



*Technical Memorandum*

November 9, 2022

# AMTRAK Station Reconstruction Economic and Community Benefits Assessment Coatesville, PA



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# EXECUTIVE SUMMARY

## BACKGROUND

Pennsylvania Department of Transportation (PennDOT) requested an assessment to identify potential economic and community benefits resulting from the construction of the new Coatesville Train Station in the City of Coatesville (Coatesville/City), Chester County. While the full impact of the new train station will be evident over time, this technical memorandum documents benefits between 2015, when PennDOT announced the construction of the new train station, the completion of this assessment (August 2022), and some future benefits based on information provided.

## METHODOLOGY

**Document Review & Data Collection** - Reviewed national, state, and local reports and studies and collected national, state, and local data required to quantify benefits of the new train station.

**Stakeholder Outreach & Onsite Visits** - Conducted interviews with 21 stakeholders including local and regional community leaders, state legislative officials, businesses, and citizens. Conducted two onsite visits to understand site conditions and consult with City officials on data collected.

**Data Analysis & Quantification of Benefits** - Data analysis and quantification of the economic and community benefits of the new Coatesville Train Station were derived once the above noted tasks were complete. To help quantify benefits, three market areas were established surrounding the new train station: a quarter mile walking distance (Primary Market Area), a half mile walking distance (Secondary Market Area), and a 10-minute drive (10 Minute Drive Shed).

## EXISTING CONDITIONS

Coatesville's existing train station was constructed in 1868 and was a community hub supporting the City's steel industry. Businesses and neighborhoods supporting the steel industry thrived in Coatesville until the national contraction of the industry starting in the 1970s and lasting through the 1990s. Reduced industrial employment significantly impacted Coatesville, its downtown, and its neighborhoods, leading to closure of businesses, population decline, and a period of disinvestment in the City.

Over the past several years Coatesville and partners at the local, regional, and state levels have been proactively working to accelerate the City's revitalization. Coatesville has leveraged the investment in the new train station through a combination of City leadership and building staff capacity and partnerships to advance goals, investing in not only the downtown but in neighborhoods and parks, and focusing on economic development and new incentives.

The culmination of these efforts are captured in the following snapshot of key economic and community activity since the new train station was announced in 2015.

**KEY ECONOMIC & COMMUNITY MILESTONES**

<b>2015</b>	<ul style="list-style-type: none"> <li>• <b>New Coatesville Train Station Announcement</b></li> <li>• Coatesville 2<sup>nd</sup> Century Alliance formed</li> <li>• Gateway Project site preparation begins</li> </ul>
<b>2016</b>	<ul style="list-style-type: none"> <li>• Inaugural Coatesville Invitational Grand Prix</li> <li>• Greening Coatesville Initiative - Action Plan complete</li> </ul>
<b>2017</b>	<ul style="list-style-type: none"> <li>• Coatesville Senior Center opens</li> </ul>
<b>2018</b>	<ul style="list-style-type: none"> <li>• Assistant City Manager hired</li> <li>• Qualified Opportunity Zone (QOZ) designation</li> </ul>
<b>2019</b>	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Avenue Streetscaping Project complete</li> <li>• Midway Arts Building opens</li> <li>• Palmer Park Improvements - Phase 1 complete</li> <li>• Patton Park Improvements complete</li> </ul>
<b>2020</b>	<ul style="list-style-type: none"> <li>• Cleveland-Cliffs purchases Coatesville Steel Mill</li> <li>• 4<sup>th</sup> Avenue Streetscaping Project complete</li> <li>• Coatesville's Business Skills for Success for the Entrepreneur begins</li> <li>• 1<sup>st</sup> Coatesville Pop Up &amp; Shop Outdoor Market</li> </ul>
<b>2021</b>	<ul style="list-style-type: none"> <li>• n<sup>th</sup> Innovation Center opens - 1<sup>st</sup> private commercial construction in decades</li> <li>• <b>Coatesville Train Station groundbreaking</b></li> </ul>
<b>2022</b>	<ul style="list-style-type: none"> <li>• 1868 Coatesville Train Station Exterior Improvements complete</li> <li>• 1<sup>st</sup> Avenue/Lincoln Highway Intersection Realignment complete</li> <li>• Palmer Park Improvements - Phases 2 &amp; 3 complete</li> <li>• City-Wide Parking Study complete</li> <li>• Eight additional projects are scheduled for completion</li> </ul>
<b>2023</b>	<ul style="list-style-type: none"> <li>• Coatesville Community &amp; Workforce Training Center to open</li> <li>• C-Town Grocery Store to open</li> </ul>
<b>2024</b>	<ul style="list-style-type: none"> <li>• Proudfoot Capital 3<sup>rd</sup> &amp; Lincoln project anticipated- Train Station &amp; QOZ key decision factors</li> <li>• Abdala Park improvements anticipated</li> </ul>
<b>2025</b>	<ul style="list-style-type: none"> <li>• <b>Coatesville Train Station grand opening</b></li> <li>• Proposed City Parking Garage - anticipated construction start</li> </ul>
<b>TBD</b>	<ul style="list-style-type: none"> <li>• 16 additional projects and investments planned, including the \$50 million National Sports &amp; Events Center anticipated</li> </ul>



## **COATESVILLE TRAIN STATION BENEFITS**

The new train station has been positively impacting Coatesville as evident in the activities listed above. Information obtained from document review, data collection, and interviews provided the foundation to quantify the benefits of this activity. Benefits are summarized below with supporting documentation included in the full technical memorandum.

### **ECONOMIC BENEFITS OF THE NEW TRAIN STATION**

- Spurs new investment totaling more than \$135 million in 40 projects within the study area
  - Projects leverage over \$37.7 million in state and federal funding.
  - Seven (7) projects are proposed within the Primary Market Area including a proposed \$12 million 320 space City parking garage; 80 multifamily homes; and 15,000 SF of mixed-use space.
  - Eighteen (18) projects are within the Secondary Market Area, including an estimated 534,386 square feet of commercial space (restaurants, service retail, and a much-needed grocery store) and 240 multifamily homes.
  - The remaining projects are within the 10 Minute Drive Shed, including an additional 30 homes and the \$50 million National Sports & Events Center anticipated to attract 480,000 annual visits to Coatesville with an anticipated 10 year cumulative new direct spending of \$161 million.
  - At a minimum, projects will add 543 new jobs, retain 648 jobs, and generate 130 short-term construction jobs.
  - An estimated 157 acres of land has been or will be redeveloped, and over 1.3 million square feet of existing building space will be redeveloped or new space constructed.
  - Nearly 8 times the amount of new retail and restaurant space estimated in a 2011 regional chamber study (68,000 square feet) has been completed, is under construction, or is proposed.
- Provides short-term benefits during construction
  - The train station construction is anticipated to provide between 200 and 300 short-term construction jobs for tradespeople throughout the region.
  - Construction payroll is projected at nearly \$8 million, providing federal, state, and local tax benefits.
- Supports increased tax revenue in Coatesville
  - The City's tax revenues increased from \$7,152,475 in 2015 to \$8,298,990 in 2021.
  - The City's real estate transfer tax revenues increased 131% from \$310,955 in 2015 to \$718,867 in 2021.
- Increases Amtrak ridership at the Coatesville Station
  - Increases SEPTA ridership should service be re-established in Coatesville.
- Reduces commuter costs and improves air quality. If one quarter of Coatesville commuters switch from single occupancy vehicle to rail for their commute, they would save:
  - Nearly \$6.4 million annually commuting three days per week (nearly \$8.8 million commuting five days per week).
  - 15,000 gallons of gasoline annually, equivalent to the greenhouse gas emissions avoided by 46.1 tons of waste recycled instead of landfilled or the amount of carbon sequestered by 158 acres of U.S. forests in one year.

## **COMMUNITY BENEFITS**

- Supports improvements in Coatesville’s key socioeconomic indicators.
  - The unemployment rate decreased 50% from 15.5% in 2015 to 7.8% in 2020.
  - The poverty rate decreased 36% from 35.3% in 2015 to 22.7% in 2020
  - Median Household income increased from \$34,716 in 2015 to \$52,931 in 2020.
  - The gap between Coatesville median household income and state median household income decreased 43% between 2015 and 2020, from \$18,883 to \$10,696.
  - Home ownership increased from 36.4% in 2015 to 41.5% in 2020.
  - Housing vacancy decreased from 14.0% in 2015 to 10.0% in 2020.
- Adds to the City’s community landmarks
  - The new Coatesville Train Station will be a new City landmark, a new gateway and ‘front door’ to the City, complementing the City’s existing historic districts and buildings.
- Improves passenger safety, amenities, and mobility.
  - The new train station will provide a state-of-the-art facility including high-level accessible platforms with canopies and seating; stair/elevator towers; a public address system; added parking; and security cameras.
  - A new pedestrian only underpass will convert 4th Avenue below the train tracks from vehicular to non-motorized access.
  - The station will provide accessible facilities conducive to increased train travel for senior citizens and citizens with disabilities, benefiting an estimated 1,374 Coatesville senior citizens and 1,442 citizens with disabilities.
- Supports increased community events, recreation, and tourism.
  - Fifteen (15) new community events and/or initiatives have been initiated since 2015,9 of which have started since 2020.
  - Since 2015, nearly 30,000 people have attended Coatesville community events and improvements have been made or planned at four of the City’s 10 parks.

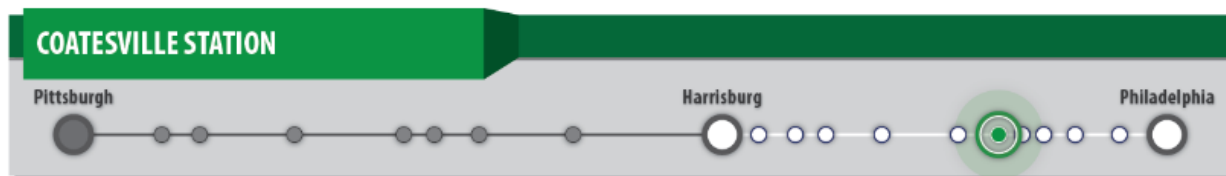
## **CONCLUSION**

Significant private and public investment has been occurring in Coatesville since the new train station was announced in 2015. The impact of the Commonwealth’s investment is strengthened by the proactive dedication, partnerships, and actions of the City and state, regional, and local partners. Likewise, Coatesville and its citizens are strengthened by the Commonwealth’s investment which positively impacts the City’s future economic outcomes and resiliency.

## INTRODUCTION

The City of Coatesville (Coatesville, City) is in central Chester County, Pennsylvania and is one of 12 train station communities along the 104-mile Keystone Corridor East between Harrisburg and Philadelphia (*Exhibit 1*).

### Exhibit 1. Coatesville Station's Location Along the Pennsylvania/Keystone Corridor



Source: Pennsylvania Department of Transportation.

The Pennsylvania Department of Transportation (PennDOT) announced the construction of a new train station in 2015 to replace Coatesville's existing train station constructed in 1868. The groundbreaking for the new train station was held in October 2021 and anticipated construction completion is 2025.

The \$65 million train station investment is funded by PennDOT, the Federal Transit Administration (FTA), Chester County, the City, and the Coatesville Redevelopment Authority. To complement the new station, PennDOT also completed two streetscape projects in 2019 and 2020 in the vicinity of the station totaling \$2 million.

The purpose of this Technical Memorandum is to assess the current economic and community conditions in Coatesville and the neighborhood surrounding the new train station, and the economic and community impacts that can be attributed to the train station's construction.

## METHODOLOGY

The assessment included both qualitative and quantitative methods to derive a set of economic and community development benefits associated with the \$65 million investment in the Coatesville Train Station. The assessment covers the period between when the new train station was announced in 2015 to August 2022. Pre-2015 information and data were also factored into the assessment, as appropriate. The assessment began in early 2022 with initial input from City officials. The scope is highlighted as follows.

### DOCUMENT REVIEW & DATA COLLECTION

Documents pertaining to the City, the Coatesville Train Station, and other train stations along the Keystone Corridor East; national level reports and studies pertaining to passenger train stations; and U.S. Census Bureau decennial and American Community Survey (ACS) data were reviewed. Data collected from documents helped to quantify the benefits associated with the new train station.

**Appendix A – Documents Reviewed** provides a list of documents reviewed as part of the assessment.

### STAKEHOLDER OUTREACH & ONSITE VISITS

Key person interviews were conducted with stakeholders identified by the City. Twenty-one (21) interviews were conducted. A list of recent Coatesville projects and investments as well as new and longstanding community initiatives and events were obtained from City officials and other stakeholders during interviews.

Two (2) onsite visits to Coatesville and the train station site were conducted in April and May 2022. The purpose of the visits was to understand site conditions, visit several locations of recent and future economic investment, and consult with City officials on data collected.

### DATA ANALYSIS & QUANTIFICATION OF BENEFITS

Data analysis and quantification of the economic and community benefits associated with the construction of the Coatesville Train Station were derived once the above noted tasks were complete.

### TRAIN STATION MARKET AREAS

Consistent with national best practice, three (3) market areas were established as part of quantifying benefits associated with the new station (*see Exhibit 35*).

- *Primary* – Consisting of a quarter mile walking distance from the new train station capturing Downtown Coatesville and adjacent neighborhoods.
- *Secondary* – Consisting of a half mile walking distance from the new train station, a distance typically accepted as the outer limit a person would walk to reach transit.
- *10 Minute Drive Shed* – Consisting of a 10-minute drive from the Coatesville Train Station, an accepted distance to drive to access a train.

Research on transit market areas used to derive the market areas for this assessment is included in the *Document Review Findings* section.



## DOCUMENT REVIEW FINDINGS

This section of the assessment summarizes findings from review of documents and studies. Findings are categorized by topic.

### RECENT KEYSTONE CORRIDOR IMPROVEMENT PROGRAM PROJECTS & RIDERSHIP

The Keystone Corridor Improvement Program was launched in 2009 to improve conditions for Keystone Corridor rail passengers as they travel across Pennsylvania. Goals of the program include meeting Americans with Disabilities Act (ADA) requirements, refurbishing or replacing historic station buildings along the line, and ensuring station improvements complement local revitalization efforts.

Coatesville is one of seven train station projects completed or planned along Keystone Corridor East (between Harrisburg and Philadelphia) over the past decade (*Exhibit 2*). Over \$206 million has been or will be invested in the station projects once the new Coatesville Station is complete in 2025.

#### Exhibit 2. Select Keystone Corridor Train Station Project Information

Train Station	Year Completed	Station Cost	Annual Ticket Revenue		Annual Station Ridership	
			2019 <sup>(1)</sup>	2021	2019	2021
Ardmore	2023	\$36,000,000	\$3,119,521	\$648,277	68,629	14,262
Coatesville	2025	\$65,000,000	\$259,708	\$141,146	14,915	8,106
Elizabethtown	2011	\$9,000,000	\$3,153,851	\$697,544	100,519	22,232
Exton	2020	\$23,400,000	\$4,443,952	\$824,025	146,468	27,159
Lancaster	2013	\$17,700,000	\$17,429,354	\$5,411,162	577,506	179,294
Middletown	2022	\$24,500,000	\$2,366,897	\$592,694	67,733	16,961
Mount Joy	2019	\$30,500,000	\$1,202,062	\$229,265	47,964	9,148
<b>Totals</b>		<b>\$206,100,000</b>	<b>\$31,975,345</b>	<b>\$8,544,113</b>	<b>1,023,734</b>	<b>277,162</b>

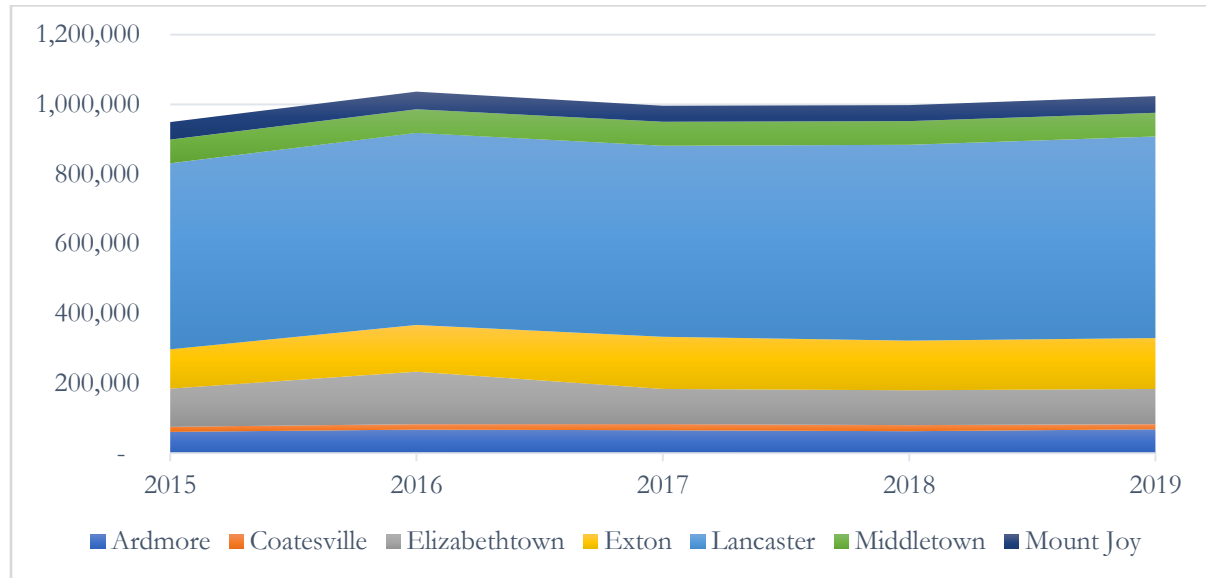
Source: Plan the Keystone [www.planthekeystone.com](http://www.planthekeystone.com); The Great American Train Stations, Amtrak [www.greatamericanstations.com](http://www.greatamericanstations.com).  
<sup>(1)</sup> 2019 Annual Ticket Revenue estimated from 2021 Annual Ticket Revenue and 2019 annual station ridership.

While annual ticket revenue and station ridership at Keystone Corridor stations in 2021 continued to reflect the impacts of the COVID-19 pandemic, Amtrak estimates that revenue at the end of the 2022 fiscal year will be at 80% of pre-pandemic levels. <sup>i</sup>

Total annual ridership at Keystone Corridor East train stations recently renovated or under construction hovered around 1 million between 2015 and 2019, with the Lancaster Station boarding the greatest number of passengers (*Exhibit 3*). Coatesville has the lowest ridership of the train

stations, with ridership projected to increase once the new train station is complete. Refer to train station ridership projections in the *Economics & Community Benefits* section.

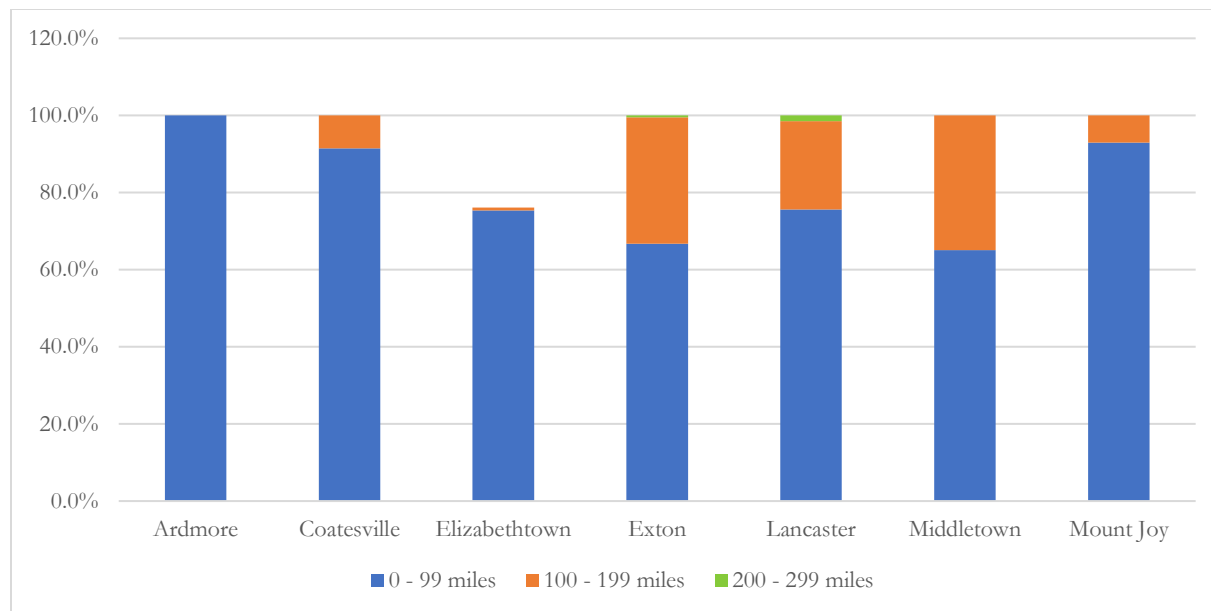
**Exhibit 3. Ridership at Select Keystone Corridor Stations (2015 - 2019)**



Source: Rail Passengers Association (2020).

Most of the passenger rail trips for stations analyzed are local within a distance of 100 miles. The Exton, Lancaster, and Middletown station trips serve longer distances between 100 and 199 miles. A small percentage of Exton and Lancaster trips are greater than 200 miles (*Exhibit 4*). As of 2019, nearly 9% of Coatesville station trips were greater than 100 miles in distance with this number expected to increase as regional economic development projects like the proposed National Sports & Events Center are constructed (refer to the *Economic & Community Development Projects/Investments* section).

**Exhibit 4. Percentage of Trips by Distance (2019)**



Source: Rail Passengers Association (2020).

As of 2019, the top ten most popular city pair destinations for Coatesville by ridership included: <sup>ii</sup>

1. Philadelphia, PA - 47 miles east
2. Lancaster, PA - 29 miles west
3. New York, NY - 129 miles east
4. Harrisburg, PA - 66 miles west
5. Paoli, PA - 19 miles east
6. Newark, NJ - 119 miles east
7. Trenton, NJ - 71 miles east
8. Ardmore, PA - 30 miles east
9. Elizabethtown, PA - 48 miles west
10. Parkesburg, PA - 6 miles west

**TRAIN STATION MARKET AREAS**

Based on the Transportation Research Board’s Transit Capacity and Quality of Service Manual, most passengers walked a quarter mile or less to bus stops, while walking distance to rapid transit service like rail increases to a half mile. <sup>iii</sup>

Public transit industry standards for a walkshed surrounding train stations range from one quarter mile to one half mile, with a half mile typically accepted as the outer limit a person would walk to reach transit. <sup>iv</sup> <sup>v</sup> Passengers driving to a transit station parking facility travel about 3 miles from their origin. <sup>vi</sup> This equates to approximately a 10 minute drive.

Encouraging economic opportunity within a quarter mile radius of the train station was identified as a need in a 2020 economic development study prepared for Coatesville 2<sup>nd</sup> Century Alliance (2<sup>nd</sup>

Century Alliance), the City’s non-profit economic development partner. <sup>vii</sup> Consisting of a 10-minute drive from the Coatesville train station, an accepted distance to drive to access a train.

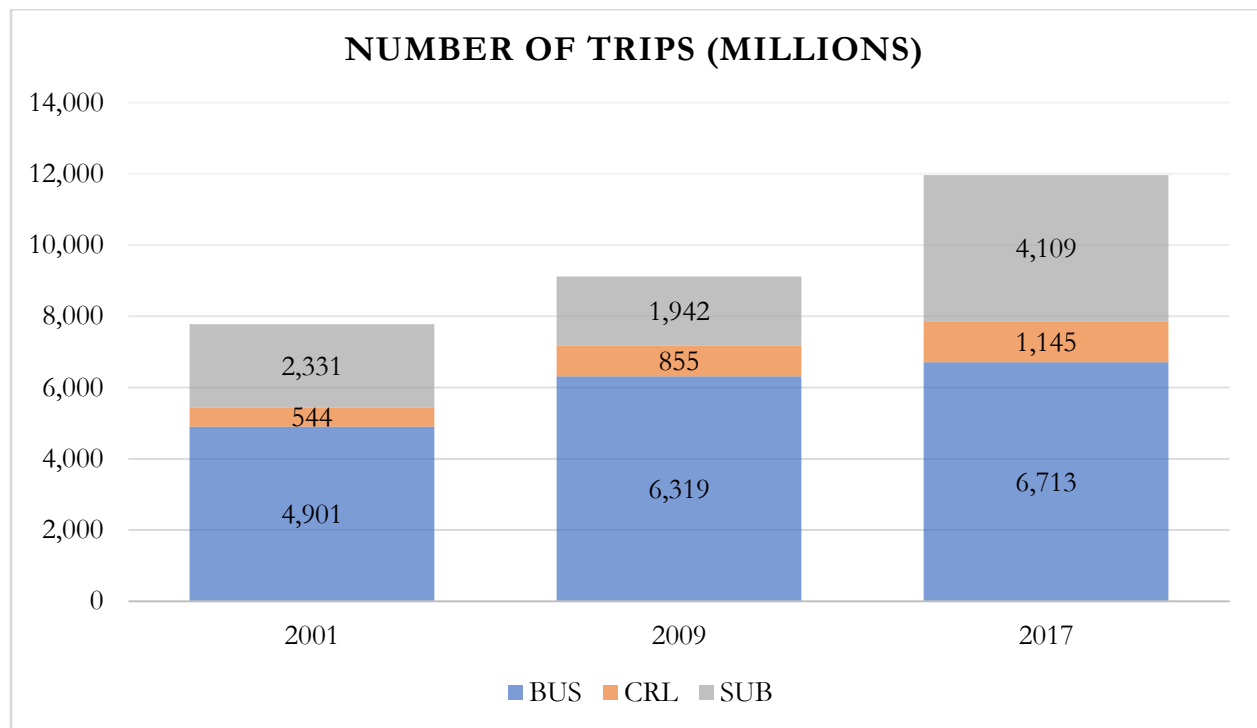
As noted in the *Methodology* section, based on this research a primary market area of a quarter mile and a secondary market area of a half mile surrounding the new train station was used to help quantify some of the new train station benefits.

**PASSENGER TRANSIT DEMAND**

American Public Transportation Association (APTA) reports a nationwide 52% increase in rail ridership since 1999 with public transit trips evenly split between rail and bus.<sup>viii</sup> The Federal Highway Administration (FHWA) also collects passenger trip data through the National Household Travel Survey (NHTS). The most recent survey was conducted in 2017 and demonstrates an overall increase in transit trips between 2009 and 2017 with a particular increase in Amtrak/commuter rail service ridership. *Exhibit 5* illustrates changes for NHTS years 2001, 2009, and 2017 using the following key:

- BUS – public or commuter bus
- CRL – Amtrak/commuter rail
- SUB – subway/elevated/light rail/streetcar

**Exhibit 5. National Transit Ridership by Transit Mode**

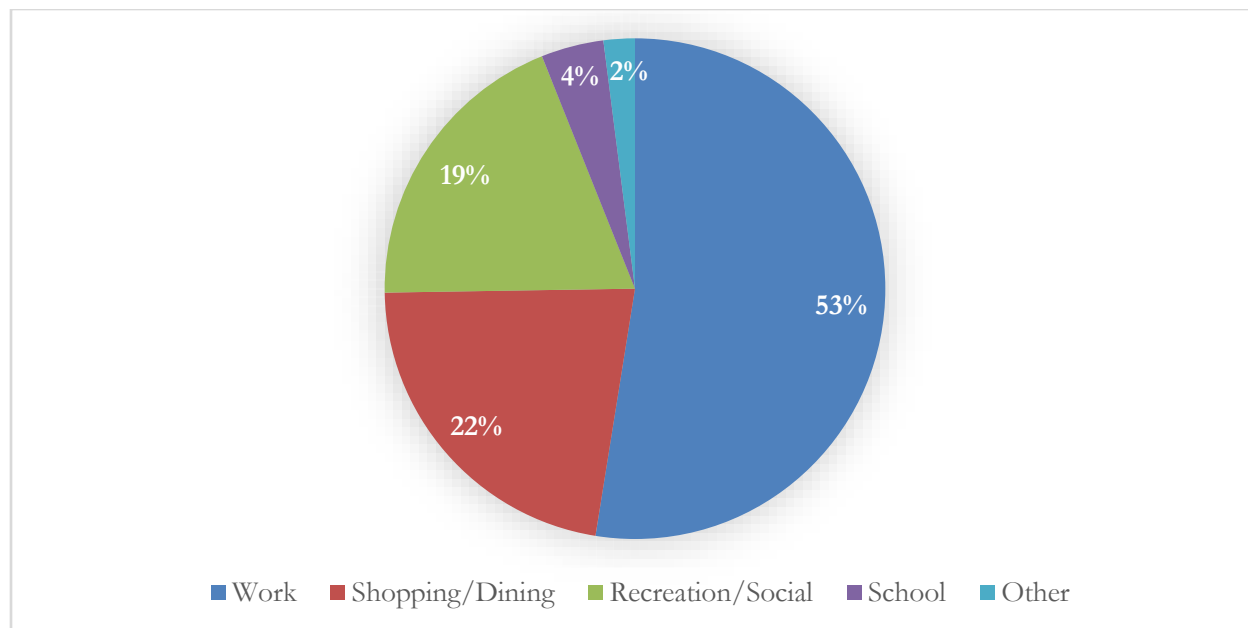


Source: FHWA National Household Transit Survey, Transit Trend Analysis, February 2019.



People travel by rail predominantly for workplace commuting but rail is increasingly used for shopping and dining and recreation (*Exhibit 6*).<sup>ix</sup>

**Exhibit 6. Trip Purpose for Rail Travelers (Nationwide)**



Source: APTA Who Rides Public Transportation. 2017. p. 56.

Several factors influence passenger demand for transit according to the Transportation Research Board (TRB) Transit Capacity and Quality of Service Manual.<sup>x</sup>

- Availability – Is transit service available at or near a location when a passenger wants to make a trip? Is return service readily available? Is information about transit schedules and station conditions readily available and easily accessed? Is sufficient space available on transit vehicles and are supporting facilities such as park and ride lots available, if needed?
- Comfort and Convenience – If transit is available, passengers next weigh comfort and convenience against other modes. Overall, the choice to take transit depends on availability of other transportation modes and the quality of service for each type.
- Physical Factors – Physical factors surrounding a transit facility such as clear walking routes, safety and security and pedestrian amenities also impact the decision for a pedestrian to take transit.

For the new Coatesville station, making passenger rail usage as attractive as possible by considering the individual’s needs will ensure the station reaches ridership levels projected in the *Economic & Community Benefits* section.

**ECONOMIC DEVELOPMENT**

Public transit has documented positive economic benefits. APTA’s *Who Rides Public Transportation* notes that 87% of transit trips have a direct economic impact on a local economy.<sup>xi</sup>

Planning for increased economic opportunity in Coatesville has been a City and Chester County focus over the past several decades. In 2011 the Western Chester County Chamber of Commerce and the Western Chester County Regional Planning Initiative Committee released the Western Chester County Future Focus Study (Future Focus Study). The study noted that Coatesville's streetscape composed of older, attractive buildings will likely draw restaurants to occupy downtown space. It further noted that the new train station as well as a proposed Velodrome (now the proposed National Sports & Events Center) will help attract restaurants downtown.<sup>xii</sup> A few additional findings from the report reflected a positive outlook for economic growth and revitalization in Coatesville with key findings in bold text below.

- The City and surrounding area was identified as a growing area, attracting new jobs and industry with potential quality development including industry growth in tourism, recreation, and hospitality.
- Redeveloping the Coatesville Train Station would increase Keystone Corridor ridership and create a catalytic facility in downtown Coatesville for new, transit-oriented development. **It was stated that no other project has as many important implications for the revitalization of downtown Coatesville.**
- Items that needed attention were identified through a community survey conducted for the Future Focus Study. The following were the top five economic development issues facing Western Chester County.
  1. A Poor Perception of the Community
  2. Vacant or Underutilized Land and Buildings
  3. No Marketing Strategy for Recruiting New Business and Industry
  - 4. Lack of Public Transit**
  - 5. Inadequate Highway Capacity**
- The community survey prompted respondents to identify the following top five Western Chester County assets needed to attract new business.
  1. The Region's Excellent Location
  2. The Overall Quality of Life
  3. The History, Natural Resources, and Scenic Landscape of the Area
  4. The "Chester County" Address
  5. Available Land and Buildings
- Finally, the community survey respondents identified the following top five initiatives most important to the region.
  - 1. Redevelop the Coatesville Train Station**
  2. Construct the Velodrome (now the proposed National Sports & Events Center)
  3. Encourage Niche Retail Development/Redevelopment
  4. Create Comprehensive Marketing Strategy
  5. Maintain Historic Resources
- Market analysis findings conducted as part of the Future Focus Study estimated that Coatesville's downtown could accommodate up to 68,000 square feet of new retail and restaurant space.

A 2020 economic development study commissioned by Coatesville's economic development partner, Coatesville 2<sup>nd</sup> Century Alliance (2<sup>nd</sup> Century Alliance), for Coatesville and surrounding

communities identified that transit-oriented development (TOD) is critical to revitalizing the City’s downtown, particularly in attracting new restaurants and retail. <sup>xiii</sup> The study also stated that re-introduction of SEPTA regional rail service will be “all the more critical to the economic fortunes of the city, in general, and its central business district (CBD), in particular.” <sup>xiv</sup> The study recommended promoting TOD housing within a quarter mile walking distance of the train station that offers a variety of residential unit types and amenities in character with the surrounding neighborhood architecture.

### **COATESVILLE 2<sup>ND</sup> CENTURY ALLIANCE**

Marketing and promoting economic development were identified as needs in the Western Chester County Future Focus Study and by Coatesville Council as discussed in the *Stakeholder Interview Insights* section of this report. To ensure the City focused on revitalization efforts, 2<sup>nd</sup> Century Alliance was created in 2015.

Initially funded through a grant from the Wells Fargo Foundation, 2<sup>nd</sup> Century Alliance is currently staffed with an Executive Director, a Downtown Business Manager to focus on marketing and promoting the downtown to existing and prospective businesses, and a Community Coordinator to ensure Coatesville residents and neighborhoods are part of the City’s revitalization. Ongoing financial support is provided by Chester County.

The mission of 2<sup>nd</sup> Century Alliance is to drive economic development that enables the community to thrive, supporting growth in five (5) ways (*Exhibit 7*).

### **Exhibit 7. Coatesville 2<sup>nd</sup> Century Alliance – Supporting Growth**



Source: Coatesville 2<sup>nd</sup> Century Alliance.

The Downtown Coatesville Revitalization Plan is part of 2nd Century Alliance's five-year, five-goal Action Agenda to revitalize Coatesville. Developed in 2019, the revitalization plan is targeted at Coatesville's downtown commercial business district where the train station is located. Six (6) objectives and associated goals and action steps were outlined in the plan.<sup>xv</sup>

- Objective #1: Eliminate blight and improve existing property conditions
- Objective #2: Retain and strengthen existing businesses
- Objective #3: Expand upper floor and multi-family residential opportunities
- Objective #4: Attract an appropriate mix of retail/hospitality businesses
- Objective #5: Ensure a welcoming downtown environment for everyone
- Objective #6: Promote and celebrate Downtown Coatesville

Germane to this assessment is the data collection and tracking performed by 2<sup>nd</sup> Century Alliance. Data points like jobs gained, businesses opened, property values, and home ownership rates are tracked annually, and several of the data points were used to derive train station benefits.<sup>xvi</sup>

2<sup>nd</sup> Century Alliance relocated to a larger space along Lincoln Highway in spring 2022 to offer the "Made in Coatesville" retail incubator, launched in September 2022. The incubator is expected to attract five entrepreneurs to start, expanding up to 10 maximum.

2<sup>nd</sup> Century Alliance has worked to address the issues and strengthen the assets identified in the Future Focus Study, including facilitating the development of seven times more than the 68,000 SF of retail and restaurant space identified in the study's market analysis.

## **ECONOMIC INCENTIVES**

Coatesville has developed several economic incentive programs designed to aid existing and prospective businesses. Several programs have been developed and are managed by 2<sup>nd</sup> Century Alliance. Other local, state, and federal public funding sources have been made available to the City as well. Since 2015, \$37.7 million has been awarded to various recipients for City projects, not including the new train station. This amount is conservative as award amounts were not available for each recent economic and community development project in Coatesville as detailed in the *Economic & Community Development Projects/Investments* section.

## **QUALIFIED OPPORTUNITY ZONE**

Federal Qualified Opportunity Zones (QOZs) were enabled through the federal Tax Cuts and Jobs Act of 2017. QOZs are a tool for promoting long-term investment in specified census tracts in low-income communities. In 2018 Pennsylvania's QOZs received federal approval, and Coatesville's four census tracts were designated as Chester County's only QOZ.

2<sup>nd</sup> Century Alliance and the City began marketing the QOZ in 2018 attracting the City's first QOZ project, n<sup>th</sup> Innovation Center, completed in 2021.<sup>xvii</sup> A second QOZ project is in the planning stages at the intersection of 3<sup>rd</sup> Avenue and Lincoln Highway. Combined, both projects total \$14.6 million and at full capacity are expected to employ 195. Further details on these projects are included in the *Existing Conditions* section.



### **KEYSTONE INNOVATION ZONE**

Administered by the Pennsylvania Department of Community and Economic Development (DCED), the Keystone Innovation Zone (KIZ) program provides tax credits to for-profit companies less than eight years old operating within specific targeted industries within KIZ boundaries. The tax credits provide short-term working capital to assist startup firms as they transition through early-stage business formation. The City has one KIZ designated at the location of n<sup>th</sup> Innovation Center, the City's first QOZ project.

Combined, the two incentives - QOZ and KIZ - provide a value-added economic incentive for business incubation in Coatesville, a model for other communities to follow.

### **Leveraging Federal and State Tax Incentives**

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Combined, the federal Qualified Opportunity Zone and state Keystone Innovation Zone provide a value-added economic incentive for business incubation in Coatesville, a model for other communities to follow.

### **DOWNTOWN FAÇADE IMPROVEMENT GRANT**

The Downtown Façade Improvement Grant program, administered by 2<sup>nd</sup> Century Alliance, provides matching grants up to \$7,500 to property owners making building façade improvements to improve downtown aesthetics. The program was launched in 2020 with four grant awards. Funding for the program is provided through DCED's Neighborhood Assistance Program.

### **DOWNTOWN SMALL BUSINESS SUPPORT GRANT PROGRAM**

The Downtown Small Business Support grant program provides 75% of project costs not to exceed \$2,500 to assist downtown businesses address a tangible need that supports business growth. The program was launched in 2020 by 2<sup>nd</sup> Century Alliance with four awards made to date.

### **LERTA PROGRAM**

Local Economic Revitalization Tax Assistance Law (LERTA) is enabled by Pennsylvania statute and Coatesville enacted a LERTA Program in 2018. The program allows for graduated payment of tax assessments over five years for building or property improvements in a specified overlay area of the City. The overlay area generally includes the downtown and specific properties northeast of the US 30/PA 82 intersection. To date, the program has not been used, but it is anticipated to be a useful economic development tool as projects continue to occur in the City.

## **ENERGY AND THE ENVIRONMENT**

Nationally, using public transportation reduces gasoline consumption, saving an estimated 6.0 billion gallons each year and lowering carbon emissions with 84% less CO<sub>2</sub> emissions compared to an automobile.<sup>xviii</sup>

According to a 2021 report by INRIX, a location-based traffic data and analytics company, Philadelphia was the 3<sup>rd</sup> most congested city in the U.S. behind New York and Chicago, and the 13<sup>th</sup> most congested in the world. A Philadelphia driver loses an estimated 90 hours annually due to congestion compared to an average 36 hours per driver across the U.S. Congestion in Philadelphia costs each driver \$1,404 annually and the City \$3.3 billion annually.<sup>xix</sup>

The INRIX report notes that inter-city congestion is increasing globally but remains below pre-COVID 19 levels. Changes in teleworking patterns exacerbated by the pandemic continue to alter traffic patterns, but the extent of long-term changes is not yet known. INRIX notes that public transit “will take years to recover, especially public transit systems that are focused on downtowns and city centers.”<sup>xx</sup>

The excess fuel consumption caused by congestion in the Philadelphia metropolitan area was 15 gallons per commuter in 2020, down from 26 gallons in 2019 according to a study released in 2021 by Texas A & M Transportation Institute.<sup>xxi</sup> With a reported 2,308,000 automobile commuters in the region, the region is wasting 35 million gallons of gasoline per year due to congestion.

The new train station can help mitigate energy and environmental impacts as discussed in the *Economic & Community Benefits* section.

## **PARKS AND RECREATION**

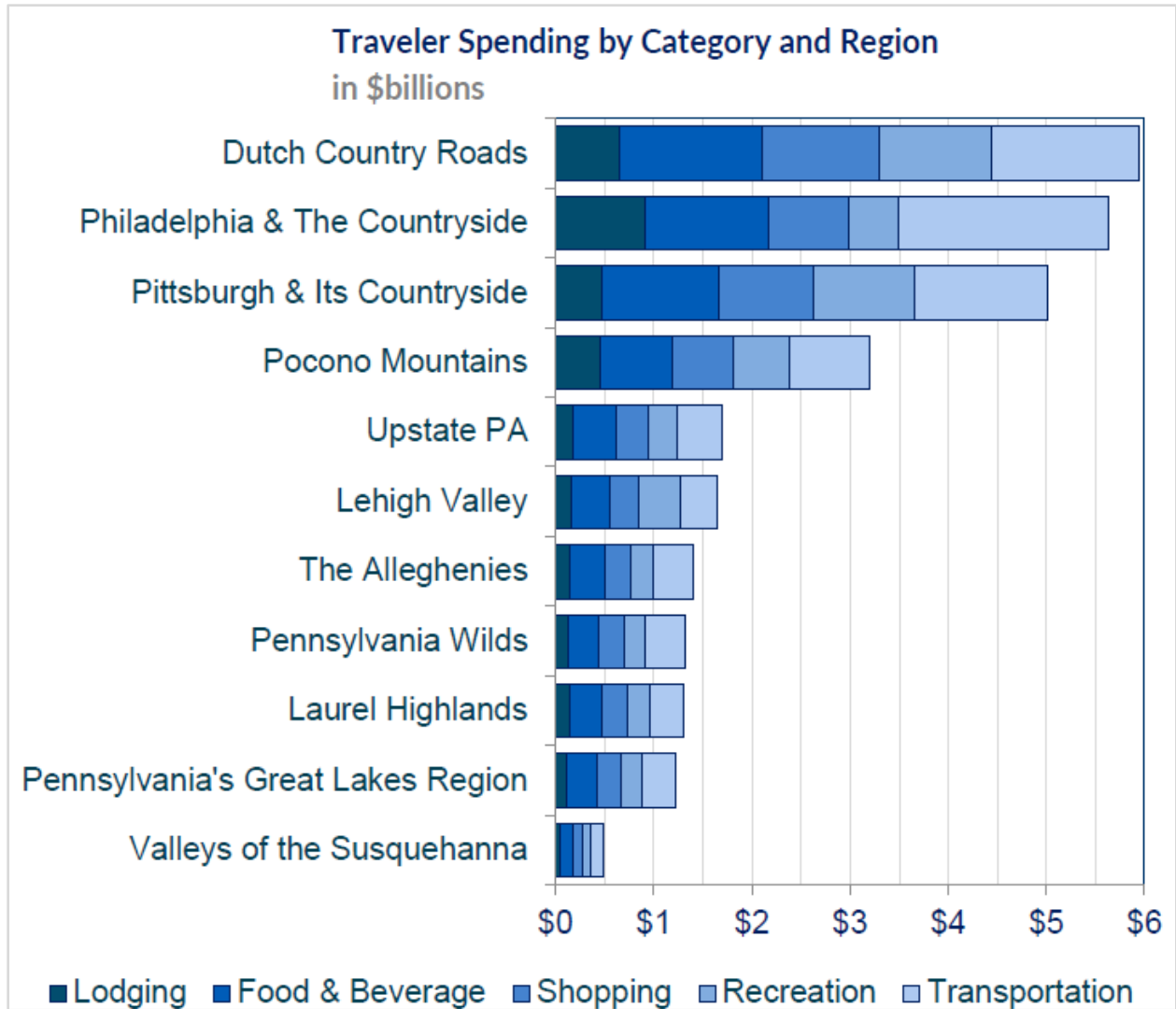
In 2016, the Alliance for Healthy Equity, Natural Lands Trust with support from ArcelorMittal, PECO, and the Philadelphia Foundation partnered to prepare a five-year action plan for the City’s parks titled, *Coatesville Park 2021, An Action Plan for Lively Parks and Healthy People*.<sup>xxii</sup> The action plan recommended the Greening Coatesville Initiative to redevelop the City’s 10 parks for residents to play, socialize, get fit, connect with nature, and provide an asset for businesses and visitors. Such investment can be expected to improve Coatesville’s future economic opportunity as well.

## **TOURISM**

DCED develops an annual report documenting the impact of travel and tourism on Pennsylvania’s economy. The impact of the COVID-19 pandemic on the Commonwealth’s travel and tourism industry has been significant with 2020 traveler visitation decreasing by 28% and traveler spending decreasing by 37%.

Travel and spending in the Philadelphia region (*Philadelphia & The Countryside* including Bucks, Chester, Delaware, Montgomery, and Philadelphia counties) accounted for 19.5% of Pennsylvania’s total traveler spending in 2020. Compared to other regions, visitors spent more on transportation in the Philadelphia region (*Exhibit 8*).

Exhibit 8. Traveler Spending by Category and Region (2020)



Source: Tourism Economics, Economic Impact of Tourism in Pennsylvania, 2020, p. 53.

Chester County had the lowest percentage of traveler spending of the counties in the Philadelphia tourism region at 9% (*Exhibit 9*). Tourism opportunities such as the Velodrome (now known as the National Sports & Events Center) and the National Iron & Steel Heritage Museum will draw new tourists to the County and were identified as venues “that could draw visitation and expenditures to the region while increasing awareness of the Western Chester County region.”<sup>xxiii</sup>

**Exhibit 9. Travel Spending, 2019 and 2020**

<i>Spending reported in millions</i>	2019	2020
<b>Bucks</b>	\$913.8	\$669.3
<b>Chester</b>	\$865.2	\$510.3
<b>Delaware</b>	\$770.0	\$544.5
<b>Montgomery</b>	\$1,447.5	\$847.5
<b>Philadelphia</b>	\$6,898.8	\$3,053.0

Source: Tourism Economics, Economic Impact of Tourism in Pennsylvania, 2020. p. 134.

A number of reports, studies, and research conducted over the last decade document Coatesville’s ongoing efforts to position itself for economic revitalization and growth. The next section of this assessment continues this discussion by highlighting existing conditions within the City.

## EXISTING CONDITIONS

This section of the assessment details existing conditions including an overview of the train station project and site; background on the City of Coatesville, its citizens, and industry; recent economic and community development projects; and insights from stakeholder interviews.

### COATESVILLE TRAIN STATION PROJECT

Construction of the new Coatesville Train Station began in October 2021 with completion scheduled for 2025. The Coatesville station is located 66 miles east of the Harrisburg Train Station and 47 miles west of Philadelphia's 30<sup>th</sup> Street Station (*Exhibit 10*). The new train station will be located along Fleetwood Street between 3<sup>rd</sup> Avenue and 4<sup>th</sup> Avenue, with passenger ingress/egress at the 4<sup>th</sup> Avenue and Fleetwood Street intersection.

The existing historic train station was constructed in 1868 and is located directly west of the new station site at the intersection of 3<sup>rd</sup> Avenue and Fleetwood Street (*Exhibit 11*). The historic train station's location on a curve of the track prevents construction of ADA-accessible platforms, requiring the shift in the train station's location.

#### Exhibit 10. Coatesville Train Station – Regional Location



Source: Whitehouse Group.

## Exhibit 11. Coatesville Train Station – Site Location



Source: Whitehouse Group.

The \$65 million Coatesville Train Station project includes design, station and streetscape construction, Amtrak trackwork, and the following amenities:

- 530-foot-long high-level (accessible) platforms with canopies and seating;
- Stair/elevator towers;
- An audio/visual public address system and security cameras;
- Bicycle racks;
- Expanded surface parking including 123 new parking spaces; and
- Accommodation for multimodal connections.

*Exhibit 12* is a rendering of the new Coatesville Train Station.



**Exhibit 12. Coatesville Station Rendering view from Fleetwood Street (June 2020)**



Source: Plan the Keystone [www.planthekeystone.com](http://www.planthekeystone.com).

4<sup>th</sup> Avenue under the rail tracks is being converted to a non-motorized underpass to facilitate pedestrian access (as shown in *Exhibit 12*) and establish further pedestrian connections to neighborhoods north of the train station. Conditions at the 4<sup>th</sup> Avenue underpass in April 2022 are shown in *Exhibit 13*. Fleetwood Street will be reconfigured to improve access to the new station and incorporate bus service. A total of 161 parking spaces will be provided for train passengers including 123 new parking spaces and 38 parking spaces currently available at the Olivet United Methodist Church parking lot. Directly opposite the new station along Fleetwood Street, the City proposes to construct a 320-space parking garage.

**Exhibit 13. Photo of Existing 4<sup>th</sup> Avenue underpass, view from Coates Street (April 2022)**



Photo credit: Whitehouse Group.

Between 2019 and 2020 PennDOT completed streetscape improvements on 3<sup>rd</sup> Avenue and 4<sup>th</sup> Avenue from Fleetwood Street to Lincoln Highway (US 30) to complement the new train station. The streetscaping projects included: repaving; ADA-compliant sidewalks, ramps, and crosswalks; new lighting; modernized traffic signals and signage; and bicycle racks, benches, and trash receptacles. As part of 3<sup>rd</sup> Avenue streetscaping, the Olivet United Methodist Church parking lot at the corner of 3<sup>rd</sup> Avenue and Fleetwood Street was improved, and 38 parking spaces are available for train passengers (*Exhibit 14*).

The existing train station serves Amtrak passengers with access to and from the boarding platform from outdoor stairs which are deteriorating in spots and are not Americans with Disabilities Act (ADA) compliant. Passenger amenities at the train platform are limited to an outdated passenger shelter and wooden steps.

*Exhibits 15 – 17* show train station site work and existing train station conditions in April 2022.



**Exhibit 14. Photo of Station Parking at 3rd Avenue & Fleetwood Street (April 2022)**



Photo credit: Whitehouse Group.

**Exhibit 15. Photo of Train station site work, view east from Historic Station (April 2022)**



Photo credit: Whitehouse Group.

**Exhibit 16. Photo of Historic Station outdoor stairs (April 2022)**

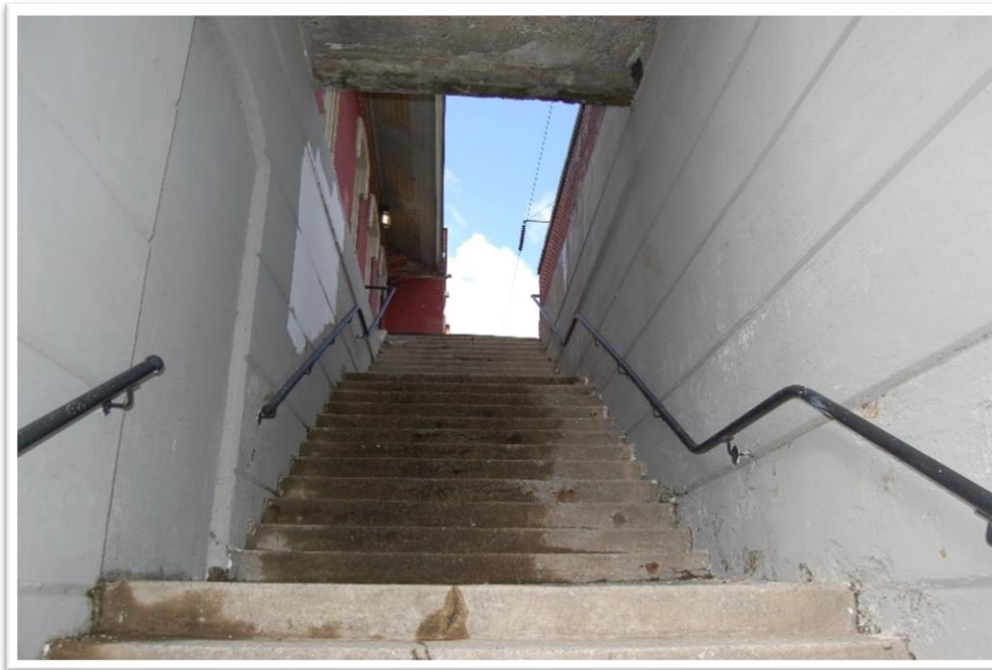


Photo credit: Whitehouse Group.

**Exhibit 17. Photo of Historic Station track side accommodations (April 2022)**



Photo credit: Whitehouse Group.

## **CITY OF COATESVILLE COMMUNITY OVERVIEW**

This section of the assessment provides an overview of the City of Coatesville including its location, history, and land use; current socioeconomic conditions; existing business and industry; and commuting patterns.

### **LOCATION AND TRANSPORTATION CONTEXT**

Coatesville is approximately 47 miles west of Philadelphia. While Coatesville was incorporated as Chester County's only City in 1915, the area was settled in the 1700s as a trading outpost along the West Branch Brandywine Creek. In the late 1700s the completion of the Philadelphia to Lancaster Turnpike, now U.S. Route 30 (Lincoln Highway), changed the rural landscape, and over time the area evolved into a crossroads for transportation and commerce. In the 1830s the Philadelphia and Columbia Railroad, purchased by the Pennsylvania Railroad in the 1850s, was constructed to improve Pennsylvania's east-west trade.

Coatesville's historic brick station was constructed in 1868 and is one of the oldest existing train stations along the former Pennsylvania Railroad Main Line between Philadelphia and Harrisburg (*Exhibit 18*). Designated as an historic structure, the station building is not currently used. It was, however, used for an HBO television production in 2020. Exterior improvements to the historic train station were completed in 2022.

Coatesville's historic high bridge, a unique masonry arch viaduct structure crossing the West Branch Brandywine Creek, PA Route 82, and the East Penn Railroad just to the west of the station, houses Norfolk Southern track and carries the Amtrak Keystone Service Train and freight (*Exhibit 19*).



**Exhibit 18. City of Coatesville Historic Train Station Photo**

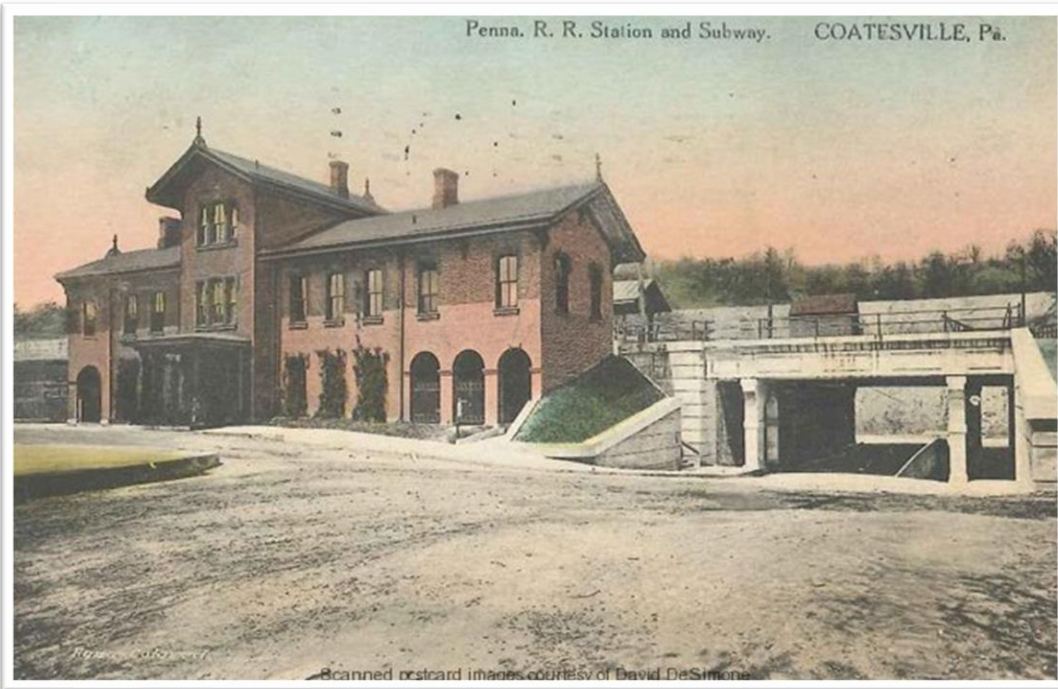


Photo credit: David DeSimone.

**Exhibit 19. Photo of Coatesville Historic High Bridge from Riverfront Park (April 2022)**



Photo credit: Whitehouse Group.

## **STEEL INDUSTRY IMPACT**

The nation's steel industry has significantly impacted Coatesville's community and economic development. In 1810, the conversion of a sawmill on Coates' farm to Brandywine Iron Works and Nail Factory began the start of a period of economic growth lasting through the first half of the 20<sup>th</sup> century under the operation of Lukens Steel. Today, Coatesville's steel mill, operated by Cleveland-Cliffs since 2020, is the oldest continually operating steel mill in the nation (*Exhibit 20*). At the steel industry's peak, the mill employed as many as 6,000 workers, many of whom lived in Coatesville. With the national contraction of the steel industry starting in the 1970s and lasting through the 1990s combined with industry automation, the steel mill's workforce decreased. In turn the steel mill's reduced workforce significantly impacted Coatesville, its downtown, and its neighborhoods, leading to closure of businesses, population decline, and a period of disinvestment in the City.

The steel industry has not only had an impact on the City, but Coatesville-made steel has had a profound impact on the nation. Coatesville-made steel was used to build steam locomotives; WWII equipment; the St. Louis Gateway Arch; the Walt Whitman Bridge connecting Philadelphia to Gloucester City, New Jersey; and the World Trade Center in New York City. Several steel tree beams made in Coatesville survived the collapse of the World Trade Center in September 2001 and are back in Coatesville at the National Iron & Steel Heritage Museum. During the Iraq war, Coatesville steel was used to build emergency armor to safeguard American combat vehicles. Today, Cleveland-Cliffs is investing in Coatesville's steel mill to ensure the production of Coatesville-made steel continues well into the 21<sup>st</sup> Century.

### **Exhibit 20. Photo of Cleveland Cliffs from Lincoln Highway (April 2022)**



Photo credit: Whitehouse Group.

## Coatesville Steel Mill

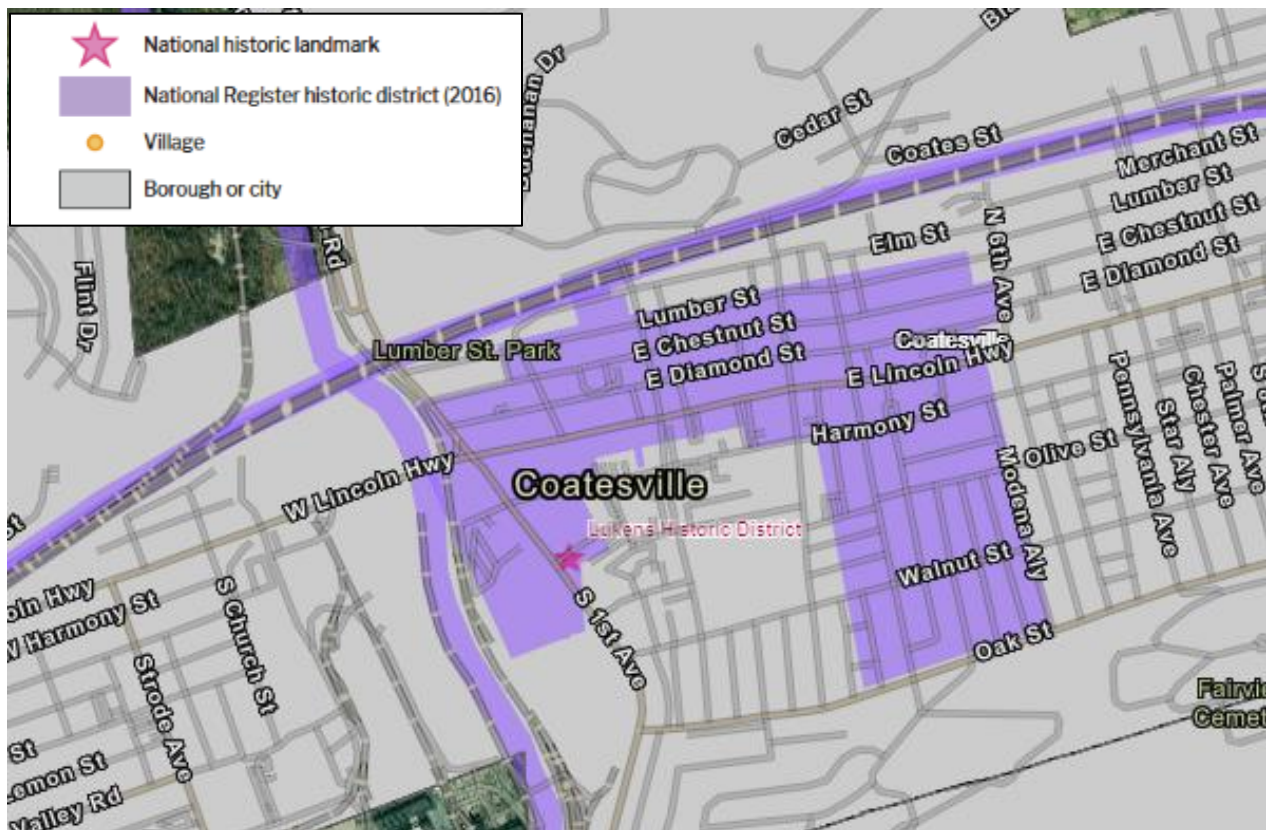
### ***Oldest continually operating steel mill in the nation***

1810	Brandywine Ironworks
1859	Lukens Steel Company
1998	Bethlehem Steel
2003	International Steel Group
2006	ArcelorMittal
2020	Cleveland-Cliffs

## HISTORICAL CONTEXT

Many of Coatesville's buildings are architecturally significant. The City includes two historic districts, the Coatesville Historic District in the downtown along Lincoln Highway and the Lukens National Historic District managed by the Graystone Society which includes four buildings in proximity to the steel mill (*Exhibit 21*).

### **Exhibit 21. Coatesville Historic District**



Source: Chester County Landscapes Maps and Overlays [www.chescoplanning.org/Resources/Mapping/LandscapesMap/](http://www.chescoplanning.org/Resources/Mapping/LandscapesMap/).

## LAND USE AND ZONING

Coatesville is one of several designated Urban Centers in Chester County's Comprehensive Plan, *Landscapes3* (*Exhibit 22*). Urban Centers are the County's historic downtowns that include established neighborhoods serving as civic, economic, and population centers. Urban Center growth is encouraged with a focus on preservation efforts such as adaptive reuse of historic buildings to maintain character and walkability and compatible development including traditional building setbacks and heights while maintaining neighborhood character.

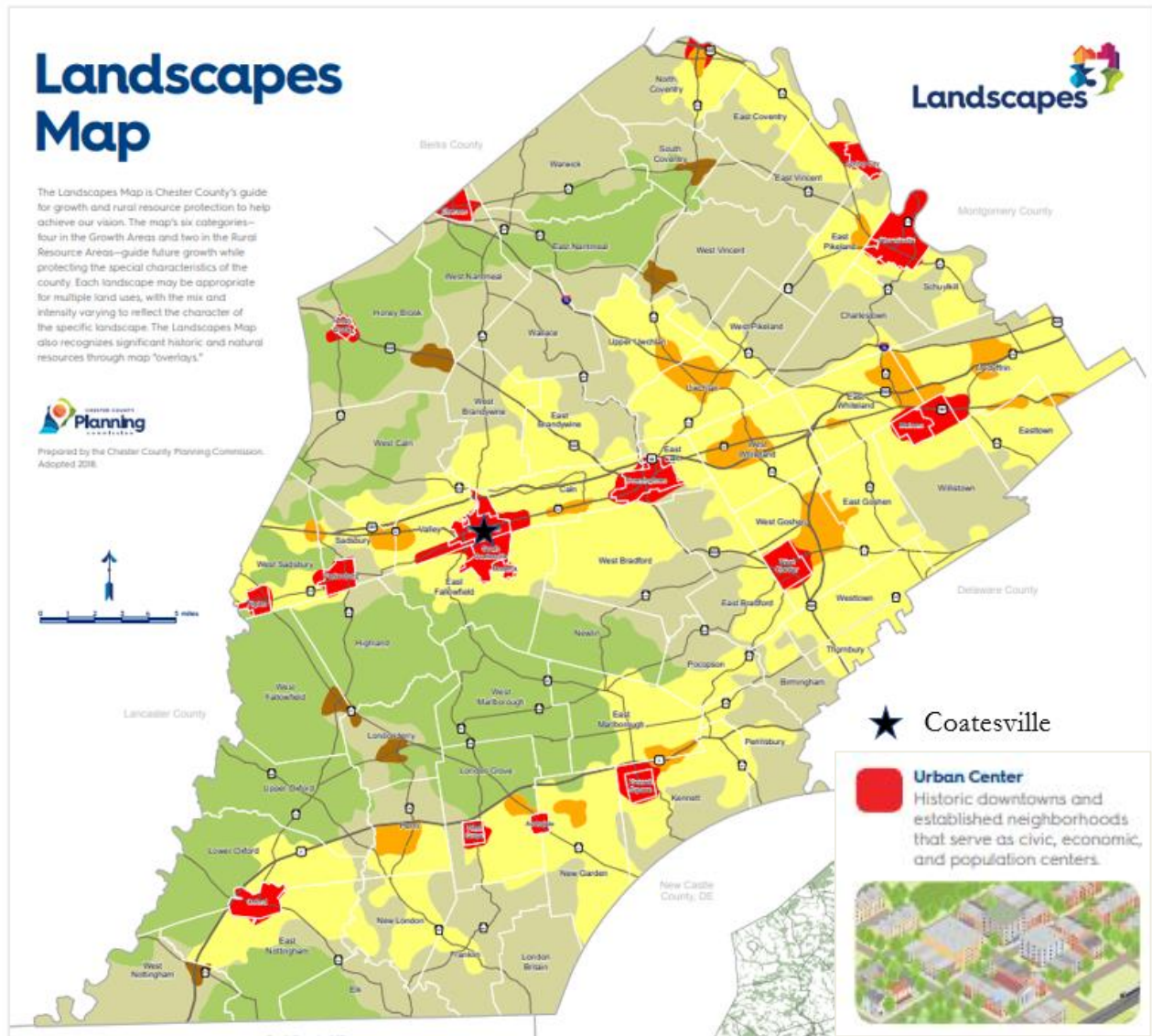
Zoning within the area bound by the rail tracks and the existing and new train station is Light Industrial (I-1). Land directly south of the I-1 zone is Neighborhood Commercial (C-1), and land directly north is zoned Residential Conservation (RC). The entire area is part of a Traditional Neighborhood Development (TND) zoning overlay. Chester County Planning Commission is working with the City through a Vision Partnership Program grant to update the City's zoning



ordinance. The update will ensure the existing TND language is worded to facilitate transit-oriented development surrounding the train station.

The Coatesville Redevelopment Authority and the City completed a parking study in 2022 to address the City’s residential and commercial parking needs due to existing and future development activity. Parking study recommendations included parking management, permitting, code enforcement, and other improvements to support ongoing City revitalization.

**Exhibit 22. Chester County Urban Areas - Growth Areas**



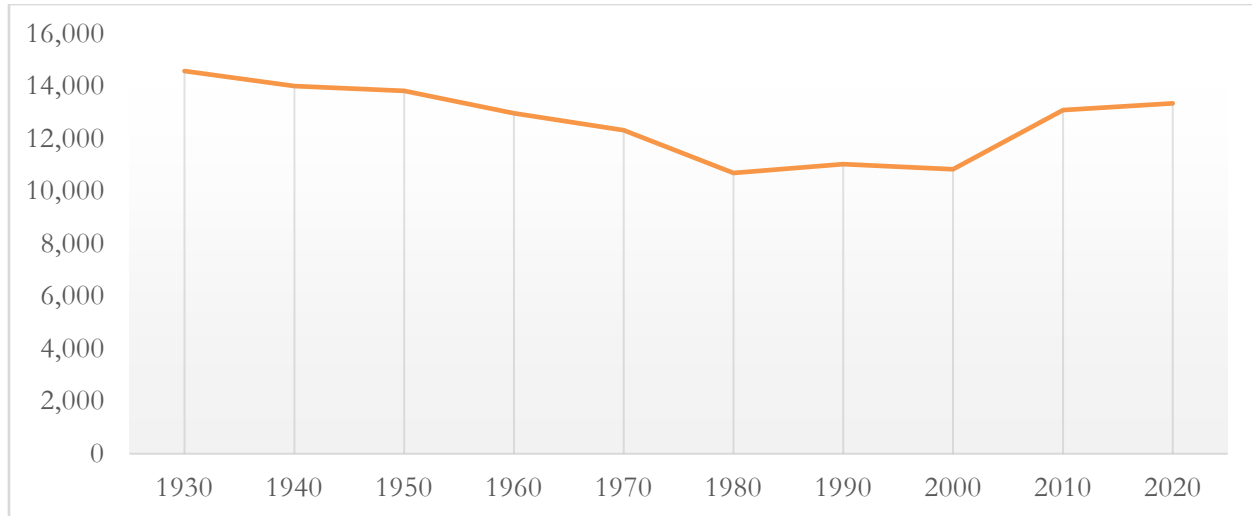
Source: Chester County Landscapes Maps and Overlays [www.chescoplanning.org/Resources/Mapping/LandscapesMap/](http://www.chescoplanning.org/Resources/Mapping/LandscapesMap/) .

## **SOCIO-ECONOMIC SNAPSHOT**

### **Growing Population**

Coatesville's population peaked in 1930 at 14,582 and dropped to 10,698 in 1980. Population has been steadily rebounding since the early 2000s with 2020 population at 13,350 (*Exhibit 23*).

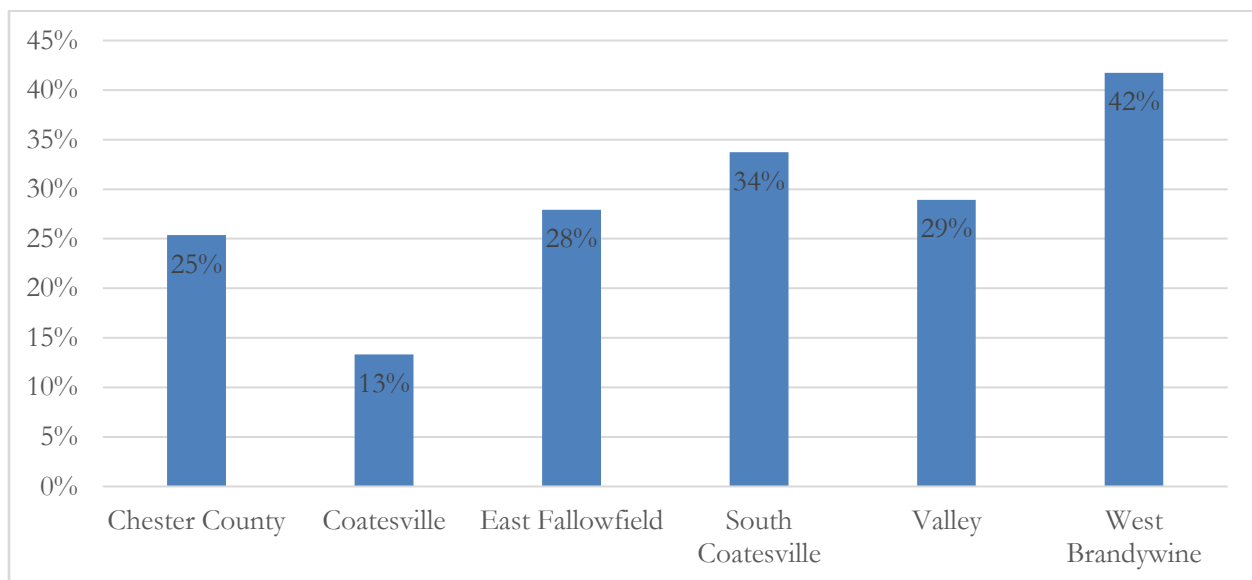
#### **Exhibit 23. Coatesville Population (1930 - 2020)**



Source: Chester County Planning Commission, U.S. Census Bureau.

Per DVRPC municipal population forecasts, Coatesville's population is projected to increase by 13% between 2015 to 2050, an increase of 1,754 residents. The population of Chester County and surrounding municipalities is projected to increase by 20% or more between 2015 to 2050 (*Exhibit 24*).

#### **Exhibit 24. Population Growth Forecasts 2015 - 2050**



Source: Delaware Valley Regional Planning Commission, Municipal Population Forecasts, 2015-2050, Adopted June 24, 2021.



Except for Lancaster, each of the train station communities along the Keystone Corridor East increased population between 2010 and 2020. Exton increased the greatest at 16.1%, and Coatesville had a slight increase at 1.9% (*Exhibit 25*).

### Exhibit 25. Train Station Community Population (2010 - 2020)

Train Station Community	2010 Population	2020 Population	% Change 2010 - 2020
Ardmore	12,455	13,566	8.9%
Coatesville	13,100	13,350	1.9%
Elizabethtown	11,545	11,639	0.8%
Exton	4,842	5,622	16.1%
Lancaster	59,322	58,039	-2.2%
Middletown	8,901	9,533	7.1%
Mount Joy	7,410	8,325	12.3%

Source: U.S. Census Bureau. U.S. Decennial Census (2010, 2020).

#### Younger Community

With a median age of 31.2, Coatesville is a youthful city compared to state and local averages. Coatesville's citizens are younger than both Pennsylvanians as a whole (40.9) and several train station communities along the Keystone Corridor. A younger population signals potential for longevity and adaptability in the workforce. Retaining younger citizens and attracting more citizens would benefit the City from a workforce perspective.

#### Median Age

PA	40.9
Ardmore	38.9
<b>Coatesville</b>	<b>31.2</b>
Elizabethtown	35.8
Exton	34.6
Lancaster	32.7
Middletown	34.5
Mount Joy	36.9

#### Fewer Families, More Single-Headed Households

Coatesville has fewer families than Chester County with 64% of Coatesville's households identifying as family households compared to 71% at the County level. The percent of single person headed households is higher in Coatesville at 38% compared to Chester County at 13%. With 30% of Coatesville's families headed by females compared to 9% in Chester County, supporting efforts to ensure mothers and their children have opportunities to excel socially and economically will encourage long-term community prosperity.

#### Income is Trending Higher

Income is trending higher in Coatesville. In 2015 the City's median household income was \$34,716. In 2020 median household income was \$52,931. In addition, Coatesville is closing the gap with statewide median household income. In 2015 the gap between the state median household income of \$53,599 and Coatesville's median household income of \$34,716 was \$18,883. The gap in 2020 was reduced to \$10,696, a 43% reduction. Chester County has the highest median household income of Pennsylvania counties at \$104,161.

### Poverty Rate is Decreasing

Coatesville's poverty rate is high at 22.7%, but trending downward. In 2015 over one-third of Coatesville residents (35.3%) lived in poverty. The poverty rate decreased 36% between 2015 and 2020. Pennsylvania's poverty rate is 12.0%, and the County's poverty rate is 6.3%.

### Unemployment Trending Downward

Coatesville's 2015 unemployment rate was 15.5%, dropping by nearly half in 2020 to 7.8%. Pennsylvania's 2020 unemployment rate was 5.4% and the County's is 4.1% according to U.S. Census ACS 5-Year Estimates.

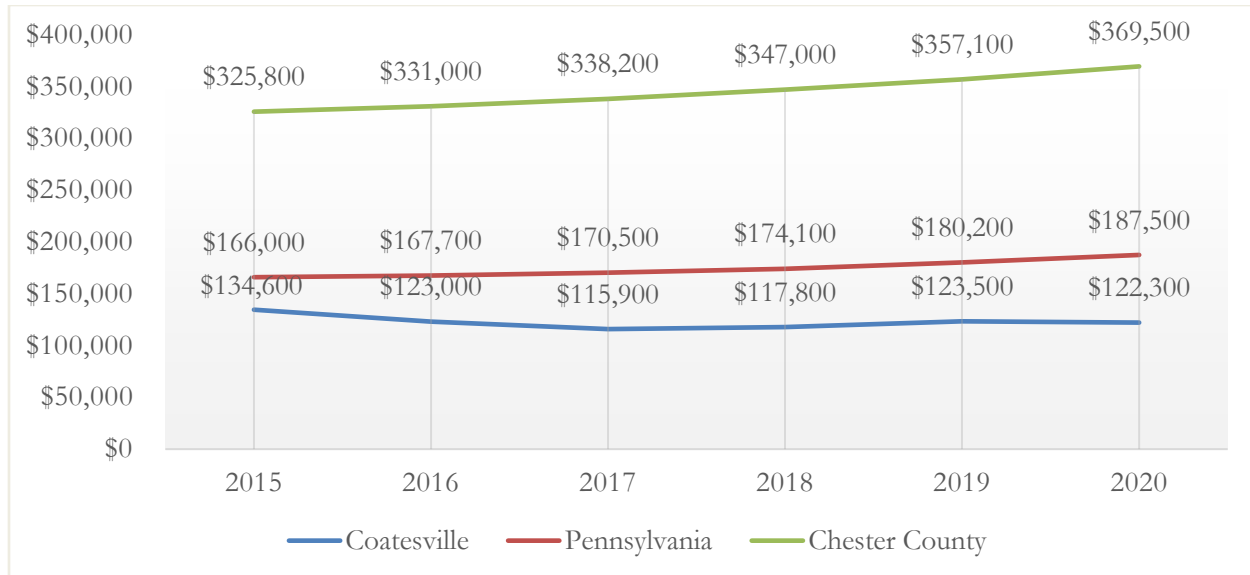
### Homeownership Increasing, Vacancy Decreasing

Coatesville's rate of homeownership is lower compared to the state, but it is improving. Coatesville's owner occupancy in 2015 was 36.4% compared to 69.2% in Pennsylvania and 75.1% in Chester County. The rate of homeownership increased to 41.5% in 2020 while state level owner occupancy remained constant at 69.0%, 75.0% in Chester County. Encouraging and providing opportunities for homeownership has been a focus of Movement Community Development Corporation (MCDC) which administers the Coatesville Home Ownership Made Easy (C.H.O.M.E) program. The program provides first-time home buyer assistance as discussed in the *Interview Insights* section.

Housing vacancy is also decreasing in Coatesville with a vacancy rate of 14.0% in 2015 compared to 10.0% in 2020. The current statewide housing vacancy rate is 10.6%, and only 4.3% in Chester County.

### Median Home Value is Fluctuating

Median home value is the only data point not consistently trending positive in Coatesville; it is fluctuating. Median home value in 2015 was \$134,600, \$31,000 less than the state median home value. In 2020 median home value dropped to \$122,300, a gap of \$65,000 from the state median home value and nearly \$250,000 from Chester County's median home value. While the state and County median home values have been steadily rising since 2015, Coatesville's has been fluctuating with a low of \$115,000 in 2017 (*Exhibit 26*).

**Exhibit 26. Median Home Value Comparison (2015 - 2020)**

Source: U.S. Census ACS 5-Year Estimates, Table DP04 Selected Housing Characteristics.

**Home Sales are Increasing**

The number of homes being sold in Coatesville has been increasing since 2015 with 181 homes sold in 2021. Except for 2020 during the COVID-19 pandemic, the number of homes sold has increased each year along with median sales price (*Exhibit 27*).

**Exhibit 27. Coatesville Home Sales and Median Sales Price 2015 - 2021**

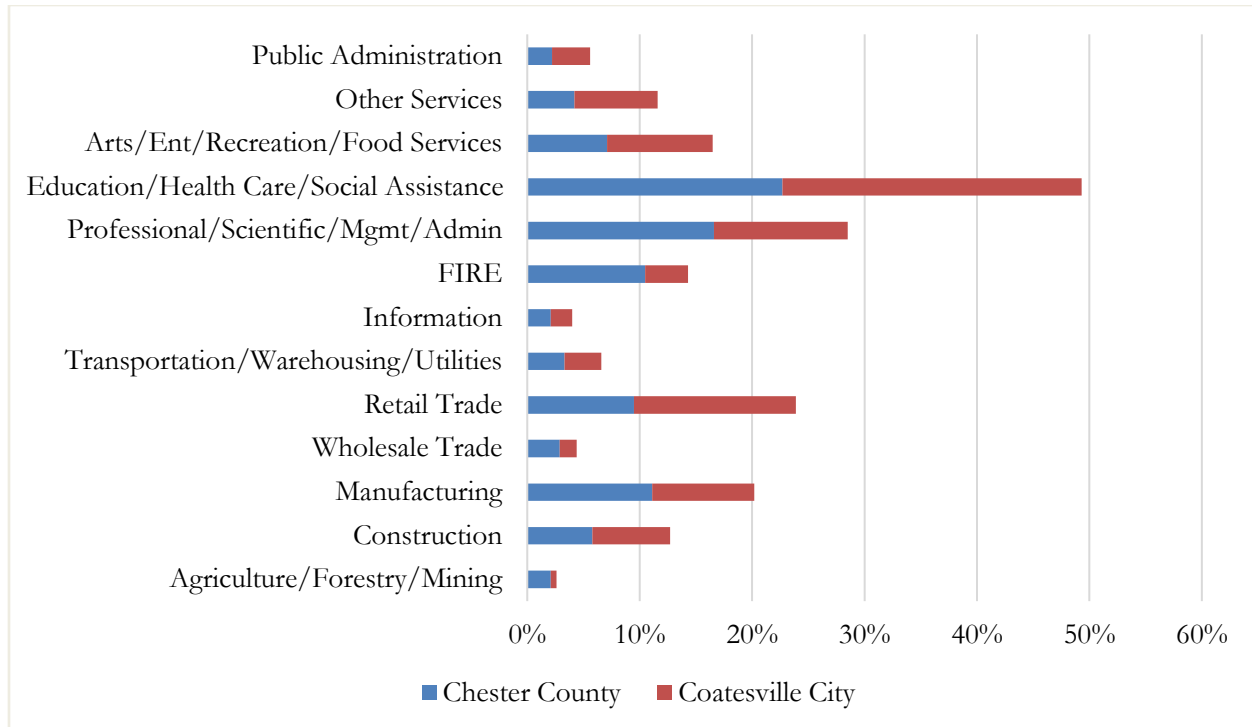
Year	# Homes Sold	Median Sales Price
2015	64	\$73,000
2016	93	\$98,000
2017	103	\$90,750
2018	122	\$83,500
2019	125	\$110,000
2020	115	\$105,000
2021	181	\$110,000

Source: Chester County Planning Commission, Housing Report: Annual Survey of Housing in Chester County (2015 – 2021).

**INDUSTRY & EMPLOYMENT**

Coatesville residents 16 and older are primarily employed in the Education/Health Care/Social Assistance industries (27%) followed by Retail Trade (14%) and Professional/Scientific/Management/Admin. & Waste Management Services (12%). Industry employment in the City is fairly consistent with Chester County (*Exhibit 28*).

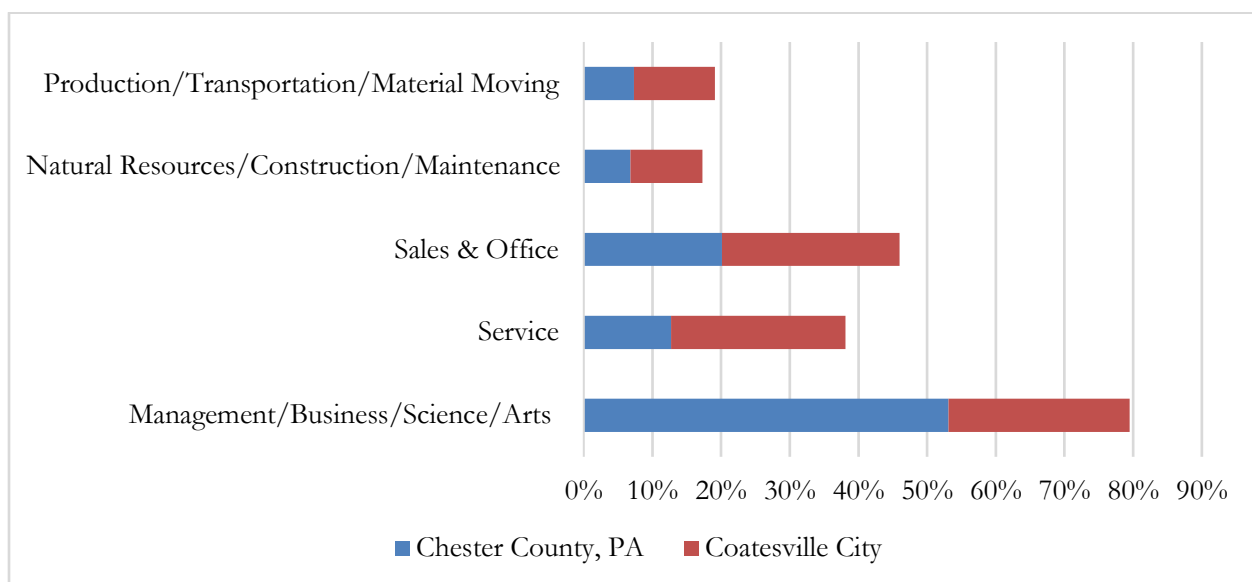
### Exhibit 28. Coatesville Resident Employment by Industry



Source: U.S. Census 2020 ACS 5-Year Estimates, Table DP03 Selected Economic Characteristics.

City resident occupations are distributed fairly evenly across occupations, suggesting a diversified employment base. Just over a quarter of Coatesville residents are employed in each of the following occupation types: Management/ Business/Science/Arts, Service, Sales/Office. Most County residents are employed in Management/ Business/Science/Arts occupations (*Exhibit 29*).

### Exhibit 29. Resident Employment by Occupation



Source: U.S. Census 2020 ACS 5-Year Estimates, Table DP03 Selected Economic Characteristics.

### Employment Levels are Projected to Increase

Based on DVRPC projections, employment in Coatesville and several surrounding municipalities is projected to increase by the year 2050. A 35% increase in the City's employment is projected between 2015 and 2050, a net change of 689 jobs. Chester County's employment is projected to increase by 23% over the same period (*Exhibit 30*).

### **Exhibit 30. Employment Forecast Comparisons (2015 – 2050)**

Municipality/County	% Change Employment 2015 - 2050
Chester County	23%
Coatesville	35%
East Fallowfield	39%
South Coatesville	-9%
Valley	46%
West Brandywine	50%

Source: Delaware Valley Regional Planning Commission, Adopted June 24, 2021, Municipal Employment Forecasts, 2015-2050.

### **COMMUTING PATTERNS AND COMMUTING MODE**

Knowing how many workers commute into and out of Coatesville daily provides insight into the number of employees potentially available to work at new or expanding Coatesville businesses. These employees may benefit from the new Coatesville Train Station.

#### Most Workers Commute Outside of Coatesville

U.S. Census Bureau's OnTheMap tool illustrates where workers are employed and where they live. In 2019, the most recent year OnTheMap data was available, 5,613 Coatesville residents commuted outside Coatesville for work, up from 5,153 in 2015. The number of workers travelling into Coatesville decreased from 887 in 2015 to 817 in 2019 (*Exhibit 31*).

## Exhibit 31. Coatesville Worker Flow Trends



## Key

- ➔ Employed and Live in Selection Area
- ➔ Employed in Selection Area, Live Outside
- ➔ Live in Selection Area, Employed Outside
- Analysis Selection

Source: U.S. Census Bureau's OnTheMap <https://onthemap.ces.census.gov> on 03/31/2022.

Workers Commute to the East

Most Coatesville residents travel east for work to employment centers such as Philadelphia, Exton, Downingtown, and others. Of the 5,776 resident workers in 2019, only 163 lived and worked in Coatesville. Workers travelling to Coatesville for work each day come from many directions, but the majority live to the east, and the majority of Coatesville residents commuter to the east (*Exhibit 32*). The new train station provides increased opportunity for those commuting out of and into Coatesville for work to do so via train.

## Exhibit 32. Coatesville Commuting Destinations



Source: U.S. Census Bureau's OnTheMap <https://onthemap.ces.census.gov> on 05/03/2022.

### Workers Predominantly Drive Alone

Based on U.S. Census 2019 and 2020 ACS 5-Year Estimates, 71% of Coatesville workers drove alone to work. Overall, the pandemic did not impact the commute for Coatesville residents, but did impact County level commuting with work from home increasing at the County level by 4% and driving alone decreasing by 3% (*Exhibit 33*).

### Exhibit 33. Percent Travel Mode (2019, 2020)

Mode	Coatesville		Chester County	
	2019	2020	2019	2020
Car, truck, or van -- drove alone	71%	71%	79%	76%
Car, truck, or van -- carpoled	13%	12%	7%	7%
Public transportation (exc. taxicab)	7%	6%	3%	2%
Walked	3%	3%	2%	2%
Other means	1%	2%	1%	1%
Worked from home	4%	5%	8%	12%

Source: U.S. Census ACS 5-Year Estimates, Table DP03 Selected Economic Characteristics (2019, 2020)

The new train station presents an opportunity to convert the commute for 71% of Coatesville commuters, nearly 4,000, from driving alone to commuting via train. <sup>xxiv</sup>

## RECENT ECONOMIC & COMMUNITY DEVELOPMENT PROJECTS/INVESTMENTS

Since the Coatesville Train Station announcement in 2015, many economic and community development projects and initiatives have been completed, planned, or are in progress. Prior to 2015 many additional investments were completed in Coatesville such as housing rehabilitation and reinvestment from investors such as New Heritage Properties. These types of smaller investments occurring over the past decade help set the foundation for the recent investments like the new train station.

*Exhibit 34* lists forty (40) projects and a brief description of each. *Exhibit 35* maps the locations and includes the quarter mile Primary Market Area, half mile Secondary Market Area, and 10 Minute Drive Shed. The economic and community benefits of the projects are summarized in the *Economic & Community Benefits* section.

Total project investment is \$135 million, not including the investment made by Cleveland-Cliffs in the acquisition of the Coatesville steel mill. Total project funding awarded is \$37.7 million. The total investment and funding awards are conservative as information was not available for each of the 40 projects. Chester County has awarded more than \$8 million in funding to Coatesville projects with over \$3 million awarded since 2015.<sup>xxv</sup>

Seven (7) of the projects are located with a quarter mile walk of the train station and eighteen (18) are located within a half mile walk. All are located within a 10 minute drive of the new train station.



## Exhibit 34. Recent/Proposed Economic &amp; Community Development Projects/Investments

#	Completion	Project/Address	Description	Investment
1	2022	1868 Coatesville Station Exterior Improvements  299 Fleetwood Street	Exterior improvements, including façade, painting, and vegetation removal at the historic former train station building owned by Amtrak. Temporary repairs were made to the structure as part of a 2020 HBO production.	\$120,000
2	2019	3rd Avenue Streetscaping Project  3 <sup>rd</sup> Avenue between Fleetwood Street and Lincoln Highway (US 30)	Streetscaping along the four-block stretch of 3rd Avenue between Fleetwood Street at the historic train station building and Lincoln Highway (Route 30) completed in coordination with the train station development project. Project included: 3 <sup>rd</sup> Avenue repaving; ADA-compliant sidewalks, ramps, and crosswalks; new lighting; modernized traffic signals and signage; bicycle racks, benches, and trash receptacles. As part of the project, the Olivet United Methodist Church parking lot at the corner of 3rd Avenue and Fleetwood Street was improved and made available to train passengers.	\$1,000,000
3	TBD	Redevelopment Opportunity A  Fleetwood Street	0.5-acre site owned by Coatesville Redevelopment Authority on Fleetwood Street west of the proposed City parking garage. Recommended construction of 80, one- and two-bedroom market rate multi-family homes.	TBD
4	2025	Proposed City Parking Garage  Fleetwood Street	Proposed \$12 million 175,000-square-foot, 320-space City parking garage to be constructed on a 1-acre site currently owned by Coatesville Redevelopment Authority.	\$12,000,000
5	TBD	Redevelopment Opportunity B  Fleetwood Street	0.5-acre site owned by Coatesville Redevelopment Authority on Fleetwood Street east of the proposed City parking garage. Proposed construction of 15,000 SF of mixed-use space.	TBD

*Existing Conditions*

#	Completion	Project/Address	Description	Investment
6	2020	4th Avenue Streetscaping Project  4 <sup>th</sup> Avenue between Fleetwood Street and Lincoln Highway (US 30)	Streetscaping along the four-block stretch of 4th Avenue between Fleetwood Street and Lincoln Highway (Route 30) completed in coordination with the train station development project. In addition to repaving 4th Avenue, the streetscaping project included ADA-compliant sidewalks, ramps, and crosswalks; new lighting; modernized traffic signage; and stormwater improvements.	\$1,000,000
7	TBD	Redevelopment Opportunity C  200 N. Sixth Avenue	Potential commercial/retail reuse of a 2.1-acre former automotive salvage yard.	TBD
8	TBD	Brandywine View Apartments Phase I  South of Adams Drive	First phase of a three-phase residential development on the 88-acre Baker Tract. Phase I includes 240 market rate apartments and townhomes. The homes will be accessed by Adams Drive and connected to the Coatesville Train Station via the new 4 <sup>th</sup> Avenue Pedestrian underpass to Coates Street.	\$11,000,000
9	2019	Midway Arts Building  139 East Chestnut Street	The five-story, 28,805 SF building was purchased and renovated by an investor in 2019. The building provides business incubator space as well as a local and regional event venue. The incubator space is 100% occupied with a waiting list.	\$1,300,000
10	TBD	Gateway Project  101 E. Lincoln Highway Parking: 117 E. Diamond St.	Proposed 22,000 SF mixed use two-story building to include retail and commercial on the 1 <sup>st</sup> floor and market rate residential on the 2 <sup>nd</sup> floor. The project developer also acquired a 0.13-acre parcel north of the proposed building to provide parking.	\$21,000,000
11	2022	First Avenue/Lincoln Highway (US 30/PA 82) Intersection Realignment	Intersection realignment including new signal patterns and equipment as well as improved pedestrian access across Lincoln Highway (US 30). The intersection's improvement helps encourage pedestrian travel between the east and west ends of Coatesville.	\$1,400,000
12	TBD	Historic Bank Building Redevelopment	Potential redevelopment of an 24,510 SF historic bank building into a restaurant. The building is located on a 0.56-acre site.	\$600,000

*Existing Conditions*

#	Completion	Project/Address	Description	Investment
		112 E. Lincoln Highway		
13	2022	Bistro on Lincoln 143 Lincoln Highway East	Redevelopment of the 12,000 SF former Coatesville Cultural Society building into a restaurant.	TBD
14	2022	Former YMCA Building Reuse 132 E. Lincoln Highway	Reuse of the former 9,439 SF YMCA building into a restaurant and brewpub.	TBD
15	2022	Splitting Edge Axe Throwing 204 - 206 E. Lincoln Highway	Renovation of the former 9,203 SF Coatesville Record Building into Splitting Edge Axe Throwing, a restaurant and axe throwing venue. The property is the second Coatesville investment by the owner of the Midway Arts Building.	\$700,000
16	2022	Nail Salon 210 E. Lincoln Highway	New nail salon opened in a 5,497 SF building.	TBD
17	2022	Andrea's Jazz Café 236 East Lincoln Highway	Renovation of 4,010 SF building into a live music, entertainment, and dining venue. Owners obtained a 2 <sup>nd</sup> Century Alliance Façade grant and completed exterior building improvements.	\$500,000
18	2023	C-Town Grocery Store 245 Lincoln Highway East	Renovation of former Sears building into a 14,000 SF grocery store to serve Coatesville residents.	\$1,500,000
19	TBD	Former District Court Building Renovation 256 East Lincoln Highway	Proposed renovation of a former 16,708 SF district court building.	TBD
20	2024	Proudfoot Capital Mixed Use Development	Proudfoot Capital proposes to construct a four-story mixed-use building on a 0.76-acre site currently owned by the Coatesville Redevelopment Authority. The site is currently used for parking.	\$9,600,000

*Existing Conditions*

#	Completion	Project/Address	Description	Investment
		300 E Lincoln Highway Parking: 312 Martin Luther King, Jr. Blvd.	A vacant 0.57-acre site at S. 3 <sup>rd</sup> Avenue and Dr. Martin Luther King, Jr. Blvd. owned by Proudfoot Capital will provide additional parking for the mixed-use building. Construction is anticipated to commence in fall 2022, and the project is the second to use the City's federal QOZ designation.	
21	2018	3 <sup>rd</sup> Avenue Streetscape Improvements	3 <sup>rd</sup> Avenue Streetscape improvements were completed south of Lincoln Highway.	\$250,000
22	2017	Brandywine Active Aging – Coatesville Campus  250 Dr. Martin Luther King Jr. Boulevard	The Brandywine Active Aging senior center opened its Coatesville location at a former 16,000 SF Pennsylvania CareerLink building.	TBD
23	2018	Coatesville City Hall Renovations  1 City Hall Place	A \$4 million renovation to Coatesville City Hall was complete in 2018.	\$4,000,000
24	TBD	Ash Park Improvements  Between Walnut and Kersey Streets	Renovations are proposed at Ash Park. The 9.3-acre park serves not only the surrounding neighborhood, but also provides a meeting space for community events. A park master plan was completed in 2021 and recommended a water feature to replace the existing park pool.	\$5,000,000
25	2021	Midway Arches - St. Cecilia's  600 Chestnut Street	Redevelopment of the former St. Cecilia's Church into an event venue. The building is 60,984 SF located on a 1.4-acre parcel.	TBD
26	TBD	Brandywine View Phases II & III  West of Adams Drive	Second and third phases of a three-phase residential development on the 88-acre Baker Tract. Phase II includes multi-family homes, and Phase III includes single-family homes. The homes will be accessed by Adams Drive and connected to the train station via the new 4th Avenue Pedestrian underpass to Coates Street.	TBD

*Existing Conditions*

#	Completion	Project/Address	Description	Investment
27	TBD	National Sports & Events Center  115 W. Lincoln Highway	Proposed construction of a velodrome, sports, and entertainment venue located on a 26-acre former Brownfield site. The 245,000 SF facility includes a 2,500 seat arena, 12,000 SF of retail space, 8,000 SF for a sports medicine provider, and a 10,000 SF sports performance facility. A 150-room hotel-conference center is planned adjacent to the new facility. The project is estimated to attract 480,000 visits annually.	\$50,000,000
28	2020	Cleveland-Cliffs  201 Strode Avenue	The former ArcelorMittal Coatesville steel plate mill was purchased by Cleveland-Cliffs in 2020. Cleveland-Cliffs' acquisition of all of ArcelorMittal's U.S. facilities, including the neighboring Conshohocken plant, makes the company the largest flat-rolled steel maker in North America. The Coatesville facility is the oldest continuously operating steel mill in the country and employs 638 workers.	TBD
29	2021	n <sup>th</sup> Innovation Center  190 W. Lincoln Highway	Proudfoot Capital partnered with n <sup>th</sup> Solutions to renovate the former Lukens Steel administration building into the nth Innovation Center. The \$5 million project included restoration of an existing 9,000 SF building and a two-story 20,000 SF engineering lab and manufacturing expansion. The project is the first to utilize Coatesville's federal QOZ designation and the first major private commercial construction in Coatesville in nearly 50 years. Seventy-five (75) new jobs were created.	\$5,000,000
30	TBD	Midway Arches - St. Stan's  209 W Lincoln Highway	Redevelopment of the former St. Stanislaus Church into an event venue. The building is 15,000 SF located on a 0.4-acre parcel.	TBD
31	TBD	Patton Park Improvements  Between Charles and Madison Streets	Playground equipment was recently updated at the 3.12-acre Patton Park. Additional Park improvements were recommended in the Coatesville recreation and needs assessment, <i>The City of Coatesville Parks 2021</i> .	TBD
32	TBD	New Apartments	Proposed construction of nine market rate apartments on a 0.43-acre site.	TBD

*Existing Conditions*

#	Completion	Project/Address	Description	Investment
		379 Valley Road		
33	2022	Barber Shop 766 E. Lincoln Highway	New barber shop opened in a 1,650 SF building on E. Lincoln Highway in 2022.	TBD
34	2024	Abdala Park Improvements 800 Block between Lincoln Highway and Olive Street	Abdala Park (3.1-acres) is adjacent to Scott Middle School and used by school students and area residents. An outdoor fitness center was completed as recommended in the Coatesville recreation and needs assessment, <i>The City of Coatesville Parks 2021</i> .	TBD
35	TBD	Adaptive Reuse of Former Lukens Steel Building 920 E Lincoln Highway	Proposed adaptive reuse of a former Lukens Steel building including first floor office and 30 upper floor studio apartments. The 35,280 SF building is located on an 0.81-acre site near Abdala Park.	TBD
36	2022	Pizza Hut Restaurant 1039 E Lincoln Highway	Redevelopment of a 16,500 SF building into a Pizza Hut restaurant franchise.	TBD
37	TBD	Coatesville Community and Workforce Training Center 99 N. 9 <sup>th</sup> Avenue	Upgrades planned for the 24,392 SF Coatesville Community Center. The current facility is situated on a 0.56-acre site and will be upgraded to include technology labs, multi-use meeting and training rooms, daycare and early childhood development space, conference facilities, and office space. The project will be integrated with adjacent Palmer Park.	TBD
38	2019, 2022	Palmer Park Renovations - Phase 1 & Phase 2 N. 9 <sup>th</sup> Avenue & Chestnut Street	Palmer Park (1.1 acres) is located across from the Coatesville Community Center. The park was recently updated including a splash pad, nature play area, new plaza and sidewalks, landscaping, and seating. It is actively used by children in the surrounding neighborhoods. Additional park improvements are scheduled for completion in 2022.	\$1,026,000
39	TBD	Former James Adams School Site Redevelopment	Potential opportunity to assemble 0.82 acres of City-owned property for redevelopment. The project would require a land	TBD

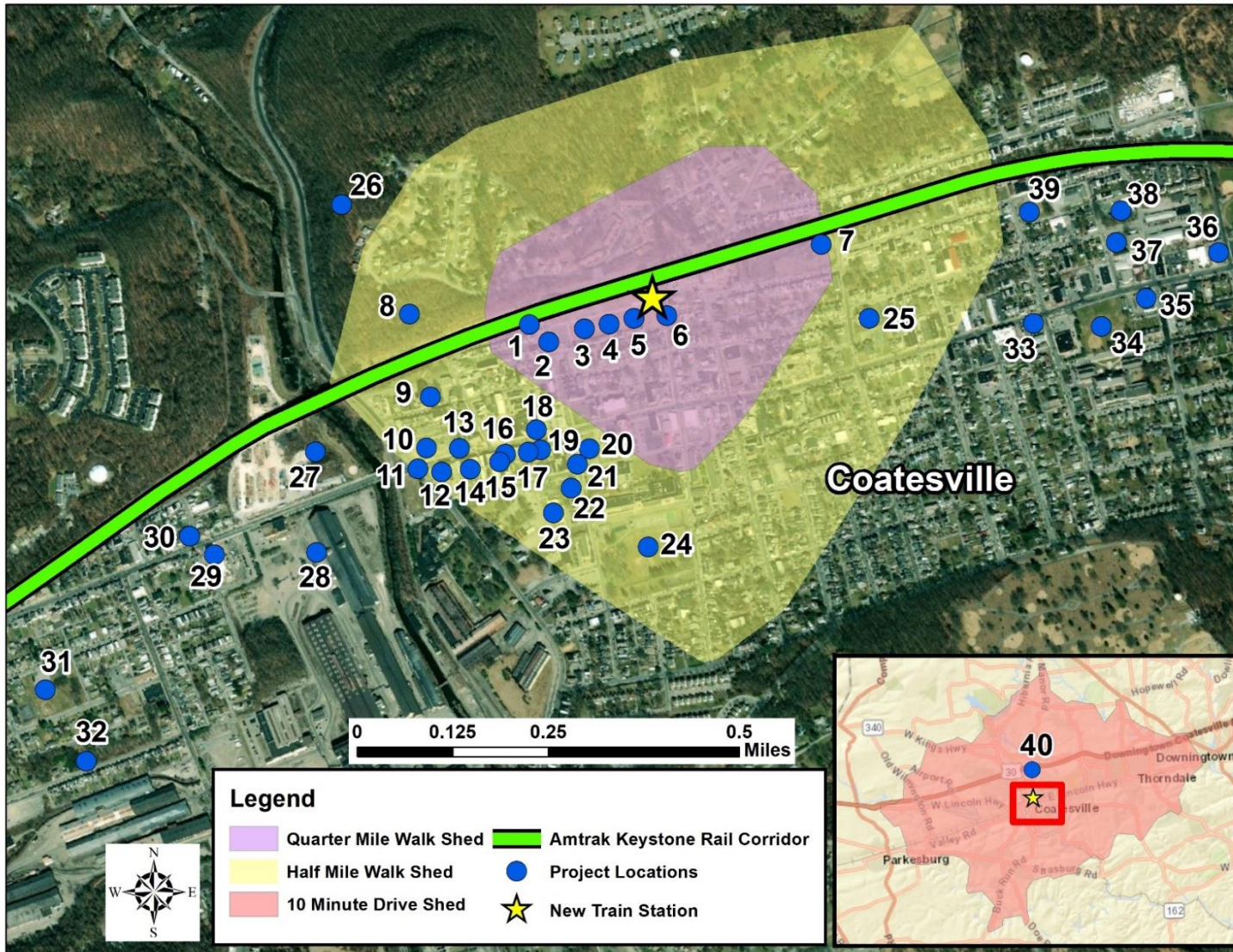
*Existing Conditions*

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#	Completion	Project/Address	Description	Investment
		8 <sup>th</sup> Avenue & Merchant Street	exchange between the City, Second Baptist Church, and Hutchinson Memorial UAME Church.	
40	2022	Courtyard by Marriott Renovations 600 Manor Road	\$8 million renovation at the Coatesville Courtyard by Marriot.	\$8,000,000



Exhibit 35. Location of Economic & Community Development Projects/Investments



Source: Whitehouse Group.



## **SELECT PROJECT HIGHLIGHTS**

Additional details on a few noteworthy projects identified by stakeholders are provided below.

### **Midway Arts Building**

The Midway Arts Building (the former Lipkin's furniture warehouse) opened in 2019 as a location for creators, entrepreneurs, and small businesses (*Exhibit 36*). The building is fully occupied with a wait list. During interviews conducted for this assessment, several people noted that the placement of the sign on top of the building was a signal to residents that progress is taking place in Coatesville.

### **Exhibit 36. Photo of Midway Arts at 139 East Chestnut Street**



Photo credit: City of Coatesville.

### **n<sup>th</sup> Innovation Center**

In 2021 the first major private commercial construction in decades was completed in Coatesville. The historic Lukens Steel office building at 190 W. Lincoln Highway was restored and converted to the n<sup>th</sup> Innovation Center, a business incubator and manufacturing space (*Exhibit 37*). The key factor which prompted the \$5 million investment, which included the addition of a two story 20,000 square-foot engineering lab and manufacturing space, is Coatesville's designation as a QOZ. The QOZ designation has prompted private investment which combined with Pennsylvania's designation of the project site as a Keystone Innovation Zone (KIZ), benefits both startup businesses and investors. The QOZ provides long-term benefit to investors, and a recently designated Pennsylvania Keystone Innovation Zone (KIZ) provides short-term working capital to the startup companies. Combined, the two incentives provide a value-added economic incentive for business incubation in Coatesville. The building is at 90% occupancy and houses five companies. At full occupancy 75 new jobs are anticipated. The success of the n<sup>th</sup> Innovation Center has led the developer to create plans for a new mixed-use project at 3rd Avenue and Lincoln Highway scheduled for occupancy in 2024. The location of the train station within walking distance was also a key factor in selecting the site.

**Exhibit 37. Photos of 190 W. Lincoln Highway pre- (2019) and post-construction (2021)**



Photo credit: n<sup>th</sup> Solutions.

National Sports & Events Center

The National Sports & Events Center will be constructed in the area of the City known as the Flats adjacent to the West Branch Brandywine Creek and located on Lincoln Highway directly across from the Cleveland-Cliffs steel mill. The facility will house multiple sports and training facilities and will include an indoor velodrome arena. The National Velodrome will be an Olympic training and competition facility, attracting cycling athletes from across the country to train and compete in Coatesville. This catalytic project will complement investment occurring throughout Coatesville. The new train station was identified as is a key factor in attracting the facility to Coatesville.

Once completed the National Sports & Events Center is anticipated to attract 480,000 annual visits to Coatesville with 10-year cumulative new direct spending of \$161 million (*Exhibit 38*). With its location a little more than a half-mile walk from the new train station, visitors to the National Sports & Events Center can opt to take the train to Coatesville.

**Exhibit 38. National Sports & Events Center Overview**



Source: National Sports & Events Center (2020)

## **RECENTLY DEVELOPED COMMUNITY EVENTS & INITIATIVES**

An increased number of community events and community led initiatives are occurring in Coatesville. The following timeline details several community events and initiatives which started after PennDOT’s announcement of the train station in 2015.

### **2016 - COATESVILLE INVITATIONAL VINTAGE GRAND PRIX**

The Coatesville Invitational Vintage Grand Prix has been held annually in September since 2016. Initiated by City officials and business leaders to attract visitors to the City, this unique event attracts an increasing number of visitors and vintage car owners from around the country. The Grand Prix features a race of vintage cars and motorcycles through Coatesville’s streets. Attendance has been steadily increasing from 3,000 in 2016 to 8,000 in 2019. The daylong event has expanded into a weekend of activities.



### **2016 - FISH RODEO**

Held annually in April along the banks of the West Branch Brandywine Creek, the Fish Rodeo is sponsored by Fathers Involved Shedding Hope (FISH). FISH is a non-profit that stocks the creek, teaches children to fish, and sponsors cleanups along the creek. The FISHing event has been increasing in popularity with Coatesville area families.

### **2016 - THE GREENING COATESVILLE INITIATIVE**

The Greening Coatesville Initiative has led to installation of Kaboom! playground equipment at Patton Park at the west end of Coatesville. Palmer Park received support from the “Meet Me at the Park Play Spaces” grant program, a collaboration between the National Recreation and Park Association (NRPA) and The Walt Disney Company (*Exhibit 39*). The grant helps make outdoor play accessible to children and families in underserved communities.



**Exhibit 39. Photo of Palmer Park during ‘Meet Me at the Park’ renovations in 2019**



Photo credit: City of Coatesville.

**2016 - SOUNDS OF SUMMER MUSIC SERIES**

The Sounds of Summer Music Series is a summertime jazz and R&B concerts series held select Friday evenings at Coatesville’s Abdala Park. The summer concerts began in 2016 and attendance has increased annually.

**2018 - MOVEMENT BLOCK PARTY**

Movement Block Party is a traditional summer block party started by Movement Community Development Corporation (MCDC) in 2018. MCDC is a community building non-profit working with Coatesville and the surrounding area to bring people together for cultural, educational, and social activities. During the summer block party Lincoln Highway is closed from 2<sup>nd</sup> Avenue to 3<sup>rd</sup> Avenue with food vendors lining the street and music and family events held through the day. Approximately 700 people attend the event annually.

**2019 - ASH PARK MASTER PLAN**

As part of the Greening Coatesville Initiative, a master plan was prepared for Chester Ash Park. The nine-acre City park is well used by residents and is close to City Hall and Downtown. The park, which currently features a multi-purpose playing field and a community pool, is subject to flooding from stormwater runoff. The park master plan addresses stormwater management issues and includes updated fields, a new splash pad water feature, and many other amenities to improve Ash Park’s utility as a community gathering space. Improvements are scheduled for completion over the next five years.



### **2020 - COATESVILLE'S BUSINESS SKILLS FOR SUCCESS FOR THE ENTREPRENEUR**

This nine-week education series developed by the City in conjunction with the Kutztown University Small Business Development Center (SBDC) and local business professionals was launched online in 2020. The education series is open to entrepreneurs of all ages to learn about the skills needed and resources available to develop their small business. With 20 participants in 2020, the City anticipates doubling participation in 2022.



### **2020 - COATESVILLE'S POP UP & SHOP OUTDOOR MARKET**

Started in 2020, the City coordinates outdoor pop up shops held throughout the year to showcase Coatesville entrepreneurs. The events help potential business startups sell goods such as clothing and jewelry, handmade items, food, haircare, and organic beauty products. Approximately 20 graduates of Coatesville's Business Skills for Success for the Entrepreneur education series participated in the 2020 pop up events.

### **2021 - NEW AND RETURNING SUMMER RECREATIONAL ACTIVITIES**

In 2021 the City, community groups, and volunteers supported renewed interest in several summer time activities for youth and adults. Activities held at City parks included restarting the City's Summer Basketball League, Double Dutch and Kickball for girls and boys, and horseshoes for older adults.

### **2021 - PAVILION OF TREES**

Pavilion of Trees was a new event held in 2021 as part of Coatesville's annual Christmas Tree Lighting. The fundraising event showcased decorated trees lining the walkway in Riverfront Park.

### **2021 - COATESVILLE BLACK MEDIA RENAISSANCE SHOWCASE EVENT**

Held at Coatesville's Brandywine Riverwalk, the Coatesville Black Media Renaissance Showcase Event featured spoken word and artistic performances, a pop up art gallery, video presentations, and local food vendors. The event portrayed the power of dedication in the community, representation of history's past, and hope for the future.

### **2022 - WORK ENCLAVE**

Chester County Opportunities Industrialization Center (OIC) partnered with the City Parks and Recreation Department and 2<sup>nd</sup> Century Alliance to develop the Work Enclave which is a paid ambassador program for beautification of '19320' - Coatesville's zip code. During the five-week program participants conduct community clean up while learning work readiness skills. Professional development workshops and activities focus throughout the program focus on six Character Pillars of Trustworthiness, Respect, Responsibility, Caring, Fairness, and Citizenship. At the end of the five weeks, work ready participants will move forward as candidates for local jobs through an Opportunity Fair with local employers.

### **2022 - COLLECTIVE IMPACT PROJECT**

Chester County OIC, working with the Alliance for Health Equity and other community nonprofits, helps people live healthily by increasing employment, living wages, and housing stability for 18- to

24-year-old adults of color living in Coatesville. The Collective Impact project collects data for agreed upon categories and corresponding indicators and aligns services to close service gaps.

### **2022 - COATESVILLE RISING: COMMUNITY SCHOLARSHIP AWARDS EVENT**

The 1<sup>st</sup> Annual Coatesville Rising scholarship awards event was held in April 2022 and sponsored by MCDC. Scholarships were awarded to individuals with a positive vision for Coatesville seeking to make a lasting community impact. A total of \$15,000 in scholarships was awarded to 15 individuals.

### **2022 - JUNETEENTH CELEBRATION & CARNIVAL**

From June 14 to June 18 MCDC sponsored a Juneteenth Celebration & Carnival at Gateway Park. The carnival featured guest speakers and family events celebrating the end of slavery in America. Approximately 4,500 attended the multi-day the event.

## **STAKEHOLDER INTERVIEW INSIGHTS**

A significant amount of activity has been taking place in Coatesville since PennDOT announced the new train station in 2015. Even prior to the announcement, City leaders and advocates were working with county, regional, and state leaders to improve economic outcomes for the City and its citizens. This level of commitment was documented through 21 interviews conducted with government officials, community organizations, and businesses. Organizations and entities were identified by the City Manager and 2<sup>nd</sup> Century Alliance.

Insights from the interviews are summarized in this section by major interview themes including Coatesville's Best Attributes, Key Factors Contributing to Coatesville's Revitalization, and Benefits of the New Train Station. Additional details are included in *Appendix B*.

- Coatesville's Best Attributes
  - **Resilient people, tight-knit community** particularly in times of adversity.
  - **Diversity** including diverse ethnicity, faith, and culture, as well as economically with many types of businesses.
  - **Good city leadership** including City Council, the City Manager and staff, Coatesville Redevelopment Authority, and 2<sup>nd</sup> Century Alliance.
  - **Good location in Chester County** and transportation connections throughout the county and beyond.
  - **Steel Heritage** which has been the foundation of the City's history with the Coatesville steel mill the longest operating steel mill in the nation.
- Key Factors Contributing to Coatesville's Revitalization
  - Adopting a **holistic approach** to link **community and economic development**.
  - **Working Together with Unity and Inclusivity** to move all Coatesville residents forward in tandem with the economic revitalization that is occurring.
  - **Long term, focused revitalization efforts** occurring over the past several years.
  - **Proactive, effective Coatesville City Council** working collaboratively with citizens.
  - **Effective City management** particularly through the current City Manager.
  - **Increased economic development support** made possible through the creation and staffing of 2<sup>nd</sup> Century Alliance working with the Coatesville Redevelopment Authority.
  - **Active community development support** of approximately 17 non-profits coordinated by the Alliance for Health Equity.

- **Economic incentives** such as the federal Qualified Opportunity Zone (QOZ) and Keystone Innovation Zone (KIZ) which **attract new private investment**.
- **New community initiatives and transportation services** that improve the quality of life for residents.
- Benefits of the New Train Station
  - The train station is **a gateway project, the largest and most transformative project** in Coatesville.
  - The train station will **improve access, reduce traffic congestion, and diminish** Coatesville's **isolation** caused by its location, topography, and the U.S. 30 Bypass.
  - The train station will **improve the downtown and overall community redevelopment** by supporting continuing reinvestment in Coatesville's downtown.
  - The train station **shows Coatesville's residents that positive progress is occurring** in the City.
  - The train station is **contributing to increased property values and homeownership** in Coatesville.
  - The train station is **attracting increased developer investment**.
  - The train station is leading to an **increase in new jobs**.
  - The train station will help Coatesville **potentially re-establish SEPTA service**.

The stakeholder input demonstrates the substantial level of commitment and care taken to ensure that Coatesville - particularly the City's residents - benefits from the recent investments taking place in the City including the new train station. With so many active projects in Coatesville, there is a true sense of excitement about the City's future. However, concern was expressed that residents living in the City's black neighborhoods will not benefit from revitalization in the City. Ensuring that all of Coatesville's residents benefit equally from the economic opportunity afforded by the new train station is an important concern.

## **KEY ECONOMIC & COMMUNITY MILESTONES**

As noted throughout this section, over the past several years Coatesville and partners at the local, regional, and state levels have been proactively working to accelerate the City's revitalization. Coatesville has leveraged the investment in the new train station through a combination of City leadership, building staff capacity and partnerships to advance goals, investing in not only the downtown but in neighborhoods and parks, and focusing on economic development and new incentives. The culmination of these efforts are captured in the following snapshot of key economic and community activity since the new train station was announced in 2015 (*Exhibit 40*).

## Exhibit 40. Key Economic &amp; Community Milestones

2015	<ul style="list-style-type: none"> <li>• <b>New Coatesville Train Station Announcement</b></li> <li>• Coatesville 2<sup>nd</sup> Century Alliance formed</li> <li>• Gateway Project site preparation begins</li> </ul>
2016	<ul style="list-style-type: none"> <li>• Inaugural Coatesville Invitational Grand Prix</li> <li>• Greening Coatesville Initiative - Action Plan complete</li> </ul>
2017	<ul style="list-style-type: none"> <li>• Coatesville Senior Center opens</li> </ul>
2018	<ul style="list-style-type: none"> <li>• Assistant City Manager hired</li> <li>• Qualified Opportunity Zone (QOZ) designation</li> </ul>
2019	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> Avenue Streetscaping Project complete</li> <li>• Midway Arts Building opens</li> <li>• Palmer Park Improvements - Phase 1 complete</li> <li>• Patton Park Improvements complete</li> </ul>
2020	<ul style="list-style-type: none"> <li>• Cleveland-Cliffs purchases Coatesville Steel Mill</li> <li>• 4<sup>th</sup> Avenue Streetscaping Project complete</li> <li>• Coatesville's Business Skills for Success for the Entrepreneur begins</li> <li>• 1<sup>st</sup> Coatesville Pop Up &amp; Shop Outdoor Market</li> </ul>
2021	<ul style="list-style-type: none"> <li>• n<sup>th</sup> Innovation Center opens - 1<sup>st</sup> private commercial construction in decades</li> <li>• <b>Coatesville Train Station groundbreaking</b></li> </ul>
2022	<ul style="list-style-type: none"> <li>• 1868 Coatesville Train Station Exterior Improvements complete</li> <li>• 1<sup>st</sup> Avenue/Lincoln Highway Intersection Realignment complete</li> <li>• Palmer Park Improvements - Phases 2 &amp; 3 complete</li> <li>• City-Wide Parking Study complete</li> <li>• Eight additional projects are scheduled for completion</li> </ul>
2023	<ul style="list-style-type: none"> <li>• Coatesville Community &amp; Workforce Training Center to open</li> <li>• C-Town Grocery Store to open</li> </ul>
2024	<ul style="list-style-type: none"> <li>• Proudfoot Capital 3<sup>rd</sup> &amp; Lincoln project anticipated- Train Station &amp; QOZ key decision factors</li> <li>• Abdala Park improvements anticipated</li> </ul>
2025	<ul style="list-style-type: none"> <li>• <b>Coatesville Train Station grand opening</b></li> <li>• Proposed City Parking Garage - anticipated construction start</li> </ul>
TBD	<ul style="list-style-type: none"> <li>• 16 additional projects and investments planned, including the \$50 million National Sports &amp; Events Center anticipated</li> </ul>



# COATESVILLE TRAIN STATION ECONOMIC & COMMUNITY BENEFITS

Research and interviews provided quantitative and qualitative information to begin to document how the new train station benefits Coatesville. Combining this information with several data points collected by 2<sup>nd</sup> Century Alliance and available through the City’s administrative offices, a clearer understanding of the new train station’s impact was derived. The economic and community benefits outlined in this section reflect the positive progress towards economic and community revitalization occurring since PennDOT announced the train station in 2015.

## KEY FACTORS AUGMENTING THE TRAIN STATION INVESTMENT

While the \$65 million investment in the train station is significant, a few key factors augment the investment, adding to the overall positive revitalization trends in Coatesville. The train station combined with these factors collectively advance revitalization in Coatesville.

- Proactive Leadership and Improved Capacity

Coatesville is fortunate to have the right people in the right positions at the right time. Coatesville City Council, the City Manager, Coatesville Redevelopment Authority, 2nd Century Alliance, and other partners work collaboratively to advance economic opportunity and revitalization. The alignment of the right people adding to the City’s capacity to concentrate on future economic growth has been an intentional focus over the past several years. This focus enables the City and its partners to advance both economic and community development projects and attract continued investment. Without the proactive, ongoing efforts of the City’s leadership and its wide network of partners, the train station benefits noted below would not be as significant.

- Community Investment & Partnerships

The City’s focus on revitalizing parks and investing in residents through community-building partnerships and investment in neighborhoods improves Coatesville’s community infrastructure and complements the new train station. The close coordination of partners ‘at the table’ and working together ensures that citizen needs are met effectively and efficiently in tandem with economic revitalization. Bringing all citizens along in the City’s revitalization is vital to maintain Coatesville’s small town atmosphere.

- Incentives and Funding

Many public funding incentives are available for economic development in City, but the federal Qualified Opportunity Zone (QOZ) is a recent catalyst for new private investment in Coatesville. New developers have considered and are considering investment in Coatesville due to the QOZ designation which provides a long-term tax benefit for investors. Once Coatesville’s QOZs were designated, 2<sup>nd</sup> Century Alliance worked with City and other economic development partners to market the attributes and advantages of investing in the City, with the new train station being one of the key advantages.

Currently, Coatesville has two QOZ projects, one constructed and one planned for completion in 2024. Combined, these projects total \$14.6 million in private investment and will create 195 new jobs and provide 130 short term construction jobs. While the future of the federal QOZ program is not certain, Coatesville positioned itself to maximize the program’s current benefits.

Further, funding from federal, state, county, local, and foundational partners of over \$37.7 million, including funding for the train station, provides the City with the extra financial assistance needed to spark revitalization.

## **ECONOMIC BENEFITS**

### **THE TRAIN STATION SPURS NEW INVESTMENT TOTALING MORE THAN \$135M**

Forty (40) projects and investments have been constructed or planned since the new station was announced in 2015 (*refer to Exhibits 34 and 35*). Total project investment is over \$135 million, not including the investment made by Cleveland-Cliffs in the acquisition of the Coatesville steel mill. Total funding awarded for the projects is \$37.7 million. The total investment and funding awards are conservative as information was not available for each of the 40 projects. Chester County has awarded more than \$8 million in funding to Coatesville projects with over \$3 million awarded since 2015.

Project developers, businesses, and City officials report the projects will add 543 new jobs, retain 648 jobs, and generate 130-short term construction jobs. These numbers are conservative as job information was not available for all projects and job projections were not calculated for this assessment.

Seven (7) projects are within the Primary Market Area of a quarter mile walk from the new Coatesville Train Station and 18 projects are within the Secondary Market Area of a half mile walk. All 40 projects are within a 10 minute drive of the new train station (*refer to Exhibit 35*).

Commercial development, including restaurants and offices, residential, and tourism uses, is proposed within walking distance of the new train station.

- An estimated 73,366 square feet of restaurant space from six new restaurants has been or will be created within a half mile walk of the new train station.
- A new grocery store is planned within walking distance of the new train station, filling a food access void for the City's residents.
- A new 80-unit multi-family residential development is proposed for construction across the street from the new train station.
- Phase I of a planned residential development will include 240 market rate apartments within a half-mile walk of the new train station. The residential development will include two additional phases including new multifamily and single family homes.
- The proposed National Sports & Events Center is just over a half-mile walk of the new train station.

While the 2011 Western Chester County Future Focus Study estimated that Coatesville's downtown could accommodate up to 68,000 square feet of new retail and restaurant space, nearly 8 times the amount estimated or 534,386 square feet of space has been completed, is under construction, or is proposed within a half-mile walk of the new train station.

Since 2015, 543 new jobs have been or will be created in Coatesville as reported by project developers, and 648 jobs have been retained, including over 600 at the Cleveland-Cliffs steel mill. Additional new jobs are anticipated to be created as projects are completed over the coming years.

In addition, short-term construction jobs for each of the projects provide employment opportunities for local and regional tradespeople.

**THE TRAIN STATION PROVIDES SHORT-TERM BENEFITS DURING CONSTRUCTION**

Construction of the \$65 million train station is anticipated to create between 200 and 300 short-term construction jobs for tradespeople representing 30 to 40 different construction firms throughout the region.<sup>xxvi</sup> An estimated 516,875 manhours will be expended during train station construction, and total payroll is estimated at \$7,993,774, generating federal, state, and local taxes.

Manhour and payroll estimates were calculated based on applying a factor of 2.2. The ratio was derived by comparing the construction cost of the Mount Joy Train Station completed in 2019 to the Coatesville Train Station. The construction cost of the Mount Joy Train Station was \$25,000,000, \$28,975,387 in 2022 dollars. The \$65 million Coatesville Train Station is 2.2 times the construction cost of the Mount Joy Station.

The factor of 2.2 was applied to the number of manhours used to construct the Mount Joy Station and total payroll for construction workers at the Mount Joy Station (*Exhibit 41*).

**Exhibit 41. Coatesville Train Station Manhour and Payroll Estimates**

	Construction Cost	Cost Factor
Coatesville Train Station	\$65,000,000	$\$65,000,000 / \$28,975,387 = 2.2$
Mount Joy Train Station (2019) <sup>(1)</sup>	\$25,000,000	
Mount Joy Train Station (2022) <sup>(2)</sup>	\$28,975,387	
	<b>Mount Joy Train Station<sup>(1)</sup></b>	<b>Coatesville Train Station<sup>(3)</sup></b>
<b>Manhours</b>	230,410	516,875
<b>Payroll</b>	\$3,563,426	\$7,993,774

<sup>(1)</sup> Mount Joy Train Station construction estimates, manhours, and payroll per PennDOT Mount Joy Station Economic and Community Benefits Assessment (2019). <sup>(2)</sup> Mount Joy Train Station 2022 cost estimate derived from online inflation calculator: <https://www.in2013dollars.com/us/inflation/2019?amount=25000000>. <sup>(3)</sup> 2.2 factor applied to manhours and payroll.

City taxes levied on construction employee payroll will result in added tax revenue throughout the duration of train station construction. Coatesville levies an earned income tax (EIT) for resident and non-resident workers. The EIT for non-resident workers is 1% on earnings, split between the City and Coatesville Area School District. Coatesville levies an annual local services tax of \$52 for every individual who engages in an occupation in Coatesville.

While the monetary benefit of the payroll taxes is short-term, it is assumed the increased revenues help compensate the City for inconveniences to the community (e.g., closed streets, traffic congestion, pedestrian inconvenience) during construction.

Construction workers are also patronizing local businesses during construction of the train station. Per the Construction Manager workers have been frequenting the Coastal Mart Convenience Store, Sister’s Mini Market, Wawa, and Popeyes.

**THE TRAIN STATION SUPPORTS TAX REVENUE GENERATION**

Increases in municipal tax revenues signal not only a municipality’s ability to successfully collect taxes, but can also demonstrate increasing economic activity. With many business closures between

the 1970s and 1990s coupled with non-taxable properties such as places of worship and government buildings, the tax burden shifted to Coatesville’s residents and remaining businesses.

The City’s overall tax revenue is slowly increasing. In 2015 total tax revenue collections were \$7,152,475, rising to \$8,298,990 in 2021. A municipal tax revenue component that signals increasing economic activity is the real estate transfer tax. Pennsylvania municipalities may impose a real estate transfer tax of 1% on the value of real estate transferred by deed, instrument, or long-term lease. Coatesville assesses a real estate transfer tax at a rate of 1.5%.

In 2015 the amount of real estate transfer tax revenues collected was \$310,955. Real estate transfer taxes were \$718,867 in 2022, a 131% increase between 2015 and 2021 (*Exhibit 43*).

**Exhibit 423. City of Coatesville Tax Revenue Collection (2015 – 2021)**

	2015	2016	2017	2018	2019	2020	2021
<b>Total Tax Revenues</b>	\$7,152,475	\$7,386,005	\$7,376,741	\$7,697,733	\$7,638,887	\$8,018,579	\$8,298,990
<b>Real Estate Taxes</b>	\$3,220,594	\$3,398,864	\$3,409,370	\$3,603,773	\$3,317,920	\$3,486,101	\$3,442,277
<b>Real Estate Transfer Taxes</b>	\$310,955	\$300,199	\$300,876	\$331,047	\$356,956	\$469,344	\$718,867
<b>Earned Income Tax</b>	\$3,478,906	\$3,570,046	\$3,540,100	\$3,633,182	\$3,835,426	\$3,954,773	\$4,012,423

Source: PA DCED Governor’s Center for Local Government Services, Municipal Annual Audit and Financial Reports, 150182 Coatesville City, Chester County

**THE TRAIN STATION WILL INCREASE COATESVILLE RIDERSHIP**

Projected ridership at the new Coatesville Station over a five-year period after the station is constructed (starting in 2026), if specified economic development projects are completed, and if SEPTA regional rail service is restored in Coatesville is summarized in *Exhibit 43*. Assumptions are detailed following *Exhibit 44* including a definition of Special Generator.

**Exhibit 43. Coatesville Train Station Ridership Projections**

	Amtrak	SEPTA	Special Generator
<b>Year 1<sup>(*)</sup></b>	15,362	130,305	8,568
<b>Year 2</b>	15,823	132,911	8,739
<b>Year 3</b>	16,298	135,569	8,914
<b>Year 4</b>	16,787	138,281	9,092
<b>Year 5</b>	17,291	141,046	9,274
<b>5 Year Total</b>	81,561	678,112	44,588

\*Note: Year 1 is 2026, one year after Coatesville Train Station completion.

**Amtrak Ridership Projections**

Based on review of 2018 and 2019 Amtrak data at the Keystone Corridor East stations where improvements are complete (Elizabethtown, Lancaster, and Mount Joy), Amtrak ridership at the

Coatesville station is projected to increase at an average rate of 3% per year (*Exhibit 44*). To derive the estimated ridership increase, the rate of change in ridership between 2018 and 2019 was averaged between the three stations. The completed stations are in urban municipalities near suburban areas, like Coatesville.

**Exhibit 44. Average Percent Ridership Change at Completed Keystone Corridor East Stations**

Completed Station	Ridership 2018	Ridership 2019	% Change
Elizabethtown	99,600	100,519	1%
Lancaster	561,400	577,506	3%
Mount Joy	45,592	47,964	5%
Average % change			3%

Source: Rail Passengers Association (2020), Whitehouse Group, Inc.

The average change of 3% per year was applied to the Coatesville station using 2019 ridership of 14,915 passengers as a pre-pandemic baseline. Year 1 is 2026, one year after train station construction is complete. Over a five-year period the Coatesville station is projected to increase annual ridership by 2,376 passengers, increasing annual ridership from 14,915 to 17,291 (*Exhibit 45*).

**Exhibit 45. Coatesville Amtrak Ridership Projections**

Year	Ridership	3% Annual Growth
Baseline (2019)	14,915	447
Year 1	15,362	461
Year 2	15,823	475
Year 3	16,298	489
Year 4	16,787	504
Year 5	17,291	519

Source: Rail Passengers Association (2020), Whitehouse Group, Inc.

SEPTA Regional Rail Ridership Projections

Ridership projections also consider SEPTA regional rail service, should rail service be re-established in Coatesville. SEPTA regional rail service was discontinued at the Coatesville station in 1996. Daily ridership was projected in a 2017 Delaware Valley Regional Planning Commission (DVRPC) memorandum to SEPTA discussing extension of the Paoli-Thorndale Regional Rail line. The memo outlines projections for Coatesville, Parkesburg, and Atglen. <sup>xxvii</sup> The memo notes that should SEPTA service be restored, the Coatesville station would serve between 350 and 430 people per day based on outlined scenarios. This estimate was also cited in a 2020 Coatesville economic development study. <sup>xxviii</sup> Using this estimate, the total number of annual SEPTA riders ranges between 127,750 and 156,950 (*Exhibit 46*).

**Exhibit 46. Coatesville SEPTA Projections <sup>(1)</sup>**

Year	350 Daily Ridership	2% Annual Growth	430 Daily Ridership	2% Annual Growth
Baseline	127,750	2,555	156,950	3,139
Year 1	130,305	2,606	160,089	3,202
Year 2	132,911	2,658	163,291	3,266

<b>Year 3</b>	135,569	2,711	166,557	3,331
<b>Year 4</b>	138,281	2,766	169,888	3,398
<b>Year 5</b>	141,046	2,821	173,285	3,466

Source: DVRPC Ridership Projections (2017), Whitehouse Group, Inc. <sup>(1)</sup> If SEPTA regional rail service is re-established in Coatesville.

Special Generator Ridership Projections

While the Amtrak and SEPTA projections include commuter travel and some visitor travel, they do not consider the impact of a significant destination recreation and tourism venue proposed in Coatesville, the National Sports & Events Center. The venue is projected to generate 480,000 visitors annually once fully operational.<sup>xxix</sup> This type of large event venue is considered a Special Generator, more specifically a Periodic Special Generator.<sup>xxx</sup> Periodic Special Generators like Convention centers, stadiums, arenas, fairs, and festivals do not produce regular weekday trips.

To project the number of additional riders resulting from this Special Generator, SETPA provided June 2022 regional rail ridership data for the Broad Street Line on an event day (Philadelphia Flower Show and Philadelphia Phillies Baseball Game) and a non-event day. The Broad Street Line recorded a 24% ridership increase for events held on the event day.<sup>xxxi</sup> A 24% increase ridership was applied to SEPTA ridership daily projections (between 350 and 430 with annual growth of 2% over five years), as detailed above. The calculation assumed 50 weekend events (two days) would be held annually at the National Sports & Events Center for a total of 100 event days per year. Over five years, the Special Generator is projected to increase ridership at the Coatesville Train Station between 44,588 and 54,780 (*Exhibit 47*).

**Exhibit 47. Coatesville Special Generator Projections**

<b>Year</b>	<b>350 Riders/Day</b>	<b>Ridership 100 Event Days</b>	<b>24% Event Day Increase</b>	<b>430 Riders/Day</b>	<b>Ridership 100 Event Days</b>	<b>24% Event Day Increase</b>
<b>Year 1</b>	357	35,700	8,568	439	43,860	10,526
<b>Year 2</b>	364	36,414	8,739	447	44,737	10,737
<b>Year 3</b>	371	37,142	8,914	456	45,632	10,952
<b>Year 4</b>	379	37,885	9,092	465	46,545	11,171
<b>Year 5</b>	386	38,643	9,274	475	47,475	11,394

Source: DVRPC Ridership Projections (2017), SEPTA Event Day/Non-Event Day Ridership (2022), Whitehouse Group, Inc.

**THE TRAIN STATION WILL REDUCE COMMUTER COSTS AND SAVES TIME**

The new Coatesville Train Station will increase multimodal transportation options for City residents, employees, and visitors. Rail travel increases multimodal access, improves mobility for citizens of all income levels, and reduces overall transportation costs for commuters.

A commute via rail could be a more affordable option compared to an automobile, even with travelling three days per week, the current trend post-pandemic. The cost for a Coatesville resident commuting three days a week to Philadelphia via Amtrak (the top trip destination from the Coatesville station) is estimated at 53% less expensive per year than commuting via automobile. Traveling to work via Amtrak five days a week is estimated at 38% less expensive than commuting via automobile (*Exhibit 48*). Cost savings are even greater should SEPTA regional rail resume in Coatesville.

According to a commuter calculator available on the PA Commuter Services website, the yearly estimated commuting cost via automobile to Philadelphia from Coatesville is \$8,757 (five days/week). The annual cost to purchase a monthly Amtrak pass to commute to Philadelphia from Coatesville is \$3,372.

Commuters also save time by commuting via rail. The average round trip via rail from Coatesville to Center City Philadelphia is 1 hour 45 minutes per day. Commute time increases to two hours round trip via automobile. While the theoretical time savings is only 15 minutes, the automobile commute time does not consider traffic delays, time to park, and free time gained by commuting via rail.

Assuming 25% of the approximately 4,000 Coatesville workplace commuters who travel via single occupancy vehicle per 2020 U.S. ACS 5-Year Estimates switch their commute to rail, those 1,000 commuters could collectively save annually nearly \$6.4 million if commuting three days per week or nearly \$8.8 million if commuting five days per week – money that could otherwise be re-invested into Coatesville’s local economy.



**Exhibit 48. Annual Commute Costs between Coatesville and Center City Philadelphia**

<b>Estimated Annual Commute Costs via Automobile</b>	
\$8,757 (5 days) / \$6,382 (3 days)	
Assumptions <sup>(1)</sup>	
<ul style="list-style-type: none"> <li>• Single occupant vehicle</li> <li>• Daily commute: 47 miles</li> <li>• Days/month commuting: 20 (5 days/week)</li> <li>• Days/month commuting: 12 (3 days/week)</li> <li>• MPG: 31 (assuming 2022 Toyota Corolla)</li> <li>• Gas cost/gallon: \$4.76 (Golden Mart, 1<sup>st</sup> Avenue, Coatesville, 6/1/22)</li> <li>• Cost/mile – maintenance &amp; tires: \$0.0883 (AAA Your Driving Costs 2021)</li> <li>• Cost/day - insurance, financing, &amp; depreciation: \$13.37 (AAA Your Driving Costs 2021)</li> <li>• Monthly Parking: \$235 (Center City Philadelphia, monthlyparking.org)</li> <li>• Monthly commuting cost (5 days): \$730</li> <li>• Monthly commuting cost (3 days): \$532</li> </ul>	
<b>Estimated Annual Commute Costs via Amtrak</b>	<b>Estimated Annual Commute Cost via SEPTA <sup>(2)</sup></b>
\$3,372	\$2,448
<b>Assumptions</b>	
<ul style="list-style-type: none"> <li>• Days per month commuting: 20 (5 days/week) or 12 (3 days/week)</li> <li>• One Amtrak monthly pass: \$281</li> <li>• Monthly pass is valid for up to two trips/day between Coatesville and Philadelphia</li> </ul>	<ul style="list-style-type: none"> <li>• Days per month commuting: 20 (5 days/week) or 12 (3 days/week)</li> <li>• One SEPTA monthly pass: \$204 (regional rail Zone 4)</li> </ul>

<sup>(1)</sup> Calculation: [pacommuterservices.org/commuter-calculator](http://pacommuterservices.org/commuter-calculator)

<sup>(2)</sup> SEPTA Regional Rail

**THE TRAIN STATION ALLEVIATES TRAFFIC CONGESTION AND IMPROVES AIR QUALITY**

Commuting via rail mitigates traffic congestion and air quality impacts. Using public transportation reduces the nation’s gasoline consumption, saving an estimated 6.0 billion gallons each year and lowering carbon emissions with 84% less CO<sub>2</sub> emissions using transit rather than automobile. <sup>xxxii</sup>

Coatesville is in a congested region. According to a 2021 INRIX report on traffic congestion, Philadelphia was the third most congested city in the U.S. behind New York and Chicago and the 13th most congested in the world. Philadelphia drivers lose an estimated 90 hours annually due to congestion compared to an average 36 hours across the U.S. <sup>xxxiii</sup> The excess fuel consumption caused by congestion in the Philadelphia metropolitan area was 15 gallons per commuter in 2020 down from 26 gallons in 2019 according to a study released in 2021 by Texas A & M Transportation Institute. With a reported 2,308,000 automobile commuters in the region, the region is losing nearly 35 million gallons of gasoline per year on congestion. <sup>xxxiv</sup>

The new train station will mitigate energy and environmental impacts caused by automobile emissions. Based on a U.S. Environmental Protection Agency (EPA) Greenhouse Gas Equivalencies Calculator, 15 gallons of gasoline equates to 0.133 metric tons of carbon dioxide emissions.

Converting just a portion of the approximately 4,000 Coatesville commuters that travel via single occupancy vehicle to rail would reduce emissions. If 25% switched to rail for their commute, 15,000 gallons of gasoline would be saved annually, equivalent to greenhouse gas emissions avoided by 46.1 tons of waste recycled instead of landfilled. The gasoline savings is also equivalent to the amount of carbon sequestered by 158 acres of U.S. forests in one year.<sup>xxxv</sup>

### **THE TRAIN STATION SUPPORTS INCREASED ENTREPRENEURIAL BUSINESS STARTUP ASSISTANCE**

City efforts have led to the creation of initiatives to provide entrepreneurship for Coatesville residents. Launched in 2020 during the COVID-19 pandemic, Coatesville's Business Skills for Success for the Entrepreneur began as a nine-week virtual education series developed by the City in conjunction with Kutztown University SBDC. The education series modeled after a similar program run in the past by Chester County Economic Development Council (CCEDC), provides practical business skills for City residents interested in learning how to start a business and resulted in Coatesville's Pop Up & Shop Outdoor Market where 20 entrepreneurs showcased and sold food, clothing, and other handmade items.

CCEDC, Kutztown University, and West Chester University will soon have dedicated office space at n<sup>th</sup> Innovation Center to provide coordinated business assistance directly to Coatesville business startups. Collectively, the organizations will provide an array of business resources to startups along with a microlending program.

According to CCEDC, the need for entrepreneurial assistance is growing in Coatesville. In early 2022 CCEDC launched a demonstration project in conjunction with Pennsylvania Department of Labor & Industry (L&I). Through the New Business Champions program, CCEDC offers \$3,000 in professional services and technical assistance for new Chester County businesses less than two years old. The demonstration program received 50 applications for assistance, 23 of which were from Coatesville startups. Startup business types included HVAC, restaurant operators, and service businesses. Having a dedicated Coatesville location along with Kutztown and West Chester universities in Coatesville, will provide Coatesville area startup businesses with extra support adding to potential business revitalization near the train station.

## **COMMUNITY BENEFITS**

### **THE TRAIN STATION SUPPORTS IMPROVEMENTS IN COATESVILLE'S KEY SOCIOECONOMIC INDICATORS**

Key socioeconomic indicators for Coatesville's residents such as employment, poverty, income, and homeownership are improving. While the improvements cannot be attributed solely to the new train station, the train station investment is a contributing factor. The timing of the new station's construction and opening will help reinforce the positive socioeconomic trends already being seen with in the City.

#### **Lower Unemployment, Decreasing Poverty, Higher Income**

Unemployment in Coatesville is trending downward. The City's unemployment rate in 2015 was 15.5% and 7.8% in 2020, a 50% decrease. Coatesville's poverty rate has been high over the last several decades but is also trending downward. The City's 2020 poverty rate was 22.7%, a 36% decrease from the 2015 poverty rate of 35.3%.

Income is trending higher in Coatesville. The City's 2020 median household income was \$52,931, an increase from the 2015 median household income of \$34,716. Coatesville is closing the gap with statewide median household income. In 2015 the gap between state median household income (\$53,599) and Coatesville was \$18,883. The gap in 2020 was reduced to \$10,696, a 43% reduction.

Fluctuating Homes Values, Increased Homeownership, Decreasing Vacancy

Median home values are fluctuating. The median home value in 2015 was \$134,600, dropping to a low of \$115,000 in 2017 and increasing to \$122,300 in 2020. While the gap between state and City home values is \$65,000, the gap between the City and County home values is significant at \$247,200. The construction of new residential development planned in Coatesville and the continued revitalization of the City's existing housing stock should help boost median home values.

Homeownership increased in Coatesville from 36.4% in 2015 to 41.5% in 2020. While owner occupancy is much higher at the state and county levels, at 69.0% and 75.0%, improving rates for Coatesville demonstrate that residents are increasingly confident in their economic outcomes. Housing vacancy is decreasing in Coatesville with a vacancy rate of 14.0% in 2015 compared to 10.0% in 2020.

Increasing Issuance of Building Permits

The issuance of building permits is also a signal of activity within a community. Since 2015 1,907 building permits have been issued in the City with a high of 368 in 2016. A total of 375 building permits were issued in 2020 and 2021 during the COVID-19 pandemic.

Downtown Investment Increasing, Decreasing Vacancy

Downtown Coatesville particularly along Lincoln Highway has traditionally been the center of Coatesville's economic activity. While many business closures occurred after layoffs at the Coatesville steel mill between the 1970s and early 1990s, interest in starting a business in downtown Coatesville is increasing. From restaurants, offices, and service businesses such as a barber shop and nail salon, new businesses are routinely starting to open downtown. The new investments are having a positive impact on the number of active downtown storefronts. When 2<sup>nd</sup> Century Alliance started to collect data on downtown retail vacancy in 2016, the vacancy rate was 60%. In 2020 retail vacancy dropped to 30%.

**THE TRAIN STATION ADDS TO THE CITY'S COMMUNITY LANDMARKS & SUPPORTS ONGOING REVITALIZATION**

The new Coatesville Train Station provides the City with a new landmark and community gathering point, a new gateway and 'front door' to the City. It complements Coatesville's existing historic district and historic buildings and structures such as the Brandywine Museum, Graystone Mansion (*Exhibit 49*), and Historic Highbridge.

Coatesville's residents are now beginning to see land use changes as new projects occur throughout the City with the new train station being a significant project. Since 2015 an estimated 157 acres of land have been or will be redeveloped and over 1.3 million square feet of existing building space will be redeveloped or new space constructed. These estimates do not include ongoing renovations at the Cleveland-Cliffs steel mill.

Recent investments in the City's parks such as Palmer, Patton, and Abdala Parks are projects visible to residents. Similarly, the conversion of St. Cecilia's Catholic Church in 2021 (*Exhibit 50*) and the future conversion of St. Stanislaus Catholic Church to the Midway Arches event venues demonstrates to residents that the City's older, historic buildings can be reused. Exterior improvements to the historic Coatesville Train Station is another example of revitalization.

**Exhibit 49. Photo of Graystone Mansion**



Photo credit: City of Coatesville

**Exhibit 50. Photo of Midway Arches – St. Cecilia's at 600 Chestnut Street**

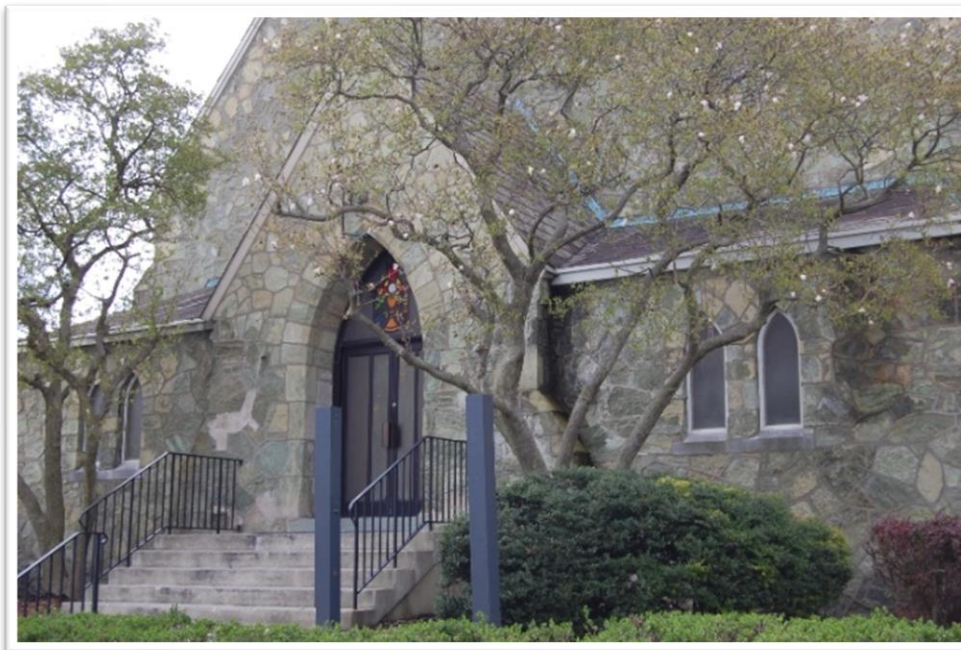


Photo credit: Whitehouse Group.



**THE TRAIN STATION IMPROVES PASSENGER SAFETY, AMENITIES, MOBILITY**

The existing historic train station was constructed in 1868. Once the train station building closed over 25 years ago, limited maintenance has occurred on the station platform and stairs leading to/from the platform. This has led to a level of disrepair that is evident for passengers using the station. (*Exhibit 51*). The station is also not accessible for riders with disabilities.

**Exhibit 51. Photo of existing train station passenger amenities**



Photo credit: Whitehouse Group.

The new train station provides a state-of-the-art facility including high-level accessible platforms with canopies and seating; stair/elevator towers; public address system and security cameras. A reconfigured underpass will convert 4<sup>th</sup> Avenue below the train tracks from vehicular to pedestrian only access.

The new train station will provide accessible facilities conducive to increased train travel for senior citizens and citizens with disabilities. Based on U.S. Census 2020 estimates this would benefit 1,374 Coatesville senior citizens and 1,442 citizens younger than 65 with disabilities. In addition, travelling by Amtrak is made more affordable for senior citizens and passengers with a disability through fare discounts. Amtrak offers senior citizens a 15% fare discount and a 10% fare discount to passengers with a disability.

Should SEPTA re-establish regional rail service in Coatesville, senior citizens over age 65 will ride the train for free with a SEPTA Senior Fare Card. SEPTA offers reduced fares for riders with disabilities.

### **THE TRAIN STATION INCREASES MULTIMODAL TRANSPORTATION OPTIONS**

The new train station will increase multimodal transportation options for Coatesville's residents, workers, and visitors. Given an overall 54% increase in transit ridership nationwide between 2001 and 2017, and a 110% increase in Amtrak and commuter rail travel, people are looking for multimodal transportation options. <sup>xxxvi</sup>

The train station will provide Coatesville residents with a new and improved travel option. While the existing train station provides daily Amtrak service, it does not meet several of the factors that influence passenger demand for transit as identified by the TRB Transit Capacity and Quality of Service Manual. The new train station will provide increased availability, comfort and convenience, accessibility, safety and security, and pedestrian amenities. <sup>xxxvii</sup>

With the bulk of Coatesville commuters travelling east, the new station will improve travel options to Philadelphia and the surrounding region (*see Exhibit 32*). <sup>xxxviii</sup> The new train station will improve the overall quality of a transit trip from Coatesville and continue to serve the City's top Amtrak travel destinations of Philadelphia, Lancaster and New York City along with frequented stops on the Keystone Corridor East and Northeast Regional Corridor. <sup>xxxix</sup>

In addition, should SEPTA re-establish regional rail service to Coatesville, City travelers will have increased opportunities and affordable fares to travel to work destinations in and surrounding Philadelphia, the number one travel destination via Amtrak and the U.S. Census.

The train station will also support increased multimodal network connectivity for pedestrians, bus riders, and bicyclists. Pedestrians can access new accessible accommodations at the new station and walk to the station on improved streetscapes along 3rd Avenue, 4th Avenue, and Fleetwood Street. SEPTA 135 and the Coatesville Link bus service will stop at the train station once complete to provide a connection between rail and bus transportation. Bicycle racks will also be included at the train station, supporting Coatesville's existing bike lanes, and ensuring biking is a viable, safe transportation option as cyclists connect with either bus or rail at the train station.

### **THE TRAIN SUPPORTS INCREASED TOURISM**

Chester County has the lowest percentage of traveler spending of the counties in the Philadelphia region at 9% (*see Exhibit 8*). The new Coatesville Train Station will support an increase in tourism and recreation activity planned in Coatesville in the coming years. Once completed the National Sports & Events Center is anticipated to attract 480,000 annual visits to Coatesville with 10-year cumulative new direct spending of \$161 million (*see Exhibit 38*). Like the train station, this catalytic project with a construction cost estimated at \$50 million will generate continued investment in Coatesville and surrounding communities and result in increased lodging, food and beverage, and shopping venues.

With its location a little more than a half-mile walk from the new train station, visitors to the National Sports & Events Center can opt to take the train to Coatesville. Over a five year period a projected 44,588 to 54,780 rail trips will be generated by the new venue. A proactive marketing campaign by the National Sports & Events Center, the City, 2nd Century Alliance, and county, regional, and state partners will make certain that this regional destination attracts the projected visitors with many visitors travelling to the venue via passenger rail.

Beyond this project it is important to note that Coatesville and its partners have been working diligently over the past several years to develop new events for residents and visitors. Community event attendance for just four events is nearly 33,000 since 2015 with 24,000 visitors alone attributed to the Coatesville Invitational Vintage Grand Prix that started in 2016. Visitation to the National Iron & Steel Heritage Museum is also increasing, and at least five new restaurants and entertainment venues are scheduled to open in Downtown Coatesville over the next few years. Each of these venues provides opportunities to attract visitation via the new train station.

### **THE TRAIN STATION SUPPORTS INCREASED COMMUNITY PARTICIPATION AND NETWORKS**

Over the years, Coatesville's network of non-profit community organizations and business leaders have been in place to support Coatesville residents. This network has increased over the past few years not only in terms of organizations and businesses involved, but also in the level of participation. The drive and determination to ensure Coatesville's residents benefit from the recent investments in their community like the Coatesville Train Station was evident through interviews conducted for this assessment.

Through the efforts of City leadership and partners, the number of and attendance at community events has increased significantly over the past few years. As described in the *Community Events & Initiatives* section, a total of 15 new community events and/or initiatives have been initiated since 2015, 9 of which have started since 2020. Events are focused on bringing Coatesville's residents together and encouraging networking between citizens and local government leaders. While detailed attendance records were not available for all community events, since 2015 nearly 30,000 people attended community events such as the Coatesville Invitational Vintage Grand Prix, Sounds of Summer Music Series, and the Juneteenth Celebration & Carnival.

Initiatives like Greening Coatesville included a targeted strategy to revitalize city parks and since 2019 improvements have been made at Palmer Park and are planned at Abdala Park, Ash Park, and Patton Park. Investments in the City's parks benefit residents and young families by providing updated recreational and community gathering spaces. The investments demonstrate the City's commitment to ensuring that community infrastructure is updated and is part of the City's overall economic revitalization.



**THE TRAIN STATION SUPPORTS NEIGHBORHOOD STABILIZATION & NEW RESIDENTIAL DEVELOPMENT**

Enhanced efforts to revitalize the City’s residential neighborhoods in tandem with economic revitalization is a key focus of the City and its partners. To ensure residential neighborhoods experience some of the economic revitalization occurring in the City, 2<sup>nd</sup> Century Alliance secured a grant from the Wells Fargo Regional Foundation to develop a five-year plan to strengthen and stabilize the City’s residential neighborhoods (*Exhibit 52*). The initiative focuses on youth programming, public safety, jobs, and homeownership to ensure that as Coatesville grows economically, citizens prosper as well.

**Exhibit 52. Coatesville’s Neighborhoods**



Source: 2<sup>nd</sup> Century Alliance.

New residential development is being planned in Coatesville. While developers such as New Heritage Properties have been working in Coatesville since 2007 to rehabilitate residential properties throughout the City, new residential construction has been limited. That is beginning to change as over 350 housing units are planned in Coatesville, 320 of which are within a half-mile walk of the new train station.

## CONCLUSION

A significant amount of new private and public investment has been occurring in Coatesville since the new train station was announced in 2015. The impact of the Commonwealth's investment is strengthened by the proactive dedication, partnerships, and actions of the City and state, regional, and local partners. Likewise, Coatesville and its citizens are strengthened by the Commonwealth's investment which positively impacts the City's future economic outcomes and resiliency.

## APPENDIX A – DOCUMENTS REVIEWED

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## **APPENDIX B – STAKEHOLDER INTERVIEW INSIGHTS**

A significant amount of activity has been taking place in Coatesville since PennDOT announced the new train station in 2015. Even prior to the announcement, City leaders and advocates were working with county, regional, and state leaders to improve economic outcomes for the City and its citizens. This level of commitment was documented through 21 interviews conducted with government officials, community organizations, and businesses. Organizations and entities were identified by the City Manager and 2<sup>nd</sup> Century Alliance, and insights from the interviews are summarized in this Appendix.

Stakeholder input demonstrates the substantial level of commitment and care taken to ensure that Coatesville - particularly the City's residents - benefits from the recent investments taking place in the City including the new train station. With so many active projects in Coatesville, a true sense of excitement about the City's future is evident.

Concern was expressed, however, that residents living in the City's black neighborhoods will not benefit from revitalization in the City. It was reported that increasing tax burdens and municipal service fees are impacting the City's citizens and that newer residents moving from urban centers like Philadelphia to seek a lower cost of living are changing the village character of Coatesville. Ensuring that all of Coatesville's residents benefit equally from the economic opportunity afforded by the new train station is an important concern.

### **COATESVILLE'S BEST ATTRIBUTES**

Resilient People, Tight-knit Community - The citizens of Coatesville show great community support for each other and share a real bond. While Coatesville is a City, it is a small close-knit community where people know each other and remain resilient in the face of adversity. The community is deeply rooted in values of hard work, innovation, local pride, and resilience. People show up for each other, work together, and rally together as a community when there is a family crisis, to address food insecurity, and to respond to emergencies like flooding in September 2021 resulting from Hurricane Ida. The storm displaced more than 100 families and impacted residential and commercial buildings in the City.

Coatesville's active faith-based community works with residents to develop activities for City children, provide food as needed, and offer faith-based support. There is an energy and resiliency in Coatesville that is easily recognizable and tangible.

Diversity - Coatesville is diverse not only in terms of ethnicity, faith, and culture, but economically with many types of businesses. It has a long legacy of steel manufacturing, which has been important to the community. Healthcare is another important industry, and the Veteran's Administration Hospital has brought people from all over the country to Coatesville.

Good City Leadership - The City has strong leadership. From City Council, to the City Manager, Coatesville Redevelopment Authority, to City staff, and 2<sup>nd</sup> Century Alliance, the right people are in the right positions as the right time. City Management is engaged and works with all citizens to improve community and economic outcomes. The City approval process is efficient and effective, signaling to investors that Coatesville is a good investment.

Connections & Location - Historically, the City served as a major connection and trading location for commerce, initially driven by the West Branch Brandywine Creek. Coatesville is in a good

location, a crossroads for transportation and history and a place where people connect. Coatesville is in the path of progress in Chester County, and it is the anchoring community to the Western Chester County region. Coatesville Highbridge is emblematic of the City connecting to the western and eastern portions of Chester County and beyond. Residents of the City have the advantage of an urban location in proximity to rural areas.

Steel Heritage - Steel has been the foundation of the City's history with the Coatesville steel mill the longest operating steel mill in the nation. Today, the National Iron & Steel Heritage Museum preserves the City's steel heritage and ensures Coatesville's industrial heritage is passed along to future generations. Cleveland-Cliffs has recently assumed responsibility for the steelmaking legacy in Coatesville. With 638 employees, new plant investment, and a growing industry, Cleveland-Cliffs is positioned to work with the City and its residents to advance Coatesville's revitalization.

### **KEY FACTORS CONTRIBUTING TO COATESVILLE'S REVITALIZATION**

Adopting a Holistic Approach - Coatesville's elected officials and community leaders view the community holistically and link community and economic development in tandem through leadership. The City has developed a plan for revitalization and works to ensure everyone from City leadership to citizens are on the same page. The City continually invests in leadership and vision.

Working Together with Unity and Inclusivity - The City is improving and revitalizing the community, ensuring that all citizens are included. Being inclusive is necessary to move all Coatesville residents forward in tandem with the economic revitalization that is occurring. This approach has resulted in an increase in community involvement at all levels. Coatesville is working towards the goal of building an economically prosperous community where everyone has economic opportunity and no one will be left behind.

Long Term, Focused Revitalization Efforts - Renewed revitalization in Coatesville has been a progression over the past several years. Around 2010, the Western Chester County Chamber of Commerce developed a high-level economic study. Between 2015 and 2016, City leaders determined a new, visionary focus was needed to spark redevelopment. Today, Coatesville includes a network of likeminded people and organizations that have the same vision of advancing Coatesville for all citizens and providing increased job opportunities with a living wage. As revitalization continues, it is important that Coatesville residents and families are prepared and the first in line to take advantage of new opportunities.

Proactive, Effective Coatesville City Council - Coatesville City Council has prioritized the need to increase community events and opportunities to bring citizens together and works collectively to improve community and economic development throughout the City. City Council members are community-driven and community-oriented and actively engage and network with their Coatesville neighbors through different organizations. Council member participation in different organizations increases opportunities for City government and the community to work together. In addition, Council members work together, listen to each other, and come up with solutions for the benefit of the City and its residents.

Effective City Management - The current City Manager has brought a new level of leadership to Coatesville. Having an effective City Manager to actively reach out to and collaborate with the community has been beneficial in bringing businesses and people together.

Increased Economic Development Support - The creation and staffing of 2<sup>nd</sup> Century Alliance provides the City with a valuable asset to coordinate not only business attraction but also assist with community needs. In addition, Chester County government and economic development officials actively support Coatesville, facilitating investments such as the realignment of Lincoln Highway and 1st Avenue and providing technical assistance.

Active Community Development Support - Several non-profits and community organizations serve the residents of Coatesville. The Alliance for Health Equity coordinates approximately 17 non-profits to improve health, social, and community outcomes for residents. The Alliance for Health Equity and groups such as MCDC, OIC, and others work collectively to improve City parks; support community events, housing, and food distribution; and build resident skill sets. Through Coatesville Home Ownership Made Easy (C.H.O.M.E), MCDC provides a resource navigation program for first-time home buyers. MCDC has assisted over 172 applicants over the past 15 months. Further, MCDC’s Home Rehabilitation Program has repaired 25 residential properties and has funding to repair an additional 55 properties at no cost to homeowners.

Economic Incentives - Economic incentives like the federal Qualified Opportunity Zone (QOZ), Keystone Innovation Zone (KIZ), and LERTA contribute to favorable business development options in Coatesville. The economic incentives motivate investors to invest in new housing, businesses, and beautification projects. The City’s QOZ designation was the key factor in the construction of n<sup>th</sup> Innovation Center at the former Lukens Steel office building. The \$5 million investment is the first major private commercial construction in Coatesville in decades and complements southeast Pennsylvania’s biotechnology hub. The project promotes a vision that Coatesville can become the “Silicon Valley” of Chester County, the place to go to start your business. The success of the n<sup>th</sup> Innovation Center has led the developer to create plans for a new mixed-use project at 3<sup>rd</sup> Avenue and Lincoln Highway. The developer notes this second investment in Coatesville would not have occurred without the new train station.

New Community Initiatives and Supportive Transportation Services - Many new community initiatives and events have been occurring over the past several years as noted in the *Community Events & Initiatives* section. In addition, the City has sponsored hiring events with major regional employers to help find jobs for Coatesville residents. The City worked with Transportation Management Association of Chester County (TMACC) to establish bus service to the Urban Outfitters warehouse in Gap, located approximately 10 miles west of Coatesville. Beyond the Urban Outfitters commuter services, SEPTA has acquired the Krapf “A” bus and rebranded it to SEPTA 135, providing fixed route service along Lincoln Highway from Coatesville east to Exton Square Mall and south to West Chester.

## **BENEFITS OF THE NEW TRAIN STATION**

Transformative Gateway Project - The train station is largest most impactful, most transformative project in Coatesville. The announcement of the train station was significant in that it helped to restore optimism and showed PennDOT’s commitment to Coatesville. Because the train station is such a large project, it changes the whole dynamic of the City and will change how Coatesville interacts with other communities. The new train station will make the City a new destination and provide a gateway and “front door” for the City, visitors, and investors. It will provide a direct link to Philadelphia, which should help influence workers and employers to locate in the area.

Improves Access, Reduces Traffic Congestion, Diminishes Isolation - Due to its location, topography, and the U.S. 30 Bypass, Coatesville has been isolated. Currently, people driving through



Coatesville, pass through as quickly as possible. The train station provides a place where people will come to access not only Coatesville, but other locations accessible by train. The train station provides convenient multimodal access into and out of the City for work and tourism and will reduce congestion along U.S. 30. The new train station will bring people to the City without the need for parking. This is beneficial for annual events like the Coatesville Invitational Vintage Grand Prix and visits to the proposed National Sports & Events Center.

Improves the Downtown and Overall Community Redevelopment - The train station will support continuing reinvestment in Coatesville's downtown. It provides new visitors the opportunity to come into the City and visit places like the National Steel & Heritage Museum, the proposed National Sports & Events Center, and businesses and restaurants downtown. The train station will help Coatesville continue its revitalization efforts, and it is hoped the City achieves as much revitalization success as neighboring Phoenixville, West Chester, or Kennett Square. The County's revitalization is moving westward, and Coatesville is the next area for revitalization, increasing the opportunity for more families to purchase affordable homes in Chester County.

Demonstrates Positive Progress for City Residents - The train station has been discussed for decades, and its construction demonstrates to residents that long standing commitments are being made to invest in the City and its residents. Residents have waited a long time for the train station to begin construction and now, "seeing is believing". The Commonwealth's investment in the train station signals to citizens and homeowners that Coatesville is a safe investment for both existing residents and future residents, sending a positive message which increases citizen pride.

Increased Property Values and Homeownership - The train station is increasing property values for both homeowners and businesses. With the excitement over new investment, more home renters are turning into homeowners. Instead of homeowners selling and leaving, citizens are beginning to invest in their properties, and new residents are being attracted to the City. Over the past few years, people are coming to Coatesville to buy a home which would not have happened a few years ago. While new growth will occur and result in increased property values, the community is mindful that no citizens are left behind and that all residents can benefit from the City's economic revitalization.

Some are concerned, however, that existing residents will be overlooked and not benefit from redevelopment, with existing residents being displaced as new residents move in.

Attracts Developer Investment - The train station is attracting interest from existing and new developers and will result in a period of continued growth. One of the key reasons the proposed development at the southeast corner of 3<sup>rd</sup> Avenue and Lincoln Highway is moving forward is due to the new train station. The investment also demonstrates to investors that state and local officials support revitalization in Coatesville, ensuring their investments are safe in the long term.

New Jobs - The new train station has led to an increase in investment in the City and new jobs. The steel mill is hiring, the Midway Arts Building and n<sup>th</sup> Innovation Center have brought new jobs to the City, and additional jobs are expected as projects are completed.

Potentially Re-establishing SEPTA Service - The new train station will allow the City to resume SEPTA regional rail service which has been lacking since 1996 and is viewed as a handicap for the City. SEPTA service, including the re-established bus service, provides improved transportation options for City residents.

## END NOTES

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- <sup>viii</sup> American Public Transportation Association, 2021 Public Transportation Fact Book. p. 2.
- <sup>ix</sup> American Public Transportation Association, *Who Rides Public Transportation*. 2017. p. 56.
- <sup>x</sup> Transportation Research Board, *Transit Capacity and Quality of Service Manual*, 3<sup>rd</sup> Edition.2013, pp. 4-15, 4-16.
- <sup>xi</sup> American Public Transportation Association, *Who Rides Public Transportation*. 2017. p. 5.
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- <sup>xiii</sup> 4Ward Planning. Coatesville Area Economic Development Study. November 12, 2020. p. 121.
- <sup>xiv</sup> *Ibid.*, p. 137.
- <sup>xv</sup> Coatesville 2<sup>nd</sup> Century Alliance. *Downtown Coatesville Revitalization Plan*. p. 1.
- <sup>xvi</sup> Coatesville 2<sup>nd</sup> Century Alliance. Data point monitor Excel spreadsheet. January 2022.
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- <sup>xviii</sup> American Public Transportation Association, 2021 Public Transportation Fact Book. p. 3.
- <sup>xix</sup> INRIX, 2021 INRIX Global Traffic Scorecard. December 2021, p. 2.
- <sup>xx</sup> *Ibid.*, p. 20.
- <sup>xxi</sup> Texas A & M Transportation Institute, *Urban Mobility Report*, 2021, p. 38.
- <sup>xxii</sup> Natural Lands Trust, *Toole Recreation Planning*. The City of Coatesville Parks 2021 An Action Plan for Lively Parks and Healthy People. August 2016.
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