Market Analysis for Erie Downtown

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Introduction

Urban Partners has been retained by the Erie Downtown Partnership to conduct a market analysis for Downtown Erie. This market analysis serves as an update to the market component of the Erie Downtown Master Plan, completed in 2006. Since completion of the Master Plan, City agencies have moved forward on many of the recommendations. Building from this momentum and these strengths, Downtown Erie hopes to further expand its market capture to effectively reinvigorate Downtown retailing and living and to preserve its key office and entertainment roles. In the technical memorandum, we present a market assessment of housing, retail, office, and hotel uses that may be appropriate for Downtown in light of its aspirations and recent successes. Depending on the market being analyzed, we have examined trends that have occurred in the Erie Downtown Partnership service area, which is bounded by the Erie lakefront on the north, the main rail line just below 14th Street on the south, Sassafrass Street on the west, and Holland Street on the east; the Greater Downtown, which extends to Cranberry Street on the west, East Avenue on the east, and 26th Street on the south; Erie City; and Erie County.

Background Demographics

To begin the market analysis, we examined several demographic indicators through the US Census to track changes in the Erie area, including population, households, and housing units. Highlights are:

- Population: The City lost 2% during the 2000s compared 4.6% during the 1990s; Greater Downtown Erie declined by 4.2% between 2000 and 2010 after growing by 1.2% during the 1990s; and the Erie Downtown Partnership service area's population shrank by 5.5% during the 2000s.
- Households: The City lost a tenth of a percent of its households from 2000 to 2010 compared to a 2.8% over the prior decade; households in the Greater Downtown area declined by 2.2%, similar to the 1990s; and the Erie Downtown Partnership service area experienced a 11.5% growth during the 2000s.
- Housing Units: The City lost 0.4% in the 2000s and 1% in the 1990s; the Greater Downtown lost 3.5% in the 2000s after a 1.6% increase in the 1990s; and housing unites grew in the Erie Downtown Partnership service area during the 2000s by almost 5%.

Sales Housing Market

The 2011 Erie sales housing market, including both single-family residences and condominiums, was analyzed to identify trends in residential real estate over the past year and determine the potential for new residential development in the Downtown area. Sales activity was modest in 2011, with an approximately 50% decline from 2005, most significantly concentrated in the City. Median sales prices ranged from $49,000 in the Greater Downtown to $77,000 in the City to $112,900 in the County. Two-thirds of Greater Downtown sales were to owner-occupants and an additional 35 homes were purchased by investors.

Median sales prices for condos ranged from $147,900 in the Erie Downtown Partnership service area and Greater Downtown to $170,000 in the City to $177,000 in the County. Prices per square foot in the County reached up to $292, the highest in the Erie market. The one condominium sold in Downtown in 2011 was in the Mercantile Building. Currently, six condominiums in the building remain for sale.

New homes in the City are mostly scattered site affordable developments in specific neighborhoods. The Erie Redevelopment Authority is directing the $50 million Union Square mixed-use market-rate development at 12th and Peach Streets. The project will include 140 residential units, retail, off-street parking, and improvements to Griswold Park. Construction of the first phase began in 2011. Prices are expected to range from $170,000 for the smallest units to $259,000 for the largest.

In a further effort to assess the market for housing in Downtown Erie, an online survey was conducted through the Erie Downtown Partnership's website. A total of 144 people completed the survey; 42% indicated that they would be interested in living in Downtown Erie if attractive, affordable housing were available and an additional 9% said they would be interested in living Downtown if there were financial incentives available.

Sales Market Potential for Downtown Erie

New sales housing should continue to be introduced into Downtown Erie through several niche-oriented developments situated to most effectively build upon the strengths of the downtown. Specific opportunities include:

- Potential for 50 to 60 new units of sales housing over the next five years targeted to "young relocating owners" and first-time home buyers (many with incomes at or just below $50,000). This would complete the Mercantile Building, advance the Union Square development to completion, and provide the opportunity for one additional loft conversion. These might be effectively priced in the $140,000 to $170,000 range.
- Potential for another 50 to 60 sales units targeted to capture the "older relocating owner" and "homeowner with income over $100,000" niches in the form of a luxury condominium development with condos and a mid-rise building. The typical unit would sell for $130,000 to $250,000 or more.

Rental Housing Market

Rental housing represented 33% of the housing market in Erie County in 2010, while it constituted 48% of the market in the City of Erie, up from 31% and 44% respectively in 2000. Erie's rental market is particularly concentrated in the Greater Downtown area, where 71% of housing units there were rental and 29% of all rental housing in the County is located. The Greater Downtown saw a 5% increase in rental units since 2000, while rental housing grew by 11% in the Erie Downtown Partnership service area. As in 2000, 99% of housing in the service area remains rental.

Rental housing in Downtown Erie can be categorized into three distinct segments - university student housing, subsidized rental housing, and market-rate housing. Student-oriented apartments rent in the range of $265 to $350 per person plus utilities. Affordable subsidized rental housing remains a large segment of the Greater Downtown Erie supply. Rents range from about $450 to $650 per month depending on size and amenities. Rents for market-rate apartments in the Greater Downtown range from about $650 to $1,000 per month depending on size and amenities, and most complexes have units available.

Rental Market Potential for Downtown Erie

The demand for subsidized rental housing Downtown remains strong, with significant waiting lists. The potential for further growth in the University market will be limited due to anticipated enrollment stabilization over the next few years. The Downtown Housing Survey, however, shows signs of increasing interest in market rate rentals, particularly townhomes and historic loft conversions.

Retail Market

A retail market analysis was conducted to describe the current performance of retailers located within and near Downtown Erie and identify opportunities for the further development of retailing in the area. For this analysis, we define Downtown Erie as co-terminus with the boundaries of the Erie Downtown Partnership service area. The stores located in Downtown Erie provide products and services in 25 different retail categories and service at least five distinct retail markets—(1) Downtown residents, including Gannon

University students; (2) Downtown employees; (3) residents of the Greater Downtown area extending for one mile beyond the Erie Downtown Partnership boundaries; (4) attendees at the many Downtown cultural and sporting events; and (5) a broader Erie County-wide (or larger) regional customer base. All of these markets may offer potential for expanded retailing Downtown.

Trade Area Retail Supply

As of April 2012, Downtown Erie included 106 operating retail businesses occupying nearly 457,700 square feet of store space and generating nearly $90.6 million in sales. More than half of these establishments (58) are full- and limited-service restaurants and bars. We have also assessed retail conditions in the larger Greater Downtown area to avoid distorting the actual economic conditions in the very compact Partnership-defined area. The 300 retail businesses offering goods and services in this area occupy an estimated 1.05 million SF of gross leasable area generating nearly $228 million in sales annually. Taken as a whole, the 300 stores in the total trade area include 117 eating and drinking establishments; 111 stores providing 15 categories of community-serving goods and services; one department store; 57 apparel, home furnishings, and specialty goods stores; and 14 “other retail” stores.

Retail Demand

Demand for retail goods and services in the Erie Downtown Partnership area derives from the five distinct markets identified above. To quantify this potential demand we focus on three demand segments: residents of Greater Downtown Erie (including Downtown proper); Downtown employees; and the broader Erie County area. Aggregating all these potential sources of retail demand for Downtown Erie, we estimate a total potential retail demand for more than $358 million in goods and services that could be captured by Downtown (or Greater Downtown) Erie retailers. This demand includes $210 million of retail purchases made by the nearly 38,000 residents of Greater Downtown; more than $52 million in purchases by Downtown employees; about $87 million in purchases in selected retail categories that could be brought to Downtown Erie with a very reasonable 15% capture of the overall Erie County market; and $8 million from a 15% capture of specialty sales currently under-represented in the Erie region.

Retail Capture and Development Potential

A comparison of the consolidated market potential to the estimated current store performance within the Greater Downtown Trade Area reveals potential for additional sales capture in the Greater Downtown for the following:

- Opportunity to add a supermarket of up to 55,000 SF.
- Potential to continue growth of the dining and entertainment market by adding up to 54,000 SF of full-service restaurants.
- Potential to add up to 25,000 SF of specialty apparel retailing.
- Opportunity to meet several critical community needs in the Greater Downtown Area by adding up to 28,000 SF of new stores in categories of severe supply shortage.
- Furthering Downtown’s capture of the regional market for specialty goods by adding up to 21,000 SF of specialty stores.
- Capturing unmet needs of Downtown students and employees for leisure-oriented specialty products by adding up to 15,000 SF of such stores.

Taken together these key development opportunities would grow the occupied retail mass of Downtown Erie by 43%. Collectively, these strategies would increase Downtown Erie’s retail capture by more than $70 million, increasing total sales by 80%.

Office Market

Downtown Erie has a variety of office buildings of various sizes, ages, and levels of quality. The highest quality office space remains in owner-occupied single-user buildings for major employers including Erie Insurance, UPMC Hamot Medical Center, and Gannon University, as well as various banks and insurance companies. Office rents in Downtown Erie typically range between $15 and $19 per SF net (tenant pays utilities, insurance, and/or maintenance) for Class A space. Class B space is commanding between $8 and $12 per SF net. While the Downtown Erie office market has been relatively stable and absorbing tenants, there are currently several occupancies in both Class A and B buildings.

Office Market Potential for Downtown Erie

The primary drivers for economic activity in Downtown Erie remain the large employers that largely occupy their own single-user buildings. Priorities for maintaining the market strength of Downtown Erie include:

- Assuring that these businesses have adequate potential for expansion.
- Developing the capacity to market Downtown to external users by identifying specific sites for development of new Class A space.
- Upgrading and converting warehouse and/or some of the Class B space to office condominiums to meet the needs of smaller professional firms for office space, particularly near the medical complex.
- Aggressively converting some of this surplus Class B space to other uses to tighten up the market and encourage improved maintenance.

Hotel Market

The hotel market analysis area for Downtown Erie focuses on an area that extends approximately five miles from Downtown. In addition to the four hotels located Downtown (18% of the area supply), the analysis area includes the clusters of hotels located at the major suburban Erie Interstate exits and hotels to the west of Downtown toward the approach to Presque Isle State Park. Using Smith Travel Research data, we obtained data on the 30 hotel properties that are located within the study area for a total of 3,224 rooms. The newest hotels, opened between October 2007 and June 2008, total 620 rooms.

In total, hotel room demand in the Erie area grew by 24% since 2005, while room supply grew by 27%. Although new supply in 2007 dropped occupancy below 60% until 2010, it rose to 61.3% by 2011. The average room rate also rose - from $73.50 in 2005 to $88.59 in 2011, a 21% increase that exceeded inflation for the period. During the last available year of data (2010/2011), summer demand from June through August constituted 33% of the entire year's demand. During the off-season (December through February), demand increased by 4% between 2005 and 2011. The spring shoulder season experienced an increase of 18% and the fall season 24%. During 2011, on average, hotel rooms were more than 80% occupied every night of the week during August except Sunday. During July and August, occupancy average occupancy for the month was 84% and 85% respectively. On Saturday nights throughout the year, Erie area hotels were more than 80% booked on average during eight months of the year.

Hotel Market Potential for Downtown Erie

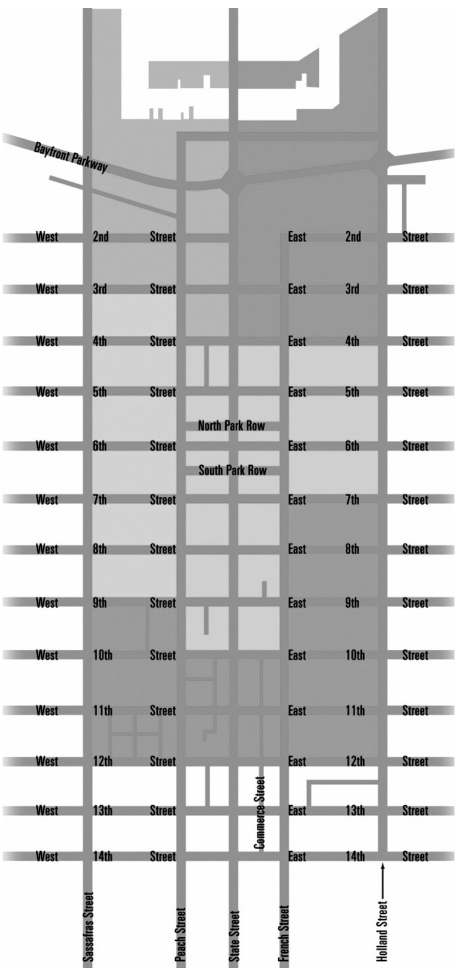
Since 2007, the annual growth in demand has been 22,000 room-nights per year. This indicates that improved supply quality has triggered at least some demand response. This includes:

- Potential to add 90 to 100 rooms annually to capture on-going growth in room-night demand.
- Opportunity to support growth of convention business with addition of a second, more price-sensitive hotel of approximately 100 rooms within walking distance of the Convention Center.
- Where market conditions dictate, encouraging reinvestment and/or repurposing of older, less-competitive current hotel properties.

Introduction

Urban Partners has been retained by the Erie Downtown Partnership to conduct a market analysis for Downtown Erie. Downtown Erie is centered on State Street, the primary north-south arterial in the City**.** Most activities considered critical to Downtown Erie are located in the Partnership's service area bounded by the Erie lakefront on the north, the main rail line just below 14th Street on the south, Sassafrass Street on the west, and Holland Street on the east (see **Map 1)**. This 70-block area includes the majority of the facilities of the major downtown employers including Erie Insurance, UPMC Hamot Medical Center, Gannon University, Erie County, the City of Erie, federal and state offices, and a variety of banks and other financial institutions. The Downtown also includes a dense concentration of entertainment and cultural facilities including the Erie Art Museum, the Erie County History Center, expERIEnce Children's Museum, the facilities for Erie's minor league ice hockey and baseball teams, and two theaters - the Warner and the Erie Playhouse. Building on this employment and entertainment base, Downtown Erie continues to be a major center for eating and drinking establishments in northwest Pennsylvania.

Map 1. Erie Downtown Partnership Service Area



Source: Erie Downtown Partnership

In recent years, significant public and private investments in Downtown have reinvigorated the process of a revival through a variety of high-profile projects and initiatives, including the new Bayfront Convention Center and Sheraton Hotel; new office space including the new Bayview Centre building and rehabilitated Mercantile Building; several Gannon University expansions, including the new outdoor practice facility; large additions to UPMC Hamot's medical facilities, including the new Women's Hospital and Heart Institute; and a major expansion to the Erie Art Museum.

This market analysis serves as an update to the market component of the Erie Downtown Master Plan, completed in 2006. The Master Plan, developed by Kise Straw & Kolodner and Urban Partners, provided a framework for rebuilding the Downtown as an active residential and commercial center, while enhancing its role as the region's premier office district. That work included retail, office, and housing market analysis, economic development analysis, and recommendations on development strategies and implementation. The resulting strategy emphasized renovation of loft buildings for mixed use, new housing development, office development, and retail expansion in concentrated areas of the Downtown.

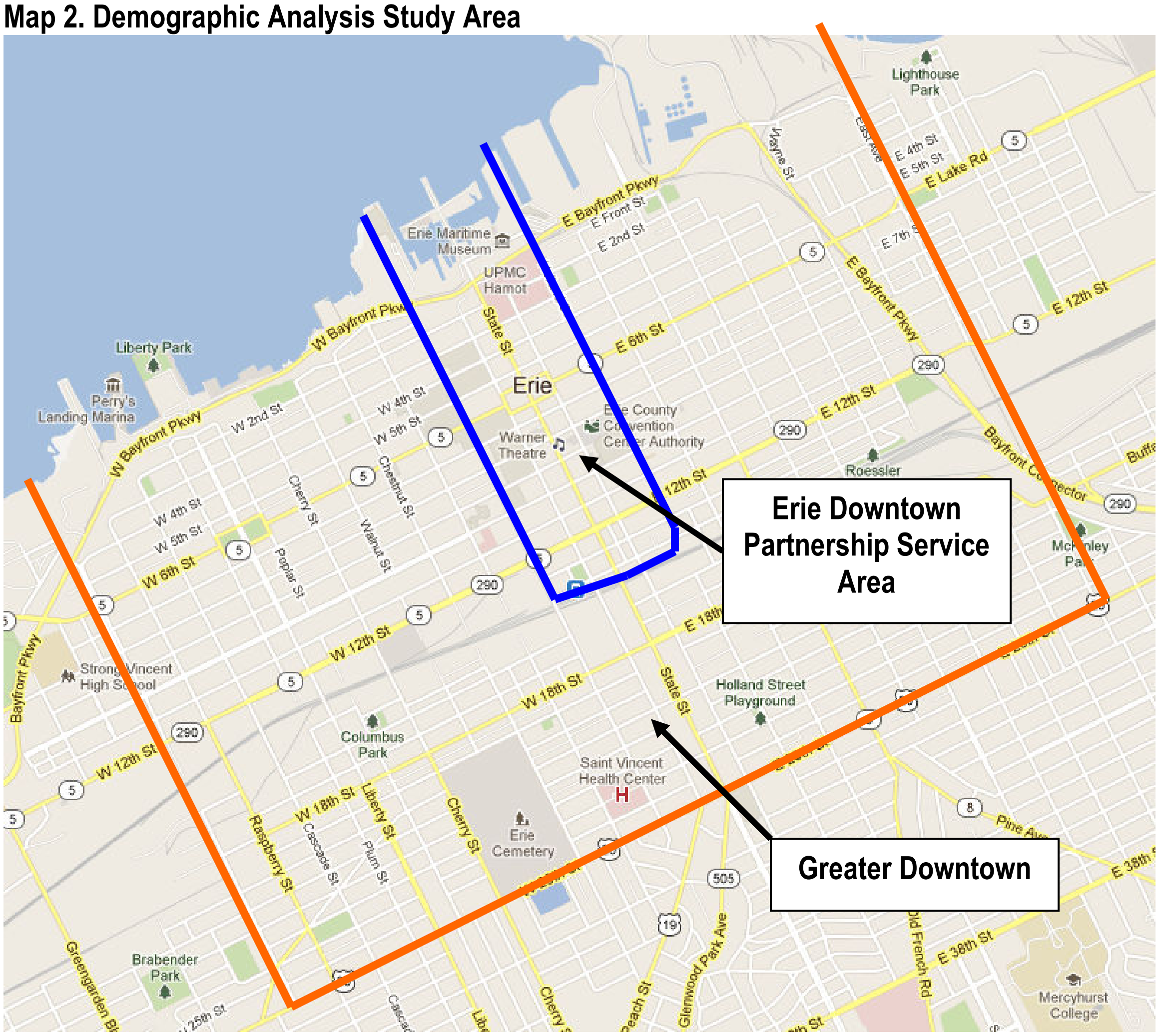
Since completion of the Master Plan, City agencies have moved forward on many of the recommendations, including the redeveloping the Mercantile Building and developing the Union Square project. In addition, Downtown has received a net gain of eight new eating and drinking establishments. Building from this momentum and these strengths, Downtown Erie hopes to further expand its market capture to effectively reinvigorate Downtown retailing and living and to preserve its key office and entertainment roles. These markets can continue to revitalize those blocks where vacancy and deterioration are detracting from the overall strength of the Downtown.

In this technical memorandum, we present a market assessment of housing, retail, office, and hotel uses that may be appropriate for Downtown in light of its aspirations and recent successes. Depending on the market being analyzed, we have examined trends that have occurred in Downtown, in the area immediately surrounding Downtown, or an area encompassing a larger portion of the City.

Background Demographic Analysis

Key demographic factors necessary to conduct a market analysis include population and housing data. For the purposes of this analysis, the Erie Downtown Market Analysis includes the Erie Downtown Partnership service area, or former DID area, and an area defined as Greater Downtown Erie. Greater Downtown Erie includes the Erie Downtown Partnership service area and locations within approximately a one-mile radius of the service area (see **Map 2**), which extends to Cranberry Street on the west, East Avenue on the east, and 26th Street on the south. Designation of this Greater Downtown Area is important in understanding retail and housing market conditions applicable to the Erie Downtown Partnership service area. While the Erie Downtown Partnership service area includes a significant concentration of offices, institutions, and entertainment facilities, it is a very compact area. The market conditions for many types of retailing and for housing are more appropriately understood by joining the Erie Downtown Partnership service area to the surrounding blocks which provide a more complete view of opportunities and constraints. We also examined the data for the City of Erie and Erie County for comparison.

Map 2. Demographic Analysis Study Area



Source: Google Maps, Urban Partners

Population

U.S. Census data from 2000 and 2010 indicates that the City of Erie contracted by just under 2% during the last decade, from 103,717 in 2000 to 101,786 in 2010 (see **Table 1**). This rate of decline is an improvement over that of the 1990s, when the City lost 4.6% of its population. Greater Downtown Erie, however, did not fare as well. While this area experienced a 1.2% increase in population during the 1990s, it lost 4.2% between 2000 and 2010. In fact, 86% of the City's population decline was in this Greater Downtown area. The Erie Downtown Partnership service area also lost population during the 2000s – 5.5%. This loss of 147 residents accounted for approximately 9% of the Greater Downtown's population loss between 2000 and 2010. The Erie Downtown Partnership service area's population in 2010 accounted for about 7% of the Greater Downtown's population, the same as in 2000.

Table 1. Population 2000-2010

Area	2000	2010	2000-2010 Change	% Change
Erie Downtown Partnership Service Area	2,690	2,543	-147	-5.5%
Greater Downtown	39,415	37,757	-1,658	-4.2%
Erie City	103,717	101,786	-1,931	-1.9%
Erie County	280,843	280,566	-277	-0.1%

U.S. Census Bureau

This population loss in the Erie Downtown Partnership service area, however, was due to declining average household size (from 2.22 to 1.88), not to a weakening housing market. In fact, the number of households in Downtown Erie grew by 11.5% in the Erie Downtown Partnership service area during the 2000s, despite the population loss (see **Table 2**). In the Greater Downtown area, however, a 2.2% loss in number of households more closely matched this area's decline in population, and almost equaled its 2.4% loss in the 1990s. The City lost just 25 households, or a tenth of a percent from 2000 to 2010, compared to a 2.8% decline over the prior decade. The Erie Downtown Partnership service area's number of households in 2010 was 9% of the Greater Downtown's, compared to 8% in 2000.

Table 2. Households 2000-2010

Area	2000	2010	2000-2010 Change	% Change
Erie Downtown Partnership Service Area	1,214	1,354	140	11.5%
Greater Downtown	15,315	14,980	-335	-2.2%
Erie City	40,938	40,913	-25	-0.1%
Erie County	106,507	110,413	3,906	3.7%

U.S. Census Bureau

Housing Stock

Housing unit trends more closely followed those of households than population in 2010. According to the Census, the number of housing units grew in the Erie Downtown Partnership service area during the 2000s by almost 5%, compared to the Greater Downtown's and City's loss in housing units of 3.5% and 0.4% respectively (see **Table 3**). During the 1990s, the Greater Downtown saw a 1.6% increase in housing units, while the City lost 1%. In both decades, the number of housing units grew in Erie County – 5.3% in the 1990s and 4.2% in the 2000s.

Table 3. Housing Units 2000-2010

Area	2000	2010	2000-2010 Change	% Change
Erie Downtown Partnership Service Area	1,396	1,445	49	3.5%
Greater Downtown	17,764	17,134	-630	-3.5%
Erie City	44,971	44,790	-181	-0.4%
Erie County	114,322	119,138	4,816	4.2%

U.S. Census Bureau

The changes in population and households resulted in lowering vacancy rates between 2000 and 2010 in all areas except the County (see **Tables 4 and 5**). Among the examined areas, the vacancy rate was lowest in the Erie Downtown Partnership service area in 2010 at 6.3%, more than half the rate that it was in 2000. The City's 8.7% vacancy rate, down from 9% in 2000, but still higher than the 7.2% rate in 1990. In the Greater Downtown area, the vacancy rate dropped slightly to 12.6%, down from 13.8%, but closer to the 11.2% rate that it had in 1990. In contrast, the vacancy rate continues to increase in Erie County, rising from 6.5% in 1990 to 6.8% in 2000 to 7.3% in 2010.

Table 4. Occupied Housing Units 2000-2010

Area	2000	2010	Occupancy Rate 2000	Occupancy Rate 2010
Erie Downtown Partnership Service Area	1,214	1,354	87.0%	93.7%
Greater Downtown	15,135	14,980	86.2%	87.4%
Erie City	40,938	40,913	91.0%	91.3%
Erie County	106,507	110,413	93.2%	92.7%

U.S. Census Bureau

Table 5. Vacant Housing Units 2000-2010

Area	2000	2010	Vacancy Rate 2000	Vacancy Rate 2010
Erie Downtown Partnership Service Area	182	91	13.0%	6.3%
Greater Downtown	2,449	2,154	13.8%	12.6%
Erie City	4,033	3,877	9.0%	8.7%
Erie County	7,815	8,725	6.8%	7.3%

U.S. Census Bureau

In all locations within the countywide market, owner-occupancy rates decreased between 2000 and 2010 except for the Erie Downtown Partnership service area (see Tables **6 and 7**). While housing in the service area was still almost 99% renter-occupied in 2010, the owner-occupancy rate there stayed the same as it was during the 2000s at 1.1% (actually growing slightly by two housing units). Although the Greater Downtown has a much higher rate of home ownership, it experienced an ownership decrease of almost 5% between 2000 and 2010, down from 34.8% in 1990. The City has a more balanced housing tenure, but its owner-occupancy rate decreased by 4% during the 2000s after just a slight loss in the 1990s. The County also continued to lose its percentage of owner-occupied housing during the 2000s, where it decreased by about 2% after a loss of less than 1% during the previous decade.

Table 6. Owner-Occupied Housing Units 2000-2010

Area	2000	2010	Ownership Rate 2000	Ownership Rate 2010
Erie Downtown Partnership Service Area	13	15	1.1%	1.1%
Greater Downtown	5,172	4,345	33.8%	29.0%
Erie City	22,997	21,408	56.2%	52.3%
Erie County	73,729	73,847	69.2%	66.9%

U.S. Census Bureau

Table 7. Renter-Occupied Housing Units 2000-2010

Area	2000	2010	Renter Rate 2000	Renter Rate 2010
Erie Downtown Partnership Service Area	1,201	1,339	98.9%	98.9%
Greater Downtown	10,143	10,635	66.2%	71.0%
Erie City	17,941	19,505	43.8%	47.7%
Erie County	32,778	36,566	30.8%	33.1%

U.S. Census Bureau

Sales Housing Market

The 2011 Erie sales housing market was analyzed to identify trends in residential real estate over the past year and determine the potential for new residential development in the Downtown area. The housing market was examined for the Erie Downtown Partnership service area, Greater Downtown Erie, the City of Erie, and Erie County. For this analysis, we collected data for both single-family residences and condominiums (including townhomes).

Single-Family Housing Sales

As reported in Win2Data, a database of real estate transactions, there were 2,182 total sales of single-family homes from January 2011 through December 2011 in Erie County (see **Table 8**), largely resales of older homes. Just 34% of those sales were in the City of Erie, compared to 72% in 2005 when the last analysis was conducted. Only 3% occurred in the Greater Downtown area, compared to 10% in 2005, and there were no single-family home sales in the Erie Downtown Partnership service area in 2011.

Table 8. Total Single-Family Housing Sales

Area	Total Sales 1/11 - 12/11	Median Sales $ 1/11 - 12/11	Total Sales 1/05 - 12/05	Median Sales $ 1/05 - 12/05
Erie Downtown Partnership Service Area	0	$0	N/A	N/A
Greater Downtown	101	$49,000	382	$56,000
Erie City	747	$77,000	2,839	$92,500
Erie County	2,182	$112,900	3,941	$95,000

Win2 Data

In general, sales activity was modest in 2011, with an approximately 50% decline from 2005, most significantly concentrated in the City, where sales volumes declined by nearly three-quarters. As the table indicates, median sales prices differed significantly by location in the Erie area. In Greater Downtown Erie, the median sales price in 2011 for single-family homes was $49,000, down from the median of $56,000 in 2005 when there were almost four times as many housing transactions. Prices over the past year in the Greater Downtown ranged from $2,400 to $154,000. Two-thirds of Greater Downtown sales were to owner-occupants at prices ranging from $5,000 to $142,500 (median of $54,000). An additional 35 homes were purchased in the Greater Downtown by investors, with a median sales price of $25,000. Of the 35 investor-purchased homes, 25 sold for $50,000 or less.

The median sales price for the City in 2011 was significantly higher than the Greater Downtown - $77,000 - but significantly less than in 2005 when there were almost four times as many sales. Prices in the City during 2011 ranged from $2,400 to $650,000, down from a high price of $1,500,000 in 2005. The highest prices commanded by homes in the City continued to be in the Frontier section along the waterfront.

In contrast, the 2011 median sales price for homes in Erie County was almost $113,000, $36,000 higher than the City. In 2005, the County's median sales prices were only $2,500 higher than the City. Median sales prices in the County ranged from $2,400 to $1,645,000. These trends indicate that while home values in the Greater Downtown have remained fairly stable over the past six years, they have decreased significantly in the City and increased modestly throughout the County.

The traditional single-family detached home is still the predominant owner-occupied housing type in the Erie market. 4% of sold units in the County in 2011 were condominiums, up from 1% in 2005 (see **Table 9**). Some of this increase is a result of condos constructed since 2005 in communities such as Stonebrook, Harbor Ridge, Meadows, and Saddlewood in outlying townships. 2% of the units sold in the City in 2011 were condominiums compared to less than 1% in 2005. Condominiums sold in the City were concentrated in two areas - the western, near-waterfront portion of the City at South Shore Estates and Bluff Condos, and the Scenery Hill Condos in the vicinity of 45th and Perkins Streets.

Table 9. Condominium Sales

Area	Total Sales 1/11 - 12/11	Median Sales $ 1/11 - 12/11	Total Sales 1/05 - 12/05	Median Sales $ 1/05 - 12/05
Erie Downtown Partnership Service Area	1	$147,900	N/A	N/A
Greater Downtown	1	$147,900	7	$105,000
Erie City	17	$170,000	23	$106,000
Erie County	95	$177,000	29	$106,000

Win2 Data

The one condominium sold in 2011 in the Erie Downtown Partnership service area (also located in the Greater Downtown) was in the Mercantile Building. This represents the most recent residential unit sale in this formerly vacant industrial building at 1401 State Street. The building was purchased by 4th River Development LLC of Pittsburgh since our 2005 market study and rehabilitated into market-rate condominiums with ground-floor commercial space. The US Post Office will soon be occupying a portion of the commercial space. The residential part of the building was completed in 2009. Subsequently, four units were sold that year, two were sold in 2010, and two more were sold in 2011 (note: sales data is available for only one of the two 2011 sales—Table 9 shows only that one sale). Of all eight units in the Mercantile Building sold to date, sales prices ranged from $104,860 to $176,870 with a median sales price of $137,020. Sizes of sold units were not available.

The Mercantile Building at 1401 State Street

Currently, six condominiums remain for sale in the Mercantile Building. Three units listed through a local realtor are priced at $101,000 for 808 SF, or $125/SF; $103,000 for 920 SF, or $112/SF; and $118,000 for 961 SF, or $123/SF. Amenities include security system, free off-street parking behind the building and full appliances. Home-owners association fees range from $128/month to $146/month for the listed units.

This represents the introduction of a new market option into the Erie Downtown Partnership service area; in 2005, no residential condos were sold in Downtown. On the other hand, in 2005 seven condos were sold to owner-occupants elsewhere in the Greater Downtown area, generally west of Downtown near the waterfront. In 2011, no condominiums were purchased by owner-occupants in that area west of Downtown. The medium sales price in 2005 elsewhere in the Greater Downtown Area was $105,000; the sales prices at the Mercantile Building represent a significant price increase over that 2005 pricing.

On the other hand, this increase in sales prices for condominiums is less than the price increases seen Citywide or Countywide. As shown on Table 9, both the volume of sales and median sales prices for owner-occupied condominiums increased 65% to 70% throughout the Erie market since 2005, particularly in the County. The majority of condos sold in the County were over 2,000 SF and some exceeded 3,000 SF. Prices per square foot reached up to $292, the highest in the Erie market. By contrast, in the City, almost 70% of the condos sold in 2011 were under 2,000 SF. The highest-priced condominium sold in the Erie market was in the City for $500,000.

New Construction

As evidenced by Census data, new housing is continually being introduced into the Erie housing market. To determine the pace of new construction in the County and City, we examined building permits issued in Erie County (see **Table 10**) and City (see **Table 11**) since 2005.

Table 10. Building Permits Issued for New Construction-County

Year	Single-Family Buildings	Construction Cost	Average Construction Cost
2005	530	$70,277,427	$132,599
2006	604	$75,977,872	$125,791
2007	583	$86,637,629	$148,607
2008	251	$45,847,066	$182,658
2009	383	$49,749,784	$129,895
2010	369	$60,446,347	$163,811

Win2 Data

According to the Census, issued building permits for single-family residences in the County have fluctuated over the past six years. The permits issued peaked in 2006 with the lowest average cost per unit of $125,791. Two years later, building permits dropped by more than half while the cost per unit rose by almost $60,000. By 2010, issued permits were far less than 2006, but the average construction cost per unit had risen to almost $164,000.

On average, only about 13% of these building permits were issued for new construction in the City. The issuance of these permits was significantly concentrated in 2007, as builders accelerated their activity to take one last advantage of the City's previous and more extensive LERTA tax abatement program, which was adjusted to provide a less advantageous formula beginning in 2008. In 2007 142 building permits were issued; the average over the six year period was less than 40. The average construction cost was also well below the level seen Countywide--typically about two-thirds of the value Countywide. In 2010, construction costs per unit were below $110,000.

Table 11. Building Permits Issued for New Construction-City

Year	Single-Family Buildings	Construction Cost	Average Construction Cost
2005	34	$3,627,204	$106,682
2006	27	$3,237,512	$119,908
2007	142	$10,901,039	$76,768
2008	3	$239,600	$79,867
2009	10	$1,270,145	$127,015
2010	20	$2,184,170	$109,209

Win2 Data

As was the case in 2005, most sales of newly constructed homes are occurring in Fairview, Millcreek, and Summit Townships, although some are happening in the City. Examples of new single-family construction in Erie County built in 2010 and sold in 2011 ranged from $245,900 to $329,900 (see **Table 12**). All of the recently-sold new homes identified in the table are larger than 2,000 SF and range in price per square foot from $99 to $139.

Table 12. Samples of Recently-Sold New Construction - 2/2012

Location	Square Feet (SF)	Year Built	Price	Price/SF
Summit Township	3,337	2010	$329,900	$99
Fairview Township	2,753	2010	$325,000	$118
Fairview Township	2,248	2010	$312,000	$139
Millcreek Township	2,724	2010	$309,900	$114
Fairview Township	2,515	2010	$285,000	$113
Summit Township	2,181	2010	$262,500	$120
Fairview Township	2,038	2010	$248,400	$122
Fairview Township	2,272	2010	$245,900	$108

Trulia.com, Urban Partners

We also examined new construction currently on the market for additional examples of supply (see **Table 13**). Much of the new construction for sale built in 2011 is in Millcreek Township, however the City has experienced new home construction as well. Prices for new homes for sale range from $74,900 in the City to $414,900 in Millcreek. Prices per square foot range from a low of $54 to a high of $178.

Table 13. Samples of New Construction Currently For Sale - 2/2012

Location	Square Feet (SF)	Year Built	Price	Price/SF
Millcreek Township	2,817	2011	$414,900	$147
Millcreek Township	2,236	2011	$334,900	$150
Millcreek Township	2,424	2010	$309,900	$128
Harborcreek Township	2,153	2010	$305,900	$142
Millcreek Township	2,010	2010	$260,000	$129
Millcreek Township	1,406	2011	$249,900	$178
Millcreek Township	1,116	2011	$188,900	$169
Millcreek Township	1,124	2011	$187,900	$167
Millcreek Township	1,120	2011	$187,900	$168
Millcreek Township	1,112	2011	$179,900	$162
Erie City	1,400	2011	$144,900	$104
Erie City	1,216	2011	$79,900	$66
Erie City	1,380	2011	$74,900	$54

Trulia.com, Urban Partners

Many new homes in the City are scattered site affordable developments in specific neighborhoods, and many of them are being developed by Port Harbor Homes. Port Harbor is working with the Bayfront East Side Taskforce to help revitalize that neighborhood. Purchasers of the new homes in the neighborhood with qualifying incomes can receive a lot at no cost, receive a tax abatement on their home for 10 years, can apply to receive down payment assistance, and can qualify for special lending programs through several local banks.

In Erie's 'Little Italy' on the west side, Port Harbor is constructing new homes for Housing and Neighborhood Development Service (HANDS) in partnership with the Erie Redevelopment Authority (ERA) and other stakeholders in the vicinity of W 17th and 18th Streets and Huron Street. Two of those homes, built in 2009, are currently for sale and listed at $80,000 for 1,400 SF ($57/SF) and $81,000 for 1,396 SF ($58/SF). Around the corner on Hickory Street are two more homes for sale in the same price range.

The ERA is also heading up the Central City Revitalization Project, an effort to revitalize a 15-square block area of Downtown Erie. One of the project's goals is to construct 45 new homes along with home rehabilitation and public infrastructure improvements. In this program, qualified buyers can receive a down payment grant of up to $50,000 as well as a 10-year tax abatement. New home construction began in 2006; to date 22 homes have been constructed by Port Harbor Homes, and one is currently under construction. The last two new homes for sale listed in Table 13 are part of this program.

Also taking place in the City under the direction of the ERA is the $50 million Union Square mixed-use market-rate development at 12th and Peach Streets. This is another effort by the ERA to revitalize Downtown Erie, increase the Downtown housing supply, and bring more residents to the area. The initiative was a result of recommendations in the Erie Downtown Master Plan. Soon after the plan was released in 2006, the ERA began acquiring select properties for the Union Square project. Developed by Fourth River Development LLC, the project will include 140 residential units, retail, off-street parking, and improvements to Griswold Park.

Construction of the first phase began in 2011, consisting of three 1,700 to 2,200 SF units over a street-level coffee shop. A separate building is housing four additional units ranging in size from 1,800 to 2,600 SF. Each will contain a garage and green design features. The first units are anticipated to be available by summer 2012. Prices are expected to range from $170,000 for the smallest units to $259,000 for the largest, each about $100/SF.

Phase 1 of the Union Square development - currently under construction (Source: 4th River Development LLC)

Downtown Housing Survey

In a further effort to assess the market for housing in Downtown Erie, an online survey was conducted through the Erie Downtown Partnership's website. Respondents were asked whether they would be interested in living in Downtown Erie if attractive, affordable housing and/or financial incentives were made available and to indicate what type of housing they would prefer. Respondents were also asked to indicate their age, household size, current rent or mortgage obligations, and income. The survey instrument is attached in **Appendix 1**, along with written comments that various respondents had made.

The survey was advertised through the Erie Times-News and goerie.com and posted in early January 2012. A total of 144 people completed the survey, 92% of which completed the survey within three days of the advertisement. Of the respondents, 42% indicated that they would be interested in living in Downtown Erie if attractive, affordable housing were available. An additional 9% said they would be interested in living Downtown if there were financial incentives available for a total of 51% overall respondents indicating that they would be interested in living Downtown. It is important to note that this level of response falls below a statistically significant finding; therefore, we will use this information as an indication of potential housing market interest.

A similar survey was conducted as part of the 2005 market analysis, although it was distributed to just Downtown employees. There were 256 respondents to that survey.

Interest in Living Downtown

Respondents who expressed interest living Downtown have a wide range of characteristics. The median household income of positive respondents was between $50,001 and $65,000, up significantly from the median income of $20,000 to $35,000 among 2005 survey respondents. 59% of positive respondents had incomes above $50,001; 11% had incomes between $65,001 and

$80,000, 15% between $80,001 and $100,000, 8% with between $100,001 and $125,000, and 8% had incomes over $125,000.

Respondents live and work in a variety of zip codes in the greater Erie region. Those with an interest in Downtown living represent 18 different zip codes of residence and 22 zip codes of employment. Of the total respondents of the survey, 37% work in Downtown. Of those respondents, 51% indicated an interest in living Downtown. This is up from 30% when the survey was conducted in 2005 and all respondents were Downtown employees. Of the total respondents who do not work Downtown, 51% also said they'd be interested in living Downtown. 38% of the respondents interested in living Downtown work Downtown.

Similar to conditions in other downtowns, positive respondents tend to cluster within younger age cohorts. Respondents under the age of 35 responded most favorably to living Downtown (34%), followed by respondents 56-65 (26%) and a close third by respondents 46-55 (23%). Of respondents aged 36-45, just 11% showed interest in Downtown living. Among cohorts examined, this age group tends to represent individuals with young children and this response likely suggests that they would prefer to raise their children outside the Downtown. These results were similar to those in 2005. However for this survey, only four respondents over 65 expressed interest in living Downtown.

Two-person households had the greatest interest in living Downtown with over 60% interested households being two-person versus 33% of households with one person and 7% of households with 3 or more people. It again appears that children are a factor in considering living Downtown; just 16% of those who expressed interest have children. The situation was significantly different in 2005 when more than 50% of households interested in living Downtown were one-person households.

Of respondents interested in living Downtown, 68% currently own their homes and 32% rent - similar to 2005. Of the current renters, 60% say they would prefer to own a home in Downtown Erie, indicating the possibility of attracting some first-time home buyers. This is up from 47% in 2005, although the sample is likely much smaller. Overall, of all positive respondents, 75% indicated that they would prefer to own a home Downtown.

76% of all survey respondents currently live in single-family homes (see **Table 14**), slightly down from 81% in 2005. 35% of those single-family home dwellers expressed interest in Downtown. The remaining respondents live in apartments, condos, townhouses, and warehouse lofts. As the table indicates, the majority of those dwellers expressed interest in Downtown living.

Table 14. Current Housing Type

Current Housing Type	All Respondents		Respondents Interested in Living Downtown		Respondents Not Interested in Living Downtown	
Single-Family Detached	110	76%	50	68%	60	86%
Low-Rise/Garden Apartment	5	3%	4	5%	1	1%
High-Rise Apartment	9	6%	5	7%	4	6%
New Townhouse	5	3%	4	5%	1	1%
Renovated/Historic Building	2	1%	2	3%	0	0%
Converted Upper Floor	10	7%	6	8%	4	6%
Warehose Loft/Conversion	3	2%	3	4%	0	0%

Residents who had positive responses to living Downtown were asked to identify preferred housing types (see **Table 15**). These respondents had a wide range of housing preferences. The most favored type of housing among positive respondents was a renovated/historic building at 27%, followed by single-family detached homes (21%), and warehouse loft/conversion at 15%.

Table 15. Preferred Housing Type

Current Housing Type	Respondents Interested in Living Downtown	
Single-Family Detached	15	21%
Low-Rise/Garden Apartment	6	8%
High-Rise Apartment	7	10%
New Townhouse	7	10%
Renovated/Historic Building	20	27%
Converted Upper Floor	7	10%
Warehose Loft/Conversion	11	15%

Respondents interested in living Downtown were also asked to identify the amenities that are important in their housing decisions. When asked to identify the amenities that are 'very important' in deciding where to live, on-site parking was the most important factor (voted 'very important' by 89% of respondents); followed by having nearby shopping, restaurants, arts/culture (66%); storage and new kitchen/baths (tied at 63%); a porch/balcony (54%); and central air conditioning and outdoor green space (tied at 52%). At the low end of importance, amenities deemed 'very important' by positive respondents included a swimming pool (1%), exercise room/jacuzzi (7%), and skylights (8%).

One third of positive respondents currently pay between $601 and $800 per month for their rent or mortgage (see **Table 16**). Slightly fewer pay between $401 and $600, and 19% pay less than $400 per month.

Table 16. Current Rent or Mortgage

Current Rent or Mortgage	Respondents Interested in Living Downtown	
Less than $400	14	19%
$401 - $600	19	26%
$601 - $800	22	30%
$801 - $1,000	9	12%
$1,001 - $1,200	7	10%
$1,201 - $1,500	1	1%
Greater than $1,500	1	1%

Of the respondents interested in owning a home Downtown, 39% indicated that they would only be willing to pay less than $100,000 for a home. 32% said they would pay between $101,000 and $125,000, and 21% said they'd pay between $125,001 and $150,000. 8% indicated a willingness to pay up to $200,000. For those who would prefer to rent, the highest number - 41% - indicated that they would pay between $401 and $600 per month, followed by 27% who would pay $601 to $800 and 14% who would pay $801 to $1,000 per month. These results indicate many prospective

Downtown residents are willing to pay at least the same amount per month if they were to move Downtown, but some would be searching for a reduction in housing costs.

Considering the above analysis of the Downtown Housing Survey results, 90% of the respondents interested in living Downtown fall into one of five clusters:

- **Young Relocating Owners**: 14 respondents or 19% of total positive respondents
- **Older Relocating Owners**: 13 respondents or 19% of total positive respondents
- **Prospective Owners whose Household Income is Less than $50,000**: 13 respondents or 18% of total positive respondents
- **Relocating Owners whose Household Income is Greater than $100,000**: 9 respondents or 12% of positive respondents
- **Prospective Renters**: 17 respondents or 23% of positive respondents

Young Relocating Owners

This cluster of 14 respondents is defined as individuals 35 years old or younger who currently own their home and are interested in purchasing a home in Downtown Erie. Respondents in this group are 86% two or more adult households - just two households have one adult. Just two have children as well. The median household annual income for this cluster is $50,001 to $65,001. Households in this group overwhelmingly occupy single-family detached homes currently, most of which have three or four bedrooms. Only 29% want to replicate that type of house Downtown, however. The preference for most respondents in this cluster is a renovated/historic rowhouse. Others would prefer a converted upper floor condo of an existing building or a low-rise garden condo. Respondents in this cluster desire a two-bedroom unit with one and a half baths; half indicated that they wanted fewer bedrooms than their current home. The group expressed interest in a range of price points; 43% were hoping to find a home for under $100,000, 36% were willing to pay between $100,001 and $125,000 (the median), and 21% were willing to pay between $125,001 and $150,000 to live Downtown.

For Young Prospective Owners, on-site parking was the most important amenity for which 79% of the respondents said it was 'very important'. Other 'very important' amenities to this cluster include interior finishes, storage, and nearby shopping/restaurants/culture (64% for each), followed by architectural charm (57%) and porch/balcony (43%). When asked where they would prefer to live, responses varied but all indicated a location in or around the Erie Downtown Partnership service area. Specific locations included upper State Street (3 responses), lower State Street (2 responses), Perry Square/North Park Row (2 responses), 5th and French Streets (2 responses), Griswold Plaza (1 response), and W. 6th Street historic district (1 response).

A similar cluster arose out of the 2005 survey results - young home owners who expressed interest in purchasing a home Downtown. At that time, the majority of households were occupied by just one adult with a median annual household income range of $35,000 to $50,000. Respondents in 2005 similarly desired a more unique home than they currently owned, but were looking for a larger home than current respondents within the cluster. However, current respondents indicated a willingness to pay the same median price range as their 2005 counterparts.

Older Relocating Owners

A second cluster of 13 respondents is defined as individuals over 46 years old (77% are above 55) who currently own their home and are interested in purchasing a home in Downtown Erie. 85% of these respondents live in a household with two adults. 85% also did not have children. The median household income of members of this cluster is $65,001 to $80,000, with 62% over $65,000 and all above $50,000. Homeowners in this cluster predominantly (92%) live in single-family detached homes. While most have three bedrooms, 31% have four bedrooms and one respondent has a two-bedroom house. Respondents in this cluster desire a two-bedroom unit with one and a half or two baths; 69% indicated that they wanted fewer bedrooms than their current home.

The current median mortgage payment among members of this cluster is $401 to $600 per month. However, 38% pay less than $400 per month and 46% pay more than $600. The median desired purchase price level indicated was $100,001 to $125,000. 62% indicated that this would be their desired purchase price range. At the same time 15% desired to pay less than $100,000, and 23% would pay between $125,001 and $150,000. No respondent in this cluster would pay more than $150,000. Older Relocating Owners are searching for a wide variety of Downtown living accommodations. While 23% indicated that they'd prefer a high-rise condominium, 15% said they'd prefer a low-rise garden condo, 15% a renovated/historic rowhouse, 15% a single-family detached house, and 15% a warehouse/loft conversion. A converted upper floor of an existing building was the least popular.

When asked where they would like to live, respondents offered various locations. Three respondents mentioned the 10th and State Street vicinity. Another suggested lower State Street, including Perry Square, as a preference while two others preferred upper State Street. Peach Street, both upper and lower, was also mentioned. One respondent indicated a preference for the Bayfront area west of Liberty Street. Regarding desired amenities, 92% of the respondents in this cluster said that on-site parking is 'very important'. Other 'very important' amenities to this cluster are central air conditioning and storage (69%), security system, outdoor green space, and proximity to shopping/restaurants/culture (61% for each), and new kitchen/bathroom (46%).

Prospective Owners whose Household Income is Less than $50,000

This cluster of 13 respondents is defined as individuals who have annual household incomes below $50,000 and are interested in purchasing a home in Downtown Erie. Currently, 62% of these respondents own their home while 38% rent. While more than half of the individuals live with another adult, 46% live alone. 92% do not have children. The median annual household income range of this cluster is $35,0001 to $50,000, and 54% fall into this range. However, 23% indicated that their household income is less than $20,000. Individuals in this cluster currently reside in a variety of housing types; just 54% live in single-family homes, while others live in condominiums, townhouses, warehouse/loft conversions, and converted upper floors of existing buildings. Homes of these individuals are much smaller than those of other clusters. 23% of the respondents have just one bedroom and none have more than three. Just 15% wish to downsize, while the rest prefer a home with one more bedroom than they currently have.

Despite their lower incomes, a third of the respondents in this cluster pay more than $600 per month for their mortgage or rent. Not surprisingly, 69% said they would not pay above $100,000 for a home Downtown. However, one individual would pay up to $200,000. As with the other clusters, members indicated that on-site parking was by far the most important amenity; 92% of the respondents said it was 'very important'. Other 'very important' amenities to this cluster include new kitchen/bath and central air conditioning (69% for each), followed by interior finishes, security system, and outdoor green space (62% for each) and architectural/historic charm, porch/balcony, and storage (54% for each). When asked where they would prefer to live, responses varied but 3 responses were for the bayfront (or bay views). Specific locations included 10th and State Street area (2 responses), French Street near 4th or 5th Street (2 responses), and Perry Square (1 response).

Relocating Owners whose Household Income is Greater than $100,000

This cluster of 13 respondents is defined as individuals who have annual household incomes above $100,000, currently own their home, and are interested in purchasing a home in Downtown Erie. 100% of these respondents live in a household with two adults and a third have children. The median household income of members of this cluster is $100,001 to $125,000, with 44% above $125,000. Homeowners in this cluster predominantly (89%) live in single-family detached homes. While 56% currently have three bedrooms, 33% have four bedrooms and one respondent has a two-bedroom house. Two-thirds of the respondents in this cluster desire a three-bedroom unit while a third want two bedrooms. Two thirds also indicated that they wanted fewer bedrooms than their current home. Most wanted two baths, but 22% desired one and a half.

The current median mortgage payment among members of this cluster is $801 to $1,000 per month. 33% pay less than $800 per month and 33% pay more than $1,001. The median desired purchase price level indicated was $125,001 to $150,000. 44% indicated that this would be their desired purchase price range. At the same time 22% desired to pay less than $125,001, and 33% would pay up to $200,000. Individuals in this cluster are searching for a wide variety of Downtown living accommodations. While 44% indicated that they'd prefer a single-family detached house, 22% said they'd prefer a warehouse/loft conversion. The other third would prefer a converted floor of an existing building, a high-rise condominium, and a renovated/historic rowhouse.

Regarding desired amenities, 89% of the respondents in this cluster said that on-site parking is 'very important' as was a porch/balcony. Other 'very important' amenities to this cluster are new kitchens/baths, storage, and proximity to shopping/restaurants/culture (78% for each), outdoor green space (67%), and interior finishes and central air conditioning (56% for each). When asked where they would like to live, respondents offered various locations. Four respondents mentioned the bayfront area and two respondents mentioned 4th and French Streets. Another suggested location is near the Mercantile Building.

Prospective Renters

This cluster of 17 respondents is defined as individuals who expressed interest in renting in Downtown Erie. Currently, 28% of these respondents own their home. Prospective Renters are predominantly single; 65% live alone. Just 12% have children. The median annual household income range of this cluster is $35,0001 to $50,000, and 35% fall into this range. However, 18% indicated that their household income is less than $20,000, and 35% said indicated an income greater than $50,001, including one with an income above $125,000. Individuals in this cluster currently reside in a variety of housing types; 29% live in single-family homes, 24% live in a low-rise garden apartment, and 18% live in a new townhome. Homes of these individuals exist in a variety of sizes. 47% of the respondents have two bedrooms, 24% have three bedrooms, and the rest just one bedroom or a studio. 29% wish to increase the size of their home, 35% wish to stay the same, and 36% wish to downsize.

The current median mortgage or rent payment among members of this cluster is $401 to $600 per month; 41% pay this amount. Only 12% pay less than $400 per month while 47% pay more than $601. 12% also pay more than $1,001 per month. The median desired rent price level indicated was $601 to $800 per month, so generally respondents in this cluster are willing to pay higher rent as part of their move Downtown; 53% indicated that they would pay at least this amount. Regarding preferred types of Downtown housing, the most - 35% - expressed a preference for a renovated/historic rowhouse. 18% said they'd prefer to live in a high-rise apartment or condominium; the same number indicated a preference for a new townhouse.

Respondents in this cluster indicated that on-site parking was by far the most important amenity; 94% of the respondents said it was 'very important'. Other 'very important' amenities to this cluster include proximity to shopping/restaurants/culture (76%), new kitchen/bath and historic charm (65% for each), followed by central air conditioning, porch/balcony, storage, security, and outdoor green space (53% for each). When asked where they would prefer to live, responses varied but 2 responses were for 12th Street near State and Peach Streets, and 2 responses were for an area between 4th and 10th Streets near Myrtle Street. Other responses included Perry Square, the bayfront, and 5th and French Streets.

Sales Market Potential for Downtown Erie

The market potential for sales housing within Downtown Erie appears to be impacted by several factors:

1. After many years, new market rate sales housing product is being introduced into Downtown Erie--both recently-introduced market-rate condominiums and soon-to-be constructed for-sale townhouses.
2. Elsewhere in the Greater Downtown Area, new construction has often yielded income-restricted affordable housing as part of various City initiatives.
3. The housing market in Erie County overall continues to grow slowly; approximately 450 units per year in the 2000s, similar to the 1990s. Recent sales patterns suggest that new construction owner-occupied home absorption is down from the pace witnessed in 2005.
4. The residential areas within Greater Downtown have a housing stock priced fairly affordably for the Erie market due to age, condition, and in some cases, size.
5. Waterfront views continue to command premium prices.
6. While the condominium product still remains very limited in the Erie market, it has grown from 1% to 3% of the housing stock since 2005. Pricing of this type of housing remains comparatively strong even in the Greater Downtown, and units have been selling.
7. The Downtown Housing Survey indicates that interest in Downtown living continues to exist, particularly sales housing. Several potential niche markets have emerged from the survey, including younger owners interested in purchasing, older owners interested in purchasing, and potential purchasers on both the upper and lower ends of the income scale. Generally all respondents showing interest were seeking smaller, more interesting, and more convenient housing.

Given these factors, we believe it is reasonable to conclude that new sales housing should continue to be introduced into Downtown Erie through several niche-oriented developments situated to most effectively build upon the strengths of the downtown.

The on-going investment in the upper State Street/Griswold Park area will absorb a significant portion of this sales market with both townhome and loft product. As units are absorbed, the area will become more established and take on the characteristics of a true neighborhood. The potential addition of some new rental product in this area (see below) should help accelerate the creation of a "neighborhood feel."

Assuming some increase in absorption as the national housing market recovers, we would expect approximately 10 to 15 units of varying product types and sizes to be sold annually, slowly absorbing a significant portion of the 140 planned units for Union Square and providing the potential for conversion of additional loft space to condominiums after the Mercantile Building is completely sold. A reasonable target would be absorption of 50 to 60 sales units over the next five years. This would complete the Mercantile Building, advance the Union Square development to perhaps 50% completion, and provide the opportunity for one additional loft conversion.

The predominant markets for these products appear to be "young relocating owners" and first-time home buyers (many with incomes at or just below $50,000). We should note that most of the current product appears to be smaller (in the case of the Mercantile Building) or larger (Union Square) than the two-bedroom, one and one-half bath units requested by positive respondents to the Downtown Housing Survey. Adding some 1,200 SF to 1,400 SF two-bedroom units in the Union Square development might accelerate absorption by catering to this requested niche. These might be effectively priced in the $140,000 to $170,000 range. Similarly, the next loft conversion might include some units in the 1,100 to 1,300 SF range to target the same market.

A different product would seem to be necessary to capture the "older relocating owner" and "homeowner with income over $100,000" niches. The most attractive product for the upper end of these markets would be a ***luxury condominium development targeted to empty nesters and single professionals. This development would be situated within walking distance of Hamot, Gannon, and Erie Insurance.*** This development could include both a townhome cluster and a mid-rise waterfront-view building. To achieve sufficient scale to afford the desired maintenance and amenities, at least 50 sales units would be necessary--perhaps 20-30 townhomes and stacked townhomes and a six-story elevator building with at least 24 units. The typical unit would be 1,000 to 2,000 SF selling for $130,000 to $250,000 or more.

While the historic warehouse/loft renovation and new townhome developments in the upper State Street/Griswold Park area have proven to allow for staged build-out, this will be more difficult for the new waterfront-view condominium development, which will need to achieve a critical mass of pre-sales before construction can commence. It may be important for key downtown employers and other investors to guarantee some level of sales to trigger this development.

In parallel to this larger development, in-fill lots within this same zone might also be used for new construction townhomes, stacked townhomes, and small lot singles targeted to a similar home-buying demographic.

In the current, more challenging national housing market, we believe this collection of sales products should be positioned to **capture a total of 110 units of sales housing in a five-year period.** Once stronger housing market conditions return and these initial products have established the viability of market-rate housing in Downtown, incremental development in all niches should be able to achieve an average absorption of 50 units annually.

Rental Housing Market

Rental housing represented 33% of the housing market in Erie County in 2010, while it constituted 48% of the market in the City of Erie (see **Table 17**). These figures have increased from 31% and 44% respectively in 2000. Erie's rental market is particularly concentrated in the Greater Downtown area, where 71% of housing units there were rental, compared to 67% in 2000, and 29% of all rental housing in the County is located, down from 31% in 2000. The Greater Downtown saw a 5% increase in rental units since 2000, up from less than 1% between 1990 and 2000, compared to the County's 12% growth in rental housing since 2000. In the Erie Downtown Partnership service area, rental housing also increased. While rental housing grew by 11% since 2000 in the Erie Downtown Partnership service area, its 1,339 units in 2010 represented only 1% of rental units in the County, compared to 4% in 2000. As it was in 2000, 99% of housing in the service area remains rental.

Table 17. Renter Housing Supply

Area	2000	2010
Erie Downtown Partnership Service Area	1,201	1,339
Greater Downtown	10,143	10,635
Erie City	17,941	19,505
Erie County	32,778	36,566

U.S. Census Bureau

Rental housing in Downtown Erie can still be categorized into three distinct segments - university student housing, subsidized rental housing, and market-rate housing.

Student Housing

Gannon University, located in Downtown Erie, had a 2011-2012 enrollment of 4,100 students, up from 3,600 in 2005. There are 14 resident units affiliated with the campus, including residence halls and apartment buildings. Four of these have been constructed or acquired since 2005. In addition there are three sororities and a fraternity. In total, on-campus facilities house approximately 1,600 Gannon students. The University's master plan calls for the construction of additional on-campus residential facilities.

The remaining students commute or live off-campus in apartments near the university. Samples of off-campus housing targeted to students include:

- 225 W. 5th Street: 6 bedrooms, 3.5 baths; unique, rarely offered house; located across from Gannon Field; amenities include large family room and dining room, semi-furnished, all appliances, covered porch, and five off-street parking spaces. Rent is $2,100 total or $350 per month plus utilities.
- 328 W. 10th Street: 2 bedrooms, 1 bath; unique loft-style apartment; amenities include carpeting, fully-applianced kitchen, coin-operated laundry on-site, and off-street parking. Rent is $530 per month plus electric.
- 204 W. 8th Street: 2 bedrooms, 1 bath; second-floor unit; amenities include new carpet, stove/refrigerator, off-street parking, and snow removal. Rent is $610 per month plus utilities.

- 254 E. 3rd Street: 1 bedroom; unit in two-family home with separate entrance; bathroom has full tub. Rent is $350 per month plus utilities.
- 315 W. 7th Street: 2 bedroom; amenities include large fenced yard, off-street parking, hardwood floors, large kitchen, high ceilings, and lots of storage. Rent is $900 per month, all utilities included.
- 333 W. 6th Street: 3 bedroom; historic building on Millionaires Row; amenities include large bedrooms, lots of storage, free off-street parking, coin-op laundry, large front porch. Rent is $1,305, all utilities included except cable.

Generally, student-oriented apartments rent in the range of $265 to $350 per person plus utilities. Apartments including utilities are commanding between $435 to $450 per person per month. Overall, rents have increased by about $25 to $40 per month since 2005.

Subsidized Rental Housing

Affordable subsidized rental housing remains a large segment of the Greater Downtown Erie supply. These properties include older well-maintained non-profit buildings targeted to seniors as well as some conversions of former commercial or institutional buildings. Most recently single-family homes have become available with the Mid Town Homes project. A sample of subsidized affordable rental housing includes:

- Mid Town Homes - 13th and Parade Street area: 15 new 3-bedroom single-family homes; amenities include 1.5 baths, full basement, private yards, fully-equipped kitchens, and washer/dryer hookup. Rents range from $510 (for 1,800 SF home) to $600 (for 1,900 SF home) per month, plus utilities. Waiting list is 6 to 18 months.
- Titus House Apartments - 727 French Street: Small building in EDPSA with one and two-bedroom units; amenities include controlled site entry, on-site laundry facilities, proximity to all downtown destinations. Rents based on 30% of adjusted gross income. Waiting list is 6 to 12 months.
- Villa Maria Apartments I - 819 W. 8th Street: Historic 40-unit building for seniors within walking distance of shops and bus lines; amenities include air conditioning, equipped kitchens, community room, computer lab, media room, laundry room, and private courtyard. Rents start at $460 for 1 BR to $540 for 2 BR, utilities included. Waiting list is 1 to 3 months, but apartments are available.
- Villa Maria Apartments II - 815 Plum Street: Historic 50-unit building within walking distance of shops and bus lines; amenities include townhouse-style apartments with air conditioning and equipped kitchens, community room, computer lab, media room, laundry room, and private courtyard. Rents start at $455 for 1 BR to $555 for 2 BR, plus utilities. Waiting list is 6 to 18 months.
- Boston Store Place Apartments: 125-unit building in the heart of the EDPSA with 95 subsidized units and 30 market-rate units; amenities include large windows, separate storage, fully-equipped kitchens, and spacious closets. Subsidized rents are $465 for 1 BR, $555 for 2 BR, and $670 for 3 BR, plus gas and electric.

Market-Rate Rental Housing

Market-rate apartments in the Greater Downtown generally include recent rehabilitations of historic or industrial/warehouse properties as well as some older well-maintained complexes. A sample of market-rate properties includes:

- Lovell Place - 153 E. 13th Street: 107 residential-unit former factory with other mixed uses; amenities include open floorplans, central air conditioning, on-site laundry, storage area, controlled access, off-street gated parking, and trash collection. Rents start at $560 for 1 BR, $675 for 1 BR loft, $750 for 2 BR, and $810 for 2 BR loft, plus gas and electric. Several units are available.
- Bayedge Apartments - 237 W. Front Street: Newer multi-unit building overlooking Presque Isle Bay and Dobbins Landing; amenities include equipped kitchen, great room, large master bedroom, deck, and off-street parking. Rent is $925 for 2 BR, 1.5 bath (1,100 SF) apartment, plus gas and electric. One unit is available.
- Federal Row Square - E. 4th and Holland Streets: Townhouse and apartment complex in historic buildings surrounding a landscaped park; amenities include off-street parking, washer/dryer, in-unit storage, equipped kitchens, air conditioning, and trash collection. Rents start at $725 for 1 BR and $825 for 2 BR, plus gas and electric. Units are available.
- Modern Tool Square - E. 4th and State Streets: Historic downtown former industrial building with 56 residential units and 70,000 SF of office and retail space; amenities include security, on-site laundry, off-street parking, and lofts. Rent is $600 for 1 BR, plus gas and electric. No units are available currently.
- Cranberry Court Apartments - 401 Cranberry Street: Edge of Greater Downtown newer luxury apartment complex; amenities include fully equipped kitchens, central air conditioning, washer/dryers, sundecks, fireplaces, garage with automatic openers, and jacuzzis in some units. Rent is $1,010 for 1 BR, $1,200 for 2 BR, and $1,600 for 3 BR, plus utilities. One and three-bedroom units are currently available.

Downtown Housing Survey

As noted above, the Downtown Housing Survey identified a cluster of 17 respondents who expressed interest in renting Downtown. Prospective Renters are predominantly single; 65% live alone. Just 12% have children. The median annual household income range of this cluster is $35,001 to $50,000, and 35% fall into this range. However, 18% indicated that their household income is less than $20,000, and 35% said indicated an income greater than $50,001, including one with an income above $125,000. Individuals in this cluster currently reside in a variety of housing types; 29% live in single-family homes, 24% live in a low-rise garden apartment, and 18% live in a new townhome. Homes of these individuals exist in a variety of sizes. 47% of the respondents have two bedrooms, 24% have three bedrooms, and the rest just one bedroom or a studio. 29% wish to increase the size of their home, 35% wish to stay the same, and 36% wish to downsize.

The current median mortgage or rent payment among members of this cluster is $401 to $600 per month; 41% pay this amount. Only 12% pay less than $400 per month while 47% pay more than $601. 12% also pay more than $1,001 per month. The median desired rent price level indicated was $601 to $800 per month, so generally respondents in this cluster are willing to pay higher rent as part of their move Downtown; 53% indicated that they would pay at least this amount. Most nicer market-rate apartment options Downtown fall into this range. Most prospective Downtown renters (35%) expressed a preference for a renovated/historic rowhouse. Others said they'd prefer a high-rise apartment (18%) and a new townhouse (also 18%).

Rental Market Potential for Downtown Erie

The demand for subsidized rental housing Downtown remains strong, with significant waiting lists.

In 2006, we found a potential market for expanded student off-campus housing. Gannon University has responded to this with a variety of new and purchased housing products. The potential for further growth in this market will be tied to the overall growth of University enrollment. At this time, we understand that the college will be stabilizing enrollment over the next few years, coupled with replacement of an aging dormitory building. Hence, this market segment is not likely to drive substantial new residential development in the next five years.

On the other hand, the Downtown Housing Survey shows signs of increasing interest in market rate rentals, particularly townhomes and historic loft conversions. Potential rental product as a part of the Union Square development will be a good test for the depth of this market.

We should also note that our survey of market rate rental properties found some availability of the unit types indicated as preferred in our consumer survey. This suggests that potential renters are not aware of rental possibilities. ***There may be an opportunity here for the Erie Downtown Partnership to support the market rate Downtown rental market by more directly utilizing the "Live" portion of the Partnership website to provide real-time information on unit availability.*** This effort could be communicated routinely through Downtown employers to their workers.

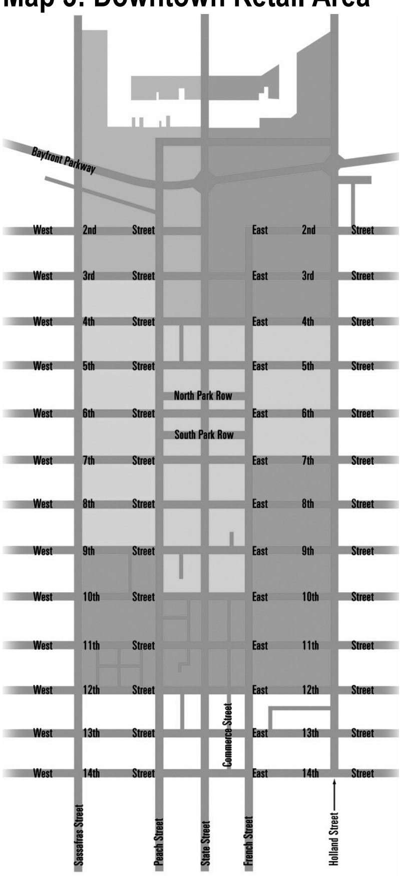
Retail Market

Introduction and Definition of Retail Trade Area

A retail market analysis was conducted by Urban Partners to describe the current performance of retailers located within and near Downtown Erie. This analysis is intended for use in identifying opportunities for the further development of retailing in the area based on the capture of the multiple retail markets served or potentially served by Downtown Erie retailers.

For this analysis, we define Downtown Erie as co-terminus with the boundaries of the Erie Downtown Partnership service area (see **Map 3)**, which is bounded by the Erie lakefront on the north, the main rail line just below 14th Street on the south, Sassafrass Street on the west, and Holland Street on the east. The 106 stores located in Downtown Erie provide products and services in 25 different retail categories. These stores service at least five distinct retail markets—(1) Downtown residents, including Gannon University students; (2) Downtown employees; (3) residents of the Greater Downtown area extending for one mile beyond the Erie Downtown Partnership boundaries; (4) attendees at the many Downtown cultural and sporting events; and (5) a broader Erie County-wide (or larger) regional customer base. All of these markets may offer potential for expanded retailing Downtown.

Map 3: Downtown Retail Area



Trade Area Retail Supply

To identify and characterize shopping opportunities available within and nearby Downtown Erie, Urban Partners completed an inventory of all retail business establishments located both within the Erie Downtown Partnership service area and throughout a broader Greater Downtown Erie Retail Trade Area. The results of this inventory, described by retail type, location and size of the business, are included as **Appendix 2** and **Appendix 3** to this document.

This study focuses chiefly on retail stores engaged in selling merchandise for personal and/or household consumption and on establishments that render services incidental to the sale of these goods. Selected service establishments are also included, especially those businesses primarily providing personal services to individuals and households, such as hair and nail salons and laundry and dry cleaning establishments.

All retail establishments in the area were classified by type of business according to the principal lines of merchandise sold, the usual trade designation, estimated square footage, and level of sales. All establishments are classified according to the numeric system established for both government and industry practice – the NAICS. Banks and other financial establishments are excluded from this assessment because banking activities – deposits, loans, etc. – cannot be added to sales volume data for other types of retail establishments.

The term “retail store sales” in this analysis includes sales by establishments that are normally found in pedestrian-oriented retail shopping areas. This definition excludes the sales of automobile dealerships and repair facilities, service stations, fuel oil dealers, and non-store retailing. Unlike many secondary data sources, such as the Bureau of the Census, however, this definition does include the sales of service establishments such as barber shops, hair and nail salons, and dry cleaners.

Table 18 describes the current range of stores available within the Erie Downtown Partnership service area and estimates the current performance of these stores. As of April 2012, Downtown Erie included 106 operating retail businesses occupying nearly 457,700 square feet of store space and generating nearly $90.6 million in sales.

More than half of these establishments (58) are full- and limited-service restaurants and bars serving a broad range of market segments including Downtown and near-Downtown residents, employees, event-goers, and the overall Erie County market. These 58 eating and drinking facilities utilize half of all occupied Downtown store space and generate 54% of all sales. As we will discuss below, these 58 establishments capture 13% to 14% of the entire Erie County market, though the performance of bars and taverns is substantially stronger than full-service restaurants.

Table 18. Estimated Retail Store Performance
Downtown Erie Retailers - 2012

RETAIL CATEGORY	No. of Stores	S.F. GLA	Retail Sales ($1000)	Sales /SF	Pct. of Stores	Pct. of GLA	Pct. of Sales
TOTAL	**106**	**457,700**	**$90,561**	**$198**	**100.00**	**100.00**	**100.00**
COMMUNITY-SERVING GOODS & SERVICES	**67**	**222,400**	**$47,036**	**$211**	**63.21**	**48.59**	**51.94**
Supermarkets, Grocery Stores							
Convenience Stores	5	10,800	$3,061	$283	4.72	2.36	3.38
Speciality Foods	1	900	*	*	0.94	0.20	*
Liquor & Beer Distributors							
Drug Stores/Pharmacies	1	7,200	*	*	0.94	1.57	*
Cosmetics, Beauty Supplies, & Perfume	1	4,000	*	*	0.94	0.87	*
Health Food Supplements							
Limited-Service Restaurants	21	43,000	$14,696	$342	19.81	9.39	16.23
Bars and Lounges	19	102,900	$14,613	$142	17.92	22.48	16.14
Dollar Stores & Other General Merchandise Stores	2	16,000	*	*	1.89	3.50	*
Jewelry Stores	2	3,900	*	*	1.89	0.85	*
Optical Stores	2	3,400	*	*	1.89	0.74	*
Gift, Novelty, Souvenir Stores	3	4,700	$1,248	$266	2.83	1.03	1.38
Hardware Stores							
Florists	1	1,800	*	*	0.94	0.39	*
Hair Salons	7	13,400	$1,395	$104	6.60	2.93	1.54
Laundries; Dry Cleaning	2	10,400	*	*	1.89	2.27	*
FULL SERVICE RESTAURANTS	**18**	**82,400**	**$18,734**	**$227**	**16.98**	**18.00**	**20.69**
DEPARTMENT STORES							
Full-Service Department Stores							
Discount Department Stores							
Warehouse Clubs							
APPAREL	**8**	**24,000**	**$5,693**	**$237**	**7.55**	**5.24**	**6.29**
Men's Clothing	1	4,800	*	*	0.94	1.05	*
Women's Clothing							
Children's Clothing							
Family Clothing	1	2,000	*	*	0.94	0.44	*
Clothing Accesories							
Other Clothing	6	17,200	*	*	5.66	3.76	*
Shoe Stores							
HOME FURNISHINGS & IMPROVEMENT	**5**	**74,100**	**$10,360**	**$140**	**4.72**	**16.19**	**11.44**
Furniture	2	61,000	*	*	1.89	13.33	*
Floor Coverings							
Window Treatments							
Other Home Furnishings							
Household Appliances							
Radio/TV/Electronics	2	1,100	*	*	1.89	0.24	*
Home Centers							
Paint & Wallpaper Stores							
Retail Lumber Yards							
Nursery & Garden Centers	1	12,000	*	*	0.94	2.62	*
Antique Stores							
OTHER SPECIALTY GOODS	**7**	**48,800**	**$8,318**	**$170**	**6.60**	**10.66**	**9.18**
Luggage & Leatherwork							
Computer & Software Stores							
Camera, Photo Supply							
General-Line Sporting Goods							
Specialty Sporting Goods	1	1,600	*	*	0.94	0.35	*
Toys & Hobbies							
Sewing, Needlework							
Music Stores							
Book Stores	4	15,200	$2,906	$191	3.77	3.32	3.21
Record/CD/Tape/Video Stores							
Office Supply/Stationers	1	30,000	*	*	0.94	6.55	*
Art Dealers	1	2,000	*	*	0.94	0.44	*
Collectors' Items & Supplies							
OTHER RETAIL STORES	**1**	**6,000**	*****	*****	**0.94**	**1.31**	*****
Auto Parts & Accessories Stores							
Pet Supply Stores							
Tobacco Stores							
Other Health & Personal Care							
Other Used Merchandise	1	6000	*	*	0.94	1.31	*
Other Miscellaneous Retail Stores							

Urban Partners 4/2012 *Data Suppressed

Another 27 stores provide a modest array of community-serving goods and services to meet the needs of the residents of the surrounding neighborhoods. This collection of Downtown stores includes:

- five convenience stores
- three gift shops
- two jewelers
- a drug store
- a florist
- two optical stores
- two dollar stores
- seven hair/nail salons, and
- two dry cleaners or laundries.

In total, the 27 businesses providing these community-serving goods and services occupy about one-sixth of all Downtown store space and generate about one-fifth of all sales. We should also note that some of these stores--especially jewelry stores, opticians, gift shops, and the florist--draw additional market from throughout the County.

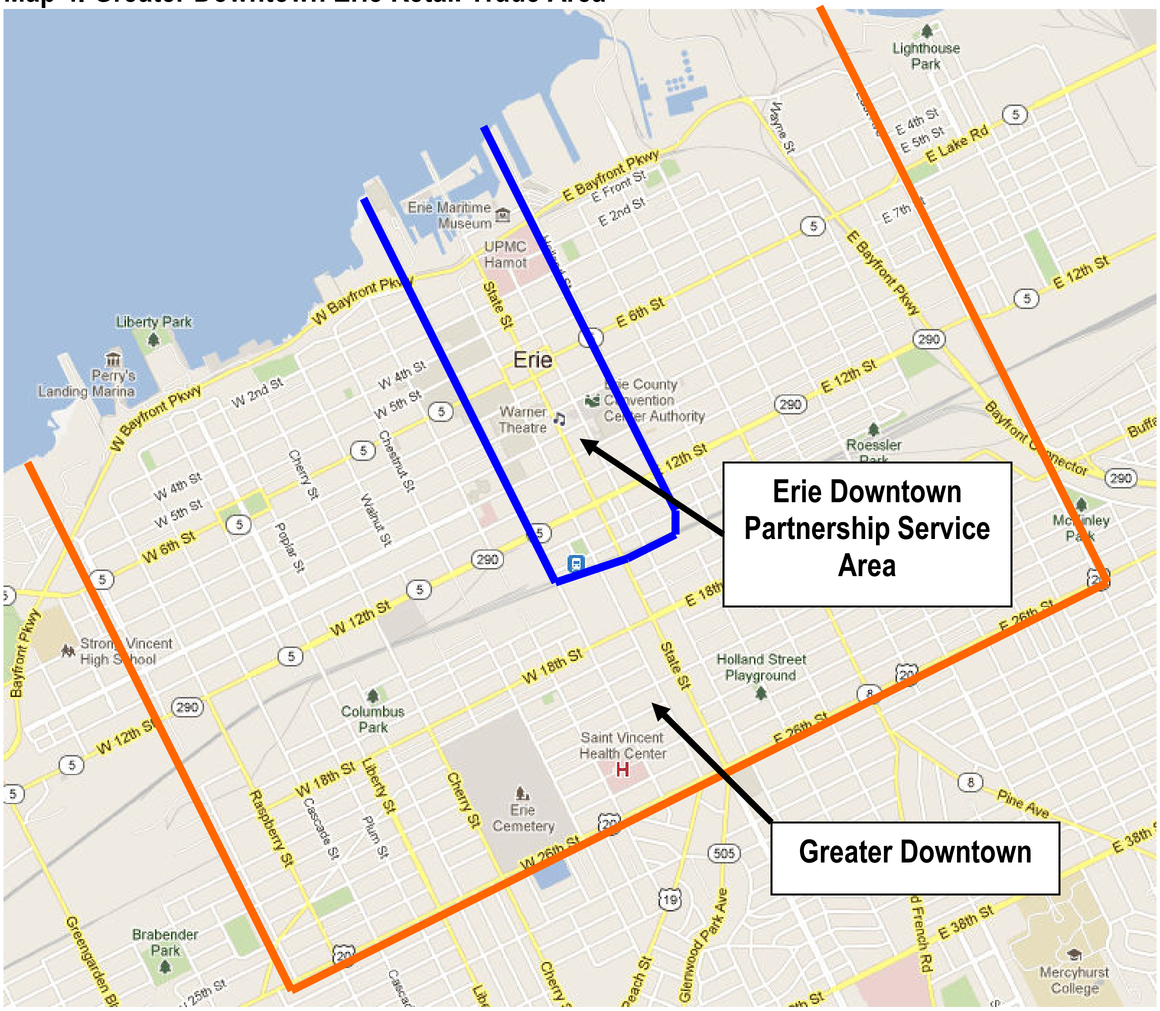
The remaining 21 Downtown stores are mostly longstanding Erie retailers that have maintained a presence in Downtown, but largely act as freestanding businesses with little store-to-store customer shopping. This collection of businesses includes stores such as Sanner Office Supply, Isaac Baker menswear, L. Press work clothing, American Surplus, Miller Brothers Garden Supply, Red Door Uniforms, and Anchor Marine. The strength of such freestanding retailing has declined in the past six years, as Downtown Erie has lost some of its diversity of retail supply with the closing of camera, sporting goods, and musical instrument stores.

In our 2006 interviews, some businesses indicated that they had evolved their strategies to rely very little on Downtown in-store sales. Instead, they had repositioned to emphasize off-site corporate, group, and direct sales and had, in some cases, opened second stores in the densely retail suburban mall area to handle direct customer traffic. Many of these stores subsequently closed their Downtown operations.

The only concentration of retailing within these categories that generates substantial walk-in traffic is the group of eight apparel stores—which are largely specialty stores providing “other clothing” such as uniforms, sports team-related, and work/outdoor clothing. Though this represents a concentration of “other clothing” businesses in the Downtown, these operations are physically scattered around the Downtown and tend to target very different destination-oriented customer bases.

Limiting our analysis to businesses located within the Erie Downtown Partnership-defined Downtown boundaries, however, tends to distort the actual economic conditions in the area since these boundaries, especially the east and west boundaries at Holland and Sassafrass, define a very compact area. To deal with this circumstance, we have also assessed retail conditions in a larger area labeled the Greater Downtown Erie Retail Trade Area. This larger trade area includes the Erie Downtown Partnership service area and locations within approximately a one-mile radius of the Erie Downtown Partnership service area (see **Map 4**). Greater Downtown Erie extends to Cranberry Street on the west, East Avenue on the east, and 26th Street on the south.

Map 4. Greater Downtown Erie Retail Trade Area



The 106 businesses located within the Erie Downtown Partnership service area represent only 35% of the total stores in the overall Greater Downtown Erie Retail Trade Area. These 106 businesses occupy 44% of store space in the total area and generate 39% of all sales. On **Table 19**, we summarize the current performance of the full range of 300 retail businesses offering goods and services in the larger Greater Downtown Erie Retail Trade Area. These businesses occupy an estimated 1.05 million SF of gross leasable area (GLA). We estimate these 300 stores generate nearly $228 million in sales annually. Other than Downtown Erie proper, the most important concentrations of retailing in the trade area are shopping strips along the 800 and 900 blocks of East Ave., the 600 to 1300 blocks of Parade, and at the Sanders Market-anchored shopping center in the 800 block of E. 6th Street. The 2400 and 2500 blocks of Peach also house an eclectic concentration of stores. Remaining retail activity is widely scattered throughout the trade area.

Table 19. Estimated Retail Store Performance
Greater Downtown Erie Trade Area Retailers – 2012

RETAIL CATEGORY	No. of Stores	S.F. GLA	Retail Sales ($1000)	Sales /SF	Pct. of Stores	Pct. of GLA	Pct. of Sales
TOTAL	**300**	**1,047,800**	**$227,892**	**$217**	**100.00**	**100.00**	**100.00**
COMMUNITY-SERVING GOODS & SERVICES	**196**	**588,800**	**$139,095**	**$236**	**65.33**	**56.19**	**61.04**
Supermarkets, Grocery Stores	5	48,400	$13,156	$272	1.67	4.62	5.77
Convenience Stores	29	67,200	$18,358	$273	9.67	6.41	8.06
Speciality Foods	11	33,400	$8,187	$245	3.67	3.19	3.59
Liquor & Beer Distributors	6	15,700	$7,090	$452	2.00	1.50	3.11
Drug Stores/Pharmacies	4	38,600	$21,396	$554	1.33	3.68	9.39
Cosmetics, Beauty Supplies, & Perfume	2	8,800	*	*	0.67	0.84	*
Health Food Supplements	1	1,800	*	*	0.33	0.17	*
Limited-Service Restaurants	37	66,600	$21,086	$317	12.33	6.36	9.25
Bars and Lounges	48	171,700	$23,270	$136	16.00	16.39	10.21
Dollar Stores & Other General Merchandise Stores	8	50,500	$9,083	$180	2.67	4.82	3.99
Jewelry Stores	2	3,900	*	*	0.67	0.37	*
Optical Stores	3	6,100	$1,718	$282	1.00	0.58	0.75
Gift, Novelty, Souvenir Stores	4	10,700	$2,448	$229	1.33	1.02	1.07
Hardware Stores	1	3,600	*	*	0.33	0.34	*
Florists	2	3,000	*	*	0.67	0.29	*
Hair Salons	25	34,300	$3,528	$103	8.33	3.27	1.55
Laundries; Dry Cleaning	8	24,500	$4,075	$166	2.67	2.34	1.79
FULL SERVICE RESTAURANTS	**32**	**114,800**	**$25,657**	**$223**	**10.67**	**10.96**	**11.26**
DEPARTMENT STORES	**1**	**25,000**	*****	*****	**0.33**	**2.39**	*****
Full-Service Department Stores	1	25,000	*	*	0.33	2.39	*
Discount Department Stores							
Warehouse Clubs							
APPAREL	**13**	**32,500**	**$7,506**	**$231**	**4.33**	**3.10**	**3.29**
Men's Clothing	1	4,800	*	*	0.33	0.46	*
Women's Clothing	1	2,000	*	*	0.33	0.19	*
Children's Clothing							
Family Clothing	4	6,700	*	*	1.33	0.64	*
Clothing Accesories							
Other Clothing	7	19,000	$4,391	$231	2.33	1.81	1.93
Shoe Stores							
HOME FURNISHINGS & IMPROVEMENT	**24**	**160,600**	**$28,727**	**$179**	**8.00**	**15.33**	**12.61**
Furniture	3	65,800	$7,910	$120	1.00	6.28	3.47
Floor Coverings	2	15,600	*	*	0.67	1.49	*
Window Treatments	1	2,500	*	*	0.33	0.24	*
Other Home Furnishings	1	3,200	*	*	0.33	0.31	*
Household Appliances	3	8,800	$2,130	$242	1.00	0.84	0.93
Radio/TV/Electronics	3	2,500	$928	$371	1.00	0.24	0.41
Home Centers							
Paint & Wallpaper Stores	1	7,500	*	*	0.33	0.72	*
Retail Lumber Yards	1	11,000	*	*	0.33	1.05	*
Nursery & Garden Centers	3	19,800	$5,016	$253	1.00	1.89	2.20
Antique Stores	6	23,900	$3,216	$135	2.00	2.28	1.41
OTHER SPECIALTY GOODS	**20**	**77,800**	**$13,568**	**$174**	**6.67**	**7.43**	**5.95**
Luggage & Leatherwork							
Computer & Software Stores	1	1,000	*	*	0.33	0.10	*
Camera, Photo Supply							
General-Line Sporting Goods							
Specialty Sporting Goods	2	3,800	*	*	0.67	0.36	*
Toys & Hobbies							
Sewing, Needlework	2	7,000	*	*	0.67	0.67	*
Music Stores	1	4,800	*	*	0.33	0.46	*
Book Stores	5	16,400	$3,086	$188	1.67	1.57	1.35
Record/CD/Tape/Video Stores	3	4,200	$702	$167	1.00	0.40	0.31
Office Supply/Stationers	1	30,000	*	*	0.33	2.86	*
Art Dealers	2	4,000	*	*	0.67	0.38	*
Collectors' Items & Supplies	3	6,600	$964	$146	1.00	0.63	0.42
OTHER RETAIL STORES	**14**	**48,300**	**$9,339**	**$193**	**4.67**	**4.61**	**4.10**
Auto Parts & Accessories Stores	4	16,400	$4,084	$249	1.33	1.57	1.79
Pet Supply Stores							
Tobacco Stores	2	3,200	*	*	0.67	0.31	*
Other Health & Personal Care	1	11,000	*	*	0.33	1.05	*
Other Used Merchandise	7	17700	$1,261	$71	2.33	1.69	0.55
Other Miscellaneous Retail Stores							

Urban Partners 4/2012 *Data Suppressed

Taken as a whole, the 300 stores in the total trade area include 117 eating and drinking establishments, of which 58 are in the Erie Downtown Partnership service area. Another 111 of the 300 stores provide 15 categories of community-serving goods and services. There is also one department store, as well as 57 apparel, home furnishings, and specialty goods stores; and 14 “other retail” stores.

Outside the Erie Downtown Partnership service area, there has been a dramatic reduction in eating and drinking establishments since 2006--eight full-service restaurants, four limited-service restaurants, and 12 bars have closed in the past six years. All of these properties are currently vacant with the exception of two that have been demolished and one currently in a non-retail use. The Tim Horton’s on 12th Street is the only new restaurant added in the past six years within the Greater Downtown area, but not in the Erie Downtown Partnership service area. In summary, in the past six years ***eating and drinking establishments within Greater Downtown have been increasingly concentrated within the Erie Downtown Partnership service area***.

The most important of the 84 community-serving stores outside the Erie Downtown Partnership service area are five supermarkets and grocery stores, three drug stores, and 10 specialty foods outlets. Other community-serving stores located outside the Erie Downtown Partnership service area include 24 convenience stores, 18 hair salons, six dollar stores, six liquor and beer distributors, and six dry cleaners and laundromats.

In the total Greater Downtown area, 57 stores provide apparel, home furnishings and improvement, and other specialized goods, including 20 within the Erie Downtown Partnership service area. The 24 home furnishings and improvement stores are an especially important concentration with three furniture, six antique, two floor coverings, and three appliance stores. These 24 home furnishings & improvement stores occupy one-sixth of all space and generate one-eighth of sales in the total Greater Downtown area.

There has been some growth in family apparel stores in the past six years, with four new stores. On the other hand, the current 14 “other retailers” are seven less than in 2006, with the loss of two pet supply stores and six used merchandise stores. The Kraus Department Store on Parade remains a legendary institution.

Survey of Retail Businesses

Urban Partners conducted in-store interviews with the owners or managers of 16 Downtown Erie retailers to gather qualitative information about the nature of their businesses, recent trends, and observations about the retail environment. The interviewees were distributed throughout the Downtown area and across different retail category types. See **Appendix 4** for the survey instrument.

The following data and analysis is limited exclusively to the 16 interviewed businesses.

General Information/Business Characteristics

Surveyed businesses include those that have been in operation for 160 years and newer businesses that had only been in operation for just a few months. The businesses that were surveyed have been in operation in the Downtown for an average of 34 years. About 60% of them have been in business for more than 20 years, which indicates that there are still a stable group of businesses in Downtown Erie. But it is also attracting new businesses, as five of the 15 surveyed have been open for less than 10 years.

Just one of the surveyed retailers is a chain - Subway, which is a franchise as well, so it is operated by a local entrepreneur. The remaining 15 businesses interviewed are independent. Of those, two have additional locations. Interviewed businesses include a dry cleaner, two limited-service restaurants, two full-service restaurants a barber shop, a florist, an art dealer, a gift store, a candy shop, an optician, a jeweler, a men's clothing store, a work apparel/outdoor clothing store, and a bar/pub.

The interviewed businesses employ generally a small number of employees, both full- and part-time, with a total number of employees ranging from one to 38, with an average of 9 workers. Eleven of the businesses, or 73%, have less than 10 employees. Just two employ more than 35. Of the retailers who were surveyed, 33% said they own their properties and 67% lease their retail space. Several of Downtown Erie's retailers with the most longevity are in rented space.

Hours of Operation

Approximately 1/3 of the businesses surveyed open their doors by 8 am most days, and all are open by 11 am. Subway opens for breakfast at 7 am, and the dry cleaner opens at 7:30 am. The latest-opening businesses are sit-down restaurants that do not serve breakfast, but are open for lunch and dinner. While the majority (two-thirds) of interviewed businesses close between 5 and 6 pm, the restaurants all stay open later. Those serving liquor tend to stay open the latest. One is open until 2 am. Just two of the interviewed retail businesses are open every day. The remaining businesses are closed on Sundays and/or Saturdays. A fourth of those are closed both days. Merchants indicated that Downtown Erie is often rather quiet on weekends, and often it is not worth it for them to remain open, particularly on Sundays. When asked about their busiest times of operation, business owners overwhelmingly responded the lunch hour, or between 11 am and 2 pm. The busiest time of year by far appears to be the holidays from Thanksgiving through New Years. Some merchants reported that business picks up in the summer due to tourists.

Modes of Transportation

Although Downtown Erie is a pedestrian-oriented community, customers overwhelmingly arrive at Downtown businesses by car. Several retailers interviewed reported that at least half of their customers walk, while one cafe owner indicated that all of his customers walk; these tend to be downtown employees who walk from their office, but still drive to Downtown Erie. The walking customers who do not drive are mainly Gannon University students.

Recent Sales Trends and Space Needs

Despite, the current state of the economy, 40% of the interviewed retailers in Downtown Erie reported that sales had increased over the previous year. Half of the retailers indicated that business was consistent and hadn't changed noticeably. Two of those merchants are very new, so they couldn't track their sales trends beyond a few months, but business had been consistent over those months. Just one of the interviewed retailer has experienced a decline in sales. That merchant plans to close in 2012. Almost 75% of the retailers plan to stay the same over the next two years, while a fifth of them intend to expand their businesses. However, only one of the three needs additional space. The others are expanding through delivery and online.

Opportunities and Challenges in the Business District

When asked whether any recent changes or occurrences in Downtown Erie has had a positive impact on businesses, slightly more than half cited a variety of examples (however benefits to some are seen as problems to other). One reported that the on-going expansion of Gannon University has improved business and hopes that it will continue. Another merchant said that while things Downtown haven't changed too significantly, the streetscape improvements underway on State Street are a big improvement to the area. A second retailer agreed with the improved aesthetics, but mentioned that he had not noticed any changes in business to date. One restauranteur said that the festivals and events downtown are good for business. The Art Museum expansion was mentioned as extremely positive for that portion of the Downtown. A long-time retailer said that the Downtown is poised to make great strides in the near future with good relationships developing between local and state officials and the potential availability of funding.

Regarding issues that have had a negative impact on business, responses varied as well, but there were common threads. Several retailers mentioned that there are too many social service entities downtown occupying retail space. Another merchant said that loitering in front of her store is a problem and it drives customers away. Similarly, a nearby retailer said that women and elderly sometimes don't feel safe in the vicinity of his store. Several merchants also said that the Downtown is not as clean as they would like it, particularly since they're paying an assessment for cleaning services. They said that more often than not they are cleaning or shoveling their own sidewalks.

A common complaint among merchants was the concrete sidewalk bump-outs being installed on State and 12th Streets. Several said that people are running into them and are concerned about plows hitting them, which would require additional funds to repair them. Parking was not cited as a major problem, particularly availability. Some merchants expressed disapproval of the meters, but most understand that it helps generate revenue. Many said they like the angled parking around Perry Square. One retailer suggested the same configuration for State Street to increase parking supply and narrow the wide street. Another common concern among Downtown merchants is the lack of retail variety in the area to provide what residents and workers need. They feel that bars and restaurants "are taking over", and they fear that people go elsewhere or don't even come to Downtown Erie because it doesn't have the amenities they're seeking.

Suggested Improvements

Interviewed respondents were asked about whether they thought specific activities would help improve their businesses, and almost all cited suggestions for improvements. By far the most common suggestion was the need to recruit additional retailers to the Downtown to compliment their own business and bring more customers to the area. A few merchants mentioned the need for a retail cluster, anchor, and/or niche to draw customers Downtown. A specific store mentioned was a grocery store. Merchants thought this was critical if there's any hope to increase the Downtown population. Additional suggested stores were clothing stores.

Interviewed retailers also said that coordinated activities and marketing among the businesses would be good for Downtown. One mentioned that there needs to be a clear point of contact or organizer for such activities because businesses themselves don't necessarily have the time. Another suggestion for improvement was better cleaning of the sidewalks. Yet another retailer said that the City needs to make it easier to open or run a business in terms of more lenient codes and regulations. Otherwise there is a fear that prospective entrepreneurs will eventually give up on trying to revitalize Downtown.

Customer Base and Components of Retail Demand

Interviewed retailers were asked to assess the various market segments that make up their customer bases. Downtown workers are an extremely important customer segment for all Downtown retailers, but especially for frequent-purchase/daily-needs stores such as community-serving businesses and both full- and limited-service restaurants, as well as the more specialty items not easily found elsewhere in the Erie region. For these businesses, Downtown workers are seen as half or more of the customer base, and in some cases up to 80%. The specialty retailers tend to get the remainder of their customers from other areas of Erie and the County as they are more of a destination, while the remaining customer base for everyday item retailers tends to be Gannon University students and Downtown residents. However, no business interviewed felt that more than 30% of their customer base was from residents in or near the Downtown, and the majority indicated that only about 10 to 20% came from the Downtown area. Businesses attracting the highest number of Gannon students tend to be restaurants and those selling frequent-purchase items. The only businesses that mentioned their customers are event attendees were restaurants and bars.

Retail Demand

As noted above, demand for retail goods and services in the Erie Downtown Partnership area derives from at least five distinct markets—(1) Downtown residents, including Gannon University students; (2) Downtown employees; (3) residents of the Greater Downtown area extending for one mile beyond the Erie Downtown Partnership boundaries; (4) attendees at the many Downtown cultural and sporting events; and (5) a broader Erie County-wide (or larger) regional customer base. To quantify this potential demand we will focus on three demand segments:

- residents of Greater Downtown Erie (including Downtown proper) who will provide the primary market for community-serving goods and services;
- Downtown employees, who provide the primary market for businesses serving lunch and a supplementary market for a variety of goods and services; and
- the broader Erie County area, which provides a potential market for eating and drinking establishments, apparel, home furnishings, and other specialty goods.

Consumer shopping patterns vary depending on the types of goods being purchased. For convenience goods purchased frequently, such as groceries, drugs, and prepared foods, shoppers typically make purchases at stores close to their home or place of work. For larger-ticket, rarely purchased items – such as automobiles, electronics and large appliances – shoppers may travel anywhere within the metropolitan area or beyond to obtain the right item at the right price. For apparel, household furnishings, and other shopping goods, consumers generally establish shopping patterns between these two extremes, trading at a number of shopping areas within a 30 minute commute of their homes.

In analyzing the retail market demand within a portion of a larger metropolitan area, these behavioral observations translate into a series of analytical rules-of-thumb:

- Shopping for community-serving goods and services is generally confined to the primary trade area.

- Expenditures made at full-service restaurants will occur chiefly within the primary trade area, but some restaurant expenditures made by the primary trade area population will be lost to established restaurants located outside the primary trade area. Similarly, some restaurant sales in the primary trade area will be attracted from residents who live elsewhere in the region.

- Expenditures made by primary trade area residents for shopping good items (department stores, apparel, most specialty goods) will more likely occur within the area, but a substantial proportion of these sales will occur outside the area. Similarly, significant sales will be attracted from residents outside the primary trade area to any large, well-known stores located within the trade area.

- Specific high-quality stores within the primary trade area may attract significant clientele from well beyond the primary trade area for highly-targeted, single destination trips for specialized purchases.

Greater Downtown Erie Market

Based on 2010 Census data, the Greater Downtown Erie Trade Area (including the Erie Downtown Partnership service area) has a population of 37,757. This is 37% of the population of the City of Erie and 13% of the entire County population. The 2012 per capita income for the area (using 2006-2010 American Community Survey income data adjusted for inflation) is estimated at $14,346, and the total income for the area is approximately $541.7 million (see **Table 20**).

Table 20. Demographic and Income Data - Greater Erie Downtown Area

Municipality	2010 Population	Per Capita Income 2010 (Estimate)	Per Capita Income 2012 (Estimate)	2012 Total Income
Census Tract 1	1,690	$13,123	$13,544	$22,889,824
Census Tract 3	4,214	$20,400	$21,055	$88,725,268
Census Tract 4	2,696	$15,952	$16,464	$44,387,190
Census Tract 7	2,737	$13,577	$14,013	$38,353,167
Census Tract 8	3,116	$10,854	$11,202	$34,906,788
Census Tract 9	5,454	$15,558	$16,057	$87,577,294
Census Tract 10 (Portion)	2,509	$18,141	$18,723	$46,976,916
Census Tract 12	1,549	$13,383	$13,813	$21,395,750
Census Tract 13	1,824	$8,753	$9,034	$16,477,996
Census Tract 14	2,395	$9,740	$10,053	$24,076,153
Census Tract 17 (Portion)	1,887	$10,880	$11,229	$21,189,632
Census Tract 18	3,454	$10,618	$10,959	$37,851,899
Census Tract 19	1,998	$12,091	$12,479	$24,933,332
Census Tract 20	2,234	$13,848	$14,293	$31,929,553
Total	37,757	$14,346	$14,346	$541,670,762

U.S. Census Bureau, Urban Partners

Using information about the retail spending behavior of Erie metropolitan area residents as reported in the 2007 Economic Census, adjusted for inflation, we estimate that the trade area's population spends approximately $210.8 million on retail goods annually, of which:

- $110 million is spent on community-serving goods and services (see **Table 21**),
- $11 million on full-serve restaurant dining,
- $41 million in department stores and warehouse clubs,
- $9 million on apparel,
- $23 million on home furnishings and improvement,
- $10 million on other specialty goods, and
- $6 million at "other retail stores" such as auto parts and pet supplies.

We should note that for many retail categories, these estimates are substantially below the retail demand estimates from our 2006 analysis. These variations are due to several factors:

- the 2010 census reported a more than 4.2% population drop in the Greater Downtown Trade Area between 2000 and 2010;

- Census data also reports that per capita income in the Greater Downtown area grew at less than half the rate of inflation during the same decade (15% versus 30%), causing a substantial decrease in real income available for retail purchases;
- loss of real income more dramatically impacts retail purchases than housing, utilities, health care, and transportation expenditures;
- non-food retail expenditures are even more substantially impacted, since increasing portions of disposable income need to be utilized to make basic food purchases;
- our 2006 analysis was based in part on data from the 2002 Economic Census; we have updated to the 2007 Economic Census for this analysis. During that period, there was rapid growth in the portion of purchases made at warehouse clubs--both nationally and in Erie, substantially reducing demand for purchases at many smaller stores;
- on-line retailing has also increased substantially during the past five or six years, further reducing the portion of income used for in-store retail purchases; and
- as will be discussed below, Erie consumers currently expend disproportionate shares of their retail dollars in discount department stores compared to national averages.

Taken together, these trends have reduced the total demand for retail goods and services from residents of the Greater Downtown Trade Area. Retailing in the Erie Downtown Partnership service area has withstood this decline because it also attracts purchases from employee and regional markets, but retailers outside the Partnership service area have been heavily impacted--there has been a more than 13% reduction in occupied retail space in this area since 2006.

Table 21. Estimated Resident Store Purchases
Greater Downtown Erie Trade Area

TOTAL POPULATION (2012 Estimated)	**37,757**
TOTAL INCOME ($000)	**$541,671**
TOTAL RETAIL PURCHASES ($000)	**$210,753**
COMMUNITY-SERVING GOODS & SERVICES	**$110,209**
Supermarkets, Grocery Stores	$60,935
Convenience Stores	$5,776
Speciality Foods	$1,451
Liquor & Beer Distributors	$7,759
Drug Stores/Pharmacies	$11,878
Cosmetics, Beauty Supplies, & Perfume	$328
Health Food Supplements	$258
Limited-Service Restaurants	$10,391
Bars and Lounges	$2,444
Dollar Stores & Other General Merchandise Stores	$2,728
Jewelry Stores	$1,433
Optical Stores	$747
Gift, Novelty, Souvenir Stores	$918
Hardware Stores	$750
Florists	$323
Hair Salons	$1,445
Laundries; Dry Cleaning	$646
FULL SERVICE RESTAURANTS	**$11,324**
DEPARTMENT STORES	**$40,984**
Full-Service Department Stores	$5,049
Discount Department Stores	$15,174
Warehouse Clubs	$20,761
APPAREL	**$9,437**
Men's Clothing	$328
Women's Clothing	$1,517
Children's Clothing	$520
Family Clothing	$4,987
Clothing Accesories	$219
Other Clothing	$739
Shoe Stores	$1,127
HOME FURNISHINGS & IMPROVEMENT	**$23,021**
Furniture	$3,305
Floor Coverings	$1,460
Window Treatments	$46
Other Home Furnishings	$817
Household Appliances	$462
Radio/TV/Electronics	$4,221
Home Centers	$8,195
Paint & Wallpaper Stores	$375
Retail Lumber Yards	$2,685
Nursery & Garden Centers	$1,304
Antique Stores	$151
OTHER SPECIALTY GOODS	**$10,153**
Luggage & Leatherwork	$92
Computer & Software Stores	$1,720
Camera, Photo Supply	$336
General-Line Sporting Goods	$1,650
Specialty Sporting Goods	$1,048
Toys & Hobbies	$1,380
Sewing, Needlework	$355
Music Stores	$496
Book Stores	$1,285
Record/CD/Tape/Video Stores	$256
Office Supply/Stationers	$1,011
Art Dealers	$385
Collectors' Items & Supplies	$141
OTHER RETAIL STORES	**$5,625**
Auto Parts & Accessories Stores	$2,581
Pet Supply Stores	$840
Tobacco Stores	$513
Other Health & Personal Care	$468
Other Used Merchandise	$331
Other Miscellaneous Retail Stores	$893

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Downtown Erie Employee Market

Total office, health care, retail, and hospitality employment in the Erie Downtown Partnership service area is estimated at 16,300 for early 2012. Retail purchasing patterns by area workers vary substantially among industries. Office workers, for instance, purchase substantial amounts of retail goods and services near their workplaces; the largest of these purchases is lunch, but they also make significant purchases of convenience and shopping goods items and expend substantial sums on after-work eating and drinking. Health care workers employed by hospitals and other institutions also make substantial retail purchases near their worksites, but not for lunch as they often utilize hospital cafeterias or takeout delivery services. The purchasing patterns of retail and lodging workers are diverse, but at lower expenditure levels due to lower earnings. Finally, restaurant employees typically spend substantially less on near-work retailing due to the availability of prepared food at their worksites and because they often work shifts when fewer retail establishments are open.

On **Table 22**, we estimate the retail purchases of the 16,300 Downtown employees in these employment categories based on these diverse consumption patterns. These estimates suggest that the Downtown Partnership's employee base spends (or could spend, if appropriate retail stores were available Downtown) approximately $52.6 million on retail goods annually, of which:

- $21.3 million is spent at eating and drinking establishments,
- $18.6 million is spent on other community-serving goods and services,
- $2.8 million on apparel,
- $3.8 million on home furnishings and improvement, and
- $3.0 million on other specialty goods.

Table 22. Estimated Retail Employee Purchases - 2012
Erie Downtown Partnership Service Area

EMPLOYMENT TYPE	Office	Health Care Institution	Retail Non-Restaurant	Restaurant	Total
TOTAL EMPLOYMENT (2012 Estimated)	**12,200**	**2,400**	**650**	**1,050**	**16,300**
TOTAL RETAIL PURCHASES ($000)	**$44,317**	**$5,769**	**$1,766**	**$536**	**$52,389**
COMMUNITY-SERVING GOODS & SERVICES	**$28,166**	**$3,324**	**$1,283**	**$405**	**$33,178**
Supermarkets, Grocery Stores	$4,320	$850	$173	$149	$5,491
Convenience Stores	$5,528	$523	$269	$75	$6,395
Speciality Foods	$300	$59	$10	$9	$378
Liquor & Beer Distributors	$272	$54	$11	$9	$346
Drug Stores/Pharmacies	$1,622	$319	$65	$70	$2,076
Cosmetics, Beauty Supplies, & Perfume	$53	$10	$2	$2	$68
Health Food Supplements					
Limited-Service Restaurants	$11,030	$647	$583	$15	$12,275
Bars and Lounges	$1,916	$248	$102		$2,266
Dollar Stores & Other General Merchandise Stores	$357	$70	$8	$7	$443
Jewelry Stores	$800	$157	$13	$10	$981
Optical Stores	$123	$24	$7	$11	$165
Gift, Novelty, Souvenir Stores	$866	$170	$14	$11	$1,062
Hardware Stores	$230	$45	$4	$3	$282
Florists	$433	$85	$7	$6	$531
Hair Salons	$165	$32	$9	$14	$220
Laundries; Dry Cleaning	$150	$29	$8	$13	$200
FULL SERVICE RESTAURANTS	**$6,022**	**$453**	**$321**		**$6,795**
DEPARTMENT STORES	**$2,241**	**$441**	**$44**	**$36**	**$2,762**
Full-Service Department Stores	$781	$154	$12	$10	$957
Discount Department Stores	$928	$183	$20	$16	$1,147
Warehouse Clubs	$532	$105	$12	$10	$658
APPAREL	**$2,315**	**$455**	**$37**	**$30**	**$2,837**
Men's Clothing	$196	$39	$3	$3	$240
Women's Clothing	$542	$107	$9	$7	$664
Children's Clothing	$93	$18	$1	$1	$113
Family Clothing	$890	$175	$14	$11	$1,091
Clothing Accesories	$43	$8	$1	$1	$52
Other Clothing	$143	$28	$2	$2	$176
Shoe Stores	$408	$80	$7	$5	$500
HOME FURNISHINGS & IMPROVEMENT	**$3,094**	**$609**	**$42**	**$34**	**$3,779**
Furniture	$284	$56	$5	$4	$348
Floor Coverings	$112	$22	$2	$1	$137
Window Treatments	$6	$1			$7
Other Home Furnishings	$206	$41	$1	$1	$249
Household Appliances	$70	$14	$1	$1	$85
Radio/TV/Electronics	$580	$114	$14	$11	$719
Home Centers	$871	$171	$2	$2	$1,046
Paint & Wallpaper Stores	$133	$26	$4	$3	$166
Retail Lumber Yards	$708	$139	$11	$9	$867
Nursery & Garden Centers	$91	$18	$1	$1	$111
Antique Stores	$33	$7	$1	$0	$41
OTHER SPECIALTY GOODS	**$2,479**	**$488**	**$39**	**$31**	**$3,038**
Luggage & Leatherwork	$33	$6	$1		$40
Computer & Software Stores	$217	$43	$3	$3	$266
Camera, Photo Supply	$19	$4			$23
General-Line Sporting Goods	$206	$41	$3	$3	$253
Specialty Sporting Goods	$326	$64	$5	$4	$399
Toys & Hobbies	$406	$80	$6	$5	$497
Sewing, Needlework	$71	$14	$1	$1	$88
Music Stores	$85	$17	$1	$1	$104
Book Stores	$419	$82	$7	$5	$514
Record/CD/Tape/Video Stores	$177	$35	$3	$2	$217
Office Supply/Stationers	$382	$75	$6	$5	$468
Art Dealers	$80	$16	$1	$1	$98
Collectors' Items & Supplies	$56	$11	$1	$1	$69

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Erie County Market

Downtown Erie's eating and drinking establishments, as well as certain apparel, gift, furniture, and specialty goods retailers, have demonstrated that regional (Countywide) customers can be drawn to Downtown for targeted purchases. The Erie County market offers two possibilities for sales growth by Downtown retailers: (1) capturing an increasing share of current regional purchases and (2) capturing region-wide demand that is not currently being met by retailers in the County.

Table 23. Current Regional Retail Potential Selected Categories

	Erie Regional Demand ($000)
COMMUNITY-SERVING GOODS & SERVICES	**$97,643**
Speciality Foods	$10,787
Cosmetics, Beauty Supplies, & Perfume	$4,847
Bars and Lounges	$36,162
Jewelry Stores	$21,212
Optical Stores	$11,048
Gift, Novelty, Souvenir Stores	$13,587
FULL SERVICE RESTAURANTS & BARS	**$167,564**
APPAREL	**$65,848**
Men's Clothing	$4,857
Women's Clothing	$22,442
Children's Clothing	$7,699
Clothing Accesories	$3,244
Other Clothing	$10,931
Shoe Stores	$16,675
HOME FURNISHINGS & IMPROVEMENT	**$111,652**
Furniture	$48,908
Floor Coverings	$21,602
Window Treatments	$684
Other Home Furnishings	$12,089
Household Appliances	$6,834
Nursery & Garden Centers	$19,302
Antique Stores	$2,234
OTHER SPECIALTY GOODS	**$120,856**
Luggage & Leatherwork	$1,354
Computer & Software Stores	$25,453
Specialty Sporting Goods	$15,501
Toys & Hobbies	$20,414
Sewing, Needlework	$5,248
Music Stores	$7,340
Book Stores	$19,009
Record/CD/Tape/Video Stores	$3,789
Office Supply/Stationers	$14,965
Art Dealers	$5,702
Collectors' Items & Supplies	$2,081
OTHER RETAIL STORES	**$14,517**
Tobacco Stores	$7,595
Other Health & Personal Care	$6,922

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Table 23 details current overall demand for selected categories of retail goods that are or could be reasonably captured by Downtown retailers. These categories include dining and comparatively infrequent retail purchases for which customers will travel throughout the County to secure the quality, selection, or price point they desire. The data shown on Table 23 represent estimates of Countywide demand extrapolated to early 2012 from sales reported in the 2007 Economic Census.

For some of these categories, Downtown Erie is currently capturing a significant share of overall County demand. For instance, the strong concentration of Downtown bars is capturing an estimated 40% of the overall County market; Downtown freestanding retailers mentioned above are capturing 15% to 30% of the Countywide market in such categories as men's apparel, other apparel, office supplies, furniture, and nursery & garden centers. Given the small number of retail outlets Countywide in many categories (5 to 15, in many cases), one or two strong Downtown retailers can capture 5% to 10% or more or the total County market.

On the other hand, the major concentration of comparison retailing in the Millcreek Mall area tends to attract Countywide customers more effectively than Downtown for many specialty goods and this area is also the preferred location for national retailers choosing to site only a single outlet in the Erie market. As a result, successful Downtown retailers in these apparel, home furnishings, and specialty goods categories need to establish a defined niche in order to capture a sustainable share of the overall County market.

We also must note that the pattern of retailing seen in the Erie market is more heavily concentrated in discount department stores than is typical nationally. ***Discount department stores in the Erie market account for 8.77% of all retail sales versus 5.00% nationally.*** This increment of "higher-than-average" sales share amounts to more than $96 million annually. Most of this sales increment is diverted from apparel and jewelry stores ($42 million), specialty home furnishings and art stores ($16 million), and specialty cosmetics and beauty supply shops ($5 million). This sales shift to discount department stores may result from one or more of several factors: (1) greater price sensitivity by Erie customers; (2) under-representation of national chain specialty shops in Erie due to the small overall market size; and/or (3) a shortage of Erie-based independent specialty retailers in these categories. ***This suggests the possibility for increasing the number of specialty apparel and home furnishings stores in the Erie region, with some significant share of these specialty retailers locating Downtown.***

Total Retail Potential for Downtown

Aggregating all these potential sources of retail demand for Downtown Erie, we estimate a total potential retail demand for nearly $358 million in goods and services that could be captured by Downtown (or Greater Downtown) Erie retailers (see **Table 24**). This demand includes $210 million of retail purchases made by the nearly 38,000 residents of Greater Downtown; more than $52 million in purchases by Downtown employees; about $87 million in purchases in selected retail categories that could be brought to Downtown Erie with a very reasonable 15% capture of the overall Erie County market; and $8 million from a 15% capture of specialty sales currently under-represented in the Erie region.

Table 24. Total Potential Retail Demand
Erie Downtown Partnership Service Area

RETAIL CATEGORY	Greater Downtown Trade Area Residents	Downtown Employees	Erie Region–15% of Total Demand–Selected Categories	Regionally Under-represented Specialties	Total Potential Demand
TOTAL	**$210,753**	**$52,389**	**$86,712**	**$8,142**	**$357,996**
COMMUNITY-SERVING GOODS & SERVICES	**$110,209**	**$33,178**	**$14,646**	**$1,690**	**$159,723**
Supermarkets, Grocery Stores	$60,935	$5,491			$66,426
Convenience Stores	$5,776	$6,395			$12,171
Speciality Foods	$1,451	$378	$1,618		$3,447
Liquor & Beer Distributors	$7,759	$346			$8,105
Drug Stores/Pharmacies	$11,878	$2,076			$13,954
Cosmetics, Beauty Supplies, & Perfume	$328	$68	$727	$730	$1,852
Health Food Supplements	$258				$258
Limited-Service Restaurants	$10,391	$12,275			$22,666
Bars and Lounges	$2,444	$2,266	$5,424		$10,134
Dollar Stores & Other General Merchandise Stores	$2,728	$443			$3,171
Jewelry Stores	$1,433	$981	$3,182	$960	$6,556
Optical Stores	$747	$165	$1,657		$2,569
Gift, Novelty, Souvenir Stores	$918	$1,062	$2,038		$4,018
Hardware Stores	$750	$282			$1,032
Florists	$323	$531			$853
Hair Salons	$1,445	$220			$1,665
Laundries; Dry Cleaning	$646	$200			$846
FULL SERVICE RESTAURANTS	**$11,324**	**$6,795**	**$25,135**		**$43,254**
DEPARTMENT STORES	**$40,984**	**$2,762**			**$43,747**
Full-Service Department Stores	$5,049	$957			$6,006
Discount Department Stores	$15,174	$1,147			$16,321
Warehouse Clubs	$20,761	$658			$21,419
APPAREL	**$9,437**	**$2,837**	**$9,877**	**$3,994**	**$26,145**
Men's Clothing	$328	$240	$729	$499	$1,796
Women's Clothing	$1,517	$664	$3,366	$2,228	$7,774
Children's Clothing	$520	$113	$1,155		$1,789
Family Clothing	$4,987	$1,091			$6,078
Clothing Accesories	$219	$52	$487		$758
Other Clothing	$739	$176	$1,640		$2,554
Shoe Stores	$1,127	$500	$2,501	$1,267	$5,396
HOME FURNISHINGS & IMPROVEMENT	**$23,021**	**$3,779**	**$16,748**	**$2,074**	**$45,622**
Furniture	$3,305	$348	$7,336		$10,990
Floor Coverings	$1,460	$137	$3,240		$4,837
Window Treatments	$46	$7	$103		$156
Other Home Furnishings	$817	$249	$1,813	$2,074	$4,954
Household Appliances	$462	$85	$1,025		$1,572
Radio/TV/Electronics	$4,221	$719			$4,941
Home Centers	$8,195	$1,046			$9,242
Paint & Wallpaper Stores	$375	$166			$540
Retail Lumber Yards	$2,685	$867			$3,552
Nursery & Garden Centers	$1,304	$111	$2,895		$4,311
Antique Stores	$151	$41	$335		$527
OTHER SPECIALTY GOODS	**$10,153**	**$3,038**	**$18,128**	**$384**	**$31,703**
Luggage & Leatherwork	$92	$40	$203		$335
Computer & Software Stores	$1,720	$266	$3,818		$5,804
Camera, Photo Supply	$336	$23			$359
General-Line Sporting Goods	$1,650	$253			$1,903
Specialty Sporting Goods	$1,048	$399	$2,325		$3,772
Toys & Hobbies	$1,380	$497	$3,062		$4,939
Sewing, Needlework	$355	$88	$787		$1,229
Music Stores	$496	$104	$1,101		$1,701
Book Stores	$1,285	$514	$2,851		$4,650
Record/CD/Tape/Video Stores	$256	$217	$568		$1,042
Office Supply/Stationers	$1,011	$468	$2,245		$3,725
Art Dealers	$385	$98	$855	$384	$1,723
Collectors' Items & Supplies	$141	$69	$312		$522
OTHER RETAIL STORES	**$5,625**		**$2,178**		**$7,803**
Auto Parts & Accessories Stores	$2,581				$2,581
Pet Supply Stores	$840				$840
Tobacco Stores	$513		$1,139		$1,653
Other Health & Personal Care	$468		$1,038		$1,506
Other Used Merchandise	$331				$331
Other Miscellaneous Retail Stores	$893				$893

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Retail Capture and Development Potential

On **Table 25**, we compare this consolidated market potential to the estimated current store performance within the Greater Downtown Trade Area and identify the categories with the strongest potential for additional sales capture in the Greater Downtown. These are the retail categories which provide the opportunity for the location of new stores in the Greater Downtown to capture the multiple retail markets described above and to reasonably generate sales levels sufficient for the stores to be productive and successful.

As noted on Table 24, the cumulative retail market potential is estimated at $358 million, while (as shown on Table 19), current retail sales in the Greater Downtown are estimated at $227 million. In 38 of the 58 described categories, current sales performance is capturing estimated demand or the available incremental demand is too small to support a viable new enterprise. In four categories, the necessary store footprint is incompatible with potential Downtown sites.

For 16 categories, however, there appears to be sufficient unmet demand to support one or more viable stores and capture up to $124 million in additional sales while adding 337,000 SF of new occupied store space. These store categories include:

- up to 105,000 SF of new supermarkets;
- up to 66,000 SF of new apparel stores, especially women's clothing, shoe stores, and family clothing;
- up to 54,000 SF of new full-service restaurants;
- up to 49,000 SF of additional home furnishings stores; and
- up to 41,000 SF of new specialty stores.

Table 25. Retail Capture & Total Development Opportunities
Greater Downtown Erie Trade Area

RETAIL CATEGORY	Total Potential Demand	Current Greater Downtown Sales	Strongest Potential for Additional Retail Capture	Total Development Opportunities (SF)
TOTAL	**$357,996**	**$227,892**	**$123,618**	**337,000**
COMMUNITY-SERVING GOODS & SERVICES	**$159,723**	**$139,095**	**$59,818**	**124,000**
Supermarkets, Grocery Stores	$66,426	$13,156	$53,270	105,000
Convenience Stores	$12,171	$18,358		
Speciality Foods	$3,447	$8,187		
Liquor & Beer Distributors	$8,105	$7,090		
Drug Stores/Pharmacies	$13,954	$21,396		
Cosmetics, Beauty Supplies, & Perfume	$1,852	$1,728		
Health Food Supplements	$258	$486		
Limited-Service Restaurants	$22,666	$21,086		
Bars and Lounges	$10,134	$23,270		
Dollar Stores & Other General Merchandise Stores	$3,171	$9,083		
Jewelry Stores	$6,556	$1,578	$4,978	14,000
Optical Stores	$2,569	$1,718		
Gift, Novelty, Souvenir Stores	$4,018	$2,448	$1,570	5,000
Hardware Stores	$1,032	$972		
Florists	$853	$936		
Hair Salons	$1,665	$3,528		
Laundries; Dry Cleaning	$846	$4,075		
FULL SERVICE RESTAURANTS	**$43,254**	**$25,657**	**$17,597**	**54,000**
DEPARTMENT STORES	**$43,747**	**$4,000**		
Full-Service Department Stores	$6,006	$4,000		
Discount Department Stores	$16,321			
Warehouse Clubs	$21,419			
APPAREL	**$26,145**	**$7,506**	**$19,928**	**66,000**
Men's Clothing	$1,796	$1,248		
Women's Clothing	$7,774	$340	$7,434	25,000
Children's Clothing	$1,789		$1,789	6,000
Family Clothing	$6,078	$1,527	$4,551	15,000
Clothing Accesories	$758		$758	2,000
Other Clothing	$2,554	$4,391		
Shoe Stores	$5,396		$5,396	18,000
HOME FURNISHINGS & IMPROVEMENT	**$45,622**	**$28,727**	**$11,534**	**49,000**
Furniture	$10,990	$7,910	$3,080	22,000
Floor Coverings	$4,837	$3,900		
Window Treatments	$156	$625		
Other Home Furnishings	$4,954	$512	$4,442	16,000
Household Appliances	$1,572	$2,130		
Radio/TV/Electronics	$4,941	$928	$4,013	11,000
Home Centers	$9,242			
Paint & Wallpaper Stores	$540	$2,400		
Retail Lumber Yards	$3,552	$2,090		
Nursery & Garden Centers	$4,311	$5,016		
Antique Stores	$527	$3,216		
OTHER SPECIALTY GOODS	**$31,703**	**$13,568**	**$13,902**	**41,000**
Luggage & Leatherwork	$335			
Computer & Software Stores	$5,804	$200	$5,604	17,000
Camera, Photo Supply	$359			
General-Line Sporting Goods	$1,903			
Specialty Sporting Goods	$3,772	$1,136	$2,636	9,000
Toys & Hobbies	$4,939		$4,939	12,000
Sewing, Needlework	$1,229	$1,020		
Music Stores	$1,701	$960		
Book Stores	$4,650	$3,086		
Record/CD/Tape/Video Stores	$1,042	$702		
Office Supply/Stationers	$3,725	$4,500		
Art Dealers	$1,723	$1,000	$723	3,000
Collectors' Items & Supplies	$522	$964		
OTHER RETAIL STORES	**$7,803**	**$9,339**	**$840**	**3,000**
Auto Parts & Accessories Stores	$2,581	$4,084		
Pet Supply Stores	$840		$840	3,000
Tobacco Stores	$1,653	$1,024		
Other Health & Personal Care	$1,506	$2,970		
Other Used Merchandise	$331	$1,261		
Other Miscellaneous Retail Stores	$893			

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Many of these retail opportunities will need to be captured incrementally over time and some of these opportunities, while attractive in the larger Greater Downtown area, are not reasonable opportunities for the Erie Downtown Partnership service area. On **Table 26**, we isolate from this larger collection of retail possibilities, the 198,000 SF of market potential that offer the most reasonable opportunities for expansion in the Erie Downtown Partnership service area in the next five to ten years.

Table 26. Priority Development Opportunities
Erie Downtown Partnership Service Area

RETAIL CATEGORY	Total Development Opportunities (SF)	Reasonable Opportunities For Downtown Erie (SF)	Demand Niche For New Stores
TOTAL	**337,000**	**198,000**	
SUPERMARKET	**105,000**	**55,000**	Greater Downtown Residents
FULL SERVICE RESTAURANTS	**54,000**	**54,000**	Regional Market
SPECIALTY APPAREL	**51,000**	**25,000**	
Women's Clothing	25,000	12,000	Greater Downtown, Employee & Regional
Children's Clothing	6,000	2,000	Greater Downtown & Regional Markets
Clothing Accesories	2,000	2,000	Greater Downtown & Regional Markets
Shoe Stores	18,000	9,000	Greater Downtown, Employee & Regional
COMMUNITY RESIDENT NEEDS	**51,000**	**28,000**	
Family Clothing	15,000	5,000	Greater Downtown & Employee Markets
Furniture	22,000	15,000	Greater Downtown Residents
Radio/TV/Electronics	11,000	5,000	Greater Downtown Residents
Pet Supply Stores	3,000	3,000	Greater Downtown Residents
REGIONAL SPECIALTY GOODS	**44,000**	**21,000**	
Gift, Novelty, Souvenir Stores	5,000	3,000	Regional Market; Employees
Other Home Furnishings	16,000	7,000	Regional Market; Employees
Jewelry Stores	14,000	5,000	Regional Market; Employees
Toys & Hobbies	6,000	3,000	Specialty--Regional Market
Art Dealers	3,000	3,000	Art Supply; Gallery--Regional Market
STUDENT/EMPLOYEE MARKET SPECIALTIES	**32,000**	**15,000**	
Computer & Software Stores	17,000	6,000	Students; Employees; Greater Downtown
Toys & Hobbies	6,000	3,000	Gamer--Students; Employees; Greater Downtown
Specialty Sporting Goods	9,000	6,000	Bikes, Running--Students; Employees; Regional

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New Supermarket

Total demand for sales at supermarkets and groceries is more than $66 million, 90% from Greater Downtown residents, 10% from Downtown employees. Grocers have attempted to capture some of this demand--two markets have changed management and two new markets have entered the area since 2006. Estimated supermarket sales have increased by more than 60%. Nonetheless, estimated sales are still more than $53 million less than demand, indicating that ***residents are leaving the area for the vast majority of their grocery purchases***. At high levels of productivity, this "lost" $53 million in sales could support 105,000 SF of modern supermarket space. ***A reasonable current objective would be to add a 55,000 SF supermarket to the Downtown area***, targeted largely to meet the needs of the 38,000 Greater Downtown residents.

Erie is currently served by only two supermarket chains--Giant Eagle and Tops--that appear to have the capacity and market positioning to operate a new store of this size in the Downtown area. Whether either of these chains would choose to capture this potential will depend in part on their perceptions of their current capture of this customer base at nearby stores. Each chain has a current store located about 3 miles west of Downtown Erie.

If neither chain has interest in capturing this potential, the next level of potential operator would be 15,000 to 20,000 SF limited service supermarket/grocery such as Save-A-Lot. A 55,000 SF supermarket such as Giant Eagle or Tops would anchor a much larger development that could provide space for other retail opportunities identified above. The smaller 15,000 to 20,000 SF grocery would have lesser spillover impacts.

Continuing Growth in the Capture of the Retail Dining Market

Since 2006, Downtown Erie has achieved a net increase of 4 full-service restaurants and 4 bars and taverns, with occupied bar and tavern space growing by 15% and full-service restaurant space increasing by 35%. Based on 2007 Economic Census data, Downtown is now capturing 40% of the regional market for bars and taverns and more than 11% of the regional full-service dining market. The potential for bars and taverns may be nearing a reasonable maximum; however, there appears to be significant potential for additional growth in Downtown's capture of the full-service restaurant market, particularly with the growth in University and convention activity. ***A reasonable target, to be implemented over 5 to 10 years, would be building from the current critical mass of restaurant activity to increase Downtown's share of the regional full-service dining market from 11% to 18% by adding 54,000 SF of new restaurant space.***

Expanded Specialty Apparel Concentration

Apparel retailers generally concentrate in malls and shopping centers with large department store anchors. However, portions of apparel purchases are usually captured by freestanding merchants and by small clusters of clothing stores in shopping centers and within traditional commercial districts. Downtown Erie has traditionally captured menswear and "other clothing" segments of this regional market. Expanding capture of the specialty apparel market is a clear opportunity for Downtown Erie. On Table 26, we detail a program to ***add 25,000 SF of women's and children's apparel, clothing accessories, and shoe stores to expand the specialty clothing niche in Downtown,*** including:

- women's clothing--12,000 SF
- shoes--9,000 SF
- children's clothing--2,000 SF
- clothing accessories--2,000 SF.

These stores would be predominantly targeted to the regional market, but would also expect to get considerable sales from the Greater Downtown and Downtown employee markets.

Meeting Major Greater Downtown Resident Needs

Despite the shrinking of retail demand within the Greater Downtown Trade Area, this community still faces some major shortages in the availability of retail goods and services that could be met in Downtown Erie. The need for a large, modern supermarket, detailed above, is the most obvious of these needs, but there are others. There has been a near void in ***family apparel*** retailing in the area; recent store openings elsewhere in the Greater Downtown area have met some of this need, but current excess demand can support another 15,000 SF of stores. We would target 5,000 SF of this potential for Downtown Erie. Similarly, there is limited supply of stores providing ***popularly priced residential furniture;*** the area can support 22,000 SF of new stores, of which we target 15,000 SF for Downtown Erie. The availability of a ***basic electronics store*** (such as Radio Shack) is also needed. While two ***pet supply*** stores have closed in the past six years, there is still a critical need for a small store meeting this demand. Altogether, these critical community needs could support 28,000 SF of new stores Downtown. Many of these store types are rent-sensitive; therefore, we would expect these stores to occupy currently vacant store spaces.

Capturing the Regional Specialty Market

A few Downtown specialty retailers have succeeded in maintaining or capturing sales from the broader regional market. However, these sales occur through infrequent destination trips by (often affluent) customers and virtually no store-to-store shopping occurs. The Downtown could begin to more effectively capture this regional specialty market by creating a compact cluster of stores oriented to this approach. Current stores that fit this profile—Ralph Miller Jeweler, Impromptu, Erie Art Museum Frame Shop, Glass Growers—are unfortunately scattered throughout the Downtown. Given current retail, parking, and employment patterns, the most effective location for creating such a compact cluster of activity would appear to be in the vicinity of 5th and State Streets. This location would benefit from access to the museum hub, from the concentration of restaurant activity there, from the attractiveness of many of the restored or potentially-restored buildings, and from being within walking distance of such major employers as Hamot Medical Center, Erie Insurance, and Gannon University.

This cluster could be achieved through targeted recruitment of specific store types to locate downtown within this compact area and by relocation of compatible retailers within the downtown to reinforce this cluster approach. Additional needed retailers, for whom strong regional market potential is available, include 7,000 SF of other home furnishings stores, an additional gift shop, another jeweler, an art supply store/gallery, and a specialty toys/hobbies store. A total of 21,000 SF of additional specialty stores--appropriately located--could create the needed critical mass. Once this initial phase is successful in establishing a compact regional specialty location, additional stores in these and compatible categories could be recruited to grow the impact of this strategy.

Providing Student/Employee Market Specialties

Gannon's near campus area provides a very strong mix of retail goods and services that in general compares favorably to typical profile found in the vicinity of a college campus similar in positioning and size to Gannon (see **Table 27**).

Table 27. College Retail Support Potential
Erie Downtown Partnership Service Area

	Typical Profile	Current Gannon Area
Full Service Restaurant/Tavern	10-12	21
Limited Service Restaurant	12-16	17
Supermarket	1	1
Pharmacy	1	1
Liquor/Beverage	1	1
Hair Salon	2-4	8
Laundromat/Dry Cleaner	1-3	2
Florist	1	1
Bookstore	1-2	1
Apparel	2	7
Games/Sporting Goods/Electonics	1-2	2
Other Specialty	0-1	4

However, the growing student market, compactly co-located with the bulk of the office/health care employee market, can provide critical mass to support certain technical and leisure products specialty stores not currently available in Downtown. These include a computer and software store, a bicycle shop, a running store, and a gamer store. These specialty shops could add up to 15,000 SF to the Downtown area.

Taken together (see **Table 28**), these key development opportunities—once accommodated within Downtown Erie—would **add 198,000 SF of retail space, growing the occupied retail mass of Downtown Erie by 43%.** Collectively, these strategies would increase Downtown Erie's retail capture by more than $70 million, increasing total sales by 80%.

Table 28. Retail Growth Program
Erie Downtown Partnership Service Area

RETAIL STRATEGY	Reasonable Opportunities For Downtown Erie (SF)	Estimated Sales Growth ($000)
TOTAL	**198,000**	**$70,200**
SUPERMARKET	55,000	$27,500
FULL SERVICE RESTAURANTS	54,000	$17,300
SPECIALTY APPAREL	25,000	$7,500
COMMUNITY RESIDENT NEEDS	28,000	$5,900
REGIONAL SPECIALTY GOODS	21,000	$6,200
STUDENT/EMPLOYEE MARKET SPECIALTIES	15,000	$5,800

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Office Market

Downtown Erie has a variety of office buildings of various sizes, ages, and levels of quality. As was the case in 2005 when the last assessment was undertaken, the highest quality office space remains in owner-occupied single-user buildings for major employers including Erie Insurance, UPMC Hamot Medical Center, and Gannon University, as well as various banks and insurance companies. Most of the Class A office space is located north of 7th Street and closer to the waterfront. Class B and rehabbed office space tends to be located between 7th and 14th Streets.

Office rents in Downtown Erie typically range between $14 and $22 per SF net (tenant pays utilities, insurance, and/or maintenance) for Class A space (see **Table 29**). Class B space is commanding between $8 and $12 per SF net. The finest multi-tenant office property in Downtown continues to be 100 State Street, commanding rents of about $15 per SF net. Several other high quality Class A properties in this vicinity north of 4th Street, such as the new Bayview Centre building and 300 State Street, are occupied by medical users affiliated with UPMC Hamot and are owned as condominiums. The property commanding the highest rent in Erie is 400 Cranberry Street, also known as the Bayview Office Park, located outside the Erie Downtown Partnership service area. This complex offers Class A space at about $19 per SF triple net. Popular Class B properties include Lovell Place, Union Station, 900 State Street, and the Renaissance Centre.

Table 29. Select Downtown Office Buildings and Typical Rents

Address	Class	Year Built	Building Size (SF)	Rent	Lease Type
100 State Street	A	1988	128,000	$15.00	Net
Bayview Office Park	A	1996/2000	79,000	$19.00	Net
717 State Street	A	1971	76,000	$17.00	Full
Lovell Place	B	1905	160,000	$8.00	Net
Union Station	B	1920	83,000	$12.00	Full
900 State Street	B	1940	45,000	$10.00	Net
Renaissance Centre	B	1926	157,000	$12.00	Full

Source: Bill Bucceri - Coldwell Banker, Urban Partners

While the Downtown Erie office market has been relatively stable and absorbing tenants, there are currently several occupancies in both Class A and B buildings (see **Table 30**). The two premiere Class A buildings - 100 State Street and the Bayview Office Park - both have spaces available. The First Niagara Building at 801 State Street is available in its entirety. From this sample listing, there is about 28,000 SF of Class A office space available in the Greater Downtown area for rent and an additional 6,500 SF of condo space for sale in Bayview Centre. There is also abundant Class B space available in a variety of popular Downtown buildings as well, including Lovell Place, the Palace Business Center, and the Renaissance Centre. The available Class B space detailed in Table 29 amounts to almost 19,000 SF.

Table 30. Sample Office Availability - 2/2012

Address	Class	Building Size (SF)	Available SF	Listed Rent	Lease Type
100 State Street	A	128,000	1,059	$20.50	Full
			1,877	$20.20	Full
			2,698	$20.50	Full
801 State Street	A	20,000	6,785	$12.00	Gross
			13,000	$6.00	Gross
Bayview Office Park	A	79,000	2,670	$16.50	Net
Bayview Centre	A	75,000	6,468	Sale	Condo
1128 State Street	B	32,000	986	$12.00	Mod. Gross
Lovell Place	B	160,000	5,000	$15.00	Full
Palace Business Center	B	45,000	2,600	$8.00	Mod. Net
Rennaissance Centre	B	157,000	6,000	$8.00	Mod. Net
515 State Street	B	N/A	1,200	$12.00	Net
21 W. 10th Street	B	13,000	3,000	$9.00	Full

Source: loopnet.com

Bayview Centre at 100 Peach Street - Erie's newest office building

Office Market Potential for Downtown Erie

The primary drivers for economic activity in Downtown Erie remain the larger private, institutional, and government employers that largely occupy their own single-user buildings. ***The first priority for maintaining the market strength of Downtown Erie remains assuring that these businesses have adequate potential for expansion as needed to retain and expand their presence in Downtown.*** The recent construction of Hamot's Women's Hospital and Heart Institute, Erie Insurance's purchase of the Achievement Center, and the growth in Gannon University facilities illustrates the critical nature of institutional growth—and the capacity for additional growth—in the health of the Downtown economy. Failure to prioritize this need runs the risk of significant elements of these businesses leaving Downtown, thereby weakening the demand for supportive office and retail services, as well as latent demand for employee housing.

Beyond this priority, we should also note that, other than the 20,000 SF First Niagara building (801 State), Class A space available for lease Downtown is essentially filled. If, for instance, a new 50,000 SF Class A office user arrived in Downtown, it is not clear how space would be readily made available. Therefore, a second priority is developing the capacity to market Downtown to external users by identifying specific sites for development of new Class A space and assuring that the regional organizations marketing the area to business are effective in presenting that option.

Third, quality condominium office space has proven attractive—at least to the extent that the current demand has filled that space. The recent development of 100 Peach Street (Bayview Centre) has added 70,000 SF of office condominium space to the market. The upgrading and conversion of warehouse and/or some of the Class B space to office condominiums may prove promising in meeting the needs of smaller professional firms for office space. The difficulty in achieving occupancy of the Mercantile Building office condos, however, suggests that demand for this type of office space may be largely restricted to locations near the medical complex.

Lastly, while there is limited availability of Class B space detailed on Table 29, rent levels remain quite low. For lower quality space, glut conditions further depress office market rates to levels that make it difficult for property owners to properly maintain this space. Aggressively converting some of this surplus space to other uses would tighten up the market and encourage improved maintenance.

Hotel Market

The hotel market analysis area for Downtown Erie focuses on an area that extends approximately five miles from Downtown. In addition to the hotels located Downtown, the analysis area includes the clusters of hotels located at the major suburban Erie Interstate exits, including the I-79 exit at Route 99, and the I-90 interchanges at Route 19 and Route 97. Hotels to the west of Downtown toward the approach to Presque Isle State Park are included as well. Because of their close proximity, all of these hotels are considered to be potential competition for Downtown hotels.

Using Smith Travel Research data, we obtained data on the 30 hotel properties that are located within the study area for a total of 3,224 rooms. The newest Downtown hotel is the Sheraton Hotel Erie Bayfront, which opened in April 2008. The other more recently-opened hotels are in the suburbs, including the Hilton Garden Inn, TownePlace Suites, Wyngate by Wyndham, and Springhill Suites. Combined, these newer hotels, opened between October 2007 and June 2008, total 620 rooms. No new properties have been added to the market in almost four years.

Of the Erie hotel market being examined, four hotels are located Downtown - the 200-room Sheraton Hotel Erie Bayfront, the 193-room Avalon Hotel, the 70-room Knights Inn, and the 131-room Downtown Erie Hotel. The 594 rooms in these four properties represent 18% of all the room supply in the area.

In total, hotel room demand in the Erie area grew from 540,079 room-nights in 2005 to 668,972 in 2011, a total growth of 24% in the last seven years (see **Table 31**). Room supply grew as well during this period from 855,925 room-nights in 2005 to 1,091,350 in 2011, a total growth of 27%. As noted above, all of this growth in supply occurred between October 2007 and June 2008. As a result, occupancy rose from 63.1% in 2005 to 66.7% in 2007 when new hotel construction began. This new supply dropped occupancy below 60% until 2010. In 2011, occupancy rose to 61.3%. The average room rate also rose - from $73.50 in 2005 to $88.59 in 2011, a 21% increase that exceeded inflation for the period. Average rates rose through 2008 as new higher-end product was introduced to the market but then dropped in 2009 as occupancy rates declined. By 2011, rates exceeded those of the former peak in 2008.

Table 31. Erie Area Hotel Performance

Year	Supply (Room Nights)	Demand (Room Nights)	% Occupancy	Average Room Rate
2005	855,925	540,079	63.1%	$73.50
2006	855,925	554,892	64.8%	$76.80
2007	870,564	580,600	66.7%	$84.16
2008	1,033,129	597,762	57.9%	$87.92
2009	1,091,350	605,781	55.5%	$82.25
2010	1,091,350	657,058	60.2%	$84.29
2011	1,091,350	668,972	61.3%	$88.59

Source: Smith Travel Research

Given Erie's summer vacation facilities, room demand continues to be seasonal (see **Table 32**). Room-night demand increases significantly during the peak summer season of June through August. During the last available year of data (2010/2011), summer demand during these months constituted 33% of the entire year's demand. Of the two shoulder seasons, fall has seen higher demand than spring in each of the years examined except for 2007/2008.

Table 32. Changes in Room-Night Demand

Year	Dec. - Feb.	Mar. - May	Jun. - Aug.	Sep. - Nov.
2005/2006	108,199	137,129	171,653	139,155
2006/2007	105,496	144,017	177,914	153,072
2007/2008	107,295	149,501	194,985	145,823
2008/2009	106,365	144,021	199,707	154,866
2009/2010	109,853	156,218	217,269	172,932
2010/2011	112,521	161,516	218,158	172,216

Source: Smith Travel Research

The table also shows that yearly room-night demand has increased since 2005. During the off-season (December through February), demand increased by 4% between 2005 and 2011. The spring shoulder season experienced an increase of 18% and the fall season 24%. The largest increase in room-night demand since 2005 occurred during the summer peak season - a growth of 27%.

Examining occupancy more closely reveals that rooms in Erie area hotels are heavily booked on Saturday nights throughout most of the year, and confirms that summer is the peak season (see **Table 33**). During 2011, on average, rooms were more than 80% occupied (highlighted in yellow) every night of the week during August except Sunday. In July, every night was more than 80% booked except Sunday and Monday. During both months, occupancy approached 97% on Saturday nights. Average occupancy for the month in July and August was 84% and 85% respectively. On Saturday nights throughout the year, Erie area hotels were more than 80% booked on average during eight months of the year. For two of the other months, average occupancy rates for Saturday nights were 77% each.

Table 33. Occupancy Rates by Day and Month - 2011

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Month
Jan - 11	25.8	32.3	35.5	36.4	35.1	45.4	50.8	37.2
Feb - 11	38.1	40.4	40.2	41.2	45.1	62.6	77.0	49.2
Mar - 11	40.2	46.0	49.1	50.8	54.4	69.6	81.1	55.4
Apr - 11	41.6	51.7	56.8	58.2	56.9	69.4	77.2	59.8
May - 11	53.2	48.5	55.0	57.6	56.3	75.1	87.5	60.9
Jun - 11	48.7	64.6	69.8	67.2	68.6	79.7	87.2	69.3
Jul - 11	71.8	71.8	82.0	85.0	85.7	90.4	96.5	83.6
Aug - 11	66.0	81.0	85.3	84.6	87.1	93.1	96.8	84.7
Sep - 11	53.4	53.7	62.0	64.0	63.8	75.7	85.2	65.7
Oct - 11	47.1	53.6	63.8	63.5	62.0	76.3	85.7	64.3
Nov - 11	39.9	49.7	52.2	51.7	60.2	84.6	84.6	59.9
Dec - 11	29.9	44.2	48.4	46.2	43.5	44.9	53.2	44.6
Total Year	**46.5**	**53.2**	**58.5**	**59.2**	**59.7**	**72.1**	**79.5**	**61.3**

Hotel Market Potential for Downtown Erie

Since 2007, the annual growth in demand has been 22,000 room-nights per year. This nearly doubles the 12,000 annual room-night growth in the preceding seven years and indicates that improved supply quality has triggered at least some demand response.

If we assume that this recent 22,000 room-night increment continues for several years and that 64% is a healthy occupancy rate, then we can conclude that the ***Erie area can absorb 90-100 new hotel rooms annually, beginning in mid-2013.*** Assuming that the Embassy Suites and Motel 6 identified as under construction by STR Global do come on line in the next few years, they will likely absorb the next three to four years of demand growth. After that, we would expect that the next new hotel would likely be a second, more price-sensitive hotel of approximately 100 rooms within walking distance of the Convention Center and adjacent to the major institutional employers. The proposed development of the GAF site--if it proceeds in a timely way--would be expected to include a hotel component which might be targeted to capturing this price-sensitive convention business opportunity.

Some Downtown Erie assessments have suggested the potential for a “boutique” hotel providing a more intimate customer experience in a smaller, high-service facility. Another typical Downtown product is an extended stay hotel targeted to long-term visitation by contractors and consultants to institutions such as Hamot and Gannon. Over the next several years, we would imagine that two of the newer lodging facilities will meet these profiles.

We must also assess the physical competitiveness of the existing hotel stock. Approximately 40% of the current supply, including three current Downtown properties, were constructed before 1980. Many of these properties have significant condition issues and are vulnerable to new competition simply replacing them in the marketplace. Therefore, some level of on-going replacement of facilities due to age should be assumed. If this process occurs aggressively, these older hotels or their sites will be candidates for reuse. Given its key location within the Downtown, the Avalon will surely be a critical facility in need of substantial investment--either to remain a competitive lodging facility or to be repurposed.

The Sheraton Bayfront - Downtown Erie's newest hotel

Appendix 1: Downtown Erie Housing Survey

The Erie Downtown Partnership is conducting a market analysis for Downtown Erie. As part of this process, the Partnership is evaluating the possibilities for additional new or rehabilitated housing in Downtown. This survey is intended to determine the potential interest of the greater Erie community in living Downtown. Please take a few minutes to complete all of the questions. * Required

1. What is your gender? *

- Male
- Female

2. What is your age? *

- 25 or younger
- 26-35
- 36-45
- 46-55
- 56-65
- Over 65

3. How many people are in your household? * Check all that apply

- 1 adult
- 2 adults
- 3 or more adults
- 1 child
- 2 children
- 3 or more children

4. In what zip code is your home located? * Enter 5-digit zip code, for example 16507

5. In what zip code do you work? * Enter 5-digit zip code

6. In what type of housing do you currently live? *

- Single-family detached home
- Renovated/historic rowhouse
- New townhouse
- Condominium
- High-rise apartment
- Low-rise garden apartment
- Converted upper floor of existing building
- Warehouse/loft/other building conversion
- Other:

7. Do you currently own or rent your home? *

- Own
- Rent

8. How many bedrooms do you currently have in your home? *

- None (studio)
- 1
- 2
- 3
- 4 or more

9. What is your current mortgage or rent? *

- Less than $400 per month
- $400 to $600 per month
- $601 to $800 per month
- $801 to $1,000 per month
- $1,001 to $1,200 per month
- $1,201 to $1,500 per month
- More than $1,500 per month

10. If attractive and affordable housing were available, would you be interested in living in Downtown Erie? *

- Yes (Go to Question 11)
- No (Go to Question 10a)

10a. If NO, would you be interested in living downtown if there were financial incentives available?

- Yes
- No

10b. If NO, please explain why you would not want to live downtown. Upon completion of this question, you may skip to Question 20 to complete the survey

11. If you are interested in living in Downtown Erie, in what type(s) of housing would you prefer to live? Check all that apply

- [ ] Single-family detached home
- [ ] Renovated/historic rowhouse
- [ ] New townhouse
- [ ] High-rise apartment or condominium
- [ ] Low-rise garden apartment or condominium
- [ ] Converted upper floor of existing building
- [ ] Warehouse/loft/other building conversion
- [ ] Other:

12. Of the choices in Question 11, which one would be your first preference?

- Single-family detached home
- Renovated/historic rowhouse
- New townhouse
- High-rise apartment or condominium
- Low-rise garden apartment or condominium
- Converted upper floor of existing building
- Warehouse/loft/other building conversion
- Other:

13. Would you rather own or rent your home in Downtown Erie?

- Own (Go to Question 14)
- Rent (Go to Question 15)

14. If you would prefer to own, what purchase price level would you be willing to pay to live in Downtown Erie?

- Under $100,000
- $100,001 to $125,000
- $125,001 to $150,000
- $150,001 to $200,000
- $200,001 to $300,000
- Over $300,001

15. If you would prefer to rent, what monthly rent range would you be willing to pay to live in Downtown Erie?

- Less than $400 per month
- $400 to $600 per month
- $601 to $800 per month
- $801 to $1,000 per month

- $1,001 to $1,500 per month
- $1,201 to $1,500 per month
- More than $1,500 per month

16. How many bedrooms would you prefer?

- 1
- 2
- 3
- 4 or more

17. How many bathrooms would you prefer?

- 1
- 1.5
- 2
- 2.5 or more

18. Where in Downtown Erie would you most like to live? Please describe a block or intersection (e.g. 5th & State, 10th & Sassafrass, 100 block of E. 5th)

19. Indicate how important each amenity is to you in deciding where to live.

	Not Important	Somewhat Important	Very Important
New kitchen/bathrooms			
Central AC			
Fireplace			
Interior finishes (e.g. exposed brick hardwood floors)			
Skylights			
Architectural/historic charm			
Porch/balcony			
Storage			

	Not Important	Somewhat Important	Very Important
On-site parking			
Security watch/system			
Exercise room/jacuzzi/spa			
Swimming pool			
Outdoor sitting area/green space			
Nearby shopping, restaurants, arts/culture			

20. What is your annual household income? *

- Less than $20,000
- $20,001 to $35,000
- $35,001 to $50,000
- $50,001 to $65,000
- $65,001 to $80,000
- $80,001 to $100,000
- $100,001 to $125,000
- Over $125,000

For more information, please contact Julie Ross at the Erie Downtown Partnership @ 814-455-ERIE (3743) or julie.ross@eriedowntown.com. Please add any additional comments below:

Appendix 1: Downtown Erie Housing Survey, continued

Survey Comments

Two questions on the survey provided opportunity for written comments. Following are all written responses to those questions recorded on the surveys.

Please explain why you would not want to live downtown.

Not enough single family homes with yards.

Too many bars and undesirable people wandering around. Too many young adults doing nothing but hanging around. No shopping or other activies every night. Just bars, playhouse and periodic events at the Warner and Tullio Arena.

Safety concerns/rise in violent crime.

Crime in Erie, noise downtown, no grocery store downtown, traffic, and lack of parking.

One: No stores such as department or other shops to really visit. No grocery stores.
Two: For all the improvements done so far, there is a long way to go to making downtown aesthetically attractive. Old facades, dirty sidewalks covered in gum and tar, empty buildings. Beautification projects need beefed up.
Three: I know this sounds harsh, but the people downtown. Take a look at the housing inventory on this website. At least 5-6 of the residential units that you listed are primarily for Section 8 housing or elderly. Combine that with multiple social service agencies, and the individuals waiting at bus stops, and you get a crowd in downtown Erie that frankly not many people are going to choose to associate with. Certainly not the people who can afford $200K townhouses. I've spent a great deal of time at work and school in downtown Erie, and it is very common for the impoverished individuals or those with mental disabilities to accost others. The people of downtown Erie are frankly a joke to many, causing few to think of downtown Erie as a classy destination. I know this problem is common to large cities, but Erie seems to have an over abundance of low-income housing and social service agencies right at the core of downtown. As long as those low income properties and agencies remain in place, I don't know how you can change the image of downtown. (This doesn't even begin to address the issue of safety and crime.)

The crime is increasing in the city.

I work only 5 minutes from my office.

Grass.

There is too much crime and not enough being done about it. No matter what financial incentives were offered, none would offset the cost of being afraid in my own home.

I want a little bit of space or green area. Being downtown takes away any property or place to have a garden and so forth.

Parking.

No free public parking, high crime rate, unsafe area, high property and school taxes, poor school selection, too many bars and high traffic areas do not make a family friendly living area, most property has no yard/land.
No where to shop, no supermarket just bars and restaurants.

Taxes are too high. The area is not attractive. The surrounding areas (Parade St, 3rd ST, 4th ST, and others just don't feel safe or look clean. The railroad tracks run right through 14th ST. Too may dilapidated buildings. Plus, the housing downtown already is all low income, section 8. The condos that were added to the Mercantile building were cheaply crafted for the excessive price.

Too much crime, lack of green area for a family, school districts not as good as Millcreek or Fairview, too much noise, don't see enough revitalizing to feel comfortable that if I purchased anything it would hold its value and not plummet, no proven track record for downtown living - 14th and state is still vacant, too many bars, too high of taxes.

There isn't enough parking, taxes are way too high, no place to store a car, do not wish to live near bars, too many drunk people staggering around at night, no grocery stores within walking distance, streets and sidewalks are dirty, many old looking buildings, I do not feel safe even when it is day time, rents are too high. This along with other downtown housing projects are a waste of time and money. We need more jobs so we can afford housing. Why doesn't the city of Erie government wake up!!!!

There are too many homeless that Erie doesn't try to deal with, by helping them find housing. Too many bars that get rough after it gets into the late hours.

For many years,I lived on East Front Street when I was single .Spiral staircase overlooking the water! Awesome apartments there by Freeman and Associates. I am older now and look for more peace and quiet. And married. I go downtown for entertainment and dining. Matthews Trattoria, Warner, Starbucks, The Dock, Undertheclock Restuarant, Erie Museum and Glass Growers.
You have to cater to the "young professionals" and college age. There has to be a kickback for each of these to make it tempting. If you make a great commercial on how it is to live downtown and advertise it would make a big difference. I know people who live in Lovell Place and people who use to live at Boston Store. The biggest complaint was parking when you lived at the Boston Store. There has to be big advertisement for "living the downtown" lifestyle. Segments each week on downtown, living downtown. If want something to be "hip and cool" then make it "hip and cool" , Get a spokes person that has their ear to the "pulse" of downtown.

* Current school budget deficit situation and consideration to close schools and raise taxes.
* No confidence in elected government officials in the city of Erie.
* Crime rate.
* Parking fees.

* Unfriendly and rude people are prevalent.
* I don't really enjoy going to downtown Erie - dirty and gloomy.

This survey should have been started before this project was started. Because and life long Erie resident knows that this is not going to be a success. No body want to live in downtown Erie. They have had projects in the past like the Boston store and they are now section8 housing. When they announced the price of the condos they are building at over 100,000.00 none will be rented. People would have to be stupid to spend that kind of money to live in downtown Erie with the criminal element at night time walking around. All they have in Erie at night is bars and drunks walking around. During the day there is no where to park. You are welcomed downtown by a parking ticket if you meter runs out. Why would I or anyone else want to move downtown. Get rid of the current city council because they are driving people out of Erie with the high taxes.

Already lived in downtown area for over 20... wife convinced me to move after 6 years...and glad I finally got out... high crime...3 break-ins/burglaries at my residence, limited parking availability especially during even/odd months, side streets narrow and almost impassable in winter due to lack of snow removal, longer drive to shop for nearly anything you need, property taxes too high for what you get because of all the tax-exempt properties and benefit cost for city employees... and the curb "bump outs" are the next biggest waste of city tax dollars...lucky we haven't had much snow for the plow drivers to fight or dodge those obstacles yet.

Little play areas for children, and difficult to take care of current pet.

No parking, crime, noise, too much traffic.

Very little land, crime rate seems to be increasing.

I don't want to get shot.

Crime is a big concern...all you ever hear about is shootings, stabbings, and attacks downtown. Plus, parking can be difficult, and noise/the "bar scene" would be off-putting as well.

Too much crime and violence.

I don't think it is very safe and there are no grocery stores downtown.

Because unfortunately, it just doesn't seem safe and I enjoy living in Millcreek. But I would like to see more nice apartments.

No parking and way too crowded. I'm also concerned with all the shootings.

Our downtown is a disgrace. When you fear walking down State Street to pick up lunch, it's time to take a serious look at the reasons why. On any given day (April through October) - hoards of people hang outside every business on State Street with no other purpose than to harass you. It seems that every day we turn on the TV, there is yet another shooting. I'd love to know about the crime that isn't reported on TV. When an 5 and 8 year old can throw rocks at your car, and threaten that they will get their "big brother" if you call the police-WE HAVE PROBLEMS. Our police simply can't keep up with the crap that is being drawn to the heart of the city! Why would ANYONE pay a dime to live or run a business downtown?

Thought about it when get older. just need the space for right now. would love to live on the water. hope to create an entertainment sort of complex downtown some time in the near future.

Downtown Erie isn't really that beautiful. The things I like to do, I'd prefer to drive the 10 minutes to get to than live close by. In downtown Erie, a lot of times the streets are not properly taken care of during the winter months. Also, the crowd (drunk college students and people who ask you for money) that tends to hang out downtown is not who I want to be surrounded by day in and day out. Also the crime rate closer to downtown is pretty high.

Happy living in condo overlooking ravine, right near the Lake. No interest in moving anywhere. Born and raised within 2 miles of current residence and love this area.

Too much crime.

I like having a yard.
My wife says she would not fill safe.

Because there is nothing in downtown Erie no sky scrapers or nothing no urban stores nothing period... when visitors come from other cities...the first thing they're going to want to see is the downtown and I'm ashamed of Erie downtown. It's not attractive, no stores, no people walking around, it looks like a ghost town. Downtown Pittsburgh and downtown Cleveland and cities like that actually have something to offer - there is so much more to do in those respective downtowns... Erie downtown has nothing what so ever but a few bars and a couple fast food restaurants...Erie downtown disgusts me and just about every body who lives here feels the same way. It's pitiful and a shame.

Too much crime. Too little green space. Lousy & expensive parking. Not enough nice restaurants mostly expensive bars. No close affordable shopping. Homes are too close and too small; outdated. Crappy roads. Taxes are too high.

Please don't take this the wrong way, but all the amenities in the world do not make up for the seedy neighborhoods plagued by unmotivated renters that allow their units/homes to fall into disrepair. I prefer to look at and be motivated by an environment supported by and maintained by their residents. Also the crime rate is substantially higher (than the county). The city is plagued with the overtly assertive mentally ill and unemployed, who line the streets during lunch. Making a less than attractive venue to escape the hustle of work. The community itself is what makes up a neighborhood, not necessarily the amenities. Finally, fellow county residents and myself would spend more time downtown if the city residents took a proactive role in cleaning downtown up themselves. I wish you much luck and truly support your adventure. I truly want to see downtown Erie become more inviting.

Our Family wanted to live downtown. We shopped real estate downtown, we were especially interested in the Mercantile building. What really bothered and baffled us was the lack of good public schools IF we lived downtown. We based this opinion on test scores published in the paper, failures published online and news about the schools available. We also realize there are wonderful private schools however, IF you pay school taxes, you should choose to live in the place that gives you the most for those dollars. This is why we had to choose the town of North East rather than downtown Erie. I am hopeful that after our children are raised we can move downtown.

I have explored relocating since I am "downsizing". The apartments and townhouses were nice but, the noise and access during the summer with various music and carnival like events coupled with no retail or grocery stores, and I'm sorry to say the type of people that call downtown home. Speaking frankly, I can drive to any store but the what I have seen from the type of people that "hang out" downtown, I've work downtown and have heard and seen (drug usage and selling, homeless, begging, swearing, fighting, language). AND THE NOISE. There would need to be significant change for me to come back downtown to live.
We prefer living in a more rural setting - quiet - less neighbors.

I like quiet suburban living with garage, lawn and amenities like a pool.

There is not enough to do in downtown Erie. There is a lack of restaurants and cultural opportunities. All that is downtown for the most part is bars. While this is fun when you're in your early/mid 20s, it gets old. Especially when the bars are all dives. Erie residents have the mentality that cheap is best when it is in fact not. Also, there's no grocery store downtown! If I'm living downtown I want to be able to walk everywhere (i.e. Chicago, New York, etc.) and not have to get in my car and drive 15-20 minutes to get to a grocery store.

It does not feel safe. There are far too many 'riff raff' wandering the streets AND living in the area (Boston Store Apts - low income), Mental Health Association on 11th & Peach/ Upper Room, etc. I know it sounds terrible, but why would you want to live in the heart of all that? I recently visited Washington, DC. My first trip there in about 20 years. The city is amazing now - cleaned up. No bums wandering around. High priced condos, restaurants, etc. My last visit there - you were afraid to walk the streets! Maybe someone needs to look at their plans - how did they do it?

Homeless people are everywhere, more crime in center city, and no close by shopping or grocery facilities.

Lack of space, general "busy-ness" of the area, not a peaceful and quiet area, fear of crime.

First & foremost I need a fenced in yard for my greyhound. Secondly, there is not a decent grocery store. I know EMTA provides busses to Tops & Giant Eagle but I would prefer to shop when I need it as opposed to when the bus is available. The dollar store just doesn't make it. Also, no place to buy decent clothing. I've seen the prices for condos in the Mercantile building and I say - who are they kidding. This is Erie - it's not Pittsburgh, Cleveland or Buffalo and it never will be.

Downtown Erie is a disgusting place. By putting up all of these low income buildings and renting to section 8 all over the downtown area, it attracts less then desirable people. I work downtown and can't stand coming down due to the look and attitudes of downtown residents. If someone from out of town drives down state street they are going to think that our homeless rate is through the roof as well as our crime rates.

Lack of shopping opportunities (grocery stores, clothing stores, general stores). Parking is a issue as is security.

No retail stores, No movie theaters, No parking, Too many bars.

You can't fill the apartments you have now, why keep building?

Crime, lack of green space, lack of stores.

There needs to be a balance of opportunities in downtown Erie. Currently there is not any balance as there are too many bars. There is virtually no shopping of any type. The impression of downtown Erie is that of a place to party due to the variety of events sponsored. There is also a lack of good quality restaurants in the downtown area. If you want people to live downtown, you must give them a reason to stay there rather than having to go South for entertainment, shopping and various other necessities. You also need free onsite parking with any housing.

Lack of shopping, parking, security, play areas for children.

As a prospective home buyer, absolutely nothing about living in downtown Erie appeals to me. The property tax is astronomical. The crime rate is high, and every day that I walk on State Street I see homeless or disturbed people. Parking is shoddy at best, and I can't imagine living downtown when huge events are taking place.

I would not live downtown because of the increased crime. I would not want my future child to be raised in the downtown City of Erie.

No viable grocery store. i.e. Giant Eagle, Whole Foods Market.

I just do not want to live in a metro area due in part to crime, being right on top of others and relying on the responsibility of others over the physical building in which I live. I am honestly looking to purchase wooded acreage or farm acreage enough to somewhat isolate from others.

I prefer to live where I have a yard, space for a garden and a deck or patio. I prefer a quiet street and a real neighborhood. I think downtown living would be too hectic, potentially dangerous at night and not convenient for parking.

Inconvenience of block parties, Celebrate Erie, Roar on the Shore. Perceived lack of off street parking, safety and security.

Crime. No amenities outside of bars within walking distance. Downtown is also no longer family friendly. The usual denizens, particularly at night do not make for a pleasant urban environment.

Downtown Erie has turned into subsidized housing and is destroyed as business/cultural center. Too much check-cashing, bars, no-contract wireless stores, lottery vendors, dollar stores...all the lower-end clientele. Businesses, offices, etc all chased out. Project is totally backwards.
AS to upper end housing... I would never pay the purchase prices asked for a unit with no garage (integral or attached).

I would love to live Downtown. Two things scare me - safety and a lack of a grocery store.

TOO MUCH NOISE!!! Prep field, Jerry Uht Park, Block parties, etc. I live in the 500 block of West 9th St. & I hear the music from the Burger King Amphitheater. City neighborhood living will never always be quiet. (Traffic, barking dogs, car music, etc.) If I lived downtown & worked downtown, I would find it difficult to navigate my way to & from work due to street closings from the summer activities - therefore, it wouldn't be convenient. Only Gannon students would find it "exciting" to live in downtown Erie because of the bar scene. I did read the recent letter to the editor in the Times-News, written by a former tenant of downtown. They couldn't wait to leave. This "build it & they will come" does not work for living downtown. It is NOT FAMILY FRIENDLY. Also, the new lamppost street lights are very dim & unsafe. Downtown Erie is NOT "up & coming"! Erie is not a city with great jobs as portrayed on "House Hunters", where other cities are safe & livable. Section 8 housing is needed here. The popular career choice is to be a single mom, so the need is great. I won't be surprised to see the Avalon Hotel turn into Senior Housing.

I would not want to live downtown because I can find an apartment to rent or even a house to rent or own in a more desirable location. There is absolutely nothing in downtown Erie to draw young residents to the area. Plus, I have compared the space and price of apartments listed in the Erie area to my current apartment in the Slippery Rock Area. I am getting way more bang for my buck in a small college town which can afford to increase the living prices due to high demand. And, the small town has more appeal and I drive just as far in that area to the closest grocery store or Wal-Mart as I would living on State Street.

Downtown has become a haven for public housing which attracts criminal activity, outrageous behavior, noise, and generally disruptive behavior. Throw in the multitude of taverns and you get a free for all. The area chosen for development is not conducive for residential style housing. It is near busy streets with all the attendant noise from cars, trucks, emergency vehicles and people. There are few attractions locally unless you are interested in drinking and no grocery or retail stores. The pitch is to provide affordable housing in a area where it is easy to walk to places of interest and a sense of community. However, given the makeup of the area, busy traffic, criminal activity, and overall sense of commotion I have no interest in investing in or living there.

There has been more violence, guns and homeless people in downtown Erie. We don't feel comfortable at this time. The security of downtown Erie must be a priority if you are enticing young single people to condo living. Women love a "walk to it" shopping area, need small hot dog type shops, perhaps a diner downtown but SAFETY FIRST!!! A small mall area where both sides are shops and the middle is a sitting area to eat and meet friends, that is a union square type layout. A corner grocery store or deli. A Boston Store reborn is needed. Going downtown to doctor appts requires parking in scary lots or garages. Women NEED to feel safe. I don't!!!

Crime levels are too high. There seems to be a shooting or stabbing everyday in Erie. The infrastructure is declining and taxes continue to rise. It is cheaper to reside outside the City of Erie.

Crime.

Crime, safety, parking, people in the area are undesirable, could never let my child outside, city schools.

Crime. Schools are garbage. Crime, I would have to pay for my kids to go to private school. No jobs. Quality of people living in the city.

Please provide any additional comments.

Side note; I've talked to individuals interested in living at the new Mercantile apartments, but did not want to have to park their cars in the open on 14th and French. I can't blame them.

This was a sub-par web based survey....hopefully Erie Downtown Partnership will be holding public gatherings in partnership with their selected consultant to invite the public to discuss their desires/experiences in living downtown. I used to live (rent) in downtown Erie and enjoyed my time, but there were reasons why I left. I would like to express those reasons and suggestions for improvements to attract young professionals to live downtown in an open forum format.

It's painfully obvious that the people planning the "improvements" to the downtown area don't live here and have no idea what those of us who DO live here actually need. For instance - the street light at 12th & State (near Community HealthNet) has been out for months, and the new street lights on State Street don't work yet. It's pretty dark out there at 6:30 AM when I wait for the bus, and dangerous too - lots of purse snatchings and robberies recently. Several months ago, EMTA removed the bus shelters on 12th & State and 14th & State. But now there are park benches on each corner, so at least we don't have to stand in the rain and snow to wait for the bus - we can SIT in the rain and snow. Thanks, guys!! BEFORE worrying about condos and townhouses, you need to worry about safety and security. If the area isn't safe, nobody will want to live there, regardless of architectural charm or proximity to bars and restaurants.

A grocery store is needed to support any folks moving into the area. The Shur-Fine is disgusting!

Go ERIE!!!!!!!!!!

The best thing that ever happened to downtown Erie is ROAR on the Shore! I may live in the country now but I am originally from Erie.

The reason the Mercantile isn't selling is because poor interior apartment lay out. I looked and they were horribly designed.

I currently own a large home in Glenwood. I recently retired, my children are grown and gone, and my wife and I both suffer from arthritis. This house and property are becoming a bit much for us to care for. We spend a lot of time downtown at hockey and basketball games. We also attend the many cultural events and patronize the restaurants. Living downtown would be very convenient for us. The only reason I am hesitant to move downtown is the amount of violent crime.

I don't have fixed answers to many of these questions, like location or the financial incentives [which would of course help in the decision to move downtown]. if the combination of factors is right i would certainly consider it. also a deal-making-or-breaking factor is that my dog must make the move with me, and parking and security are number one priorities. i answered that i'd prefer to own, but i'd consider a rental if other factors were right. i own my home with no mortgage at this time.

I would advise considering the use of social media to get this survey out - I've only seen this on an insomniac night on the news. In addition, I think it would be interesting for the EDP to consider contact with local college students, as their retention in the community would offer some interesting perspectives for your research needs.

Please develop our downtown - there's nothing down there and with that being said no one has any reason to be there because of it.

I am hopeful that this project really opens the eyes of the people about the true condition of Erie. Erie needs cleaned up in a very aggressive way. If downtown Erie were treated as the gem that it is, our town would experience growth and prosperity.

The only thing stopping me from seriously considering downtown Erie as a permanent place to live is the increased amount of crime. It's too high to comfortably raise a family and continually climbs.

I think the idea of living downtown is good, there's just not enough parking, yards, or single family housing available.

We need to recruit more retail -- especially chains, up-scale shopping -- and provide parking incentives. Validate parking, offer monthly parking passes that would be honored in metered spaces. The fact that the meters only take quarters also deter people. Most cities have meters that take credit cards now, while ours don't even take dimes!

I personally feel that the task you have at hand needs to be taken very seriously. Downtown Erie is not a nice place to have to live, work, or enjoy. There are tons of things that need to be addressed in the downtown area, and need to be addressed very soon. I had a friend who recently moved his business out of downtown into Millcreek because the clientele he was receiving wasn't clientele in the first place. They would come off the bus, come in destroy his "patron only restrooms", belittle his staff, and ask from things for free, and when it didn't happen they would cause a scene thus making his good customers leave and not return. The trash up and down State Street is disgusting, and worst of all the smell of urine in every corner of state street is even worse. There has to be a way to make public restrooms for these people so that, businesses like my friends don't have to worry about theirs being destroyed, and having to pay out of their pocket to fix it. I have faith that downtown Erie can be turned around and be made into a very nice area, but right now it is a LONG way from nice!

Living downtown since 1978. Need a decent grocery store in the area and more diverse shopping.

I am happy to see you asking the public their opinion. This type of living is not for me but may be perfect for others. I am thrilled the downtown is being built up and will be a draw for the city.

Between 3-5 on French street offers ideal location and amenities. I saw townhouses in the long term phase of the downtown master plan but I think it needs to take a higher priority. I lived at Modern Tool apartments and have not met one person that didn't like the location. Problem is there is nowhere to buy anything down there. Between UPMC Hamot and Erie Insurance there are many young professionals looking to buy and live downtown. However, living at 13th & Peach or State it's unrealistic to think people buy there and then walk 10 blocks to two of the largest downtown employers. There is good foot traffic on lower French and it feels safe. Plus there are good bars, food, and entertainment all within a few blocks. It's not next to the 'clubs' on upper State street and it's definitely not next to railroad tracks! I understand that between 12th-14th is land that has been acquired to build on but build there for the right purpose don't just big housing because people say they want to live downtown. My fear is that between the refurbished mercantile building that isn't filling, and the now $225k+ condo's going up they won't fill because they're too expensive, now we've scared away all future development for downtown living. I hope these comments help as I fit within the demographic you are trying to market. My last suggestion is to build excitement around what's being done. Publish it and sell it. Don't build and do things then have people question it. Erie residents have a bad habit of condemning anything before it's done (just like I did with the condo's but I have to admit that it's a case of sticker shock).

I find the term downtown vague. where do you define downtown.. perhaps if you were more specific. Also we need to copy things from other cities...like in Cleveland they have the west side market...would be awesome to create that at Grizwold Post office with chic dinning and upscale markets with fresh fruits, flowers and herbs... and gourmet CHOCOLATES.... now that would attract people downtown...who wouldn't want to live close to that? I will be honest..I live on 6th st, the 4oo block. Why does everyone treat those of us who live here already as if we don't exist? We have a great neighborhood from 6th to 7th street. We get together, know one another and work together when crime creeps up. Why can't we bolster what is already working and not try to reinvent our urban growth? To be honest... crime is the worst detriment to our neighborhood. I am afraid to walk around at night. I was not 3 years ago.

I think affordability and convenience are the key here. Unfortunately, neither seem to exist. Most living space downtown is either too expensive, or set aside for specific populations (e.g.~ disabled, senior citizens, etc.). However, even with affordable housing in the area, one still has to drive a relatively large distance to buy groceries. Aside from those two challenges, the notion of developing more living space in downtown is a great idea.

Grocery shopping, convenience store, stores and shops would be very important to implement in downtown Erie.

Sounds like the survey is slanted towards more subsidized housing. Perhaps we could develop something besides that and bars.

People don't want to live in the city, so why would anyone want to live in downtown Erie? It's so easy to commute from outside the city!

Crime rate, especially shootings, would have to be substantially reduced.

My husband & I lived in southern California in a beach city in which we could walk everywhere including to nearby beach cities. We were surrounded by cafes, restaurants, art galleries, grocery stores, etc. So you can see why we would prefer the downtown area to have more of that type of atmosphere. If it did, I think you would find more people wanting to live there. Thanks for all your efforts.

We've lived in other places throughout our lives and LOVE ERIE but wouldn't want our children and grandchildren living in downtown Erie AT THIS TIME due to all the violence happening. You don't want to be walking in downtown Erie and panhandlers asking you for $. Some mentally people scare you off. It is sad, very sad, but true. Winchester, W.Va. a small old downtown would be a perfect plan for Erie. A few blocks of stores on each side with a cobblestone street in between and lots of little stores, delis and restaurants snugged together. It is only three blocks long and would suit the Erie area perfectly. Thanks for letting us share our ideas. We love Erie, but you must get the violence under control before people want to move downtown.

I want to suggest that existing blocks w/single family homes in disrepair be re-configured to allow homes with historic value to be renovated, but neighboring deteriorated homes to be razed, and the lot sizes to be increased so the better houses can have garages. I am leaving the city due to the horrible conditions (neighbors don't mow lawn, pick up garbage, repair homes) but I want to be in the west bayfront area. I need a garage, and am hemmed in on both sides by deteriorated properties. I am very disappointed that in the 15 years I have owned in the city, no progress has been made about enforcing codes/noise ordinances, etc. It is 15 years of my life wasted working against the overwhelming tide of apathy and lack of civic pride. But nobody checks on these houses/dogs/people loose in the streets all night. And this is the west side - I can only shudder to think what is going on east of State St. I had hoped to enjoy the downtown amenities/culture/bayfront/savings on transportation, but I cannot convince my family to put up with the terrible living conditions any longer.

I would be interested to know how many City and County workers live within the City limits. Taxes are a big issues for City residents discourges people to move within the City. Non-profits are a drain on the City of Erie resources and pay little to no taxes. More police should be assigned to the downtown area, to make the residents feel more secure. City needs to consider the working class instead of catering to the non-working class. Erie School District scares people to moving back into the City. City of Erie politics and nepotism is also draw back to living in the City of Erie.

Appendix 2: Downtown Erie Service Area Retail Inventory - 1/2012

Business Name	#	Dir.	Street	Store Type	SF
Adult Mart	1313		State Street	Book Store	3,000
Al DeLuca's Variety Store	431		State Street	Convenience Store	1,400
American Surplus Store	416		State Street	Other Clothing	3,000
Anchor Marine	7		State Street	Specialty Sporting Goods	1,600
Arby's	101	W.	12th Street	Limited-Service Restaurant	4,500
Bay Breeze	25	E.	10th Street	Bar/Lounge	2,700
Bayfront Grille	55		W Bay Drive	Full-Service Restaurant	5,000
Beckley Barbershop	26	W.	8th Street	Hair Salon	2,100
Benjamin's	931		Peach Street	Full-Service Restaurant	3,200
Bertrand's	18		North Park Row	Full-Service Restaurant	2,000
Blue Wireless	929		State Street	Radio/TV/Electronics Store	600
Boost Mobile	1005		State Street	Radio/TV/Electronics Store	500
Calamari's	1317		State Street	Full-Service Restaurant	5,400
Cell Block	1215		State Street	Bar/Lounge	13,500
Charisma Salon	406		State Street	Hair Salon	3,000
Chinese Garden	418		State Street	Limited-Service Restaurant	1,600
Coconut Joe's	28		North Park Row	Bar/Lounge	3,000
Cougar's	1325		State Street	Bar/Lounge	3,600
District	1025		State Street	Other Clothing	2,600
Docksider	1015		State Street	Bar/Lounge	4,500
Dollar General	818		State Street	Dollar Store	8,000
Dominick's 24 Hour Eatery	123	E.	12th Street	Full-Service Restaurant	3,500
Dream Nightclub	28		North Park Row	Bar/Lounge	7,500
Erie Art Museum Frame Shop	423		State Street	Art Dealer	2,000
The Erie Book Store	915		State Street	Book Store	1,800
Erie Explosion Store	901		Peach Street	Family Clothing	2,000
Family Dollar	155	E.	12th Street	Dollar Store	8,000
First Amendment Tees	29	W.	5th Street	Other Clothing	3,500
Fisher's Jewelers	1012		State Street	Jewelry Store	1,800
Flagship Laundry	404		State Street	Laundromat/Dry Cleaner	1,400
Floral Gallery	815		State Street	Florist	1,800
Franco's Café	1001		State Street	Limited-Service Restaurant	2,100
Fred's Furniture Company	117	E.	12th Street	Furniture Store	6,000
French Street Café	410		French Street	Limited-Service Restaurant	400
Gallery	30	W.	8th Street	Gift/Novelty/Souvenir Store	2,100
Gannon Bookstore	109	W.	8th Street	Book Store	8,000
Glass Growers Gallery	10	E.	5th Street	Gift/Novelty/Souvenir Store	1,800
Hardinger & Clement Opticians	405		State Street	Optical Store	1,400
Hook's Catfish Kitchen	38		North Park Row	Limited-Service Restaurant	700

Hot Heads Hair Design	729		French Street	Hair Salon	1,000
Hungry Howie's	128	W.	12th Street	Limited-Service Restaurant	1,000
Impromptu	12	W.	10th Street	Gift/Novelty/Souvenir Store	800
Isaac Baker	1001		State Street	Men's Clothing	4,800
Jekyl & Hyde	8	E.	10th Street	Bar/Lounge	1,400
Jr's Last Laugh	1402		State Street	Bar/Lounge	7,500
Khao Thai	36		North Park Row	Full-Service Restaurant	900
Kitchen 1201	1201		State Street	Full-Service Restaurant	2,200
L. Press & Co.	1226		State Street	Other Clothing	5,400
Manus A-Plus Food Mart	26	E.	12th Street	Convenience Store	2,100
Matthew's Trattoria	153	E.	13th Street	Full-Service Restaurant	9,000
McDonald's	430		State Street	Limited-Service Restaurant	4,000
McDonald's	1115		Sassafrass Street	Limited-Service Restaurant	4,000
Metropolitan Dance Club	144	W.	13th Street	Bar/Lounge	6,000
Michael's Hair Studio	12	E.	11th Street	Hair Salon	1,000
Miller Brothers Garden Center	201	E.	14th Street	Nursery/Garden Center	12,000
Modern Adult	1113		State Street	Book Store	2,400
Molly Brannigan's	506		State Street	Full-Service Restaurant	4,000
One Green World Café	162	W.	4th Street	Limited-Service Restaurant	2,800
Papa George's Country Bar	1023		State Street	Bar/Lounge	5,200
Pap's Pizza and Beer House	1022		State Street	Limited-Service Restaurant	1,800
Plymouth Tavern	1109		State Street	Full-Service Restaurant	8,500
Potter Silk Screening	155	E.	10th Street	Other Clothing	1,200
Pufferbelly	414		French Street	Full-Service Restaurant	4,500
Ralph Miller Jeweler	28	W.	8th Street	Jewelry Store	2,100
Red Door Uniforms	124	W.	9th Street	Other Clothing	1,500
Rite Aid Pharmacy	916		State Street	Drug Store/Pharmacy	7,200
Rose Beauty Supply	826		State Street	Cosmetics/Beauty Supply	4,000
Rose Garden Cafe	815		State Street	Limited-Service Restaurant	600
Rum Runners Cove	4		State Street	Bar/Lounge	4,500
Russo's Barber Shop	1020		State Street	Hair Salon	1,800
Salvation Army Thrift Store	155	W.	12th Street	Other Used Merchandise	6,000
Samir's Market	832		State Street	Convenience Store	4,000
Sanner Furniture Outlet	1307		State Street	Furniture Store	55,000
Sanner Office Supply	1225		State Street	Office Supply Store	30,000
Scully's Pub	408		State Street	Bar/Lounge	2,800
Shawnee Optical	128	W.	12th Street	Optical Store	2,000
Sherlocks/Park Place	508		State Street	Bar/Lounge	10,000
Shop Fast	34	W.	8th Street	Convenience Store	700
Sidewalk Café	26		North Park Row	Full-Service Restaurant	1,200
Skeeters	723		French Street	Bar/Lounge	2,000
Slugger's	14	E.	10th Street	Bar/Lounge	14,000
Smugglers Wharf	3		State Street	Full-Service Restaurant	4,500

Starbuck's	502		State Street	Limited-Service Restaurant	2,100
State Street Market	1027		State Street	Convenience Store	2,600
Steel 12 Grub & Chug	24		North Park Row	Limited-Service Restaurant	1,200
Stevo's Pizza	1017		State Street	Limited-Service Restaurant	2,600
Studio 3	727		Peach Street	Hair Salon	1,000
Subway	427		State Street	Limited-Service Restaurant	2,800
Subway	1018		State Street	Limited-Service Restaurant	1,800
Sugar Ray's	1301		State Street	Bar/Lounge	6,000
Sullivan's Pub & Eatery	301		French Street	Bar/Lounge	3,600
Sushi and Asian Cuisine	1014		State Street	Full-Service Restaurant	1,800
Tap House	319		State Street	Full-Service Restaurant	7,500
The Boardwalk Bar	28		North Park Row	Bar/Lounge	2,500
The Brewerie	123	W.	14th Street	Full-Service Restaurant	10,000
The Crooked I	1013		State Street	Bar/Lounge	2,600
The Magic Cookie Company	25	W.	9th Street	Limited-Service Restaurant	2,000
The Peanut Shop	1001		State Street	Candy and Nuts Store	900
Tickle's Deli	17	W.	4th Street	Limited-Service Restaurant	1,000
Tom Chido's Dry Cleaners	1103		State Street	Laundromat/Dry Cleaner	9,000
Toni & Guy	930		Peach Street	Hair Salon	3,500
Under the Clock Bar and Grill	101		Boston Store Place	Full-Service Restaurant	4,000
Vermont Tavern	1033		State Street	Full-Service Restaurant	5,200
Viva's Wraps and Pitas	420		State Street	Limited-Service Restaurant	1,600
Wendy"s	105	E.	12th Street	Limited-Service Restaurant	3,000
Ye Old Sweet Shop	402		State Street	Limited-Service Restaurant	1,400

Appendix 3: Greater Downtown Erie Retail Inventory - 1/2012

Business Name	#	Dir.	Street	Store Type	SF
3 Bs Saloon	330		Liberty Street	Bar/Lounge	2,400
Above and Beyond Comics	1124	W.	26th Street	Collectors' Items & Supplies	1,800
Adult Mart	1313		State Street	Book Store	3,000
AJ's Bayview Inn	960	W.	4th Street	Bar/Lounge	1,800
Al DeLuca's Variety Store	431		State Street	Convenience Store	1,400
American Surplus Store	416		State Street	Other Clothing Store	3,000
Anastasia Mansion	551	W.	8th Street	Full-Service Restaurant	2,000
Anchor Marine	7		State Street	Specialty Sporting Goods	1,600
And All That Stuff	2431		Peach Street	Record/CD Store	1,400
Anderson Vacuum Sales & Service	2102		Liberty Street	Appliance Store	1,400
Anthony's Cleaners	2424		Peach Street	Laundromat/Dry Cleaner	3,000
Antique Store	1102		Parade	Antique Store	6,000
Antiques & Collectibles	2425		Peach Street	Collectors' Items & Supplies	2,800
Arby's	101	W.	12th Street	Limited-Service Restaurant	4,500
Arnone's Bakery	564	W.	18th Street	Bakery	2,000
Ash St. Pub	560	E.	12th Street	Bar/Lounge	2,400
Ash Street Laundry	2413		Ash Street	Laundromat/Dry Cleaner	3,000
Ash Street Market	601	E.	6th Street	Convenience Store	1,600
B&D Fresh Meat and Deli	1001	W.	6th Street	Meat and Fish Store	1,000
Bacardie Joe's Dart City	1156	W.	26th Street	Bar/Lounge	1,500
Barbato's Italian Restaurant	1707		State Street	Full-Service Restaurant	1,600
Barbato's Italian Restuarant	1156	W.	6th Street	Limited-Service Restaurant	1,800
Bay Breeze	25	E.	10th Street	Bar/Lounge	2,700
Bayfront Convenience Store	550	W.	4th Street	Convenience Store	2,000
Bayfront Grille	55		W Bay Drive	Full-Service Restaurant	5,000
Bayfront Lounge	802	E.	6th Street	Bar/Lounge	3,000
Beauti Works	1602		Cherry Street	Hair Salon	1,400
Beckley Barbershop	26	W.	8th Street	Hair Salon	2,100
Beez Appliances	916		Parade	Appliance Store	6,000
Benjamin's	931		Peach Street	Full-Service Restaurant	3,200
Bertrand's	18		North Park Row	Full-Service Restaurant	2,000
Best Auto Parts	2013		Parade	Auto Parts & Accessories	3,000
Blackburn's Medical Equipment & Supplies	308	E.	6th Street	Other Health/Personal Care	11,000
Blue Wireless	929		State Street	Radio/TV/Electronics Store	600
Boost Mobile	1005		State Street	Radio/TV/Electronics Store	500
Brown's Consignments	902	W.	21st Street	Antique Store	1,400
Budget Computer Service	301	W.	18th Street	Computer/Software Store	1,000
By The Bay	302		Parade	Bar/Lounge	2,000
Calamari's	1317		State Street	Full-Service Restaurant	5,400
Captain Ron's	401	W.	18th Street	Bar/Lounge	1,200
Carsale's Treasures	706	W.	18th Street	Other Used Merchandise	1,800
Cathay Express	3	E.	18th Street	Limited-Service Restaurant	1,800
CBK Variety Store	558	E.	21st Street	Convenience Store	1,500
Cell Block	1215		State Street	Bar/Lounge	13,500
Charisma Salon	406		State Street	Hair Salon	3,000

Chicory Hill Herbs	2518		Peach Street	Health Food Supplements	1,800
Chido's Coin Laundry	603	W.	10th Street	Laundromat/Dry Cleaner	1,800
Chinese Garden	418		State Street	Limited-Service Restaurant	1,600
City Beer	2116		Ash Street	Liquor & Beer Distributor	2,000
CJ'a Second Hand	626	W.	8th Street	Other Used Merchandise	1,000
Coach & Four	734		Parade	Bar/Lounge	2,500
Coconut Joe's	28		North Park Row	Bar/Lounge	3,000
Continental Barber Shop	2535		Peach Street	Hair Salon	1,200
Cora Williams Beauty Salon	1622		Parade	Hair Salon	800
Cougar's	1325		State Street	Bar/Lounge	3,600
Council Optometric Center	147	W.	18th Street	Optical Store	2,700
Country Fair	347	E.	12th Street	Convenience Store	5,400
Country Fair	201	W.	18th Street	Convenience Store	5,400
Country Fair	806		East Avenue	Convenience Store	3,200
Country Fair	2004		Liberty Street	Convenience Store	1,700
Country Fair	2525		State Street	Convenience Store	1,700
Crystal Bottling	601	E.	5th Street	Liquor & Beer Distributor	3,200
CVS	410	E.	12th Street	Drug Store/Pharmacy	10,000
Dari Creem	711		Parade	Limited-Service Restaurant	800
David McShane	926	W.	26th Street	Hair Salon	1,000
DD's Music & Videos	924		East Avenue	Record/CD Store	1,600
Dee's Cigar Store	1705		State Street	Tobacco Store	1,600
Denise's Blessed Hands	2230		Liberty Street	Hair Salon	1,200
Denny's Ice Cream Stand	927		Parade	Limited-Service Restaurant	800
Denny's Laundry	929		Parade	Laundromat/Dry Cleaner	2,700
District	1025		State Street	Other Clothing Store	2,600
Docksider	1015		State Street	Bar/Lounge	4,500
Dollar General	130	W.	18th Street	Dollar Store	7,500
Dollar General	818		State Street	Dollar Store	8,000
Dollar General	710		East Avenue	Dollar Store	5,000
Dominick's 24 Hour Eatery	123	E.	12th Street	Full-Service Restaurant	3,500
Dowling Tavern	1002	W.	12th Street	Bar/Lounge	3,000
Dream Nightclub	28		North Park Row	Bar/Lounge	7,500
Eli's Tavern	1000	W.	26th Street	Bar/Lounge	1,200
Erie Art Museum Frame Shop	423		State Street	Art Dealer	2,000
The Erie Book Store	915		State Street	Book Store	1,800
Erie Estate Buyers	1215		Parade	Antique Store	8,000
Erie Explosion Store	901		Peach Street	Family Clothing Store	2,000
Erie Fashion/Beauty Supply	862	E.	6th Street	Cosmetics/Beauty Supplies	4,800
Erie Import Auto Parts	418	E.	21st Street	Auto Parts & Accessories	3,200
Europa	2404		Peach Street	Other Specialty Foods	2,000
Family Dollar	2315		State Street	Dollar Store	11,000
Family Dollar	856	E.	6th Street	Dollar Store	8,400
Family Dollar	155	E.	12th Street	Dollar Store	8,000
Farrell's Superette	363	W.	4th Street	Convenience Store	1,800
First Amendment Tees	29	W.	5th Street	Other Clothing	3,500
Fisher's Jewelers	1012		State Street	Jewelry Store	1,800
Flagship Laundry	404		State Street	Laundromat/Dry Cleaner	1,400
Floor Expressions	943	W.	12th Street	Floor Covering Store	12,000
Floral Gallery	815		State Street	Florist	1,800

Folly's Mall Indoor Flea Market	652	W.	26th Street	Other Used Merchandise	4,000
Franco's Café	1001		State Street	Limited-Service Restaurant	2,100
Fred's Furniture Company	117	E.	12th Street	Furniture Store	6,000
French Street Café	410		French Street	Limited-Service Restaurant	400
Frontier Lumber Company	750	E.	5th Street	Retail Lumber Yard	11,000
G & R Grocery	807	W.	4th Street	Convenience Store	1,400
Gallery	30	W.	8th Street	Gift/Novelty/Souvenir Store	2,100
Gannon Bookstore	109	W.	8th Street	Book Store	8,000
Gelateria Barbara	602	W.	18th Street	Limited-Service Restaurant	1,000
Gepboth Beer Company	1002	W.	6th Street	Liquor & Beer Distributor	2,000
GJ Miller Auto Supply	2005		State Street	Auto Parts & Accessories	6,000
Glass Growers Gallery	10	E.	5th Street	Gift/Novelty/Souvenir Store	1,800
Gorenflo Gunsmith	1817		State Street	Specialty Sporting Goods	2,200
Grasshopper	2520		Peach Street	Other Clothing Store	1,800
Hardinger & Clement Opticians	405		State Street	Optical Store	1,400
Heads of State	1713		State Street	Hair Salon	1,600
Hofmann Church & Religious Goods	420	E.	26th Street	Gift/Novelty/Souvenir Store	6,000
Holland Flooring	1813		State Street	Floor Covering Store	3,600
Hook's Catfish Kitchen	38		North Park Row	Limited-Service Restaurant	700
Hot Heads Hair Design	729		French Street	Hair Salon	1,000
Hovis Auto & Truck Supply	912	W.	12th Street	Auto Parts & Accessories	4,200
Hungry Howie's	128	W.	12th Street	Limited-Service Restaurant	1,000
Impromptu	12	W.	10th Street	Gift/Novelty/Souvenir Store	800
International Bakery	616	W.	18th Street	Bakery	1,800
International Hair Care	301	W.	21st Street	Hair Salon	1,000
Isaac Baker	1001		State Street	Men's Clothing Store	4,800
Ishtar Grocery	1106		Parade	Supermarket/Grocery	6,000
Jackie's Hair Studio	320	W.	26th Street	Hair Salon	1,200
JAO Fabrics	2326		Peach Street	Sewing/Needlework Store	2,000
Jekyl & Hyde	8	E.	10th Street	Bar/Lounge	1,400
Jester's Pour House	1101		Parade	Bar/Lounge	1,500
Jimmy's Tavern	726	E.	26th Street	Bar/Lounge	3,200
JJ's Pub	601	E.	25th Street	Bar/Lounge	2,000
Joanne's Place	262	W.	8th Street	Bar/Lounge	2,400
John's Barber Service	913	E.	6th Street	Hair Salon	900
Jr's Last Laugh	1402		State Street	Bar/Lounge	7,500
JR's Rathskellar	2306		State Street	Bar/Lounge	1,800
Kathy's Korner Store	501	E.	13th Street	Convenience Store	1,000
KFC	1112		Parade	Limited-Service Restaurant	2,400
Khao Thai	36		North Park Row	Full-Service Restaurant	900
King's Rook Club	1951		Peach Street	Bar/Lounge	6,000
Kitchen 1201	1201		State Street	Full-Service Restaurant	2,200
Kramer's on the Avenue	820		East Avenue	Full-Service Restaurant	2,400
Kraus Department Store	816		Parade	Full-Service Dept. Store	25,000
L. Press & Co.	1226		State Street	Other Clothing Store	5,400
La Bella	802	W.	18th Street	Full-Service Restaurant	2,200
Larry's Central Market	1626		Sassafrass Street	Other Specialty Foods	1,900
Latino's Restaurant	1315		Parade	Full-Service Restaurant	3,500
Laundromat	403	W.	8th Street	Laundromat/Dry Cleaner	1,600

Lee Antiques & Collectables	601	W.	17th Street	Collectors' Items & Supplies	2,000
Lee Matz Salon	1164	W.	10th Street	Hair Salon	800
Leprechaun Beer Distributor	719		Chestnut Street	Liquor & Beer Distributor	1,500
Lindsay's Variety Store	1620		Parade	Dollar Store	1,600
Little Anthony's Pizza	2202		Liberty Street	Limited-Service Restaurant	1,000
Little Caesars	1023		Parade	Limited-Service Restaurant	1,200
Lombardo's Tavern	925	W.	21st Street	Bar/Lounge	2,500
Lona Salon	425	W.	10th Street	Hair Salon	1,400
Lucchetti's Pizza	1042	W.	26th Street	Limited-Service Restaurant	1,200
Lucky Food Mart	209		Holland Street	Convenience Store	2,400
Lugo's Hispanic-American Restaurant	517	W.	18th Street	Full-Service Restaurant	1,600
Luigi's Restaurant	1801		Liberty Street	Bar/Lounge	1,800
Manus A-Plus Food Mart	26	E.	12th Street	Convenience Store	2,100
Martucci's Take-Out	443	W.	8th Street	Limited-Service Restaurant	600
Marty's	1001		Parade	Full-Service Restaurant	3,000
Mary's Place	850	E.	6th Street	Limited-Service Restaurant	2,000
Matthew's Trattoria	153	E.	13th Street	Full-Service Restaurant	9,000
McDonald's	1115		Sassafrass Street	Limited-Service Restaurant	4,000
McDonald's	430		State Street	Limited-Service Restaurant	4,000
Metro Teleconnect Companies	908		Parade	Radio/TV/Electronics Store	1,400
Metropolitan Dance Club	144	W.	13th Street	Bar/Lounge	6,000
Mezler Party & Cake Supplies	355	W.	8th Street	Other Specialty Foods	1,400
Michael's Hair Studio	12	E.	11th Street	Hair Salon	1,000
Midtown Antiques	2536		Peach Street	Antique Store	5,000
Miller Brothers Garden Center	201	E.	14th Street	Nursery/Garden Center	12,000
Modern Adult	1113		State Street	Book Store	2,400
Molly Brannigan's	506		State Street	Full-Service Restaurant	4,000
Mr. & Mrs. Hairphenalia	1056	W.	26th Street	Hair Salon	1,200
Munchie's	2202		Ash Street	Bar/Lounge	1,800
New York Lunch	922		East Avenue	Full-Service Restaurant	1,600
Nickel Plate Mills	1930		Parade	Nursery/Garden Center	6,000
Nooria's Market	1102	W.	10th Street	Convenience Store	1,500
Odis 12	666	W.	26th Street	Bar/Lounge	1,800
Oldies but Goodies	1101	W.	8th Street	Antique Store	1,500
One Green World Café	162	W.	4th Street	Limited-Service Restaurant	2,800
One Stop Shop	401	E.	24th Street	Convenience Store	4,000
One Stop Shop	2401		Parade	Convenience Store	2,400
One Stop Shop	1027		Parade	Convenience Store	2,400
Orsini's Convenience	227		Parade	Convenience Store	2,000
Orsini's Corner Market	560	E.	5th Street	Convenience Store	2,000
Papa George's Country Bar	1023		State Street	Bar/Lounge	5,200
Pap's Pizza and Beer House	1022		State Street	Limited-Service Restaurant	1,800
Penny's Trash & Treasures	1601		Liberty Street	Other Used Merchandise	1,600
Pete's Pub	613		Parade	Limited-Service Restaurant	2,100
Phyllis's Hair Affair	2401		Cranberry Street	Hair Salon	1,800
Pie In The Sky Cafe	463	W.	8th Street	Full-Service Restaurant	1,500
Pier 21 Restaurant	2051		Peach Street	Full-Service Restaurant	2,400
Pinales Appliances	528	W.	18th Street	Appliance Store	1,400

Plymouth Tavern	1109		State Street	Full-Service Restaurant	8,500
Potter Silk Screening	155	E.	10th Street	Other Clothing Store	1,200
Positive Image	2213		Parade	Book Store	1,200
Pufferbelly	414		French Street	Full-Service Restaurant	4,500
Pulakos 926 Candies	2540		Parade	Candy and Nut Store	9,600
Quick Stop Food Market	408	W.	18th Street	Convenience Store	2,400
Ralph Miller Jeweler	28	W.	8th Street	Jewelry Store	2,100
Red Door Uniforms	124	W.	9th Street	Other Clothing Store	1,500
Red Hot Restaurant	1301		Parade	Limited-Service Restaurant	1,400
Remnant Store	306	E.	11th Street	Sewing/Needlework Store	5,000
Reno's Place	502	W.	18th Street	Bar/Lounge	1,400
Rent-A-Center	157	W.	18th Street	Furniture Store	4,800
Rite Aid Pharmacy	602		Parade	Drug Store/Pharmacy	11,000
Rite Aid Pharmacy	1705		Liberty Street	Drug Store/Pharmacy	10,400
Rite Aid Pharmacy	916		State Street	Drug Store/Pharmacy	7,200
Rodney Music Company	1105		Parade	Music Store	4,800
Rose Beauty Supply	826		State Street	Cosmetics/Beauty Supplies	4,000
Rose Garden Cafe	815		State Street	Limited-Service Restaurant	600
Rosebud Flower Shop	658	E.	10th Street	Florist	1,200
Royal Crown Barber	601	W.	10th Street	Hair Salon	1,000
Ruiz Barber Shop	348	W.	18th Street	Hair Salon	1,000
Rum Runners Cove	4		State Street	Bar/Lounge	4,500
Russo's Barber Shop	1020		State Street	Hair Salon	1,800
Salvation Army Thrift Store	155	W.	12th Street	Other Used Merchandise	6,000
Samir's Market	832		State Street	Convenience Store	4,000
Sammy's Food Market	719		Liberty Street	Convenience Store	1,800
Sanders Markets	836	E.	6th Street	Supermarket/Grocery	21,000
Sanner Furniture Outlet	1307		State Street	Furniture Store	55,000
Sanner Office Supply	1225		State Street	Office Supply Store	30,000
Sara's Market	660	E.	12th Street	Supermarket/Grocery	10,000
Sara's Market & Carryout Restaurant	460	E.	12th Street	Convenience Store	1,800
Scooter's Lounge	602	E.	24th Street	Bar/Lounge	2,200
Scully's Pub	408		State Street	Bar/Lounge	2,800
Serafin's Food Market	601	E.	24th Street	Supermarket/Grocery	2,400
Sharon's Variety Store	1193	W.	8th Street	Dollar Store	1,000
Shawnee Optical	128	W.	12th Street	Optical Store	2,000
Shell Food Mart	601		Parade	Convenience Store	3,000
Sherlocks/Park Place	508		State Street	Bar/Lounge	10,000
Sherwin Williams Paint Store	1807		Peach Street	Paint/Wallpaper Store	7,500
Shop Fast	34	W.	8th Street	Convenience Store	700
Shur Fine	454	W.	8th Street	Supermarket/Grocery	9,000
Sidewalk Café	26		North Park Row	Full-Service Restaurant	1,200
Silk Road	117	W.	18th Street	Family Clothing Store	2,700
Skeeters	723		French Street	Bar/Lounge	2,000
Sloppy Duck Saloon	726	W.	Bayfront	Full-Service Restaurant	4,800
Slugger's	14	E.	10th Street	Bar/Lounge	14,000
Smugglers Wharf	3		State Street	Full-Service Restaurant	4,500
Some of Everything	904		Parade	Other Used Merchandise	1,800
Sonny's Variety Store	861	E.	23rd Street	Convenience Store	2,400
Sophia's Tavern	516		Cherry Street	Bar/Lounge	2,400

Spencer's Tavern	1060	W.	12th Street	Bar/Lounge	3,000
Stanganelli's Italian Foods	602	E.	25th Street	Other Specialty Foods	4,000
Star Lite Hotel Bar	901	W.	4th Street	Bar/Lounge	2,000
Starbuck's	502		State Street	Limited-Service Restaurant	2,100
State Street Market	1027		State Street	Convenience Store	2,600
Steel 12 Grub & Chug	24		North Park Row	Limited-Service Restaurant	1,200
Stevo's Pizza	1017		State Street	Limited-Service Restaurant	2,600
Stop N Go	926		East Avenue	Convenience Store	1,600
Studio 3	727		Peach Street	Hair Salon	1,000
Subway	427		State Street	Limited-Service Restaurant	2,800
Subway	1018		State Street	Limited-Service Restaurant	1,800
Sudsy's Laundry	1419		Liberty Street	Laundromat/Dry Cleaner	2,000
Sugar Ray's	1301		State Street	Bar/Lounge	6,000
Sullivan's Pub & Eatery	301		French Street	Bar/Lounge	3,600
Sundance Records & Tapes	2102		Parade	Record/CD Store	1,200
Sushi and Asian Cuisine	1014		State Street	Full-Service Restaurant	1,800
Swag City	1109		Parade	Family Clothing Store	1,000
T Spot	2403		Parade	Family Clothing Store	1,000
Tap House	319		State Street	Full-Service Restaurant	7,500
Taquera La Mexicana	1530		Liberty Street	Limited-Service Restaurant	1,500
Terrapin Grow Shop	2508		Peach Street	Nursery/Garden Center	1,800
Terri's Treasures	350	W.	18th Street	Other Used Merchandise	1,500
The Beer Mug	1106		Liberty Street	Bar/Lounge	1,400
The Boardwalk Bar	28		North Park Row	Bar/Lounge	2,500
The Brewerie	123	W.	14th Street	Full-Service Restaurant	10,000
The Crooked I	1013		State Street	Bar/Lounge	2,600
The Magic Cookie Company	702		Raspberry Street	Bakery	800
The Magic Cookie Company	25	W.	9th Street	Limited-Service Restaurant	2,000
The Original New York Lunch	1005		Parade	Full-Service Restaurant	1,400
The Peanut Shop	1001		State Street	Candy and Nut Store	900
The Style Station	1034		East Avenue	Hair Salon	1,400
The Zone Dance Club	135	W.	18th Street	Bar/Lounge	5,400
Tickle's Deli	17	W.	4th Street	Limited-Service Restaurant	1,000
Tim Horton's/Cold Stone Creamery	209	E.	12th Street	Limited-Service Restaurant	3,000
TJ's Bar	760	E.	12th Street	Bar/Lounge	2,400
Today's Interiors	1158	W.	8th Street	Other Home Furnishings	3,200
Tom Chido's Dry Cleaners	1103		State Street	Laundromat/Dry Cleaner	9,000
Tomo Asian Fusion	363	W.	8th Street	Full-Service Restaurant	1,400
Toni & Guy	930		Peach Street	Hair Salon	3,500
Treasures	726	W.	8th Street	Antique Store	2,000
Treehouse Smoke Shop	2414		Peach Street	Tobacco Store	1,600
U Frame It	731	W.	8th Street	Art Dealer	2,000
Under Statements	2402		Peach Street	Women's Clothing Store	2,000
Under the Clock Bar and Grill	101		Boston Store Place	Full-Service Restaurant	4,000
Urbaniak Brothers New Central Market	310	E.	24th Street	Other Specialty Foods	8,000
Vermont Tavern	1033		State Street	Full-Service Restaurant	5,200
Veronica's Hair Design	551	W.	8th Street	Hair Salon	1,000

Viva's Wraps and Pitas	420		State Street	Limited-Service Restaurant	1,600
Wagner's Bar & Grill	1002	W.	8th Street	Bar/Lounge	2,800
Warner's Downtown Barber Shop	253	W.	8th Street	Hair Salon	1,000
Wendy"s	105	E.	12th Street	Limited-Service Restaurant	3,000
West End Servistar Hardware	1914		Liberty Street	Hardware Store	3,600
Whippy Dip	360	W.	26th Street	Limited-Service Restaurant	1,000
Window Treatments	701	W.	7th Street	Window Treatment Store	2,500
Wine & Spirits Shop	105	W.	18th Street	Liquor & Beer Distributor	3,500
Wine & Spirits Shop	828	E.	6th Street	Liquor & Beer Distributor	3,500
Ye Old Sweet Shop	402		State Street	Limited-Service Restaurant	1,400
Zodiak Diner	2520		State Street	Full-Service Restaurant	3,000

Appendix 4: Downtown Business Survey

Business Name and Address____Tel .________________

Mgr/Owner Name_______________________________Nature of Business_______________________

1. How long have you operated a business in Downtown Erie?

a. How long at this location?

b. Is your business part of a chain? Do you have any other branches? If so how many? ___
Where are they located?

2. How many employees do you have?

F/T employees _______ P/T employees_______

3. Who are your customers?

Are there characteristics that define your customers?

a. Elderly / young / families?

b. What percentage of your customers are:

Residents in or near Downtown Erie	______%
Downtown workers	______%
Gannon students	______%
Attendees at Cultural or Sports Events	______%
Other Erie residents	______%

d. What form of transportation do your customers use?

Car ______% Walk ______% Public Transportation ______%

4. What are your hours of business?

Open Sundays? Yes/No

5. What are your busiest times of operation?

Of the day ___________ Of the week ___________ Of the year ___________

To what do you attribute this rush?

6. **What have been your sales trends over the past year?**

   ______Keeping with inflation ______Declining ______Growing

   If **growing** or **declining**, to what do you attribute this change?

7. **Within the next 24 months, do you plan to:**

   ______Expand ______Stay about the same

   ______Contract or close business ______Other

   If any change, why?

8. **Do you own or lease your retail space?**

9. **Have there been any recent changes in the Downtown area that are beneficial to your business?**

10. **Are there any issues in the surrounding area have a negative impact on your business?**

    If so, what are they?

11. **What type of activities do you think would help improve your business?**

    a. Physical improvements
    (signs, trashcans, improved sidewalks)

    b. Coordinated promotional activities by businesses

    c. More parking

    d. Accessibility to financing for your business

    e. Addition of businesses that would complement your services or products.
    Which would you suggest?

    f. Improved maintenance/cleanliness?

    g. Other recommendations

Appendix 5: Greater Downtown Erie Hotel Inventory - 1/2012

Name of Establishment	City & State	Zip Code	Open Date	Renovated Date	# Rooms
The Avalon Hotel & Conf Center	Erie, PA	16501	Jun 1977	Jun 1989	193
Knights Inn Erie Downtown	Erie, PA	16501	Jun 1970	Jun 2008	70
Downtown Erie Hotel	Erie, PA	16501	Nov 1961	Aug 2005	131
Comfort Inn Presque Isle Erie	Erie, PA	16505	Sep 1994	May 2006	100
El Patio Motel	Erie, PA	16505	Jan 1932	Jan 1932	83
Clarion Bel Aire Hotel & Conf Center	Erie, PA	16505	Jun 1983	Feb 2002	131
Sheraton Hotel Erie Bayfront	Erie, PA	16507	Apr 2008	Apr 2008	200
Holiday Inn Express & Suites Erie	Erie, PA	16509	May 2002	May 2002	112
Quality Inn & Stes Conference Center	Erie, PA	16509	Jan 1998	Jan 1998	110
Courtyard Erie	Erie, PA	16509	Dec 2000	Dec 2000	110
Country Inn & Suites Erie South	Erie, PA	16509	Sep 2001	Sep 2001	74
Embassy Suites Erie	Erie, PA	16509	U/C		156
Hilton Garden Inn Erie	Erie, PA	16509	Sep 2008	Sep 2008	104
Motel 6 Erie	Erie, PA	16509	U/C		78
Wingate By Wyndham Erie	Erie, PA	16509	Dec 2007	Dec 2007	100
Springhill Suites Erie	Erie, PA	16509	Oct 2007	Oct 2007	117
Tally Ho Tel	Erie, PA	16509	Jun 1982	Jan 2000	102
Microtel Inn Erie	Erie, PA	16509	Sep 1993	Sep 1993	98
Comfort Inn Erie	Erie, PA	16509	Jul 1989	Jul 1989	110
Super 8 Erie	Erie, PA	16509	May 1964	Dec 1997	93
Red Roof Inn Erie	Erie, PA	16509	Dec 1980	Dec 1980	110
Travelodge Erie	Erie, PA	16509	Jun 1975	Apr 2004	117
Days Inn Erie	Erie, PA	16509	Aug 1986	Aug 1986	113
La Quinta Inns & Suites Erie	Erie, PA	16509	Feb 1999	Nov 2007	71
Hampton Inn Erie South	Erie, PA	16509	Jul 1998	Jul 1998	101
Econo Lodge Erie	Erie, PA	16509	Jun 1991	Jun 1991	95
Residence Inn Erie	Erie, PA	16509	Feb 1995	Feb 1995	78
Homewood Suites Erie	Erie, PA	16565	Aug 2001	Aug 2002	89
TownePlace Suites Erie	Erie, PA	16565	Jun 2008	Jun 2008	99
Fairfield Inn Erie	Erie, PA	16565	May 2001	May 2001	79