



52ND

west philly's main street



Traditionally known as “West Philadelphia’s Main Street,” the 52nd Street commercial corridor connects to multiple West Philadelphia neighborhoods, is centered on a major transit stop, and is home to more than one hundred brick-and-mortar businesses and dozens of sidewalk vendors providing goods and services to local residents.

HIGHLY ACCESSIBLE
7,000 RIDERS access
SEPTA’s Market-Frankford Line
daily at the 52nd Street Station



HIGHLY VISIBLE
substantial traffic counts
>20,000 AADT
notable pedestrian counts

RECENT INVESTMENTS
Streetscape Improvements
26 Storefront Improvements
New Residential Construction
31 New Street Vendor Kiosks

Close proximity to booming
University City and
Philadelphia’s planned
Public Safety
Services Campus

DENSELY CONCENTRATED small
businesses & national retailers
INSTITUTIONAL ANCHORS attract visitors
throughout West Philadelphia

Annual neighborhood events
West Philadelphia Jazz Heritage Series
that reflect the corridor’s history
as an entertainment center



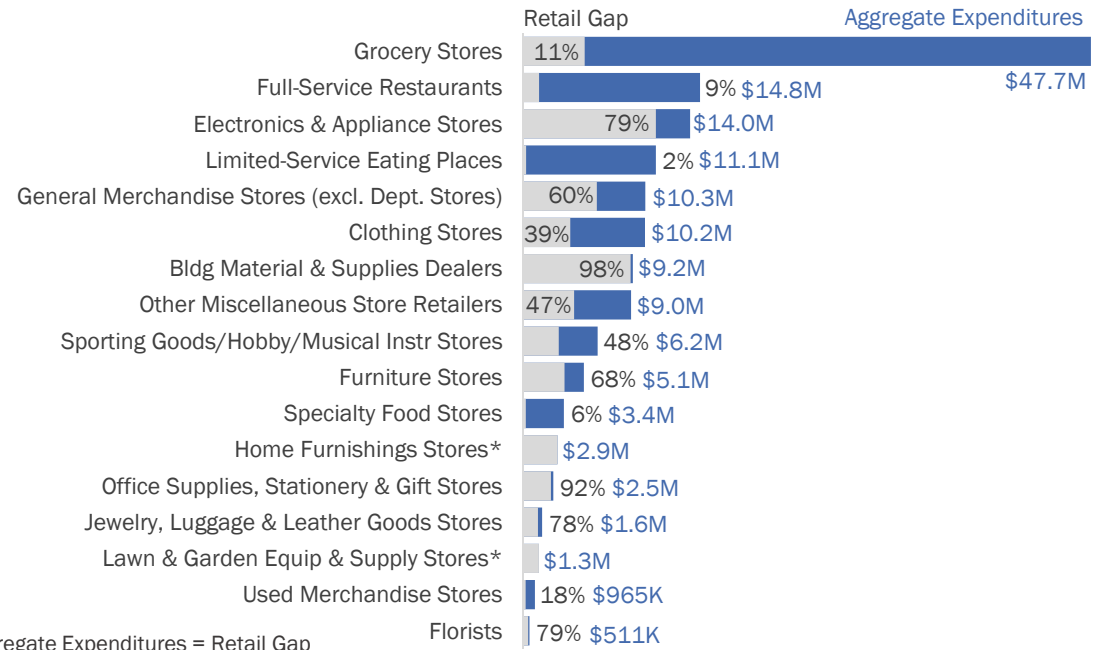
THE ENTERPRISE CENTER
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2015 RETAIL SPENDING GAP

**SMALL BUSINESSES
NATIONAL RETAILERS
COMMUNITY INSTITUTIONS**



*Aggregate Expenditures = Retail Gap

2015 DEMOGRAPHICS

Population	34,186
Population Density (per square mile)	24,953
Projected Population Growth 2015-2020	1.7%
Daytime Population	1,860
Households	14,228
Homeowner Households	42.9%
Median HH Income	\$26,901
Average HH Income	\$37,872
HH Income >\$50,000	24.5%
Median Age	34.2

TRAFFIC COUNTS

On 52 nd between Walnut & Chestnut	11,014
On Chestnut between 52 nd & 49 th	20,656
On Walnut between 52 nd & 48 th	13,694

PEDESTRIAN COUNTS ON 52nd STREET

East side between Walnut & Sansom	3,137
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GOOD TO KNOW...

HEART of West Philadelphia's African-American community

82% of the population is African-American

75,000+ employees in adjacent University City

Note: Demographic and retail expenditure and leakage data above are based on the corridor's retail trade area.