

BOROUGH OF

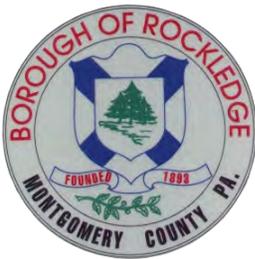
ROCKLEDGE

Revitalization Plan 2012



March 2012

Rockledge Borough Revitalization Task Force



Grace Metzinger, Rockledge Borough Manager

John Wynne, Rockledge Planning Commission

Joseph Costello, Rockledge Planning Commission

Mary Alice-Wynne, Rockledge Planning Commission

Barbara Crossin, Rockledge Planning Commission

William Diegel, Rockledge Planning Commission

Frank Enderle, Rockledge Borough Council

Sean Metrick, Montgomery County Planning Commission

BOROUGH OF

ROCKLEDGE

Revitalization Plan 2012

TABLE OF CONTENTS

Chapter

One:	INTRODUCTION	1
Two:	BACKGROUND SUMMARY	3
Three:	RESULTS FROM PREVIOUS PLAN	7
Four:	GOALS AND VISION	9
Five:	IMPLEMENTATION, OPINION OF COSTS, AND FUNDING	23
APPENDIX:	27

Chapter One INTRODUCTION

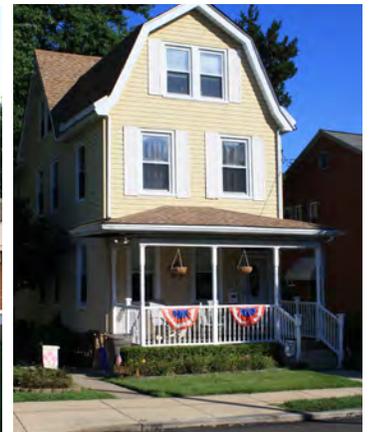
Rockledge is a quiet community on the border of Montgomery and Philadelphia counties with close ties to the Fox Chase neighborhood of Philadelphia. Rockledge's long history began as a cluster of homes around the Fox Chase train station and the intersections of Oxford Avenue, Huntingdon Pike, and Rhawn Street. The town grew into a dense pattern of settlement typical to many early twentieth and later nineteenth century communities with a large part of the residences constructed before the onset of World War Two. Development moved northward from the Pike as small lot single family detached and twin housing units. Topography and the Newtown Branch of the Reading Railroad halted this progress less than a half mile north of the Pike. Development was limited to the south by the quarry for which the town got its name and two large cemeteries- Montefiore and Lawnview. Consequently Rockledge is one of the county's smaller communities in terms of population and land area and boasts one of the densest settlement patterns found outside Philadelphia.

Closely built neighborhoods dominated by charming pre-war architecture, sidewalks, and limited traffic make Rockledge one of the county's more walkable communities. The main commercial area along Huntingdon Pike is easily accessible from everywhere in the borough and has grown into a major thoroughfare for points north and west. Long gone are the days of horse drawn carriages and children playing in the street. Huntingdon Pike is a busy road that sees more than 22,000 automobiles per day on average thanks in large part to the suburban style growth that took place in surrounding communities in the years following World War Two. Rockledge has always been and will always be a community heavily influenced by activity outside its borders.

The challenge facing revitalization efforts is to encourage existing and new businesses along Huntingdon Pike to prosper and improve their buildings while respecting the quiet residential character of surrounding neighborhoods. Buildings on Huntingdon Pike are a mixture of small-scaled residential structures that have been repurposed as offices and mixed use structures, along with lots that have been consolidated and completely rebuilt in a more auto-oriented style of commercial architecture. While residential neighborhoods look much like they did sixty years ago, the character of buildings and commerce along Huntingdon Pike has steadily changed. More and more of these changes have been aimed at accommodating automobile traffic and parking since the majority of customers drive to these stores and offices. Parking areas in front yards, an overabundance of signs of varying types, poor architecture, and a lack of landscaping have been cited as detracting from the overall visual quality of development along Huntingdon Pike.

One of the main goals of the Revitalization Plan is to balance the tension between busy commercial uses that cater to customers who drive and the small scaled-pedestrian oriented style of development that the borough desires. The borough is working on this revitalization plan to continue the success of previous efforts and create long lasting and beautiful physical improvements to buildings, parking lots, and streetscapes along Huntingdon Pike. The borough also recognizes that improving the appearance of the main commercial corridor goes hand in hand with creating a climate that encourages businesses to locate and prosper in Rockledge.

Pictured below is the view looking north on Huntingdon Pike from Sylvania Ave circa 1910 and 2010.



Pictured above are some of the charming older homes found in Rockledge.

Chapter Two

BACKGROUND SUMMARY

Housing

Part of what makes Rockledge such an attractive place to live is its proximity to employment, commercial, and entertainment centers in our region, as well as the relatively low cost of housing compared to some neighboring areas. According to data from the annual survey of housing prices published by the Montgomery County Planning Commission and the Census Bureau’s American Community Survey, most housing is well within the range of affordability (see below).

The 2010 Census reported that 34% of the housing units in the borough are occupied by renters. Compared to the rest of the county, this number ranks 16th among the 62 municipalities. However when limited to the 24 boroughs in the county, Rockledge’s proportion of renter occupied housing ranks in the bottom half — 14th. As far as Montgomery counties older communities are concerned, Rockledge’s housing characteristics trend more towards owner-occupied single family housing than its peers.

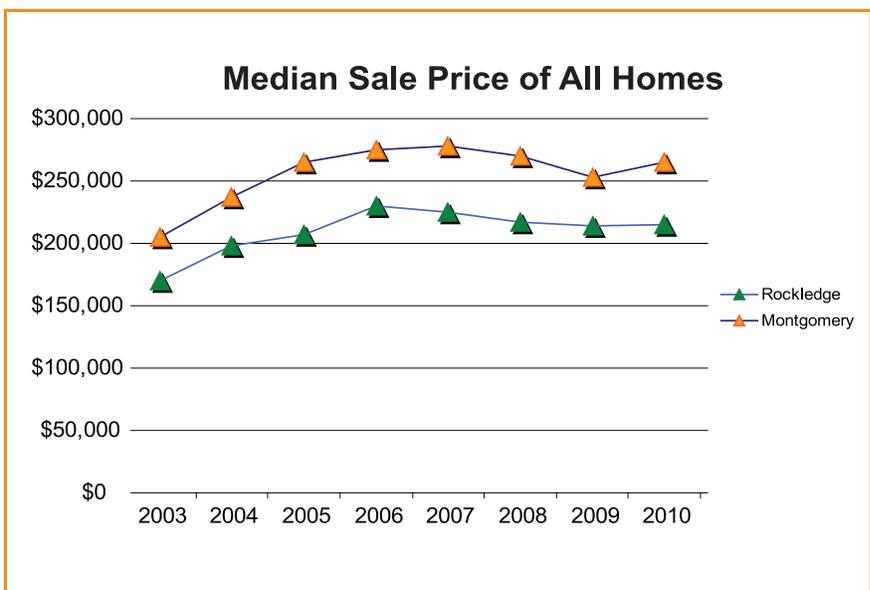
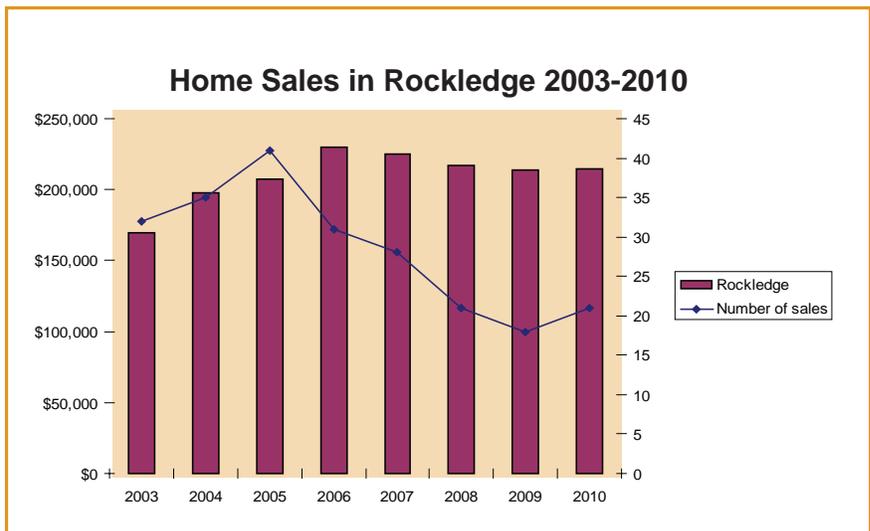
Rockledge’s proportion of family households, 60%, (two or more people living together and related by birth, marriage, or adoption) is quite low compared to the county. This ranks 50th out of 62 in the county, and 13th out of 24 among the County’s boroughs. It’s no surprise then to learn that Rockledge’s proportion of single person households ranks 8th in the county and 7th among boroughs (34.9%). While Rockledge has more single family owner-occupied housing, it also has more single person households and fewer families. Part of the explanation for these tendencies is the affordability of housing as well as age demographics. With a median sale price of \$215,000 in 2010, at least half of the homes sold in that year could have been purchased by a person or household earning about \$60,000 a year. Two

income couples and older home owners with capital from the sale of a prior home would fair even better.

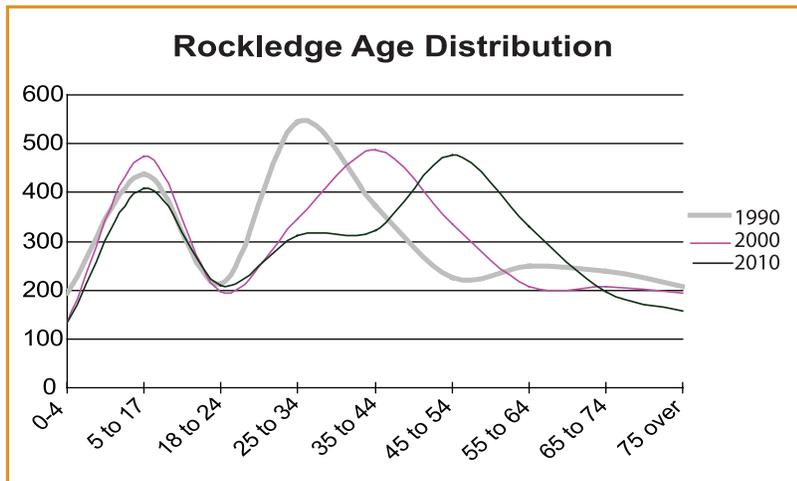
Although the median value of homes in Rockledge is less than for the whole county, home prices have trended identical to the region. This suggests that Rockledge’s housing values are stable and reactive to regional trends, but not as volatile as prices in other communities that experienced rapid growth between 2000-2008.

Age Demographics

Rockledge’s population, like the rest of Montgomery County, is getting older. The well documented crest of baby boomers in our region and nation is equally prevalent at the local level. The chart on page 4 demonstrates how the population



of people aged 45 to 54 grew by 42% between 2000 and 2010 while the population of people aged 55 to 64 grew by an astounding 61%. The number of residents between the ages of 25 and 44 has dropped over 24% during the same time which indicates that future counts of children will likely drop without significant in-migration of families and young people. The message is clear, Rockledge's older population is growing the fastest of any age group. In 2020 and 2030, the number of residents aged 65 and over could more than double what it is today.



Maintaining a walkable community with easily accessible services and commercial areas will be even more important going forward as the majority of people aged 65 and over tend to prefer to age in their homes, rather than move. The growth in the aging population will present many business and civic opportunities for the borough. Businesses that cater to the maintenance and repair of older homes should find a good customer base. Local employment will look a lot different too. Retirees engage in volunteer work at a higher rate than other age groups or work part-time jobs to supplement retirement incomes. Given the numbers of retiring baby boomers in the borough and county, the decisions they make will have a noticeable impact upon the community. How baby boomers choose to spend their retirement is viewed by the borough as an opportunity to capture “community interest” market share. The Revitalization plan should be cognizant of the needs of an aging population by

working to maintain a high quality of life and also provide opportunities for people to engage in the process.

Economic Development

Economic development is a major item addressed in the revitalization plan with a variety of suggested action items for marketing and other technical assistance. The task force, borough, and public have expressed a need to help existing businesses prosper and find innovative ways to recruit desirable businesses to the borough when vacancies occur. There is a strong desire to help make businesses look better through reducing the clutter of competing signs and instituting some design regulations for buildings and parking areas on the Pike.

The economic recession that began in 1st quarter 2008 has affected regional office and retail markets. Vacancy rates for office buildings in the suburban Philadelphia market have increased from 10.8% to a high of 15.3% in 3rd quarter 2010. Vacancies have eased slightly in the last few quarters but remain higher than they were before the recession began. Another feature of the office market climate over the same period has been a steady reduction of rental rates. The Philadelphia suburban office market rental rates have decreased from a high of \$24.09 per square foot in 4th quarter 2007 to a low of \$22.49 in 2nd quarter 2011. One of the recommendations in this plan is to monitor the rental market in the borough and help landlords and desired tenants reach mutually beneficial leasing agreements.

The Philadelphia suburban retail market has followed a different trajectory than the office market over the same time period. Since 2008 vacancy rates for all types of retail in the region have dropped, in spite of the slowing national economy. Another factor abetting vacancy rate reduction has been a dramatic lowering of retail rents. Rental rates for all types of retail property in the Philadelphia suburban retail market have dropped from a high of \$22.49 per square foot in 2nd quarter 2008 to \$18.11 in 2nd quarter 2011. The trend line is fairly straight and may indicate further competition to lower

rates in the area going forward.
(source: Costar Group, Mid Year market report 2011)

More research and investigation is called for in this plan to understand retail, office, and mixed-use market dynamics. To help existing businesses prosper and to attract new desirable businesses, a number of recommendations follow that address not only how businesses look but how to more effectively market their goods and services. Businesses that thrive tend to take better care of buildings, landscape, and parking areas which can help attract new business owners and more improvements to the area

Infrastructure

A major accomplishment by the borough was the completion of its streetscape reconstruction on Huntingdon Pike. Deteriorating sidewalks were replaced, street trees were planted in some locations, new street lights were installed, landscaped medians were built at some intersections, and textured crosswalks were put in place. Traffic patterns were changed that created and eliminated some on street parking on the Pike. The efforts successfully addressed concerns about pedestrian safety in some locations and improved the look of many storefront areas. The revitalization plan suggests a few minor refinements to the streetscape. One concern that remains is that Huntingdon Pike is very difficult to cross without a signalized intersection. Rather than propose another traffic light on an already busy road, the plan suggests one additional location for a mid-block crossing without a signal. With more than 22,000 cars a day on average, Huntingdon Pike will likely remain a busy and difficult road to cross in the near future; however new crossings should be built to reduce the barrier that the road creates to residents walking to and from the area. More details on the proposed crossing are provided in the goals and implementation sections of the plan.

Beyond a few improvements to the streetscape, the majority of future work along Huntingdon Pike will take place

on privately owned lands, according to regulations and standards established by the Rockledge Borough Code and the building code. The revitalization plan recommends changes to zoning regulations to require some simple design elements for new buildings and major renovations. Better stormwater treatment and landscaping are also recommended. Some of these requirements will take the form of new subdivision and stormwater regulations, while others may be more voluntary in nature. More details are provided in the goals and implementation sections of the plan.

Public Safety

Public safety is an important aspect to a community's efforts to attract new businesses and improve existing ones. The issue was researched as part of this revitalization plan to assess whether a problem exists and whether steps could be undertaken to address it. The previous revitalization plan examined this issue, commenting that pedestrian and vehicular safety were a concern on Huntingdon Pike. The Huntingdon Pike streetscape and project has addressed concerns for pedestrian safety through traffic calming retrofits such as crosswalks, median refuges, and sidewalk improvements. Additional

Classification of Offense	2005	2006	2007	2008	2009	2010	2011
Robbery	0	0	0	0	0	0	3
Aggravated Assault	1	0	0	5	2	2	2
Burglary	0	0	1	0	2	0	0
Larceny-Theft	2	4	0	3	1	1	3
Motor Vehicle Theft	0	1	0	0	0	0	0
Other Assaults - Not Aggravated	3	0	0	0	0	0	1
Forgery and Counterfeiting	1	0	0	0	0	0	0
Fraud	0	0	0	0	0	0	2
Stolen Property	1	0	0	0	0	1	0
Vandalism	3	1	1	0	0	2	0
Drug Sale/Mfg - Marijuana	0	0	0	0	1	0	0
Drug Possession - Opium - Cocaine	0	0	0	0	0	0	2
Drug Possession - Marijuana	2	10	3	2	0	0	3
Drug Possession - Synthetic	1	0	2	0	0	0	0
Drug Possession - Other	0	3	0	0	0	0	0
Offenses Against Family & Children	0	0	0	0	0	1	0
Driving Under the Influence	29	14	15	11	7	9	10
Liquor Law	43	52	18	45	25	28	3
Drunkennes	14	10	5	6	4	2	6
Disorderly Conduct	24	13	28	10	11	12	7
Vagrancy	0	2	0	0	0	0	0
All Other Offenses (Except Traffic)	5	11	4	3	5	4	6
Curfew and Loitering Laws	0	0	0	0	0	0	2

Source: Pennsylvania Uniform Crime Reporting System, accessed January 4, 2012
(<http://ucr.psp.state.pa.us/ucr/ComMain.asp>)

measures are recommended elsewhere in this plan that seeks to further improve pedestrian and motorist safety. Data from the Pennsylvania Uniform Crime Reporting System was downloaded and analyzed between 2005 and 2011, as shown on the chart on page 5. The data demonstrates that the majority of arrests made in the borough (77.5%) were for violations associated with the liquor law, disorderly conduct, drunkenness, and driving under the influence of alcohol. Numbers of violent crimes, theft, burglary, and drug possession were minor by comparison. The overall average of arrests per year was 89, which compares favorably with other boroughs similar in size to Rockledge.

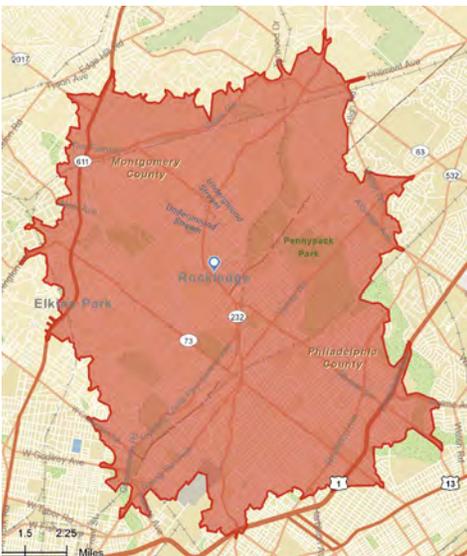
Through interviews and research, the task force concluded that public safety is not a major issue in the borough. Nevertheless, the plan encourages reductions in criminal behavior associated with drinking alcohol. The plan recommends that the borough continue to research and understand the geography of police activity so as to ascertain whether additional measures need to be considered in the future. At this time, however, no problem spots exist.

Market data

Businesses in Rockledge are targeting a much larger customer area than the borough limits. Defining the geographic extent of that customer zone and learning more about the people that live in that area involves not only a discussion of demographic qualities, but shopping habits, and lifestyles. The first parameter involves defining the geographic extent of the customer area. With only a few exceptions, most of the businesses in Rockledge are located on small parcels less than one acre in size with limited parking (5 to 30 spaces). Geographic constraints on Huntingdon Pike naturally limit the extent of the market area of these businesses. There are only two properties on the Pike of sufficient size—the Fox Chase Cancer Center Medical office building at 2 Huntingdon Pike and the commercial center development formerly known as Acker’s plaza at 410 Huntingdon Pike— to accommodate larger businesses. In addition, businesses in Rockledge are subject to significant

competition due to the overall density of the surrounding area. In order to be successful, businesses in Rockledge must focus on a sub-regional market area and tailor their goods and services to that target audience. Through trial and error and discussion it was decided that focused research would be conducted on a geographic area within a seven minute drive of the center of the borough.

This analysis was conducted using ESRI’s Community Analyst which is a geographic query and report application that draws on a robust database of public and proprietary demographic and consumer spending data. The complete results of this analysis are included in the Appendix. Of particular interest to the borough and business owners should be the results of ESRI’s Tapestry Segmentation analysis. A complete description of the process is available at (www.esri.com/tapestry) including a 96 page reference guide that can be downloaded and viewed with Adobe Reader. Tapestry segmentation is the process whereby user-selected geographies are categorized into more than 64 distinct neighborhood types that reflect not only demographic information such as age, marital status, and ethnicity; but also topics such as buying preferences, media used, and even television viewing habits that go beyond traditional demographic research. Not only are the dominant tapestry types identified according to census block group geography, but their spatial relationships are revealed in the map on page 29. To the north and west of Rockledge is a rather homogenous gathering of wealthy empty nesters surrounded by more affluent types. Neighborhoods to the east and south in Philadelphia are more diverse economically, ethnically and life style wise. Overall more than twice as many people live in the southern, Philadelphia portion, of Rockledge’s seven minute drive time area than do in the northern section. Depending on the type of service or product offered, businesses can more intelligently target marketing efforts as well as understand better where their customers are coming from.



For the market data analysis in this plan all areas within a seven minute drive of Rockledge were considered as depicted in the map above.

While this analysis can be helpful to existing and new businesses in the borough, it does not capture the habits of the thousands of drivers that travel on Huntingdon Pike every day. More than two and a half times as many people that live within a seven minute drive of Rockledge pass through the borough every week of the year. This plan and the borough's previous revitalization plan suggest techniques to slow down this traffic and improve the visual experience of entering and traversing the borough. More research will be needed however to understand the customer potential of this resource, in order to entice motorists to stop and patronize the Borough's businesses.

Chapter Three RESULTS FROM PREVIOUS PLAN

In 2002, the borough received a planning grant from the Montgomery County Revitalization Program and used those funds to hire a consultant to complete the borough's first revitalization plan in 2003. The plan outlined the following goals and strategies

- 1 Transform Huntingdon Pike into a pedestrian-oriented "Main Street" for the borough through streetscape improvements and traffic calming initiatives.
- 2 Create distinctive and dramatic entrances to the borough to better define the city-to-county transition and reinforce community identity.
- 3 Increase the availability of parking in the business district and residential neighborhoods.
- 4 Improve building facades in the business district to enhance their visual character.
- 5 Update the borough's sign ordinance to minimize visual clutter and improve the appearance of Huntingdon Pike.

Accomplishments

Huntingdon Pike streetscape and roadway improvements (completed)

Included with the goals and strategies of the 2003 revitalization plan was a detailed concept plan for road and streetscape improvements for Huntingdon Pike from Shady Lane to Fillmore Avenue. The borough partnered with the City of Philadelphia and later PennDOT to design and engineer the project. The Montgomery County Revitalization Board awarded several grants (see chart below) between 2003 and 2009 to fund engineering and construction of the project which was completed in 2010. In addition to the funds listed in the chart, the borough received grants from federal transportation funding sources (TEA-3) and an additional \$250,000 from the Pennsylvania Department of Economic Development for design and engineering.

The extent to which the borough was able to secure additional funding sources beyond the Montgomery County Revitalization Program improved the borough's success in the competitive grant funding process. The borough should continue to diversify its project funding in the future.

Improvements to Huntingdon Pike were completed in three stages over several years as depicted in the chart below.



Pictured above are some of the features that were installed by Rockledge as part of the comprehensive streetscape project.

Year	Project	Details	County Grant	Total Project Cost
2003	Huntingdon Pike Streetscape, Phase 1	Sidewalk, trees, and crosswalks	\$148,000	\$452,060
2004	Huntingdon Pike Revitalization, Phase 2	Streetscape Improvements	\$270,000	\$300,000
2006	Huntingdon Pike Revitalization, Phase 3	Streetscape Improvements	\$300,000	\$666,776
2007	Huntingdon Pike Trees and Lighting	Streetscape Improvements	\$100,000	\$150,000
2009	Huntingdon Pike Streetscape, Phase 3	Streetlights	\$40,000	\$50,000

Update the borough's sign ordinance (completed)

In 2004, the borough adopted comprehensive sign regulations. These standards govern the size, location, and types of signs permitted. Some progress has been made towards better signage in the borough; however the process has not been as smooth as perhaps the borough and businesses would have hoped. The Planning Commission suggests that the borough work to publish illustrated standards that explain which types of signs are desired and the reasons behind the standards of the Code. Another issue that has come to light is that the new sign ordinance was intended to compel businesses to correct non-compliant signs when the businesses themselves changed. Retrofitting existing non-compliant signs and perpetuating the problem has occurred on several occasions and this plan seeks to address this issue.

Update the ROR —Retail Office Residential District (ongoing)

The Planning Commission completed a draft of a proposed ordinance in January 2011 and is working with Council to amend the proposed changes. While not a complete overhaul of standards presently in place, the proposed changes will introduce some design standards governing the placement of buildings and parking areas, as well as some standards for certain uses. The Planning Commission desires the new standards to allow some, but not too much new intensity of development on the Pike. Building coverage and building height limits have been set to approximate a level of intensity similar to what is already in place along the Pike. The biggest changes will include new architectural standards and better landscape requirements.

Items from the 2003 plan still pending

The previous plan suggested pursuing strategies to share parking,

connect adjacent parking lots, develop public parking areas, and improve the identification of parking areas with signs. The borough has not yet taken an active roll in facilitating sharing of parking between businesses and expects those arrangements to take place as situations present themselves between businesses. The unique geographic circumstances of property ownership and parking needs presents difficult challenges for the borough to intervene in a more direct way with parking lot development.

The 2003 plan proposed establishing a façade improvement loan program not unlike others in the county. The program would be a revolving loan fund that provided low interest loans or grants to businesses with qualifying projects through a competitive application process. Seed money for the fund would come from a combination of grants and a one-time borough contribution.

While the Borough continues to emphasize the design of buildings, parking lots, and signs in its revitalization efforts, the administrative burden presented by managing a façade improvement program has deterred the borough from pursuing this option. Should the borough wish to pursue façade improvement program further, we recommend that the it investigate a partnership with the Rockledge Fox Chase Business Association. The latter may be able to provide the administrative and programmatic support through its network of business contacts while the borough could be a vehicle for funding and participate in the development of design standards. Several successful façade improvement programs exist in the county, the most notable of which is located in Ardmore. The program has specific design guidelines and has applied and received funding from the Montgomery County Revitalization Program among other sources. Provided that the administrative burdens can be managed properly, façade improvement programs are an effective way to entice businesses and property owners to invest resources, especially in areas where historic structures are worthy of preservation.

Although several of the recommendations from the 2003 plan have not been attempted, this is not uncommon for as ambitious a program as was described in the previous plan. The borough should be proud of accomplishing a comprehensive streetscape renewal and the partnerships it engaged in to realize the project. With only minor delays and some changes in the final design, the borough methodically completed a long and difficult project.

Chapter Four GOALS AND VISION

The Rockledge Borough Planning Commission worked to prepare the following list of goals and priorities at monthly public meetings beginning in December 2010. As part of this process, a survey of business owners was mailed to 61 businesses in June 2011, soliciting their input and inviting them to attend subsequent public meetings. Although limited in scope, the survey wanted to get a first impression of what types of services and assistance would most benefit the business community in the hope it would improve the new plan. Results from the survey were encouraging with 31 responses, slightly more than half of all of those who were contacted. A copy of the survey questionnaire is included in the Appendix on page 43.

Survey Findings

The businesses that replied in person or over the phone tended to be older establishments on the Pike. The median age of those businesses that contributed to the survey was an astonishing 31 years old. 16 of the respondents own the building in which the business operates. Reviewing the list of businesses contacted and land ownership records, reveals that longer-tenured businesses that own the building were better represented in the results than younger businesses run by tenants.

Parking was a big issue in the survey results. All of the respondents

indicated that at least 80% of their customers drive to their business, while the overwhelming majority of businesses claimed that more than 95% did so. 22 of the respondent provide off street parking in varying amounts and an additional 6 share some of their parking with neighboring businesses. 3 businesses could offer only on-street parking to their customers and regretted the loss of parking directly in front of their businesses as a result of the lane reconfiguration that took place as part of the streetscape project.

When asked what businesses they would like to see move to Rockledge many chose complimentary businesses to the ones they operated while others responded according to their own preferences. For instance, a store that sells paints, saw the importance of other interior design businesses like window treatment, furniture, and building supplies. Professional services such as a small legal firm indicated the need for more real estate agents, a tax attorney, and a psychologist. A veterinary clinic saw the need for a business that sold pet food. Clearly understanding the concentration of different business types in the borough to see what would most compliment existing businesses would be a good recruitment strategy. When thinking of their own interests as consumers, by far the most common request was for more businesses that sell food. A health food store, a Produce Junction, restaurants, ethnic foods, coffee shop, bagels, and pretzels were all mentioned several times by respondents across all types of businesses. Good food seems to be one thing that all could agree upon.

One of the most important questions in the survey asked owners what type of assistance from the Borough would be most desired. 16 out of 31 respondents desired help with marketing their businesses, which was the most popular choice among those presented. The second most popular response with 9 responses was for no help. This is a significant number of businesses (29%) and indicates a need to build more

All of the respondents indicated that at least 80% of their customers drive to their business, while the overwhelming majority of businesses claimed that more than 95% did so

confidence between the public and private sectors through a pilot program or project.

The survey results should be viewed as a beginning step towards better communication and targeted assistance. The borough should pursue strategies outlined in the goals and objectives section of this plan to market its image, location, and the goods and services the businesses on Huntingdon Pike offer.

Vision and Goals of the Revitalization Plan

The Borough of Rockledge seeks to promote existing businesses and entice new ones to locate in the borough and invest in the revitalization of the area. The borough will support this through public area improvements, regulatory changes, and direct assistance.

Goal 1

Install a new mid block crossing at North Central Avenue

We recommend the installation of a mid block crossing at North Central Avenue to improve pedestrian access to the 600 and 700 blocks of Huntingdon Pike. The crossing would take advantage of bump outs installed as part of the streetscape project and use a mid block refuge. Presently the nearest crossing is more than 600 feet to the south at Sylvania Ave.



Pictured above is a concept plan for the mid block crossing at Central Ave on Huntingdon Pike. Existing conditions are shown in the photograph to the right and a photosimulation below depicts the proposed improvements.



reduce the administrative burden to the borough and the additional cost posed to applicants, the borough should consider examining this issue comprehensively.

Parking lot design

Parking lot design is often an afterthought when owners and site designers approach a project. Maximizing yield of parking spaces is usually the one and only design goal. Unfortunately this approach ignores the fact that surface parking typically occupies at least twice the square footage of a site as does the building. We use a lot of space to accommodate vehicles. Parking lots should be viewed with the same care that the buildings they serve and should include various greening elements such as landscaping and stormwater management. Indeed the biggest generator of stormwater, glare, heat, and pollutants on a commercial site is the parking lot.



Depicted above are two parking lot design examples in Conshohocken and Horsham. Parking lot design is evolving to accommodate landscape plants and stormwater management techniques.

Like every other commercial area in the county that predates innovations in stormwater management, Rockledge’s business district must deal with the legacy costs of these design choices made decades earlier. It is a difficult proposition to fix existing conditions as it presents an additional burden to present owners. Nevertheless, the important goal is to move towards greener parking areas rather than perpetuate the problem. Changes and investments over time need to be made in small increments. Whenever land developments or building permits are issued, parking lot design; how it looks, landscaping, and stormwater management should be considered. The Borough will need to fine tune its existing standards so that reasonable and effective landscape buffers, tree plantings, and stormwater treatment get built. Simple recommendations; such as rain gardens, moving inlets to green areas, tree planting islands, and curb cuts, and a flexible zoning code will lay the foundation for better design moving forward. As businesses, uses, and buildings change on Huntingdon Pike, so should the technique of managing stormwater and the landscape.



The site of the former Infanta Knitting Mill is valuable, unique, and filled with potential for civic use in accordance with the Montgomery County Open Space and Revitalization Programs.

Goal 4

Create a Master Plan for Infanta Knitting Mill Park

The 3/4 acre site at 27 North Jarrett Avenue was once home to the Infanta Knitting Mill– a three-story brick clothing factory that operated from 1920 to 1983. The property was acquired in 1988 by a developer who desired to convert the mill to a multi-family housing development. The Zoning Hearing Board denied the request for variances and the property remained in a dilapidated state for many years. Plans for offices and storage facilities at the site were never pursued beyond the concept stage.

On February 13, 1995 the abandoned mill was engulfed in a fire which completely destroyed the building. Neighboring property owners suffered some damage but no one was hurt in the incident. Two years later, the borough entered into an agreement to purchase the property with the help of a \$36,000 grant through the Montgomery County Open Space program. The borough also received a larger Community Development Block Grant to fund the removal of debris, underground fuel storage tank, and other miscellaneous hazards. Since the property was purchased with open space funding, the park must remain publicly accessible open space; however many potential uses are still available to the borough under this agreement as stipulated in the deed and the Montgomery County Open Space Program.

Mill Park is a an underused site with a great deal of potential because of its proximity to Huntingdon Pike and dense residential neighborhoods. The borough is recommending a public process to develop a master plan for the site. Present ideas for future uses at this time include, community gardens, high intensity agriculture, festival and market space, and child-centered play areas.

Goal 5

Engage local businesses with promotion, research, and marketing assistance

When asked what type of assistance businesses wanted most from the borough, a little more than half of the respondents chose marketing. The borough currently promotes local businesses indirectly through participating in special events such as the 4th of July Parade. This plan recommends that the borough build upon this work, as capacity and funding permits, to develop the following resources for the Rockledge business community.

- Create an online resource for vacant business properties and those that are for sale.
- Develop sketch plans for potential reuse of lots for sale.
- Conduct a consumer research study to determine buying habits of a sample of potential customers. The survey would identify; areas of unmet demand, potential for development of arts and music venues, or volunteer possibilities.
- Publish demographic and economic information of market area potential.
- Develop an identity or theme for local businesses. For instance Rockledge and Fox Chase presently have a large concentration of medical offices and related businesses– the Fox Chase Cancer Center is an institutional anchor of regional significance and national prominence. One idea would be to promote healthy habits– highlighting such issues as nutrition, aging, and exercise as business development themes.
- Publish written and visual guidelines for zoning, landscape, and sign ordinance standards.
- Publish all of this information on the borough’s website as well as other forms of media to reach a diverse constituency such as newsletters, radio, tv, and newspapers.

Most of the recommendations above go beyond what the Borough presently does to promote the local business community.

The Borough may decide in the future that additional staff would be needed to shepherd this effort. Reaching out to the local community for volunteer support can also be helpful.

The Rockledge Fox Chase Business Association represents a large proportion of owners and operators of businesses along Huntingdon Pike and maintains a website that advertises its member businesses. This plan recommends beginning with the RFCBA to develop a strategy and prioritize the above recommendations.

Goal 6

Create a downtown façade improvement program

The previous revitalization plan recommended a façade improvement program to help business owners with renovations to signs, awnings and the fronts of buildings. The borough has expressed an interest in pursuing a program similar to those run in other downtown areas in the county, but will require additional staffing assistance to administer the program. Provided that funding can be obtained, the borough recommends exploring this program idea further.



The two Cheltenham businesses pictured above participated in a facade improvement program that helped pay for signs and lighting.

Goal 7

Publish illustrated design guides for commercial signs, buildings and parking lots

Recent changes to the borough's sign ordinance have established standards for new signs and replacements of existing non-conforming signs. Feedback from business owners and applications for sign permits since adoption of the ordinance indicate a clear need to clarify the standards of the code. This plan recommends the development of a visual reference guide to be published and distributed to business owners on Huntingdon Pike that explains with photographic examples the types and location of signs permitted within the borough.

Along those same lines, this plan recommends the development and publication of architectural guidelines for new construction and major renovations to existing buildings on the Pike.

This guidebook would be developed concurrently with the proposed zoning ordinance amendment to the ROR-Retail Office Residential District that is presently under review. The guidebook will clearly illustrate the types of design considerations required by the code and also highlight the limits of such proposed regulations. Things such as color, style, and finish materials for example are not the types of design decisions that the borough wishes to intervene. Instead, the borough wishes to enforce a build to line, with standards for building mass and proportion, window placement, and roof lines. Locations of uses within the building and the design of parking areas will also be regulated. The following pages have pictures and illustrations that demonstrate some of the design guidelines



This raised letter sign is an encouraged type of sign in the borough.



The CVS in Audubon has a sign that is externally lit by downward facing gooseneck lighting fixtures which is a preferred method of sign illumination.

Design Guidelines

Here is one possible building design on a vacant lot on Huntingdon Pike that would need to demonstrate compliance with certain proposed design standards that include the following:

- The front of the building must be built within a certain distance of Huntingdon Pike called the build to line
- The area in front of the building should include an entrance and landscaping
- Wherever possible parking should be located to the rear or side of buildings on Huntingdon Pike
- The lower level of the building has larger windows than the top story

Although the building is residential looking with pitched roof, clapboard siding, and a porch; the proposed design regulations in the code will embrace a number of different building styles provided they are compliant with the proposed design standards.



Design Guidelines

Here is another possible building design on the same vacant lot on Huntingdon Pike as shown on the previous page. Although quite different in style, this building would also need to demonstrate compliance with certain proposed design standards

- The front of the building must be built within a certain distance of Huntingdon Pike called the build to line
- The area in front of the building should include an entrance and landscaping
- Wherever possible parking should be located to the rear or side of buildings on Huntingdon Pike
- The lower level of the building has larger windows than the top story



Although the building style has changed, the placement of the building and the quality of the space between the entrance and Huntingdon Pike is similar. Either buildings would be compliant with the proposed design standards.



Design Guidelines

Further south on Huntingdon Pike, at the intersection of South Fox St, there is a medical office building with a small parking area in the rear of the property. Because of the availability of parking, the site can support more intense development such as shown below. Nevertheless, any new building would also need to demonstrate compliance with the proposed design standards.

- The front of the building must be built within a certain distance of Huntingdon Pike called the build to line
- The area in front of the building should include an entrance and landscaping
- Wherever possible parking should be located to the rear or side of buildings on Huntingdon Pike
- The lower level of the building has larger windows than the top story
- Signs are externally illuminated with shielded light sources
- Potential second floor uses include office or residential



Although the building style is more industrial than previous examples, its placement and the quality of the space between the entrance and Huntingdon Pike are compliant with the proposed design standards and support the goals of the plan.



Design Guidelines

Further north on Huntingdon Pike, a residential twin is for sale and could be redeveloped as an office, retail, or mixed use building. Regardless of the intended use, the building would need to follow the same design standards.

- The front of the building must be built within a certain distance of Huntingdon Pike called the build to line
- The area in front of the building should include an entrance and landscaping
- Wherever possible parking should be located to the rear or side of buildings on Huntingdon Pike

The building style (in this case a stone colonial) is different than previous examples but the building abides by the same general proposed design standards. The second floor could be used as office or residential or possibly a storage area for the businesses.



Design Guidelines

At Church Road on Huntingdon Pike is one of Rockledge's favorite spots for gathering on hot summer nights, Rita's Water Ice. The proposed design standards would allow for the deeper setback but require a different look between the building and the Pike.

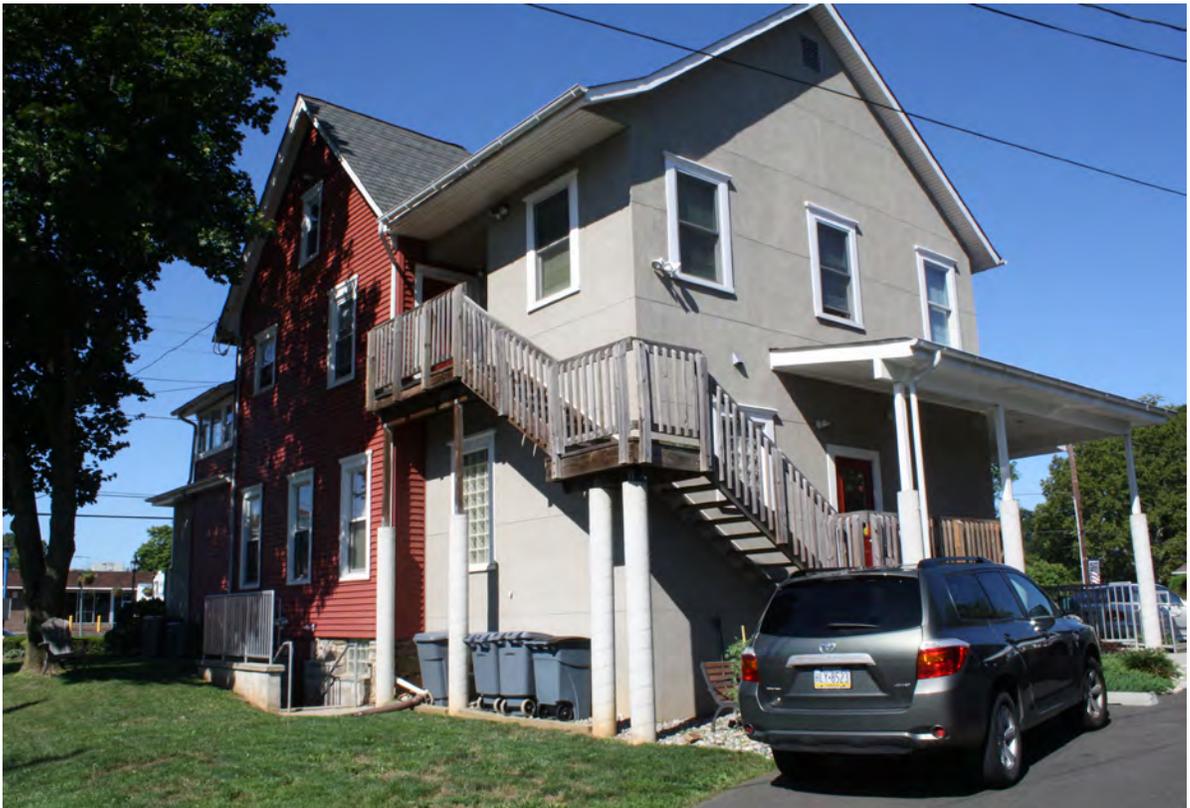
- Fronts of buildings may be set back further from the build to line than otherwise provided in the Code so long as the space between the store front and sidewalk would be used for a landscaped areas with optional seating not for the display of goods.

The proposed design guidelines would allow this business and building style provided that the front yard area had a landscaped area for seating. Such an improvement to an existing business could be funded through a façade improvement program provided that the owner agreed to terms and conditions of the program.



Design Guidelines

Rockledge Veterinary Clinic at 401 Huntingdon Pike is an outstanding example of a reuse of a historic structure. Purchased by its present owners in 2003, renovations respected the building's Victorian heritage. The parking lot is effectively screened from neighboring properties and located in the side yard of the property. Additional front yard landscaping and a handsome sign complete this outstanding project.



Design Guidelines - Signs

One of the common responses in the survey of business owners was the lack of understanding of the borough's new sign ordinance which regulates the size, location, and illumination of signs in the borough. In its current and previous plans, the borough identified the proliferation of unattractive signs as something it wanted to correct through regulations. Non compliant signs need to be made conforming as businesses change ownership and or new signs are erected.



Gooseneck lighting is a preferred way to illuminate signs in the Borough.

(Above) Although this sign is internally illuminated it may continue to be used by the business. A new business in this location, however, would need an externally illuminated sign with shielded light sources.

Chapter Five

IMPLEMENTATION, OPINION OF COSTS AND FUNDING

The recommendations in this plan are intended to assist the borough in its revitalization efforts over the next seven to eight years. It is expected that during that time the borough may amend this plan in order to take advantage of new ideas and funding sources.

The following table lists all the recommendations described in this plan and includes a priority ranking, potential funding sources, potential partners, cost estimates, and a time frame for implementation. The cost estimates and time frames may change over time due to changing conditions and economic circumstances. The matrix should be used by the borough to match up potential sources of funding and expertise, as well as to guide planned revitalization projects.

Action Item	Priority			Time Frame	Partners	Estimated Cost	Potential Funding Source(s)
	H	M	L				
1 New mid block crossing at North Central Avenue							
Additional crosswalk	+			Short (0-3 years)	RBC, RPC, PennDOT, MCPC	~190 sqyd @ \$100/sqyd \$19,000 - \$25,000	MCRP, PennDOT
2 Rezone Selected Parcels on Huntingdon Pike from HB Highway Business to RCR Retail Office Residential							
	+			Short (0-3 years)	MCPC, RBC	n/a	n/a
3 Create Opportunities for Additional Parking and Better Parking Lot Design on Huntingdon Pike							
Acquire land for public parking	+	+	+	Short to Long (0-7 years)	RBC, RPC, MCPC, RkFox	appraisal	RBC, RkFox, MCRP
Improve parking lot design	+			Short (0-3 years)	RBC, RPC, MCPC	Existing assistance contract	MCPC
Publish parking design guidelines	+	+		Short to Mid (0-5 years)	RBC, RPC, MCPC	Existing assistance contract	MCPC
4 Create a Master Plan for Infanta Knitting Mill Park							
Master Plan	+	+		Short to Mid (0-5 years)	BC, RPC, MCPC, RkFox, Consultant	Existing assistance contract or \$20,000	GFGT, DCNR, DCED
5 Engage Local Businesses with Promotion, Research, and Marketing Assistance							
Marketing Plan & Implementation	+	+	+	Short to Long (0-7 years)	BC, RPC, MCPC, RkFox, Consultant	Existing assistance contract - \$20,000	DCED
Develop Sketch Plans for Redevelopment	+	+	+	Short to Long (0-7 years)	BC, RPC, MCPC, RkFox, Consultant	Existing assistance contract - \$20,000	
Customer Survey		+	+	Mid to Long (3-7 years)	BC, RPC, MCPC, RkFox, Consultant	Existing assistance contract	DCED
Business Improvement District							
Website development		+	+	Mid to Long (3-7 years)	BC, RPC, MCPC, RkFox, Consultant	Existing assistance contract - \$20,000	DCED
Downtown Development Coordinator	+	+	+	Short to Long (0-7 years)	BC, RPC, MCPC, RkFox	Existing assistance contract or additional staff	DCED
6 Create a Downtown Façade Improvement Program							
Program Plan & Implementation		+	+	Mid to Long (3-7 years)	BC, RPC, MCPC, RkFox	Existing assistance contract or additional staff	DCED, MCPC, MCRP
7 Publish Illustrated Design guidelines for Commercial signs, Buildings, and Parking Lots							
Publish guidelines and ongoing education	+	+		Short to Mid (0-4 years)	BC, RPC, MCPC, RkFox	Existing assistance contract	MCPC

KEY:

RBC = Rockledge Borough Council

DCED = Department of Community and Economic Development (state)

DCNR = Department of Conservation and Natural Resources (state)

PennDOT = Department of Transportation (state)

RkFox = Fox Chase Rockledge Business Association

MCPC = Montgomery County Planning Commission

RPC = Rockledge Planning Commission

MCRP = Montgomery County Revitalization Program

GFGT = Montgomery County Green Fields/ Green Towns Program

POTENTIAL FUNDING SOURCES

The following contact information is provided as potential sources of funding and expertise for implementation of the recommendations in this plan. Funding sources currently available may not be available in the near future and will require the Borough to re-evaluate the plan's priorities.

Montgomery County

Montgomery County Revitalization Program

Contact: Brian O'Leary, Section Chief of County Planning, 610-278-3728

Email: boleary@montcopa.org

Website: <http://planning.montcopa.org/planning/cwp/view,a.3,q.1737.asp>

Program Goals: Strengthen and stabilize older boroughs and townships in Montgomery County.

Montgomery County Green Fields/ Green Towns Program

Contact: Beth Pilling, Open Space Planning, 610-278-3738

Email: bpilling@montcopa.org

Website: <http://planning.montcopa.org/planning/cwp/view,a.1564,q.75006.asp>

Program Goals: Open space acquisition and improvements in urban areas

Delaware Valley Regional Planning Commission (DVRPC)

The following are funded by the State of Pennsylvania, but administered by DVRPC:

Classic Towns Program

Contact:

Delaware Valley Regional Planning Commission

190 N. Independence Mall West, 8th Floor

Philadelphia, PA 19106

215-592-1800

Email: classictowns@dvrpc.org

Website: www.classictowns.org

Program Goals: Assist communities in the Philadelphia region with marketing and advertising to create vibrant, thriving downtowns.

Home Town Streets and Safe Routes to School (SRS)

Note: As of March 2011, the State program is no longer a funding option, but the Federal SRS program may still be an option.

Contact: Ryan Gallagher, Assistant Manager, Office of Project Implementation

Delaware Valley Regional Planning Commission

190 N. Independence Mall West, 8th Floor

Philadelphia, PA 19106

Email: rgallagher@dvrpc.org

Website: www.dvrpc.org/saferoutes/

Program Goals: Provide assistance grants to communities with neighborhood schools to extend sidewalks and crosswalks. Additionally, provide funding for street furniture and streetscaping in neighborhood downtowns.

State of Pennsylvania (alphabetical)

The following are administered by the State of Pennsylvania:

Community Conservation Partnership Program (C2P2)

Contact: PA DCNR Grants Customer Service Center
1-800-326-7734 or DCNR-Grants@state.pa.us
Website: <http://www.dcnr.state.pa.us/brc/grants/index.aspx>

Program Goals: plan, acquire, and develop recreation, park, and trail facilities and conserve open space.

2011 Priorities: Park and recreational facilities that demonstrate green principles and connect children to healthy recreation and the outdoors; trails; river access projects and projects identified by regional partnerships including Conservation Landscapes Initiatives, Statewide Significant Greenways and Heritage Areas.

Community and Business Development Program

Contact: PA Department of Community and Economic Development Customer Service Center
1-866-466-3972 or ra-dcedcs@state.pa.us.
Website: <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder>

Program Goals/Uses: Improve the stability of the community; Promote economic and/or community development; Improve existing and/or develop new civic, cultural, recreational, industrial and other facilities or activities. Assist in business retention, expansion, creation or attraction; Promote the creation of jobs and employment opportunities; Enhance the health, welfare and quality of life of citizens of this Commonwealth.

Community Revitalization Program

Contact: PA Department of Community and Economic Development Customer Service Center
1-866-466-3972 or ra-dcedcs@state.pa.us.
Website: <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder>

Program Goals: To create and/or retain jobs, utilize vacant properties, and spur additional development.

Uses: Construction or rehabilitation of infrastructure, building rehabilitation, acquisition and demolition of structures/land, revitalization or construction of community facilities, purchase or upgrade of machinery and equipment, planning of community assets, public safety, crime prevention, recreation, and training

Elm Street Program

Contact: PA DCED Customer Service Center
1-800-379-7448 or ra-dcedcs@state.pa.us.
Website: <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder>

Program Goals: To protect and enhance residential neighborhoods adjacent to revitalizing downtowns.

First Industries Fund - Tourism

Contact: 717-787-7120 (Planning Grants); 717-783-5046 (Loans); 717-783-1109 (Loan Guarantee)
Website: <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/first-industries-fund>

Program Goals: Provides planning grants and low interest loans to promote tourism and agriculture.

Industrial Sites Reuse Program

Contact: PA DCED Customer Service Center
1-866-466-3972 or ra-dcedcs@state.pa.us.

Website: www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/industrial-sites-reuse-program

Program Goal: Environmental site assessment and remediation work at former industrial sites.
Guidelines

Uses: Phase I, II and III environmental assessments; Remediation of hazardous substances

Main Street Program

Contact: PA DCED Customer Service Center
1-866-466-3972 or ra-dcedcs@state.pa.us.

Website: <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/funding-detail/index.aspx?progId=79>

Program Goals: Provide grants to municipalities to hire a main street manager, perform planning studies, historic preservation, downtown façade improvement programs, streetscape improvements, and business recruitment and retention.

PHMC - Certified Local Government Grant Program

Contact: 1-800-201-3231

Website: www.portal.state.pa.us/portal/server.pt?open=512&mode=2&objID=3748

Program Goals: Historic preservation and enhancement.

Other Funding Sources

PECO Green Regions

Contact: Elizabeth Robb, Administrator, 610-353-5587

Website: <https://www.peco.com/Community/CharitableGiving/GreenRegion/Pages/GrantDetails.aspx>

Program Goals: Provide grants to assist with open space plans, habitat improvement, and improvements to passive recreation space. Parking is not eligible.

TreeVitalize

Contact: Patrice Carroll, Project Director
215-988-8874

Website: www.treevitalize.net

Program Goals: To increase tree coverage in southeast Pennsylvania.

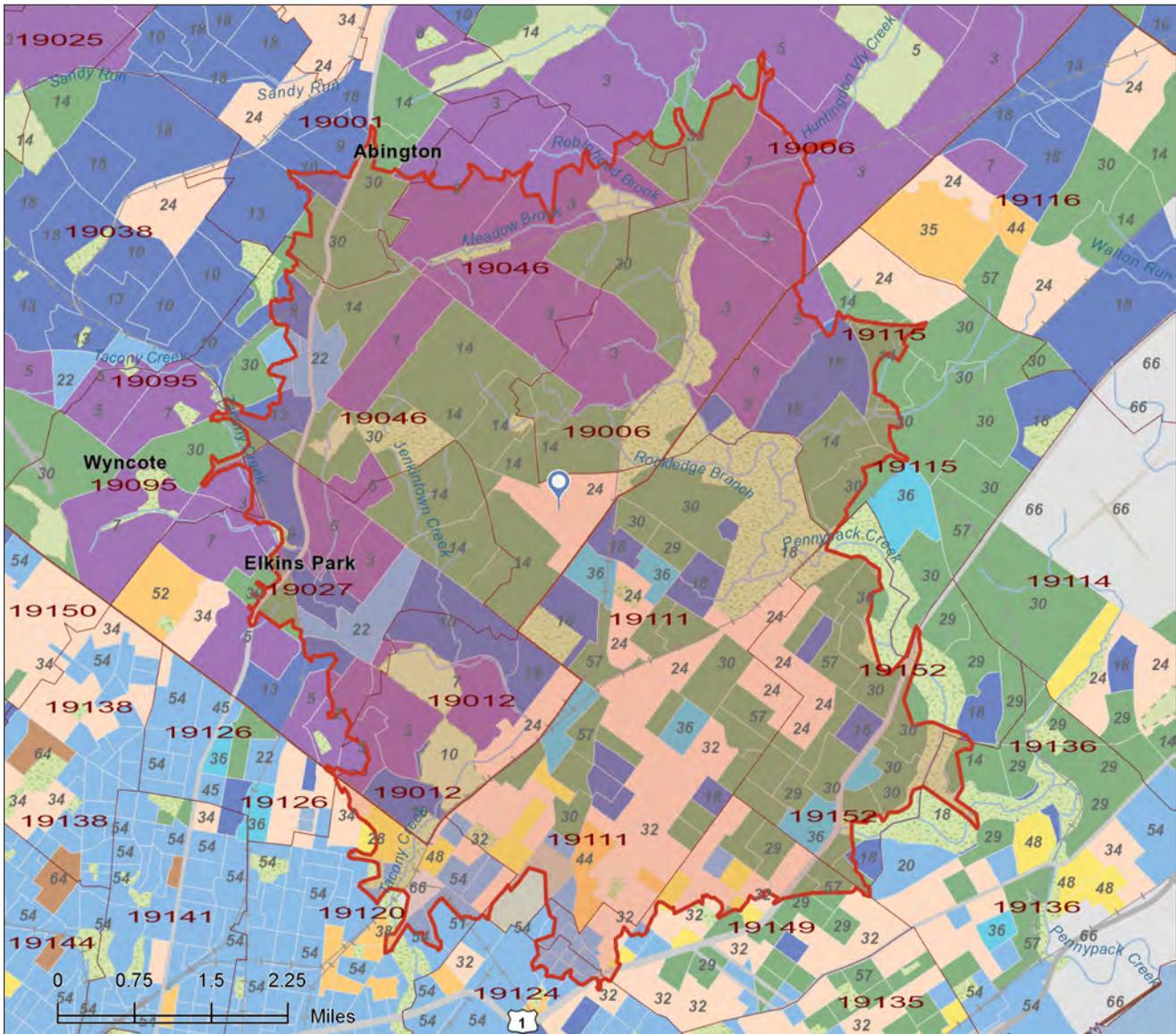
Appendix



Dominant Tapestry Site Map

Rockledge, PA
Drive Time: 7 Minutes

Latitude: 40.08196
Longitude: -75.09074



Tapestry LifeMode



- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

October 24, 2011

Made with Esri Community Analyst



Tapestry Segmentation Area Profile

Ranked by Households

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

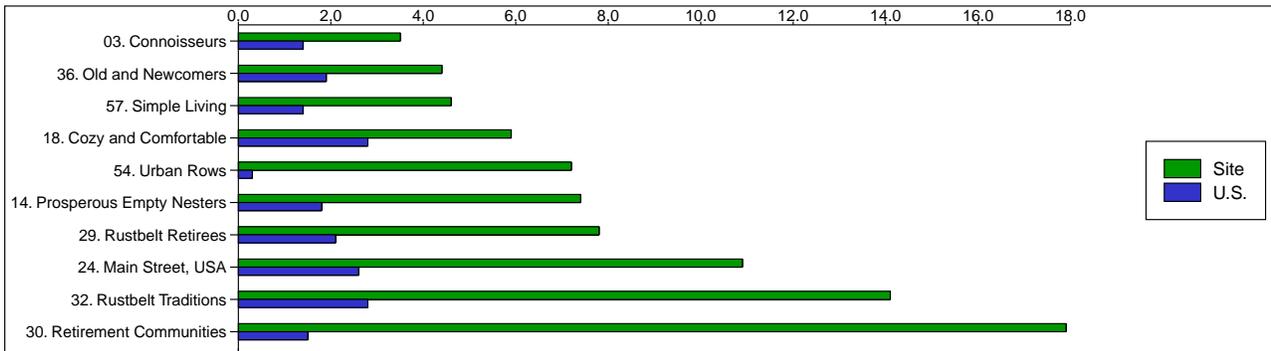
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	30. Retirement Communities	17.9%	17.9%	1.5%	1.5%	1229
2	32. Rustbelt Traditions	14.1%	32.0%	2.8%	4.3%	499
3	24. Main Street, USA	10.9%	42.9%	2.6%	6.9%	422
4	29. Rustbelt Retirees	7.8%	50.7%	2.1%	9.0%	375
5	14. Prosperous Empty Nesters	7.4%	58.1%	1.8%	10.8%	402
	Subtotal	58.1%		10.8%		
6	54. Urban Rows	7.2%	65.3%	0.3%	11.1%	2073
7	18. Cozy and Comfortable	5.9%	71.2%	2.8%	13.9%	211
8	57. Simple Living	4.6%	75.8%	1.4%	15.3%	331
9	36. Old and Newcomers	4.4%	80.2%	1.9%	17.2%	226
10	03. Connoisseurs	3.5%	83.7%	1.4%	18.6%	256
	Subtotal	25.6%		7.8%		
11	48. Great Expectations	3.2%	86.9%	1.7%	20.3%	184
12	05. Wealthy Seaboard Suburbs	2.2%	89.1%	1.4%	21.7%	158
13	10. Pleasant-Ville	1.8%	90.9%	1.7%	23.4%	108
14	22. Metropolitans	1.8%	92.7%	1.2%	24.6%	149
15	09. Urban Chic	1.5%	94.2%	1.3%	25.9%	116
	Subtotal	10.5%		7.3%		
16	28. Aspiring Young Families	1.5%	95.7%	2.4%	28.3%	64
17	07. Exurbanites	1.1%	96.8%	2.5%	30.8%	44
18	44. Urban Melting Pot	0.8%	97.6%	0.7%	31.5%	118
19	13. In Style	0.6%	98.2%	2.5%	34.0%	24
20	38. Industrious Urban Fringe	0.4%	98.6%	1.5%	35.5%	28
	Subtotal	4.4%		9.6%		
	Total	98.6%		35.5%		277

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: Esri



Census 2010 Profile

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

Summary	Total		Age 18 Years and Over	
	Number	Percent	Number	Percent
Total Population	171,879	-	130,876	76.1%
Hispanic Population	19,281	11.2%	12,518	64.9%
Population by Race				
Total	171,879	100.0%	130,876	100.0%
Population Reporting One Race	167,308	97.3%	128,439	98.1%
White	104,368	60.7%	84,965	64.9%
Black or African American	35,005	20.4%	23,326	17.8%
American Indian and Alaska Native	505	0.3%	348	0.3%
Asian	17,639	10.3%	13,165	10.1%
Native Hawaiian and Other Pacific Islander	129	0.1%	96	0.1%
Some Other Race	9,661	5.6%	6,538	5.0%
Population Reporting Two or More Races	4,571	2.7%	2,437	1.9%
Hispanic Population by Race				
Total	19,281	100.0%	12,518	100.0%
Hispanic Population Reporting One Race	17,679	91.7%	11,689	93.4%
White	7,531	39.1%	5,098	40.7%
Black or African American	1,465	7.6%	817	6.5%
American Indian and Alaska Native	238	1.2%	164	1.3%
Asian	106	0.5%	54	0.4%
Native Hawaiian and Other Pacific Islander	58	0.3%	43	0.3%
Some Other Race	8,282	43.0%	5,514	44.0%
Hispanic Population Reporting Two or More Races	1,603	8.3%	828	6.6%
Housing Units by Occupancy Status				
Total	68,839	100.0%	-	-
Occupied Housing Units	65,091	94.6%	-	-
Vacant Housing Units	3,748	5.4%	-	-

Data Note: Population Reporting Two or More Races includes unique counts of the population who reported at least two races. Hispanic population can be of any race. Hispanic Population Reporting Two or More Races includes unique counts of the Hispanic population who reported at least two races. Detail may not sum to totals due to rounding.

Source: U.S. Census Bureau, Census 2010 Redistricting Data (P.L. 94-171).

October 24, 2011

Made with Esri Community Analyst



Demographic and Income Profile Report

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

Summary	2000		2010		2015	
Population	162,716		155,276		151,568	
Households	65,286		62,551		61,165	
Families	42,493		39,653		38,440	
Average Household Size	2.44		2.42		2.42	
Owner Occupied Housing Units	45,254		42,700		41,800	
Renter Occupied Housing Units	20,031		19,851		19,365	
Median Age	39.8		42.3		42.9	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	-0.48%		0.10%		0.76%	
Households	-0.45%		0.17%		0.78%	
Families	-0.62%		0.02%		0.64%	
Owner HHs	-0.43%		0.20%		0.82%	
Median Household Income	2.20%		2.53%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	10,349	15.9%	6,322	10.1%	5,112	8.4%
\$15,000 - \$24,999	8,454	13.0%	6,093	9.7%	4,686	7.7%
\$25,000 - \$34,999	8,157	12.5%	5,719	9.1%	4,184	6.8%
\$35,000 - \$49,999	10,826	16.6%	9,098	14.5%	7,600	12.4%
\$50,000 - \$74,999	12,736	19.5%	13,685	21.9%	14,369	23.5%
\$75,000 - \$99,999	7,167	11.0%	9,941	15.9%	9,860	16.1%
\$100,000 - \$149,999	4,750	7.3%	7,447	11.9%	10,016	16.4%
\$150,000 - \$199,999	1,246	1.9%	2,050	3.3%	2,741	4.5%
\$200,000+	1,562	2.4%	2,195	3.5%	2,597	4.2%
Median Household Income	\$42,374		\$57,664		\$64,297	
Average Household Income	\$55,838		\$71,450		\$80,447	
Per Capita Income	\$22,722		\$29,063		\$32,790	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,316	5.7%	8,940	5.8%	8,648	5.7%
5 - 9	10,519	6.5%	8,946	5.8%	8,748	5.8%
10 - 14	11,232	6.9%	9,014	5.8%	8,936	5.9%
15 - 19	9,675	5.9%	9,325	6.0%	8,209	5.4%
20 - 24	8,451	5.2%	9,159	5.9%	8,500	5.6%
25 - 34	20,852	12.8%	17,938	11.6%	18,709	12.3%
35 - 44	24,253	14.9%	19,774	12.7%	17,808	11.7%
45 - 54	20,963	12.9%	22,467	14.5%	20,049	13.2%
55 - 64	13,890	8.5%	18,857	12.1%	20,257	13.4%
65 - 74	14,481	8.9%	12,176	7.8%	14,718	9.7%
75 - 84	13,673	8.4%	11,415	7.4%	9,985	6.6%
85+	5,408	3.3%	7,268	4.7%	6,997	4.6%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	132,271	81.3%	115,890	74.6%	109,373	72.2%
Black Alone	13,911	8.5%	15,483	10.0%	15,264	10.1%
American Indian Alone	220	0.1%	362	0.2%	392	0.3%
Asian Alone	8,883	5.5%	11,876	7.6%	13,086	8.6%
Pacific Islander Alone	43	0.0%	62	0.0%	64	0.0%
Some Other Race Alone	4,579	2.8%	7,952	5.1%	9,507	6.3%
Two or More Races	2,809	1.7%	3,652	2.4%	3,884	2.6%
Hispanic Origin (Any Race)	9,553	5.9%	16,179	10.4%	19,081	12.6%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

October 24, 2011

Made with Esri Community Analyst



Detailed Income Profile

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	162,716	155,276	151,568	-3,708	-0.48%
Households	65,286	62,551	61,165	-1,386	-0.45%
Average Household Size	2.44	2.42	2.42	0	0%
Families	42,493	39,653	38,440	-1,213	-0.62%
Average Family Size	3.08	3.08	3.08	0	0%

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Households by Income						
HH Income Base	65,247	100.0%	62,550	100.0%	61,165	100.0%
< \$10,000	5,962	9.1%	3,763	6.0%	2,888	4.7%
\$10,000 - \$14,999	4,387	6.7%	2,559	4.1%	2,224	3.6%
\$15,000 - \$19,999	3,933	6.0%	2,988	4.8%	2,197	3.6%
\$20,000 - \$24,999	4,521	6.9%	3,105	5.0%	2,489	4.1%
\$25,000 - \$29,999	3,966	6.1%	2,762	4.4%	2,026	3.3%
\$30,000 - \$34,999	4,191	6.4%	2,957	4.7%	2,158	3.5%
\$35,000 - \$39,999	3,740	5.7%	2,625	4.2%	2,179	3.6%
\$40,000 - \$44,999	3,815	5.8%	3,203	5.1%	2,823	4.6%
\$45,000 - \$49,999	3,271	5.0%	3,270	5.2%	2,598	4.2%
\$50,000 - \$59,999	5,759	8.8%	5,084	8.1%	6,230	10.2%
\$60,000 - \$74,999	6,977	10.7%	8,601	13.8%	8,139	13.3%
\$75,000 - \$99,999	7,167	11.0%	9,941	15.9%	9,860	16.1%
\$100,000 - \$124,999	3,269	5.0%	4,562	7.3%	6,683	10.9%
\$125,000 - \$149,999	1,481	2.3%	2,885	4.6%	3,333	5.4%
\$150,000 - \$199,999	1,246	1.9%	2,050	3.3%	2,741	4.5%
\$200,000 - \$249,999	1,562	2.4%	1,133	1.8%	1,262	2.1%
\$250,000 - \$499,999	N/A		835	1.3%	1,100	1.8%
\$500,000+	N/A		227	0.4%	235	0.4%
Median Household Income	\$42,374		\$57,664		\$64,297	
Average Household Income	\$55,838		\$71,450		\$80,447	
Per Capita Income	\$22,722		\$29,063		\$32,790	
Families by Income						
Family Income Base	42,776	100.0%	39,650	100.0%	38,438	100.0%
< \$10,000	2,089	4.9%	1,419	3.6%	833	2.2%
\$10,000 - \$14,999	1,394	3.3%	778	2.0%	689	1.8%
\$15,000 - \$19,999	1,743	4.1%	1,013	2.6%	694	1.8%
\$20,000 - \$24,999	2,430	5.7%	997	2.5%	756	2.0%
\$25,000 - \$29,999	2,376	5.6%	1,168	2.9%	798	2.1%
\$30,000 - \$34,999	2,625	6.1%	1,577	4.0%	1,062	2.8%
\$35,000 - \$39,999	2,476	5.8%	1,763	4.4%	1,280	3.3%
\$40,000 - \$44,999	2,394	5.6%	1,828	4.6%	1,317	3.4%
\$45,000 - \$49,999	2,292	5.4%	1,660	4.2%	1,185	3.1%
\$50,000 - \$59,999	4,410	10.3%	3,439	8.7%	3,732	9.7%
\$60,000 - \$74,999	5,724	13.4%	5,492	13.9%	4,866	12.7%
\$75,000 - \$99,999	6,143	14.4%	7,762	19.6%	6,638	17.3%
\$100,000 - \$124,999	2,873	6.7%	3,810	9.6%	4,838	12.6%
\$125,000 - \$149,999	1,328	3.1%	3,139	7.9%	4,286	11.2%
\$150,000 - \$199,999	1,084	2.5%	2,012	5.1%	3,045	7.9%
\$200,000 - \$249,999	1,395	3.3%	889	2.2%	1,251	3.3%
\$250,000 - \$499,999	N/A		762	1.9%	1,029	2.7%
\$500,000+	N/A		142	0.4%	139	0.4%
Median Family Income	\$53,119		\$70,726		\$80,938	
Average Family Income	\$66,807		\$85,735		\$99,153	

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2010 and 2015). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. Esri forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Net Worth Profile

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	162,716	155,276	151,568	-3,708	-0.48%
Median Age	39.8	42.3	42.9	0.6	0.28%
Households	65,286	62,551	61,165	-1,386	-0.45%
Average Household Size	2.44	2.42	2.42	0	0%

2010 Households by Net Worth

	Number	Percent
Total	62,553	100.0%
<\$15,000	12,258	19.6%
\$15,000 - \$34,999	4,354	7.0%
\$35,000 - \$49,999	2,954	4.7%
\$50,000 - \$74,999	4,211	6.7%
\$75,000 - \$99,999	4,037	6.5%
\$100,000 - \$149,999	6,056	9.7%
\$150,000 - \$249,999	7,605	12.2%
\$250,000 - \$499,999	9,535	15.2%
\$500,000 - \$999,999	6,204	9.9%
\$1,000,000+	5,339	8.5%
Median Net Worth	\$124,887	
Average Net Worth	\$471,762	

2010 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,001	8,036	10,346	12,562	10,582	7,336	11,685
<\$15,000	1,189	3,035	2,563	1,744	1,198	915	1,612
\$15,000 - \$34,999	259	1,005	1,023	667	553	402	445
\$35,000 - \$49,999	119	494	665	585	415	176	500
\$50,000 - \$99,999	198	1,307	1,517	1,644	1,015	992	1,574
\$100,000 - \$149,999	156	692	1,238	1,315	747	608	1,299
\$150,000 - \$249,999	46	650	1,291	1,745	1,313	716	1,845
\$250,000 - \$499,999	25	621	1,326	2,572	1,858	1,227	1,905
\$500,000+	9	232	723	2,290	3,483	2,300	2,505
Median Net Worth	\$12,622	\$34,282	\$74,384	\$163,191	\$253,842	\$224,331	\$165,728
Average Net Worth	\$38,953	\$113,888	\$203,183	\$452,715	\$818,716	\$810,314	\$487,951

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Business Summary by SIC Codes

Latitude: 40.08196
Longitude: -75.09074

Rockledge, PA
Drive Time: 7 Minutes

7 minutes

	Businesses		Employees	
	Number	Percent	Number	Percent
Total Businesses:	60	1.3%	197	0.4%
Total Employees:	332	7.4%	1,154	2.5%
Total Residential Population:	83	1.8%	2,109	4.5%
Employee/Residential Population Ratio:	78	1.7%	802	1.7%
	37	0.8%	124	0.3%
	8	0.2%	17	0.0%
	158	3.5%	784	1.7%
Retail Trade Summary	1,037	23.1%	9,633	20.7%
Home Improvement	37	0.8%	301	0.6%
General Merchandise Stores	26	0.6%	423	0.9%
Food Stores	122	2.7%	2,978	6.4%
Auto Dealers, Gas Stations, Auto Aftermarket	84	1.9%	966	2.1%
Apparel & Accessory Stores	102	2.3%	743	1.6%
Furniture & Home Furnishings	99	2.2%	409	0.9%
Eating & Drinking Places	303	6.7%	2,668	5.7%
Miscellaneous Retail	264	5.9%	1,145	2.5%
Finance, Insurance, Real Estate Summary	565	12.6%	4,362	9.4%
Banks, Savings & Lending Institutions	134	3.0%	1,136	2.4%
Securities Brokers	65	1.4%	635	1.4%
Insurance Carriers & Agents	130	2.9%	463	1.0%
Real Estate, Holding, Other Investment Offices	236	5.3%	2,128	4.6%
Services Summary	1,973	44.0%	26,349	56.5%
Hotels & Lodging	13	0.3%	51	0.1%
Automotive Services	112	2.5%	540	1.2%
Motion Pictures & Amusements	103	2.3%	649	1.4%
Health Services	391	8.7%	13,643	29.3%
Legal Services	109	2.4%	469	1.0%
Education Institutions & Libraries	115	2.6%	3,184	6.8%
Other Services	1,130	25.2%	7,813	16.8%
Government	70	1.6%	1,069	2.3%
Other	88	2.0%	19	0.0%
Totals	4,489	100.0%	46,618	100.0%

Source: Business data provided by Inlogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.



Retail MarketPlace Profile

Latitude: 40.08196
Longitude: -75.09074

Rockledge, PA
Drive Time: 7 minutes

Summary Demographics

2010 Population	155,276
2010 Households	62,551
2010 Median Disposable Income	\$44,321
2010 Per Capita Income	\$29,063

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,638,146,096	\$1,343,958,628	\$294,187,468	9.9	1,029
Total Retail Trade (NAICS 44-45)	\$1,399,369,183	\$1,164,509,292	\$234,859,891	9.2	704
Total Food & Drink (NAICS 722)	\$238,776,913	\$179,449,336	\$59,327,577	14.2	325

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$314,059,450	\$246,237,324	\$67,822,126	12.1	52
Automobile Dealers (NAICS 4411)	\$271,360,835	\$213,900,316	\$57,460,519	11.8	24
Other Motor Vehicle Dealers (NAICS 4412)	\$20,684,990	\$9,517,143	\$11,167,847	37.0	2
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$22,013,625	\$22,819,865	\$-806,240	-1.8	26
Furniture & Home Furnishings Stores (NAICS 442)	\$47,503,188	\$28,231,961	\$19,271,227	25.4	49
Furniture Stores (NAICS 4421)	\$29,246,908	\$16,568,591	\$12,678,317	27.7	16
Home Furnishings Stores (NAICS 4422)	\$18,256,280	\$11,663,370	\$6,592,910	22.0	33
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$39,672,589	\$17,970,258	\$21,702,331	37.6	49
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$53,936,865	\$15,969,492	\$37,967,373	54.3	36
Building Material and Supplies Dealers (NAICS 4441)	\$50,385,711	\$14,506,396	\$35,879,315	55.3	31
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$3,551,154	\$1,463,096	\$2,088,058	41.6	5
Food & Beverage Stores (NAICS 445)	\$300,390,166	\$413,368,485	\$-112,978,319	-15.8	98
Grocery Stores (NAICS 4451)	\$268,029,164	\$400,319,496	\$-132,290,332	-19.8	68
Specialty Food Stores (NAICS 4452)	\$13,071,682	\$5,496,405	\$7,575,277	40.8	24
Beer, Wine, and Liquor Stores (NAICS 4453)	\$19,289,320	\$7,552,584	\$11,736,736	43.7	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$57,228,242	\$63,736,936	\$-6,508,694	-5.4	89
Gasoline Stations (NAICS 447/4471)	\$206,240,221	\$181,966,122	\$24,274,099	6.3	32
Clothing and Clothing Accessories Stores (NAICS 448)	\$70,532,860	\$63,430,662	\$7,102,198	5.3	122
Clothing Stores (NAICS 4481)	\$58,022,786	\$54,855,206	\$3,167,580	2.8	97
Shoe Stores (NAICS 4482)	\$8,110,432	\$4,718,100	\$3,392,332	26.4	9
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$4,399,642	\$3,857,356	\$542,286	6.6	16
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$17,376,176	\$12,478,462	\$4,897,714	16.4	33
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$9,728,243	\$3,755,802	\$5,972,441	44.3	22
Book, Periodical, and Music Stores (NAICS 4512)	\$7,647,933	\$8,722,660	\$-1,074,727	-6.6	11

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup



Retail Goods and Services Expenditures

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

Top Tapestry Segments:		Demographic Summary		2010	2015
Retirement Communities	17.9%	Population		155,276	151,568
Rustbelt Traditions	14.1%	Households		62,551	61,165
Main Street, USA	10.9%	Families		39,653	38,440
Rustbelt Retirees	7.8%	Median Age		42.3	42.9
Prosperous Empty Nesters	7.4%	Median Household Income		\$57,664	\$64,297

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	72	\$1,726.08	\$107,967,877
Men's	68	\$309.97	\$19,388,783
Women's	65	\$543.20	\$33,977,589
Children's	73	\$293.50	\$18,358,809
Footwear	49	\$206.12	\$12,893,241
Watches & Jewelry	105	\$203.42	\$12,723,982
Apparel Products and Services ¹	181	\$169.87	\$10,625,473
Computer			
Computers and Hardware for Home Use	100	\$191.47	\$11,976,663
Software and Accessories for Home Use	99	\$28.26	\$1,767,814
Entertainment & Recreation	104	\$3,337.81	\$208,783,278
Fees and Admissions	107	\$664.00	\$41,534,116
Membership Fees for Clubs ²	112	\$182.73	\$11,430,176
Fees for Participant Sports, excl. Trips	105	\$111.79	\$6,992,504
Admission to Movie/Theatre/Opera/Ballet	104	\$158.27	\$9,899,843
Admission to Sporting Events, excl. Trips	106	\$63.21	\$3,953,638
Fees for Recreational Lessons	108	\$147.13	\$9,203,127
Dating Services	114	\$0.88	\$54,828
TV/Video/Audio	102	\$1,271.38	\$79,525,828
Community Antenna or Cable TV	105	\$760.08	\$47,543,637
Televisions	101	\$195.11	\$12,204,461
VCRs, Video Cameras, and DVD Players	97	\$19.84	\$1,241,068
Video Cassettes and DVDs	97	\$51.16	\$3,200,109
Video and Computer Game Hardware and Software	103	\$57.20	\$3,577,721
Satellite Dishes	88	\$1.11	\$69,576
Rental of Video Cassettes and DVDs	97	\$39.80	\$2,489,224
Streaming/Downloaded Video	111	\$1.56	\$97,826
Audio ³	94	\$137.84	\$8,622,305
Rental and Repair of TV/Radio/Audio	101	\$7.67	\$479,900
Pets	123	\$530.01	\$33,152,372
Toys and Games ⁴	101	\$146.88	\$9,187,342
Recreational Vehicles and Fees ⁵	88	\$285.29	\$17,845,294
Sports/Recreation/Exercise Equipment ⁶	76	\$138.63	\$8,671,567
Photo Equipment and Supplies ⁷	101	\$104.35	\$6,527,294
Reading ⁸	110	\$170.49	\$10,664,065
Catered Affairs ⁹	109	\$26.78	\$1,675,398
Food	103	\$7,887.74	\$493,385,923
Food at Home	103	\$4,587.85	\$286,974,613
Bakery and Cereal Products	104	\$619.18	\$38,730,500
Meat, Poultry, Fish, and Eggs	103	\$1,063.43	\$66,518,875
Dairy Products	102	\$509.59	\$31,875,375
Fruit and Vegetables	104	\$813.86	\$50,907,705
Snacks and Other Food at Home ¹⁰	101	\$1,581.78	\$98,942,160
Food Away from Home	103	\$3,299.89	\$206,411,311
Alcoholic Beverages	106	\$607.29	\$37,986,895
Nonalcoholic Beverages at Home	101	\$443.98	\$27,771,199



Retail Market Potential

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

Demographic Summary	2010	2015
Population	155,276	151,568
Total Number of Adults	122,569	120,111
Households	62,551	61,165
Median Household Income	\$57,664	\$64,297

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	58,314	47.6%	94
Bought any women's apparel in last 12 months	57,385	46.8%	103
Bought apparel for child <13 in last 6 months	33,547	27.4%	97
Bought any shoes in last 12 months	63,072	51.5%	99
Bought costume jewelry in last 12 months	28,051	22.9%	110
Bought any fine jewelry in last 12 months	29,137	23.8%	104
Bought a watch in last 12 months	25,660	20.9%	101
Automobiles (Households)			
HH owns/leases any vehicle	52,595	84.1%	96
HH bought new vehicle in last 12 months	4,814	7.7%	93
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	104,868	85.6%	98
Bought/changed motor oil in last 12 months	59,798	48.8%	94
Had tune-up in last 12 months	37,808	30.8%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	77,799	63.5%	101
Drank regular cola in last 6 months	61,755	50.4%	96
Drank beer/ale in last 6 months	51,871	42.3%	100
Cameras & Film (Adults)			
Bought any camera in last 12 months	17,270	14.1%	95
Bought film in last 12 months	29,190	23.8%	101
Bought digital camera in last 12 months	7,783	6.4%	90
Bought memory card for camera in last 12 months	8,678	7.1%	93
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	35,053	28.6%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	32,091	26.2%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	38,141	31.1%	98
Avg monthly cell/mobile phone/PDA bill: \$100+	18,412	15.0%	98
Computers (Households)			
HH owns a personal computer	43,658	69.8%	97
HH spent <\$500 on home PC	5,622	9.0%	99
HH spent \$500-\$999 on home PC	11,071	17.7%	97
HH spent \$1000-\$1499 on home PC	9,446	15.1%	102
HH spent \$1500-\$1999 on home PC	4,715	7.5%	91
Spent \$2000+ on home PC	4,483	7.2%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

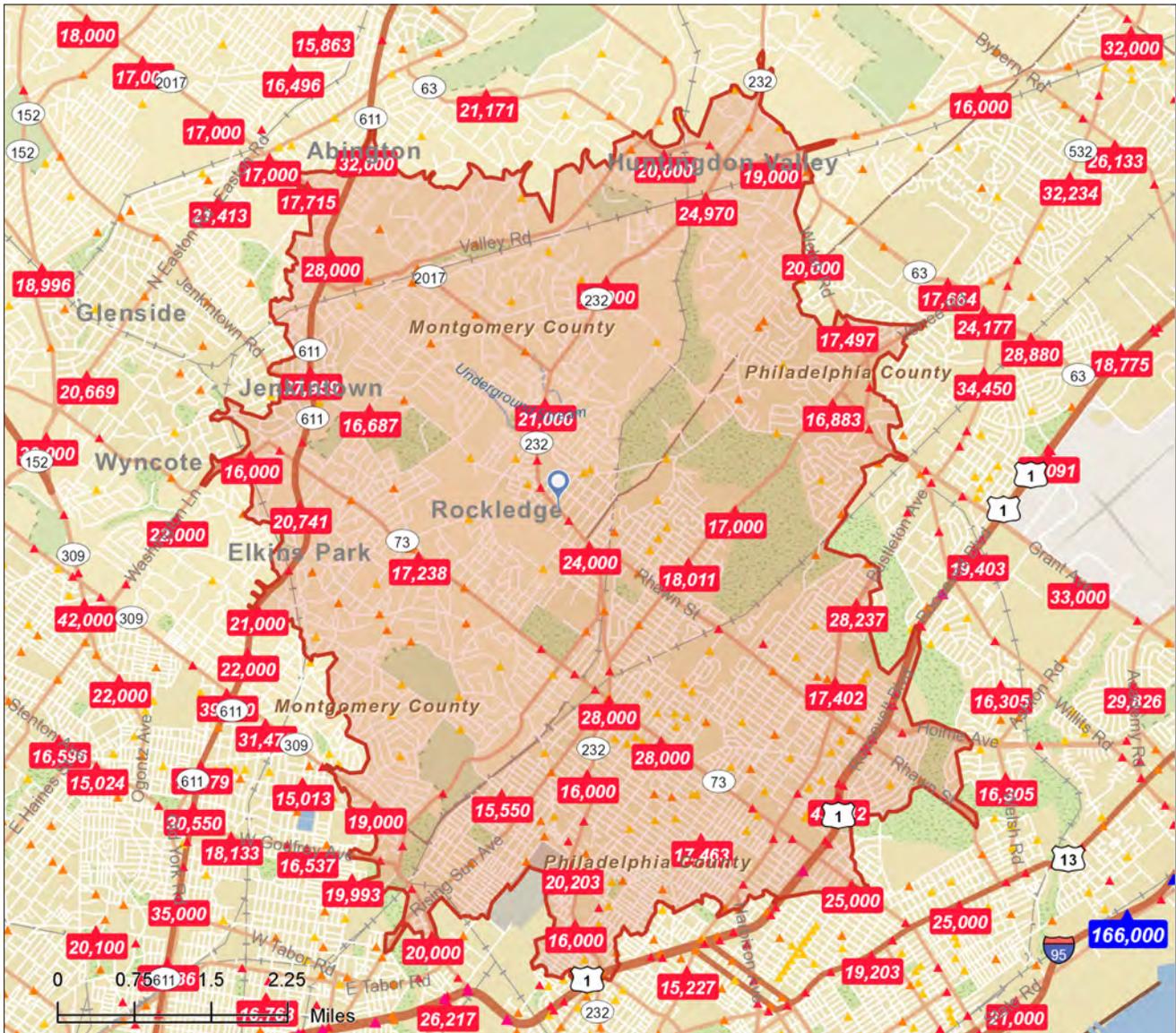
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.



Traffic Count Map

Rockledge, PA
Drive Time: 7 Minutes

Latitude: 40.08196
Longitude: -75.09074



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2011 MPST (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

October 24, 2011

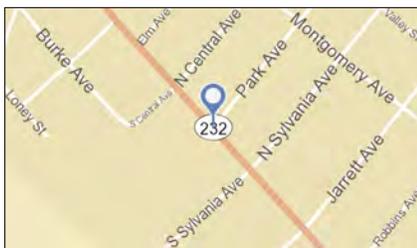
Made with Esri Community Analyst



Traffic Count Map - Close Up

Rockledge, PA
Drive Time: 7 Minutes

Latitude: 40.08196
Longitude: -75.09074



Average Daily Traffic Volume
 ▲ Up to 6,000 vehicles per day
 ▲ 6,001 - 15,000
 ▲ 15,001 - 30,000
 ▲ 30,001 - 50,000
 ▲ 50,001 - 100,000
 ▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

October 24, 2011

Made with Esri Community Analyst



Traffic Count Profile

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.11	Rockledge Ave	S Sylvania Ave (0.06 miles NW)	2007	21,441
0.21	Huntingdon Pike	Fox Chase Rd (0.01 miles SE)	2006	21,870
0.30	Fox Chase Rd	Thompson St (0.04 miles NW)	2007	5,431
0.33	Shady Ln	Park Ave (0.03 miles E)	2002	3,571
0.35	Oxford Ave	Burholme Ave (0.01 miles NW)	2005	24,000
0.38	Rockledge Ave	Sherman Ave (0.04 miles NW)	1997	7,731
0.40	Huntingdon Pike	Pasadena Ave (0.01 miles S)	2005	24,000
0.44	Pine Rd	Dalton St (0.03 miles NE)	1997	9,038
0.45	Pine Rd	Solly Ave (0.05 miles NE)	2007	9,378
0.45	Church Rd	Chandler St (0.1 miles NE)	2004	6,733
0.50	N Cedar Rd	Gibson Ave (0.03 miles SW)	2006	6,994
0.67	Cedar Rd	Glenmore Ave (0.05 miles W)	2007	3,719
0.74	Pine Rd	Susquehanna Rd (0.12 miles NE)	2001	6,445
0.75	Solly Ave	Ridgeway St (0.05 miles NW)	2001	1,655
0.76	Rhawn St	Halstead St (0.02 miles SE)	2005	11,000
0.76	Fox Chase Rd	Kirkwood St (0.08 miles SE)	2004	7,607
0.77	Hoffnagle St	Ridgeway St (0.05 miles NW)	2001	2,458
0.82	Huntingdon Pike	Arthur Ave (0.03 miles S)	2005	21,000
0.82	Strahle St	Halstead St (0.05 miles SE)	2001	587
0.83	Oxford Ave	Hartel Ave (0.07 miles N)	2005	15,000
0.89	Shady Ln	Pine Rd (0.1 miles E)	2003	7,090
0.91	Rolling Hill Rd	Cottman Ave (0.0 miles SW)	2006	14,344
0.93	Central Ave	Faunce St (0.02 miles SW)	2004	12,002
1.04	Verree Rd	Hoffnagle St (0.01 miles NE)	2006	18,011
1.04	Cottman Ave	Central Ave (0.19 miles SE)	2006	22,302
1.05	Verree Rd	Hartel Ave (0.03 miles SW)	2005	13,000
1.09	Church Rd	Hawthorne Rd (0.03 miles NW)	2005	11,000
1.10	Cottman Ave	Fairview Rd (0.03 miles NW)	2006	17,238
1.12	Jenkintown Rd	Cedar Rd (0.05 miles N)	2007	8,442
1.14	Cottman Ave	Cedar Rd (0.04 miles NW)	2006	10,821

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2011 to 1963. Just over 68% of the counts were taken between 2001 and 2011 and 86% of the counts were taken in 1997 or later. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2011 MPSI Systems Inc. d.b.a. DataMetrix®



House and Home Expenditures

Rockledge, PA
Drive Time: 7 minutes

Latitude: 40.08196
Longitude: -75.09074

2010 Housing Summary		2010 Demographic Summary	
Housing Units	67,327	Population	155,276
2010-2015 Percent Change	-0.38%	Households	62,551
Percent Occupied	92.9%	Families	39,653
Percent Owner HHs	68.3%	Median Age	42.3
Median Home Value	\$182,592	Median Household Income	\$57,664

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	105	\$12,362.12	\$773,263,191
Mortgage Interest	99	\$4,608.32	\$288,254,918
Mortgage Principal	102	\$2,011.02	\$125,791,428
Property Taxes	116	\$2,577.68	\$161,236,643
Homeowners Insurance	104	\$466.17	\$29,159,121
Ground Rent	101	\$73.54	\$4,599,716
Maintenance and Remodeling Services	108	\$2,149.19	\$134,433,718
Maintenance and Remodeling Materials	99	\$367.23	\$22,970,405
Property Management and Security	127	\$108.99	\$6,817,242
Rented Dwellings	105	\$3,599.86	\$225,174,776
Rent	106	\$3,435.97	\$214,923,599
Rent Received as Pay	100	\$91.89	\$5,747,972
Renters' Insurance	107	\$14.02	\$877,266
Maintenance and Repair Services	93	\$19.69	\$1,231,392
Maintenance and Repair Materials	72	\$38.28	\$2,394,547
Owned Vacation Homes	115	\$536.28	\$33,544,744
Mortgage Payment	111	\$226.75	\$14,183,139
Property Taxes	124	\$139.71	\$8,738,745
Homeowners Insurance	126	\$18.65	\$1,166,366
Maintenance and Remodeling	112	\$130.41	\$8,157,035
Property Management and Security	121	\$20.77	\$1,299,459
Housing While Attending School	109	\$88.49	\$5,535,115
Household Operations	101	\$1,589.93	\$99,451,675
Child Care	97	\$447.81	\$28,010,778
Care for Elderly and Handicapped	130	\$93.73	\$5,862,818
Appliance Rental and Repair	107	\$26.12	\$1,633,663
Computer Information Services	103	\$250.27	\$15,654,612
Home Security System Services	105	\$27.56	\$1,723,952
Non-apparel Household Laundry/Dry Cleaning	17	\$6.29	\$393,207
Housekeeping Services	106	\$162.97	\$10,193,651
Lawn & Garden	104	\$435.42	\$27,235,840
Moving/Storage/Freight Express	92	\$56.14	\$3,511,582
PC Repair (Personal Use)	101	\$8.89	\$556,144
Reupholstering/Furniture Repair	107	\$8.51	\$532,170
Termite/Pest Control	95	\$23.22	\$1,452,129
Water Softening Services	96	\$5.36	\$335,033
Internet Services Away from Home	102	\$2.72	\$170,215
Voice Over IP Service	127	\$8.47	\$529,868
Other Home Services ¹	116	\$26.47	\$1,656,011

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Borough of Rockledge
121 Huntingdon Pike
Rockledge, PA 19046
215-379-8572
www.rockledgeborough.org

April 27, 2011

Dear (Business owner's name),

The Borough of Rockledge has completed Phases I through III of our Revitalization Program and we hope you are enjoying the improvements we have made to the Huntingdon Pike streetscape. The Montgomery County Community Revitalization Program was the source of the funding we received to install new street lights, crosswalks, medians, and sidewalks. It is our intent to continue with this "facelift" to the Pike. In order to do this, we must submit an updated revitalization plan to the county so that we can continue to apply for grant funding.

As a member of our community and a business owner, you are invited to participate in the process, offering your comments, observations, and especially your desires regarding future plans and actions.

There are a variety of ways to get involved. To begin, we have included a survey of business owners that takes approximately 10-15 minutes to complete. Your answers are confidential and will help the Borough tailor their plan to your specific needs. Please return your completed survey in the self addressed stamped envelope provided. You are also encouraged to attend any of the Rockledge Planning Commission meetings. The Commission will meet at 7:30 pm in the public meeting room in the basement of Borough Hall, located at 121 Huntingdon Pike on the following dates:

Tuesday May 10th
Tuesday June 21st
Tuesday September 20th
Tuesday October 18th
Tuesday November 15th

We will be discussing plan goals as well as specific actions and priorities at our May and June meetings. Your attendance at the meetings would be a great help in building the best plan possible. If you cannot attend, your comments/ideas are still important to us. You can correspond with me at gmetzinger@rockledgeborough.org.

The first draft of the plan update should be ready for review in the fall. Presentation and adoption by Borough Council will occur prior to the initiation of the 2012 funding cycle in January.

At our meeting in March, the Rockledge Planning Commission discussed continuing with the ideas present in the old plan that were not yet addressed. These include working on parking issues and beginning a commercial façade improvement program. Before going any further, however, we would like to get your input and would appreciate a timely response to our survey. Please don't hesitate to contact me, if you have any questions. We hope that you will participate.

Sincerely,
Grace Metzinger

Grace Metzinger
Borough Manager

Huntingdon Pike Business Person's Survey

Name of Business _____

Address _____

- 1) How long has this business been in operation? _____
- 2) How long has this business been at this address? _____
- 3) Which of the following applies to this business?
 - a. I own the building where this business is located
 - b. I rent the building where this business is located
- 4) What are your hours of operation? _____

- 5) What portion of your customers drive versus walk to your business? _____

- 6) Where do your customers typically park?
 - a. I provide off-street parking where the business is located
 - b. I rent in a third party lot
 - c. On the street
 - d. I share parking facilities with a neighbor
- 7) How many spaces are available for customers? _____
- 8) Where do your employees typically park?
 - a. I provide off-street parking where the business is located
 - b. I rent in a third party lot
 - c. On the street
 - d. I share parking facilities with a neighbor
- 9) How many spaces are available for employees? _____
- 10) What community events have best increased foot traffic? _____

- 11) What three products or services would you most like to see available downtown?

- 12) What three businesses would you most like to see move into downtown? _____

- 13) Are you planning to expand your business physically? _____
- 14) Are you planning to expand the line of goods or services you provide? _____

15) Are you planning to downsize? _____

16) Which of the following areas could you use assistance?

- a. Physical Improvements
- b. Design of exterior and interior
- c. Marketing
- d. Technology

17) What type of assistance would you like from the Borough to improve the commercial district and help your business flourish?

18) How many customers come into this business during an average week? _____

19) What is the busiest day of the week and busiest hours of the day? _____

20) What are your three busiest months of the year? _____

21) Has business improved as we revitalize the Pike? _____

22) What three businesses on Huntingdon Pike best compliment your business?

23) Does your business have a website? _____

