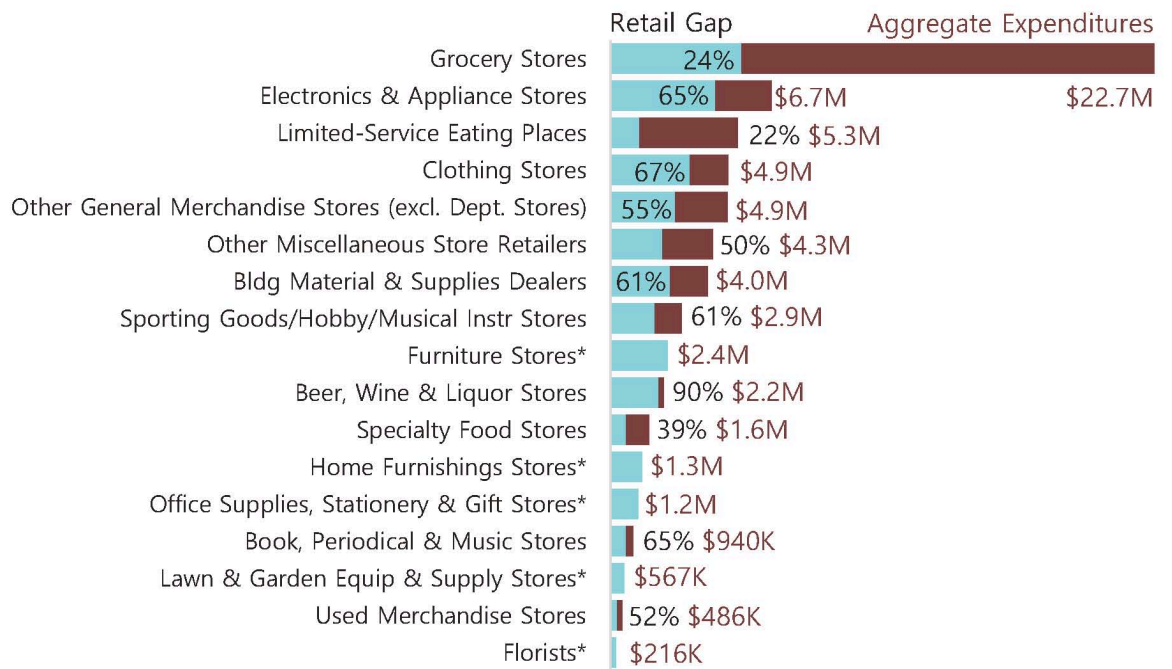


## 2015 RETAIL SPENDING GAP



## 2015 DEMOGRAPHICS

Population	20,925
Population Density (per square mile)	36,078
Projected Population Growth 2015-2020	4.6%
Daytime Population	3,975
Households	7,641
Homeowner Households	24.9%
Median HH Income	\$19,744
Average HH Income	\$32,742
HH Income > \$50,000	18.4%
Median Age	24.5

## TRAFFIC COUNTS

On 38 <sup>th</sup> between Lancaster & Powelton	7,098
On Haverford between 43 <sup>rd</sup> & Lancaster	9,191

in University 75,000+ employees  
 City: 11% population growth

\*Aggregate Expenditures = Retail Gap  
 Note: The above graph shows total expenditure potential and leakage based on the corridor's retail trade area.

# Lancaster Avenue



Welcome to Lancaster Avenue, a bustling commercial corridor that links diverse neighborhoods. The avenue is a unique destination with delightfully diverse eateries and shops located between 34th and 48th Streets. Only blocks away from Drexel University and the University of Pennsylvania, Lancaster Avenue is one of Philadelphia's best-kept secrets. Energized by creative businesses, artist communities, and deep history, this thoroughfare is walkable and convenient for shoppers.

diverse mix of  
small businesses  
& national  
retailers

attract neighborhood  
residents and students

close proximity to  
major institutions  
& employment  
centers in booming

**UNIVERSITY  
CITY**

with **10 Million**  
square feet of  
real-estate projects  
recently developed

well-established  
neighborhood  
events draw visitors

**3,000** at the 8<sup>th</sup>  
Annual Lancaster Ave  
Jazz Festival

artist community  
draws visitors during  
**SECOND  
FRIDAY**

Professional Corridor  
Management  
+  
Active Business  
Association  
+  
West Philadelphia  
Promise Zone

popular **student  
housing area** with  
**RECENT  
INVESTMENTS**

in student housing &  
other residential,  
mixed-use  
developments

