

Healthy Corridors Healthy Neighborhoods

Fairmount Avenue & West Girard Avenue Corridor Profiles



fairmount



CDC

January 2018

SPECIAL THANKS

Special thanks to volunteers, Ronald Landis and Garret Hodos, for collecting primary storefront data, and the Fairmount CDC Research & Planning Committee for their thoughtful review and analysis.

SOURCES & METHOD

The information contained in this report was aggregated from publically available sources such as the United States 2010 Census, the American Community Survey and the Bureau of Labor Statistics' Local Employment Dynamics data. Primary data was collected by community volunteers and validated through a double-entry system. Geographic survey areas include census tracts that are more than 50% represented within a ½ mile of each commercial corridor (Fairmount Avenue from Broad Street - 25th Street and West Girard Avenue from College Avenue - 29th Street). In determining "daytime" population an estimate was created using total population reported by the American Community Survey less workers who travel outside of survey area plus workers who travel into survey area reported by Local Employment Dynamics data.

ABOUT FAIRMOUNT CDC

Fairmount Community Development Corporation (CDC) seeks to foster the improvement of the residential, commercial, and social fabric of the Fairmount neighborhood, while preserving its character and diversity. Since 2002, Fairmount CDC has delivered on its mission by focusing on four priority areas: (1) Improving the built environment; (2) Supporting a vibrant local economy; (3) Producing high-impact neighborhood events; and (4) Facilitating market research to guide development. To learn more about Fairmount CDC, please visit www.fairmountcdc.org.

A SNAPSHOT ON THE HEALTH OF FAIRMOUNT & WEST GIRARD AVENUES

The Greater Art Museum Area of Philadelphia encompasses four distinct and vibrant neighborhoods: Brewerytown, Fairmount, Francisville and Spring Garden. Bookended by two commercial corridors (Fairmount Avenue and West Girard Avenue), each boasts its own unique set of assets and histories that lay the foundation for the area's strengthening economic impact.

Situated just north of Center City, the Art Museum Area of Philadelphia stands to benefit from the increasing downtown residential population, increasing enrollment in greater center city public schools and strategic interventions to improve North Broad Street.

This study examines the demographic characteristics of the workforce and residential populations residing within a ½ mile of Fairmount Avenue and West Girard Avenue to evaluate the conditions for commercial success. The data within can be used to determine appropriate types of commercial activity that may perform well along each corridor while providing a cost-effective methodology that can be replicated in neighborhoods across Philadelphia.

Each corridor is home to about 100 storefronts, is witnessing increased private investment and is home to handfuls of new businesses. While both commercial corridors show significant signs of growth, each has a unique set of challenges that should be mitigated by strategic public / public-private interventions, to facilitate reaching their full potential and performance. Despite these challenges, there has likely never been a better time to start a new business and invest in the Art Museum Area.

About 10% of Fairmount Avenue corridor residents commute to

19104

to work each day.

More than

1/2

of Fairmount Avenue corridor commuters walk, bike or take transit to work each day.

About

45%

of West Girard Avenue corridor residents hold a bachelor's or graduate degree.

Nearly

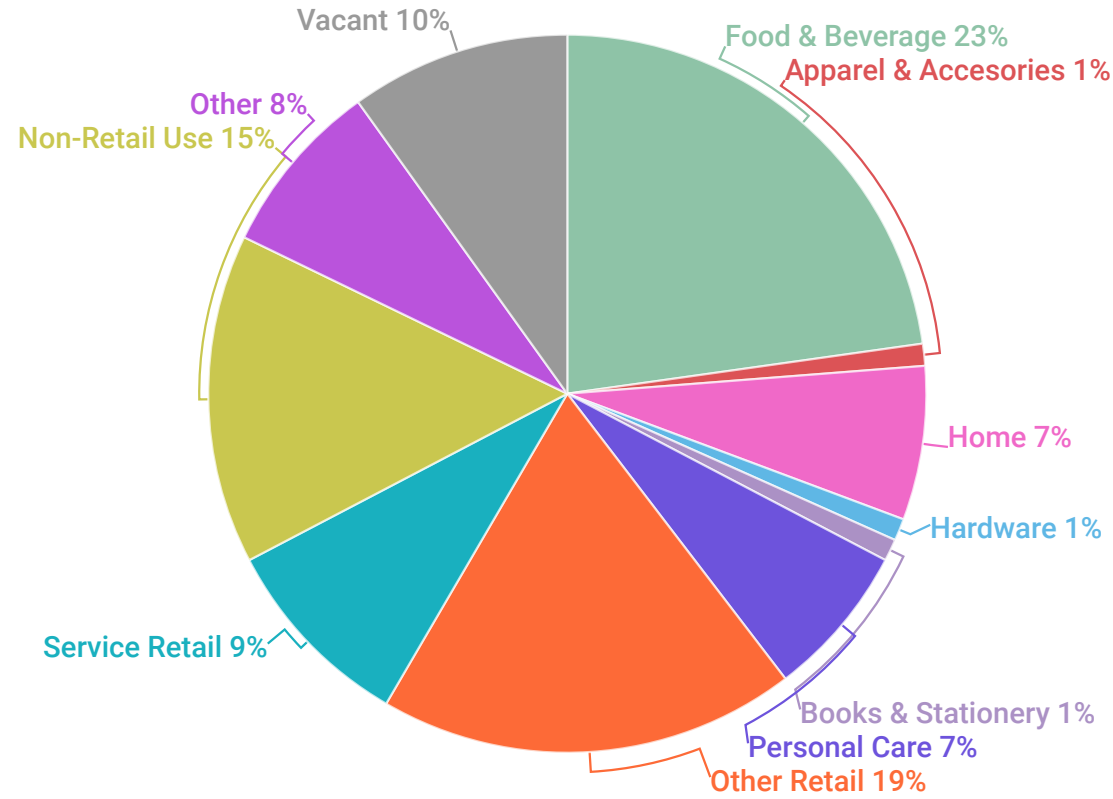
4,000

homes around the West Girard Avenue corridor were built in 1939 or earlier, more than 50% of the total housing stock.

Fairmount Avenue Profile

From Broad Street (1400) to Fairmount Park (2500)

FAIRMOUNT AVENUE RETAIL



Food & Beverage: 24
 Full Service Restaurant: 9
 Bar Focus: 5
 Fast & Quick Food: 6
 Cafes: 4

Apparel & Accessories: 1
 People: 1

Home: 7
 Home Accessories: 1
 Gallery: 4
 Garden: 1
 Flowers: 1

Hardware: 1

Books & Stationery: 1

Personal Care: 7
 Nail Salon: 2
 Salon, Barber: 4
 Spa: 1

Other Retail: 20
 Food Stores / Markets: 1
 Liquor/Wine: 1
 Beer: 1
 Pets: 3
 Bicycle: 1
 Sporting Goods: 1
 Office: 9
 Drugstore / Pharmacy: 3

Service Retail: 9
 Banks: 3
 Health / Fitness: 3
 Dry Cleaners: 2
 Daycare: 1

Non-Retail Use: 16
 Insurance: 2
 Real Estate: 2
 Parking: 4
 Medical: 8

Other: 8

Vacant: 10

TOTAL: 104

FAIRMOUNT AVENUE SUMMARY

The Fairmount Avenue commercial corridor is home to more than 100 storefronts representing a diverse range of offerings across categories. Food and beverage represents the largest category at nearly 23% of all storefronts. Within this category, a healthy portion of these establishments provide full-service experiences that contribute to the corridor's sense of vibrancy. Retail offerings represent the second largest category while a significant cluster of personal care establishments represent the third largest storefront category. A growing cluster of medically-oriented storefronts also emerge as a trend along the corridor

In addition to a healthy and growing retail mix, Fairmount Avenue benefits from significant employers and institutions nearby stabilizing the

daytime population, despite a significant number of residents who leave the district to work each day.

At the time of this survey, the corridor was home to a vacancy rate of over 10%*. We expect to see that vacancy rate decline quickly as renewed private-sector interest redevelops large mixed-use properties along the east end of the corridor. Unlike West Girard Avenue, Fairmount Avenue struggles with inconsistent first floor uses creating a bifurcated user experience. Interventions to unify the corridor from Broad Street to Fairmount Park can help improve the overall user experience and encourage new commercial activity in vacant storefronts.

*Since the time of data collection, a number of new mixed use developments have either come online or have been formally proposed.

TOTAL POPULATION

30,042

DAYTIME POPULATION

31,257

Daytime population is an estimate of total population less workers who travel outside survey area plus workers who travel into survey area.

AGE

under 5	6%
5 to 19	8%
20 to 34	40%
35 to 64	33%
65 and over	11%

EDUCATION

Population 25 years and over	22,394
less than high school	8%
high school degree or equiv.	30%
bachelor's degree	33%
graduate or professional degree	28%

GENDER

Male	49%
Female	51%

EARNINGS

Full-time, year-round workers	12,815
less than \$25,000	7%
\$25,000 to \$49,999	33%
\$50,000 to \$74,999	26%
\$75,000 to \$99,999	15%
\$100,000 or more	19%

RACE / ETHNICITY

non-Hispanic white	58%
non-Hispanic black	27%
non-Hispanic Asian	6%
Hispanic	7%
other	2%

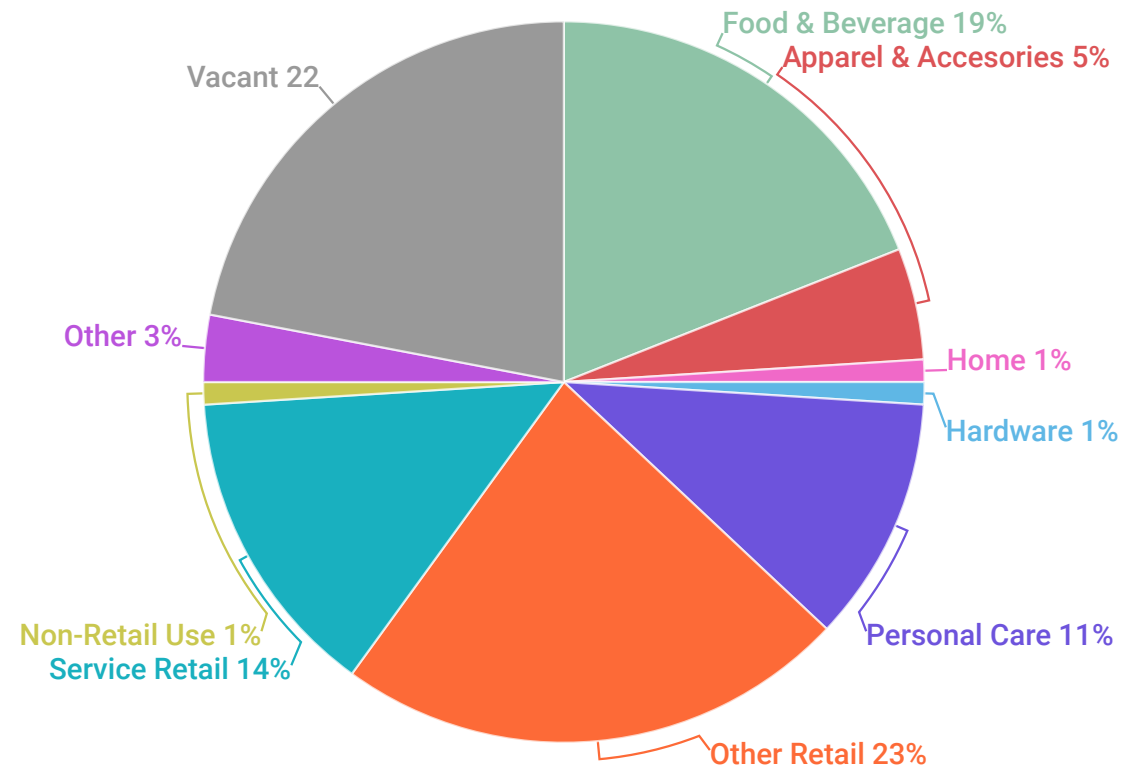
RENT VS. OWN

Owners	39%
Renters	56%
In Group Quarters	5%

West Girard Avenue Profile

From College Avenue (2500) to 31st Street (3100)

WEST GIRARD AVENUE RETAIL



Food & Beverage: 18
 Full Service Restaurant: 5
 Bar Focus: 2
 Fast & Quick Food: 8
 Cafes: 3

Apparel & Accessories: 5
 Shoes: 1
 Womens: 2
 Mens: 1
 People: 1

Home: 1
 Furniture: 1

Hardware: 1

Personal Care: 10
 Beauty Supply: 1
 Nail Salon: 2
 Salon, Barber: 7

Other Retail: 21
 Convenience Store: 2
 Food, Market: 2
 Liquore / Wine: 1
 Beer: 2
 Bicycle: 1
 Pets: 3
 Nutrition: 1
 Electronics: 2
 Music: 1
 Office: 4
 Drugstore / Pharmacy: 3

Service Retail: 13
 Health / Fitness: 4
 Tattoo: 2
 Dry Cleaners: 2
 Daycare: 5

Non-Retail: 1
 Realtor: 1

Other: 3

Vacant: 20

Total: 93

WEST GIRARD AVENUE SUMMARY

The West Girard Avenue commercial corridor is home to more than 90 storefronts composed mostly of retail, food and beverage, and personal care businesses. With a vacancy rate of around 20%, opportunity exists to significantly adjust the retail mix without losing current offerings. While a significant portion of West Girard Avenue's tenants are food and beverage providers, this category could stand to benefit from increased full-service experiences.

With a net population decrease during daytime hours (more residents leave the district to go to work, then enter the district to work), oppor-

tunity exists for businesses catering to an after 5:00 PM audience. This would likely support increased evening pedestrian activity and overall economic stability of the corridor.

Home to SEPTA's historic 15 trolley, connecting destinations like the Philadelphia Zoo to high-growth neighborhoods like Northern Liberties and Fishtown, as well as dense commercial storefronts and wide sidewalks, West Girard Avenue benefits from a strong foundation for continued growth. Creative incentives and robust technical assistance to entrepreneurs and small business owners will help improve the overall performance of the corridor.

TOTAL POPULATION

17,029

DAYTIME POPULATION

12,325

Daytime population is an estimate of total population less workers who travel outside survey area plus workers who travel into survey area.

AGE

under 5	8%
5 to 19	15%
20 to 34	30%
35 to 64	36%
65 and over	11%

EDUCATION

Population 25 years and over	12,108
less than high school	14%
high school degree or equiv.	42%
bachelor's degree	22%
graduate or professional degree	23%

GENDER

Male	46%
Female	54%

EARNINGS

Full-time, year-round workers	5,749
less than \$25,000	15%
\$25,000 to \$49,999	31%
\$50,000 to \$74,999	25%
\$75,000 to \$99,999	18%
\$100,000 or more	22%

RACE / ETHNICITY

non-Hispanic white	39%
non-Hispanic black	51%
non-Hispanic Asian	3%
Hispanic	3%
other	3%

RENT VS. OWN

Owners	46%
Renters	49%
In Group Quarters	4%

Healthy Corridors, Healthy Neighborhoods

Fairmount Avenue & West Girard Avenue Corridor Profiles



Fairmount Community Development Corporation
2837 West Girard Avenue
Philadelphia, PA 19130
www.fairmountcdc.org