development (TOD) is a mixed-use community around a transit stop that contains residential, retail, office, open space, and public uses in a way that makes it convenient to travel on foot or by public transportation instead of by car. Uses, such as residential and retail, can be mixed in the same building or across several properties. TOD typically focuses on the area within one-quarter to one-half mile around a transit stop, which is considered a comfortable walking distance for most people.

*Bethesda Row (Bethesda, MD)*

*69th Street Station (Upper Darby, PA)*

*Avenue North (Philadelphia, PA)*

| Table 1. Total Population Change | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1990 | 11,393 | 6,732 | 18,125 | 1,585,577 |
| Percent | 62.9% | 37.1% | 100.0% | |
| Census 2000 | 10,840 | 5,827 | 16,667 | 1,517,550 |
| Percent | 65.0% | 35.0% | 100.0% | |
| Net Change 1990-2000 | -553 | -905 | -1,458 | -68,027 |
| Percent Change 1990-2000 | -5.1% | -15.5% | -8.7% | -4.5% |

U.S. Census Bureau

| Table 2. Population by Race | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Black | | | | |
| Census 1990 | 11,037 | 5,220 | 16,257 | 631,936 |
| Percent | 96.9% | 78.1% | 89.9% | |
| Census 2000 | 10,403 | 4,535 | 14,938 | 655,824 |
| Percent | 96.0% | 76.8% | 89.2% | |
| Net Change 1990-2000 | -634 | -685 | -1,319 | 23,888 |
| Percent Change 1990-2000 | -5.7% | -13.1% | -8.1% | 3.8% |
| Hispanic | | | | |
| Census 1990 | 133 | 674 | 807 | 89,193 |
| Percent | 1.2% | 10.1% | 4.5% | |
| Census 2000 | 193 | 724 | 917 | 128,928 |
| Percent | 1.8% | 12.3% | 5.5% | |
| Net Change 1990-2000 | 60 | 50 | 110 | 39,735 |
| Percent Change 1990-2000 | 45.1% | 7.4% | 13.6% | 44.5% |
| White | | | | |
| Census 1990 | 167 | 626 | 793 | 848,586 |
| Percent | 1.5% | 9.4% | 4.4% | |
| Census 2000 | 134 | 569 | 703 | 683,267 |
| Percent | 1.2% | 9.6% | 4.2% | |
| Net Change 1990-2000 | -33 | -57 | -90 | -165,319 |
| Percent Change 1990-2000 | -19.8% | -9.1% | -12.8% | -19.5% |
| Asian | | | | |
| Census 1990 | 19 | 201 | 220 | 42,156 |
| Percent | 0.2% | 3.0% | 1.2% | |
| Census 2000 | 28 | 162 | 190 | 67,654 |
| Percent | 0.3% | 2.7% | 1.1% | |
| Net Change 1990-2000 | 9 | -39 | -30 | 25,498 |
| Percent Change 1990-2000 | 47.4% | -19.4% | -15.8% | 60.5% |
| Total | | | | |
| Census 1990 | 11,393 | 6,684 | 18,077 | 1,585,577 |
| Census 2000 | 10,840 | 5,908 | 16,748 | 1,517,550 |
| Net Change 1990-2000 | -553 | -776 | -1,329 | -68,027 |
| Percent Change 1990-2000 | -4.85% | -11.61% | -7.9% | -4.3% |

U.S. Census Bureau

| Table 3. Housing Units | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1990 - Total Housing Units | 6,987 | 3,485 | 10,472 | 674,899 |
| Percent Study Area | 66.7% | 33.3% | 100.0% | |
| Census 2000 - Total Housing Units | 6,818 | 3,293 | 10,111 | 661,958 |
| Percent Study Area | 67.4% | 32.6% | 100.0% | |
| Net Change 1990-2000 | -169 | -192 | -361 | -12,941 |
| Percent Change 1990-2000 | -2.4% | -5.5% | -3.4% | -1.9% |

U.S. Census Bureau

## Background Demographics[1]

### *Population*

The Broad & Erie study area, consisting of Tioga and East Tioga, is located in a declining portion of North Philadelphia. Census data from 1990 and 2000 indicates that population has decreased by almost nine percent (**Table 1**). East Tioga lost a higher percentage than Tioga (15 percent versus five percent). By comparison, Philadelphia's population decreased by four percent.

The racial composition of the area has also changed (**Table 2**). The black population decreased by approximately eight percent, the white population decreased by almost 13 percent, and the Asian population by almost 16 percent. The Hispanic population, however, increased by 13 percent.

### *Housing*

During the 1990s, the study area experienced a loss in housing units, both vacant and occupied. Ownership generally declined, while rentals increased. This mirrors citywide trends.

[1] Due to the limitations and timing of Census data, the demographic analysis compares data between 1990 and 2000 at the block group-level. This does not coincide exactly with study area boundaries. Therefore, the data captures a small percentage of residents outside the study area, but provides a good standard for measuring and comparing demographic trends.

Occupied housing decreased by about four percent in each neighborhood and two percent citywide. Vacant housing units decreased in the study area by less than two percent. However, Tioga saw an increase in vacant units of five percent, while East Tioga had a decrease of 11 percent.

Owner-occupied housing dropped by 11 percent in Tioga and over nine percent in the study area. This is consistent with the citywide trend. At the same time, Tioga, the study area, and Philadelphia each experienced an increase in renter-occupied housing (**Table 7**). Both Tioga and Philadelphia increased their renter-occupied housing by almost five percent.

*Employment*

Both employment and unemployment figures decreased significantly in the study area between 1990 and 2000 (**Table 8**). This reduction in both the number of employed and unemployed persons over 16 is likely a combined result of worker out-migration and population loss during the '90s. During the same period, the City experienced a 10 percent loss in employed residents, but a two percent increase in unemployed residents.

| Table 4. Occupied Housing Units | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1990 | | | | |
| Occupied | 5,786 | 2,703 | 8,489 | 603,075 |
| Percent | 82.8% | 77.6% | 81.1% | 89.4% |
| Census 2000 | | | | |
| Occupied | 5,555 | 2,601 | 8,156 | 590,071 |
| Percent | 81.5% | 79.0% | 80.7% | 89.1% |
| Change 1990-2000 | | | | |
| Net | -231 | -102 | -333 | -13,004 |
| Percent | -4.0% | -3.8% | -3.9% | -2.2% |

U.S. Census Bureau

| Table 5. Vacant Housing Units | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1990 | | | | |
| Vacant | 1,201 | 782 | 1,983 | 71,824 |
| Percent | 17.2% | 22.4% | 18.9% | 10.6% |
| Census 2000 | | | | |
| Vacant | 1,263 | 692 | 1,955 | 71,887 |
| Percent | 18.5% | 21.0% | 19.3% | 10.9% |
| Change 1990-2000 | | | | |
| Net | 62 | -90 | -28 | 63 |
| Percent | 5.2% | -11.5% | -1.4% | 0.1% |

U.S. Census Bureau

| Table 6. Owner-Occupied Housing Units | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1990 | | | | |
| Owner Occupied | 3,195 | 1,521 | 4,716 | 373,601 |
| Percent | 55.2% | 56.3% | 55.6% | 61.9% |
| Census 2000 | | | | |
| Owner Occupied | 2,839 | 1,430 | 4,269 | 349,633 |
| Percent | 51.1% | 55.0% | 52.3% | 59.3% |
| Change 1990-2000 | | | | |
| Net | -356 | -91 | -447 | -23,968 |
| Percent | -11.1% | -6.0% | -9.5% | -6.4% |

U.S. Census Bureau

| Table 7. Renter-Occupied Housing Units | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1990 | | | | |
| Renter Occupied | 2,591 | 1,182 | 3,773 | 229,474 |
| Percent | 44.8% | 43.7% | 44.4% | 38.1% |
| Census 2000 | | | | |
| Renter Occupied | 2,716 | 1,171 | 3,887 | 240,438 |
| Percent | 48.9% | 45.0% | 47.7% | 40.7% |
| Change 1990-2000 | | | | |
| Net | 125 | -11 | 114 | 10,964 |
| Percent | 4.8% | -0.9% | 3.0% | 4.8% |

U.S. Census Bureau

| Table 8. Employment Status* | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1990 | | | | |
| Employed | 4,032 | 2214 | 6,246 | 651,621 |
| Unemployed | 664 | 496 | 1,160 | 70,000 |
| Census 2000 | | | | |
| Employed | 3,488 | 1,368 | 4,856 | 584,957 |
| Unemployed | 560 | 357 | 917 | 71,582 |
| Net Change 1990-2000 | | | | |
| Employed | -544 | -846 | -1,390 | -66,664 |
| Unemployed | -104 | -139 | -243 | 1,582 |
| Percent Change 1990-2000 | | | | |
| Employed | -13.5% | -38.2% | -22.3% | -10.2% |
| Unemployed | -15.7% | -28.0% | -20.9% | 2.3% |
| * Persons 16 years and older in labor force | | | | |

U.S. Census Bureau

| Table 9. Educational Attainment* | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1990 | | | | |
| Less than 9th grade | 904 | 647 | 1,551 | 115,711 |
| 9th to 12th grade, no diploma | 2251 | 1102 | 3,353 | 250,002 |
| High school graduate | 2480 | 1484 | 3,964 | 337,638 |
| Some college, no degree | 719 | 438 | 1,157 | 126,485 |
| Associate degree | 314 | 79 | 393 | 38,970 |
| Bachelor's degree | 359 | 222 | 581 | 91,309 |
| Graduate or professional degree | 265 | 125 | 390 | 64,718 |
| Census 2000 | | | | |
| Less than 9th grade | 591 | 399 | 990 | 72,617 |
| 9th to 12th grade, no diploma | 2130 | 1156 | 3,286 | 205,473 |
| High school graduate | 2091 | 1358 | 3,449 | 322,059 |
| Some college, no degree | 1163 | 434 | 1,597 | 150,413 |
| Associate degree | 312 | 73 | 385 | 42,994 |
| Bachelor's degree | 425 | 87 | 512 | 99,936 |
| Graduate or professional degree | 127 | 7 | 134 | 72,705 |
| Net Change 1990-2000 | | | | |
| Less than 9th grade | -313 | -248 | -561 | -43,094 |
| 9th to 12th grade, no diploma | -121 | 54 | -67 | -44,529 |
| High school graduate | -389 | -126 | -515 | -15,579 |
| Some college, no degree | 444 | -4 | 440 | 23,928 |
| Associate degree | -2 | -6 | -8 | 4,024 |
| Bachelor's degree | 66 | -135 | -69 | 8,627 |
| Graduate or professional degree | -138 | -118 | -256 | 7,987 |
| Percent Change 1990-2000 | | | | |
| Less than 9th grade | -34.6% | -38.3% | -36.2% | -37.2% |
| 9th to 12th grade, no diploma | -5.4% | 4.9% | -2.0% | -17.8% |
| High school graduate | -15.7% | -8.5% | -13.0% | -4.6% |
| Some college, no degree | 61.8% | -0.9% | 38.0% | 18.9% |
| Associate degree | -0.6% | -7.6% | -2.0% | 10.3% |
| Bachelor's degree | 18.4% | -60.8% | -11.9% | 9.4% |
| Graduate or professional degree | -52.1% | -94.4% | -65.6% | 12.3% |

U.S. Census Bureau

| Table 10. Per Capita Income | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1989 | $8,041 | $6,776 | $7,562 | $12,091 |
| Census 1999 | $14,198 | $10,345 | $12,782 | $16,509 |
| Net Change 1989-1999 | 6,157 | 3,569 | 5,220 | 4,418 |
| Percent Change 1989-1999 | 76.6% | 52.7% | 69.0% | 36.5% |

U.S. Census Bureau

| Table 11. Poverty Status* | | | | |
|---|---|---|---|---|
| | Tioga | East Tioga | Study Area | Philadelphia |
| Census 1989 | | | | |
| Above Poverty Level | 8,068 | 4,071 | 12,139 | 1,232,421 |
| Percent | 71% | 65% | 69% | 80% |
| Below Poverty Level | 3,232 | 2,238 | 5,470 | 313,374 |
| Percent | 28.6% | 35.5% | 31.1% | 20.3% |
| Census 1999 | | | | |
| Above Poverty Level | 6,752 | 1,851 | 8,603 | 1,132,227 |
| Percent | 67.1% | 34.7% | 55.8% | 77.1% |
| Below Poverty Level | 3,315 | 3,490 | 6,805 | 336,177 |
| Percent | 32.9% | 65.3% | 44.2% | 22.9% |
| Net Change 1989-1999 | | | | |
| Above Poverty Level | -1,316 | -2,220 | -3,536 | -100,194 |
| Below Poverty Level | 83 | 1,252 | 1,335 | 22,803 |
| Percent Change 1989-1999 | | | | |
| Above Poverty Level | -16.3% | -54.5% | -29.1% | -8.1% |
| Below Poverty Level | 2.6% | 55.9% | 24.4% | 7.3% |

U.S. Census Bureau

### *Education*

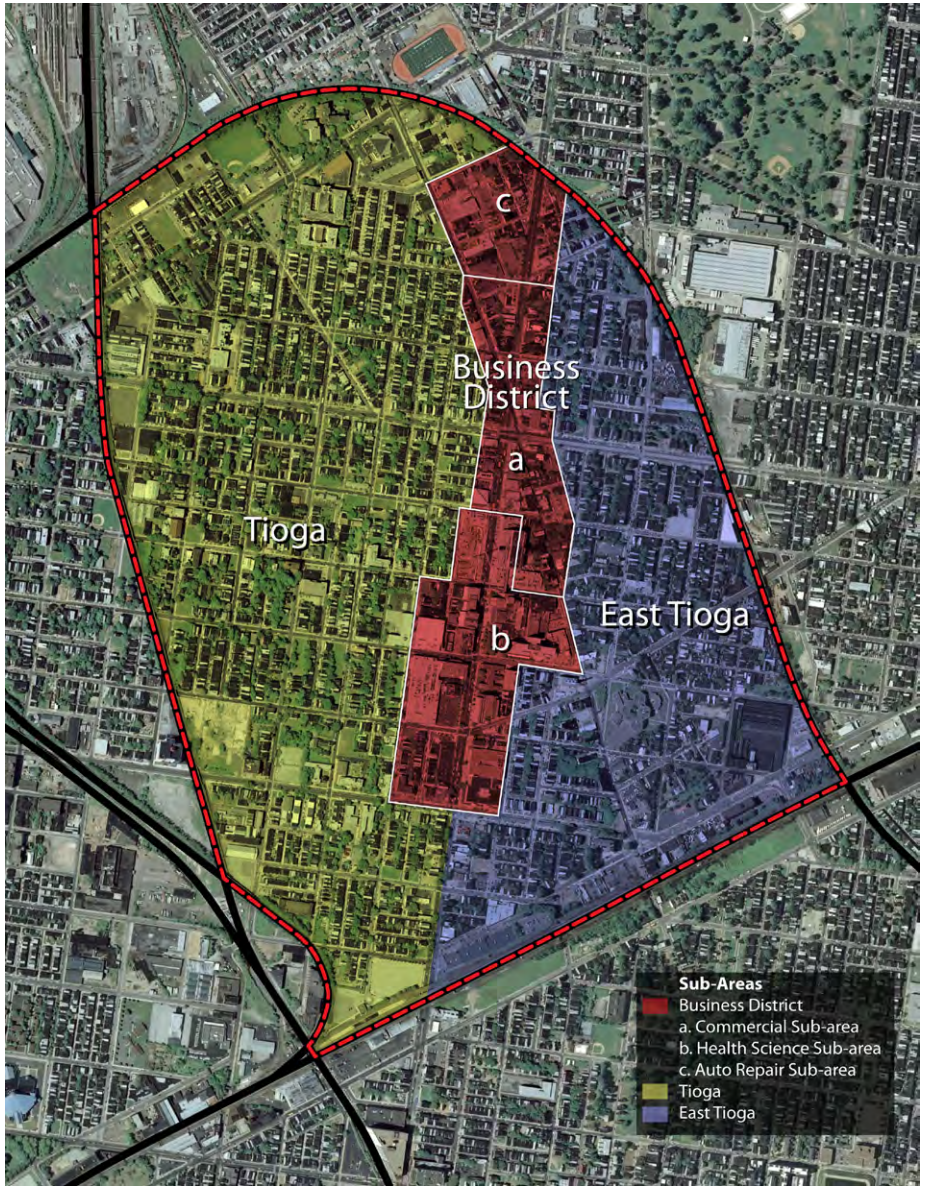
Despite population loss during the 1990's, the population became better educated. As shown in the table, the number of residents 25 years and over who did not finish 9th grade decreased significantly by almost 36%. There was also an increase in persons with associate degrees or some college education. However, not all of the indicators are positive and significant challenges remain.

### *Income*

Per capita income rose in the 1990s (**Table 10**). East Tioga experienced more than a 50 percent increase in per capita income, while Tioga's income rose by more than 75 percent. This far outpaced the City's increase of 37 percent. This does not take into account a 34 percent increase in inflation.

### *Poverty*

By 2000, one-third of the study area population was below poverty level. This compares to 23 percent citywide (**Table 11**).




*Map 2: Planning Sub-areas*

**Planning Areas**

Based on a grouping of similar uses, three unique districts (Map 2) have been defined in the Study Area. These districts are:

- Business District
- Tioga Neighborhood
- East Tioga Neighborhood

*Business District*

The Business District contains the major commercial and institutional uses in the study area, which are primarily located along Broad Street and Germantown Avenue. The district can be broken down into three sub-districts based on the clustering of similar services and uses. These sub-districts are the Commercial (a), Health Science (b) and Auto Services (c).

The Commercial Sub-District is generally located along Broad Street, north of Venango Street, and Germantown Avenue between Rising Sun Avenue and Pike Street. Most of the buildings were built in the early 1900's. The buildings area generally two to three stories tall with the exception of the Beury Building. which dominates the skyline at 14 stories. Constructed in 1926 in an Art-Deco style for the National Bank of North Philadelphia, the Beury Building is listed on the National Register. The building, however, has been vacant for nearly 20 years and in deteriorating condition.

The Health Science Sub-District contains the institutional properties along Broad Street between Allegheny Avenue and Venango Street, which mainly comprises the Temple University Health Science Campus, Shriner's Hospital for Children and related properties such as parking garages and offices. These buildings are 5 to10 stories tall and span entire blocks. The buildings, however, have few entrances

on the street, creating stretches of inactive facades which do not provide activity along the street. The back of the buildings provide no activity on Germantown Avenue. The area also includes a pocket of row houses near of the intersection of Rising Sun Avenue and 13th Street, which are occupied by graduate and professional students.

The Auto Repair Sub-District is located along Broad Street north of Butler Street. The area has a concentration of auto repair shops and related services, including an auto supply store and car rental facility. The area has poorly maintained facades, chain link fences and haphazardly parked cars that make it look neglected.

*Tioga*

The Tioga section of the study area stretches west of Broad Street to the SEPTA Main Line / 20th Street. The blocks around Gratz High School consist of mainly two-story row homes and are generally stable with few vacant lots and buildings. The area south of Erie Avenue, however, has a high percentage of vacant parcels that were cleared as part of the Neighborhood Transformation Initiative, particularly along 17th Street between Westmoreland Street and Tioga Street. Three story row houses make up the majority of the housing stock in this section.

*East Tioga*

The East Tioga neighborhood runs from Broad Street to the Conrail line on the east. The housing stock is primarily composed of small two story row homes. This section has fewer vacant lots than Tioga. The area around the Bethune School has a confusing street network and generally contains industrial and commercial uses. The small amount of housing near the school is in poor to fair condition.

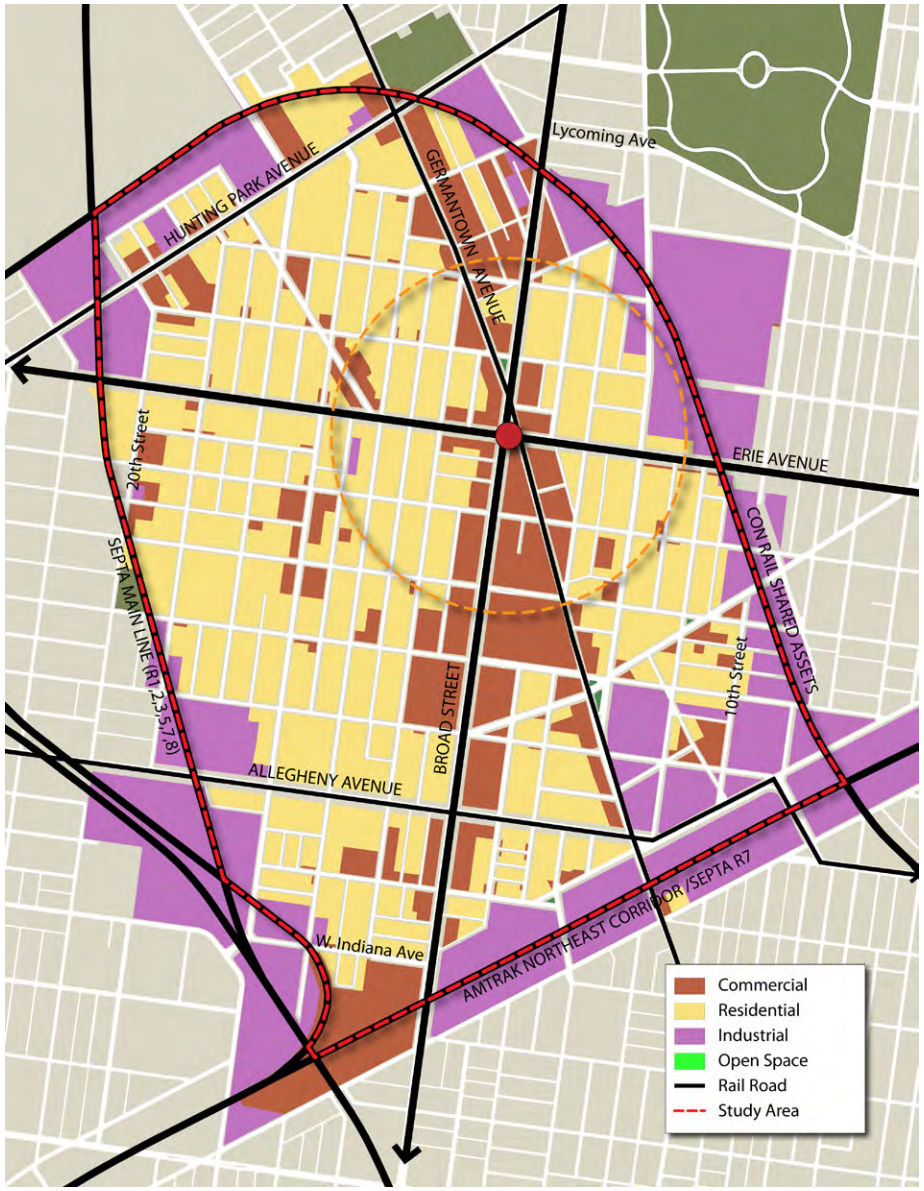
*Vacant Lots in Tioga*

*Housing Stock in East Tioga*

## Land Use

The study area encompasses approximately 600 acres and includes roughly 7,000 parcels. Predominant land uses are residential and commercial, with larger industrial parcels on the edges (Map 3). Commercial uses are primarily located along Germantown Avenue and Broad Street, while industrial uses line the rail corridors. The remaining land is mainly residential.

*Commercial Uses along Germantown Avenue*

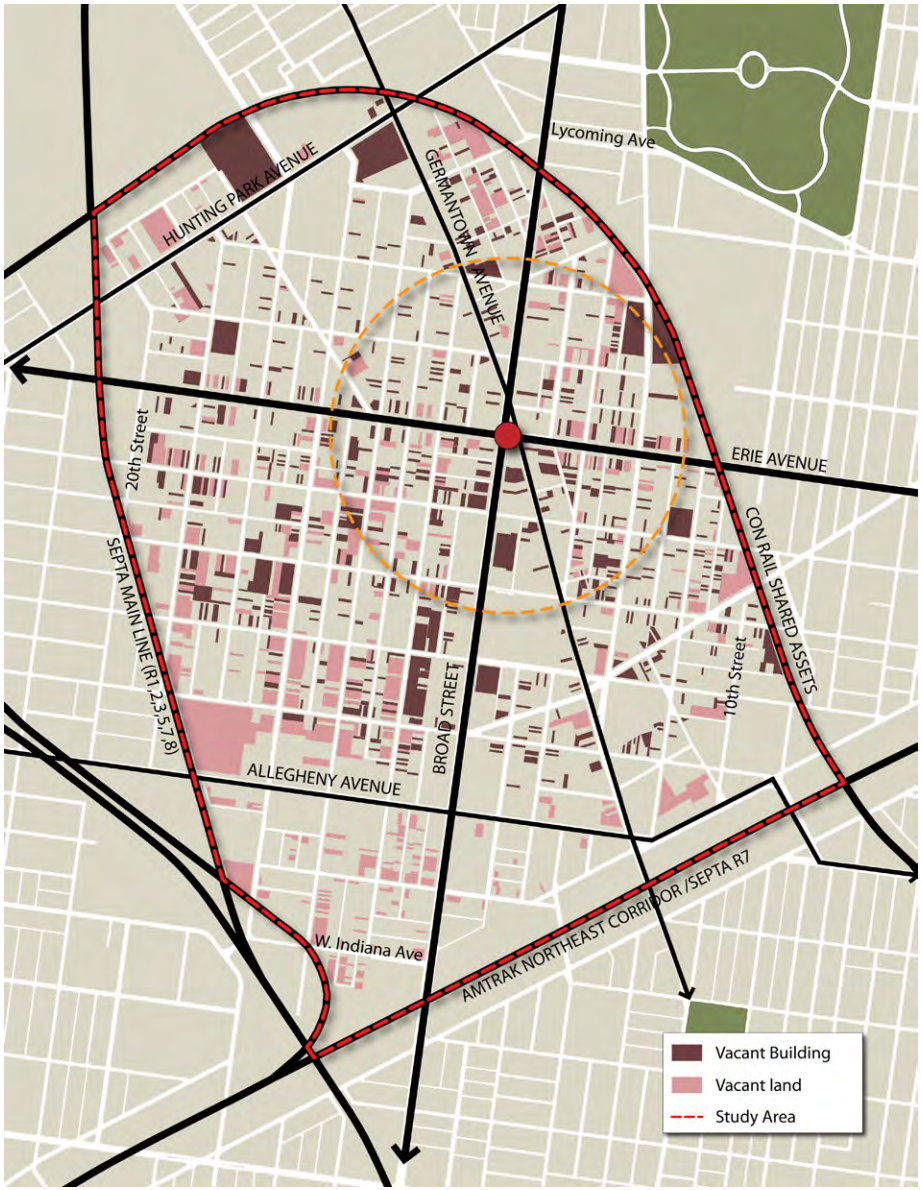



*Map 3: Generalized Land Use*

## Vacant Land & Buildings

The study area has a large number of vacant parcels and buildings (Map 4). Vacant land makes up 13 percent of the parcels, while vacant buildings occupy 11 percent of the parcels. Overall, almost a quarter of the parcels in the study area are vacant with the area between Allegheny and Erie Avenue in the Tioga section having the largest concentration of vacant land.

*Vacant Lots 17th & Ontario Streets*

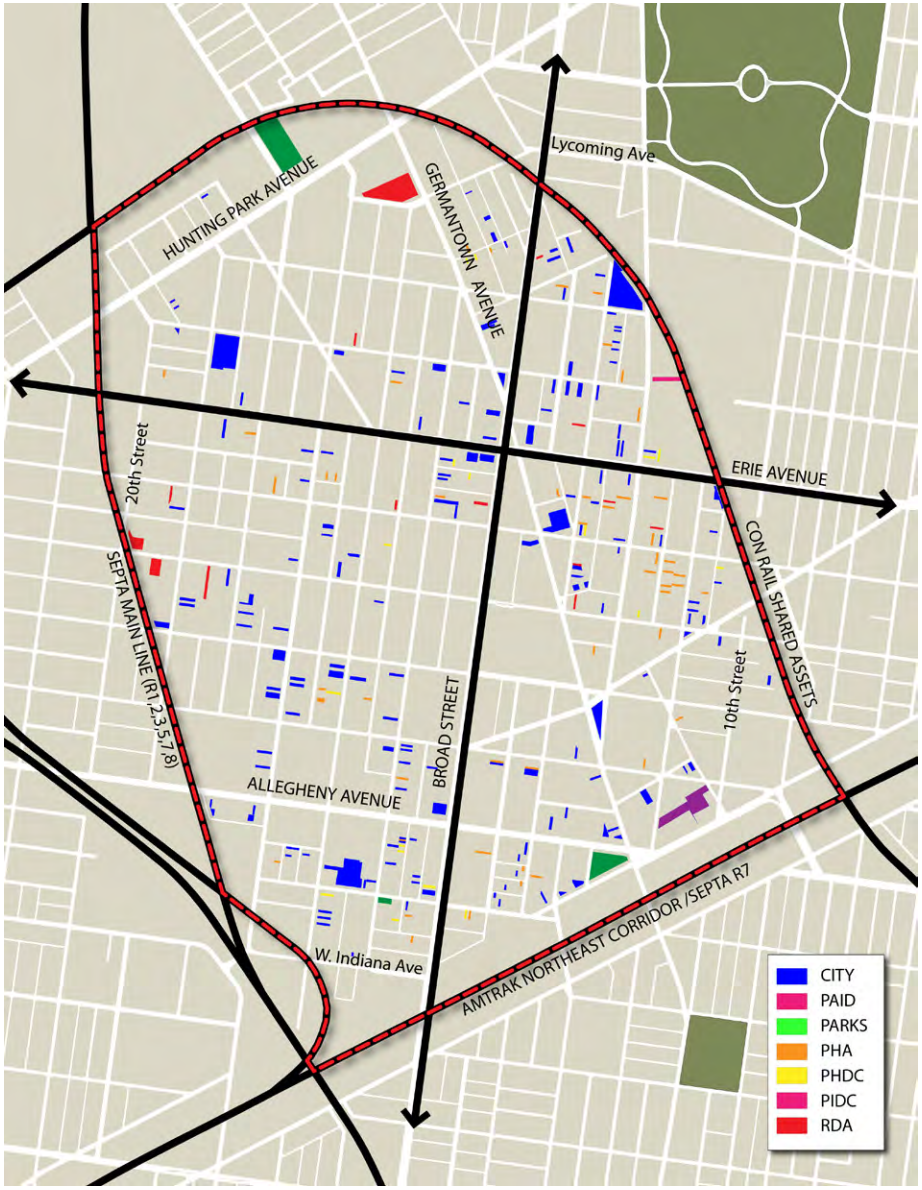



*Map 4: Vacant Land and Parcels*

*Free Library of Philadelphia, Tioga-Nicetown Branch*

### Publicly Held Land

Approximately four percent of parcels in the study area (Map 5) are publicly held, which is slightly higher that the City average. These parcels are owned by the City directly or the following City agencies: Philadelphia Authority for Industrial Development (PAID), Parks and Recreation Department (Parks), Philadelphia Housing Authority (PHA), Philadelphia Housing Development Corporation (PHDC), Philadelphia Industrial Development Corporation (PIDC), and Philadelphia Redevelopment Authority (RDA).



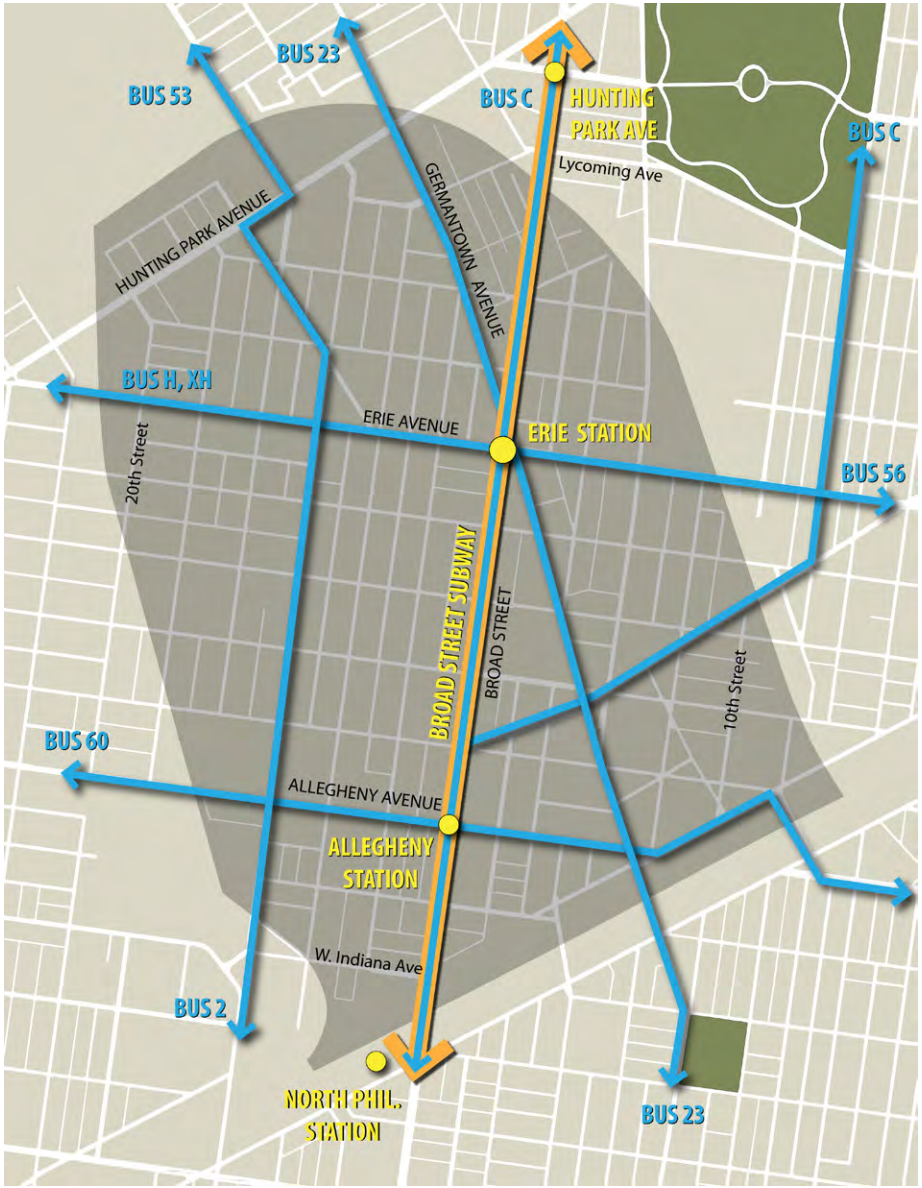

*Map 5: Publicly Held Property*

*Existing Park at 11th and Venango Streets*

**Open Space**

There are four neighborhood parks within or adjacent to the study area. These are playgrounds and playing fields, providing seven acres of open space. While most of the parks are in good condition, the park at 11th and Venango streets is asphalt with limited play equipment.

*Map 6: Existing Neighborhood Parks*




*Map 7: Transit Service*

*Subway and Bus Transfer at Broad Street and Erie Avenue*

**Transit Service**

The area is well served by local and regional transit. The Erie Station of the Broad Street subway line is the 3rd busiest subway station in the SEPTA system. The Allegheny Avenue station anchors the study's southern end. Bus routes include Route 23 along Germantown Avenue, Route C on Broad Street, and Routes 2, 53, 56, 60, H, and XH on other north-south and east-west streets. Residents continue to express interest in restoring the routes 23 and 56 trolleys. SEPTA has retained tracks and overhead wires, leaving the possibility that trolley service can be restored. The Allegheny Avenue subway station anchors the study's southern end.

### Retail Market Analysis

As of May 2009, the study area included 207 operating retail businesses in 27 different categories occupying over 415,000 square feet of store space. Broad and Erie area retailers are predominantly independent entrepreneurs, with a few national chains. Based on store sizes and standardized sales volume per square foot, the total annual sales for retail businesses are estimated at $86 million.

### Retail Demand

Consumer shopping patterns vary depending on the types of goods being purchased. For convenience goods purchased frequently, such as groceries, drugs, and prepared foods, shoppers typically make purchases at stores close to their home or place of work. For larger-ticket, rarely purchased items – such as automobiles, electronics and large appliances – shoppers may travel anywhere within the metropolitan area or beyond to obtain the right item at the right price. For apparel, household furnishings, and other shopping goods, consumers generally establish shopping patterns between these two extremes, trading at a number of shopping areas within a 30-minute commute of their homes.

Using information about the spending behavior of Philadelphia metropolitan area residents, compiled by *Sales and Marketing Management Magazine*, in 2010, the trade area's population will spend approximately $109 million on retail goods and services. Additionally, employees at Temple University Hospital and other local businesses will spend approximately $41 million on retail goods and services near their workplace[1]. Therefore, the total retail demand for the study area is estimated at about $150 million.

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[1] Based on data from Office Worker Retail Spending Patterns published by the International Council of Shopping Centers.

[2] Not all retail categories have development potential. If a significant supply of businesses already exists, such as in the convenience store, bars/lounges, hair salons, and dry cleaners categories, then no additional stores are recommended.

## Retail Opportunities

Retail potential is determined by subtracting purchases from the total demand for retail categories. At Broad & Erie there is approximately $92 million dollars in retail potential[2]. Based on these calculations, the amount of additional store space that the trade area can support is 153,000 square feet.

These retail opportunities need to take into account the portion of the trade area population and workforce assumed to regularly patronize neighborhood businesses, and the availability of existing commercial space or vacant land. While there appears to be the opportunity for a 50,000 square foot supermarket in the trade area, the planning team is not recommending this for Broad & Erie because there is simply not a big enough space at a good location. Expanding and upgrading the Cousin's supermarket at Erie Avenue and 10th Street, which is on the border of the study area, would help meet some of the demand for a supermarket in the study area.

There is also the potential for approximately 20,000 square feet of gift and novelty store space. However, based on shopping characteristics of the trade area, the planning team is suggesting half of that space, 10,000 square feet. With these adjustments, the total reasonable new retail space that Broad & Erie could hold is roughly **93,000 square feet**, or about 46 new stores. The largest categories for retail opportunities for the Broad & Erie trade area, and number of suggested stores include:

- 10 full-service restaurants totaling 20,000 SF
- Five women's clothing stores totaling 11,000 SF
- Five gift and novelty stores totaling 10,000 SF

The Plan's recommendation section describes how this retail would fit into revitalization strategies for the neighborhood as well as specific target sites for redevelopment.

**Table 12: Total Retail Demand and Development Potential - Broad & Erie Area, 2009**

| | Total Demand | Available Potential | Additional Supportable Store Space | Store Space Appropriate For Broad & Erie | Viable # of Stores |
|---|---|---|---|---|---|
| TOTAL RETAIL DEMAND ($000) | $149,428 | $92,039 | 153,000 | 93,000 | |
| COMMUNITY-SERVING GOODS & SERVICES | $79,120 | $39,629 | 77,000 | 17,000 | |
| Supermarkets, Grocery Stores | $31,307 | $25,307 | 50,000 | | |
| Convenience Stores | $7,785 | | | | |
| Meat Stores | $406 | $98 | | | |
| Fish Stores | $98 | $98 | | | |
| Fruit & Vegetables | $198 | $198 | | | |
| Bakeries $99 | | $99 | | | |
| Candy & Nuts | $123 | $123 | | | |
| Other Specialty Foods | $111 | $111 | | | |
| Liquor & Beer Distributors | $2,016 | | | | |
| Drug Stores/Pharmacies | $11,472 | $4,336 | | | |
| Cosmetics, Beauty Supplies, & Perfume | $492 | | | | |
| Health Food Supplements | $327 | $327 | 1,000 | 1,000 | 1 |
| Limited-Service Restaurants | $8,922 | | | | |
| Bars and Lounges | $1,619 | | | | |
| Dollar Stores & Other General Merchandise Stores | $1,169 | | | | |
| Jewelry Stores | $2,275 | $1,280 | 4,000 | 4,000 | 2 |
| Optical Stores | $659 | $295 | 1,000 | 1,000 | 1 |
| Newsstands $374 | | $374 | | | |
| Video Stores | $63 | $63 | | | |
| Gift, Novelty, Souvenir Stores | $5,613 | $5,613 | 20,000 | 10,000 | 4 |
| Hardware Stores | $1,613 | $869 | | | |
| Florists $670 | | $440 | 1,000 | 1,000 | 1 |
| Hair Salons | $934 | | | | |
| Laundries; Dry Cleaning | $778 | | | | |
| FULL-SERVICE RESTAURANTS | $9,282 | $6,844 | 20,000 | 20,000 | 10 |
| DEPARTMENT STORES | $11,895 | $11,895 | | | |
| Full-Service Department Stores | $3,813 | $3,813 | | | |
| Discount Department Stores | $5,004 | $5,004 | | | |
| Warehouse Clubs | $3,078 | $3,078 | | | |
| APPAREL $14,317 | | $4,660 | 17,000 | 17,000 | |
| Men's Clothing | $1,213 | $1,213 | 4,000 | 4,000 | 2 |
| Women's Clothing | $3,351 | $3,085 | 11,000 | 11,000 | 5 |
| Children's Clothing | $571 | | | | |
| Family Clothing | $5,506 | | | | |
| Clothing Accesories | $263 | $11 | | | |
| Other Clothing | $888 | $352 | 2,000 | 2,000 | 1 |
| Shoe Stores | $2,525 | | | | |
| HOME FURNISHINGS & IMPROVEMENT | $18,501 | $15,862 | 19,000 | 19,000 | |
| Furniture $1,985 | | $1,005 | 8,000 | 8,000 | 2 |
| Floor Coverings | $794 | $794 | 3,000 | 3,000 | 1 |
| Window Treatments | $44 | $44 | | | |
| Other Home Furnishings | $643 | $643 | 2,000 | 2,000 | 2 |
| Household Appliances | $488 | $488 | | | |
| Radio/TV/Electronics $1,659 | | | | | |
| Home Centers | $6,118 | $6,118 | | | |
| Paint & Wallpaper Stores | $940 | $940 | 3,000 | 3,000 | 1 |
| Retail Lumber Yards | $4,961 | $4,961 | | | |
| Nursery & Garden Centers | $641 | $641 | 3,000 | 3,000 | 1 |
| Antique Stores | $226 | $226 | | | |
| OTHER SPECIALTY GOODS | $11,344 | $10,954 | 16,000 | 16,000 | |
| Luggage & Leatherwork | $182 | $182 | | | |
| Computer & Software Stores | $1,240 | $1,240 | 4,000 | 4,000 | 2 |
| Camera, Photo Supply | $114 | $114 | | | |
| General-Line Sporting Goods | $1,176 | $1,176 | | | |
| Specialty Sporting Goods | $1,358 | $1,358 | 5,000 | 5,000 | 3 |
| Toys & Hobbies | $1,817 | $1,817 | 5,000 | 5,000 | 3 |
| Sewing, Needlework | $403 | $13 | | | |
| Music Stores | $482 | $482 | 2,000 | 2,000 | 1 |
| Book Stores | $1,564 | $1,564 | | | |
| Record/CD/Tape Stores | $845 | $845 | | | |
| Office Supply/Stationers | $2,162 | $2,162 | | | |
| Art Dealers | $357 | $357 | 1,000 | 1,000 | 1 |
| Collectors' Items & Supplies | $156 | $156 | | | |
| OTHER RETAIL STORES | $4,970 | $2,195 | 4,000 | 4,000 | |
| Auto Parts & Accessories Stores | $2,607 | | | | |
| Pet Supply Stores | $514 | $514 | 2,000 | 2,000 | 1 |
| Tobacco Stores | $287 | $287 | | | |

## Housing Market

The planning team examined the area's housing market. The median sales price for owner-occupied housing was calculated for a period between October 2005 and September 2008. During that time, 118 home sales occurred in the neighborhoods, recorded by the City. This figure describes the number of addresses where a sale took place, but it includes only the latest sale per address and does not count any multiple sales of the same address. The median sales price within the whole study area during the three years was $63,250. The median sales price was $64,700 in Tioga and $59,950 in East Tioga.

Sales information shows a clear ownership pattern for houses of different sizes. In both neighborhoods, units under 1,000 square feet appear to be more desirable to owner-occupants, with over half of the sales going to these buyers. In fact, three-quarters of the homes sold in East Tioga from 2005-2008 were purchased by owner-occupants. These homes tend to be most popular among singles, couples, and small families. Homebuyers also show a preference for mid-size 1,000 to 2,000 square foot homes. In both Tioga and East Tioga, just under two-thirds of these units were purchased by owner-occupants. The larger 2,000 square foot and above homes appear to be most attractive to investors, who bought just under two-thirds of these units. Often these properties are too large for a homeowner to manage so investors buy them to operate as multi-unit dwellings.