

9TH DISTRICT COMMERCIAL CORRIDOR + NEIGHBORHOOD PLAN

PUBLIC MEETING PRESENTATION

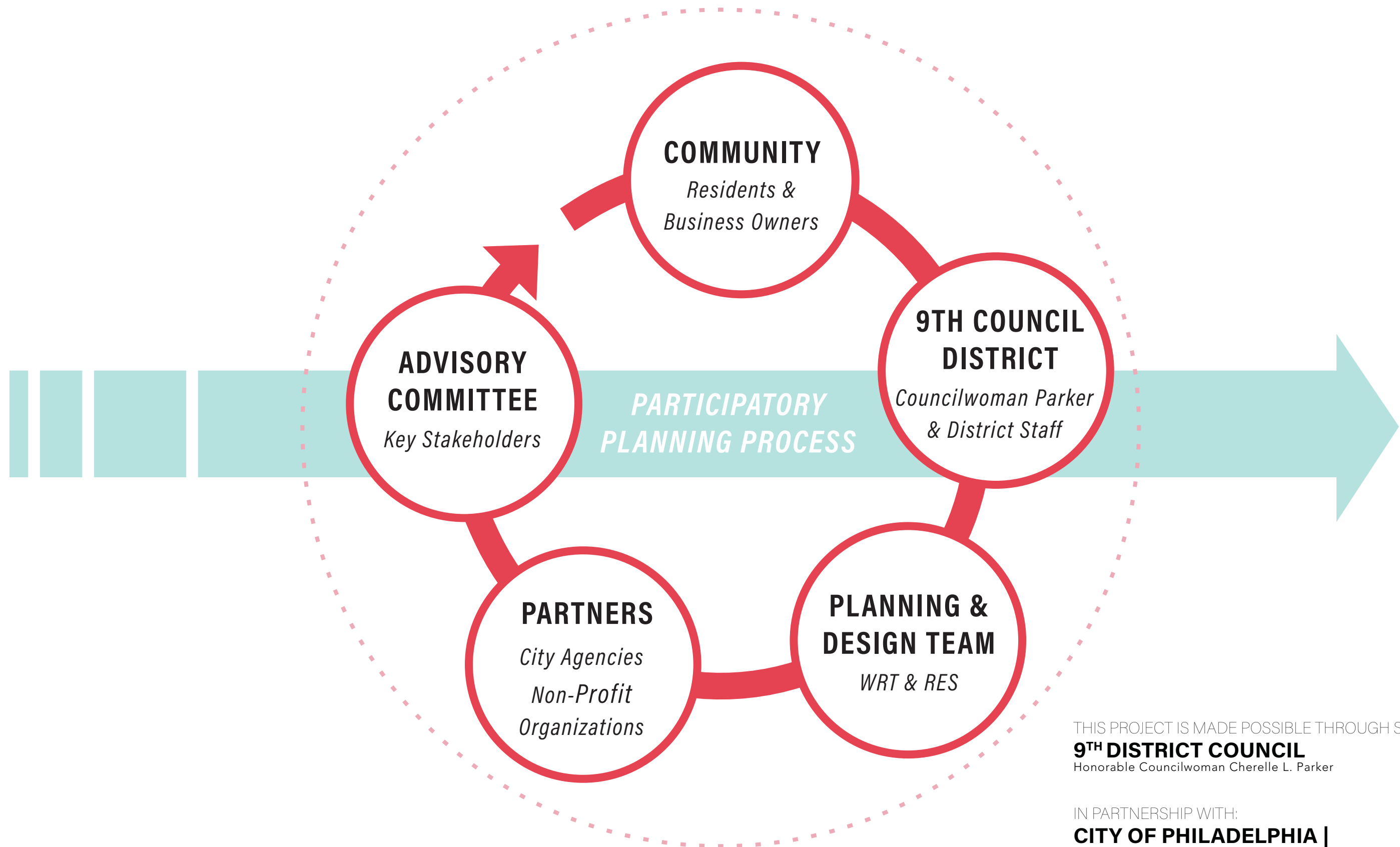


Wednesday, June 13, 2018 6:30-8:30 pm
Lawncrest Recreation Center
6000 Rising Sun Avenue, Philadelphia 19111



WRT

WELCOME & INTRODUCTIONS



THIS PROJECT IS MADE POSSIBLE THROUGH SUPPORT FROM:
9TH DISTRICT COUNCIL
Honorable Councilwoman Cherelle L. Parker

IN PARTNERSHIP WITH:
CITY OF PHILADELPHIA |
DEPARTMENT OF COMMERCE

WINS FOR THIS FISCAL YEAR

WHAT I ASKED FOR

Revitalization and investment in neighborhood commercial corridors

Increased investment in home preservation programs

Redevelopment and preservation of recreation centers, parks, playgrounds, and libraries

Increased diversity and inclusion in the Rebuild Initiative

WHAT I GOT

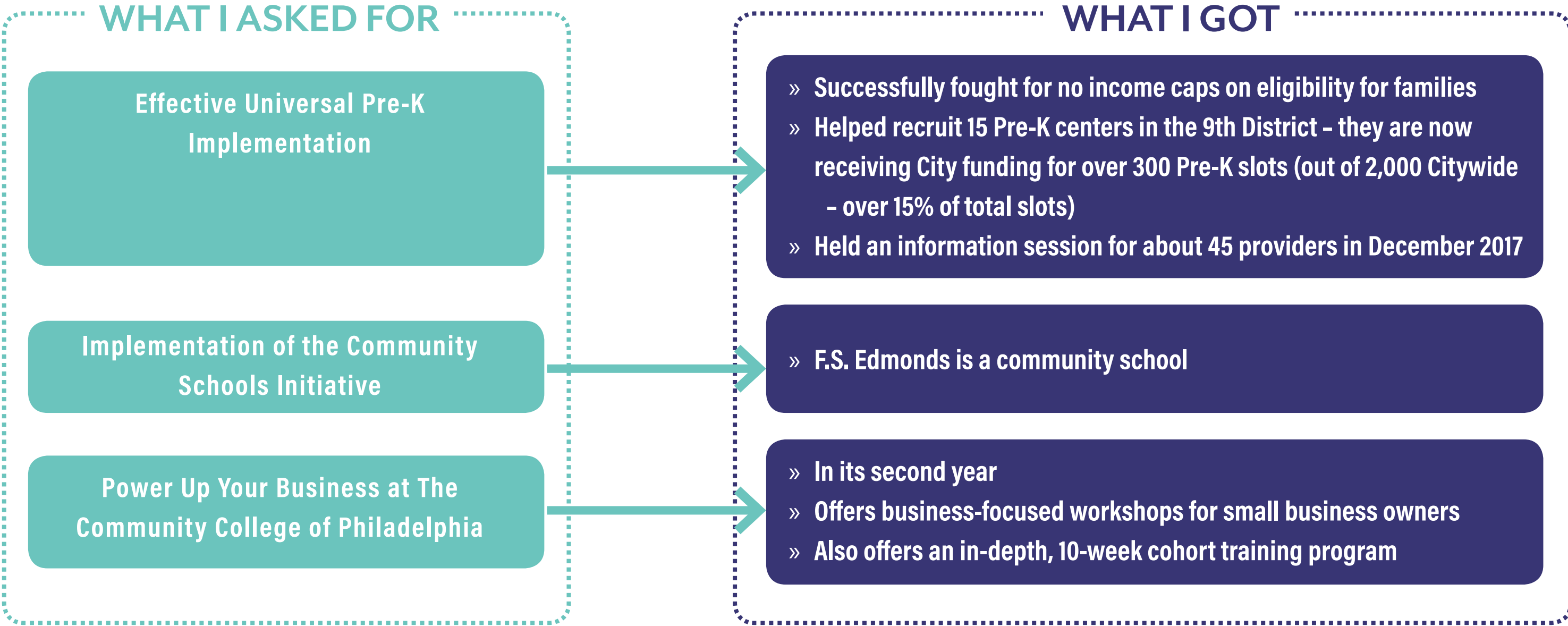
- » Commercial Corridor Managers
- » Opened District Office on Wadsworth Avenue
- » Corrected zoning on Vernon Road to allow for future investments

- » Implementation of \$60 million bond to clear backlog of rehab programs like Basic Systems Repair
- » Legislative passage of \$40 million bond to create a new housing preservation loan program - should be implemented by the end of this calendar year

- » Extensive planning for Rebuild Initiative, especially site selection for the 9th District
- » Broke ground at Finley Recreation Center

- » Resolution with recommendations
- » A seat at the table with the Mayor and building trades union in development of an MOU

WINS FOR THIS FISCAL YEAR



TONIGHT'S AGENDA



PART I: OVERVIEW PRESENTATION [40 min]

- I. Project Goals / Objectives
- II. Brief Overview of Planning Process
- III. Summary of Initial Findings
- V. Next Steps
- VI. Q & A



PART II: ROUNDTABLE DISCUSSIONS [60 min]

- Station 1: Upper Section of Rising Sun Avenue
- Station 2: Lower Section of Rising Sun Avenue
- Station 3: Castor Avenue

PROJECT GOALS / OBJECTIVES

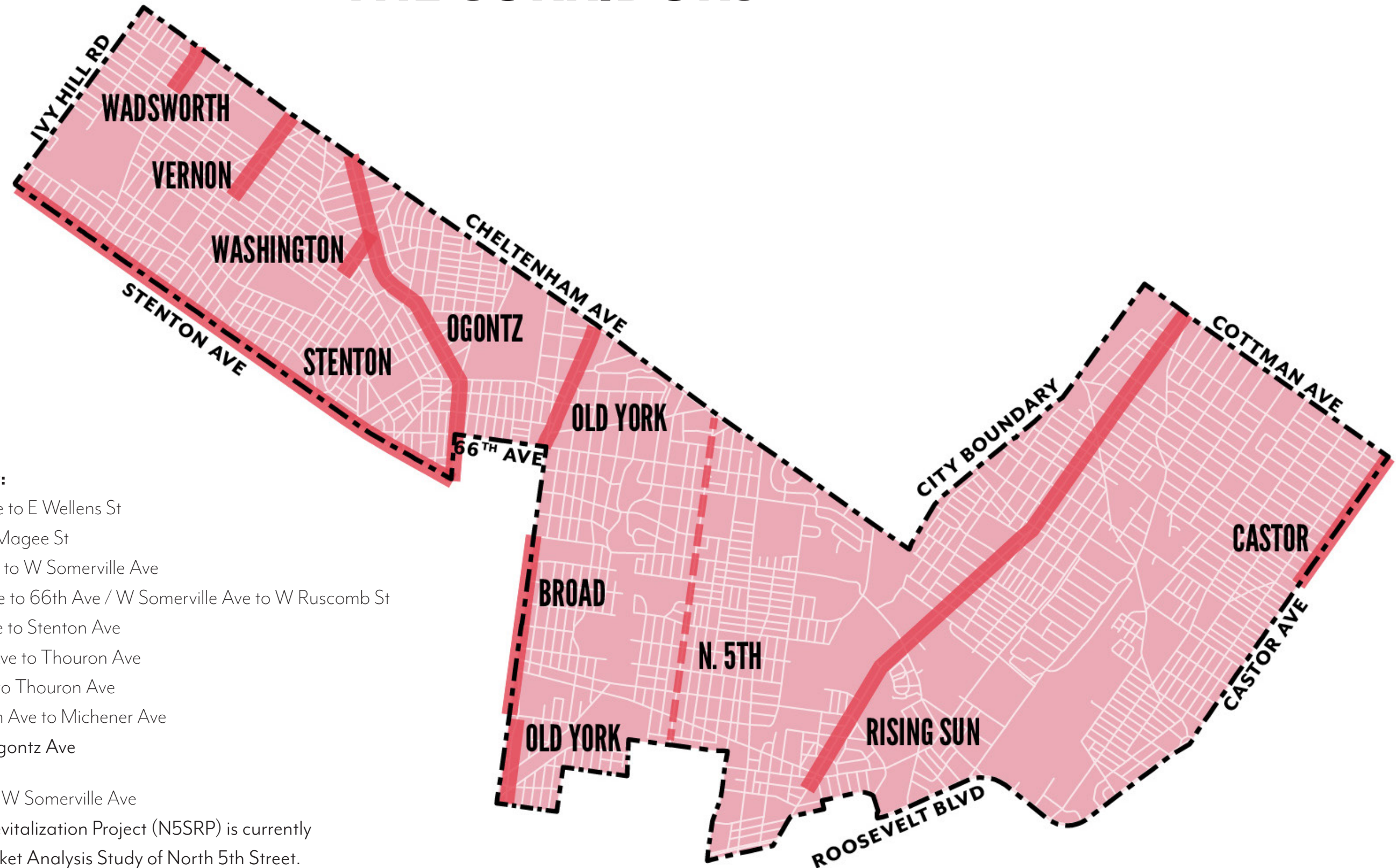
Goal of the study is to provide innovative, data-driven strategies to address these issues and support legislation and leverage funding.

The Plan will:

-  **Build on the 2005 Shops, Streets, Centers Study**
-  **Add Housing Preservation element** to address challenges for residents (Aging housing stock; Aging homeowners; Access to capital for home improvements)
-  **Identify opportunity to leverage public assets** – libraries, recreation centers and parks in conjunction with the City's Rebuild Initiative
-  **Provide recommendations to stabilize and reinvest in existing commercial corridors**
 - » Address competition from adjacent commercial centers in Cheltenham Township
 - » Changes in shopping patterns and online shopping
 - » Need to diversify retail services
 - » Need for branding & identity and marketing corridors
 - » Need for biz association, technical assistance to small business owners

9th District Commercial Corridor + Neighborhood Plan

THE CORRIDORS



Corridors Included in the Study:

- » **Rising Sun Ave:** Cottman Ave to E Wellens St
- » **Castor Ave:** Cottman Ave to Magee St
- » **Broad Street:** W Godfrey Ave to W Somerville Ave
- » **Old York Rd:** Cheltenham Ave to 66th Ave / W Somerville Ave to W Ruscomb St
- » **Ogontz Ave:** Cheltenham Ave to Stenton Ave
- » **Washington Lane:** Ogontz Ave to Thouron Ave
- » **Vernon Rd:** Cheltenham Ave to Thouron Ave
- » **Wadsworth Ave:** Cheltenham Ave to Michener Ave
- » **Stenton Ave:** Ivy Hill Rd to Ogontz Ave

- » **N 5th Ave:** Cheltenham Ave to W Somerville Ave

» *Note: The North 5th Street Revitalization Project (N5SRP) is currently conducting a Comprehensive Market Analysis Study of North 5th Street. This study will not duplicate efforts but will reference recommendations from the N5SRP Study.

INTEGRATION WITH OTHER PLANNING EFFORTS

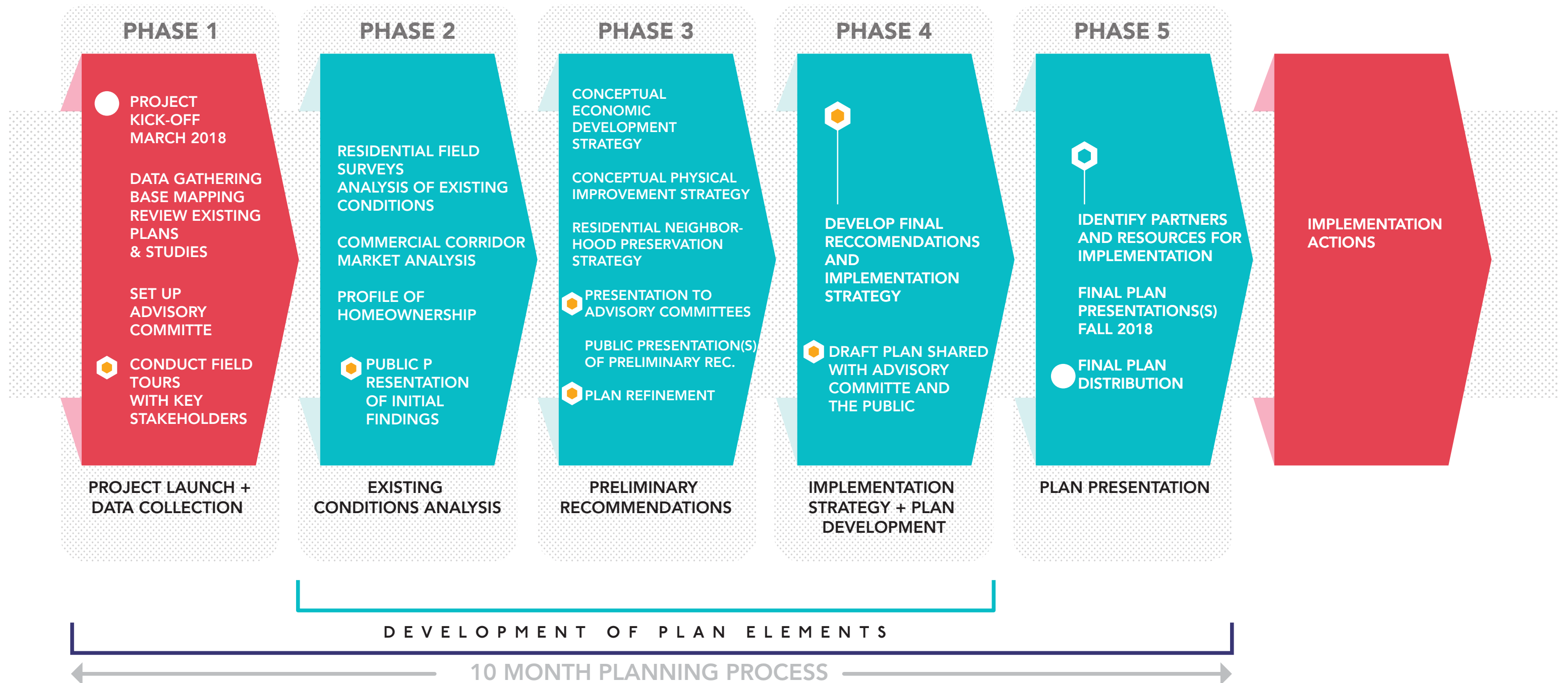


The plan will leverage other planned and ongoing investments for the 9th District and work with local partners to advance recommendations including:

- » City agencies
- » Local institutions
- » Community residents and other stakeholders
- » Corridor organizations
- » Businesses associations
- » Community and civic leaders

9th District Commercial Corridor + Neighborhood Plan

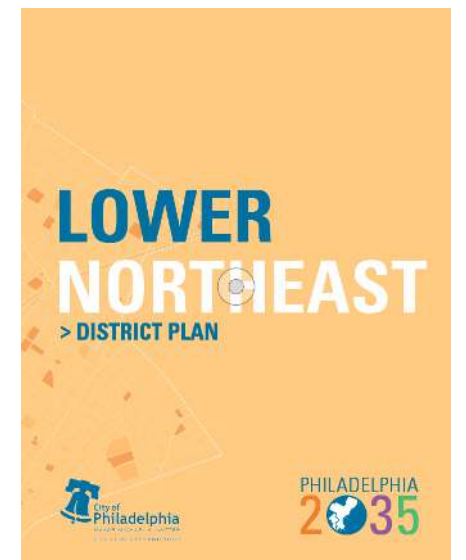
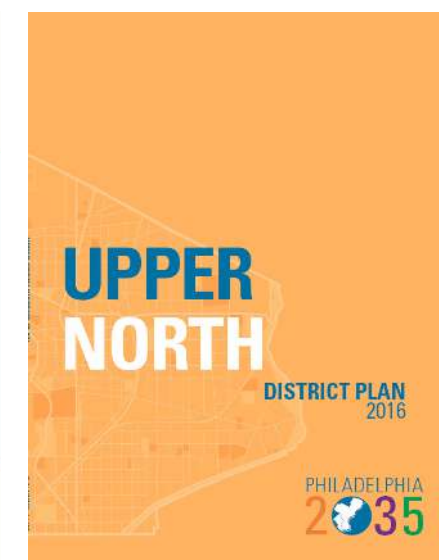
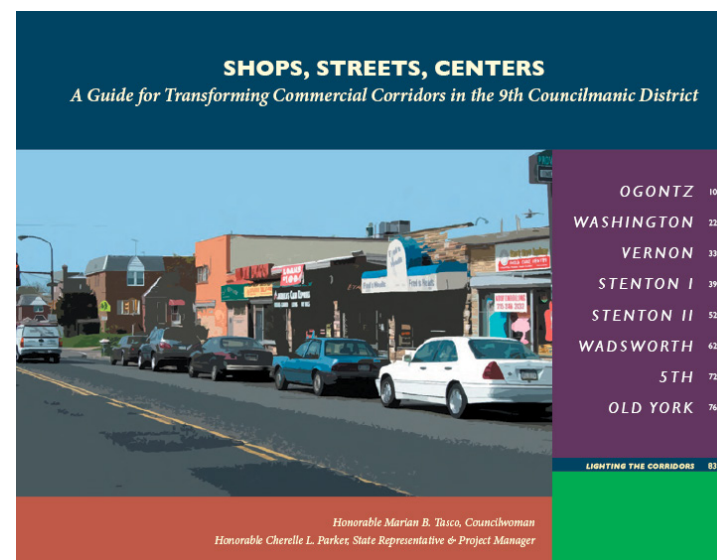
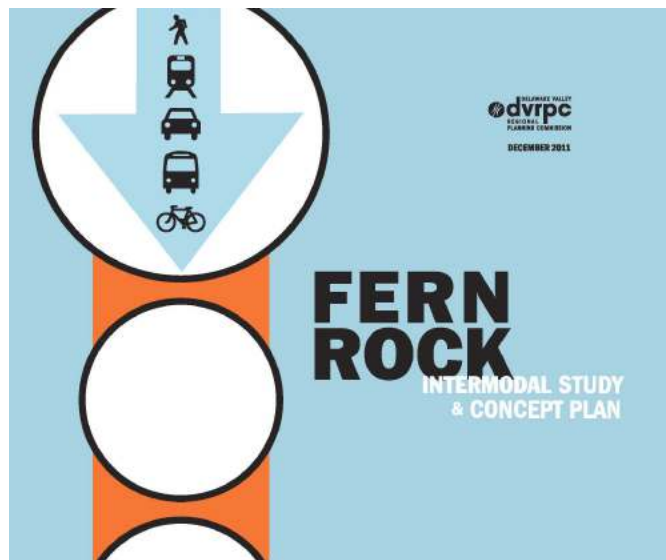
BRIEF OVERVIEW OF PLANNING PROCESS



9th District Commercial Corridor + Neighborhood Plan

BASIS FOR THE PLANNING WORK

- » 2000 East Cheltenham Ave Enhancement Plan
- » 2005 9th District Plan: Shops, Streets, Centers
- » 2005 Cheltenham Ave Revitalization Plan
- » Philadelphia 2035 Plans: Upper North District Plan & Lower Northeast District Plan
- » 2011 DVRPC Fern Rock Transportation Center Study
- » 2012 Olney Neighborhood Vision and Proposals (Penn Design)
- » 2012 & 2016 Strategic Plans for the North 5th Street Revitalization Project
- » 2016 Marketing & Communications Plan for Northwest Commercial Corridors
- » 2016/2017 9th Council District Constituent Surveys



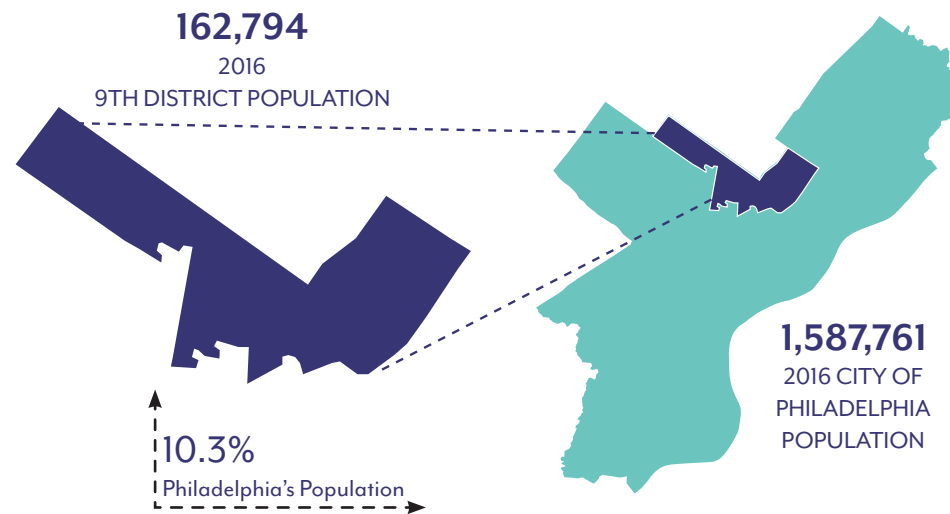
EXISTING CONDITIONS

NEIGHBORHOOD AT A GLANCE

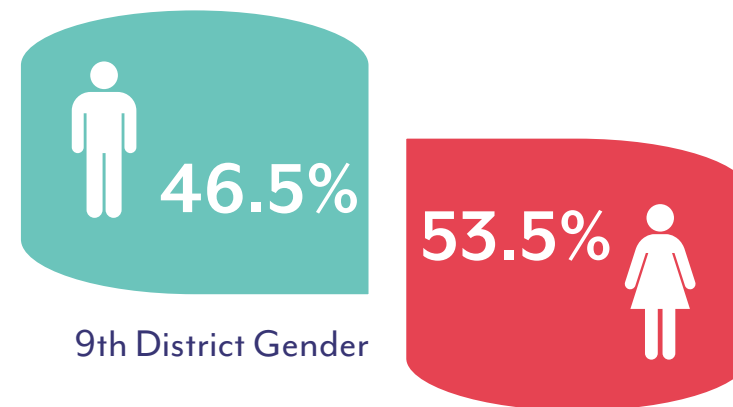
9th District Commercial Corridor + Neighborhood Plan

NEIGHBORHOOD PROFILE

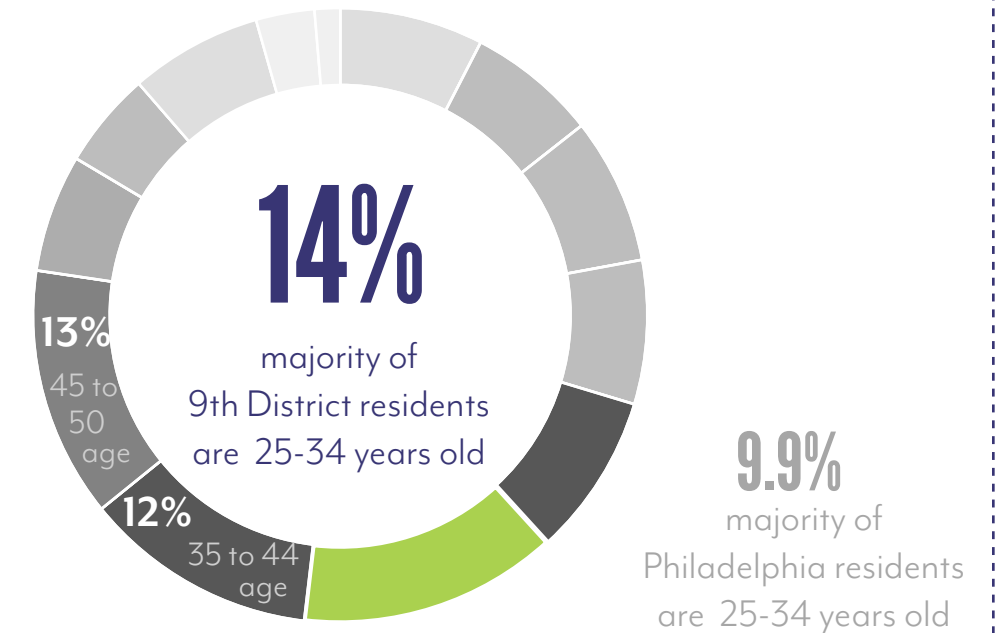
POPULATION



Source: RES 2017 Estimates; RES

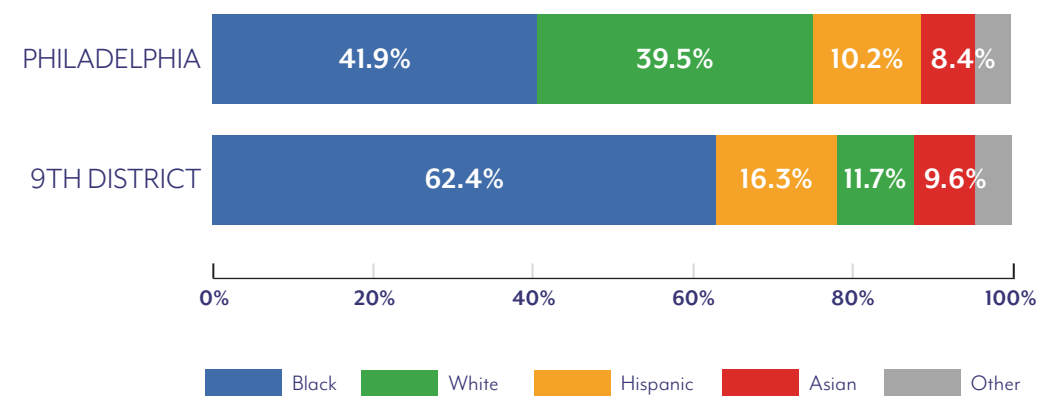


Source: ACS Demographic & Housing Estimates (2012-2016)



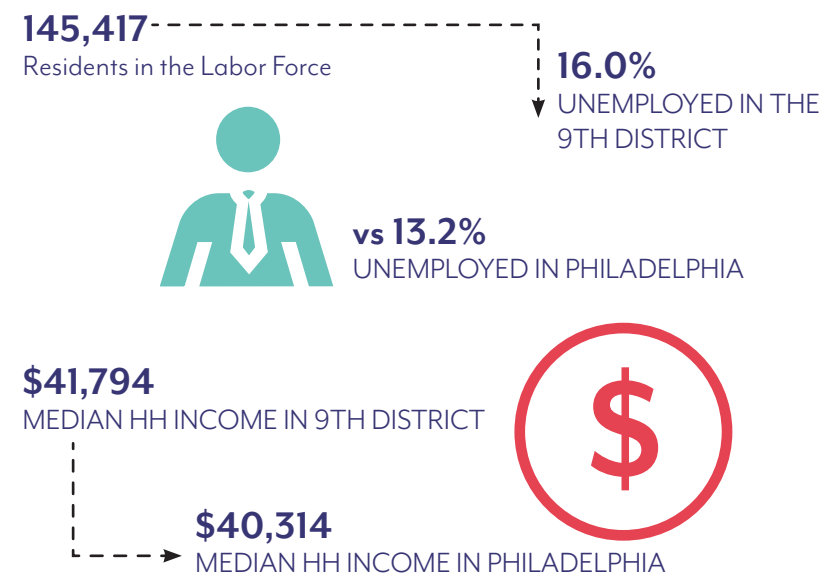
Source: ACS Demographic & Housing Estimates (2012-2016)

RACIAL CHARACTERISTICS



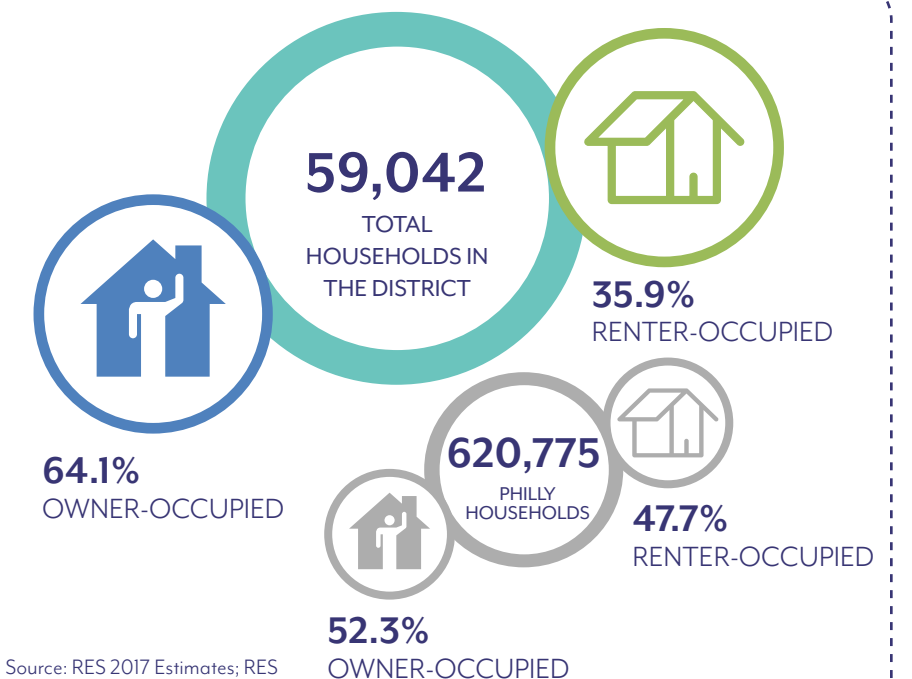
Source: RES 2017 Estimates; RES

ECONOMY



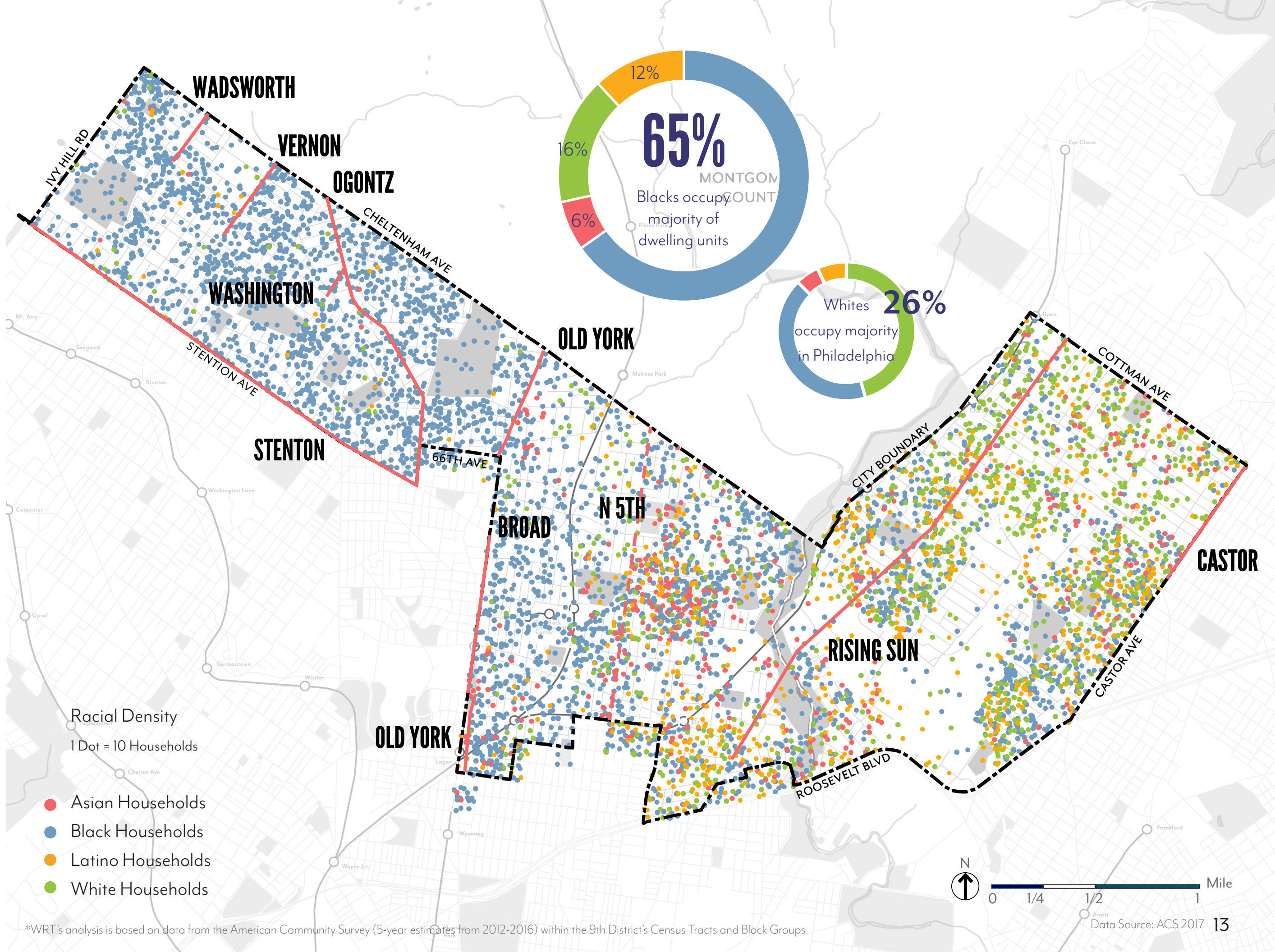
Source: RES 2017 Estimates; RES

TENURE



Source: RES 2017 Estimates; RES

HOMEOWNERSHIP BY RACE

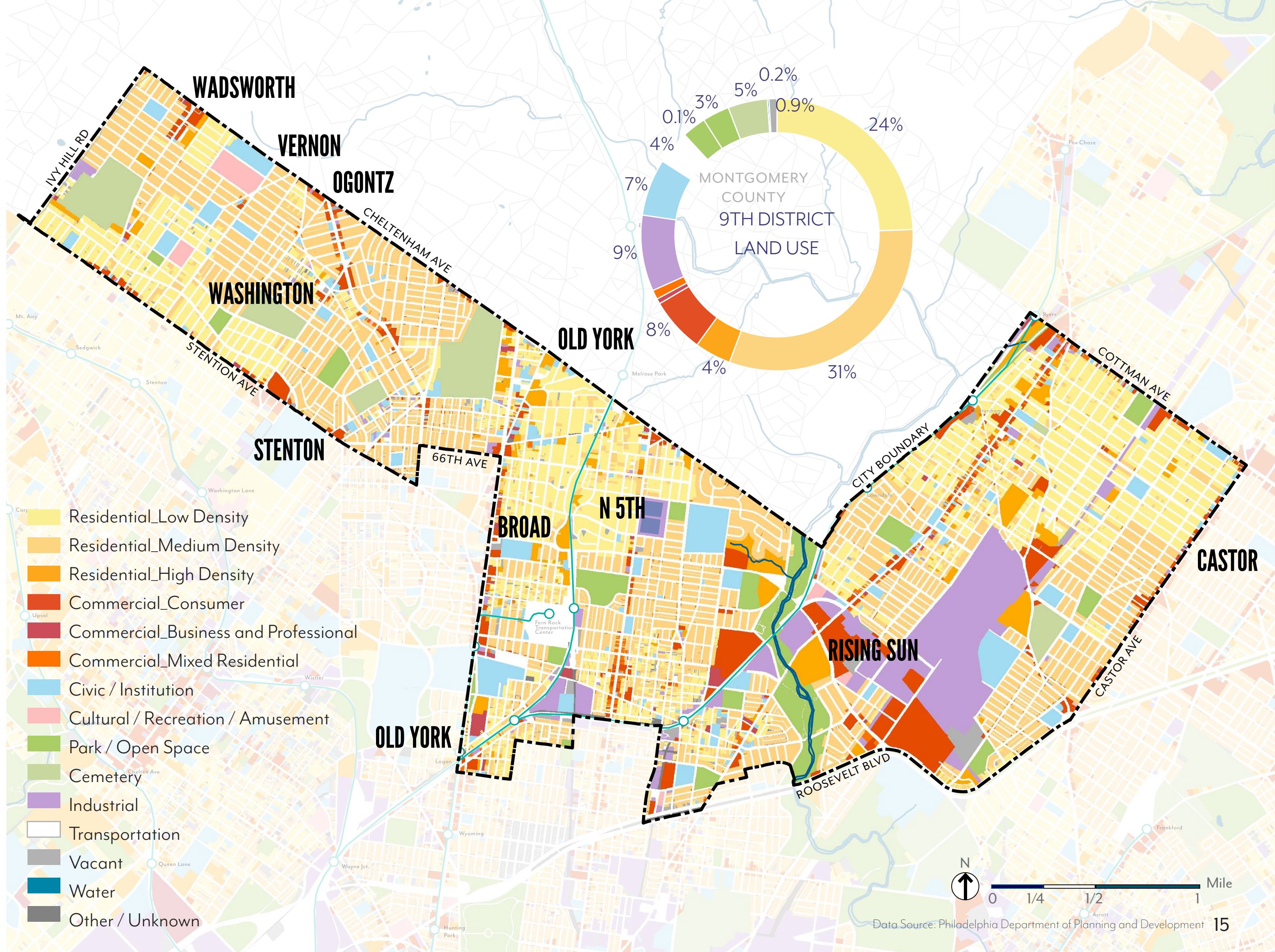


*WRT's analysis is based on data from the American Community Survey (5-year estimates from 2012-2016) within the 9th District's Census Tracts and Block Groups.

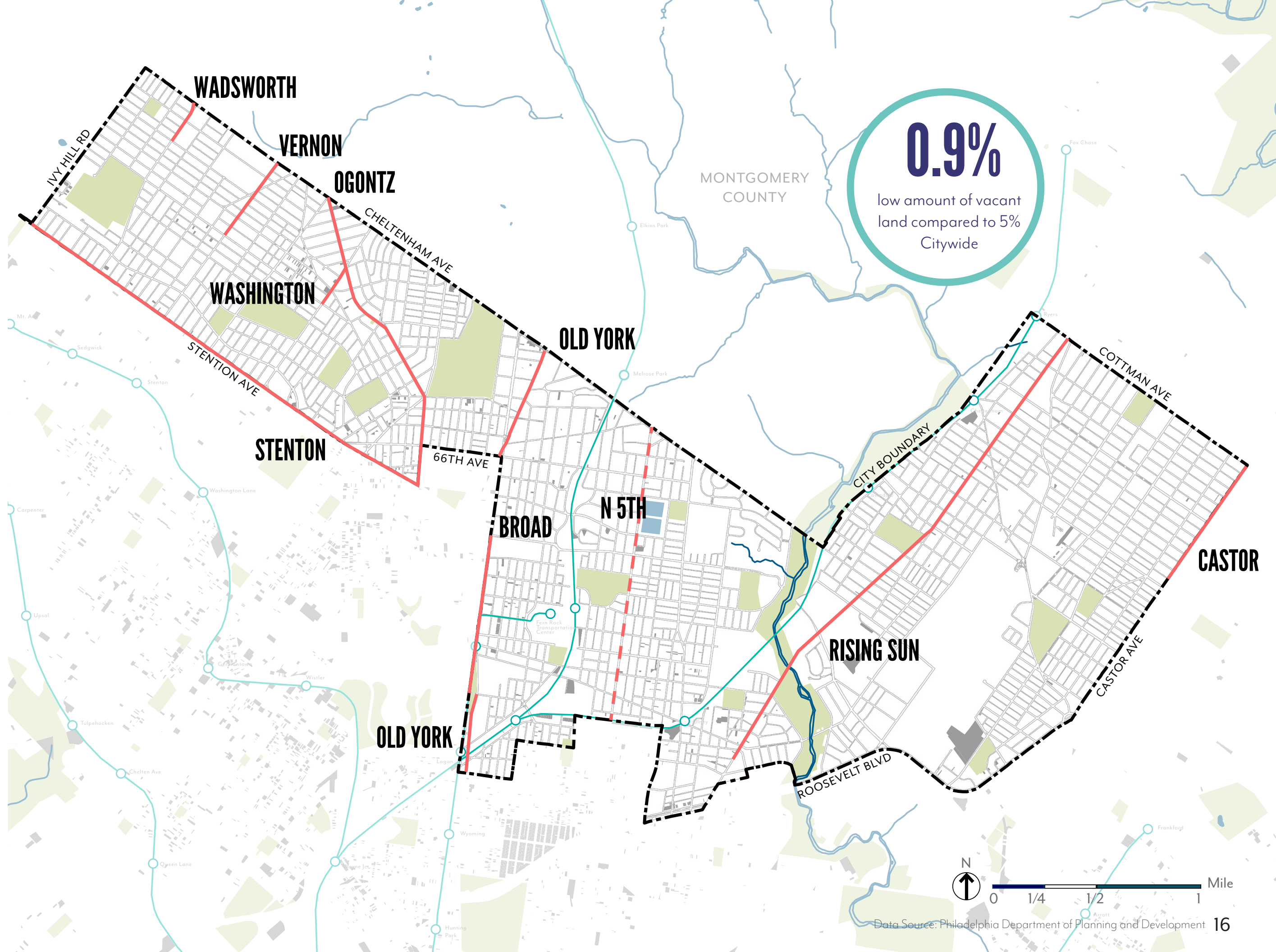
EXISTING CONDITIONS

SUMMARY OF INITIAL FINDINGS

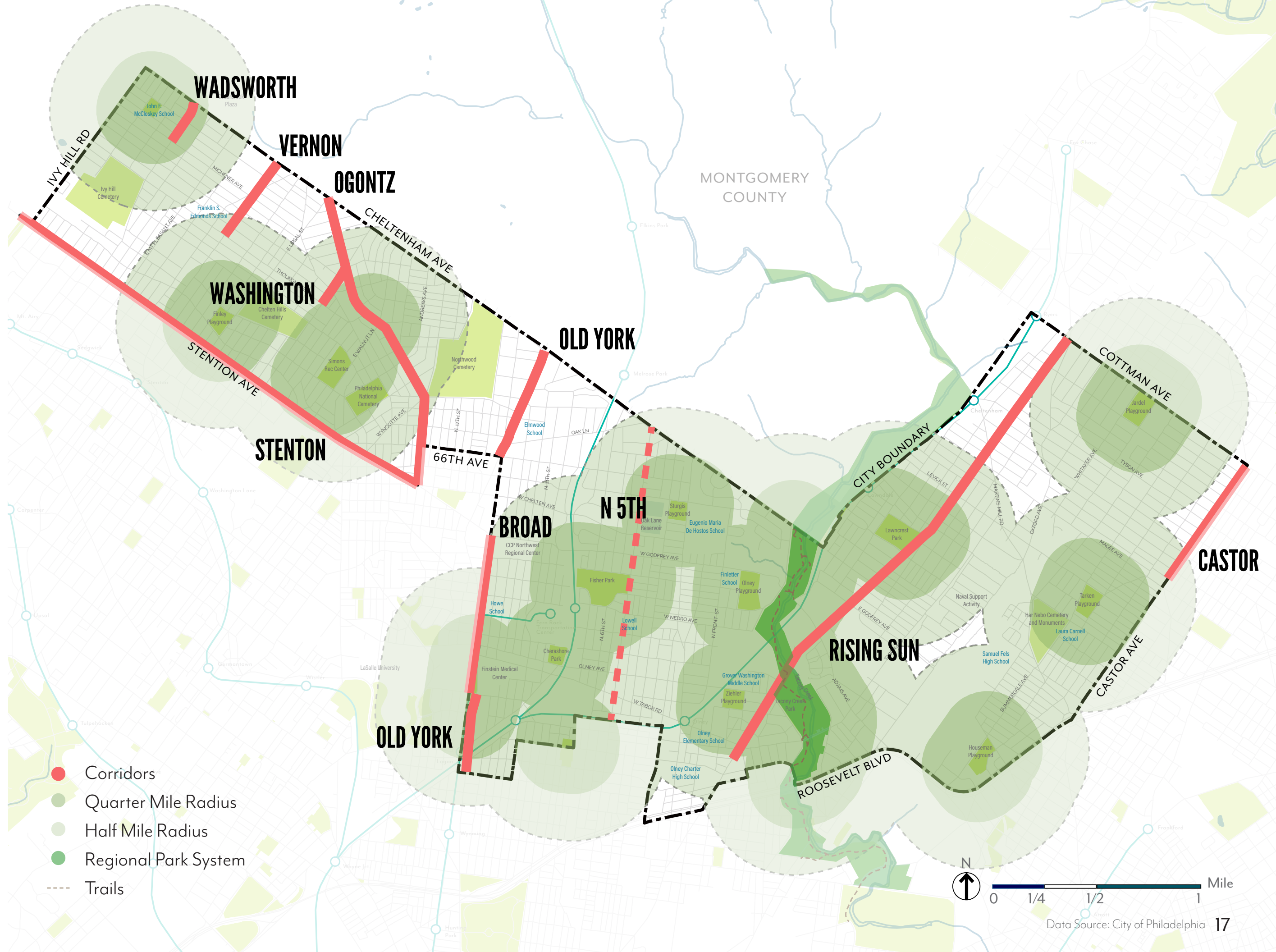
LAND USE



VACANT PARCELS



OPEN SPACE



STREET TREES



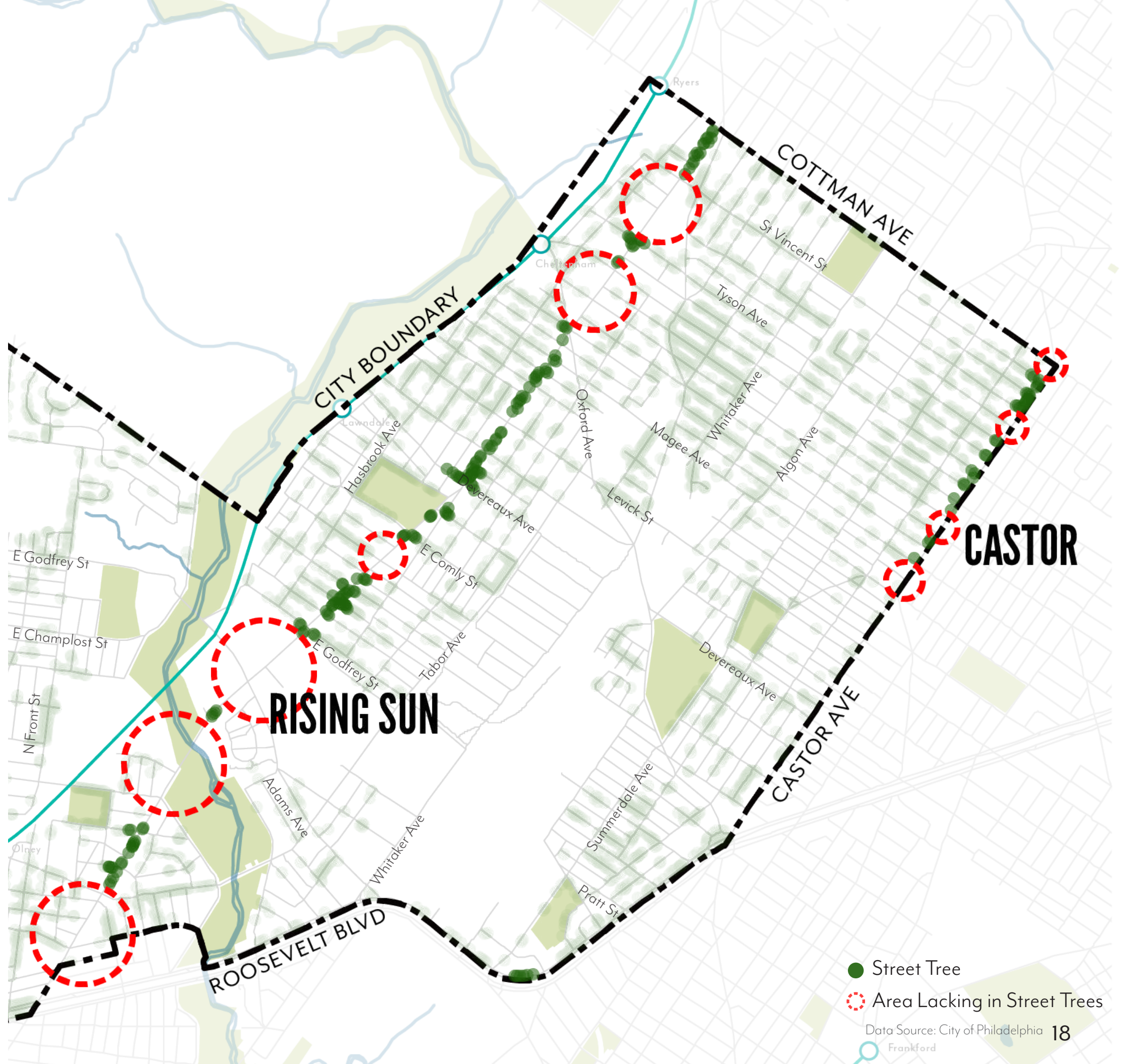
6058 Castor Avenue



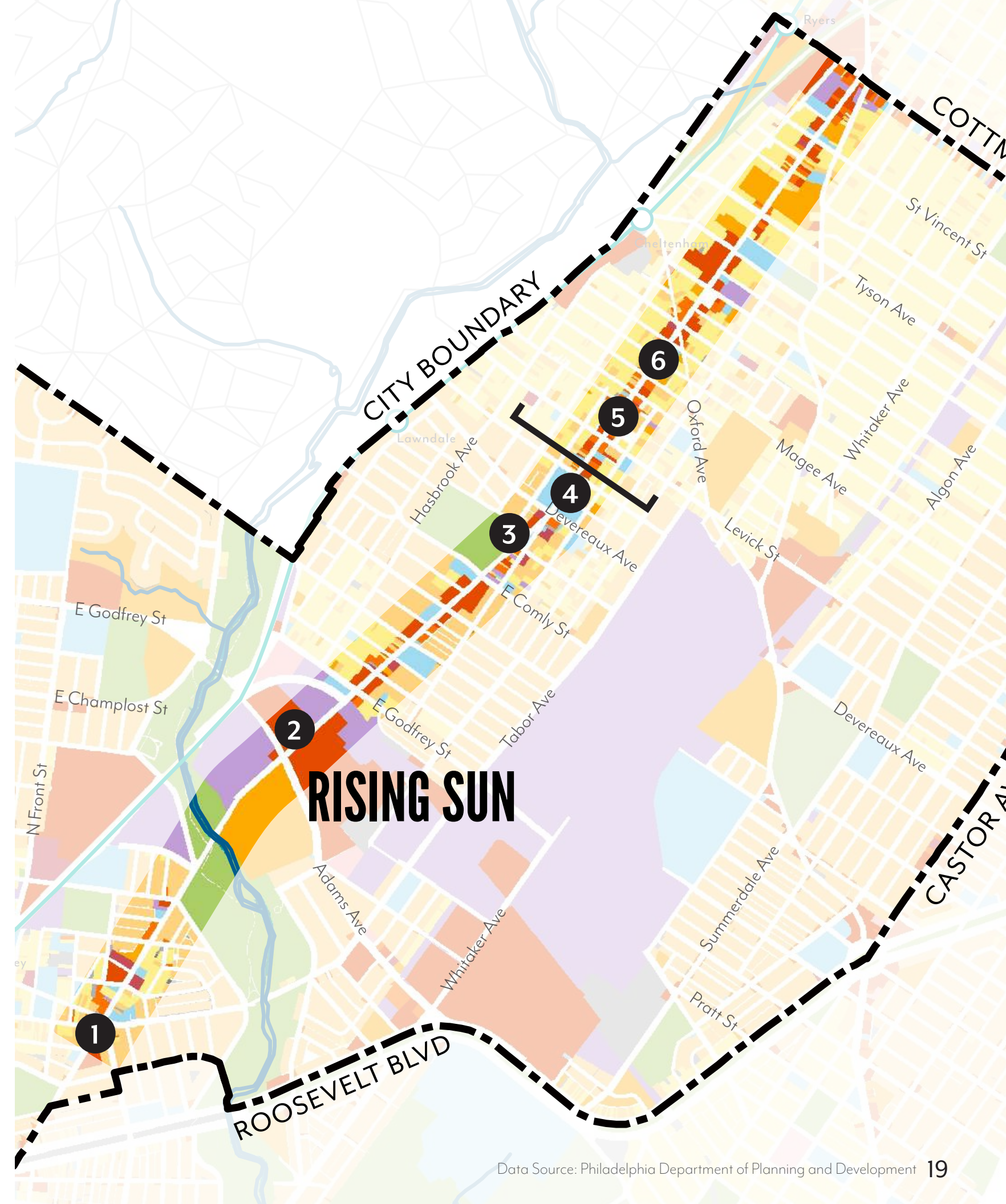
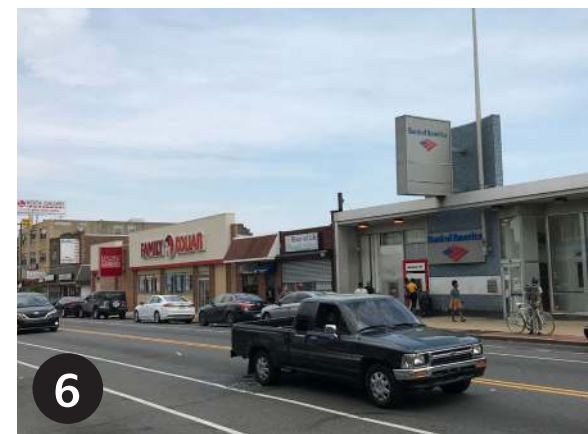
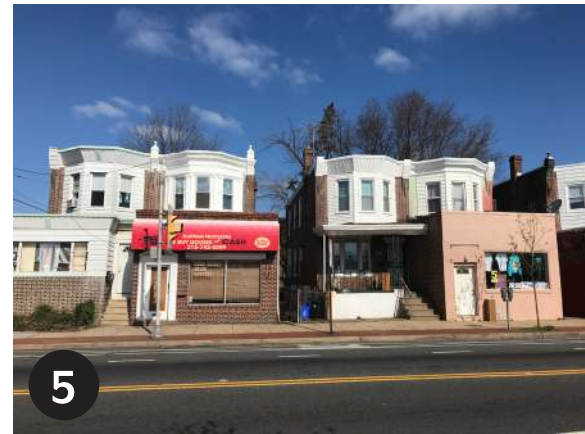
Castor Avenue



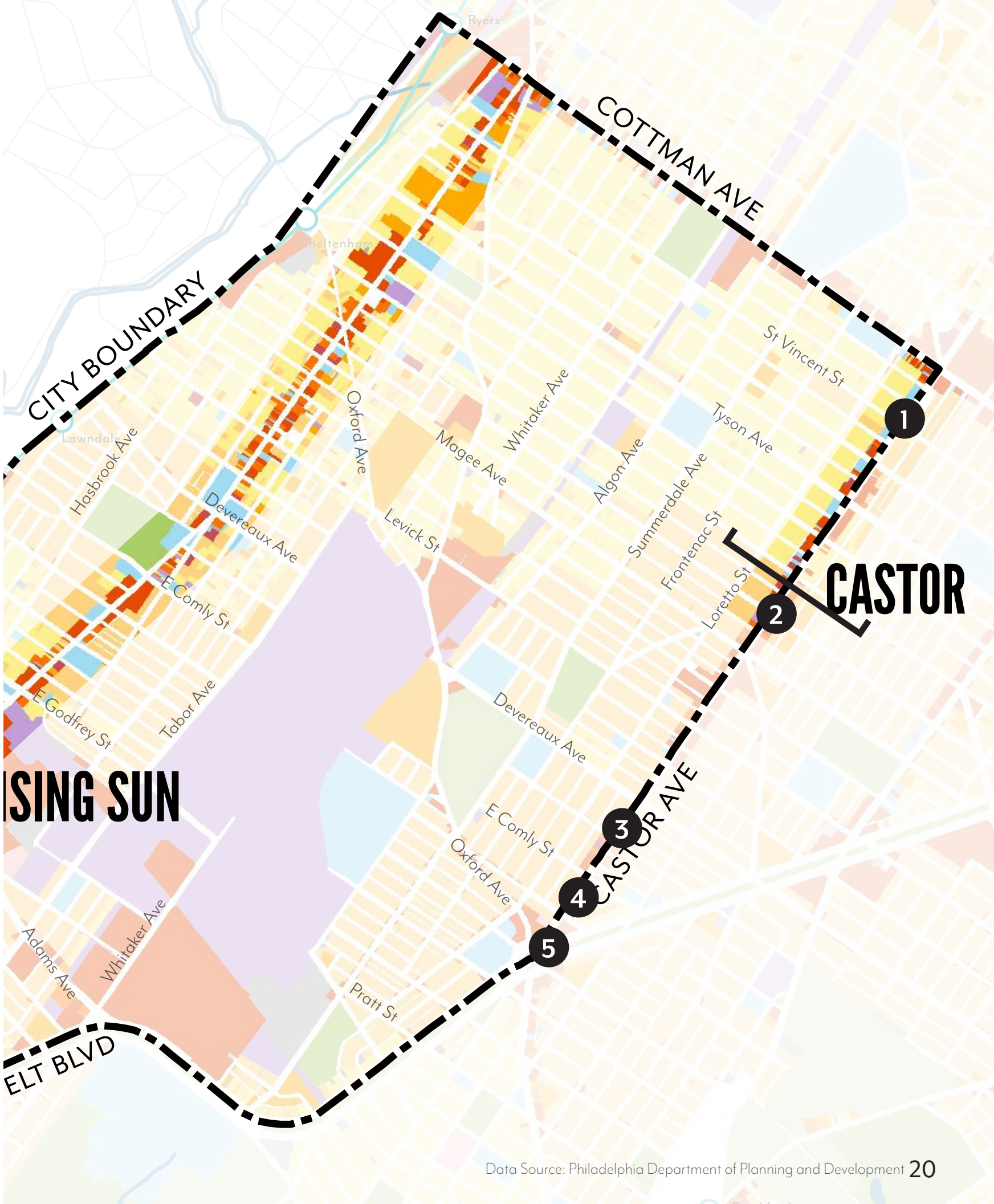
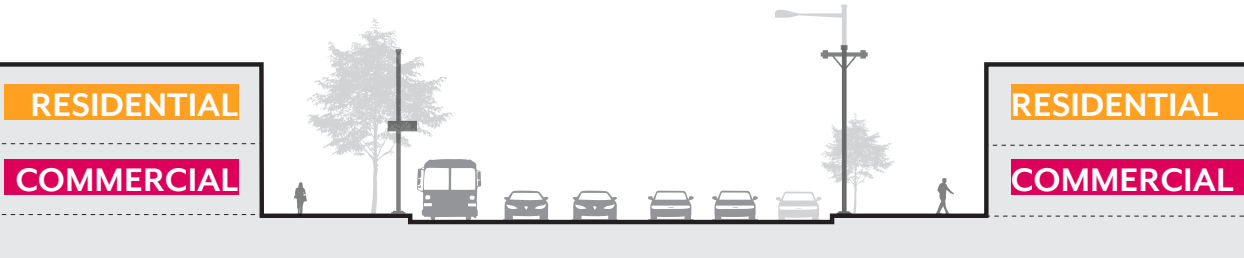
7231 Rising Sun Avenue



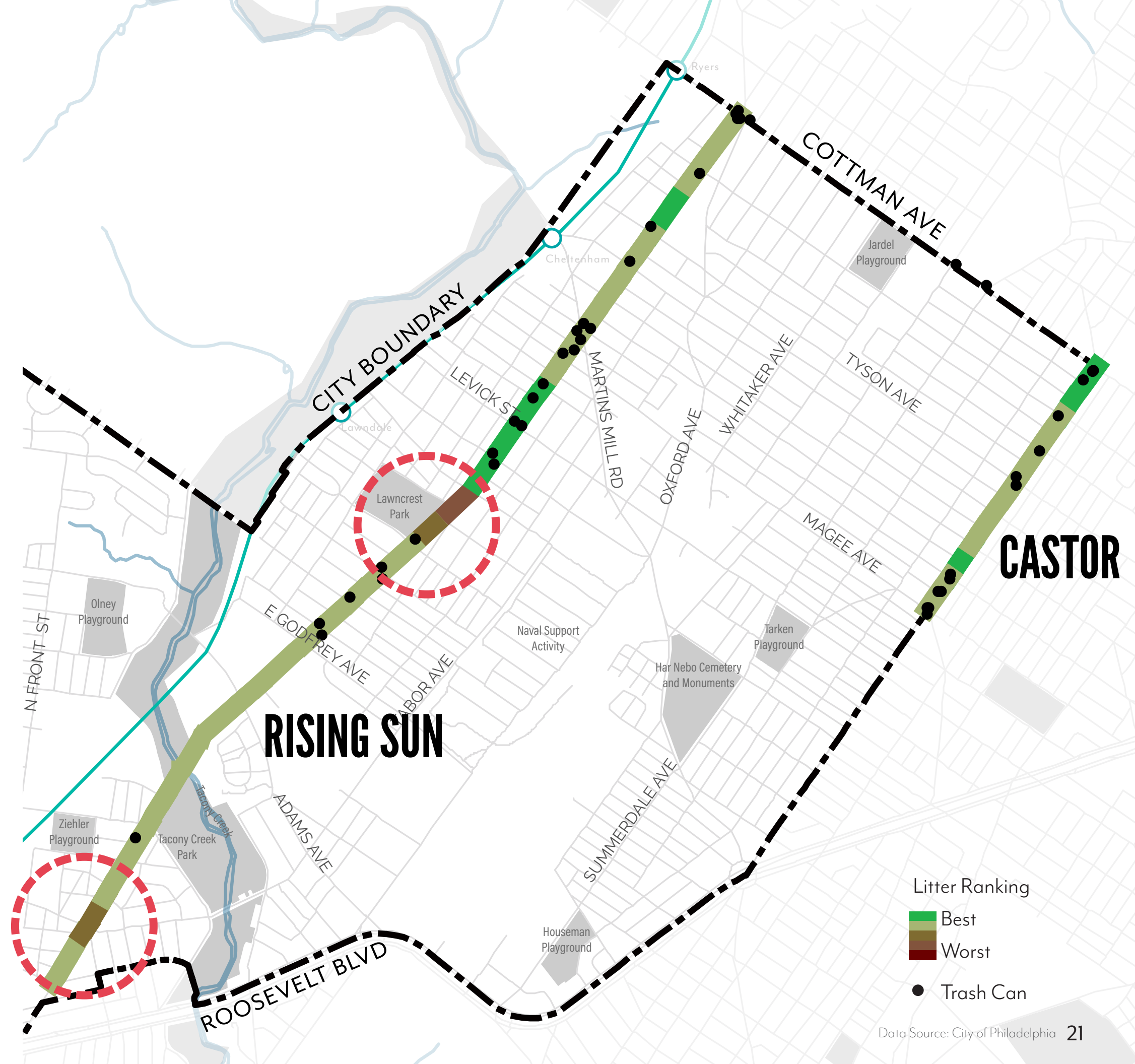
RISING SUN AVE



CASTOR AVE



100%



9th District Commercial Corridor + Neighborhood Plan

HERE'S WHAT WE HEARD...

Corridor Tour - Rising Sun Avenue

- » Rising Sun is a diverse area, which people view as a strength
- » Night Market events were successful and a point of pride
- » No sense of identity for the corridor
- » Lack of communication among business owners
- » Litter and lack of enforcement
- » Perception of crime; need more cameras
- » Corridor needs street trees, awnings, more consistent signage, and lighting improvements
- » More sit-down restaurants and cafes
- » Good access to transit rail and buses but streets could be more bike friendly
- » More support needed for small businesses
- » Build on the authentic and historic nature of the community

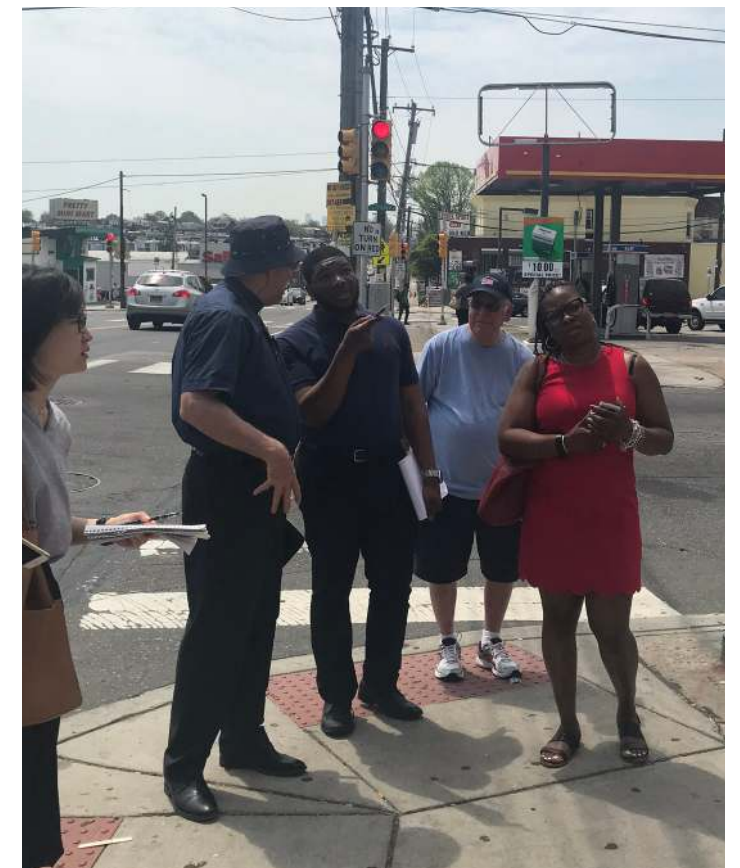


9th District Commercial Corridor + Neighborhood Plan

HERE'S WHAT WE HEARD...

Corridor Tour - Castor Avenue

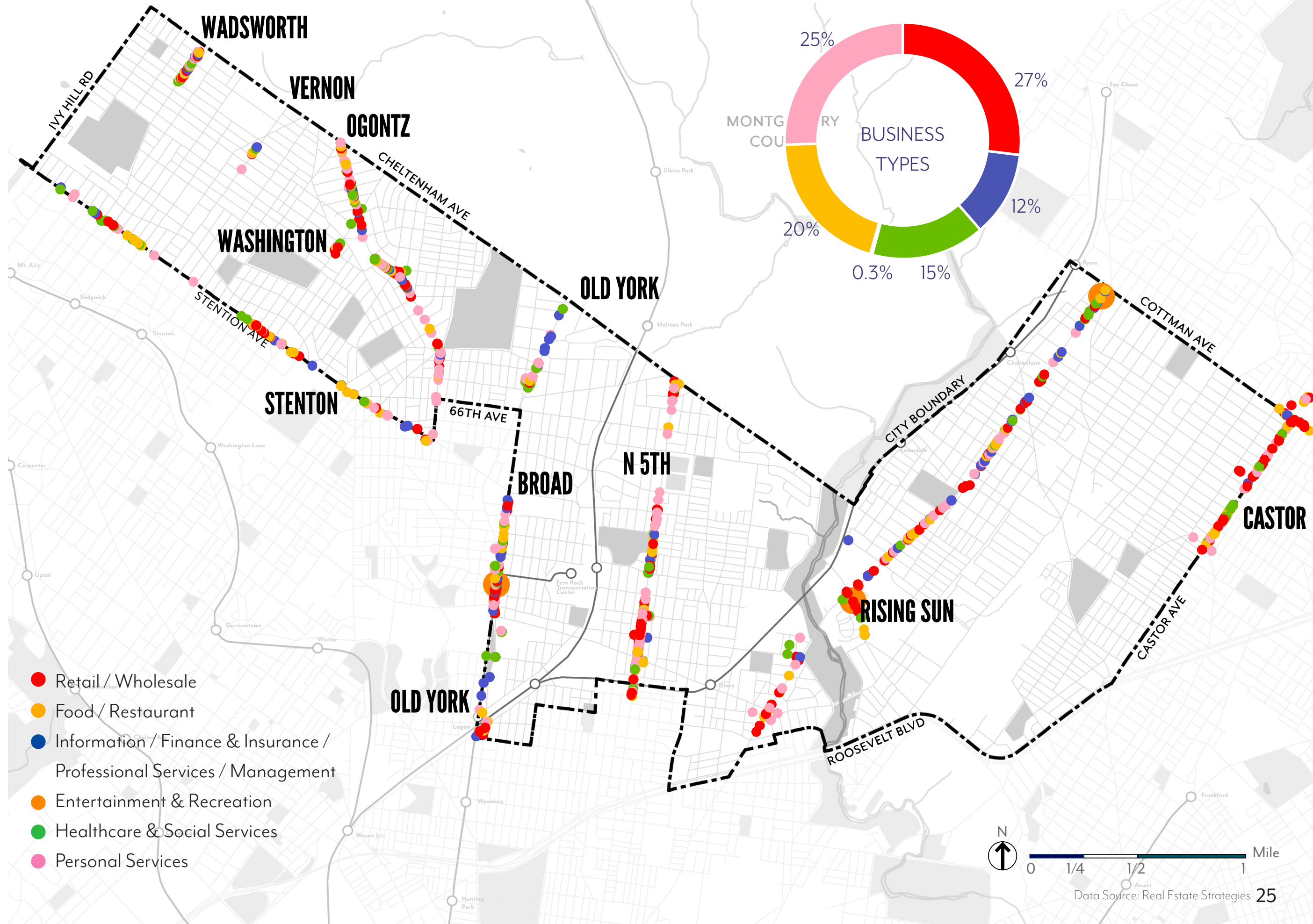
- » Castor is a very diverse area, which people view as a strength, but communities often operate in isolation; Communication is a challenge
- » Litter was most commonly discussed issue
- » Trash cans, better lighting, street trees needed along the corridor
- » Excessive signage on some shop windows
- » Low levels of participation in business association
- » Sense of positive business trajectory as seen by low vacancy
- » Hope to create a walkable, bustling place where people attend cultural events and spend a whole day or evening
- » Good range of food options but lack of family focused entertainment options (movie theatre)
- » Lack of parking; need for loading zones



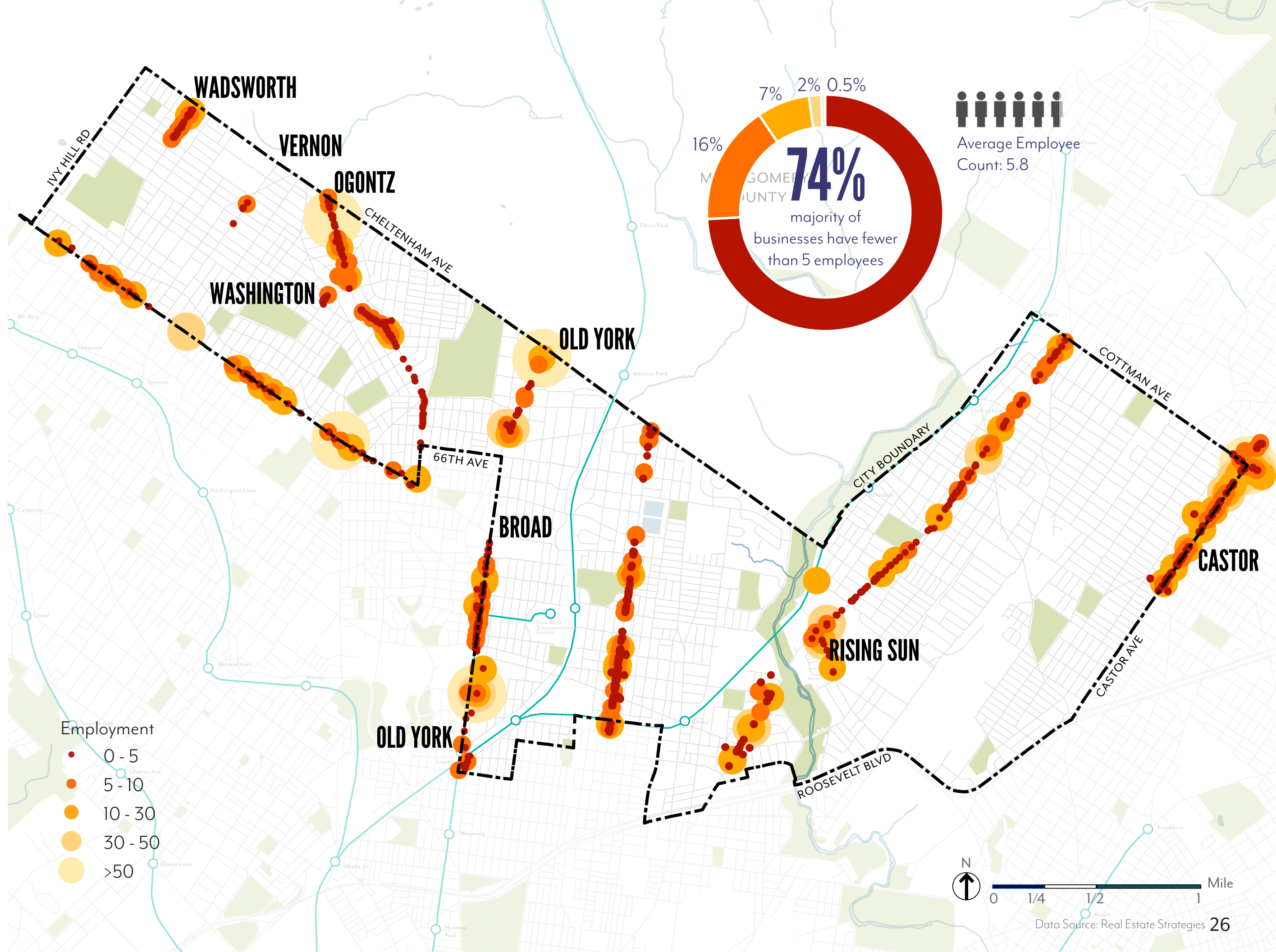
EXISTING CONDITIONS

MARKET STUDY FINDINGS

TYPES OF BUSINESSES



EMPLOYMENT



DEMOGRAPHICS

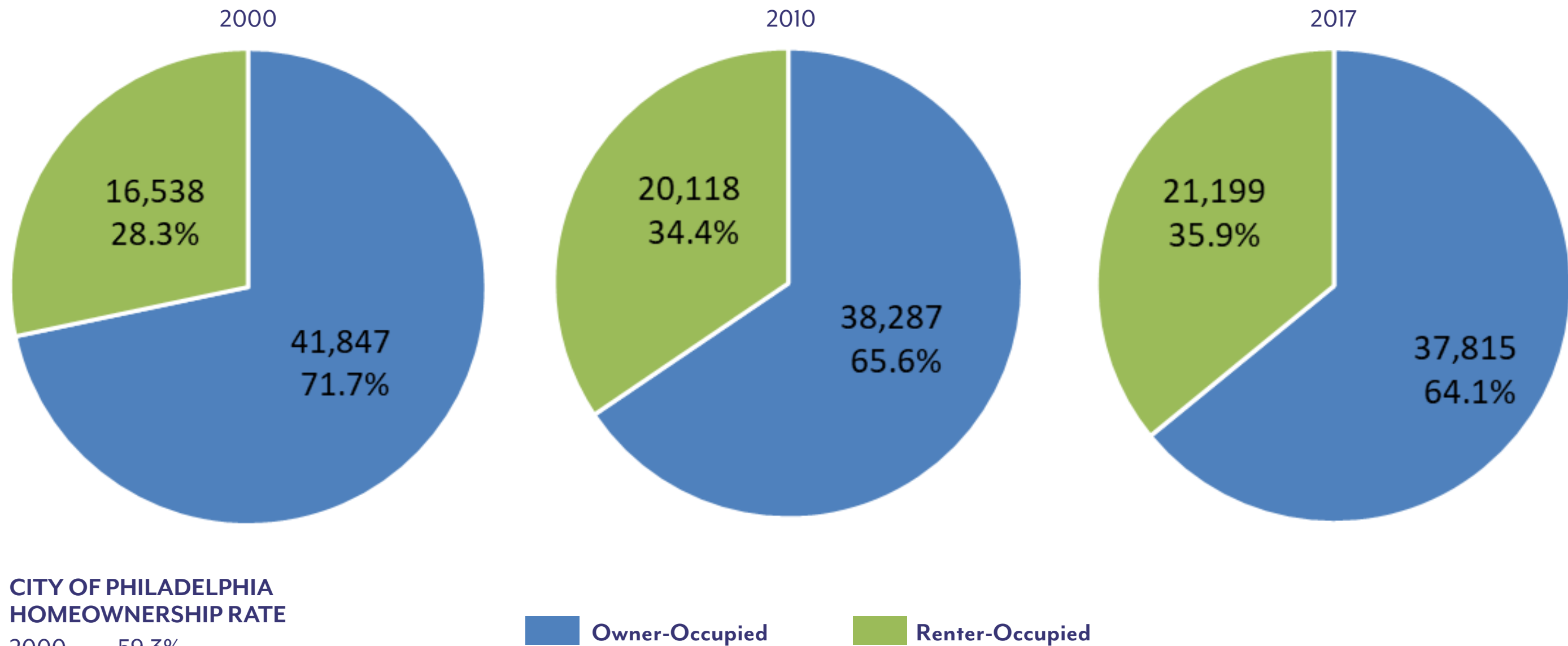
	9th District	Philadelphia
2017 Population	162,794	1,587,761
Median Age	36.0	34.7
% over 65	11.2%	14.1%
% under 18	26.1%	21.2%
%Black	62.4%	41.9%
%White	16.3%	39.5%
% Asian	9.6%	8.4%
%Other	11.7%	10.2%
% Hispanic Origin	15.2%	16.9%
High School Degree or Higher	82.6%	83.1%
Bachelors Degree or Higher	18.3%	27.2%
Population Growth Rate 2010-2017	2.4%	4.0%

Sources: Esri 2017 estimates; RES

	9th District	Philadelphia
2017 Households (HHs)	59,042	620,775
Avg. HH Size	2.73	2.47
% Homeowners	64.1%	52.3%
% Renters	35.9%	47.7%
Median HH Income	\$41,794	\$40,314
Avg HH Income	\$54,645	\$60,713
2017 Median Home Value	\$131,535	\$153,502

Sources: Esri 2017 estimates; RES

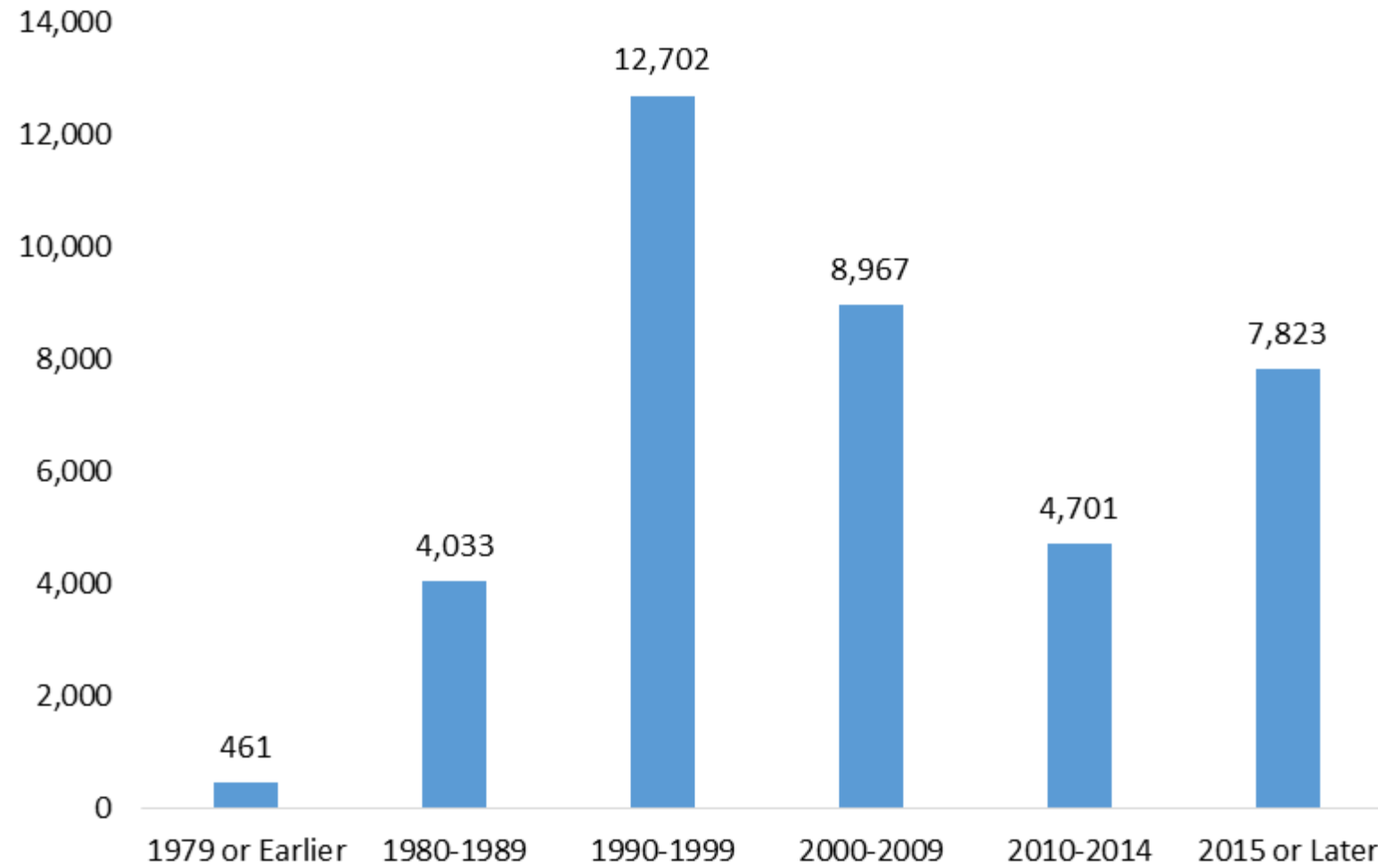
9TH DISTRICT HOMEOWNERSHIP TRENDS: 2000, 2010, & 2017



The District’s homeownership rate has trended downward since 2000.

Source: Esri 2017

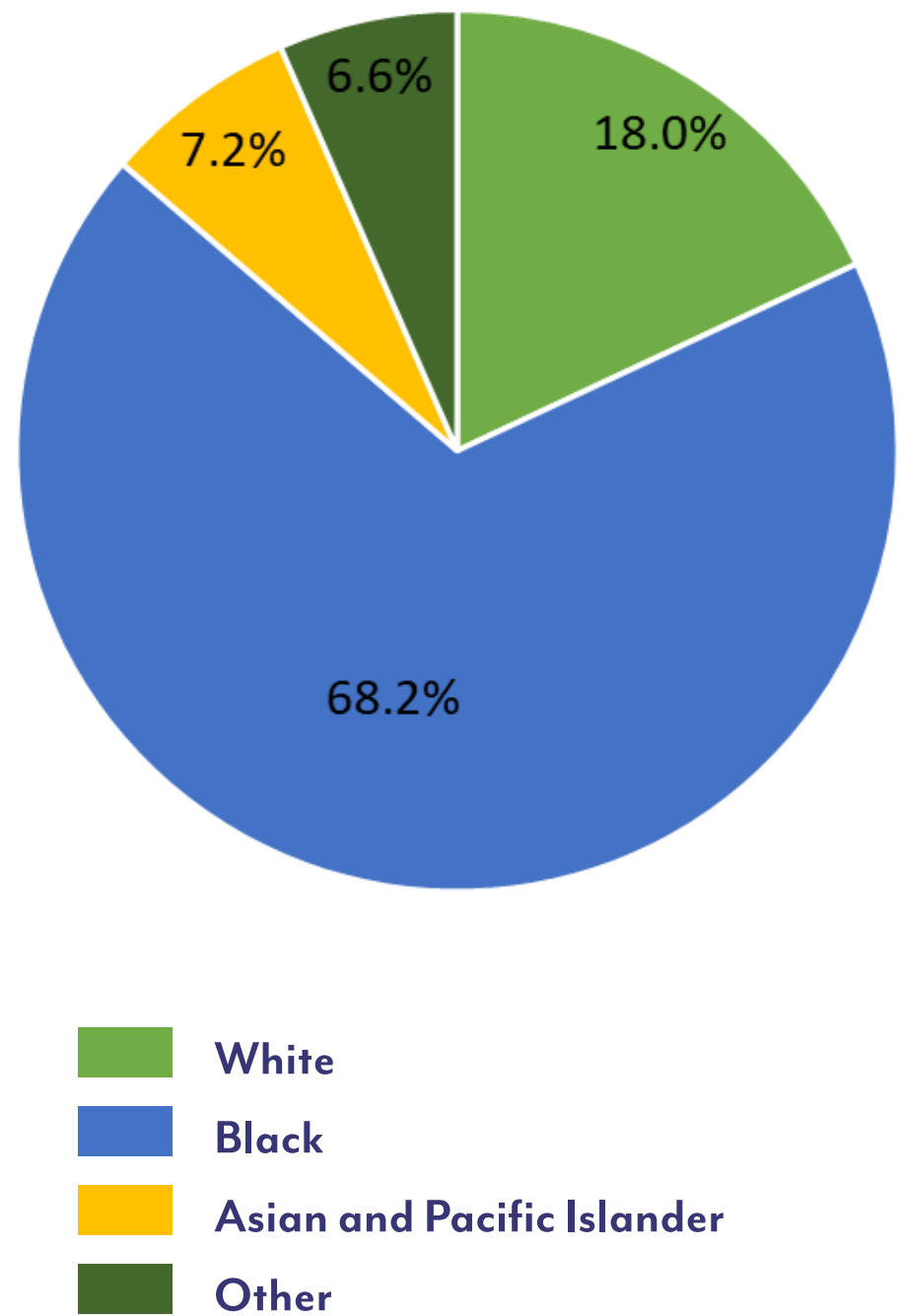
YEAR OWNER MOVED INTO HOME



- The largest number of homeowners moved into their homes in the 1990's.
- Approximately 3,000 more homeowners moved into their homes in 2015 or later than in 2010-2014.
- Very few homeowners in the 9th District moved into their homes before 1979.

Source: American Community Survey (ACS) 2012-2016

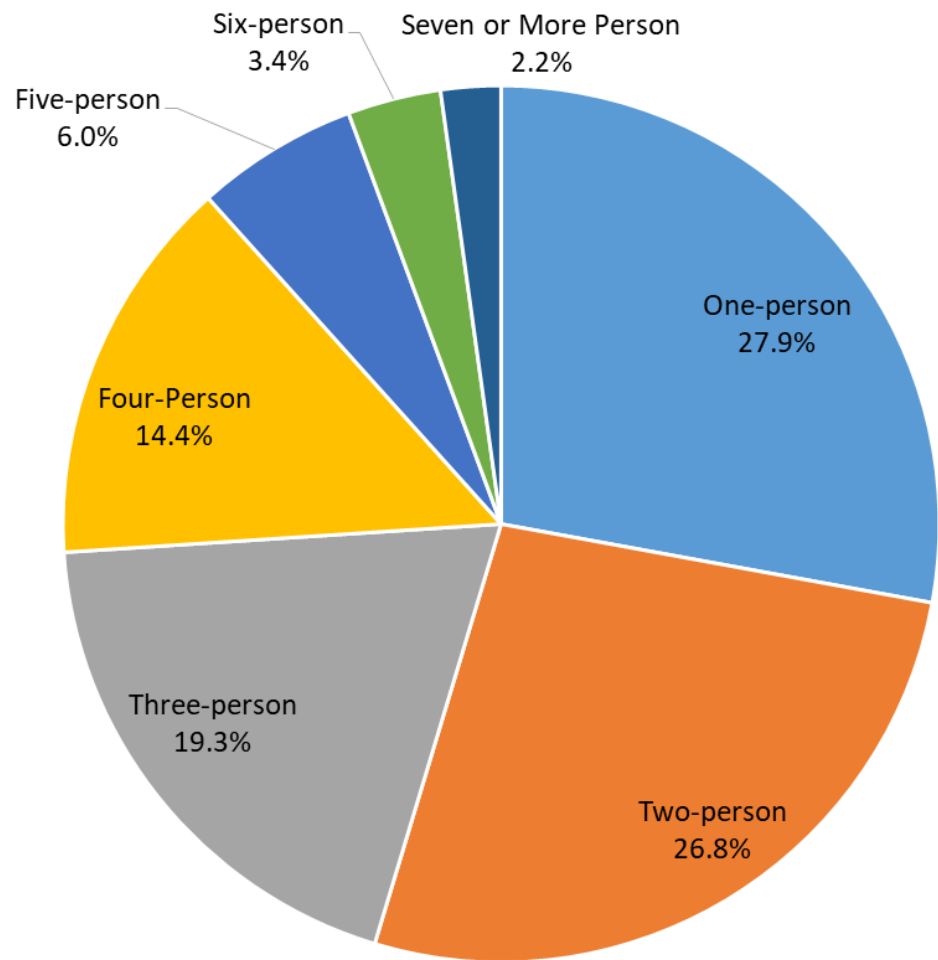
HOMEOWNER HOUSEHOLDS BY RACE



- Two out of three district homeowners are African-American.
- 18.0% are White.
- 7.2% are Asian.
- “Other” includes American Indian and households indicating two or more races.
- Approximately 10% of homeowners are of Hispanic origin.

Source: American Community Survey (ACS) 2012-2016

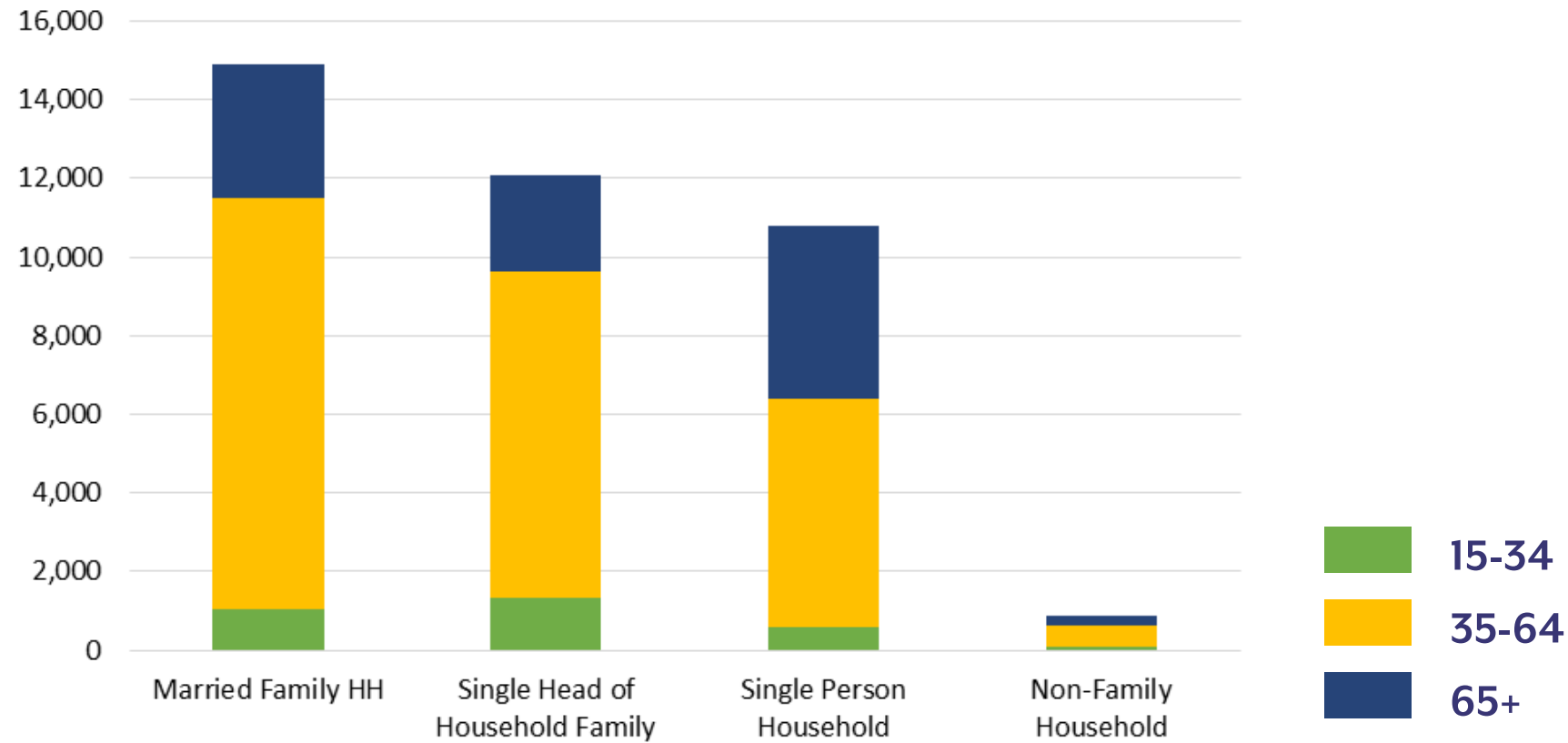
HOMEOWNER HOUSEHOLDS BY SIZE



- One- and two-person households are nearly 55% of all 9th District homeowner households.
- An estimated 4,200 homeowner households-- approximately 11% of the total-- have five or more persons.

Source: American Community Survey (ACS) 2012-2016

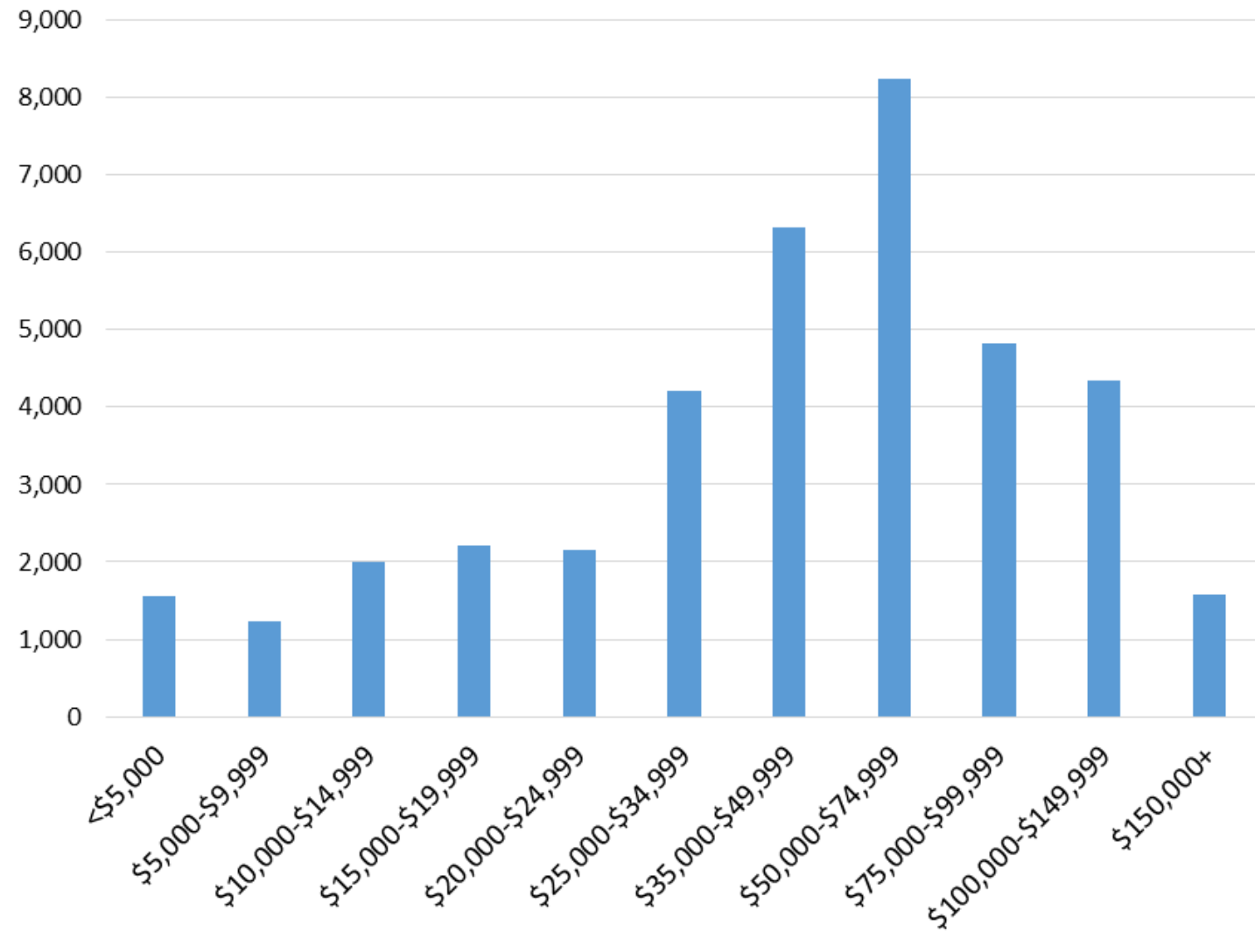
HOMEOWNER HOUSEHOLDS BY TYPE



- The majority of homeowners in the 9th District are in the 35-64 age cohort.
- While the married-family household is the most prevalent type for homeowners (approx. 15,000 households), an additional 12,000 homeowners are single head of household families.
- Approximately 4,000 senior homeowners (age 65+) live alone.
- Non-family households (roommates, unmarried couples, etc.) are a relatively small proportion of all homeowners.

Source: American Community Survey (ACS) 2012-2016

HOMEOWNER HOUSEHOLDS BY INCOME



- Approximately half of owners in the 9th District have household incomes over \$50,000 (Philadelphia homeowner median income: \$52,289).
- About 15% of owners have household incomes over \$100,000.
- One in four homeowner households have incomes less than \$25,000.

VALUE OF OWNER-OCCUPIED HOUSING UNITS

	Number	Percent
<\$50,000	1,822	4.7%
\$50,000-\$99,999	10,706	27.7%
\$100,000-\$149,999	13,214	34.2%
\$150,000-\$199,999	8,242	21.3%
\$200,000-\$299,999	3,567	9.2%
\$300,000-\$499,999	814	2.1%
\$500,000-\$999,999	175	0.5%
\$1,000,000+	147	0.4%

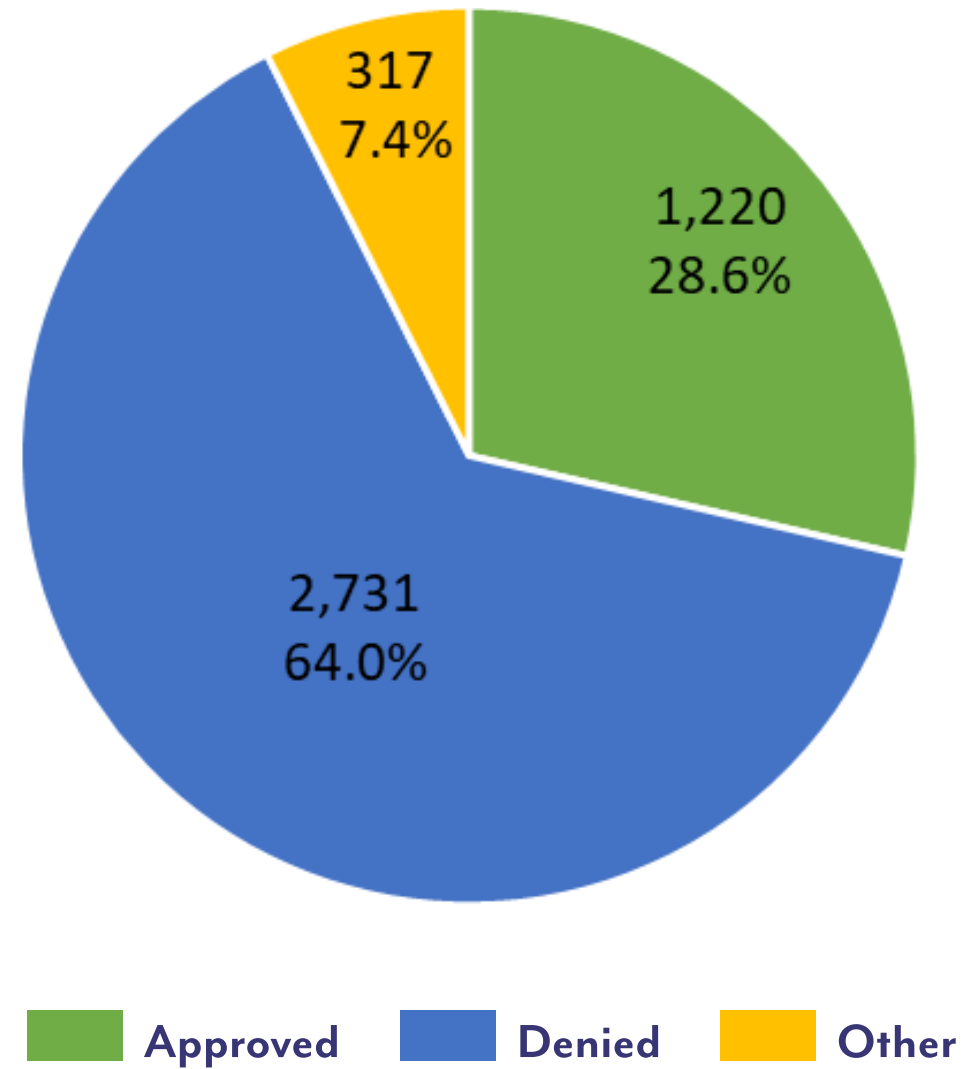
- Majority of owner-occupied units valued between \$50,000 and \$200,000.
- 34.2% valued between \$100,000 and \$150,000.
- The more than 1,800 units with reported values below \$50,000 likely require significant repair.

OWNER-OCCUPIED HOUSING UNITS: YEAR STRUCTURE BUILT

	Number	Percent
1939 or Earlier	11,776	30.4%
1940-1949	8,832	22.8%
1950-1959	12,942	33.5%
1960-1969	2,870	7.4%
1970-1979	1,270	3.3%
1980-1989	445	1.2%
1990-1999	298	0.8%
2000-2009	223	0.6%
2010-2013	31	0.1%
2014 or Later	0	0.0%
Total	38,687	100.0%

- 87% of owner-occupied units were built before 1960.
- There has been limited new construction of single-family homes in the District since 1980.
- There is a potential need for significant home repair/modernization given the age of owner-occupied units.

HOME IMPROVEMENT LOAN APPLICATIONS: 2013-2017

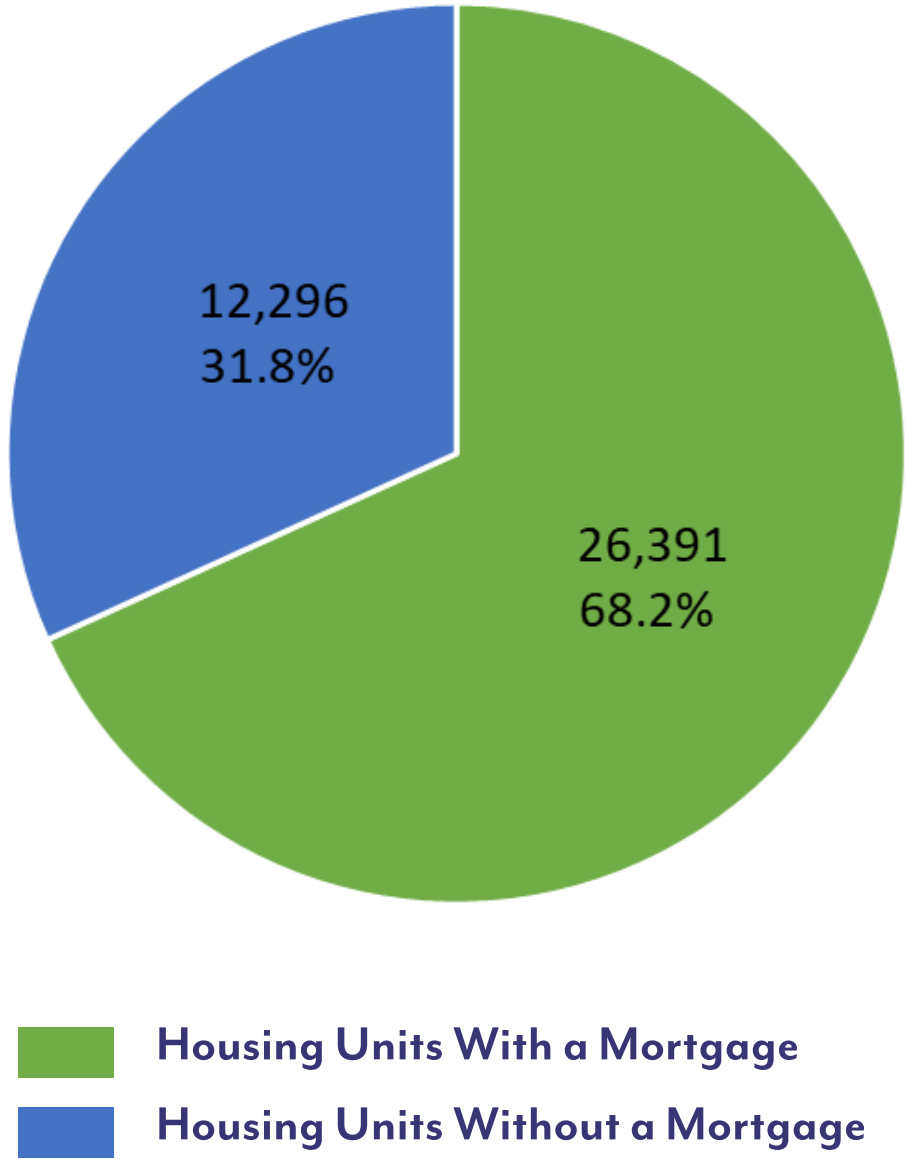


Top Reasons Given for Denial:

- Credit History (63%)
- Debt/Income Ratio (22%)

* Other includes withdrawn and incomplete applications

OWNER-OCCUPIED UNITS: MORTGAGE STATUS



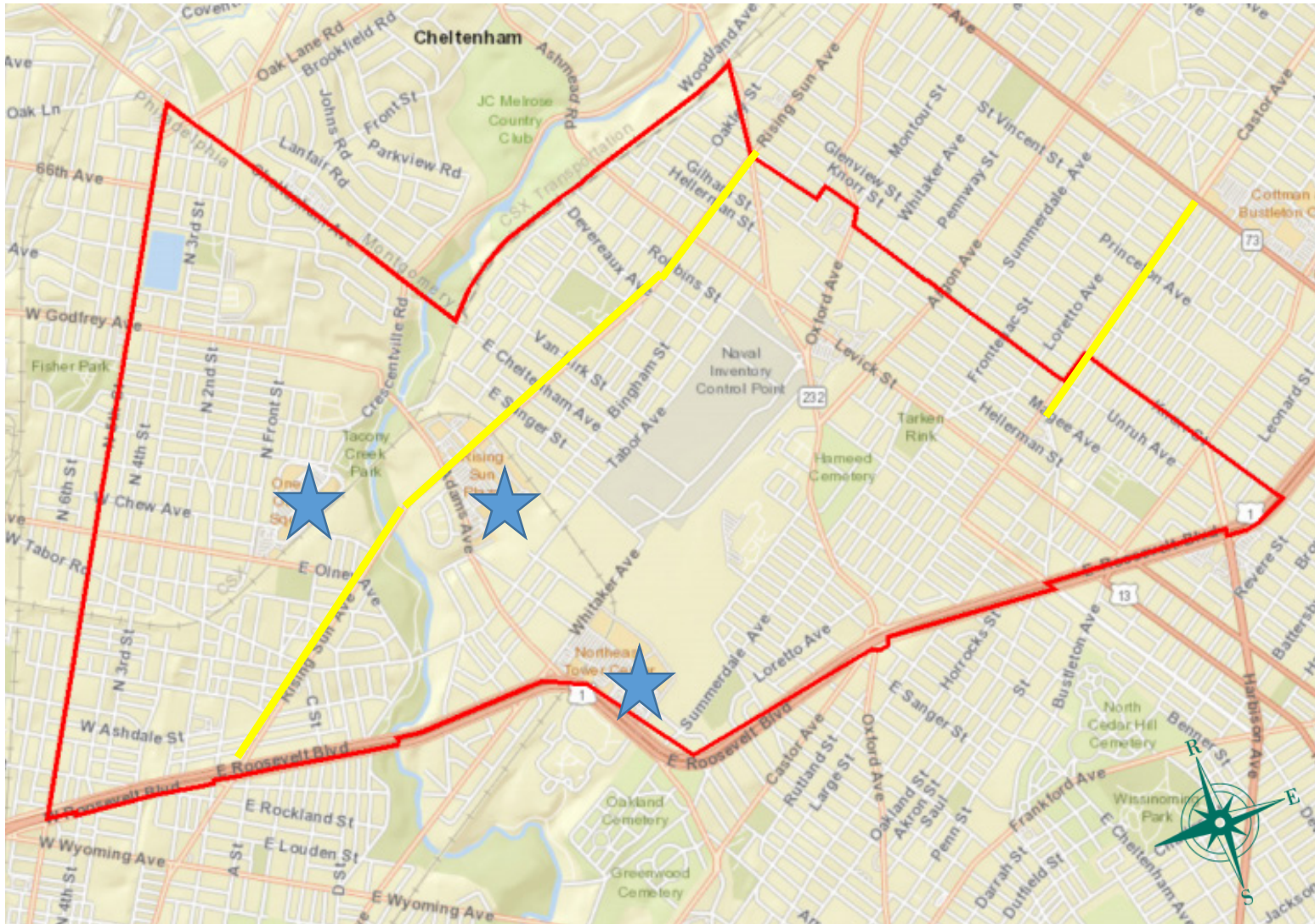
- Two out of three homeowners have some type of mortgage on their homes.
- Almost one-third of homeowners do not have a mortgage.

Source: Home Mortgage Disclosure Act Data (2013-2017)

9TH DISTRICT COMMERCIAL CORRIDORS: MARKET ANALYSIS PROCESS

- Understand the mix of existing businesses on the corridor
- Define the trade area (area in which most shoppers live)
- Analyze trade area demographics and spending potential
- For retail categories, compare trade area spending potential to trade area retail sales to identify:
 - “Leakage”: trade area resident spending outside of the trade area
 - “Surplus”: trade area capturing more spending than expected
- Consider non-retail options (services, medical, banks etc.) not present on corridor
- Develop recommendations about opportunities for business attraction and expansion on corridor

LOWER RISING SUN TRADE AREA



★ Shopping Centers

Opportunity Categories

- Sporting Goods/Hobby Store
- Restaurant
- Independent Pharmacy
- Resale Shop
- Home Furnishings
- Electronics/Appliance Store

UPPER RISING SUN TRADE AREA

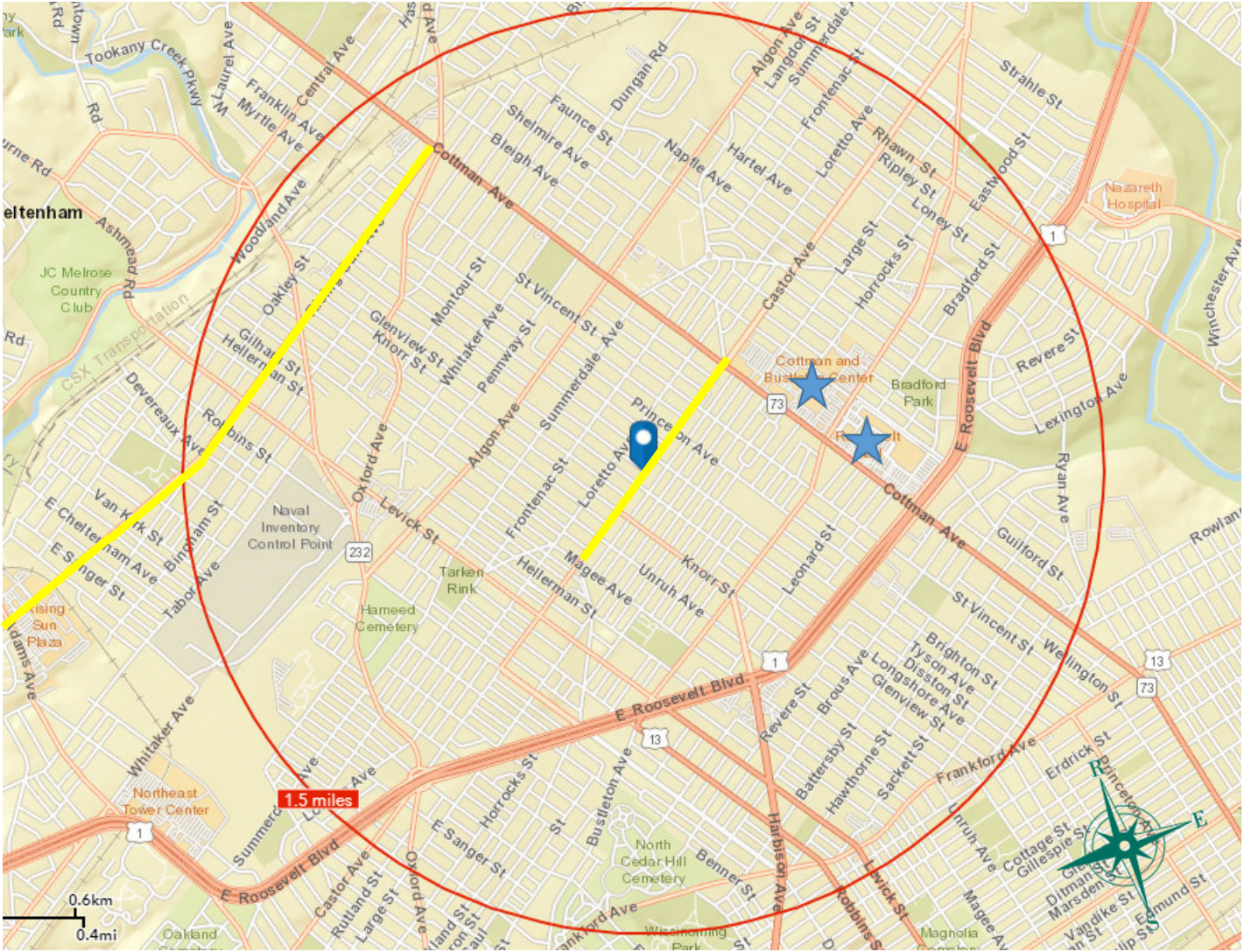


★ Shopping Centers

Opportunity Categories

- Clothing
- Restaurant
- Gift Shop
- Home Furnishings
- Electronics/Appliances

CASTOR AVENUE TRADE AREA



★ Shopping Centers

Opportunity Categories

- Restaurant/Entertainment Uses
- Building Supply/Trade Showroom
- Clothing
- Jewelery




9th District Commercial Corridor + Neighborhood Plan

NEXT STEPS

- » Complete Residential Analysis – data gathering and site visit
- » Develop initial strategies working with Stakeholders and Advisory Committee
- » Present draft strategies to public for input and identify priorities
- » Refine recommendations and develop implementation strategy



IMPLEMENTATION OF PLAN RECOMMENDATIONS

-  What happens at the end of the planning process?
-  How will recommendations be implemented?
-  Who are the partners who will be leading implementation efforts?
 - » 9th District Staff
 - » Commerce Department
 - » Other City agencies?
 - » Non-profit partners?
 - » Area Stakeholders, Residents, and Businesses

9th District Commercial Corridor + Neighborhood Plan

Q & A



9th District Commercial Corridor + Neighborhood Plan

WE WANT TO HEAR FROM YOU!

Please visit the 3 Roundtable Discussion Stations to provide us with your ideas and suggestions.

- Station 1:** Upper Section of Rising Sun
- Station 2:** Lower Section of Rising Sun
- Station 3:** Castor Avenue

TELL US ABOUT YOURSELF!

I. I AM A...

I am a resident

Please write in the box


I am a business owner

Please write in the box

OTHER


Please write in the box


2. PLACE A DOT WHERE YOU LIVE.





WHAT ACTIVITIES DO YOU CURRENTLY DO ON RISING SUN AVE?


PLACE A DOT IN THE BOXES BELOW


LIVE


WORK


RECREATE


SHOP


DINE


GO TO SCHOOL

ATTEND FAITH-BASED ORG.

DRIVE THRU

OWN PROPERTY


OWN BUSINESS


OTHER?


WHAT WOULD YOU LIKE TO DO ON THE CORRIDOR?


WHAT ACTIVITIES DO YOU CURRENTLY DO ON CASTOR AVE?


PLACE A DOT IN THE BOXES BELOW


LIVE


WORK


RECREATE


SHOP


DINE


GO TO SCHOOL

ATTEND FAITH-BASED ORG.

DRIVE THRU

OWN PROPERTY

OWN BUSINESS

OTHER?

WHAT WOULD YOU LIKE TO DO ON THE CORRIDOR?

STRENGTHS AND WEAKNESSES

IF YOU ARE A RESIDENT, HOW WOULD YOU RATE EACH OF THE FOLLOWING ASPECTS OF YOUR COMMUNITY?

	VERY POOR	POOR	FAIR	GOOD	VERY GOOD
Cleanliness					
Safety					
Variety of Goods & Services Available					
Access to Public Transportation					
Access to Employment					
Quality of Homes					
Affordability of Homes					

What I like best about this area is...

A major problem for this area is...

What I think could be improved...

THANK YOU FOR PARTICIPATING!

Please provide your contact information so you can be notified of upcoming meetings!

For More Information

Kyasha Tyson, Director of Community & Economic Development

Councilwoman Cherelle L. Parker - 9th District

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Twitter: [@CherelleParker9](https://twitter.com/CherelleParker9)



9TH

DISTRICT COMMERCIAL CORRIDOR PLAN