



NELLIE REYNOLDS GARDENS:
Retail Opportunities

3000 SQ. FT.
RETAIL SPACE



Philadelphia Housing Authority
Building Beyond Expectations

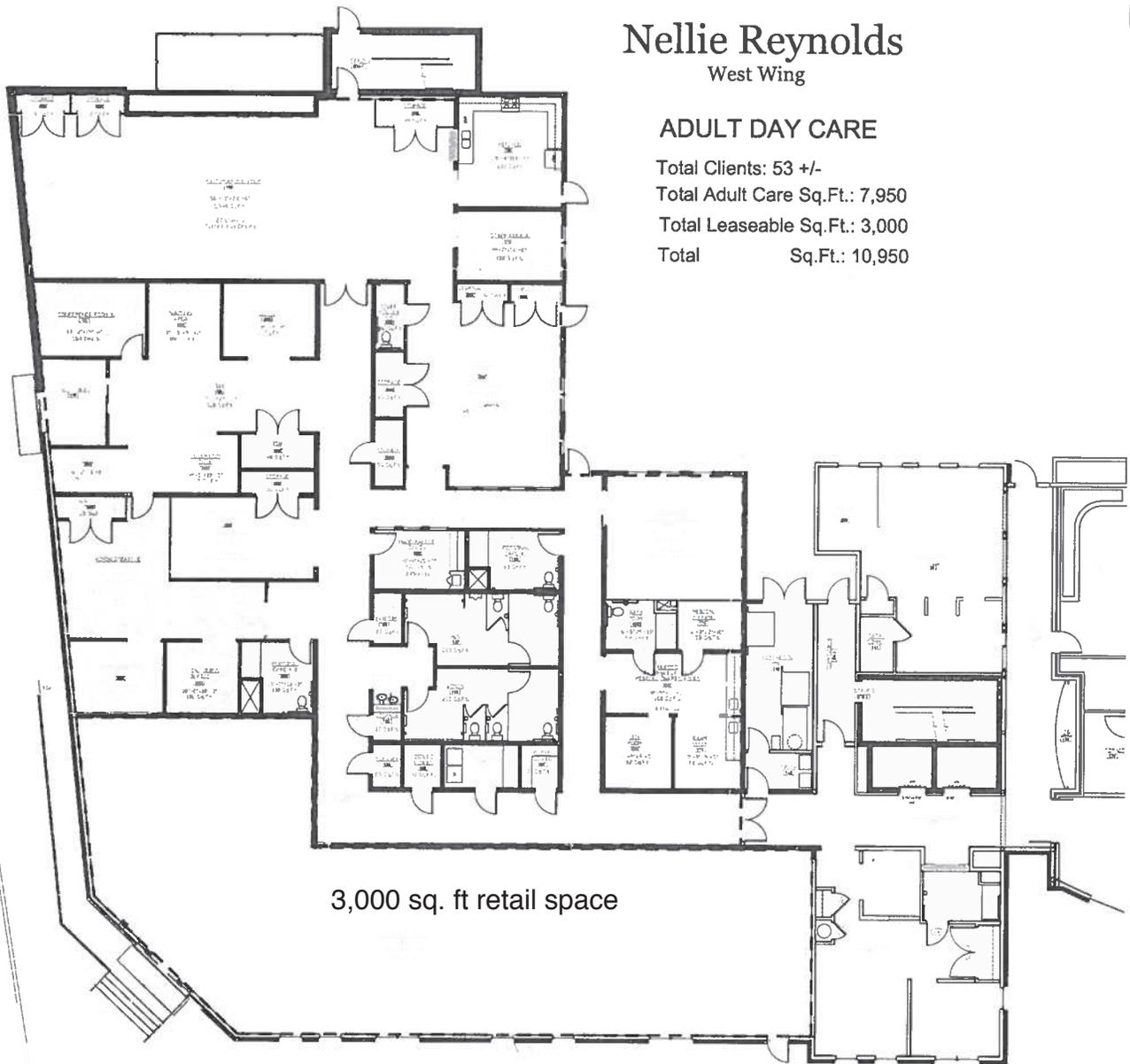
2653 West Glenwood Avenue, Philadelphia, PA 19121

FLOOR PLAN OF RIDGE AVENUE ELDERCARE SERVICES AND RETAIL LOCATION

Nellie Reynolds
West Wing

ADULT DAY CARE

Total Clients: 53 +/-
Total Adult Care Sq.Ft.: 7,950
Total Leaseable Sq.Ft.: 3,000
Total Sq.Ft.: 10,950



OBJECTIVE

Secure a reputable retail partner to create a presence within the allotted space of Nellie Reynolds Gardens, and Ridge Avenue Eldercare Services facility.

LOCATION

2653 West Glenwood Avenue, Philadelphia, Pennsylvania 19121

- Accessible to the Brewerytown, North Central, Poplar, Sharswood, Strawberry Mansion, and Temple University neighborhoods.
- Surrounding zip codes: 19122, 19123, 19130, 19132, 19133
- Located on a major road in a residential area with on street parking. Accessible by foot, car and bus routes 48 and 61.

CONTACT

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RETAIL SPACE SPECIFICATIONS

3,000 sq. ft. Please see floor plan on inside front cover.

LEASE ESTIMATE

This will be negotiated, as build out can be customized to the tenant’s specifications.

NELLIE REYNOLDS GARDENS

64 living units: 55 one bedroom, 9 two bedroom

Newly constructed residence employing a fresh approach to publicly managed senior housing, and offering a comprehensive variety of comforts and amenities. Includes a washer and dryer in each unit, individual heating and cooling in all apartments, beautiful community room, engaging activities, and onsite parking, management office and security. Nellie Reynolds Gardens also boasts several environmentally friendly features, including a green roof and energy efficient appliances.

RIDGE AVENUE ELDERCARE SERVICES

Capacity: 52 participants per day

Adult Day Care Services located within Nellie Reynolds Gardens. Offering four key services: health & wellness services (including medication management), meals, activities, and transportation.

COMMUNITY PROFILE FOR ZIP CODE 19121

2.29 square miles

Population: 34,935

15,262.56 people per square mile

17,537 total subsidized and unsubsidized housing units

- Other local apartment complexes include Bentley Hall, Collegeview, Eight Diamonds, James Johnson Homes, Norman Blumberg Apartments, and Parkview.
- 66.4% of residents have lived in the area for more than 5 years, indicating a high level of stability in the population.

ECONOMIC INDICATORS

Household Income	% of population
<\$10,000	36.4%
\$10,000-\$14,999	11.8%
\$15,000-\$24,999	17.3%
\$25,000-\$34,999	10.7%
\$35,000-\$49,999	11.2%
\$50,000-\$74,999	8.2%
\$75,000-\$99,999	2.6%
\$100,000-\$149,999	1.1%
\$150,000-\$199,999	0.3%
200,000+	0.5%
Unemployed	10.1%

Sources:
<http://www.Zipskinny.com>
<http://www.City-data.com>
<http://www.hud.gov>

Median Household Income: \$15,888

PACE ENROLLMENT

Low-income residents are eligible for state coverage of prescriptions through the PACE program. In fact, there are already 717 PACE clients in the 19121 zip code, which represents only a small fraction of the local residents who are eligible. Many other nearby seniors are also enrolled in or eligible for other state insurance programs, and it is likely that anyone in need of medication, regardless of age, would desire a more convenient location from which to purchase their prescriptions.

DIVERSITY

The neighborhoods that comprise the 19121 zip code differ when compared to other local regions thanks to their diversity. While residents are primarily African American, there is also a growing Latino population.

Just as in Pennsylvania as a whole, 61.1 % of households located in zip code 19121 are comprised of families, translating to varying ages and thus varying needs from retail centers. A review of the community shows that it is underserved by local merchants, while a new retail location would appeal to children looking for school supplies and candy, parents buying milk, and grandparents needing medication.

AGE DISTRIBUTION

Age	% of population
0-9 years	17.5%
10-19 years	18.1%
20-29 years	12.6%
30-39 years	13.5%
40-49 years	13.5%
50-59 years	8.6%
60-69 years	6.7%
70-79 years	6.3%
80+ years	3.3%

Median Ages: 31.5 yrs

Male: 27.7 yrs.

Female: 34.1 yrs.

Gender distribution

Male: 44.4% Female: 55.6%

COMMERCE

Nellie Reynolds Gardens and Ridge Avenue Eldercare Services are located within an area designated a "Renewal Community" by the U.S. Department of Housing and Urban Development (HUD). Businesses of all sizes located within a Renewal Community may be eligible to receive tax incentives. According to HUD, which oversees the Community Renewal Initiative, "These incentives encourage businesses to open, expand, and to hire local residents. The incentives include employment credits, a 0% tax on capital gains, accelerated depreciation through Commercial Revitalization Deductions, and other incentives." For information on the U.S. Department of Housing and Urban Development's Community Renewal Initiative, please visit:

<http://www.hud.gov/offices/cpd/economicdevelopment/programs/rc/index.cfm>

The 19121 zip code is also home to many businesses in a variety of industries whose employees may be potential clients in addition to anticipated resident-consumers.

TOP INDUSTRIES IN THE 19121 ZIP CODE BY THE NUMBER OF EMPLOYEES IN 2005:

- Health Care and Social Assistance
- Religious Organizations
- Accommodation and Food Services
- Educational Services
- Management of Companies and Enterprises
- Wholesale Trade

ADDITIONAL FACTORS

At the Ridge Avenue location, your retail store will have a natural clientele from the many Philadelphia Housing Authority clients living in the surrounding area who are in need of services.

In addition to a prospective clientele from the eldercare day center and Nellie Reynolds Gardens, the family members who care for PHA clients outside of Ridge Avenue Eldercare Services center and other members of the surrounding community will also be a part of your company's projected market.

The Ridge Avenue location offers your company an adaptable space that can be customized to suit your needs, as determined during the lease negotiation. This location is a secure senior residence and adult day care, and the security measures in the rest of the building would complement your own security arrangements. The location on a major road in a residential urban setting ensures the centrality and accessibility of your store. Pedestrian accessibility is supplemented by on street parking and SEPTA bus routes.

Nellie Reynolds Gardens and Ridge Avenue Eldercare Services offer valuable resources that enrich the community at large. In addition to supporting elder members of the community and their caregivers, a retail location here would meet the needs of a currently underserved and primarily residential area. Existing pharmacies and grocery stores are located a half hour's walk away from this location, and are particularly challenging for older residents to visit.

The lucrative potential for your company in this neighborhood is evident. The families here would benefit greatly from your local presence and you would build a strong business within this densely populated community.

VIEW OF RETAIL ENTRANCE



INTERIOR OF RETAIL SPACE. RETAIL ENTRANCE IS TO THE LEFT



VIEW OF MAIN ENTRANCE FROM REAR OF RETAIL SPACE



VIEW OF REAR OF RETAIL SPACE FROM FRONT ENTRANCE





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