



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

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

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- Delaware Valley Regional Planning Commission (DVRPC)

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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.

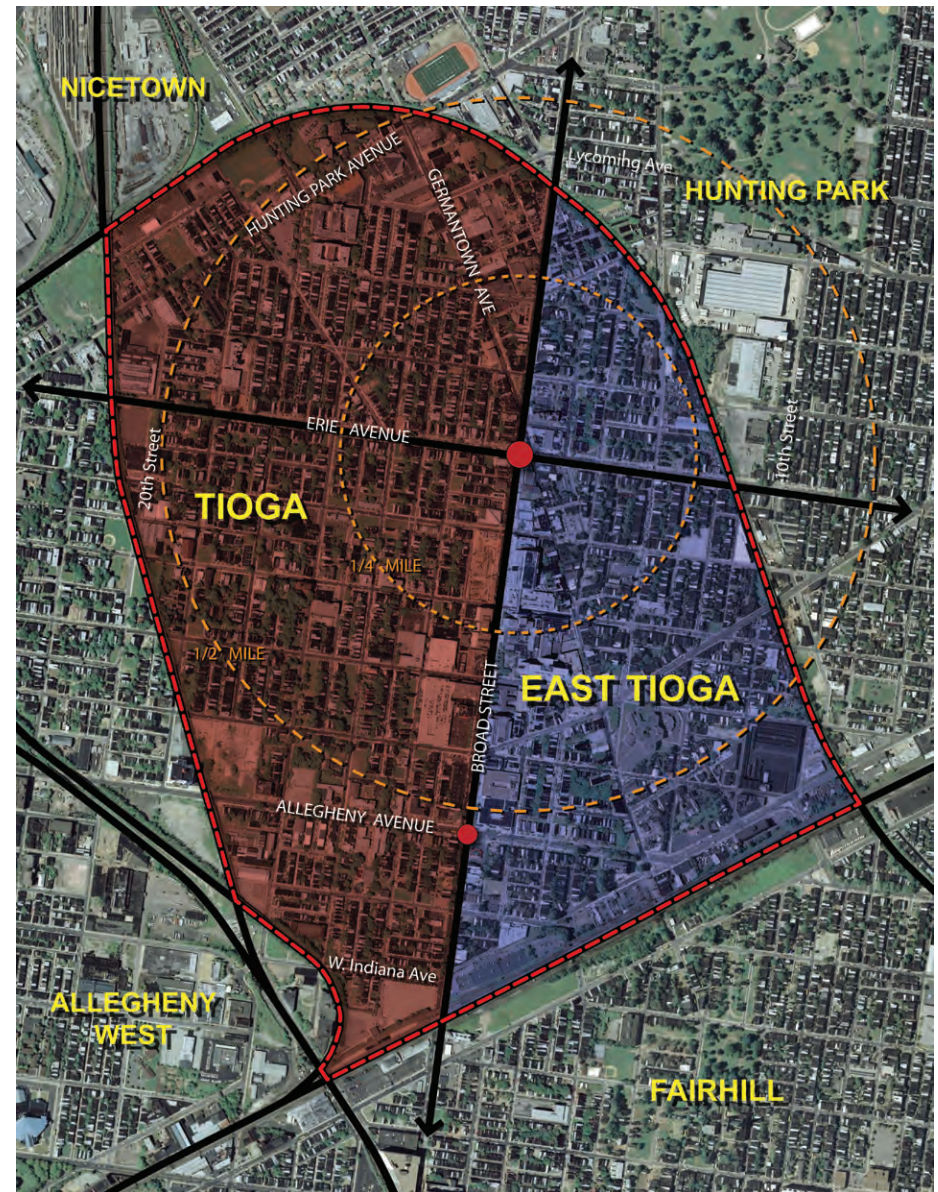
Funding for the study was provided through a Transportation and Community Development Initiative (TCDI) grant from the Delaware Valley Regional Planning Commission (DVRPC). The TCDI program seeks to: reverse the trends of disinvestment and decline in the region's cities and first generation suburbs by 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 July 1, 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)

Section 2.0 | Existing Conditions Analysis

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 Demographics¹

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	2,214	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

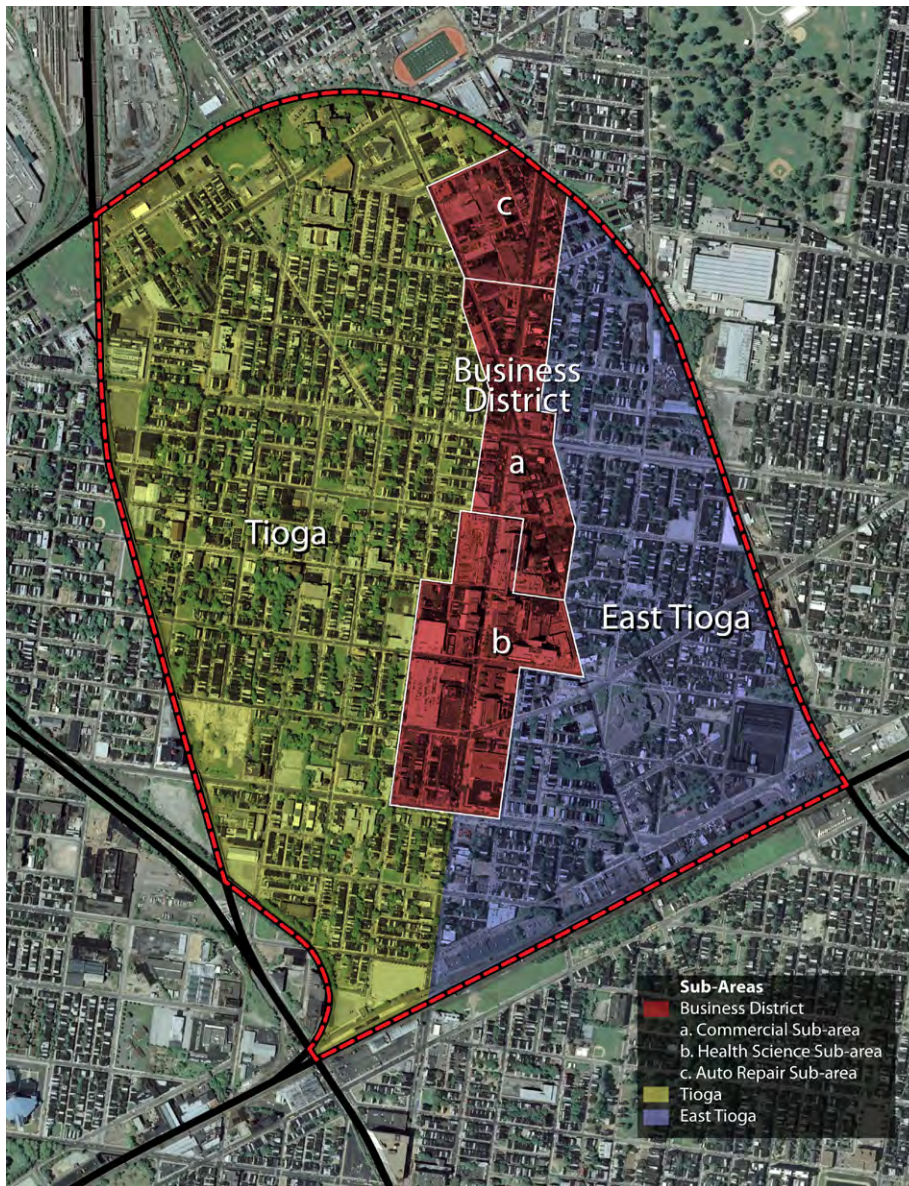
Despite population loss during the 1990's, the population became better educated. As shown in the table, the number of residents 25 years and over who did not finish 9th grade decreased significantly by almost 36%. There was also an increase in persons with associate degrees or some college education. 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 are 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 is 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 to 10 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



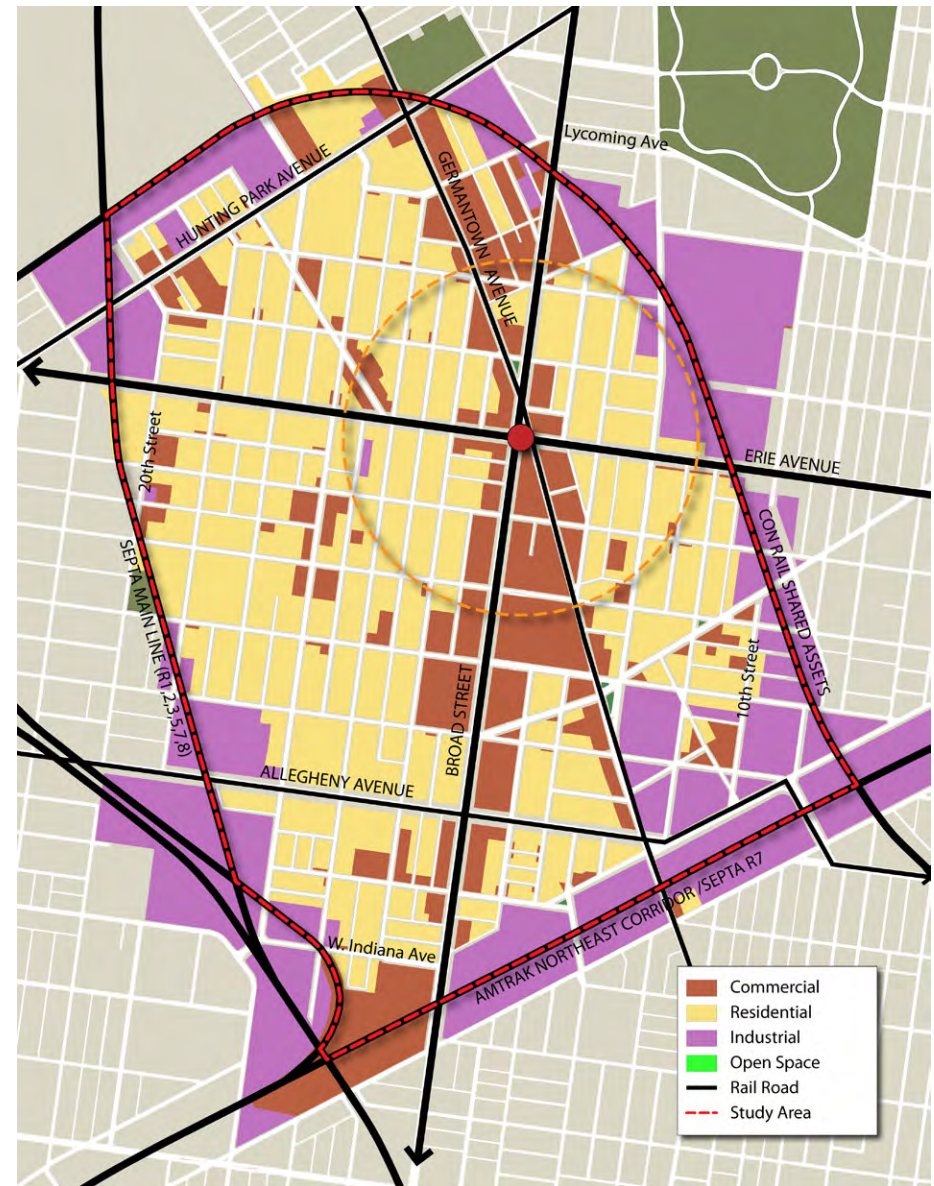
Housing Stock in East Tioga

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



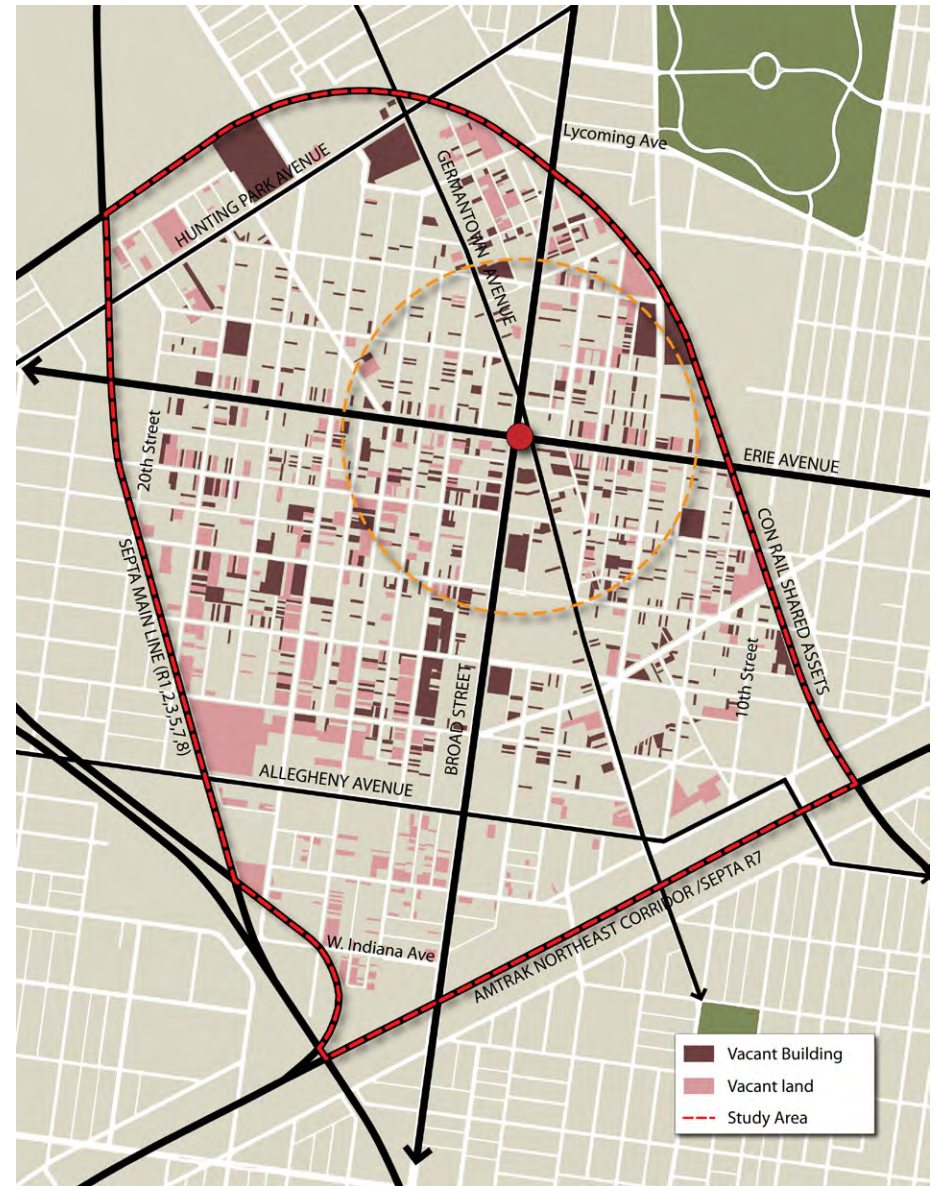
Map 3: Generalized Land Use

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



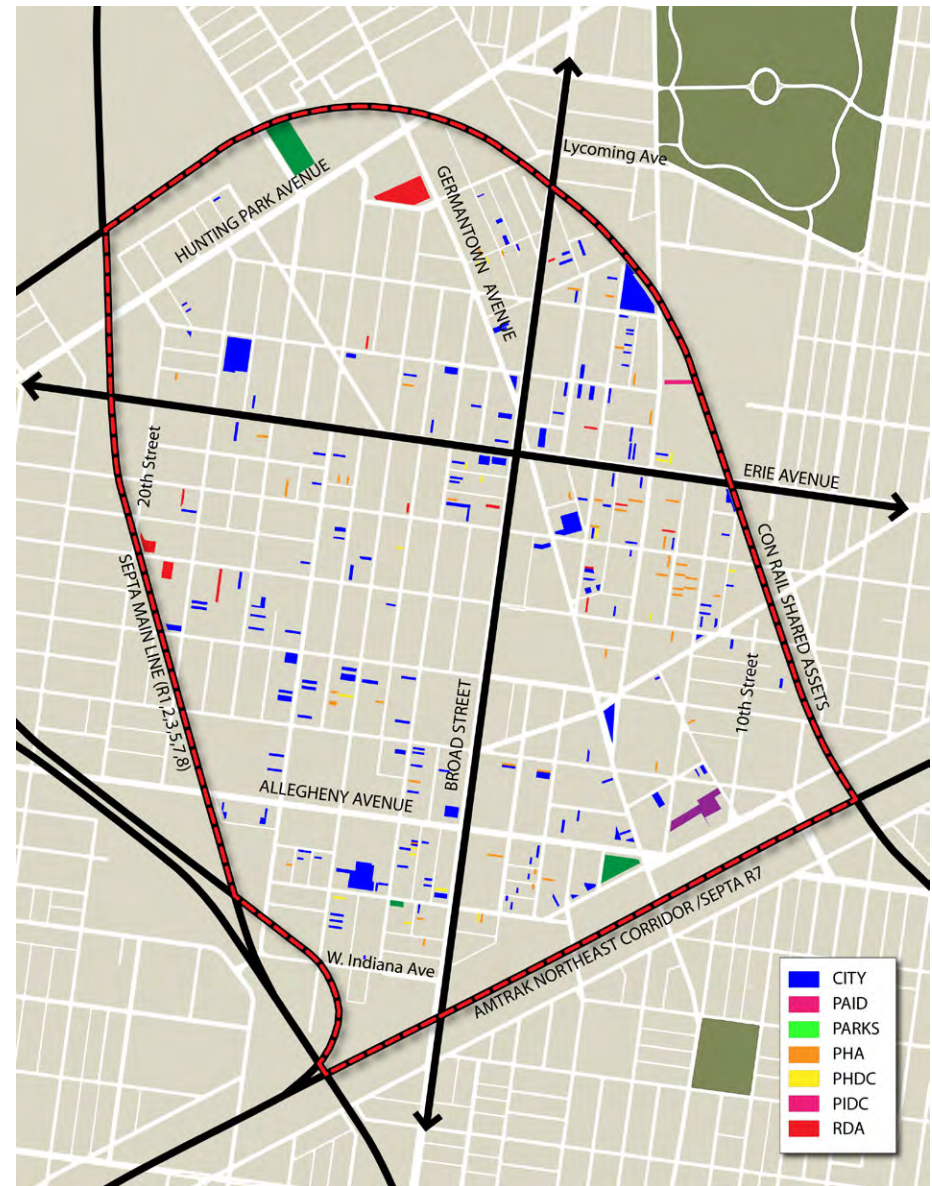
Map 4: Vacant Land and Parcels



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 than 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



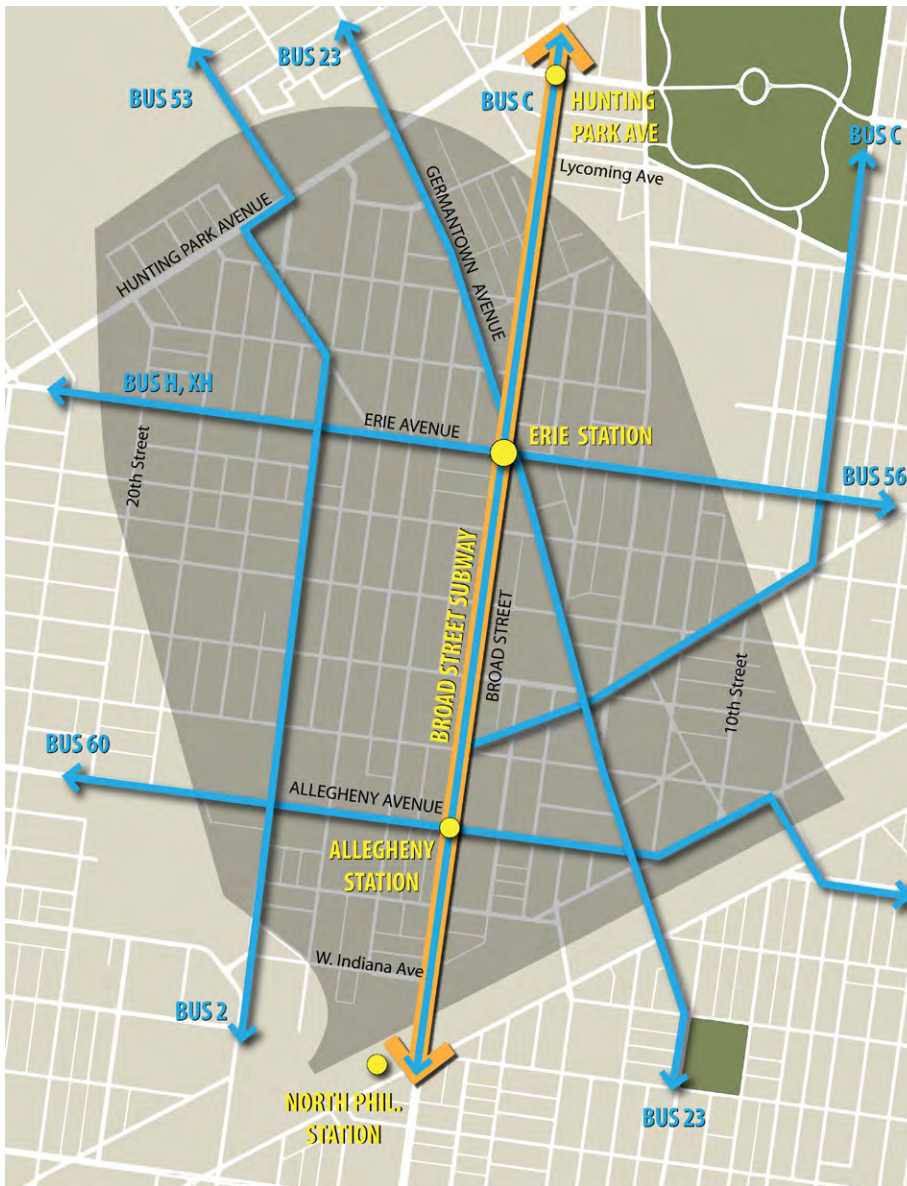
Existing Park at 11th and Venango Streets

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.

Section 3.0 | Market Analysis Summary

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 workplace¹. Therefore, the total retail demand for the study area is estimated at about \$150 million.

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

²Not 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 potential². 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.

	Total Demand	Available Potential	Additional Supportable Store Space	Store Space Appropriate For Broad & Erie	Viability # 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 Accessories	\$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.

Section 4.0 | Revitalization Framework

Vision Statement

The following vision statement evolved over the course of the study, feeding off of community input:

“Realize the potential of Broad & Erie as a thriving urban center where people live, work, shop and eat.”

Community Priorities

Community priorities were developed through two public meetings, the first at Resurrection Life Church and the second at Zion Baptist Church. Approximately 60 people attended each event. Priorities were:

- Vacant Houses / Lots
- Trash & Dumping / Cleanliness
- Neighborhood Parks
- Homeowner Support

Strategies

To realize the vision and address the community’s priorities, the consultant team developed a series of general strategies for the revitalization of the overall area. The strategy includes new goods and services in the commercial core, new housing in the neighborhoods, promoting programs to support homeowners, and suggestions for turning vacant land into assets. If successfully implemented, the community will be cleaner, safer and more welcoming to existing and new residents, business owners, shoppers and university staff and students. These strategies are described in the following sections.

1. Focus Development in Priority Areas

With a large area and limited resources, concentrating development in specific areas will help to maximize the impacts of new investments. Based on a review of the existing conditions, the following priority areas were identified:

- Commercial Core (Priority Area 1)
- 17th and Tioga (Priority Area 2)
- Bethune School (Priority Area 3)

At the center of the Business District, the Commercial Core focuses around the intersection of Broad Street, Erie Avenue and Germantown Avenue, including the section of Broad Street from Venango Street to Butler Street. Improving this area will help create a new image and increase the activity level in the transit hub.

The 17th and Tioga Priority Area is bounded by 16th, 17th, Westmoreland and Venango streets. The area has a number of vacant parcels that are contiguous or separated by houses that are in deteriorating condition. These parcels represent an opportunity to create a critical mass of new housing that would help stabilize the area. In addition to the potential for housing, there are other neighborhood strengths (see page 36).

Located in the southeast section of the East Tioga neighborhood, the Bethune School Priority Area is generally bounded by Germantown Avenue and Rising Sun Avenue on the west; Ontario Street on the north; Allegheny / Sedgley Avenue on the south; and the Conrail rail line on the east. The area contains a large number of abandoned or vacant buildings and marginal industrial uses. Diagonal streets make driving confusing and create awkwardly shaped parcels. In the long term, redevelopment would simplify the street network and create new housing that would turn an isolated area into a viable residential district.



Map 8: Priority Areas

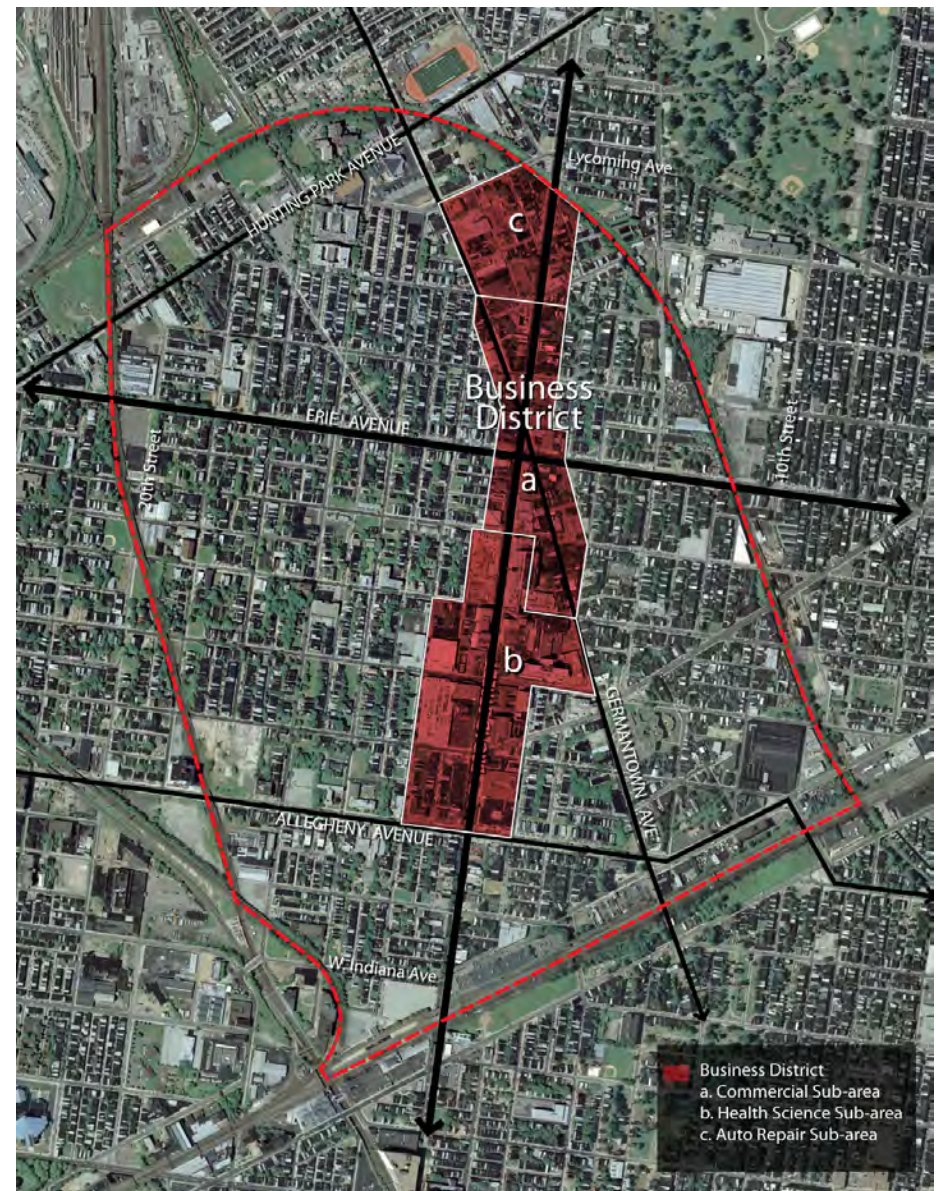
2. Strengthen the Business District

A thriving commercial core will not only help businesses in the district but will also provide an amenity to the surrounding residential areas. Residents and business owners identified trash, short-dumping, parking, nuisance crime enforcement, and a desire for a different mix of goods and services as major issues.

A business improvement district (BID) would be one way to finance trash removal, street and sidewalk cleaning tailored to the needs of this zone. The BID may also be used as a tool to encourage the formation of a business association, which could advocate for better municipal services, develop a branding strategy, and help attract new businesses. The association would be eligible to apply for funding through the City of Philadelphia Commerce Department's Restore Philadelphia Corridors Program, which can enhance the district's appearance through facade and streetscape improvements.

Although the health science area has over 3,000 employees, these workers do not frequent businesses north of Venango Street. Improving the streetscape and businesses in the section between Venango Street and Erie Avenue would help to bridge this gap. New full service restaurants could attract these workers and people from other parts of the city, sparking business activity. The market study shows that a demand for new sit-down restaurants exists.

Other opportunities exist to strengthen the business district. If Temple Health System were to locate additional services and programs in the district, it would help increase the concentration of activity, potentially provide a larger customer base for businesses, and increase demand for housing. Additionally, the auto repair businesses provide good jobs and needed services. Instead of relocating these uses, the auto-related services should be supported and improved.



Map 9: Business District

3. Improve Transit Facilities

While these neighborhoods are well served by transit, enhancing the transit facilities in the commercial core would improve the passenger experience and their surroundings. A major improvement would be to create a transit plaza at the intersection of Broad Street, Erie Avenue and Germantown Avenue. The plaza would instill a sense of arrival at a destination and serve as a public “square” for a revitalized commercial core.

In addition to the transit plaza, the subway station should be upgraded to comply with Americans with Disabilities Act regulations, including adding elevators to improve access. The station entrances and railings on the trolley platforms look worn and outdated. Updating these elements would help to create a positive impression of transit and improve the appearance of the commercial corridor. Providing directional signs at the station would help passengers to find their final destination or bus transfer stop.

Finally, residents report that buses stopping on the northwest corner of Broad Street and Erie Avenue block the intersection, causing traffic to become congested. Extending the queuing area for west bound X & XH buses would help alleviate this issue.



Existing Traffic Triangle - Potential for Transit Plaza



Existing Station Entrances & Trolley Platform

4. Redevelop Vacant Properties

Residents say that vacant lots attract crime, trash and rodents. Unmaintained land also brings down property values and deprives government of revenue for basic services. Approaches to address vacant properties include:

- Prioritizing vacant buildings for rehabilitation based on their condition and character. Buildings with unique architecture or historical significance should be identified first to help maintain the integrity of the neighborhood. Build infill housing on vacant lots that have at least 20 feet of street frontage. Smaller lots should be improved as side yards or gardens.
- Creating new housing on blocks with substantial amounts of contiguous vacant lots. Limited demolition may be needed to assemble the parcels.
- Targeting public subsidies to build mixed-income housing (affordable and market rate) in the 17th & Tioga and Bethune School priority areas.
- Ensuring that new housing has urban character and integrates with existing buildings.
- Working with code enforcement officers from the Department of Licenses and Inspections to monitor properties that are distressed and blighted. Aggressively pursue these properties with fines and penalties until the owner can prove that proper repairs have been made.
- Encouraging the City Council to create a vacant property registry ordinance as an incentive for absentee owners to maintain their property. The ordinance would require the owners of vacant property to register with City government, update their contact information and continually maintain the property. Failure to do so would result in fines and possibly liens.



Housing Model - Ludlow Village



Housing Model - MLK Plaza

Currently, the real estate market does not support the construction costs of new housing (i.e. the sale prices are less than the costs to build a new house). As a result, financial subsidies will be required to make new housing development economically feasible. Agencies providing subsidies should require that the development be low to moderate income or mixed income and meets neighborhood design standards.

Residents notice the negative impacts of vacant properties every day. Until redevelopment occurs, vacant lots should be greened or gardened. Tioga United maintains 218 vacant lots under the Pennsylvania Horticultural Society's (PHS) Community Land Care program, which represents 22 percent of the roughly 900 vacant parcels in the study area. The program stabilizes vacant lots by removing debris, installing fences, and planting trees and grass. The lots are then maintained through regular visits to cut grass and remove trash. This is a successful program that needs to be built on. A program from which residents can borrow tools and equipment would support this land maintenance effort.

Residents and civic groups can also turn vacant lots into community gardens. Community groups should try to purchase these assets to ensure their preservation. City government can help by: providing updated ownership information, condemning long-vacant land, clearing confusing titles, and allowing organizations with proven capacity to sign long-term leases or to buy the land. In 2009, the Philadelphia City Council allocated \$50,000 to HomeSTART (Start Managing Assets Repairs and Titles), which might provide funding to help residents clear confusing titles on vacant land.



Selective Rehab



Neighborhood Volunteers

5. Improve Park Access and Enhance Urban Character

Currently, the study area contains four parks that provide approximately seven acres of dedicated open space. Based on open space standards, an additional four acres of park space are needed to serve residents. While most blocks are within walking distance of an existing park, three new parks are proposed in underserved sections, as identified in the open space analysis.

One park would be located in the northeast section of East Tioga along the Conrail tracks on a vacant parcel owned by the City. Given the size of the parcel, the park could include a dog run and a playground. Another park would locate adjacent to the Bethune School in the southeast section of East Tioga. This park would supplement the outdoor space for the school and serve proposed new residential development. The third open space would be located around the intersection of 17th and Tioga streets. Additionally, the existing parks should be upgraded, especially the playground at 11th and Venango streets.

The character, or appearance, of the area affects the way in which people perceive and associate with the space. Areas that appear safe, attractive and vibrant are desirable for people to live and business to operate. To improve the character of the area, the major streets (Broad Street, Germantown Avenue, Erie Avenue and Allegheny Avenue) should be enhanced through street trees, pedestrian lighting, gateway features and façade improvements. These streets are the main routes that people travel which inform perception of the area.

New development along the major streets should be multi-story and maintain the street wall. Surface parking lots should not be permitted. Locating multi-story buildings along Broad Street will maintain the street wall/urban character and prevent overloading the neighborhoods with inappropriate density. Additionally, new buildings with large footprints should be located along Hunting Park Avenue to promote it as an urban boulevard.



Map 10: New Parks and Enhanced Streetscape

6. Manage On-Street Parking

Merchants and residents identified parking as an issue in the business district. In the section of Germantown Avenue west of Broad Street, on-street parking is unregulated. As a result, commuters park here to take the express subway from the Erie Station, leaving few spaces free for store patrons. Establishing two-hour time limits would discourage long-term parking and help keep spaces available for customers.

On the other side of Broad Street, on-street parking is metered, but merchants still feel that there is not enough parking for customers. One factor affecting the parking supply may be store employees parking on the street, reducing the spaces available for shoppers. Creating a temporary employee lot on the 1300 block of Erie Avenue may help free on-street parking for customers. To encourage turnover of spaces, the meter rate could be raised or time limit reduced. Additionally, the Philadelphia Parking Authority maintains a public parking lot at the intersection of Germantown Avenue and Venango Street.

Residents in blocks adjacent to the Heath Science sub-district complain about hospital employees parking in the neighborhoods. While the institutions make parking available in garages, many employees park on the street to avoid paying garage fees. Due to the 24 hour nature of the hospital work, spaces in the neighborhood are continually occupied by employees. Instituting permit parking for residents will encourage employees to park in designated lots or garages, or use transit.

7. Support Homeownership

The community identified homeownership for new and existing residents as a key objective. Approaches for sustaining homeownership include:

- Creating ownership housing through new construction on vacant lots or rehabilitation of vacant properties
- Promoting the conversion of rental units to owner occupied units through financial incentives such as the 10-year real estate tax abatement
- Implementing a façade improvement program for all residential properties. Eligible uses could be limited to exterior improvements such as lighting, porch repairs, landscaping, and exterior painting. This pilot program could be funded through City capital dollars or federal Community Development Block grant funds.
- Promoting settlement grants to potential homebuyers
- Promoting existing housing counseling programs that deal with home maintenance, housing finance, predatory lending, clearing clouded titles, avoiding foreclosures, and first time home buying.

Homeowner Support Programs

The following resources are available through the City and State to support new and existing homeowners:

American Dream Down Payment Initiative

Philadelphia Office of Housing and Community Development (OHCD)

The program provides up to \$10,000 to first-time buyers for down payments and closing costs. This incentive applies only to specific city-financed housing developments and city-rehabbed houses. Call (215) 686-9723 for information.

Basic Systems Repair Program

Philadelphia Housing Development Corporation (PHDC)

Income-eligible homeowners may receive free repairs for electrical, plumbing, heating and roof repairs. Home owners can also ask about the Adaptive Modifications Program for owners with disabilities. Call (215) 448-2160 for information.

Low-Income Home Energy Assistance Program (LIHEAP)

Pennsylvania Department of Public Welfare

Income eligible residents may receive grants to help pay heating bills through the winter months, repair broken heating equipment, or buy fuel. Call (215) 560-1583 or visit www.compass.state.pa.us to apply.

Major Systems Repair Program

Philadelphia Neighborhood Housing Services (PNHS)

Homeowners may apply for matching grants of up to \$2,500 for major systems repairs including plumbing, electrical, heating and roofing. Residents must make no more than 80 percent of the area median income. Homeowners should also ask about the Model Block Program, housing counseling, Home Improvement Loans, Foreclosure Prevention Loans and other loan programs. Call (215) 476-4205 or visit www.phillynhs.org for information.

*Pennsylvania Property Tax Rebate
Pennsylvania Department of Revenue*

This program provides a tax rebate to income-eligible seniors and disabled residents. The program also gives rent rebates to eligible low-income renters. Call 1-888-222-9190 or visit www.revenue.state.pa.us/prr/site for information.

*Pennsylvania Weatherization Assistance Program
Philadelphia Housing Development Corporation*

This program provides assistance to residents making less than 60 percent of the area median income. Eligible activities include: wrapping water heaters; sealing basement openings; repairs to heating systems; homeowner education; and other improvements. Assistance is also available for rental units. Call (215) 448-2160 for information.

*Philadelphia Home Buy Now
Philadelphia Office of Housing and Community Development*

Philadelphia Home Buy Now is a matching funds program designed to encourage employees of Philadelphia companies to purchase homes in the City. Through the program, participating employers make a contribution toward their employees' home purchases, which the City will match up to \$5,000. Participating developers may also provide matching funds up to \$7,500.

*Philadelphia Home Improvement Loan
Greater Philadelphia Urban Affairs Coalition*

Provides home improvement loans to income-eligible homeowners. There are two types of loans, the PLUS loan and the MINI loan. PLUS loans cover expenses up to \$25,000, while MINI loans provide up to \$10,000. Call (215) 851-1854 or visit www.gpuac.org for information.

*Senior Housing Assistance Repair Program (SHARP)
Philadelphia Corporation for Aging*

The program provides free minor repairs to home owners aged 60 and older. Included are: bathroom modifications; fixing doors or steps; replacing locks; repairing leaky faucets; installing smoke alarms, and other improvements. Call (215) 765-9040 for information.

Settlement Assistance Grant Program

This program provides first time homebuyers with up to \$500 toward closing costs of a single-family home or duplex. Residents must meet income eligibility guidelines. For more information, contact a housing counseling agency. For a list of agencies or other information, call (215) 686-9723.

*Ten Year Real Estate Tax Abatement
Philadelphia Board of Revision of Taxes*

A home owner making land or building improvements may receive ten year City real estate tax abatement on 100% of the value added by their improvement. Applications must be submitted within 60 days of receiving a building permit. All taxes on the existing property must be current. Call (215) 686-9270 or visit www.brtweb.phila.gov for information.

For a list of homeownership counseling agencies visit:

Homeownership Counseling Association of Delaware Valley at www.hcadv.org/directory or call (215) 731-1723.

Philadelphia Office of Housing and Community Development at www.phila.gov/OHCD/cslgagencies or call (215) 686-9723.

Section 5.0 | Priority Area Recommendations

The plan recommends starting revitalization efforts in three priority areas: Commercial Core, 17th and Tioga Area, and Bethune School Area. Creating positive changes in these areas will help create momentum to spur new investment.

Commercial Core

Located within the Commercial Sub-District, the Commercial Core focuses around the intersection of Broad Street, Erie Avenue and Germantown Avenue, including the section of Broad Street from Venango Street to Butler Street. Concentrating efforts here responds to the presence of transit and creates a perceptible change that will help encourage new investment. To jump start the process, the consultants recommend the following three projects: 1) Transit plaza, 2) New public library, and 3) Beury Building reuse.



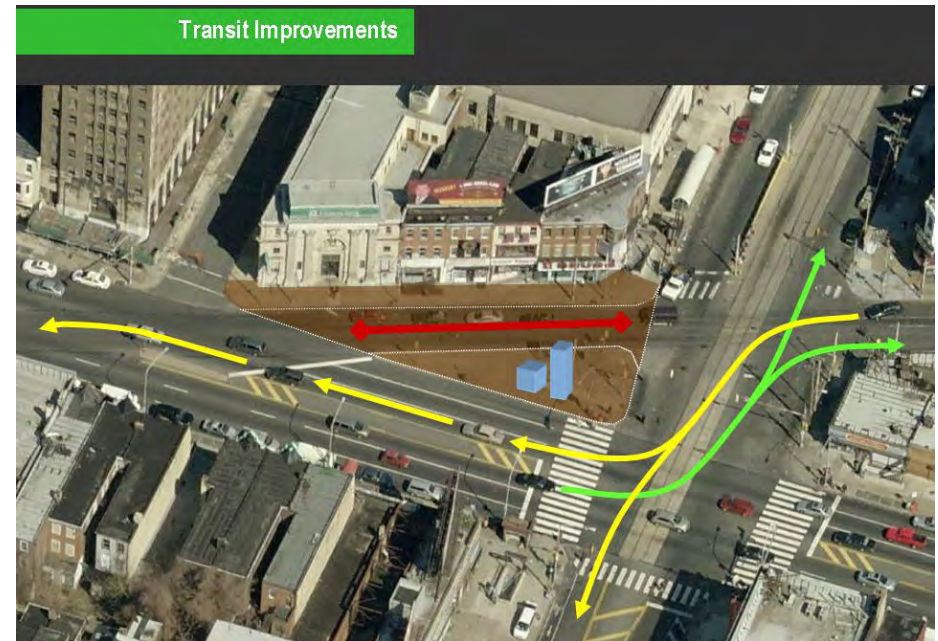
Conceptual Model of Commercial Core

Transit Plaza

The intersection of Broad, Erie and Germantown Avenue presents an opportunity to establish a special public space. Germantown crosses Broad Street at an angle north of Erie Avenue, creating a bleak traffic island. Buses stopping around the island cause traffic to back up on Germantown Avenue. Creating a transit plaza would improve pedestrian safety, encourage pedestrian activity, and enhance the commercial core.

The transit plaza would be created by allowing only buses and delivery trucks on Germantown Avenue between Broad Street and Erie Avenue. Other traffic would be diverted to Broad Street and Erie Avenue by adjusting the timing of the traffic signals to allow for new turning movements. Brick pavers would be installed on the restricted section of Germantown Avenue and the new plaza will make this section more inviting to pedestrians.

To help activate the space, a new elevator to the subway would be located in the plaza. A newsstand or vendor kiosk integrated with the elevator structure would further increase activity in the plaza. The elevator entrance should be designed with an architectural flourish to make the plaza distinctive and memorable.



Traffic flow around Transit Plaza



Proposed Transit Plaza - Existing Conditions

Transit Gateway



Conceptual Rendering of Transit Plaza and Mixed Use Library

Mixed-Use Public Library

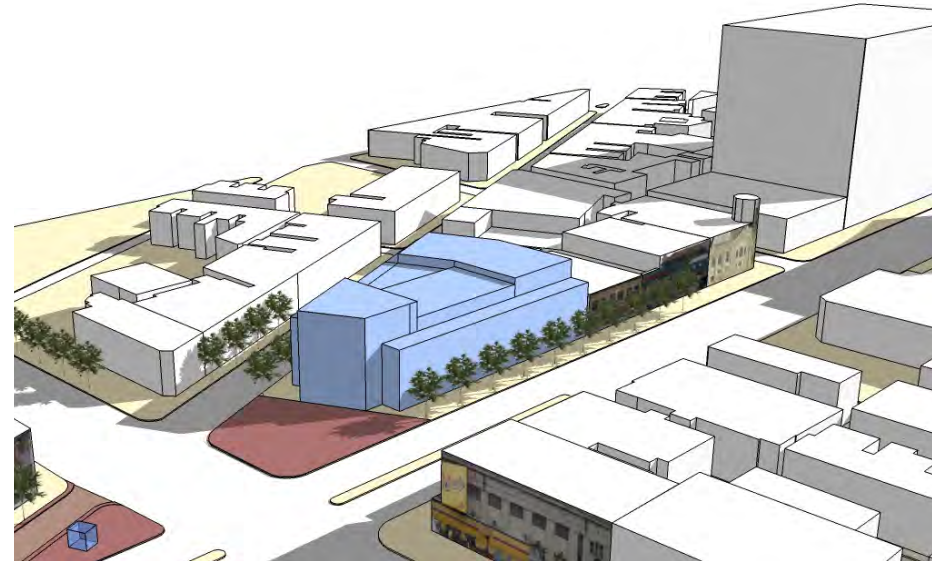
The plan recommends a new public library within a mixed use building to stimulate development on Broad Street between Erie Avenue and Venango Street. This block occupies a critical location between the health science and commercial sub-districts. Although the health science area employs a large number of people, most workers do not travel north of Venango Street due to the lack of appealing destinations. Restaurants and retail on the ground floor of the new development would bridge the gap between Venango and Erie.

The existing Nicetown-Tioga branch library opened at 3720 North Broad Street in 1961 in a former Linton's restaurant. It contains approximately 7,000 square feet of space on two levels. The second floor can only be reached by stairs. Based on national planning standards and the population of the study area, a library should be between 12,000-14,000 square feet, depending on the level of services offered. The current library is unattractive, with security gates on the ground floor and metal window coverings above. A new library would be better designed to be both secure and welcoming.

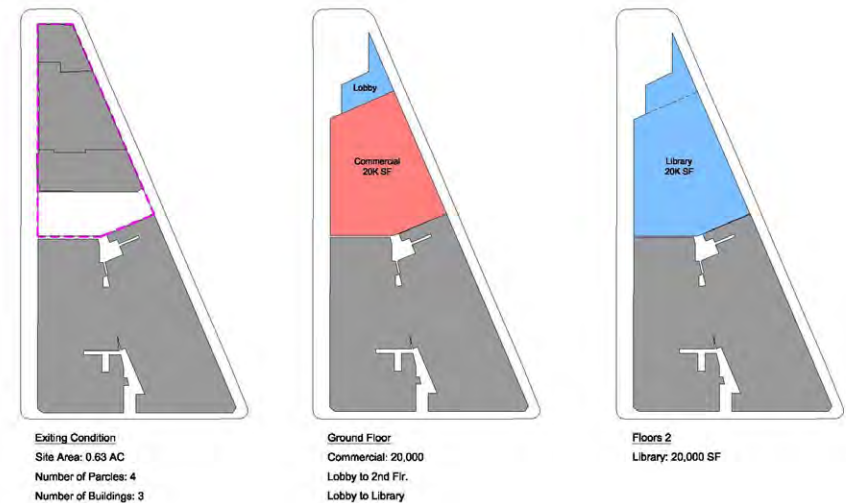
To make this feasible, the consultants recommend public financing to subsidize the library portion of the project. This could include City capital program funds, Tax Increment Financing, PIDC funding programs and Community Development Block Grants.

Beury Building

The deteriorated appearance of the Beury Building, at 3701 N Broad Street, creates a stigma that deters investment. Given its historic value, as both a national and local landmark, and iconic character, the building should be retained rather than demolished. The current owner prepared a study that looked at reusing the building for



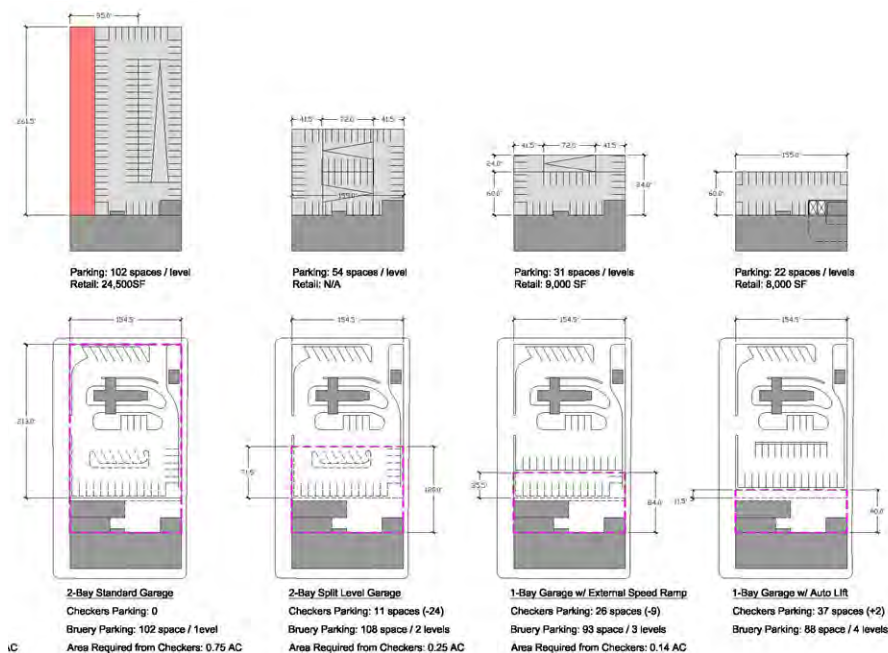
Conceptual Massing of Proposed Library



Program Diagram for New Library Facility



Conceptual Massing of Beury Building and Checker's Lot



Site Requirement for Parking Garage Alternatives

student housing. The study determined approximately 200 beds would be provided. The consultant team, however, believes that this amount may be more than the market for student housing can absorb. An alternative would be to rehabilitate the building as a mixed-use development with: retail or a restaurant on the ground level (approx. 10,000 SF); office and tech space on the second and third levels (approx. 20,000 square feet); and residential on the floors 4-14 (approx. 70 units).

Given market preferences, off-street parking will most likely be necessary for prospective tenants. The width of the building makes including parking in the basement impractical. One option would be to build a parking garage on the north side of the property. At a minimum, this would require the incorporation of two small parcels as well as a portion of the Checker's parking lot (approximately fifteen feet along Broad Street). Alternatively, a larger garage could be built using the entire Checker's lot that could provide parking for the Beury Building and for shoppers, commuters or employees. In either case, the first floor frontage along Broad Street should be lined with retail to maintain activity along the street.

Another possible location for parking is the Philadelphia Gas Works (PGW) Building, at 1337 Erie Avenue, which abuts Airdrie Street on the south side of the Buery Building. Planning staff believes this structure could be reused for parking. The building is 65 feet wide and contains two levels of approximately 9,000 square feet each. Currently, the building is a customer service center; but other PGW walk-in centers only use 4,000 square feet. The second floor could be accessed by a car-lift and provide approximately 30 parking spots.

Whether by helping with parking or providing gap financing, some type of public subsidy will be needed for what is likely to be a \$30 million renovation of the Beury Building.

17th and Tioga Priority Area

This priority area focuses along 16th and 17th streets between Westmoreland and Venango streets in the Tioga neighborhood. There are many vacant parcels that are contiguous or separated by deteriorating houses. These parcels represent an opportunity to create a critical mass of new housing that would stabilize blocks and encourage investment.

The consultant team recommends that three-story row houses of approximately 1,800 square feet be built on the assembled sites along 16th, 17th and Venango streets. The proposed housing would be built to the street and have parking in the rear to maintain the urban character of the neighborhood. The depth of parcels along 16th and 17th streets allows for incorporation of a new alley to access the parking areas. This alley could be shared with properties on Smedley and Sydenham streets.

Approximately 100 new units of housing could be built in the priority area. Given the market outlook, the units will most likely require subsidies and be built at a rate of eight to ten units a year, depending on the availability of funding. Being subsidized, the units would be affordable housing based on a percentage of the median income of the area.

There is an emerging community hub around the intersection of 17th and Tioga streets. Forming this hub are the Hero Community Center, Resurrection Life Church and Tioga Senior Center. The vacant, eight-story building on the southwest corner of the intersection was once the dormitory for nurses at the Temple University Hospital and is proposed to be converted into apartments. Improving the streetscape along Tioga Street to Broad Street and the inclusion of pocket parks would strengthen the hub.



Community Node and Housing Sites (Looking west)



Housing development along 16th and 17th Street

Bethune School Priority Area

The area around the Bethune School is challenged. Many of the buildings in the priority area appear to be in poor condition and/or vacant. A large warehouse occupies a block at 10th and Westmoreland Street. Although the building appears to be in fair condition, the long term viability of the structure is questionable. Similar buildings of this size and type in the vicinity have been abandoned and cleared.

The street network in the area is confusing. Roy and Goodman streets run diagonally, creating small triangular blocks that are difficult to navigate. These blocks have been awkwardly developed with building fronts facing the backs of other houses.

Redevelopment would address these issues and create a critical mass of new housing to stabilize the neighborhood. One possible redevelopment scenario would be to vacate Roy and Goodman streets and construct semi-detached houses around a linear park along Westmoreland Street. The proposed open space would serve the new development and supplement the outdoor space for the Bethune School. Off-street parking should be located in a manner that promotes a pedestrian friendly neighborhood. With twins, parking is provided between the units, while with row houses, parking is located behind the units and served by an alley.

Under a scenario using primarily twins, approximately 40 units of housing would be built in the initial phase around the proposed open space. 70 more units would be constructed to the north and south over time. The warehouse site would provide another 60 units if developed.



Bethune School Area - Land Use Comparison



Conceptual Massing of Bethune School Priority Area - Phase 1

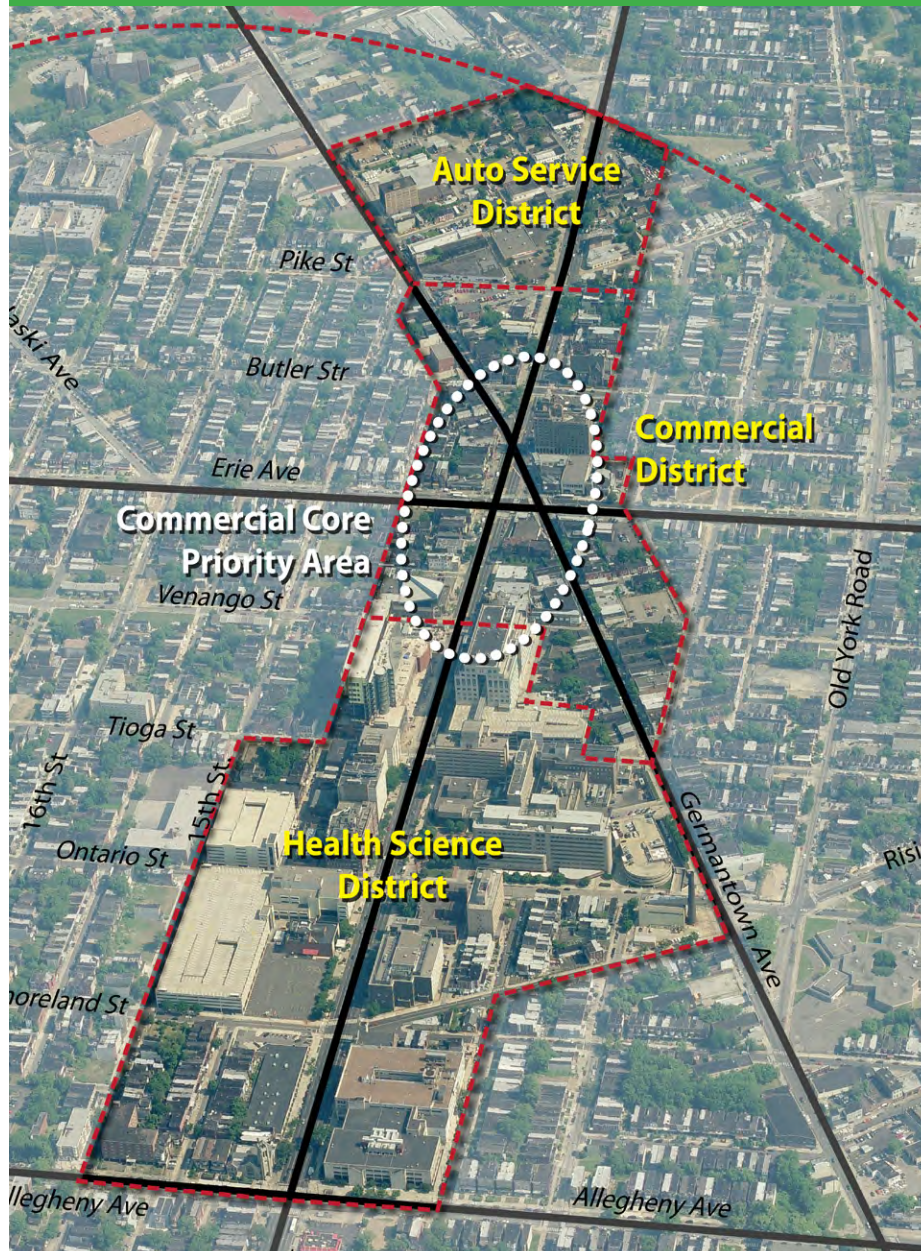


Conceptual Massing of Bethune School Priority Area - Phase 1 & 2

Section 6.0 | District Recommendations

Based on the revitalization framework, recommendations have been developed for three planning sub-areas to help realize the vision. In the residential areas of Tioga and East Tioga, the recommendations focus on stabilizing the neighborhood by addressing the vacant lots and buildings, while the recommendations for the Business District focus on activating the commercial area. It is anticipated that stakeholders on the advisory board will play a critical role in helping to implement these recommendations.

Business District



Map 11: Bird's Eye View of Business District

Business District

1. Activate the business district by concentrating investment in the Commercial Core Priority Area

- Concentrate new development in the Commercial Core;
- Improve the link between Erie and Venango to bridge the gap between the Health Science District and the Commercial Core;
- Redevelop the site bounded by Broad, Erie and Germantown Avenue as a mixed-use development with a ground floor restaurant and regional library on the second floor to spark private investment; Reprogram the existing Nicetown-Tioga Branch library as a restaurant after building a new library;
- Redevelop the Beury Building with restaurant/retail, office and housing;
- Reprogram the Philadelphia Gas Works building with restaurant/retail; potentially use the second floor as parking for the Beury Building redevelopment;
- Redevelop the Checker's restaurant site as a mixed use project over the long term;
- Target façade improvements around the Core.

2. Strengthen the Business District

- Establish a voluntary business improvement district (BID) to finance additional trash removal, street and sidewalk cleaning;
- Use the BID as a tool to encourage a business association to form. Encourage the business association to apply for funding through the City of Philadelphia Commerce Department's Restore Philadelphia Corridors Program.

This program can enhance the district's appearance through facade and streetscape improvements;

- Promote Broad Street and Germantown Avenue as good locations for full-service restaurants to draw workers from the Health Care District as well as people from other parts of the city;
- Encourage Temple to locate additional professional programs at the Health Science Campus. Additional programs would help increase the customer base for businesses and demand for housing by professional students in the area;
- Preserve automotive services and jobs by promoting existing tax abatements and equipment tax credits to business owners;
- Work with business owners, suppliers, tech schools and high schools to create a vocational training hub in the Auto Service sub-district. Students in area tech schools could intern with business owners, getting hands-on training in collision repair, electronics, and auto parts ordering and distribution.

3. Improve Transit Facilities

- Create a transit plaza at the Broad / Erie / Germantown Triangle to enhance the transit, improve pedestrian safety and create a unique sense of place;
- Make the subway station accessible by installing elevators;
- Upgrade station entrances and fixtures;
- Increase the queuing area along Erie Avenue for the X & XH buses to prevent them from blocking the intersection;
- Install signs to direct people unfamiliar with the area to major destinations like Temple University Hospital.



Commercial District Improvements

- A. Improve Venango Link
- B. Construct Mixed Use Library
- C. Create Transit Plaza
- D. Construct Multi-Story Development
- E. Reprogram Tioga-Nicetown Library
- F. Establish 2-hour Parking Limit
- G. Reuse Beury Building
- H. Reprogram PGW Building
- I. Temporary Employee Parking Lot
- J. Convert Permit Lot to Meters



Improve appearance of intersection of Germantown and Rising Sun



Convert PPA permit lot to metered spaces

3. Improve the streetscape along major roads and enhance urban character

- Encourage multi-story development along Broad Street to maintain the urban character and promote an active environment. Prohibit surface parking lots;
- Encourage Temple University Health System to improve the appearance of their buildings, avoiding a back-door appearance on major streets like Germantown Avenue;
- Improve the streetscape and pedestrian lighting on Germantown Avenue to improve the perception of safety and cleanliness;
- Prioritize facade and streetscape improvements at the intersection of Germantown and Rising Sun avenues, currently a dead zone for pedestrians;
- Improve the appearance of the Auto Services Sub-District through facade improvements and screening of storage areas to create a positive first impression of the business district for southbound travelers. (see ReStore Philadelphia Corridors funding program in *Business District Major Recommendations*).

4. Manage on-street parking

- Establish a two-hour parking limit on Germantown Avenue north of Butler Street, providing faster turnover of spaces to support merchants;
- Convert the existing Parking Authority permit-only lot on Germantown & Venango to a metered lot to provide overflow space for store owners;
- Create a temporary employee parking lot on vacant parcels on Erie and Park avenues to get business staff off of major streets, freeing parking for customers;
- Implement a parking permit program in the adjacent residential blocks to encourage employees to park in appropriate facilities or use transit;
- Create remote storage lots for vehicles being serviced by automotive businesses, removing them from curb-side parking spaces.

TIOGA



Map 12: Bird's Eye View of Tioga Section

Tioga Neighborhood

1. Concentrate new housing development in the 17th and Tioga priority area;

- Encourage CDC's and developers to work with the Philadelphia Redevelopment Authority to assemble land in the 17th and Tioga Priority Area to build new houses and rehab existing homes;
- Work with the Philadelphia City Planning Commission and the Philadelphia Redevelopment Authority to update the Tioga Redevelopment Area Plan to reflect changes in land use and planned development;
- Create new housing along 17th and 16th streets;
- Create new housing along 1500-1700 blocks of Venango Street;
- Create new in-fill housing at 1400 block of W. Tioga at Smedley Street;
- Rehab former nurse's dorm at 17th and Tioga.

2. Redevelop Vacant Properties

- Prioritize the rehab of vacant homes based on architectural significance, and build infill housing on vacant lots;
- Maintain the character of the existing neighborhood: promote urban design standards that discourage front-yard parking, encourage reasonable building heights and setbacks that relate to existing homes, and encourage shared parking when parking is built;
- Use greening and gardens as an interim strategy until redevelopment occurs;
- Convert small vacant parcels into side yard for adjacent properties;
- Stabilize vacant lots through maintenance and fencing;
- Continue the Community Land Care Program in Tioga and expand it to manage vacant lots in East Tioga;
- Start an adopt-a-lot program to encourage involvement of community groups and residents in maintaining vacant properties;

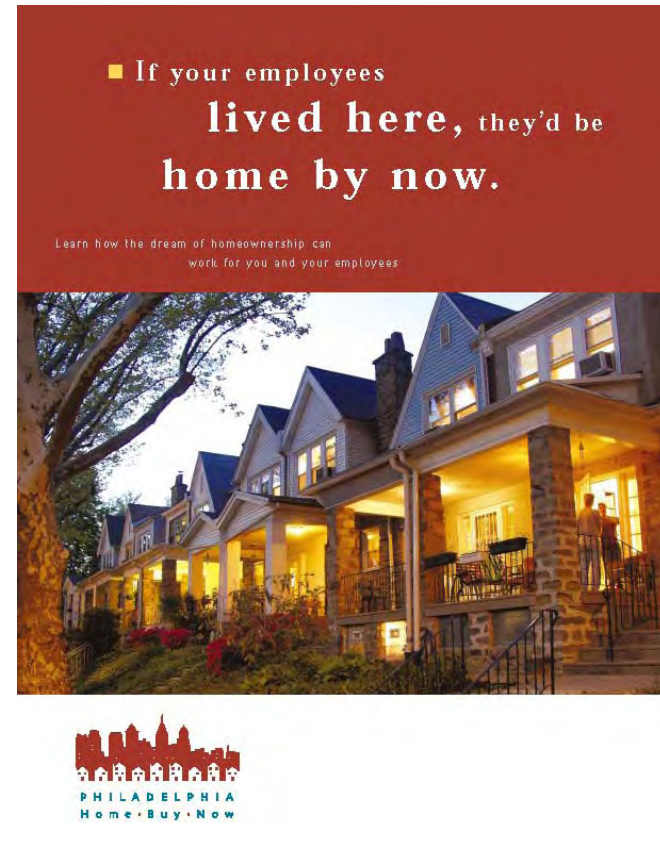
- Preserve community gardens by encouraging residents and civic groups to acquire ownership;
- Encourage the city to create a vacant property registration ordinance;
- Encourage civic groups to contact the Department of Licenses and Inspections and request regular code enforcement sweeps to address problem houses and lots.

4. *Improve park access and enhance urban character*

- Encourage civic groups to work with the Philadelphia Horticultural Society and the Philadelphia Streets Department to plant street trees and improve streetscape along Erie, Allegheny, and Pulaski avenues and Tioga Street and introduce plantings in traffic triangles;
- Create a pocket park around 17th & Tioga as part of the development of the former nursing dorm;
- Landscape the Hero Community Center parking lot;
- Install new bus shelters at the corners of 17th & Tioga streets;
- Promote Hunting Park Avenue as an urban boulevard by encouraging buildings with large footprints or presence to locate there

5. *Support Homeownership*

- Promote home maintenance training and homeowner support programs;
- Promote existing grant and loan programs to assist low-income homeowners;
- Promote settlement grants to potential homebuyers;
- Publicize housing counseling for first-time homebuyers;
- Encourage building owners to improve the facades of houses in the study area through incentives;
- Promote conversion of rental units to home ownership through loans and collaboration with Realtors;
- Target public subsidies to construct mixed-income housing (affordable and market rate);
- Encourage Temple HSC faculty and staff to live in Tioga, East Tioga and the Central Core;



EAST TIOGA



Map 13: Bird's Eye View of East Tioga Section

East Tioga Neighborhood

1. Concentrate new housing development in the Bethune School Priority Area

- Redevelop land in the Bethune School Priority Area for new housing;
- Update the Hunting Park Redevelopment Area Plan to reflect changes in land use and planned development;
- Install traffic calming measures at the intersection of Old York Road & Germantown;
- Re-stripe crosswalks at 6 point intersection: Germantown / Ontario / Old York Road;

2. Redevelop Vacant Properties

- Prioritize the rehab of vacant homes based on architectural significance, and build infill houses on vacant lots;
- Encourage developers to rehab vacant buildings and infill vacant lots;
- Target the Housing Rehabilitation Program to the 3400 and 3900 blocks of North 13th Street and the 3800 and 3900 blocks of North Park Avenue;
- Develop multi-family residential buildings along Erie Avenue (e.g. Rising Sun senior housing project at 10th & Erie);
- Increase L&I enforcement along Germantown Avenue to address problem houses and lots;
- Use greening and gardens as an interim strategy;
- Start a program to turn vacant lots into side yards;
- Stabilize vacant lots through maintenance and fencing;
- Continue the Community Land Care Program in Tioga and expand it to manage vacant lots in East Tioga;
- Start an adopt-a-lot program;
- Encourage residents and civic groups to take ownership of community gardens;
- Encourage the city to create a vacant property registration ordinance;
- Use L&I's Collaborative Code Enforcement Program to target code enforcement to address property maintenance and trash.

Vacant Property Registration Examples

Chicago, IL

Owners of properties that are vacant for more than 30 days must register their property with the City of Chicago. Registration must be renewed every six months while the property is unoccupied.

Owners are required to maintain liability insurance for the property of at least \$300,000 for residential and \$1 million for non-residential property. Fines for not complying with the ordinance range from \$200 to \$1,000 per day.

A public website allows property owners to register vacant buildings, and the public to view them by neighborhood, police district, council ward or other geographic area.

Providence, RI

In 2008, the City of Providence passed an ordinance allowing government to fine owners of vacant properties that become blighted. Owners may be assessed up to ten percent of the value of a vacant home that is not being actively marketed and is allowed to deteriorate.

The “non-utilization tax” is designed to repay the City for its losses incurred providing public safety related maintenance including grass cutting and boarding windows and doors. Part of the money collected in fines goes to the city’s affordable housing trust fund.

3. *Improve Park Access and Enhance Urban Character*

- Encourage civic groups to work with the Philadelphia Horticultural Society and the Philadelphia Streets Department to improve streetscape along Ontario and Westmoreland streets, and Germantown, Allegheny and Rising Sun avenues;
- Encourage civic groups to work with the Philadelphia Department of Parks and Recreation to create a park / dog run at 13th & Pike streets;
- Upgrade the existing School District playground at 11th and Venango streets and transfer ownership to the City;
- Create outdoor recreation space around the Mary Bethune School in the short term, and a linear park along Westmoreland Street in the long term;
- Repair sidewalks and increase the street tree canopy;
- Encourage mid-rise (5-stories) development on Broad Street to maintain the street wall;
- Phase out scrap yards near the rail line through rezoning to improve the residential character of the area;
- Encourage Cousin’s Market to expand and upgrade.

4. *Support Homeownership*

- Promote home maintenance training and homeowner support programs;
- Promote existing grant and loan programs to assist low-income homeowners;
- Promote settlement grants to potential homebuyers;
- Publicize housing counseling for first-time homebuyers;
- Encourage building owners to improve the facades of houses in the study area through incentives;
- Promote conversion of rental units to home ownership through loans and collaboration with Realtors;
- Target public subsidies to construct mixed-income housing (affordable and market rate);
- Encourage Temple HSC faculty and staff to live in Tioga, East Tioga and the Central Core.

Section 7.0 | Implementation

To help realize the plan, a series of tables have been prepared that identify the lead agency / organization and partners responsible for implementing specific recommendation. Abbreviations are used to indicate potential funding sources. A key of the abbreviations is located at the end of the section and descriptions of the programs can be found in Appendix E of the report. The tables also identify the timeframe in which the recommendation would occur. Some of the recommendations could start immediately, while others would occur in the near term (1-5 years) or in long-term (5-10 years).

Business District

1. Activate the business district by concentrating investment in the Commercial Core Priority Area.

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Improve the link between Erie and Venango to bridge the gap between the Health Science District and the Commercial Core	Streets / Commerce	Future business association / Commerce	ReStore / Commerce / City Capital Budget	Immediate / ongoing
Redevelop the site bounded by Broad, Erie and Germantown Avenue as mixed-use development with ground floor restaurant and regional library on second floor.	Private Developers / Free Library	PCPC / RDA / Commerce	TIF / CDBG / NMTC / CAP / LMRDP / TRF / PIDC	1 to 5 years
Reprogram the existing Nicetown-Tioga Branch library as a restaurant after building a new library	PCPC / Commerce / Free Library	RDA / Future business association	City Capital Budget / Private / Commerce	5 to 10 years
Redevelop the Beury Building as mixed-use retail/restaurant, office and residential building	Private Developer	PCPC / RDA / TRF / PIDC / Temple HSC	Private / Redevelopment Assistance Capital Program / NMTC / HTC	1 to 5 years
Reprogram the Philadelphia Gas Works building with restaurant/retail; potentially use the second floor as parking for the Beury Building	PCPC / Commerce / Future business association	PGW	PGW / RDA / Commerce / Private	1 to 5 years
Redevelop the Checker's restaurant site as a mixed used project	Private Sector	PCPC / RDA / Future business association	Private / PIDC / Commerce	5 to 10 years
Target façade improvements around the Core	Business owners / Property owners	Future Business Association / Commerce / PCPC	ReStore / OBMLG / TBFG	Immediate

2. Strengthen the Business District

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Establish a business improvement district (BID) to finance trash removal, street and sidewalk cleaning.	Business Owners / Temple University Health System / Property Owners	Commerce / City Council	supplemental tax	1 to 5 years
Encourage merchants to form a business association	Business Owners / Temple University Health System / Property Owners	Commerce / City Council	n.a.	Immediate
Promote Broad Street and Germantown Avenue as good locations for full-service restaurants	Commerce / PCPC / Future business association	Philadelphia Development Partnership / Women's Opportunity Resource Center	Private	Immediate / ongoing
Encourage Temple to locate additional professional programs in the district	Temple HSC	n.a.	Temple / Commonwealth General Fund	5 to 10 years
Preserve automotive services and jobs by promoting existing tax abatements and equipment tax credits to business owners.	Commerce	Philadelphia Workforce Development Corporation	Commerce	Immediate
Develop vocational education in the auto services district	Private vocational education providers / business owners	Urban Affairs Coalition / Philadelphia Workforce Development Corporation / JEVS	n.a.	1 to 5 years

3. Improve Transit Facilities

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Create a transit gateway at intersection of Broad & Erie	SEPTA / PENNDOT	Streets / Commerce	TIF / BID / Commonwealth General Fund	5 to 10 years
Make subway station accessible by installing elevators	SEPTA / PENNDOT	Streets	SEPTA	5 to 10 years
Enhance the appearance of transit - shelters, entrances, fixtures	SEPTA	n.a.	SEPTA	Immediate
Increase the queuing area for the X & XH buses at Broad & Erie	SEPTA / PENNDOT	Streets	SEPTA	Immediate
Implement a wayfinding program / improve signs	PCPC / Streets	Temple / SEPTA / Future business association	BID / City Capital Budget	1 to 5 years

4. Improve the streetscape along major roads

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Encourage multi-story development and prohibit surface parking lots on Broad Street	PCPC	Future business association / Commerce / RDA / Temple HSC	n.a.	Immediate / ongoing
Encourage Temple University Health System to improve the appearance of their buildings, avoiding a back-door appearance on major streets like Germantown Avenue.	Temple / Streets	Commerce / Community groups	ReStore / Private	1 to 5 years
Improve the streetscape and pedestrian lighting on Germantown Avenue to improve the perception of safety and cleanliness.	Temple / Streets	Commerce / Community groups	ReStore / Private	1 to 5 years
Improve the appearance of Germantown and Rising Sun Avenue intersection through building treatments, streetscape and buffering	Streets / Temple HSC	Community groups / Philadelphia School District	Private / City Capital Budget	1 to 5 years
Screen the storage areas of auto businesses	Business owners / Property owners	Commerce / PCPC	Private	Immediate

5. Manage On-Street parking

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Establish a two-hour parking limit on Germantown Ave north of Butler Street, providing faster turnover of spaces to support merchants	Parking Authority	n.a.	n.a.	1 to 5 years
Convert the existing Parking Authority permit-only lot on Germantown & Venango to a metered lot to provide overflow space for store owners.	Public Property / Parking Authority	n.a.	City Capital Budget / Parking Authority	1 to 5 years
Create a temporary employee parking lot on vacant parcels on the 1300 block of Erie Avenue to get business staff off of major streets, freeing parking for customers.	RDA	Parking Authority	City Capital Budget / Parking Authority	1 to 5 years
Create Parking Permit in Adjacent Residential Areas	Parking Authority	n.a.	n.a.	1 to 5 years
Encourage the creation of remote storage lots for auto-repair businesses	PCPC / RDA / Future business association	Property owners	Private / RDA	1 to 5 years

Tioga Neighborhood

1. Concentrate new housing development in the 17th and Tioga priority area;

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Assemble land in the 17th and Tioga Priority Area streets for new housing.	RDA / PCPC	PCPC / CDC	HOME / LIHTC / NRI / PennHOMES / PHFA	1 to 5 years
Update the Tioga Redevelopment Area Plan to reflect changes in land use and planned development.	PCPC / RDA	CDC	n.a.	Immediate
Create new housing along 17th and 16th Streets	Private Developers / CDCs	PCPC / RDA / OHCD / PHFA	HOME / LIHTC / NRI / PennHOMES / PHFA	1 to 5 years / ongoing
Create new housing along 1500-1700 blocks of Venango Street	Private Developers / CDCs	PCPC / RDA / OHCD / PHFA	HOME / LIHTC / NRI / PennHOMES / PHFA	1 to 5 years / ongoing
Create new in-fill housing at 1400 block of W. Tioga at Smedley Street	Private Developers / CDCs	PCPC / RDA / OHCD / PHFA	HOME / LIHTC / NRI / PennHOMES / PHFA	1 to 5 years / ongoing
Rehab former nurse's dorm at 17th and Tioga	Private Developer	PCPC / RDA / OHCD / PHFA	PHFA / PIDC	1 to 5 years

2. Redevelop Vacant Properties

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Prioritize rehab of vacant homes and create infill housing on scattered vacant lots	Private Developers / CDCs	PCPC / RDA / OHCD / PHFA	HRP / PHFA / NRI / PHFA / THPP	Immediate
Promote urban design standards that maintain the character of the existing neighborhood	PCPC	Civic Groups	n.a.	Immediate / ongoing
Use greening and gardens as an interim strategy	Community Groups / RDA	PHS / Neighborhood Gardens Association	PHS / Private	Immediate / ongoing
Convert vacant lots into side yards	RDA / VPRC	Homeowners	Private	Immediate / ongoing
Stabilize vacant lots through maintenance and fencing	Community Groups	PHS	TreeVitalize / PHS	Immediate / ongoing
Continue Community Land Care Program in Tioga and expand it to manage vacant lots in East Tioga	PHS / Community organizations	RDA / Public Property	PHS / Private / CDBG	Immediate / ongoing
Start an adopt-a-lot program	Community Groups	PHS / RDA / Public Property / City Council	TreeVitalize / PHS	Immediate / ongoing
Increase residents' ownership of community gardens	CDCs / Community groups	RDA / Public Property / City Council / PCPC / Neighborhood Gardens Association	PHS / CDCs	1 to 5 years / ongoing
Encourage the city to create a vacant property registration ordinance	PCPC / City Council	Philadelphia Association of CDCs / Community groups	n.a.	1 to 5 years
Use L&I's Collaborative Code Enforcement Program to target code enforcement to address property maintenance and trash	L&I	Community	City Operating Fund	Immediate

3. Improve Park Access and Urban Character

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Plant street trees and improve streetscape along Erie, Allegheny, and Pulaski avenues and Tioga Street	CDC	PHS, Streets, Commerce	City Capital Budget / CDCs / PHS	1 to 5 years
Encourage plantings in traffic triangles	Streets	Community groups	City Capital Budget / CDCs / PHS	1 to 5 years
Create a pocket park around 17th & Tioga as part of the development of the former nursing dorm	Private Developer	n.a.	Private	1 to 5 years
Landscape the Hero Community Center parking lot	Building owner	Private	Private	1 to 5 years
Install new bus shelters at the corners of 17th & Tioga streets	SEPTA	Streets	SEPTA	Immediate
Rezone land along the Hunting Park Avenue to encourage large-scale development	PCPC	City Council	n.a.	1 to 5 years

4. Support Homeownership

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Promote home maintenance training and homeowner support programs	Community Groups / NACs	GPUAC / OHCD / PCA / PHDC	CDBG / GPUAC	Immediate / ongoing
Promote existing grant and loan programs to assist low-income homeowners	OHCD / NACs	PHDC / PNHS	CDBG	Immediate / ongoing
Encourage building owners to improve the facades of houses in the study area through incentives	OHCD / CDCs	NACs / PHDC / PNHS / OHCD	THHP / MBP / Phil Loan	Immediate
Publicize housing counseling for first-time homebuyers	Community Groups / NACs	GPUAC / OHCD / PCA / PHDC	n.a.	Immediate / ongoing
Promote conversion of rental units to home ownership through loans and collaboration with Realtors	PCPC / OHCD	Realtors	n.a.	Immediate / ongoing
Promote settlement grants to potential homebuyers	OHCD	NACs	ADDP / CDBG / tax credits	1 to 5 years / ongoing
Target public subsidies to construct mixed-income housing (affordable and market rate)	RDA / OHCD	Private Developers / PHFA	NRI / HOME / LIHTC	1 to 5 years / ongoing
Encourage Temple HSC faculty and staff to live in Tioga, East Tioga and the Central Core	Temple HSC	Commerce / Realtors	HBN	1 to 5 years / ongoing

East Tioga Neighborhood

1. Concentrate new housing development in the Bethune School Priority Area

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Redevelop land in the Bethune School Priority Area for new housing	Private Developers / CDCs	RDA / PCPC	HOME / LIHTC / NRI / PennHOMES / PHFA	1 to 5 years
Update the Hunting Park Redevelopment Area Plan to reflect changes in land use and planned development.	PCPC / RDA	RDA / CDC	n.a.	Immediate
Install traffic calming measures at intersection of Old York Road & Germantown	Streets	PCPC	City Capital Budget / STS / HTS	1 to 5 years
Re-stripe crosswalks at 6 point intersection: Germantown / Ontario / Old York Road	Streets	PCPC	City Operating Budget	Immediate

2. Redevelop Vacant Properties

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Prioritize rehab of vacant homes	Community groups / CDCs	OHCD / RDA	PHFA / HRP / LIHTC	Immediate
Encourage developers to rehab vacant buildings and infill vacant lots	Private developers / CDCs	PHFA / RDA / PCPC	HOME / LIHTC / NRI / PennHOMES / PHFA	1 to 5 years / ongoing
Target the Housing Rehabilitation Program to the 3400 and 3900 blocks of North 13th Street and the 3800 and 3900 blocks of North Park Avenue.	PHDC / Private developers / CDCs	PCPC / City Council	HRP	1 to 5 years
Develop multi-family residential buildings along Erie Avenue (e.g. Rising Sun senior housing project at 10th & Erie)	Private developers / CDCs	PHFA / RDA / PCPC	HOME / LIHTC / NRI / PennHOMES / PHFA	5 to 10 years
Increase L&I enforcement along Germantown Avenue to address problem houses and lots.	L&I	Community groups	City Operating Budget	Immediate
Use greening and gardens as an interim strategy	Community Groups / RDA	PHS / Neighborhood Gardens Association	PHS / Private	Immediate / ongoing
Start a program to turn vacant lots into side yards	RDA / VPRC	Homeowners	Private	Immediate / ongoing
Stabilize vacant lots through maintenance and fencing	Community Groups	PHS	TreeVitalize / PHS	Immediate / ongoing
Continue Community Land Care Program in Tioga and expand it to manage vacant lots in East Tioga	PHS / Community organizations	RDA / Public Property	PHS / Private / CDBG	Immediate / ongoing
Start an adopt-a-lot program	Community Groups	PHS / RDA / Public Property / City Council	TreeVitalize / PHS	Immediate / ongoing
Encourage residents and civic groups to take ownership of community gardens	CDCs	RDA / Public Property / PHS / Neighborhood Gardens Association	PHS / Private	Immediate
Encourage the city to create a vacant property registration ordinance	PCPC / City Council	Philadelphia Association of CDCs / Community groups	n.a.	1 to 5 years
Use L&I's Collaborative Code Enforcement Program to target code enforcement to address property maintenance and trash	L&I	Community	City Operating Fund	Immediate

3. Improve Park Access and Urban Character

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Improve streetscape along Ontario and Westmoreland streets, and Germantown, Allegheny and Rising Sun avenues.	CDC	PHS, Streets, Commerce	City Capital Budget / CDCs / PHS	1 to 5 years
Create a park and/or dog run at 13th and Pike streets	Department of Parks & Recreation	Community groups	CCPP / City Capital Budget	1 to 5 years
Upgrade the existing School District playground at 11th and Venango streets and transfer ownership to the City.	School District	Department of Parks & Recreation / PHS / Community groups	School District	1 to 5 years
Create outdoor recreation space around the Mary Bethune School in the short term, and a linear park along Westmoreland Street in the long term	School District / Parks & Recreation Department	PCPC / RDA	City Capital Budget	5 to 10 years
Repair sidewalks	Property owners	Streets / Commerce / City Council	City Capital Budget	Immediate / ongoing
Increase the street tree canopy	Department of Parks and Recreation / CDCs / Property owners	Community groups / Water Department / PHS	TreeVitalize / DPR / City Capital Budget	Immediate / ongoing
Phase out scrap yards and replace with appropriate development	PCPC / RDA	n.a.	n.a.	5 to 10 years
Encourage Cousin's Market to expand and upgrade	Property owner	PCPC / Commerce	Private / Commerce	1 to 5 years

4. Support Homeownership

Recommendations	Lead Agency / Organization	Implementation Partner	Potential Funding Sources	Timeframe
Institute a porch repair program as an incentive for homeowners to do needed repairs	OHCD / City Council	CDCs / PNHS	City Capital Budget / PNHS / CDBG	1 to 5 years / ongoing
Promote home maintenance training and homeowner support programs	Community Groups / NACs	GPUAC / OHCD / PCA / PHDC	CDBG / GPUAC	Immediate / ongoing
Promote existing grant and loan programs to assist low-income homeowners	OHCD / NACs	PHDC / PNHS	CDBG	Immediate / ongoing
Encourage building owners to improve the facades of houses in the study area through incentives	OHCD/ CDCs	NACs / PHDC / PNHS / OHCD	THHP / MBP / Phil Loan	Immediate
Publicize housing counseling for first-time homebuyers	Community Groups / NACs	GPUAC / OHCD / PCA / PHDC	n.a.	Immediate / ongoing
Promote conversion of rental units to home ownership through loans and collaboration with Realtors	PCPC / OHCD	Realtors	n.a.	Immediate / ongoing
Promote settlement grants to potential homebuyers	OHCD	NACs	ADDP / CDBG / tax credits	1 to 5 years / ongoing
Target public subsidies to construct mixed-income housing (affordable and market rate)	RDA / OHCD	Private Developers / PHFA	HCI / NRH / HOME / LIHTC	1 to 5 years / ongoing
Encourage Temple HSC faculty and staff to live in Tioga, East Tioga and the Central Core	Temple HSC	Commerce / Realtors	HBN	1 to 5 years / ongoing

Funding Source List

Program	Abbreviation	Sponsor Agency	Abbreviation
Commercial Improvements			
10-Year Real Estate Tax Abatement	ABATE	Philadelphia Board of Revision of Taxes	BRT
ReStore Philadelphia Corridors	RESTORE	Philadelphia Department of Commerce	COM
Business Improvement District	BID	Philadelphia City Council	COUNCIL
Targeted Blocks Façade Grant Program	TBFG	Philadelphia Department of Commerce	COM
Tax Increment Financing	TIF	Philadelphia Industrial Development Corporation	PIDC
Tax Increment Financing	TIF	The Reinvestment Fund	TRF
Operating Business Matching Loan Grant	OBMLG	The Merchants Fund	
Historic Preservation			
Historic Tax Credits	HTC	PA State Historic Preservation Office	SHPO
Housing & Homeowner Support			
10-Year Real Estate Tax Abatement	ABATE	Philadelphia Board of Revision of Taxes	BRT
American Dream Down Payment Initiative	ADDP	Philadelphia Office of Housing and Community Development	OHCD
Model Block Program	MBP	Philadelphia Neighborhood Housing Services	PNHS
PHIL-Plus / Mini-PHIL	PHIL	Greater Philadelphia Urban Affairs Coalition	GPUAC
Philadelphia Home Buy Now	HBN	Philadelphia Office of Housing and Community Development	OHCD
HOME Investment Partnership	HOME	Philadelphia Office of Housing and Community Development	OHCD
Homeownership Construction Initiative	HCI	Pennsylvania Housing Finance Agency	PHFA
Low-Income Housing Tax Credits	LIHTC	Pennsylvania Housing Finance Agency	PHFA
Neighborhood Revitalization Initiative	NRI	Pennsylvania Housing Finance Agency	PHFA
PennHOMES Program	PennHOMES	Pennsylvania Housing Finance Agency	PHFA
PHFA Construction Loans	CONST	Pennsylvania Housing Finance Agency	PHFA
Targeted Housing Preservation Program	THPP	Philadelphia Housing Development Corporation	PHDC
Homeownership Rehabilitation Program	HRP	Philadelphia Housing Development Corporation	PHDC
Senior Housing Repair Program	SHRP	Philadelphia Corporation for Aging	PCA
Open Space Improvements			
Community Conservation Partnerships Program	CCPP	PA Bureau of Recreation & Conservation	BRC
TreeVitalize	TREE	PA Dept. of Conservation and Natural Resources	DCNR
Community Land Care	Land Care	PA Dept. of Conservation and Natural Resources	DCNR
Transit & Transportation			
Transportation Enhancement Program	TE	Pennsylvania Department of Transportation	PENNDOT
Home Town Streets Initiative	HTS	Pennsylvania Department of Transportation	PENNDOT
Safe Routes To School Program	STS	Federal Highway Administration	FHA
Various Programs and Projects			
Various Programs		Foundation Center	FC
City Capital Budget	-	Philadelphia City Planning Commission	PCPC
City Operating Budget	-	Philadelphia Office of the Director of Finance	FIN
Community Development Block Grants	CDBG	US Department of Housing and Urban Development	HUD
Local Municipal Resources & Development Program	LMRDP	PA Department of Community and Economic Development	DCED

Appendix A | Preceding Plans and Studies

Neighborhood and District Plans

Tioga Community Plan: Strategies for Neighborhood Revitalization, Philadelphia City Planning Commission (2009)

Created at the request of Tioga United, Inc., this study focused on several key activity nodes: 17th and Tioga, 20th and Tioga, and 22nd and Venango. Recommendations included: reviving the Broad and Erie commercial center; improving streetscape on major pedestrian streets; encouraging strategically located vacant lots to be reused for housing, recreation and small scale agriculture; and targeting existing homeowner incentive programs to the strongest residential blocks. The plan also set minimum design guidelines for new housing.

Contested Margins: Design Studio as Catalyst, Temple University School of Architecture, Urban Studio (2007)

This study focused on Erie Avenue, Germantown Avenue and the Temple University Health Sciences Campus. Students suggested interventions including: creating a new transit hub at Broad & Erie; developing specific design standards for buildings and streetscape on Germantown Avenue; and using public space to knit the community and the university together. Environmental and economic sustainability were continuing themes.

East Tioga Neighborhood Strategy, Philadelphia City Planning Commission (2007)

This report covered East Tioga from Broad Street to 9th Street and from Hunting Park Avenue to the Amtrak railroad tracks just north of Glenwood Avenue. Recommendations included: creating a porch repair program; targeting existing city-run housing rehab programs in three specific subareas; replacing obsolete industrial buildings and blighted properties near the Mary Bethune School with green space and housing; redeveloping the food market at 10th and Erie; and further study of transit-oriented development at the intersections of Broad Street and Erie Avenue.

Tioga Neighborhood Strategic Plan, Tioga United (2007)

This strategy was created to unify the efforts of several organizations working in the neighborhood west of Broad Street. Recommendations included: increasing resident involvement in renewal activities; demolishing unsafe properties; cleaning vacant lots; continuing programs for youth and seniors; and creating a community development corporation. The plan showed two homeownership investment areas, one west of N 22nd Street, and one between 19th and 21st streets, and Ontario and Atlantic streets, centered on proposed park improvements near the Jerome Brown Recreation Center.

Tioga Community Plan, Philadelphia Neighborhood Transformation Initiative (2006)

This plan was prepared to help guide NTI efforts in the neighborhood. Major recommendations included: improving major corridors, edges and gateways; updating zoning; promoting development around existing transit centers; creating new parks and recreation spaces; assembling land for new housing around 17th and Carlisle streets, and Indiana and Erie avenues; preserving community heritage; and consolidating retail into viable clusters on Germantown Avenue.

Redevelopment Area Plan for West Fairhill, East Tioga and Hunting Park, Philadelphia City Planning Commission (2004)

A companion to the blight certification report released the same year, this plan allowed city government to assist in the acquisition and redevelopment of land. The plan's major goals were: replacing blighting influences; preserving existing housing and neighborhood character; encouraging the repair of vacant buildings; and replacing substandard buildings with new construction. Recommendations included repairing or removing the Beury Building and changing the land use of several specific pieces of land to facilitate redevelopment.

North Philadelphia Plan: A Guide to Revitalization, Philadelphia City Planning Commission (1987)

Developed as a comprehensive plan for all of North Philadelphia, this plan focused on improvements for each neighborhood. Suggestions for the Broad and Erie study area included: targeting programs to preserve stable blocks north of Erie Avenue; continuing city-run housing programs in Central Tioga; improving pedestrian and traffic flow at Broad Street, Erie and Germantown avenues; promoting redevelopment of the Beury Building; and encouraging a business association to form around the Broad, Erie and Germantown corridors.

Germantown Avenue Commercial Revitalization Study, National Urban Development Service Corporation (1975)

This study followed Germantown Avenue from Ontario Street to Erie Avenue. The authors suggested developing specific design guidelines for streetscape, buildings and signs. Other proposals included: a public plaza at Germantown Avenue and Tioga Street; improving trolley stops by widening sidewalks; and expanding Temple University Hospital towards Tioga Street.

Comprehensive Plan Study for Tioga: Open Space Framework Development, University of Pennsylvania Department of Landscape Architecture and Regional Planning (1970)

Prepared for the Citizens of Tioga-Nicotown, Inc., this study looked at an area from Lehigh Avenue to Hunting Park Avenue and from Germantown Avenue to N 22nd Street and the Pennsylvania Railroad Company tracks parallel to Crowell Street. Students suggested: creating significant amounts of new open space along Smedley and Sydenham streets, and other small side streets south of Ontario Street and north of Erie Avenue; new community facilities north of Allegheny Avenue; and a significant increase in tree plantings along major pedestrian streets. Overall, the plan envisioned increasing total open space to 52 acres.

Tioga Redevelopment Area Plan, Philadelphia City Planning Commission (1972)

Along with a companion blight certification, this document allowed city government to assist in the acquisition and redevelopment of land. The plan's recommendations were : creating new recreation space west of 17th and Westmoreland streets; encouraging commercial development on the 3500 block of N 17th Street; widening the 2200 block of Venango Street; and rezoning industrial property for lighter industrial uses compatible with surrounding homes.

Transportation and Pedestrian Plans

City of Philadelphia North Broad Street Pedestrian Safety Audit, Delaware Valley Regional Planning Commission (2009)

This study focused on six intersections along Broad Street, including one between Lycoming Street and Germantown and Erie avenues. Recommendations built off of information from a 2008 pedestrian crash study and included: repainting crosswalks and lane markings; installing new pedestrian signals; narrowing travel lanes; building curb bump-outs; and coordinating land use with transportation planning.

Erie Avenue & Olney Avenue Road Safety Audit, Delaware Valley Regional Planning Commission (2008)

This audit contained numerous suggestions for short term and long term interventions including: improving sidewalks and crosswalks; replacing missing street signs; upgrading walk signals; upgrading and adding bike lanes; rebuilding curbs and curb ramps at corners; improving transit infrastructure, including removal of unused trolley tracks and repair of trolley boarding platforms; and changes in signal timing at Broad Street and Germantown Avenue.

North Broad Street Pedestrian Crash Study, Delaware Valley Regional Planning Commission (2008)

This study identified high-crash locations for pedestrians on North Broad Street. The five highest crash locations were found between Lehigh Avenue and Erie Avenue, with the highest crash cluster between Tioga Street, Venango Street and Erie Avenue. The study identified times when crashes were most likely to occur, in which age groups, and in which locations.

Increasing Intermodal Access to Transit: Phase IV, Delaware Valley Regional Planning Commission (2007)

This report is Phase IV in a continuing program to assess the accessibility of transit stations for pedestrians and bicyclists and to promote strategies and improvements that would improve this accessibility. The Broad & Erie station was one of the five stations evaluated in this phase. The report included the following recommendations: creating bike lanes on 13th & 16th Streets, curb extensions at bus stops along Broad Street, improved way finding, pedestrian refuges and increasing walk signal phase lengths.

North Broad Street Transportation & Access Study, Philadelphia City Planning Commission (2006)

Covering Broad Street from Market Street to Erie Avenue, this study revealed many issues to be addressed or studied further including: complex traffic patterns at Broad & Erie; high pedestrian crash rates near Erie Avenue; historic aspects of Broad Street's buildings; high pedestrian volumes at Ontario and Tioga streets; traffic congestion; and heavy interchanges between bus stops and the Broad Street subway.

Erie Avenue Station Intermodal Transfer Study, Wilbur Smith and Associates for the City of Philadelphia Department of Public Property (1987)

The study area centered on the Broad Street subway station, stretching from Old York Road to 17th Street, and from Ontario Street to Pike Street. Recommendations for long-term and short-term improvements included: rerouting several bus lines; building an underground subway for buses and trolleys; creating a transit mall on Germantown Avenue south of Erie Avenue; building subway access in an existing traffic island; improving trolley boarding platforms; and building bus and trolley shelters.

Private Sector Proposals for Specific Sites

Conceptual building design for 1402-1412 W Erie Avenue

Jibe Design developed this concept to accompany the sale of four city-owned vacant lots to Community Legal Services. The initial proposal envisions a two or three-story office building with no surface parking.

Conceptual site plan for 1536 W Erie Avenue

This concept by Harman Deutsch Architects was submitted to the Zoning Board of Adjustment to accompany a request by Castle Valley Properties Inc. for a zoning variance. The applicant envisioned nine dwelling units of 850 square feet each with parking for each unit. The building would be oriented along North 16th Street.

Conceptual site plan for 1700 W Tioga Street

Prepared by Tioga Trust, this design proposed four ground floor retail spaces with 20 housing units.

Conceptual site plan by Sunrise CDC for senior housing at Old York Road and E Erie Avenue

Conceptual site plan by The Philadelphia Initiative, Inc.

Centered on the Temple Health Sciences Center, this concept envisions new housing, retail, offices for social services, and a business incubator.

Beury Building - Student Housing Conversion Feasibility Study, Burt Hill, 2007

Consultants developed two redevelopment scenarios, both with over 200 beds, in a mix of one, two and three bedroom units. The target market was the medical and health students.

Tioga United: Conceptual Design for a Neighborhood Center, Community Design Collaborative, 2004.

The Collaborative suggested building a neighborhood center in the 1900 and 2000 blocks of West Tioga including: memorial sitting garden; skateboard park and mosaic mural; a wooded path and teaching circle; and a children's play area.

Ongoing Plans and Studies

Pedestrian and Bicycle Plan for the City of Philadelphia, Philadelphia City Planning Commission

This plan will "identify and help to prioritize strategies to increase the number and frequency of people walking and bicycling in the City by improving the connectivity, safety, convenience, and attractiveness of the pedestrian and bicycle networks". The study area extends from South Philadelphia, through North Philadelphia and the Northwest. The plan is scheduled to be finished by early 2010.

Imagine Philadelphia, Philadelphia City Planning Commission

The City Planning Commission began a public process in 2008 to create a new comprehensive plan, as mandated by the City Charter. The Commission created the last comprehensive plan in 1960. *Imagine Philadelphia: Laying the Foundation* gathered community input about what priorities should be covered. Philadelphia 2035, the comprehensive plan, will become a guide for citywide planning and development for the next 25 years.

Hunting Park Master Plan, Fairmount Park Conservancy

This plan's focus is the regional park in North Philadelphia. Goals include: improving safety; creating new uses and gathering spaces; increasing recreation space; creating new sports facilities; improving public perception; repairing existing facilities; and including green design elements in improvements.

Appendix B | Neighborhood Profile

Description	Year	City Phila.	Tioga	East Tioga	Study Area
Landuse					
Total Properties, Number, 7/1/2007	2007	569,796	12,249	8056	7,006
Residential Properties, Percent, 7/1/2007	2007	79.64%	82.15%	86.99%	78.53%
Commercial Properties, Percent, 7/1/2007	2007	4.28%	4.44%	6.13%	5.34%
Multifamily Properties, Percent, 7/1/2007	2007	3.11%	0.88%	0.26%	1.17%
Industrial Properties, Percent, 7/1/2007	2007	0.89%	1.13%	3.29%	1.27%
Stores with Dwellings, Percent, 7/1/2007	2007	1.18%	0.97%	0.46%	1.24%
Vacant Land Parcels, Percent, 7/1/2007	2007	7.34%	11.42%	5.60%	13.52%
Housing Characteristics					
Residential Rowhouses, Percent, 7/1/2007	2007	62.42%	75.53%	85.77%	71.94%
Residential Detached Houses, Percent 7/1/2007	2007	-	-	-	0.91%
Residential Semi-Detached Houses, Percent 7/1/2007	2007	-	-	-	5.68%
Condominiums, Percent, 7/1/2007	2007	4.61%	0.00%	0	0.00%
Property Ownership					
Taxable Properties, Number, 7/1/2007	2007	-	-	-	93.08%
City owned Properties, Percent, 7/1/2007	2007	3.19%	4.19%	1.84%	4.15%
PHA-owned Properties, Number 7/1/2007	2007	-	-	-	0.76%
RDA owned Properties, Number, 7/1/2007	2007	-	-	-	0.37%
State/Federal owned Properties, Percent, 7/1/2007	2007	0.28%	0.27%	0.10%	0.27%
Real Estate Sales					
Residential Sales, Number	2006	30,134	597	\$ 507	324
Residential Sale Price, Median	2007	95,000	35,750	\$ 37,750	-

In the table above, Tioga and East Tioga columns refer to the whole neighborhood, while the Study Area column refers to the parts of each neighborhood that are included in the study.

Description	Year	City Phila.	Tioga	East Tioga	Study Area
Vacancy and Abandonment Indicators					
Arson/Incendiary Fires, Percent	2006	31.21%	24.14%	47.73%	-
L+I Demolished Properties, Number, 1/1/2005	2005	17,716	920	222	658
L+I Demolished Properties, Percent, 1/1/2005	2005	3.12%	7.51%	2.75%	9.37%
L+I Violation Properties, Percent, 1/1/2005	2005	21.08%	35.71%	25.83%	40.24%
Vacant Properties, L+I Survey, Number, 2000	2000	59,457	1,677	882	1,205
Vacant Properties, L+I Survey, Percent, 2000	2000	10.51%	13.53%	10.91%	17.09%
Vacant Buildings, L+I Survey, Number, 2000	2000	28,894	905	569	592
Vacant Buildings, L+I Survey, Percent, 2000	2000	5.11%	7.30%	7.04%	8.40%
Vacant Residential, L+I Survey, Number, 2000	2000	25,785	858	472	551
Vacant Residential, L+I Survey, Percent, 2000	2000	4.56%	6.92%	5.84%	7.81%
Vacant Land, L+I Survey, Number, 2000	2000	30,563	772	313	613
Vacant Land, L+I Survey, Percent, 2000	2000	5.40%	6.23%	3.87%	8.69%
U.S. Census Data					
Population, Number	2000	517,550	29,634	21,708	16,667
Population, Percent Change, 1990-2000	2000	-4.00%	-9.00%	-8.00%	-8.04%
African Americans, Percent	2000	43.22%	92.83%	38.80%	89.63%
Asians, Percent	2000	4.46%	1.03%	1.44%	1.14%
Hispanics, Percent	2000	8.50%	2.30%	56.83%	5.50%
Whites, Percent	2000	45.02%	3.26%	18.55%	4.22%
Other Races, Percent	2000	4.77%	0.25%	35.98%	3.15%
Children under 18, Percent	2000	25.27%	28.57%	37.10%	28.65%
Income Below 100% Poverty Level, Rate	2000	22.15%	30.46%	45.39%	32.36%
Income Below 200% Poverty Level, Rate	2000	41.95%	53.88%	71.28%	56.67%
High School Diploma, Over 25, Rate	2000	33.33%	33.35%	32.28%	20.69%
Bachelor's Degree, Over 25, Rate	2000	10.34%	4.53%	2.46%	3.07%
Housing Units, Occupied	2000	-	-	-	6,180
Housing Units, Owner Occupied, Rate	2000	59.25%	55.92%	61.41%	52.94%
Housing Units, Renter Occupied, Rate	2000	40.75%	44.08%	38.59%	48.22%
Housing Value, Owner Occupied, Median	2000	61,000	30,282	\$ 27,119	-
Year Structure Built, Median	2000	1945	1944	1942	-
Owners Paying >30% Income on Housing, Percent	2000	22.14%	22.96%	29.29%	22.28%
Renters Paying >30% Income on Rent, Percent	2000	42.46%	46.86%	50.50%	44.87%

Sales Housing Market

Owner-Occupied Housing

Urban Partners examined the owner-occupied housing market to help identify economic characteristics of the neighborhood. The median sales price for owner-occupied housing was calculated for a period of 36 months between October 2005 and September 2008 (Table 12). During that period, the city recorded 118 home sales in the neighborhood. This figure describes the number of addresses in the study area where a sale took place over the three-year period, but it includes only the latest sales per address and does not count multiple sales of the same address. The median sales price within the study area during the three years was \$63,250, while the median sales price in Tioga was \$64,700 and \$59,950 in East Tioga. Real estate values remained fairly consistent between 2005 and 2008. However, further investigation reveals that sale prices changed significantly.

Table 12. Total Owner-Occupied Home Sales

	Total Sales '05-'08	Median Sales Price '05-'08
Tioga Area	86	\$64,700
East Tioga Area	32	\$59,950
Total	118	\$63,250

Win2 Data

To evaluate the sales trends for three years, consultants compared median sales prices between 2005/2006, 2006/2007, and 2007/2008 (see Table 13). During that period, each side of Broad Street experienced increases in median sales prices. Tioga saw an increase of over 32 percent from 2005 to 2008, while East Tioga sales prices grew by almost 93 percent. Compared to Tioga, East Tioga experienced almost three times fewer sales transactions, but

saw a three-fold increase in sales prices. East Tioga's median sales prices were still over \$20,000 less than Tioga in 2005, growing to only \$5,000 less by 2008. While this reflects a higher rate of owner-occupancy in the neighborhood west of Broad Street, values of owner-occupied homes east of Broad were catching up to those in Tioga by 2008. Overall, the entire study area experienced about a 35 percent increase in three years. Appendix 1 shows the homes sold from 2005 to 2008 by neighborhood, size, sale price, and date of sale.

Table 13. Change in Median Sales Price, 2006-2008

	10/2005- 9/2006	10/2006- 9/2007	10/2007- 9/2008	Change	% Change
Tioga Area	\$62,010	\$67,000	\$82,000	\$19,990	32.2%
East Tioga Area	\$40,000	\$63,750	\$77,000	\$37,000	92.5%
Total	\$60,000	\$66,000	\$81,000	\$21,000	35.0%

Win2 Data

Investor-Purchased Housing

During 2005-2008, about half the properties sold were purchased by for-profit investors (see Table 14) for rehabilitation and resale, or to be rented to tenants. As the table shows, investor purchases were higher in East Tioga (55 percent) than in Tioga (49 percent) despite East Tioga's fewer total sales.

Table 14. Investor Sales, 2005-2008

	Total Sales	Investor Sales	% Investor Sales
Tioga Area	167	81	48.5%
East Tioga Area	71	39	54.9%
Total	238	120	50.4%

Win2 Data

Urban Partners examined investor-owned housing to determine trends in pricing and purchasing characteristics. As with owner-occupied properties, median sales prices for investor-purchased properties were compared for the periods 2005-2006, 2006-2007 and 2007-2008 (Table 15). During that period, investor-occupied homes steadily declined in value in Tioga by

about 37percent. At the same time, similar properties east of Broad Street saw a net increase of 29 percent. For the study area in its entirety, values of investor-owned properties decreased by approximately 32 percent. These figures are a stark contrast to owner-occupied housing values shown above in Table 13.

Table 15. Change in Median Sales Price, Investor-Purchased Properties

	10/2005- 9/2006	10/2006- 9/2007	10/2007- 9/2008	Change	% Change
Tioga Area	\$83,000	\$60,000	\$52,450	-\$30,550	-36.8%
East Tioga Area	\$43,000	\$71,500	\$55,500	\$12,500	29.1%
Total	\$77,500	\$66,000	\$52,450	-\$25,050	-32.3%

Win2 Data

To get a sense of the overall investor property dynamics throughout the study area, Urban Partners examined the number of single-family investor-purchased properties versus owner-occupied properties by size, shown as a percentage in Table 16.

Table 16. Percentage of Single-Family Housing Units Sold '05-'08: Owner vs. Investor

	<1,000 SF		1,000-2,000 SF		>2,000 SF	
	Owner-Occupied	Investor-Purchased	Owner-Occupied	Investor-Purchased	Owner-Occupied	Investor-Purchased
Tioga Area	57%	43%	62%	38%	36%	64%
East Tioga Area	75%	25%	63%	37%	38%	62%

Win2Data

As the table reveals, there are discrete patterns among the three types of housing units examined. In both neighborhoods, units under 1,000 square feet appear to be more desirable to owner-occupant purchasers, with over half of the sales in each neighborhood made to owner-occupants. 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 the Tioga and East Tioga Areas, just under two-thirds of the units in this size range were purchased by owner-occupants. The larger 2,000 square foot+ homes appear to

be most attractive to investors. In both Tioga and East Tioga, just under two-thirds of the units over 2,000 SF were sold to investors. Often these properties are too large for a homeowner to manage so they get purchased by investors who operate them as multi-unit dwellings with several tenants.

Another implication of the investor-purchased housing dynamic is home pricing. As shown in Table 17, median sales prices from 2005 to 2008 were greatly impacted by building size and type of owner. In both Tioga and East Tioga, homes smaller than 1,000 SF sold for median sales prices of at least \$12,000 higher as investor-purchased homes than owner-occupied. This may be the result of homes of this size being renovated and sold to investors to be occupied by rental tenants. For mid-size homes in the 1,000 to 2,000 SF range, owner-occupied homes commanded greater median sales prices in both the Tioga and East Tioga Areas. For homes greater than 2,000 SF, a similar pattern holds; owner-occupied homes garnered higher median sales values than investor-purchased homes in both Tioga and East Tioga. Investor-owners of these homes may be experiencing difficulty maintaining them, thus bringing down their values compared to the larger owner-occupied homes.

Table 17. Median Sales Price of Single-Family Housing Units Sold '05-'08: Owner vs. Investor

	<1,000 SF		1,000-2,000 SF		>2,000 SF	
	Owner-Occupied	Investor-Purchased	Owner-Occupied	Investor-Purchased	Owner-Occupied	Investor-Purchased
Tioga Area	\$52,950	\$65,000	\$63,000	\$57,780	\$106,000	\$79,000
East Tioga Area	\$40,000	\$65,000	\$60,000	\$46,000	\$72,000	\$67,000

Win2Data

Rental Housing Market

While somewhat dated, the 2000 Census provides a snapshot of rental market conditions in the study area as a basis for comparing Tioga and East Tioga. As of 2000, there were 10,155 renter-occupied units. (Table 18). Tioga contained just over two-thirds of the total renter-occupied units, in line with population and investor sales figures. Approximately 59 percent of these rental units were in single-family homes, 22 percent were in two-to-four unit structures, and 19 percent were in larger structures of five or more units.

Table 18. Units in Structure of Rental Properties, 2000

	Single-Family Unit	2-4 Units	5+ Units	Total Renter Occupied
Tioga Area	4,046	1,491	1,269	6,806
East Tioga Area	2,422	758	169	3,349
Study Area	6,468	2,249	1,438	10,155

U.S. Census Bureau

In East Tioga, where just under a third of the study area's rental properties were located, single-family homes represented the highest percentage of total renter-occupied housing units in the study area at 72 percent. Two- to four-unit properties constituted 23 percent of the rental housing stock. Just five percent of its total renter-occupied units were in structures with more than five units.

According to the 2000 Census, about 18 percent of the rents in the study area were less than \$250 (Table 19). At the same time, 71 percent were in the \$250 to \$499 per month range, by far the most common rent category at the time. Only about 11 percent of the rents in the study area were greater than \$500 per month, and none were greater than \$1,000. Just seven apartments had rents greater than \$750 per month, all of which were in the East Tioga Area.

Table 19. Monthly Rents, 2000

	\$0-\$249	\$250-\$499	\$500-\$749	\$750-\$999	\$1000-\$1499	\$1500+
Tioga Area	133	748	118	0	0	0
East Tioga Area	537	1,824	261	7	0	0
Study Area	670	2,572	379	7	0	0

U.S. Census Bureau

These rent levels apply to the 6,468 single-family rental homes, which represent 64 percent of the rental housing market in the study area. Ownership of these rental homes is generally quite diffused. In some cases, properties become investor-rented because homeowners are unable to sell their homes and, therefore, are forced into renting out these properties.

To get a better sense of current rents sought in the neighborhood, we examined current listings through Craig's List (Table 20). As the table indicates, there are many rental options in the study area. In keeping with Census trends, the majority of rental units appear to be west of Broad Street. Available apartments are marketed heavily toward Temple University Hospital faculty, staff, and students. Most of the units for rent offer renovations and higher-end amenities such as new appliances and hardwood floors to lure professional and student tenants.

In general, newly renovated units command higher rents: Extra bathrooms drive up rents too. Location appears to impact rents as well. Units located right on or near Broad Street appear to command slightly lower rents than those on more residential streets. Because of their proximity to Broad Street, however, these units on side streets can still offer convenient location as an amenity.

Rents appear to have escalated even considering inflation (Table 21). Only a handful of apartments in 2000 had rents above \$750, while 60 percent of rents evaluated are above \$750 per month, with many above \$1,000. Three-bedroom units are averaging almost \$800 per month, and four-bedroom units almost \$1,800 per month. Several four bedroom units exceed \$2,000.

Table 21. Average Rents in Broad & Erie Study Area, 5/2009

# of Bedrooms	Average Rent
1	\$554
2	\$717
3	\$798
4	\$1,722

Retail Market Analysis

Definition of Retail Trade Area

Urban Partners conducted a retail market analysis to describe the performance of retailers located within the study area and to suggest the potential for retail development beyond 2010. Considering that the majority of retailers are neighborhood-serving, except for a few specialty retail niches, consultants defined a retail trade area for the neighborhood that is contiguous with the neighborhood boundaries).

The stores located in the trade area provide products and services in several retail categories and chiefly serve customers from the Tioga and East Tioga neighborhoods, as well as customers passing through the area on Broad Street. Some unique stores and restaurants attract a customer base from beyond the immediate study area.

Trade Area Retail Supply

Urban Partners completed an inventory of all retail businesses located within the trade area. The inventory is included in Appendix 2 to this document. All retail establishments in the area are classified according to the principal merchandise sold, the trade designation, estimated square footage, and level of sales. The trade designation is called the NAICS (North American Industry Classification System). Banks and other financial establishments are excluded.

The term “retail store sales” includes sales by establishments that are normally found in pedestrian-oriented retail shopping areas. This definition excludes the sales of automobile dealerships and repair facilities, service stations, fuel oil dealers, and non-store retailing. Unlike many secondary data sources, such as the U.S. Census Bureau, this definition includes the sales at establishments such as barber shops, hair and nail salons, and dry cleaners.

Table 22 describes the range of stores available within the trade area and estimates their performance. As of May 2009, the trade area included 207 operating retail businesses in 27 different retail categories occupying over 415,000 square feet of store space and generating almost \$86 million in sales. Area retailers are predominantly independent entrepreneurs, with a few national chain retailers. More than three-fourths of these establishments are community-serving stores. This store mix includes:

- 1 grocery store
- 25 convenience stores
- 3 drug stores
- 6 cosmetics/beauty supply stores
- 2 liquor/beer stores
- 51 limited-service restaurants
- 15 bars
- 14 dollar/general merchandise stores
- 2 hardware stores
- 30 hair/nail salons
- 7 dry cleaners or laundromats

In total, the 162 businesses providing these community-serving goods and services occupy almost 70 percent of all store space and generate about three-quarters of all sales. In sales, the two stand-out categories are convenience stores and limited-service restaurants. Limited-service restaurants include coffee shops, pizza parlors, hoagie shops, and other take-out restaurants. Eight full-service restaurants, which offer wait staff, generate a fraction of what their limited-service counterparts do. Hair salons occupy a relatively large percentage of community-serving retail space, but do not generate a proportionately high amount of sales.

The next largest retail category is clothing. These businesses occupy 15 percent of the store space and generate about 14 percent of all sales. About 60 percent of that space is attributed to 11 family clothing stores, mostly centered on Germantown Avenue. Shoe stores generate about a fourth of all apparel-related sales in the study area. Additional retail offerings include two furniture stores, eight electronics stores, and two auto parts dealers.

Table 22. Estimated Retail Store Performance - Broad & Erie Retailers, 2009

RETAIL CATEGORY	# of Stores	S.F. GLA	Retail Sales (\$1000)	Sales/SF	% of Stores	% of GLA	% of Sales
TOTAL	207	415,300	\$85,970	\$207	100.00%	100.00%	100.00%
COMMUNITY-SERVING GOODS & SERVICES	162	287,600	\$63,237	\$220	78.26%	69.25%	73.56%
Supermarkets, Grocery Stores	1	20,000	*	*	*	*	*
Convenience Stores	25	35,600	\$8,250	\$232	12.08%	8.57%	9.60%
Specialty Foods	1	1,400	*	*	*	*	*
Liquor & Beer Distributors	2	8,000	*	*	*	*	*
Drug Stores/Pharmacies	3	19,100	\$7,136	\$374	1.45%	4.60%	8.30%
Cosmetics, Beauty Supplies, & Perfume	6	9,200	\$2,024	\$220	2.90%	2.22%	2.35%
Limited-Service Restaurants	51	75,300	\$19,698	\$262	24.64%	18.13%	22.91%
Bars and Lounges	15	27,200	\$2,988	\$110	7.25%	6.55%	3.48%
Dollar Stores & Other General Merchandise Stores	14	35,100	\$5,407	\$154	6.76%	8.45%	6.29%
Jewelry Stores	3	3,800	\$995	\$262	1.45%	0.92%	1.16%
Optical Stores	1	1,400	*	*	*	*	*
Hardware Stores	2	4,800	*	*	*	*	*
Florists	1	1,000	*	*	*	*	*
Hair Salons	30	33,900	\$3,641	\$107	14.49%	8.16%	4.24%
Laundries; Dry Cleaning	7	11,800	\$1,502	\$127	3.38%	2.84%	1.75%
FULL-SERVICE RESTAURANTS	8	14,900	\$2,438	\$164	3.86%	3.59%	2.84%
APPAREL	23	62,800	\$12,331	\$196	11.11%	15.12%	14.34%
Women's Clothing	1	1,400	*	*	*	*	*
Children's Clothing	2	5,200	*	*	*	*	*
Family Clothing	11	38,400	\$7,183	\$187	5.31%	9.25%	8.36%
Clothing Accesories	1	1,400	*	*	*	*	*
Other Clothing	2	2,800	*	*	*	*	*
Shoe Stores	6	13,600	\$3,078	\$226	2.90%	3.27%	3.58%
HOME FURNISHINGS & IMPROVEMENT	10	26,600	*	*	*	*	*
Furniture	2	18,000	*	*	*	*	*
Radio/TV/Electronics	8	8,600	\$2,546	\$296	3.86%	2.07%	2.96%
OTHER SPECIALTY GOODS	1	3,000	*	*	*	*	*
Sewing, Needlework	1	3,000	*	*	*	*	*
OTHER RETAIL STORES	3	20,400	\$4,048	\$198	1.45%	4.91%	4.71%
Auto Parts & Accessories Stores	2	19,000	*	*	*	*	*
Other Used Merchandise	1	1,400	*	*	*	*	*

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* Data Suppressed

Survey of Retail Businesses

During April of 2009, the project team conducted in-store interviews with approximately 15 business owners to gather information about the nature of their businesses, recent trends, and observations about the retail environment. The firms were distributed throughout the study area and across different retail categories (Appendices 3 and 4). They include a dry cleaner, beauty supply shop, salon, locksmith, shoe repair shop, ladies apparel store, jewelry store, and a hardware store. In addition, a non-retail business (tax preparation service) was interviewed.

General Information

Almost half of the interviewed businesses said they have been at their current location for 10 years or more. Almost a third have been there for 25 years or more, indicating a relatively stable core. Business owners said that they employ a few workers, with a median of three employees and a range of one to nine. Of those who answered, just over half said they own their properties.

Hours of Operation

All but one of the owners open their businesses by 10 a.m. most days and only one stays open until 8 p.m. Most businesses close at five, while a few close between six and seven. Only two businesses interviewed are all week. The rest are closed on Sunday; one closes on Sunday and Monday, and one just Monday. When asked about their busiest times of operation, owners gave no consistent answers.

Customer Base

The majority of neighborhood retailers reported that they serve customers from a range of ages and economic backgrounds. Several retailers mentioned specific customer characteristics including women, African American, and elderly.

Area businesses tend to draw from within the neighborhood or the surrounding neighborhoods, with more than 40 percent of the merchants reporting that over half of their clients come from the surrounding five blocks. A few of the businesses reported that customers come from suburban Pennsylvania or New Jersey. These customers tend to be employees of Temple University Health Sciences Center, which can supply businesses, particularly food-related, with significant patronage.

Modes of Transportation

All retail businesses reported that some or all of their customers walk. However, more than three-quarters of the businesses interviewed said that a portion of their customer base drives, leading to many parking concerns. Fewer customers appear to use transit or bicycles.

Sales Trends and Space Needs

Only one respondent, a dry cleaner, reported increasing sales over last year, while just over half said sales were decreasing. The remaining reported steady sales trends. The most common reason reported for a decline in business was the slumping economy. Despite the complaints, about a fifth of owners reported that they planned to expand their operations in the next two years, while the remainder said they were planning to stay the same size. No businesses mentioned plans to downsize.

Positive and Negative Impacts on Business

When asked whether any recent changes in the surrounding area have had a positive impact on business, only about a fifth of the business responded. Most of these comments related to crime, including less drug activity, less violence, fewer shootings, and more police presence. But when asked whether any recent changes have had a negative impact on business, several owners cited: trash on sidewalks and in lots; the run-down Beury Building; a perception that the area is not safe; a need for more lighting; the desire for a grocery store; and difficulty starting a business in terms of logistics and city requirements. Most business owners reported that parking is a problem. Specific complaints include a parking shortage, the expense of parking, and the proliferation of parking tickets among both merchants and customers.

Suggested Improvements

Consultants asked the owners what actions would help improve business. Many supported more parking for customers. Other suggestions included: coordinating marketing and event planning; achieving a greater police presence; cleaning trash strewn lots; improving neighborhood housing; and improving the appearance of the commercial area, particularly the Beury Building.

Trade Area Retail Demand

Table 23 summarizes the key demographic and economic information for the trade area. According to 2000 Census data, the trade area had a population of 16,755. The 2010 population estimates were determined using the rate of population change determined by the Delaware Valley Regional Planning Commission (DVRPC) for Upper North Philadelphia. Applying this rate to the trade area, Urban Partners estimates a population drop to 15,342.

Table 23. Population and Income - Broad & Erie Trade Area

	2000 Population	Per Capita Income 1999	2010 Population Estimate	Per Capita Income 2009	2009 Total Income
Tioga	11,099	\$14,198	10,163	\$18,128	\$184,228,969
East Tioga	5,656	\$10,345	5,179	\$13,208	\$68,404,834
Study Area	16,755	\$12,782	15,342	\$16,320	\$250,374,528

U.S. Census Bureau, DVRPC, Urban Partners

The 2009 per capita income for the area was calculated by applying the Consumer Price Index inflation rates to 1999 per capita income figures provided by the Census. Consultants estimate the 2009 per capita income to be \$16,320 and the total income of the trade area in 2009 to be approximately \$250 million.

Using information about the retail spending behavior of Philadelphia metropolitan area residents, compiled by *Sales and Marketing Management*, Urban Partners estimates that in 2010, the trade area's population will spend approximately \$109 million on retail goods and services (Table 24) including:

- \$56 million on community-serving goods and services;
- \$5 million at full-service restaurants;
- \$9 million in department stores and warehouse clubs;
- \$11 million on apparel;
- \$15 million on home furnishings and improvement;
- \$9 million on other specialty goods; and
- \$5 million at other retail stores such as auto parts and pet supplies businesses.

The large number of employees also influences demand. The largest employers are Temple University Hospital and Temple University Medical School. Urban Partners estimates that

combined, they employ approximately 2,800 medical personnel. Temple University Hospital employs another 700 or so salaried non-medical employees in the trade area. And there are many other employees including retail workers, bank employees, daycare providers, library employees, PGW employees, and so on. Consultants estimate those additional workers to tally roughly 3,100, for a total estimated workforce of approximately 5,900 employees in the trade area.

Using data from *Office Worker Retail Spending Patterns* published by the International Council of Shopping Centers, Urban Partners estimates that in 2010, the trade area's workforce will spend approximately \$41 million on retail goods and services (Table 25), including:

- \$24 million on community-serving goods and services;
- \$4 million at full-service restaurants;
- \$3 million in department stores and warehouse clubs;
- \$3 million on apparel;
- \$4 million on home furnishings and improvement; and
- \$3 million on other specialty goods.

A comparison of the resident and employee spending reveals several patterns. Residents of the neighborhood direct approximately 51 percent of their purchases (\$109 million) to community-serving goods and services, while the workforce directs approximately 58 percent of its spending (\$41 million) on these items. Limited-service food items such as fast food and take-out also make up a large portion of these purchases. The workforce also directs a higher portion of its spending on full-service restaurants than residents do. The remaining retail categories experience higher percentages of total purchases from residents than employees. The "Other", including pet stores, auto supply stores, and used merchandise stores, receive almost no spending from workers.

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.

In analyzing the retail market demand within a portion of a larger metropolitan area, these behavioral observations translate into a series of analytical rules-of-thumb:

- Shopping for community-serving goods and services is generally confined to the primary trade area.
- Expenditures made at full-service restaurants will occur chiefly within the primary trade area, but some restaurant expenditures made by the primary trade area population will be lost to established restaurants located outside the primary trade area. Similarly, some restaurant sales in the primary trade area will be attracted from residents who live elsewhere in the region.
- Expenditures made by primary trade area residents for shopping goods will more likely occur within the area, but a substantial proportion of these sales will occur outside the area. Similarly, significant sales will be generated by residents outside the primary trade area to any large, well-known stores located within the trade area.
- Specific high-quality stores within the primary trade area may attract significant clientele from well beyond the primary trade area for highly-targeted, single destination trips for specialized purchases.

Retail Development Opportunities

Based on the trade area's retail supply and demand from both residents and employees, Urban Partners identified several retail opportunities. As Table 26 shows, total retail demand is approximately \$150 million. This calculation is made by adding resident and workforce purchases for each retail category. As expected, the highest portion of this demand is in the community-serving goods and services category, as these everyday purchases are made by both residents and workers. But how does the overall demand translate to retail opportunities in the neighborhood?

Retail development opportunities are first determined by subtracting all Broad & Erie trade area purchases (shown in Table 22) from the trade area's total demand for each retail category to determine retail potential. The result is approximately \$92 million dollars in retail demand for the trade area. The greatest store potential remains in the community-serving goods and services category, typical for an urban neighborhood and especially with a significant workforce. Not all retail categories have development potential, however, in the Broad & Erie trade area. If there is already significant supply of certain retail types in the neighborhood, such as in the convenience store, bars/lounges, hair salons, and dry cleaners categories, then the potential has been met and additional stores of those types are not recommended.

TOTAL POPULATION (2010 ESTIMATE)	15,342
TOTAL INCOME (\$000)	\$250,375
TOTAL RETAIL PURCHASES (\$000)	\$109,067
COMMUNITY-SERVING GOODS & SERVICES	\$55,572
Supermarkets, Grocery Stores	\$25,016
Convenience Stores	\$4,552
Meat Stores	\$309
Fish Stores	\$74
Fruit & Vegetables	\$150
Bakeries	\$63
Candy & Nuts	\$87
Other Specialty Foods	\$87
Liquor & Beer Distributors	\$1,615
Drug Stores/Pharmacies	\$9,235
Cosmetics, Beauty Supplies, & Perfume	\$414
Health Food Supplements	\$327
Limited-Service Restaurants	\$4,937
Bars and Lounges	\$563
Dollar Stores & Other General Merchandise Stores	\$851
Jewelry Stores	\$1,733
Optical Stores	\$602
Newsstands	\$80
Video Stores	\$63
Gift, Novelty, Souvenir Stores	\$1,357
Hardware Stores	\$1,274
Florists	\$614
Hair Salons	\$858
Laundries; Dry Cleaning	\$709
FULL-SERVICE RESTAURANTS	\$5,151
DEPARTMENT STORES	\$9,137
Full-Service Department Stores	\$2,844
Discount Department Stores	\$3,840
Warehouse Clubs	\$2,452
APPAREL	\$10,905
Men's Clothing	\$924
Women's Clothing	\$2,552
Children's Clothing	\$434
Family Clothing	\$4,194
Clothing Accesories	\$200
Other Clothing	\$677
Shoe Stores	\$1,923

HOME FURNISHINGS & IMPROVEMENT	\$14,535
Furniture	\$1,566
Floor Coverings	\$630
Window Treatments	\$35
Other Home Furnishings	\$510
Household Appliances	\$385
Radio/TV/Electronics	\$1,229
Home Centers	\$4,834
Paint & Wallpaper Stores	\$744
Retail Lumber Yards	\$3,918
Nursery & Garden Centers	\$508
Antique Stores	\$177
OTHER SPECIALTY GOODS	\$8,797
Luggage & Leatherwork	\$133
Computer & Software Stores	\$919
Camera, Photo Supply	\$86
General-Line Sporting Goods	\$872
Specialty Sporting Goods	\$1,005
Toys & Hobbies	\$1,347
Sewing, Needlework	\$298
Music Stores	\$356
Book Stores	\$1,159
Record/CD/Tape Stores	\$626
Office Supply/Stationers	\$1,599
Art Dealers	\$281
Collectors' Items & Supplies	\$115
OTHER RETAIL STORES	\$4,970
Auto Parts & Accessories Stores	\$2,607
Pet Supply Stores	\$514
Tobacco Stores	\$287
Other Health & Personal Care	\$443
Other Used Merchandise	\$388
Other Miscellaneous Retail Stores	\$730

Table 25. Estimated Retail Store Purchases - Broad & Erie Area Workforce, 2009

	Per Health Care Worker	Per Other Worker	Health Care Workforce (\$000)	Other Workforce (\$000)	Total Workforce (\$000)
ESTIMATED WORKFORCE (FTE)			2,800	3,100	5,900
TOTAL RETAIL PURCHASES	\$6,369.35	\$7,432.12	\$17,834	\$23,040	\$40,757
COMMUNITY-SERVING GOODS & SERVICES			\$10,086	\$13,463	\$23,548
Supermarkets, Grocery Stores	\$1,066.13	\$1,066.13	\$2,985	\$3,305	\$6,290
Convenience Stores	\$482.78	\$606.83	\$1,352	\$1,881	\$3,233
Meat Stores	\$16.31	\$4.08	\$46	\$51	\$96
Fish Stores	\$4.08	\$4.08	\$11	\$13	\$24
Fruit & Vegetables	\$8.16	\$8.16	\$23	\$25	\$48
Bakeries	\$5.97	\$5.97	\$17	\$19	\$35
Candy & Nuts	\$5.97	\$5.97	\$17	\$19	\$35
Other Specialty Foods	\$4.08	\$4.08	\$11	\$13	\$24
Liquor & Beer Distributors	\$67.98	\$67.98	\$190	\$211	\$401
Drug Stores/Pharmacies	\$379.19	\$379.19	\$1,062	\$1,175	\$2,237
Cosmetics, Beauty Supplies, & Perfume	\$13.27	\$13.27	\$37	\$41	\$78
Health Food Supplements					
Limited-Service Restaurants	\$360.29	\$960.02	\$1,009	\$2,976	\$3,985
Bars and Lounges	\$170.04	\$186.99	\$476	\$520	\$1,056
Dollar Stores & Other General Merchandise Stores	\$53.96	\$53.96	\$151	\$167	\$318
Jewelry Stores	\$91.79	\$91.79	\$257	\$285	\$542
Optical Stores	\$9.56	\$9.56	\$27	\$30	\$56
Newsstands	\$49.77	\$49.77	\$139	\$154	\$294
Video Stores					
Gift, Novelty, Souvenir Stores	\$721.35	\$721.35	\$2,020	\$2,236	\$4,256
Hardware Stores	\$57.43	\$57.43	\$161	\$178	\$339
Florists	\$9.56	\$9.56	\$27	\$30	\$56
Hair Salons	\$12.75	\$12.75	\$36	\$40	\$75
Laundries; Dry Cleaning	\$11.59	\$11.59	\$32	\$36	\$68
FULL-SERVICE RESTAURANTS	\$530.98	\$853.02	\$1,487	\$2,644	\$4,131
DEPARTMENT STORES			\$1,309	\$1,449	\$2,758
Full-Service Department Stores	\$164.26	\$164.26	\$460	\$509	\$969
Discount Department Stores	\$197.16	\$197.16	\$552	\$611	\$1,163
Warehouse Clubs	\$106.02	\$106.02	\$297	\$329	\$626
APPAREL			\$1,619	\$1,793	\$3,412
Men's Clothing	\$49.00	\$49.00	\$137	\$152	\$289
Women's Clothing	\$135.32	\$135.32	\$379	\$419	\$798
Children's Clothing	\$23.13	\$23.13	\$65	\$72	\$136
Family Clothing	\$222.38	\$222.38	\$623	\$689	\$1,312
Clothing Accessories	\$10.70	\$10.70	\$30	\$33	\$63
Other Clothing	\$35.82	\$35.82	\$100	\$111	\$211
Shoe Stores	\$101.99	\$101.99	\$286	\$316	\$602
HOME FURNISHINGS & IMPROVEMENT			\$1,882	\$2,083	\$3,965
Furniture	\$71.04	\$71.04	\$199	\$220	\$419
Floor Coverings	\$27.96	\$27.96	\$78	\$87	\$165
Window Treatments	\$1.51	\$1.51	\$4	\$5	\$9
Other Home Furnishings	\$22.67	\$22.67	\$63	\$70	\$134
Household Appliances	\$17.38	\$17.38	\$49	\$54	\$103
Radio/TV/Electronics	\$72.82	\$72.82	\$204	\$226	\$430
Home Centers	\$217.64	\$217.64	\$609	\$675	\$1,284
Paint & Wallpaper Stores	\$33.25	\$33.25	\$93	\$103	\$196
Retail Lumber Yards	\$176.83	\$176.83	\$495	\$548	\$1,043
Nursery & Garden Centers	\$22.67	\$22.67	\$63	\$70	\$134
Antique Stores	\$8.31	\$8.31	\$23	\$26	\$49
OTHER SPECIALTY GOODS			\$1,452	\$1,607	\$2,943
Luggage & Leatherwork	\$8.24	\$8.24	\$23	\$26	\$49
Computer & Software Stores	\$54.27	\$54.27	\$152	\$168	\$320
Camera, Photo Supply	\$4.81	\$4.81	\$13	\$15	\$28
General-Line Sporting Goods	\$51.53	\$51.53	\$144	\$160	\$304
Specialty Sporting Goods	\$59.77	\$59.77	\$167	\$185	\$353
Toys & Hobbies	\$79.69	\$79.69	\$223	\$247	\$470
Sewing, Needlework	\$17.86	\$17.86	\$50	\$55	\$105
Music Stores	\$21.30	\$21.30	\$60	\$66	\$126
Book Stores	\$68.70	\$68.70	\$192	\$213	\$405
Record/CD/Tape Stores	\$37.10	\$37.10	\$104	\$115	\$219
Office Supply/Stationers	\$95.49	\$95.49	\$267	\$296	\$563
Art Dealers	\$12.85	\$12.85	\$36	\$40	\$76
Collectors' Items & Supplies	\$6.87	\$6.87	\$19	\$21	\$41
OTHER RETAIL STORES					
Auto Parts & Accessories Stores					
Pet Supply Stores					
Tobacco Stores					
Other Health & Personal Care					
Other Used Merchandise					
Other Miscellaneous Retail Stores					

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Table 26. 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	\$7,765				
Meat Stores	\$406				
Fish Stores	\$98				
Fruit & Vegetables	\$198				
Bakeries	\$99				
Candy & Nuts	\$123				
Other Specialty Foods	\$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				
Video Stores	\$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 Accessories	\$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				
Other Home Furnishings	\$643	\$643	2,000	2,000	2
Household Appliances	\$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				
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				
Other Health & Personal Care	\$443	\$443	2,000	2,000	1
Other Used Merchandise	\$388	\$220			
Other Miscellaneous Retail Stores	\$730	\$730			

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Based on the retail potential calculations, consultants determined additional supportable store space in each category and store space appropriate for Broad & Erie. For example, there appears to be market demand for a 50,000 square foot supermarket.. However, there is no suitable land. Similarly, demand exists for approximately 20,000 square feet of gift and novelty store space. However, based on shopping characteristics of the trade area, Urban Partners suggests half of that.

As a result, the most appropriate retail opportunities for the Broad & Erie trade area are:

- 1 health food store – 1,000 SF
- 2 jewelry stores totaling 4,000 SF
- 1 optical store – 1,000 SF
- 4 or 5 gift and novelty stores totaling 10,000 SF
- 1 florist – 1,000 SF
- 10 full-service restaurants totaling 20,000 SF
- 2 men's clothing stores totaling 4,000 SF
- 5 women's clothing stores totaling 11,000 SF
- 1 other clothing store – 2,000 SF
- 2 furniture stores totaling 8,000 SF
- 1 floor covering store – 3,000 SF
- 2 other home furnishings stores totaling 2,000 SF
- 1 paint and wallpaper store – 3,000 SF
- 1 nursery and garden center - 3,000 SF
- 2 computer and software stores totaling 4,000 SF
- 3 specialty sporting goods stores totaling 5,000 SF
- 3 toy and hobby stores totaling 5,000 SF
- 1 music store – 2,000 SF
- 1 art dealer – 1,000 SF
- 1 pet supply store – 2,000 SF

The total reasonable new retail space is approximately **93,000 square feet**, occupying a total of approximately 46 new stores. The Broad & Erie Transportation and Community Development Plan's recommendations section describes how these retail opportunities fit into overall revitalization strategies for the neighborhood and specific target sites for redevelopment.

Appendix D | Market Data

East Tioga: Owner-Purchased Home Sales, 2005-2008

House #	Street	Sale Price	Sale Date
1321	COLWYN ST	\$77,000	7/25/2008
1303	MCFERRAN ST	\$46,500	10/16/2006
3305	N 11TH ST	\$59,900	9/18/2006
3420	N 11TH ST	\$108,000	11/6/2006
3546	N 11TH ST	\$70,000	4/10/2007
3654	N 11TH ST	\$75,000	8/31/2006
3308	N 13TH ST	\$48,000	11/29/2006
3720	N 13TH ST	\$30,000	7/28/2006
3833	N 13TH ST	\$60,000	6/27/2006
4037	N BROAD ST	\$150,000	5/14/2007
3123	N CAMAC ST	\$62,500	6/8/2007
3543	N MARVINE ST	\$30,000	5/22/2007
3223	N PARK AVE	\$60,000	10/9/2007
3251	N PARK AVE	\$87,000	8/15/2008
3257	N PARK AVE	\$70,000	6/30/2006
3729	N PARK AVE	\$65,000	2/28/2007
3740	N PARK AVE	\$49,850	8/30/2007
3839	N PARK AVE	\$83,000	5/15/2007
3551	N WATTS ST	\$40,000	6/23/2006
3617	OLD YORK RD	\$82,000	8/31/2007
3657	OLD YORK RD	\$94,870	6/25/2007
1200	W AIRDRIE ST	\$72,000	2/2/2006
1226	W AIRDRIE ST	\$40,000	8/7/2006
1242	W AIRDRIE ST	\$80,000	3/28/2007
1314	W LIPPINCOTT ST	\$37,000	3/16/2006
1008	W ONTARIO ST	\$49,900	3/30/2007
1041	W PACIFIC ST	\$49,900	9/15/2006
1014	W SCHILLER ST	\$50,000	7/18/2007
1011	W SEDGLEY AVE	\$40,000	12/9/2005
1239	W TIOGA ST	\$50,000	2/24/2006
1043	W VENANGO ST	\$40,000	5/23/2006
1129	W VENANGO ST	\$15,000	8/14/2006

Tioga: Owner-Purchased Home Sales, 2005-2008

House #	Street	Sale Price	Sale Date
3867	ARCHER ST	\$48,500	1/30/2007
1426	JEROME ST	\$27,000	12/27/2005
1525	KERBAUGH ST	\$63,000	10/25/2006
3712	N 15TH ST	\$58,000	5/10/2007
3725	N 15TH ST	\$88,400	9/1/2006
3836	N 16TH ST	\$63,000	8/31/2006
3845	N 16TH ST	\$90,000	6/15/2007
3847	N 16TH ST	\$56,000	1/26/2006
3732	N 17TH ST	\$44,000	1/11/2007
3525	N 18TH ST	\$100,000	7/24/2006
3620	N 18TH ST	\$75,000	12/6/2006
3641	N 18TH ST	\$75,000	10/31/2006
3645	N 18TH ST	\$82,000	11/30/2007
3719	N 18TH ST	\$115,000	8/31/2007
3722	N 18TH ST	\$127,900	11/6/2007
3733	N 18TH ST	\$48,000	10/5/2006
3802	N 18TH ST	\$65,000	11/21/2005
3825	N 18TH ST	\$99,900	8/25/2006
3859	N 18TH ST	\$75,000	1/3/2007
3861	N 18TH ST	\$55,620	4/11/2006
3617	N 19TH ST	\$106,000	7/26/2007
3829	N 19TH ST	\$74,160	10/21/2005
3303	N BOUVIER ST	\$64,400	8/11/2006
3325	N BOUVIER ST	\$52,900	10/31/2005
3340	N BOUVIER ST	\$57,000	11/28/2006
3615	N BOUVIER ST	\$55,000	6/22/2007
3621	N BOUVIER ST	\$67,000	1/16/2007
3631	N BOUVIER ST	\$80,000	8/18/2006

House #	Street	Sale Price	Sale Date
3718	N BOUVIER ST	\$96,600	10/1/2007
3752	N BOUVIER ST	\$39,900	10/28/2005
3829	N BOUVIER ST	\$53,000	8/10/2006
3712	N CARLISLE ST	\$145,000	7/25/2006
3714	N CARLISLE ST	\$149,000	1/29/2007
3625	N GRATZ ST	\$80,000	1/19/2007
3729	N GRATZ ST	\$75,000	7/27/2007
3733	N GRATZ ST	\$30,000	10/10/2006
3743	N GRATZ ST	\$70,000	5/24/2006
3811	N GRATZ ST	\$47,400	10/3/2006
3812	N GRATZ ST	\$74,100	12/29/2006
3821	N GRATZ ST	\$83,000	10/18/2007
3824	N GRATZ ST	\$67,000	9/29/2006
3832	N GRATZ ST	\$46,000	1/12/2007
3843	N GRATZ ST	\$80,000	6/1/2007
3312	N SMEDLEY ST	\$78,000	11/24/2006
3812	N SMEDLEY ST	\$60,000	9/12/2006
3817	N SMEDLEY ST	\$62,000	6/26/2006
3829	N SMEDLEY ST	\$60,000	12/17/2007
3832	N SMEDLEY ST	\$58,750	5/8/2006
3846	N SMEDLEY ST	\$84,900	7/31/2007
3859	N SMEDLEY ST	\$60,000	4/7/2006
3902	N SMEDLEY ST	\$53,500	1/30/2006
3904	N SMEDLEY ST	\$62,010	3/31/2006
3910	N SMEDLEY ST	\$75,000	5/31/2007
3928	N SMEDLEY ST	\$77,000	7/3/2007
3954	N SMEDLEY ST	\$73,000	6/29/2006
3011	N SYDENHAM ST	\$49,950	11/8/2006
3612	N SYDENHAM ST	\$51,500	2/1/2007
3816	N SYDENHAM ST	\$40,000	7/11/2007

House #	Street	Sale Price	Sale Date
3818	N SYDENHAM ST	\$75,000	1/8/2007
3819	N SYDENHAM ST	\$80,000	8/29/2008
3835	N SYDENHAM ST	\$66,000	3/12/2007
3949	PRISCILLA ST	\$37,500	9/19/2007
3816	PULASKI AVE	\$58,000	4/17/2006
3823	PULASKI AVE	\$33,000	8/21/2006
2206	RUFFNER ST	\$56,000	7/9/2007
1415	W ALLEGHENY AVE	\$140,000	11/7/2006
1511	W BUTLER ST	\$60,000	8/3/2006
1829	W BUTLER ST	\$37,000	3/31/2006
1606	W CLEARFIELD ST	\$48,000	11/14/2006
1511	W ERIE AVE	\$116,000	1/20/2006
1716	W ERIE AVE	\$50,000	12/8/2006
1718	W ERIE AVE	\$51,000	6/16/2006
1720	W ERIE AVE	\$67,900	3/23/2007
1923	W ERIE AVE	\$90,000	5/30/2006
1916	W HUNTING PARK AVE	\$72,000	3/13/2007
1927	W HUNTING PARK AVE	\$64,000	4/20/2006
1966	W HUNTING PARK AVE	\$59,900	10/31/2005
1801	W ONTARIO ST	\$87,870	7/31/2006
1817	W ONTARIO ST	\$107,000	1/13/2006
1912	W PACIFIC ST	\$75,087	8/3/2006
1917	W PACIFIC ST	\$58,500	12/21/2005
1933	W PACIFIC ST	\$63,500	7/20/2007
1517	W PIKE ST	\$80,000	6/20/2008
1811	W PIKE ST	\$49,900	5/18/2006
1439	W TIOGA ST	\$80,750	9/29/2006
1711	W VENANGO ST	\$49,000	7/11/2007
1321	COLWYN ST	\$77,000	7/25/2008
1303	MCFERRAN ST	\$46,500	10/16/2006

House #	Street	Sale Price	Sale Date
3305	N 11TH ST	\$59,900	9/18/2006
3420	N 11TH ST	\$108,000	11/6/2006
3546	N 11TH ST	\$70,000	4/10/2007
3654	N 11TH ST	\$75,000	8/31/2006
3308	N 13TH ST	\$48,000	11/29/2006
3720	N 13TH ST	\$30,000	7/28/2006
3833	N 13TH ST	\$60,000	6/27/2006
4037	N BROAD ST	\$150,000	5/14/2007
3123	N CAMAC ST	\$62,500	6/8/2007
3543	N MARVINE ST	\$30,000	5/22/2007
3223	N PARK AVE	\$60,000	10/9/2007
3251	N PARK AVE	\$87,000	8/15/2008
3257	N PARK AVE	\$70,000	6/30/2006
3729	N PARK AVE	\$65,000	2/28/2007
3740	N PARK AVE	\$49,850	8/30/2007
3839	N PARK AVE	\$83,000	5/15/2007
3551	N WATTS ST	\$40,000	6/23/2006
3617	OLD YORK RD	\$82,000	8/31/2007
3657	OLD YORK RD	\$94,870	6/25/2007
1200	W AIRDRIE ST	\$72,000	2/2/2006
1226	W AIRDRIE ST	\$40,000	8/7/2006
1242	W AIRDRIE ST	\$80,000	3/28/2007
1314	W LIPPINCOTT ST	\$37,000	3/16/2006
1008	W ONTARIO ST	\$49,900	3/30/2007
1041	W PACIFIC ST	\$49,900	9/15/2006
1014	W SCHILLER ST	\$50,000	7/18/2007
1011	W SEDGLEY AVE	\$40,000	12/9/2005
1239	W TIOGA ST	\$50,000	2/24/2006
1043	W VENANGO ST	\$40,000	5/23/2006
1129	W VENANGO ST	\$15,000	8/14/2006

Broad & Erie Study Area Retailers, 5/2009

Business Name	#	Dir.	Street	Type of Business	GSF	Since 2005	Business Name	#	Dir.	Street	Type of Business	GSF	Since 2005
Two Brothers Pizza	3324	N.	13th	Limited-Service Restaurants	1,800	Same	Rosie Fast Food	1703	W.	Butler	Limited-Service Restaurants	800	New
New China Kitchen	3521	N.	17th	Limited-Service Restaurants	1,000	Same	Bebe Nails	1703	W.	Butler	Hair Salons	800	New
The Beehive Lounge	3528	N.	17th	Bars/Lounges	1,000	New	Roman Grocery #1	1735	W.	Butler	Convenience Stores	1,600	New
The "B" Bar	3630	N.	17th	Bars/Lounges	1,000	New	Temple Steaks and Beer	1414	W.	Clearfield	Limited-Service Restaurants	1,000	Same
Lookin Good Beauty Salon	3901	N.	17th	Hair Salons	1,000	Same	Wesley Mini Market	1500	W.	Clearfield	Convenience Stores	2,000	Same
El Encuentro Grocery	3410	N.	18th	Convenience Stores	1,600	Same	Jaquez Mini Market	1563	W.	Clearfield	Convenience Stores	1,600	Same
Los Barracos Grocery	3621	N.	19th	Convenience Stores	1,400	Same	New Dynamics Hair Salon	1613	W.	Clearfield	Hair Salons	1,000	Name Change
19th St. Sandwich	3640	N.	19th	Limited-Service Restaurants	800	Same	Dragon House	1001	W.	Erie	Limited-Service Restaurants	1,000	Same
Maytag Laundry	1151	W.	Allegheny	Laundries/Dry Cleaners	3,000	Same	Cousin's Supermarket	1023	W.	Erie	Grocery Stores	20,000	Same
Bar	1700	W.	Allegheny	Bars/Lounges	1,800	New	The Black Pearl	1155	W.	Erie	Full-Service Restaurants	2,000	Same
True-ly Heaven	1702	W.	Allegheny	Full-Service Restaurants	2,000	Same	Soto Mini-Market	1156	W.	Erie	Convenience Stores	1,000	Same
Furniture Collections Outlet	3021	N.	Broad	Furniture Stores	16,000	New	G & E Eagle Bar	1340	W.	Erie	Bars/Lounges	2,500	New
KFC/Taco Bell	3032	N.	Broad	Limited-Service Restaurants	2,400	Same	Philadelphia Vision Center	1348	W.	Erie	Optical Stores	1,400	Same
Exxon Shop--On The Run	3101	N.	Broad	Convenience Stores	1,500	Same	Church's Chicken	1400	W.	Erie	Limited-Service Restaurants	3,000	New
Babe's	3117	N.	Broad	Bars/Lounges	800	New	Donuts Plus	1402	W.	Erie	Limited-Service Restaurants	1,000	Same
Franklin Cleaners	3124	N.	Broad	Laundries/Dry Cleaners	1,000	Same	Coffee Land	1403	W.	Erie	Limited-Service Restaurants	2,000	Same
McDonald's	3145	N.	Broad	Limited-Service Restaurants	3,500	Same	Metro PCS	1404	W.	Erie	Radio/TV/Electronics	800	Name Change
Broad Street Pizza	3148	N.	Broad	Limited-Service Restaurants	1,000	Name Change	McLean's Discount Fabrics	1404	W.	Erie	Sewing/Needlework	3,000	Same
Lee's Breakfast	3152	N.	Broad	Limited-Service Restaurants	1,000	Same	Taj Mahal Perfume	1407	W.	Erie	Cosmetics/Beauty Supply	2,000	Same
Broad & Allegheny Discount	3154	N.	Broad	Dollar Stores	1,600	Same	Black and Nobel	1409	W.	Erie	Dollar Stores	3,500	New
Golden Dragon Chinese	3212	N.	Broad	Limited-Service Restaurants	1,500	Same	Erie Mini Food Store	1413	W.	Erie	Convenience Stores	1,000	Change Type
Dunkin Donuts	3216	N.	Broad	Limited-Service Restaurants	1,800	Same	Erie Deli & Grocery	1414	W.	Erie	Convenience Stores	2,000	Same
Philly Soft Pretzel Company	3218	N.	Broad	Limited-Service Restaurants	1,800	New	Carlino Flowers	1415	W.	Erie	Florists	1,000	Same
Subway	3222	N.	Broad	Limited-Service Restaurants	1,800	Same	Next Millennium	1423	W.	Erie	Hair Salons	800	Same
Wine & Spirits Shoppe	3226	N.	Broad	Liquor/Beer Distributors	5,000	Same	Fanta African Braiding	1601	W.	Erie	Hair Salons	1,000	change type
Pizza Rosso	3232	N.	Broad	Limited-Service Restaurants	1,800	Same	Yin Hua Lou	1603	W.	Erie	Limited-Service Restaurants	1,000	Same
Rite Aid Pharmacy	3260	N.	Broad	Drug Stores/Pharmacies	13,500	Same	Britos Grocery Store	1627	W.	Erie	Convenience Stores	1,500	Name Change
City View Pizza Restaurant	3617	N.	Broad	Limited-Service Restaurants	2,000	Same	Laundromat	2010	W.	Erie	Laundries/Dry Cleaners	2,000	Same
Erie Express	3640	N.	Broad	Limited-Service Restaurants	1,400	Same	The Bus Stop	3207		Germantown	Limited-Service Restaurants	800	New
Meadow Lane BBQ	3644	N.	Broad	Limited-Service Restaurants	1,400	Same	Germantown Southern Inn Bar & Lour	3244		Germantown	Bars/Lounges	2,000	New
PLT Nails	3644	N.	Broad	Hair Salons	1,400	New	Quick Coffee Shop	3304		Germantown	Limited-Service Restaurants	800	New
New Broad Street Tavern	3648	N.	Broad	Bars/Lounges	1,400	New	Tioga Barber Shop	3308		Germantown	Hair Salons	800	New
J. Variety Discount	3700	N.	Broad	Dollar Stores	2,000	Same	Germantown Food Store	3342		Germantown	Convenience Stores	1,000	New
Cricket	3702	N.	Broad	Radio/TV/Electronics	1,000	Name Change	Rumor's Bar & Grille	3344		Germantown	Full-Service Restaurants	3,000	New
Discount Erie	3704	N.	Broad	Cosmetics/Beauty Supply	1,000	Same	Young's Seafood	3401		Germantown	Limited-Service Restaurants	1,600	Same
Crown Fried Chicken	3706	N.	Broad	Limited-Service Restaurants	1,000	Same	AJ's Gourmet Food Café	3427		Germantown	Full-Service Restaurants	1,200	Name Change
Young's Deli	3708	N.	Broad	Limited-Service Restaurants	1,000	Same	Corner Deli Market	3429		Germantown	Convenience Stores	1,800	Name Change
Checkers	3709	N.	Broad	Limited-Service Restaurants	2,000	New	My Space Lounge	3433		Germantown	Bars/Lounges	1,800	New
Metro PCS	3712	N.	Broad	Radio/TV/Electronics	1,000	Same	Dorothy's African Hair Braiding	3439		Germantown	Hair Salons	1,200	Same
New Tin Loong Kitchen	3718	N.	Broad	Limited-Service Restaurants	1,000	Same	Golden China Wok	3449		Germantown	Limited-Service Restaurants	2,600	Same
Target One Hour Cleaners	3724	N.	Broad	Laundries/Dry Cleaners	1,000	Same	Anne's Place	3506		Germantown	Full-Service Restaurants	1,400	Same
Meet a Gentlemen & Ladies Club	3726	N.	Broad	Bars/Lounges	4,000	New	Golden Tide	3508		Germantown	Meat Stores	1,400	Change Type
Hair Forever	3727	N.	Broad	Hair Salons	800	New	Village Food Court	3509		Germantown	Limited-Service Restaurants	2,400	Same
Just Here Pharmacy	3802	N.	Broad	Drug Stores/Pharmacies	2,800	New	Germantown Nail Salon	3510		Germantown	Hair Salons	1,400	Same
The Closet	3806	N.	Broad	Family Clothing	2,800	New	Hot Wok	3512		Germantown	Limited-Service Restaurants	1,400	Same
Maria's Dominican Salon	3808	N.	Broad	Hair Salons	1,400	New	Peter's Seafood	3514		Germantown	Limited-Service Restaurants	1,400	New
Lyons Hair Unique	3839	N.	Broad	Hair Salons	1,000	Same	Brothers Food Market	3516		Germantown	Convenience Stores	1,400	Change Type
Auto Zone	3850	N.	Broad	Auto Parts and Accessories	12,000	Same	Aisha African Hair Braiding (moved)	3517		Germantown	Hair Salons	1,400	moved
Hao Sam Chinese	3901	N.	Broad	Limited-Service Restaurants	1,000	Same	Germantown Hardware	3518		Germantown	Hardware Stores	2,800	Same
Garden Beer	3990	N.	Broad	Liquor/Beer Distributors	3,000	Same	Erie Avenue Cutery	3519		Germantown	Hair Salons	1,000	New
Lopez Grocery	1540	W.	Butler	Convenience Stores	1,800	Same	Dollar Store	3521		Germantown	Dollar Stores	2,800	Same
							Dollar Day	3522		Germantown	Dollar Stores	1,400	Same

Business Name	#	Dir.	Street	Type of Business	GSF	Since 2005	Business Name	#	Dir.	Street	Type of Business	GSF	Since 2005
Tot's World	3524		Germantown	Children's Clothing	2,400	New	Tioga Drugs	3701		Germantown	Drug Stores/Pharmacies	2,800	Same
Ace Variety	3528		Germantown	Dollar Stores	1,400	Same	Dunkin Donuts	3705		Germantown	Limited-Service Restaurants	1,900	Same
Entrepreneur Wireless	3528		Germantown	Radio/TV/Electronics	1,400	Name Change	Mohamed's Oasis	3707		Germantown	Dollar Stores	1,600	Same
Young's Nail Salon	3528		Germantown	Hair Salons	1,400	Same	Dwight's Southern BBQ	3730		Germantown	Limited-Service Restaurants	1,600	Same
Maty's African Hair Braiding	3530		Germantown	Hair Salons	1,400	Same	Club Upscale	3732		Germantown	Bars/Lounges	3,000	New
Best Beauty	3531		Germantown	Cosmetics/Beauty Supply	1,400	Same	Stylist of the Stars	3740		Germantown	Hair Salons	1,500	Same
Tioga Pizza	3533		Germantown	Limited-Service Restaurants	1,400	Same	El Dorado	3742		Germantown	Full-Service Restaurants	1,500	Same
Oumy Hair Gallery	3535		Germantown	Hair Salons	1,400	change type	The Merchant of Alkebulan	3744		Germantown	Dollar Stores	1,200	Same
AH Fashion Discount Clothes	3537		Germantown	Family Clothing	1,400	Name Change	Kimlynn Nails & Spa	3746		Germantown	Hair Salons	1,000	Name Change
T & T Nail Salon	3538		Germantown	Hair Salons	1,400	Same	Bravo Pizza and Halal Food	3748		Germantown	Limited-Service Restaurants	1,400	Same
Modern Touch Beauty Supply	3540		Germantown	Cosmetics/Beauty Supply	1,400	Same	Mr. C's	3750		Germantown	Limited-Service Restaurants	1,400	Same
Fatou African Hair Braiding (moved)	3541		Germantown	Hair Salons	1,400	moved	Baryeh	3752		Germantown	Dollar Stores	1,400	Same
Rebecca's Nail Salon	3542		Germantown	Hair Salons	1,400	Same	The Nicest Place In Town Laundroma	3754		Germantown	Laundries/Dry Cleaners	2,000	Same
Golden Eagle Jewelry	3545		Germantown	Jewelry Stores	1,400	Same	J&B Dream Lounge	3807		Germantown	Bars/Lounges	1,800	New
J & J Discount	3546		Germantown	Cosmetics/Beauty Supply	1,400	Same	Sparkle Cleaners	3811		Germantown	Laundries/Dry Cleaners	1,400	Same
One-Stop Jewelry	3550		Germantown	Jewelry Stores	1,400	Same	Nicetown Home Furniture	3829		Germantown	Furniture Stores	2,000	New
Smiles Ladies Apparel	3552		Germantown	Women's Clothing	1,400	New	Dawn's Hair Salon	3832		Germantown	Hair Salons	1,600	Same
Rainbow Shops	3600		Germantown	Family Clothing	6,500	Same	Cuts 2 The Max	3840		Germantown	Hair Salons	1,600	Same
Susque Fashions	3603		Germantown	Family Clothing	1,800	New	Lil' Palm Tree Restaurant	3846		Germantown	Limited-Service Restaurants	1,600	Name Change
Foot Locker	3604		Germantown	Shoe Stores	4,000	Name Change	BP Mart	1650	W.	Hunting Park	Convenience Stores	300	Same
Extreme I	3607		Germantown	Other Clothing	1,800	Same	Hess Mart	1801	W.	Hunting Park	Convenience Stores	600	Same
Family Dollar	3610		Germantown	Dollar Stores	12,000	New	KFC/Taco Bell	1841	W.	Hunting Park	Limited-Service Restaurants	2,400	Same
Mega Sportswear	3611		Germantown	Family Clothing	2,600	Same	P & P Mini Market	1900	W.	Hunting Park	Convenience Stores	1,600	Same
Metro PCS	3613		Germantown	Radio/TV/Electronics	1,200	Name Change	Tender Touch Lounge	1901	W.	Hunting Park	Bars/Lounges	1,500	New
Valu Plus	3614		Germantown	Family Clothing	14,400	Same	Cutz & Stylz	1902	W.	Hunting Park	Hair Salons	600	New
Camera & Sport Shop	3617		Germantown	Other Used Merchandise	1,400	New	Uncle's Seafood	1913	W.	Hunting Park	Limited-Service Restaurants	800	New
Brothers Shoes	3619		Germantown	Shoe Stores	1,400	Same	Head Start Designs	1929	W.	Hunting Park	Hair Salons	1,000	Same
Shirley's For Kids	3620		Germantown	Children's Clothing	2,800	New	Roy's Lounge	1931	W.	Hunting Park	Bars/Lounges	800	New
Mimi's Discount	3621		Germantown	Clothing Accessories	1,400	New	Moon Dragon	1933	W.	Hunting Park	Limited-Service Restaurants	1,500	Same
Five Star Millennium	3623		Germantown	Family Clothing	1,400	change type	A Taste of Soul	2001	W.	Hunting Park	Limited-Service Restaurants	800	New
Z-Image Clothing	3624		Germantown	Family Clothing	1,400	Name Change	Morris Auto Supply	2020	W.	Hunting Park	Auto Parts and Accessories	7,000	Same
Al-Madinah Traders	3625		Germantown	Dollar Stores	1,400	Same	Mountain City Chinese	2024	W.	Hunting Park	Limited-Service Restaurants	1,000	Same
Olympia Sports Sneaker Super Store	3626		Germantown	Shoe Stores	1,400	New	Sweet Rozanna's Grocery	3143	N.	Park	Convenience Stores	1,600	Same
Barry Aphia Electronics	3627		Germantown	Radio/TV/Electronics	1,400	Same	Lid's Pike Bar	1500	W.	Pike	Bars/Lounges	1,800	New
Super Star Discount Variety	3629		Germantown	Dollar Stores	1,400	Name Change	Grocery Store	1522	W.	Pike	Convenience Stores	1,600	Same
Olympia Sports Sneaker Store	3630		Germantown	Shoe Stores	3,000	Same	Head Hiway	1641	W.	Pike	Hair Salons	800	Same
MVP Wireless	3632		Germantown	Radio/TV/Electronics	1,000	Same	Shirley's Hair Creations	3752		Pulaski	Hair Salons	800	Same
King of Pizza	3633		Germantown	Limited-Service Restaurants	1,400	Same	Barber Shop	3760		Pulaski	Hair Salons	800	Same
99 Cent Deal Store	3634		Germantown	Dollar Stores	2,400	Same	Annabel's Food Market	3800		Pulaski	Convenience Stores	1,400	Same
Villa	3635		Germantown	Shoe Stores	1,800	Same	Lanique Fashions	3801		Pulaski	Other Clothing	1,000	Same
Urban Flavor	3637		Germantown	Family Clothing	1,500	Same	Hua Da Chinese	3803		Pulaski	Limited-Service Restaurants	1,000	Same
Shoe Plus	3638		Germantown	Shoe Stores	2,000	Same	Caribbean Feast Restaurant	1350		Rising Sun	Full-Service Restaurants	1,800	Same
Golden Rose Jewelry	3639		Germantown	Jewelry Stores	1,000	Same	Mayo Mini-Market	1047	W.	Tioga	Convenience Stores	1,400	Unknown
Top's Beauty Supply	3640		Germantown	Cosmetics/Beauty Supply	2,000	Same	Villa Tapia Grocery	1147	W.	Tioga	Convenience Stores	1,200	Same
Fashion Plaza	3645		Germantown	Family Clothing	3,000	Same	Moffins Steaks	1319	W.	Tioga	Limited-Service Restaurants	1,800	New
Clock Bar	3647		Germantown	Bars/Lounges	2,000	Same	Martinez Grocery	1701	W.	Tioga	Convenience Stores	1,500	Same
Erie's Square Restaurant	3649		Germantown	Full-Service Restaurants	2,000	Same	Bella Preciosa Dominican Beauty	1703	W.	Tioga	Hair Salons	800	New
Max's	3651		Germantown	Limited-Service Restaurants	1,500	Same	Venango BBQ	1336	W.	Venango	Limited-Service Restaurants	1,000	New
Cricket	3654		Germantown	Radio/TV/Electronics	800	Name Change	Rudy's	1227	W.	Venango	Convenience Stores	1,400	Name Change
If You Want It We've Got Clothes	3656		Germantown	Family Clothing	1,600	New	Strand 1 Hour Cleaners	1309	W.	Venango	Laundries/Dry Cleaners	1,400	Same
Mecca	3658		Germantown	Dollar Stores	1,000	Same	Venango Hardware	1701	W.	Venango	Hardware Stores	2,000	Same
Young's Deli	3660		Germantown	Limited-Service Restaurants	1,000	Same	8 Brothers Food Market	1801	W.	Venango	Convenience Stores	1,800	Same

Appendix E | Potential Funding Sources:

Commercial

10 Year Real Estate Tax Abatement (ABATE)

City of Philadelphia, Board of Revision of Taxes

Any business property owner making land or building improvements may receive a 10-year City real estate tax abatement on 100% of the value added by their improvement, beginning upon completion of construction. Information about applying for the abatement is available on the Board of Revision of Taxes website (www.brtweb.phila.gov).

New Markets Tax Credit (NMTC)

Philadelphia Industrial Development Corporation / The Reinvestment Fund

Through the New Market Tax Credit program, companies make equity investments in a designated Community Development Entity (CDE) and in turn receive a credit against Federal income taxes. The investments are then used by the CDE to provide investments in low-income communities. The credit provided to the investor totals 39 percent of the cost of the investment and is claimed over a seven-year credit allowance period.

Operating Business Matching Loan Grant (OBMLG)

The Merchants Fund

Owners of businesses operating for at least three years may apply for \$1,000 to \$20,000 in assistance. Eligible owners must show proof of business licenses, a business plan, three years worth of tax returns and profit and loss statements. Professional businesses like doctors, lawyers and accountants may not apply.

ReStore Philadelphia Corridors (ReStore)

City of Philadelphia, Department of Commerce

This program helps to revitalize neighborhood commercial corridors and to re-establish their historic roles as central places to shop, to work and to meet neighbors. The five-part ReStore strategy includes: applying planning and data analysis to strengthen neighborhood marketplaces; aligning and leveraging resources and investments on corridors; making neighborhood corridors more welcoming places; developing a system to attract and retain businesses on corridors; supporting effective corridor management. Activities include:

- Streetscape enhancements and capital improvements on corridors
- Planning and pre-development of facilities and public spaces that will attract people to corridors
- Redevelopment of commercial and mixed-use spaces
- Support for cleaning and public safety
- Corridor beautification, such as landscaping, public art and banners
- Support for businesses, such as financing, technical assistance and façade designs and renovations
- Support for Main Street organizations, Business Improvement Districts, business associations and community development corporations that serve as corridor caretakers.

Targeted Blocks Façade Grant Program (TBFG)

City of Philadelphia, Department of Commerce

The program provides grants to key commercial corridors across the City to improve the aesthetics and overall business climate. Grant funds can help businesses make external improvements to their buildings, including painting and signage upgrades. Selection criteria consider the potential for growth and corresponding potential for positive change in the surrounding neighborhoods due to increased commercial activity. Grants are distributed to Community Development Corporations operating along the corridors, which work with local business owners to identify and execute projects.

Tax Increment Financing (TIF)

Philadelphia Industrial Development Corporation

The Department of Commerce through the Philadelphia Industrial Corporation (PIDC) may create Tax Increment Financing districts for qualified projects. These projects are usually of a large scale and have a significant economic impact on the local economy.

Community

Neighborhood Economic Planning & Development Grants (NEPDG)

City of Philadelphia, Department of Commerce / Office of Housing & Community Development

Economic development projects throughout the city that are surrounded by communities meeting certain low to moderate-income targets are eligible for specialized grants. Matching grants may be awarded to non-profit organizations and Community Development Corporations (CDCs) for planning, pre-development and development activities in these areas. Activities may include, but are not limited to, architectural and engineering services, environmental assessments, market studies, and project gap financing.

Community Development Block Grant (CDBG)

CDBG funds may be used for community development activities (such as real estate acquisition, relocation, demolition, rehabilitation of housing and commercial buildings); construction of public facilities and improvements (such as water, sewer, and other utilities, street paving, and sidewalks); construction and maintenance of neighborhood centers, and the conversion of school buildings; public services; and economic development and job creation and retention. CDBG funds can also be used for preservation and restoration of historic properties in low-income neighborhoods.

Land Use Planning and Technical Assistance Program (LUPTAP)

PA Department of Community and Economic Development

The Land Use Planning and Technical Assistance Program will provide financial assistance to municipalities and counties for developing and strengthening community planning and implementation efforts.

Local Municipal Resources & Development Program (LMRDP)

PA Department of Community and Economic Development

The Local Municipal Resources & Development Program (LMRDP) provides grants for community revitalization and improvement projects. Eligible activities include:

- Promoting community and/or economic development;
- Improving the stability of the community;
- Enhancing the delivery of local government services through inter-municipal approaches to service delivery;
- Improving existing and/or developing new civic, cultural, recreational, industrial, infrastructure and other facilities.

Main Street Program (MSP)

PA Department of Community and Economic Development

The Main Street Program provides technical assistance and financial support to communities undergoing a revitalization effort in their downtowns and neighborhood commercial districts.

Eligible activities include:

- Planning Grants;
- Façade Improvement Grants;
- Operational Grants – program operation and administration costs only;
- Anchor Building Grants – Renovations to a significant downtown building;
- Downtown Reinvestment Grants – Acquisition or rehabilitation of commercial structures, improving public sites in a commercial target area, streetscape projects, and other construction costs determined to be a part of a larger project necessary for the revitalization of a downtown area. Assistance may be in the form of a loan if the funds are not used for a public purpose.

Historic

Keystone Historic Preservation Grant Program (KHPGP)

Pennsylvania Historical and Museum Commission

Keystone Historic Preservation Grants requiring a 50/50 match are available for the preservation, restoration and/or rehabilitation of historic resources listed in or eligible for listing on the National Register of Historic Places. Nonprofit organizations and public agencies that own or support a publicly accessible historic property listed, or eligible for listing, in the National Register of Historic Places, or that own or support a contributing historic property in a National Register Historic District may apply for grant assistance.

Historic Tax Credits (HTC)

PA State Historic Preservation Office / National Park Service

Historic buildings may qualify for an historic rehabilitation federal tax credit of 20 percent of construction costs. The project must be on the National Register, contribute to a National Register district, or contribute to a municipal historic district certified as meeting federal standards; be an income-producing property; and comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Homeownership

American Dream Down Payment Initiative (ADDP)

City of Philadelphia, Office of Housing and Community Development (OHCD)

The program provides up to \$10,000 to first-time buyers of properties in selected developments.

Sheriff's Sales (SHERIFF)

Office of the Sheriff

In a Sheriff Sale, tax-delinquent properties are sold to the highest bidder at public auction. Minimum bid is \$800. Properties are advertised in city newspapers for three successive weeks before each sale. Property conditions vary widely but most residential properties are in poor condition.

Philadelphia Home Buy Now (HNB)

City of Philadelphia

Philadelphia Home Buy Now provides matching funds to encourage employees of Philadelphia companies to purchase homes in the City. Through the program, participating employers make a contribution toward their employees' home purchases, which the City will match up to \$5,000. Participating developers may also provide matching funds up to \$7,500 - creating a total incentive package worth up to \$17,500.

Homeowner Support

10-Year Real Estate Tax Abatement (ABATE)

City of Philadelphia, Board of Revision of Taxes

A home owner making land or building improvements may receive a 10-year City real estate tax abatement on 100 percent of the value added by their improvement, beginning upon completion of construction

Model Block Program (MBP)

Philadelphia Neighborhood Housing Services

The Model Blocks program is a facade treatment program that provides a subsidy for repairs to roofs and the exterior fronts of houses on targeted blocks. The program is offered by the Philadelphia Neighborhood Housing Services, Inc. (PNHS) through an agreement with participating CDCs.

Philadelphia Home Improvement Loan (PHIL)

Greater Philadelphia Urban Affairs Coalition

The PHIL program provides low-interest home improvement loan up to \$25,000. PHIL-Plus/Mini-PHIL provides home improvement loans to owners with less-than-perfect credit.

Adaptive Modifications Program (AMP)

Philadelphia Housing Development Corp

Provides free adaptations to houses or apartments of low-income disabled individuals.

Basic Systems Repair Program (BSRP)

Philadelphia Housing Development Corp

Provides free emergency repairs to electrical, plumbing and/or heating systems of an owner-occupied property.

Senior Housing Assistance Repair Program (SHARP)

Philadelphia Corporation for Aging

Provides free minor repairs to homes of elderly Philadelphians.

Weatherization Assistance Program (WAP)

Philadelphia Housing Development Corp

Provides free weatherization and energy-efficiency improvements to owner-occupied and rental units.

Property Tax / Rent Rebate (REBATE)

Pennsylvania Department of Revenue

The Property Tax/Rent Rebate provides rebates of up to \$975 to renters and homeowners making \$35,000 or less.

Housing

HOME Investment Partnership (HOME)

US. Dept. of Housing & Urban Development /

City of Philadelphia, Office of Housing & Community Development

Each year the U.S. Department of Housing & Urban Development awards the City entitlement funding for the HOME Investment Partnership (HOME) program. These programs limit activities to those benefiting low- and moderate-income persons. HOME funds are limited to housing development and rental assistance.

Through the City's Consolidated Plan process, the Office of Housing & Community Development (OHCD) allocates HOME funds to subsidize the development of affordable home-ownership and rental housing for low- and moderate-income persons. Projects include the rehabilitation of existing properties and new construction. HOME-funded housing developments can be carried out by for-profit and non-profit developers.

Homeownership Rehabilitation Program (HRP)

Philadelphia Housing Development Corporation

HRP is run by the Philadelphia Housing Development Corp. (PHDC) and provides developers with a subsidy for the rehabilitation of vacant houses to be sold to homebuyers.

Low-Income Housing Tax Credits (LIHTC)

Pennsylvania Housing Finance Agency

PHFA allocates federal Low-Income Housing Tax Credits (LIHTC) to generate private investment equity for rental ventures. It administers a \$20-million annual allocation for the Commonwealth of Pennsylvania. This program provides owners of, and investors in, affordable rental housing developments with tax credits that offer a dollar-for-dollar reduction in their tax liability. The credit may be taken for up to 10 years. Tax credits are usually sold to investors with the proceeds used to cover project costs. Application is competitive. Tax credits are set aside regionally. Monthly LIHTC rates are available online.

Neighborhood Revitalization Initiative (NRI)

Pennsylvania Housing Finance Agency

This program encourages neighborhood renewal by funding the renovation of vacant homes and building of single family homes. There is no minimum number of units required to receive funding. Rental housing and simple remodeling are not eligible activities.

PennHOMES Program (PennHOMES)

Pennsylvania Housing Finance Agency

PHFA provides permanent financing for rental projects through the PennHOMES Program. It offers interest-free, deferred payment loans to support the development of affordable rental housing for lower-income residents. Financing is structured as primary or secondary mortgage loans. Eligible sponsors include for-profit or nonprofit entities. Developers may receive up to \$22,500/unit in PennHOMES financing but increase their chances of receiving financing if requesting a lower per-unit amount. Application is competitive.

PHFA Construction Loans (CONST)

Pennsylvania Housing Finance Agency

This program makes below-market-rate construction loans to sponsors of rental housing projects who have permanent financing from other lenders. At least 20 percent of the residents must have incomes that do not exceed 80 percent of the area's median income.

Targeted Housing Preservation Program (THPP)

Philadelphia Housing Development Corporation

This program supports property repairs for homeowners located near existing or new housing developments or in targeted neighborhoods. Activities can include facade and basic systems repairs. For example, if a CDC is developing a large-scale homeownership or rental development, they could also submit an application to the THPP to fund the repair of existing owner-occupied homes on the adjacent blocks.

Parks & Open Space

Community Conservation Partnerships Program (CCPP)

PA State, Bureau of Recreation & Conservation

This program provides grants or technical assistance to nonprofits, land conservancies and municipalities for parks, recreation and heritage preservation. Eligible activities include: rehabilitation and new development of parks and recreation facilities; land acquisition; plans and studies. Some projects require a 50 percent match.

TreeVitalize (TREE)

PA Dept. of Conservation and Natural Resources / Pennsylvania Horticultural Society

This programs goal is to increase the tree canopy in urban areas. The Pennsylvania Horticultural Society supplies trees and the assistance needed to plant them. Organizations requesting assistance must be able to organize enough volunteers to plant at least ten trees.

Transportation

Transportation Enhancement Program

Pennsylvania Department of Transportation

Ten percent of the funding distributed to states through the federal Surface Transportation Program is set-aside for the Transportation Enhancements Program (or simply “TE” or “Enhancements”). The Enhancements program focuses on better integrating the transportation system with the communities it serves. Funding from this program may be used for the following types of projects:

- Pedestrian and bicycle facilities
- Historic resource preservation and enhancement
- Streetscape improvements
- Control and removal of outdoor advertising
- Public transit facility improvements
- Traffic calming
- Trees/planting

Home Town Streets Initiative

Pennsylvania Department of Transportation

This initiative focuses on funding projects that help revitalize existing downtown and commercial centers. Projects may include sidewalk improvements, planters, benches, street lighting, pedestrian crossings, traffic calming, bicycle amenities, kiosks, signage and other visual elements.

Safe Routes To School Program (SRTS)

Federal Highway Administration

This federally funded program, which is administered by each state, seeks to improve safety conditions along walking and bicycling routes to school for elementary and middle school students. Examples of eligible projects include sidewalk improvements, pedestrian/bicycle crossing improvements, bike lanes, and off-street bicycle and pedestrian facilities. The program may also be used to fund traffic-calming measures such as curb extensions, traffic circles, median islands, speed humps, and raised crosswalks.

Private Sources

William Penn Foundation

The foundation provides grants to private, nonprofit 501(c) 3 organizations in Southeastern PA for the following priorities:

- Promote sustainable watershed assets;
- Promote strategic, coordinated policies and investments to ensure land and water protection;
- Implement projects in targeted areas that demonstrate model practices and policies;
- Promote sustainable regional development;
- Promote coordinated, strategic public redevelopment policies and investments that build on existing infrastructure and regional assets of older communities;
- Foster innovation and implement community redevelopment models in the urban core (targeted communities in Philadelphia and Camden).

The Pew Charitable Trusts

The organization provides grants to private, nonprofit 501(c) 3 organizations for a range of funding priorities. The Local Civic Initiative of the Philadelphia Program may be a source of funding for a new regional library.

Foundation Center

The Foundation Center web site has a large database of organizations that provide grants for many different types of projects.

Appendix F | Public Participation

Stakeholders Survey Summary

Date: February 13, 2009

1. What are the Broad & Erie Community's greatest assets? What investments do you think should be made to take full advantage of those assets?

- Transportation Access
- Temple University & Health System
- Business Community

2. What are the most critical issues that need to be addressed in the Community?

- Public Safety / Crime
- Cleanliness
- Commercial/Retail Mix
- Parking
- Streetscape & Façade Improvements
- Communication with the Community
- Employment & Job Training
- Access to Healthcare

3. What are the opportunities for significant improvement in the area? What can the community and the city do in that effort?
 - Broad & Erie should be slated as a “Business Improvement District “ through upcoming Federal stimulus package
 - Coordination of private & public funds
 - Coordination with existing Community Groups & Organizations (i.e. COLT Coalition, Townwatch, etc.)
 - Exploring “Best Practice” efforts
 - City to make Broad & Erie a priority
4. Where do you think those opportunities can be captured? What specific areas or blocks?
 - 1500 & 1600 blocks of Venango
 - 3200 block of 15th Street
 - Entire Community
 - Four Corners at Broad & Erie
 - One mile radius surrounding Broad & Erie
5. What critical business additions or upgrades need to be made to improve the quality of life and the needs of the area?
 - Gateway Improvements (Greening , rest areas, signage , public art, pedestrian walkways and easements)
 - Improvement of variety of goods & services offered by businesses
 - Restaurants and recreational programs
6. For Institutions, what business spillovers can be achieved from increased activities in the area? Where do you think these opportunities can be captured? What specific areas or blocks?
 - Social Services (Beury Building) , Nicetown Library
 - Improved business mix & safety to encourage solicitation by Temple employees
 - Charting of business in and surrounding the area of Broad, Erie and Germantown Avenues with a description of services
 - Temple working with local
7. Do you see the potential for expanded housing opportunities? If so, what types of housing should be added? Where do you think these opportunities can be captured?
 - Mixed Income Properties
 - Homeownership, mixed use properties with very little rental
 - Transit Oriented Living
8. How important do you feel taking steps to becoming “GREEN” is to the project? What current or pending projects would you like to see captured?
 - Green project are essential and should be a main goal locally & citywide
 - All development: infrastructure, housing and commercial to support energy efficiency
 - Should be mandatory- open spaces, tree planting, etc.
 - Opens the opportunity for jobs for the under or hard to employ (i.e. : ex-offenders, low income or low skilled individuals) who reside in the area

Comments from Community Meeting #1

May 17th, 2009

- What are your priorities for this area? We asked for the three top issues under each topic. Some working groups ranked more than three items as their most important issues.
 - Economic Development
 1. Job Training and employment for residents
 2. Cleanliness
 3. New businesses and housing
 4. Personal responsibility
 - Housing
 1. Trash
 2. Fix vacant homes
 3. Improve the playground at 11th and Marvine
 4. Improve bus shelters
 5. Derelict property owned by Mercury Realty
 6. Rooming houses
 - Greening
 1. Security improvements
 2. Do something about the traffic triangles at Broad and Erie
 3. Reuse vacant lots (small green spaces, urban farming, parking for neighbors)
 - Crime & Safety
 1. Trash and dumping
 2. Vacant lots and houses
 3. Drugs
- Overall priorities:
 - Trash
 - Dumping
 - Squatters
- Other Issues:
 - Issues related specifically to transit
 - Make existing infrastructure more energy efficient
 - Improve traffic triangles at Broad & Erie
 - Install wireless internet connections (Wi-Fi)
 - Install security lighting and police blue-lights
 - Improve conditions of benches, lights and shelters at bus stops (the R bus stop was mentioned as an example)
 - Install wheelchair access and fix escalators at the subway stops
 - Busses that stop at Broad & Erie should be moved to one coordinated stop off of the intersection

