



# LANSDOWNE

An Overview of Retail Opportunities in the Borough of Lansdowne



## RECOGNITIONS AND ACCREDITATIONS



**Preserve America Community** is a designation by the US federal government of communities that celebrate their heritage, use their historic assets for economic and community development.



**Main Street Community** is an accreditation is through the National Trust for Historic Preservation and the Pennsylvania Department of Economic and Community Development, recognizing communities which are effectively working towards sustainable economic development.



**Classic Towns of Greater Philadelphia** is a Delaware Valley Regional Planning Commission initiative, recognizing some of the region's first generation suburbs as great places to live, work and play. Other Classic Towns include Ardmore, Collingswood and West Chester.

# LANSDOWNE

## Pennsylvania

**Just six miles from Center City Philadelphia**, the 1.2 square-mile Borough of Lansdowne is home to more than 10,000 residents and approximately 5,000 employees. Located halfway between Philadelphia and Media, the county seat in Delaware County, Pennsylvania, Lansdowne is a historic, walkable, transit-oriented inner-ring suburb with a friendly, small-town feel.

Lansdowne has a long tradition of welcoming businesses of all sizes and types. Its **business-friendly, tax-free environment** has helped to fill downtown Lansdowne's bustling commercial corridors with small, locally-owned retailers as well as several national chain stores. **The Lansdowne Business and Professional Association**, in existence for more than 36 years, serves as the voice of the local business community. The **Lansdowne Economic Development Corporation** offers business owners support services such as organizing promotion events, hosting business seminars, and facilitating facade improvement programs.

Complimenting Lansdowne's business friendly environment is a burgeoning arts scene. Located in the heart of the downtown is the **Historic Lansdowne Theater**. When reopened it is expected to attract 75,000 visitors annually. The **Lansdowne Arts Festival** showcases performing and visual artists and attracts more than 4,000 visitors annually. The 75-piece **Lansdowne Symphony Orchestra** is one of the oldest community orchestras in the region. **Celebration Theater** is a live-theater performance troupe housed in Lansdowne's historic **Twentieth Century Club**. The **Lansdowne Folk Club** is a not-for-profit organization dedicated to presenting folk, acoustic and blues music. **Art Space Lansdowne** offers studio and gallery space as well as art classes for children and adults. The **20/20 House** is an arts center offering residencies and monthly salons. Many artists reside in the borough itself; Lansdowne has nearly twice the statewide average in its percentage of residents who are employed in the arts and entertainment fields.

**Lansdowne's civic-minded, deeply-committed residents and business owners are invested in revitalizing their downtown, and in sustaining a diverse and vibrant community in which to live, work and play.**

While Lansdowne is deeply rooted in its rich commercial and industrial history, it is also poised for tremendous growth as its downtown retail corridors continue to evolve. Lansdowne's civic-minded, deeply-committed residents and business owners are invested in revitalizing their downtown, and in sustaining a diverse and vibrant community in which to live, work and play.

# Top Five Reasons to do Business in LANSDOWNE



## **A Business and Wage Tax-Free Environment**

The Borough of Lansdowne supports its local businesses – and hopes to attract a healthy mix of retailers new to the area – by refraining from collecting business, wage, and gross receipts taxes.



## **A Prime Location**

Ideally situated just one mile from Philadelphia's border, Lansdowne offers a walkable downtown and bustling commercial corridors. A suburban setting with a small-town feel, downtown Lansdowne is also a high-traffic area: recent counts estimate that approximately 32,000 vehicles pass through the Borough's main intersection of Lansdowne and Baltimore Avenues over the course of a 24-hour period.



## **A Cultural Destination**

Lansdowne's abundance of arts and culture events bring thousands of guests to the town throughout the year. For example, the Arts Festival alone attracts over 4,000 visitors to Lansdowne each fall. The reopening of the 1,300 seat Historic Lansdowne Theater will only enhance Lansdowne's appeal as an up-and-coming cultural district.



## **A Walkable, Transit-Oriented Downtown**

Dense, compact, and highly walkable, Lansdowne's business district encourages foot traffic – and window-shopping. Public transit access is another of Lansdowne's assets. Shoppers from Center City Philadelphia and University City may reach the Borough's downtown in less than 15 minutes via the Southeastern Pennsylvania Transportation Authority (SEPTA) Regional Rail line to Elwyn. The business district is served by regional buses as well, bringing in shoppers from across Delaware County.



## **Ample Parking Availability**

There is no shortage of affordably-priced metered parking in downtown Lansdowne, with municipal parking lots accommodating more than 300 cars. The business district also provides an additional 60 street parking spaces.

Bringing

# NEW BUSINESSES

to Lansdowne

## Lansdowne Retail Attraction Efforts

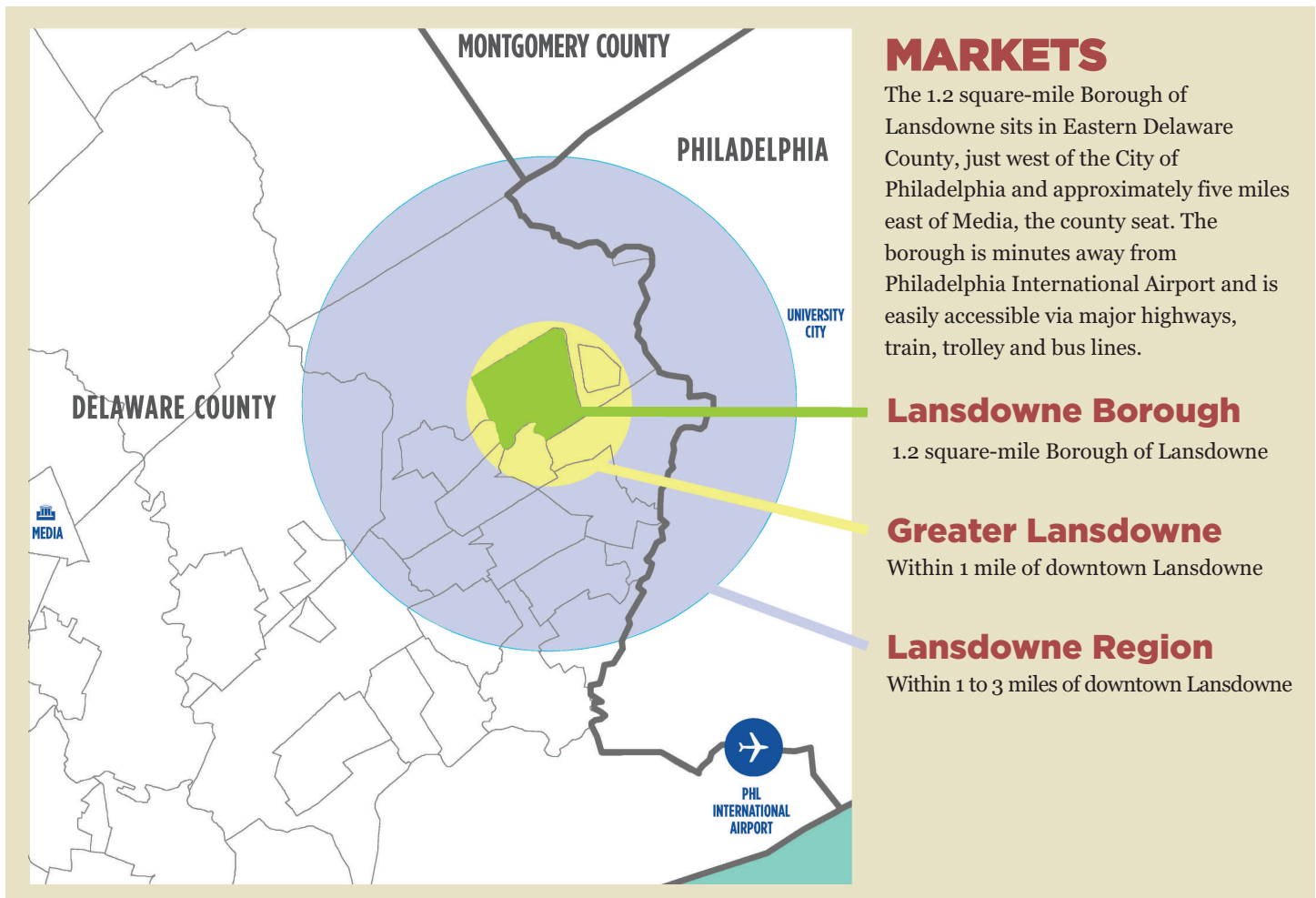
The Lansdowne Economic Development Corporation (LEDC), a non-profit organization formed in 1998 by a group of Lansdowne residents and business owners, commissioned a study to determine which business sectors were most likely to be successful in downtown Lansdowne. The study included an analysis of market data, a survey of local residents and business owners, and the identification of retail targets for Lansdowne's commercial corridors.



# DEMOGRAPHIC PROFILE

**Lansdowne Borough is a community of diverse, well-educated homeowners.** In 2009, the Median Household Income of its residents was \$59,973 – approximately 20% higher than the Pennsylvania state average. In addition, nearly 60% of residents over the age of 25 in the Greater Lansdowne area have attended college. Finally, the Lansdowne Region is home to more than 58,154 employees.

Looking ahead, Lansdowne resident incomes are projected for future growth; by 2015, both Median Household Income and Average Household Effective Buying Income in Greater Lansdowne are expected to increase by approximately 7% from their 2010 levels.





## MEDIAN HOUSEHOLD INCOME

|   |          |
|---|----------|
| Lansdowne Borough (2009) .....                      | \$59,973 |
| Greater Lansdowne (2010) .....                      | \$52,619 |
| Greater Lansdowne (2015 projection) .....           | \$56,345 |
| Pennsylvania Statewide<br>(2005-2009 average) ..... | \$49,737 |

**58.6%**

*of adults 25 and over  
have attended college*

## POPULATION

### Total Population (2010)

|                         |         |
|-------------------------|---------|
| Lansdowne Borough.....  | 10,620  |
| Greater Lansdowne ..... | 26,216  |
| Lansdowne Region .....  | 291,346 |

## HOUSEHOLD SIZE

### Estimated Average Household Size (2010):

|                         |      |
|-------------------------|------|
| Greater Lansdowne ..... | 2.4  |
| Lansdowne Region.....   | 2.59 |

## EDUCATIONAL ATTAINMENT

### Percent of pop. 25+ years of age that have attended college (2010):

|                         |       |
|-------------------------|-------|
| Greater Lansdowne ..... | 58.6% |
| Lansdowne Region .....  | 46.1% |

**58,154**

*employees work within  
a three-mile radius  
of Lansdowne*

## AGE

### Median Age (2010):

|                         |       |
|-------------------------|-------|
| Greater Lansdowne ..... | 39.63 |
| Lansdowne Region.....   | 36.21 |

## WORKFORCE POPULATION

### Total Employees (2010):

|                         |        |
|-------------------------|--------|
| Greater Lansdowne ..... | 5,382  |
| Lansdowne Region.....   | 58,154 |

## CONSUMER PURCHASING POWER

### Est. Average Household Effective Buying Income (2010):

|                         |          |
|-------------------------|----------|
| Greater Lansdowne ..... | \$51,617 |
| Lansdowne Region .....  | \$43,280 |

### Estimated Average Household

### Effective Buying Income (2015 projections):

|                         |          |
|-------------------------|----------|
| Greater Lansdowne ..... | \$55,300 |
| Lansdowne Region .....  | \$46,212 |

*Median household  
income in Lansdowne is*

**20.5%**

*higher than Pennsylvania  
as a whole.*

# RETAIL TRADE AREA ANALYSIS

52

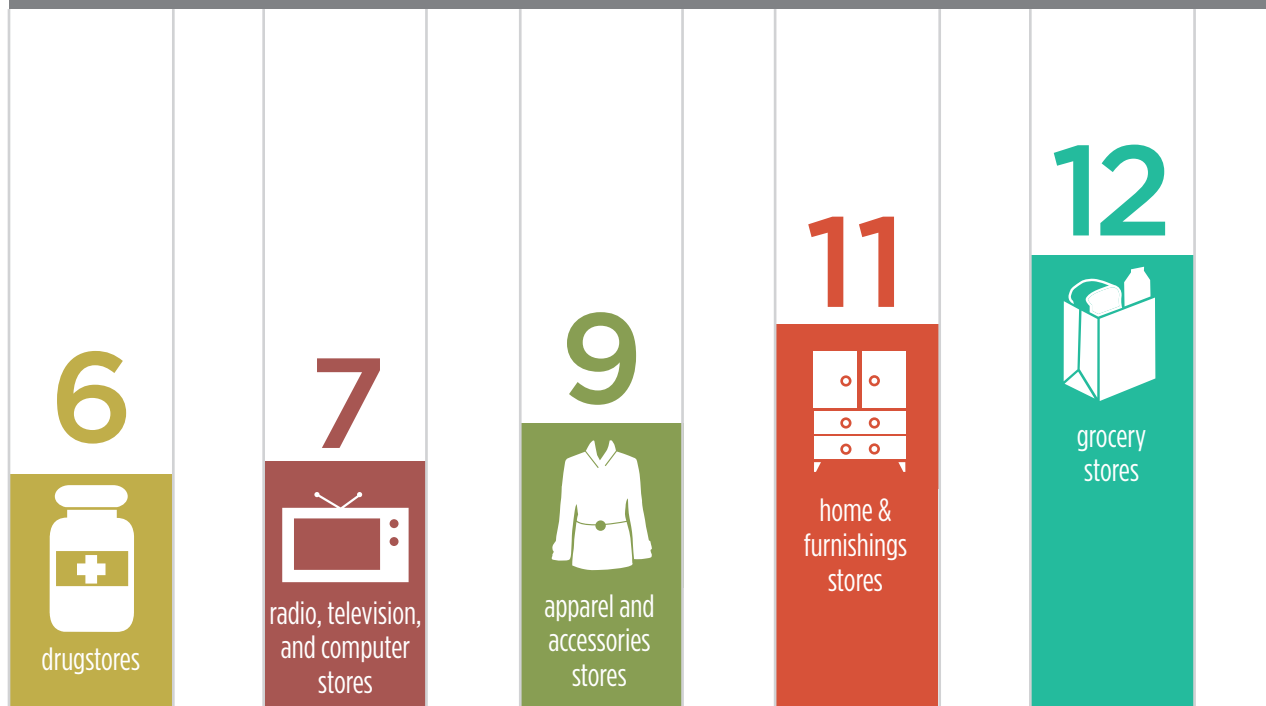


eating &  
drinking  
places

## LANSDOWNE'S COMMERCIAL CORRIDORS

In 2010, the Greater Lansdowne area boasted over 160 retail businesses, which employed approximately 1,240 people. The mix of retailers in Greater Lansdowne currently includes eating and drinking establishments, supermarkets and grocery stores, home furnishings stores, apparel shops, appliance stores, and pharmacies.

## CURRENT CONCENTRATION OF BUSINESSES IN LANSDOWNE



## RETAIL OPPORTUNITY GAPS

While Lansdowne is home to many vibrant and bustling businesses, there are opportunities for new retailers to open or relocate here. Within the Greater Lansdowne trade area a total of \$196,545,063 annually was spent by residents of Greater Lansdowne on goods and services that were purchased from retailers located outside the area's boundaries. With the current retail mix in downtown Lansdowne, area residents must now leave the region in order to satisfy many of their shopping needs. This points to retail “opportunity gaps” in Lansdowne, as the area is clearly under-served by retail in several categories (many of which are listed below). These opportunity gaps make Lansdowne an ideal place to capture unmet consumer demand in categories ranging from full and limited-service restaurants to furniture and book stores.



## TOTAL ANNUAL OPPORTUNITY GAP:

# \$196,545,063

### By Retail Store Type

|  |              |
|--|--------------|
| Limited-Service Eating Places .....            | \$11,957,702 |
| Full-Service Restaurants .....                 | \$11,908,262 |
| Furniture Stores.....                          | \$3,358,147  |
| Hardware Stores.....                           | \$2,613,441  |
| Nursery and Garden Centers .....               | \$2,502,906  |
| Sporting Goods Stores .....                    | \$2,308,590  |
| Book Stores .....                              | \$1,411,430  |
| Gift, Novelty & Souvenir Stores .....          | \$1,389,170  |
| Specialty Food Stores .....                    | \$1,153,060  |
| Hobby, Toys and Games Stores .....             | \$1,066,526  |
| Home Furnishing Stores.....                    | \$738,607    |
| Office Supplies & Stationery Stores .....      | \$488,986    |
| Camera and Photographic Equipment Stores ..... | \$360,310    |
| Sew/Needlework/Piece Goods Stores .....        | \$274,495    |
| Florists .....                                 | \$210,085    |
| Luggage and Leather Goods Stores .....         | \$200,816    |



### HISTORIC LANSDOWNE THEATER

Built as a movie theater in the 1920s, this 1,300 seat theater is currently being rehabbed for live performances.



### LANSDOWNE FARMERS MARKET

Voted the #1 boutique market in Pennsylvania in the American Farmland Trust's *America's Favorite Farmers Market* contest, the Lansdowne Farmers Market offers fresh produce, baked goods and other locally-sourced items to more than 1,000 visitors each Saturday from May through October.



### TODARO'S MUSIC

Todaro's is a full-service music store that offers professional, ethnic and exotic musical instruments from around the world.



### BOTTOM DOLLAR FOODS

The Food Lion Corporation recently opened this 13,000 square foot state-of-the-art grocery store in downtown Lansdowne.



### CINEMA 16:9

Winner of Best of Philly 2011 *Best Movie Night*, this small independent theater shows mainstream and quirky films, hosts weekly events, and offers video rentals.



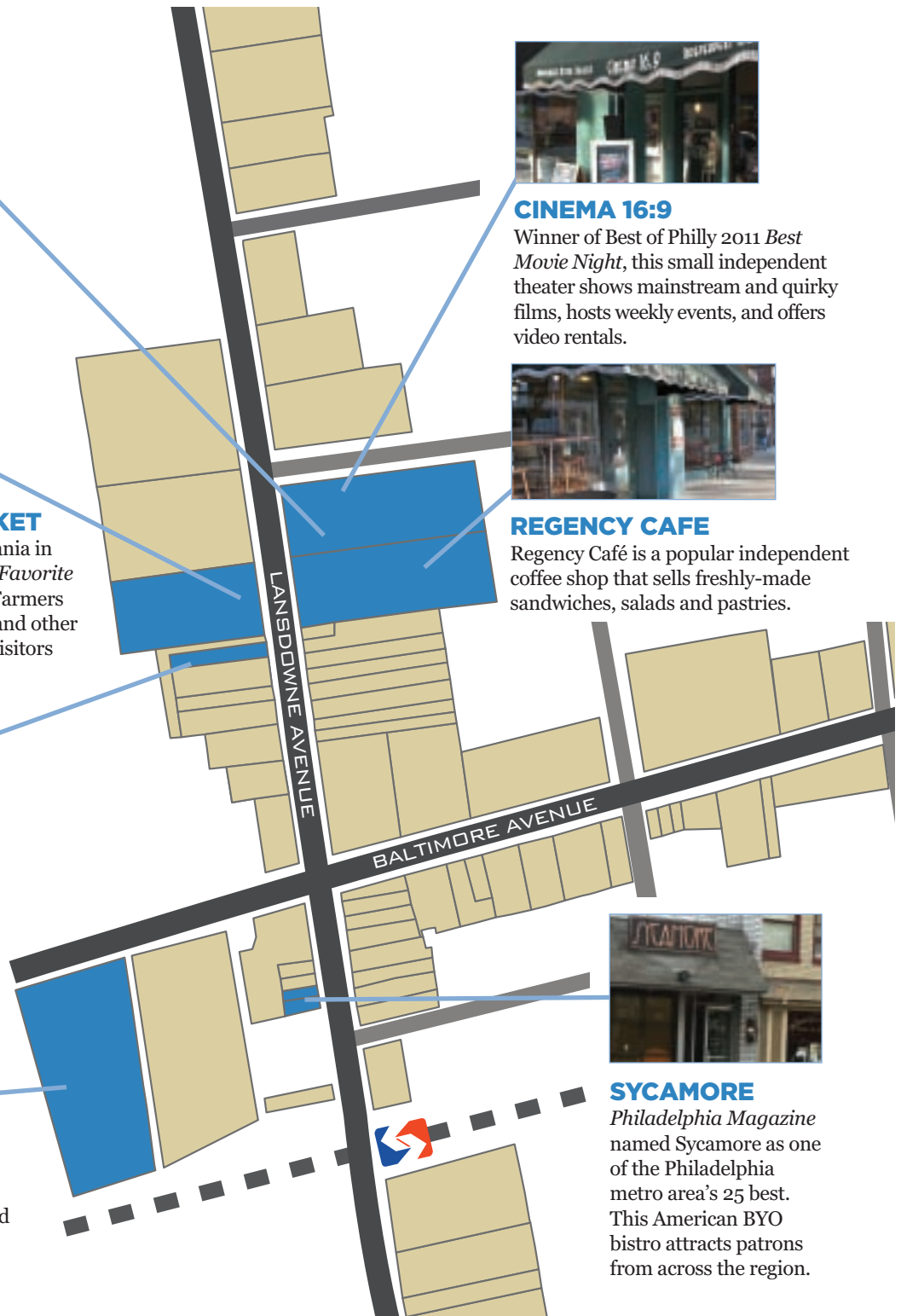
### REGENCY CAFE

Regency Café is a popular independent coffee shop that sells freshly-made sandwiches, salads and pastries.



### SYCAMORE

*Philadelphia Magazine* named Sycamore as one of the Philadelphia metro area's 25 best. This American BYO bistro attracts patrons from across the region.

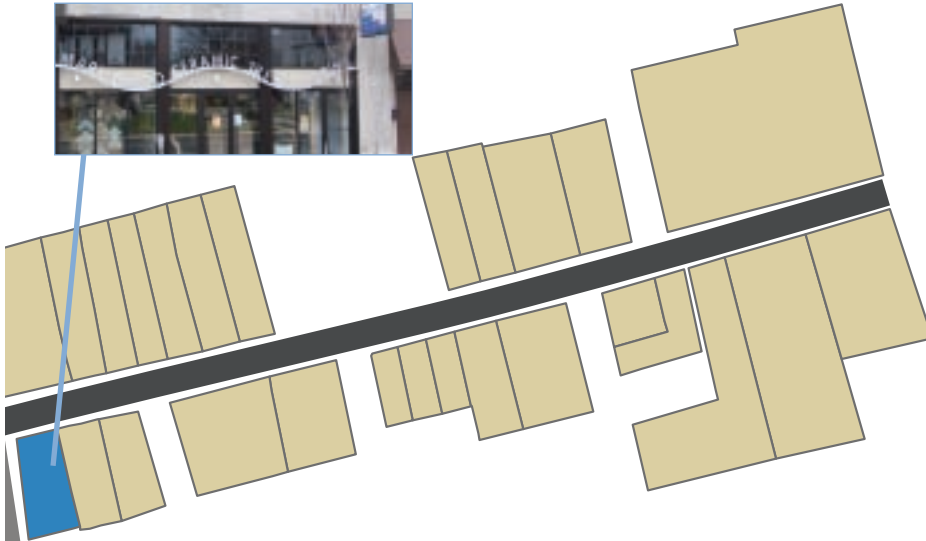


# Lansdowne Business

# SPOTLIGHTS

## MARK GALDO CERAMIC TILE & FLOORING

Mark Galdo is a regional destination for interior designers and contractors searching for hard-to-find products.



Unique mom-and-pop stores line Lansdowne's retail district. Downtown Lansdowne is home to two main commercial corridors – Lansdowne Avenue and Baltimore Avenue – which together comprise the Borough's Central Business District. Most of Lansdowne's full-service restaurants and arts retailers are located in the commercial core, alongside cultural destinations such as the Historic Lansdowne Theater. In addition, a number of new and distinctive retailers have chosen to locate along Lansdowne's outlying commercial corridors, such as the organic brownie company B.T. Baking and the grocery delivery service Harvest Local Foods.

## JUST OUTSIDE THE CENTRAL BUSINESS DISTRICT



### TWENTIETH CENTURY CLUB AND 20/20 HOUSE

This historic building is a community arts center, offering professional residencies, art classes, and fully equipped catering facility.



### B.T. BAKING

Lansdowne houses the headquarters of this organic brownie company, which supplies local colleges and retailers with their premium baked goods.



### HARVEST LOCAL FOODS

This store delivers organic and locally grown produce, meats, and more to families throughout the region.

# What they say about Lansdowne today...



# ...and what they want to see tomorrow!

In a survey of more than 175 Lansdowne residents, employees, and visitors, respondents showed a clear preference for patronizing local retailers; 62.3% prefer to shop at locally-owned retailers, and 89.5% reported that local ownership of a business is a “somewhat important” or “very important” factor in deciding where to shop.

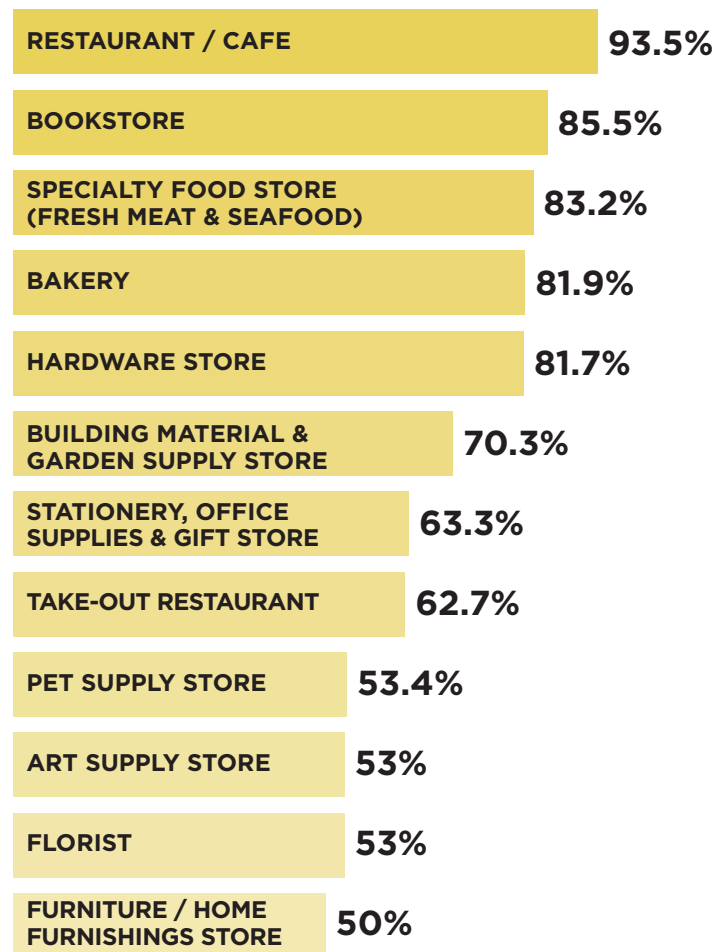
Survey results show that Lansdowne residents and visitors enjoy spending time downtown; the majority of survey respondents perceive downtown Lansdowne to be clean, safe, attractive, and friendly, with plenty of available parking.

Lansdowne residents and visitors also view downtown as a dining and shopping destination. The greatest number of respondents (65.9%) reported patronizing downtown Lansdowne’s restaurants and eateries, with the next-largest groups reporting that they come downtown to shop at the Lansdowne Farmers Market (65.3%) and for groceries (43.5%).

Survey respondents also report that they see great potential in downtown Lansdowne, and are eager for a wider variety of retail options to become available. Respondents noted that they would spend more money in Lansdowne with the following additions to its retail mix:

Several factors are contributing to Lansdowne’s revitalization. Two residential neighborhoods were designated as National Historic Districts prompting wide-scale community preservation activities. Also, Lansdowne’s tax free business environment has attracted investment and renovation of retail and residential commercial assets. The reopening of the Lansdowne Theater as a regional entertainment destination will be the next catalyst to fuel Lansdowne’s continued growth. All of this, plus a rich culture of civic dedication and appreciation of the arts, makes Lansdowne a welcoming place to live, work, and do business.”

## WHAT’S IN DEMAND IN LANSDOWNE



— Bill Brown, Lansdowne resident and business owner

# *Ready to Bring* **YOUR BUSINESS** *to Lansdowne?*

**As Lansdowne continues to become a more vibrant shopping and cultural destination,** the Borough looks forward to welcoming a variety of new additions to its retail mix. Lansdowne market data points to several retail attraction targets that would have the greatest likelihood of thriving because of the “opportunity gaps” that exist in those retail sectors.

If you are interested in bringing your business to Lansdowne, the Lansdowne Economic Development Corporation (LEDC) would love to help. The LEDC is ready to assist you with business planning, securing a location, and façade improvements, as well as providing the necessary connections to Borough and other local officials to ease permitting and licensing processes.

Please feel free to call or email the LEDC at any time. You are also welcome to stop by our Main Street office during regular business hours (Monday-Friday, 9 AM-5PM). We are located at 23 South Lansdowne Avenue, just across the street from the SEPTA train station in downtown Lansdowne.



## **CONTACT US AT:**

**Lansdowne Economic  
Development Corporation (LEDC)**

23 South Lansdowne Avenue  
Lansdowne, PA 19050

Phone: 610-745-4013

Email: [MainStreet@LansdownesFuture.org](mailto:MainStreet@LansdownesFuture.org)

Web: [LansdownesFuture.org](http://LansdownesFuture.org)



# RESOURCES

## LOCAL RESOURCES

Lansdowne Business and Professional Association (LBPA):  
[www.shoplansdowne.com](http://www.shoplansdowne.com)

Lansdowne Economic Development Corporation (LEDC)  
[www.lansdownesfuture.org](http://www.lansdownesfuture.org)

Delaware County Chamber of Commerce  
[www.delcochamber.org](http://www.delcochamber.org)

Delaware County Commerce Center  
[www.delcopa.org](http://www.delcopa.org)

Widener University Small Business Development Center  
[www.widenersbdc.org](http://www.widenersbdc.org)

Delaware County SCORE  
[www.delawarecounty.score.org](http://www.delawarecounty.score.org)

Women's Opportunities Resource Center  
[www.worc-pa.com](http://www.worc-pa.com)

Welcoming Center for New Pennsylvanians  
[www.welcomingcenter.org](http://www.welcomingcenter.org)



## STATE RESOURCES

Starting a Business in Pennsylvania  
[www.paopen4business.state.pa.us](http://www.paopen4business.state.pa.us)

Pennsylvania Department of Community & Economic Development (DCED)  
[www.newpa.com](http://www.newpa.com)

Pennsylvania Small Business Development Centers (SBDC)  
[www.pasbdc.org](http://www.pasbdc.org)

## DATA SOURCES USED IN THIS REPORT

**2010 demographic data:** Claritas; US Census; US News & World Report

**2009 demographic data:** Policy Map, American Community Survey (2005-2009)

**Traffic counts:** Delaware Valley Regional Planning Commission (2007) (Lansdowne Ave. from Baltimore to Stewart Aves.)

**GIS data:** Delaware County; Borough of Lansdowne



**Lansdowne Economic Development Corporation**

23 S. Lansdowne Avenue, Lansdowne, PA 19050

[www.LansdownesFuture.org](http://www.LansdownesFuture.org)

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