

Kennett Square Comprehensive Plan



Economic Development

June 8, 2011 - 7:30pm

Economic Development Goals

- **Promote commercial uses, and cultural and recreational activities, in core areas and other designated growth and redevelopment areas to meet economic development objectives.**
- **Provide ongoing support for the Kennett Square business community through support of Historic Kennett Square and other economic development initiatives.**
- **Promote local cultural, entertainment, and recreational events and activities as a means to create business activity for core area merchants, support economic development, encourage visitation, and support social and cultural activity.**

Economic Development Objectives

- Support the retail, office, and commercial uses in the Borough and promote the Borough as a center of commercial and cultural activity and significant historical interest.
- Promote adaptive re-use of vacant and underutilized commercial and industrial facilities for new or expanding businesses.
- Encourage tourism within the Borough by promoting the assets of the community including location, historical setting, cultural diversity, commercial activity, and small town character.
- Promote continued revitalization and streetscape improvements to create and maintain an attractive and unified appearance for the downtown.
- Sponsor and promote historical, cultural, and recreational events that will serve to increase tourism in the Borough and promote local businesses.

Economic Profile

Total Jobs:

2003	2006	2009
3,618	3,262	3,954

Job growth 2003-2009: +9.3%

Job growth 2003-2006: -9.8%

Job growth 2006-2009: +21.0%

(Job growth Chester County 2003-2009: 1.1%)

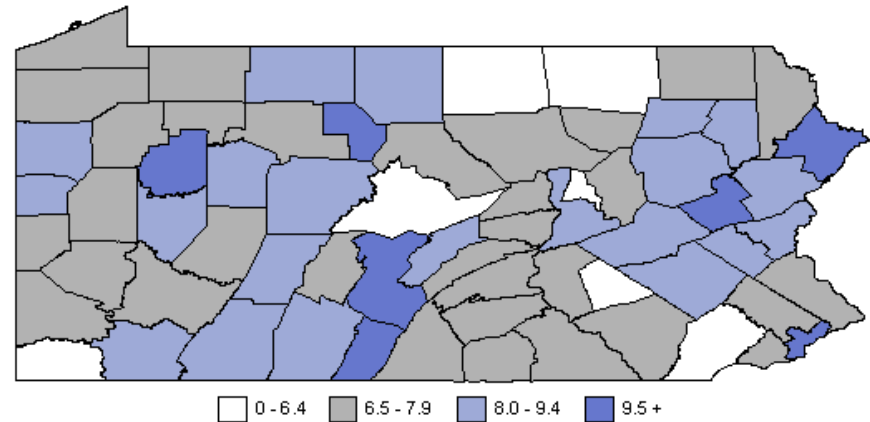
Unemployment rate ACS 2005-2009 (average): 6.8%

Unemployment rate Census 2000: 3.6%

No. of jobs 2010 ???

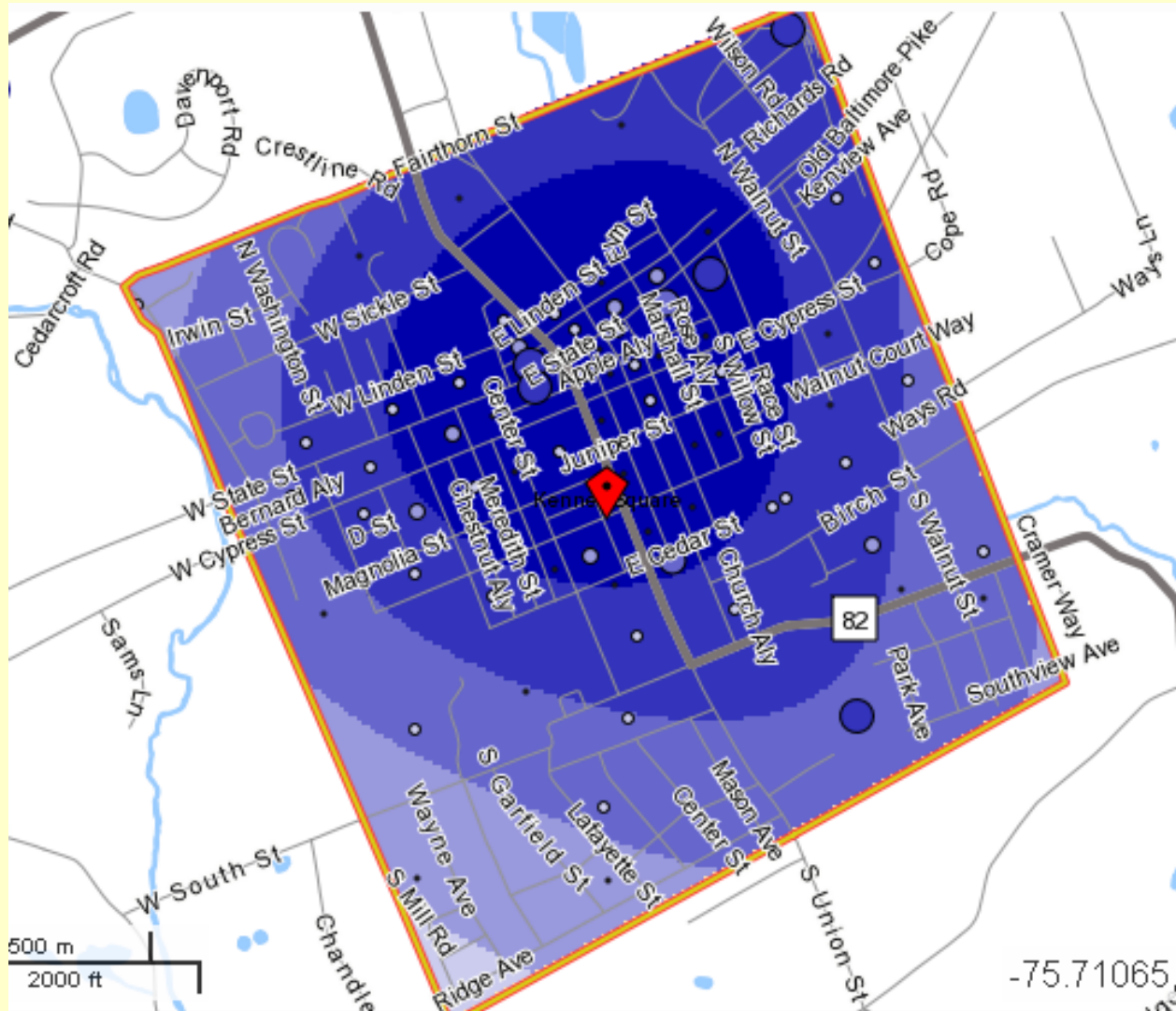
Unemployment rate 2010 ???

February County Unemployment Rates, Seasonally Adjusted



Longitudinal Employer-Household Dynamics

2009 Jobs



- 1 - 5 Jobs
- 6 - 36 Jobs
- 37 - 120 Jobs
- 121 - 283 Jobs
- 284 - 552 Jobs

- 5 - 216 Jobs/Sq.Mile
- 217 - 850 Jobs/Sq.Mile
- 851 - 1,908 Jobs/Sq.Mile
- 1,909 - 3,388 Jobs/Sq.Mile
- 3,389 - 5,291 Jobs/Sq.Mile

Economic Profile

Top 5 Industries by Employment 2009

Health Care and Social Assistance	525	14.5%
Prof., Scientific, and Technical	424	11.7%
Educational Services	407	11.2%
Finance and Insurance	301	8.3%
Accommodation and Food Services	225	6.2%

Top 5 Industries by Employment 2003

Health Care and Social Assistance	1,119	30.1%
Educational Services	519	13.1%
Other Services	370	9.4%
Retail Trade	287	7.3%
Accommodation and Food Services	235	5.9%

Workforce Profile

Median Household Income

Kennett Square

2000 Census	\$46,523
2005-2009 ACS	\$54,410
Increase	16.7%

Chester County

2000 Census	\$65,295
2005-2009 ACS	\$83,759
Increase	28.3%

Poverty Status

Percentage of families with incomes below poverty level	6.3%
With related children under 5 years only	33.3%



Workforce Profile

Resident Employment by Industry



Professional, scientific, management	452
Education, health care, social assistance	437
Manufacturing	295
Arts, entertainment, food service	287
Retail trade	268
Agriculture	259
Construction	248
Other services	179
Wholesale trade	147
Transportation, warehousing, utilities	115

Revitalization

2003 Urban Center Revitalization Plan

Economic Development Goal

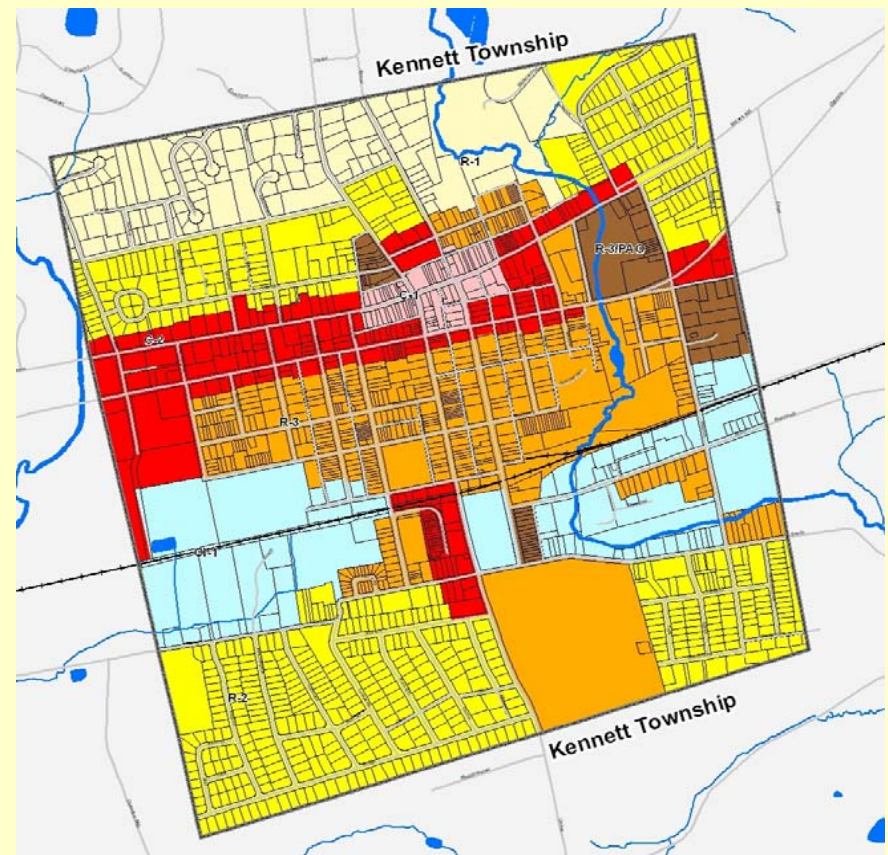
Stimulate more investment of private funds in the rehabilitation and re-use of existing properties and in the responsible development of vacant land.

Central Business District

Kennett Center Primary Retail
Secondary Commercial
Kennett Center Primary Office
Kennett Common

Issues

Parking
Pedestrian movement
Building facades
Vacancies



Revitalization

Immediate Priorities

Acquisition of properties in Kennett Common

Infrastructure program in Kennett Common

Façade improvement program in the CBD

Utilization of Yeatman parcel

West Gate commercial development evaluation



Short Term Priorities

SW Kennett industrial area evaluation

Birch Street commercial-industrial area evaluation



What is the status of these priority actions?

Commercial Development

Health Care

Genesis Health Systems

Retail

Antiques

Food

Art Galleries

Jewelers

Bakeries

Pharmacies

Books

Services

Clothing

Wine

Restaurants



Are there any gaps in goods or services?

Offices

Lodging



Historic Kennett Square

A non-profit organization who's mission is to attract businesses, residents, and visitors to downtown Kennett Square, through a focus on:

- Organization
- Promotion
- Economic Development
- Design



Business Development

- Six (6) new businesses in 2010
- Downtown Reinvestment Grant – 120 E. State Street
- Liberty Place – 148 W. State Street
- Possible two (2) new businesses 2011

Historic Kennett Square

Arts and Culture

- The Kennett Flash
- First Friday Art Stroll
- Kennett Symphony of Chester County



Community Events

- The Kennett Square Brewfest
- Halloween Parade
- Holiday Open House
- Mushroom Festival (*not administered by HKS)



What additional marketing opportunities may be available for Kennett Square?

*****Received “Classic Towns of Greater Philadelphia” distinction***
from the Delaware Valley Regional Planning Commission**

Industrial Development

Mushrooms

Auto Repair

Taylor Propane

Storage

Keystone Structures

EPenn RR



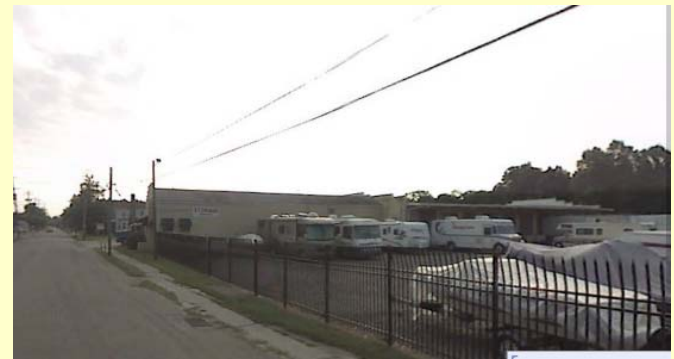
Are there vacant industrial properties in the Borough?



What industrial uses does the borough want to retain in town?



Would any new industrial uses be desirable?



Redevelopment

The Gateway Project

- KAPA
- Library
- KS Borough
- YMCA's plans (separate project)

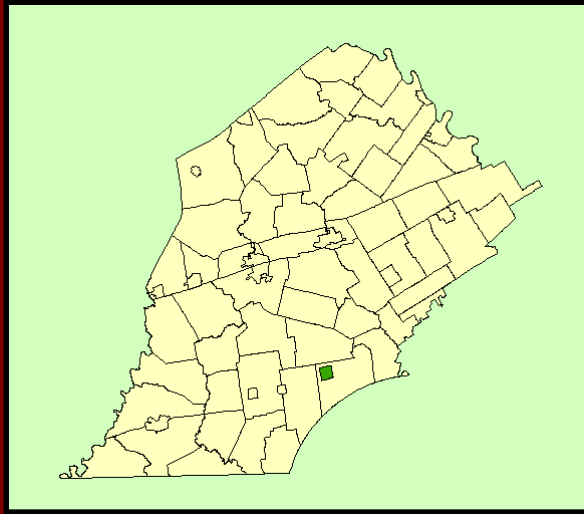
NVF Site

- Clean up status?
- Housing?
- Commercial/Industrial?
- Mixed-use?

Birch Street

- Vacant properties?
- Housing?
- Commercial/Industrial?
- Streetscape improvements?





Kennett Square Comprehensive Plan

Thank you

and

Goodnight!