

# **Retail and Residential Market Assessment Claymont, DE**

Prepared For:  
**Kittelson & Associates**

Prepared By:  
**W-ZHA, LLC**

January 25, 2024

## INTRODUCTION

### STUDY PURPOSE AND REPORT STRUCTURE

The Wilmington Area Planning Council (WILMAPCO) retained a multi-disciplinary consultant team led by Kittelson & Associates to develop an updated Master Plan for Claymont. The Plan will update the 2004 Claymont Community Redevelopment Plan. This Market Assessment analyzes land use opportunities for the Plan Area over the next 10 years. The Market Assessment is intended to inform future planning efforts and implementation initiatives.

Figure 1

Claymont Plan Area



Source: WILMAPCO

The Market Assessment begins with an overview of how Claymont has changed since the 2004 Redevelopment Plan. The Economic Framework within which Claymont functions is then summarized. The retail and residential market assessments follow.



## SUMMARY OF FINDINGS

### What Has Changed Since 2000

In this Section of the Report, W-ZHA highlights how the social and economic characteristics of Claymont have changed since the 2004 Claymont Community Redevelopment Plan was undertaken. The demographic changes are:

- *Claymont Is Now Growing, Not Shrinking*
- *Claymont's Population Is Now More Diverse Racially and Ethnically*
- *Claymont's Population Now Has Higher Educational Attainment and Higher Income*

Land use changes are as follows:

- *Mixed-Use Investment Has Occurred in the Plan Area and More Has Recently Been Announced*
- *Highway Commercial Investment Has Occurred on Philadelphia Pike*
- *North Claymont Is Transforming as First State Crossing is Implemented and Tri-State Mall is Redeveloped*

From a public policy perspective, Delaware passed the Downtown Development Districts Act of 2014 (the Act) that provides state financial incentives to support neighborhood revitalization in local municipalities.

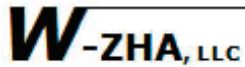
### Retail and Residential Market Assessments

The northern portion of the Plan Area has proven to be a successful location for neighborhood services and eating and drinking establishments. Ground floor commercial as part of a mixed-use redevelopment will be feasible here. The commercial will continue to be service and eat/drink-oriented, not retail per se.

South of Seminole Avenue, the area becomes less walkable, and strip-commercial is the dominant use. New commercial investment here will be triggered by redevelopment. The key redevelopment sites are at the Route 13/Governor Printz Boulevard and Philadelphia Pike intersection and the Town & Country shopping center. Mixed-use residential and commercial development makes sense at these locations.

From a market perspective, the Plan Area is a competitive location for apartment units, particularly at the north end close to the new Claymont train station and First State Crossing. Apartment development would also be desirable along Philadelphia Pike. W-ZHA concludes that over the next 10 years, there will be sufficient market to support between 200 and 300 apartment units in the Plan Area. The market can support rents of \$1,800-plus per month.

Stick-built, apartment buildings of four to five stories (with elevators) are the type of product the target markets demand. Key to their marketability are nearby amenities like retail, services, a fitness center, and walking/biking trails. The issue is whether sufficient land can be assembled to support new apartment construction. Over an acre of land would be necessary, at a minimum.



A potential redevelopment site is the Town and Country Shopping Center. Because Harvey Road has excellent access to I-95 this site is an excellent residential and commercial location. The site is large enough to do a significant apartment project. With ground floor commercial, such a project would change the character of this portion of the Plan Area.

While mixed-use is desirable, commercial space in new apartment developments should be designed to allow for flexibility. Apartment buildings should incorporate high-ceiling first floors to allow for commercial if there is a market for the space. If the commercial market is weak, the first floor can be residential.

There is potential for townhouse development. For planning purposes, it is reasonable to assume that the market can support 30 to 50 new townhomes in the Plan Area over the next 10 years. The for-sale products will be townhouses or small cottages with price points at or above \$400,000.

While there is residential and mixed-use market potential, a redevelopment challenge may be economics. Land prices on Philadelphia Pike are approximately \$500,000 for a half-acre site. While residential infill may be desired along Philadelphia Pike to make it more walkable, land prices may be too high for residential development. Incentives may be necessary to make residential infill development feasible.

## **WHAT HAS CHANGED SINCE 2000**

### **CLAYMONT'S DEMOGRAPHICS**

The Claymont Community Redevelopment Plan was completed in August 2004. A Market Analysis was conducted by W-ZHA, LLC's predecessor firm, ZHA, Inc., as part of the Redevelopment Plan effort. In this Section of the Report, W-ZHA highlights how the social and economic characteristics of Claymont have changed since the 2004 Redevelopment Plan was completed.

#### **Claymont Is Now Growing, Not Shrinking**

The Market Analysis for the 2004 Redevelopment Plan notes that Claymont had lost population from 1990 to 2000. At the time Claritas, Inc., a national market research company, forecast that Claymont would continue to lose population through 2006.

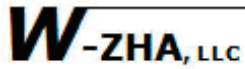


Table 1

Population Trends Claymont 2000, 2010, 2022									
	2000	2010	2022	Change					
				2000-2010		2010-2022		2000-2022	
				#	%	#	%	#	%
Population	9,154	8,277	10,100	(877)	9.6%	1,823	22.0%	946	10.3%
Households	3,787	3,373	4,174	(414)	10.9%	801	23.7%	387	10.2%

Source: U.S. Census 2000 and 2010; American Community Survey 2016-2022 5 Yr Estimates; W-ZHA

Since that time Darley Station has been developed in Claymont. According to the Census, Claymont’s population grew by 22% from 2010 to 2022. Over the same period, the number of households in Claymont grew by 24%.

**Claymont’s Population Is Now More Diverse Racially and Ethnically**

Table 2

Race and Ethnicity Claymont 2000 and 2022		
	2000	2022
White Alone	70.1%	54.2%
Black Alone	22.2%	32.3%
Other	7.7%	13.5%
Hispanic Origin	4.9%	9.2%

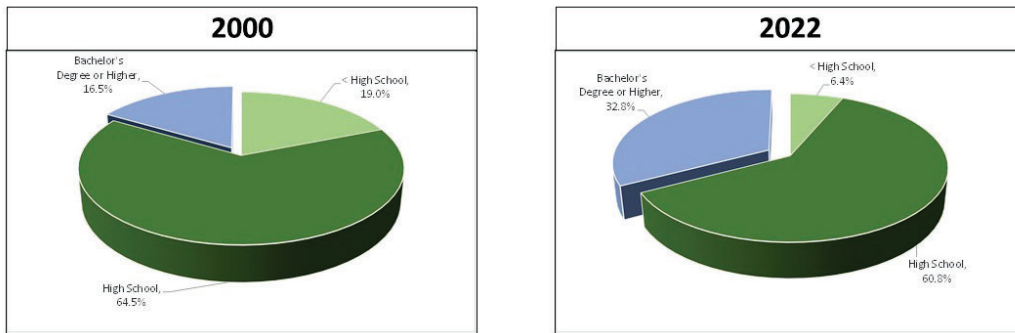
Source: U.S. Census 2010; American Community Survey 5-Yr Estimates; W-ZHA

In 2000, Claymont’s population was 70% white. As of 2022, just over half of the population was white. The Hispanic population has doubled its share of Claymont’s population.

### Claymont's Population Now Has Higher Educational Attainment and Higher Income

Figure 2

#### Educational Attainment 2000 and 2022

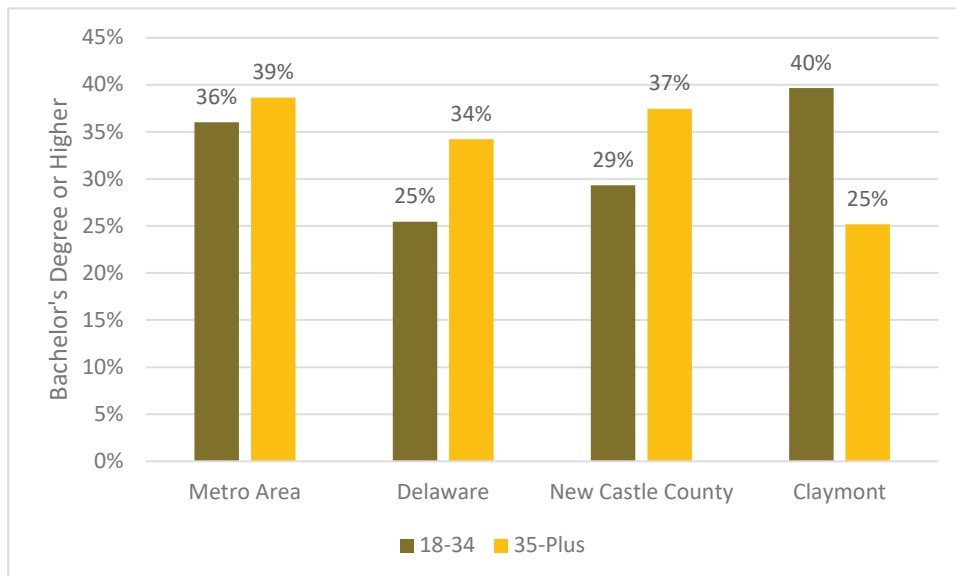


Source: U.S. Census; American Community Survey 2017-2022 5-Year Estimates; W-ZHA

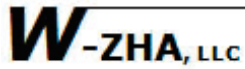
In 2000, almost one in five Claymont residents over the age of 25 had not completed high school. Today only 6% of this age group have not completed high school. In 2000 approximately 16% of Claymont residents had a bachelor's degree or higher, while today one-third of residents over 25 years old have a bachelor's or higher.

Figure 3

#### Educational Attainment 2022



Source: American Community Survey 2017-2022 5-Year Estimates; W-ZHA



Educational attainment changed most dramatically for those under the age of 34 years old. In 2000, 14% of these people had completed college. In 2022, 40% of these younger Claymont residents had at least a bachelor’s degree.

Table 3

**Median Household Income  
New Castle County and Claymont  
2000 and 2022**

	2000	2022
New Castle County	\$52,400	\$85,300
Claymont	\$40,800	\$72,800
<i>Claymont Income Compared to New Castle County</i>	78%	85%

Source: U.S. Census 2000; American Community Survey 5-Yr Estimates; W-ZHA

Whereas Claymont’s median household income was 22% lower than the County’s in 2000, by 2022 it was 15% lower. At \$72,800, Claymont’s median household income is slightly less than the national average of \$75,150.

CLAYMONT LAND USE

**Mixed-Use Investment Has Occurred in the Plan Area and More Has Been Announced**

In Claymont, the most dramatic change in land use is Darley Green. As recommended in the 2004 Claymont Community Redevelopment Plan, Darley Green is a mixed-use community that includes for-sale townhomes, rental apartments, and retail/restaurant uses. At the time of the 2004 Community Redevelopment Plan, the Darley Green parcel was occupied by the Brookview apartment complex.

Darley Green includes 18,000 square feet of new commercial space on Philadelphia Pike. At the time of this writing, this space was fully leased. Eat/drink establishments, health uses and services occupy the commercial space. According to a local broker, space here leases for \$10 - \$15 per square foot, full-service. This rent is half of the rent commanded on Concord Pike.

Claymont Steak Shop recently announced a redevelopment plan. The plan calls for two three-story mixed-use buildings. A new Claymont Steak Shop would occupy the ground floor as well as other retail. Apartments would occupy the upper two stories. The project is expected to be implemented in phases allowing the Steak Shop to stay in operation throughout the redevelopment process.

Walkable mixed-use development has occurred at the northern end of the Plan Area. Here because of historic buildings, the new Library, and Darley Green, there is a “village” environment. South of Seminole Avenue, Philadelphia Pike remains strip-commercial in character.

### Highway Commercial Investment Has Occurred on Philadelphia Pike

There has been new commercial development on Philadelphia Pike, mostly near the Harvey Road intersection. A new *WaWa*, *McDonalds*, a *Dollar General*, and an *AutoZone* have been developed in this portion of the Plan Area. What was a *SuperFresh* supermarket when the 2004 Plan was done is now a self-storage facility. Even with this investment, the Towne and Country shopping center is not much different in terms of condition from 2004.

Figure 4

New Dollar General  
Example of Hometown Overlay



Source: Google Maps; W-ZHA

The commercial investments along Philadelphia Pike are mostly auto-oriented rather than pedestrian-oriented. Due to the Hometown Overlay, new commercial buildings front the street which enhances the sense of place.

### North Claymont Is Transforming as First State Crossing is Implemented and Tri-State Mall is Redeveloped

Immediately north of the Plan Area, there have been many changes since the original plan. Evraz Steel Mill has been demolished. Called First State Crossing, the redevelopment plan for the 235-acre site envisions a mix of uses including office, residential, and industrial. A new 389,000-square-foot warehouse was recently developed (2023) across I-495 from the Plan Area.



Figure 5

First State Crossing Master Plan



Source: First State Crossing website; W-ZHA

The Claymont Train Station has moved to First State Crossing. This location is about 1/2 mile north of the previous location, somewhat further from the center of Claymont. Its grand opening occurred in December of 2023. It is served by SEPTA regional rail to Philadelphia and Wilmington. The Station is supported by 800 free outdoor and structured parking spaces. The garage has 467 spaces.

The First State Crossing Plan foresees residential, retail, and office development around the train station. Office market dynamics have shifted since COVID-19, so the First State Crossing developer foresees residential development in the near term.

The plan includes 900 to 1,200 apartments and townhomes east of the railroad tracks on the Delaware River. Riverview at First State Crossing will be a transit-oriented waterfront community with excellent rail and car access to the East Coast cities.

The First State Crossing Plan also incorporates a major amenity, the Claymont Riverfront Public Park. First State Crossing has donated 125 acres of waterfront land to the community for the Park. The Park



will reconnect the community to the Delaware River. The Park will also be connected to the East Coast Greenway, a trail that connects 15 states from Maine to Florida.

The Tri-State Mall site is also being redeveloped. The Tri-State Mall is being demolished for a 525,000-square-foot distribution center. A small 15,000-square-foot retail center is also planned along the site's Naamans Road frontage. The logistics (distribution) center will capitalize on this site's interstate access.

President Biden announced substantial federal grants to create a series of "hydrogen hubs" one of which is the Mid-Atlantic Clean Hydrogen Hub. The Mid-Atlantic Clean Hydrogen Hub is planned for Delaware, Southeast New Jersey, and South Jersey. A private investor has expressed interest in land near North Claymont.

Development in North Claymont will generate jobs and introduce new residents to the market. While retail is planned near the train station in First State Crossing it will take years to develop sufficient market support for retail south of Philadelphia Pike. North Claymont development is a potential market opportunity for commercial land uses in the northern portion of the Plan Area.

#### PUBLIC POLICY

The Downtown Development Districts Act of 2014 (the Act) was enacted by Delaware's General Assembly to:

- Spur private capital investment in commercial business districts and other neighborhoods;
- Stimulate job growth and improve the commercial vitality of such districts and neighborhoods;
- Help build a stable community of long-term residents by improving housing opportunities; and
- Assist municipalities in strengthening neighborhoods while harnessing the attraction that vibrant downtowns hold for talented people, innovative small businesses, and residents from all walks of life.

Jurisdictions apply to become a Downtown Development District (DDD). The Application must incorporate a District Plan that incorporates a strategy for the overall development of the District. *Key Priority Projects* must be identified in the Plan. As part of the Plan, the local jurisdictions are to develop and identify how they will incent revitalization projects through local initiatives like flexible zoning, a streamlined approval process, technical assistance, and grants/loans. The Application must demonstrate the need for the incentives and how the incentives will impact economic development.

Selection as a Downtown Development District entitles private construction projects within the District to receive rebates to offset up to 20% of their capital construction costs. The Governor selects the Districts. Districts are in effect for 10 years, with two potential 5-year renewals at the discretion of the Governor. There are currently twelve (12) DDD's in Delaware.



## REGIONAL ECONOMIC FRAMEWORK

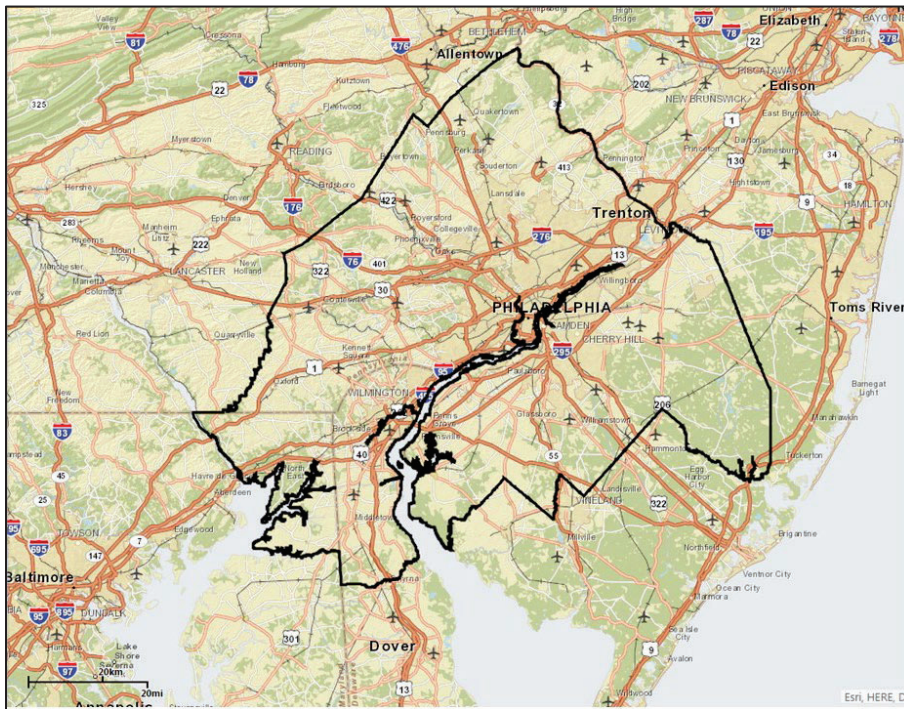
### OBSERVATIONS

**The State of Delaware and New Castle County have Grown and are Projected to Grow over the Next Five Years.**

New Castle County is one of Delaware's three counties. It is the most populous Delaware county with nearly 60% of the state's population residing in New Castle County.

Figure 6

Philadelphia-Camden-Wilmington Metropolitan Area



Source: ESRI

New Castle County is part of the Philadelphia-Camden-Wilmington Metropolitan Area ("Metro Area"). With approximately 6.3 million people, the Metro Area is the 7<sup>th</sup> most populous in the United States. It is comparable in size to the Washington-Arlington-Alexandria, DC-VA-MD Metropolitan Area.

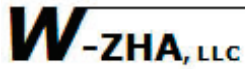


Table 4

**Population Trends  
Metro Area, Delaware, New Castle County, Claymont  
2010 - 2020**

	2010	2020	Change	
			#	CAGR
Metro Area	5,965,343	6,245,051	279,708	0.5%
Delaware	900,228	989,948	89,720	1.0%
New Castle County	539,519	570,719	31,200	0.6%
Claymont	8,277	9,895	1,618	1.8%

Source: ESRI

X:\8000s, misc\83065 Claymont\[demo 2.xlsb]pop

In 2020 there were approximately 570,700 residents in New Castle County. New Castle County grew at a faster compound annual growth rate (“CAGR”) than the Metro Area, but slower than the State of Delaware. Claymont grew at a faster rate than the State and the County.

Table 5

**Population and Household Projections  
Delaware and New Castle County  
2020-2030**

	2020	2030	Change	
			#	CAGR
Delaware	989,948	1,084,990	95,042	1.9%
New Castle County	570,719	595,892	25,173	0.9%

Source: Delaware Population Consortium, "Annual Population Projections: Version 2014".

X:\8000s, misc\83065 Claymont\[demo 2.xlsb]Sheet6

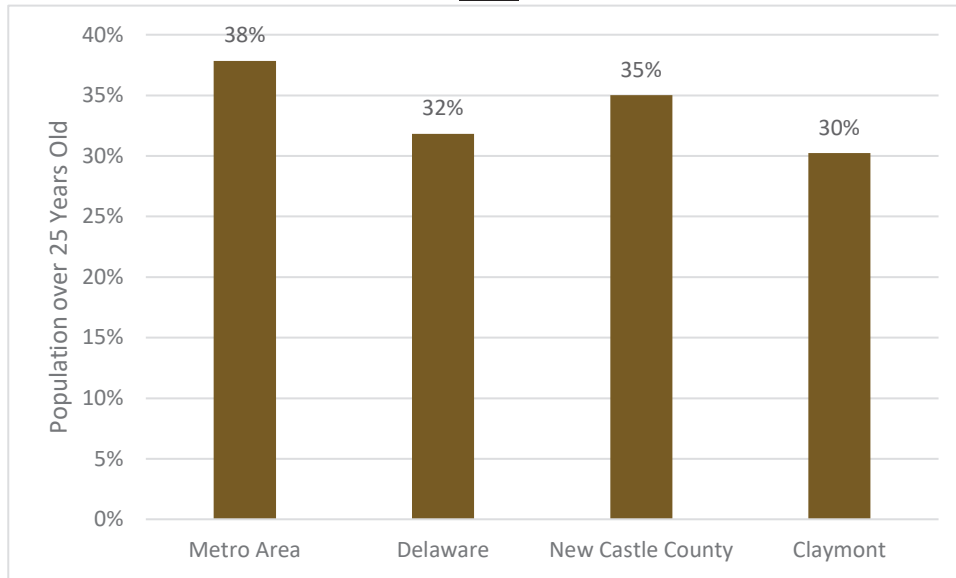
According to the Delaware Population Consortium, the population in both Delaware and New Castle County will continue to grow.



**New Castle County Residents Are Relatively Well-Educated.**

Figure 7

Share of the Population Over 25 Years Old with a Bachelor’s Degree or Higher  
Metro Area, Delaware, New Castle County, and Claymont  
2022



Source: American Community Survey, 2022 5-Year Estimates; W-ZHA

New Castle County’s population is well-educated. 35 percent of the population over the age of 25 have attained a bachelor’s degree or higher. The educational attainment is above the national average of 31.7 percent.

**Claymont has a High Percentage of its Households that are Young, and these Households have High Educational Attainment.**

The 25 to 34-year-old cohort is considered crucial for a location’s economic development. The young, college-educated households fuel the knowledge economy. There is considerable competition among jurisdictions to capture these households.

Table 6

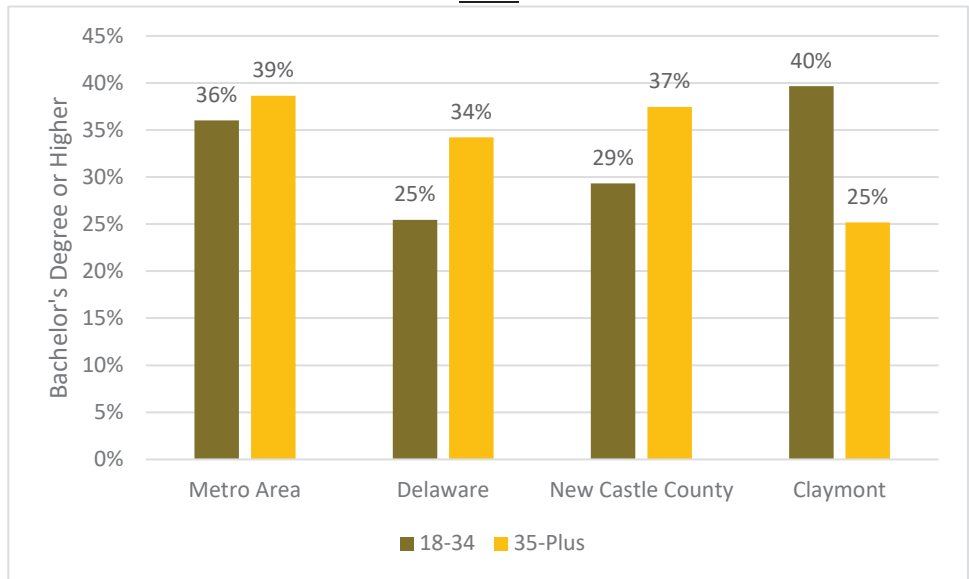
Population 25 - 34 Years Old Metro Area, Delaware, New Castle County, and Claymont 2022				
Age	Metro	Delaware	New Castle County	Claymont
25-34	14.1%	12.9%	22.4%	20.9%

Source: American Community Survey 2022 5-Year Estimates; W-ZHA  
X:\8000s, misc\83065 Claymont\[demo 2.xlsb]age

New Castle County and Claymont have a higher share of their population between the ages of 25 and 34 years old. As compared to the U.S. (14%), New Castle County and Claymont have a high share of households in the 25 to 34-year-old cohort.

Figure 8

Share of Population 18-34 and 35-Plus Years Old with a Bachelor's Degree or Higher  
Metro Area, Delaware, New Castle County, and Claymont  
2022



Source: Census 2010 Projected by ESRI; W-ZHA

education and age

Younger people in Claymont have high educational attainment as compared to the County and Metro averages. This is a real turnaround for Claymont, which used to have relatively low educational attainment.



**Median Household Income and Per Capita Income in New Castle County are Above National Averages. Claymont’s Median and Per Capita Income are Below the National Average and the State and County.**

Table 7

**Median Household and Per Capita Income  
Metro Area, Delaware, New Castle County, and Claymont  
2023**

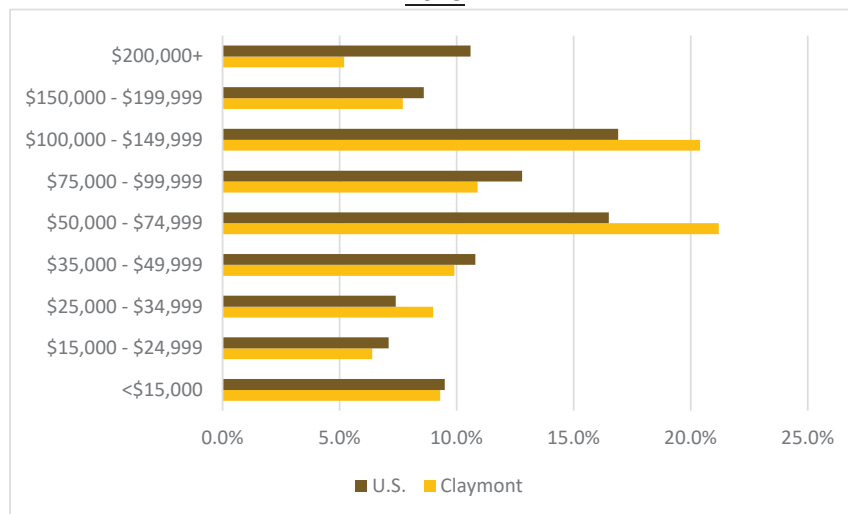
	Median Income	Per Capita Income
Metro	\$83,525	\$47,554
Delaware	\$73,894	\$41,663
New Castle County	\$76,946	\$43,116
Claymont	\$66,054	\$38,248
<i>United States</i>	<i>\$72,603</i>	<i>\$41,310</i>

Source: ESRI; W-ZHA

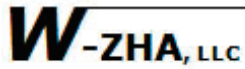
At \$76,946 New Castle County’s median income is well above the national average as is the County’s per capita income.

Figure 9

**Household Income Distribution  
United States and Claymont  
2023**



Source: ESRI; W-ZHA



As the graph above illustrates, Claymont households are middle class with a lion's share having incomes between \$50,000 and \$150,000. Claymont's per capita income is lower than the national average not because of household size or a high proportion of lower income households. Instead, Claymont's lower per capita income is a result of a lower proportion of wealthy households earning \$200,000 or more.

**New Castle County is a Job Hub and Residents Enjoy a Relatively Low Unemployment Rate.**

Table 8

<b>Labor Force, Employed Labor Force and Jobs New Castle County 2023</b>			
	<b>Labor Force</b>	<b>Employed Labor Force</b>	<b>Jobs by Place of Work</b>
New Castle County	312,445	300,928	302,371

Source: FRED St. Louis Fed, U.S. Bureau of Labor Statistics, October 2023 for Labor Force and June 2023 for Jobs; W-ZHA

X:\8000s, misc\83065 Claymont\[demo 2.xlsb]Sheet10

New Castle County is a job hub. There are more jobs in New Castle County than employed residents.

According to the U.S. Census in 2021, approximately 34 percent of the jobs in New Castle County are held by people who live outside of the County. Outside workers come from the neighboring counties of Kent, Chester, Delaware, Cecil, and Sussex. Sixty-six percent of employed New Castle County residents work in the County.

## **RETAIL MARKET ASSESSMENT**

### **EXISTING CONDITIONS**

#### **The Retail and Service Uses in the Plan Area Target the Local Market and Traffic on Philadelphia Pike.**

The retail and service uses in the Plan Area target the local market and traffic on Philadelphia Pike. Tenants targeting the regional market typically seek an interstate or Concord Pike location.

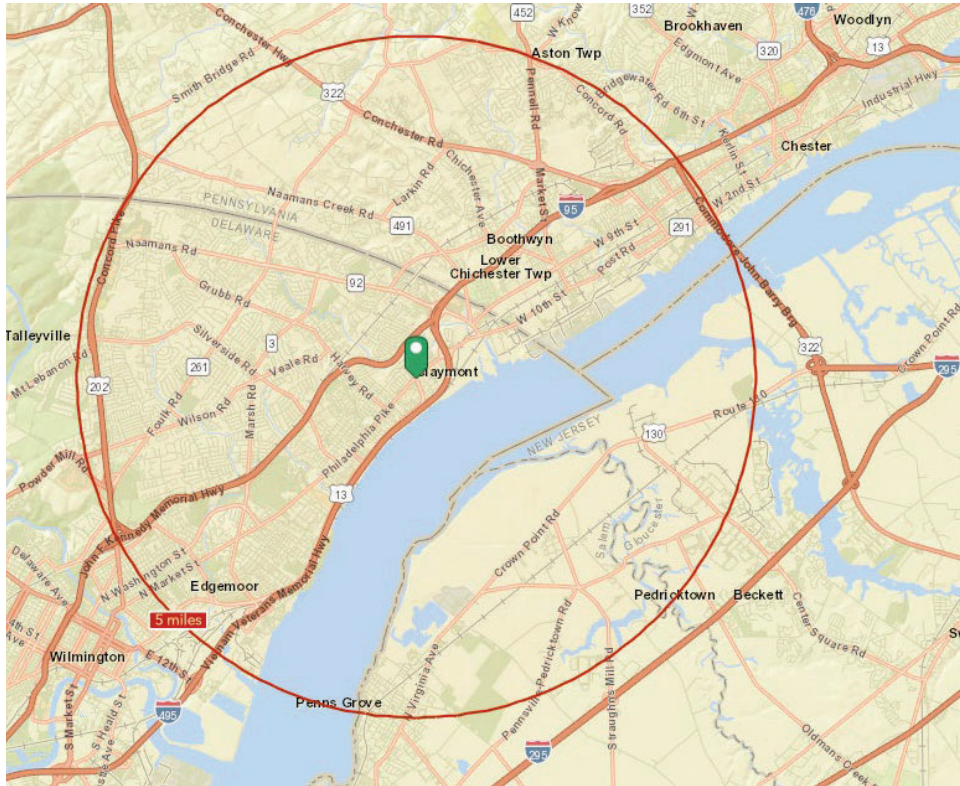




The Delaware River Acts as a Market Barrier Cutting the Immediate Trade Area in Half.

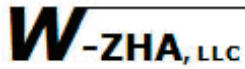
Figure 10

5-Mile Radius Around Philadelphia Pike and Governor Printz Boulevard Intersection



Source: ESRI

While the Claymont Area Master Plan study area is easily accessed and close to the Pennsylvania border, its competitive position for retail is constrained by the Delaware River. Approximately half of the study area's trade area is cut off by the river.



**Even with the River, the Population Density Within an Easy Drive to Claymont is Significant.**

Table 9

**Population Within a 5- and 10-Minute Drive Time  
Concord Mall & Various Intersections**

	<b>5-Minute Drive</b>	<b>10-Minute Drive</b>
Concord Mall	17,998	88,035
Darley Rd & Philadelphia Pike	21,091	98,226
Governor Printz Blvd & Philadelphia Pike	22,777	112,182
Harvey Rd & Philadelphia Pike	24,229	120,999

Source: ESRI; W-ZHA

X:\8000s, misc\83065 Claymont\[demo 2.xlsb]Sheet2

There are more people within a 5- and 10-minute drive from Claymont intersections with Philadelphia Pike than there are within a 5- to 10-minute drive of the Concord Mall on Route 202. The major difference between these trade areas is income. The median income among residents within a 5-minute drive to Concord Mall is \$119,400 and it is \$65,000 within a 5-minute drive to the Claymont intersections.

**Traffic Counts are Moderately High on Philadelphia Pike North of the Route 13 Intersection, but Much Lower than on Concord Pike.**

According to the Delaware Department of Transportation, in 2022 an average of 20,211 vehicles pass Darley Green on an average daily basis. Approximately, 13,100 vehicles pass the Town & Country shopping center on an average daily basis. These traffic counts are well below the average on Concord Pike, which is over 42,000 near the Concord Mall.

Potential retailers and eat/drink establishments will consider traffic counts when locating a store.

**COMPETITIVE RETAIL LANDSCAPE**

**Super-regional and Regional Shopping Centers**

Super-regional and regional shopping centers are destination retail products. These types of shopping centers provide general merchandise, apparel, furniture, and home furnishings as well as services. These centers offer the shopper a depth and breadth of store offerings to allow for comparison shopping.

Super-regional and regional shopping centers typically include a lot of clothing stores because comparison shopping is so important for these types of goods. Pennsylvania exempts sales taxes on clothing, so Delaware apparel stores do not have a competitive sales tax advantage.



The trade areas for these types of centers typically extend to the 20- to 25-minute drive time in locations with high population density like New Castle County. The Concord Mall is within a 10- to 15-minute drive from the Study Area. The Concord Mall is on Route 202/Concord Pike just south of the Naamans Road intersection. The Concord Mall is approximately 1 million square feet and contains 90 stores. Macy's, Macy's Home Furnishings, Boscov's, and Sears anchor the Mall.

The Christiana Mall is in Newark approximately 20 minutes away by car from the Study Area. The Christiana Mall is on Interstate 95 and is, thus, convenient to Maryland, Pennsylvania, and New Jersey shoppers. The Mall is 1.28 million square feet and is anchored by Nordstrom, Cinemark Theaters, Macy's, Target, JC Penney, and Cabela's.

### **Community Retail**

Community retail centers are smaller than regional retail centers. These centers cater to the resident market typically within a 10- to 15-minute drive. These types of centers are typically anchored by one or more larger-format food, apparel, electronic, appliance, and/or building material stores.

Power centers are a type of community center. Power centers contain at least four category-specific, off-price anchors of 20,000 square feet or more. As such, power centers tend to be larger than conventional community centers with one or two anchors. Community centers range in size from 150,000 square feet to 800,000 square feet.

It is not unusual for community shopping centers to co-locate with regional or super-regional malls. They do this to take advantage of shoppers' preferences for a one-stop shop. To reduce market risk, community center developers like locations where people are already shopping.

This phenomenon exists on Route 202/Concord Pike where there are several community shopping centers, power centers, and stand-alone anchor stores. On the corner of Naamans Road and Route 202/Concord Pike, is the Brandywine Towne Center. Brandywine Town Center is a 945,536 square foot power center that contains *Target*, *Dick's Sporting Goods House of Sport*, *Bob's Discount Furniture*, *Johnny Janosik* (furniture), *PetSmart*, *Michael's*, *Old Navy*, and *Regal Cinemas* as well as others.

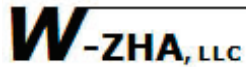
The Brandywine Commons Shopping Center's website notes that it is the most trafficked *Target*, *Michael's*, and *PetSmart* in Delaware and the 2<sup>nd</sup> most trafficked shopping center behind Christiana Mall. The Brandywine Towne Center is within a 10-minute drive from the Study Area.

Destination food stores like *Whole Foods* and *Trader Joe's* are on Route 202/Concord Pike. There are also numerous restaurants. Rents on Concord Pike are typically over \$25.00 per square foot, triple net.

More convenient for Claymont residents is the Northtowne Plaza Shopping Center. Northtowne is a 200,000-square-foot community shopping center anchored by a *Home Depot* and *Total Wine & More*. Northtowne contains two out parcels - a *KFC/Taco Bell* and a *WaWa*.

### **Neighborhood Retail**

Neighborhood retail centers serve the day-to-day needs of residents in the immediate area. These centers are typically anchored by a grocery or drug store. These centers range in size from 30,000



square feet to 150,000 square feet. The primary trade area for a neighborhood center is the area within a 5- to 10-minute drive.

Philadelphia Pike in Claymont functions as a neighborhood center. There is a Food Lion grocery store, a Rite Aid Pharmacy, and auto services lining Philadelphia Pike. Claymont also has a variety of eating and drinking establishments.

The northern portion of Philadelphia Pike has more of a Downtown feel because of Darley Station. There are approximately 19,000 square feet of new commercial space abutting Philadelphia Pike. This space is part of mixed-use buildings. The sidewalks on Philadelphia Pike and through Darley Green create a walkable environment.

The new commercial space is mostly occupied by eat/drink establishments, service uses, and health-related uses. The space is fully occupied.

Further south on Philadelphia Pike, commercial uses are developed on stand-alone sites or in small shopping centers. At the intersection with Harvey Road there is the Town and Country shopping center with a *Rite Aid*, a *Goodwill* store, and other retailers. While the tenants have changed, this shopping center is functioning just as it was when the 2004 Claymont Community Redevelopment Plan was developed.

There have been some changes in this portion of the Plan Area since the 2004 Redevelopment Plan. What was a *SuperFresh* supermarket is now a self-storage establishment. A drug store used to anchor Grubs Landing, but it closed. An *AutoZone* and *Dollar General* have been developed in this portion of the Plan Area.

### **Conclusion**

The Plan Area is a competitive location for neighborhood-serving retail and services. W-ZHA estimates that less than 10% of the commercial space on Philadelphia Pike is vacant. Since early 2000, the inventory of retail, eat/drink, and service uses along Philadelphia Pike has grown. Most of the growth has occurred in personal services, health-related tenants and financial services. There has been some growth in eating and drinking.



Table 10

**Tenant Mix Changes  
Claymont Study Area 2023 Versus 2003**

Store-Type	Estimated GLA Study Area	2003 Study	Difference
General Merchandise	29,666	47,983	(18,317)
Food	43,030	71,735	(28,705)
Drugs	15,000	18,424	(3,424)
Apparel	0	817	(817)
Specialty/Gifts	2,427	3,400	(973)
Cosmetics/Beauty Supply	3,000	1,800	1,200
Personal Service & Health	36,086	8,079	28,007
Banks/Financial	25,168	12,617	12,551
Liquor	12,213	9,570	2,643
Eating and Drinking	35,277	29,504	5,773
Shoes	0	0	0
Home Furnishings /1	14,582	4,500	10,082
Recreation (Dance, Karate)	6,611	na	na
Home & Garden	11,550	na	na
Other	19,717	na	na
Vacant	22,802	# na	na
Total Non-Auto	277,129	214,505	62,624
Auto-Oriented	27,053	na	
Grand Total	304,182		

1. Lamb's Loft space times 75%, 25% in gifts.

Source: W-ZHA Inventory for the 2004 Claymont Redevelopment Plan; New Castle County GIS; W-ZHA inventory/comp to shpg center

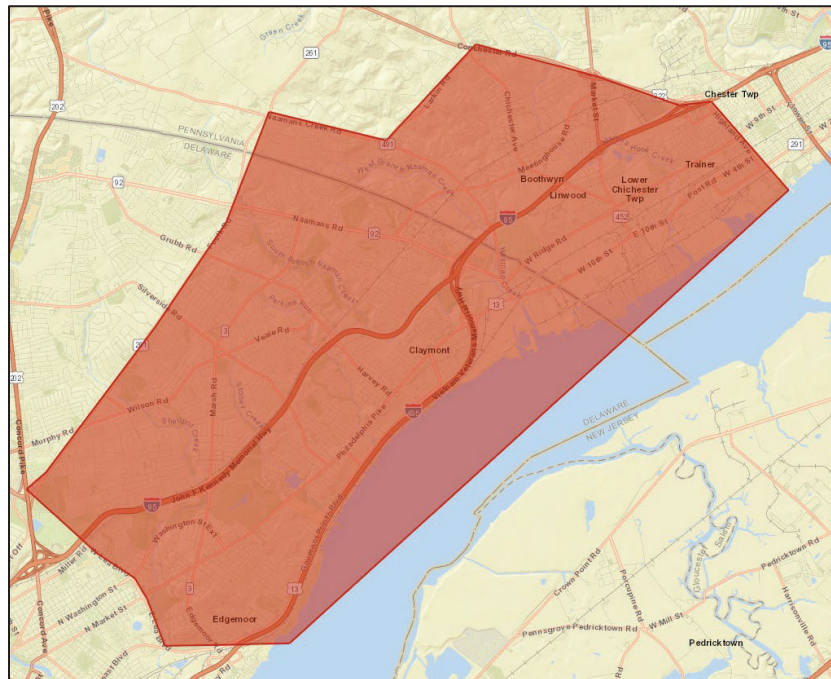
The competitive landscape has not changed dramatically except for the “Town Center” area near Darley Station. Concord Pike continues to be a formidable commercial destination and it will draw regional and national retail establishments interested in entering the Northern New Castle County market. Claymont remains challenged from a retail perspective by its lower-than-average income, the Delaware River market barrier, and Philadelphia Pike’s physical environment.

**MARKET OPPORTUNITY**

**There is a Large Market Proximate to the Plan Area**

Figure 11

Retail Primary Trade Area



Source: ESRI; W-ZHA

The map above illustrates the Primary Market for retail, services, and eat/drink establishments in Claymont. The Primary Market are those households living within a 10-minute drive to Claymont. This market contains over 83,000 people and households.

The Trade Area’s median household income is \$76,130. The Trade Area’s spending potential for retail uses (excluding vehicles and gas) is over \$1 billion. For eating and drinking, the Trade Area’s spending potential is approximately \$170 million. With the right mix of uses and an attractive environment, even a small share captured from this market can have a meaningful impact on the Plan Area.

**Recent and Planned Investments Near Darley Green and in North Claymont Will Create “Buzz” and Generate Market Momentum**

Private investment has changed and will continue to change the character of Claymont and North Claymont. The redevelopment of Claymont Steak to mixed-use residential and retail will reinforce the Town Center feel in the northern portion of the Plan Area. New residential development around the new train station on the Delaware will change the industrial image of North Claymont. New residential construction will draw higher rents and prices which will draw higher income households to the area. The park amenities and trails will draw visitors and re-establish Claymont as a riverfront town.



There will be an opportunity to leverage nearby investments to draw the type of goods and services the community desires. There will be increased opportunities for non-fast food eat/drink establishments, entertainment/recreation uses, and additional health and wellness services. These types of users will want to be in or near the Town Center to capitalize on the unique environment and be close to the North Claymont growth area.

### **Redevelopment of Commercial “Soft Sites” with Higher Intensity Mixed-Use Development**

Claymont Steak is being redeveloped to accommodate a higher intensity of use. There may be additional opportunities for redevelopment along Philadelphia Pike. The advantage of intensification of use is that density helps to offset property acquisition prices. Intensification also increases the number of near-in households which bolsters the market for additional goods and services.

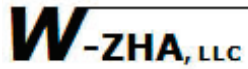
Housing values and residential rents at Darley Green indicate that new construction is feasible. There are weak sites along Philadelphia Pike that may be suitable for mixed-use development. To realize redevelopment may require incentives to offset high property acquisition costs.

### **RETAIL MARKET POTENTIAL**

Improvements to the commercial mix along Philadelphia Pike will come because of existing land uses being redeveloped. Eat/drink potential will be strongest near Darley Green and the Town Center portion of the Plan Area. Other than the Claymont Steak Shop redevelopment, a key redevelopment location is the intersection of Rt. 13 and Philadelphia Pike.

This intersection is a gateway to the Plan Area and the surrounding parcels are under-utilized. Mixed-use development here would be enhanced with the Post Office and *The Waterfall* (banquet facility) anchors. Commercial uses would include personal and business service establishments and restaurants. These uses would expand the Town Center south.

South of the Rt. 13 intersection with Philadelphia Pike, traffic counts go down and the environment becomes more strip commercial. Infill townhomes and/or apartments would help to make this part of Philadelphia Pike more mixed-use and walkable.



## RESIDENTIAL MARKET ASSESSMENT

### INTRODUCTION

The residential market assessment considers the Northern New Castle County market, the 15-minute drive market, and the regional market.

Figure 12

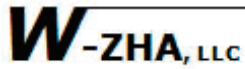
### Northern New Castle County



Source: ESRI; W-ZHA

The Northern New Castle County market is illustrated above and consists of the following zip codes: 19703, 19707, 19720, 19801, 19802, 19803, 19804, 19805, 19806, 19807, 19808, 19809, and 19810.





**EXISTING CONDITIONS AND TRENDS**

**Northern New Castle County Contains Over Half of the County’s Residential Units. Northern New Castle County’s Residential Stock is Older.**

Table 11

**Housing Units and Median Year Built  
New Castle County and Northern New Castle County  
2021**

	<b>Units</b>		<b>Median Year Built</b>
New Castle County	218,002	100%	1974
Northern New Castle County	126,744	58%	1961

Source: American Community Survey 2017-2021 5-Year Estimates; W-ZHA  
X:\8000s, misc\83065 Claymont\[housing (Autosaved) 2.xlsx]Sheet7

There are 126,744 housing units in Northern New Castle County. The average unit in Northern New Castle County was built in 1961, sixty-three years ago. The average year a unit was built in New Castle County was 1974.

**The Residential Stock in Northern New Castle County is Mostly Single-Family Detached Houses that are Owned.**

Table 12

**Housing Units and Tenure  
New Castle County and Northern New Castle County  
2021**

	<b>Occupied Units</b>	<b>Own</b>
New Castle County	218,002	67.6%
Northern New Castle County	126,744	65.0%

Source: American Community Survey 2017-2021 5-Year Estimates; W-ZHA  
X:\8000s, misc\83065 Claymont\[housing (Autosaved) 2.xlsx]units

Just over one-third of the occupied housing stock in Northern New Castle County is rental housing. This is slightly below the County average.



Table 13

**Housing Units Characteristics  
New Castle County and Northern New Castle County  
2021**

	<b>New Castle County</b>	<b>Northern New Castle County</b>
Single Family Detached	52%	49%
Single Family Attached	22%	24%
5+ Units	19%	20%
Other	7%	8%

Source: American Community Survey 2017-2021 5-Year Estimates; W-ZHA  
X:\8000s, misc\83065 Claymont\[housing (Autosaved) 2.xlsx]Sheet3

Most of the housing units in the County and Northern New Castle County are single-family.

**Over the Last Five Years, the Strongest In-Migration to New Castle County has Come from Neighboring Counties.**

Table 14

**Net Population Migration  
New Castle County  
2016-2020**

	<b>Outflow</b>	<b>Inflow</b>	<b>Net</b>
Philadelphia County	832	2,250	1,418
Delaware County	1,426	2,203	777
Kent County	2,700	3,023	323
Chester County	1,241	1,122	(119)

Source: U.S. Census; W-ZHA  
X:\8000s, misc\83065 Claymont\[net migration copy.xlsx]Sheet2

In-migration to New Castle County has been strongest from Philadelphia County, Delaware, Chester, and Kent counties. A net gain of 3,000 households was realized in New Castle County from these counties between 2009 and 2014.



## THE OPPORTUNITY

Households are Projected to Grow in the County.

Table 15

**Household Trends  
New Castle County  
2025 - 2030**

	2025	2030	Change	
			2023 - 2028	
			#	CAGR
New Castle County	226,015	228,990	2,975	0.3%

Source: New Castle County data from DE Population Consortium (Round 2023.0);

W-ZHA

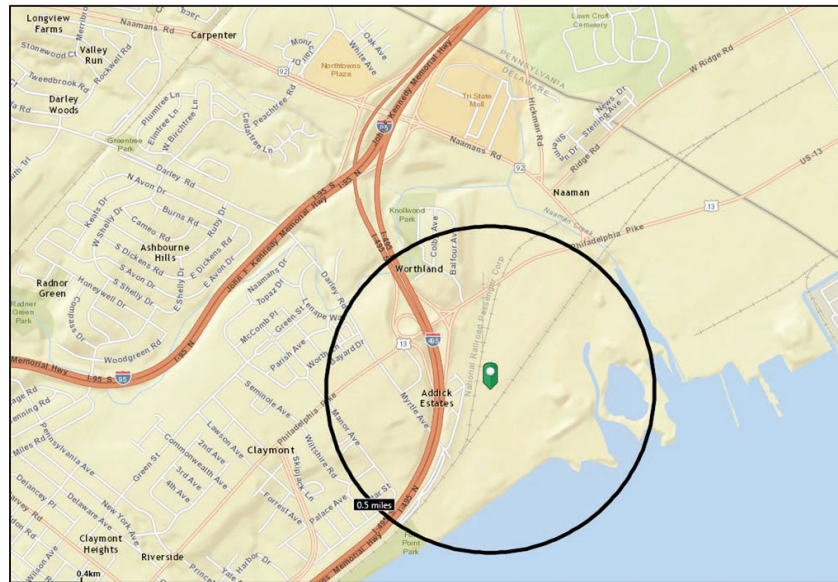
X:\8000s, misc\83065 Claymont\[housing (Autosaved) 2.xlsx]Sheet8

### The New Train Station Will Allow Claymont and North Claymont to Capitalize on Transit-Oriented Development.

The train station provides an opportunity for transit-oriented development along the highly sought-after Northeast Corridor. Transit-oriented development offers an integrated mixture of housing, office, retail, and/or other amenities within walking distance of quality public transit. The households proven to be most attracted to transit-oriented development projects are one- and two-person households of various races and ethnicities.

Figure 13

**Transit-Oriented Development Area  
One-half mile Radius from the New Claymont Train Station**



Source: ESRI; W-ZHA

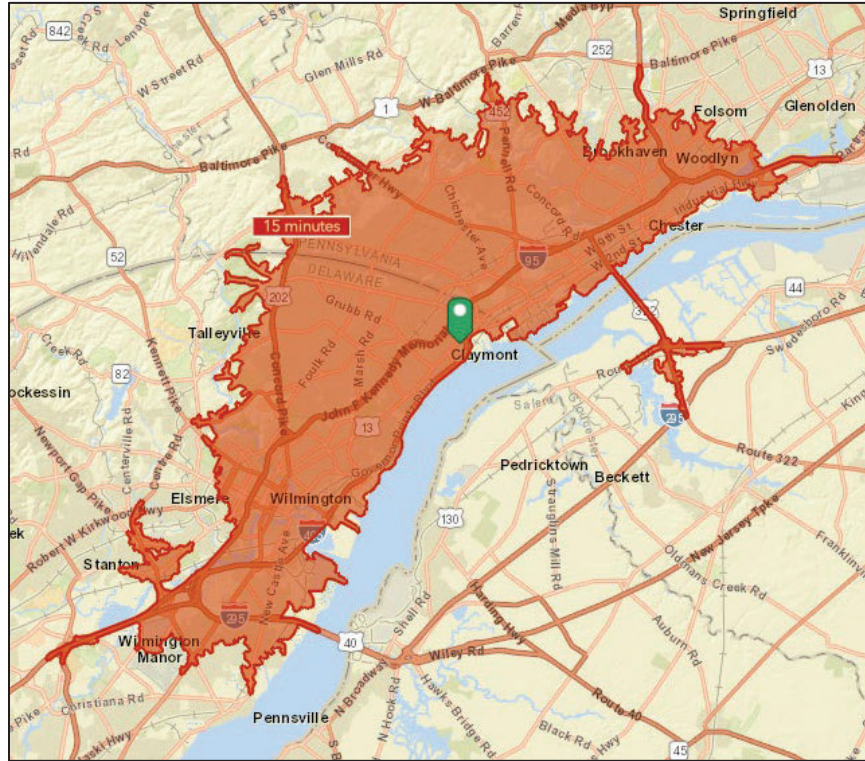
Transit-oriented development is typically within one-half mile of a major transit station. The half-mile radius includes Claymont’s Town Center area. To leverage the new train station will require improved pedestrian connections between the Claymont Town Center area and the station area.



The High Percentage of Households in the Primary and Secondary Trade Area have the Income and Lifestyle Conducive to New Urban and/or Transit-Oriented Living.

Figure 14

**15-Minute Drive Shed from the Darley Road and Philadelphia Pike Intersection**

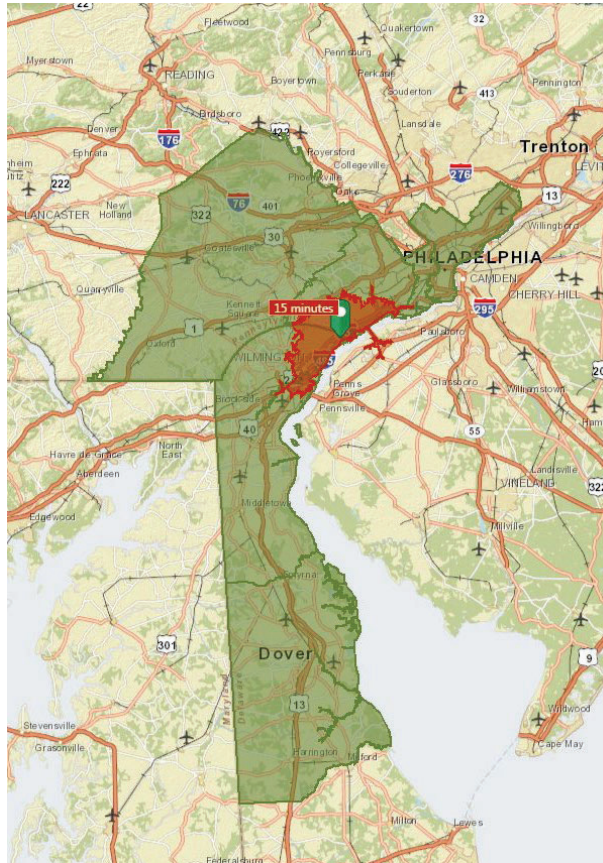


Source: ESRI; W-ZHA

The Primary Trade Area for new residential in the Plan Area is the area within a 15-minute drive time. There are 126,300 households in the Primary Trade Area. These households are familiar with Claymont and its surroundings.

**Figure 15**

**Residential Secondary Trade Area**



Source: ESRI; W-ZHA

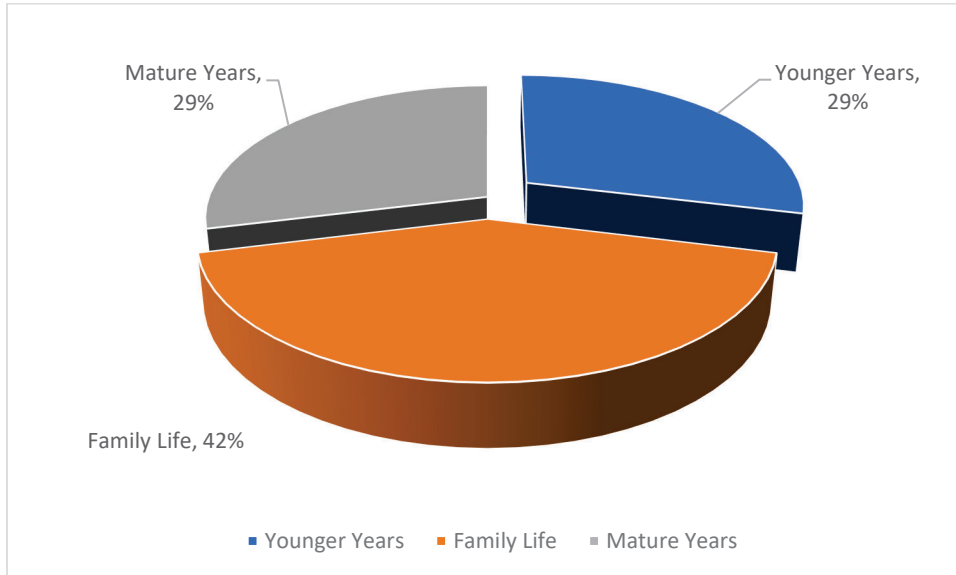
The Secondary Trade Area is based on actual migration patterns from 2016 to 2020. The Secondary Trade Area are those households that reside in the following counties: New Castle; Kent; Chester, PA; Delaware, PA; and Philadelphia County, PA.

Psycho-demographic data can identify households by life stage and lifestyle based on census data and spending patterns. In general, younger households with moderate incomes that live in semi-urban environments may consider urban living. Empty nesters with urban lifestyle preferences are also attracted to these types of living environments. Families that are ethnically and racially diverse with urban lifestyles and non-traditional families with urban preferences are also likely to consider a mixed-use or transit-oriented environment.

These households are the “target market” for residential development within the Study Area. In the Primary Trade Area, 25 percent of the households have a lifestyle conducive to urban living and/or transit-oriented living and the income to afford the rent for new construction. This translates into over 35,000 households.

Figure 16

**Urban or Transit-Oriented Target Market by Lifestage  
Primary Trade Area  
2023**



Source: Claritas; W-ZHA

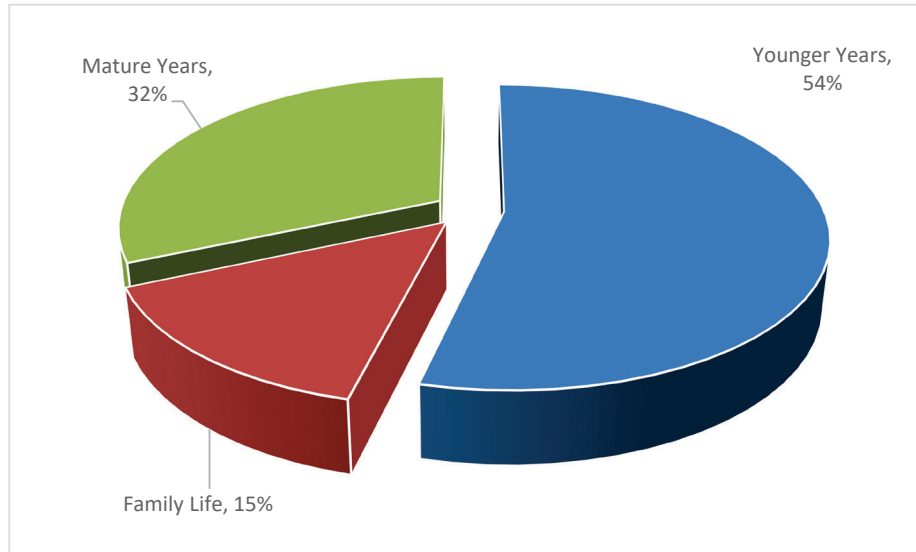
resi prizm wksht

Rents have increased over the last 5 years in and near Claymont. For this reason, a smaller share of the younger households can afford to live in a newly constructed apartment. The minimum income assumed for new construction rentals was \$75,000.

In the Primary Trade Area families comprise 42% of the target market. Older and younger households make up the balance of the market that can afford new construction.

Figure 17

**Urban or Transit-Oriented Target Market by Lifestage  
Secondary Trade Area  
2023**



Source: Claritas; W-ZHA

The target market in the Secondary Trade Area totals 247,000 households. These households are mostly young.

**A Significant Share of the Target Market Households in the Primary and Secondary Trade Area will Move Over the Next 5 Years and Primarily Seek Rental Housing.**

Lending Tree is a housing finance organization that conducted a 2023 study on owner and renter 5-year move rates for major U.S. Metropolitan Areas. The Philadelphia Metropolitan Area data is applied in the analysis. Approximately 14% of owners moved and 45% of renters had moved within the last 4 years.



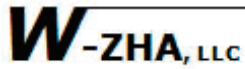


Table 16

**Target Market Households That Will Move Next 5 Years  
Primary and Secondary Market Areas  
2024 - 2029**

	Existing Households	Moving Hshlds 2024 - 29	
Primary Market Area	25,372	6,262	25%
Secondary Market Area			
Remaining New Castle, Kent Delaware and Chester Counties	105,280	23,477	22%
Philadelphia County	141,775	31,692	22%

Source: Claritas, Inc.; W-ZHA  
X:\8000s, misc\83065 Claymont\[housing.xlsx]moving

In the Primary Trade Area, 25 percent of the target market will move in the next five years. This translates into over 6,000 target households. In Kent, Delaware, and Chester counties and the remainder of New Castle County, approximately 23,500 target households will move and 31,700 target households will move over the next five years in Philadelphia County. Many of these households will seek locations that are mixed-use in character and/or transit oriented.

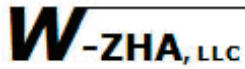
Table 17

**Moving Target Market Households: Owners and Renters  
Primary and Secondary Market Areas  
2024-2029**

	Moving Households	Owners		Renters	
Primary Market Area	6,262	2,129	34%	4,133	66%
Secondary Market Area					
Kent, Delaware and Chester Counties and Remainder of New Castle County	23,477	9,852	45%	13,625	55%
Philadelphia County	31,692	13,236	34%	20,912	66%

Source: Lending Tree, "One The Move: Nearly 3 in 10 Homewoners and Renters Across the Nation's Largest Metros Moved in 2019 or Later", 8/21/2023; Claritas, Inc.; W-ZHA  
X:\8000s, misc\83065 Claymont\[housing.xlsx]Sheet5

In the Primary Market Area among the target households that are moving, over half will seek rental units. There is a higher ratio of renters in the Secondary Trade Area mostly because there are more young households in the Secondary Trade Area. With the First State Crossing and the new train station, Claymont and North Claymont are well-positioned to capture a share of this housing market.



**COMPETITIVE LANDSCAPE**

***For-Sale Townhouse Complexes***

With the new train station, First State Crossing will be the premiere location for townhouse development near Claymont. This location will also offer access to a new park and trails and Delaware River frontage. This project will capture most of the demand projected.

According to an interview with a local broker, there is a plan to develop 38 townhouse units in the Forwood Commons project at the intersection of Silverside Road and Marsh Road. The townhomes will have 2-car garages. There will be retail developed as part of this project.

There are also townhomes planned on what was an office complex off Foulk Road. The townhomes will be marketed to 55 and older households. According to interviews, prices will start at \$700,000.

Townhouse Sales in the Vicinity of the Study Area

There are a variety of townhouse complexes in the vicinity of the Study Area. The following table summarizes recent sales for townhomes near the Study Area. Townhouse sales in Landis Way off Route 202 are included for reference purposes.

Table 18

Sample of Recently Sold Townhouses Vicinity of the Study Area January 2024						
	Sold	Built	Sq Ft	Price	Price /SF	
<b>Darley Green</b>						
3 Bedrms/3 Baths	12/29/2023	2021	2,325	\$445,000	\$191.40	
3 Bedrms/3 Baths	12/8/2023	2013	1,900	\$402,000	\$211.58	
4 Bedrms/3 Baths	11/22/2023	2024	1,800	\$407,000	\$226.11	
3 Bedrms/2.5 Baths	10/30/2023	2019	2,350	\$365,000	\$155.32	
2 Bedrms/2 Bath	10/20/2023	2013	1,500	\$329,900	\$219.93	
<b>Ballymeade</b>						
3 Bedrm/3 Baths	8/25/2023	1999	1,998	\$395,000	\$197.70	
3 Bedrm/3 Baths	8/25/2023	2004	2,225	\$432,000	\$194.16	
3 Bedrm/3 Baths	6/22/2023	1998	1,975	\$415,000	\$210.13	
3 Bedrm/4 Baths	5/11/2023	1999	2,250	\$466,000	\$207.11	
<b>Off Marsh Road</b>						
4 Bedrms/4 Baths	9/12/2023	1995	2,875	\$443,000	\$154.09	
3 Bedrm/3 Baths	5/18/2023	2004	2,000	\$342,000	\$171.00	
3 Bedrm/4 Baths	12/1/2013	1995	2,175	\$282,900	\$130.07	
<b>Village at Brandywine</b>						
55 7 older						
3 Bedrms/3 Baths	12/19/2023	2012	2,475	\$562,000	\$227.07	
3 Bedrms/3 Baths	9/19/2023	2014	2,350	\$622,000	\$264.68	
3 Bedrms/3 Baths	7/26/2023	2014	2,775	\$475,000	\$171.17	
3 Bedrms/3 Baths	6/27/2023	2014	2,650	\$600,000	\$226.42	
3 Bedrms/3 Baths	5/25/2023	2014	2,450	\$560,000	\$228.57	
<b>Upper Chichester, PA (Off of Chichester Ave)</b>						
3 Bedrms/3 Baths	12/23/2023	2011	1,617	\$325,000	\$200.99	
3 Bedrms/3 Baths	6/28/2023	2011	2,000	\$325,000	\$162.50	
3 Bedrms/3 Baths	10/11/2022	2011	2,080	\$320,000	\$153.85	

Source: Zillow W-ZHA

Recent sale prices at Darley Green are high. Recent sale prices are mostly over \$200 per square foot.



Recent sales in the Ballymeade neighborhood off Naamans Road have achieved sales prices from \$395,000 to \$466,000 per unit. This translates into sale prices above \$190 per square foot. These are strong selling prices.

The townhouse market is strong in the vicinity of the Study Area.

### **Rental Apartments**

#### The Reserve at Darley Green

Table 19

Unit Characteristics and Asking Monthly Rents Darley Green January 2024						
	Square Feet		Monthly Rent		Monthly Rent /Sq Ft	
The Reserve at Darley Green (2016; 281 Units; 4 Stories)						
1 Bedroom	883	- 1,215	\$1,775	- \$1,900	\$1.46	- \$2.15
2 Bedroom	1,068	- 1,310	\$1,850	- \$2,400	\$1.48	- \$2.25
3 Bedroom	1,419	- 1,507	\$2,300	- \$2,800	\$1.53	- \$1.97

Source: Apartments.com; W-ZHA  
X:\8000s, misc\83065 Claymont\[housing.xlsx]darley green

The Reserve at Darley Green contains 281 apartments and was constructed in 2016. Apartments range in size from approximately 880 to 1,400 square feet. Monthly rent ranges from \$1,775 to \$2,800 per month. Rents at Darley Green are high enough to support new construction.



Apartments in the Vicinity of the Study Area

Table 20

Unit Characteristics and Asking Monthly Rents Apartments in the Vicinity of the Study Area January 2024						
	Square Feet		Monthly Rent		Monthly Rent /Sq Ft	
Naamans Village (1970; 277 Units; Garden)						
1 Bedroom	475	- 475	\$1,117	- \$1,117	\$2.35	- \$2.35
1 Bedroom 1 Den	800	- 800	\$1,197	- \$1,197	\$1.50	- \$1.50
2 Bedroom	1,000	- 1,000	\$1,147	- \$1,442	\$1.15	- \$1.44
Whitney Apartments (1976; 511 Units; Mid-Rise)						
Studio	585		\$1,470	\$1,470	\$2.51	- \$2.51
1 Bedroom	868	- 905	\$1,458	- \$1,640	\$1.68	- \$1.81
2 Bedroom	1,014	- 1,014	\$1,369	- \$1,369	\$1.35	- \$1.35
2 Bedroom 2 Ba	1,113	- 1,274	\$1,610	- \$1,741	\$1.37	- \$1.45
3 Bedrooms 2 Ba	1,337	- 1,337	\$2,011	- \$2,055	\$1.50	- \$1.54
Edge at Greentree (1968/Some Renovation; 286 Units; Garden)						
1 Bedroom	600	- 600	\$1,500	- \$1,500	\$2.50	- \$2.50
2 Bedroom 1 Ba	920	- 920	\$1,650	- \$1,650	\$1.79	- \$1.79
2 Bedroom 2 Ba	920	920	\$1,700	\$1,750	\$1.85	\$1.90
Woodacres (1964; 178 Units; Furnished; Garden)						
Studio	501	- 501	NA	- NA	NA	- NA
1 Bedroom	700	- 787	\$1,435	- \$1,650	\$2.05	- \$2.10
2 Bedroom 1.5 Ba	944	- 1,155	\$1,580	- \$1,760	\$1.49	- \$1.86
3 Bedroom	1,374	1,374	NA	NA	NA	- NA
Longview (1960; 90 Units; Garden)						
1 Bedroom	700	- 700	\$1,435	- \$1,510	\$2.05	- \$2.16
2 Bedroom 1.5 Ba	944	- 944	\$1,580	- \$1,760	\$1.67	- \$1.86
<b>Route 202</b>						
The Concord (2018; 339 Units; Mid-Rise)						
1 Bedroom	664	871	1,678	2,068	\$2.23	\$2.74
2 Bedroom 1 Ba	1,066	1,294	2,180	2,715	\$1.96	\$2.38
SDK Apartments (1967; 295 Units; Garden)						
1 Bedroom	660	- 710	\$1,593	- \$1,867	\$2.41	- \$2.63
2 Bedroom 1 Ba	920	- 1,050	\$2,239	- \$2,444	\$2.13	- \$2.66
2 Bedroom 2 Ba	875	- 970	\$1,465	- \$1,755	\$1.67	- \$1.81
3 Bedroom	1,160		\$2,109		\$1.82	

Source: apartments.com; apartmentguide.com; W-ZHA

Except for Darley Green, the apartment complexes near Claymont are relatively old and most are garden apartments. Even with the older supply, asking rents for 1-bedrooms range from \$1,100 to \$1,650 per month in the Claymont vicinity. This translates into \$1.50 to \$2.50 per square foot for a 1-bedroom apartment.

Apartments on Route 202 have higher asking rents. The Concord was developed in 2018. It is commanding rents of \$2.23 to \$2.74 per square foot for a 1-bedroom apartment. The Concord is right on Route 202; not a walkable environment.

**RESIDENTIAL DEVELOPMENT POTENTIAL**

W-ZHA evaluated the residential potential for the Claymont/North Claymont area. The analysis assumes proximity to the train station and an amenitized environment. While most of the potential will be captured by First State Crossing, this market momentum should have a positive impact on the Claymont Plan Area. The Claymont Plan Area will capture a portion of the potential.



The Market has the Potential to Support between 300 and 400 Rental Apartments and 200 to 280 For-Sale Townhouse Units Near Transit Over the Next Five Years. Over Ten Years the Market has the Potential to Support 600 to 800 Multi-Family Units and 400 to 550 For-Sale Townhouses or Cottages Near Transit.

Table 21

Claymont and North Claymont Residential Market Potential Primary and Secondary Market Areas 2024 - 2029					
	Households	Capture		Potential	
		Conservative	Moderate	Conservative	Moderate
<b>Rental Units</b>					
Primary Trade Area	4,133	3.0%	4.0%	120	170
Secondary Trade Area					
Kent, Delaware and Chester Counties and Remainder of New Castle County	13,625	1.0%	1.0%	140	135
Philadelphia County	20,912	0.5%	0.5%	100	105
Sub-Total				360	410
<b>For-Sale</b>					
Primary Trade Area	2,129	2.5%	3.5%	50	70
Secondary Trade Area					
Kent, Delaware and Chester Counties and Remainder of New Castle County	9,852	0.3%	0.3%	30	50
Philadelphia County	31,692	0.1%	0.1%	30	30
Sub-Total				110	150

Source: Claitas; W-ZHA

X:\8000s, misc\83065 Claymont\housing.xlsx\Sheet6

Conservative capture rates were applied to the target households who will move over the next five years. The residential potential was then extrapolated for the 10-year timeframe.

Table 22

Study Area Residential Market Potential 2024 - 2034		
	Conservative	Moderate
Market Potential		
Multi-Family Rentals	700	800
Townhouse For-Sale	220	300

Source: W-ZHA

X:\8000s, misc\83065 Claymont\housing.xlsx\Sheet11



It is important to note that North Claymont will capture the lion's share of the market potential because of the new train station, the planned park, and proximity/access to the Delaware River. The market momentum generated by First State Crossing and the recent Claymont Town Center development will enhance the competitive position of sites within the Plan Area.

There is a significant market for for-rent apartments near the new Claymont train station and in the vicinity.

#### **CLAYMONT PLAN AREA POTENTIAL**

From a market perspective, the Plan Area is a competitive location for apartment units, particularly at the north end close to the Claymont train station and First State Crossing. Notwithstanding, apartment development would also be desirable along Philadelphia Pike. W-ZHA concludes that over the next 10 years, there will be sufficient market to support between 200 and 300 units in the Plan Area. These units would be in addition to multi-family development at First State Crossing. The market can support rents of \$1,800-plus per month.

Stick-built, apartment buildings of four to five stories (with elevators) are the type of product the target markets demand. Key to their marketability are nearby amenities like retail, services, a fitness center, and walking/biking trails. The issue is whether sufficient land can be assembled to support new apartment construction. Over an acre of land would be necessary, at a minimum.

A potential redevelopment site is the Town and Country Shopping Center. Because Harvey Road has excellent access to I-95 this site is an excellent residential and commercial location. The site is large enough to do a significant apartment project. With ground floor commercial, such a project would change the character of this portion of the Plan Area.

While mixed-use is desirable, commercial space in new apartment developments should be designed to allow for flexibility. Apartment buildings should incorporate high-ceilinged first floors to allow for commercial if there is a market for the space. If the commercial market is weak, the first floor can be residential.

There is potential for townhouse development. For planning purposes, it is reasonable to assume that the market can support 30 to 50 new townhomes in the Plan Area over the next 10 years. These units would be in addition to townhouse development at First State Crossing. The for-sale products will be townhouses or small cottages with price points at or above \$400,000.

While there is market potential, a redevelopment challenge may be economics. Land prices on Philadelphia Pike are approximately \$500,000 for a half-acre site. While residential infill may be desired along Philadelphia Pike to make it more walkable, land prices may be too high for residential development. Incentives may be necessary to make residential infill development feasible.